



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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Proposals Requested for Visitor Profile and Visit Estes Park Economic Impact Studies

ESTES PARK, Colo. (March 5, 2018) – Visit Estes Park has issued a Request for Proposals (RFP) seeking a consultant to conduct two research projects: (1) a Visitor Profile study, and (2) an Economic Impact study. The studies will help to shape Visit Estes Park’s overall destination marketing strategy and demonstrate the value of previous marketing efforts.

The results of the studies will be used to communicate with the local community and elected officials concerning the visitor economy and its impact on the Estes Valley. Previous studies have shown that travel and tourism have a positive economic impact on the community, including increased business activity and sales-tax receipts. The Town of Estes Park is partnering with Visit Estes Park on the Visitor Profile study to obtain data about visitors that can be used to inform policy decisions, such as the issue of broadband internet services.

“I am excited to announce that these research projects are underway. We need solid research to guide Visit Estes Park’s marketing strategy and to demonstrate the return on investment of our marketing campaigns,” said Interim CEO Suzy Blackhurst.

The entire RFP is available online at www.visitestespark.com/partners/tools/research/

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