



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

**KEY PERFORMANCE INDICATORS**  
Year-to-Date data through the month of:  
**October 2016**

	Month Data Collected	Year to Date 2014	Year to Date 2015	Year to Date 2016	Percent Change 2016 vs. 2015		
<b>OVERALL PERFORMANCE</b>							
Visit Estes Park (VEP) Lodging Tax	October	\$ 1,478,925.50	\$ 1,782,315.95	\$ 1,924,282.78	7.97%		
Seasonal VEP Lodging Tax (most recent)	Sum: Jun-Aug	-	\$ 988,013.84	\$ 1,085,182.10	9.83%		
Media Impressions	October	515,319,156	772,771,064	452,200,845	-41.48%		
PR Value	October	8,269,952	8,378,147	3,766,873	-55.04%		
Average PR Points Per Article	October	56.40	54.40	64.10	17.83%		
<b>VISITESTESPARK.COM WEBSITE PERFORMANCE</b>							
Sessions	October	1,184,790	1,272,541	1,527,915	20.07%		
Users	October	836,303	943,539	1,147,309	21.60%		
Page Views	October	4,021,961	4,097,643	3,766,127	-8.09%		
Average Pages Per Session	October	3.33	3.22	2.24	-30.43%		
Average Session Duration (minutes)	October	5.03	4.32	2.41	-44.21%		
JackRabbitt Lodging Referrals	October	363,613	548,613	504,164	-8.10%		
<b>OTHER CONSUMER ENGAGEMENT</b>							
Digital Official Visitor Guide (OVG) Unique Readers	October	16,426	10,503	11,521	9.69%		
Digital OVG Page Views	October	787,934	534,006	537,443	0.64%		
Digital OVG Average Visit Duration (minutes)	October	6.63	7.19	6.44	-10.34%		
Marketing eNewsletter Subscribers Total: 64,173	October	4,852	10,875	8,980	-17.43%		
Facebook Followers Total: 110,449	October	24,135	13,849	12,535	-9.49%		
Instagram Followers Total: 16,636	October	2,154	4,316	7,796	80.63%		
Print Visitor Guides Mailed to Households	October	-	43,270	38,561	-10.88%		
<b>OTHER COMMUNITY BAROMETERS</b>							
Town of Estes Park: Total Sales Tax*	October	\$ 8,794,405.56	\$ 10,860,955.78	\$ 11,623,887.40	7.02%		
Town Sales Tax: Lodging	October	\$ 2,565,840.54	\$ 3,398,775.33	\$ 3,528,147.27	3.81%		
Town Sales Tax: Dining**	October	\$ 1,566,199.90	\$ 2,016,317.18	\$ 2,249,763.36	11.58%		
Town Sales Tax: Retail	October	\$ 1,703,129.95	\$ 2,038,110.77	\$ 2,154,871.94	5.73%		
VEP Lead Responses (Weddings, Groups, Corp., etc.)	October	not tracked	not tracked	190	-		
Stakeholder eNewsletter Subscribers	October	not tracked	not tracked	266	-		
Town Visitor Center: Visitor Count	October	371,479	390,371	448,264	14.83%		
RMNP Recreational Visitor Count	October	3,263,804	3,943,735	4,267,200	8.20%		
*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.							
<b>ROCKY MOUNTAIN LODGING REPORT</b>							
<b>Lodging Occupancy: Monthly Change</b>				<b>Average Lodging Rate: Monthly Change</b>			
Occupancy in	October	2015	61.00%	Average Rate in	October	2015	\$ 165.32
Occupancy in	October	2016	57.10%	Average Rate in	October	2016	\$ 179.27
Difference in	October	2016	-3.90%	Difference in	October	2016	\$ 13.95
<b>Lodging Occupancy: Year-to-Date Change</b>				<b>Average Lodging Rate: Year-to-Date Change</b>			
YTD Occupancy	October	2015	59.10%	YTD Avg. Rate	October	2015	\$ 174.37
YTD Occupancy	October	2016	58.20%	YTD Avg. Rate	October	2016	\$ 189.30
YTD Difference	October	2016	-0.90%	YTD Difference	October	2016	\$ 14.93

## Notes:

*(Italics represent new performance explanation language.)*

**Visit Estes Park Lodging Tax and Summer Season Tax:** *The total collected in October 2016 was -8.09% lower than last year. When adjusted for a large missing payment, the difference is estimated to be a slight increase of 0.15%. For the summer season, defined as June through August, the most recent season for which we have data, lodging taxes were up 9.83%. Year to date, lodging taxes are up 7.97%. Adjusted for late payments, the increase is estimated at 6.7%.*

**Media Impressions, PR Value, and PR Points:** In 2015, we had many stories with large reaches 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 our key measure, PR points, continues to improve. The shift to Barcelona Principles (PR points) as the key measurement, focusing on quality of stories in key publications rather than simply quantity/reach, can lead to declines in the volume-based measures of ad value and impressions. This approach may mean that volume-based measures like ad value and impressions decline. We saw a slight jump in September thanks to 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) that contributed to this rise.

**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:** Digital visitor guide readership continues to improve as expected, with high levels of unique readers through the traditional vacation-planning periods. *Monthly readership will continue to decline until the 2017 Visitor Guide is posted.* The company hosting the digital guide says our readership is "outstanding in the industry."

**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

**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.