

# VISIT ESTES PARK

JUNE

BOARD PRESENTATION



# Destination Analysts: State of the American Traveler

“ In February, only 28% of travelers were familiar with AI chatbots like ChatGPT, but that figure has now skyrocketed to 74%.



# Colorado Association of Destination Marketing Organizations in Estes Park!

- Leaders from CADMO will meet at the Stanley Hotel in Estes Park to discuss the Colorado tourism industry.
  - Representatives will gather 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 will also be in attendance.





# The Loop Video from Nick Molle



# Isabella Bird Photoshoot

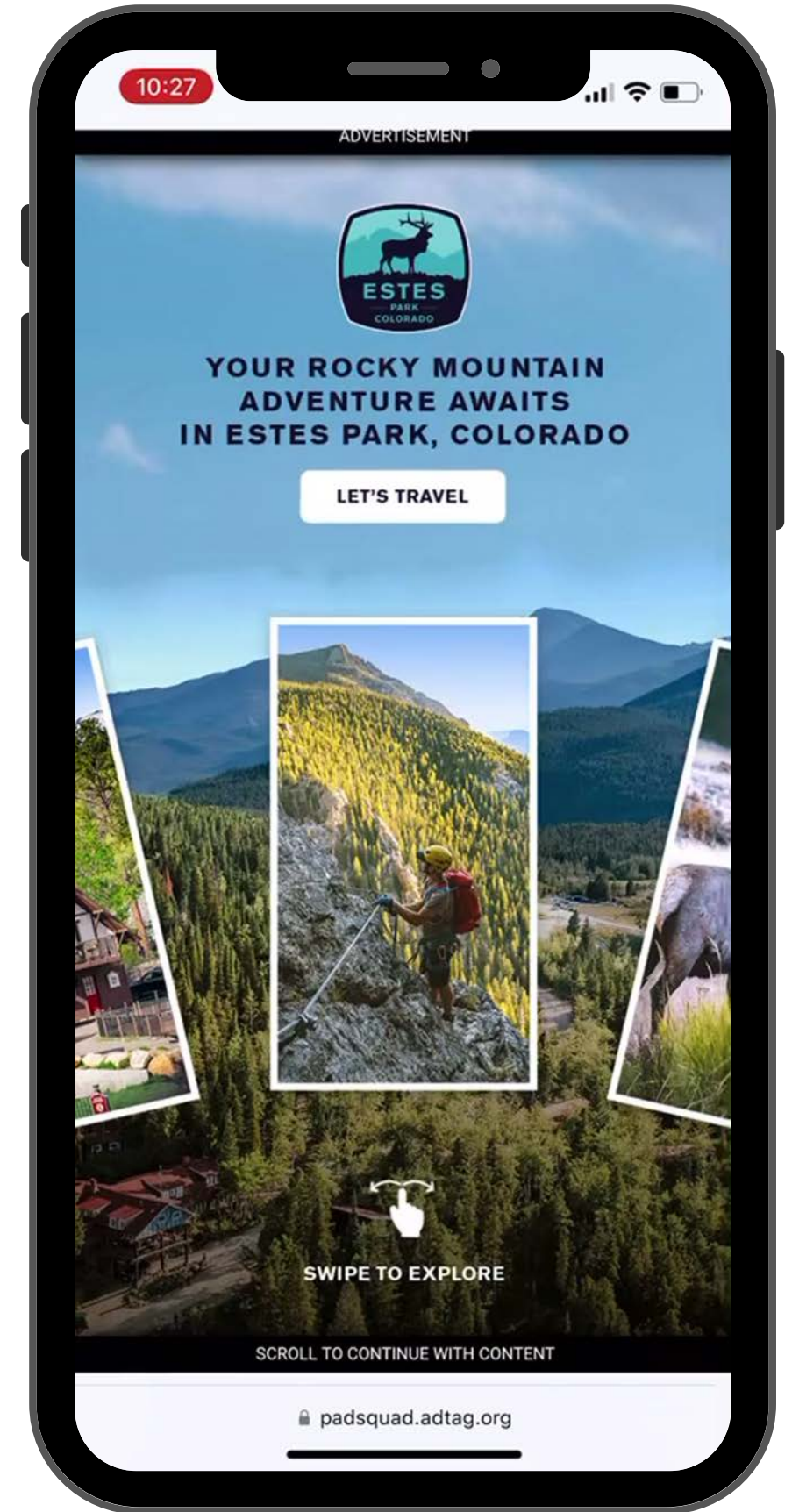


Utilized in:

- Social Media (organic and paid)
- eNewsletters
- Website landing pages
- Toolkit for stakeholders use



# Paid Media: New Padsquad Gamified Ads Launched June



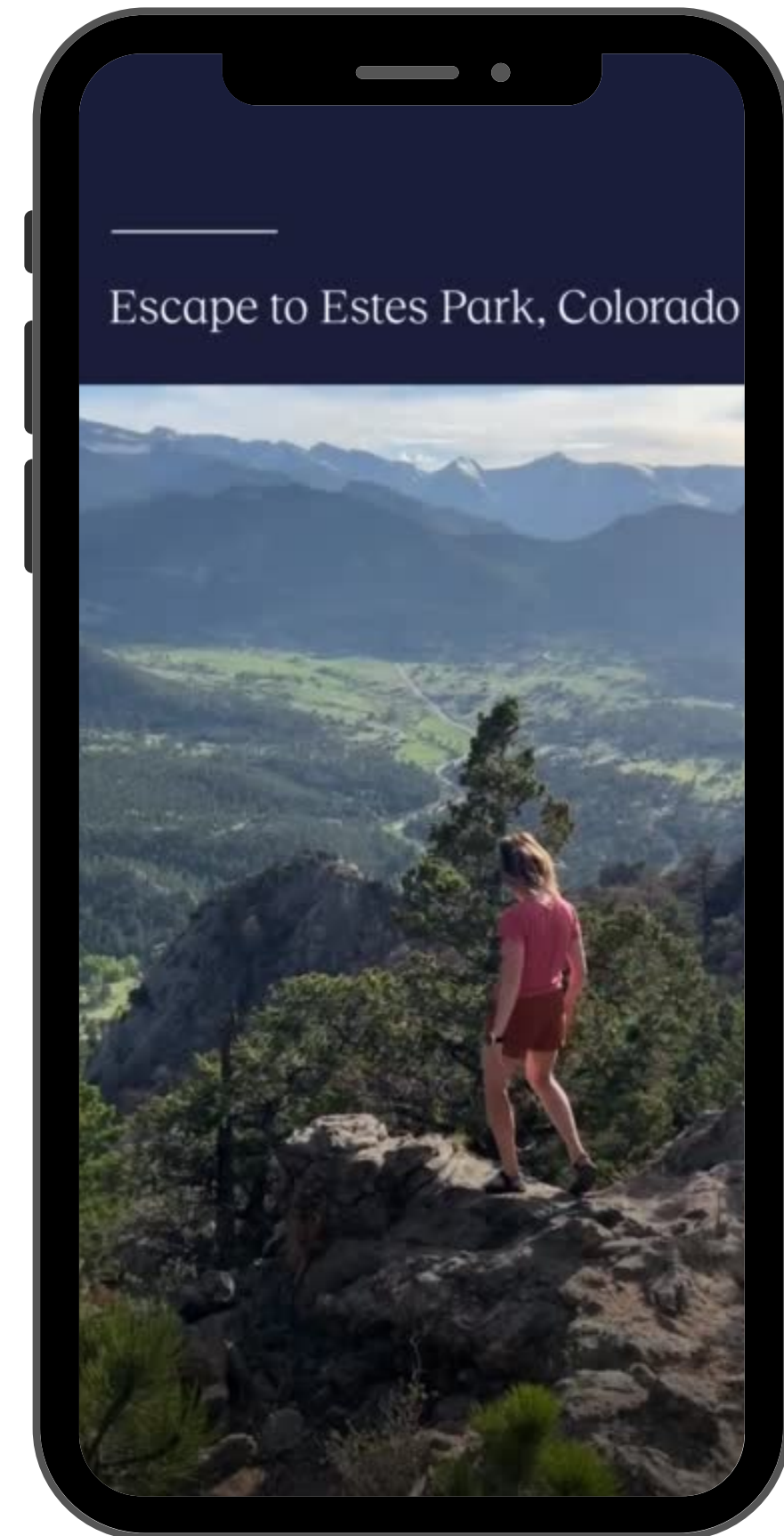
# **Paid Media: Expedia Organic Instagram Story**



**Expedia**

**529K followers**

**Launching 6/28**






# Paid Media: Travel + Leisure Email


## June 15th

[View on the Web](#)

**TRAVEL+  
LEISURE**



Dear Travel + Leisure subscriber:  
We're always searching for special offers to benefit Travel + Leisure subscribers. Here's a perfect escape destination from one of our partners that we thought might interest you.



**Experience the Ultimate Summer Adventure in Estes Park**


In the summer, nature's beauty and adventure blend seamlessly in Estes Park, Colorado. Nestled in the breathtaking Rocky Mountains, you'll find endless trails, cozy lodging and an inviting downtown.

[Explore Now](#)

**Top Things to Do in Estes Park**

There's never a shortage of things to do in Estes Park but where do you start? For the adventurous, activities like hiking, biking and climbing are excellent choices. And for those who love a good thrill, visiting the infamous Stanley Hotel or conquering the Via Ferrata are musts.

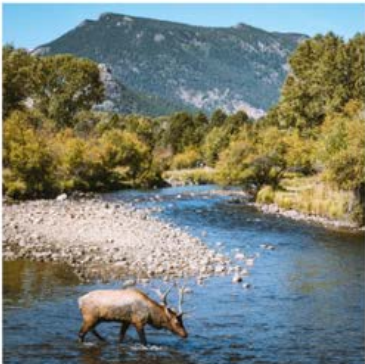
[Explore Now](#)



**Wildlife is Everywhere**

Estes is surrounded by protected lands that offer homes to hundreds of animal species. Whether you are deep in the backcountry or driving through town, you are likely to encounter some of our wilder residents like elk, moose or even a bear. Of course, with the privilege of seeing them in the wild comes some responsibility. Respect wild animals' space and surroundings, and you'll have a memorable experience that's pleasant for both you and the wildlife.


[Learn More](#)



**Fun for the Whole Family**

Estes Park is a natural playground. From mountain coasters and giant rainbow slides to mini golf and rock climbing walls, this town is perfect for the young and the young at heart.


[Explore Now](#)



**Cliff Camping**

Would you willingly sleep on the side of a mountain? Even if you answered "no" to that question, chances are, you have questions. This Estes Park guiding company opened up the opportunity for non-climbers and climbers to experience sleeping on a porta-ledge, and it's quite unique.


[Explore Now](#)



**Stay Awhile**

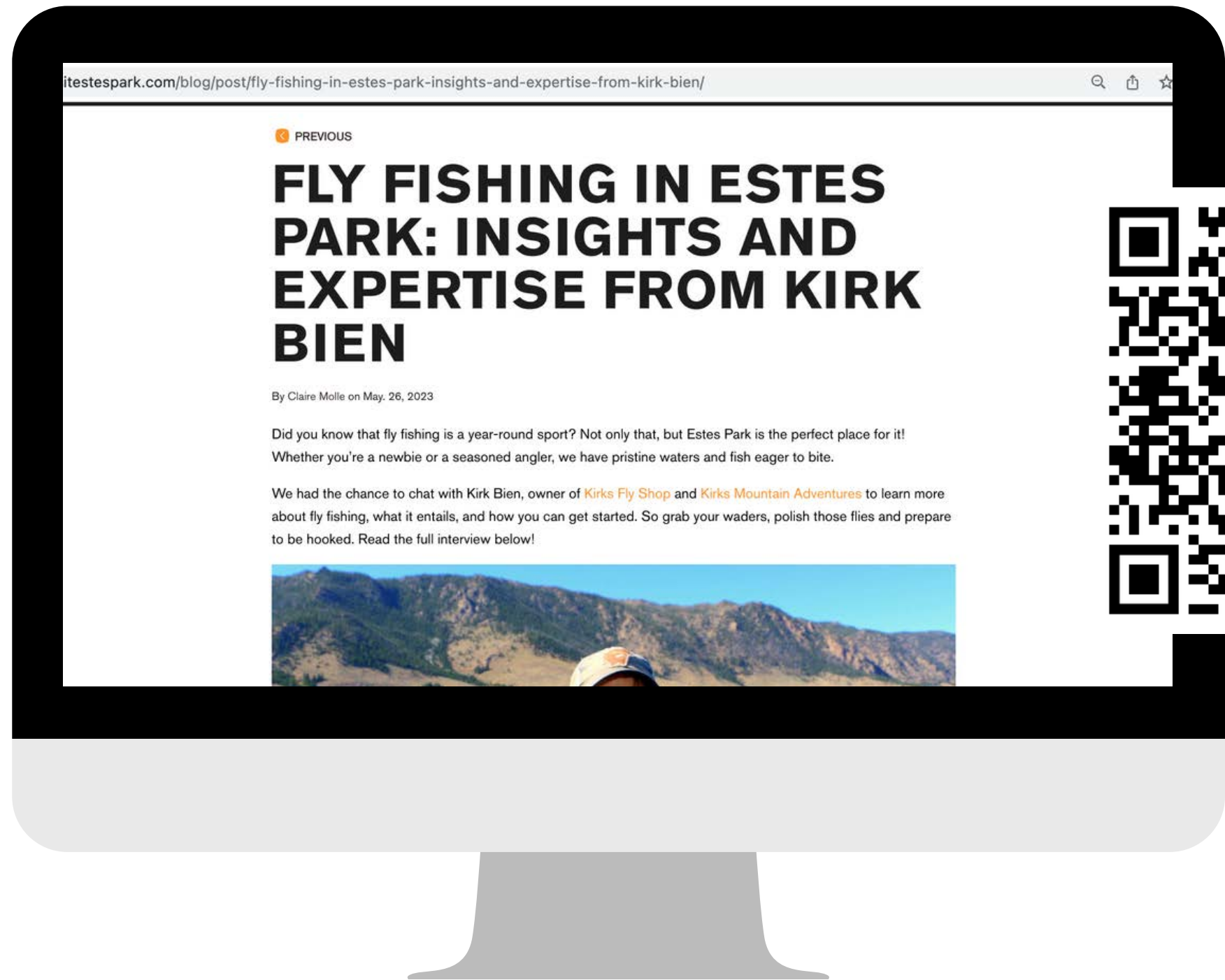
Your home away from home can make all the difference when it comes to vacation. Luckily you can't go wrong in Estes Park, where mountain views are included with every stay.

[Book Now](#)





# Blog Content: Interview with Kirk Bien





# Blog Content: A Runner's Guide to Estes Park

## A RUNNER'S GUIDE TO ESTES PARK

By Kendall Akin on Jun. 01, 2023

Whether it's on the trail or on the road, running is a great way to experience the most of Estes Park. Our soft trails take you through varied terrain to keep you focused and in flow and they *all* have breathtaking views.

The town of Estes Park sits at 7,500 feet in elevation. And a lot of trails in and around Estes Park climb even higher than that so it's important to come prepared for a drastic change in altitude. The best way is to arrive already hydrated and maintain that status throughout your time in Estes. Another productive way to prepare is to increase your caloric intake. When at a higher altitude, your base metabolic rate increases, which means you burn more calories for the same amount of exercise. This is a GREAT excuse to eat more on vacation to refuel, specifically any protein you can get your hands on! For more tips on preparing for altitude, we have [the blog for you!](#)

If you're planning on running in Rocky Mountain National Park, you'll need a [timed entry permit reservation](#) at certain times. To access Bear Lake Road between the hours of 5am and 6pm you'll need a timed entry permit. Outside of Bear Lake Road, you need a timed entry permit from 9am to 2pm. And let's be safe out there, weather can change on a dime in the mountains so it's best to come prepared for anything. If you can, grab a running buddy, misery loves company! Running alone at dusk or dawn is not advised.

### OUR FAVORITE ROUTES:





# Press Release: 10 Ways to Celebrate the Great Outdoors in Estes Park this Summer

## 10 Ways to Celebrate the Great Outdoors in Estes Park this Summer

### Gateway To Rocky Mountain National Park Offers Fresh Air Fun For All Ages & Experience Levels

ESTES PARK, Colo., June 21, 2023 – Summer is here and Estes Park is gearing up for another exciting season of extraordinary outdoor experiences in the heart of the Rocky Mountains. Whether you're a seasoned adventurer or just looking to explore the natural world, Estes Park has something for everyone. Here's some inspiration to get your summer off on the right foot.

Good To Know: Through Oct. 22, 2026, Rocky Mountain National Park has implemented a timed entry permit system. To visit the park, you'll need a timed entry reservation (available at [www.rec.gov](http://www.rec.gov)) and a park pass or entry fee (available in person or online at [www.go.nps.gov/RockyFees](http://www.go.nps.gov/RockyFees)). Full details can be found [here](#).

#### 1. Drive To The Top Of The World

There are scenic drives ... and then there's [Trail Ridge Road](#). Open now through October (pending early snowfall), the highest continuous paved road in the U.S. takes motorists 12,183 feet above sea level, offering spectacular Rocky Mountain National Park (RMNP) vistas from virtually every angle. Near the top, make sure to stop in at the Alpine Visitor Center for lunch above the clouds. And if you don't want to be behind the wheel for this (occasionally twisting and turning) journey, don't worry – [the Rocky Mountain Conservancy offers Trail Ridge Road Bus Adventures](#).

#### 2. Get Out On The Water

Spread across 185 acres and surrounded by stunning mountain panoramas, Lake Estes is a magnet for on-the-water activities of all kinds. Stand-up paddleboarding (SUP) has become an increasingly popular summer adventure on the lake, attracting both longtime aficionados and newcomers. At the Lake Estes Marina, visitors can rent canoes, lake kayaks, stand-up paddle boards, motorized fishing boats, pontoon boats and paddle boats from roughly May 1 to the middle of September (depending on the weather).

#### 3. Ascend A 14-er

Climbing a 14-er (a 14,000-foot peak) is a Colorado rite of passage for challenge. Longs Peak, Rocky Mountain National Park's only 14-er, is a forewarned: It's not an easy trek and is only accessible during the summer guided Longs Peak treks that can get you to the summit more safely. It takes effort. [Get more info and check conditions](#) as the snowpack continues to melt in some areas and inches to several feet of snow.

- Fun Fact: Longs Peak was scaled by [Isabella Bird](#), who was one of the first women to climb the world and helped put Estes Park on the map in 1873 (150 years ago the Rocky Mountains); she hiked the rugged peak in rubber boots and a hat.

#### 4. Catch Air

Endless high-altitude thrills can be found at [Open Air Adventure Park](#). Cross over rope bridges, balance your way across tightropes and dare the swinging log steps, all in a fun and safe environment. Throughout your aerial adventures, you'll use a smart belay to connect to a cable with an 1,100-lb. breaking point. So even if you lose your balance, you're not going anywhere. The Open Air Adventure Park is open from May through October, and there are activities for ages 5 and up (40-lb. weight requirement).

#### 5. Cast A Reel

With the Big Thompson River running right through the village, Lake Estes at its east entrance and the Rockies rising in nearly every direction, [Estes Park is a mountain angler's dream come true](#). On any given day, fly fishers, bait fishermen and spin casters can be found testing area lakes and rivers while admiring the scenery. Good to know: Fishing licenses are required for anglers ages 16 and older for all fishing and can be purchased through local outfitters like [Kirk's Fly Shop](#) or [Peaks to Plains](#) (hiring a guide can also ensure visitors are fishing the best watering holes).





# Travel Mom & Tommy DiDario Cover Estes Park



TV personalities and social media influencers Emily Kaufman and Tommy DiDario returned to Estes Park to gather footage for an upcoming television media tour hitting our top markets.

They visited:

- Mountain Village at Lake Estes
- Sombrero Stables
- eBikes with Backbone Adventures
- 217 Wine Bar
- Ed's Cantina





# Media Coverage: Rooftop Rodeo

## Westword



## Summer 2023: Hundreds of Things to Do in Denver and Colorado

**WESTWORD STAFF** | JUNE 16, 2023 | 5:30AM

**Rooftop Rodeo:** For more than a century, the PRCA-sanctioned Rooftop Rodeo has been a thrilling highlight of Estes Park's summer season. Opening Night: Wednesday, July 5. Rooftop Rodeo Parade: Thursday, July 6, 10 a.m., Downtown Estes Park. Family Night: Thursday, July 6. Fiesta at the Rodeo: Friday, July 7. Paint Estes Park Pink: Saturday, July 8. Military Night: Sunday, July 9. First Responders and Locals Night: Monday, July 10. Gates, 5 p.m.; pre-show, 6:30 p.m.; rodeo, 7 p.m.; tickets: \$17 to \$35 (children two and under get in free). Estes Park Events Complex, 1125 Rooftop Way, Estes Park, [rooftoprodeo.com](https://rooftoprodeo.com).



### Rooftop Rodeo

The annual rodeo event in Estes Park, Colorado, began in 1941. Held July 5–10 this year, the festival offers rodeo performances, a parade, live music, Western heritage activities and food.



# Media Coverage



## NATIONAL PARKS National Parks in Photos: The Most Beautiful Image We Could Find of Every US National Park

*Dramatic sand dunes, red-rock canyons, and turquoise waters ahead.*

BY CAITLIN MORTON  
June 14, 2023



HaizhanZheng/Getty

### Rocky Mountain National Park, Colorado

There's a reason why Rocky Mountain National Park appears on so many travel itineraries: It's simply stunning. The adventurous can [tackle epic hikes](#) and conquer peaks, while film buffs can hole up in the [Stanley Hotel](#) (aka the hotel that inspired *The Shining*) in nearby [Estes Park](#).



# APRIL & YTD 2023

## Total Tax Revenues\*

\* based on receipts from  
the State of Colorado

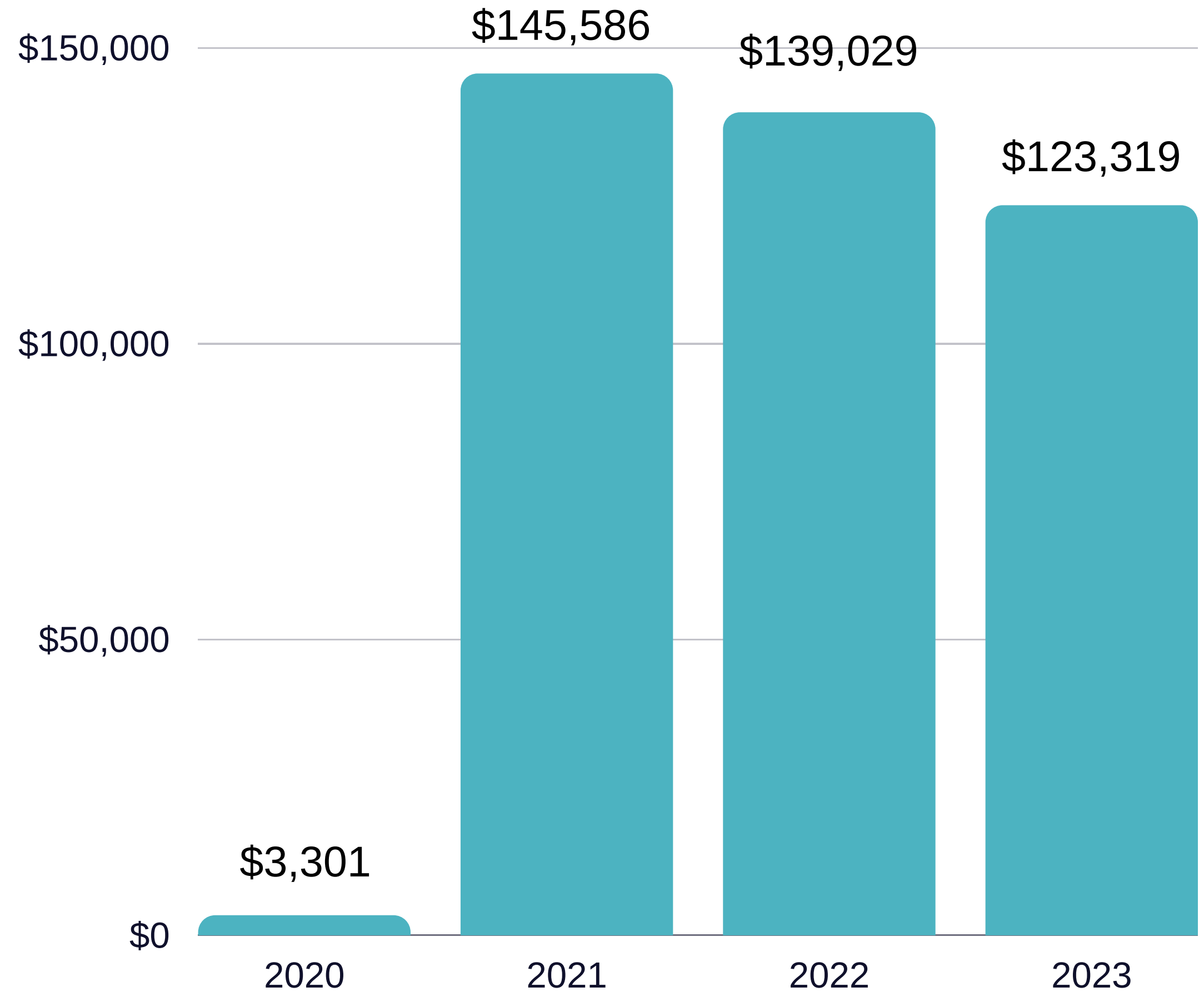
	Current	YTD
LMD 2%	\$126,703	\$509,952
10% of 3.5%	21,956	88,959
3.5% Passthrough	<u>197,603</u>	<u>800,635</u>
Total Received	\$346,262	\$1,399,546



**APRIL**

# Lodging Tax Revenues\*

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

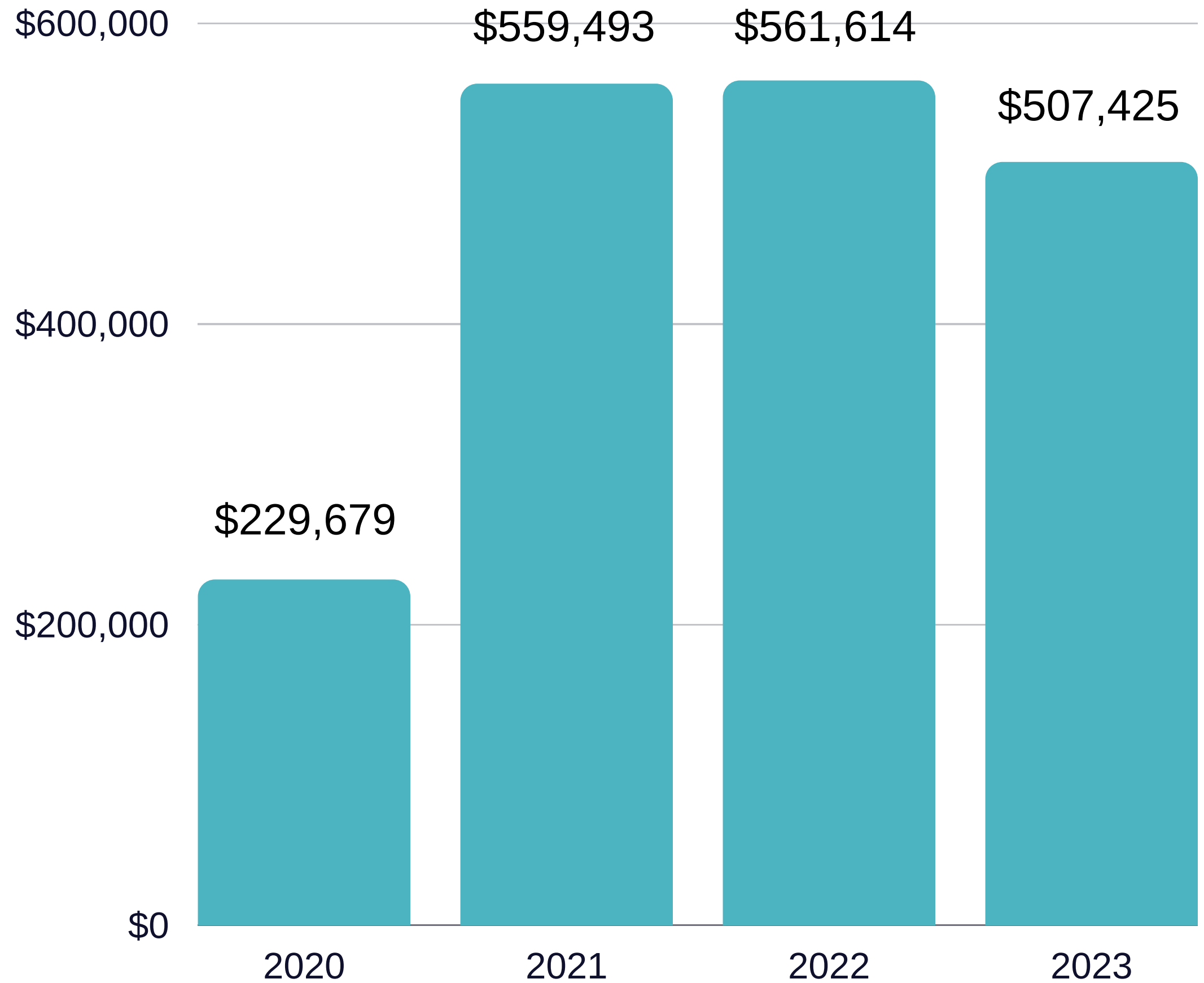




# APRIL YEAR-TO-DATE

## Lodging Tax Revenues\*

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

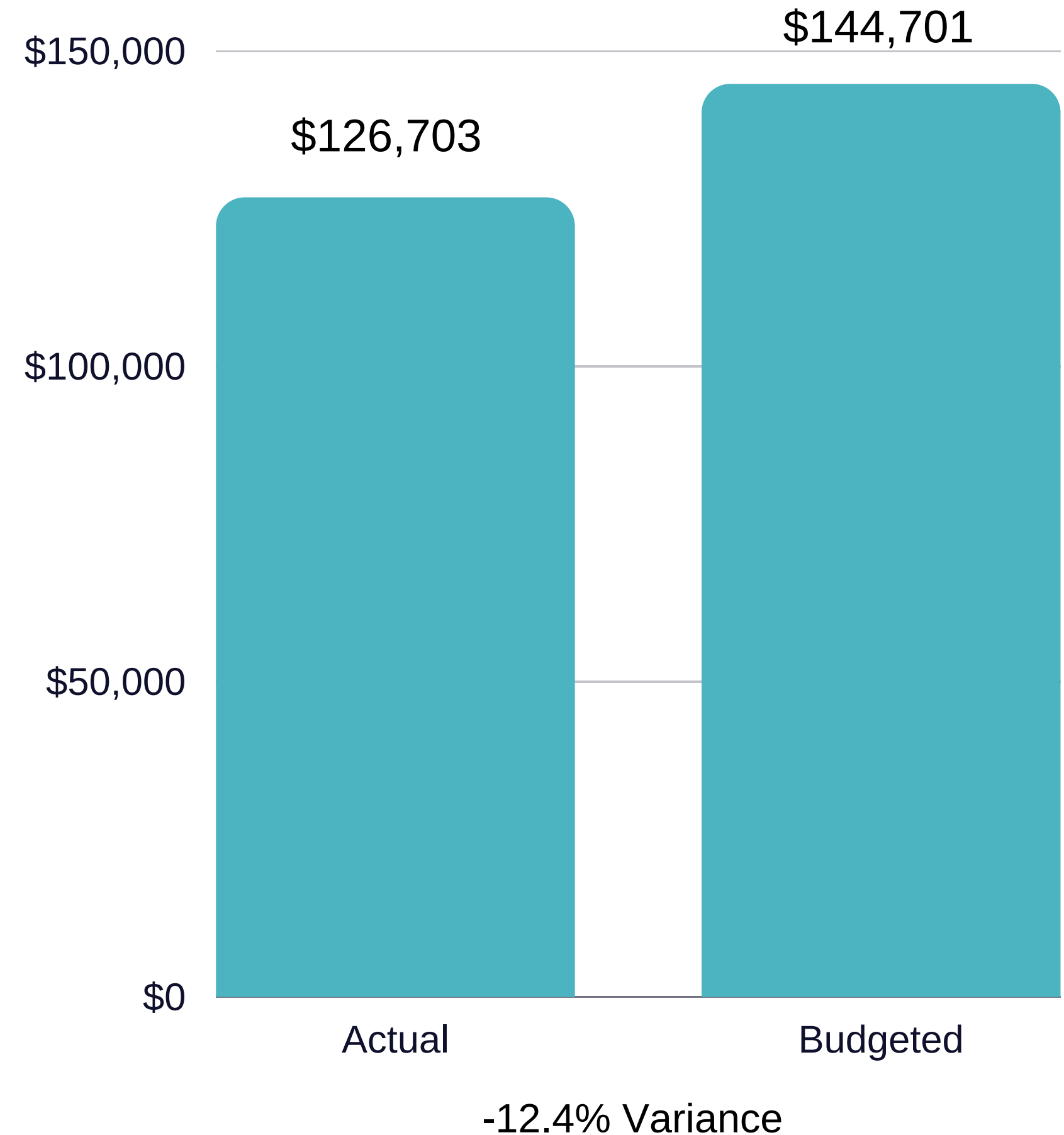




# APRIL

## Lodging Tax Revenues\*

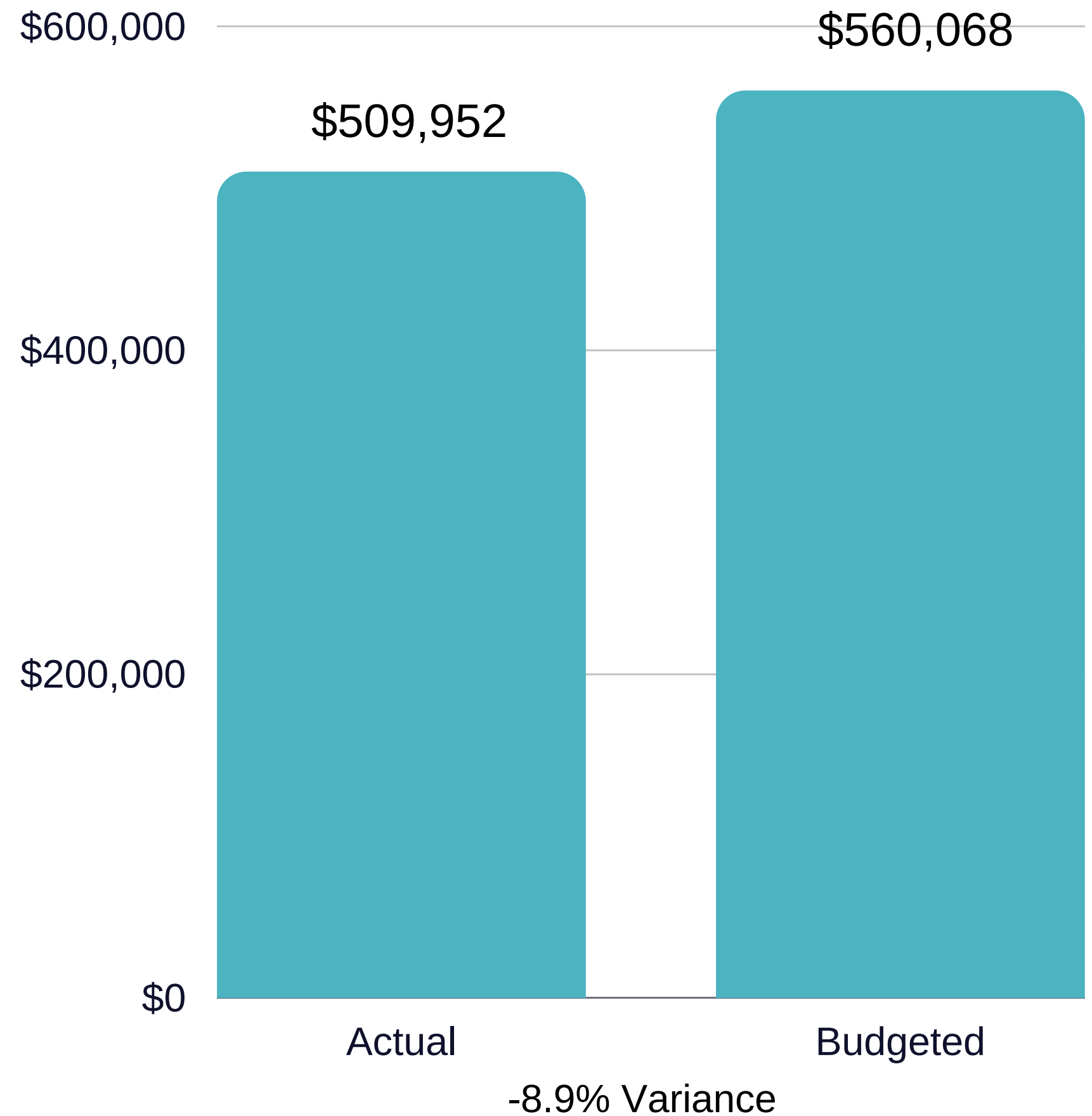
**\*2% LMD collections,  
based on receipts from  
the State of Colorado**





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

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





# Lodging Tax Revenues

