

# VISIT ESTES PARK

JULY 27, 2023

BOARD MEETING



# Swearing in Frank Lancaster

I, Frank Lancaster, will faithfully support the Constitution of the United States and of the State of Colorado, and the laws made pursuant thereto, and will faithfully perform the duties of the office of Director of the Estes Park Local Marketing District, upon which I am about to enter.

# AGENDA

JULY 27, 2023



- Call to Order by Chairperson Sean Jurgens
- Swearing in of Frank Lancaster
- Approval of Agenda and Minutes
- Town Board Comments
- Call for Board Member Updates
- Public Comments
- Reports by Ex Officio Board Members
- Report by CEO Kara Franker
- Operating Plan Review
- Visit Estes Park Staff Updates
- Acceptance of Financial Statements
- Additional Items & Discussion
- Adjourn

# Call to Order by Board Chair

- 1. Motion to approve agenda.**
- 2. Motion to approve minutes.**
- 3. Call for Town Board updates.**
- 4. Call for Board Member updates.**
- 5. Call for public comment.**

## **BOARD VOTING ROSTER**

**Chair Sean Jurgens**

**Vice Chair Deborah Gibson**

**Secretary McShan Walker**

**Director Pat Murphy**

**Director Rich Chiappe**

**Director Jerusha Rice**

**Director & Town Trustee Frank Lancaster**

# Ex Officio Board Member Updates



**Kyle Patterson**



**John Schnipkowitz**



**Colleen DePasquale**



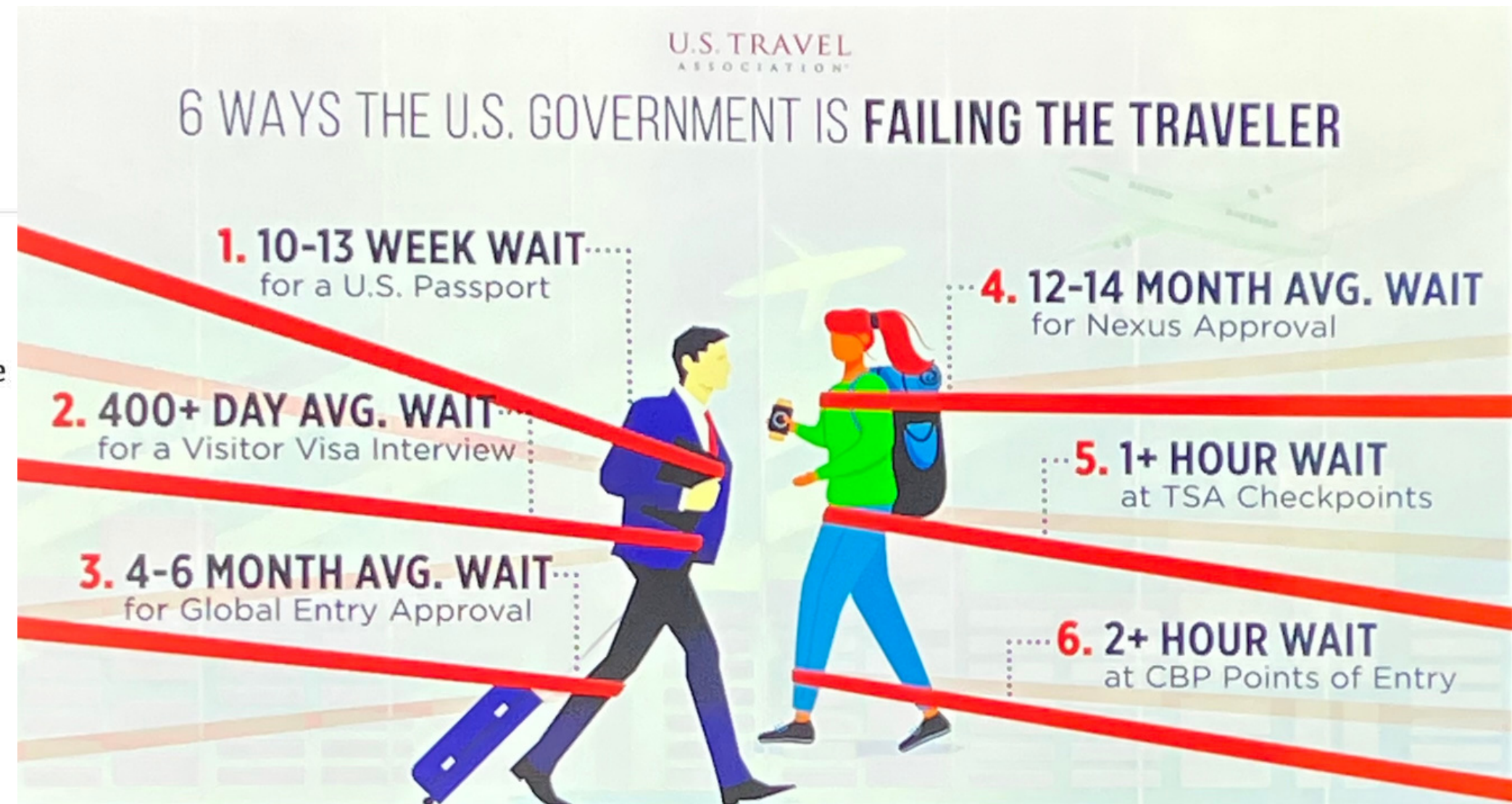


**Kara Franker**

# U.S. Travel Industry Urges Support for FAA Reauthorization Bill Ahead of Critical House Vote

PRESS RELEASE | July 20, 2023

**WASHINGTON** – U.S. Travel Association President and CEO Geoff Freeman issued the following statement ahead of the U.S. House of Representatives passage of the bipartisan ‘Securing Growth and Robust Leadership in American Aviation Act’ ([H.R. 3935](#)), otherwise known as the Federal Aviation Administration reauthorization bill:



# Skift's State of 2023 Travel Report

## Generative AI Is a \$30 Billion Opportunity

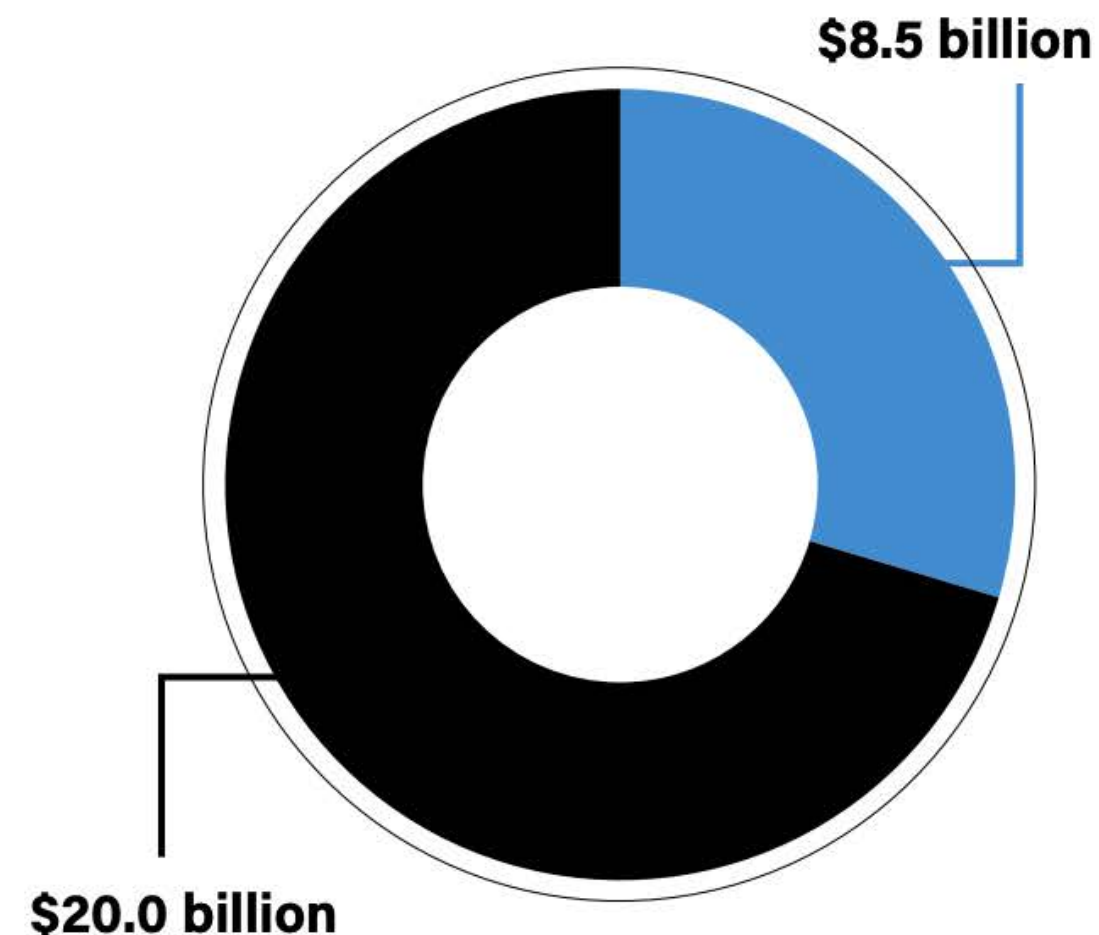
The four imminent changes as discussed on the previous slide can be referred to as the "baseline". We estimate these will generate an additional \$8.5 billion.

The real impact, however, lies in the broader impact AI can have, which we estimate conservatively at \$20 billion. If everyone could become 1% more efficient in their job, this would create an additional \$15 billion alone for the travel industry. And our readers believe that the impact could be much larger.

Skift Research Estimates for AI in Travel

■ Near-Term "Baseline"

■ Long-Term "Dreaming Big"





- We are partnering with Intentful for content creation through AI.
- Intentful helps travel brands create more high-quality and relevant content in their voice and style while saving time and resources on content production.
- Includes:
  - Social Media Mastery
  - SEO Optimization
  - Innovative Content Creation
  - Multilingual Multimedia
  - Canvas Mode powered by ChatGPT
  - Intelligent Knowledge Base



# GuideGeek

Free AI Travel Assistant

[ABOUT](#)

[HOT QUESTIONS](#)

[FOR DESTINATIONS](#)

**FREE**

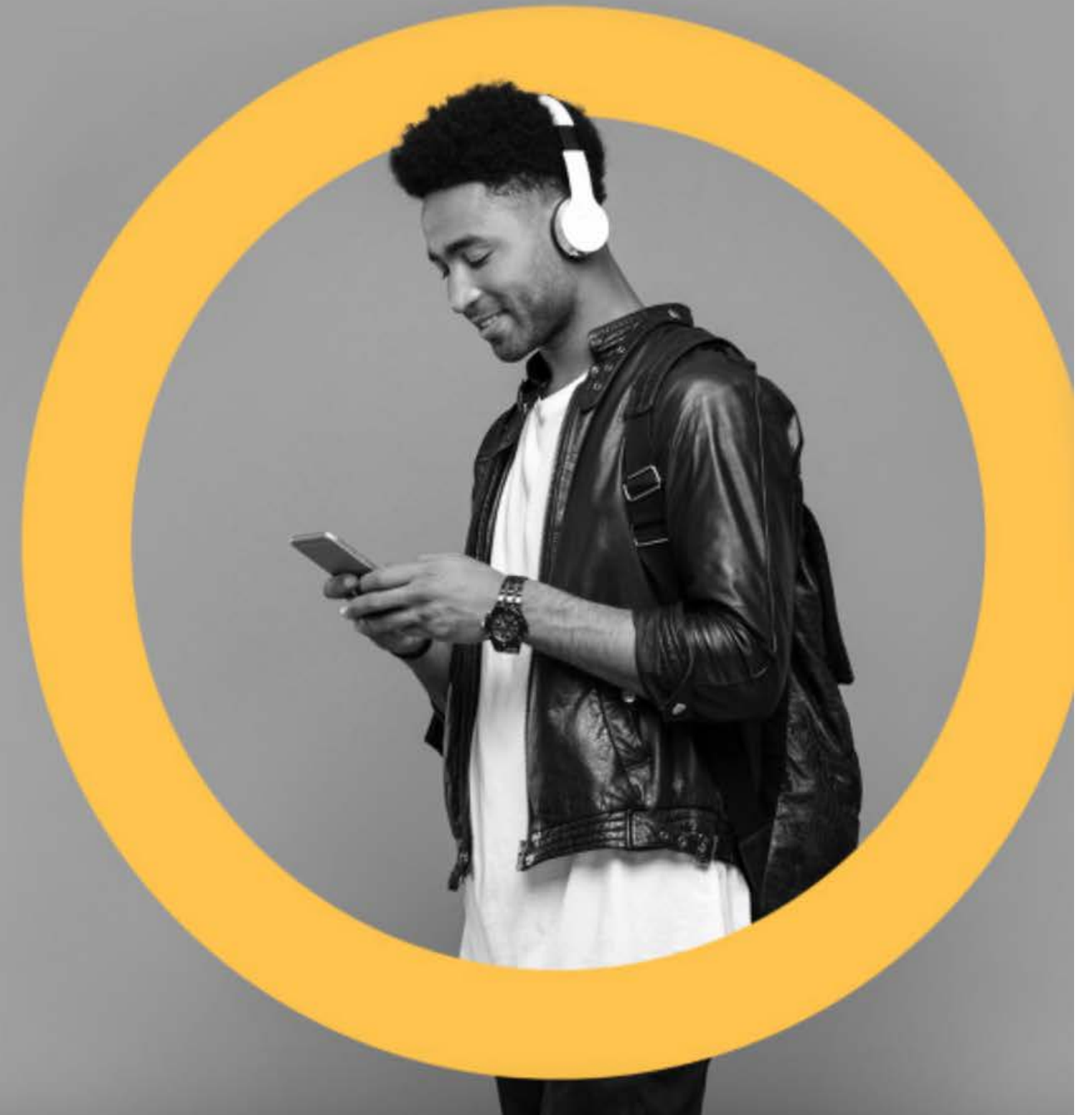
## YOUR PERSONAL AI TRAVEL ASSISTANT



Open on  
WhatsApp



Open on  
Instagram



# Destinations International Annual Convention

Highlights include:

- Visit Estes Park was recognized for earning our DMAP Reaccreditation.
- CEO Kara Franker earned her Certified Destination Management Executive (CDME) designation, spoke at a CDME class and sat on a panel.
- CFO Mike Zumbaugh taught a CDME elective course on financial management.
- CMO Heidi Barfels was a guest on a [DMO University](#) podcast about AI.
- Photographer John Berry played in the Destinations International House Band.
- The VEP team attended sessions covering destination stewardship, crisis response, resident engagement and more.



# Destination Marketing Accreditation Program

## **We've achieved DMAP Reaccreditation!**

- The globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management.
- To be accredited, a destination organization must demonstrate compliance with more than 100 performance standards that are set by an independent panel of industry veterans.
- Destination organizations must reapply for accreditation every four years.
- Standards are regularly revisited and revised to reflect the evolution of best practices in our industry.



**We're a finalist in the category of Exemplary Community Initiative for Frozen Dead Guy Days.**

**This award is part of the Colorado Tourism Office's Governor's Awards for Outstanding Tourism Efforts. The awards honor individuals and organizations for excellence in the tourism industry and will be recognized at the Governor's Conference in Fort Collins.**

# TripAdvisor Summer Travel Beats Report

- Type of trip varies by life stage. 42% will bring their partner and family along, while 1 in 5 have a trip with friends planned.
- 1 in 5 plan to maximize their travel by staying longer, especially further from home. For hotels, offering deals on subsequent nights (say, a fifth night at half off) may entice travelers to stay a little longer.
- 3 in 5 travelers planning a summer trip will go for 4 nights or more.
- To truly relax, the majority of respondents (64%) plan to check in to a hotel for their trip. As they return to travel, they want to be taken care of, and hotels offer the services they're looking for. That said, vacation rentals are still popular, especially among Gen Z.



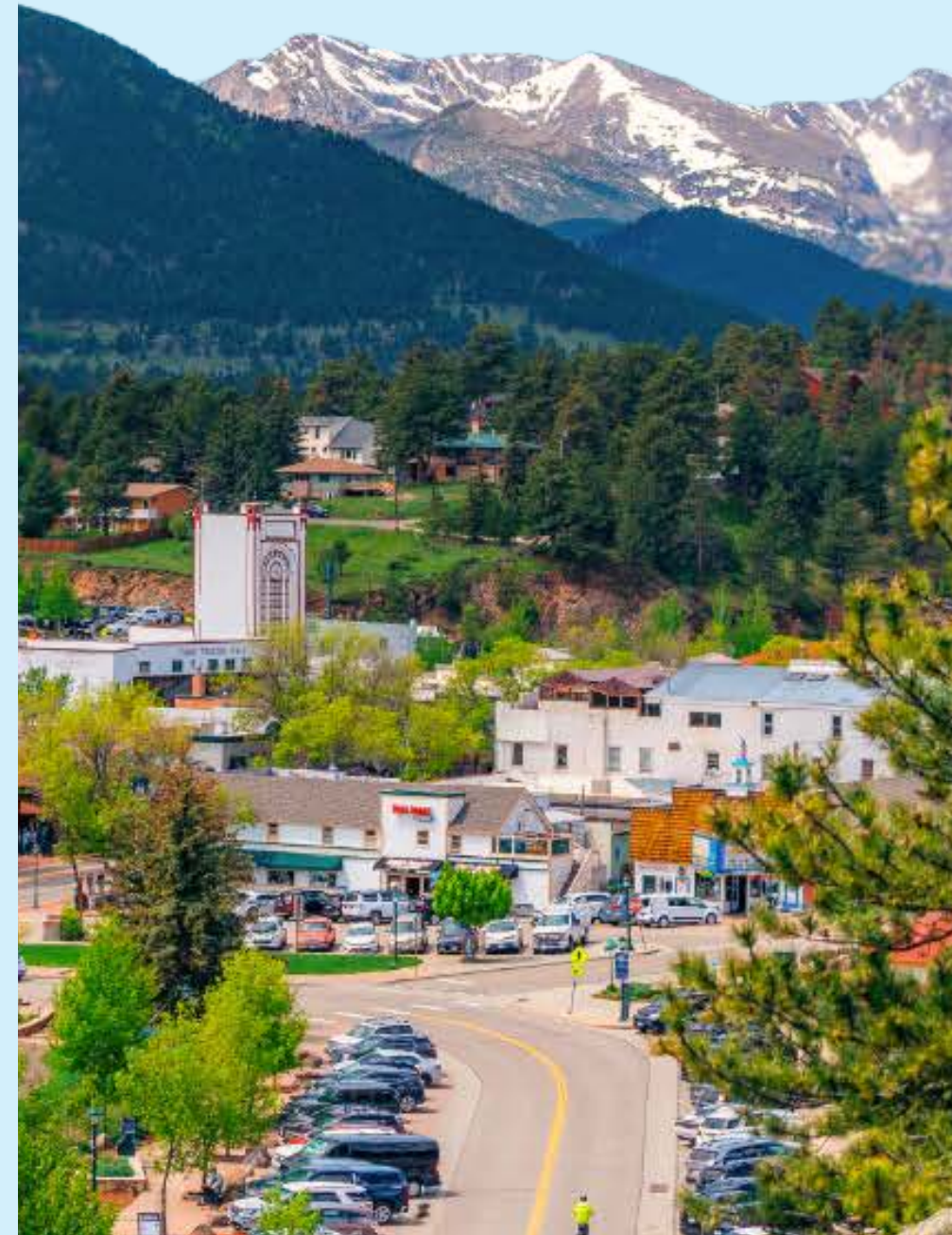
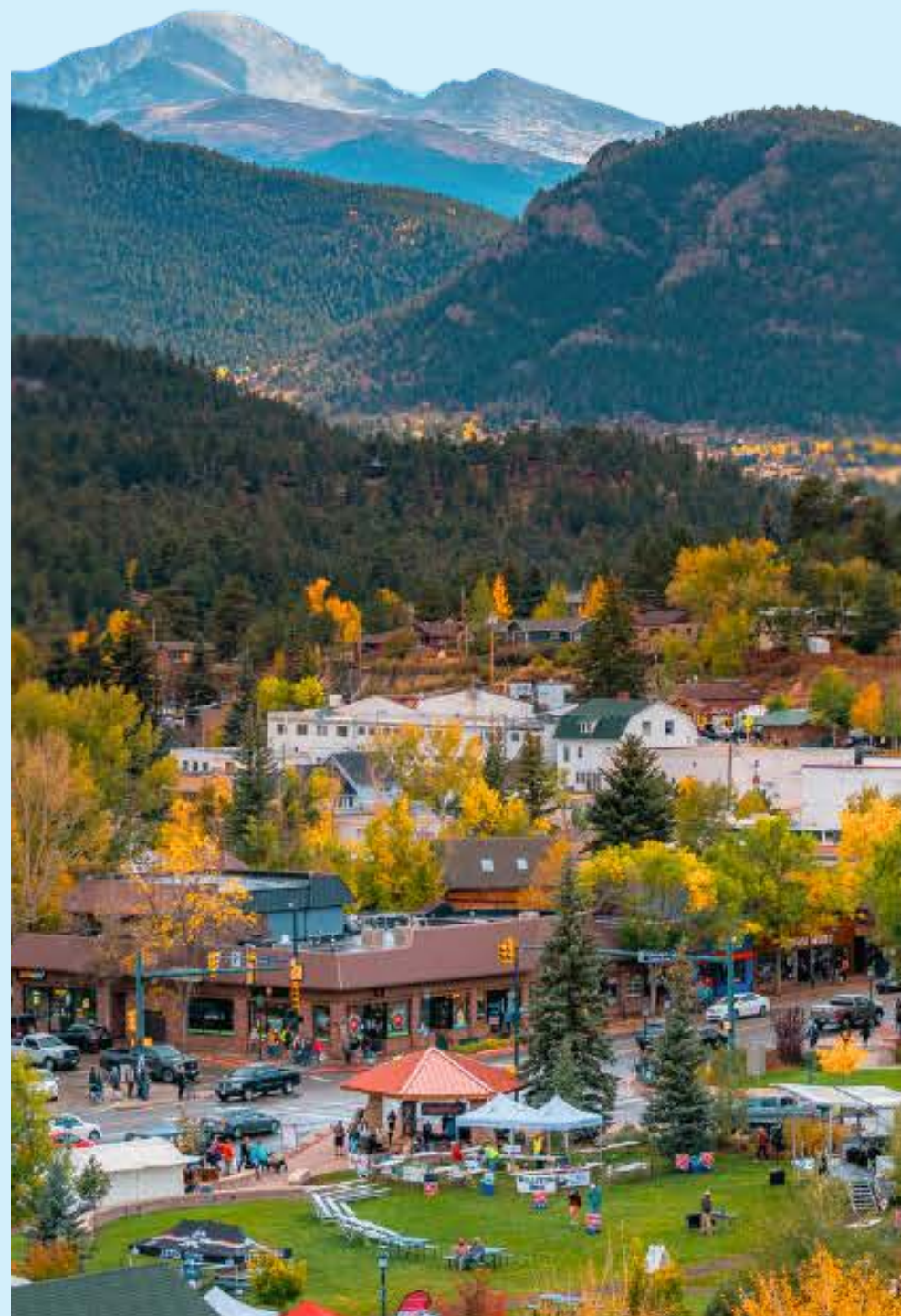
# Colorado Association of Destination Marketing Organizations in Estes Park!

- Leaders from CADMO met at the Stanley Hotel in Estes Park to discuss the Colorado tourism industry.
  - Representatives gathered from Boulder, Breckenridge, Vail, Fort Collins, Snowmass, Colorado Springs, Aurora, Durango, Grand Junction, Ouray, Loveland, Longmont, Pueblo, Buena Vista, Pagosa Springs, Steamboat Springs and more.
- CADMO is a nonprofit corporation that is comprised of organizations that strive to boost tourism to their towns
- Don Welsh, President & CEO of Destinations International, and Tim Wolfe, Director of the Colorado Tourism Office attended.





# Visit Estes Park 2024 Operating Plan



# THE SIGNIFICANCE OF TOURISM



Tourism has long played a pivotal role in driving the economy of the Estes Valley, leaving a lasting impact on the region for several generations. Through thriving tourism and events, local businesses have flourished, creating ample job opportunities for the community.

Moreover, the benefits of tourism extend beyond the economic realm, significantly contributing to the amenities enjoyed year-round by residents and supporting public safety services that safeguard life and property in the Estes Valley.

Through collaborative efforts with local businesses, residents and stakeholders, Visit Estes Park strives to create a vibrant and sustainable year-round tourism industry that enriches the lives of both visitors and the community.

By embracing technology, fostering partnerships and valuing the delicate balance between economic development and environmental stewardship, we can be conscious of our legacy impact and will ensure that tourism remains a positive force in the Estes Valley for years to come.

# Letter from the Mayor of Estes Park

Estes Park is fortunate to be located at the western entrance of one of the most beautiful national parks in the nation. Estes is a vibrant, welcoming town for locals and visitors to enjoy. As a result, our community benefits from a strong tourism economy that supports the quality of life our residents enjoy every day.

Missions rooted in destination stewardship create a substantial opportunity for partnership between the Town of Estes Park and Visit Estes Park and have resulted in a valued collaborative relationship. Together, we strive to maintain a strong tourism economy while balancing the needs of our community members and guests.

We look forward to another year of working with Visit Estes Park in support of the Estes Park community.



**Wendy Koenig**



# Letter from Larimer County Commissioners

Together with Visit Estes Park, we strongly believe in preserving the natural beauty of our area while ensuring a high quality of life for everyone.

Visit Estes Park is committed to being a responsible and welcoming destination, fostering a sense of belonging for both residents and visitors. By promoting sustainable tourism and prioritizing the well-being of all, we are actively working towards a future where our shared community thrives economically while conserving our precious natural resources.

We are honored to collaborate with Visit Estes Park in this essential endeavor.



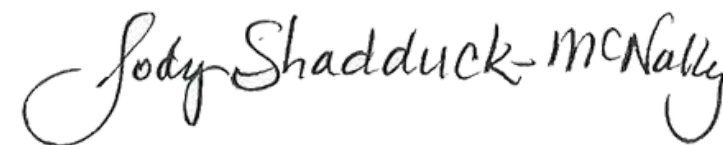
John Kefalas

Commissioner, District 1



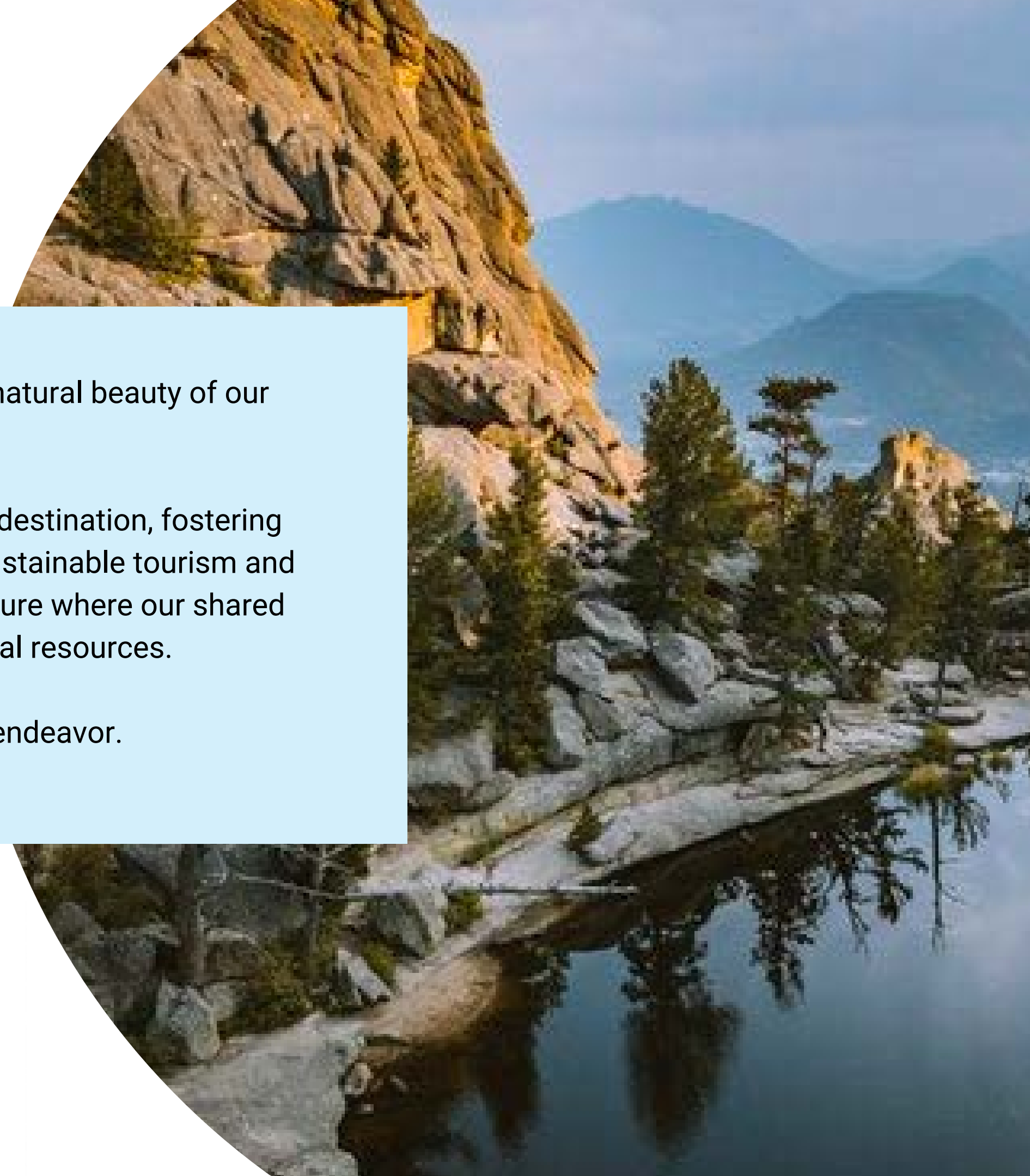
Kristin Stephens

County Commissioner, District 2



Jody Shadduck-McNally

County Commissioner, District 3





# Letter from Visit Estes Park Board of Directors

The past couple of years have been pivotal for Visit Estes Park. The passage of ballot measure 6E and implementation of other organizational initiatives like Extend the Season and partnering to bring Frozen Dead Guy Days to Estes Park cemented the organization’s commitment to destination development. At the same time, marketing tactics leverage a data-driven, proactive approach to attract the right guest at the right time for each season. Inclusivity and sustainability initiatives focus on positioning Estes Park as a welcoming destination with expectations of responsible visitation by guests.

These strategies, alongside the goals in the organization’s 2024 Operating Plan, reflect an ingrained community-driven approach that demonstrates Visit Estes Park’s commitment to destination stewardship. In 2024, staff will build on their work in these critical areas because tourism is integral to our community's quality of life and economic opportunity, and is key to natural resource conservation. Their holistic approach will support our vibrant mountain town for generations of residents and visitors for years to come.

**Sean Jurgens**  
**Board Chair**

**Deborah Gibson**  
**McShan Walker**  
**Frank Lancaster**

Vice Chair  
Secretary/Treasurer  
Director & Town Trustee

**Pat Murphy**      Director  
**Rich Chiappe**    Director  
**Jerusha Rice**     Director

# Introduction: The Future of Our Community is Now

Estes Park is planning for the future. Following a period of heightened interest and unprecedented growth, the post-pandemic demand for travel has leveled off in many outdoor and mountain destinations, resulting in a prime opportunity for reflection and innovation.

While the everlasting beauty of the Rocky Mountains remains unchanged, the possibilities for travel experiences in the area are endless. By utilizing the latest technology and data capabilities, Visit Estes Park is reaching the right visitors, at the right time, with the right message to visit the destination.

What does this mean? That Visit Estes Park is harnessing the power of artificial intelligence to create meaningful content sharing our community values. We are redesigning the way we target and reach new travelers, as well as engage existing customers, by creating a custom, full-funnel planning tool available prior to and during travel.

As destination stewardship remains our cornerstone, Visit Estes Park is committed to creating a new travel planning experience that appeals to visitors who align with Estes Park values and prioritize environmental stewardship. And through technology, Visit Estes Park will have new opportunities to encourage visitor dispersion, deliver safety updates and educate guests on responsible ways to enjoy our environment, while making memories to last a lifetime.

Our operating plan showcases how the organization will be responsible stewards of our destination through proactive, technology and data-driven marketing tactics to manage sustainable visitor growth, alongside destination development initiatives and events that drive economic opportunity and support our workforce.





# Destination Stewardship is Our Cornerstone

Destination stewardship guides the development of our strategies and informs our daily decisions. It allows us to work toward striking the right balance between enhancing the visitor experience, promoting economic vitality and preserving the quality of life in the Estes Valley.

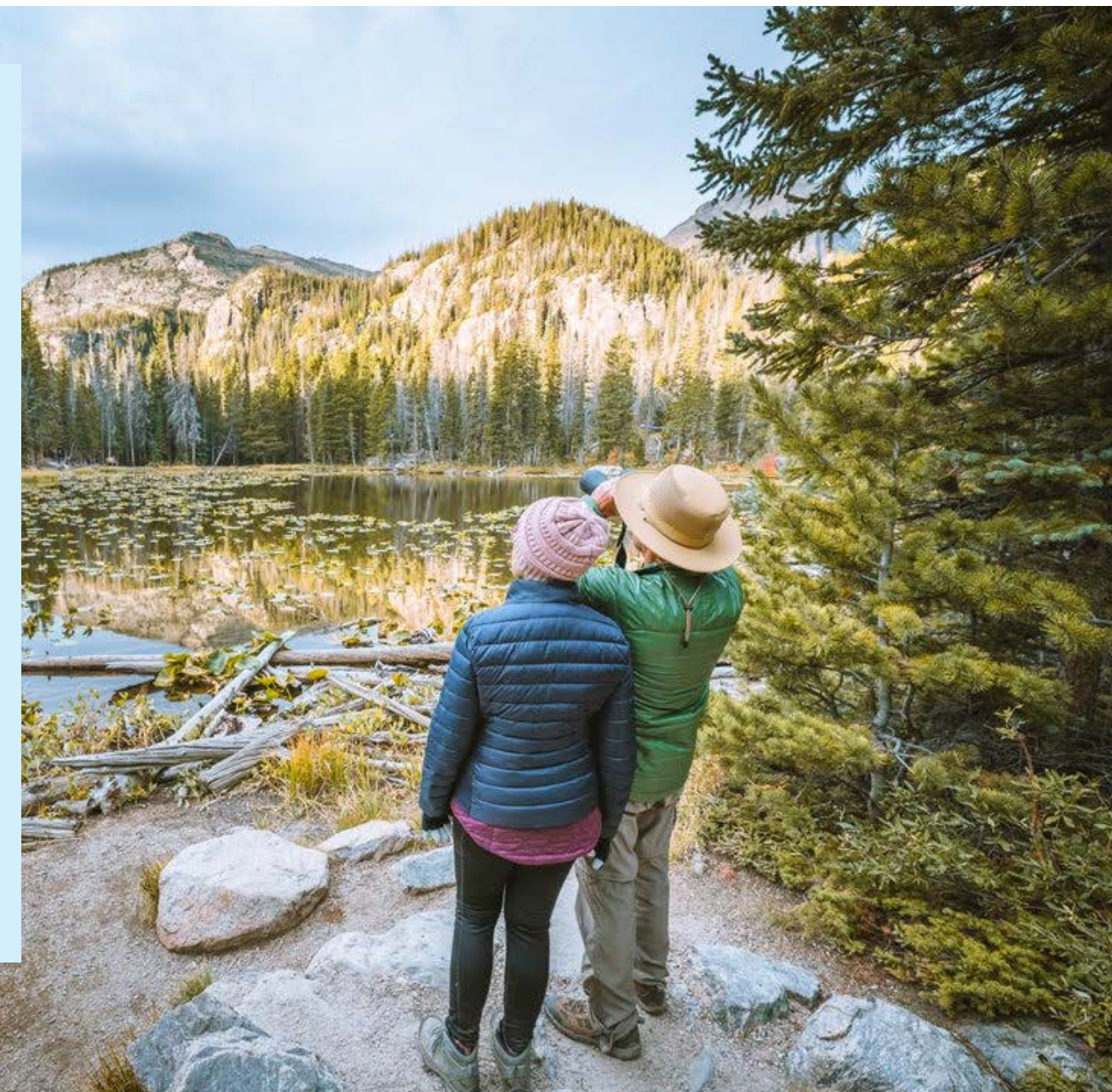
It necessitates the careful consideration of our work's economic, social and environmental impacts and implementing strategies that ensure they are positive. The long-term sustainability of our destination depends on this balance found through destination stewardship, both as a place for our guests to visit and as a thriving, vibrant community.





# 2024 Organizational Priorities

- Operating as a Community Shared Value
- Destination, Product and Experience Development
- Extending the Season
- Technology, Artificial Intelligence (AI) and Data
- Recalibrating Key Performance Indicators (KPIs)
- Sustainable Travel and Destination Stewardship
- Supporting the Workforce





# Mission

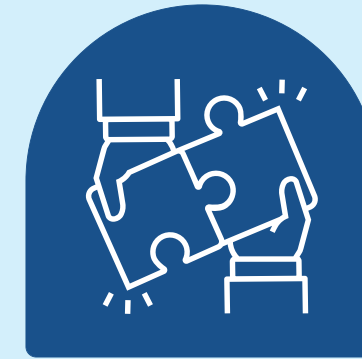
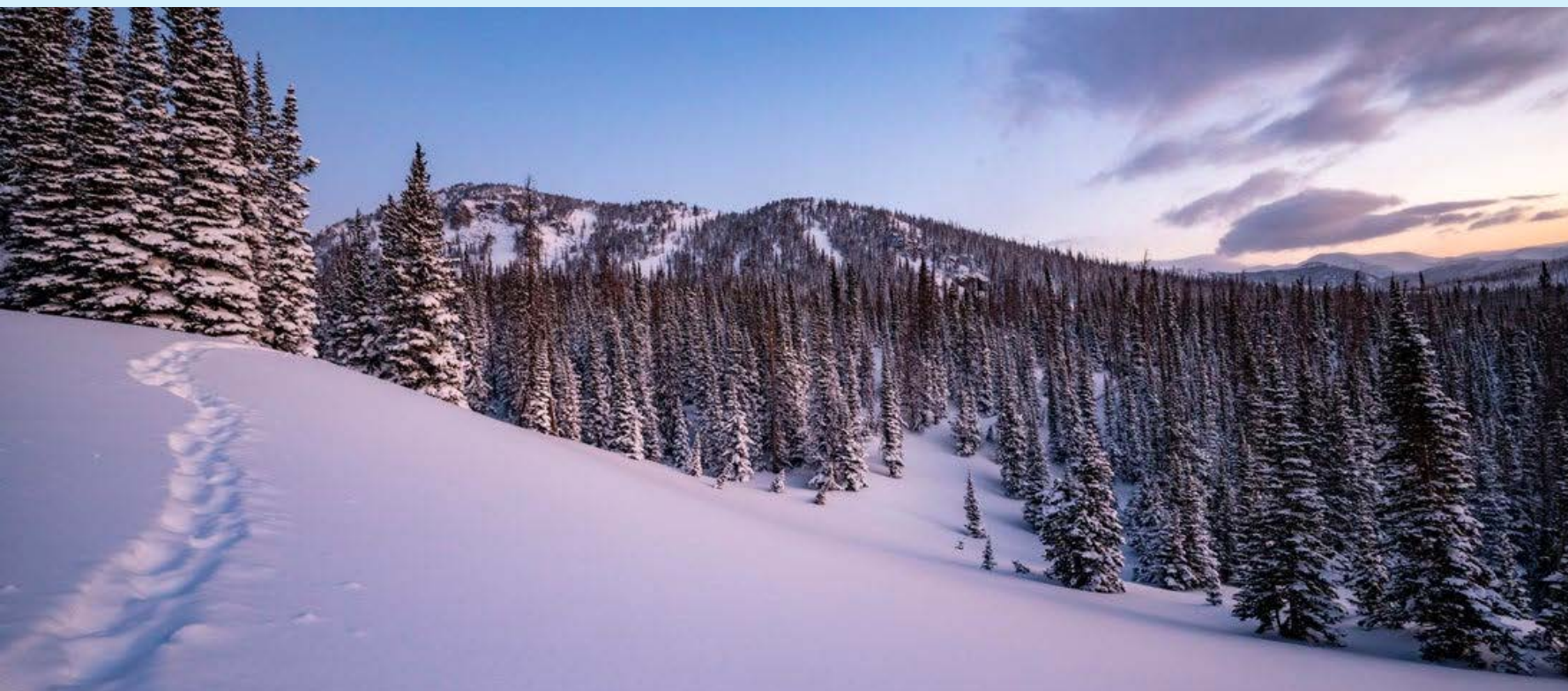
Visit Estes Park nurtures visitor reverence of this vibrant mountain town for business success, environmental sustainability and community harmony.

# Vision

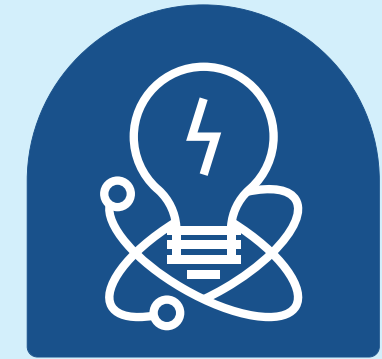
To be a year-round, family-friendly tourism and event destination that supports our vibrant mountain town with a balance of financial success, positive and memorable experiences for guests and a meaningful quality of life for our community.



# Values



Collaboration



Innovation



Empathy

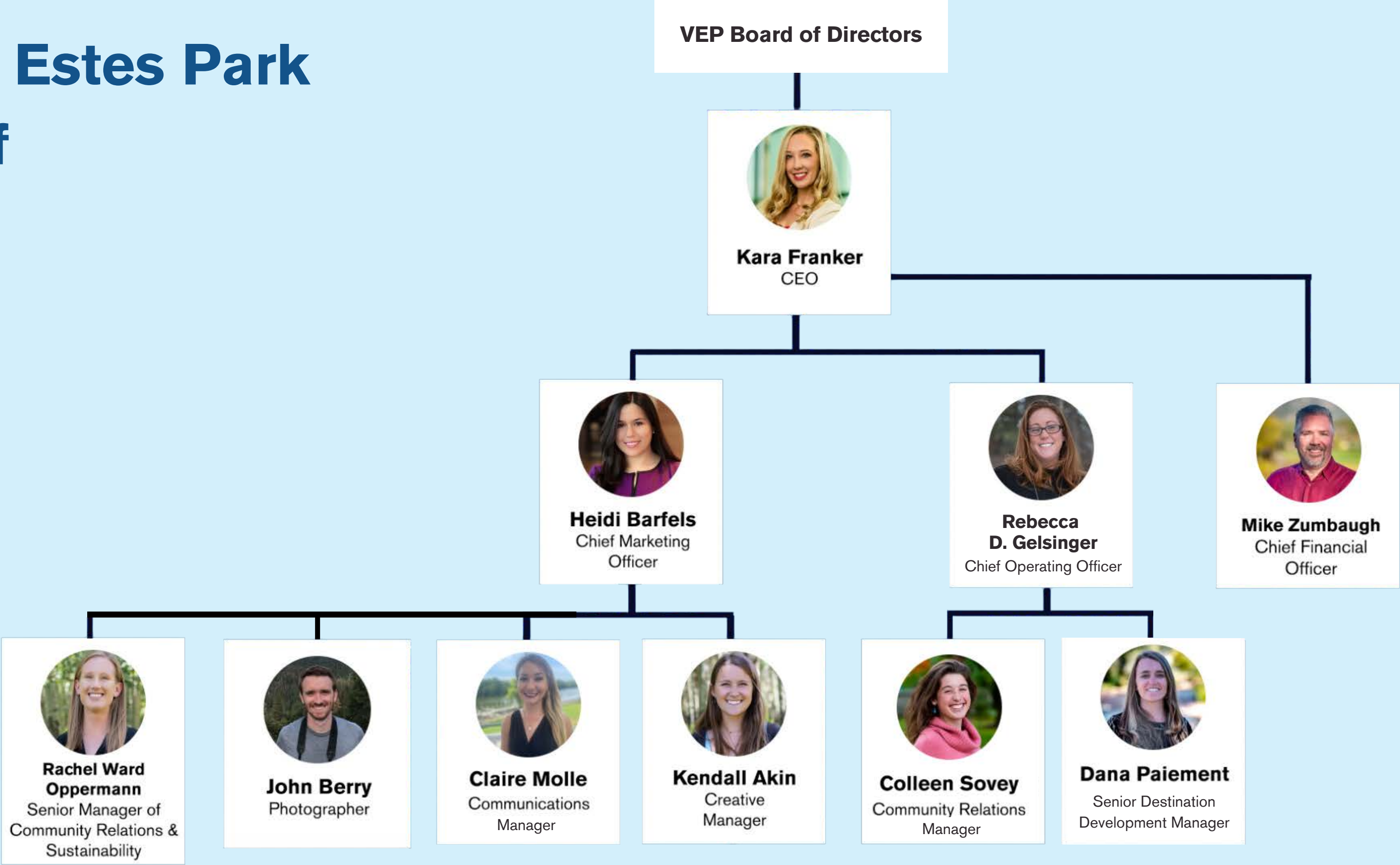


Passion



Resilience

# Visit Estes Park Staff



# Brand Attributes

## Community Oriented

We support and foster relationships with local businesses, leaders and community members while identifying new opportunities for innovation and collaboration.

## Sustainable

We embody sustainability and empower guests to do the same. This is key to preserving the natural beauty that surrounds us.

## Educational

We educate guests about how to experience Estes Park and the surrounding public lands so they have the best experience while maintaining the charm of our local community and natural environment.

## Inclusive & Accessible

We strive to welcome all to Colorado's Original Playground and emphasize that everyone can experience and thrive in the great outdoors.

## Data & Tech Driven

We make decisions based on data to sustainably attract guests and proactively adjust our strategies.

Through the latest AI technology, we drive real-time conversation, booking and advanced content creation.

# Messaging for an Evolving Travel Landscape

Here in Estes Park, visitors and residents share a common goal for an uncommon land. We treat our guests as we do our neighbors, just as we ask them to treat the local wildlife: with awareness and appreciation. Together, we are supporting our community. Promoting sustainability. And focusing on social, economic and environmental impacts. Because if we take care of this beautiful place that has drawn us together, we can continue to honor what brought us here.

## Deciding Factors

When travelers are considering a destination, we position Estes Park as an authentic, vibrant mountain town, offering activities, events, dining, shopping and an experience that is welcoming and approachable.

Estes Park is affordable to families and offers a multitude of activities in every season, while also offering a basecamp to world-class adventure and outdoor experiences.



# Visitor Targeting

In 2024, Visit Estes Park will continue relationships with companies including KeyData, Epsilon and Expedia, as well as a new partnership with Tourism Economics, to obtain deep, comprehensive and actionable insights about visitors on a regular basis.

These partners utilize products that track geo-location data and spending, to ensure we are marketing to visitors who will provide the highest return on our investments.



# Visitor Intercept Survey Results

New data from the 2023 Visitor Intercept Survey will be delivered in 2024 to include surveys from approximately 1,500 guests. This includes data from guests visiting during major Estes Park events.

Data gathered will provide:

- refreshed intelligence on our visitor demographics and spending data, allowing us to adjust targeting as necessary
- a more accurate estimation of the economic impact visitors have on our community, further demonstrating how tourism is critical for a sustainable community ecosystem





# Visitor Intercept Survey Results

March 17-April 16, 2023

The first visitor intercept survey results were delivered in 2023.

Key findings from the first survey follow below:

- One in four visitors to Estes Park reported it was their first time visiting Estes Park with most, predictably, coming from a wide array of Colorado communities.
- Consistent with this high share of visitors from the Front Range, about half of respondents were day visitors to Estes Park. 44% were staying overnight in the immediate Estes Park area and just 4% were overnight visitors staying further away.
- About half (51%) of overnight visitors stayed in traditional paid lodging and 28% were in “Rent-by-Owner” (Airbnb, VRBO). On average, these visitors spent 3 nights in Estes Park.
- People are spending money in Estes Park. The top two activities people engaged in were dining out (51%) and shopping (46%).
- Most people do not plan far ahead for their trip to Estes Park. Two-thirds say they decided to visit within a month of arriving.

# Messaging Key Points

**Outdoor  
Experiences**

**Easy Access**  
*whether driving or  
flying into Denver*

**Unique Local  
Offerings and  
Events**

**Year-round  
Affordability**

**Equity, Diversity  
& Inclusion**  
*Estes is a place for all*

**Sustainability-  
focused Travel**

# Target Audiences

- Estes Park loyalists who have traveled to the destination in the past
- Active adults, outdoorsy couples and outdoor enthusiasts
- Couples looking for a romantic getaway
- Multigenerational travelers visiting as a family, grandparents
- Adults and families interested in events
- Meeting planners and travel advisors
- Travelers celebrating milestones
- Digital Nomads
- Pre-tirees

## Demographics

- Demographic:
  - AD25-54 with an emphasis on 45+
  - Family Friendly Audience: 60+ with an emphasis on Multi-generational
- Household Income: \$100K+





## Target Audience Interest: Overall and Seasonal

Overall Interests: Scenic Beauty, Relaxing Mountain Getaway, Mountain Biking and Hiking, Outdoor Adventure / Enthusiast, Backpacking, Trails, National Parks, Road Trips, Craft Beer, Romantic Getaways, Family Friendly, Easy Access, Eco-tourism, Wildlife Viewing, Events

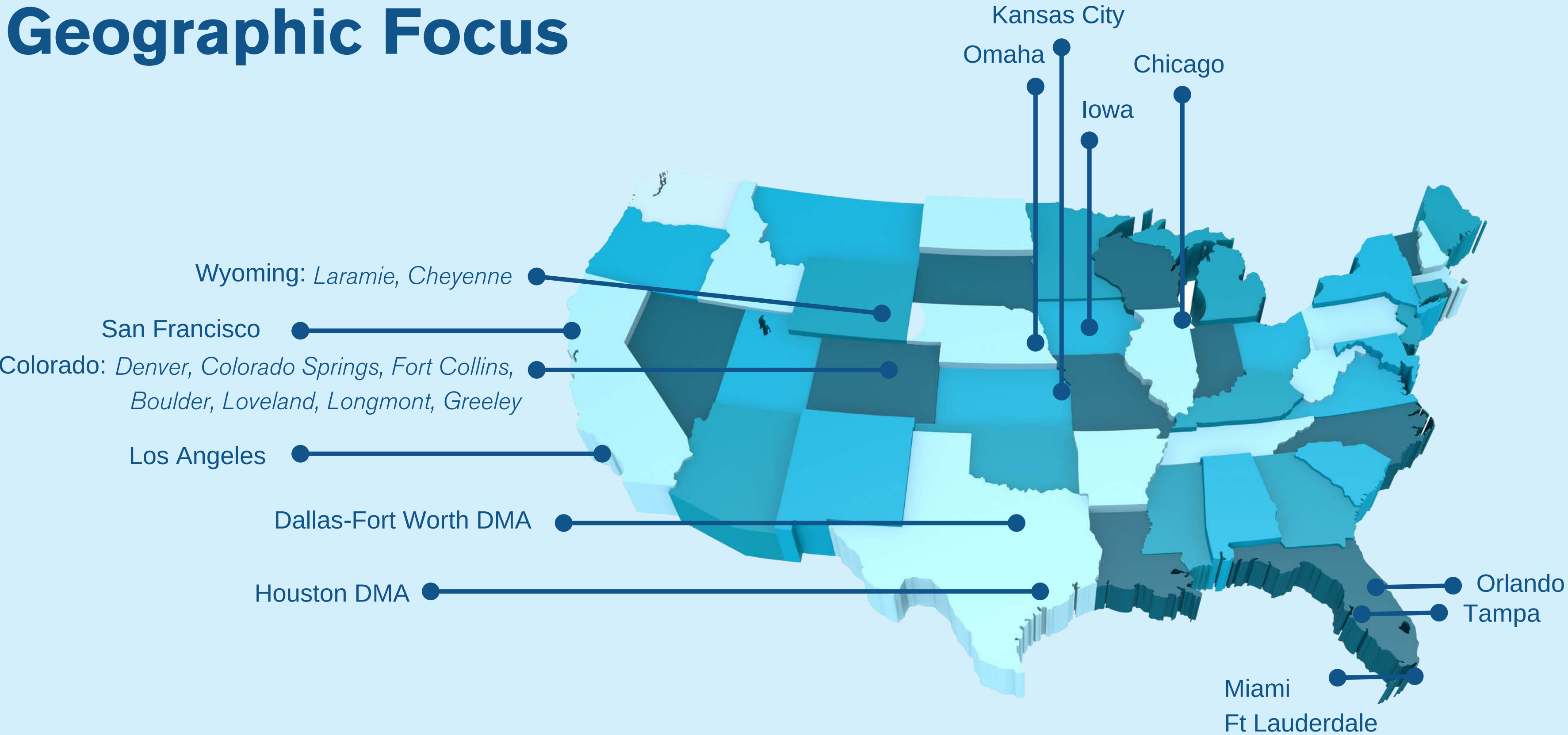


Summer/Fall Interest:  
Mountain Biking and Hiking, Outdoor Adventure / Enthusiast, Backpacking, Golf, Trail, Road Trips, Craft Beer/Breweries



Winter/Spring Interest:  
Cross Country Skiing, Climate, Change of Season, Snowboarding, Snowshoeing, Backcountry skiing and split boarding, avalanche education, sledding, ice climbing, mountain town, concerts, events

# Geographic Focus



# KEY ORGANIZATIONAL GOALS

## *Extend the Season: Frozen Dead Guy Days*

- Increase the Frozen Dead Guy Days (FDGD) festival attendance to 10,000 attendees
- Enhance the FDGD festival experience to include more elaborate and immersive experiences
- Secure 80 FDGD offerings from lodgers, restaurants and local businesses
- Develop an integrated marketing campaign and launch a new Frozen Dead Guy Days website
- Expand FDGD marketing to reach a national audience in key target markets



# KEY ORGANIZATIONAL GOALS

## *Extend the Season: Late August*

- Drive visitation in the late August need period by developing a signature late summer experience to span the two weekends when occupancy slows in Estes Park.
- Enhance the visitor experience by supporting local community activities and events through a robust grant program.
- Utilize advertising, paid social media, public relations and content creation efforts to attract consumers most likely to travel in late August, including couples, milestone travelers and retirees/pre-tirees.



# KEY ORGANIZATIONAL GOALS

## *Extend the Season: Winter & Holidays*

- Prolong the busier season and foster economic stability by implementing initiatives that attract visitors seeking memorable and rewarding winter travel experiences.
- Achieve sustainable destination development by sponsoring Winter and Spring programs, to enhance the area's appeal, attract more visitors and bolster the local economy.
- Increase winter/spring visitation by positioning Estes Park as a winter wonderland through advertising, paid social media, public relations and content creation efforts.



# KEY ORGANIZATIONAL GOALS

## *Marketing & Communications*

- Generate 500 million paid and earned media impressions
- Exceed 7 million organic social media impressions
- Drive 2 million visits to VisitEstesPark.com
- Deliver 400,000 referrals to lodging partner booking engines and websites
- Obtain 100,000 engagements on Rocky Mountain Roamer AI travel planner



See the outcome of last year's Marketing & Communications Goals in our [2022 Annual Report](#).

# KEY ORGANIZATIONAL GOALS

## *Community Relations & Services*

- Execute a dedicated calendar of events aimed at extending the season and enhancing year-round destination offerings.
- Further develop community relations to deepen stakeholder trust and increase engagement.
- Provide tools for partners to promote their businesses through advertising and support services.
- Bring qualified groups to Estes Park with an emphasis on the fall, winter and spring months.
- Collaborate with partners on bringing international travelers to Estes Park.



See the outcome of last year's Community Relations Goals in our [2022 Annual Report](#).

# KEY ORGANIZATIONAL GOALS

## *Finance & Administration*

- Ensure compliance with all financial and budgetary requirements
- Strive to provide employees a satisfying and productive work environment
- Ensure equipment, technology and facilities meet the needs of the organization
- Empower the organization with the data knowledge necessary to make informed decisions
- Maintain a budget framework with transparency and accountability



See the outcome of last year's Finance & Administration Goals in our [2022 Annual Report](#).

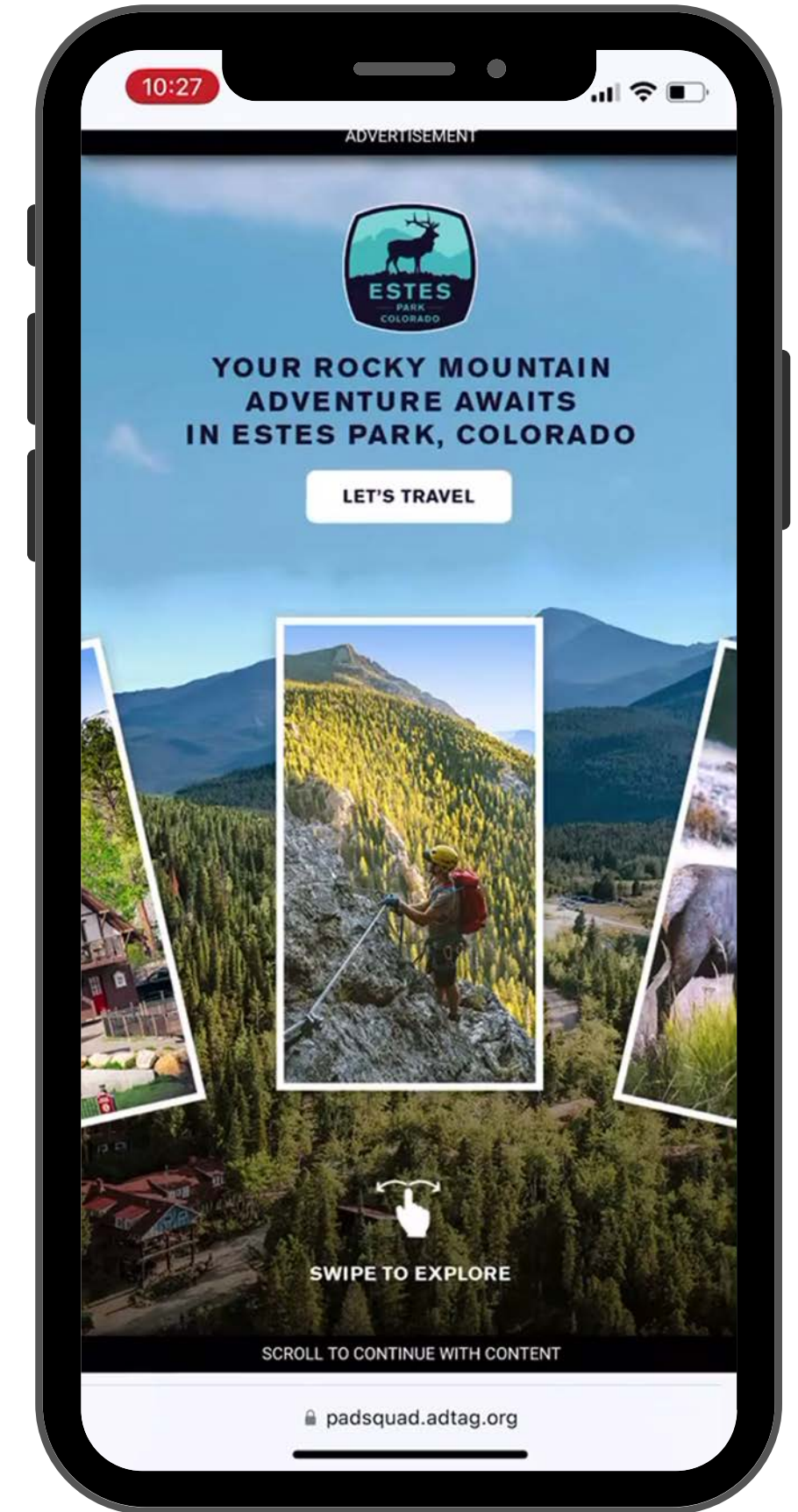


# Heidi Barfels



# Paid Media: New Padsquad Gamified Ads

- The Vizquiz unit (left) generated 133,163 unit views with 2,532 unit engagement and a 1.90% ER
- The Reel (right) generated 110,688 unit views, 1,244 unit engagement and 1.12% ER.



# **Paid Media: Expedia Organic Instagram Story**



**Expedia**

**529K followers**

**Launched 6/28**



# Blog Content: Be Prepared for Summer Storms

## HOW TO BE PREPARED FOR SUMMER STORMS WHILE HIKING IN THE ROCKY MOUNTAINS

By Rachel Ward Oppermann on Jul. 03, 2023

Afternoon thunderstorms are typical in the Colorado Mountains. Here's how to make sure you're prepared.

Hiking is a summertime bucket list item for many of us, especially in stunning Rocky Mountain National Park. The bluebird skies, fresh air, expansive views and potential wildlife sightings make our hearts sing. What you may not know is that there is often a chance of afternoon thunderstorms in the summer, which have the potential to disrupt an otherwise perfect hike. Or, if you're unprepared, turn it into a dangerous situation.

We connected with our friends at [Rocky Mountain National Park](#) to find out how to prepare for or react to potential thunderstorms when hiking in the Rocky Mountains. Use the information below to prepare for your hikes this summer.



# Blog Content: What to Do Without a Timed Entry Permit Reservation

## NO TIMED ENTRY PERMIT? NO PROBLEM

By Kendall Akin on Jul. 05, 2023

Rocky Mountain National Park has enacted a [timed-entry permit system](#) in order to spread out incoming traffic. Now, we know these reservations can be hard to come by, but don't worry, we've got your back. There are still plenty of fun things to do around Estes Park and ways to get into the National Park, even if you don't snag a permit. How about an evening or late afternoon adventure? Or, head to Hermit Park with your dog and experience all the hiking, biking, camping and horseback riding your heart desires. Want something more structured? Take a guided tour in the National Park.

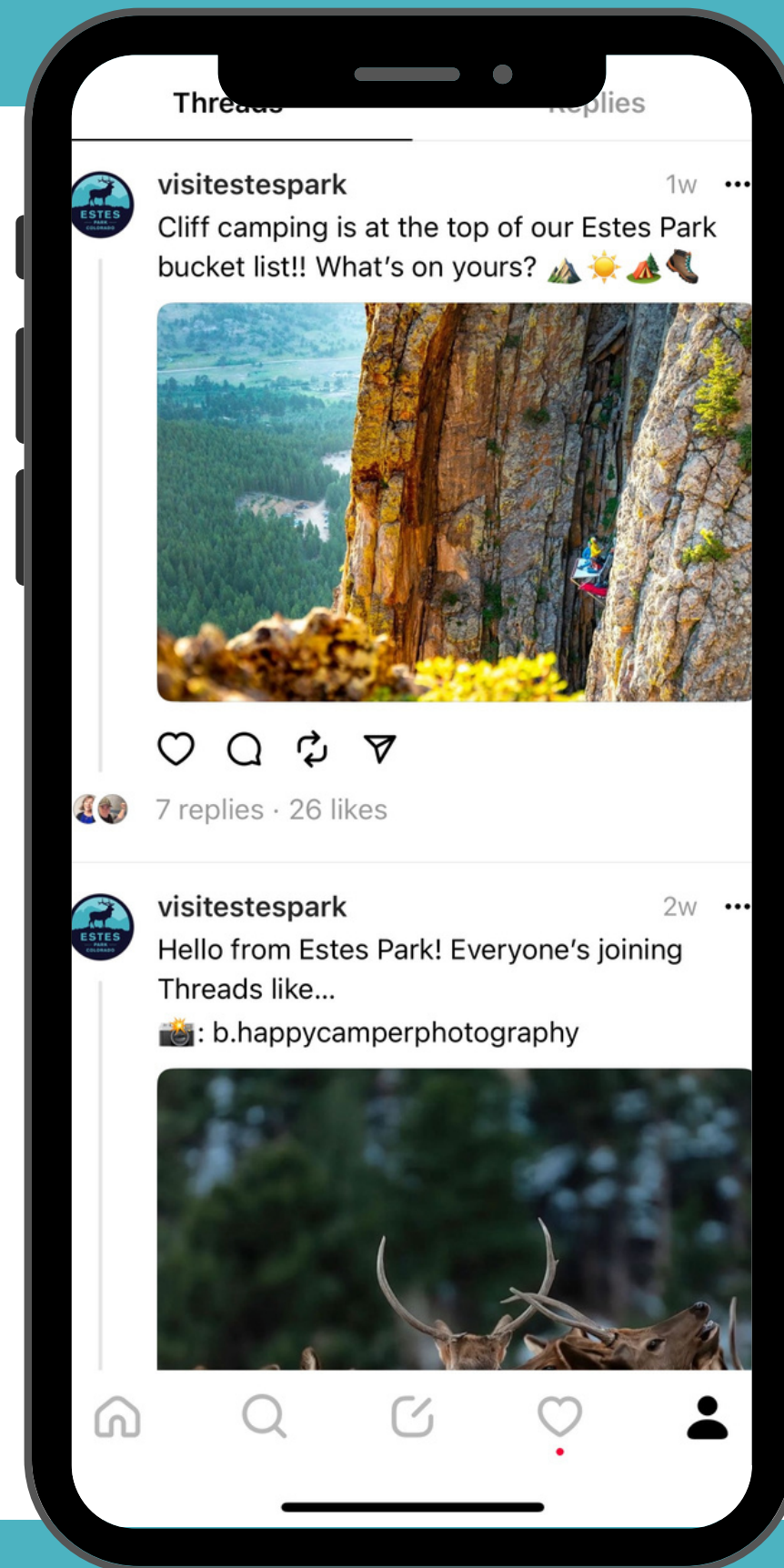
### TAKE A SUNSET TOUR

After 2 p.m., you don't need a timed-entry permit to access most of the National Park excluding the Bear Lake corridor! For Bear Lake Road Corridor, entry will be permitted from 6 p.m. onwards without a timed entry permit. Remember, an entrance pass is always necessary when exploring any area of RMNP. During the summer months the extended daylight hours provide ample opportunity for exploration and enjoyment. Pack a picnic and a beverage to enjoy next to your favorite lookout, meadow or babbling brook. Drive up Trail Ridge Road (being sure to take time to enjoy each part) and catch the sunset at the top. There's not much more magical than a sunset viewed from the alpine tundra. Many local species are more active around dusk so keep an eye out for wildlife.



# New Social Media Platform!

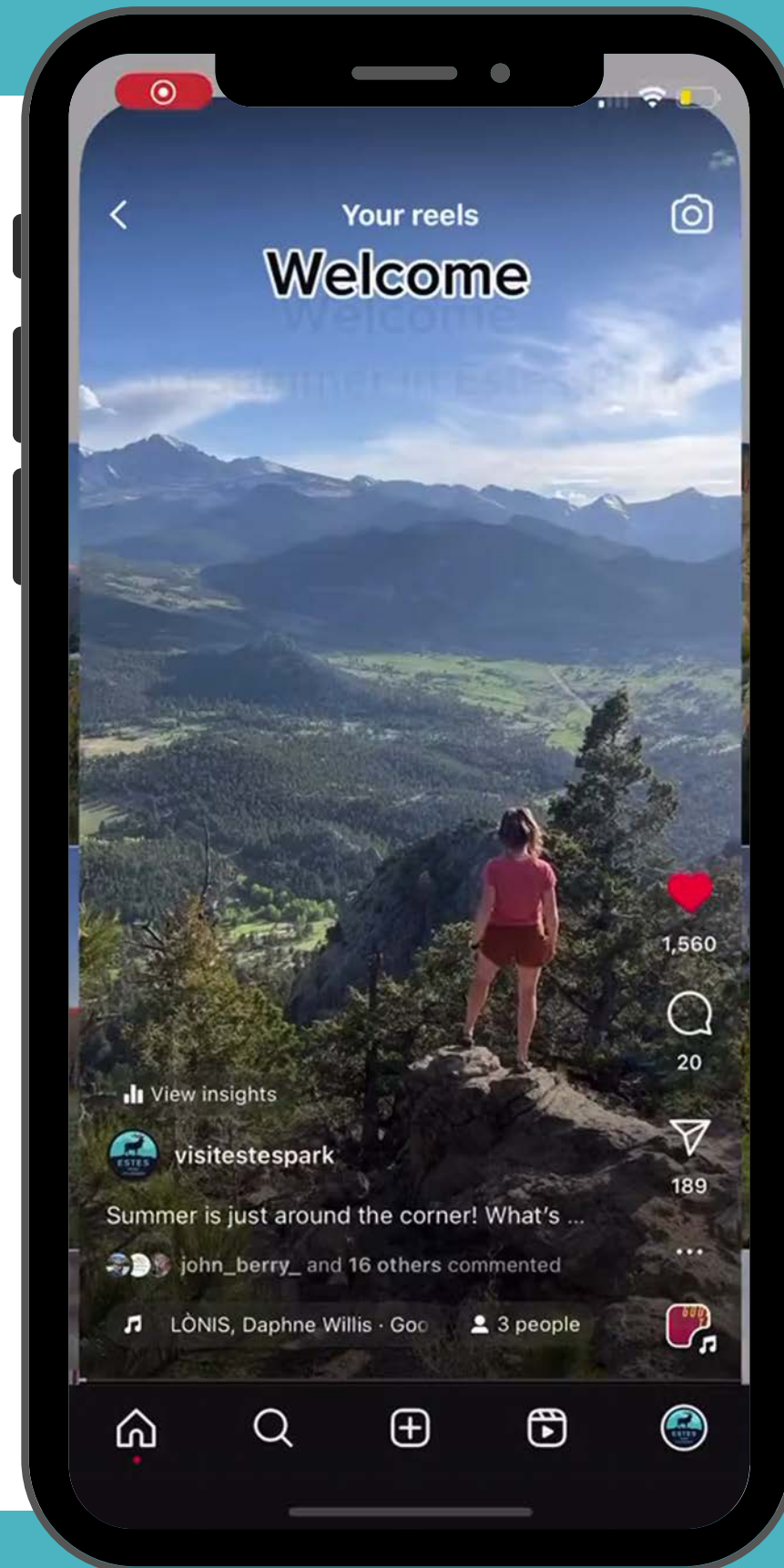
## Threads



# Social Media Highlights

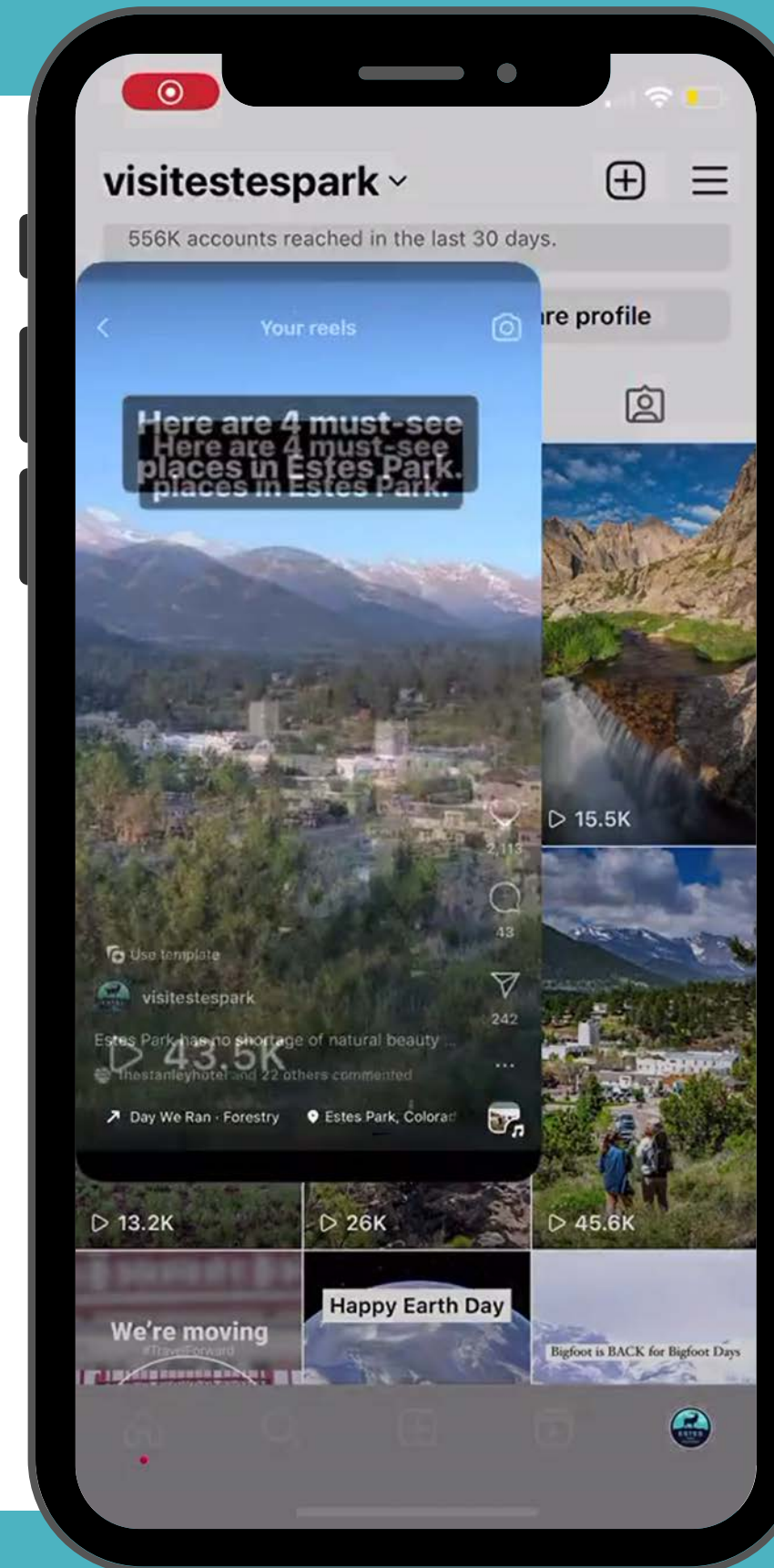
## Summer in Estes Park

**26K views**  
**1,560 likes**



## 4 Must-Sees in Estes Park

**43.6K views**  
**2,113 likes**



# The Travel Mom & Tommy DiDario Cover Estes Park



	<b>Total Local TV Audience</b> 123,568
	<b>Total Online News Audience</b> 14,061,400
	<b>Total Social Followers</b> 39,430
<b>Total Number of Clips</b> 15	

Emily and Tommy appeared in 15 TV segments in top markets including: Dallas, Houston, Tampa, Omaha, Kansas City, Sacramento and LA.

# Media Coverage: Elk Fest



## The 26 Best Fall Festivals in the U.S. for 2023

Explore festivities ideal for maximizing the sweater weather season.

By [Katie Hearsum](#) and [Timothy J. Forster](#) | June 28, 2023, at 9:00 a.m.



Elk Fest in Estes Park, Colorado: Sept. 30 to Oct. 1



(JOHN BERRY/COURTESY OF VISIT ESTES PARK)

While most locales usher in autumn with pumpkins and cider, in the Rocky Mountain region the season is all about elk. Located near the eastern gateway to [Rocky Mountain National Park](#), about 70 miles northwest of [Denver](#), the town of [Estes Park](#) holds a free annual festival the first weekend of October to celebrate the elk mating season – also known as the elk rut – which corresponds with the arrival of cooler weather and vibrant foliage. At this time of year, locally referred to as "Elktober," you can see these majestic creatures in the national park or even in town (but be sure to keep your distance, as the male elk, called bulls, can be aggressive).

In addition to photographing the impressive antlers on the bulls and listening for their mating calls – a haunting sound known as a bugle – other Elk Fest offerings include live music, food trucks, a variety of vendors, a presentation of live raptors, Native American performances and more. A bugling contest lets festivalgoers attempt to imitate an elk's sounds using a bugle tube. Leaf peepers at Elk Fest will be delighted by the brilliant orange of the town's aspen trees.

An overnight stay at the iconic [Stanley Hotel](#) is a must for its history and charm; it's considered one of the country's [most haunted hotels](#). Other lodging options in Estes Park range from mountain cabins to campgrounds.

# Media Coverage: Trailborn



## Trailborn Rocky Mountains—Estes Park, Colorado

**Where it's located:** It's pretty great to offer a location with a national park in your backyard—and this newcomer sits less than six miles from the entrance to Rocky Mountain National Park.

**Why we're excited:** There's a sense of quiet inside the guest rooms at Trailborn Rocky Mountains. Yes, it's because of the eco-friendly cork flooring, but it's also because of a reverence for the great outdoors. The hotel has a sustainability mission that permeates every aspect of its operations: from the Grown Alchemist clean skincare amenities, to the portion of each reservation's proceeds that goes to support Rock Mountain Conservancy's land conservation efforts. A location this good (just minutes to the national park's gates) is this hotel's single greatest asset, but there are so many other things to love here, too. It's a perfect base camp from which to explore the region, whether you're doing your own thing in the national park, or having the hotel arrange one of their signature experiences, which include alpine tundra nature walks and fly fishing. **Rates from \$225.**

[BOOK NOW WITH EXPEDIA](#)

PLACES TO STAY

## This Summer's Most Exciting Hotel Openings

*From oceanfront stunners to mountain escapes—there's nothing cruel about this summer's hotel openings.*

BY TODD PLUMMER

June 16, 2023



# Rebecca D. Gelsinger



# Connecting with Partners

- Monthly Meetings with Visitor Center, Simpleview & EPNRC
- Chamber Board Meeting
- Business After Hours
- Coffee Connections
- Estes Next
- Peak to Plains Guide Service
- Black Canyon Inn
- Estes Park Condos
- Vista Host Hotel Management
- Hi Country Stables
- Loveland Heights Cottages
- Cheley Camp



# Partner News

- Ole' International Kitchen opened its doors on Monday, June 19 in the former Chelito's location.
- Homewood Suites by Hilton plans to be fully operational by Spring 2025. Formally Elkhorn Lodge.
- Based in Boulder, Hogback Distillery opened a tasting room along Moraine Ave on July 1.
- Wapiti Pub has reopened its doors at the former Nicky's Steakhouse location.
- YMCA of the Rockies was recently awarded the Outdoor Recreation Industry Impact Fund grant for \$99,899. This fund will support recovery efforts for outdoor industry small businesses and nonprofits that can demonstrate a negative economic impact due to the COVID-19 pandemic.



HOMewood  
SUITES by Hilton™



# Beyond Summer

Our Summer Events webpage highlights a growing number of local events and offers. We designed and distributed a Summer in Estes Park poster, accessible through OLIVE or the Visit Estes Park Partners Toolkit if businesses need additional copies. The poster directs visitors to our website, resulting in over 2,000 special offer click-thrus in June.

Here are our special offer metrics for June:

- Total offers active: 82
- Total click-thrus: 2,497
- Top performing offers:
  - Mountain Whitewater - Paddle and Pamper
  - Mountain Whitewater - Paddles and Saddles
  - Aspen Winds - Add a package to your stay at Aspen Winds on Fall River



## PADDLE AND PAMPER

 Mountain Whitewater

**Valid: Always**

# Colorado Society of Association Executives Conference

- Colleen attended the Colorado Society of Association Executives Conference in Glenwood Springs on June 28-29. This was her first CSAE event, and she met several people that were also attending for the first time.
- Colleen found the format especially beneficial in helping her build strong connections with associations, meeting planners, and supplier peers.
- Follow-ups for site tour requests include the National Onion Association, the National Association for Interpretation and Lamont Associates.



# Extend the Season



*Let's go all out this winter*

And play up the wonderful snow globe feel Estes Park has during the winter.  
Join us by decorating your store, inside and out.

Visit Estes Park will be promoting Estes Park as a winter wonderland that is

an inspiring holiday  
shopping destination

a cozy winter retreat for  
families, couples and groups

a new way to experience  
Estes Park during a  
quieter time of year

Need help getting started?

Mike from Elevation Holiday Lighting can help decorate the exterior of your store with twinkling lights and Carissa from Simply Christmas can help create a magical holiday display in your business.

Mike Szymanski  
Elevation Holiday Lighting  
[mike@elevationholidaylighting.com](mailto:mike@elevationholidaylighting.com)  
(720) 460-1707

Carissa Streib  
Simply Christmas  
[SimplyXmas07@gmail.com](mailto:SimplyXmas07@gmail.com)  
(970) 586-8990

Participating businesses have the opportunity to be featured in Visit Estes Park social media and blog posts, advertisements and as stops on the annual Holiday Trail.

Questions? Email [Dana@VisitEstesPark.com](mailto:Dana@VisitEstesPark.com)



# Isabella Bird Landing Page



### LEARN MORE ABOUT BIRD

Step into Bird's world with a firsthand account of her adventures. Pick up a copy of her book, *A Lady's Life in the Rocky Mountains* at one of the following locations in Estes Park:

- [Bear & Bee | Maker's Studio & Boutique](#)
- [Macdonald Book Shop](#)
- [Rocky Mountain Conservancy at the Estes Park Visitor Center](#)

*filters* *view by* *sort by*

**JUL 01**

**FEMME TREK CELEBRATES THE FEMME SOLO HIKER**

2023 - August 31, 2023

**JUL 11**

**ISABELLA BIRD BOURBON - 150TH ANNIVERSARY COMMEMORATIVE BOTTLE**

Valid: July 11, 2023 - September 30, 2023

### EVENTS & ACTIVITIES HONORING ISABELLA BIRD

Estes Park businesses are planning fun events, activities and offers to celebrate Bird this summer and fall. Take advantage of one while in town!

#### BETTIE COURSES: WOMEN & CONSERVATION

**JULY - OCTOBER**

Bettie Courses were created by the Rocky Mountain Conservancy to connect women to conservation efforts through educational experiences. Bettie Courses are inspired by the work of Beatrice "Bettie" Willard, a foundational instructor at the Conservancy. Offered courses allow women to gain confidence in activities like climbing, fly fishing and hiking. [Sign up here.](#)

#### LONGS PEAK REUNION

**AUGUST 18-20**

Celebrate the history of Longs Peak at this weekend-long event in Estes Park! Kick it off with a free concert at Performance Park on Friday. Then attend an all-day symposium on Saturday, detailing historic events that happened on the Longs Peak Trail, including a presentation about Isabella Bird and women on Longs Peak. The weekend wraps up with a picnic at the Meeker Park Lodge picnic area. [Learn more.](#)

#### WOMEN OF ROCKY HISTORY TOURS

**SEPTEMBER 11 - NOVEMBER 17**

Focusing on local legend, Isabella Bird, this scenic bus tour will take participants on a historical adventure throughout the Estes Valley and Rocky Mountain National Park. This program will include the impacts of other European homesteading women, including Anna Wolfstrom, Ida McCreery, Esther Burnell, Katherin Garetson and Amanda Blocker Byrd. Hosted by the Rocky Mountain Conservancy, weekly and on demand September 11 - November 17. [Get Tickets Here.](#)

### LEARN ABOUT ISABELLA BIRD

**CELEBRATING ISABELLA BIRD 150 YEARS AFTER HER LONGS PEAK SUMMIT**

[Read More](#)

Join friends and neighbors to celebrate the  
150th Anniversary of MacGregor Ranch at the

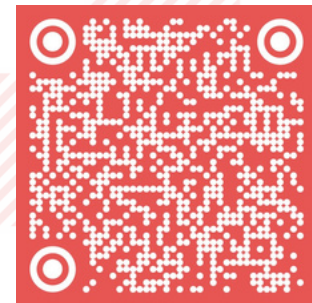
## Community Picnic



### Where

MacGregor Ranch  
180 MacGregor Lane  
Estes Park, CO 80517

Find more information  
& register here:



### What

Live music from Chain Station & Lost Penny  
Children's area sponsored by Estes Chamber of Commerce  
Old Time Taffy Pull sponsored by The Taffy Shop

### Eat & Drink

Enjoy a variety of food truck options or bring your own picnic dinner  
Indulge in desserts from MacGregor Ranch and You Need Pie Diner  
Sip on beers from Lumpy Ridge Brewery, Avant Garde Aleworks and Rock Cut Brewing

# Community Picnic

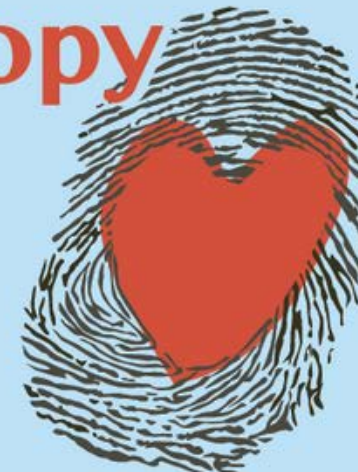
Save the date and join your community in celebrating the 150th Anniversary of MacGregor Ranch.

# Sponsorships



Thursday • November 9 • 4 - 7pm  
@YMCA Assembly Hall

**National  
Philanthropy  
Day**



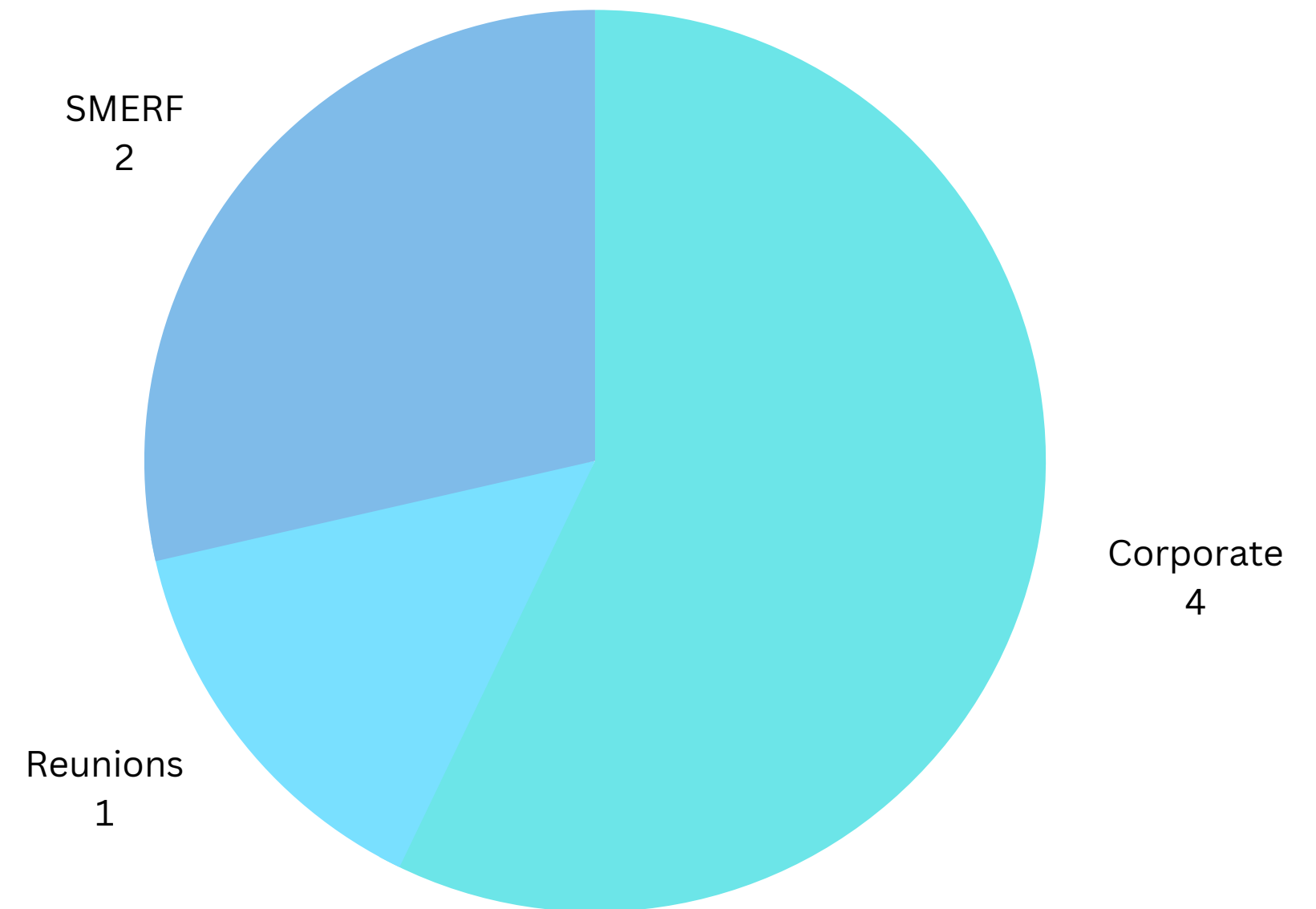
Hosted By:  
Estes Park Nonprofit Resource Center  
and YMCA of the Rockies  
[epnonprofit.org](http://epnonprofit.org)



# Group Sales: June 2023 Leads

7 leads were received in June  
equating to 2,324 requested  
room nights with an estimated  
economic value of

**\$429,440**



*SMERF stands for social, military, educational, religious and fraternal groups*

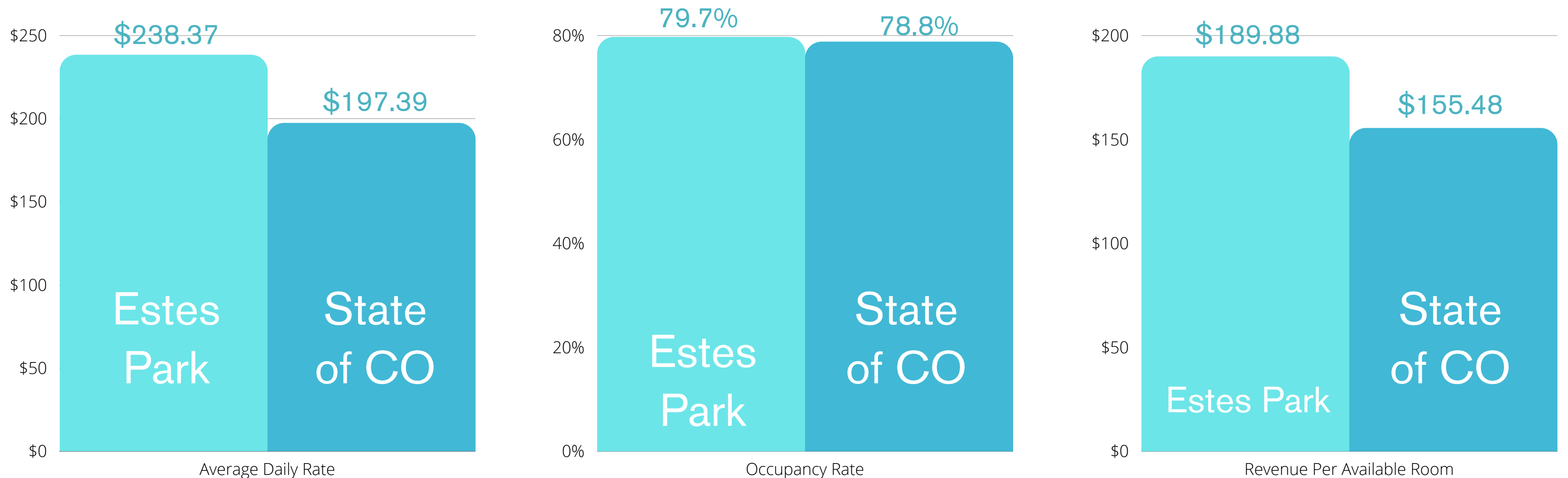


# Mike Zumbaugh



# Rocky Mountain Lodging Report

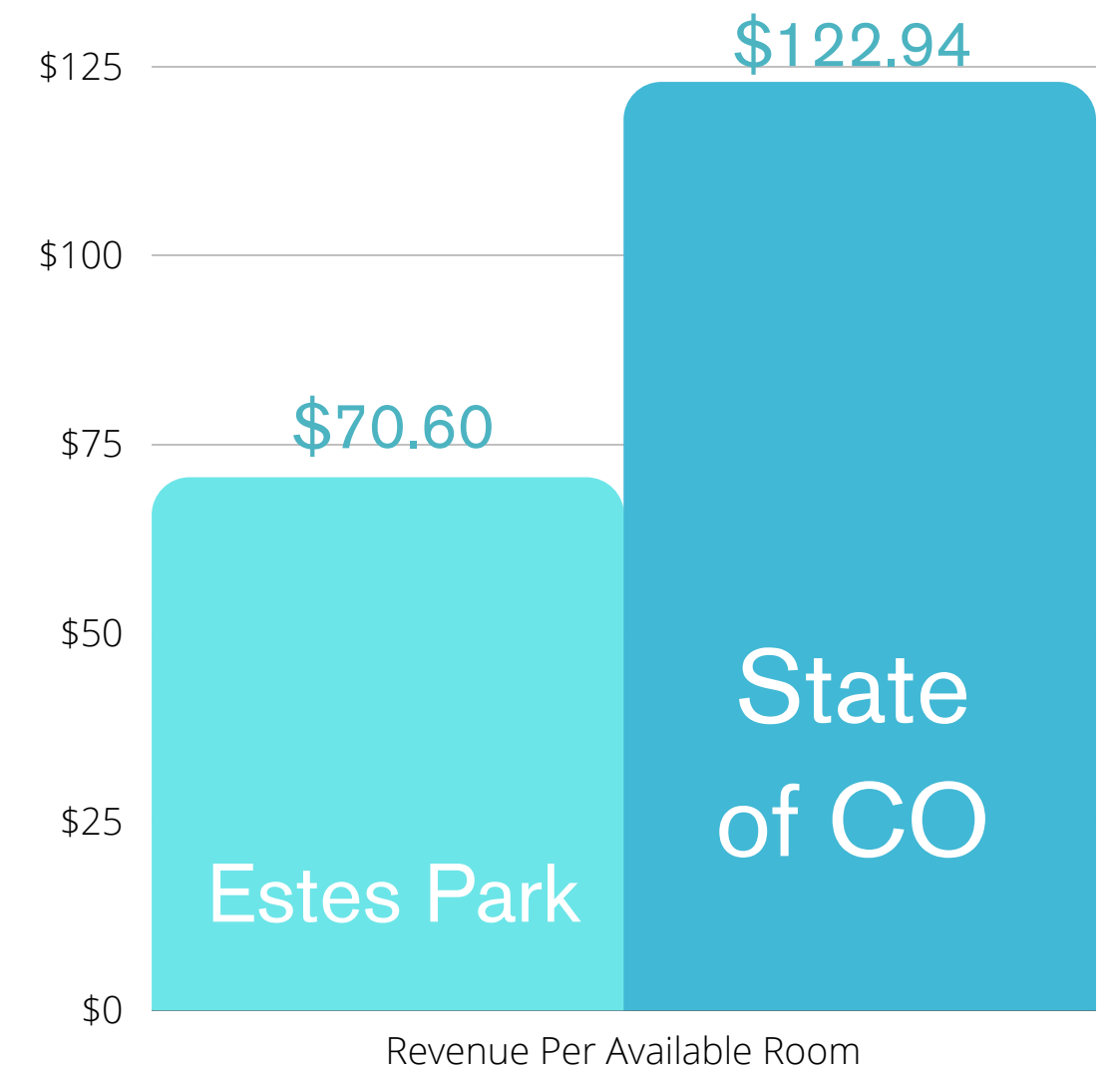
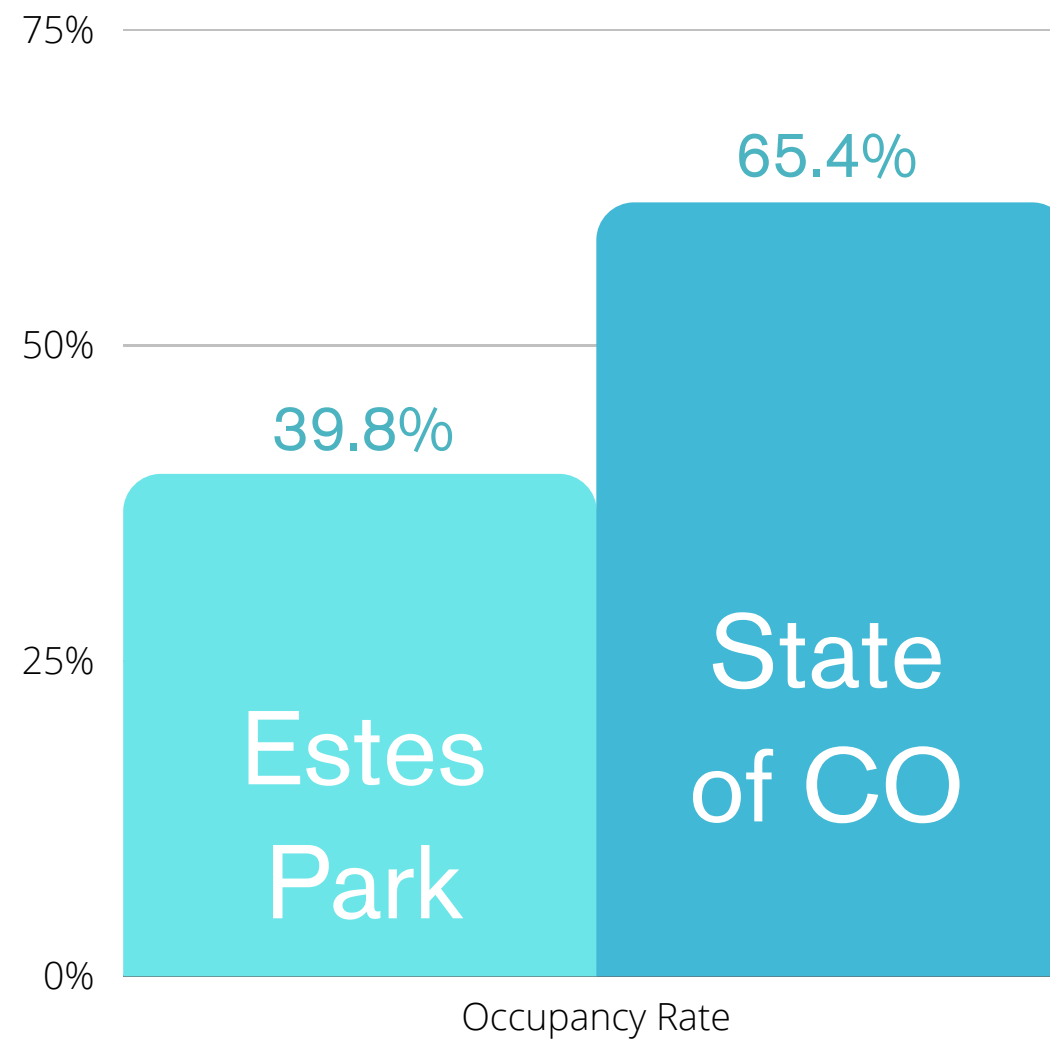
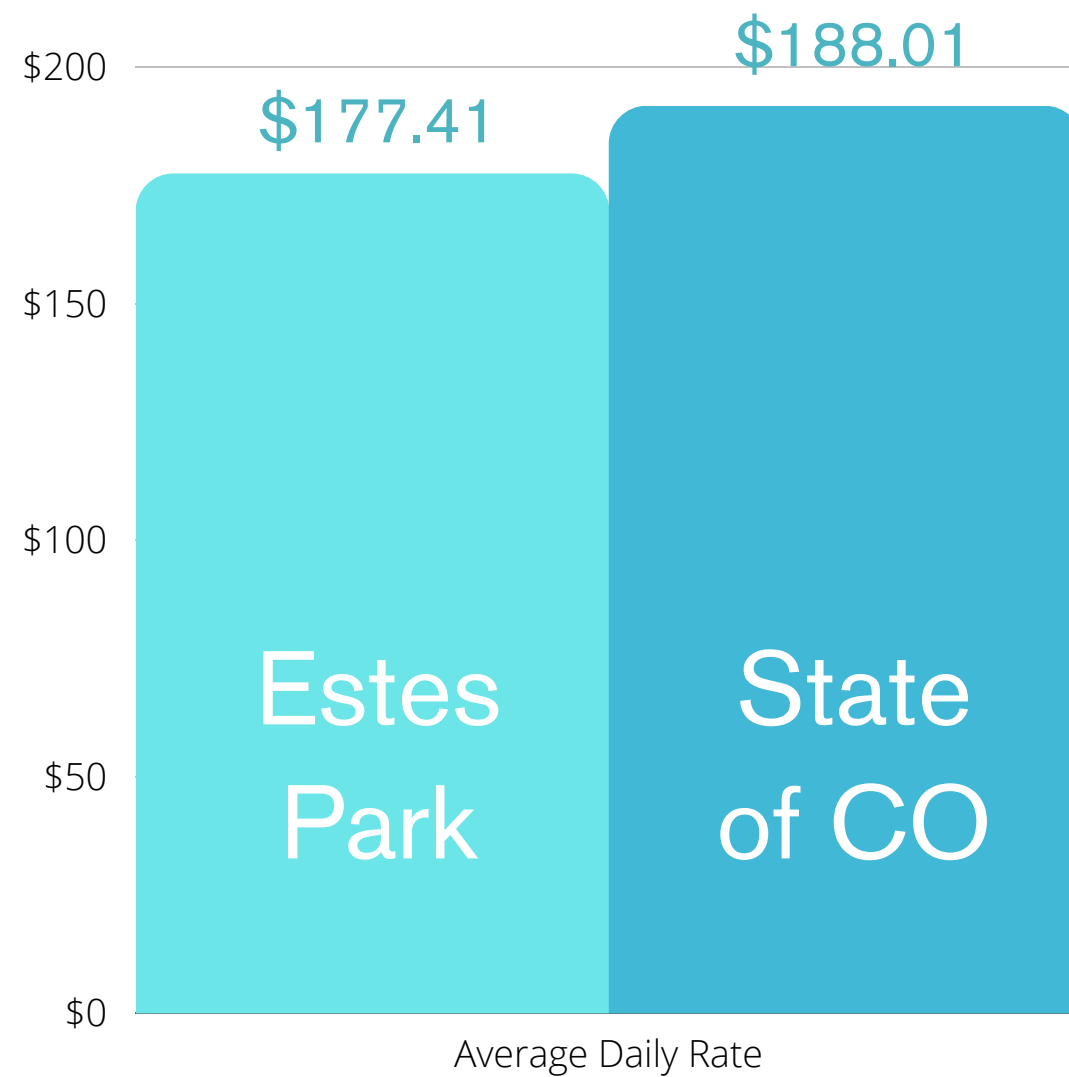
## June 2023



**Reminder: Low reporting rate for Estes Park (22 properties)**

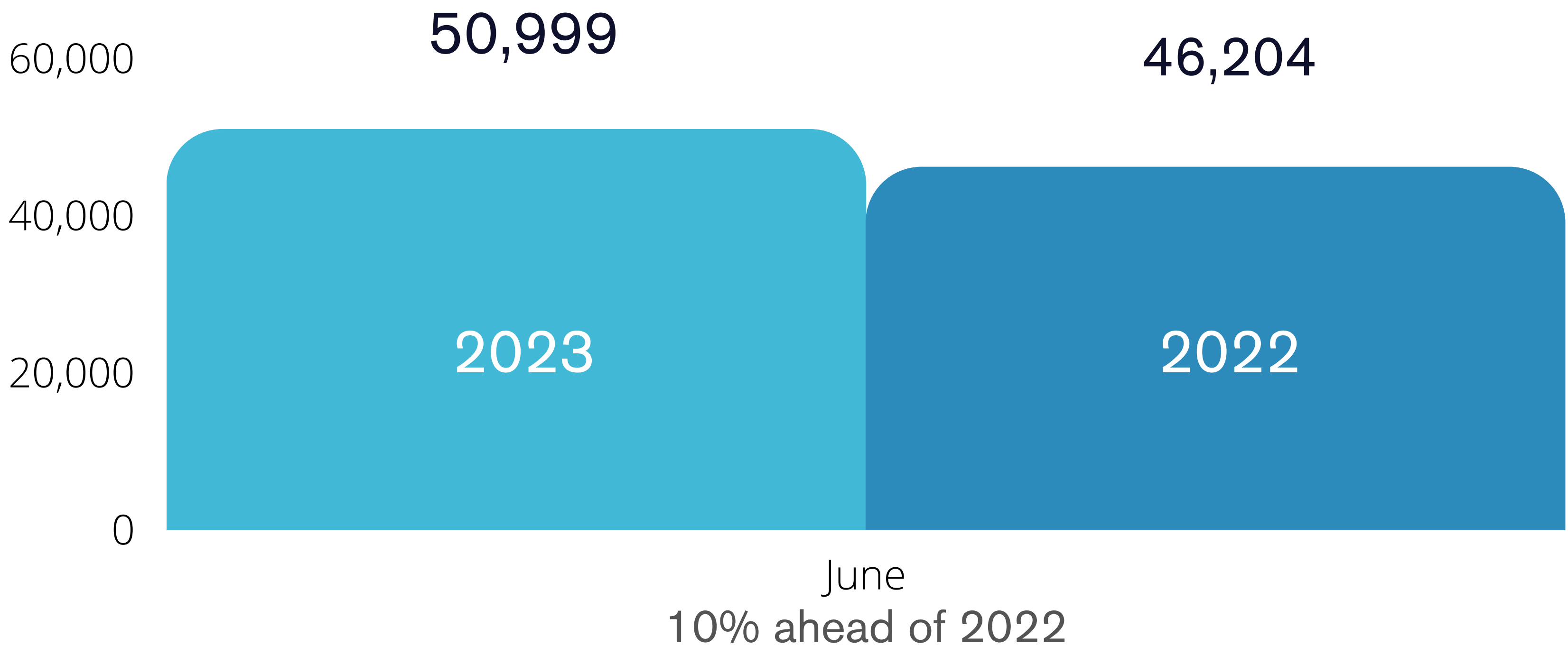
# Rocky Mountain Lodging Report

## YTD June 2023

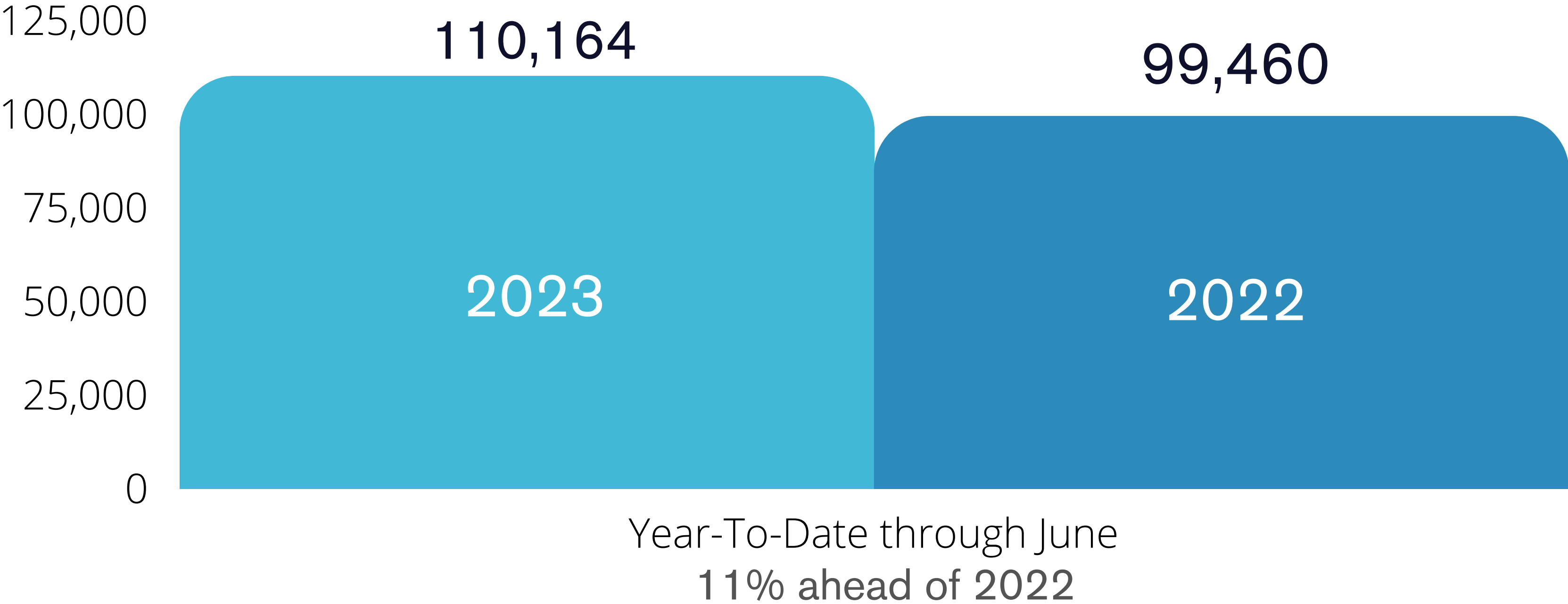


**Reminder: Low reporting rate for Estes Park (22 properties)**

# Estes Park Visitor Center: Guest Count



# Estes Park Visitor Center: Guest Count



# MAY & YTD 2023

## Total Tax Revenues\*

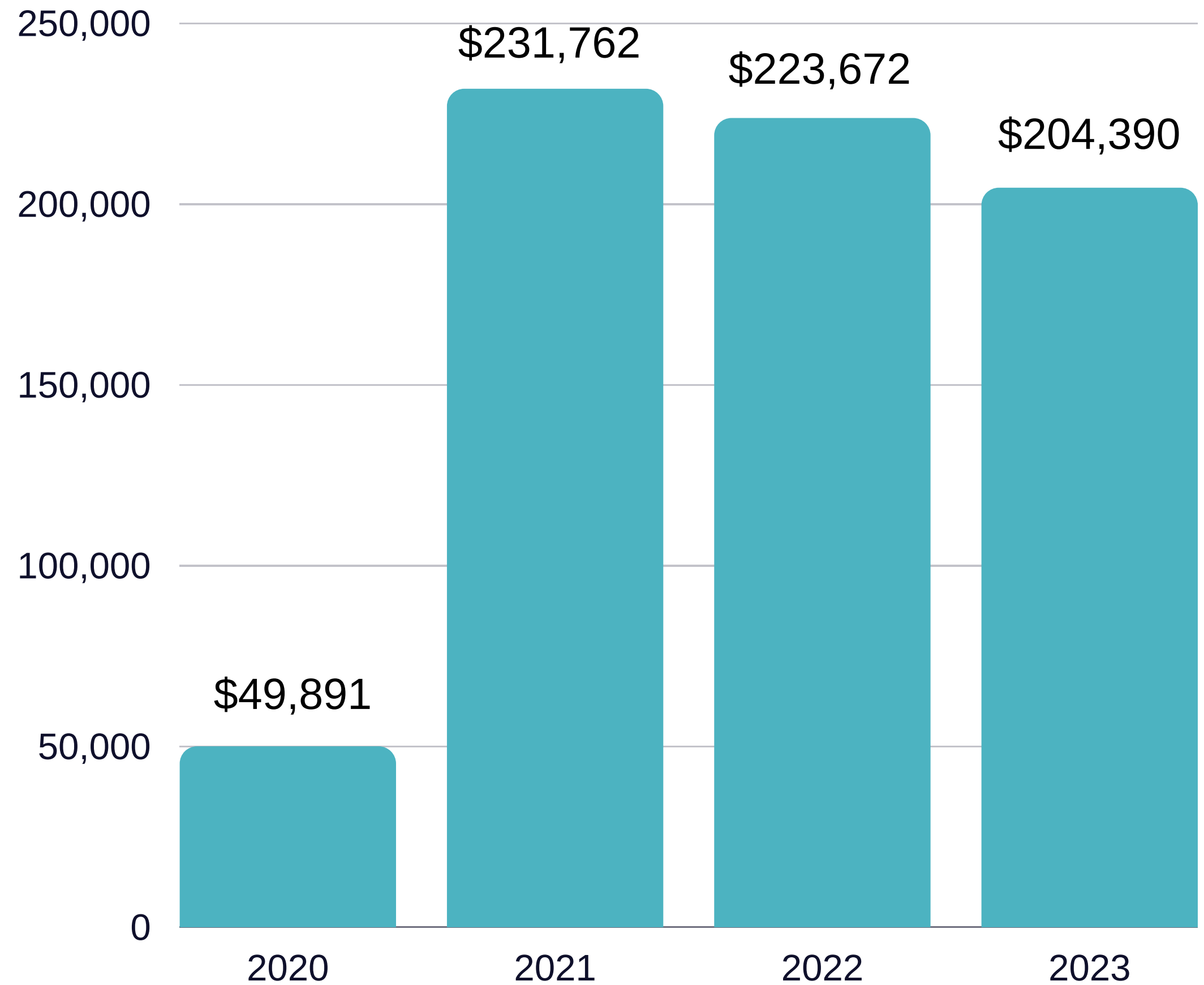
\* based on receipts from  
the State of Colorado

	Current	YTD
LMD 2%	\$208,381	\$718,332
10% of 3.5%	36,467	125,426
3.5% Passthrough	<u>328,199</u>	<u>1,128,835</u>
Total Received	\$573,047	\$1,972,593

**MAY**

# Lodging Tax Revenues\*

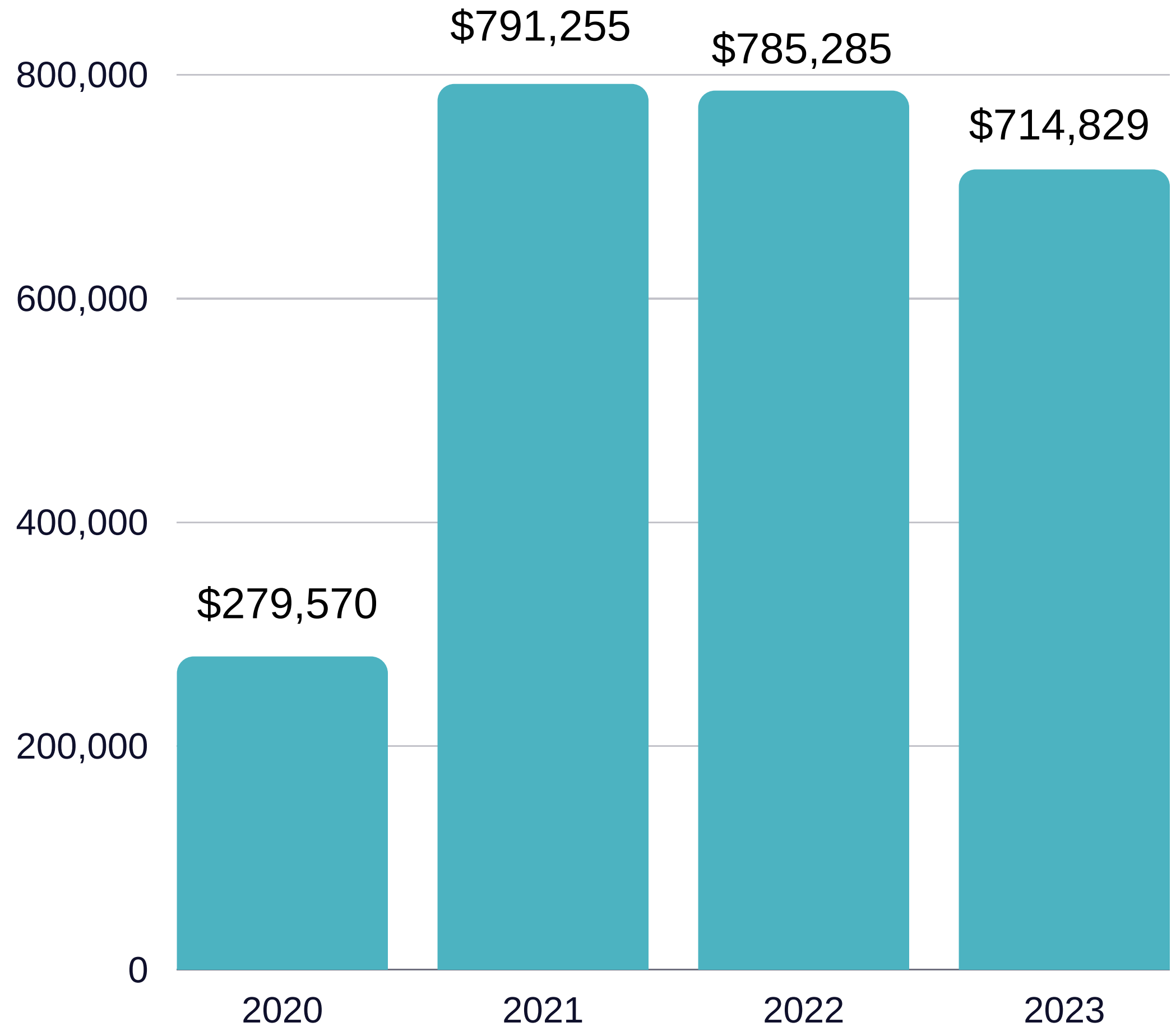
**2% LMD collections,  
based on actual  
month of stay**



# MAY YEAR-TO-DATE

## Lodging Tax Revenues\*

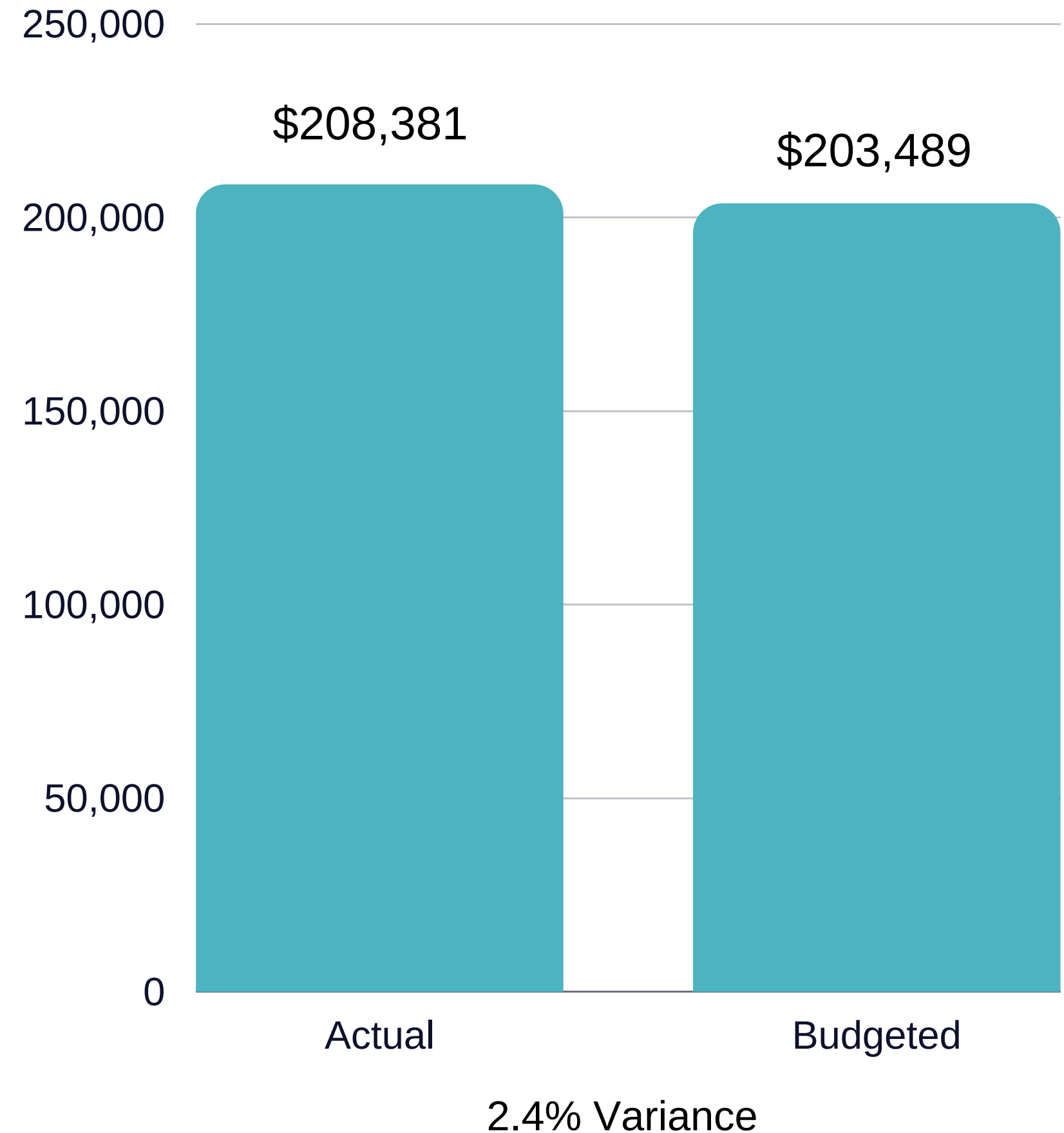
**2% LMD collections,  
based on actual  
month of stay**



**MAY**

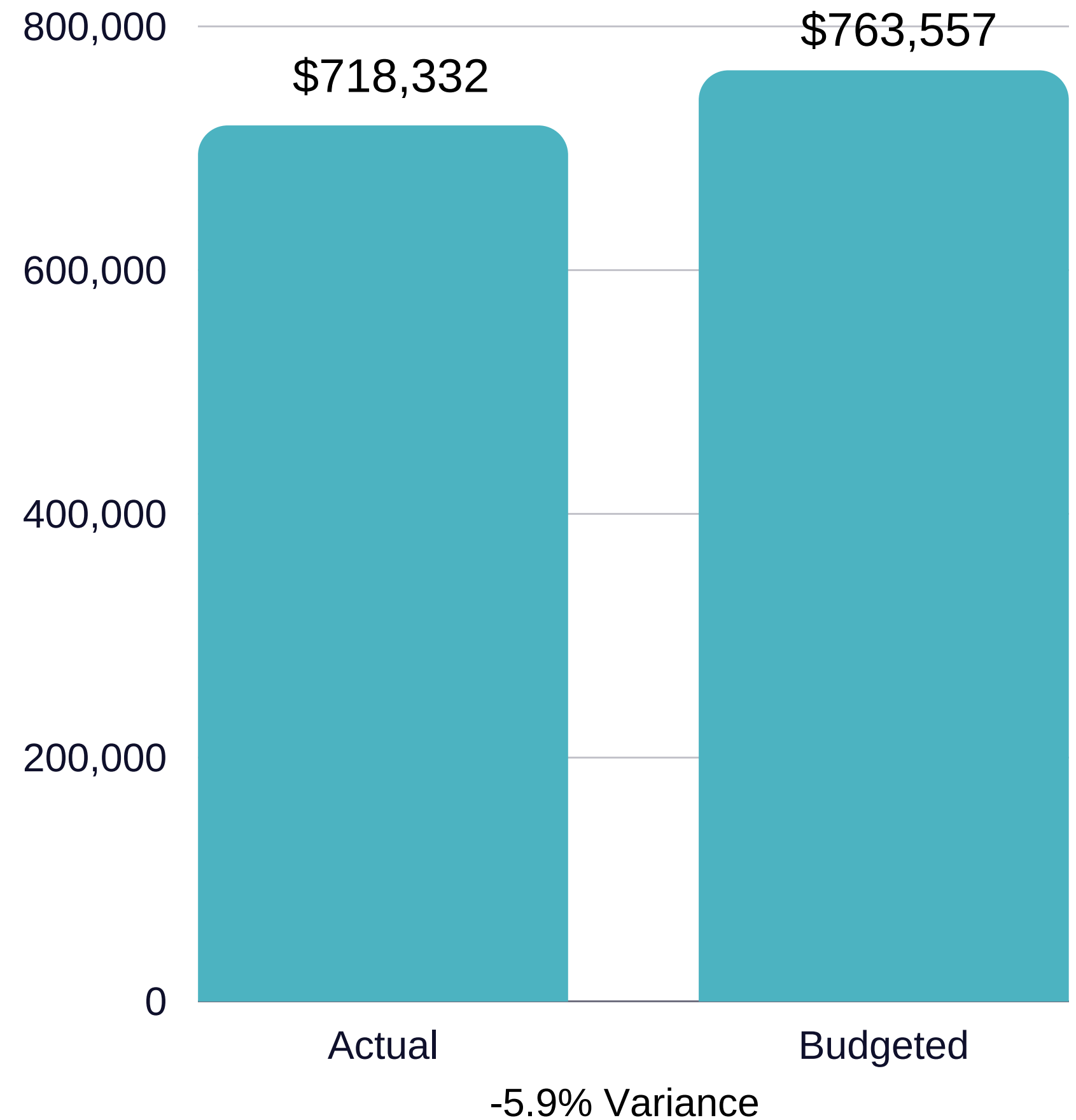
# Lodging Tax Revenues\*

**\*2% LMD collections,  
based on receipts from  
the State of Colorado**

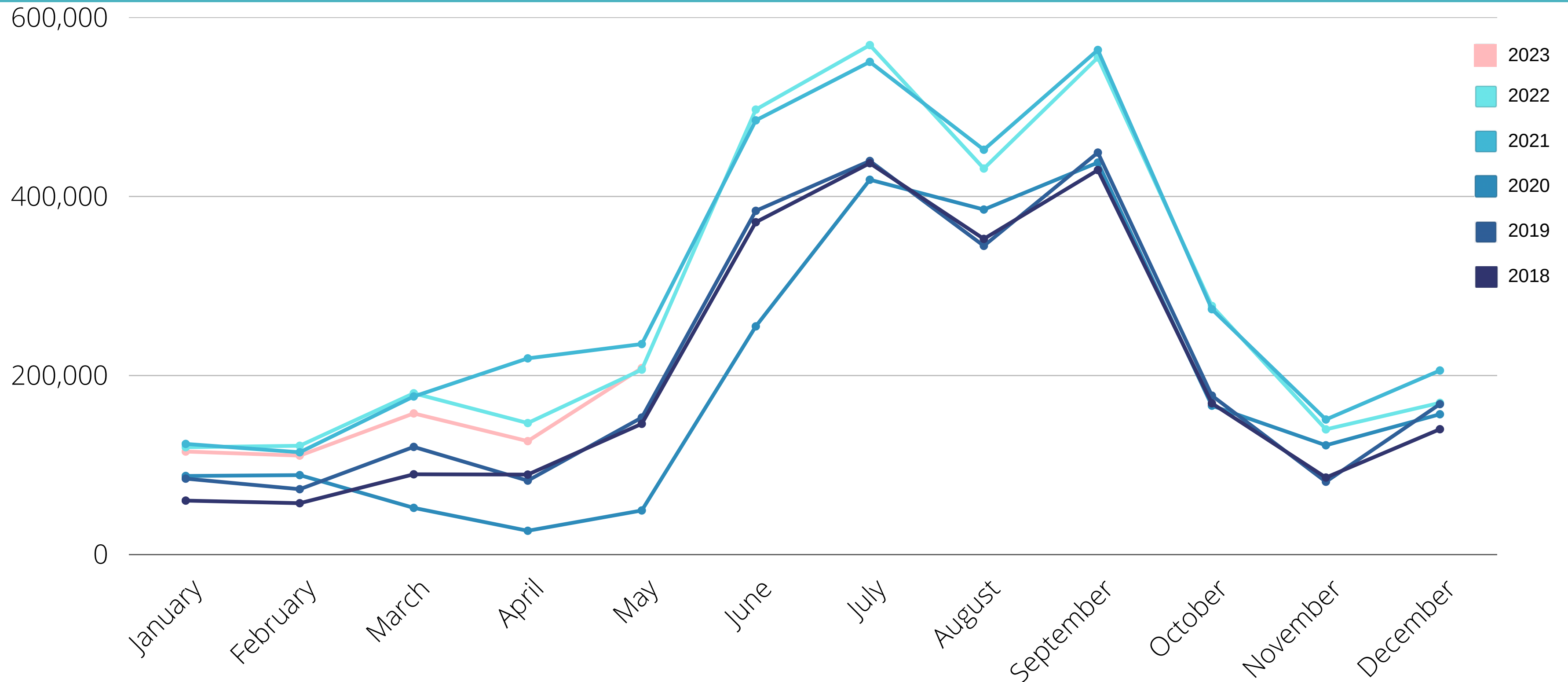


# MAY YEAR-TO-DATE Lodging Tax Revenues\*

**\*2% LMD collections,  
based on receipts from  
the State of Colorado**



# Lodging Tax Revenues



# Call to Action by Board Chair

**Motion to Accept financial  
statements as presented**

## BOARD VOTING ROSTER

**Chair Sean Jurgens**

**Vice Chair Deborah Gibson**

**Secretary McShan Walker**

**Director Pat Murphy**

**Director Rich Chiappe**

**Director Jerusha Rice**

**Director & Town Trustee Frank Lancaster**

# Board Comments & Closing

1. Requests for future agenda items
2. Any additional items for discussion?
3. Next Board Meeting: August 24, 2023; 2 p.m.
4. Save the Date: Town & County joint meeting: September 26, 2023; 4:30-6 p.m.
5. Adjourn

## **BOARD VOTING ROSTER**

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