



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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

	Month Data Collected	Year to Date 2014	Year to Date 2015	Year to Date 2016	Percent Change 2016 vs. 2015		
OVERALL PERFORMANCE							
Visit Estes Park (VEP) Lodging Tax	February	\$ 29,024.63	\$ 99,712.44	\$ 125,207.05	25.57%		
Seasonal VEP Lodging Tax (most recent)	Win: Dec-Feb	-	\$ 170,599.31	\$ 184,996.18	8.44%		
Media Impressions	February	16,613,208	91,242,371	87,045,642	-4.60%		
PR Value	February	1,788,097	1,025,661	992,565	-3.23%		
Average PR Points Per Article	February	48.95	64.00	61.10	-4.53%		
VISITESTES PARK.COM WEBSITE PERFORMANCE							
Sessions	February	140,210	177,736	224,749	26.45%		
Users	February	880,632	1,855,760	2,972,676	60.19%		
Page Views	February	465,696	564,552	547,369	-3.04%		
Average Pages Per Session	February	3.32	3.22	2.45	-23.79%		
Average Session Duration (minutes)	February	5.05	4.24	2.77	-34.59%		
JackRabbitt Lodging Referrals	February	28,035	56,380	52,833	-6.29%		
OTHER CONSUMER ENGAGEMENT							
Digital Visitor Guide Unique Readers	February	1,613	1,655	1,819	9.91%		
Digital Visitor Guide Page Views	February	75,565	77,218	76,101	-1.45%		
Visitor Guide Average Visit Duration (minutes)	February	6.71	6.84	5.76	-15.80%		
Marketing eNewsletter Subscribers	February	24,604	31,504	43,902	39.35%		
Facebook Followers	February	54,252	79,980	101,180	26.51%		
Instagram Followers	February	1,406	3,866	9,839	154.50%		
Visitor Guides Mailed to Households	February	-	11,083	9,007	-18.73%		
OTHER COMMUNITY BAROMETERS							
Town of Estes Park Sales Tax	January	\$ 344,478.28	\$ 485,564.81	\$ 506,627.75	4.34%		
Town Sales Tax, minus new 1%	January	\$ 344,478.28	\$ 389,979.00	\$ 405,302.00	3.93%		
Town Lodging Sales Tax	January	\$ 62,157.35	\$ 101,833.11	\$ 107,494.41	5.56%		
Town Lodging Sales Tax, minus new 1%	January	\$ 62,157.35	\$ 81,787.00	\$ 85,996.00	5.15%		
Town Dining Sales Tax*	January	\$ 51,286.24	\$ 70,413.60	\$ 81,328.41	15.50%		
Town Retail Sales Tax	January	\$ 42,644.51	\$ 73,050.63	\$ 73,453.24	0.55%		
Town Retail Sales Tax, minus new 1%	January	\$ 42,644.51	\$ 58,670.00	\$ 58,763.00	0.16%		
OTHER COMMUNITY BAROMETERS							
VEP Lead Responses (Weddings, Groups, Corp., etc.)	February	not tracked	not tracked	59	-		
Stakeholder eNewsletter Subscribers	February	not tracked	not tracked	830	-		
Town Visitor Center: Visitor Count	February	14,224	17,986	15,525	-13.68%		
RMNP Recreational Visitor Count	February	154,514	184,052	220,332	19.71%		
*Includes new 1% tax increase. Due to Town reporting format, cannot present dining tax without new 1%. 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	February	2015	26.30%	Average Rate in	February	2015	\$ 118.55
Occupancy in	February	2016	27.60%	Average Rate in	February	2016	\$ 132.15
Difference in	February	2016	1.30%	Difference in	February	2016	\$ 13.60
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	February	2015	25.70%	YTD Avg. Rate	February	2015	\$ 121.75
YTD Occupancy	February	2016	25.90%	YTD Avg. Rate	February	2016	\$ 130.92
YTD Difference	February	2016	0.20%	YTD Difference	February	2016	\$ 9.17

Notes

Visit Estes Park Lodging Tax and Winter Season Tax: The 25.57% increase year-to-date reflects major late payments from earlier months that get counted in January and February. Adjusting for late-payment factors, the year-to-date increase is estimated at 7.52%. For the winter season, defined as December through February, receipts are up 8.44% compared to winter 2014-15. January and February 2016 (combined) were up compared to Jan-Feb 2015. But December 2015 dragged the winter season down since December 2015 was slightly down compared to December 2014. Wintry weather in December 2015 could help to explain this discrepancy. In addition, our winter marketing campaign did not take full effect until January.

Media Impressions, PR Value, and PR Points: In 2015, we had a story hit CNN.com that had 53 million impressions and almost \$500K in value. PR results come in sporadically throughout the year and over the months we expect the disparity between 2015 and 2016 results to even out.

Websites Sessions: This increase in visitation to our website through Facebook ads means that these visitors to the site are less intentional. Users brought to the website from Facebook just follow the link and once done with the content on that link their visit ends.

Website Users: While using more ads on Facebook that link to the site, it is expected to see an increase in visitation to our website. The data on website users has been updated to reflect the cumulative total over time as well as the changes between time periods.

Pages Per Session (average): This has gone down because users are finding the content they are looking for more quickly and efficiently.

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.

JackRabbit Lodging Referrals: JackRabbit referrals likely went down due to an issue with our website's transition to responsive. Through the month of January our mobile version of JackRabbit wasn't functioning correctly. JackRabbit is working properly now, and there is a recovery in lodging referrals taking place since the technical issue is resolved. We expect a full recovery soon.

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: The increase in Digital Visitor Guide readers is a natural outgrowth of individuals' desires to see the newest edition of the guide. While more intentional readers did not have the opportunity to see the new guide until 2016 due to a delay in posting the new guide on the website, less intentional readers flocked to the new guide due to a promoted post on Facebook, which could explain both the increase in readers and the decrease in page views and visit duration. Another factor is that the increase in online readership is similar to the drop in guides that were mailed.

Marketing eNewsletter Subscriber Growth: While promoting our 2016 Official Visitor Guide on Facebook, we experienced a high volume of requests for visitor guides. A default option while requesting a visitor guide is to sign up for our newsletter which would explain the increase. The data on marketing eNewsletter subscribers has been updated to reflect the cumulative total over time as well as the changes between time periods.

Facebook Followers: Over the month of January, we were running more Facebook ads. This allows us to broaden our reach and increase our average paid likes. This likely has rolled over into February.

Instagram Followers: We have added Instagram Followers to the report. The data reflects the cumulative total followers over time and the changes in-between time periods. Through strategic features, partnerships, and user-generated content VEP's following continues to grow. A large increase in February 2016 can be linked to influencer Tyler Sharp's visit and partnership from Feb. 10-14th.

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 will include leads from the Estes Park Wedding Association in 2016.

Stakeholder eNewsletter Subscribers: The data on subscribers reflects the cumulative total over time and the changes in between time periods.

Visitor Center - Visitor Count: The Town is remodeling the restrooms and signs are posted that restrooms are not available Monday - Friday. This most likely accounts for the decrease.