

Summary Group Sales Market Report for 2019 vs. 2018

There have been some questions about whether the group market is worth pursuing in Estes Park versus the Leisure market. The Leisure market is and will always be a key priority of Visit Estes Park. For a fairly small investment, the group market can also be pursued and will generate additional value both in terms of room nights and off-season bookings for stakeholders of Visit Estes Park. Additional benefits include creating more compression demand in our local lodging which helps everyone. Following is a summary of data and results from 2019's Visit Estes Park marketing efforts for both leisure and group markets for 2020:

1. VEP attended thirteen trade shows in 2019 and generated 1,418 direct group leads
2. Half of the RFP leads generated in 2019 were for group events in off-season months
3. For group leads generated in 2019, a 97% increase in total room night referrals & 103% increase in room night value was accomplished versus 2018
4. For a very small investment in group marketing in 2019 or 3% of VEP budget generated 12,993 Room night leads and \$2,192,949 in room night value and 24:1 in ROI

And for the leisure market "2019 Book Direct" reported Leisure Referrals Room Night Revenues generated \$4,340,558 and 3:1 ROI

5. For the Estes Park region, lodging tax revenues increased overall by 10.5% for January through November 2019 and generated \$12,105,300 in additional gross lodging revenues overall, a solid indicator as compared with the same time period in 2018

Photos of some of the 2019 tradeshows attended



Summary Group Sales Market Report for 2019 vs. 2018

2019 VEP Thirteen Trade Shows - Leads Generated:

1,418 Total Leads Generated

Simpleview group lead RFPs generated:

- 2019 - 48 Wedding RFPs, 14 Reunions RFPs, 34 Group RFPs
- 2018 - 22 Wedding RFPs, 19 Reunion RFPs, 21 Group RFPs

2019 - 96 Leads vs. 2018 - 62 Leads a 55% increase

Total room night from Simpleview RFP leads and value:

- 2018 RFPs = 6,599 RN = \$1,058,709 RN Value
- 2019 RFPs = 12,993 RN & \$2,152,949 RN Value

A 97% increase in RN & 103% increase in RN value

For 2019 RFPs when the events are actually scheduled to take place:

- 2019 – 25 Events
- 2020 – 58 Events
- 2021 – 13 Events

Off-Season Oct-May vs. Peak-Season June-Sept:

47 Off Season vs. 49 Peak Season

Lodging tax revenues & Gross lodging revenues for Jan-Nov:

- 2018 - \$2,288,485 lodging tax revenue
- 2019 - \$2,530,591 lodging tax revenue

+10.5% increase & \$242,106 net dollars improvement

- Gross Lodging Revenues Jan through Nov 2018: \$114,424,250
- Gross Lodging Revenues Jan through Nov 2019: \$126,529,550

+10.5% increase & \$12,105,300 net dollars improvement

Book Direct Leisure vs. Simpleview Group Referrals in 2019:

- “2019 Book Direct” reported **Leisure Referrals** Room Night Revenues: \$4,340,558
Leisure Expenses 2019 - \$1,535,000
(Based upon Book Direct Report for 2019)

Leisure Market Referrals Resulting ROI 3:1

- “2019 Simpleview” reported **Group Referrals** Room Night Revenues: \$2,192,949
Group Expenses 2019 - \$90,000

(Based upon Simpleview Report and Rocky Mountain Lodging Report ADR)

Group Market Referrals Resulting ROI 24:1

Footnote: Above numbers do not include CVENT related leads & bookings directly handled by our stakeholders or other third-party online travel agencies: CVENT \$436,550 room nights potential 2019

Full Group Marketing Results Report for 2019

Show Efforts & Contacts Summary for 2019

- 281 Wedding leads & inquiries from brides at bridal shows
- 68 International travel wholesalers and 30 international media one on one meetings at IPW
- 50 Meeting planner Leads from Atlanta Road show
- 105 Meeting planner contacts at MIC show
- 35 Meeting planner one on one Interviews at Destination West show
- 25 Meeting planner one on one Interviews at Plan Your Meetings show
- 110 Meeting planner interviews at Connect Marketplace show
- 504 Meeting planner direct Colorado leads from IMEX show
- 80 Meeting Planner leads at Smart Meetings show in Estes Park
- 75 Meeting Planners at Destination Colorado Annual Front Range Show
- 65 NTA Marketplace show one on one receptive tour operator leads

2019 Total: 984 meeting planner leads, 123 travel wholesaler leads, 281 bridal leads and 30 international media leads

Website RFP & Service Request Activity Comparison

YTD RFP generated from website:

2019 YTD

2018 YTD

48 Weddings	vs.	33 Weddings
14 Reunions	vs.	10 Reunions
34 Group Leads	vs.	19 Group Leads

96 Overall RFP's vs. 62 Overall RFP's +54% improvement

12,993 RN vs. 6,599 RN +97% improvement

Of the 2019 leads 47 of the 96 leads (half) are for dates from October through May, (offseason)

(Plus, an additional 8 Corporate Leads from CVENT)

Total YTD Service Requests Comparison (Venues, catering, etc.)

2019 YTD

2018 YTD

Results

43 Service Requests vs. 15 Service Requests 187% improvement

Summary: Group Benchmarking and Tracking:

Note: It is extremely challenging to know what properties end up winning bookings and many of the bookings as with weddings, stay at a variety of locations making analysis even more challenging. Determining actual bookings is something we need to try to figure out to improve upon through controlling the RFP process more closely through the process to the end.

Currently, properties are responding to RFPs that we have generated and then not sharing if those groups are booking with them. We have no access to those bookings when they are made since they are booked by the sales people at each property unless they let us know that they booked. With new sales reps on our team, we should be able to improve the RFP follow-up by checking back with the organizers to successfully track actual booking data more effectively.

Data we can verify and compare with previous years:

Organizer Contacts: We can count the number of Meeting Planners and groups that we make contact with and input them into our CRM resulting from attending shows and meetings.

2019 Show Totals: 984 meeting planner leads, 123 travel wholesaler leads, 281 bridal leads and 30 international media leads

RFPs Generated: We can also count how many RFPs we generate from a number of sources including our VEP website, CVENT, Destination Colorado, EPWA and MPI.

2019 totals: 104 Overall RFP's, including the 8 RFP's from CVENT. A 54% increase over 2018 for website generated RFPs.

Service Requests: We can count how many service requests we receive and compare them to previous years:

2019 YTD

2018 YTD

43 Service Requests vs. 15 Service Requests a 187% improvement

Type of Event/Potential Room Nights: We can further break those RFPs down by type of event and number of potential room nights and multiply it by the ADR in Estes Park for 2019 which is \$197 from CHLA Rocky Mountain Lodging Report. (Room nights are based upon the actual amount requested minus 10% loss of bookings.)

2019 Simpleview Lead Results:

2018 Results

48 Weddings RFPs,	7,898 RN leads x \$197 – 10% = \$1,399,906 vs.	\$483,143 – 22 leads
14 Reunions RFPs,	1,539 RN leads x \$197 – 10% = \$ 272,983 vs.	\$220,381 – 19 leads
34 Group Leads,	3,556 RN leads x \$150 – 10% = \$ 480,060 vs.	\$355,185 – 21 leads
Total RFPs RN lead revenues:	12,993 RN, 96 leads = \$ 2,152,949 vs.	\$1,058,709 – 62 leads

(Includes all Group Leads RFPs from website minus 10% and lower ADR for Groups due to discounting corporate groups)

(Note: doesn't include CVENT Leads = \$436,550 Approximate worth of potential room nights)

Off-season vs. Peak: We can track event dates to compare peak to off-peak season event RFPs: **47 of 96 events are taking place October through May from 2019 generated website leads (49% Offseason)**

Event Year: We can track what years the events are scheduled to take place:

The RFPs we received in 2019 from Simpleview are for:

2019 – 25 Events

2020 – 58 Events

2021 – 13 Events

Lodging Tax Revenues up 11% YTD: We can also track overall lodging tax revenues during the year to understand if we are growing the lodging market. Note: Includes results from both leisure and group business. **Lodging tax revenues for Jan-Oct:**

YTD 2019: \$2,271,720 vs. YTD 2018: \$2,033,504 results +11% improvement

Gross Lodging Revenues through October: \$113,586,000

Further Comparison of next expenses related to markets ROI:

Entire 2019 Year:

Leisure Book Direct Gross Revenues: \$4,340,558 ROI 3:1 Expense 2019 \$1,535,000

Group Bookings RN Gross Revenues: \$2,192,949 ROI 24:1 Expense 2019 \$90,000

2019-2020 will be a benchmarking year for the Group Market. We will continuously improve our tracking data sets and systems and compare with prior years to better understand trends and group booking results.

(Note: For 2020 call every RFP contact and try to determine if they booked in Estes Park and total room nights booked for each event. Update the CRM accordingly real time)

Appendix A:

CVENT RFP Lead Potential Generated in 2019

- Event Name NFFF Meeting, Jul 12-15, 2019 Total attendees 35, Room Nights 102, Budgeted rate \$150 = **\$15,300 total room night potential**
- Event Name 2021 Annual Inspector Conference, October 2021, Total Attendees 500, Total Room Nights 450, Budgeted Room rate \$120 = **\$54,000 Total room nights potential** (I am working this lead from a recent show, Helms Briscoe) Ridgeline, Stanley Hotels, Quality Inn, Best Western
- Event Name 2020 Central Sales Service Training, Oct. 27-30, 2019, Total attendees 30, Room Nights 95, Budgeted rate \$175 – **Booked at the Stanley Hotel: \$16,625**
- Event Name Werner/Weber 8.24.19 Estes Park, CO, Aug. 23-25, 2019, Total Attendees 10, Total Room Nights 22, Budgeted Room rate \$250= **\$5,500 Total room nights potential**
- Event Name DAV Colorado Spring Meeting, Total Attendees 125, Total Room Nights 131, Budgeted Room rate \$125= **\$16,375 Total room nights potential**
- Event Name Colorado Pharmacists Society 2020 Annual Meeting, Total Attendees 100, Total Room Nights 72, Budgeted Room rate \$175= **\$12,600 Total room nights potential**
- Event Name CAFAA 2020 Conference, May 6-8, 2020, Total Attendees 120, Total Room Nights 256, Budgeted Room rate \$175= **\$44,800 Total room nights potential**
- Event Name 2021 National Sales Meeting, Feb 2021, Total Attendees 400, Total Room Nights 1,809 Budgeted Room rate \$150= **\$271,350 Total room nights potential**

\$436,550 Approximate worth of potential room nights from CVENT RFPs

Appendix B: Data from Simpleview Report

12,993 Total potential room nights for RFPs 2019

2019 CREATED LEADS BY MONTH WITH SOURCE CODE

Lead ID	Lead Name	Market Segment	Status	Created	Requested Rooms	Source Code
1551	Paxton Family Reunion	Reunions	Lead	11/01/2019 08:55 AM GMT-06	44	VEP Website
1677	Burkhard Reunion	Reunions	Lead	12/31/2019 08:56 AM GMT-07	42	VEP Website
1511	Rink and Rolf Corporate Retreat 2020	Association	Lead	07/26/2019 03:39 PM GMT-06	44	Called In
1532	2021 Annual Inspector Confe	Association	Lead	10/17/2019 10:50 AM GMT-06	452	CVENT
1448	Rodizio Grill Owners Conference	Corporate	Lead	02/01/2019 11:03 AM GMT-07	105	Called In
1456	911 Restoration 10th Annual Franchise Convention	Corporate	Lead	02/04/2019 04:51 PM GMT-07	225	Called In
1464	North American Systemic Constellations Workshop	Corporate	Lead	03/28/2019 02:08 PM GMT-06	425	Destination Colorado
1468	Canidium Company Retreat 2019	Corporate	Lead	04/11/2019 02:05 PM GMT-06	300	E-Mail
1578	Meeting D&D Commodities - Annual Sales	Corporate	Lead	11/11/2019 02:52 PM GMT-07	64	VEP Website
1623	SCILLSS	Corporate	Lead	12/03/2019 11:35 AM GMT-07	60	VEP Website
1671	CBCG Feast Group	Corporate	Lead	12/30/2019 09:24 AM GMT-07	0	VEP Website
1501	Citizen Science Training 2019	Education	Lead	05/10/2019 02:51 PM GMT-06	0	Referral
1503	CiviCo Leadership Academy Retreat 2019	Education	Lead	05/22/2019 11:41 AM GMT-06	275	Destination Colorado
1508	Original Dup15q Alliance 11th International Conference 2019	Education	Lead	06/25/2019 09:13 AM GMT-06	408	Destination Colorado
1514	CSU Forest Resources Symposium 2021	Education	Lead	09/12/2019 11:06 AM GMT-06	400	E-Mail
1467	U of Denver Fraternal Formal 2019	Fraternity	Lead	04/03/2019 10:18 AM GMT-06	120	VEP Website
1446	VDD-GNA Annual Meeting & Fund Raising Auction 2020	Hobby & Vocational	Lead	01/17/2019 05:03 PM GMT-07	160	Called In
1463	Tramp & Trail Hiking Club Retreat 2021	Hobby & Vocational	Lead	03/21/2019 11:45 AM GMT-06	245	Called In
1527	Rocky Mountain National Park Photography Workshop	Hobby & Vocational	Definite	10/16/2019 08:54 AM GMT-06	48	VEP Website
1650	Marina Young	Other	Lead	12/16/2019 06:58 PM GMT-07	30	VEP Website
1445	Scully Family Reunion 2019	Reunions	Lead	01/17/2019 11:29 AM GMT-07	16	Called In
1457	Solverson Family Reunion 2019	Reunions	Lead	02/13/2019 10:31 AM GMT-07	8	Called In
1458	Miller Family Reunion 2019	Reunions	Lead	02/19/2019 10:50 AM GMT-07	24	VEP Website
1459	Guernsey Reunion 2019	Reunions	Lead	02/28/2019 09:48 AM GMT-07	80	E-Mail
1460	Cunningham Family Reunion 2021	Reunions	Lead	03/21/2019 09:48 AM GMT-06	275	Called In
1465	Sanders Reunion 2020	Reunions	Lead	03/28/2019 02:20 PM GMT-06	100	Walk In Visit Estes Park
1470	Maupin Family Reunion 2020	Reunions	Lead	04/26/2019 08:59 AM GMT-06	110	VEP Website

Lead ID	Lead Name	Market Segment	Status	Created	Requested Rooms	Source Code
1500	Cadwell Reunion 2021	Reunions	Lead	05/08/2019 02:25 PM GMT-06	280	Called In
1505	Clark Family Reunion 2020	Reunions	Lead	06/17/2019 08:56 AM GMT-06	100	VEP Website
1506	285th MP CO Germany Reunion 2020	Reunions	Lead	06/20/2019 09:32 AM GMT-06	80	E-Mail
1510	Kinman Family Reunion 2020	Reunions	Lead	07/03/2019 04:01 PM GMT-06	110	Called In
1516	Harris Family Reunion 2020	Reunions	Lead	09/19/2019 10:05 AM GMT-06	50	VEP Website
1525	Sally Wahl	Reunions	Lead	10/14/2019 01:33 PM GMT-06	100	VEP Website
1550	Hyman Family Reunion	Reunions	Lead	10/31/2019 09:24 AM GMT-06	120	Destination Colorado
1567	Stanton Family Reunion	Reunions	Lead	11/07/2019 12:54 PM GMT-07	0	E-Mail
1562	TREE Fund - Tour des Trees	Sports	Lead	11/06/2019 12:42 PM GMT-07	60	VEP Website
1466	Sunrise Tours Trip 2020	Tour & Travel	Lead	04/03/2019 10:01 AM GMT-06	112	VEP Website
1502	Wade Tours Overnight 2019	Tour & Travel	Definite	05/21/2019 11:54 AM GMT-06	23	Called In
1443	Dahlinger Wedding 2019	Wedding	Lead	01/07/2019 03:54 PM GMT-07	95	E-Mail
1444	Bradley Wedding 2020	Wedding	Lead	01/09/2019 12:16 PM GMT-07	105	VEP Website
1447	Craddock-Catron Wedding 2020	Wedding	Lead	01/22/2019 01:56 PM GMT-07	60	VEP Website
1449	Mullins Wedding 2019	Wedding	Lead	02/01/2019 12:54 PM GMT-07	70	EPWA LEAD
1450	Prouty Wedding 2019	Wedding	Lead	02/01/2019 04:20 PM GMT-07	185	EPWA LEAD
1451	Heimbach Wedding 2019	Wedding	Lead	02/04/2019 12:54 PM GMT-07	76	EPWA LEAD
1452	Gattis Wedding 2019	Wedding	Lead	02/04/2019 02:00 PM GMT-07	85	EPWA LEAD
1453	Rosario Wedding 2019	Wedding	Lead	02/04/2019 03:34 PM GMT-07	165	EPWA LEAD
1454	Mejiz-Wood Wedding 2019	Wedding	Lead	02/04/2019 04:21 PM GMT-07	44	EPWA LEAD
1455	Kolo Wedding 2019	Wedding	Lead	02/04/2019 04:34 PM GMT-07	60	EPWA LEAD
1462	King/Smith Wedding 2019	Wedding	Lead	03/21/2019 10:12 AM GMT-06	0	VEP Website
1469	Kirby Small Wedding	Wedding	Lead	04/24/2019 01:31 PM GMT-06	255	VEP Website
1471	Leeper-Madison Wedding 2020	Wedding	Lead	04/26/2019 09:52 AM GMT-06	125	Bridal Show
1472	Rose Wedding 2020	Wedding	Lead	04/26/2019 10:00 AM GMT-06	60	Bridal Show
1473	Todd-Johnson Wedding 2019	Wedding	Lead	04/26/2019 10:08 AM GMT-06	75	Bridal Show
1474	Flores Wedding	Wedding	Lead	04/26/2019 10:13 AM GMT-06	150	Bridal Show
1475	Mallard Wedding	Wedding	Definite	04/26/2019 10:19 AM GMT-06	75	Bridal Show
1476	Fernandez Wedding 2019	Wedding	Lead	04/26/2019 10:23 AM GMT-06	70	Bridal Show
1477	Acevedo Wedding 2020	Wedding	Lead	04/26/2019 10:33 AM GMT-06	225	Bridal Show
1478	Schatzman Wedding 2020	Wedding	Lead	04/26/2019 10:43 AM GMT-06	175	Bridal Show
1479	Arzola Wedding 2020	Wedding	Lead	04/26/2019 10:49 AM GMT-06	125	Bridal Show

Lead ID	Lead Name	Market Segment	Status	Created	Requested Rooms	Source Code
1480	Scott-Howe Wedding 2021	Wedding	Lead	04/26/2019 10:54 AM GMT-06	125	Bridal Show
1481	Taylor Wedding 2020	Wedding	Lead	04/26/2019 10:59 AM GMT-06	280	Bridal Show
1482	Barlow Wedding 2021	Wedding	Lead	04/26/2019 11:05 AM GMT-06	150	Bridal Show
1483	Sirios Wedding 2020	Wedding	Lead	04/26/2019 11:19 AM GMT-06	485	Bridal Show
1484	Sandoval Wedding 2020	Wedding	Lead	04/26/2019 11:24 AM GMT-06	265	Bridal Show
1485	Higher Level Wedding 2020	Wedding	Lead	04/26/2019 11:29 AM GMT-06	170	Bridal Show
1486	Torres Wedding 2021	Wedding	Lead	04/26/2019 11:34 AM GMT-06	195	Bridal Show
1487	Coleman Wedding 2020	Wedding	Lead	04/26/2019 11:38 AM GMT-06	180	Bridal Show
1488	Evans Wedding 2020	Wedding	Lead	04/26/2019 11:45 AM GMT-06	95	Bridal Show
1489	Miller-Capone Wedding 2020	Wedding	Lead	04/26/2019 11:49 AM GMT-06	165	Bridal Show
1490	Fanucchi- Quiatiero Wedding 2020	Wedding	Lead	04/26/2019 11:56 AM GMT-06	350	Bridal Show
1491	Riggs Wedding 2020	Wedding	Lead	04/26/2019 12:02 PM GMT-06	150	Bridal Show
1492	Francis Wedding 2020	Wedding	Lead	04/26/2019 12:06 PM GMT-06	0	Bridal Show
1493	Simone-Rickaro Wedding 2020	Wedding	Lead	04/26/2019 12:11 PM GMT-06	89	Bridal Show
1494	Arrendondo Wedding 2020	Wedding	Lead	04/26/2019 12:16 PM GMT-06	275	Bridal Show
1495	Jenkins Wedding	Wedding	Lead	04/26/2019 12:20 PM GMT-06	275	Bridal Show
1496	Goldfeders Wedding 2020	Wedding	Lead	04/26/2019 12:23 PM GMT-06	100	Bridal Show
1497	Adamson Wedding 2019	Wedding	Lead	04/26/2019 12:27 PM GMT-06	90	Bridal Show
1498	Morrow Wedding 2020	Wedding	Lead	04/26/2019 12:31 PM GMT-06	150	Bridal Show
1499	Solomon-Ferrufino Wedding 2019	Wedding	Lost Business	05/07/2019 10:14 AM GMT-06	80	VEP Website
1504	Angel Wedding 2020	Wedding	Lead	05/31/2019 04:38 PM GMT-06	90	VEP Website
1509	Butler Wedding 2020	Wedding	Lead	06/28/2019 02:28 PM GMT-06	105	VEP Website
1513	Price Banerjee Wedding 2020	Wedding	Lead	09/10/2019 11:32 AM GMT-06	43	E-Mail
1517	Dukate Wedding 2020	Wedding	Lead	10/01/2019 10:35 AM GMT-06	30	VEP Website
1526	Pepper Wedding 2020	Wedding	Lead	10/15/2019 08:40 AM GMT-06	105	Bridal Show
1533	Kotsides Wedding 2020	Wedding	Lead	10/17/2019 12:20 PM GMT-06	280	Bridal Show
1536	Hefner Wedding 2020	Wedding	Lead	10/18/2019 10:30 AM GMT-06	150	Bridal Show
1544	Yu Wedding	Wedding	Lead	10/21/2019 03:00 PM GMT-06	60	VEP Website
1545	Garrett Wedding	Wedding	Lead	10/25/2019 07:10 PM GMT-06	0	VEP Website
1556	Wedding of Taylor Edwards and Jason Womer	Wedding	Lead	11/02/2019 09:00 PM GMT-06	250	VEP Website
1566	Johnson Wedding	Wedding	Lead	11/07/2019 11:12 AM GMT-07	120	VEP Website
1570	Brown Wedding	Wedding	Lead	11/08/2019 02:51 PM GMT-07	36	VEP Website

Lead ID	Lead Name	Market Segment	Status	Created	Requested Rooms	Source Code
1577	Spadavecchia Wedding	Wedding	Lead	11/11/2019 08:59 AM GMT-07	210	Walk In Visitors Center
1585	Turner Wedding Reception	Wedding	Lead	11/14/2019 11:17 AM GMT-07	130	VEP Website
1665	Cooper wedding	Wedding	Lead	12/27/2019 09:33 PM GMT-07	80	VEP Website
1666	Dogic Wedding	Wedding	Lead	12/27/2019 10:26 PM GMT-07	170	VEP Website
1672	Harless wedding	Wedding	Lead	12/30/2019 06:49 PM GMT-07	90	VEP Website
COUNT: 96					SUM: 12993	

6,599 Total potential room nights for RFPs 2018

2018 CREATED LEADS BY MONTH WITH SOURCE CODE

Lead ID	Lead Name	Market Segment	Status	Created	Requested Rooms	Source Code
1440	Nebraska Corvette Association 2019	Automotive	Lead	11/30/2018 10:27 AM GMT-07	105	Called In
1427	Vectra Bank Colorado Sr. Leader Retreat 2019	Corporate	Lead	10/22/2018 04:56 PM GMT-06	50	Called In
1432	HPN Global Group 2019	Corporate	Lead	10/31/2018 02:26 PM GMT-06	44	E-Mail
1437	Elena Meeting Sales Lead 2018	Education	Lead	11/24/2018 11:17 AM GMT-07	2	Friend/Family/Co-Worker
1442	Girl Scout Campout 2019	Education	Lead	12/27/2018 01:33 PM GMT-07	0	VEP Website
1378	Sigma Chi Spring Formal 2018	Fraternity	Lead	01/08/2018 01:14 PM GMT-07	140	VEP Website
1416	Sigma Chi Fall Formal	Fraternity	Lead	09/17/2018 02:43 PM GMT-06	135	Called In
1424	Theta Chi Brotherhood Retreat 2018	Fraternity	Lead	10/11/2018 03:55 PM GMT-06	120	Called In
1394	OE/MK Staff Retreat 2019	Health & Medical	Lead	05/24/2018 04:43 PM GMT-06	40	VEP Website
1438	Classic Car Adventures 2019	Hobby & Vocational	Lead	11/28/2018 01:36 PM GMT-07	110	VEP Website
1441	Royal Order of Jesters Retreat 2019	Hobby & Vocational	Lead	12/18/2018 03:44 PM GMT-07	60	Called In
1419	RMOWP 2019 Conference	Meetings, Convention, Tourism Industry Events	Lead	10/02/2018 11:40 AM GMT-06	210	Called In
1434	Eckankar Group	Other	Lead	11/08/2018 09:53 AM GMT-07	420	Walk In Visitors Center
1386	True Life Church Retreat 2018	Religious	Lead	02/28/2018 10:40 AM GMT-07	90	E-Mail
1390	CTeen Camp Youth Trip 2018	Religious	Lead	05/08/2018 11:34 AM GMT-06	30	Called In
1384	Traffie Family Reunion 2019	Reunions	Lead	02/06/2018 11:16 AM GMT-07	195	VEP Website
1393	Jordan Reunion 2019	Reunions	Lead	05/22/2018 11:59 AM GMT-06	30	E-Mail
1396	Pidge Reunion 2019	Reunions	Lead	05/31/2018 04:16 PM GMT-06	80	VEP Website
1398	2019 Wascher Family Reunion	Reunions	Lead	06/20/2018 10:07 AM GMT-06	115	Walk In Visitors Center
1401	Class of 1973 High School Reunion	Reunions	Lead	08/02/2018 02:46 PM GMT-06	150	Walk In Visitors Center
1403	Reynolds Reunion 2019	Reunions	Lead	08/08/2018 03:38 PM GMT-06	50	Called In

Lead ID	Lead Name	Market Segment	Status	Created	Requested Rooms	Source Code
1405	Ellie's Way Get Together	Reunions	Lead	08/14/2018 01:33 PM GMT-06	120	VEP Website
1407	Tschanz Family Reunion 2019	Reunions	Lead	08/22/2018 03:53 PM GMT-06	25	VEP Website
1413	Fiechtner Family Reunion 2019	Reunions	Lead	09/07/2018 02:40 PM GMT-06	45	Called In
1414	MCarty Reunion 2019	Reunions	Lead	09/12/2018 09:06 PM GMT-06	7	Walk In Visitors Center
1415	Schroeder Reunion 2019	Reunions	Lead	09/12/2018 09:19 PM GMT-06	54	Walk In Visitors Center
1417	Cannon Family Reunion	Reunions	Lead	09/20/2018 05:03 PM GMT-06	100	E-Mail
1418	Williamson Family Reunion	Reunions	Lead	09/21/2018 05:13 PM GMT-06	6	Called In
1421	Sborov Family Reunion 2020	Reunions	Lead	10/04/2018 10:08 AM GMT-06	100	Referral
1422	Schwarz Family Reunion 2020	Reunions	Lead	10/05/2018 02:24 PM GMT-06	90	Walk In Visitors Center
1423	Farnsworth Reunion 2019	Reunions	Lead	10/05/2018 03:43 PM GMT-06	28	Called In
1426	LaTray Family Group 2019	Reunions	Lead	10/17/2018 10:24 AM GMT-06	24	Called In
1436	Brownell Family Reunion Lodging	Reunions	Lead	11/19/2018 05:10 PM GMT-07	20	E-Mail
1439	Ackerman Family Group	Reunions	Lead	11/28/2018 03:40 PM GMT-07	4	Called In
1383	Charlie Company	SMERF: Military	Lead	02/06/2018 10:13 AM GMT-07	70	Called In
1385	D Company	SMERF: Military	Lead	02/15/2018 10:59 AM GMT-07	225	Called In
1389	Mom's Trip 2018	Social	Lead	03/29/2018 12:12 PM GMT-06	750	Other
1381	Colorado Wildemess Group Lunch 2018	Tour & Travel	Lead	01/23/2018 11:31 AM GMT-07	0	E-Mail
1431	Xcapers RV Convergence	Tour & Travel	Lead	10/30/2018 02:18 PM GMT-06	0	E-Mail
1433	Imperial Travel Motorcoach Group	Tour & Travel	Lead	11/07/2018 05:23 PM GMT-07	30	E-Mail
1379	Adams Watkins Wedding 2018	Wedding	Lead	01/11/2018 12:01 PM GMT-07	100	VEP Website
1380	Dodge Mitchell Wedding 2018	Wedding	Lead	01/15/2018 11:00 AM GMT-07	45	EPWA LEAD
1388	Robbins Rehearsal Dinner 2018	Wedding	Lead	03/13/2018 04:33 PM GMT-06	25	Called In
1391	Vasquez Wedding 2018	Wedding	Lead	05/17/2018 11:28 AM GMT-06	30	VEP Website
1392	Krueske Wedding 2018	Wedding	Lead	05/17/2018 04:03 PM GMT-06	100	EPWA LEAD
1397	Gomez Wedding	Wedding	Lead	06/18/2018 11:04 AM GMT-06	90	VEP Website
1399	Hill/Press Wedding	Wedding	Lead	07/12/2018 03:20 PM GMT-06	325	VEP Website
1400	Durkes/Lowe Wedding 2019	Wedding	Lead	07/19/2018 02:40 PM GMT-06	90	Called In
1402	Holden Wedding 2019	Wedding	Lead	08/08/2018 02:06 PM GMT-06	90	EPWA LEAD
1404	Waite/Thorne Wedding 2019	Wedding	Lead	08/08/2018 03:47 PM GMT-06	230	Called In
1406	Rivera/McIntosh Wedding	Wedding	Lead	08/17/2018 04:57 PM GMT-06	30	VEP Website
1408	Lauren & Ty Wedding 2019	Wedding	Lead	08/23/2018 09:57 AM GMT-06	75	VEP Website
1409	Pollard Wedding 2019	Wedding	Lead	08/23/2018 10:39 AM GMT-06	40	VEP Website

Lead ID	Lead Name	Market Segment	Status	Created	Requested Rooms	Source Code
1410	Blanchard Wedding 2019	Wedding	Lead	08/28/2018 03:24 PM GMT-06	240	VEP Website
1411	Langbauer Wedding 2020	Wedding	Lead	08/28/2018 05:14 PM GMT-06	145	Walk In Visitors Center
1412	Sprague/Stehlin Wedding 2019	Wedding	Lead	08/31/2018 02:07 PM GMT-06	140	VEP Website
1420	Brown Wedding 2019	Wedding	Lead	10/03/2018 02:46 PM GMT-06	280	EPWA LEAD
1425	Brown/Trenney Wedding 2019	Wedding	Lead	10/15/2018 01:53 PM GMT-06	200	EPWA LEAD
1428	Brenner Wedding 2019	Wedding	Lead	10/22/2018 05:13 PM GMT-06	30	Walk In Visitors Center
1429	Lauer Wedding 2019	Wedding	Lead	10/23/2018 04:40 PM GMT-06	44	E-Mail
1430	Lyon-Byrum Wedding 2019	Wedding	Lead	10/30/2018 12:28 PM GMT-06	340	VEP Website
1435	Thoele Wedding	Wedding	Lead	11/13/2018 11:53 AM GMT-07	36	VEP Website
COUNT: 62					SUM: 6599	

Performance Summary

A breakdown of search, referral and conversion data for the given timeframe.



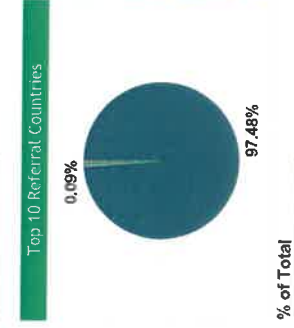
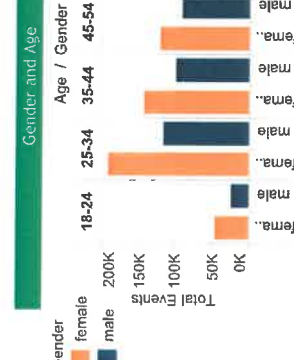
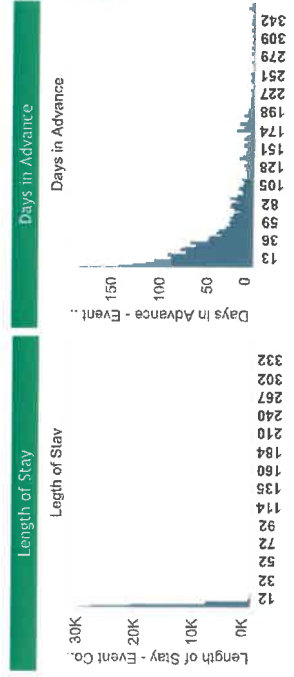
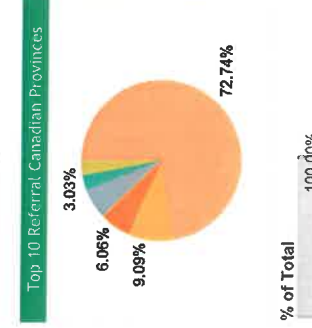
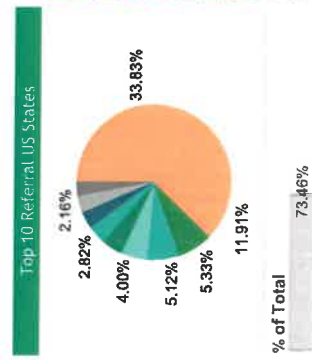
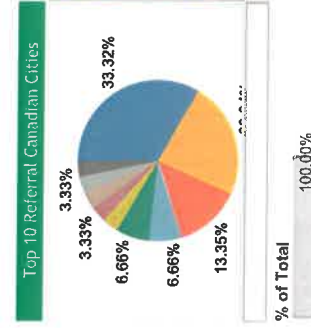
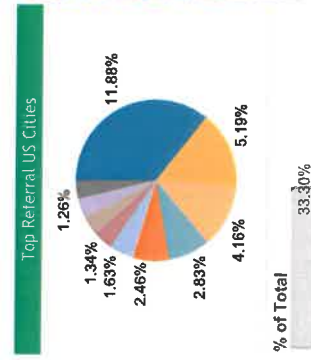
Avg. Cost Per Referral	\$0.08
Avg. Referrals Per Booking	36.70
Referral to Booking CVR	2.72%
Est Avg Cost Per Booking	\$3.05
Est Avg Booking Amount	\$535.87
Cost Per Reservation	0.6%
Searches	144,406
Search to Referral Ratio	205.88%
Total Referrals	297,298
Est Bookings	8,100
Est Total Spend	\$24,675.00
Est Booking Revenue	\$4,340,558.29
Est ROI	174.9
Searches	71,333
Referrals	60,733
Avg Advance Stay in Days	4.89
Avg. Length of Stay in Days	3.41
Avg. Daily Rate	\$183.75
Referrals	\$157.02

Start Date
1/1/2019

End Date
12/31/2019

Site
vistestspark.com

Lodging Categories
All



Of the 148 properties that are listed 95 have live rates and availability. 5 of the total properties listed have conversion tracking and 3 properties with live rates and availability have conversion tracking.