



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
December 2016

	Month Data Collected	Year to Date 2014	Year to Date 2015	Year to Date 2016	Percent Change 2016 vs. 2015		
OVERALL PERFORMANCE							
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change		
Visit Estes Park (VEP) Lodging Tax	December	\$ 1,596,346.62	\$ 1,902,901.74	\$ 2,151,604.28	13.07%		
Seasonal VEP Lodging Tax (most recent)	Fall: Sept-Nov	-	\$ 523,477.48	\$ 531,647.85	1.56%		
Media Impressions	December	537,483,543	906,652,003	588,085,335	-35.14%		
PR Value	December	\$ 8,477,872.00	\$ 9,927,477.25	\$ 6,505,825.09	-34.47%		
Average PR Points Per Article	December	54.57	53.70	65.22	21.45%		
VISITESTESPARK.COM WEBSITE PERFORMANCE							
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change		
Sessions	December	1,327,876	1,440,077	1,700,406	18.08%		
Users	December	938,963	1,071,405	1,277,673	19.25%		
Page Views	December	4,432,706	4,491,120	4,158,030	-7.42%		
Average Pages Per Session	December	3.33	3.12	2.30	-26.28%		
Average Session Duration (minutes)	December	4.53	4.18	2.45	-41.39%		
JackRabbit Lodging Referrals	December	399,178	578,493	535,985	-7.35%		
OTHER CONSUMER ENGAGEMENT							
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change		
Digital Official Visitor Guide (OVG) Unique Readers	December	17,174	11,187	12,184	8.91%		
Digital OVG Page Views	December	823,751	563,657	566,450	0.50%		
Digital OVG Average Visit Duration (minutes)	December	6.60	6.95	6.47	-6.87%		
Print OVG Mailed to Households	December	-	46,243	42,724	-7.61%		
Marketing eNewsletter Subscribers	Total: 65,144	December 5,585	11,777	9,951	-15.50%		
Facebook Followers	Total: 111,257	December 26,146	18,683	13,343	-28.58%		
Instagram Followers	Total: 17,728	December 2,510	5,389	8,888	64.93%		
OTHER COMMUNITY BAROMETERS							
	Month Collected	YTD 2014	YTD 2015	YTD 2016	YTD % Change		
Town of Estes Park: Total Sales Tax*	December	\$ 10,080,420.41	\$ 12,157,456.53	\$ 13,068,979.21	7.50%		
Town Sales Tax: Lodging	December	\$ 2,871,339.54	\$ 3,678,573.75	\$ 3,903,929.28	6.13%		
Town Sales Tax: Dining**	December	\$ 1,747,681.29	\$ 2,218,319.31	\$ 2,507,615.61	13.04%		
Town Sales Tax: Retail	December	\$ 1,933,269.40	\$ 2,292,175.21	\$ 2,392,411.47	4.37%		
VEP Lead Responses (Weddings, Groups, Corp., etc.)	December	not tracked	not tracked	292	-		
Stakeholder eNewsletter Subscribers	December	not tracked	not tracked	283	-		
Town Visitor Center: Visitor Count	December	391,367	414,441	477,023	15.10%		
RMNP Recreational Visitor Count	December	3,434,754	4,155,917	4,517,584	8.70%		
*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	December	2015	29.50%	Average Rate in	December	2015	\$ 146.73
Occupancy in	December	2016	29.10%	Average Rate in	December	2016	\$ 165.95
Difference in	December	2016	-0.40%	Difference in	December	2016	\$ 19.22
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	December	2015	54.50%	YTD Avg. Rate	December	2015	\$ 171.92
YTD Occupancy	December	2016	54.20%	YTD Avg. Rate	December	2016	\$ 186.97
YTD Difference	December	2016	-0.30%	YTD Difference	December	2016	\$ 15.05

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax and Fall Season Tax: *The total collected in December 2016 was 160.52% higher than last year. When adjusted for late and missing payments, the difference is estimated to be 20.19%. For the fall season, defined as September through November, 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%. Year to date (YTD), lodging taxes are up 13.07%. Adjusting for late and missing payments, the YTD change is estimated to be about 7.66%.*

Media Impressions, PR Value, and PR Points: In 2015, we had many stories with large reach and PR values: CNN.com, Smithsonian Magazine (20 syndications), Dallas Morning News (23 syndications), etc., much of which was related to Rocky's centennial. *However, the number of articles generated in 2016 surpassed the number of articles generated in 2015, both in the overall total and original articles (non-syndicated stories) by an increase of 72 more articles placed and an additional eight original pieces of coverage in 2016 compared to 2015. While the number of articles increased year-over-year, the ad equivalency value and impressions decreased (quantitative metric) with the Barcelona Principles score and number of placements in top 100 publications (qualitative metric) increasing. In 2016, our PR emphasized qualitative over quantitative measurement practices for a more effective and strategic public relations program.*

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

Website Users: While using more ads on Facebook & Instagram that link to the site, it is expected to see an increase in visitation.

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. Content modules have been placed throughout the website to encourage further exploration 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. Content modules have been placed throughout the website to 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: *The digital visitor guide finished strong in 2016 at 8.9% higher readers and 0.5% higher page views than 2015. This time of year, there is always a sharp decline in readership (October through December). This picks back up in January with the new visitor guide. 2016 Visitor Guides shipped to households is down 7.61% from last year. This is likely caused by two things. First, most international shipping was eliminated in late spring of 2016 after spamming from middle east countries inundated our system. Second, the last mailing of requested guides went out on 12/20/2016 for December, cutting the month's distribution short.*

Marketing eNewsletter Subscriber Growth: Compared to last year, we are down in growth. However, growth varies month to month and a push on our social channels is underway to help correct this dip.

Facebook Followers: Through strategic features, partnerships, and user-generated content, VEP's Facebook following continues to grow on an overall basis even though the increase is slower than last year. Growth has slowed from summer, when more people are traveling to Estes and sharing their vacations as well as looking to our Facebook page for a "Virtual Vacation."

Instagram Followers: 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.

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. This increase at the Visitor Center bodes well for future visitation.