



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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

| | Month Data Collected | Year to Date 2016 | Year to Date 2017 | Year to Date 2018 | Percent Change 2018 vs. 2017 |
|---|----------------------|-------------------|-------------------|-------------------|------------------------------|
| OVERALL PERFORMANCE | | | | | |
| Visit Estes Park (VEP) Lodging Tax | January | \$ 55,802.15 | \$ 72,146.89 | \$ 60,250.82 | -16.49% |
| Seasonal VEP Lodging Tax (most recent) | Fall: Sept-Nov | 531,647.85 | \$ 649,159.27 | - | -22.10% |
| Media Impressions | January | 32,383,008 | 181,465,227 | 109,008,098 | -39.93% |
| PR Value | January | \$ 380,123.94 | \$ 341,930.82 | \$ 204,909.00 | -40.07% |
| Average PR Points Per Article | January | 50.20 | 58.67 | 51.25 | -12.65% |
| VISITESTESPARK.COM WEBSITE PERFORMANCE | | | | | |
| Sessions | January | 130,573 | 108,046 | 131,881 | 22.06% |
| Users | January | 103,580 | 83,310 | 103,300 | 23.99% |
| Page Views | January | 306,185 | 257,723 | 274,428 | 6.48% |
| Average Pages Per Session | January | 2.34 | 2.39 | 2.08 | -12.97% |
| Average Session Duration (minutes) | January | 2.36 | 3.01 | 2.26 | -24.92% |
| JackRabbit Lodging Referrals | January | 24,309 | 23,470 | 26,369 | 12.35% |
| OTHER CONSUMER ENGAGEMENT | | | | | |
| Digital Official Visitor Guide (OVG) Unique Readers | January | 886 | 945 | 890 | -5.82% |
| Digital OVG Page Views | January | 35,673 | 41,720 | 42,655 | 2.24% |
| Digital OVG Average Visit Duration (minutes) | January | 6.06 | 5.51 | 8.94 | 62.25% |
| Marketing eNewsletter Subscribers Total: 43,328 | January | 2,037 | 598 | 145 | -75.75% |
| Facebook Followers Total: 141,951 | January | 1,915 | 403 | 1,842 | 357.07% |
| Instagram Followers Total: 25,021 | January | 525 | 501 | 629 | 25.55% |
| Print Visitor Guides Mailed to Households | January | 4,511 | 2,763 | 2,931 | 6.08% |
| OTHER COMMUNITY BAROMETERS | | | | | |
| Town of Estes Park: Total Sales Tax* | January | \$ 506,627.75 | \$ 499,572.96 | \$ 650,135.00 | 30.14% |
| Town Sales Tax: Lodging | January | \$ 107,494.41 | \$ 109,855.54 | \$ 161,043.00 | 46.60% |
| Town Sales Tax: Dining** | January | \$ 81,328.41 | \$ 74,726.51 | \$ 107,159.00 | 43.40% |
| Town Sales Tax: Retail | January | \$ 73,453.24 | \$ 60,403.47 | \$ 98,748.33 | 63.48% |
| VEP Lead Responses (Weddings, Groups, Corp., etc.) | January | 59 | 331 | 138 | -58.31% |
| Stakeholder eNewsletter Subscribers Total: 1,104 | January | 21 | 7 | (16) | -128.57% |
| Town Visitor Center: Visitor Count | January | 8,654 | 7,722 | 7,275 | -5.79% |
| RMNP Recreational Visitor Count | January | 115,207 | 95,602 | 111,422 | 16.55% |

*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 | January | 2017 | 24.50% | Average Rate in | January | 2017 | \$ 147.56 |
| Occupancy in | January | 2018 | 26.20% | Average Rate in | January | 2018 | \$ 147.99 |
| Difference in | January | 2018 | 1.70% | Difference in | January | 2018 | \$ 0.43 |
| Lodging Occupancy: Year-to-Date Change | | | | Average Lodging Rate: Year-to-Date Change | | | |
| YTD Occupancy | January | 2017 | 24.50% | YTD Avg. Rate | January | 2017 | \$ 147.56 |
| YTD Occupancy | January | 2018 | 26.20% | YTD Avg. Rate | January | 2018 | \$ 147.99 |
| YTD Difference | January | 2018 | 1.70% | YTD Difference | January | 2018 | \$ 0.43 |

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax: *The total received in January was \$60,250.82, which is -16.49% lower than last year. When adjusted for late and missing payments, the difference is estimated to be 40.88% higher than last year. The total received year-to-date (YTD) through January 2018 is -16.49% lower compared to the same one-month YTD period last year. Adjusting for late and missing payments, the YTD change is up about 40.88%. For the fall season, defined as September through November, lodging taxes were up 22.1% compared to the same season last year. Adjusting for late and missing payments, the fall season is estimated to be up 7.31%.*

Media Impressions, PR Value, and PR Points: *Working with Turner PR, our PR partner agency, we had key media placements in January. Of particular note were MSN Lifestyle's article, "This is the Ultimate 2018 Travel Bucket List" that featured cliff camping in Estes Park, and 5280's article "How to Enjoy the Mountains Now - Snow or No Snow" featuring Elkins Distilling and its weekly speaker series: Wilderness & Whisky.*

Website Sessions, Users, and Page Views: *The winter marketing campaign, specifically PPC and Facebook portions, have sent larger numbers of sessions, users and page views to the website, along with increases in organic search and direct traffic.*

Pages Per Session and Session Duration (average): *With an increase in total traffic (sessions, users and page views), especially from paid sources, it is normal for pages per session and session duration to decrease. However, VisitEstesPark.com still compares well to industry standards provided by Simpleview in these categories.*

JackRabbit Lodging Referrals: *JackRabbit referrals continue to trend upward, due to a higher level of traffic on the website.*

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: *The Digital Guide is up 62.25% for average visit duration of new users and 2.24% up for page views over January 2017. This means that while slightly fewer people are opening our digital visitor guide, the ones that do are staying longer. The new readers viewed an average 43.41 pages of the Digital Visitor Guide in the month of January. The number of guides mailed from leads in the month of January (1,831) was added to the total number of guides mailed directly from our website in January (1,100) for a total of 2,931. We expect this figure to rise continually through the beginning of the year according to previous years' patterns.*

Marketing eNewsletter Subscriber Growth: *The organic growth is substantial enough that we don't feel the need to implement paid advertising to force increased growth, which has been done in past years. The open rate hovers right around industry average (~22%, which is over 10,000 unique opens), while the click rate is nearly double the industry average, which shows people are not just reading the newsletter, but interacting with the newsletter by clicking links and heading to the website for more information.*

Facebook Followers: *Despite the updates to Facebook content formulas, removing a good chunk of page content and prioritizing friends content in the news feed, the VEP Facebook account continues to perform well with a healthy paid campaign targeting users who have already showed intent, and organic content that shows great engagement.*

Instagram Followers: *The Instagram account continues to grow, and provide a source of visual inspiration for past and potential guests to travel to Estes Park.*

VEP Lead Responses: Group leads originate from VisitEstesPark.com reunions, weddings, and meeting pages where guests complete a form. VEP considers a group to be 14 people or more. Group forms are also distributed by Visitor Center staff for walk-ins. Visitor Guide Leads are generated on the VEP website by a guest requesting their information be shared with participating businesses. Beginning January 1, 2017, all Official Visitor Guide Request Leads were included in the total. VEP started including leads from the EP Wedding Association starting in October 2016.

Stakeholder eNewsletter Subscribers: The total number of subscribers continues to grow. The count includes the total since the beginning and the year-to-date change compared to the previous year.

Visitor Center - Visitor Count: In January, foot traffic at the visitor center was down compared to last year at this time.

RMNP Visitation: January visitation increased at RMNP with warmer weather compared to last January.