

Metrics from Sep-Dec

WEBSITE VISITATION SOCIAL MEDIA NEWSLETTER
VISITOR GUIDE LODGING PUBLIC RELATIONS

WEBSITE

Visitestepark.com is the hub for inspiration and information for our guests and a key funnel for referrals for our stakeholders. Because of its importance, we launched a redesigned site in August. A redesign means a temporary dip in traffic, but should lead to a better long term experience for guests and stakeholders alike. Growing visitation and time on site with engaged users is paramount to the success of our mission to grow year-round business in Estes Park, and we used our Estes Inspired video with Tommy Caldwell to help offset some of the setbacks caused by the redesign.



1,030,155 PAGEVIEWS
3.19% increase from 2018



509,373 SESSIONS
11.04% increase from 2018



AVERAGE TIME SPENT ON SITE:
2 MINS & 10 SECS
12.31% decrease from 2018

212,731 PAGEVIEWS ON THE BLOG
77.8% increase from 2018



TOP 5 BLOG POSTS:

1. Estes Inspired Tommy Caldwell
2. Does Estes Park Close in the Winter?
3. 10 Unique Places to Stay in Estes Park
4. 5 Best Trails to Hike with your Dog in Estes Park
5. 9 Reasons to Come to Estes Park this Winter



60,396 LODGING REFERRALS



219,407 ORGANIC USERS
9.4% decrease from 2018

VISITATION

Naturally, we track visitation numbers. We currently log RMNP and Estes Park Visitor Center entrances, CDOT metrics on highway traffic, and tax revenue.

586,866 CARS COMING FROM HIGHWAY 34



118,095 VISITS TO THE VISITOR CENTER

779,155 CARS COMING FROM HIGHWAY 36



1,249,699 VISITS TO ROCKY MOUNTAIN NATIONAL PARK

SOCIAL MEDIA

VEP's social media efforts are used to engage with consumers wanting to share and relive their Estes Park experiences. Additionally, as our audiences grow, we used social media to expand and target campaign messages to support year-round awareness. Facebook is visitestepark.com's biggest single biggest source of referral traffic.



61.2K FOLLOWERS



5.5K FOLLOWERS



161,661 FOLLOWERS



14.4K FOLLOWERS

NEWSLETTER

VEP's consumer e-newsletter is a direct connection to an audience who has opted in to receive regular updates about Estes Park's travel offerings. Open rate is who opens the newsletter. Click rate is who clicks through to our site and demonstrates how engaging the newsletter's content is. We are currently about average on open rate but above average for clicks.



73,787 NEWSLETTER SUBSCRIBERS

14.65% OPEN RATE



2.1% CLICK RATE

OFFICIAL VISITOR GUIDE

Our visitors' guide is an important visitor resource used to inspire travel to Estes Park. Print distribution is the number of guides VEP distributes and requests fulfilled from consumer inquiries. We also track usage of our digital version on our website.



302,943 PAGEVIEWS



AVERAGE TIME SPENT ON GUIDE:
7 MINS & 51 SECS



7,207 SESSIONS

LODGING



\$833.88 RevPAR AVERAGE

Hotel Revenue Per Available Room (RevPAR) gauges the strength of hotel rooms booked and visitor spending. This key indicator measures hotel room revenue divided by the number of hotel rooms available.



\$1,052,918 LODGING TAX

Lodging Tax is a consumer-based tax on room rentals to Estes Park resorts, hotels, motels, cabins, and other such facilities. These taxes provide valuable insight into visitor spending trends. Visit Estes Park is funded by this 2% lodging tax.

PUBLIC RELATIONS

Generating positive news coverage (earned media) about experiencing Estes Park as a travel destination is vital to our success. This metric tracks the earned media resulting directly from generated by agency efforts. ROI represents PR investment vs. resulting ad value.



\$577,141 AD VALUE (YTD)



138 ARTICLES (EARNED MEDIA) (YTD)



7.7:1 RETURN ON INVESTMENT (YTD)

Coverage Highlights:

The New York Times

lonely planet

The Dallas Morning News