

Website RFP Questions & Answers

for Visit Estes Park

April 22, 2026



- 1. What kind of assets do you currently have (photo, video) to support the creation of a more immersive web experience?**

Visit Estes Park has a current asset library in Snapsea that will be made available to the selected partner.

- 2. How recent are those assets, and is there a budget allocated if new content production is recommended?**

Any additional asset development needs will be scoped separately.

- 3. What CMS is the current website built on today?**

Granicus Simpleview

- 4. Are there any specific third-party tools, platforms, or integrations currently in use that are not listed in the RFP that we should be aware of?**

Integrations on visitestepark.com include Guide geek, Book Direct, and Snapsea in addition to the Simpleview CRM.

- 5. Are there any additional tools or platforms you are considering incorporating into the new site?**

We are open to tools and platforms that the selected partner recommends.

- 6. Do you have any existing market research, audience insights, or persona documentation that can be shared?**

All research and insights can be found on visitestepark.com/transparency or in the resources section of the RFP document.

- 7. Are you looking for the selected partner to validate or expand upon your current audience targeting?**

We are open to the evolution of our audience based on new, data-informed strategies.

8. Are there specific destination websites or experiences you admire or consider best-in-class?

Visit Estes Park looks forward to having this conversation with the selected partner through onboarding and discovery.

9. Do you have a target website launch window?

The timeline for the website launch will be determined by the selected partner's proposed approach.

10. For the website monetization and advertising program, is there an existing database of local partners or advertisers that would support outreach and prospecting efforts, or would this need to be built from scratch?

There is an existing database that will be provided to the selected partner.

11. Can you share the anticipated timeline for completion and approval of the new brand guidelines? Will creative and all creative assets be available by the time the website project is expected to kick off?

We anticipate the new brand guidelines and corresponding assets to be available by July 1, 2026.

12. What CRM platform is currently in use, and what level of integration is expected as part of this project (e.g., lead capture, sales pipeline integration, reporting)?

The current CRM is Granicus Simpleview. We are open to integration of this CRM or new platform integration depending on the selected partner's recommendations.

13. What is the anticipated annual budget range for ongoing maintenance, hosting, and enhancements beyond the \$85,000 redesign scope?

Historically, approximately \$100,00 has been budgeted for annual ongoing

maintenance, hosting, and enhancements of the site.

14. Is there a separate budget allocated for the monetization/advertising sales component (Scope B)?

Local partner advertising is a growing priority for Visit Estes Park, and we are open to creative and innovative approaches to how this program is structured and sold. Prospective bidders are encouraged to propose the approach they believe will be most effective.

15. What is the current annual revenue generated from partner advertising on the existing website?

Historically, \$500,000+ of annual revenue is generated from partner advertising on the existing website.

16. Approximately how many paying advertising partners does VEP currently have?

Over 100 local partners currently participate.

17. Approximately how much content exists on the current site (page count, blog posts, event listings, partner listings)?

We currently host approximately 4,000+ pages on the VEP website.

18. Which third-party integrations must be preserved or migrated in the redesign (e.g., BookDirect, CRM, email service provider)?

All third-party website integrations are up for consideration in the new site at the recommendation of the selected partner.

19. Does VEP have a preferred hosting environment or provider?

We are open to the recommendation of the selected partner.

20. Will bidders have access to current analytics baselines (monthly traffic, top pages, conversion rates) during the discovery phase?

Potential bidders have access to all publicly available reporting on visitestepark.com/transparency.

21. Can you describe the current advertising program in more detail — ad formats, number of placement zones, and how campaigns are managed today?

More information can be found at www.visitestepark.com/partners/advertising/cooperative/

22. What are the current ad rate structures and average contract values for advertising partners?

More information can be found at www.visitestepark.com/partners/advertising/cooperative/

23. Is the ad platform infrastructure (ad inventory management, scheduling, reporting) expected to fall within the \$85,000 redesign budget, or will it be scoped and budgeted separately?

Local partner advertising is a growing priority for Visit Estes Park, and we are open to creative and innovative approaches to how this program is structured and sold. Prospective bidders are encouraged to propose the approach they believe will be most effective.

24. What is the expected timeline for brand guidelines completion? Will they be available before the design phase begins, or should the selected partner expect to work in parallel with their development?

We anticipate the new brand guidelines and corresponding assets to be available by July 1, 2026.

25. Are there existing photography, video, or digital asset libraries available for use on the new site?

Visit Estes Park has an existing asset library on Snapsea that will be made available to the selected partner.

26. Is VEP open to a phased launch approach (e.g., core website first, followed by the monetization platform and advanced features)?

We are open to the potential bidder's proposed launch approach.

27. Does VEP have a target launch date for the new website?

The timeline for the website launch will be determined by the selected partner's proposed approach.

28. How many VEP staff members will be involved in day-to-day content management after launch?

2-3

29. Are the oral presentations (May 18–29) expected to be conducted in person in Estes Park or virtually?

Presentations for selected potential bidders can be in-person or virtual.

30. Is VEP open to selecting different partners for Scope A (website redesign) and Scope B (advertising monetization)?

Yes

31. Our proposal is built on the Tera Platform — an integrated ecosystem of 30+ purpose-built tourism and destination marketing modules (covering CMS, CRM, DAM, interactive maps, 360° virtual tours, events, email, QR/NFC analytics, AI assistants, kiosks, booking, and more). While this RFP focuses on the website redesign and advertising monetization, would VEP be open to receiving an overview of the broader Tera Platform as part

of our proposal, so that the committee can evaluate how a long-term partnership could extend beyond the immediate scope into future phases and contract renewals?

Proposals for the website redesign must follow the proposal format outlined in the RFP.

32. What are the non negotiable items if budget constraints arise?

We're open to the recommendation of the potential bidder for the most impactful items to include in the given budget.

33. The RFP states "Support data and content migration from the existing CMS and CRM with a defined quality assurance process." What level of CRM do you envision needing to implement in the new site (e.g. full Simpleview functionality, or more limited in nature to start)?

We will need a CRM that allows our partners access to update listings and admin access to all listing content for VEP staff. We also are seeking solutions for a sales CRM for meetings, conferences, special events. We are open to creative solutions to achieve both of these goals.

34. If a CRM transition is needed, is that required to be part of the \$85,000 budget?

If possible, yes.

35. Are there any other vendor integrations not mentioned in the RFP or other areas of the site that have functionality that is not publicly available?

Integrations on visitestepark.com include Guide geek, Book Direct, and Snapsea in addition to the Simpleview CRM.

36. Will ongoing SEO services post launch be handled by any existing vendor or are you looking for pricing for that?

Ongoing SEO services can be scoped into a supplemental agreement as a part

of ongoing maintenance of the site.

37. Are there specific technical requirements or ad-serving platforms (e.g., Google Ad Manager) that the new design must accommodate to preserve this revenue stream?

Advertising infrastructure, including an ad-serving platform, needs to be a consideration of the proposal.

38. What are the biggest pain points from partners regarding the current program?

Challenges are outlined in the RFP document. We look forward to further analyzing and discussing specific partner feedback on the current program with the selected partner.

39. How would you assess the accuracy and freshness of your current website content?

We are open to the potential bidder's assessment.

40. For the new website, are you primarily looking to migrate existing content, or do you anticipate a broader content refresh and optimization effort?

We are in the process of updating and optimizing content to migrate a clean slate of content to a new site. We are also open to recommendations and feedback from a potential bidder.

41. Do you have any hard launch date timing related to any expiring existing contracts or other outside factors?

The timeline for the website launch will be determined by the selected partner's proposed approach.

42. Among your diverse targets, who are the primary audiences for the website?

Audiences outlined in the RFP are our primary audiences for the website.

43. How important is resident engagement as part of the overall site strategy?

Residents are a key audience as outlined in the RFP.

44. How do you currently define website conversions, and how do you define economic impact?

Current reporting is available at visitestepark.com/transparency. We are open to new or refined recommendations from potential bidders.

45. What does success look like, and what are the primary KPIs to measure this?

Success is defined in the RFP document beginning on page 3.

46. Beyond current analytics metrics, are there additional performance indicators or reporting capabilities you would like the new platform to support?

We are open to new or innovative recommendations from potential bidders.

47. How is your strategy adapting to external generative AI search like Google and OpenAI?

We are open to the recommended strategy adaptation from potential bidders.

48. Are there plans to integrate AI tools on-site (trip planners, chat, recommendations)?

Our website currently is set up with generative AI chat functionality and we are open to continuing to support or evolve it, depending on the proposed strategy from a selected partner. See answer to #47.

49. What are the largest pain points in the user experience from your perspective?

We are open to expert recommendations on user experience.

50. Given the organization's emphasis on collaboration and community engagement, will board members, community partners, or advisory groups have formal input during the website's redesign process?

Yes

51. Visit Estes Park's strategic and marketing plans emphasize responsible year-round visitation, economic contribution, and resident quality of life. How should success for the redesigned website be evaluated post-launch to reflect those priorities.

Success is defined in the RFP document beginning on page 3. Visit Estes Park will work with the selected partner to evaluate how these priorities align with the success of the website post-launch.

52. The Destination Stewardship Plan recognizes the need to balance visitor growth with community well-being. When user-experience or content recommendations involve tradeoffs between conversion, stewardship, and resident considerations, what principles or guidance should inform those decisions during the redesign?

Visit Estes Park will work collaboratively with the selected partner to establish the principles and priorities that guide those decisions.

53. Can Visit Estes Park clarify how conflicts of interest will be evaluated for agencies representing multiple tourism destinations, and whether category exclusivity is required for this engagement?

Category exclusivity is not a requirement. Visit Estes Park expects that selected partners will be transparent about other relevant relationships and will ensure that work produced for Visit Estes Park reflects fresh, independent thinking without conflict of interest relative to other destinations or clients they represent.