



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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GARDNER, JIRSA PRAISED RESILIENCY THAT MAKES ESTES PARK TOURISM SUCCESSFUL

Estes Park, Colo. (November 12, 2018) – Colorado Senator Cory Gardner and Estes Park Mayor and Visit Estes Park Board Member Todd Jirsa addressed a crowd of local residents and business owners at Elkins Distilling Co. on Thursday, November 8th to honor “5 years mountain strong” and the resulting vibrant tourist seasons.

Visit Estes Park Interim CEO Shannon Davis organized the event to recognize the “historic effort and cooperation of Estes Park residents and business owners that brought this awesome town back to a point where tourism and hospitality are firing on all cylinders, making it possible to win awards like [Sunset Magazine’s Best Mountain Town](#) and to earn a place on [Expedia’s Top-Rated Vacation Destinations in North America.](#)”

Following welcoming comments by Davis, which expanded on the significance of earning a position on Expedia’s “top-rated” list – designations are awarded based on aggregated user reviews – Mayor Jirsa remarked on the fortitude and resiliency of the Estes Park community, the good work Visit Estes Park is doing, and thanked Senator Gardner for his support during that trying time.

“Just a few weeks ago, I brought my parents here on their wedding anniversary,” said Gardner. “It’s just the best place to get away from it all.” An enthusiastic Senator Gardner then expressed his admiration for the community and pride in the awards the town has earned as well as the monumental rebuild of Fish Creek, which he said provided a blueprint for others across the country for how to tackle such a project.

After his remarks, he spoke informally about his desire to address the National Park Service's maintenance backlog and his sincere appreciation for how Estes Park drives tourism and a uniquely Colorado experience for our visitors.

The gathering occurred on the heels of President Trump firing U.S. Attorney General Jeff Sessions, encouraging a handful of protesters to attend with signs saying “Save Our Democracy: Protect Mueller!” To his credit, Senator Gardner immediately engaged them in conversation, as he did nearly every member of crowd.

Visit Estes Park's mission is to drive tourism and year-round economic growth through effective and efficient destination marketing. For more details about VEP go to VisitEstesPark.com.

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