



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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

	Month Data Collected	Year to Date 2014	Year to Date 2015	Year to Date 2016	Percent Change 2016 vs. 2015
OVERALL PERFORMANCE					
Visit Estes Park (VEP) Lodging Tax	May	\$ 159,259.56	\$ 331,621.29	\$ 378,826.03	14.23%
Seasonal VEP Lodging Tax (most recent)	Spr: Mar-May	-	\$ 231,908.85	\$ 253,618.98	9.36%
Media Impressions	May	150,132,894	425,030,487	135,687,312	-68.08%
PR Value	May	3,302,248	5,043,325	1,783,141	-64.64%
Average PR Points Per Article	May	48.38	62.60	66.00	5.43%
VISITESTESPARK.COM WEBSITE PERFORMANCE					
Sessions	May	464,297	493,082	611,280	23.97%
Users	May	1,107,337	2,087,013	3,261,925	56.30%
Page Views	May	1,551,688	1,607,980	1,537,214	-4.40%
Average Pages Per Session	May	3.34	3.29	2.52	-23.42%
Average Session Duration (minutes)	May	5.12	4.45	3.13	-29.72%
JackRabbitt Lodging Referrals	May	106,415	182,936	214,555	17.28%
OTHER CONSUMER ENGAGEMENT					
Digital Visitor Guide Unique Readers	May	6,841	4,757	5,118	7.59%
Digital Visitor Guide Page Views	May	331,023	239,676	232,357	-3.05%
Visitor Guide Average Visit Duration (minutes)	May	6.70	7.34	6.40	-12.86%
Marketing eNewsletter Subscribers	May	26,248	35,116	46,495	32.40%
Facebook Followers	May	62,100	81,775	104,228	27.46%
Instagram Followers	May	1,960	4,730	12,087	155.54%
Visitor Guides Mailed to Households	May	-	25,928	17,852	-31.15%
OTHER COMMUNITY BAROMETERS					
Town of Estes Park: Total Sales Tax*	May	\$ 2,209,887.88	\$ 2,981,041.23	\$ 3,208,216.89	7.62%
Town Sales Tax: Lodging	May	\$ 480,787.63	\$ 705,568.88	\$ 724,672.57	2.71%
Town Sales Tax: Dining**	May	\$ 349,862.58	\$ 513,766.64	\$ 595,396.06	15.89%
Town Sales Tax: Retail	May	\$ 373,514.07	\$ 499,478.83	\$ 543,679.71	8.85%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	May	not tracked	not tracked	136	-
Stakeholder eNewsletter Subscribers	May	not tracked	not tracked	807	-
Town Visitor Center: Visitor Count	May	70,146	78,901	75,612	-4.17%
RMNP Recreational Visitor Count	May	571,223	695,026	771,220	10.96%

*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	May	2015	49.20%	Average Rate in	May	2015	\$ 152.60
Occupancy in	May	2016	50.20%	Average Rate in	May	2016	\$ 158.12
Difference in	May	2016	1.00%	Difference in	May	2016	\$ 5.52
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	May	2015	35.50%	YTD Avg. Rate	May	2015	\$ 131.97
YTD Occupancy	May	2016	35.30%	YTD Avg. Rate	May	2016	\$ 141.24
YTD Difference	May	2016	-0.20%	YTD Difference	May	2016	\$ 9.27

Notes:

Visit Estes Park Lodging Tax and Spring Season Tax: *May 2016 lodging tax receipts were up 5.07% compared to the same month last year. For the spring season, defined as March through May, the latest season for which we have data, receipts are up 9.36% compared to spring 2015. To date, we've experienced a 14.23% increase this year compared to the same five-month period in 2015. However, since we're still in the early part of the year, when our revenue to date is a small amount of the annual total, major late payments from 2015 in the January and February 2016 data were enough to make the 14.23% difference somewhat misleading. Adjusting for late payments, the year-to-date percent change is estimated at approximately 5.02%.*

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. *In addition, the New York media outreach trip has not taken place yet this year but did take place in the early part of 2015.* 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.

Websites Sessions: The increase in visitation to our website through Facebook ads means that these visitors to the site are less intentional. Users brought to the website from Facebook just follow the link and once done with the content on that link their visit ends.

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. The data on website users has been updated to reflect the cumulative total over time as well as the changes in-between time periods.

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, instead of users going to the homepage and needing to find what they want first.

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 not only recovered but now the referrals have increased on a year-to-date basis.*

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." Readers are viewing an average of 38 pages of the 72-page publication and time spent on the guide averages between 6 and 7 minutes. 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. The drop in guides mailed to households is expected to be reversed later this year.

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.*

Instagram Followers: We have added Instagram Followers to the report. The data reflects the cumulative total followers over time and the changes in-between time periods. *Through strategic features, partnerships, and user-generated content, VEP's following continues to grow.*

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 will include 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 Town remodeled the restrooms in winter and signs were posted that restrooms were not available Monday - Friday. This most likely accounts for the year-to-date decrease.

Note: *Italics represent new language since last report.*