



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
April 2018

	Month Data Collected	Year to Date 2016	Year to Date 2017	Year to Date 2018	Percent Change 2018 vs. 2017
OVERALL PERFORMANCE					
	Month Collected	YTD 2016	YTD 2017	YTD 2018	YTD % Change
Marketing District Tax Receipts	April	\$ 255,478.03	\$ 277,445.22	\$ 296,558.67	6.89%
Seasonal Marketing District Tax (most recent) Dec-Feb	Winter	\$ 184,996.18	\$276,513.16	225,781.62	-18.35%
Media Impressions	April	127,239,224	225,262,332	191,383,938	-15.04%
PR Value	April	\$ 1,573,382.87	\$ 453,189.97	\$ 364,769.00	-19.51%
Average PR Points Per Article	April	63.47	62.75	53.58	-14.61%
VISITESTESPARK.COM WEBSITE PERFORMANCE					
	Month Collected	YTD 2016	YTD 2017	YTD 2018	YTD % Change
Sessions	April	457,042	444,468	465,516	4.74%
Users	April	350,002	345,481	359,099	3.94%
Page Views	April	1,142,150	1,053,949	1,052,552	-0.13%
Average Pages Per Session	April	2.50	2.26	2.28	0.77%
Average Session Duration (minutes)	April	3.14	2.53	2.61	3.26%
JackRabbit Lodging Referrals	April	127,917	111,821	111,990	0.15%
OTHER CONSUMER ENGAGEMENT					
	Month Collected	YTD 2016	YTD 2017	YTD 2018	YTD % Change
Digital Official Visitor Guide (OVG) Unique Readers	April	3,854	3,462	4,245	22.62%
Digital OVG Page Views	April	169,849	160,916	198,311	23.24%
Digital OVG Average Visit Duration (minutes)	April	6.23	6.55	8.03	22.52%
Marketing eNewsletter Subscribers Total: 51,196	April	4,604	2,595	(1,110)	-142.77%
Facebook Followers Total: 144,008	April	5,456	5,360	4,659	-13.08%
Instagram Followers Total: 26,370	April	2,445	1,941	1,978	1.91%
Print Visitor Guides Mailed to Households	April	15,627	22,842	17,528	-23.26%
OTHER COMMUNITY BAROMETERS					
	Month Collected	YTD 2016	YTD 2017	YTD 2018	YTD % Change
Town of Estes Park: Total Sales Tax*	April	\$ 2,309,888.02	\$ 2,458,921.48	\$ 2,701,766.76	9.88%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	April	128	1,088	654	-39.89%
Stakeholder eNewsletter Subscribers Total: 1,128	April	59	(8)	(11)	37.50%
Town Visitor Center: Visitor Count	April	37,533	36,250	40,178	10.84%
RMNP Recreational Visitor Count	April	485,352	497,904	504,076	1.24%

*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	April	2017	34.00%	Average Rate in	April	2017	\$ 159.57
Occupancy in	April	2018	35.90%	Average Rate in	April	2018	\$ 145.17
Difference in	April	2018	1.90%	Difference in	April	2018	\$ (14.40)
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	April	2017	31.10%	YTD Avg. Rate	April	2017	\$ 149.23
YTD Occupancy	April	2018	32.70%	YTD Avg. Rate	April	2018	\$ 147.36
YTD Difference	April	2018	1.60%	YTD Difference	April	2018	\$ (1.87)

Notes:

Media Impressions, PR Value, and PR Points: Public relations efforts were put on hold in November 2017, resulting in no FAM tours through mid-April 2018 and only one article published, pulling PR KPI's lower than average. Indicators are expected to increase as FAM trips resumed in May.

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: Double digit decrease in print guide mailing over 2017 is expected to increase in May due to the kick off of the summer marketing campaigns and the opening of HWY 34.

Marketing eNewsletter Subscriber Growth: Last month we confirmed Simpleview did a one-time update of the email subscriber list, which impacted both past and current subscriber counts. The merge initially led to an increase in '17 and subsequently a decrease in '18.

VEP Lead Responses: In 2018, only Group Leads and Official Visitor Guide Request Leads are being included, not EPWA or Colorado Welcome Center leads. This accounts for the decrease from 2017.

Stakeholder eNewsletter Subscribers: Subscribers have decreased due to an internal CRM clean-up where inactive accounts were removed from the distribution list.