



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

**KEY PERFORMANCE INDICATORS**  
Year-to-Date data through the month of:  
**September 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>					
Visit Estes Park (VEP) Lodging Tax	September	\$ 1,383,972.86	\$ 1,629,144.40	\$ 1,783,497.57	9.47%
Seasonal VEP Lodging Tax (most recent)	Sum: Jun-Aug	-	\$ 988,013.84	\$ 1,085,182.10	9.83%
Media Impressions	September	380,947,253	720,273,940	343,124,985	-52.36%
PR Value	September	6,934,097	7,793,673	3,549,115	-54.46%
Average PR Points Per Article	September	56.10	54.60	64.28	17.73%
<b>VISITESTESPARK.COM WEBSITE PERFORMANCE</b>					
Sessions	September	1,087,025	1,170,440	1,402,438	19.82%
Users	September	764,548	865,328	1,052,938	21.68%
Page Views	September	3,728,282	3,803,361	3,485,543	-8.36%
Average Pages Per Session	September	3.33	3.25	2.26	-30.46%
Average Session Duration (minutes)	September	5.10	4.37	2.52	-42.33%
JackRabbit Lodging Referrals	September	333,458	519,064	478,705	-7.78%
<b>OTHER CONSUMER ENGAGEMENT</b>					
Digital Official Visitor Guide (OVG) Unique Readers	September	15,463	9,934	10,929	10.02%
Digital OVG Page Views	September	743,572	507,017	511,021	0.79%
Digital OVG Average Visit Duration (minutes)	September	6.68	7.23	6.43	-11.11%
Marketing eNewsletter Subscribers Total: 64,101	September	4,610	10,118	8,908	-11.96%
Facebook Followers Total: 109,653	September	21,173	12,026	11,739	-2.39%
Instagram Followers Total: 16,152	September	1,928	3,452	7,312	111.82%
Print Visitor Guides Mailed to Households	September	-	41,597	37,318	-10.29%
<b>OTHER COMMUNITY BAROMETERS</b>					
Town of Estes Park: Total Sales Tax*	September	\$ 7,988,321.09	\$ 9,845,475.90	\$ 10,560,163.46	7.26%
Town Sales Tax: Lodging	September	\$ 2,379,897.65	\$ 3,081,130.65	\$ 3,278,502.48	6.41%
Town Sales Tax: Dining**	September	\$ 1,414,961.28	\$ 1,820,239.63	\$ 2,017,419.59	10.83%
Town Sales Tax: Retail	September	\$ 1,529,330.80	\$ 1,827,212.41	\$ 1,905,258.32	4.27%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	September	not tracked	not tracked	183	-
Stakeholder eNewsletter Subscribers	September	not tracked	not tracked	298	-
Town Visitor Center: Visitor Count	September	334,349	349,382	400,592	14.66%
RMNP Recreational Visitor Count	September	2,958,153	3,572,177	3,868,675	8.30%

\*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	September	2015	82.00%	Average Rate in	September	2015	\$ 182.54
Occupancy in	September	2016	82.10%	Average Rate in	September	2016	\$ 199.65
Difference in	September	2016	0.10%	Difference in	September	2016	\$ 17.11
<b>Lodging Occupancy: Year-to-Date Change</b>				<b>Average Lodging Rate: Year-to-Date Change</b>			
YTD Occupancy	September	2015	58.90%	YTD Avg. Rate	September	2015	\$ 175.47
YTD Occupancy	September	2016	58.30%	YTD Avg. Rate	September	2016	\$ 190.59
YTD Difference	September	2016	-0.60%	YTD Difference	September	2016	\$ 15.12

## Notes:

*(Italics represent new performance explanation language.)*

**Visit Estes Park Lodging Tax and Summer Season Tax:** *The total amount received in September was 3.16% higher than last year. When adjusted for late payments, the increase is estimated to be 8.47%. The total for the summer season, defined as June through August, the most recent season for which we have data, is up 9.83% compared to the same season last year. Year to date (YTD), lodging taxes are up 9.47%. When adjusted for late payments, the YTD increase is estimated at 6.93%.*

**Media Impressions, PR Value, and PR Points:** In 2015, we had many stories with large reaches and PR values, CNN.com, Smithsonian Magazine (20 syndications), Dallas Morning News (23 syndications), etc., much of which was related to Rocky's centennial. We weren't able to get as much traction with the NPS centennial – perhaps due to Rocky's coverage. Generally, PR results are volatile and come in sporadically throughout the year. With major mid-year efforts (NYC tour in July, press FAM in Aug.), we hope the disparity between 2015 and 2016 results will improve. We are pleased to see our key measure, PR points, continues to improve. The shift to Barcelona Principles (PR points) as the key measurement, focusing on quality of stories in key publications rather than simply quantity/reach, can lead to declines in the volume-based measures of ad value and impressions. This approach may mean that volume-based measures like ad value and impressions decline. *We saw a slight jump in September thanks to a round-up story that we assisted with on CNN.com, which included RMNP and was heavily syndicated (61 known outlets). We also had major stories in Travel + Leisure (Stanley), US News & WR (fall travel), ESPN (cliff camping - KMAC), The Denver Post (fall drives) and Dallas Morning News (family road trips) that contributed to this rise.*

**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:** While using more ads on Facebook that link to the site, it is expected to see an increase in visitation. 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. 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:** Digital visitor guide readership continues to improve as expected, with high levels of unique readers through the traditional vacation-planning periods. Monthly readership will continue to decline until the 2017 Visitor Guide is posted. The company hosting the digital guide says our readership is "outstanding in the industry." The 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 has been resolved, and the trend of a steep YTD decline in mailed guides has started to reverse.

**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. The growth has slowed slightly 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.