Summer 2019: Metrics from May-Aug

VISITOR GUIDE

VISITATION

WEBSITE

Visitestespark.com is the hub for inspiration and information for our guests and a key funnel for referrals for our stakeholders. Because of it's 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



365,713 **ORGANIC USERS**

9.7% decrease from 2018



1,873,594 **PAGEVIEWS**



SESSIONS 4.03% increase from 2018

AVERAGE TIME

SPENT ON SITE: **2 MINS &** 8.58% decrease from 2018

380,748 **PAGEVIEWS**

ON THE BLOG 102% increase from 2018



- **1.** Free Summer Activities in Estes Park
- 2. Estes Inspired Tommy Caldwell
- **3.** The Plowing of Trail Ridge Road 4. 10 Reasons to Visit Estes
 - Park this Spring 5. 10 Reasons to Visit Estes
 - Park this Summer

152,124 LODGING REFERRALS

VISITATION

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





1,005,673 CARS **COMING FROM** HIGHWAY 34



1,159,296 CARS COMING FROM HIGHWAY 36







VEP's social media efforts are

SOCIAL MEDIA

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 visitestespark.com's biggest single biggest source of referral traffic.



FOLLOWERS 55.36% increase from 2018

52,746









VEP's consumer e-newsletter is a direct connection to an audience

NEWSLETTER

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.

OFFICIAL



SUBSCRIBERS

OPEN RATE

18.1%



VISITOR GUIDE Our visitors' guide is an important visitor resource used to inspire travel to Estes Park.

requests fulfilled from consumer inquiries. We also track usage of our the digital version on our website.

Print distribution is the number of guides VEP distributes and



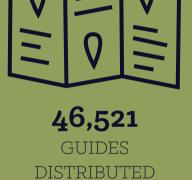
7,207

SESSIONS

302,943 **PAGEVIEWS**

AVERAGE TIME SPENT ON GUIDE: **7 MINS &**

51 SECS



ARRIVALIST Arrivalist is a new tool we use to track the effectiveness of our

digital marketing. With Arrivalist. a pixel follows a panel 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.

3. Texas 8. Illinois 4. Kansas 9. Minnesota 10. Oklahoma 5. Missouri

Top 10 States for

Summer 2019 Visitation

6. Wyoming

7. Iowa

1. Colorado

2. Nebraska



LODGING



RevPAR **AVERAGE**

Hotel Revenue Per Available Room (RevPAR) gauges the



Lodging Tax is a consumer-based tax on room rentals to Estes Park resorts, hotels, motels, cabins, and other such facilities.

PUBLIC RELATIONS

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.

Generating positive news



\$490,957 AD VALUE



123

(EARNED

MEDIA)



RETURN ON

INVETSMENT



The Ballas Morning Rews

Coverage Highlights:

The New York Times