

**VISIT ESTES PARK  
KEY PERFORMANCE INDICATORS**

| <b>CATEGORY</b>  | <b>Y-T-D<br/>2010</b> | <b>Y-T-D<br/>2011</b> | <b>Y-T-D<br/>2012</b> | <b>2011 vs 2012<br/>% Diff</b> |
|--|-----------------------|-----------------------|-----------------------|--------------------------------|
| LMD Lodging Tax  | 1,250,623             | 1,343,774             | 1,513,414             | 12.62%                         |
| EP Sales Tax Lodging                                   | 1,768,827             | 1,931,215             | 2,162,856             | 11.99%                         |
| E-Newsletter Subscribers+                              | 7,355                 | 19,552                | 26,452                | 35.29%                         |
| Total Publicity Value                                  | \$724,433             | 1,979,140             | 3,073,625             | 55.30%                         |
| Publicity Value with the 2011 AP Elk story included    | N/A                   | 3,571,645             | 3,073,625             | -13.94%                        |
| Publicity Value without the 2011 AP Elk story included | N/A                   | 1,979,140             | 3,073,625             | 55.30%                         |
| Media Impressions with the 2011 AP Elk Story           | N/A                   | 255,524,223           | 170,261,721           | -33.37%                        |
| Media Impressions without 2011 AP Elk Story            | N/A                   | 82,366,658            | 170,261,721           | 106.71%                        |
| Total Website Visits                                   | 1,153,896             | 1,261,383             | 1,267,189             | 0.46%                          |
| Facebook Fans*   | 2,044                 | 5,009                 | 28,739                | 473.75%                        |
| V-G Mailed to Hsholds                                  | 99,043                | 103,634               | 100,441               | -3.08%                         |
| Digital V-G Page Views                                 | 48,831                | 281,683               | 425,984               | 51.23%                         |
| Media Impressions                                      | N/A                   | 82,366,658            | 170,261,721           | 106.71%                        |
| Qual. Grp Leads Issued                                 | N/A                   | 222                   | 285                   | 28.38%                         |

**OTHER COMMUNITY BAROMETERS**

| <b>CATEGORY</b>        | <b>Y-T-D<br/>2010</b> | <b>Y-T-D<br/>2011</b> | <b>Y-T-D<br/>2012</b> | <b>2011 vs 2012<br/>% Diff</b> |
|------------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| EP Total Sales Tax     | 7,007,092             | 7,422,537             | 7,889,229             | 6.29%                          |
| EP Dining Sales Tax    | 1,416,108             | 1,459,468             | 1,475,450             | 1.10%                          |
| EP Shopping Sales Tax  | 1,403,593             | 1,454,555             | 1,490,141             | 2.45%                          |
| Occupancy Percentage   | 48.10                 | 50.90%                | 52.50%                | 3.14%                          |
| Ave. Daily Rate        | \$154.15              | 151.28                | 151.24                | -0.03%                         |
| Visitor Center Traffic | 324,978               | 401,692               | 364,390               | -9.29%                         |
| Visitor Center Calls   | 24,179                | 20,699                | 16,156                | -21.95%                        |
| RMNP Visitor Counts**  | 3,128,447             | 3,176,941             | 3,229,618             | 1.66%                          |

\*Acquisition of Rogue Estes Park Facebook Page Friends

+Total of all requests (newsletter, contact us, lodging, Visitor Guide, and groups requests = 26,452) total in 2012 only tallied total for newsletter request

\*\*Visitation calculations were adjusted in 2012, therefore are not comparable to previous year. Entrance station figures will not tally the Total Recreation figure, as many other entrances and Park users are counted in that total.