



2023 ANNUAL REPORT

Visit Estes Park

INTRODUCTION

As we reflect on the past year, we're pleased to present the 2023 edition of our Visit Estes Park Annual Report. This report offers an overview of our collective efforts to support Estes Park's tourism economy, enhance visitor experiences and preserve the quality of life for our residents.

Located just outside Rocky Mountain National Park, Estes Park is known for its natural beauty, wildlife, and outdoor adventure that attract visitors worldwide. Because of this, tourism has experienced both a surge and a leveling off in recent years, as travelers have sought outdoor destinations and then rediscovered urban ones, bringing opportunities and challenges to our community. Through it all, Visit Estes Park has worked hard to maintain year-round tourism to benefit our community's economy, while protecting the environment that draws visitors here.

To accommodate this shifting landscape, we focused on destination development to extend the tourism season and diversify our offerings throughout the year. This included the brand-new Catch the Glow Season, a six-week series of events aimed at drawing in families, couples and solo travelers alike to enjoy the snowglobe-like winter season. We also debuted Frozen Dead Guy Days Estes Park, the iconic Colorado event now reborn in Estes Park, offering three days of excitement during the slower season. Through these initiatives, we collaborated closely with local partners to offer special deals and promotions via our "Beyond" initiative, encouraging visitors to explore the community during our major events.

In our efforts to remain competitive in destination marketing, we invested in data, technology, and innovative advertising units this year. Through studies and partnerships, such as the Visitor Intercept Study with RRC and our collaboration with Tourism Economics, we gained valuable insights into visitor demographics and economic impact, allowing us to tailor our strategies effectively.

To keep Estes Park ahead of the curve, we also implemented innovative technology. From two white-label artificial intelligence (AI) tools, to a new interactive digital kiosk display at the Visitors Center, Visit Estes Park redesigned how we reach travelers in and out of market. Through these channels, we distributed meaningful content, sharing our community values and creating a new travel planning experience that appeals to visitors who align with Estes Park values.

Recognizing the importance of responsible tourism, we remained committed to destination stewardship. We developed initiatives to promote sustainability, inclusivity and accessibility while preserving our natural environment for future generations. This included a new "Now You Know" video series by local filmmaker Nick Molle, new programs to improve accessibility for individuals with diverse abilities, and kick-starting the Dark Sky Mentor Program to protect our dark skies.

Achieving a harmonious balance between guest experience, economic sustainability, and resident well-being remains our priority as we move forward. We are grateful for your ongoing support and collaboration as we continue to navigate the evolving landscape of tourism in Estes Park.



Kara Franker
CEO, Visit Estes Park

VISIT ESTES PARK

Larimer County Commissioners

John Kefalas, District I, Chair
Kristin Stephens, District II, Chair Pro Tem
Jody Shaddock-McNally, District III

Visit Estes Park

Board of Directors

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Deborah Gibson, Vice Chair
Jerusha Rice, Treasurer & Secretary
Pat Murphy, Director
Rich Chiappe, Director
Nick Smith, Director
Kirby Hazelton, Town Trustee & Director

Town of Estes Park Board of Trustees

Gary Hall, Mayor
Marie Cenac, Mayor Pro Tem
Bill Brown, Trustee
Kirby Hazelton, Trustee
Mark Igel, Trustee
Frank Lancaster, Trustee
Cindy Younglund, Trustee

Visit Estes Park Staff



Left to right: Mike Zumbaugh, Colleen Sovey, Claire Mollé, Heidi Barfels, Kara Franker, Rachel Ward Oppermann, Dana Paiement, John Berry, Kendall Akin, Rebecca Domenico-Gelsinger,
not pictured: Cindy Mackin



**Roster updated at time of publishing*

DRIVEN BY DATA

VISITOR INTERCEPT STUDY WITH RRC ASSOCIATES

To understand our target markets better and garner a more accurate estimation of visitor economic impact on our community, we conducted a year-long visitor intercept study. Throughout the year, surveyors approached approximately 1,500 guests in the downtown area and near Town signature events to request participation.

Intercept Periods:

- Spring - March 17th – April 16th (Frozen Dead Guy Days)
- Summer - July 5th – August 2nd (Rooftop Rodeo)
- Fall - September 1st – October 1st (Elk Fest)
- Winter/Holiday - November 24th – December 20th (Catch the Glow Parade; Frosty Beer Fest; Glow in the Park Family Day)

TOURISM ECONOMICS SYMPHONY DASHBOARD

To garner actionable insights and track performance against our goals, we partnered with industry leader Tourism Economics to create a customized data intelligence dashboard. The dashboard presents national and organizational data in a comprehensive, interactive format and features a public intelligence report that we share with our partners. The dashboard incorporates several Visit Estes Park data sources, including our lodging tax data, KeyData (STVRs), marketing data, as well as insights into statewide and national travel and spending.



VISITATION DATA GATHERED FROM PLACER.AI

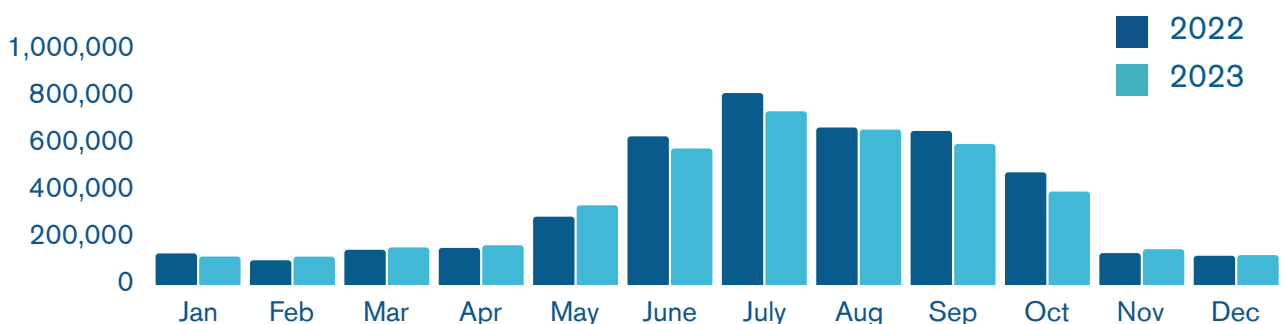
Data from a Placer.AI geofencing study showed that in 2023, 2.1 million guests visited Estes Park an average of 2.9 times. Total visits equaled 6.1 million.

Average length of stay:

- Overnight 1.8 days
- Day Tripper 7.2 hours

ROCKY MOUNTAIN NATIONAL PARK VISITATION

Rocky Mountain National Park received 4.1 million visitors in 2023. While visitation slowed in the summer months compared to 2022, the park saw an increase in visits during the months of February, March, April, November and December of 2023.



TECHNOLOGY

ARTIFICIAL INTELLIGENCE

To embrace innovation and stay ahead of the curve with technology, Visit Estes Park has developed two white-label artificial intelligence (AI) tools to enhance both internal processes and traveler engagement. The tools target and reach new travelers, as well as engage existing customers, including a custom, full-funnel planning tool available prior to and during travel, named the Rocky Mountain Roamer, and a content creation tool called HappyPlaces+ for staff.

ROCKY MOUNTAIN ROAMER A DIGITAL TRAVEL ASSISTANT, POWERED BY AI



Artificial intelligence has made trip planning easier

Rocky Mountain Roamer was developed in partnership with Matador Network's GuideGeek and is available through a QR code that drives to WhatsApp, Instagram or Facebook, or through our website. This ensures easy access and the ability to reach travelers through their preferred channel. Rocky Mountain Roamer can provide itineraries, links to website content and links to book flights and hotels, driving users down the booking funnel faster. It will soon include the possibility to deliver messages to visitors while they are in the destination.

Initial Insights



**2,000
MESSAGES**

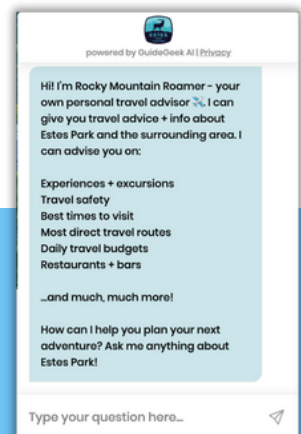
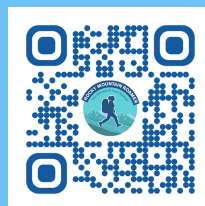


Web Chat Bot had the
MOST INTERACTIONS



Instagram had the
MOST RETURN USERS

INSIDERS LIST LAUNCH: DECEMBER 2023
SOCIAL MEDIA LAUNCH: JANUARY 2024
PAID MEDIA LAUNCH: TO COME IN 2024



Beta testing was implemented in phases internally, locally and through email subscribers. Testing revealed the opportunity to increase stakeholder content and a new community relations campaign was launched to ensure our AI tools know all Estes Park business.

In 2024: we are continuing to train the tool on our destination and are launching a paid media campaign to reach more guests.

ARTIFICIAL INTELLIGENCE (AI) HAS MADE US MORE EFFICIENT

Through Intentful, we developed a custom tool to help staff create more high-quality content in our brand voice and style. This saves time and resources spent on content production.

LEISURE CAMPAIGNS

2023 PAID MEDIA HIGHLIGHTS

In 2023, an integrated online and offline media strategy was implemented utilizing comprehensive tracking and travel data to inform targeting and media placements in key markets, drawing in visitation and increasing awareness.

PARTNERSHIPS WITH ONLINE TRAVEL AGENCIES

Expedia, Hotels.com & VRBO

\$3.2 million gross booking 3,653 room nights

31:9 return on ad spend VRBO generated the majority of room nights

INCREASED PRESENCE IN PRINT MEDIA

AFAR, Travel+Leisure and the Estes Park Trail Gazette

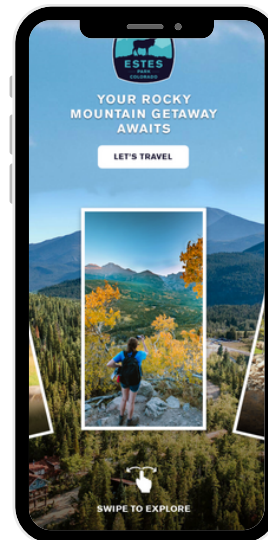
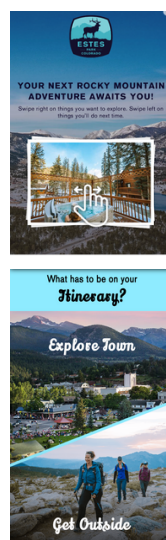
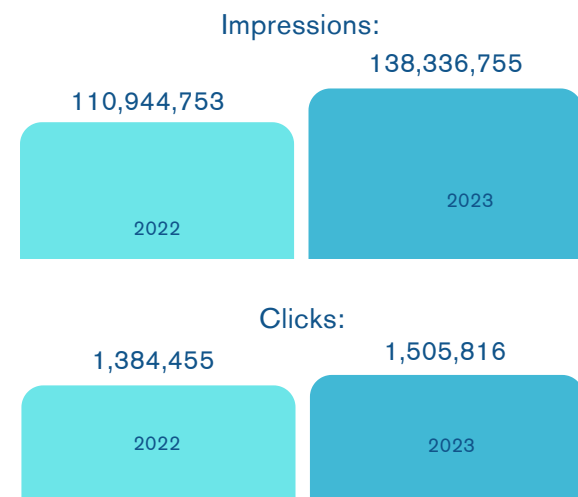
NEW WINTER LEISURE CAMPAIGN

Highlighted people-powered winter activities and affordability through imagery and content

42,105,405 impressions 175,247 clicks

MORE INTERACTIVE AD UNITS

In 2023, new interactive advertising units achieved in a 24.7% increase in impressions and a 8.8% increase in clicks



DISPLAY ADVERTISING NET ECONOMIC IMPACT

Through innovative targeting, Epsilon leveraged transaction data to return a Net Economic Impact Report to measure our campaigns. Highlights include:

\$2.4M messaged visitor spend 803,000 unique individuals reached

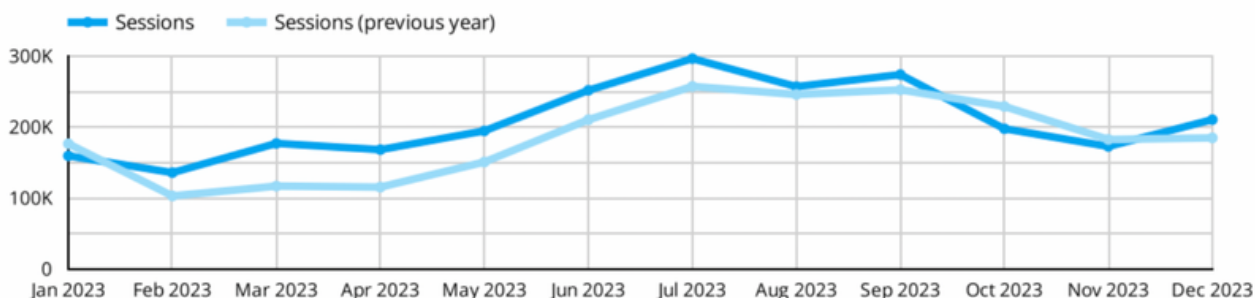
WEBSITE

VISITESTESPARK.COM

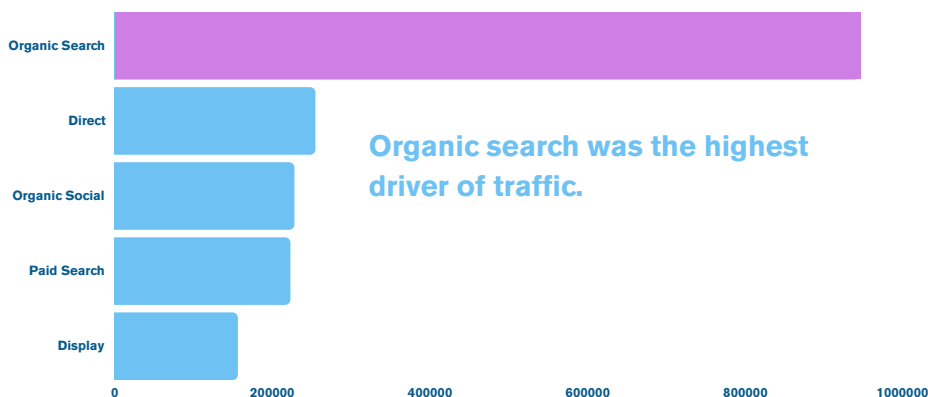
VISITESTESPARK.COM ACHIEVED 4.8 MILLION VIEWS, EXCEEDING OUR GOAL OF 2 MILLION.

This includes 1,601,001 total engaged sessions. Engaged sessions are website visit that meets a timing requirement, had an action take place or received two or more screen or page views.

Engaged Sessions over time (Last 12 months YoY)



1,902,343 UNIQUE USERS ENGAGED WITH OUR WEBSITE



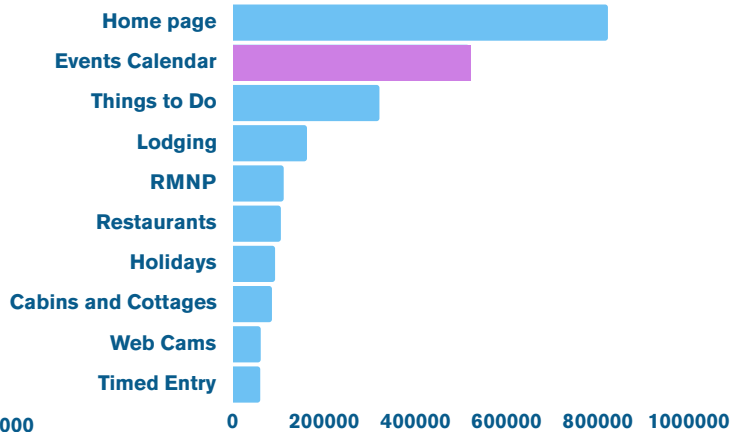
TOP VIEWED BLOGS

The highest-performing blogs covered a range of topics with romance ranking the highest.



TOP VIEWED PAGES

Viewers used the events calendar as a primary planning tool.



DIGITAL CONTENT



SOCIAL MEDIA CONTINUED TO INSPIRE AND EDUCATE



Organic and paid reach:

10.5 million

exceeded our goal of
6 million impressions

7.5K new followers

5.8% increase from 2022

Highest Performing Post: RMNP's Timed Entry

254,757 impressions

Visitors were highly interested in
information on Rocky Mountain
National Park's Timed Entry System



Organic and paid reach:

2.6 million

8.8K new followers

Highest Performing Reel:

257,730 views

Fall colors consistently
performed higher than average



CONSUMER ENEWSLETTER

In 2023, as the consumer e-newsletter subscriber database grew, we leveraged our content to educate those who had already decided to travel and inspired those yet to book. Content pillars were established to make sure we covered all of our target interests in each e-mail.

Average Subscribed in 2023: **70,226**

Open Rate: **30%** June - September had the highest open rates

Industry average open rate: 29.7%

PHOTOGRAPHY

Our in-house photographer conducted 50 official stakeholder photoshoots, created content for 46 community events and organized two large photoshoots: Isabella Bird and Friend Summer Travel.

LODGING REFERRAL ENGINE

459,737

Searches within Visit Estes Park's engine

401,421

Referrals sent to stakeholder booking engines
Exceeded our goal of 400K referrals

\$5,697,385

Estimated booking revenue referred, based on a global conversion rate, referrals sent, average daily rate and the average length of stay

PUBLIC RELATIONS

PR EFFORTS GENERATED SIGNIFICANT COVERAGE IN TOP MEDIA OUTLETS

Earned coverage in top-tier national media outlets helped surpass our goal of 300 million media impressions.



**150 articles
generated**



**3,919,705,024
impressions**



**\$9,802,873
Ad Value Equivalency**

TOP MEDIA HITS:



**TRAVEL+
LEISURE**



Smithsonian

- CBS Sunday Morning - "The Frozen Dead Guy at The Stanley Hotel," by Lee Cowan
- CNN - "25 Best Hiking Cities in the US," by Erin Gifford
- Smithsonian - "Following British Explorer Isabella Bird's Footsteps Through the Rockies, 150 Years Later," by Laura Kiniry
- Travel + Leisure - "This Gorgeous New Hotel Next to Colorado's Rocky Mountain National Park Just Opened with 2 Pools, Hammocks, Fire Pits, and Epic Views," by Dobrina Zhekova
- The TODAY Show - "Fun fall getaways in the country to book right now."

HOSTED 22 JOURNALISTS AND INFLUENCERS

FAM trips provide journalists with firsthand experience to cover in their stories.

The Travel Mom, June 2023

Isabella Bird FAM, August 2023

Frozen Dead Guy Days FAM, March 2023

Catch the Glow Influencer Programs, December 2023

Travel Mom Results

The Travel Mom Emily Kaufman returned to Estes Park for research of a broadcast television tour in over 5 markets. The segments were seen by 14,061,400 online news audiences and 123,568 total local TV audiences.



EXTEND THE SEASON



"Extend the Season" is an ongoing campaign launched in 2023 designed to encourage travel to Estes Park beyond summer and fall. The initiative focused on events as a visitation driver, offering winter activities for all travelers, ranging from music festivals to holiday celebrations and more. Staff will continue to build on this destination development program in the coming years.

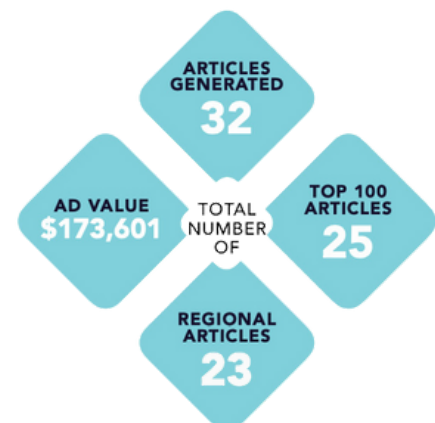
FROZEN DEAD GUY DAYS MARKETING

Frozen Dead Guy Days, one of Colorado's most beloved annual events for more than 20 years, kicked off a new chapter in Estes Park, organized by Visit Estes Park in just 100 days. On March 17-19, 2023, the reborn Frozen Dead Guy Days featured live music and unique activities all weekend long. It was held at the Estes Park Events Complex and The Stanley Hotel, with satellite events occurring around town, reflecting the major community effort.

FROZEN DEAD GUY DAYS GARNERED NATIONAL MEDIA COVERAGE



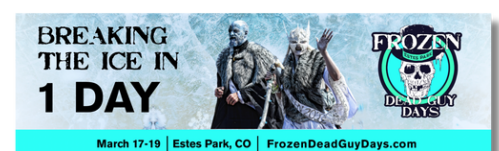
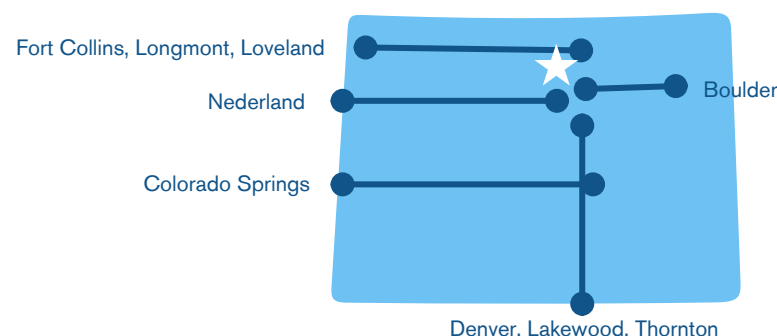
Frozen Dead Guy Days received national attention for its move to Estes Park, and the captivating story made the cover of the Wall Street Journal. We distributed 3 press releases and hosted 5 journalists on a FAM trip during the event.



COMPELLING MARKETING CAMPAIGNS

We created compelling marketing campaigns and reached our audiences through social media, digital and print advertising, billboards along the Colorado Front Range, email, editorials and TV appearances. Our social media campaigns had a click through rate that was 2x higher than the industry average and our digital advertising generated 437 conversions. We launched several giveaways on TV, radio and all social media channels for weekend packages which resulted in over 7,000 new email subscribers.

The Estes Park drive market interacted the most with our digital advertising.



EXTEND THE SEASON

FROZEN DEAD GUY DAYS IMPACT

64 COMMUNITY PARTNERS
MADE THIS EVENT A HUGE SUCCESS



- 10 locations for Bands & Bloody Brunch
- 11 partners produced satellite events
- 4 partners produced games at the Events Complex
- 15 partners created special offers
- 16 lodgers created exclusive packages

CONTRIBUTIONS TO THE COMMUNITY

\$28,394 RAISED FOR WORKFORCE HOUSING & CHILDCARE

In addition, these funds were raised for local non-profits:

\$9,500 raised for the High School Band through parking

\$2,700 raised for Western Heritage through beer sales from the Icebreaker Kick-Off

\$670 raised for the Estes Park Nonprofit Network through the Polar Plunge

\$160 raised for High School Prom through You Need Pie's Pie Toss Game

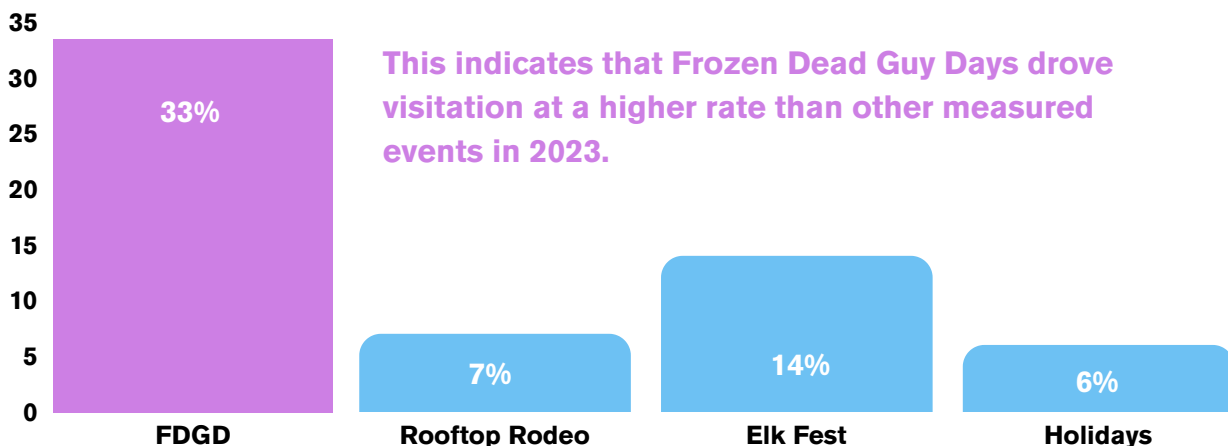


Estes Park received a Bronze Adrian Award for Bringing Frozen Dead Guy Day Back to Life and a Silver Adrian Award for Standing Up For Workforce Housing & Childcare



Estes Park also received the Governor's Award for Exemplary Community Initiative. This award is part of the Colorado Tourism Office's Governor's Awards for Outstanding Tourism Efforts.

Our spring visitor intercept survey showed that one-third of visitors cited special events as their primary reason for visiting Estes Park.



EXTEND THE SEASON

CATCH THE GLOW HOLIDAYS MARKETING

The development of quintessential winter experiences elevated the winter season in Estes Park and fostered a collective community effort. Events like the Frosty Beer Fest and the Family Day & Sweets Stroll were organized to boost overnight stays and attract visitors to local stores. We sponsored the Miracle Pop-Up Bar at Cousin Pat's and collected 19 locations to be part of the Estes Park Driving Tour.

LAUNCHED THE ULTIMATE MAP FOR NAVIGATING THE HOLIDAYS

A new Bandwango partnership launched the first Estes Park Holiday Passport, a mobile pass that became the go-to guide for the holiday season in Estes Park. From November 18, 2023-January 1, 2024, guests were invited to sign up for free, check into 50+ local businesses and earn points along the way to redeem prizes.

- 887 sign ups
- 1,701 check-ins
- 220 discount redemptions



A NEW BRAND FOR THE HOLIDAY SEASON: CATCH THE GLOW

Holiday visitation increased as Estes Park was positioned as a winter wonderland through advertising, paid social media, public relations and content creation efforts.



Gear up for an unforgettable celebration as Estes Park decks the halls for the inaugural Catch the Glow Family Day in the Holiday Season. For 7 weeks, the town transforms into a dazzling wonderland, welcoming families to enjoy a variety of festive activities. Bundle up your kiddos and join us at Bond Park on Saturday...

[Continue Reading](#)



Estes Park has something magical in store for you this holiday season with the launch of the very first Catch the Glow Holiday Season! With 7 full weeks of events and experiences, we have something special waiting for every type of traveler. With so many options to choose from, we decided to...

[Continue Reading](#)



NEW LOGO:



PAID MEDIA RESULTS:

Total Media Impressions:
4,256,270
Paid Social: 1,650,201
Paid Media: 2,606,069

Total Media Clicks: 97,491
Paid Social: 87,556
Paid Media: 9,935
Clicks: 2.29%

EXTEND THE SEASON

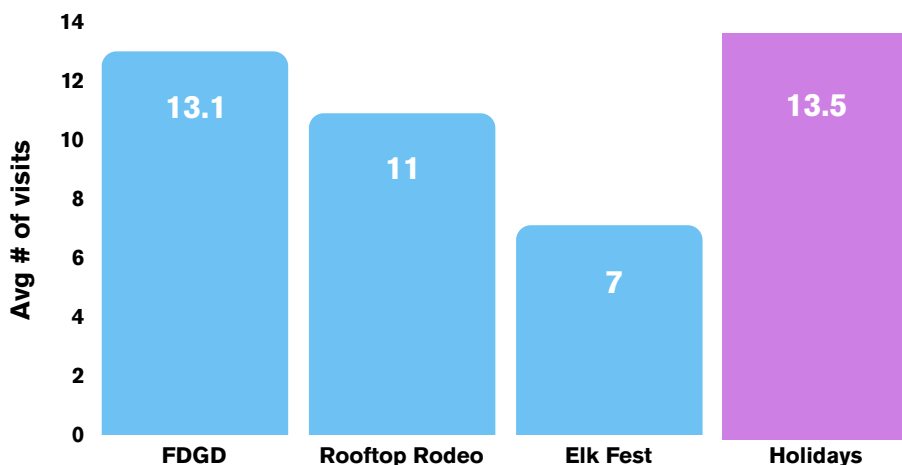
CATCH THE GLOW HOLIDAYS IMPACT



The entire Catch the Glow season was a great success. Our customers loved the Events in Bond park and especially Sweets Stroll. We were thanked many many times for Sweet Stroll and were told they had not seen anything like it anywhere. Also, the Christmas lighting was amazing this year and enjoyed by all our visitors. -Jan Theriot, The Old Fashion Candy Store

Catch the Glow Season gave visitors a reason to return to Estes Park

The holidays saw the highest number of average repeat visitors.



Catch the Glow Season was the highest viewed event page in 2023

Indicating that strong awareness for the new event series was achieved through marketing efforts.



COMMUNITY EVENT SUPPORT



EVENTS ARE A YEAR-ROUND VISITATION DRIVER

We take a holistic approach to supporting the tourism economy through this important visitation driver.

This includes event sponsorships, the “Beyond” program and dedicated marketing efforts.

EVENT SPONSORSHIP PROGRAM

Our sponsorship program supported community events in order to provide an enhanced visitor experience that draw travelers to Estes Park and generate overnight stays.



**\$30,000 IN
SPONSORSHIPS**



27 LOCAL EVENTS



**\$4,500 IN-KIND MARKETING PACKAGE
FOR EACH EVENT**

\$110,000 TOTAL IN-KIND MARKETING

Examples of Events Sponsored:

Snowygrass Music Festival, Gypsy Jazz, Duck Race, Pirate Face Productions, Rocky Mountain Conservancy Facelift Event and Women of Rocky History Tour, Longs Peak Reunion, Estes Plein Air Event, Autumn Gold, Friends of Folk, MacGregor Ranch Community Picnic, Estes Park Marathon, Rooftop Rodeo

Example of In-Kind Publicity Work:

Estimated 144 hours of donated time to the Duck Race:

- Press releases to secure participation
- Press releases to generate interest in the race
- Event listings in local newspapers
- Facebook page posts
- Photos taken at the event

Town Events: First People’s Festival, Wine & Chocolate, Whiskey Warm Up, Bigfoot Days, Wool Market, Elk Festival, Rocky Mountain Craft Spirits Festival, Catch the Glow Parade
Chamber Events: Chamber Cup, Food for Thought, Community Gumbo Dinner, Bowling Tournament, 5th Anniversary, Chamber Gala, Mini-Golf Tournament

THE BEYOND PROGRAM DROVE EVENT ATTENDEES INTO LOCAL BUSINESSES

We continued the “Beyond” program in collaboration with the Estes Chamber and the Town of Estes Park. Local businesses submitted special offers to be featured on a dedicated page on our website, which was shared with guests through event posters, blogs, social media channels and in dedicated pitches to the media for news coverage.



319 UNIQUE SPECIAL OFFERS



32,245 CLICK THRS

EVENT MARKETING

As a part of the in-kind marketing package, each sponsored event receives dedicated social media carousel ads, organic social media and inclusion in the monthly events article, sent out in the monthly consumer e-newsletter

FACEBOOK CAROUSEL AD

We have an ongoing ad on Facebook promoting upcoming local events. These ads performed very well:

1,089,454 unique people reached
4,482,423 impressions

5.68% click through rate
6.3xs higher than industry average

COMMUNITY ENGAGEMENT

OVER 1,000 MEETINGS & TOUCH POINTS WITH PARTNERS

Visit Estes Park was proactively involved with the community through initiatives encouraging conversation, education, and participation. Our in-person Community Roundtables offered a space for open discussions and collaboration, and OLIVE training assisted businesses with their online presence. We engaged with the community through attending events, special offers, event sponsorship programs and more outreach efforts.

COMMUNITY ROUNDTABLES

The Workforce Community Roundtable provided resources for finding staffing options and the Holiday Community Roundtable educated on opportunities for involvement, such as creating lodging packages, special events and attractions, collaborating with other businesses and decorating opportunities.



DOWNTOWN ESTES CONSTRUCTION COMMUNICATIONS

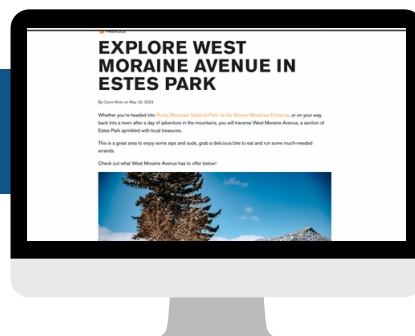
[VisitEstesPark.com/Construction](https://www.visitestespark.com/construction)

Visitor resources helped guests understand what to expect from the construction and emphasized that businesses were open.



We partnered with Nick Molle to create a short video that urged visitors to have patience with the project.

Example of a blog post that highlighted businesses in the impacted area and we promoted on all platforms.



COMMUNITY INITIATIVES

ESTES EXPERIENCES CELEBRATED THE WORKFORCE

We invited all local frontline workers to experience Estes Park as our visitors do for a whole week. We collected offers like free tours, classes, movies and more from local businesses so that our workforce could arm themselves with passion for our destination and see tourism in action.



23 SPECIAL OFFERS OR EXPERIENCES FOR FRONTLINE TOURISM WORKERS



THE VISITOR CENTER KIOSK PROVIDED IN-MARKET ASSISTANCE



5,541 SESSIONS



5:46 AVG DURATION PER SESSION



JUNE, JULY & AUGUST HAD OVER 800 SESSIONS PER MONTH



TOP LISTINGS:

1. ESTES PARK TROLLEY
2. ESTES PARK MOUNTAIN SHOP
3. OPEN AIR ADVENTURE PARK
4. BACKBONE ADVENTURES
5. GREEN JEEP TOURS



THE 150TH ANNIVERSARY OF ISABELLA BIRD

2023 marked 150 years since Bird's time in Estes Park and her climb of the iconic peak. We collaborated with local businesses to pay homage to her unwavering spirit of adventure through inspiring events and education.



COORDINATED AND PROMOTED 12 EVENTS

EVENTS & ACTIVITIES HONORING ISABELLA BIRD

Estes Park businesses are planning fun events and activities to celebrate Bird this summer and fall. Take advantage of one while in town! And keep scrolling for exclusive Isabella Bird-themed offers!

WOMEN OF ROCKY HISTORY TOURS
SEPTEMBER 11 - NOVEMBER 17
Focusing on local legend, Isabella Bird, this scenic bus tour will take participants on a historical adventure throughout the Estes Valley and Poudre Canyon. The program will include the impacts of other European homesteading women, including Anna Wollman, Ida McCune, Katharine Gifford and Amanda Blocker Byrd. Hosted by the Rocky Mountain Conservancy, weekly and on demand September 17. [Get tickets here.](#)

THUNDER IS THE MOUNTAIN'S VOICE: THE STORY OF ROCKY MOUNTAIN JIM AND ISABELLA BIRD
NOVEMBER 3 & 4 AT 7 P.M. - RECEPTION ON NOVEMBER 3 AT 5:30 P.M.
NOVEMBER 5 AT 2 P.M.
Don't miss the captivating play, "Thunder is the Mountain's Voice: The Story of Rocky Mountain Jim and Isabella Bird," taking place at the Rockies - Estes Park Center. Written by acclaimed playwright Keesa Kay over 20 years ago, this production commemorates the 150th anniversary of Isabella Bird's remarkable journey to Estes Park and Rocky Mountain National Park. Experience the gripping performance by a talented cast as they bring to life the encounters between Isabella, Rocky Mountain Jim, and Griff Evans, who played a pivotal role in putting Estes Park on the map. Be transported back in time through this enthralling theatrical experience. Join us for a celebratory reception to kick it all off, on Friday, November 3 at 5:30 p.m. [Get your tickets now!](#)

ISABELLA BIRD'S JOURNEY TO ESTES PARK PRESENTED BY LINDA BATLIN
NOVEMBER 14
Join storyteller, Linda Batlin, on November 14 at 6 p.m. as she presents Isabella Bird's journey through Colorado. Batlin will portray the intrepid British adventurer as she brings this piece of Estes Park history to life. The program will take place in the Estes Park Museum Meeting Room, light snacks and refreshments will be provided. This program is free and open to the public of all ages.



SALES

Throughout the year, the Visit Estes Park team worked to increase the number of group bookings for meetings, conferences, weddings and events, encouraging occupancy during traditionally low-demand periods through relationship building, marketing campaigns and attendance at trade shows.



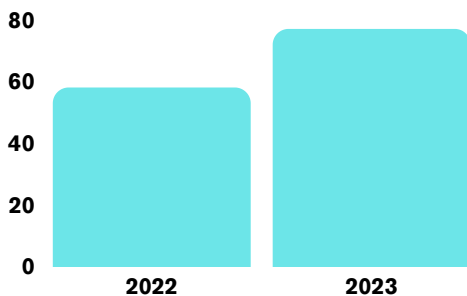
INTERNATIONAL

**TOTAL ESTIMATED
VISITOR SPENDING:**
\$2,001,820

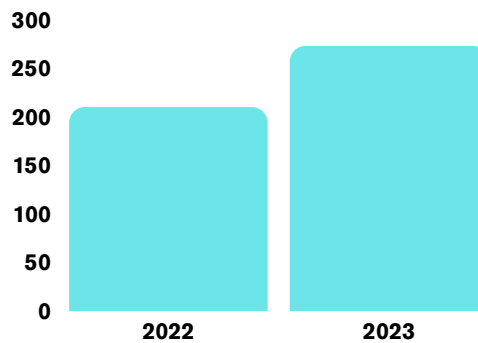
**TOP 5 INTERNATIONAL
MARKETS STAYING IN
ESTES PARK:**

United Kingdom
Germany
France
Australia
Mexico

**TOUR OPERATORS
OFFERING OVERNIGHTS**
saw a 32.76% growth



OVERNIGHTS OFFERED
saw a 30% growth



REQUESTS FOR PROPOSALS



179 total leads



34,047 requested rooms



\$5,160,730 estimated
economic value

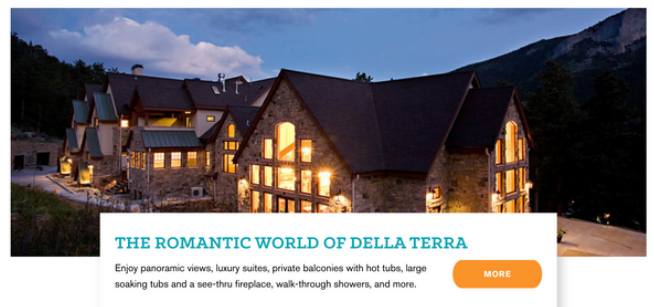
TRADESHOWS VEP ATTENDED

- Meetings Industry Council of Colorado Tradeshow
- Destination West
- CSAE Annual Conference
- Destination Colorado Meetings Showcase

WEBSITE SALES

\$100K increase from 2022

\$550K in web sales through
Destination Travel Network



INCLUSION & SUSTAINABILITY



NEW INCLUSION & SUSTAINABILITY STATEMENT

We shared our commitment to welcoming all and being good stewards of the land on VisitEstesPark.com:

We exist to inspire reverence for Estes Park and the lands that surround us. We wish to share this beautiful place with everyone and strive to ensure that every single person feels welcomed and valued in our community while being thoughtful of those who came before us.

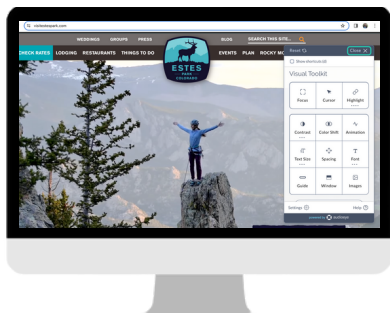
We pledge to be good stewards of our destination by helping our guests Do Estes Right, including respect for our wildlife. We're a community-first organization dedicated to practicing responsible tourism and supporting our workforce.

We acknowledge that we are marketing a destination operating on the Native Lands of the Arapaho, Ute and Cheyenne tribes.

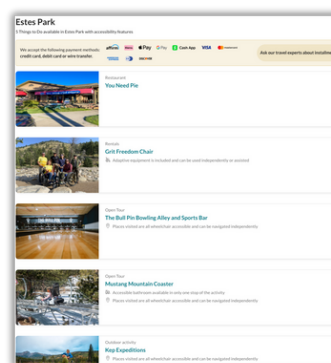
TOOLS FOR A MORE ACCESSIBLE DESTINATION



Through our website agency SimpleView, we partnered with Audio Eye to provide screen capabilities that enable individuals with disabilities to navigate, interact, and complete website tasks.



Wheel the World is an accessible travel booking platform with detailed and verified accessibility information, designed for people with accessibility needs to travel. Visit Estes Park sponsored 10 listings on their website and connected them with local businesses to arrange site visits and more.



PROGRESS TO PROTECT DARK SKIES

We received a grant to participate in the Dark Sky Mentor Program through OEDIT and Dark Sky Colorado

With the grant, we are working to receive an International Dark Sky Certification for Estes Park. In 2023, we convened a "Coalition for the Stars" made up of community members who are passionate about the environment. In 2024 we plan to continue the following steps:

- Continue the Coalition for the Stars
- Conduct a Sky Brightness Measurement Program
- Engage the Community with Dark-Sky Education & Outreach

NOW YOU KNOW WITH NICK MOLLÉ VIDEO SERIES

The videos shared quick bits of knowledge about Estes Park intended to drive interest in the environment, wildlife and history of the area.



LODGING TAX

\$9,398,436

Total Lodging Tax Receipts

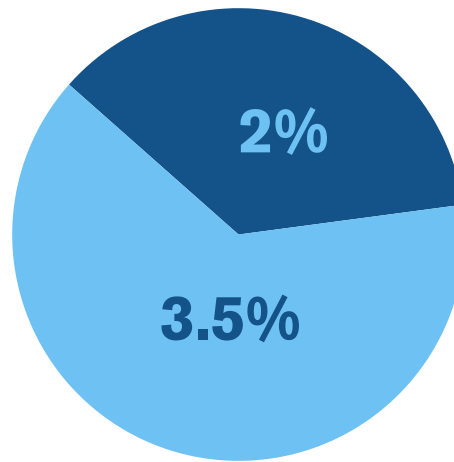
\$3,417,614

Visit Estes Park
Destination Marketing, Education
& Development

\$5,980,822

Town of Estes Park
Workforce Housing & Childcare

*Due to the requirement of the statute,
10% of this total (\$598,082) is retained
by VEP for marketing.*



As of January 1, 2023, a 5.5% lodging tax is collected on overnight stays at hotels, motels, RV parks, campgrounds, guest ranches, rental properties, and other lodging facilities. 2% is used to fund the Estes Park Local Marketing District. The remaining 3.5% is for funding dedicated workforce housing and childcare projects, with 90% of the funds going to the Town of Estes Park and 10% remaining with VEP for marketing, which is required by the Colorado statute.

LODGING TAX COLLECTION & GROWTH

Lodging tax collection has fluctuated during the pandemic years due to a surge in tourism within outdoor destinations. We have now returned to, and still exceed 2019 levels. For comparison purposes, this chart outlines collections for the 2% lodging tax only.

MONTH	2019	2020	2021	2022	2023	2020 Growth	2021 Growth	2022 Growth	2023 Growth
JAN	\$70,816	\$83,178	\$120,031	\$116,566	\$117,805	17.5%	44.3%	-2.9%	1.1%
FEB	\$67,744	\$79,207	\$111,900	\$117,615	\$111,356	16.9%	41.3%	5.1%	-5.3%
MAR	\$121,730	\$59,700	\$181,175	\$188,421	\$164,550	-51.0%	203.5%	4.0%	-12.7%
APR	\$80,228	\$3,284	\$145,839	\$139,371	\$127,513	-95.9%	4,340%	-4.4%	-8.5%
MAY	\$154,914	\$49,651	\$231,814	\$223,181	\$219,743	-67.9%	366.9%	-3.7%	-1.5%
JUNE	\$393,565	\$259,327	\$502,175	\$507,482	\$545,329	-34.1%	93.6%	1.1%	7.5%
JULY	\$423,663	\$407,079	\$532,106	\$546,539	\$544,065	-3.9%	30.7%	2.7%	-0.5%
AUG	\$350,914	\$380,281	\$445,988	\$442,156	\$407,332	8.4%	17.3%	-0.9%	-7.9%
SEP	\$459,937	\$447,771	\$571,630	\$572,073	\$609,522	-2.6%	27.7%	0.1%	6.5%
OCT	\$176,461	\$186,977	\$274,546	\$287,926	\$264,712	6.0%	46.8%	4.9%	-8.1%
NOV	\$85,394	\$86,972	\$135,204	\$126,298	\$119,929	1.8%	55.5%	-6.6%	-5.0%
DEC	\$152,517	\$155,398	\$212,178	\$190,061	\$185,758	1.9%	36.5%	-10.4%	-2.3%
TOTAL	\$2,573,883	\$2,198,825	\$3,464,586	\$3,457,689	\$3,417,614	-13.4%	57.6%	-0.2%	-1.2%

FINANCE

\$3,417,614

2% LMD LODGING TAX REVENUES

↓ \$53K, OR 1.5% FROM 2022.
↓ \$43K, OR 1.3% FROM 2021.

\$5,687,573

SALES TAXES

↑ \$157K, OR 2.8% FROM 2022
↑ \$634K OR 12.5% FROM 2021

Received by the Town from Lodging Establishments within
the Town of Estes Park.

*Sales tax from some lodgers includes all sales taxes, including
banquets, restaurants & shopping.

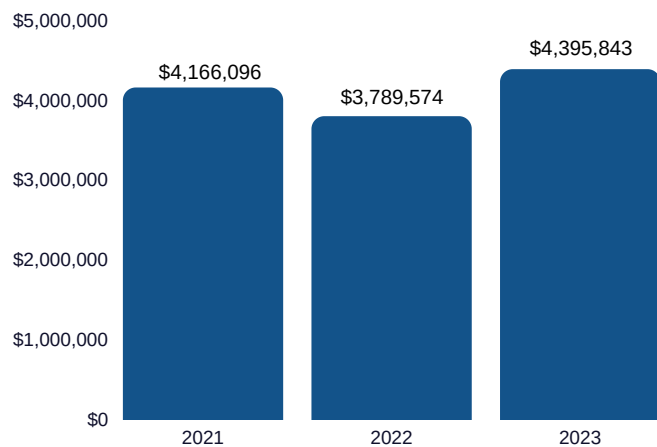
*Numbers are subject to change as lodging properties remit delinquent tax collections

ORGANIZATIONAL FINANCIAL PERFORMANCE FINANCIAL STATEMENTS

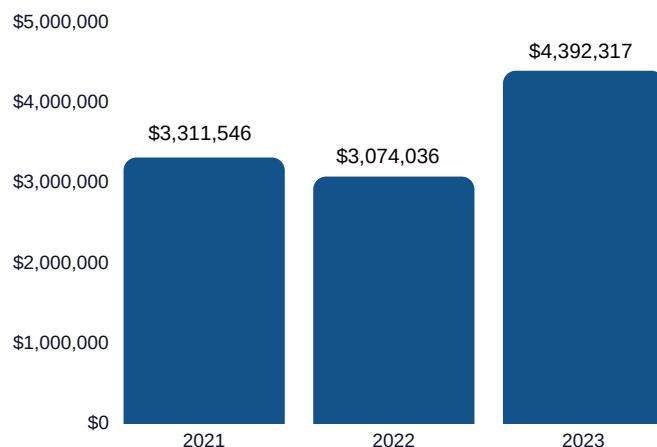
REVENUES*

(8.6)% — % change 2023 over 2022
35.9% — % change 2023 over 2021

* 2021 figures included PPP loan forgiveness of \$209,390
2023 excludes \$5,374,603 of 6E Passthrough Funds



EXPENSES



FINANCE

FINANCIAL & INTERNAL AUDITS

Visit Estes Park completed its 2022 annual financial audit in July 2023, and received a clean independent auditor's report from Haynie & Company.

ORGANIZATIONAL EFFECTIVENESS

DESTINATION MARKETING ACCREDITATION PROGRAM



DESTINATIONS
INTERNATIONAL

The globally recognized Destination Marketing Accreditation Program (DMAP) is a visible industry distinction defining quality and performance standards in destination marketing and management. To become accredited, destination marketing organizations must demonstrate compliance with more than 100 performance standards. Accreditation standards are set by an independent panel of industry veterans representing a diverse selection of destination marketing organizations. Standards are regularly revisited and revised to reflect the evolution of best practices in our industry.

Visit Estes Park first achieved accreditation in 2014. Every four years, our organization must undergo DMAP's reaccreditation process, demonstrating that we remain in compliance with current performance standards and meet all newly implemented standards.

In 2022, the Estes Park team completed the application submitted in December 2022.

In 2023, we received notification of our reaccreditation, now with distinction. Attaining Accreditation with Distinction meant that Visit Estes Park met the following additional requirements:

1. Meet all 100+ accreditation standards with no standards marked "Compliant with Opportunity for Improvement."
2. Have at least one standard where the applicant is marked "Compliant Exemplary," meaning the documentation submitted is genuinely outstanding and could be used to set the bar for the industry at large.
3. Meet at least 10 of the 20 Aspirational Standards.