



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
September 2017

	Month Data Collected	Year to Date 2015	Year to Date 2016	Year to Date 2017	Percent Change 2017 vs. 2016
OVERALL PERFORMANCE					
Visit Estes Park (VEP) Lodging Tax	September	\$ 1,629,144.40	\$ 1,783,497.57	\$ 1,961,755.91	9.99%
Seasonal VEP Lodging Tax (most recent)	Sum: Jun-Aug	-	\$ 1,085,182.10	1,130,809.89	4.20%
Media Impressions	September	720,273,940	372,943,485	513,756,138	37.76%
PR Value	September	\$ 7,793,673.00	\$ 4,355,190.70	\$ 2,827,692.15	-35.07%
Average PR Points Per Article	September	54.60	66.23	64.17	-3.11%
VISITESTESPARK.COM WEBSITE PERFORMANCE					
Sessions	September	1,170,440	1,402,438	1,702,352	21.39%
Users	September	865,328	1,052,938	1,254,819	19.17%
Page Views	September	3,803,361	3,485,543	3,621,456	3.90%
Average Pages Per Session	September	3.25	2.26	2.10	-7.08%
Average Session Duration (minutes)	September	4.37	2.52	2.30	-8.73%
JackRabbit Lodging Referrals	September	519,064	478,705	461,566	-3.58%
OTHER CONSUMER ENGAGEMENT					
Digital Official Visitor Guide (OVG) Unique Readers	September	9,934	10,929	9,419	-13.82%
Digital OVG Page Views	September	507,017	511,021	459,710	-10.04%
Digital OVG Average Visit Duration (minutes)	September	7.23	6.43	7.28	13.25%
Marketing eNewsletter Subscribers Total: 43,007	September	10,118	8,908	5,259	-40.96%
Facebook Followers Total: 136,352	September	12,026	11,739	25,097	113.79%
Instagram Followers Total: 22,890	September	3,452	7,312	4,967	-32.07%
Print Visitor Guides Mailed to Households	September	41,597	37,318	46,978	25.89%
OTHER COMMUNITY BAROMETERS					
Town of Estes Park: Total Sales Tax*	September	\$ 9,845,475.90	\$ 10,560,163.46	\$ 11,096,808.50	5.08%
Town Sales Tax: Lodging	September	\$ 3,081,130.65	\$ 3,278,502.48	\$ 3,670,766.85	11.96%
Town Sales Tax: Dining**	September	\$ 1,820,239.63	\$ 2,017,419.59	\$ 2,076,336.97	2.92%
Town Sales Tax: Retail	September	\$ 1,827,212.41	\$ 1,905,258.32	\$ 1,850,904.72	-2.85%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	September	-	183	2,078	1035.52%
Stakeholder eNewsletter Subscribers Total: 1,073	September	-	54	15	127.78%
Town Visitor Center: Visitor Count	September	349,382	400,592	338,734	-15.44%
RMNP Recreational Visitor Count	September	3,572,177	3,868,675	3,851,636	-0.44%

*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	September	2016	82.10%	Average Rate in	September	2016	\$ 199.65
Occupancy in	September	2017	80.90%	Average Rate in	September	2017	\$ 212.90
Difference in	September	2017	-1.20%	Difference in	September	2017	\$ 13.25
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	September	2016	58.30%	YTD Avg. Rate	September	2016	\$ 190.59
YTD Occupancy	September	2017	59.30%	YTD Avg. Rate	September	2017	\$ 206.44
YTD Difference	September	2017	1.00%	YTD Difference	September	2017	\$ 15.85

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax: *The total in September was 29.61% higher than last year. When adjusted for late and missing payments, the difference is estimated to be 18.83% higher than last year. The total received year-to-date (YTD) through September 2017 is up 9.99% compared to the same nine-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 9.76%. For the summer season, defined as June through August, lodging taxes were up 4.2% compared to the same season last year. Adjusting for late and missing payments, the summer season is estimated to be up 12.83%. Adjusted, spring (March - May) was up 6.95%; winter 2016-17 (December - February) was up 15.18%; and fall 2016 (September - November) was up 6.93%.*

Media Impressions, PR Value, and PR Points: *Media Impressions continue to outpace 2016 measuring 37.76% better than 2016. PR Value continues to improve compared to 2016 as does Average PR Points. Working with TURNER, our PR partner, we had 121 key media placements in September. Of particular note was the Associated Press's article, "Fall Events around the U.S." that featured Elktober in Estes Park. This article was syndicated to 11 print and 98 online outlets. Two other noteworthy articles were Orbitz.com's "Travel Worthy Fall Events" that featured Elk Fest and Thrillist's "Best Fall Day Trips Out of Denver". Media impressions are 19.7% higher than 2016, a trend that we have shown all year. While PR Value and Average PR points are down, it continues to improve. In August, Published Media Hits included 26 print, 12 online and 8 social articles. Of note, the USA Today article, "Coolest Campsite Ever: Hanging off a Cliff" was a result of hosting writer Sarah Sekula in June of this year and was syndicated to 24 other outlets. In addition, the Sunset Magazine and Online article, "2017 Travel Stars" chose Estes Park as the best basecamp and was a result of proactively pitching the editors of the publication for this specific opportunity.*

Website Sessions, Users, and Page Views: Overall sessions, users, and page views are up, due in large part to an increase in organic search, referral and social traffic. These numbers have continued to stay above industry average. At the 2017 Colorado Governor's Tourism Conference, Miles Media shared that DMO websites are *not only struggling to grow, but even maintain website traffic*, as they're competing with the increasingly comprehensive Google Knowledge Grid.

Pages Per Session and Session Duration (average): Pages per session and session duration are down, as users find what they're looking for faster, or are served the content they are looking for directly. *The decrease is also due, in part, to the increased use of mobile as a browsing device, where people are browsing more quickly on mobile, than desktop.*

JackRabbit Lodging Referrals: While lodging referrals are down, engagement on the results page is up. Overall, the number of searches for lodging on the site is down, but we've seen 40% more referrals per search, meaning we are having higher-quality searches for lodging on the site. In March of 2016, Jackrabbit changed how they track the "Search" metric. It no longer includes abandoned searches that do not let the page fully load. The metric for 2016 includes 2 months of these types of searches.

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: The digital visitor guide started strong in 2017, but is still down in unique readers and pageviews. The Digital Guide is up 15.12% for average visit duration of new readers over the same month last year, and it is up 13.25% for the year. This means that fewer people are opening our digital visitor guide, but the ones that do are staying much longer. *The new readers viewed an average 46.48 pages of the Digital Visitor Guide in the month of September.* According to our hosting vendor for the digital guide we still 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 *including some retail catalogs.* Our printed visitor guide requests mailed to individual households made such a huge jump in the month of May due to the addition of the data from the request form directly on the VEP website. *The number of guides mailed from leads in the month of September (2,051) was added to the total number of guides mailed directly from our website in September (955) for a total of 3,006. The sharp decrease of guides mailed to households over previous months is expected, according to previous year's patterns. We expect this to continue until January when the new guide is released, and people begin planning their vacations for the year.*

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: The Facebook audience continues to grow as organic content continues to show good engagement with Wildlife Wednesday and Fan Photo Friday along with video, *live*, and blog content.

Instagram Followers: The Instagram account continues to grow, but not as quickly as the prior year. In 2017 Instagram has aggressively rolled out their algorithm that is similar to Facebook. Prior to this algorithm, Instagram would show content in the order it was posted, now it leverages user information to push content toward what the user has been interacting with.

VEP Lead Responses: Beginning January 1, 2017, all Official Visitor Guide Request Leads are being included in the total count, which explains the drastic increase. 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. Visitor Guide Leads are generated on the VEP website by a guest requesting their information to be shared with participating businesses. The increase in Visitor Guide request leads is because guests were planning their summer vacations. *The decrease in leads is due to back-to-school season; guests are no longer in the vacation planning mode.*

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

RMNP Visitation: *Visitation to RMNP is slower compared to recent years.*