



2024 PUBLIC RELATIONS STRATEGY

TURNER
a fahlgren mortine company

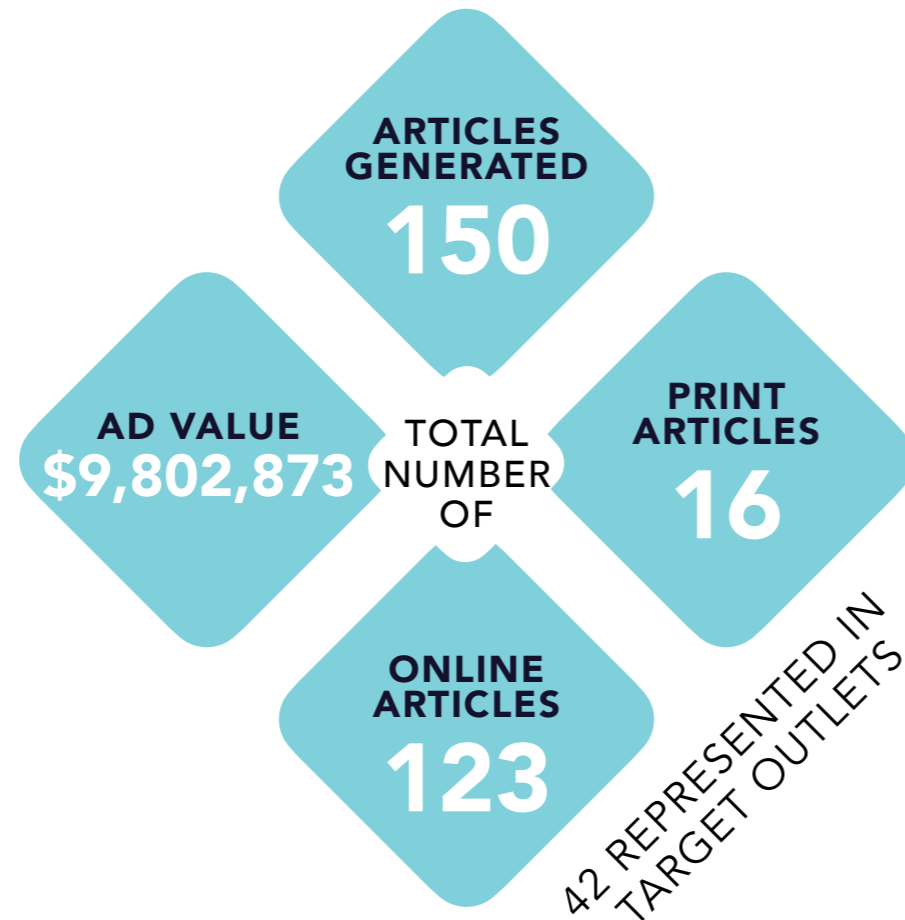
2023 REVIEW





PUBLIC RELATIONS REPORT 2023

ESTES PARK 2023 COVERAGE



*INCLUDES SYNDICATIONS

PR METRICS 2023

IMPRESSIONS
3,919,705,024

MEDIA/INFLUENCERS HOSTED
22

*DUE TO 2 ADDITIONAL GROUP FAMS



2023 COVERAGE HIGHLIGHTS

TRIPSAVVY – January 2023
["12 Best Small Towns in Colorado"](#)
 Impressions – 4,122,212

TRIPADVISOR – February 2023
["8 National Parks That Are Spectacular in Winter"](#)
 Impressions - 91,457,685

AXIOS DENVER – March 2023
["What to do in Denver and Beyond This Weekend"](#)
 Impressions – 8,852,905

THE NEW YORK TIMES – April 2023
["New Bargain Lodges Offer Rustic Comfort in the Heart of Nature"](#)
 Impressions – 129,591,611

AFAR – May 2023
["Five Classic Colorado Road Trips to Take This Year"](#)
 Impressions – 994,805

CONDÉ NAST TRAVELER – June 2023
["This Summer's Most Exciting Hotel Openings"](#)
 Impressions – 4,081,129

BRIDES – July 2023
["13 Beautiful - and Free - Elopement Locations for a Sweet Ceremony"](#)
 Impressions – 9,041,582

CNN – September 2023
["25 Best Hiking Cities in the U.S."](#)
 Impressions – 131,295,565

SMITHSONIAN – September 2023
["Following British Explorer Isabella Bird's Footsteps Through the Rockies, 150 Years Later"](#)
 Impressions – 7,579,341

FORBES - October 2023
["Five Of The Best Ecotourism Trips For Nature Lovers"](#)
 Impressions – 71,278,026

TRAVEL + LEISURE - November 2023
["This Gorgeous New Hotel Next to Colorado's Rocky Mountain National Park Just Opened With 2 Pools, Hammocks, Fire Pits, and Epic Views"](#)
 Impressions – 11,707,490

ADDITIONAL INITIATIVES

INDIVIDUAL MEDIA VISIT COORDINATION

FDGD & ISABELLA BIRD GROUP FAMS (ADDED PROJECTS)

CBS SUNDAY MORNING PRODUCTION SHOOT(S)

CATCH THE GLOW INFLUENCER PROGRAM

2023 GENERAL PR RESULTS

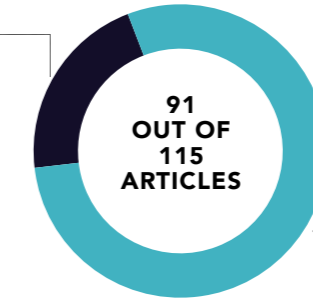


PUBLIC RELATIONS REPORT 2023

Increase destination recognition for Estes Park within key consumer demographics via a diligent, creative media relations effort; consistently secure quality coverage in top, targeted outlets as well as on influential social channels to maximize exposure.

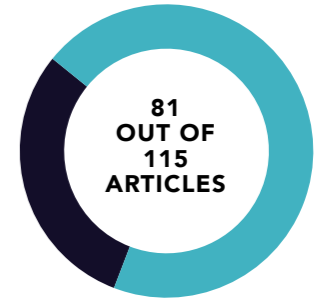
60 percent of coverage is secured in Estes Park's top target outlets and influencer lists, identified and agreed upon by both Visit Estes Park and TURNER.

60 percent of coverage secured includes a direct link to Visit Estes Park's website or a partner website.



79%

Are found on the approved target outlets list (syndications not included).



70%

Secured by TURNER includes a direct link to Visit Estes Park's website or a partner website (syndications not included).

Leverage brand awareness of Visit Estes Park and its partners to help drive traffic/visitation, support occupancy and revenue growth in the area.

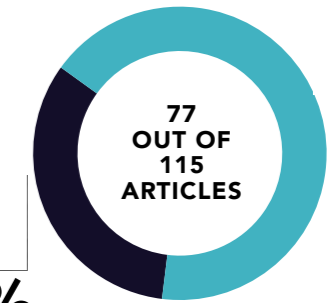
At least **40 percent** of coverage secured promotes travel to Estes Park during need periods of the destination (winter and spring).

At least **50 percent** of all articles published include mention of two or more Visit Estes Park partners for an all-encompassing destination story.



53%

Secured by TURNER promotes travel to Estes Park during need periods of the destination (syndications not included).



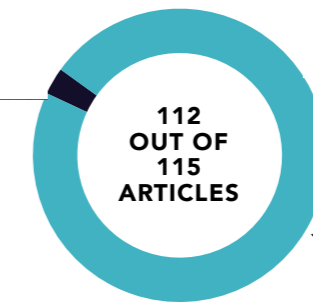
67%

Secured by TURNER includes a mention of two or more Visit Estes Park partners for an all-encompassing destination story (syndications not included).

Grow & maintain Estes Park's share-of-voice within target nations, regional and drive-market media to differentiate it from competitors.

At least **60 percent** of articles highlight one of Estes Park's target verticals including families, outdoor adventure, sustainability, history, meetings and groups.

At least **25 articles** are published in Front Range publications to promote Estes Park as an overnight destination to Front Range visitors



97%

Secured by TURNER highlights a target vertical (syndications not included).

59 OUT OF A GOAL OF 25 ARTICLES HAVE BEEN PUBLISHED IN A FRONT RANGE PUBLICATION.

2023 GROUP FAM COVERAGE HIGHLIGHTS



FROZEN DEAD GUY DAYS

CHRON.

What to know before you visit Rocky Mountain National Park



Spring and winter at Rocky Mountain National Park

Rocky Mountain National Park weather varies greatly throughout the year, ranging from temperate and pleasant to severe, arctic conditions—so plan accordingly for your visit. During the colder months of the year, Rocky is transformed into a winter wonderland. While it is true, there are fewer visitors, it is easier to enjoy a peaceful hike. There are plenty of winter activities to enjoy including cross-country skiing, snowshoeing (there are ranger-led snowshoeing hikes, too) and sledging. Snow is on the trail through May, so plan in advance.

Tasting Table.

14 Best Places To Eat And Drink In Estes Park, Colorado
Lumpy Hidge Brewing Co.



This cozy and laid-back brewery was a revelation. The atmosphere is warm and complete with a patio and a rotating roster of food trucks. The state-of-the-art, of course, is the beer, which comes in many styles and fresh flavors like the debut. These include Winter House German Lager, Double Margot's Saison, and Cold Bunnings, a Caribbean-style stout brewed with Razzie Beers out of the Blueberry. The brewery also does seasonal special brews like a pale ale made for Frozen Dead Guy Days called Snow Park Cold Brew, a one-of-a-kind winter festival that occurs in Estes Park in snow.

TERRITORY SUPPLY.

7 Best Things to Do in Estes Park in Winter



4. Party with a Frozen Dead Guy

Estes Park is popular for the winter, and many of the best things to do in winter are Frozen Dead Guy Days. The festival is a party with a frozen dead guy. It is a party where you can see a frozen dead guy. It is a party where you can see a frozen dead guy. It is a party where you can see a frozen dead guy.

Forbes

Five Of The Best Ecotourism Trips For Nature Lovers



2023 Ecotourism Trips For Nature Lovers

Here's how to turn your vacation into an eco-tourism trip. The history and science behind these five trips in the West. Through Rocky Mountain Conservancy Field Lab, you can learn an educational all-day tour, as they call it, 'with a focus on without a fee.'

What up with a foraging expert who will take you to jaw-dropping geological lakes. Reflecting the beautiful range that includes the townships of Long Peak, the alpine meadows are another for me. This guide will introduce you to the nature places identified by the US, the indigenous people who passed down stories of their knowledge.

ISABELLA BIRD

PureWow

The 5 Best Places to Travel in January

By Sharna Farnell
Published Sep 15, 2023



5. Rocky Mountain National Park, Colorado

Why You'll Love It: You can enjoy the best of winter in January. It's a great time to visit. It's a great time to visit. It's a great time to visit.

What to Do: You can enjoy the best of winter in January. It's a great time to visit. It's a great time to visit. It's a great time to visit.

Smithsonian MAGAZINE

Following British Explorer Isabella Bird's Footsteps Through the Rockies, 150 Years Later



Using a fixed steel cable to navigate a new along an exposed cliffside in Colorado's Estes Park, I climbed slowly and steadily in the sun-drenched, sunny. In the distance I could see the peaks of the Rocky Mountain National Park, a few miles away, and, far down below, winding roadways that looked like snakes.

This was my first experience with a type of rock climbing that draws a series of stainless steel ropes and hardware to help provide stability as you traverse your way upward, instead of a harness, bungee cords, and safety gear. Thanks to Best Mountain Adventure Center and guide Meg and Ken, I felt invincible. Though I was climbing the spirit of Isabella Bird, a Victorian traveler whose keen determination and curiosity brought her to experience some of the 150-year-old trails in the mountains. It was a truly amazing experience and a great way to see the best of the best.

2023 AWARDS RECAP



BRONZE HSMAI ADRIAN AWARD



**Bringing
Frozen Dead Guy Days
Back to Life in
Estes Park**

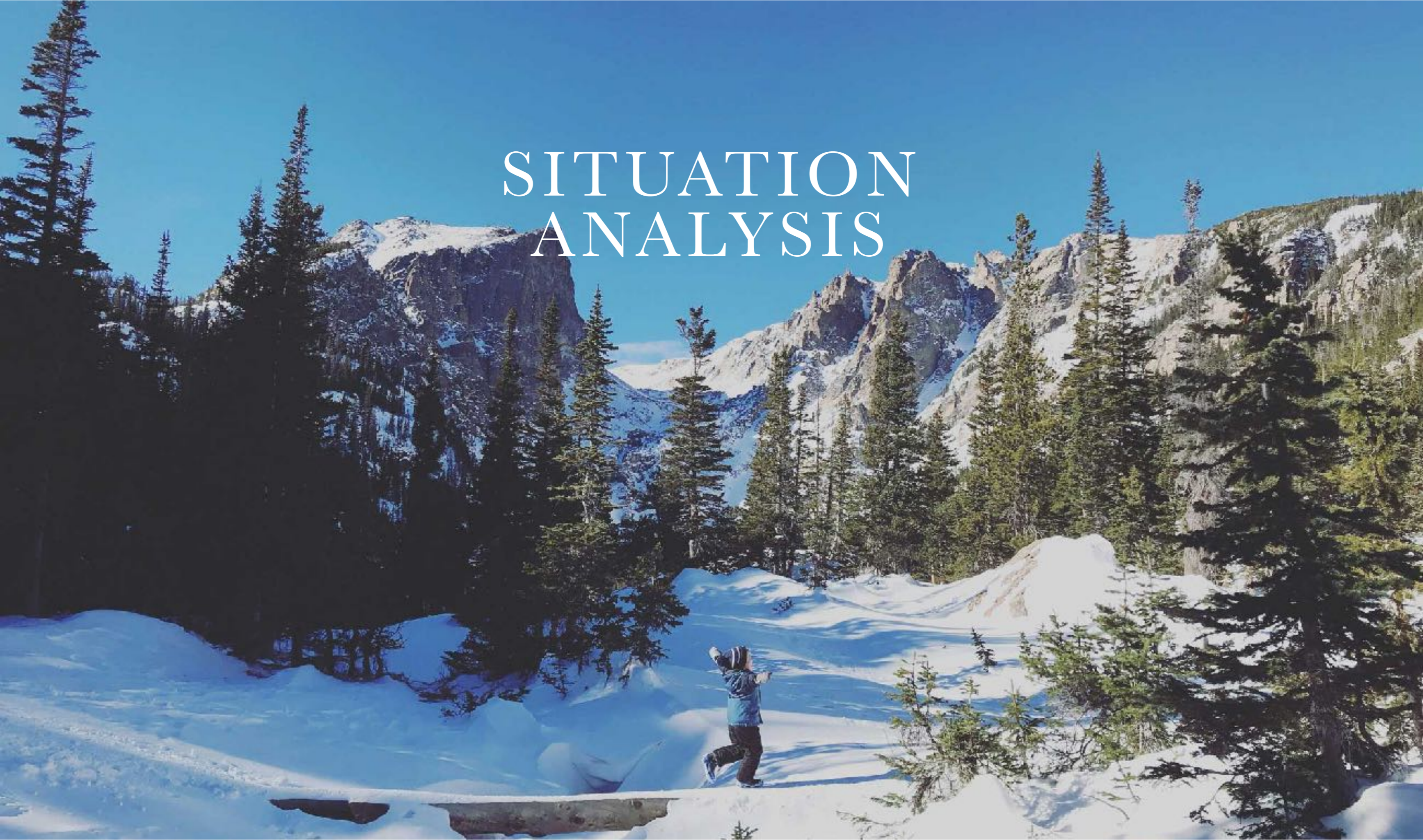


SILVER HSMAI ADRIAN AWARD



**Standing Up For
Workforce Housing & Childcare
In Estes Park**

SITUATION ANALYSIS



2024 STATE OF THE TRAVEL INDUSTRY



TRAVELERS SEEK AFFORDABILITY

Personal finance and travel affordability remain top of mind for those planning travel in the remainder of 2023 and beyond. Further conveying the steadfastness of the American traveler, new research shares that today's global economy continues to impact how and when most Americans will travel – but not if they'll take a trip. According to new market data, 6-in-10 U.S. adults (58%) plan to take a vacation in the next six months despite inflation, the rising cost of travel and other economic factors including the impending recession.



DIVERSITY

The call for more diversity in the travel industry that started after 2020's racial reckoning is still being answered. The number of hospitality, tourism, and leisure businesses with a DEI strategy increased from 80 up to 86% since 2020, and many destinations have committed to developing programs, partnerships and campaigns that reflect the dimensions of diversity. Highlighting existing offerings while creating new programming targeting these populations is crucial to attracting BIPOC travelers.



SUSTAINABILITY CONTINUES TO SHAPE TRAVEL CHOICES

Environmentally sustainable travel—which has progressively captured more attention for a few years in a row now—has become a top priority for travelers in 2023. A Virtuoso survey revealed 70% of respondents believe traveling sustainably enhances their experience. Meanwhile, the YouGov Travel and Tourism Practice believes we're at an important tipping point. Already, they found that 44% of consumers try to make purchases (including travel) from socially and environmentally conscious companies.

CULTURAL ENVIRONMENT IMPACTS ON PR STRATEGY

THE 2024 PRESIDENTIAL ELECTION

Political and election coverage will likely take precedence over travel coverage in the mainstream media news cycle during Q2/Q3 2024; working with more niche and regional media will help to keep destinations top-of-mind.

SUMMER 2024 OLYMPICS

The Paris 2024 Olympics coming in summer 2024 will be a global spectacle that will captivate audiences worldwide and impact the media landscape leading up to it. Journalists will be looking for topical pitch angles that can be tied back to the upcoming games, athletes, specific sports, and related storylines.

GENERAL TRAVEL TRENDS



AI IMPLICATIONS ON TRAVEL

Technology is growing with leaps and bounds, but in many ways, the tools that are meant to connect people are making us feel even more disconnected. The irony is thick. While artificial intelligence will undoubtedly change the way travelers engage with a destination through automated itinerary planning, there will likely be a backlash, as well. There's no substitute for real-life experiences when it comes to travel. Travelers in 2023 long for vacations where they can authentically engage with their roots and surroundings



UNPLUGGING

Today's traveler is looking to unplug and recharge once they reach their destination. Now more than ever, travelers are in search of destinations that allow them to cut down on screen time by connecting with nature, indulging in spa/relaxation services, and overall excursions and activities to decompress. According to AMEX Travel's 2023 report, 72% of travelers are focused on self-care and 57% of travelers reported plans to take extended vacations to hone in on wellness.



RISE OF INDIGENOUS TOURISM AND MEANINGFUL TRAVEL

For many consumers, traveling is not just about sightseeing or checking off a list of attractions, but rather about having an authentic experience that helps to broaden one's horizons and connect with people, places, and cultures. Most noteworthy of all, Indigenous people are leading the way in promoting their areas and travelers are becoming increasingly aware of the cultural provenance of their choices.



GENERATION ECO

Each passing year, travelers are becoming more aware of their environmental impact while traveling. According to a recent YouGov poll, more than 53% of consumers are even willing to pay more for sustainable holidays. Hotels and destinations world-wide are jumping on this trend by highlighting their ongoing sustainability efforts. This trend is expected to continue to rise, given it's especially important to Gen Z, who are beginning to gain their spending power.



EXPERIENTIAL EVERYTHING

Currently, experiential tourism is incredibly popular, with travelers seeking extraordinary and unique adventures. Their desire is to immerse themselves in local culture and truly connect with the destination. This is precisely why many travelers favor unconventional accommodations, allowing them to experience their surroundings from a fresh perspective. In fact, a recent survey found that 74% of millennial business travelers opted for vacation rentals over traditional hotels.



AN EYE ON DIVERSITY

More than ever before, publications are working to incorporate diverse voices into their stories. Many outlets have specific DEI initiatives and goals to raise the voices of underrepresented populations. PR agencies, like TURNER, are also ensuring that client strategies highlight BIPOC entrepreneurs within the destination, and speak to diverse audiences through hosting opportunities with BIPOC writers and influencers. **TURNER has goals specific to DEI, and will ensure that Visit Estes Park's DEI initiatives are integrated into the PR campaign.**



ADVERTISING TOLERANCE DECREASES

Research firm Kantar found that 66% of consumers will skip or pay to avoid ads, 48% already use ad blockers and 45% simply don't watch them (and probably shop on their mobiles instead). This, along with social media platforms being increasingly flooded with brand ads, streaming services offering an ad-free way to watch TV; and OOH now background noise to passers-by consumed by their mobile devices. **Earned media coverage is an even more vital communication channel to communicate with target consumers with destination messaging when paid media is making less cut through.**



THE RETURN OF TRAVEL (AND GROUP PRESS TRIPS)

2023/2024 is shaping up to be the year of travel. According to Booking.com, research reveals that 73% of people are more optimistic about travel than they were in 2022. While we continue into 2023/2024 in the midst of global economic and political uncertainty, almost three-quarters (72%) said traveling is still worth it. Tapping into the 'new normal' and traveler's desires to reconnect and explore again will be crucial to capture their attention. **TURNER will have a heavier focus on bringing groups of media back to destinations to help increase coverage and tap into the return of wanderlust in a post-COVID recovery world.**

2024 PUBLIC RELATIONS STRATEGY



STRATEGIES



BALANCE NATIONAL AND LOCAL MARKET EARNED MEDIA OPPORTUNITIES

Engaging editorial outlets and influencers in the Rocky Mountain market has been paramount to our media success (and is a key market for Estes Park visitation), we'll continue to leverage national media opportunities to grow awareness from new and flight-market audiences. We'll balance the two in order to maintain share of voice among our competitors and ensure consistent messaging within our target audiences.

SECURE A MIX OF BRAND AWARENESS- FOCUSED DESTINATION PIECES AND TIMELY SEASONAL PLACEMENTS THAT INSPIRE AN URGENCY TO BOOK

We'll create a program that provides a seasonal 'why now' reason to inspire bookings, while also pursuing destination feature stories that elevate Estes Park's messaging and align with our narratives.

INCREASE OUR PR OPPORTUNITIES

Utilize key industry partners like Colorado Tourism Office and partner organizations to increase the number of media we're talking to with messaging that aligns with Estes Park experiences.

TAP INTO NEW AND EMERGING TRENDS

We'll catch media's attention and continue to grow Estes Park's share-of-voice through proactive pitching and media visits, particularly focusing on new, trending topics in travel. TURNER will propose creative ideas and experiences in an effort to showcase Estes Park as a premier year-round destination in the region and offer up new reasons to cover the destination (including using AI tools like Rocky Mountain Roamer to aid in planning when possible). By noting what's new in the industry and inserting Estes Park into those conversations, we don't always need a "what's new" angle for media to cover.

REMAIN NIMBLE IN AN EVER-CHANGING MEDIA LANDSCAPE

Over the last few years, we've seen a dramatic shift in the way travel is being covered. Our strategy will allow us to be flexible in the stories and outlets we pursue on behalf of Visit Estes Park in order to align with current editorial needs and trends while still maintaining consumer awareness of Estes Park as a travel destination within our core audiences.



To accomplish the objectives and goals, TURNER will execute the following core tactics:



NARRATIVES

- **Three refreshed overarching core narratives** will be used to guide key messaging consistency in pitching efforts, subject to change based on key events in Estes Park, seasonality and the ever-evolving media landscape.

MAXIMIZE RESOURCES

- Utilize clear communication channels to **engage destination partners** in collecting information and sharing media leads.
- **Collaborate with partners on media visits** to share in costs and increase feature opportunities.

PROACTIVE MEDIA OUTREACH

- **Long- and short-lead topics** will be identified each quarter, tailoring personal messages to each targeted journalist/media outlet.
- **Editorial calendars, in-bound leads** from media and other methods will supplement the program (and may not be tied to specific narratives).
- **Think BIG!** Always think about new ideas that could really move the needle in national outreach opportunities.

FAMS

- **Secure up to 12 media to visit in either a group or individual format.**
**TURNER caps group FAM trips to 4-6 media*



OBJECTIVE

Increase destination recognition for Estes Park within key consumer demographics via a diligent, creative media relations effort; consistently secure quality coverage in top, targeted outlets to maximize exposure.

- **GOAL:** 70 percent of coverage is secured in Estes Park's top target outlets identified and agreed upon by both Visit Estes Park and TURNER.
- **GOAL:** 65 percent of coverage secured includes a direct link to Visit Estes Park's website or a partner website.

OBJECTIVE

Grow & maintain Estes Park's share-of-voice within targeted national, regional and drive-market media to differentiate it from competitors.

- **GOAL:** At least 60% of articles highlight one of Estes Park's unique events and/or a key narrative (Sustainable Outdoor Adventure, Family Travel or Hidden Gem).
- **GOAL:** At least 40 articles are published in Front Range or regional publications to promote Estes Park as a top drive market destination.

OBJECTIVE

Leverage brand awareness of Visit Estes Park and its partners to help drive traffic/overnight visitation, support occupancy and revenue growth in the area.

- **GOAL:** At least 40 percent of coverage secured promotes travel to Estes Park during need periods of the destination (winter and spring).
- **GOAL:** At least 50 percent of all articles published include mention of two or more Visit Estes Park partners for an all-encompassing destination story.

TACTICS





INTO THE WILD: THE ADVENTURE GATEWAY

Estes Park, the gateway to Rocky Mountain National Park, offers unparalleled access to some of Colorado's most breathtaking landscapes. With over 355 miles of trails, visitors can embark on serene walks through aspen groves, challenging hikes to alpine lakes, or thrilling rock climbing adventures. Wildlife enthusiasts can spot elk, bighorn sheep, and other local fauna in their natural habitat, particularly during the quieter seasons. Winter transforms the park into a snowshoeing and cross-country skiing paradise, making Estes Park a year-round destination for outdoor adventurers.



WINTER WANDERLAND

During winter, Estes Park transforms into a haven for outdoor enthusiasts and seekers of solitude alike. Adventurers prepare for backcountry skiing through some of the most renowned Avalanche Training programs in the country, while those looking for serenity can snowshoe through Rocky Mountain National Park and quiet forest trails. Cozy cabins with private hot tubs offer refuge from the cold, not to mention locally-made whiskey warming visitors from the inside. One of Estes Park's signature events, Catch the Glow, offers the opportunity to celebrate the holiday season in one of the state's most charming mountain towns.



ROCKY MOUNTAIN SANCTUARY

For those seeking a serene retreat, Estes Park provides a peaceful escape with its spectacular natural surroundings. The town is a haven for wellness and relaxation, with numerous spas offering treatments that incorporate the natural elements of the Rockies. The tranquil environment is perfect for yoga and meditation retreats, with the majestic mountains providing a stunning backdrop for those looking to maintain their wellness routines while on vacation. The calm waters of Lake Estes offer leisurely boat rides, fishing, and the opportunity to observe wildlife along the shore, promote a deep connection with nature.

SAMPLE PITCH CALENDAR



Focusing on our core narratives, we've mapped out a six month lookahead so that all teams have visibility in advance. This enables us to gather resources, insights and character stories ahead of time so we're prepared to pitch each month.

We plan to evaluate specific long- and short-lead pitch angles on a quarterly basis, adjusting monthly as needed to account for major updates or shifts in the editorial cycle as well as Visit Estes Park initiatives.

Month	Pitch Initiatives / Press Releases
January 2024	Short Lead: Winter Adventure/Snowshoe Long/Mid Lead: Frozen Dead Guys Days Press Releases: FDGD Music Line-Up Release
February 2024	Short Lead: Frozen Dead Guy Days Long Lead: Spring Forward: Plan for Rejuvenating Nature Walks, Blooming Meadows, and Wildlife Encounters in Estes Park Press Releases: AI in Destination Marketing
March 2024	Short Lead: Spring Break Long Lead: Summer Preview: Gear Up for Outdoor Adventures and Festivals in Estes Park Press Releases: Earth Week
April 2024	Short Lead: Blossoms and Wildlife: Estes Park's Spring Awakening Long Lead: Late Summer/Labor Day Escapes — Fly Fishing, Lakes, Hikes & Views Press Releases: Art in the Park: Showcasing Estes Park's Local Talent and Creativity
May 2024	Short Lead: Trail Time: Hike into Summer in Estes Park Long Lead: Embrace the Fall: Anticipate Estes Park's Stunning Foliage & Wildlife Viewing Press Releases: Summer Preview: hiking and camping tips, and new visitor experiences.
June 2024	Short Lead: Summer Kickoff: Estes Park's Festivals and Fun Long Lead: Holiday Charm in Estes Park Press Releases: Rooftop Rodeo & Independence Day Preview
July 2024	Short Lead: Staying Cool — From Fly-Fishing to Paddle boarding, Estes' water features offer a refreshing playground for summer Long Lead: Winter Wonderland: Preview Estes Park's Snowshoe Routes, Cozy Retreats, and Holiday Lights Press Releases: End Summer With a Bang: Festivals & Events to Close Out the Season



ROCKY MOUNTAIN ROAMER

As Visit Estes Park continues to be a leading destination in the AI space, we'll highlight the newly launched AI travel planning platform, Rocky Mountain Roamer, among visiting journalists.

FAM Timing: Ongoing

Tactics:

- **Individual media visits; showcase why Estes Park is a year-round destination to visit**
- **Pitch new technology to local, regional & national media to build hype and buzz**
- **If budget allows, connect with drive market based influencers to extend reach to social platforms and drive website/social traffic**



GO NOCO

Visit Estes Park continues to foster relationship with other Northern Colorado destinations. We can host journalists to visit 3 destinations in NoCo in collaboration with the other tourism offices.

FAM Timing: Mid-August

Tactics:

- **Spirits & Spirits themed media FAM for 4-5 top-tier media to explore Northern Colorado, including a minimum of two nights in Estes Park**
- **Pitch sample itineraries for a NoCo getaway to front range media**
- **If budget allows, work with drive market based influencers to highlight the towns' proximities and unique activities**



WINTER WANDERLAND

From snowshoeing to cozy cabins, we'll offer a winter wander through Estes Park as a group FAM, timed to Catch the Glow to maximize opportunities for that signature event.

FAM Timing: late-November/early-December

Tactics:

- **Media FAM for 4-5 top-tier media to experience Estes Park's winter and Catch the Glow**
- **Emphasis on winter pitch angles starting mid-year for long lead opportunities**
- **Explore big idea (see page 23) and partnerships to scale up PR opportunities to a national level for holidays 2024**



AWARD OPPORTUNITIES

While TURNER keeps track of annual award opportunities on behalf of Visit Estes Park, there has been a shift in timing and categories for many awards due to the pandemic. As such, we will continue to keep the team abreast of opportunities for submissions when it makes sense.

Ultimately, many of the awards are chosen by editors and/or reader's votes, but TURNER will be in front of editors on a consistent basis to give Indiana the best opportunities.

ANNUAL "BEST PLACES" DESIGNATIONS

- Condé Nast Traveler Gold List (December 2024)
- TripAdvisor Best Destinations in the U.S. (January 2024)
- Smithsonian Best Small Towns (June 2024)
- AFAR Travelers' Choice Awards (July 2024)
- Outside Where to Travel Next (October 2024)
- Lonely Planet Best in Travel List (January 2024)

NATIONAL CONSUMER AWARDS

- NY Times 52 Places to Go in 2024 (January 2024)
- Condé Nast Traveler Readers' Choice Awards (April - June 2024)
- Surface Magazine Travel Awards (August 2024)
- Travel+Leisure World's Best Awards (August 2024)

INDUSTRY AWARDS

- ESTO Destination & Mercury Awards (entries due May 2024)
 - \$495
- HSMAI Adrian Awards (entries due September 2024)
 - \$285
- PRSA Silver Anvil Awards (entries due February 2025)
 - \$495

PAID AWARDS

- TIME Magazine Awards (July 2024)
 - \$450
- Sunset Magazine Travel Awards (September 2024)
 - \$200
- Good Housekeeping (November 2024)
 - \$495

THOUGHT LEADERSHIP

This year, we'd like to put more time toward thought leadership efforts, particularly focused on industry or tangential industry outlets - podcasts, print, digital and speaking opportunities.

Key Leadership:

- Kara Franker
- Heidi Barfels
- Rebecca Domenico-Gelsinger
- Cindy Mackin

Potential topics/expertise:

- DMO Strategy & Execution
- Growing Community Support
- Mentoring / Team Development
- Innovation & Use of AI in Travel



FAST COMPANY



SXSW

FOR FUN... A FEW BIG IDEAS

We know there's a good amount of "news" upcoming in Estes Park, but we'd be remiss not to have any additional ideas to consider that could bring major attention to the town. Some idea starters...



+

Motel in need of remodel



=

Real Life





We'll enhance the heartwarming spirit of the holidays with the charm and excitement of Hallmark holiday classics through the ultimate holiday village experience. With appearances by beloved Hallmark talent, festive activities, themed attractions, and - of course - a film festival, visitors can immerse themselves in a magical world of romance and nostalgia.



REPORTING



TURNER WILL SEND A DETAILED MONTHLY PR REPORT FOR THE VISIT ESTES PARK TEAM RECAPPING KEY INITIATIVES AND PRIORITIES, THE COVERAGE THAT RESULTED FROM OUR EFFORTS (INCLUDING SECURED PLACEMENTS AND UPCOMING CONFIRMED HITS) AS WELL AS A SELECTION OF TOP CLIPS. WE WILL CONDUCT A MONTHLY CALL WITH THE TEAM TO REVIEW PROGRESS AND DISCUSS UPCOMING INITIATIVES.

The TURNER team will continue measure impact through **Cision**, a reporting platform that incorporates the Barcelona Principles. Cision allows the team to track coverage in key outlets; showcase share-of-voice among top competitors; analyze click-through to the website; review social amplification of each article; and highlight key message pull-through; among other items. TURNER will generate an interactive digital report to accompany each monthly call.



TARGET MEDIA OUTLETS



THIS IS A SAMPLING OF OUTLETS WE WOULD LIKE TO USE TO MEASURE OUR QUALITATIVE RESULTS. WE WILL ALSO WORK WITH ADDITIONAL PUBLICATIONS, TAKING ADVANTAGE OF EDITORIAL CALENDARS, INBOUND LEADS AND PROACTIVE PITCHING TO ENSURE ESTES PARK IS KEPT TOP OF MIND WITHIN A WIDE VARIETY OF MEDIA.

TOP TARGET PUBLICATIONS

LOCAL

303 Magazine
5280 Magazine
9News
Axios Denver
Boulder Daily Camera
Boulder Weekly
Boulder Lifestyle Magazine
Boulder Magazine
Colorado Meetings & Events
Colorado Parent
ColoradoBiz
Colorado Life
Colorado Expression
Colorado Homes & lifestyles
Colorado Springs Gazette
Colorado Wedding Magazine
Denver Business Journal
Denver Channel 7
The Denver Post
Denver Life
Elevation Outdoors
Fox31
Out There Colorado
Rocky Mountain Bride
Westword

OUTDOOR + ADVENTURE

Adventure.com
Adventure-Journal.com
Alpinist
Backpacker
Backcountry
Bicycling
Climbing Magazine
explore.org
Field Mag
Field & Stream
Gear Junkie
Gear Patrol
Hi Hey Hello
Outside
POWDER
Rock & Ice
SKI

TRAVEL

AFAR
Atlas Obscura
Best Life
Budget Travel
Condé Nast Traveler
Fathom Away
Fodor's Travel
Lonely Planet
Luxury Travel Advisor
Matador Network
National Geographic
OUT Traveler
PASSPORT
RCI Magazine
Roads & Kingdoms
Smarter Travel
Shermans Travel
The Points Guy
Town & Country
Travel Awaits
Travel + Leisure
Travel Channel
Travel Noire
TripSavvy

DIGITAL (MILLENNIAL LIFESTYLE FOCUS)

Brit + Co
Business Insider/Insider
Bustle
Buzzfeed
Elite Daily
Essence
House Beautiful
Inside Hook
Mic.com
Pure Wow
PopSugar
Pursuitist
Refinery29
Self
Shondaland
Simplemost
The Manual
Thrillist
Uproxx

LIFESTYLE & WELLNESS

Architectural Digest
Better
Domino
Good Housekeeping
Elle
Esquire
Fast Company
Health
Livability
Men's Health
Men's Journal
Modern Luxury
Popular Science
Reader's Digest
Real Simple
Redbook
Robb Report++
SHAPE
Smithsonian
TreeHugger
The Hollywood Reporter
Veranda
Vogue
Women's Day
Women's Health
Well + Good



TOP TARGET PUBLICATIONS (CONT.)

NATIONAL NEWS

ABC News
Associated Press
Bloomberg
CBS
CNN
Forbes
Fox
Hemispheres
HuffPost
Los Angeles Times
MSN
NBC/today.com
New York Times
NPR
Tribune Media Service
US News & World Report
USA Today
Wall Street Journal
Washington Post
Yahoo!

BROADCAST & MORNING SHOWS

Animal Planet
CBS This Morning
CNN
Fox & Friends
Good Morning America
NBC Sports
Today

FAMILY

Cafe Mom
Family Vacation Critic
Fatherly
KidTripster
Mile High Mamas
Parents
Tiny Beans
Today's Parent

REGIONAL TARGETS + DRIVE MARKET TARGETS

AAA Publications
AARP
Austin American-Statesman
Chicago Magazine
Chicago Sun-Times
Cowboys & Indians
Dallas Morning News
Diablo Magazine
Fort-Worth Star Telegram
Houston Chronicle
Houstonia Magazine
LA Travel Magazine
LA Weekly
Los Angeles Magazine
Los Angeles Times
Miami Herald
OC Weekly
San Antonio Express
San Diego Magazine
San Diego Union Tribune
San Francisco Chronicle
San Francisco Magazine
Sun Sentinel
Sunset Magazine
Tampa Bay Times
Texas Monthly
True West Magazine

MEETING & TRAVEL TRADE

Association News
Connect Corporate
Corporate & Incentive Travel
Colorado Meetings + Events
Meetings & Conventions
Meetings + Events
Meetings Focus
Meetings Today
Mountain Meetings
Skift
Smart Meetings
Successful Meetings
Travel Pulse
Travel Weekly
TravelAge West

PODCASTS

Out Travel the System (Expedia)
Women on the Road
Wild Ideas Worth Living (REI)
Zero to Travel
Amateur Traveler
Indie Travel Podcast
Family Adventure Podcast
The OutThere Colorado Podcast
Colorado Experience
Colorado Matters (Colorado Public Radio)
The Mile High Outdoor Show

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