

ABOUT VISIT ESTES PARK

VISIT ESTES PARK, the name under which the Estes Park Local Marketing District operates, is the official Destination Marketing Organization (DMO) for Estes Park, Colorado. A DMAI (Destination Marketing Association International) accredited DMO, Visit Estes Park's mission is to drive tourism and year round economic growth by attracting visitors to the area through effective and efficient marketing.

TOGETHER IN TOURISM— GET INVOLVED!

Help promote your business and advocate for Estes Park's tourism industry.

- Help communicate the Estes Park destination experience and drive guests to your business by participating in Visit Estes Park's co-op marketing efforts
- Strengthen the Estes Park Brand by learning about the Estes Park Brand Strategy, including the BrandPromise™ and incorporate these unique brand elements into your business's message
- Maximize your partnership with Visit Estes Park by checking out VisitEstesPark.com/Partners, where you can access a variety of resources including research, Visit Estes Park reports, advertising media kits, brand tools, and more
- Connect with Visit Estes Park on social media—check out [Facebook.com/EstesPark](https://www.facebook.com/EstesPark) to find the hub of our social media messages, and links to all of our other social media channels
- Engage the Visit Estes Park team and tell us about your business! Communicate with Visit Estes Park so we can strengthen our brand story



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

P.O. Box 4426 | 1200 Graves Avenue | Estes Park, CO 80517
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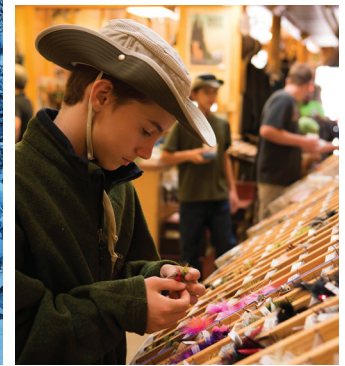
ESTES PARK

TOGETHER IN TOURISM

STRENGTHENING OUR ECONOMY...
ENRICHING OUR COMMUNITY

For over a century, tourism has been the cornerstone of the Estes Park economy and experience, as guests have marveled at the area's exceptional natural beauty, watchable wildlife, and outdoor adventures. Today, we continue these traditions and celebrate the evolution of our destination. We work together with the community to enhance the guest experience, sharing what we love about Estes Park with the world. Visit Estes Park is proud to be a tourism partner in these efforts and a member of our dynamic, hard-working tourism community.





ESTES PARK...YOUR FAVORITE WAY TO EXPERIENCE COLORADO, WHERE EXCEPTIONAL, NATURAL OUTDOOR ADVENTURES ARE A WAY OF LIFE.



ESTES PARK TOURISM PAYS!

- Tourism is the basis of the Estes Park economy
- Estes Park's 2,000,000 guests spend \$187 million in our village each year
- Our guests generate \$154 million in taxable sales
- The tourism industry is Estes Park's largest employer, providing more than half the jobs in Estes Park
- People who work in the tourism industry in Estes Park earn \$46.7 million every year
- Our guests provide the Town of Estes Park 54.1% of its tax revenues, almost \$18 million every year
- Estes Park Tourism saves every Estes Park household \$877 in municipal costs every year
- Every \$1 spent on Visit Estes Park tourism advertising, generates \$6.70 in return to the state of Colorado; city and county governments receive additional tax dollars

Source: Summit Economics, 2012

THE ESTES PARK BRANDPROMISE™

Following Destination BrandScience™ methodology, the Estes Park promise defines the essence of our brand's benefits that guests can expect to receive. Born out of an initiative involving hundreds of community members, the Estes Park promise is:

Estes Park...Your favorite way to experience Colorado, where exceptional, natural outdoor adventures are a way of life. Extraordinary beauty...Real wildlife. Welcome to our majestic mountain village where everyone feels like a guest.

Everything you wanted...Better than you imagined.

Contact Visit Estes Park to learn more about Visit Estes Park's destination brand strategy initiative.

WHERE WILD MEETS LIFE

Based on a comprehensive Brand Strategy effort, the *Where Wild Meets Life* integrated marketing campaign is the heart of advertising and promotions in key markets nationwide and incorporates the Estes Park BrandPromise™ concepts: real wildlife, exceptional outdoor adventures, extraordinary beauty, majestic mountain village and a welcoming community.