



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-End Report through December 2015

	Month Data Collected	Year to Date 2013	Year to Date 2014	Year to Date 2015	Percent Change 2015 vs. 2014		
OVERALL PERFORMANCE							
Visit Estes Park (VEP) Lodging Tax	December	\$ 1,365,382.58	\$ 1,596,346.62	\$ 1,902,877.70	19.20%		
Seasonal VEP Lodging Tax (most recent)	Fall: Sept-Nov	-	\$ 409,327.41	\$ 523,477.48	27.89%		
Media Impressions	December	466,435,426	537,483,543	906,652,003	68.68%		
PR Value	December	8,869,304	8,477,872	9,927,477	17.10%		
Average PR Points Per Article	December	-	52.81	58.58	10.93%		
VISITESTESPARK.COM WEBSITE PERFORMANCE							
Sessions	December	1,259,741	1,327,876	1,440,167	8.46%		
Users	December	784,783	940,156	1,071,405	13.96%		
Page Views	December	3,998,649	4,432,706	4,491,120	1.32%		
Average Pages Per Session	December	3.08	3.28	3.12	-4.88%		
Average Session Duration (minutes)	December	3.48	4.56	4.18	-8.23%		
JackRabbitt Lodging Referrals	December	-	399,178	578,493	44.92%		
OTHER CONSUMER ENGAGEMENT							
Digital Visitor Guide Unique Readers	December	9,816	17,174	11,187	-34.86%		
Digital Visitor Guide Page Views	December	412,875	823,751	563,657	-31.57%		
Visitor Guide Average Visit Duration (minutes)	December	7.32	6.60	6.95	5.37%		
Marketing e-Newsletter Subscriber Growth	December	9,437	5,585	11,777	110.87%		
Facebook Followers	December	53,085	79,231	97,912	23.58%		
Visitor Guides Mailed to Households (2015 vs. 2013)	December	92,988	-	46,243	-50.27%		
OTHER COMMUNITY BAROMETERS							
Town of Estes Park Sales Tax	December	\$ 7,628,199.70	\$ 10,080,420.41	\$ 12,157,456.23	20.60%		
Town Sales Tax, minus new 1%	December	\$ 7,628,199.70	\$ 8,730,272.35	\$ 9,733,670.00	11.49%		
Town Lodging Sales Tax	December	\$ 2,083,848.10	\$ 2,871,339.54	\$ 3,678,573.75	28.11%		
Town Lodging Sales Tax, minus new 1%	December	\$ 2,083,848.10	\$ 2,464,999.00	\$ 2,945,299.00	19.48%		
Town Dining Sales Tax*	December	\$ 1,305,761.78	\$ 1,747,681.29	\$ 2,218,319.31	26.93%		
Town Retail Sales Tax	December	\$ 1,347,110.85	\$ 1,933,269.40	\$ 2,292,175.21	18.56%		
Town Retail Sales Tax, minus new 1%	December	\$ 1,347,110.85	\$ 1,666,920.00	\$ 1,835,126.00	10.09%		
Town Visitor Center: Visitor Count	December	336,674	391,367	414,441	5.90%		
RMNP Recreational Visitor Count	December	2,991,141	3,434,754	4,155,917	21.00%		
*Includes new 1% tax increase. Due to Town reporting format, cannot present dining tax without new 1%. Dining receipts reflect restaurants and liquor, excluding grocery stores (e.g., Safeway) and other food-related tax receipts.							
ROCKY MOUNTAIN LODGING REPORT							
Lodging Occupancy: Monthly Change				Average Lodging Rate: Monthly Change			
Occupancy in	December	2014	26.50%	Average Rate in	December	2014	\$ 138.24
Occupancy in	December	2015	29.50%	Average Rate in	December	2015	\$ 146.73
Difference in	December	2015	3.00%	Difference in	December	2015	\$ 8.49
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	December	2014	50.70%	YTD Avg. Rate	December	2014	\$ 159.36
YTD Occupancy	December	2015	54.50%	YTD Avg. Rate	December	2015	\$ 171.92
YTD Difference	December	2015	3.80%	YTD Difference	December	2015	\$ 12.56

Notes

Visit Estes Park Lodging Tax and Fall Season Tax: The 19.20% increase in 2015 lodging tax revenues reflects increased business activity due to many factors including successful marketing campaigns, Rocky Mountain National Park's Centennial celebrations, awards from prestigious publications, and an improved global travel industry. The 27.89% increase in fall receipts is higher than the annual increase of 19.20%, which indicates that our off-peak marketing campaigns are working effectively.

Media impressions and PR Value: We have had a big year in PR with many stories being published and/or syndicated in major media outlets. In fact, we have had 27 stories that were estimated at over \$100K in ad value equivalency and 47 stories with a reach of over 1 million, 22 of which reached over 10 million estimated impressions. Some of these top outlets included MSN.com, NewYorkTimes.com, CNN.com, Huffington Post, Foxnews.com, The Weather Channel, LATimes.com, ChicagoTribune.com, The Denver Post Sunday, and ABCNews.com

VisitEstesPark.com Pages Per Session (average) has gone down because users are finding the content they are looking for more quickly and efficiently as reflected in the increase in JackRabbit lodging referrals. VisitEstesPark.com is one of the highest DMO JackRabbit referring sites in the

VisitEstesPark.com Average Session Duration (minutes): As website sessions and users increases, there is often a fluctuation of other indicators — average session duration will go down, bounce rate may rise, etc. Since more people are coming to the site, there is a greater amount of variance to how long people are staying on the site, how many pages they visit, etc. Another factor is that we did two promoted posts with CTO, which resulted in the highest traffic days to our site ever, trailed closely by the highest day of the flood. The CTO promoted posts were "Top 5 Colorado Off the Slopes Experiences," campaign date Jan 2 – Jan 4, 2015 and "Why Estes Park is CO's Best Kept Secret" dated Dec. 31st, 2015 to Jan. 3rd, 2016. These posts from CTO drive a huge amount of traffic to the designated landing page, which was Top Things To Do during the winter, but this traffic doesn't "research" the website like our traditional organic user.

Jackrabbit Lodging Referrals: As we continue to see increased, qualified traffic to the VisitEstesPark.com website, we also see the amount of Jackrabbit Lodging Referrals rise. This very demographically targeted traffic converts easily because users are already qualified to be interested in booking a trip to Estes Park.

Digital Visitor Guide Unique Readers and Page Views: The Digital Visitor Guide's decline in use is a natural outgrowth of having a printed version available in 2015 as the 2014 version of the guide could only be viewed in a digital format.

Marketing e-Newsletter Subscriber Growth: Last year at this time, we were seeing a lower than average subscriber growth number, due to the CRM not reporting a certain number of subscribers that came from Visitor Guide Request forms. This issue was not resolved until December of 2014. Note: all email subscribers were collected, but not all were reported, so we did not "lose" any subscribers who requested to receive our email newsletters.

Visitor Guides Mailed to Households: The marketing program for the first half of 2013 was a continuation of programs heavily invested in print accompanied by bubble cards. Since that time, the marketing program has become more sophisticated. Print advertising no longer lends itself to the use of bubble cards. The -50.27% difference compares 2015 to 2013 because no guides were printed or mailed in 2014.