



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date through the Month of:
June 2016

	Month Data Collected	Year to Date 2014	Year to Date 2015	Year to Date 2016	Percent Change 2016 vs. 2015
OVERALL PERFORMANCE					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Visit Estes Park (VEP) Lodging Tax	June	\$ 501,561.93	\$ 593,138.33	\$ 707,449.18	19.27%
Seasonal VEP Lodging Tax (most recent)	Spr: Mar-May	-	\$ 231,908.85	\$ 253,618.98	9.36%
Media Impressions	June	189,811,469	496,387,889	174,818,358	-64.78%
PR Value	June	3,880,404	5,703,381	2,245,944	-60.62%
Average PR Points Per Article	June	54.70	59.00	66.10	12.03%
VISITESTESPARK.COM WEBSITE PERFORMANCE					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Sessions	June	623,133	670,127	822,241	22.70%
Users	June	1,219,133	2,218,068	3,434,331	54.83%
Page Views	June	2,134,027	2,185,929	2,129,259	-2.59%
Average Pages Per Session	June	3.33	3.26	2.56	-21.47%
Average Session Duration (minutes)	June	5.20	4.37	3.42	-21.74%
JackRabbitt Lodging Referrals	June	169,025	272,606	270,480	-0.78%
OTHER CONSUMER ENGAGEMENT					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Digital Visitor Guide Unique Readers	June	9,490	6,169	6,741	9.27%
Digital Visitor Guide Page Views	June	458,788	310,953	312,596	0.53%
Visitor Guide Average Visit Duration (minutes)	June	6.71	7.28	6.37	-12.50%
Marketing eNewsletter Subscribers	June	26,820	36,344	47,554	30.84%
Facebook Followers	June	63,783	83,115	105,180	26.55%
Instagram Followers	June	2,084	5,203	13,274	155.12%
Visitor Guides Mailed to Households	June	-	30,383	26,530	-12.68%
OTHER COMMUNITY BAROMETERS					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Town of Estes Park: Total Sales Tax*	June	\$ 3,238,072.35	\$ 4,499,386.04	\$ 4,873,905.85	8.32%
Town Sales Tax: Lodging	June	\$ 811,198.78	\$ 1,220,015.41	\$ 1,287,831.53	5.56%
Town Sales Tax: Dining**	June	\$ 546,073.55	\$ 807,291.03	\$ 923,602.06	14.41%
Town Sales Tax: Retail	June	\$ 583,667.17	\$ 802,214.72	\$ 860,684.69	7.29%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	June	not tracked	not tracked	157	-
Stakeholder eNewsletter Subscribers	June	not tracked	not tracked	890	-
Town Visitor Center: Visitor Count	June	123,840	131,533	141,243	7.38%
RMNP Recreational Visitor Count	June	1,109,948	1,303,822	1,472,210	12.91%

*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	June	2015	76.30%	Average Rate in	June	2015	\$ 183.49
Occupancy in	June	2016	81.70%	Average Rate in	June	2016	\$ 196.07
Difference in	June	2016	5.40%	Difference in	June	2016	\$ 12.58
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	June	2015	43.20%	YTD Avg. Rate	June	2015	\$ 149.24
YTD Occupancy	June	2016	43.70%	YTD Avg. Rate	June	2016	\$ 159.90
YTD Difference	June	2016	0.50%	YTD Difference	June	2016	\$ 10.66

Notes:

(Italics represent new variance explanation language since last report.)

Visit Estes Park Lodging Tax and Spring Season Tax: *The total amount received in June was 25.66% higher than last year. However, when adjusting for missed payments in June 2015, the increase is estimated at 16.05%. For spring, defined as March through May, the most recent season for which we have data, lodging taxes were up 9.36%. Year to date, lodging taxes are up 19.27%. However, when adjusting for late payments, the increase is estimated at 8.30%. Notably, the spring season growth rate of 9.36% is higher than the current year-to-date rate estimated at 8.30%, as is the case with the winter season rate of 8.44%.*

Media Impressions, PR Value, and PR Points: In 2015, we had multiple early stories with large reaches and PR values - CNN.com, Smithsonian Magazine (20 syndications), Dallas Morning News (23 syndications), etc. PR results are highly volatile and come in sporadically throughout the year. Over the months that follow, we expect the disparity between 2015 and 2016 results to improve. However, we have shifted into the Barcelona Principles as the key measurement - focusing on quality of stories in key publications rather than simply quantity/reach. This approach may mean that volume-based measures like ad value and impressions decline.

Websites Sessions: The increase in visitation to our website is due in part from engaging Facebook content. We are directing our Facebook following to our website with more blog posts and more visual content.

Website Users: *While using more ads on Facebook that link to the site, it is expected to see an increase in visitation to our website. We have also been running YouTube ads that link to our site that could account for this increase.*

Page Views and Pages Per Session (average): These have gone down because users are finding the content they are looking for more quickly and efficiently. *Related content modules are set to be placed throughout the website and hopefully encourage further exploration of the website.*

Average Session Duration (minutes): As the number of website sessions and users increases, there is often a fluctuation of other key performance indicators — average session duration will go down, bounce rate may rise, etc. Since more people are coming to the site, there is a greater amount of variance to how long people are staying on the site, how many pages they visit, etc.

JackRabbit Lodging Referrals: Since technical issues from earlier in the year were resolved with JackRabbit, lodging referrals have recovered.

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: Digital visitor guide readership continues to pace well. The company hosting the digital guide says our readership is "outstanding in the industry." As this is the first year with this vendor, there are no residual users of the digital guide. In addition, in May, we learned of a miscommunication between the Colorado Tourism Office and Eagle-XM that resulted in the fulfillment house not receiving names and addresses of Visitor Guide requests in April or May. *Those requests were recaptured in June, and thus the trend of a steep YTD decline in mailed guides has started to reverse.*

Marketing eNewsletter Subscriber Growth: Routinely promoting our eNewsletter through our social channels has contributed to more names on VEP's mailing list.

Facebook Followers: Through strategic features, partnerships, and user-generated content, VEP's Facebook following continues to grow. *Summer travel and planning has helped with this growth as social channels are becoming part of the planning process.*

Instagram Followers: Through strategic features, partnerships, and user-generated content, VEP's following continues to grow. *Engaging #EstesPark through liking and commenting also helps to increase the following.*

VEP Lead Responses: Group leads originate from VisitEstesPark.com reunions, weddings, and meeting pages where guests complete a group inquiry form. VEP considers a group to consist of 14 people or more. In addition, VEP is including leads from the Estes Park Wedding Association in 2016.

Stakeholder eNewsletter Subscribers: The data on subscribers reflects the cumulative total over time and the changes in-between time periods.

Visitor Center - Visitor Count: *The year-to-date increase at the Visitor Center indicates an increase in new visitors coming to Estes Park, since return visitors are less likely to enter the Visitor Center.*