



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
February 2017

	Month Data Collected	Year to Date 2015	Year to Date 2016	Year to Date 2017	Percent Change 2017 vs. 2016
OVERALL PERFORMANCE	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Visit Estes Park (VEP) Lodging Tax	February	\$ 99,712.44	\$ 125,207.05	\$ 120,753.30	-3.56%
Seasonal VEP Lodging Tax (most recent)	Win: Dec-Feb	170,599.31	\$ 184,996.18	180,542.43	-2.41%
Media Impressions	February	91,242,371	87,045,642	216,529,854	148.75%
PR Value	February	\$ 1,025,661.00	\$ 1,014,209.62	\$ 389,226.82	-61.62%
Average PR Points Per Article	February	68.40	71.83	57.00	-20.65%
VISITESTESPARK.COM WEBSITE PERFORMANCE	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Sessions	February	177,736	224,749	194,440	-13.49%
Users	February	130,821	176,335	149,944	-14.97%
Page Views	February	564,552	547,369	473,129	-13.56%
Average Pages Per Session	February	3.18	2.44	2.49	2.05%
Average Session Duration (minutes)	February	4.19	2.53	3.19	26.09%
JackRabbit Lodging Referrals	February	56,380	52,833	47,072	-10.90%
OTHER CONSUMER ENGAGEMENT	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Digital Official Visitor Guide (OVG) Unique Readers	February	1,655	1,819	1,656	-8.96%
Digital OVG Page Views	February	77,218	76,101	73,879	-2.92%
Digital OVG Average Visit Duration (minutes)	February	6.84	5.76	5.95	3.39%
Marketing eNewsletter Subscribers Total: 66,861	February	2,285	2,906	1,119	-61.49%
Facebook Followers Total: 112,174	February	751	3,268	514	-84.27%
Instagram Followers Total: 19,178	February	415	999	949	-5.01%
Print Visitor Guides Mailed to Households	February	11,083	9,007	7,523	-16.48%
OTHER COMMUNITY BAROMETERS	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Town of Estes Park: Total Sales Tax*	February	\$ 926,260.89	\$ 1,048,452.42	\$ 1,083,737.96	3.37%
Town Sales Tax: Lodging	February	\$ 183,794.75	\$ 201,757.80	\$ 271,657.71	34.65%
Town Sales Tax: Dining**	February	\$ 139,014.46	\$ 180,046.86	\$ 164,378.88	-8.70%
Town Sales Tax: Retail	February	\$ 133,565.39	\$ 161,327.70	\$ 133,971.20	-16.96%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	February	-	21	301	1333.33%
Stakeholder eNewsletter Subscribers Total: 301	February	-	60	11	-81.67%
Town Visitor Center: Visitor Count	February	17,986	15,525	14,064	-9.41%
RMNP Recreational Visitor Count	February	184,052	220,332	194,434	-11.75%

*On July 1, 2014, the Town sales tax rate increased by 1% for a period of 10 years.

**Dining receipts reflect restaurants and liquor, excluding grocery stores (e.g., Safeway) and other food-related tax receipts.

ROCKY MOUNTAIN LODGING REPORT

Lodging Occupancy: Monthly Change				Average Lodging Rate: Monthly Change			
Occupancy in	February	2016	27.60%	Average Rate in	February	2016	\$ 132.15
Occupancy in	February	2017	31.40%	Average Rate in	February	2017	\$ 134.48
Difference in	February	2017	3.80%	Difference in	February	2017	\$ 2.33
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	February	2016	25.90%	YTD Avg. Rate	February	2016	\$ 130.92
YTD Occupancy	February	2017	27.70%	YTD Avg. Rate	February	2017	\$ 140.65
YTD Difference	February	2017	1.80%	YTD Difference	February	2017	\$ 9.73

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax and Winter Season Tax: *The total received is down -3.56% compared to the same two-month YTD period last year. Adjusting for late and missing payments, however, the YTD change is estimated to be up about 11.19%. The total amount received in the month of February was -29.29% lower than last year. When adjusted for late and missing payments, however, the difference is estimated to be 10.93% higher than last year. For the winter season, defined as December through February, lodging taxes were down -2.41% compared to the same season last year. Adjusting for late and missing payments, however, the winter season is estimated to be up 15.18%.*

Media Impressions, PR Value, and PR Points: *Two articles appeared in February, Fox News and New York Post, both highlighting the Stanley Hotel and its amenities. The China TV Network filming went well, and we currently have five media familiarization trips in the works for spring and summer. There were several articles in January highlighting winter visitation to Estes Park and Rocky Mountain National Park, which is one of our marketing and advertising strategies. One in particular which was written by *The Active Times*, syndicated to both MSN and AccuWeather, generating over 123,118,745 media impressions for that one story alone.*

Websites Sessions, Users, and Page Views: Overall sessions, users, and page views are down. However, organic search traffic and direct traffic to VisitEstesPark.com is up. This means people know of and trust the site as a place for Estes Park information. Therefore, this drop is associated with less paid traffic coming to the site. Although the budget is higher for the winter campaign this year, the campaign focuses more on targeting specific and qualified guests, rather than sheer quantity.

Pages Per Session and Session Duration (average): Since the winter campaign is targeting more specific guests, pages per session and average session duration increase as the users visiting the site are most likely to be interested in the information.

JackRabbit Lodging Referrals: Lodging referrals through our site are down slightly, which can be attributed to the increasing number of ways to book. Google offers the service right in the search engine, nearly every lodging option has their own site, and other travel companies continue to grow.

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: *The digital visitor guide started strong in 2017, but has dropped in both readers and page views during February. It is however up 3.39% for visit duration. This means that fewer people are opening our digital visitor guide, but the ones that do are staying longer. According to our hosting vendor for the digital guide we have up to double the traffic to our digital visitor guide when compared to other organizations of equal size. They also stated that our raw traffic data is comparable with many of their much larger organizations. Our printed visitor guide requests are still down when compared to last year, but February is not as down as January at 16% as opposed to 38%. The printed guide requests are likely down due to the end of the RMNP centennial and the additional advertising done by the National Park.*

Marketing eNewsletter Subscriber Growth: This number tends to fluctuate based on social media pushes and ads to sign up for our eNewsletter. We do continue to see steady overall growth. *The count includes the "total" since the beginning and the year-to-date change compared to the previous year.*

Facebook Followers: *Followers continue to grow but at a slower rate than last year due to less paid ads. The count includes the "total" since the beginning and the year-to-date change compared to the previous year.*

Instagram Followers: The Instagram account continues to grow at a steady rate of increasing followers, even though the monthly total increase was down compared to last year. Utilizing CrowdRiff to increase interactions, and in turn, followers. *The count includes the "total" since the beginning and the year-to-date change compared to the previous year.*

VEP Lead Responses: Group leads originate from VisitEstesPark.com reunions, weddings, and meeting pages where guests complete a form. VEP considers a group to be 14 people or more. Group forms are also distributed by Visitor Center staff for walk-ins. In addition, VEP is including leads from the EP Wedding Association starting in October of 2016. *Beginning January 1, 2017, all Official Visitor Guide Request Leads are being included in the total count, which explains the drastic increase. Visitor Guide Leads are generated on the VEP website by a guest requesting their information to be shared with participating businesses.*

Stakeholder eNewsletter Subscribers: *While the February number is down compared to last year, the total number of subscribers continues to grow. The count includes the "total" since the beginning and the year-to-date change compared to the previous year.*

Visitor Center - Visitor Count: Cold weather and the temporary closure of Route 34 due to reconstruction could account for the decline in foot traffic at the Visitor Center. In addition, the Visitor Center installed new counting technology this year, which could affect the count compared to last year.