



# Visit Estes Park's Summer Community Roundtable

**24** June  
2025

10:30 AM – 12:30 PM  
Refreshments Served





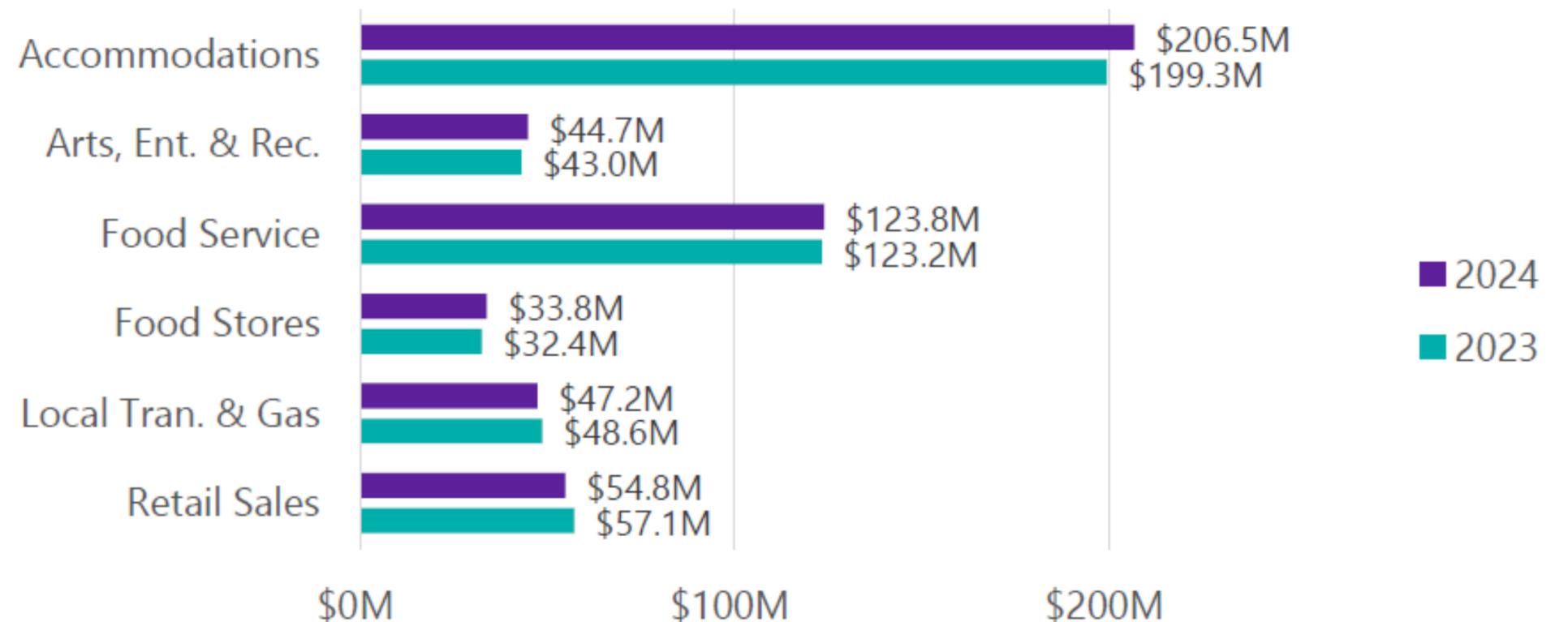
# The Economic Impact of Travel

## Dean Runyan Study: Mike

# The Economic Impact of Travel

Visitors spent \$206.5 million on accommodations in 2024, a **\$7.3 million or 3.6% increase** compared to the previous year.

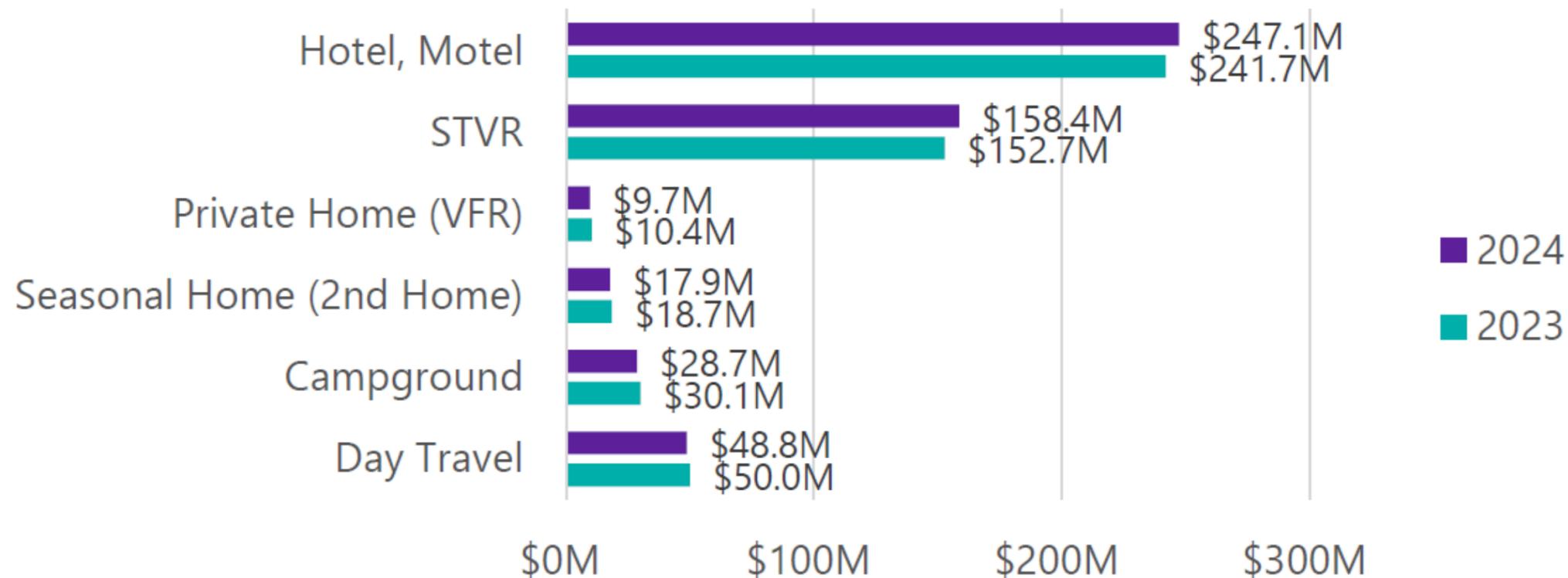
## Visitor Spending by Commodity Purchased



# The Economic Impact of Travel

Visitors who stayed in a hotel, motel, or STVR contributed \$405.6 million of visitor spending, a **\$11.2 million or 2.8% increase** compared to the previous year.

## Visitor Spending by Accommodation Type



# The Economic Impact of Travel

On average, visitors who stayed in a hotel, motel, or STVR spent \$174 per day and stayed approximately 3.0 days.

## Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$174	\$520	\$490	\$1,456	2.8	3.0
Private Home (VFR)	\$46	\$186	\$92	\$375	2.0	4.1
Other Overnight	\$68	\$259	\$179	\$682	2.6	3.8

# The Economic Impact of Travel

## Visitor Nights and Trips

	Person			Party		
	2022	2023	2024	2022	2023	2024
<b>Nights</b>						
Hotel, Motel, STVR	2,329,500	2,225,100	2,331,700	828,200	789,800	827,000
Private Home (VFR)	230,600	221,600	211,500	114,700	110,200	105,200
Other Overnight	675,600	704,200	683,800	257,500	268,600	260,900
<b>Total Overnight</b>	<b>3,235,700</b>	<b>3,150,900</b>	<b>3,227,000</b>	<b>1,200,500</b>	<b>1,168,600</b>	<b>1,193,200</b>
Day	764,300	744,000	759,600	307,300	299,200	305,400
<b>Grand Total</b>	<b>4,000,000</b>	<b>3,894,900</b>	<b>3,986,600</b>	<b>1,507,800</b>	<b>1,467,800</b>	<b>1,498,600</b>
<b>Trips</b>						
Hotel, Motel, STVR	781,400	744,500	779,400	279,800	266,200	278,500
Private Home (VFR)	56,800	54,600	52,100	28,300	27,200	25,900
Other Overnight	177,900	185,300	179,800	67,600	70,400	68,400
<b>Total Overnight</b>	<b>1,016,100</b>	<b>984,400</b>	<b>1,011,300</b>	<b>375,700</b>	<b>363,800</b>	<b>372,800</b>
Day	764,300	744,000	759,600	307,300	299,200	305,400
<b>Grand Total</b>	<b>1,780,400</b>	<b>1,728,400</b>	<b>1,770,900</b>	<b>683,000</b>	<b>663,000</b>	<b>678,200</b>

# The Economic Impact of Travel

**Travel-related spending  
contributes \$5,110 per resident  
household in local tax receipts.**

# The Economic Impact of Travel

**82% of local spending is from visitors  
vs. 18% from residents**



# Tourism Master Plan: Rebecca

# Tourism Master Plan

Visit Estes Park is partnering with Clarity of Place to develop a comprehensive Tourism Master Plan that will guide the future of tourism in the Estes Valley. This community-driven roadmap will inform sustainable tourism growth, product development, destination branding, and help define the role of tourism in the community's long-term vision.

The plan will shape the direction of Estes Valley tourism over the next 5+ years, benefiting tourism businesses, residents, the local economy, and visitors alike. Its recommendations will be based on marketing and industry data, stakeholder needs, and resident input to create a sustainable and balanced approach to tourism.

- Stakeholder Survey - 113 responses
- Held a Community Visioning Session
- Resident Sentiment Survey - 458 responses

Clarity of Place will use these inputs and knowledge of what the community and stakeholders “want” from the visitor economy to craft a Tourism Master Plan focusing on product development activities. This plan will ensure that the Estes Valley is a competitive destination that optimizes the visitor economy while also respecting resident concerns.





# Marketing Updates: Rachel

# Summer Travel Behavior

## Here's what we're seeing

- Guests still want to travel but seek affordability
- Shorter booking window
- Last-minute decisions
- Driving vs flying

**Please share your summer outlook with a VEP staff member!**



# Summer Marketing Campaigns

## Road to Estes Campaign

- NEW - proactive in response to predicted economic pressures
- Audience: people searching for affordable, drivable summer destinations
- Outlets: paid search, paid social

## Don't Forget Campaign

- Planned for the back-to-school time period - starting it early
- Audience: NoCo drive market
- Outlets: display, paid search, paid social, out-of-home

## Always-on Awareness Campaign

- Year-round, seasonal imagery
- Audience: loyalists and prospects
- Outlets: display, paid search, paid social, out-of-home, print

May 15 - present

**Road to Estes Campaign**

July 1 - September 30

**Don't Forget Campaign**

**Always-on Awareness Campaign**

January 1 - December 31 - seasonal imagery

# Summer Marketing Campaigns

DRAFT: Don't Forget



**HEY NEIGHBOR!**  
Get lost in a place you already know.



**HEY NEIGHBOR!**  
Wanna come up for a sleepover?

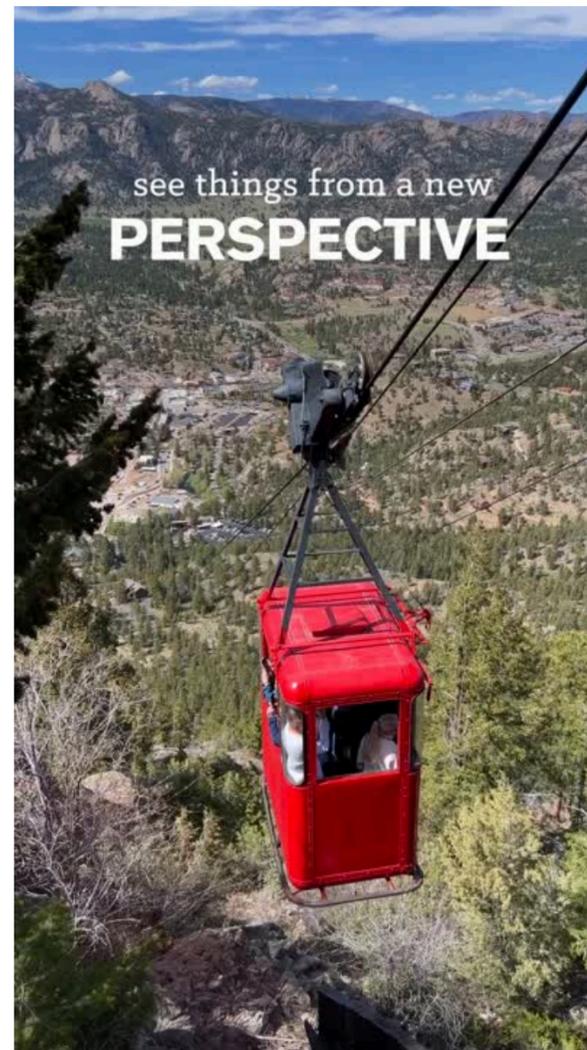


**HEY NEIGHBOR!**  
Come find your newest favorite spot.



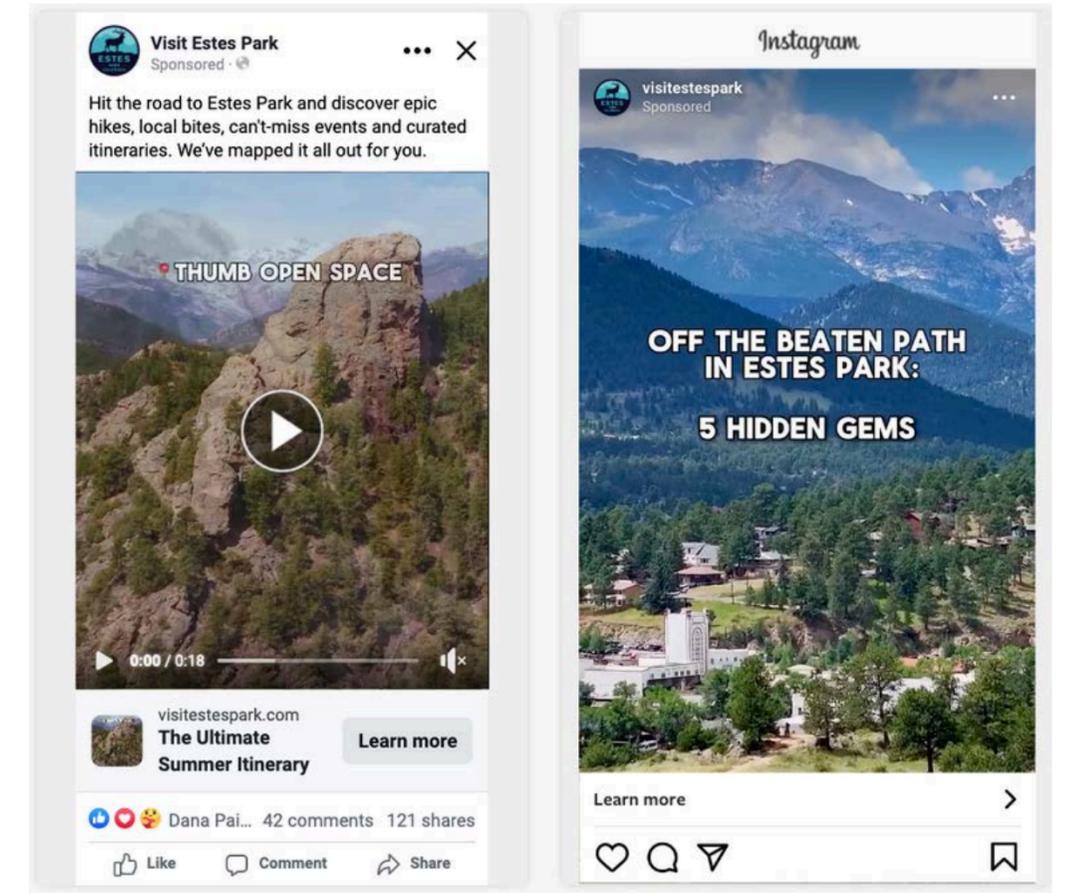
**HEY NEIGHBOR!**  
Ready to escape your usual routine?

- 1** CTA: Fall in love with Estes Park all over again.  
Button: PLAN NOW
- 2** CTA: Rediscover the magic of Estes Park.  
Button: PLAN NOW

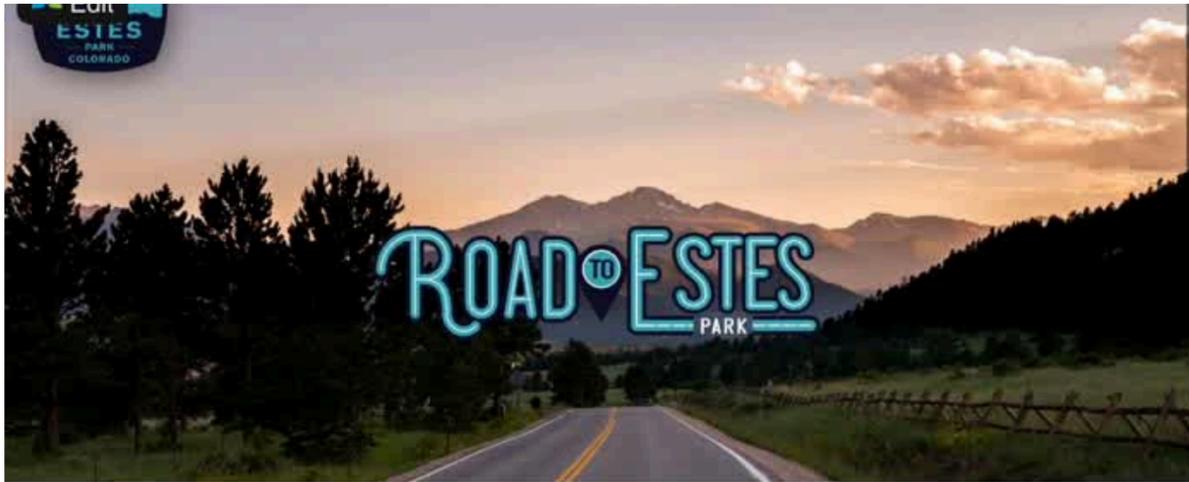


Always-On Awareness

Road to Estes



# Summer Marketing Campaigns



## WHAT TO DO IN ESTES PARK THIS SUMMER

### THE ROAD TO ESTES PARK

Looking for the best things to do in Estes Park this summer? Whether you're planning a family-friendly getaway with the grandkids, craving the outdoors, or on the hunt for the top places to eat in Estes Park, we've got you covered! From scenic hikes to local eats, our featured blog posts are packed with insider tips to help you make the most of your summer escape. Dive in and discover your perfect summer adventure!



[visitestepark.com/summer-trip](http://visitestepark.com/summer-trip)

The screenshot shows a mobile website interface. At the top, there are two featured images: a scenic lake at night with mountains in the background, and a plate of food including a burger and fries. Below these images is the section header "TIPS, TRICKS, AND LOCAL SECRETS" followed by a paragraph of text: "These blogs are packed full of local tips. Whether you're looking for the best patios, food trucks, or ways to avoid the crowds, we've got you covered!". Below this text are three featured blog post thumbnails with titles: "TOP ESTES PARK FOOD TRUCKS" (with an image of tacos), "OFF THE BEATEN PATH: LOCAL FAVORITES YOU DON'T WANT TO MISS" (with an image of a dirt path in a field), and "10 REASONS TO VISIT ESTES PARK THIS SUMMER" (with an image of a mountain valley). At the bottom of the page, there is a section header "ITINERARIES" and a small blue icon of a person walking.

DRAFT

# New! Estes Park Traveler Personas

**We're fine-tuning our media strategy by implementing target market personas based on real visitor data.**



These personas are data-driven profiles built from Placer.ai visitor origin insights (2019–2024) and the Visit Estes Park 2025 Market Profile. By analyzing patterns in geographic origin, seasonal trends, booking behavior and event interest, we developed clear traveler segments that reflect the real people who are choosing Estes Park year after year.

**Paid Ads - VisitEstesPark.com - Blogs - Social Media Posts - Consumer Newsletter**

# Estes Park Traveler Personas



## Front Range Weekender

- 30-40 years old
- Markets: Front Range
- Booking window: 7-30 days
- Day trips, one-two nights in the summer and fall
- Decisions Drivers: proximity, key weekends, seasonal changes, weather
- Looking for: hiking, fresh air, resets
- Opportunities: winter visitation, increase overnight stays, increase leisure activities



## Wild at Heart Explorer

- 35-65 years old
- Markets: Texas, Florida, California, Illinois
- Booking window: 30-90 days
- Three-five nights in the summer and fall
- Decisions Drivers: RMNP, signature experiences, vibrant mountain towns
- Looking for: long-haul adventures, nature
- Opportunities: winter visitation, increase leisure activities

# Estes Park Traveler Personas



## Memory Makers

- Multigenerational families traveling together
- Markets: Missouri, Iowa, Kansas, Nebraska
- Booking window: 91+ days
- Five-seven nights June through August
- Decisions Drivers: family-friendly lodging, group experiences, scenic drives
- Looking for: Estes Park is part of their family story
- Opportunities: winter visitation, holidays, introduce to new experiences



## Winter Wonder Seekers

- 45-70 years old
- Markets: Texas, Florida, Arizona
- Booking window: 30-90 days
- Three-five nights December through March
- Decisions Drivers: winter escape and scenic beauty, non-ski mountain towns
- Looking for: quiet winter experiences, cozy cabins, winter tranquility, natural beauty
- Opportunities: introduce to new experiences

# Estes Park Traveler Personas



## Culture Curious Festival Goer

- 25-45 years old
- Markets: Front Range, regional drive markets
- Booking window: 30 days or less
- One-two nights when events are held
- Decisions Drivers: proximity, weather, affordability, fun factor
- Looking for: unique, new, fun experiences
- Opportunities: convert to return guests

Coming Soon: Groups



**FAMs, Recent Media Coverage,  
+ Partner Newsletter: Papae**

# Familiarity (FAM) Tours



## Upcoming Summer FAM

- Dates: Aug. 21-24
- Focus: Outdoor Adventure
- Media: 4 Journalists

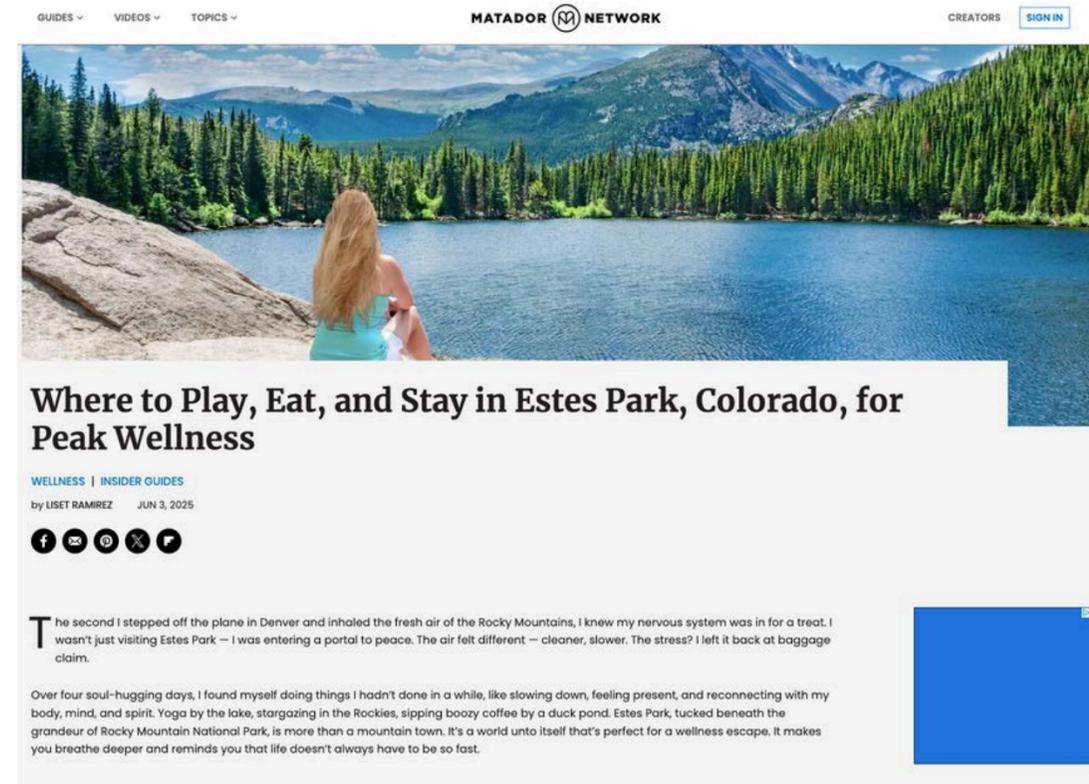
## 2025 Past FAMS

- Wellness FAM: May 8-11
- Italian FAM: June 9-11 (CTO)

# Notable Media Coverage

## Recent Coverage:

- **Travel + Leisure:** [The 10 Best Small Towns in Colorado](#) (Mentions: Rocky Mountain National Park, The Stanley Hotel)
- **Matador Network:** [Where to Play, Eat, and Stay in Estes Park, Colorado, for Peak Wellness](#) (Mentions: Rocky Mountain National Park, The Estes Park Resort, Qi Lounge, Estes Park Yoga, Dao House, The Stanley Hotel, Ember Restaurant & Bar, Bird and Jim, Mama Rose's, Brunch & Co., Mustang Mountain Coaster, Himalayan Curry & Kebob, Coffee on the Rocks, Mountain Village at Lake Estes)
- **Condé Nast Traveler:** [The Best Places to Stay in and Around Rocky Mountain National Park](#) (Mentions: Rocky Mountain National Park, The Stanley Hotel, Mountain Village at Lake Estes, Qi Lounge, Ember)
- **Lonely Planet:** [The best national parks in the western US](#) (Mention: Rocky Mountain National Park)
- **World Atlas:** [5 Prettiest Downtown Strips In The Rockies](#) (Mention: Estes Park)
- **USA Today 10Best:** [20 epic volunteer vacations that mix adventure and nature conservation](#) (Mentions: Rocky Mountain National Park, Rocky Mountain Conservancy)
- **Denver Post:** [Rocky Mountain National Park's summer season began normally Friday. Will it stay that way?](#) (Mention: Rocky Mountain National Park) + [Your ultimate guide to more than 80 summer festivals in Colorado](#) (Mentions: Rooftop Rodeo, Estes Park Wine Festival, Estes Park Labor Day Arts & Craft Show)
- **5280:** [Colorado's 9 Best Bluegrass Festivals](#) (Mentions: Snowygrass Music Festival, Rocky Mountain National Park) + [16 Fun Things to Do in The Mountains This June](#) (Mention: Wool Market)

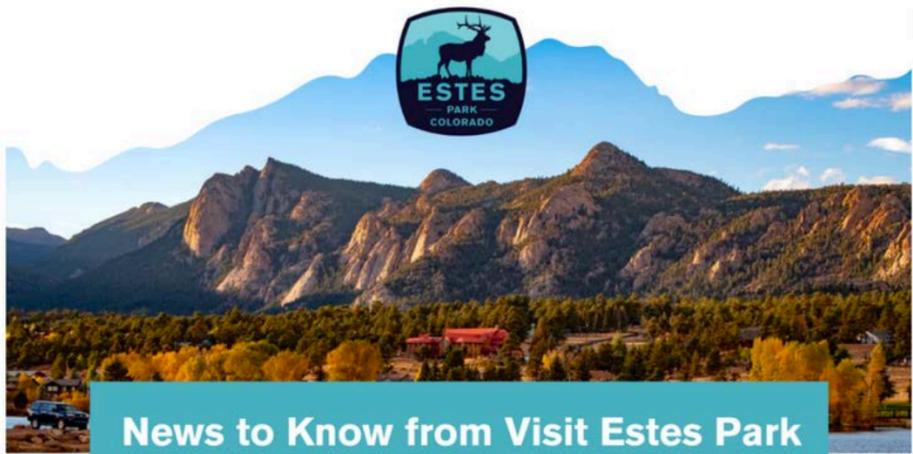


## Partner Mentions

Rocky Mountain National Park, The Estes Park Resort, Qi Lounge, Estes Park Yoga, Dao House, The Stanley Hotel, Ember Restaurant & Bar, Bird and Jim, Mama Rose's, Brunch & Co., Mustang Mountain Coaster, Himalayan Curry & Kebob, Coffee on the Rocks, Mountain Village at Lake Estes

Visit Estes Park

# Partner Newsletters



## Summer Travel Trends

**Let us know about your summer booking trends to help shape late-season marketing efforts.**

We have been closely watching travel patterns to better target audiences based on their habits. Road trips are dominating summer travel in 2025, with 63% of U.S. travelers choosing to drive vs. 45% flying, according to Bank of America via [TravelPulse](#). Lower gas prices and air travel challenges are making road travel more appealing.



## Share Estes Experiences

**There's still time to help your team become ambassadors for your business and Estes Park!**

Frontline employees are the face of Estes Park. They greet our visitors, answer questions, make recommendations, and often shape the entire guest experience. During Tourism Appreciation Week (May 4–10, 2025), we are celebrating them—and giving them the tools to shine.



Dear Tourism Partner,

We are pleased to share another opportunity for you to provide your input on the Estes Valley's Tourism Master Plan. Please complete this short *Resident Sentiment Survey* and help us shape the future of our destination.



# What's New



## Spotlight on Estes Park 2025

### New Openings, Big Anniversaries & Award-Worthy Accolades

#### NEW OPENINGS + RENOVATIONS

Estes Park continues to evolve with exciting new experiences for visitors of all ages. From thrilling attractions and delicious treats to creative renovations and expanded local businesses, 2025 brings a fresh wave of energy to this beloved mountain town. Whether you are here for outdoor adventure, family fun, or a taste of something new, Estes Park has even more to explore this year.

- **[The Stanley Hotel - Stanley Chocolate Factory](#)**: A whimsical and immersive experience featuring a chocolate-making kitchen, chocolate tasting room, whiskey cellar, coffee shop, rooftop barbecue restaurant, toy train that delivers the gourmet chocolate bars made by patrons, and much more. *(Opening July)*
- **[WesTex Rooftop BBQ Rooftop Location](#)** – Opening a rooftop location perched atop the brand-new Stanley Chocolate Factory and offering mouthwatering, slow-cooked meats with incredible mountain views *(Opening July)*
- **[Ride-A-Kart - Electric Go Carts](#)**: Debuting electric go-karts with a gamified scoring system called POWER UP, adding competition and fun to a classic attraction. *(June)*
- **[Fun City – Spinning Roller Coaster](#)**: Introducing a new figure-8 spinning roller coaster — the highest of its kind in the country at 7,545 feet above sea level. *(June)*
- **[The Slab Outdoor Pub](#)**: Reopening with a new look and lively atmosphere featuring local food, cold drinks, live music, and community vibes. *(June)*
- **[Cleave Street Redevelopment](#)**: Located in the heart of historic downtown, this corridor will be transformed into a pedestrian-friendly space with sidewalks, benches, and activations including events, art markets, and more. *(June)*

#### 2025 ANNIVERSARIES

Estes Park has been a favorite and special destination for people for many years. In 2025, several iconic local businesses celebrate milestone anniversaries. These are moments to honor their impact and keep supporting local traditions.

- 6 years: [Avant Garde Aleworks](#) *(Opened July 2019)*
- 10 years: [The Barrel](#) *(Opened June 2015)*
- 10 Years: [Rock Cut Brewing](#) *(Opened August 2015)*
- 10 Years: [Lumpy Ridge Brewing](#) *(Opened July 2015)*
- 70 Years: [Brownfields](#) *(Opened in 1956)*
- 70 Years: [Estes Park Aerial Tramway](#) *(Opened April 1955)*
- 80 Years: [The Wheel Bar](#) *(Opened August 1945)*
- 90 Years: [The Original Taffy Shop](#) *(Opened 1935)*
- 90 Years: [Indian Village](#) *(Opened 1935)*

Also coming up in 2026, Colorado will observe its 150th anniversary of statehood, while the United States marks 250 years since the signing of the Declaration of Independence. These events will offer opportunities for statewide celebration and reflection. Learn more about the [America 250 - Colorado 150 initiative](#) led by the Colorado Tourism Office.

#### ACCOLADES + AWARDS

Estes Park continues to earn recognition for excellence across the state and nation.

- **[The Taffy Shop](#)**: USA TODAY 10BEST Readers' Choice Award for Best Candy Shop (2024)
- **[Sean Lara Photography](#)**: Ranked #1 Wedding Photographer in the U.S. and #4 in the world by the Wedding Photojournalist Association (2024)
- **[Bird & Jim](#)**: Wine Spectator Award of Excellence (2020-2024) [Wine Spectator info](#)
- **[Hunter's Chophouse](#)**: Wine Spectator Award of Excellence (2021-2024) [Wine Spectator info](#)



# Social Media & Blogs: Margolee

# Partner Events in VEP Content

## How to Connect

Email | Olive Portal | Partner Newsletter | Partner FB page

 [Margolee@visitestepark.com](mailto:Margolee@visitestepark.com)



Partner Newsletter



Partner FB post

## Types of content to post

- Help visitors plan things to do | live bands near your hotel
- Post timely content | same day or within the hour
- Collaborations | post meal after your tour!  
credit guided company and restaurant

Ex. of Content Mashup



@estepark



@visitestepark

## CONTENT BASED OFF EVENTS!



Visit Estes Park



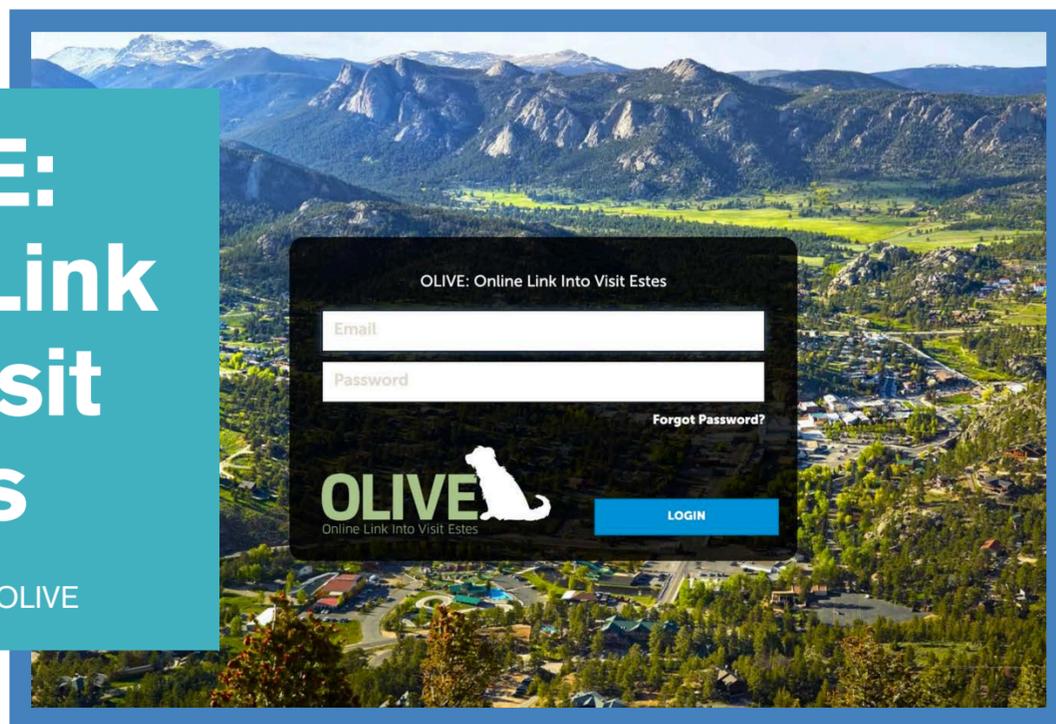
# Partner Engagement: Dana

# Beyond Program & OLIVE

Looking for **Fall and Holiday** lodging packages, special offers, and events to attract visitors to your business!

**OLIVE:**  
Online Link  
into Visit  
Estes

[VisitEstesPark.com/OLIVE](http://VisitEstesPark.com/OLIVE)



## SUMMER IN ESTES PARK

QR Code: [www.visitestes.com](https://www.visitestes.com)

**DON'T MISS THESE SUMMER EVENTS:**

Wool Market	June 7-8
Independence Day Celebration	July 4
Rooftop Rodeo	July 5-10
Estes Park Wine Festival	August 9-10
Snowygrass Music Festival	August 21-24
Plain Air Event	August 21-26
Labor Day Arts & Crafts Festival	Aug 30-Sept 1

Logos: DO ARREST, ESTES, EP, C, ESTES PARK FOUNDATION

# Estes Park Discovery Trails

## ArtBeat of Estes Trail

The ArtBeat of Estes Trail showcases stunning murals, galleries filled with local artists' creations, from paintings to jewelry. Don't miss the exciting art events, featuring live demos to connect with the artists.



### ARTBEAT OF ESTES TRAIL

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download

FREE

[Sign Up](#)

[Learn More](#)



## Sugar Rush Route

Embark on a delightful Sugar Rush Route that tantalizes your taste buds and sparks your imagination! This sweet adventure takes you through the heart of downtown Estes Park, where the magic of confectionery comes to life.



### LANDMARKS & LEGENDS

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download

FREE

[Sign Up](#)

[Learn More](#)



## Landmarks & Legends

The Landmarks and Legends starts at the Estes Park Visitor Center and showcases various historical sites. Visitors can view historical images of Estes Park and compare them to their present-day locations as they walk the trail.



### SUGAR RUSH ROUTE

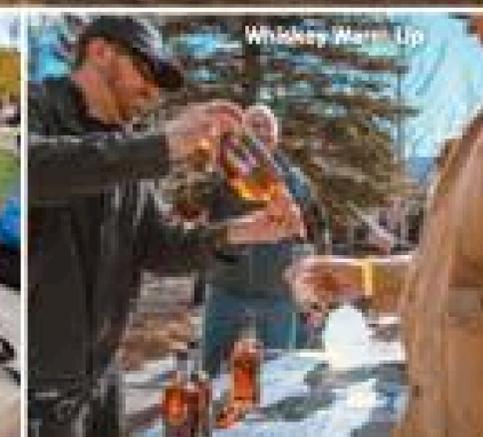
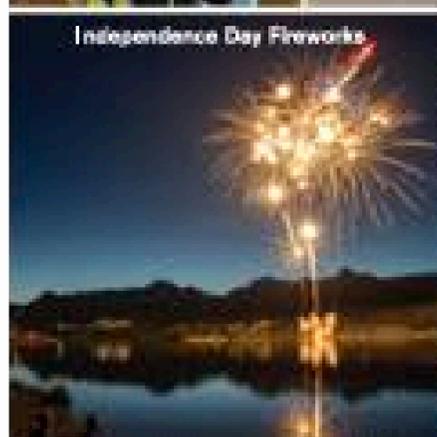
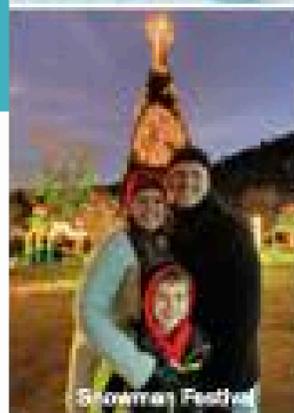
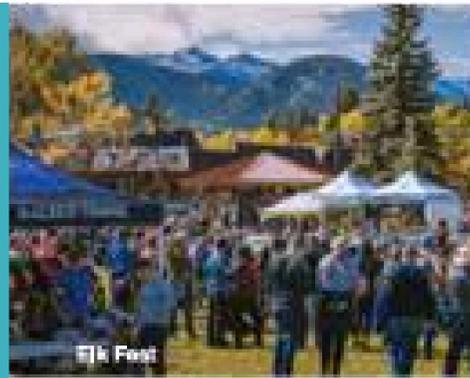
- Mobile exclusive
- Instantly delivered via text and email
- No apps to download

FREE

[Sign Up](#)

[Learn More](#)

# Apply for Event & Project Sponsorship



# Sustainability



Join us for a **DarkSky** measurement event on **June 25 at 8:30 pm** at the **Estes Park Observatory**.



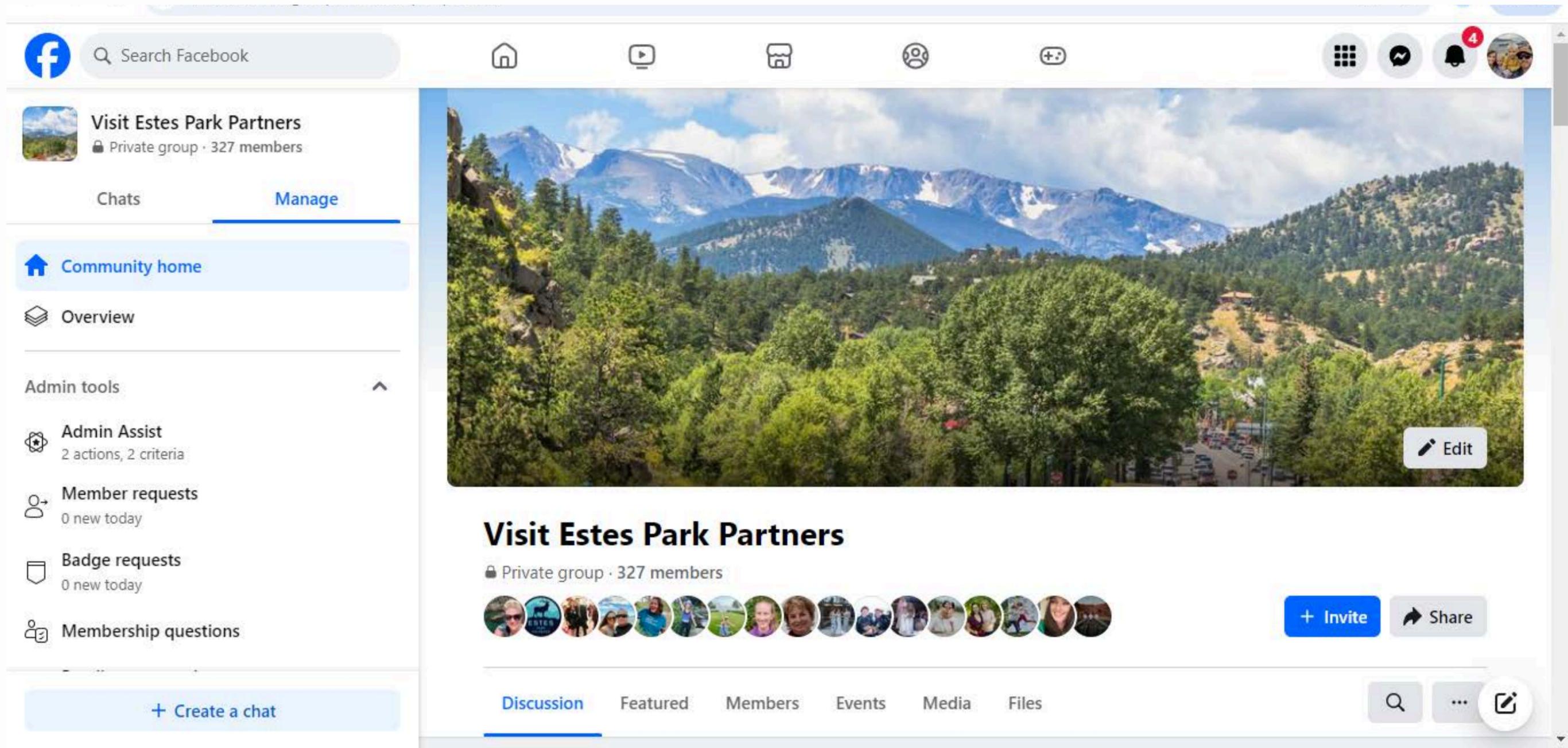
Enables visitors to support local nonprofits by rounding up their purchases at participating businesses or purchasing specially designated items. Sign Up to be a **Giving Guest Business**: Contact **Karen McPherson** at [info@epnonprofit.org](mailto:info@epnonprofit.org)

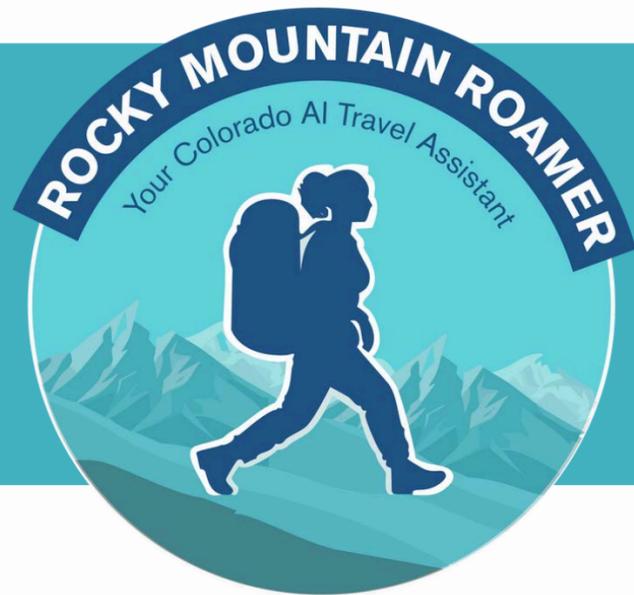


Green Business  
Network  
**COLORADO**

**Sustainability Certification. Learn more by visiting**  
<https://cdphe.colorado.gov/dehs/sustainability/cgbn>

# Join our Partner Facebook Group





# Rocky Mountain Roamer

We need your help training our new travel assistant powered by AI!

When travelers scan the Rocky Mountain Roamer QR code, they are directed to a chat bot in WhatsApp. Through the chat, they can get fast answers and instantly find information on lodging, things to do, restaurants and bars, travel routes and more.

**Test it out:**



**Give us feedback:**





**Group Sales: Chris**

# Group Sales

- Meeting with Stakeholders
- Meeting Planner Guide
- Tradeshows
- International Market
- FAMS

Make sure your listing is fully up-to-date in OLIVE. For lodging, please make sure you list the total number of your guest rooms and meeting spaces!



# Roundtable Discussions

**Mike Zumbaugh**

*Interim CEO and  
Finance Director*

Dean Runyan Study

Mike@VisitEstes

Park.com

**Rebecca Domenico-  
Gelsinger**

*Operations Director*

Tourism Master Plan &

Partner Liaison

Rebecca@VisitEstes

Park.com

**Dana Paiement**

*Senior Destination*

*Development Manager*

Beyond Program, OLIVE,

Events, Sustainability

Dana@VisitEstesPark.com

**Chris Bierdeman** *Sales  
& Events Manager*

*Sales FAMs, Meeting*

*Planner Guide*

Chris@VisitEstes

Park.com

**Rachel Ward  
Oppermann**

*Marketing Director*

Marketing Campaigns

Rachel@VisitEstes

Park.com

**Papae Litchfield**

*Communications Manager*

Public Relations/Media

FAMS & Partner

Newsletters

Papae@VisitEstes

Park.com

**Margolee Pemberton**

*Marketing Content*

*Manager*

Social Trends, Blogs,

Social Media

Margolee@VisitEstes

Park.com

**Eric Woodside** *Marketing*

*Technology Coordinator*

Rocky Mountain Roamer &

Website

Eric@VisitEstes

Park.com



**Questions?**