

Summer 2019: Metrics from May-Aug

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. 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.



1,873,594
PAGEVIEWS
0.92% decrease from 2018

380,748
PAGEVIEWS
ON THE BLOG
102% increase from 2018



873,539
SESSIONS
4.03% increase from 2018



TOP 5 BLOG POSTS:

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



365,713
ORGANIC
USERS
9.7% decrease from 2018



AVERAGE TIME
SPENT ON SITE:
**2 MINS &
36 SECS**
8.58% 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.

\$5,862,014
SALES TAX
REVENUE



*6.53% increase from 2018
number through July

1,005,673 CARS
COMING FROM
HIGHWAY 34



278,892 VISITS
TO THE
VISITOR CENTER

1,159,296 CARS
COMING FROM
HIGHWAY 36



2,782,606 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.



52,746
FOLLOWERS
55.36% increase from 2018



5,328
FOLLOWERS
13.73% increase from 2018



161,572
FOLLOWERS
6.75% increase from 2018



13,977
FOLLOWERS
12.88% increase from 2018

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.



73,784
NEWSLETTER
SUBSCRIBERS

18.1%
OPEN RATE



3.7%
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



7,207
SESSIONS



46,521
GUIDES
DISTRIBUTED



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.

Top 10 States for Summer 2019 Visitation

1. Colorado
2. Nebraska
3. Texas
4. Kansas
5. Missouri
6. Wyoming
7. Iowa
8. Illinois
9. Minnesota
10. Oklahoma



LODGING



\$929.73
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.



\$1,059,469
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.



\$490,957
AD VALUE



123
ARTICLES
(EARNED
MEDIA)



8.7:1
RETURN ON
INVESTMENT

Coverage Highlights:

The New York Times

lonely planet

The Dallas Morning News