



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date (YTD) data through the month of:
August 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	August	\$ 1,116,132.34	\$ 1,319,635.13	\$ 1,464,196.57	10.95%
Seasonal VEP Lodging Tax (most recent)	Sum: Jun-Aug	-	\$ 988,013.84	\$ 1,085,182.10	9.83%
Media Impressions	August	225,137,108	598,695,817	267,804,970	-55.27%
PR Value	August	4,697,585	6,660,993	3,121,678	-53.13%
Average PR Points Per Article	August	54.20	54.70	64.90	18.65%
VISITESTESPARK.COM WEBSITE PERFORMANCE					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Sessions	August	943,773	1,017,347	1,231,925	21.09%
Users	August	658,809	748,903	925,957	23.64%
Page Views	August	3,289,948	3,360,395	3,100,333	-7.74%
Average Pages Per Session	August	3.33	3.30	2.43	-26.36%
Average Session Duration (minutes)	August	5.21	4.45	3.27	-26.52%
JackRabbitt Lodging Referrals	August	293,024	457,028	428,681	-6.20%
OTHER CONSUMER ENGAGEMENT					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Digital Official Visitor Guide (OVG) Unique Readers	August	14,127	9,071	9,923	9.39%
Digital OVG Page Views	August	682,300	463,831	464,101	0.06%
Digital OVG Average Visit Duration (minutes)	August	6.70	7.23	6.35	-12.15%
Marketing eNewsletter Subscribers	Total: 63,480	August 4,268	9,431	8,287	-12.13%
Facebook Followers	Total: 108,444	August 16,362	5,899	10,530	78.50%
Instagram Followers	Total: 15,437	August 1,576	2,820	6,597	133.94%
Print Visitor Guides Mailed to Households	August	-	38,841	35,068	-9.71%
OTHER COMMUNITY BAROMETERS					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Town of Estes Park: Total Sales Tax*	August	\$ 6,584,950.84	\$ 8,138,408.25	\$ 8,872,360.46	9.02%
Town Sales Tax: Lodging	August	\$ 1,914,071.73	\$ 2,522,193.79	\$ 2,642,489.56	4.77%
Town Sales Tax: Dining**	August	\$ 1,150,170.70	\$ 1,508,170.40	\$ 1,682,374.09	11.55%
Town Sales Tax: Retail	August	\$ 1,261,060.38	\$ 1,528,213.62	\$ 1,595,667.06	4.41%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	August	not tracked	not tracked	179	-
Stakeholder eNewsletter Subscribers	August	not tracked	not tracked	244	-
Town Visitor Center: Visitor Count	August	278,081	281,007	324,493	15.48%
RMNP Recreational Visitor Count	August	2,420,459	2,927,827	3,157,565	7.85%

*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	August	2015	82.90%	Average Rate in	August	2015	\$ 198.00
Occupancy in	August	2016	76.10%	Average Rate in	August	2016	\$ 213.82
Difference in	August	2016	-6.80%	Difference in	August	2016	\$ 15.82
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	August	2015	55.70%	YTD Avg. Rate	August	2015	\$ 174.04
YTD Occupancy	August	2016	54.90%	YTD Avg. Rate	August	2016	\$ 188.60
YTD Difference	August	2016	-0.80%	YTD Difference	August	2016	\$ 14.56

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax and Summer Season Tax: *The total collected in August was -0.28% lower than last year. When adjusting for late payments, the decrease is estimated to be slightly lower at -1.23%. 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 10.95%. Adjusting for late payments, the increase is estimated at 7.81%.*

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. Generally, PR results are highly volatile and come in sporadically throughout the year. With major mid-year efforts (NYC tour in July, press FAM in Aug.), we hope the disparity between 2015 and 2016 results will improve. 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.

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 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. Related 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." The 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 has been reversed and the trend of a steep YTD decline in mailed guides has been reversed.

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. 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.

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.