



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
May 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	May	\$ 331,621.29	\$ 379,014.47	\$ 417,086.45	10.04%		
Seasonal VEP Lodging Tax (most recent)	Spr: Mar-May	-	\$ 253,807.42	296,333.15	16.76%		
Media Impressions	May	425,030,487	135,687,312	237,999,664	75.40%		
PR Value	May	\$ 5,043,325.00	\$ 1,804,785.47	\$ 592,951.43	-67.15%		
Average PR Points Per Article	May	59.90	64.75	54.60	-15.68%		
VISITESTESPARK.COM WEBSITE PERFORMANCE							
Sessions	May	493,082	611,280	675,195	10.46%		
Users	May	362,074	465,588	525,989	12.97%		
Page Views	May	1,607,980	1,537,214	1,519,205	-1.17%		
Average Pages Per Session	May	3.26	2.51	2.02	-19.52%		
Average Session Duration (minutes)	May	4.35	3.20	2.19	-31.56%		
JackRabbit Lodging Referrals	May	182,936	183,842	167,136	-9.09%		
OTHER CONSUMER ENGAGEMENT							
Digital Official Visitor Guide (OVG) Unique Readers	May	4,757	5,118	4,506	-11.96%		
Digital OVG Page Views	May	239,676	232,357	216,470	-6.84%		
Digital OVG Average Visit Duration (minutes)	May	7.34	6.40	6.90	7.82%		
Marketing eNewsletter Subscribers Total: 45,997	May	5,897	5,499	3,176	-42.24%		
Facebook Followers Total: 125,679	May	2,546	6,316	7,575	19.93%		
Instagram Followers Total: 25,092	May	1,279	3,247	2,474	-23.81%		
Print Visitor Guides Mailed to Households	May	25,928	17,852	28,308	58.57%		
OTHER COMMUNITY BAROMETERS							
Town of Estes Park: Total Sales Tax*	May	\$ 2,981,041.23	\$ 3,208,216.89	\$ 3,432,504.18	6.99%		
Town Sales Tax: Lodging	May	\$ 705,568.88	\$ 724,672.57	\$ 899,225.88	24.09%		
Town Sales Tax: Dining**	May	\$ 513,766.64	\$ 595,396.06	\$ 630,149.97	5.84%		
Town Sales Tax: Retail	May	\$ 499,478.83	\$ 543,679.71	\$ 500,829.78	-7.88%		
VEP Lead Responses (Weddings, Groups, Corp., etc.)	May	-	136	1,296	852.94%		
Stakeholder eNewsletter Subscribers Total: 347	May	-	34	50	-247.06%		
Town Visitor Center: Visitor Count	May	78,901	75,612	59,046	-21.91%		
RMNP Recreational Visitor Count	May	695,026	771,220	761,126	-1.31%		
*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	May	2016	50.20%	Average Rate in	May	2016	\$ 133.77
Occupancy in	May	2017	50.10%	Average Rate in	May	2017	\$ 177.82
Difference in	May	2017	-0.10%	Difference in	May	2017	\$ 44.05
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	May	2016	35.30%	YTD Avg. Rate	May	2016	\$ 141.24
YTD Occupancy	May	2017	35.20%	YTD Avg. Rate	May	2017	\$ 158.05
YTD Difference	May	2017	-0.10%	YTD Difference	May	2017	\$ 16.81

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax: *The total received in the month of May was 13.04% higher than last year. When adjusted for late and missing payments, the difference is estimated to be 6.95% higher than last year. The total received year-to-date (YTD) through May 2017 is up 10.04% compared to the same five-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 9.25%. For the spring season, defined as March through May, lodging taxes were up 16.76% compared to the same season last year. Adjusting for late and missing payments, the spring season is estimated to be up 6.95%.*

Media Impressions, PR Value, and PR Points: *In May, a total of 11 articles were published, 5 print and 6 online. Of note was an article by Thrillist called "Every Outdoor Spot You Need to Visit," which had a reach of 6,413,864 and Travel + Leisure called, "Best Places to Travel," which had a reach of 2,825,244. Through our partnership with Turner, 6 print articles and 5 online articles were published in April. The Dallas Morning News article on "Hotels with Compelling Histories" was syndicated to 9 other outlets.*

Website Sessions, Users, and Page Views: *Overall sessions, users, and page views are up, due in large part to an increase in organic search, referral and social traffic. These numbers have continued to stay above industry average.*

Pages Per Session and Session Duration (average): *Pages per session and session duration are down, as users find what they're looking for faster, or are served the content they are looking for.*

JackRabbit Lodging Referrals: *While lodging referrals are down, engagement on the results page is up. Overall, the number of searches for lodging on the site is down, but we've seen 40% more referrals per search, meaning we are having higher-quality searches for lodging on the site. In March of 2016, Jackrabbit changed how they track the "Search" metric. It no longer includes abandoned searches that do not let the page fully load. The metric for 2016 includes 2 months of these types of searches.*

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: *The digital visitor guide started strong in 2017, but is still down in unique readers and pageviews. The Digital Guide is up 17.45% for average visit duration of new readers over the same month last year, and it is up 7.82% for the year. This means that fewer people are opening our digital visitor guide, but the ones that do are staying longer. The new readers viewed an average 46.86 pages of the Digital Visitor Guide in the month of May. According to our hosting vendor for the digital guide we still 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. Our printed visitor guide requests mailed to individual households made a big jump in the month of May due to the addition of the data from the request form directly on the VEP website. The number of guides mailed from leads in the month of May (3,935) was added to the total number of guides mailed directly from our website from January through May (9,502) since those were not previously reported. The increase in May over previous months was likely due to the start of the peak season surge in visitation and interest in Estes Park even before the addition of the figure from the website.*

Marketing eNewsletter Subscriber Growth: *The percentage of organic growth is substantial enough that we don't feel the need to implement paid advertising to force increased growth. This contributes to an open rate and click rate both above industry average, thereby supporting this strategy.*

Facebook Followers: *Facebook followers have shown a large jump in growth in May, as we had a video go viral with nearly 1 million views in April, that created a bump in following, as well as higher reach and engagement on following posts.*

Instagram Followers: *The Instagram account continues to grow, but not as quickly as the prior year. In 2017 Instagram has aggressively rolled out their algorithm that is similar to Facebook. Prior to this algorithm, Instagram would show content in the order it was posted, now it uses information to guess what the user wants to see.*

VEP Lead Responses: *Beginning January 1, 2017, all Official Visitor Guide Request Leads are being included in the total count, which explains the drastic increase. Group leads originate from VisitEstesPark.com reunions, weddings, and meeting pages where guests complete a form. VEP considers a group to be 14 people or more. Group forms are also distributed by Visitor Center staff for walk-ins. In addition, VEP is including leads from the EP Wedding Association starting in October of 2016. Visitor Guide Leads are generated on the VEP website by a guest requesting their information to be shared with participating businesses.*

Stakeholder eNewsletter Subscribers: *The total number of subscribers continues to grow. The count includes the total since the beginning and the year-to-date change compared to the previous year.*

Visitor Center - Visitor Count: *The Visitor Center installed new counting technology this year, which could affect the count compared to last year.*

RMNP Visitation: *A three-foot snowstorm in late May prevented Trail Ridge Road from opening in time for Memorial Day Weekend. Otherwise, YTD visitation through May would be up.*