

**Advertising & Campaign Development**  
**RFP Questions & Answers**  
for Visit Estes Park

*April 22, 2026*



1. **How should we approach the balance between net-new campaign development and leveraging existing creative assets, particularly in the initial contract period?**

We look to the potential bidder to make a recommendation based on their capabilities.

2. **How does Visit Estes Park prioritize demand generation versus demand shaping (e.g., shifting seasonality, midweek travel, or audience mix).**

The proposed strategy should reflect a recommended mix of both.

3. **How are success metrics weighted between media performance (CTR, conversions) and destination outcomes (occupancy, ADR, seasonal distribution)?**

Both media performance and destination outcomes are both tracked and evaluated as appropriate.

4. **Are there specific need periods (seasonal or midweek) that should be prioritized in early campaign planning?**

Goals related to need periods are detailed in the RFP and in resources on [visitestepark.com/transparency](http://visitestepark.com/transparency).

5. **Can you share who has previously managed paid media and campaign creative for Visit Estes Park, and does this RFP represent a transition or an expansion of scope?**

This RFP reflects VEP's current needs and priorities. All qualifying proposals will be evaluated.

6. **Can you share any existing agency or partner relationships supporting paid media, creative, PR, or research—and how you envision the selected partner integrating with that ecosystem?**

VEP is currently conducting an RFP process across several partner relationships and disciplines. Integrated collaboration across agencies, vendors and other partners is a requirement of VEP. Selected partners will be expected to work constructively and professionally with other vendors, share relevant data and reporting as appropriate, and participate in coordinated planning efforts to produce an integrated outcome.

7. **Is the \$500,000 H2 2026 media budget available for the selected agency to plan from scratch, or are there existing media commitments, placements, or campaign schedules already in place?**

There are existing commitments within the 2026 media budget that the selected agency partner would need to accommodate, and those details will be shared and worked through collaboratively with the selected partner when media planning begins.

8. **With brand guidelines currently in development, what level of influence is expected from the selected partner in shaping campaign and broader brand expression—and what timeline should we anticipate for finalized guidance? How should agencies approach brand expression in the interim?**

We anticipate the new brand guidelines and corresponding assets to be available by July 1, 2026. We encourage bidders to use all information and resources provided in this RFP to demonstrate their creative thinking and strategic point of view. We are looking for approaches that are imaginative, well-reasoned, and show creative range.

9. **What data sources or methodologies are currently used to connect marketing efforts to visitation and economic impact?**

We currently partner with PlacerAI and Tourism Economics for visitation and

economic impact information. More information can be found at [visitestepark.com/transparency/](http://visitestepark.com/transparency/).

**10. How are resident sentiment and community considerations incorporated into campaign and media strategy decisions?**

Resident quality of life and community are central to VEP's approach to destination marketing and management.

**11. What is currently limiting performance or progress in your marketing efforts today?**

We look forward to sharing more context with the selected partner through onboarding and discovery. For proposal purposes, potential bidders should rely on the information provided in the RFP.

**12. Which channels or tactics are currently outperforming expectations, and where are you seeing inefficiencies?**

We look forward to sharing more organizational context with the selected partner through onboarding and discovery. For proposal purposes, potential bidders should rely on the information provided in the RFP.

**13. The RFP notes that proposals may be submitted for separate components of the scope. Has Visit Estes Park identified a preferred approach (single partner vs. multi-agency), and how would proposals be evaluated across those options?**

Potential bidders are encouraged to submit proposals where they can deliver the greatest value and strongest work. Proposals will be evaluated on their merits, and the final engagement structure will reflect the best combination of capabilities identified through that process.

**14. Are oral presentations planned for all finalist agencies, or only the selected finalist? If presentations are planned, what format (e.g., in-person or**

**virtual) and duration should agencies anticipate?**

Oral presentations will be in-person or virtual. Presentation details and logistics will be communicated directly to finalist(s) advancing to that phase in the process.

**15. The Confidentiality and Non-Disclosure statement of the RFP states that all work product submitted in response to this RFP becomes the property of Visit Estes Park, and that potential bidders waive all rights under trademark, patent, and copyright law for a period of three years. As written, this clause appears to extend to work product created for other clients in the case studies and speculative strategic thinking, creative concepts, media strategies and data approaches developed *during the proposal process itself*, not only to work product created under a subsequent VEP contract. Our agency's proposals draw substantially on proprietary frameworks, methodologies, and approaches that constitute pre-existing intellectual property which we have developed independently and applied across multiple client relationships, particularly as demonstrated in the no more than three requested case studies. Surrendering ownership of this IP as a condition of proposal participation would be inconsistent with our standard practice and our contractual obligations to existing clients. We respectfully ask: Is this clause intended to govern contracted work product only, or does VEP intend for it to apply to all materials submitted during the RFP process? If the latter, we would appreciate confirmation of whether agencies that cannot accept these terms as written are effectively disqualified from participating, or whether VEP is open to a modified agreement for prospective bidders.**

This clause is intended to apply to work created specifically on behalf of VEP, including during the RFP process. This clause is not intended to extend to any work created for other clients or pre-existing intellectual property of the potential bidder.

**16. How is your marketing team structured, and who holds final decision-making authority over creative and strategy?**

The marketing team is led by the VP of Visitor Experience, who serves as the primary decision maker on creative and strategy. This position reports to the CEO. The VP and the marketing team work alongside a Marketing Advisory Committee appointed by the VEP Board of Directors.

**17. Who will serve as the agency's primary day-to-day contact, and how are internal stakeholders aligned around the agency relationship?**

The VP of Visitor Experience will serve as the agency's primary day-to-day contact. Internal stakeholders will be engaged in alignment with the scope of work, with relevant team members included based on the nature of each project or deliverable.

**18. What does your current creative process look like from brief through final approval, including who is involved at each stage, typical turnaround expectations, and how feedback is consolidated? Where have past processes created friction or delay?**

Visit Estes Park looks forward to sharing process details and workflow expectations with the selected partner through onboarding and discovery.

**19. Is this review driven by a contract term, mandated process, or proactive search? Is your incumbent agency participating?**

This RFP reflects VEP's current needs and priorities. All qualifying proposals will be evaluated.

**20. What are VEP's primary marketing KPIs, how is performance currently tracked across creative and media, and at what frequency is performance reviewed internally and with your agency partner?**

KPIs and performance information can be found in the resources linked in the RFP. Performance is reviewed on an ongoing basis with reports monthly,

quarterly, and ad-hoc as needed.

- 21. What is the current state of VEP's creative and content asset library, including photography, video, and brand materials, and where do the most significant gaps exist relative to your upcoming campaign needs?**

Visit Estes Park has an existing asset library in Snapsea that will be made available to the selected partner. Any additional asset development needs will be scoped separately.

- 22. How were VEP's current traveler segments and target audience personas developed, and what data informed them? How frequently have these audiences been revisited or updated, and how is audience performance validated against actual visitation behavior?**

We expect our selected partner(s) to conduct a thorough evaluation of our target geographic markets and audience segments to confirm they remain strategically aligned with Visit Estes Park's goals of increasing year-round visitation, driving demand during need periods, and supporting sustainable destination growth. Proposals should reflect the agency's approach to that work.

- 23. Are there specific words, visual territories, heritage elements, or brand associations that have historically defined VEP's identity, either as enduring equities to build on, or as conventions the organization is ready to move beyond?**

Visit Estes Park looks forward to exploring these questions with the selected partner through onboarding and discovery. Proposals should demonstrate the agency's approach to that kind of brand evaluation work.

- 24. What examples of breakthrough creative work, within the DMO category or beyond it, does VEP's team find most compelling, and why? What creative possibilities are you most hoping a new agency partner will open up for the organization?**

Visit Estes Park is seeking an agency partner that brings a strong creative perspective and innovative ideas.

**25. Often destinations want to expand shoulder season, but struggle with amenities. Are there times of the year when Estes Park struggles with an adequate work force to keep businesses operating normal hours?**

Like many destinations, workforce is an issue our community monitors closely. VEP works with business partners and stakeholders to welcome visitors and support the local economy as a year-round destination.

**26. Your RFP calls for fresh thinking on how Estes Park shows up in regional, national, and international travel conversations. Can you confirm whether this scope includes proactive international media strategy and outreach as part of the engagement?**

This scope is primarily focused on domestic travel marketing. Visit Estes Park does conduct international travel trade activity and agencies are welcome to demonstrate how they might support international efforts.

**27. We understand brand guidelines are currently in development by the VEP team. Will those be available for respondents to reference?**

We anticipate the new brand guidelines and corresponding assets to be available by July 1, 2026.

**28. Can Visit Estes Park clarify the primary KPIs that will define success for paid media and campaign efforts (e.g., visitation lift, overnight stays, ROAS, shoulder-season performance), and whether a preferred attribution methodology or data partner is currently in place to measure visitation impact?**

Visit Estes Park's goals and success definitions are outlined in the RFP and resource documents.

**29. How does Visit Estes Park envision balancing demand generation with resident and stewardship considerations during peak visitation periods, and will guidance be provided on when to suppress, shift, or redirect demand?**

Resident quality of life and stewardship are central to Visit Estes Park's approach to destination marketing. VEP will work collaboratively with the selected partner on demand strategy.

**30. Is Visit Estes Park able to provide guidance on the anticipated volume or frequency of creative assets (e.g., number of campaigns, formats, seasonal refreshes) expected within the outlined creative services and agency fee budgets?**

Creative volume, frequency, and seasonal refresh cadence are strategic recommendations Visit Estes Park expects from the selected partner. Proposals should reflect the agency's point of view on how to structure and pace creative work within the outlined scope.

**31. Can Visit Estes Park clarify how conflicts of interest will be evaluated for agencies representing multiple tourism destinations, and whether category exclusivity is required for this engagement?**

Category exclusivity is not a requirement. Visit Estes Park does expect that selected partners will be transparent about other relevant relationships and will ensure that work produced for Visit Estes Park reflects fresh, independent thinking without conflict of interest relative to other destinations or clients they represent.

**32. How were the budgets determined for paid media and creative/professional services? What flexibility might there be with regard to budget?**

Budget parameters and their breakdown reflect Visit Estes Park's current preference. Agencies should propose what they can offer within that context.

**33. Are there any past campaigns that you feel successfully captured the Estes Park brand or missed the mark?**

Visit Estes Park looks forward to this discussion with the selected partner through onboarding and discovery.

**34. Are there specific KPIs or benchmarks from past campaigns that you expect a new partner to meet or exceed?**

Visit Estes Park's goals are outlined in the RFP documents. Specific KPIs will correspond with the strategy developed by the selected partner.

**35. How do you currently measure “high-value visitors,” and are there priority behaviors or conversion points we should optimize toward?**

High-value visitors can be those who stay longer and spend more within the destination. We recognize this definition continues to evolve and welcome the selected partner's thinking on how to further refine and operationalize it as part of our work together.

**36. Are there any emerging or underperforming audience segments you are particularly interested in growing or reevaluating?**

Visit Estes Park looks forward to having this conversation with the selected partner through onboarding and discovery.

**37. What data sources or tools are currently used for performance tracking and attribution?**

We currently partner with PlacerAI and Tourism Economics for visitation and economic impact information. More information can be found at [visitestepark.com/transparency/](https://visitestepark.com/transparency/).

**38. What skills and factors are you looking for in a new marketing agency?**

Evaluation criteria are outlined in the RFP.

**39. Visit Estes Park references “The right message reaching the right traveler at the right moment” as one measurement of success – how has the destination measured this in the past? What do average engagement rates on previous campaigns look like?**

Potential bidder proposals should reflect the agency's approach to measuring message relevance and audience alignment.

**40. What KPIs or attribution models are currently used to evaluate paid media performance and conversion to overnight stays?**

We currently partner with PlacerAI and Tourism Economics for visitation and economic impact information. More information can be found at [visitestespark.com/transparency/](https://visitestespark.com/transparency/).

**41. Has Visit Estes Park done anything in the way of geolocation measurement or targeting around campaigns to understand movement of visitors to and through the region?**

We currently partner with PlacerAI for visitation information.

**42. Can you expand on Estes Park’s “need periods?” We would assume that the destination requires additional support driving visitation during fall and spring, as well as likely parts of winter, but would appreciate any insight you can provide?**

Need periods and seasonal context are addressed in the RFP and provided resources at [visitestespark.com/transparency/](https://visitestespark.com/transparency/).

**43. What are some of the destination’s marquee events – its top 5-10 tourism-driving events each season?**

Visit Estes Park's event support is reflected in the RFP resources and on our website at [visitestespark.com](https://visitestespark.com).

- 44. What have your recent creative campaign(s) looked like? What do you consider to be the strengths and weaknesses/opportunities around recent campaign(s)?**

Visit Estes Park looks forward to having this conversation with the selected partner through onboarding and discovery.

- 45. What has Visit Estes Park done in the past to engage with Meetings & Event planners? How would the destination like to see that area of work improved and built upon?**

Visit Estes Park's meetings and conventions efforts to date have been primarily relationship-based, including trade show participation and direct sales activity. We would like to extend these efforts through marketing and advertising that supports and amplifies the sales team's work.

- 46. Did the previous agency do specific work to target Travel Trade Partners, or is that owned by Visit Estes Park's team? How would the destination like to see that area of work improved and built upon?**

Visit Estes Park's travel trade efforts have been managed through our own team and state-based relationships. We would like to extend these efforts through marketing and advertising that supports and amplifies the sales team's work.

- 47. Did the previous agency do specific work to target Estes County Residents, or is that owned by Visit Estes Park's team? How would the destination like to see that area of work improved and built upon?**

Resident relationship-building is work that Visit Estes Park owns and actively tends to as an organization. We are interested in how a selected agency partner might support and extend those efforts through marketing. Proposals should reflect the agency's approach to resident engagement in a destination marketing context.

**48. Has Visit Estes Park carried out a local sentiment analysis to understand local perceptions of tourism? Has the destination engaged in any local-targeted campaigns to address these perceptions?**

Visit Estes Park has engaged in research on this topic and relevant findings are reflected in the resources provided in the RFP on the website.