

VISIT ESTES PARK CONSTRUCTION MARKETING CAMPAIGN



How is the Summer Looking? How Many Visitors Are Coming?

We don't know. We have a data drought in our local market.

In most markets across the country, the lodging industry shares industry data and information confidentially and the destination marketing organization aggregates it to help the community forecast for visitation. We do not have this, and this summer construction crisis is the perfect example of when we could really use a crystal ball (or just some numbers) to help us forecast. How do we change this? The lodging industry would need to decide to share their data.

What does the summer look like from a national perspective?

- “Rightsizing” is happening all across the tourism industry nationally. Benchmark is 2019.
- AAA predicts that 38.4 million people will make road trips for Memorial Day Weekend.
- AHLA predicts that 61% of Americans are likely to travel this summer, but inflation remains a significant obstacle to the hotel industry's economic growth. The same poll found that 31% of Americans said they plan to increase their number of hotel stays this summer compared to last summer. However, 55% of respondents said inflation is likely to reduce their chance of staying in a hotel, and 51% said inflation is likely to reduce their chance of traveling overnight.

Goal: Support Businesses Affected by Construction

Visit Estes Park's Summer Marketing Strategy:

Execute a multifaceted summer marketing campaign that provides short-term and long-term support to help inspire visitation and encourage guests to experience Estes Park like a local, as well as to be aware of construction and how to navigate it.

Tactics:

1. Programmatic digital advertising (Can implement quickly)
2. Encourage and incentivize guests to shop local through a passport punch system and app (Will take a little time to set up with local businesses)
3. Utilize storytelling through Estes Inspired Initiative (Will take a little time to build and launch creative)
4. Target extended locals as part of a Staycation Campaign for August
5. Provide marketing support and promote summer and fall events (Ongoing)
6. Provide talking points and a plug and play toolkit to stakeholders (Ongoing)

Tactic 1: Programmatic Digital Advertising

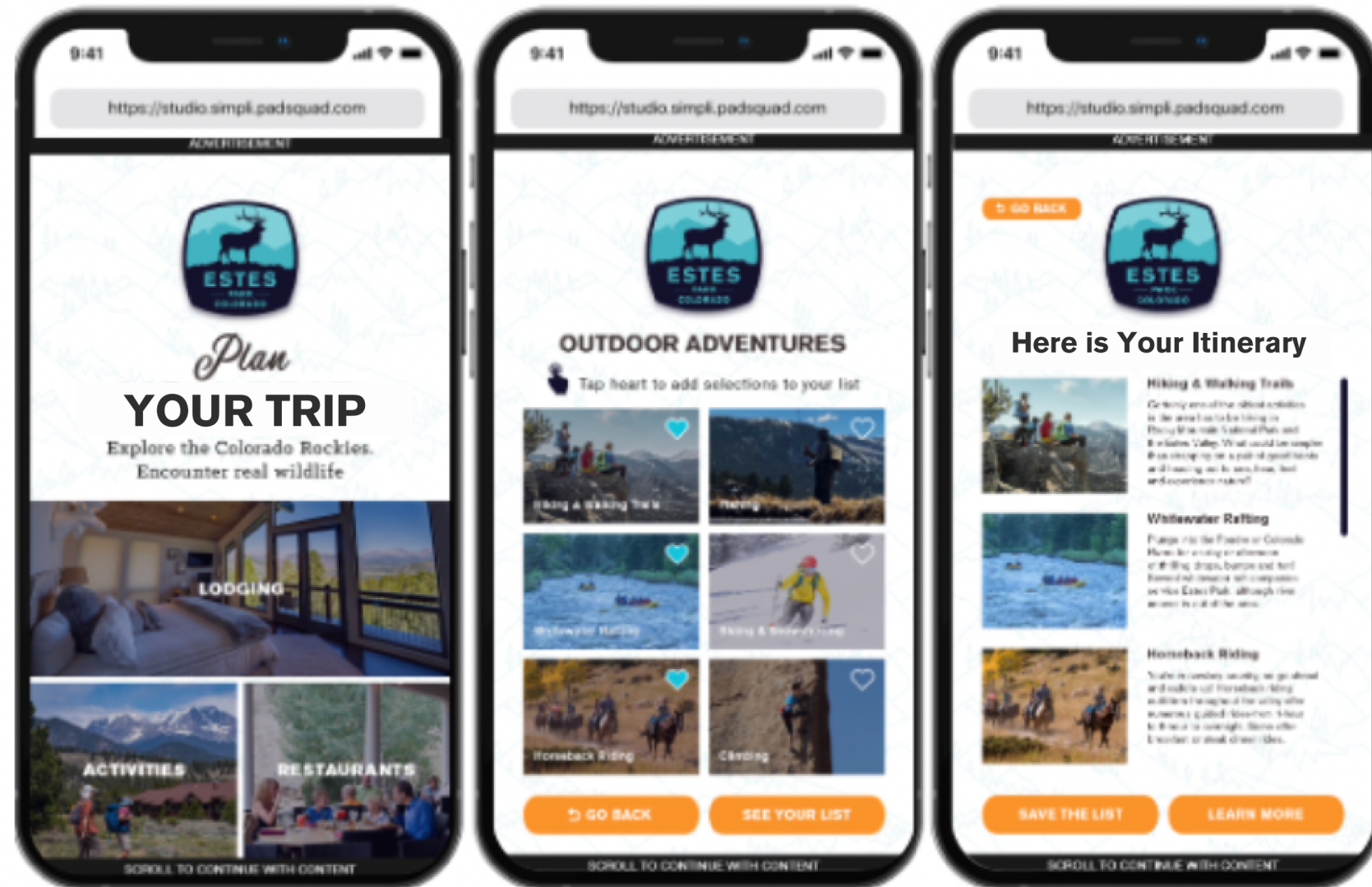
What is programmatic advertising?

- A type of digital advertising that uses sophisticated targeting to reach specific audiences based on our visitor demographics and markets.
- It is a highly efficient, customizable form of advertising that can be launched quickly.
- Results can be tracked easily, allowing for ongoing adjustments as needed for maximum exposure and success.
- In other words, programmatic advertising uses data to help get brands in front of the right audience at the right time.
- Our ads are served to users based on interest and aligning with content. For example, if there's an adventure travel article on T+L, our ad would be served there. Or if someone is seeking scenic beauty, it would be aligned with content or media outlets matching that interest.

Visit Estes Park's Target Markets Based on Data & Research:

- Primary Fly Markets: Dallas, Houston, Kansas City, Chicago, Los Angeles, San Francisco, Omaha
- Secondary Fly Markets: Florida (Tampa, Orlando, Miami-Ft. Lauderdale), Laramie, Cheyenne, Iowa
- Drive Markets: Denver, Colorado Springs, Fort Collins, Boulder, Loveland, Longmont, Greeley

Example A: Programmatic Digital Itinerary Generator



Itinerary Generator Ad:

- Promotes local businesses affected by construction
- A digital itinerary with the ability to save favorite locations and generate a personal trip list.
- Consumers will “heart” the locations they like, which will be populated into a travel itinerary that can be saved to their camera roll or screenshot.

Timing: June - October 2024

Campaign Impact: Immediately + fall & winter

Media Partners: Travel+Leisure, Outside, Wall Street Journal, Southern Living, KDVR

Cost: \$60,000 for both Itinerary Generator and Press and Hold Gamified Ad (see slide 6) units.

Markets: Primary, secondary and drive markets

Example B: Digital Programmatic Gamified Ad



studio.simpli.padsquad.com

Press and Hold Gamified Ad:

- Advertises local businesses affected by construction in a fun, game-like way.
- Through a unique application of touch, this ad will invite customers to explore the different businesses and activities available in Estes Park.
- With each press, the background will change to show the users what they can do.
- A prominent CTA to Explore is included to drive action.
- Up to 3-5 activities allowed in the unit. Can be updated periodically.

Timing: June - October 2024

Campaign Impact: Immediate + fall and winter

Media Partners: Travel+Leisure, Outside, Wall Street Journal, Southern Living, KDVR

Cost: \$60,000 for both Itinerary Generator (see slide 5) and Press and Hold units

Markets: Primary, secondary and drive markets

Tactic 2: Encourage and Incentivize Guests to Shop Local

Amplifying Retail Rally with sponsorship and by creating a Shop Local passport with Bandwango

Campaign Impact: Immediate

Markets: Drive markets

Placements: Paid social, editorial

Media Partners: Prairie Mountain

Media Group, Meta

Cost: In-kind (pre-paid program)

Retail Rally Participants:

A Unique Boutique

Aspen and Evergreen

Cabintique

Favorite Things

Mad Moose

Mary Jane's

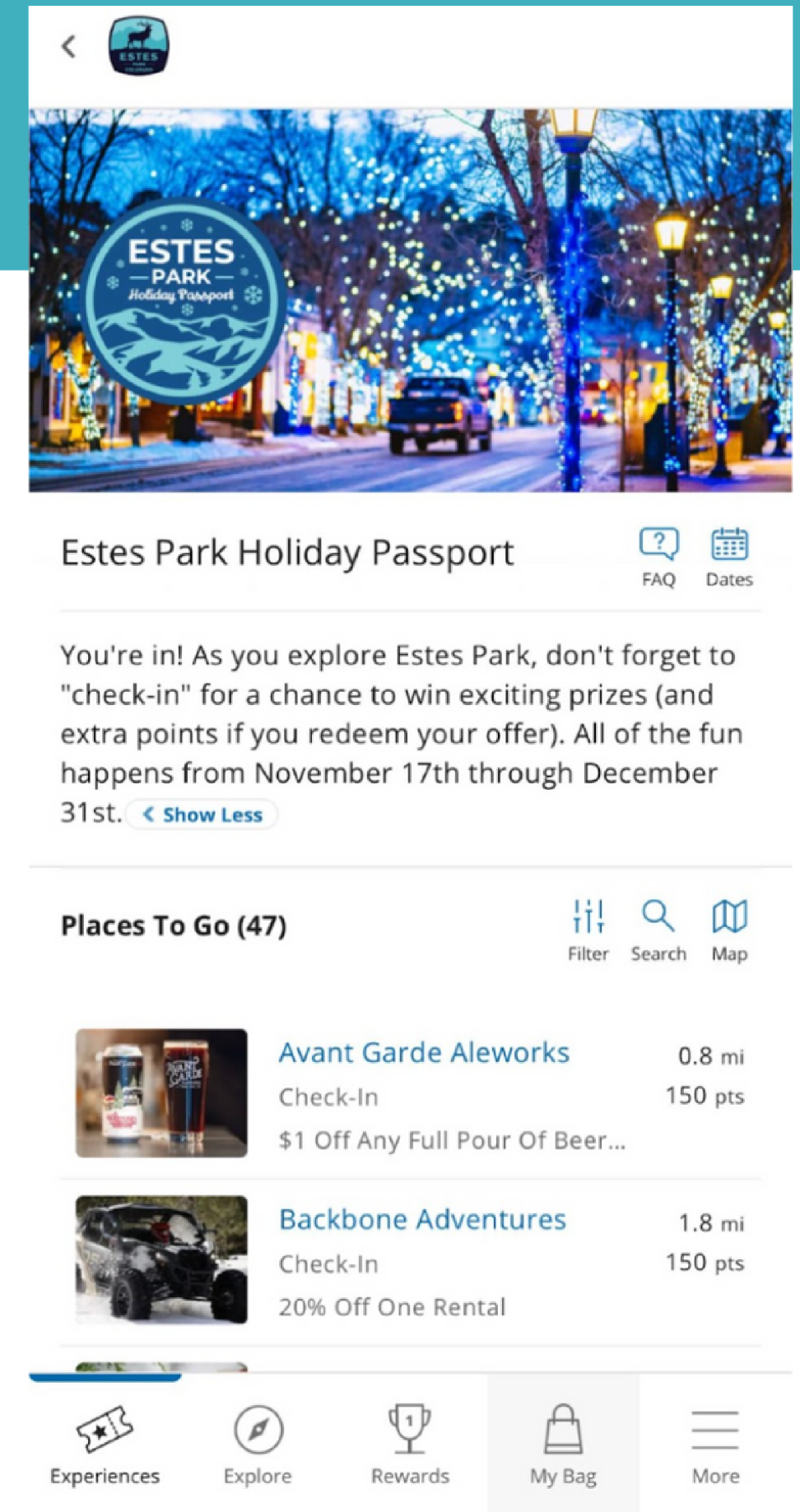
Contact:

Maureen McCann (970) 219-0188

Example: Shop Local Passport

How it works for guests:

- Free to participate
- The ultimate map to shopping local in Estes: featuring special offers and pointing you towards local businesses
- “Check-in” as you make your way around town and have the chance to win prizes
- Digital AND printed punch card, so folks can choose either



Tactic 3: Utilize Storytelling through our Estes Inspired Initiative

Estes Inspired Initiative:

- Instills reverence for our destination and the incredible people who have chosen Estes as home through inspirational storytelling

Timing: Summer 2024

Placement: Print, Programmatic Display, OOH, Paid Social, CTV

Media Partners: Prairie Mountain Media Group and Town of Estes Park

Transit, Street Media Group, Meta

Campaign Impact: mid to long-term

Cost: \$5,500

Markets: Drive market with an emphasis on Larimer County

Estes Inspired Featured Stories

Stories featuring:

- [Wendy Koenig](#) on her time in the Olympics and community support
- [Loren Shriver](#) on his experiences in space and moving to Estes Park
- [Nico StrangeOwl](#) and her family's art gallery and ties to the land
- [RisingBuffalo](#) on how he's healing the relationship between national parks and indigenous tribes



Estes Inspired Videos



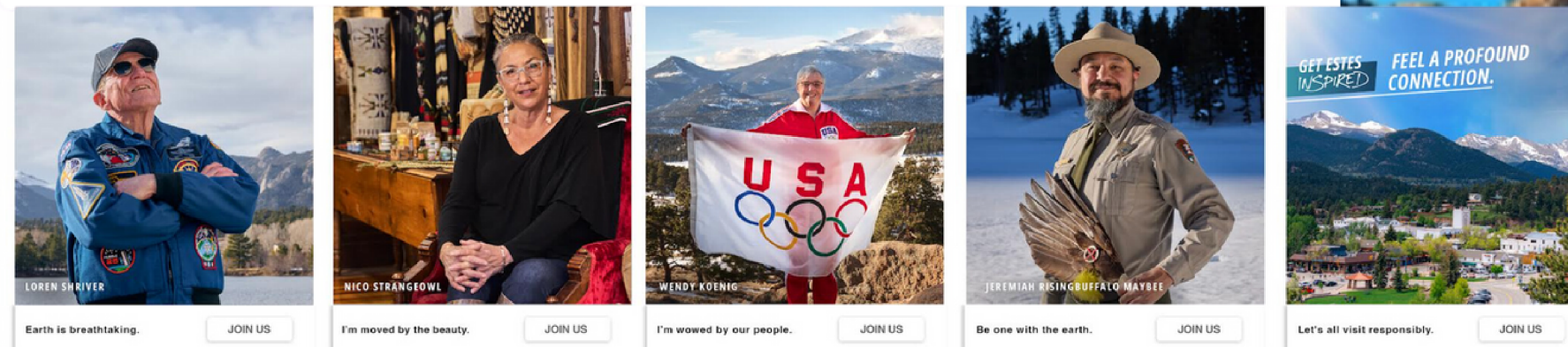
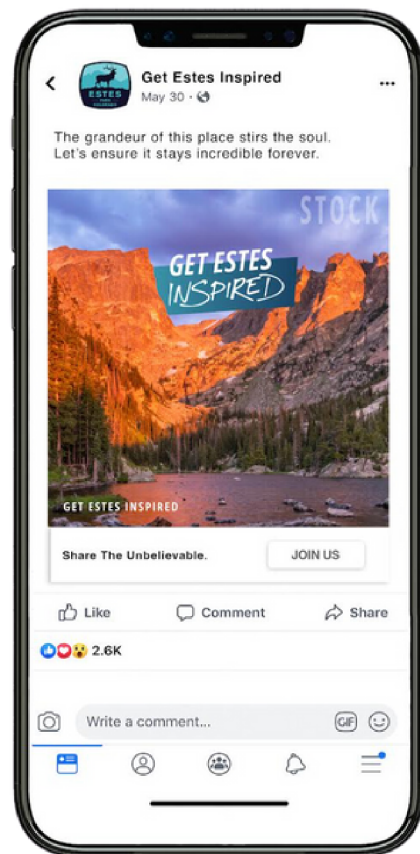
The Estes Inspired video series will include a one-minute overview of all four stories to be featured on the Visit Estes Park website and social media. A 15-second cutdown will be used in local television ads.



Each storyteller will also have a dedicated 2-3 minute video featuring their full story for the website and social media.

New Marketing Creative: Estes Inspired Digital Advertising Placements

Inspiring Visitors With Local Stories
so They Too Can Feel Like a Local
and Chart Their Own Stories



Tactic 4: August Staycation Campaign

August Staycation Campaign

- Tweaked summer messaging directed at our “extended locals” in the front range
- Goal: Create a campaign for August that reaches Larimer County residents, plus residents in the Front Range, and encourages overnight stays and voluntourism during the slow period in August

Timing: Summer 2024

Placement: Print, Programmatic Display, OOH, Paid Social, CTV

Media Partners: Prairie Mountain Media Group, Street Media Group, Meta

Campaign Impact: mid-term

Cost: \$15,000

Markets: Drive market



NoCo Media Familiarization Trip

- Visit Estes Park will partner with NoCo destinations (Loveland, Fort Collins) to organize and host a small group of 4-5 media to experience Northern Colorado.
- Activities will be summer-focused based on DMO focuses, but will include some of the “greatest hits” of each destination for an all-encompassing introduction to the region.

Timing: Late August, when visitation slows

Placement: National and regional outlets

Partners: TURNER PR, Colorado Tourism Office, Loveland, Fort Collins

Campaign Impact: mid-term to long-term

Markets: Primary and secondary markets



Tactic 5: Provide Marketing Support and Promote Summer and Fall Events

Timing: In progress and ongoing

Placement: Website, social media, monthly consumer enews, blog

Markets: primary, secondary & drive markets



Summer & Fall Event Support & Sponsorships

Already Accepted:

SnowyGrass Music Festival
Estes Park's Backyard Ultra Race
8th Annual Estes Park Artists Studio Tour
Peaked Estes Park Cruise Weekend
Universal Consciousness Festival
Estes Park Marathon & Half Marathon
Longs Peak 5 Miler
Friends of Folk Festival
Estes Park Retail Rally
Listening at the Legion

Anticipated Applications for Fall:

Autumn Gold Festival
Women of Rocky History Tour
Rocky's Backyard Ultra Race
National Philanthropy Day in Estes Park
Longs Peak Scottish Irish Highland
Festival Inc
9/11 Memorial 5K and Stair Climb
Pumpkins & Pilsners
YMCA of the Rockies Turkey Trot

Tactic 6: Provide Talking Points and a Plug-and-Play Toolkit to Stakeholders

Toolkit to include:

- Talking points
- Maps and directional graphics
- Educational videos
- Social media messaging
- Request form for window clings

Overarching Theme: Stay Positive!
Guests Will React Better When They
Interact With Positive Locals



Positive Talking Points



VISIT ESTES PARK Construction Talking Points Summer 2024

We know the ongoing construction in Estes Park can frustrate our guests and business owners as road crews work to improve our destination. To help our local businesses communicate these changes with their guests, we have put together the talking points below. This document also includes information on Visit Estes Park's marketing efforts during the construction period.

A WORD FROM OUR MAYOR

"As we navigate the trials of major overlapping construction, we must maintain our positive Mountain Strong outlook, and share that outlook with visitors and potential visitors. I encourage everyone to strongly advocate that visitors come to Estes despite the challenges, to help our visitors know what to expect, and to offer useful tips for navigating our town. We know that these construction updates will improve critical aspects of our infrastructure, including stormwater management. Despite the frustration, there is great light at the end of the tunnel. As the projects complete, and traffic again flows well, and we have new wide sidewalks and new parking lots and streets, Estes will thrive again. Let's get there together, and in the meantime, let's all work together to encourage tourists to come to our mountain paradise in 2024."

- Estes Park Mayor Gary Hall

POSITIVE TALKING POINTS TO USE WITH GUESTS

ESTES PARK IS A YEAR-ROUND DESTINATION

Estes Park businesses are open all year long with growing shoulder seasons in the spring and winter. Summer is primetime for Estes Park, and construction won't change that. With the same sunny blue skies, perfect temperatures, and welcoming vibes as always, a little extra traffic time is hardly a deal breaker. With a little planning and patience, guests will be on their way to a memorable Estes vacation.

LOCAL BUSINESSES ARE OPEN DURING CONSTRUCTION

Your favorite Estes Park businesses are still open! While access to many of our local businesses has changed during construction, they are still open and ready to welcome customers. Visit Estes Park is developing videos on how to reach your favorite businesses with ease. Follow @visitestepark for more.



VISIT ESTES PARK Construction Talking Points Summer 2024

SHOP LOCAL

During growth projects, our mom-and-pop shops need your support more than ever! Estes Park is a prime destination for local shopping that supports small, independent businesses. Make sure to pay them a visit to find unique clothing, gear, gifts, and treats that you simply can't find anywhere else all while contributing to local, family-owned businesses. Be sure to also visit the shops on West Elkhorn Avenue and the West Moraine Avenue Corridor, in addition to the shops on East Elkhorn. Some are accessible from our beautiful Riverwalk, and all are accessible as you stroll up and down the wide, new sidewalks through town. Businesses on West Elkhorn and Moraine can be accessed by taking Wonderview Avenue and then circling back into town via Bighorn Drive, Virginia Drive, or Far View Drive. Additional parking can be found on the west side of Elkhorn Avenue, as well as some lots off of Moraine Avenue.

CONVENIENT PARKING IS AVAILABLE

Grab a free parking spot at the Riverwalk Parking Garage, located at 691 N. St. Vrain Ave. This conveniently located garage offers 415 parking spots, accessible spaces, and electric vehicle charging stations. It is conveniently located within walking distance of downtown and is the hub for all the free, seasonal [Town of Estes Park shuttles](#).

TAKE ADVANTAGE OF PUBLIC TRANSPORTATION

The town operates an efficient public transportation system with [free, seasonal shuttles](#). These shuttles provide a stress-free, eco-friendly way to navigate the town. They pass by lodging, restaurants, and major attractions, providing easy access. Many of these routes will take you aboard an old-fashioned trolley.

[Rocky Mountain National Park](#) operates a seasonal Hiker Shuttle from the Estes Park Visitor Center to the Park & Ride Transit Hub on Bear Lake Road, usually during May-October. At the Park & Ride, riders transfer to the Bear Lake or Moraine Park shuttles to get to their trailhead destinations.

ARRIVE IN ESTES PARK BY BUS

Bustang, a full-service coach, travels between Denver and Estes Park on weekends and select holidays between May 25 and September 29 in 2024. With several Front Range stops in between, Bustang is a convenient, sustainable option for riders departing from destinations along US Highway 36. The bus will drop riders directly at the Estes Park Visitor Center, where they can hop on [free shuttles](#) to get around town. Riders can also remain on the bus to ride to Rocky Mountain National Park's Park & Ride.



VISIT ESTES PARK Construction Talking Points Summer 2024

PLAN AHEAD & KNOW BEFORE YOU GO

These street construction projects will cause traffic delays, but as long as you plan a little extra time to get to your destination and find a place to park, Estes Park is still a mountain paradise with plenty of time and space to kick back and relax. You may also consider various routes to access Rocky Mountain National Park, such as via Wonderview Avenue to the north entrance or by using Moccasin Circle Drive and Riverside Drive to access the south entrance.

CREATING A BETTER FUTURE

Improvements made throughout the construction period will not only reduce travel time to the national park but also relieve congestion and pedestrian/vehicle conflicts through downtown Estes Park. Additionally, they will improve our resilience during natural disasters such as flooding. Visitors will experience traffic impacts such as single-lane closures and detours through the summer and into fall of 2024. Construction is expected to conclude by January 2025. Please be patient with us as we make our beautiful destination even better for all to enjoy.

WHAT IS VISIT ESTES PARK DOING TO HELP?

Visit Estes Park is developing a multi-faceted marketing campaign dedicated to supporting local businesses affected by the construction. This new campaign includes paid media advertising, a shop small passport program, a storytelling initiative, and a staycation campaign. We actively update our website with construction information and resources for guests to use while planning trips to Estes Park.

Rest assured that Visit Estes Park continues to work around the clock to market Estes Park as a year-round destination. We have launched a robust summer marketing campaign featuring vibrant images, videos and messages highlighting the magic of Estes Park. Our team works hard to obtain national and regional press coverage, highlighting our destination in top publications. We also plan ongoing media familiarization tours to keep a consistent flow of positive media coverage.

Visit Estes Park recognizes the challenges our local businesses are facing. Our team is diligently working to incorporate community feedback into our efforts aiming to provide some relief and support during these growing pains.

ADDITIONAL QUESTIONS?

CDOT provides the most up-to-date construction project updates. Contact the Town of Estes Park for questions about potential grants and rebates. For additional information regarding talking points and marketing materials for your business to offer guests, contact the team at Visit Estes Park.

Web & Content Resources

Landing Page on VEP.com

[VisitEstesPark.com/Construction](https://www.visitestespark.com/construction)



ESTES PARK CONSTRUCTION INFORMATION

Pardon our mess! Crews are working to improve access to and from Rocky Mountain National Park.

Improvements made throughout the construction period will not only reduce travel time to the national park but also relieve congestion and pedestrian/vehicle conflicts through downtown Estes Park. Visitors will experience traffic impacts such as single-lane closures and detours through Summer/Fall 2024. Construction is expected to conclude by January 2025.

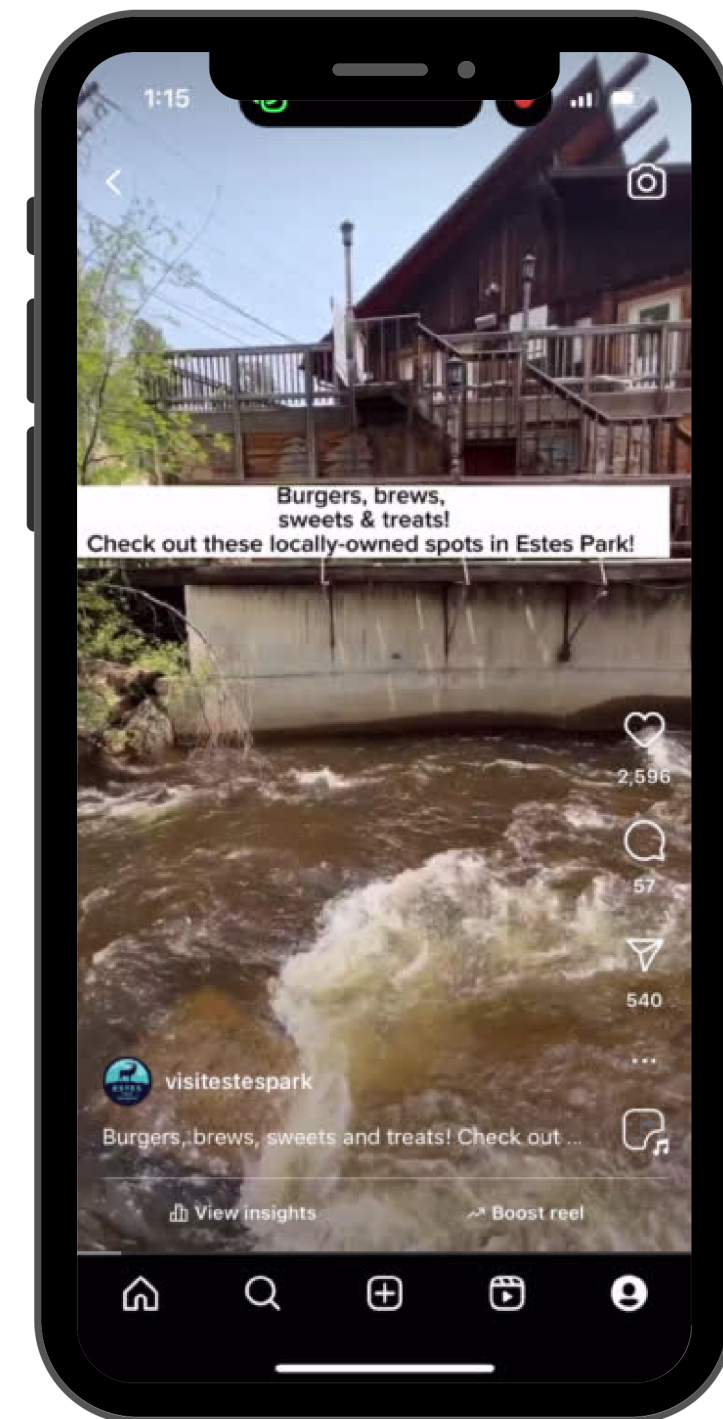
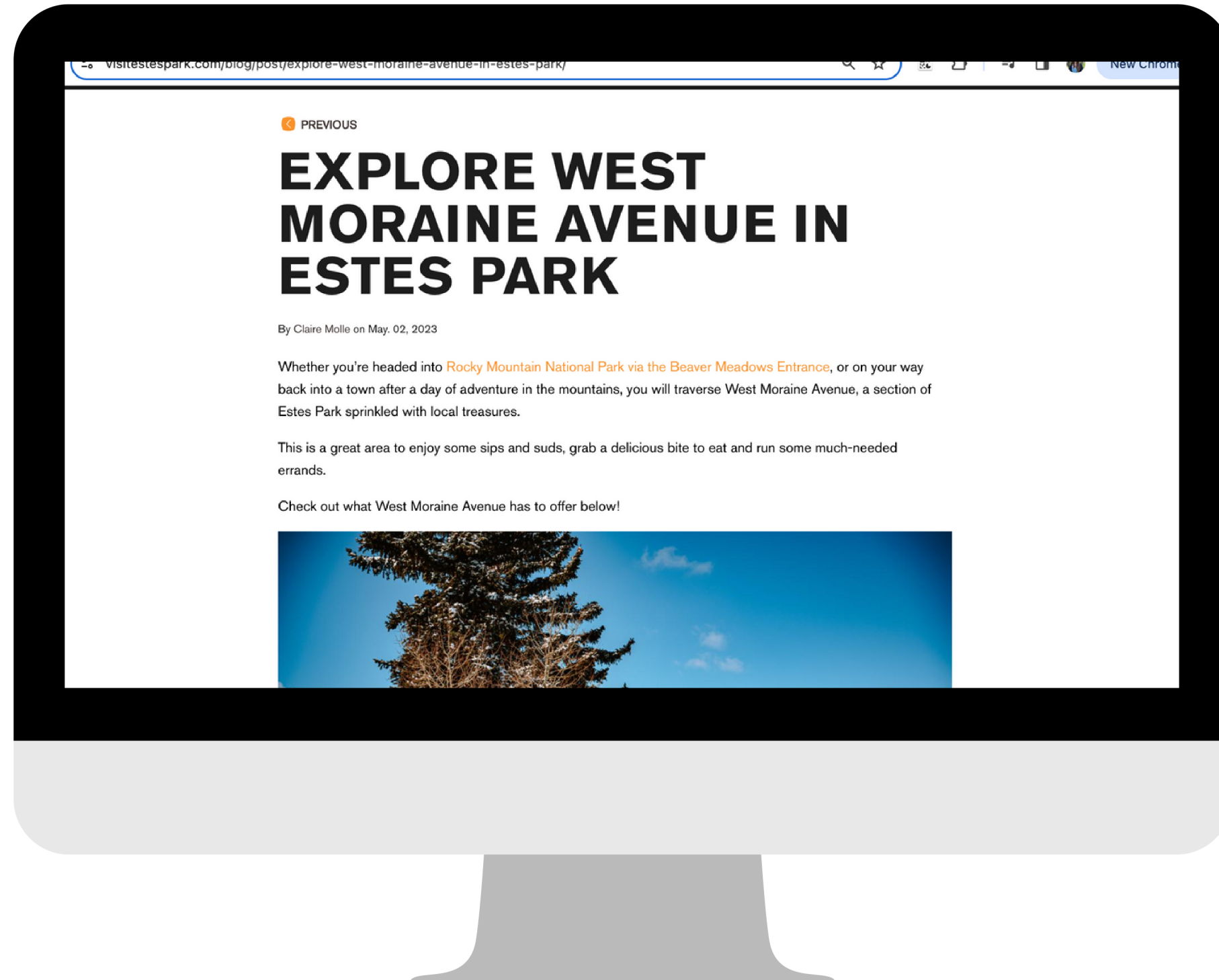


WHAT TO EXPECT THIS SUMMER

Visitors should expect traffic impacts such as one-lane closures on East Riverside Drive, Moraine Avenue/US 36 and East Elkhorn Avenue.

Web & Content Resources

Digital Content Highlighting Local Businesses



Web & Content Resources

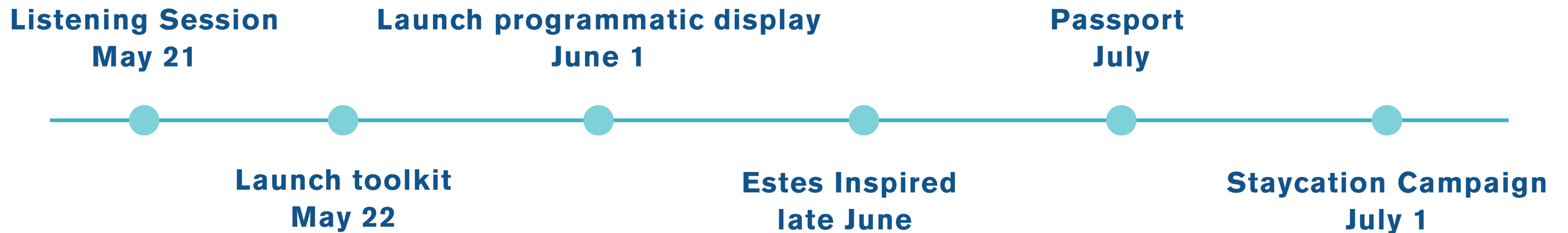
“Know Before You Go” Construction Video by Nick Molle



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4. Target extended locals as part of a Staycation Campaign for August
5. Provide marketing support and promote summer and fall events (On-going)
6. Provide talking points and a plug and play toolkit to stakeholders (On-going)

Total Investment: \$98,000



Reminder: Get Your Toolkit

Toolkit via Google Drive to include:

- Talking points
- Maps and directional graphics
- Educational videos
- Social media messaging
- Request form for window clings

Having trouble with the Google Drive or want this via email? Send a message to dana@visitestepark.com

