

A LOOK BACK ON 2018

WEBSITE

VISITATION

SOCIAL MEDIA

NEWSLETTER

VISITOR GUIDE

ARRIVALIST

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. Growing visitation and time on site is paramount to the success of our mission to grow year-round business in Estes Park.



827,642
ORGANIC
USERS

5.8% increase from 2017



3,929,219
PAGEVIEWS

8.5% decrease from 2017



1,758,004
SESSIONS
(UNIQUE VISITORS)

10.4% decrease from 2017*



AVERAGE TIME
SPENT ON SITE:
**2 MIN &
44 SECS**

1.4% increase from 2017

385,844
PAGEVIEWS

ON THE BLOG



TOP 3 BLOG POSTS:

1. 10 Unique Places to Stay in Estes Park
2. 5 Best Trails to Hike with your Dog in Estes Park
3. How to Fourth of July in Estes Park



418,271
LODGING
REFERRALS**

*In 2018, VEP spent significantly less budget on paid search and display ads and dedicated more resources to growing our blog and organic traffic, which will help us rely less on buying traffic in the long run.

**The lodging listings on our site provide referrals to our stakeholders. This is tracked via Jackrabbit, the booking tool used on visitestepark.com.

VISITATION

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

\$14,128,615
SALES TAX
REVENUE*



8.4% increase from 2017
*as of November 2018

1,778,495 CARS
COMING FROM
HIGHWAY 34



3.79% increase from 2017

3,075,512 CARS
COMING FROM
HIGHWAY 36



1.99% decrease from 2017



417,694 VISITS
TO THE
ESTES PARK
VISITOR CENTER

7.68% increase from 2017



4,483,712 VISITS
TO
ROCKY MOUNTAIN
NATIONAL PARK

3.68% increase from 2017

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 use social media to expand and target campaign messages to support year-round awareness.



38K
FOLLOWERS

53% increase from 2017



4.8K
FOLLOWERS

8% increase from 2017



150.8K
FOLLOWERS

10% increase from 2017



11.3K
FOLLOWERS

14% increase from 2017

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. Click-thru rate demonstrates how engaging the newsletter's content is.



63,533
NEWSLETTER
SUBSCRIBERS

19.7% increase from 2017

18.2%
OPEN RATE



2.8%
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 the digital version on our website.



624K
PAGEVIEWS

23% increase from 2017



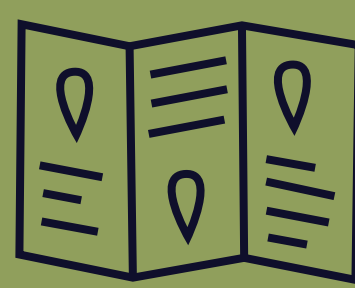
13K
SESSIONS
(UNIQUE VISITORS)

22% increase from 2017



AVERAGE TIME
SPENT ON GUIDE:
8.3
MINS

19% increase from 2017



195,914
GUIDES
DISTRIBUTED

ARRIVALIST

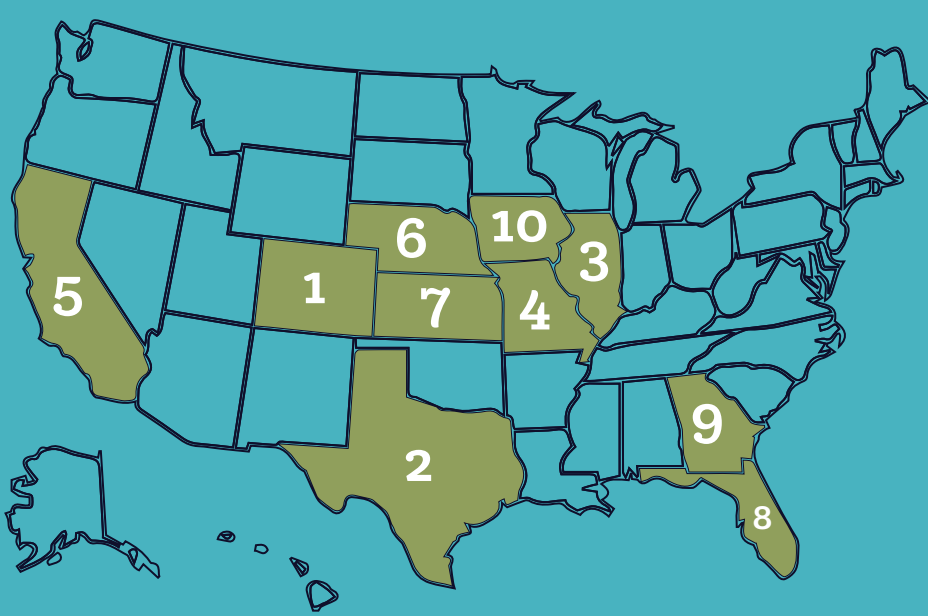
Arrivalist is a new tool we use to track the effectiveness of our digital marketing. With Arrivalist, a pixel follows a user who engages with our content and tracks them until their hopeful arrival in Estes Park. We can see what content a user consumed, where they traveled from, how long they stayed, and where in Estes Park they visited. Spooky, we know, but cool.



ARRIVAL
LIFT

4.6x

Lift represents a visitor's likelihood of coming to Estes Park after engaging with our marketing



Top 10 States for Visitation

1. Colorado (Front Range Urban Corridor)
2. Texas
3. Illinois
4. Missouri
5. California
6. Nebraska
7. Kansas
8. Florida
9. Georgia
10. Iowa

LODGING



\$108.85

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.



\$2,228,485.62
LODGING TAX

2% increase from 2017

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.



90
ARTICLES
(EARNED
MEDIA)

62% decrease from 2017



\$1,223,438
AD VALUE

58% decrease from 2017



16.3:1
RETURN ON
INVESTMENT

WHY THE DECREASE?

In September 2017 TURNER, VEP's external public relations agency, secured inclusion of "Elktober" in an Associated Press story on fall travel. This article was syndicated 110 times that month, which greatly increased 2017 numbers. Additionally, because of VEP staff changes during the first half of 2018, no group press trips and fewer individual press visits were conducted in Estes Park in 2018 than in 2017.