

# Visit Estes Park Summer Campaign 2019



## SUMMER 2019 MEDIA FLOW

VISIT ESTES PARK SUMMER 2019 FLOW CHART																												
PARTNER	APRIL					MAY				JUNE				JULY					AUGUST				SEPTEMBER					Estimated Impressions
	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	
Spring - Front Range Push																												
5280 Sponsored Content																												400,000
Facebook/IG Blog Content																												4,000,000
Pandora																												1,333,000
Local Radio																												773,000
INSPIRATION TOTAL:																											6,506,000	
INSPIRATION - Targeting the right guest																												
Facebook/Instagram																											5,500,000	
Outdoor Project																											807,000	
YouTube (Tommy Promotion)																											5,714,285	
Rock and Ice																											2,340,275	
Fly fish Journal																											500,000	
Pink Bike																											300,000	
Search																											3,666,666	
Inkwell																											1,650,000	
TGR Mountain Bike Content																											175,000	
INSPIRATION TOTAL:																											20,653,226	
Sustainability - Targeting those who might already be coming																												
Facebook/Instagram																											2,000,000	
Jerry of the Day																											250,000	
OTA (Trip Advisor)																											1,000,000	
Expedia																											500,000	
CONVERSTION TOTAL:																											3,750,000	
MEDIA TOTAL:																											30,909,226	

# SPRING PUSH

Target front range markets to help fill soft spring season in May before Memorial Day.

**VISIT ESTES PARK SPRING PUSH MEDIA PLAN**

	Media Detail					Estimated Impressions
		3	10	17	24	
Social						
5280 Sponsored Content	Content, newsletters, social drivers	7K				400,000
Facebook/IG - Blog Content	Content Distribution	10K				4,000,000
Pandora	Audio +banner card		10k			1,333,000
Local Radio	Audio +banner card		15k			773,000
Media Plan Total						6,506,000

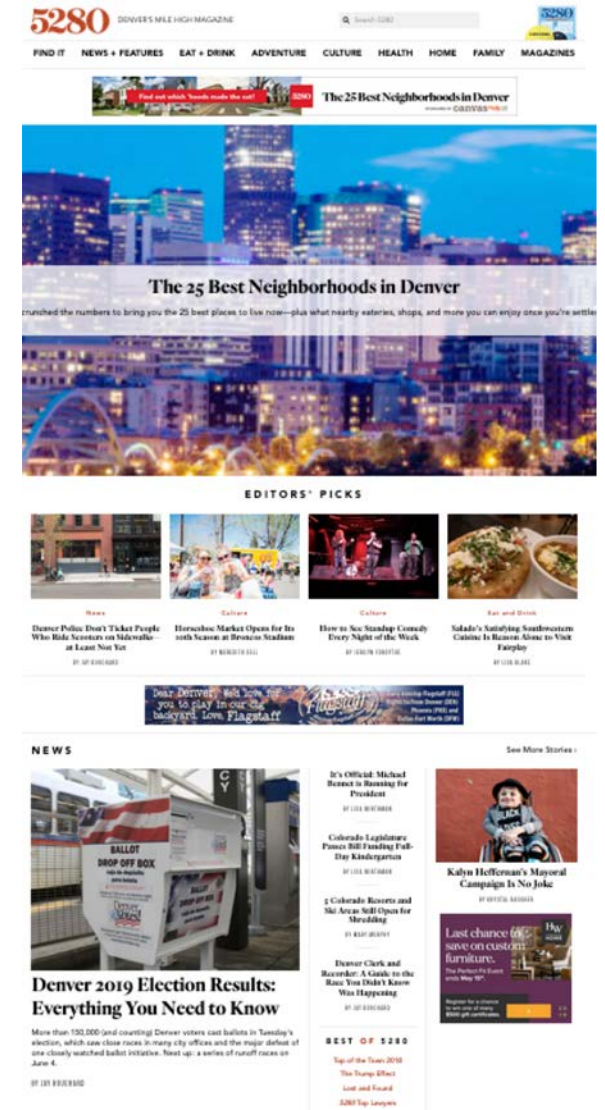


## Campaign

- Timing: May
- Estimated impressions: 500,000
- Custom content targeted at the front range as a reminder to visit Estes Park in the spring time.
  - Newsletter sends
  - Custom content page on 5280.com,
  - social posts

## Creative assets:

- *Approved custom content page*
- *6 photos*



facebook

## Strategy

- Continue to maintain a strong brand presence on Facebook and Instagram
- Push spring blog content targeted at the front range

## Campaign

- Timing: May
- Estimated impressions: 4MM



Estes Park, CO

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...As if you need that many. Just get up here already!



VISITESTESPAK.COM

**Spring is here! 10 Reasons  
To Visit Estes Park**

LEARN MORE



4.2K

755 Comments 672 Shares



Like



Comment



Share

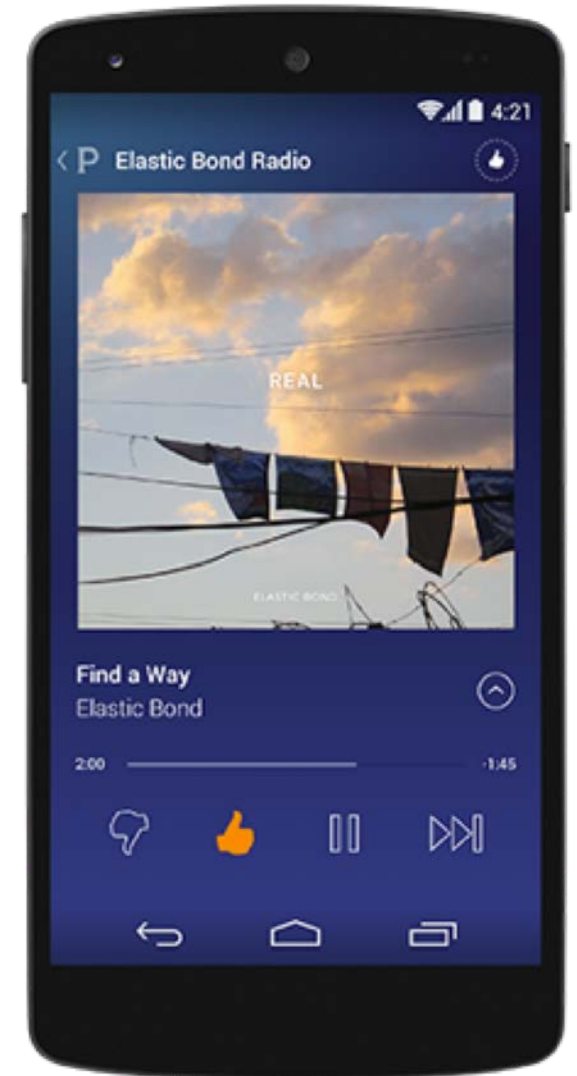


## Strategy

- Send reminder to front range during spring about Estes Park
- Connect with local community on through local radio
- Leverage Digital Radio to target the right audience and track success

## Campaign

- Timing: May
- Estimated impressions: 3MM



# CORE AUDIENCES

Target passionate people in core communities. These guests will be more likely to experience with Estes Park in meaningful, sustainable, long-term way.



[Full proposal HERE](#)

- Connect with core climbing audiences in our target markets. Loyal engaged following of climbers. Ability to create custom content as well as promote the Tommy video creative to this audience.
  - Aug full page print spot
  - Custom Content (social and newsletter traffic drivers)
  - Homepage Take over
  - Video promotion (of tommy piece)
- Timing: Jun - Sept
- Estimated impressions: 2,340,275
- Recommended creative assets:
  - Climbing Print Creative
  - Banners
  - Social
  - Tommy video (full video and cut-downs)





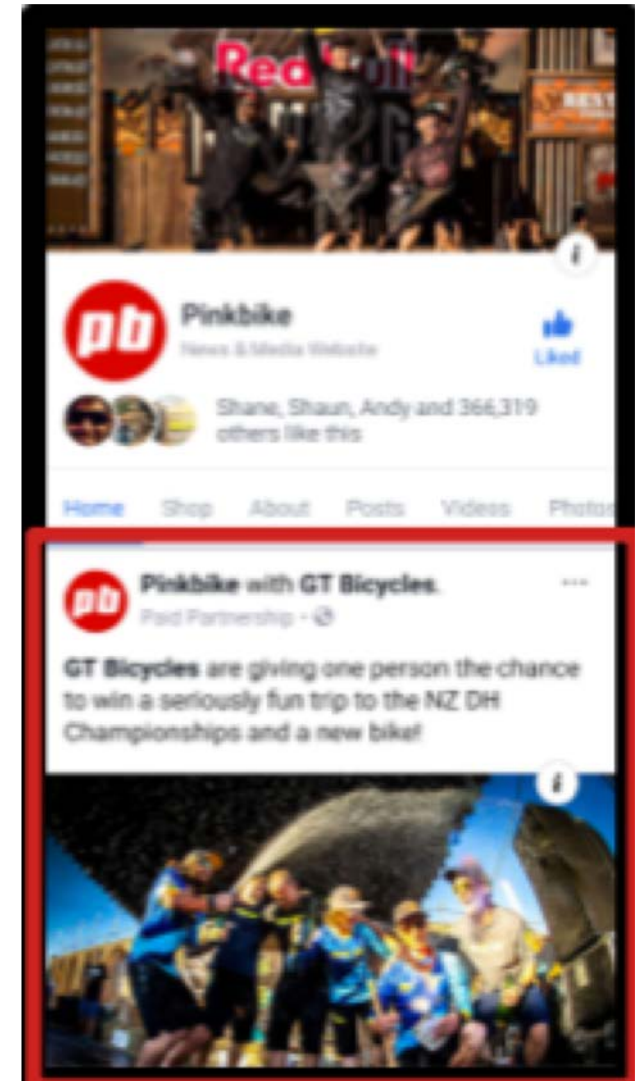
- Connect with core flyfish audience with a print spot in The Flyfish Journal. High quality print with core audience and following. Added social posts to capture digital audience. Website feature with newsletter push.
- Timing: Sept (July potential as well)
- Estimated impressions: 500,000
- Recommended creative assets:
  - Flyfish specific print Creative
  - Social copy/images
  - (opportunity for sponsored content with additional dollars)





- Connect with core MTN biking audiences in our target markets. Loyal engaged following of bikers. Custom content proposal to help bring awareness to core bikers about MTN biking near Estes.
  - Digital assets pushed out to core PB audience
  - Social posts directing to VEP
- Timing: Jun - Sept
- Estimated impressions: 300,000
- Recommended creative assets:
  - Social images and copy
  - Copy points for web/newsletter

(potential for custom content feature for \$14k) [example](#)



# A “BETTER” GUEST

Leveraging extended reach platforms and publishers to reach a “high quality” guest, with higher potential LOS, ADR and Tax revenue.



## Campaign

- Continue success of promoting blog content along with leveraging summer video assets and new climbing content in late summer.
- Timing: Jun - Aug
- Estimated impressions: 5,500,000
- Recommended creative assets:
  - Square video 1:1
  - Instagram story (video or static) 9:16
  - Static image 16:9 or 1:1
  - Carousel 1:1



**Estes Park, CO**

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Spoiler alert: It's more than you think.



VISITESTESPARK.COM

**What To Pack For Spring  
When Exploring Estes Park**

LEARN MORE

👍 ❤️ 😂 222

41 Comments 48 Shares



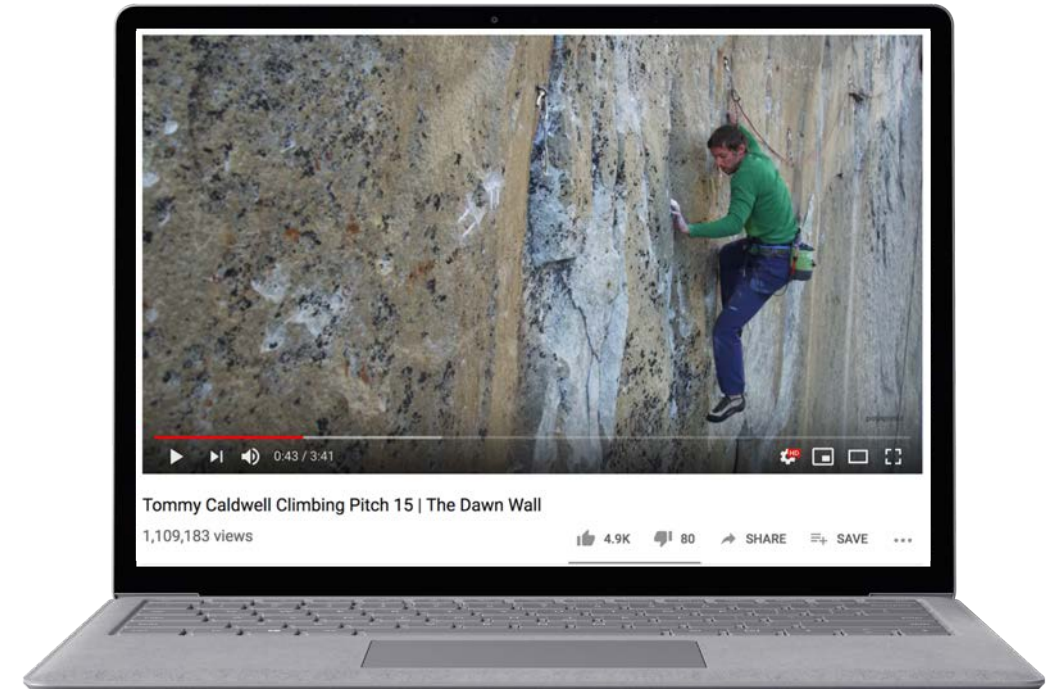


- Outdoor Project to create custom content encouraging their readership to engage in “sustainable” tourism. Blog content that features content around:
- ”Hikes outside RMNP you didn’t know about” and “Tips and tricks to avoid the crowds,” ect...
- Timing: June – July
- Estimated impressions: 807,000
- Components:
  - Native content sponsorship promotion
  - Custom article
  - Homepage takeover
  - Facebook/Instagram paid promotion
  - Newsletter feature
  - ROS





- YouTube campaign to tease and promote Tommy content created late season
- Short video cut downs and “recommended video cards” to promote full video hosted on VEP and YouTube channel
- Timing: August - Sept
- Estimated impressions: 5,714,285
- Components:
  - Native content sponsorship promotion
  - Custom article
  - Homepage takeover
  - Facebook/Instagram paid promotion
  - Newsletter feature
  - ROS





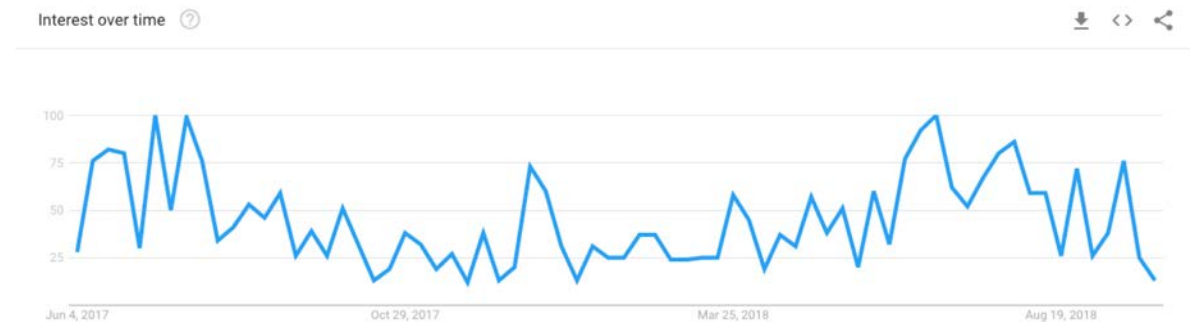
- Use events-focused keywords to continue with success seen last summer.
- Conquesting competitive destinations have also shown to be a successful tactic historically.
- Help boost low web traffic numbers.
- Split budget between:
  - Finding new guests
  - Reaching out to people already trip planning with “sustainability” blog content

## Campaign

- Timing: June – August

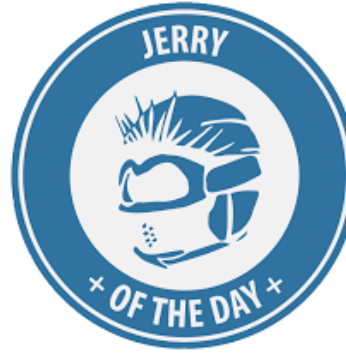
## Google Interest Over Time “what to do Estes Park”

(6/1/2017 – 9/31/2018)

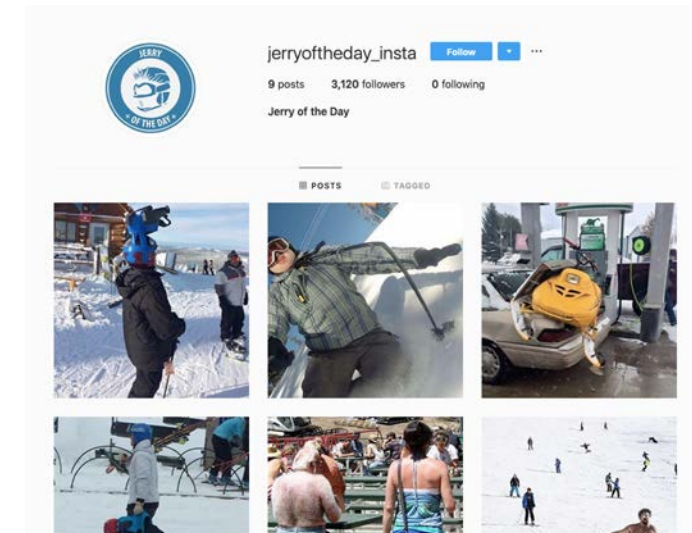


# Sustainability

Targeting guest who are already coming to Estes Park to find information about being a more responsible guest.



- Leverage "Jerry of the Day" to push Estes Park's sustainability message to a large following of engaged users.
- 2 sponsored FB/IG posts that call out "Jerry's" who are being bad tourists, guiding people to a blog that features how to be a responsible traveler in Estes Park.
- Timing: June- July
- Estimated impressions: 250,000
- Recommended creative assets:
  - "Jerry" photos of bad tourists
  - Copy to back up posts
  - Link to "sustainable" blog content



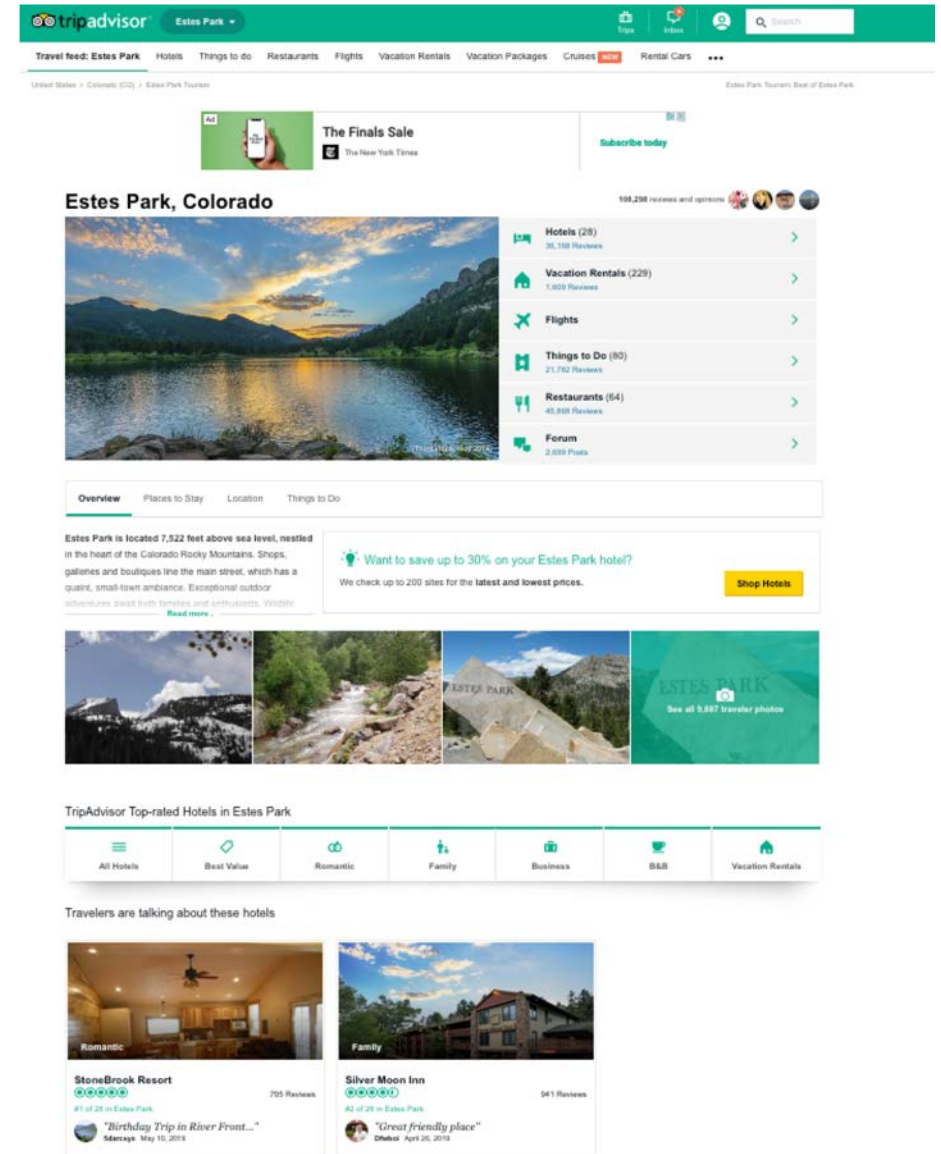


- Targeting people who have searched trips to Estes Park and are in the booking process to come to Estes Park
- Timing: June - August
- Estimated impressions: 500,000
- Components:
  - Banners and native content linking off to sustainability guide on VEP blog.

A screenshot of the Expedia website's search results for hotels in Estes Park, Colorado. The page features a yellow header with the Expedia logo, a search bar, and navigation links. Below the header, a search box displays the destination "Estes Park, Colorado, United States of America" and search criteria: 1 room, 2 adults, and 0 children. A "Search" button is visible. Below the search box, there are three checkmarks indicating search capabilities: "Search over 1,000,000 properties worldwide and 550 airlines worldwide," "Search over a million flights, hotels, packages, and more," and "No Expedia cancellation fee to change or cancel almost any hotel reservation." The page then shows a list of hotel prices by property class, with a table listing 4 star+, 3 star, and 2 star &amp; under properties with their respective average nightly rates. Below this, a section titled "Top 10 Hotels in Estes Park" displays a grid of hotel listings, each with a photo, name, address, star rating, last booking time, and price per night for 2 guests. The hotels listed include Appenzel Inn, Murphy's River Lodge, Hotel Estes, Nicky's Resort, Ponderosa Lodge, and Silver Moon Inn.

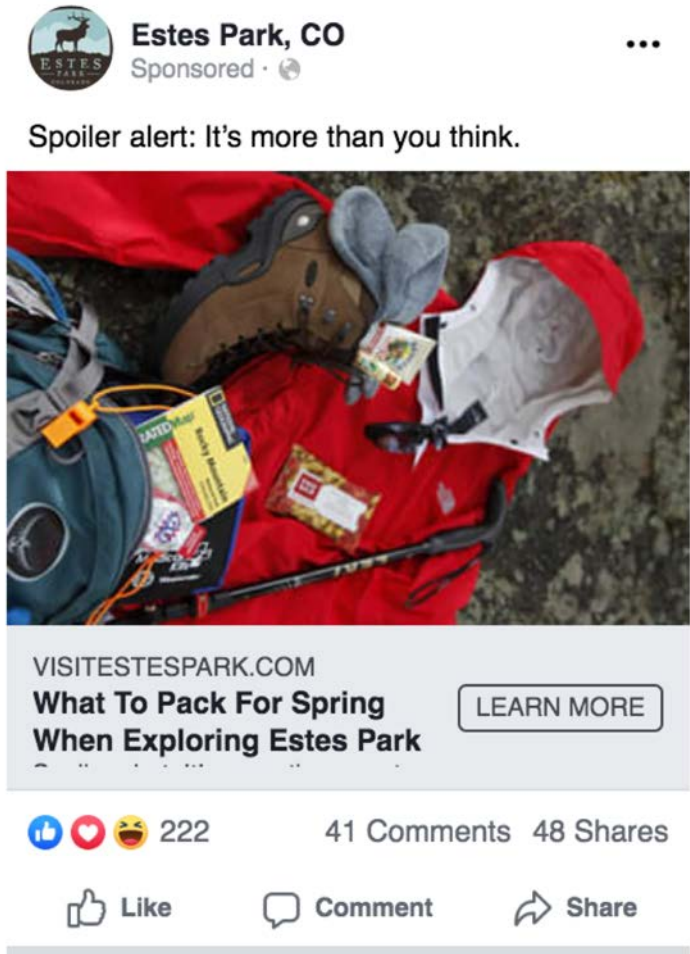


- Targeting people who have are researching trips to Estes Park and activities in Estes Park
- Timing: June - August
- Estimated impressions: 1,000,000
- Components:
  - Banners, video and native content linking highlighting sustainable travel tips to Estes Park as well as highlighting activities in the destination.
  - Helps feature local activities and engage Trip Advisor community.





- Leverage Facebook's "people visiting a destination" targeting tool to connect with guests in town with our sustainability message.
- Timing: Jun - Aug
- Estimated impressions: 2,000,000





**THANK YOU**