

Visit Estes Park *Community Roundtable*

Winter 2025





ROCKY MOUNTAIN
CHANNEL

Adventure Starts Here



Who We Are

- The Rocky Mountain Channel is both a cable AND streaming station, reaching audiences around the country and globe with more than 10K dedicated subscribers online.
- We have been broadcasting since 1993. Our team takes pride in the quality of professionalism of our productions and our business services. We know Estes Park and its unique economy. We provide high-quality programming, vital visitor information and a variety of opportunities and services for advertisers. In addition, we offer nationally acclaimed and award-winning outdoor adventure programs.



android

iPhone

Roku

fireTV

Apple tv

androidtv

Pictures Speak Louder Than
Words... Our Pictures
Literally Speak.

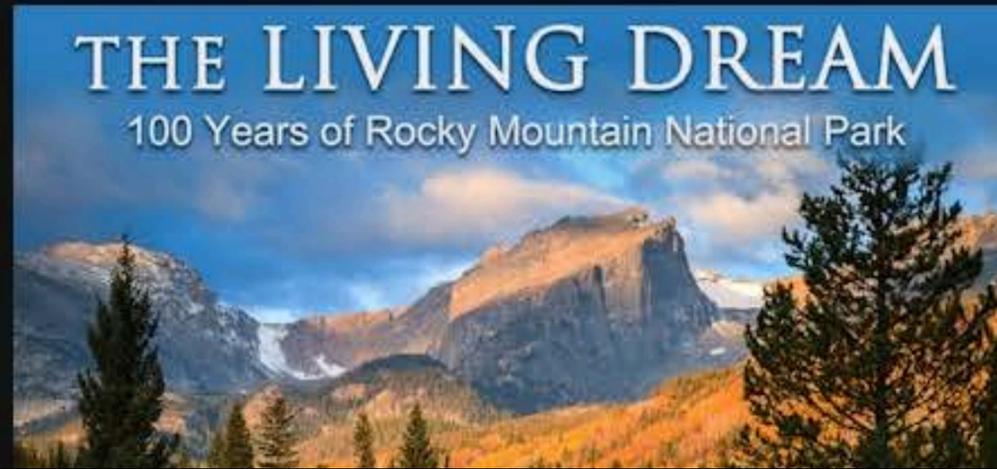
Pictures Speak Louder Than Words... Our Pictures Literally Speak.

- Reach viewers who are passionate about the Estes Valley and Rocky Mountain National Park.
- Along with our cable station, your ad will also be streamed on both the RockyMountainChannel.com website and the Rocky Mountain Channel App, appearing in our live stream and on-demand content. This provides exposure to tens of thousands of potential visitors who associate your business with their dream vacation.
- Your ad will be featured in hotel rooms throughout the Estes Valley, reaching guests the moment they check in. Your brand becomes a trusted source of local information for travelers eager to explore, eat, and shop in the area.



- Your advertisement will be shared on our social media platforms, reaching thousands of engaged followers with an above-average interaction rate.





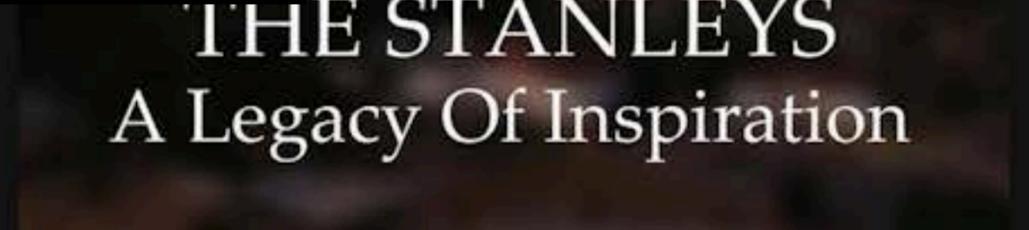
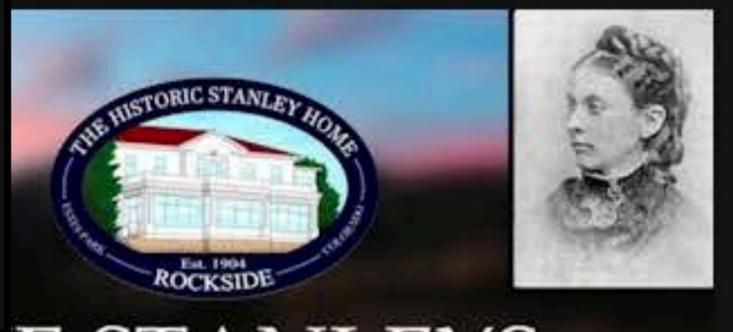
Explore from anywhere

No television provider needed. Your favorite videos, available wherever you want.

The Rocky Mountain Channel logo, featuring a white silhouette of a bighorn sheep on a yellow square background, is displayed on a desktop monitor, a laptop, a tablet, and a smartphone. The text "ROCKY MOUNTAIN CHANNEL" is written below the logo on each device.

Available on multiple devices. [View All >](#)

iPhone Apple TV android android tv Roku fireTV



Your Ad Might Look Like:



ROCKY MOUNTAIN
CHANNEL







Our Reach:



ROCKY MOUNTAIN
CHANNEL

10K

Subscribers to the Rocky
Mountain Channel App

6.3K

Views on
streaming app
(past 30 days)

30K+

Live Event Broadcast
Viewership:

*cable + online platforms like
Facebook livestream*

6.7K+

Visits to
RockyMountainChannel.com
(past 30 days)

Viewership Demographics



Viewership in every state with our top 10 highlighted above. Equal parts male and Female in almost equal percentages from 18-65+ years old with ages 35-55 having the most viewership.

5K

Cable viewers
(past 30 days)

80%

of Estes Park lodging
properties broadcasting
RMC in rooms

12K+

Followers Across Social
Media Platforms



6.5K

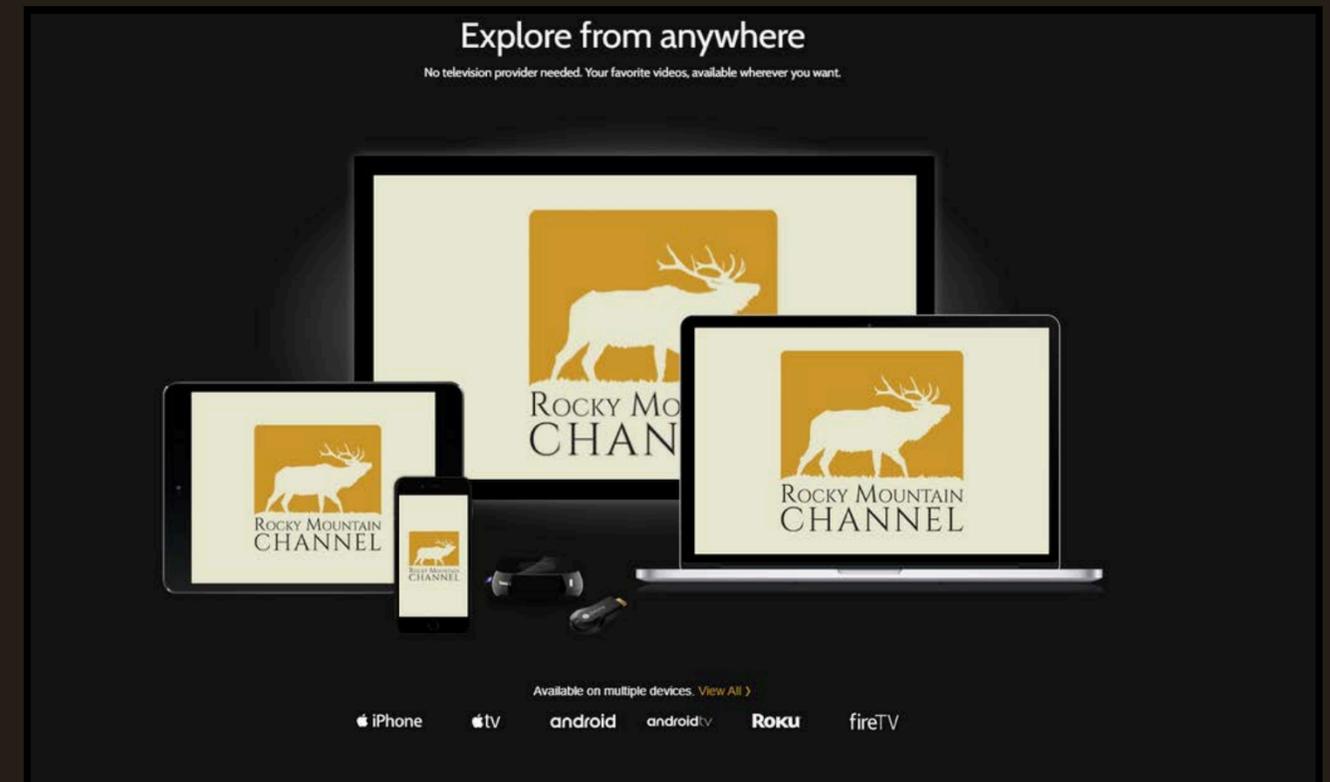
Average post engagement

Help us Help you!

Offer the Rocky Mountain Channel at your lodging property!

The Rocky Mountain Channel serves as a comprehensive **Televised Visitor Guide** for guests, offering an immersive way to explore the area. There are multiple options for incorporating the Rocky Mountain Channel as a concierge service at your property, enhancing your guests' experience:

- The channel is available on cable through channels 8 and 108.
- For properties that use streaming via smart TVs, simply download the Rocky Mountain Channel app directly to your home screen.
- Resort TV providers like **ResortNet** offer cable-free solutions, allowing the Rocky Mountain Channel to be integrated into your property's programming.



Contact ResortNet:
Bryon Wentzlaff- Vice President
bwentzlaff@resortinternet.com

Testimonials

*“The Rocky Mountain Channel produces high quality videos with professional narration that shows our business in a positive and appealing light.” -**Kirk Bien, Kirk’s Flyshop***

*“As long-time supporters of The Rocky Mountain Channel, we’ve consistently been impressed by their dedication to both the community and their clients. The personal touch they bring to every ad is something we truly value. Our partnership with them has been very beneficial to our business, and we’re proud to be part of their station.” - **Ryan Banker, Claire’s Restaurant and Bar***

*“Working with the team at The Rocky Mountain Channel has been an absolute pleasure. They were with us every step of the way, helping us bring our vision to life. The impact has been notable, and we’ve received feedback from people across the country who have seen our ad. It’s clear that the advertising has made a significant difference.” - **Rob Pieper, Poppy’s and Mama Roses***



Pricing

Broadcast and Streaming:

12 Months: \$8700

6 Months: \$5500

You pay .50 per spot with a 12-month contract
Production fee waived with 12-month contract.



ROCKY MOUNTAIN
CHANNEL

android

iPhone

Roku

fireTV

Apple TV

androidtv

Contract Add-Ons:

Live Broadcast Sponsorship Includes 5-second ad played throughout broadcast as well as on-air host mentions in the annual Catch the Glow parade broadcast and Halloween broadcast.

Social Media Marketing Package This package converts your Rocky Mountain Channel ads into social media reels and includes up to 4 custom reels per year highlighting your business and chosen topics.

Pricing Negotiable

Stories of Workforce Housing and Childcare in Estes Park



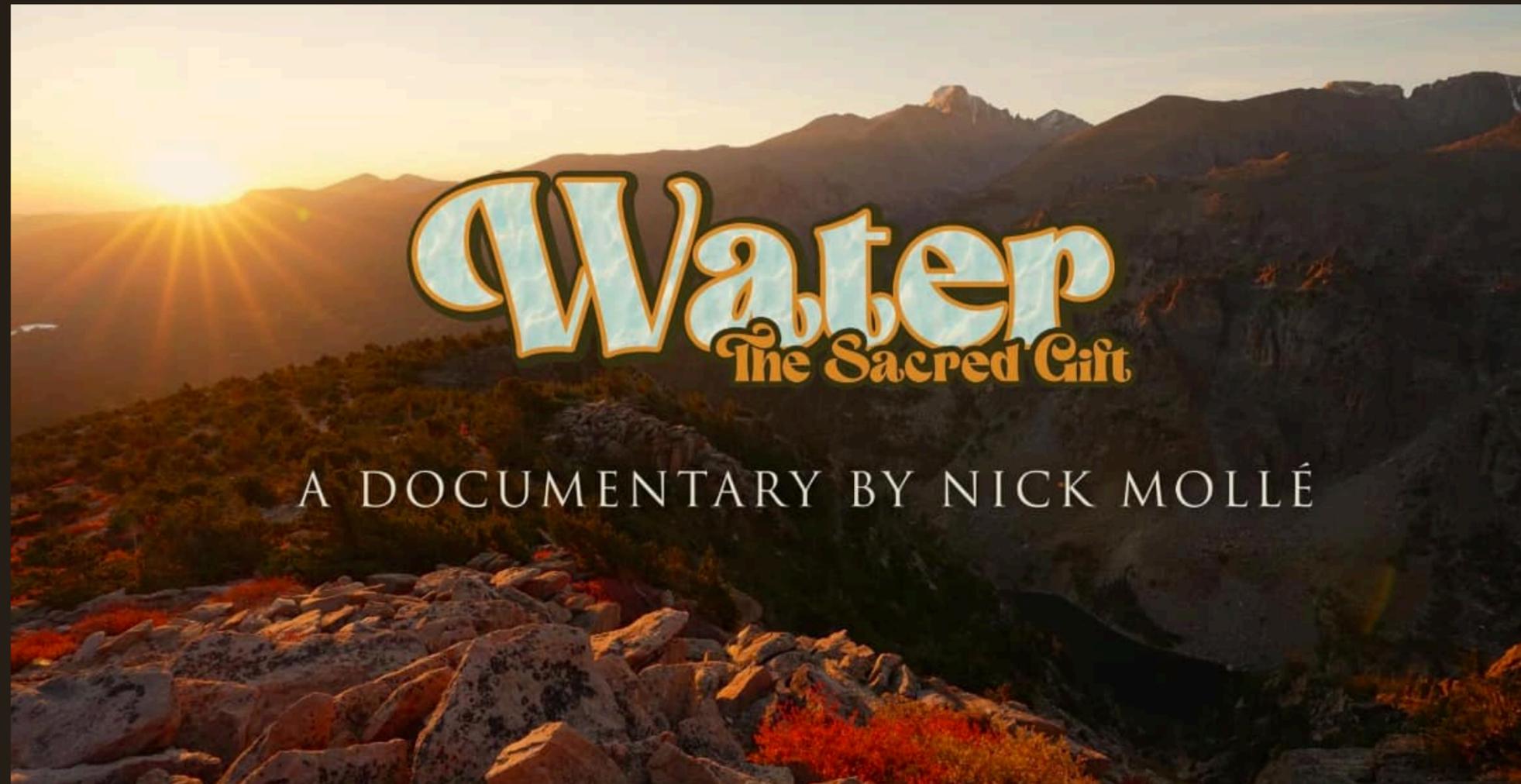
A Sneak Peek into Episode 1 of a new series telling the stories of those who have been impacted by funds from the Lodging Tax Extension which passed on the ballots in 2022.



Environmental Film Festival

The Park Theatre

April 11th & 12th



See the Premiere!

Questions and Next Steps

Our team would love to meet with you!

Claire Molle
Chief Executive Officer
Claire@RockyMountainChannel.com
(970) 232-6818

Nick Molle
President
Nick@NickMolleProductions.com
(970) 231-0195

Lauren Molle
Director of Operations
Lauren@RockyMountainChannel.com
(970) 586-6399 (o)
(970) 443-3510 (c)

Sean Doherty
Director of Production
Sean@RockyMountainChannel.com
(970) 586-6399

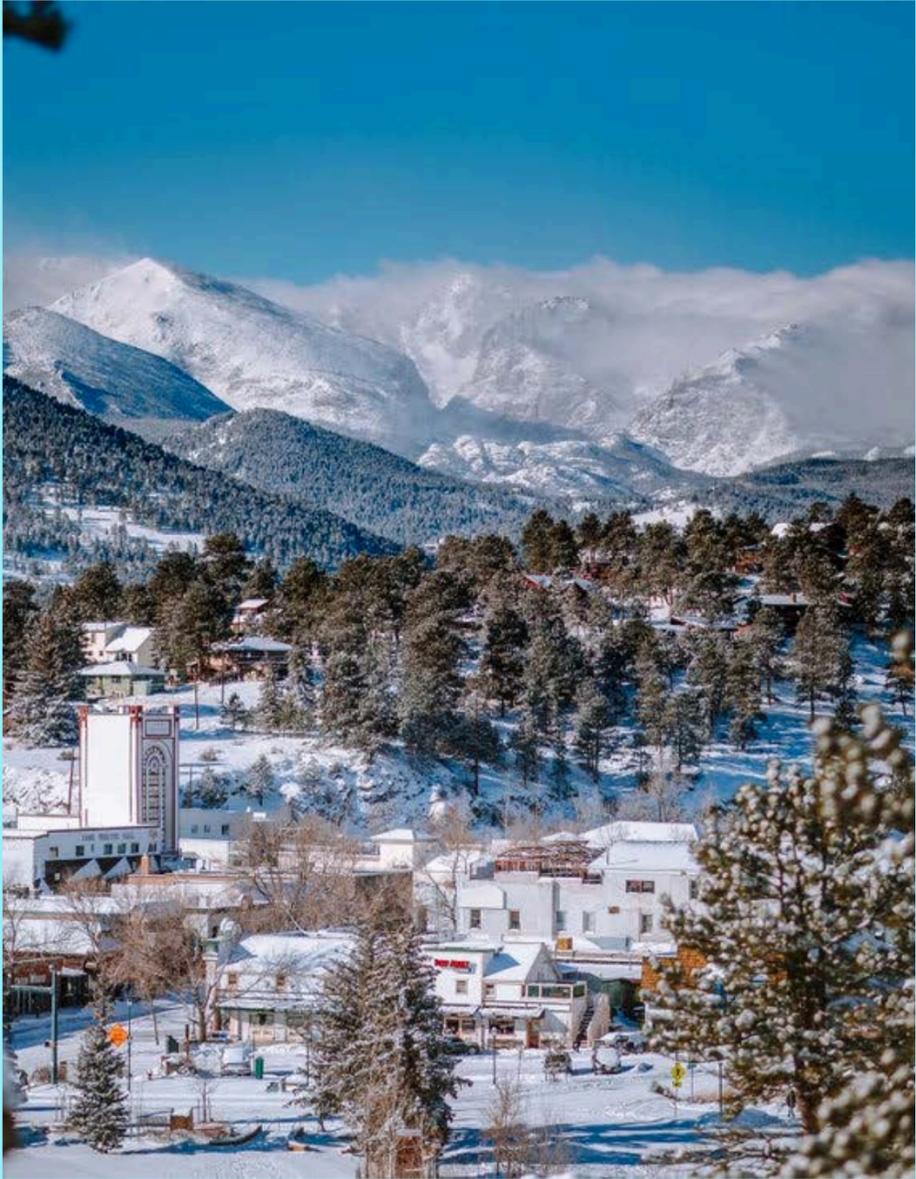


RockyMountainChannel.com



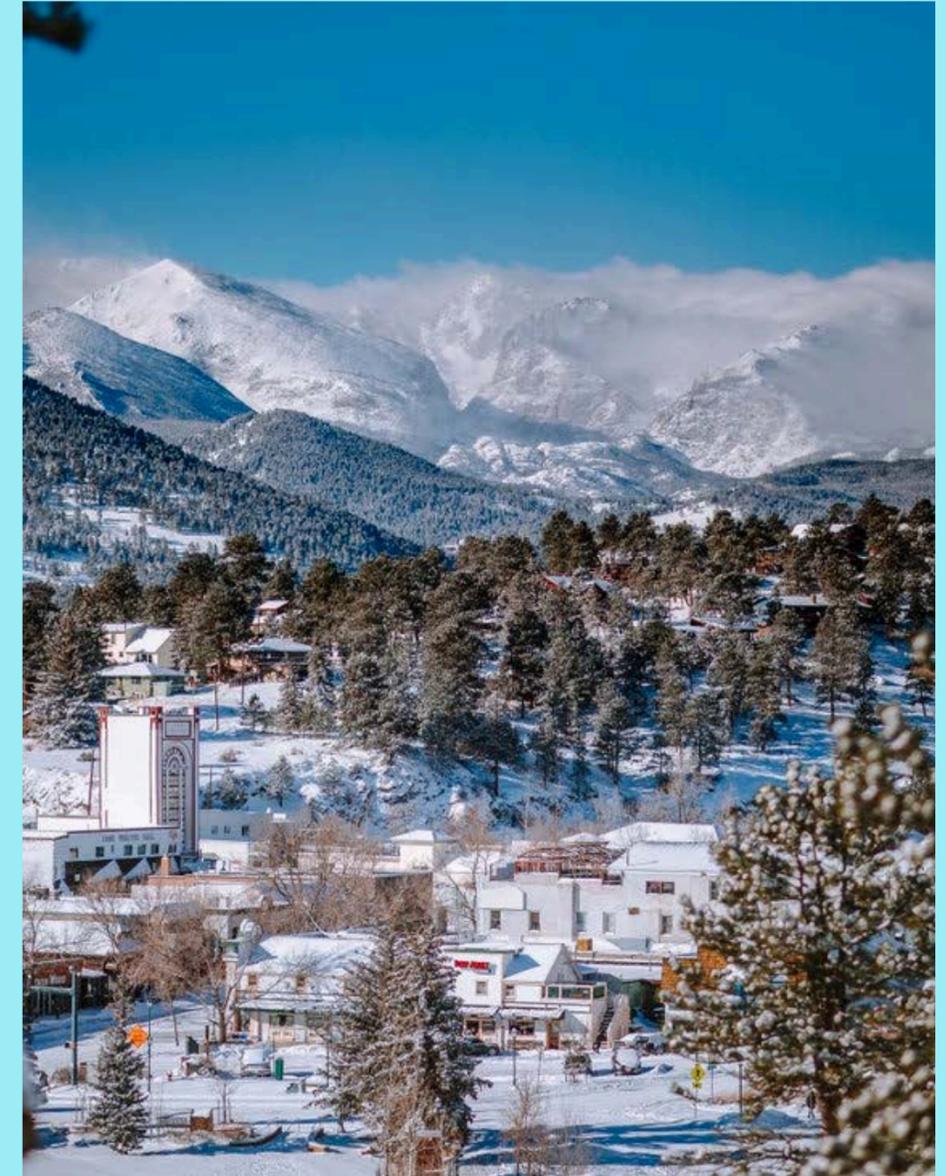
Rocky Mountain Channel/Nick Molle Productions: Claire Molle

Local Channels in Hotels



Estes Nonprofit Network: Cato Kraft & Karen McPherson

Giving Guest Program



Tourism + Business + Philanthropy



11,000 residents
4.5 million visitors
43 nonprofits



\$32k
and growing

Donated by Guests to Area Nonprofits

made possible by

GIVING GUEST BUSINESSES



KIND COFFEE
ESTES PARK, CO



Program Managed by Estes Nonprofit Network

Enhance Your Brand Value

Guests trust you to put their donation to work.

Lead Guests into Our Culture of Philanthropy

Invite guests to walk alongside you by contributing to critical services in the Estes Valley.

Receive a Tax Deductible Donation

Add up the “small change” donations. The Network will disperse all the funds you collect to local nonprofits.

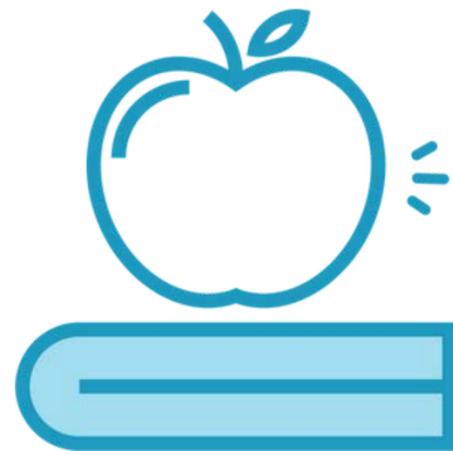
"Would you like to round up for local nonprofits?"



\$2/night

% of Sales

Designated Product



Arts & Culture
Community & Education
Environment, & Recreation



Emergency & Human Services
Healthcare & Wellness
Youth & Families



You are part of our community.

Estes has 11,000 locals
and 5 million visitors
in the business of giving back.

We'd love you
to give back, too



Shop, Stay and Play in a Meaningful Way



Find Additional Businesses and more information

EPGivingGuest.org

A program of Estes Nonprofit Network

Rocky Mountain Holiday Tours: Crystal Van Kull

International Market



ROCKY MOUNTAIN HOLIDAY TOURS

EXPLORE THE REAL WEST™





ROCKY MOUNTAIN HOLIDAY TOURS

EXPLORE THE REAL WEST™

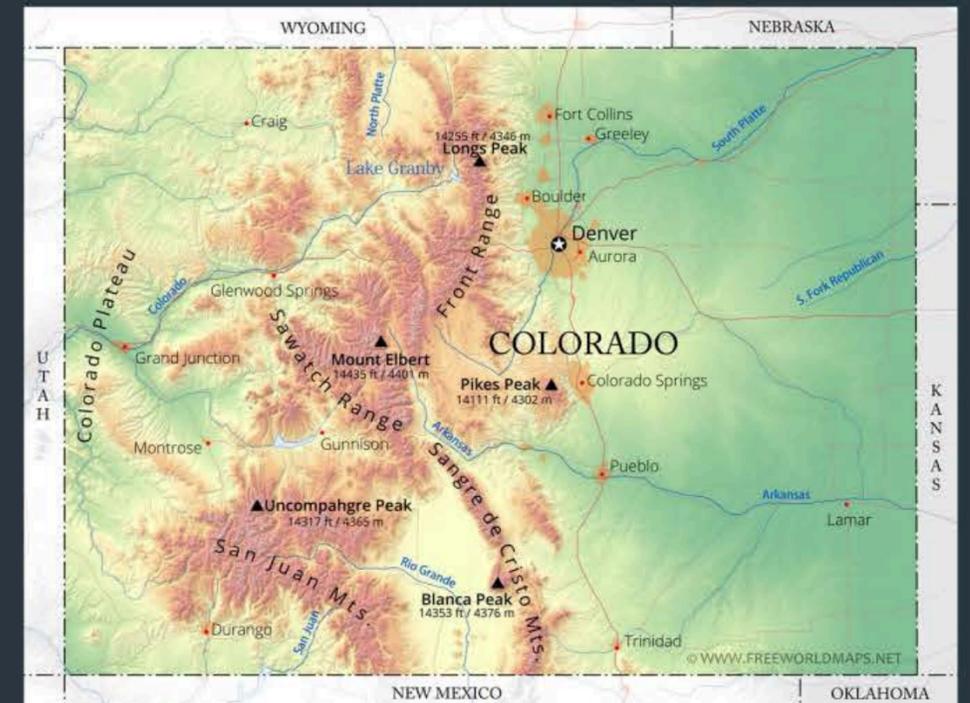
INBOUND TOUR OPERATORS & HOW TO WORK WITH THEM

Crystal Van Kull
General Manager



What is different about selling to International Travelers?

- Travel Trade - It IS different internationally; tour operators and travel agents play a crucial role in promoting travel to Colorado and Estes Park
- International travelers are less likely to book direct or through an OTA
- International travelers will typically book much further in advance.
- How do you work with international travel trade?

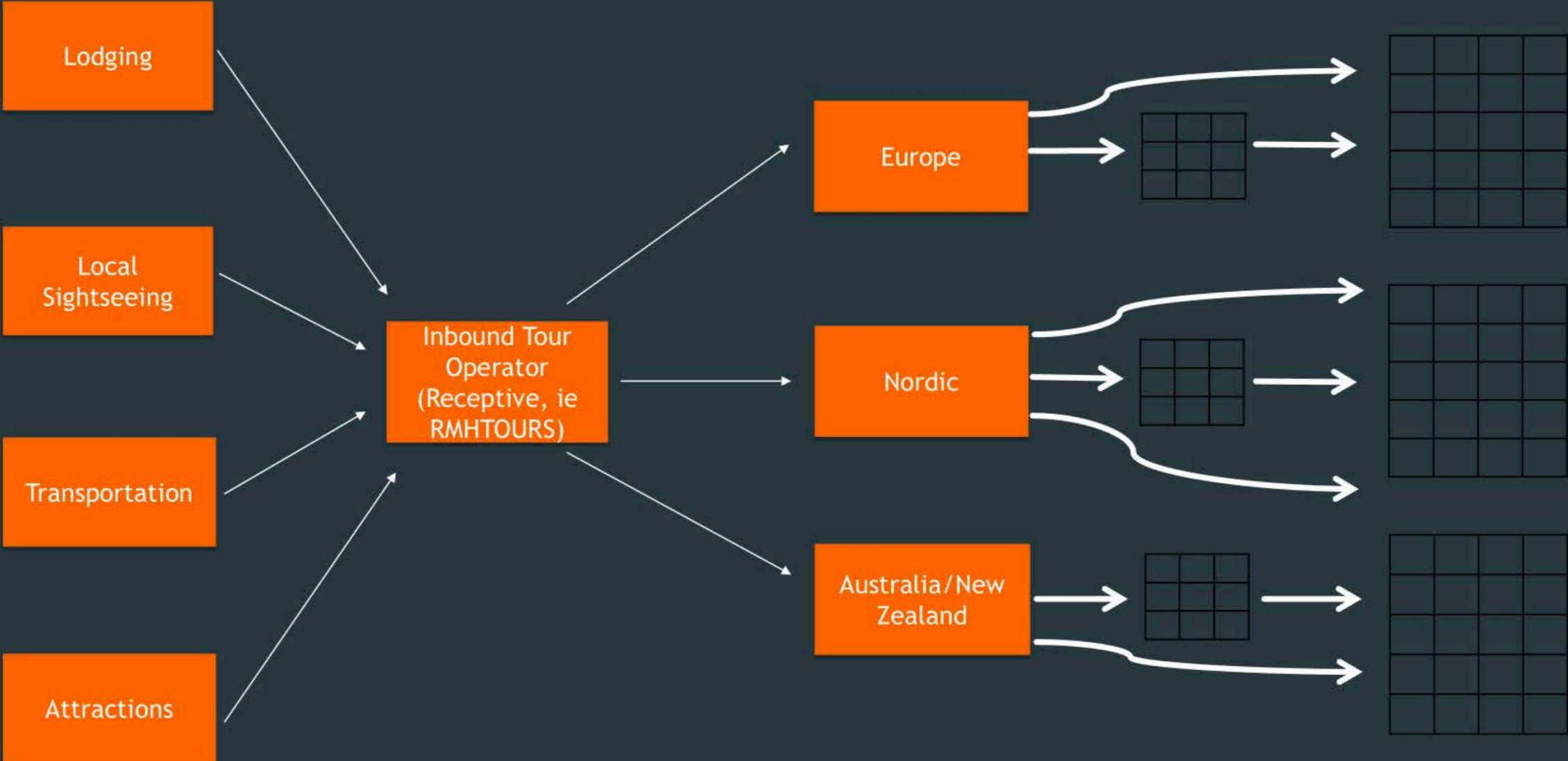


Inbound Tour Operator

- A travel wholesaler who contracts with both international tour operators and local suppliers, including accommodations, ranches, activities, attractions, services, and transportation
- Knows the international tour operators in the market(s) you are looking to work with
- Specialists in their region, working to find new product and create functional itineraries to offer to international tour operators
- Work with local suppliers to represent their product to the overseas markets



Channel of Distribution



State Tourism Suppliers

International Tour Operator Wholesalers

International Travel Agents

Consumer Market

Roles of the Inbound Tour Operator



- Negotiate net/net non-commissionable FIT rates and room blocks with travel suppliers
- Create operational FIT itineraries
- Accept bookings from tour operators & place bookings with suppliers
- Assigned middleman for overseas tour operators
- Act as the emergency contact for travelers

Inbound Tour Operator

- True wholesalers - they never sell direct to the consumer
- Clients are international tour operators
- Typically have 50-250 clients worldwide
- Work on a 5% to 10% profit margin
- Offer one-stop-shopping scenario for international tour operators



Why work with Inbound Tour Operators?



- Consider discounted pricing a marketing expense, ONLY paid when you accept a booking
 - No bookings - nothing lost
- FIT contracts can maximize occupancy
- Based in the United States
 - Speak English
 - Located in a nearby time zone
- Invoicing & Payment made simple

Why work with Inbound Tour Operators?

- Greatly & efficiently expands your marketing and advertising reach
- Offer clients with different stay habits compared to domestic travelers
 - International clients stay longer and every day of the week, not only Friday and Saturday as many domestic travelers

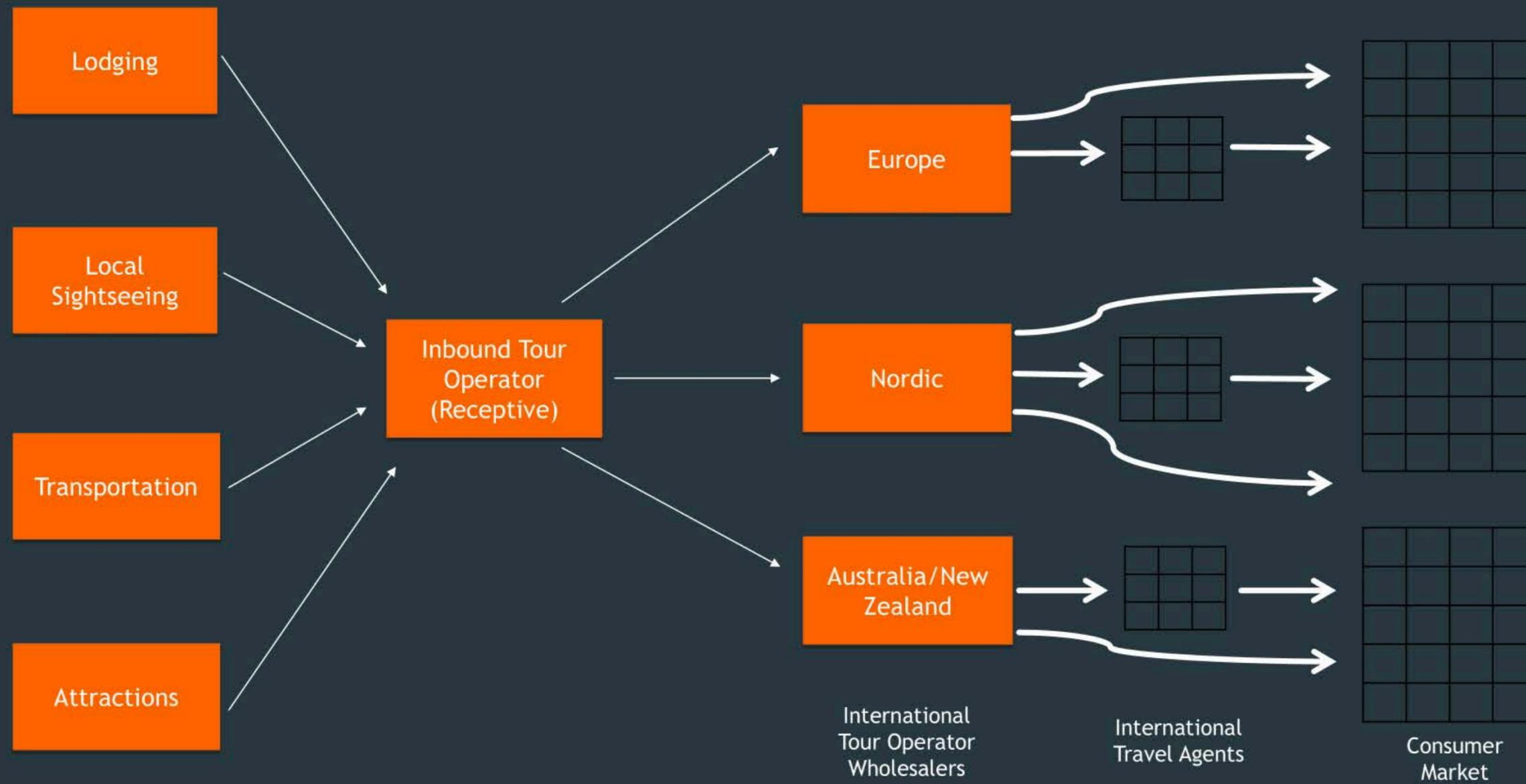
Example:

1 inbound operator x 40 tour operators x
100 travel agencies x 5 travel agents x 10
traveler clients

=

200,000 potential travelers reached per
each inbound receptive operator
you work with.

Wholesale Pricing Structure



State Tourism Suppliers

{ 20-30% discount off rack rate }

+

{ 15-25% discount off rack rate }

+

{ 10-15% discount off rack rate }

=

{ 100% Rack Rate }

Rates and Commissions

EXAMPLE

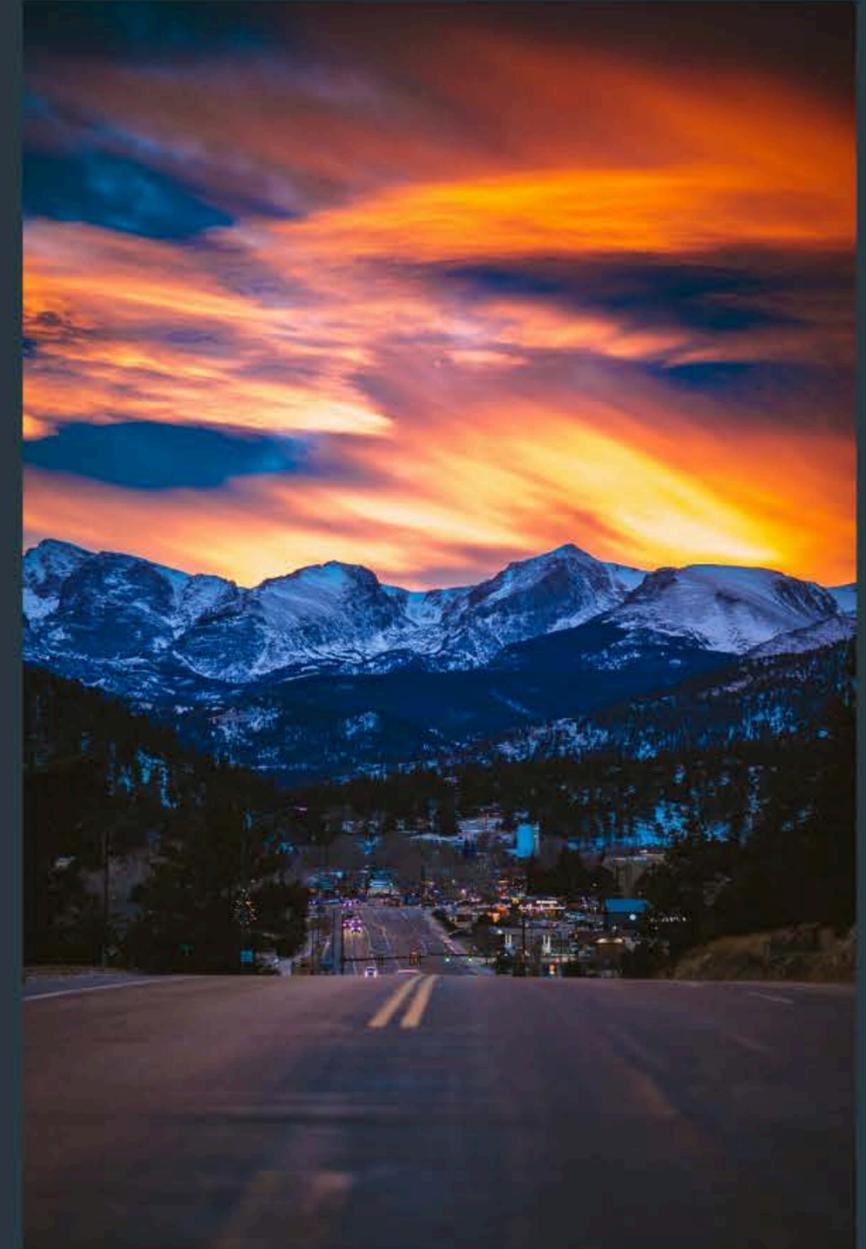
This example assumes you're working with a U.S. Inbound Tour Operator at 25% commission

- **Rack Rate** - This is your retail rate that is published online and what you would expect to receive from a client that books directly with you. It is essential that the rack rate be the same rate being quoted domestically to consumers.
 - For this example we'll say that your rack rate is \$100.00 per night
- **Net Rate** - This is the rate you are providing to the inbound tour operator, while still being profitable. It should include all your overhead costs, as well as your profit margin, although may not include much room for promotions. It should be low enough to allow the inbound tour operator, international tour operator, and travel agent to add roughly a 10% markup and be competitive with your rack rate. Let's say \$75.00 per night.
 - Inbound Tour Operator sell it for \$82.50
 - International Tour Operator sells it for \$90.75
 - Travel Agent sells it for \$99.83 to \$100.00
- **Booked** - When your product is sold, the U.S. Inbound Tour Operator will collect his commission and in turn, the International Tour Operator his share, and the Travel Agent who worked with the end client receives the remainder amount.



Wholesale Pricing Structure

- Static Rate
 - A rate offered by the hotel that always remains the same, regardless of the occupancy, market trends, and demand
 - Offered with blackout dates and premium rates
- Dynamic Rate
 - A rate offered by the hotel that will continually fluctuate, based on current hotel occupancy, market trends, and demand
 - Can fluctuate weekly, daily, or hourly
 - Typically requires a direct connection to the receptive tour operator



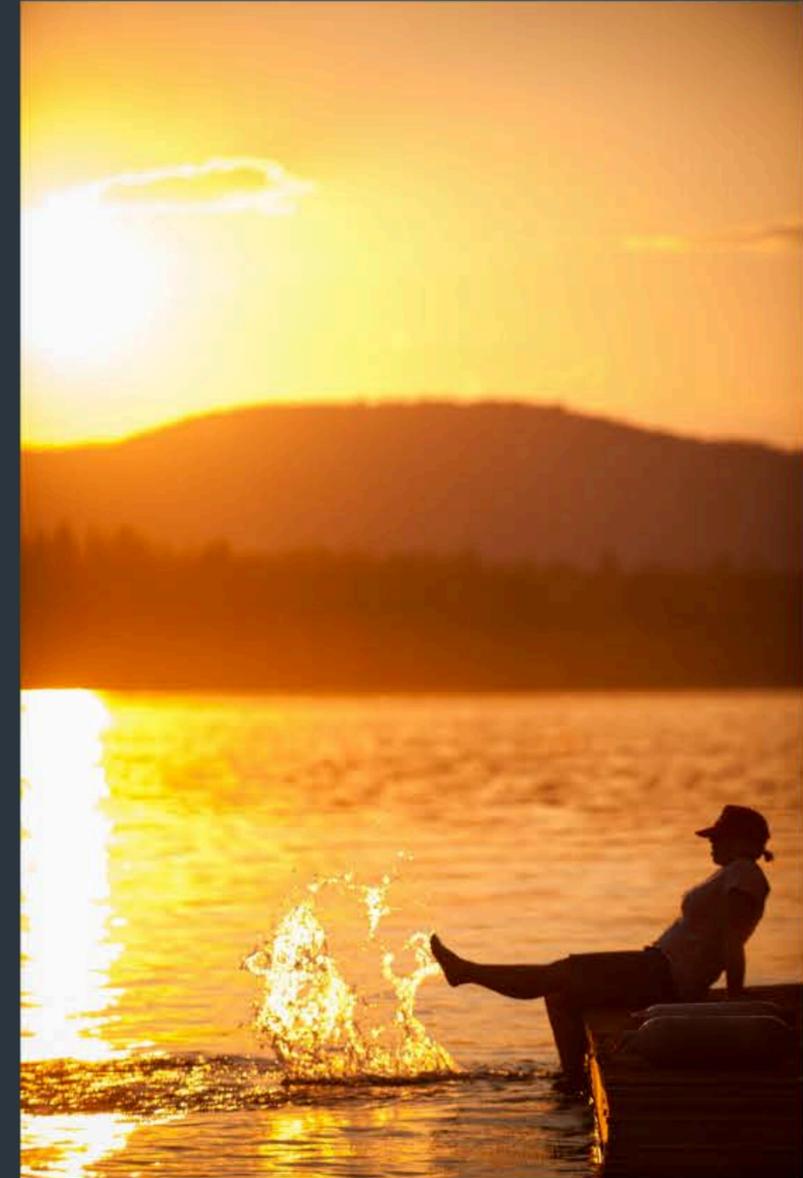
Wholesale Pricing - When?



- Inbound Tour Operators need rates by early August for the following year
- International Tour Operators need rates by end of September for the following year
- Contracts are generally April 1st through March 31st

Commitment

- Volume doesn't happen overnight
 - Be prepared for little to no volume the first few years
 - Plan to contract for at least 3 years before seeing much volume
- Attend shows targeting the international markets you are going after
- Get involved with the Colorado Tourism Office and your local DMO (Visit Estes Park)
- Work together with local suppliers and other regions



Questions?

Thank you!

Crystal Van Kull
General Manager
Rocky Mountain Holiday Tours
Crystal@rmhtours.com

Welcome, Papae!

Communications Manager



Lodging Tax Extension: Investing in Estes Park's Workforce

- The 2022 ballot initiative 6E introduced a 3.5% lodging tax on overnight guests to address the Estes Valley's workforce housing and childcare challenges.
- Since its approval, Visit Estes Park has passed through approximately \$10.7 million of 6E funding to the Town of Estes Park, enabling the Estes Park Housing Authority to purchase Beaver Brook Crossing and Fall River Village, providing much-needed workforce housing for residents.
- Visit Estes Park, alongside the Rocky Mountain Channel, is creating videos and a documentary to highlight how 6E funding supports the workforce vital to the community and economy.





Marketing Toolkit:



Get involved!

Coffin Race Team

Frozen Dead Bar Crawl

Bands & Bloodys Brunch

Special Offers

Lodging Packages

Satellite Events

****Free Shuttles Friday,
Saturday and Sunday**



Beyond Program

Lodging Packages

Special Offers

Events

Why? To get event attendees in your business!



WINTER IN ESTES PARK

Whether you're seeking snowy outdoor experiences in Rocky Mountain National Park, daily events to brighten your winter days or simply want to relax in a charming cabin, you can have it all and more with a winter getaway to Estes Park.

RSVP *Yes* to These Events

First Peoples Festival	January 17-19
Estes Park Skye	January 24-26
Wine & Chocolate Festival	February 8
Whiskey Warm Up	March 1
Frozen Dool Guy Days	March 14-16

See how our local businesses are celebrating Special our winter months.



OLIVE: Online Link into Visit Estes

VisitEstesPark.com/OLIVE

OLIVE: Online Link Into Visit Estes

Email

Password

[Forgot Password?](#)

OLIVE 
Online Link Into Visit Estes

[LOGIN](#)

Apply for Event & Project Sponsorship:



Visit Estes Park Sponsored 58 Events in 2024!

- Pumpkins & Pilsners
- Estes Park Marathon & Half Marathon
- Longs Peak 5 Miler
- Estes Park Craft Beer Week
- Rocky Mountain Auld Lang Syne
- Friends of Folk Festival
- Brain Freeze
- Free Summer Movies
- Peaked Estes Park Cruise Weekend
- Chase the Glow 5k
- Estes Park's Backyard Ultra Race
- Samson's Revenge
- Rocky's Backyard Ultra Race
- Estes Park Retail Rally
- SnowyGrass Music Festival
- Water: the Sacred Gift
- Story Slam
- 8th Annual Estes Park Artists Studio Tour
- Universal Consciousness Festival
- Estes Park Rotary Duck Race Festival
- Philanthropy Dinner
- Listening at the Legion
- Bigfoot Half Marathon
- Estes Park Labor Day Arts & Crafts Show
- Estes Park Autumn Gold
- Rocky's Backyard Ultra Race
- Vacation Races Rocky Mountain Half Marathon + 5k
- Estes Park Wine Festival
- Estes Park Jazz Fest
- Community Resource Fair
- Where's Waldo - Estes Park - Celebration Party
- Community Art Festival
- Makers Market
- Chalk Art Event
- Estes Valley Plein Air
- End of the Season Bash 24'
- 5th Annual Estes Park Holiday Wine Festival
- Christmas Block Party - An After Hours Shopping Event
- 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 Cup
- Food for Thought
- Community Gumbo Dinner
- Bowling Tournament
- 5th Anniversary
- Chamber Gala
- Mini-Golf Tournament
- Frozen Dead Guy Days
- Snowman Festival
- Sweet Stroll Festival
- Rooftop Rodeo Parade
- Larimer County Fair and Rodeo Parade

Join our Partner Facebook Group

The image shows a screenshot of a Facebook group page for "Visit Estes Park Partners". The page features a large landscape photograph of a mountain range with snow-capped peaks and a dense forest of green trees in the foreground. The group is identified as a "Private group" with "327 members". The left sidebar contains navigation options: "Community home", "Overview", and "Admin tools" which includes "Admin Assist" (2 actions, 2 criteria), "Member requests" (0 new today), "Badge requests" (0 new today), and "Membership questions". At the bottom of the sidebar is a button to "+ Create a chat". The main content area below the photo shows the group name, member count, a row of member profile pictures, and buttons for "+ Invite" and "Share". Below this is a horizontal menu with tabs for "Discussion", "Featured", "Members", "Events", "Media", and "Files". The "Discussion" tab is currently selected. The top of the page shows the Facebook search bar and navigation icons for home, video, marketplace, profile, and group settings. A notification bell icon in the top right corner shows a red badge with the number "4".



Rocky Mountain Roamer

We need your help training our new travel assistant powered by AI!

When travelers scan the Rocky Mountain Roamer QR code, they are directed to a chat bot in WhatsApp. Through the chat, they can get fast answers and instantly find information on lodging, things to do, restaurants and bars, travel routes and more.

Test it out:



Give us feedback:



Sustainability & Inclusion



**Sustainability
Certification
Program**



**Support
Local
Nonprofits**



**Accessibility
Assessment &
Booking
Platform**



**DarkSky
INTERNATIONAL**

**Protect and
Promote
the Night
Skies**

Sustainability & Inclusion

KIND COFFEE

📍 470 E. Elkhorn Avenue, Estes Park, CO 80517

Phone: (970) 586-5206

Email: kimi@kindcoffee.com

[VISIT WEBSITE](#)



DRINK S
try them

PID'S WINGS
lavender &
blackberry
latte

CHOCOLA
STRA
white & d

Search...

view by: GRID LIST MAP

sort by: RECOMMENDED

Wheel the World Giving Guest Green Business Network

where

- CO Hwy 7 Corridor (2)
- Fall River Road Corridor (1)
- Spur 66 Corridor (1)
- US 36 Corridor (1)

amenities

- Balcony/Porch/Deck (4)
- Fireplace (4)
- Cable/Satellite TV (8)
- Handicapped Accessible (3)
- Restaurant On Site (3)

[VIEW MORE](#)

[CLEAR FILTERS](#)

TAHARAA MOUNTAIN LODGE
📍 3110 S St Vrain Ave
Estes Park, CO 80517
[VISIT WEBSITE](#)
wheel the world

TRAILBORN ROCKY MOUNTAINS
📍 130 Stanley Ave.
Estes Park, CO 80517
[VISIT WEBSITE](#)
wheel the world

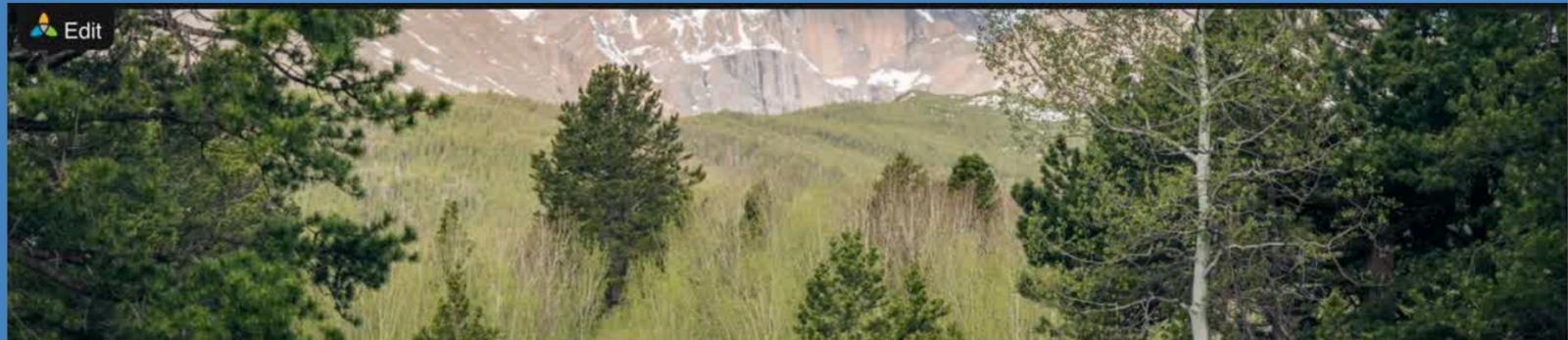
INN ON FALL RIVER
📍 1660 Fall River Road
Estes Park, CO 80517
wheel the world

WORLDMARK ESTES PARK
📍 701 Riverside Dr
Estes Park, CO 80517
wheel the world

YMCA OF THE ROCKIES - ESTES PARK CENTER
📍 2515 Tunnel Rd
Estes Park, CO 80511
wheel the world

1 - 5 OF 5

Sustainability & Inclusion



LOVE ESTES LIKE YOUR OWN HOME

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.

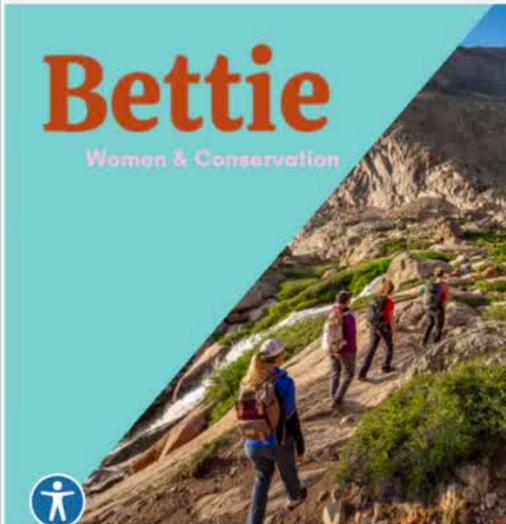


Planning a trip to Estes Park? Check out the Do Estes Right videos, a series of short videos that give insights, tips and tricks for your visit to help

 Knowledge that we are marketing a destination operating on the Native Lands of the Arapaho, Ute and Cheyenne tribes: <https://native-land.ca/>

FEATURED EXPERIENCES

Outdoor experiences are for everyone. Here are the local businesses that are ready to help you get outside in Estes Park. Find out [where to stay](#) and [what to do](#) with Wheel the World while you're in town.



Sponsored Event Marketing

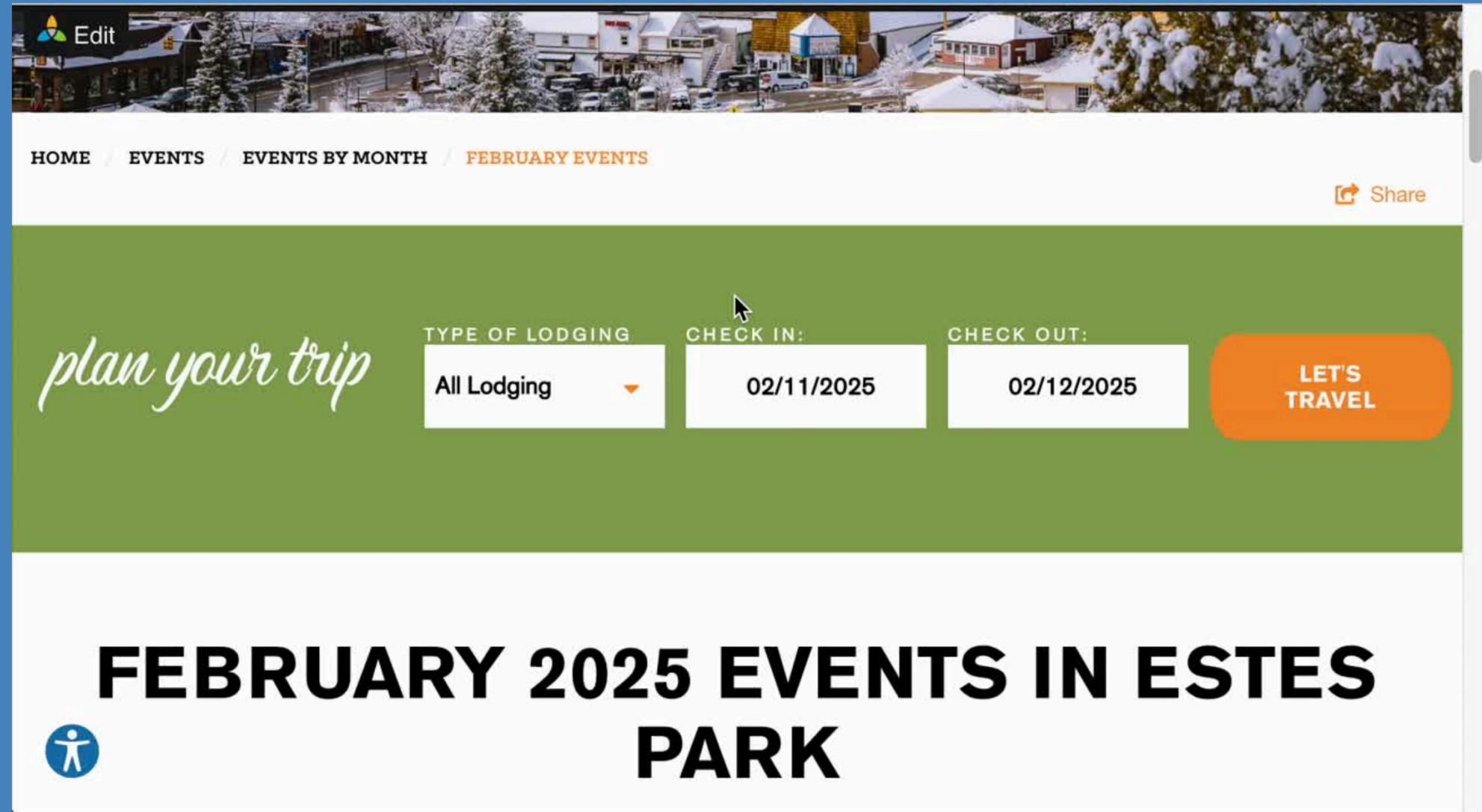
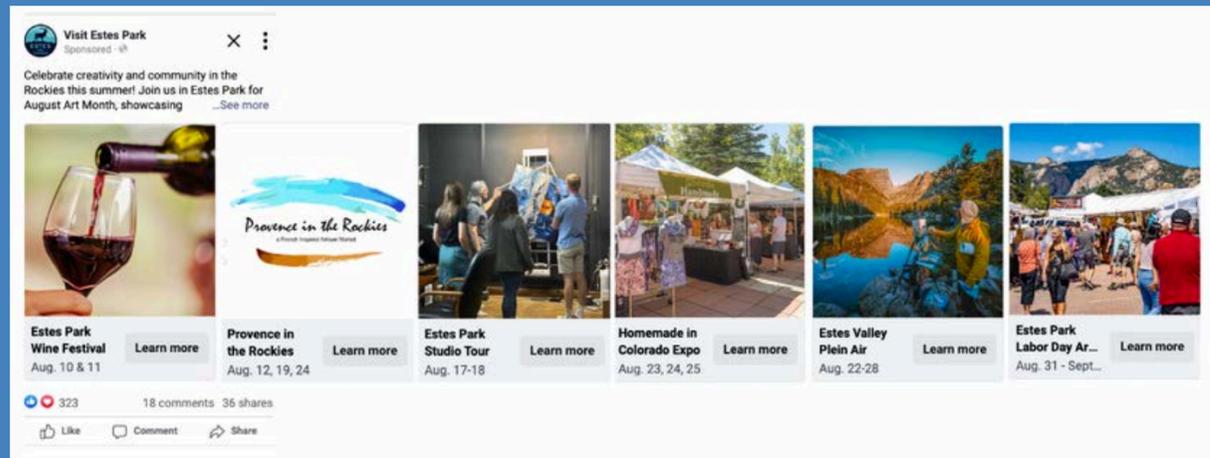
As a part of the in-kind marketing package, each sponsored event is included in organic social media posts, the monthly events article, which is sent out in the monthly consumer e-newsletter and posted on social media.



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

CONSIDERED FOR CAROUSEL AD

We have an ongoing Facebook carousel ad that is refreshed each month promoting upcoming local events. These consistently have a higher than industry average click-through-rate.



NEW HIRE FOR COMMUNITY RELATIONS

Group Sales & Events Manager

- Dedicated staff to focus on Weddings, Reunions, Small Meetings Market.
- Creating assets – Meetings and Events Planner Guide, Wedding Guide to send with RFP's.
- Work with John to create video highlight reel of space, wedding venues, reunion space and itineraries.
- Attend all weddings, groups, meetings, and tradeshow to further our presence in this space and convert sales focusing on needs periods.



Website Advertising

DTN (Destination Travel Network)

Lottery coming in March!

What is it?

The Lottery is used to determine businesses that will receive the option of purchasing a Featured Listing on visitestepark.com.

Why?

It's a desirable placement, and there is more demand than supply. Featured Listings are guaranteed to show within the first page on a specific category page for one calendar year starting July 1, 2025. This process gives all businesses an equal opportunity to purchase these popular placements.

How it Works

Choose the categories you would like the option to purchase in the Lottery form. An online randomization program generates winners in each category, and there is a waitlist in case winnings are denied.



Placer Ai will be a game changer for Visit Estes Park. We will now be able to use Data to determine:

- **Evaluating event success:** Measure the impact of tourism events on foot traffic and visitor demographics.
- **Understanding visitor behavior:** Analyze how visitors move through a destination, identifying popular routes and areas of interest.
- **Demographic insights:** Gain insights into the demographics of visitors, including age, income, and spending habits.
- **Benchmarking against competitors:** Compare visitor patterns of a destination against similar locations.
- **Marketing campaign optimization:** Evaluate the effectiveness of marketing campaigns by tracking foot traffic changes after campaign launches.

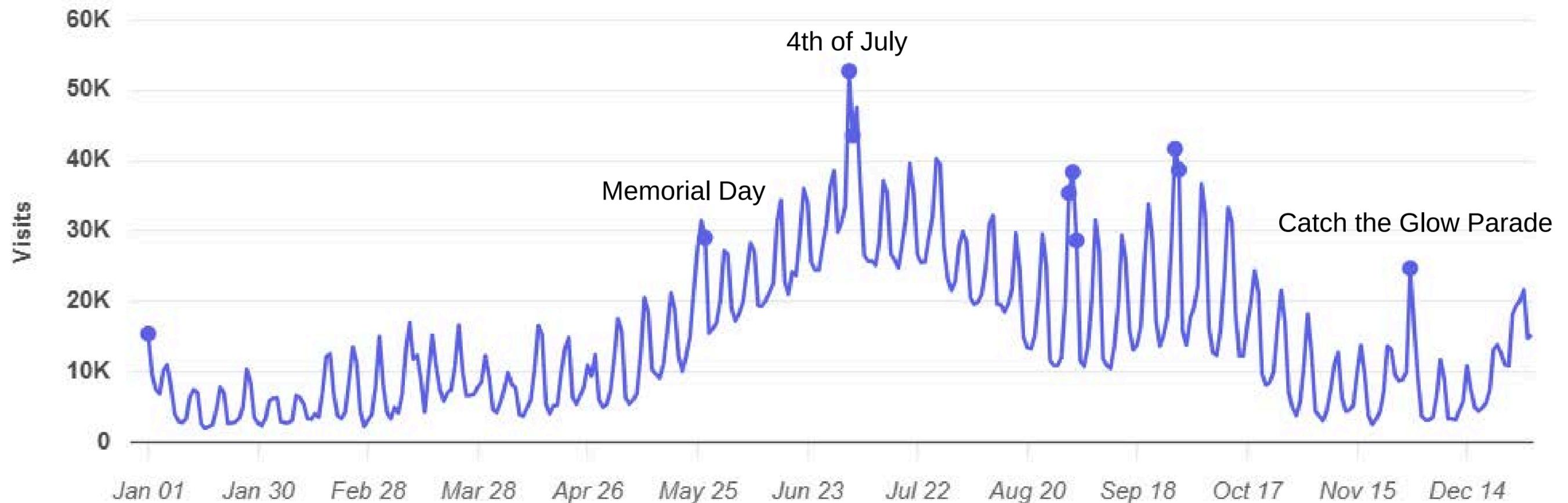
2024 Local Marketing District Data

Property:

LMD excluding RMNP / US Hi...



Visits	5.5M	Avg. Dwell Time	94 min
Visits / sq ft	< 0.01	Visits YoY	-0.6%
Size - sq ft	4.9B	Visits Yo2Y	-4.6%
Visitors	2.1M	Visits Yo3Y	-12.7%





1001 US Highway 51, Drake, CO 80512

Daily Insights

Thu, July 04, 2024

Visits
52.74K

Vs. Last Year
+51% (35K)

Vs. Prev. Thursday
+90% (27.78K)

Vs. Avg. Thursday
+325% (12.41K)

Holidays & Observances



Independence Day

Jul 04

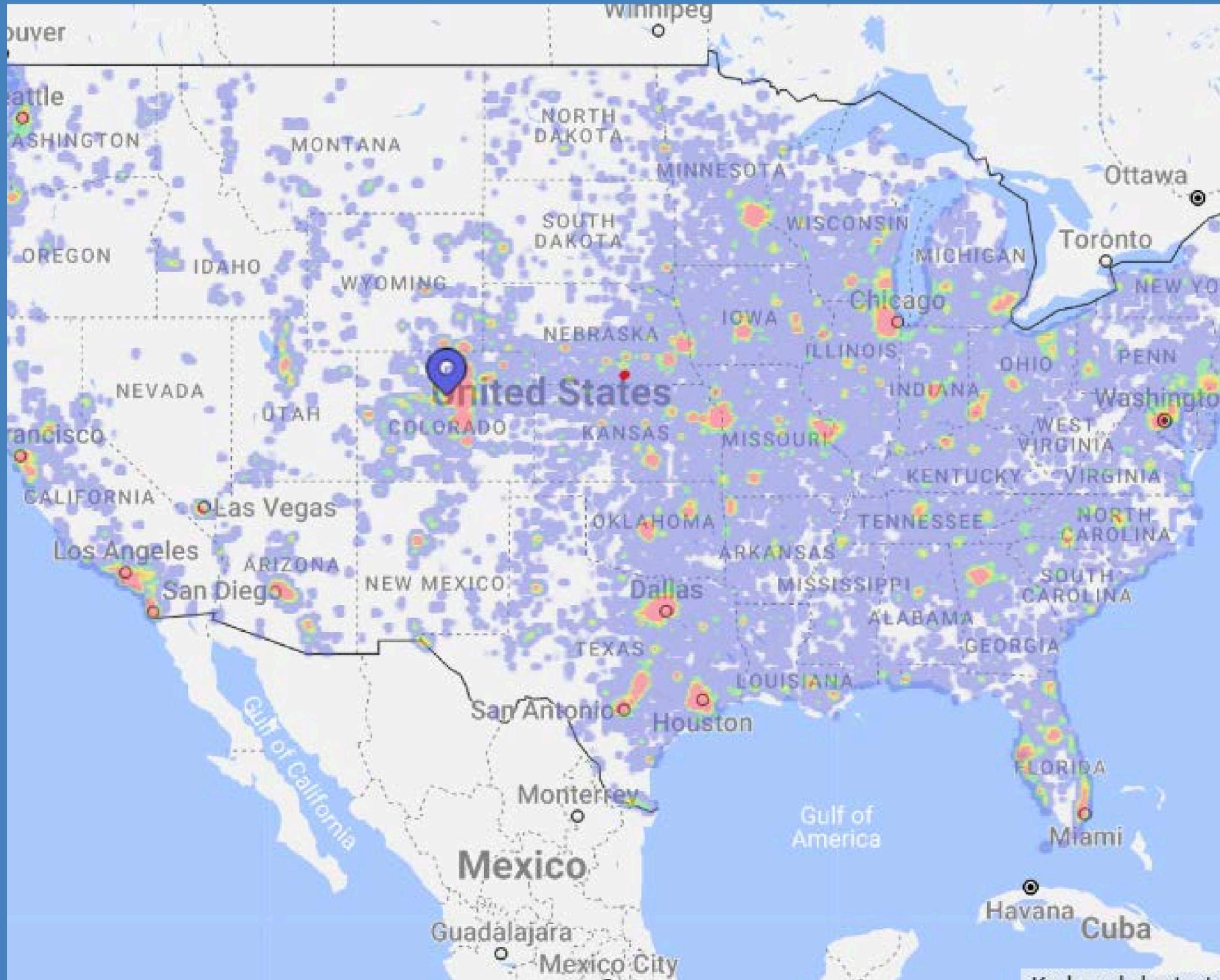
Weather | Drake, US



56.4° C/F

Sunny

Max Temp: 69.8°, Min Temp: 44.7°, Max Wind: 13.6 mi/h, Total Precipitation: 0 in, Avg Humidity: 37%



PLACER AI DATA - BOND PARK

Nov 22 - Dec 31, 2024

Over 10 Min

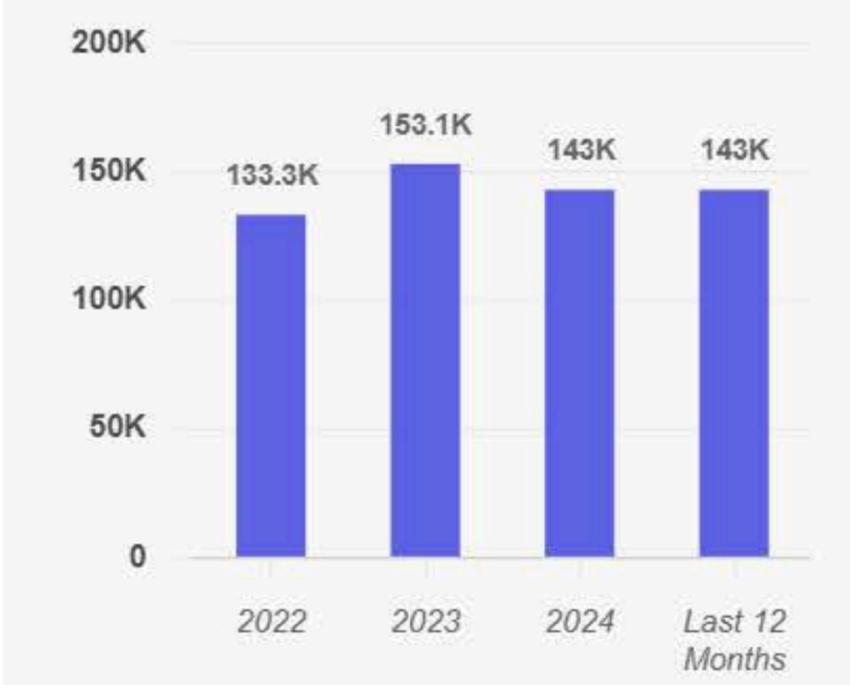


Metrics ?

Property:
Bond Park / MacGregor Ave, ...



Visits	21.4K	Avg. Dwell Time	41 min
Visits / sq ft	0.4	Visits YoY	+143%
Size - sq ft	53.3K	Visits Yo2Y	+283.3%



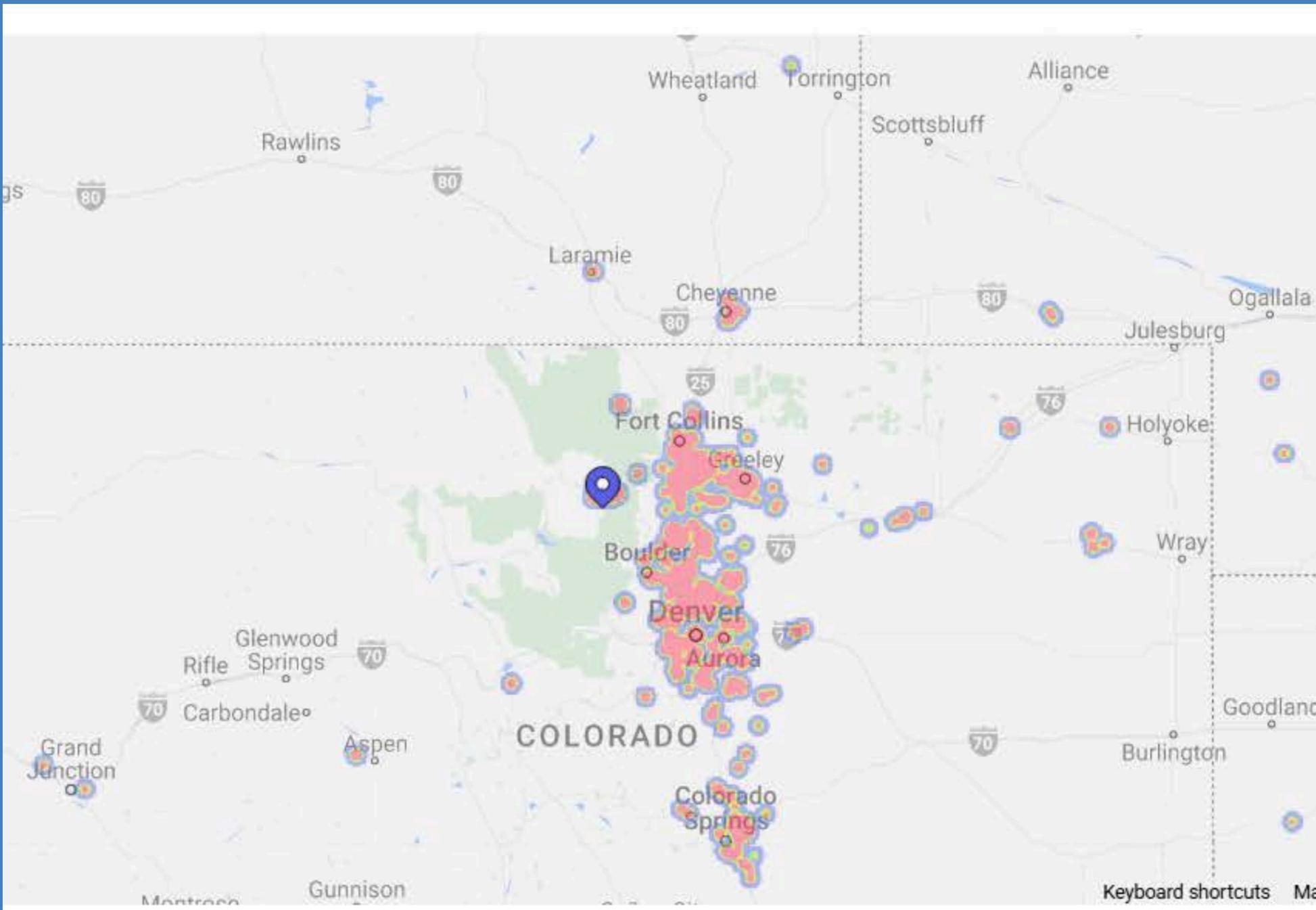
PLACER AI DATA - BOND PARK

Visitor Origin top 10 Cities

CITY	# of Visits
Estes Park	1922
Denver	1183
Fort Collins	901
Loveland	824
Greeley	764
Longmont	623
Colorado Springs	468
Broomfield	427
Boulder	403
Aurora	330

Visitor Origin top 10 States

State	# of visits
Colorado	11,846
Texas	2933
Florida	875
Nebraska	486
Kansas	471
California	429
Missouri	320
Wyoming	269
Iowa	233
Oklahoma	231



PLACER AI DATA - ELKHORN AVENUE

Elkhorn Main Street Retail Restaurants

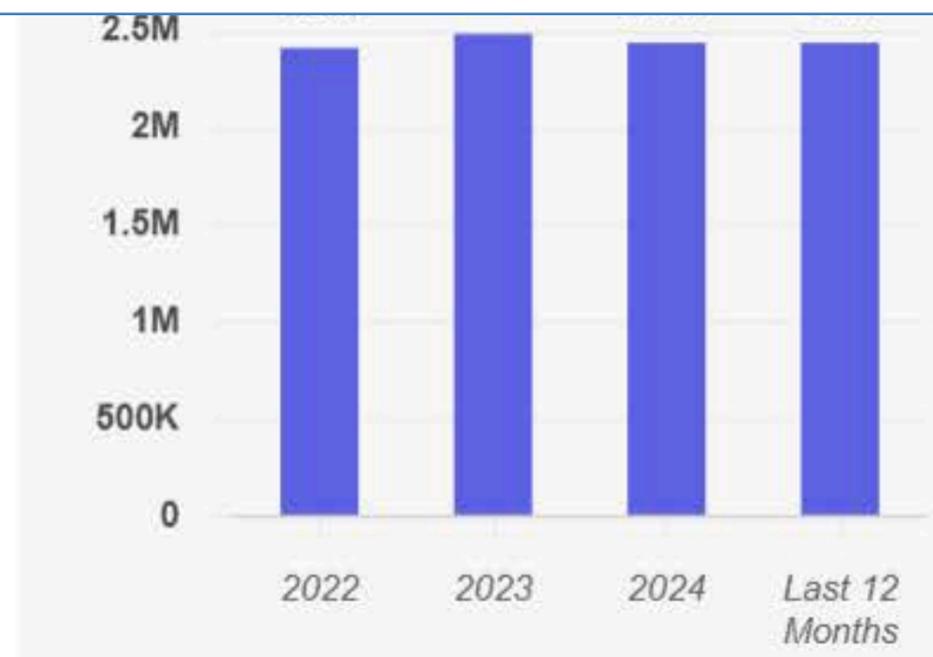
Elkhorn, Estes Park, CO 80517

Nov 22 - Dec 31, 2024

All Visit Durations

Add Filter

Visits	202.8K	Avg. Dwell Time	36 min
Visits / sq ft	0.15	Visits YoY	+21.5%
Size - sq ft	1.3M	Visits Yo2Y	+23.7%
Visitors	144.8K	Visits Yo3Y	+9.7%
Visit Frequency	1.4		



SkiJor By The Numbers: January 24-26

Estes Park Events Complex / R...

Visits	6K
Visits / sq ft	< 0.01
Size - sq ft	1.9M
Visitors	5.3K
Visit Frequency	1.14
Avg. Dwell Time	161 min
Visits YoY	+5.9K%
Visits Yo2Y	N/A
Visits Yo3Y	+27.4K%

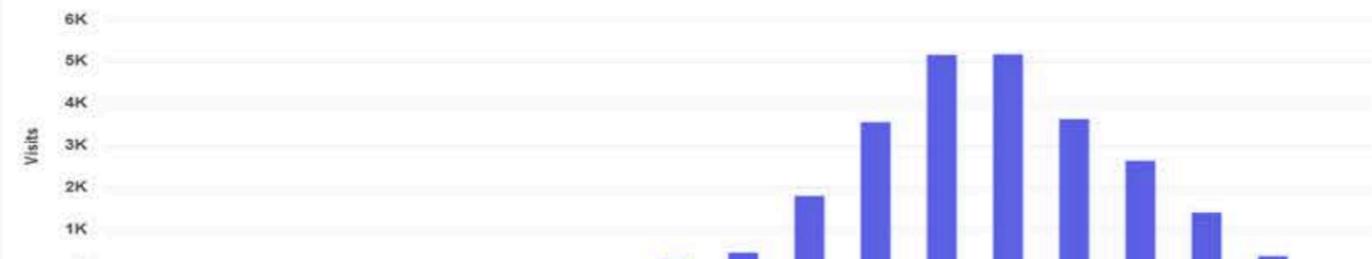
Hourly Visits ?

Properties:



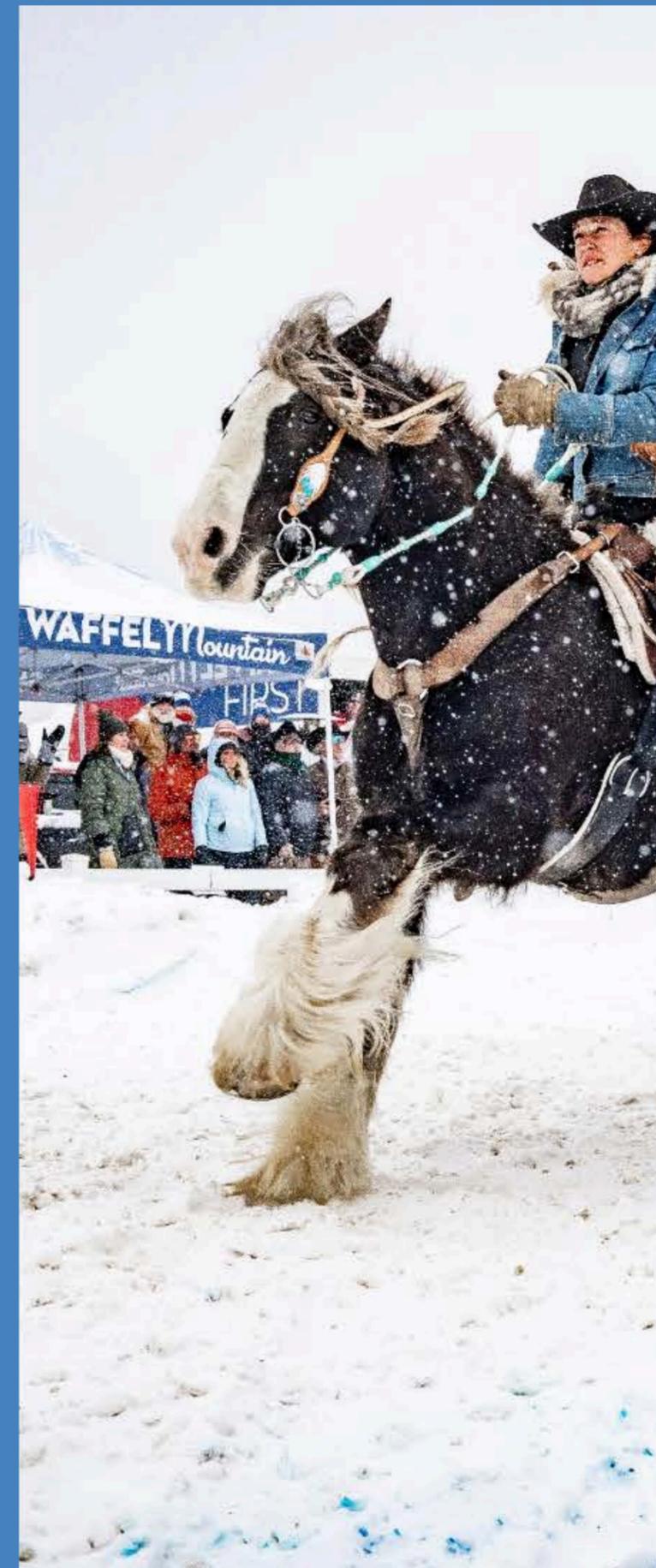
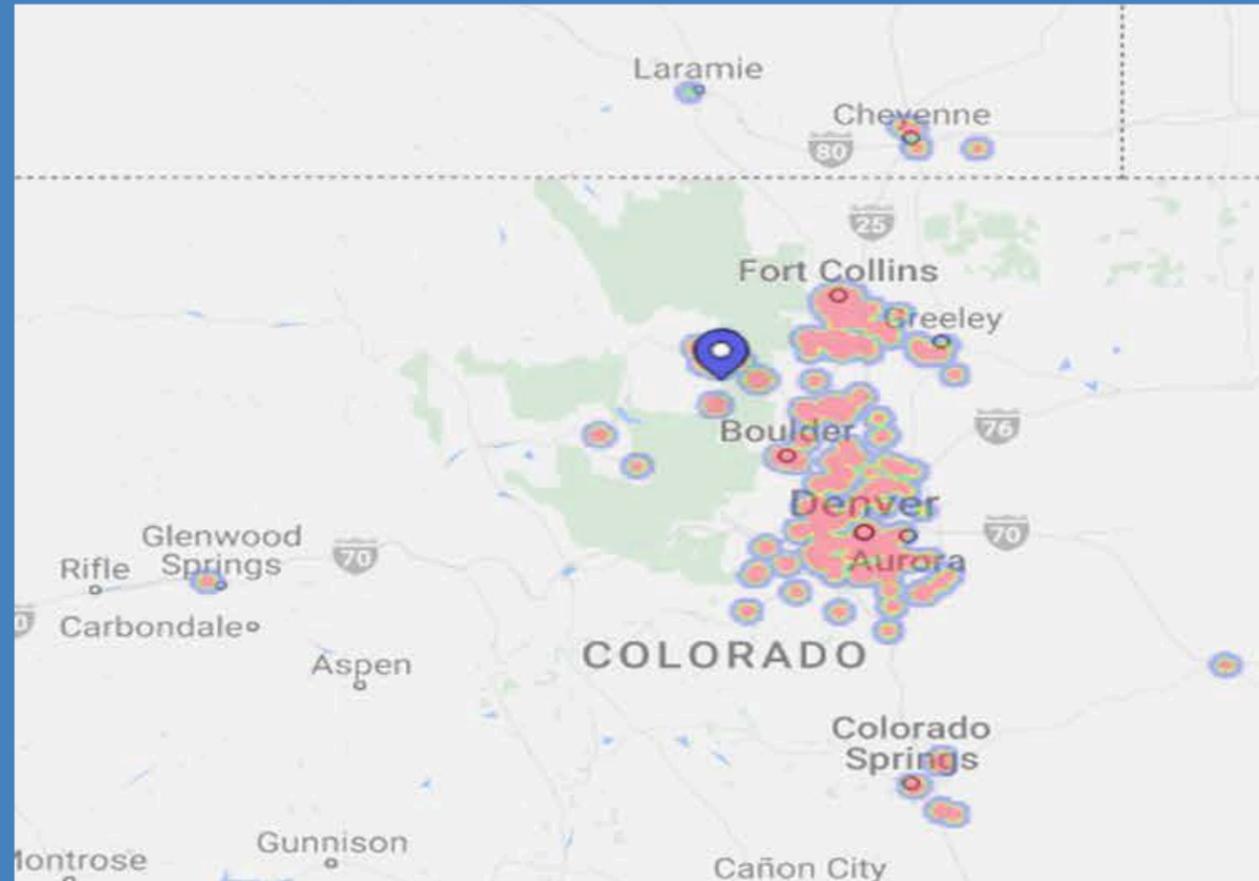
Metric:

Visits



SkiJor By The Numbers: January 24-26

City	Visits	States	Visits
Estes Park	1159	California	92
Denver	763	Wyoming	90
Fort Collins	757	Texas	87
Boulder	335	North Carolina	44
Loveland	313	Washington	44
Longmont	214	Oklahoma	35
Littleton	156	New York	27
Colorado Springs	152	Minnesota	24
Broomfield	143	Nebraska	23
Arvada	114	New Mexico	21



Tourism Summit

***Save the Date April
30, 2025***

Clarity will develop the content and facilitate a discussion to build a shared community vision for the future of Estes Park as a destination with Visit Estes Park's stakeholders

Estes Park

Tourism Master Plan

The purpose of the Tourism Master Plan is to ensure the success, growth, and sustainability of the Estes Park visitor economy for the benefit of residents and visitors. This plan serves as a road map toward an aspiring future for the Estes Park visitor economy with identified roles for a variety of local organizations and agencies with a goal of optimizing community and destination alignment.

Tourism Needs

What do tourism-focused businesses require to thrive in the current landscape?

Resident & Community Needs

What goals do local organizations and leaders have for Estes? What do your residents value about your area?

Data

Using Placer Ai Data to gain insights on business and resident sentiment, visitation numbers and capacity and



THANK YOU!!!

