



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

**KEY PERFORMANCE INDICATORS**  
Year-to-Date through the Month of:  
**July 2016**

	Month Data Collected	Year to Date 2014	Year to Date 2015	Year to Date 2016	Percent Change 2016 vs. 2015
<b>OVERALL PERFORMANCE</b>					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Visit Estes Park (VEP) Lodging Tax	July	\$ 816,679.34	\$ 1,003,984.83	\$ 1,149,243.35	14.47%
Seasonal VEP Lodging Tax (most recent)	Spr: Mar-May	-	\$ 231,908.85	\$ 253,618.98	9.36%
Media Impressions	July	196,008,685	597,469,974	235,218,625	-60.63%
PR Value	July	4,417,308	6,649,654	2,803,812	-57.84%
Average PR Points Per Article	July	54.10	55.10	63.80	15.79%
<b>VISITESTESPARK.COM WEBSITE PERFORMANCE</b>					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Sessions	July	793,600	863,240	1,058,619	22.63%
Users	July	552,422	634,146	793,286	25.10%
Page Views	July	2,765,729	2,854,128	2,664,683	-6.64%
Average Pages Per Session	July	3.33	3.31	2.52	-23.87%
Average Session Duration (minutes)	July	5.25	4.44	3.28	-26.13%
JackRabbitt Lodging Referrals	July	242,203	382,123	364,279	-4.67%
<b>OTHER CONSUMER ENGAGEMENT</b>					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Digital Visitor Guide Unique Readers	July	12,086	7,878	8,442	7.16%
Digital Visitor Guide Page Views	July	580,933	400,154	398,926	-0.31%
Visitor Guide Average Visit Duration (minutes)	July	6.70	7.26	6.46	-10.96%
Marketing eNewsletter Subscribers	July	3,723	8,417	7,427	-11.76%
Facebook Followers*	July	11,967	4,608	8,220	78.39%
Instagram Followers	July	1,269	2,346	5,671	141.73%
Visitor Guides Mailed to Households	July	-	35,258	30,773	-12.72%
<b>OTHER COMMUNITY BAROMETERS</b>					
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change
Town of Estes Park: Total Sales Tax**	July	\$ 5,100,277.53	\$ 6,446,294.40	\$ 6,903,105.46	7.09%
Town Sales Tax: Lodging	July	\$ 1,387,449.15	\$ 1,931,667.07	\$ 2,034,020.79	5.30%
Town Sales Tax: Dining***	July	\$ 872,626.92	\$ 1,187,421.24	\$ 1,317,251.53	10.93%
Town Sales Tax: Retail	July	\$ 946,392.66	\$ 1,183,518.70	\$ 1,242,312.13	4.97%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	July	not tracked	not tracked	169	-
Stakeholder eNewsletter Subscribers	July	not tracked	not tracked	239	-
Town Visitor Center: Visitor Count	July	207,127	210,850	246,307	16.82%
RMNP Recreational Visitor Count	July	1,803,633	2,162,248	2,384,717	10.29%

\*The grand total of all Facebook followers since 2011: 106,134

\*\*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**

<b>Lodging Occupancy: Monthly Change</b>				<b>Average Lodging Rate: Monthly Change</b>			
Occupancy in	July	2015	91.90%	Average Rate in	July	2015	\$ 211.62
Occupancy in	July	2016	89.40%	Average Rate in	July	2016	\$ 237.51
Difference in	July	2016	-2.50%	Difference in	July	2016	\$ 25.89
<b>Lodging Occupancy: Year-to-Date Change</b>				<b>Average Lodging Rate: Year-to-Date Change</b>			
YTD Occupancy	July	2015	51.20%	YTD Avg. Rate	July	2015	\$ 167.65
YTD Occupancy	July	2016	51.30%	YTD Avg. Rate	July	2016	\$ 182.40
YTD Difference	July	2016	0.10%	YTD Difference	July	2016	\$ 14.75

## Notes:

*(Bold italics represent new performance explanation language.)*

**Visit Estes Park Lodging Tax and Spring Season Tax:** *The total amount received in July was 7.53% higher than last year. When adjusted for late payments, the increase is estimated to be slightly higher at 8.59%. Year to date, lodging taxes are up 14.47%. When adjusted for late payments, however, the increase is estimated at 10.28%.*

**Media Impressions, PR Value, and PR Points:** In 2015, we had multiple early stories with large reaches and PR values - CNN.com, Smithsonian Magazine (20 syndications), Dallas Morning News (23 syndications), etc. PR results are highly volatile and come in sporadically throughout the year. Over the months that follow, we expect the disparity between 2015 and 2016 results to improve. However, we have shifted into the Barcelona Principles as the key measurement - focusing on quality of stories in key publications rather than simply quantity/reach. This approach may mean that volume-based measures like ad value and impressions decline.

**Websites Sessions:** The increase in visitation to our website is due in part from engaging Facebook content. We are directing our Facebook following to our website with more blog posts and more visual content.

**Website Users:** *The data on users has been updated to show year-to-date totals only, rather than the cumulative total over time. While using more ads on Facebook that link to the site, it is expected to see an increase in visitation to our website. We have also been running YouTube ads that link to our site that could account for this increase.*

**Page Views and Pages Per Session (average):** *These have gone down because users are finding the content they are looking for more quickly and efficiently. Related content modules are set to be placed throughout the website and hopefully encourage further exploration of the website and help to make these less intentional visits more actionable.*

**Average Session Duration (minutes):** As the number of website sessions and users increases, there is often a fluctuation of other key performance 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. Click throughs from social media can also account for this drop as people visit consume content and leave.

**JackRabbit Lodging Referrals:** *With a decrease in page views and duration this may affect people reaching the referral process. Related content modules are set to be placed throughout the website and hopefully encourage further exploration of the website and help to make less intentional visits more actionable.*

**Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households:** Digital visitor guide readership continues to pace well. The company hosting the digital guide says our readership is "outstanding in the industry." As this is the first year with this vendor, there are no residual users of the digital guide. In addition, in May, we learned of a miscommunication between the Colorado Tourism Office and Eagle-XM that resulted in the fulfillment house not receiving names and addresses of Visitor Guide requests in April or May. Those requests were recaptured in June, and thus the trend of a steep YTD decline in mailed guides has started to reverse.

**Marketing eNewsletter Subscriber Growth:** *The data has been updated to show year-to-date totals only, rather than the cumulative total. Compared to last year, we are down in growth on this basis. However, growth varies month to month and a push on our social channels is underway to help correct this dip.*

**Facebook Followers:** *The data on followers has been updated to show year-to-date totals only, rather than the cumulative total over time, which is now shown in a footnote. Through strategic features, partnerships, and user-generated content, VEP's Facebook following continues to grow. Summer travel and planning has helped with this growth as social channels are becoming part of the planning process.*

**Instagram Followers:** *The data has been updated to show year-to-date totals only, rather than the cumulative total. Through strategic features, partnerships, and user-generated content, VEP's following continues to grow. Engaging #EstesPark through liking and commenting also helps to increase the following.*

**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. In addition, VEP is including leads from the Estes Park Wedding Association in 2016.

**Stakeholder eNewsletter Subscribers:** *The data has been updated to show year-to-date totals only, rather than the cumulative total over time.*

**Visitor Center - Visitor Count:** The year-to-date increase at the Visitor Center indicates an increase in new visitors coming to Estes Park, since return visitors are less likely to enter the Visitor Center.