



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
January 2017

	Month Data Collected	Year to Date 2015	Year to Date 2016	Year to Date 2017	Percent Change 2017 vs. 2016
OVERALL PERFORMANCE					
Visit Estes Park (VEP) Lodging Tax	January	\$ 39,382.39	\$ 55,802.15	\$ 72,146.89	29.29%
Seasonal VEP Lodging Tax (most recent)	Fall: Sept-Nov	523,477.48	\$ 531,647.85	-	1.56%
Media Impressions	January	53,451,080	32,383,008	181,465,227	460.37%
PR Value	January	\$ 494,422.00	\$ 380,123.94	\$ 341,930.82	-10.05%
Average PR Points Per Article	January	60.00	50.20	58.67	16.87%
VISITESTESPARK.COM WEBSITE PERFORMANCE					
Sessions	January	104,924	130,573	108,046	-17.25%
Users	January	78,709	103,580	83,310	-19.57%
Page Views	January	314,972	306,185	257,723	-15.83%
Average Pages Per Session	January	3.00	2.34	2.39	2.14%
Average Session Duration (minutes)	January	4.00	2.36	3.01	27.54%
JackRabbit Lodging Referrals	January	28,449	24,309	23,470	-3.45%
OTHER CONSUMER ENGAGEMENT					
Digital Official Visitor Guide (OVG) Unique Readers	January	770	886	945	6.66%
Digital OVG Page Views	January	37,266	35,673	41,720	16.95%
Digital OVG Average Visit Duration (minutes)	January	7.33	6.06	5.51	-9.08%
Marketing eNewsletter Subscribers Total: 65,144	January	1,158	2,037	598	-70.64%
Facebook Followers Total: 111,257	January	573	1,915	403	-78.96%
Instagram Followers Total: 17,728	January	213	525	501	-4.57%
Print Visitor Guides Mailed to Households	January	5,670	4,511	2,763	-38.75%
OTHER COMMUNITY BAROMETERS					
Town of Estes Park: Total Sales Tax*	January	\$ 485,564.81	\$ 506,627.75	\$ 499,572.96	-1.39%
Town Sales Tax: Lodging	January	\$ 101,833.11	\$ 107,494.41	\$ 109,855.54	2.20%
Town Sales Tax: Dining**	January	\$ 70,413.60	\$ 81,328.41	\$ 74,726.51	-8.12%
Town Sales Tax: Retail	January	\$ 73,050.63	\$ 73,453.24	\$ 60,403.47	-17.77%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	January	-	59	67	13.56%
Stakeholder eNewsletter Subscribers Total: 290	January	-	21	7	-66.67%
Town Visitor Center: Visitor Count	January	9,482	8,654	7,722	-10.77%
RMNP Recreational Visitor Count	January	98,928	115,207	95,602	-17.02%

*On July 1, 2014, the Town sales tax rate increased by 1% for a period of 10 years.

**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	January	2016	24.30%	Average Rate in	January	2016	\$ 129.61
Occupancy in	January	2017	24.50%	Average Rate in	January	2017	\$ 147.56
Difference in	January	2017	0.20%	Difference in	January	2017	\$ 17.95
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	January	2016	24.30%	YTD Avg. Rate	January	2016	\$ 129.61
YTD Occupancy	January	2017	24.50%	YTD Avg. Rate	January	2017	\$ 147.56
YTD Difference	January	2017	0.20%	YTD Difference	January	2017	\$ 17.95

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax and Fall Season Tax: *The total amount received in January was 29.29% higher than last year. When adjusted for late and missing payments, the increase is estimated to be 11.50%. For the fall season, defined as September through November, the most recent season for which we have data, lodging taxes were up 1.56% compared to the same season last year. Adjusting for late and missing payments, the fall season is estimated to be up 6.93%.*

Media Impressions, PR Value, and PR Points: *There were several articles in January highlighting winter visitation to Estes Park and Rocky Mountain National Park, which is one of our marketing and advertising strategies. One in particular which was written by The Active Times, syndicated to both MSN and AccuWeather, generating over 123,118,745 media impressions for that one story. Several media FAMs are being planned including a visit from the China National Network in February, which is doing a four-part documentary on Colorado, the only state in the U.S. they are featuring.*

Websites Sessions, Users and Page Views: *Overall sessions, users, and page views are down. However, organic search traffic and direct traffic to VisitEstesPark.com is up. This means people know of and trust the site as a place for Estes Park information. Therefore, this drop is associated with less paid traffic coming to the site. Although the budget is higher for the winter campaign this year, the campaign focuses more on targeting specific and qualified guests, rather than sheer quantity.*

Pages Per Session and Session Duration (average): *Since the winter campaign is targeting more specific guests, pages per session and average session duration increase as the users visiting the site are most likely to be interested in the information.*

JackRabbit Lodging Referrals: *Lodging referrals through our site are down slightly, which can be attributed to the increasing number of ways to book. Google offers the service right in the search engine, nearly every lodging option has their own site, and other travel companies continue to grow.*

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: *The digital visitor guide started strong in 2017 at 6.66% higher readers and 16.95% higher page views than January 2016. According to our hosting vendor for the digital guide we have up to double the traffic to our digital visitor guide when compared to other organizations of equal size. They also stated that our raw traffic data is comparable with many of their much larger organizations. Several factors played a part in the number of new 2017 visitor guides that were shipped to individuals. First, we did not receive the new visitor guides for 2017 until the middle of the month. Second, we have not run the same facebook promotion as we did in January of 2016 yet. This has caused the slower start to our requests for the new guides this month.*

Marketing eNewsletter Subscriber Growth: *This number tends to fluctuate based on social media pushes and ads to sign up for our eNewsletter. We do continue to see steady overall growth.*

Facebook Followers: *January 2016 (last year) had over \$1,500 worth of ads run via Facebook, greatly increasing growth of the account.*

Instagram Followers: *The Instagram account continues to grow at a steady rate of increasing followers, even though the monthly total increase in January was down a bit compared to this time last year.*

VEP Lead Responses: *Group leads originate from VisitEstesPark.com reunions, weddings, and meeting pages where guests complete a group inquiry form. VEP considers a group to consist of 14 people or more. Group Leads forms are also distributed by the Visitor Center staff for walk-ins. In addition, VEP is including leads from the Estes Park Wedding Association starting in October of 2016.*

Stakeholder eNewsletter Subscribers: *While the January number is down compared to last year, the total number of subscribers continues to grow.*

Visitor Center - Visitor Count: *Cold weather in January and the temporary closure of Route 34 due to reconstruction could account for the decline in foot traffic at the Visitor Center. In addition, the Visitor Center installed new counting technology this year, which could affect the count compared to last year.*