



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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Shannon Davis Named Interim CEO for Visit Estes Park

Marketing Director Shannon Davis is assuming the role of Interim CEO for Visit Estes Park (VEP) after being selected by the organization's Board of Directors.

Current Interim CEO Suzy Blackhurst, whose contract expires at the end of July, will remain with the organization as a consultant to help Davis transition into his new role and to manage finance and budget efforts while Davis leads the search for a new Finance Manager.

"I'm super psyched," says Davis, who has held senior roles at Backpacker and Climbing magazines as well as REI. "Our mission is to inspire and enable sustainable adventure in Colorado's Original Playground, supporting a symbiotic relationship between guests, locals, and our natural resources so we can all enjoy Estes Park for generations to come. I'm happy to lead the charge with the awesome team at VEP."

His vision for Visit Estes Park takes a strong content marketing approach. "We'll turbocharge VEP's digital, social, and print platforms to be a source of aspirational messaging, actionable advice and world-class storytelling, and manage this in-house. I want VEP to grow into an engaging and authoritative adventure-planning hub that not only brings guests to Estes Park and introduces them to the outdoors and local services and culture, but also keeps Estes Park top-of-mind after their visit."

Blackhurst, who is retiring (again) after nearly 14 years with VEP, is pleased to be involved in the transition. "Shannon's vision and energy has invigorated the staff and his content-based approach to marketing is thrilling – we are already seeing an increase in engagement across digital platforms since he started as Marketing Director in May. The Visit Estes Park Board of Directors has embraced its leadership role and everyone is working toward the same goals. This is truly an exciting and energizing time for Visit Estes Park," she said.

Davis entered into a six-month contract on July 1, 2018, and a permanent CEO will be in place by January 31, 2019. Board Chair Sean Jurgens says that Davis will have the opportunity to pursue the permanent CEO role should he choose to do so.

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

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