



Visit Estes Park
 The Destination
 Marketing Organization
 VisitEstesPark.com

2013 Key Performance Indicators

Report Date: 3/4/2013

	2011	2012	2013	2012 vs 2013 % Difference
Visit Estes Park Lodging Sales Tax	\$1,189,938	\$1,513,415	\$1,359,532	-10.17%
Town of Estes Park Lodging Sales Tax	\$1,931,215	\$2,162,858	\$2,020,545	-6.58%
Website Visits	1,261,383	1,267,189	1,259,741	-0.59%
Digital Visitor Guide Page Views	281,683	425,984	422,415	-0.84%
Visitor Guides Mailed to Households	103,634	100,441	92,988	-7.42%
E-Newsletter Subscriber Growth	6,861	7,336	9,437	28.64%
Facebook Followers	5,009	28,739	53,085	84.71%
Media Impressions	N/A	170,261,721	466,435,426	173.95%
Publicity Value	\$1,627,640	\$3,073,625	\$8,869,304	188.56%

OTHER COMMUNITY BAROMETERS

Town of Estes Park Sales Tax	\$7,422,516	\$7,889,229	\$7,564,898	-4.11%
Town of Estes Park Dining Sales Tax	\$1,459,468	\$1,475,450	\$1,305,762	-11.50%
Town of Estes Park Retail Sales Tax	\$1,454,555	\$1,490,142	\$1,347,111	-9.60%
Rocky Mountain Lodging Report Occupancy Rate %	50.90%	52.50%	47.80%	-8.95%
Rocky Mountain Lodging Report Average Daily Rate	\$152.81	\$151.24	\$155.95	3.11%
Rocky Mountain Lodging Report RevPar	\$77.02	\$79.34	\$74.47	-6.14%
Estes Park Visitor Center Visitor Count	401,692	364,390	336,674	-7.61%
Estes Park Visitor Center Phone Calls Answered	20,699	16,156	15,500	-4.06%
Rocky Mountain National Park Visitor Counts	3,176,941	3,229,617	2,991,141	-7.38%

Notable Observations

Visit Estes Park (Local Marketing District) Lodging Tax Collections were \$1,522,939 a decrease of 10.17% from 2012. A host of factors combined to contributed to the decline:

- o A significant quantity of back taxes and fines payments seen in previous years, was not realized in 2013.
 - o Heavy snowfall during the spring months led to a drop in travel to the Estes Valley.
 - o Vacationers are leery of traveling to an area where there are forest fires and the Fern Lake Fire in Rocky Mountain National Park that began in late 2012 was not declared extinguished until June. At about the same time in June national news coverage of massive wildfires in Colorado Springs, the Royal Gorge, and southern portions of the state led to a drop in tourism throughout Colorado, including Estes Park.
 - o The September flood virtually stranded Estes Park. In addition to Trail Ridge Road, Colorado Hwy 7 from Nederland was opened in October, lack of access until December significantly impacted the travel industry.
 - o In addition to flood-related closures, The US government experienced a shutdown in early October. The State of Colorado funded a few days of park operations before the federal government reopened. Rocky Mountain National Park was shut down from October 1 through October 11, 2013. Trail Ridge Road closed for the season on October 22.
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The Town of Estes Park's Sales Tax collections from the lodging sector were \$2,020,545, a 6.58% decrease from 2012 collections. Several contributing elements are seen as reasons why Visit Estes Park's tax collections suffered more than the Town of Estes Park:

- o Lodging properties inside the town limits usually fill faster and more often than those in outlying areas, thus generating more tax collections.
 - o Town sales tax is collected monthly and has been in existence for decades which leads to a higher level of collection compliance.
 - o Post-flood recovery workers primarily were housed in properties inside the town limits. However a significant number of flood victims and workers were housed at the YMCA of the Rockies outside incorporated Estes Park at significant price reductions.
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Website Visits that totaled 1,259,741 were down .59%, a small overall decrease in light of the immediate lack of access to Estes Park shortly after the flood and continued perception of difficulty accessing Estes Park once

Digital Visitor Guide Page Views fell .84% however, a head-on comparison to previous years is misleading, as a new vendor for data reporting was selected by Nxtbooks, the company providing the digital guide service.

Visitor Guides mailed to households through September were up 4.92%. Once damage has been created by the flood, distribution of the 2013 Official Visitor Guide was halted in a move to reduce costs.

E-Newsletter Subscriber growth showed an increase of 28.64% however, data for past years may not match previous reports due to a shift in tracking methods.

Facebook followers increased 84.71%. A combination of factors contributed to the growth, including contest registrations, concentrated energy in building Facebook friend base and the viral nature of social media.

Media Impressions increased 173.95%. Publicity Value that totaled \$8,869,304 grew by 188.56%. Significant media hits contributed to a large increase in media value and impressions for 2013, including Examiner.com (8M impressions & \$80K), Huffington Post (9M, \$491K), MSN.com (59M, \$543K), Family Circle (4M, \$38K), The Knot (131.5K, \$300K), among others.