



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date through the Month of:
January 31, 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	January	\$ 21,245.99	\$ 39,382.39	\$ 55,802.15	41.69%		
Seasonal VEP Lodging Tax (most recent)	Fall: Sept-Nov	\$ 409,327.41	\$ 523,477.48	-	27.89%		
Media Impressions	January	3,760,399	53,451,080	32,383,008	-39.42%		
PR Value	January	169,357	494,422	380,124	-23.12%		
Average PR Points Per Article	January	55.10	60.00	50.20	-16.33%		
VISITESTESPARK.COM WEBSITE PERFORMANCE							
Sessions	January	74,864	104,924	130,573	24.45%		
Users	January	835,774	1,803,648	2,899,921	60.78%		
Page Views	January	249,193	314,972	306,185	-2.79%		
Average Pages Per Session	January	3.33	3.00	2.34	-22.00%		
Average Session Duration (minutes)	January	5.07	4.00	2.36	-41.00%		
JackRabbitt Lodging Referrals	January	13,875.00	28,449.00	24,309.00	-14.55%		
OTHER CONSUMER ENGAGEMENT							
Digital Visitor Guide Unique Readers	January	492	770	886	15.06%		
Digital Visitor Guide Page Views	January	23,635	37,266	35,673	-4.27%		
Visitor Guide Average Visit Duration (minutes)	January	6.64	7.33	6.06	-17.33%		
Marketing e-Newsletter Subscribers	January	24,206	30,377	43,033	41.66%		
Facebook Followers	January	53,697	79,802	99,827	25.09%		
Visitor Guides Mailed to Households	January	-	5,670	4,511	-20.44%		
OTHER COMMUNITY BAROMETERS							
Town of Estes Park Sales Tax	December	\$ 7,628,199.70	\$ 10,080,420.41	\$ 12,157,456.53	20.60%		
Town Sales Tax, minus new 1%	December	\$ 7,628,199.70	\$ 8,730,272.35	\$ 9,733,669.00	11.49%		
Town Lodging Sales Tax	December	\$ 2,083,848.10	\$ 2,871,339.54	\$ 3,678,573.75	28.11%		
Town Lodging Sales Tax, minus new 1%	December	\$ 2,083,848.10	\$ 2,464,999.00	\$ 2,945,299.00	19.48%		
Town Dining Sales Tax*	December	\$ 1,305,761.78	\$ 1,747,681.29	\$ 2,218,319.31	26.93%		
Town Retail Sales Tax	December	\$ 1,347,110.85	\$ 1,933,269.40	\$ 2,292,175.21	18.56%		
Town Retail Sales Tax, minus new 1%	December	\$ 1,347,110.85	\$ 1,666,920.00	\$ 1,835,126.00	10.09%		
OTHER COMMUNITY BAROMETERS							
VEP Lead Responses (Weddings, Groups, Corp., etc.)	January	not tracked	not tracked	59	-		
Stakeholder e-Newsletter Subscribers	January	not tracked	not tracked	816	-		
Town Visitor Center: Visitor Count	January	7,505	9,482	8,654	-8.73%		
RMNP Recreational Visitor Count	January	77,633	98,928	115,207	16.46%		
*Includes new 1% tax increase. Due to Town reporting format, cannot present dining tax without new 1%. 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	January	2015	25.20%	Average Rate in	January	2015	\$ 124.86
Occupancy in	January	2016	24.30%	Average Rate in	January	2016	\$ 129.61
Difference in	January	2016	-0.90%	Difference in	January	2016	\$ 4.75
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	January	2015	25.20%	YTD Avg. Rate	January	2015	\$ 124.86
YTD Occupancy	January	2016	24.30%	YTD Avg. Rate	January	2016	\$ 129.61
YTD Difference	January	2016	-0.90%	YTD Difference	January	2016	\$ 4.75

Notes

Visit Estes Park Lodging Tax and Fall Season Tax: The 41.69% increase in 2016 lodging tax revenues reflects VEP winter marketing campaigns. However, this rate includes a make-up payment from a significant property that missed a payment in December 2015. Adjusting for this, the estimated increase is 29.54%. The increase in fall receipts of 27.89% indicates that our off-peak seasonal marketing campaigns are working effectively.

Media Impressions, PR Value, and PR Points: In 2015, we had a story hit CNN.com that had 53 million impressions and almost \$500K in value. PR results come in sporadically throughout the year and over the months we expect the disparity between 2015 and 2016 results to even out.

Websites Sessions: This increase in visitation to our website through FB ads means that their visitation to the site is less intentional. Users brought to the website 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 between time periods.

Pages Per Session (average): This has gone down because users are finding the content they are looking for more quickly and efficiently.

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: JackRabbit referrals likely went down due to an issue with our website's transition to responsive. Through the month of January our mobile version of JackRabbit wasn't functioning correctly. JackRabbit is working properly now.

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: January's increase in Digital Visitor Guide readers is a natural outgrowth of individuals' desires to see the newest edition of the guide. While more intentional readers did not have the opportunity to see the new guide until later in January due to a delay in posting the new guide on the website, less intentional readers flocked to the new guide due to a promoted post on Facebook, which could explain both the increase in readers and the decrease in page views and visit duration. Another factor is that the increase in online readership is similar to the drop in guides that were mailed.

Marketing e-Newsletter Subscriber Growth: While promoting our 2016 Official Visitor Guide on Facebook, we experienced a high volume of requests for visitor guides. A default option while requesting a visitor guide is to sign up for our newsletter which would explain the increase. The data on marketing e-newsletter subscribers has been updated to reflect the cumulative total over time as well as the changes between time periods.

Facebook Followers: Over the month of January, we were running more Facebook ads. This allows us to broaden our reach and increase our average paid likes.

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 e-Newsletter Subscribers: The data on subscribers reflects the cumulative total over time and the changes in between time periods.