



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
November 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	November	\$ 1,525,459.75	\$ 1,843,112.61	\$ 1,995,844.42	8.29%		
Seasonal VEP Lodging Tax (most recent)	Fall: Sept-Nov	-	\$ 523,477.48	\$ 531,647.85	1.56%		
Media Impressions	November	536,540,986	884,046,138	506,893,137	-42.66%		
PR Value	November	\$ 8,469,153.00	\$ 9,718,373.00	\$ 5,629,187.16	-42.08%		
Average PR Points Per Article	November	56.30	53.60	60.68	13.21%		
VISITESTESPARK.COM WEBSITE PERFORMANCE							
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change		
Sessions	November	1,260,626	1,355,438	1,616,285	19.24%		
Users	November	890,382	1,005,560	1,214,105	20.74%		
Page Views	November	4,231,558	4,294,551	3,964,447	-7.69%		
Average Pages Per Session	November	3.33	3.17	2.24	-29.34%		
Average Session Duration (minutes)	November	4.57	4.24	2.36	-44.34%		
JackRabbitt Lodging Referrals	November	381,141	562,602	519,324	-7.69%		
OTHER CONSUMER ENGAGEMENT							
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change		
Digital Official Visitor Guide (OVG) Unique Readers	November	16,817	10,793	11,893	10.19%		
Digital OVG Page Views	November	805,679	547,686	553,061	0.98%		
Digital OVG Average Visit Duration (minutes)	November	6.59	7.08	6.42	-9.34%		
Marketing eNewsletter Subscribers Total: 64,912	November	5,149	11,322	9,719	-14.16%		
Facebook Followers Total: 111,021	November	25,249	17,714	13,107	-26.01%		
Instagram Followers Total: 17,244	November	2,320	4,870	8,404	72.57%		
Print Visitor Guides Mailed to Households	November	-	44,710	41,348	-7.52%		
OTHER COMMUNITY BAROMETERS							
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change		
Town of Estes Park: Total Sales Tax*	November	\$ 9,423,372.59	\$ 11,455,549.20	\$ 12,325,576.00	7.59%		
Town Sales Tax: Lodging	November	\$ 2,746,678.13	\$ 3,530,082.21	\$ 3,696,552.81	4.72%		
Town Sales Tax: Dining**	November	\$ 1,670,844.50	\$ 2,113,020.35	\$ 2,382,779.88	12.77%		
Town Sales Tax: Retail	November	\$ 1,805,206.04	\$ 2,150,939.76	\$ 2,279,395.26	5.97%		
VEP Lead Responses (Weddings, Groups, Corp., etc.)	November	not tracked	not tracked	252	-		
Stakeholder eNewsletter Subscribers	November	not tracked	not tracked	276	-		
Town Visitor Center: Visitor Count	November	383,847	404,316	464,192	14.81%		
RMNP Recreational Visitor Count	November	3,354,719	4,062,134	4,425,753	8.95%		
*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	November	2015	29.40%	Average Rate in	November	2015	\$ 143.91
Occupancy in	November	2016	34.10%	Average Rate in	November	2016	\$ 159.75
Difference in	November	2016	4.70%	Difference in	November	2016	\$ 15.84
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	November	2015	56.50%	YTD Avg. Rate	November	2015	\$ 172.98
YTD Occupancy	November	2016	56.20%	YTD Avg. Rate	November	2016	\$ 187.84
YTD Difference	November	2016	-0.30%	YTD Difference	November	2016	\$ 14.86

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax and Fall Season Tax: *The total collected in November 2016 was 17.71% higher than last year. When adjusted for late and missing payments, the difference is estimated to be 16.16%. For the fall season, defined as September through November, lodging taxes were up 1.56% compared to the same season last year. Adjusting for late and missing payments, the fall season is estimated to be up 5%. Year to date (YTD), lodging taxes are up 8.29%. Adjusting for late and missing payments, the YTD change is estimated to be about 7.55%.*

Media Impressions, PR Value, and PR Points: In 2015, we had many stories with large reach and PR values: CNN.com, Smithsonian Magazine (20 syndications), Dallas Morning News (23 syndications), etc., much of which was related to Rocky's centennial. We weren't able to get as much traction with the NPS centennial – perhaps due to Rocky's coverage. We are pleased to see that PR points continues to improve. In the fall season, we had a round-up story that we assisted with on CNN.com, which included RMNP and was heavily syndicated (61 known outlets). We also had major stories in Travel + Leisure (Stanley), US News & WR (fall travel), ESPN (cliff camping - KMAC), The Denver Post (fall drives) and Dallas Morning News (family road trips).

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 & Instagram that link to the site, it is expected to see an increase in visitation.

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. Content modules have been placed throughout the website to encourage further exploration and help to make these less intentional visits more actionable.

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. Click throughs from social media can also account for this drop as people visit, consume content, and leave.

JackRabbit Lodging Referrals: With a decrease in page views and duration, this may affect people reaching the referral process. Content modules have been placed throughout the website to encourage further exploration of the website and help to make less intentional visits more actionable.

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: *The digital Visitor Guide readership year to date count continues to increase in 2016 to over 10% above 2015 in November with a slight increase in page views as well. This time of year, there is always a sharp decline in readership (October through December), but the one-month total for November of 372 readers is up compared to 290 in November of 2015. The monthly readership is expected to increase after the new 2017 guide is released. The Visitor Guides mailed to individuals is down for the year likely due to eliminating most international shipping in late spring after spamming from the Middle East inundated our system. The mailings should also increase after the new 2017 visitor guide is released.*

Marketing eNewsletter Subscriber Growth: Compared to last year, we are down in growth. However, growth varies month to month and a push on our social channels is underway to help correct this dip.

Facebook Followers: Through strategic features, partnerships, and user-generated content, VEP's Facebook following continues to grow on an overall basis even though the increase is slower than last year. Growth has slowed from summer, when more people are traveling to Estes and sharing their vacations as well as looking to our Facebook page for a "Virtual Vacation."

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.

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. This increase at the Visitor Center bodes well for future visitation.