

 Visit Estes Park The Destination Marketing Organization VisitEstesPark.com				KEY PERFORMANCE INDICATORS				
				Year-to-Date data through the month of: March 2017				
				Month Data Collected	Year to Date 2015	Year to Date 2016	Year to Date 2017	Percent Change 2017 vs. 2016
OVERALL PERFORMANCE				Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Visit Estes Park (VEP) Lodging Tax				March	\$ 159,266.62	\$ 174,354.31	\$ 202,713.32	16.27%
Seasonal VEP Lodging Tax (most recent)				Win: Dec-Feb	170,599.31	\$ 184,996.18	180,542.43	-2.41%
Media Impressions				March	174,045,345	87,663,069	216,805,748	147.32%
PR Value				March	\$ 1,791,588.00	\$ 1,020,691.70	\$ 392,704.94	-61.53%
Average PR Points Per Article				March	58.90	67.20	64.44	-4.11%
VISITESTESPARK.COM WEBSITE PERFORMANCE				Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Sessions				March	263,627	336,625	317,771	-5.60%
Users				March	192,297	259,907	244,857	-5.79%
Page Views				March	871,048	836,676	766,469	-8.39%
Average Pages Per Session				March	3.30	2.49	2.38	-4.42%
Average Session Duration (minutes)				March	4.35	3.06	3.04	-0.65%
JackRabbit Lodging Referrals				March	90,736	89,203	77,482	-13.14%
OTHER CONSUMER ENGAGEMENT				Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Digital Official Visitor Guide (OVG) Unique Readers				March	2,570	2,820	2,653	-5.92%
Digital OVG Page Views				March	124,316	121,381	121,722	0.28%
Digital OVG Average Visit Duration (minutes)				March	7.18	5.96	6.36	6.83%
Marketing eNewsletter Subscribers Total: 68,620				March	3,422	3,800	1,759	-53.71%
Facebook Followers Total: 146,492				March	(294)	4,889	570	-88.34%
Instagram Followers Total: 20,677				March	750	1,576	1,499	-4.89%
Print Visitor Guides Mailed to Households				March	15,654	13,404	11,506	-14.16%
OTHER COMMUNITY BAROMETERS				Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Town of Estes Park: Total Sales Tax*				March	\$ 1,534,560.42	\$ 1,654,116.89	\$ 1,849,052.48	11.78%
Town Sales Tax: Lodging				March	\$ 320,498.87	\$ 335,722.68	\$ 493,056.88	46.86%
Town Sales Tax: Dining**				March	\$ 239,635.67	\$ 277,519.47	\$ 307,129.97	10.67%
Town Sales Tax: Retail				March	\$ 245,683.27	\$ 257,941.42	\$ 242,252.10	-6.08%
VEP Lead Responses (Weddings, Groups, Corp., etc.)				March	-	38	260	584.21%
Stakeholder eNewsletter Subscribers Total: 305				March	-	(18)	11	161.11%
Town Visitor Center: Visitor Count				March	35,968	24,331	25,629	5.33%
RMNP Recreational Visitor Count				March	318,356	355,385	339,544	-4.46%
*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	March	2016	33.50%		Average Rate in	March	2016	\$ 135.93
Occupancy in	March	2017	34.50%		Average Rate in	March	2017	\$ 152.62
Difference in	March	2017	1.00%		Difference in	March	2017	\$ 16.69
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change				
YTD Occupancy	March	2016	28.50%		YTD Avg. Rate	March	2016	\$ 132.93
YTD Occupancy	March	2017	30.10%		YTD Avg. Rate	March	2017	\$ 145.42
YTD Difference	March	2017	1.60%		YTD Difference	March	2017	\$ 12.49

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax: *The total received year-to-date (YTD) through March 2017 is up 16.27% compared to the same three-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 11.56%. The total received in the month of March was 66.76% higher than last year. When adjusted for late and missing payments, however, the difference is estimated to be 11.98% higher than last year. For the winter season, defined as December through February, lodging taxes were down -2.41% compared to the same season last year. Adjusting for late and missing payments, the winter season is estimated to be up 15.18%.*

Media Impressions, PR Value, and PR Points: *Articles from Big Life Magazine, both online and in print, and AFAR highlighted Estes Park in March. Media Impressions and PR Value are pacing significantly lower in 2017 vs. 2016, however average PR points are only slightly behind. We have seven media trips in the works and continue to pro-actively pitch Estes Park through Turner, CTO, and our own contacts. Two articles appeared in February, Fox News and New York Post, both highlighting the Stanley Hotel and its amenities. The China TV Network filming went well, and we currently have five media familiarization trips for spring and summer.*

Websites Sessions, Users, and Page Views: Overall sessions, users, and page views are down. However, organic search traffic and direct traffic to VisitEstesPark.com is up. This means people know of and trust the site as a place for Estes Park information. Therefore, this drop is associated with less paid traffic coming to the site. Although the budget is higher for the winter campaign this year, the campaign focuses more on targeting specific and qualified guests, rather than sheer quantity.

Pages Per Session and Session Duration (average): *Pages per session and session duration are down slightly YTD, but tend to increase in the summer and fall. Both statistics continue to stay well above industry average.*

JackRabbit Lodging Referrals: Lodging referrals through our site are down slightly, which can be attributed to the increasing number of ways to book. Google offers the service right in the search engine, nearly every lodging option has their own site, and other travel companies continue to grow.

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: The digital visitor guide started strong in 2017, but has dropped in *unique readers this first quarter*. It is, however, up *slightly in page views and it is up 6.83%* for visit duration. This means that fewer new people are opening our digital visitor guide, but the ones that do are staying longer *and looking through more content*. According to our hosting vendor for the digital guide we have up to double the traffic to our digital visitor guide when compared to other organizations of equal size. They also stated that our raw traffic data is comparable with many of their much larger organizations. Our printed visitor guide requests are still down when compared to last year, but *we are steadily catching up to where we were*. The printed guide requests are likely down due to the end of the RMNP centennial and the additional advertising done by the National Park.

Marketing eNewsletter Subscriber Growth: This number tends to fluctuate based on social media pushes and ads to sign up for our eNewsletter. We do continue to see steady overall growth. The count includes the total since the beginning and the year-to-date change compared to the previous year.

Facebook Followers: Followers continue to grow but at a slower rate than last year due to less paid ads. The count includes the total since the beginning and the year-to-date change compared to the previous year.

Instagram Followers: The Instagram account continues to grow at a steady rate of increasing followers, even though the monthly total increase was down compared to last year. We are utilizing CrowdRiff to increase interactions, and in turn followers. The count includes the total since the beginning and the year-to-date change compared to the previous year.

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. In addition, VEP is including leads from the EP Wedding Association starting in October of 2016. Beginning January 1, 2017, all Official Visitor Guide Request Leads are being included in the total count, which explains the drastic increase. Visitor Guide Leads are generated on the VEP website by a guest requesting their information to be shared with participating businesses.

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: 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. The Visitor Center installed new counting technology this year, which could affect the count compared to last year.