



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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Visit Estes Park Welcomes Shannon Davis and Rachel Ward Oppermann

ESTES PARK, Colo. (April 2018) – Shannon Davis of Lyons has been named Marketing Director and Rachel Ward Oppermann of Allenspark has been named Public Relations Coordinator for Visit Estes Park.

Davis' expertise in developing and executing successful content strategies at *Backpacker Magazine*, *Climbing Magazine* and REI, and Oppermann's demonstrated talent and background in destination marketing at Miles Partnership, a strategic marketing company focused exclusively on travel and tourism, along with their passion and familiarity with the area were key elements for their selection for these roles, says Visit Estes Park Interim CEO Suzy Blackhurst.

In the 11 years Davis has called Colorado home, Estes Park "has been my hub of adventure and good living, and I'm a better person for it. Estes can and should compete for hearts and minds with the world's top outdoor and cultural getaways. Having an adventure here benefits the lives of those who visit with impactful memories and brings economic benefit to the area we love so dearly. That's a feedback loop I can't wait to amplify," he says.

Oppermann says she is thrilled to join VEP. "My love for Colorado and its mountainous outdoors is apparent in who I am and something I have always wanted to incorporate into my work life. The stunning views of Estes, the recreational opportunities, the unique look and feel of the town and the community are things I want to share with the world, while the drive the locals share to make work and home succeed in a remote location is infectious and something I want to support."

"We're so excited to have Shannon and Rachel join the team. I feel so pleased to complete the Visit Estes Park team with two such passionate, experienced individuals," Blackhurst said, adding "with Rachel's agency experience and Shannon's demonstrated success growing audiences across content outlets they'll bring a whole new perspective to our efforts to drive tourism to and year-round economic growth in our area."

Oppermann's responsibilities include coordinating work with the Colorado Tourism Organization and VEP's PR partner, Turner PR in Denver, to bring media, social influencers and tour operators to Estes Park, while Davis' duties include marketing Visit Estes Park's brand across content platforms to augment qualified audiences and encourage visitation to Estes Park.

Visit Estes Park's mission is to drive tourism and year-round economic growth through effective and efficient destination marketing. For more details about VEP go to VisitEstesPark.com.

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