



Visit Estes Park

The Destination
Marketing Organization

VisitEstesPark.com

2016 Visit Estes Park Tourism Summit
General Session
April 27, 2016



Elizabeth Fogarty
President & CEO

Efogarty@VisitEstesPark.com

970-586-0500



MISSION - Attract guests to the District through effective and efficient *destination marketing and management* in order to *drive year-round economic growth*.

VISION - To be a year-round tourism, group and event destination that supports our healthy mountain village with a balance of financial success, positive and *memorable experiences for guests and quality of life for our community*.

CORE VALUES - Accountable, Ethical, Proactive, Respectful, Responsive, and Transparent. Open door policy.

GOALS - Our marketing task is to incrementally increase visitation and its economic benefits to and *quality of life for the community*. This calls for strategic and integrated *marketing efforts founded on research with a keen eye on travel trends*.

Marketing is more than placing an ad in a publication.

Visit Estes Park's work consists of efforts in , Stakeholder Partnerships, Market Research, Destination Brand Strategy, Website and Digital Marketing, Collateral Development, Public Relations, Social Media, Advertising, Planning, and Direct Marketing and Sales and most recently Destination Product Development.



Winter Campaign



PANDORA
internet radio



5280
Best Bets
Editors' picks for the week's hottest events.



Thank you for your participation & congrats on your achievements!



This year's achievements were significantly enhanced by an increase in your partnerships with us and your engagement in VEP cooperative programs.

When the marketing of your businesses is in collaboration with that of the destination and the brand, our collective efforts are great and the impact is multiplied.



With all of the conversations on social media and the news as of late regarding supporting Police Officers, the timing couldn't be better to show some love to Deputy Foreman and his family.

Update on deputy critically injured in crash



UPDATE ON DEPUTY CRITICALLY INJURED IN CRASH

59°

5:59

9NEWS.com

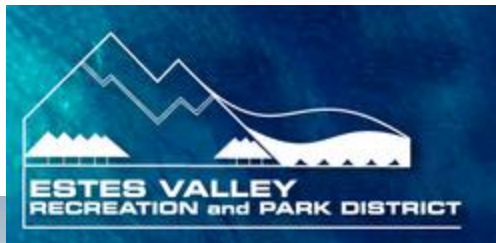


Destination Product Development

Reason why many **destination marketing organizations** have evolved to **destination management organizations**.

As destinations take on additional responsibility toward a sustainable and year-round economy, our roles have evolved to **destination developers** primarily by acting as a **catalyst and facilitator** to create tourism opportunities and Developments.

Managing destination development is fundamental to successful implementation of tourism management.



Community Center



Wellness Center



Paddleboarding



What happens when VEP assists Destination Product Development?



keciapf

4h



♥ 13 likes

keciapf Lots of wind made for a fun and challenging stand up paddle board workout this morning. 💜 #EstesPark #trication #sup #nevergiveup #pushmylimits



britishnapkin

2d



♥ 11 likes

britishnapkin Paddling all the way! Jordan and Britt's Monday Adventures
#paddleboard #estespark #mountains
#coolestthingididallday
rwagemann Nice

Tourism impacts Economic Development

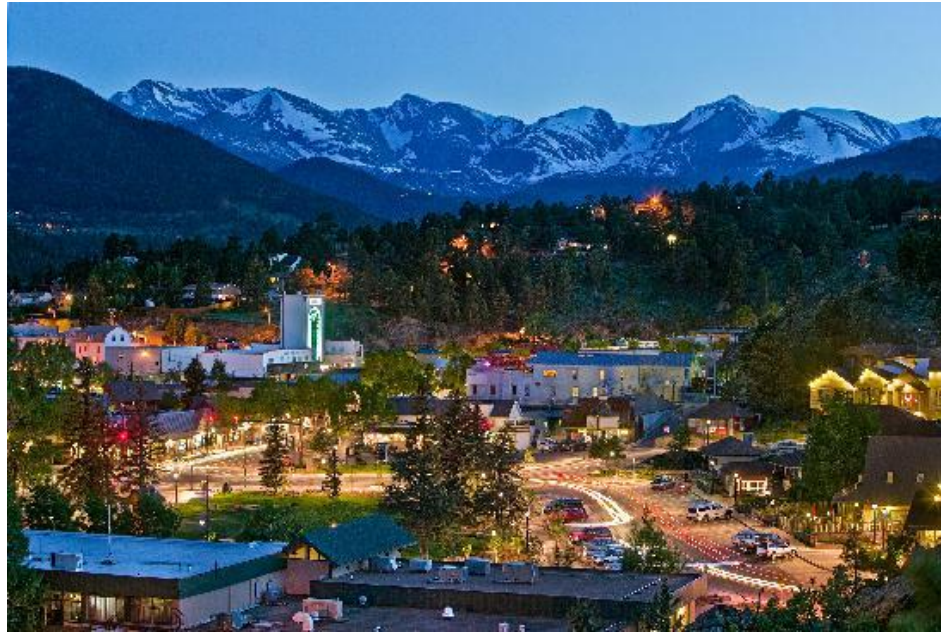
- *Travel & tourism is the 2nd fastest growing sector globally, surpassing oil, food, and automobile industries. (Skift and US Travel Assoc.)*
- Tourism is part of every EDC strategic plan in the country.
We must ask....What do we have in common, and what are our similar opportunities?
- *Tourism will pull you out of a recession quicker than any other industry. (Skift and US Travel Assoc.)*
- Estes experienced this, as well as The Gulf oil crisis, Alaskan Valdeze accident, and Yosemite fires in the 90's.
- *Tourism is first date for investors –No one invests in a community that they haven't visited first.*
- We should complement our existing infrastructure and should not diversify just to diversify.
- We must nurture an entrepreneurial environment that fits the brand of the destination.
(Voormi – Colorado Start-up out of Pagosa Springs)



In Partnership with the Town of Estes Park

Involved Partner – Solution Oriented

- Visitor Center
- Touchscreens
- Ambassadors
- Events
- Event Complex
- Event Microsites
- Event Analysis
- eNewsletter
- Visitor Guide
- Survey Data
- America in Bloom
- Estes Centennial
- Downtown Visioning logo assistance
- Creative Assets
- Events Committee
- Position postings on DMAI
- Attend Town Meetings Regularly
- Network on behalf of Sales & Mrktg. Manager at Conferences
- Provide professional photos for Town collateral
- Partner with Sales & Mrktg. when courting a prospective group
- Meet with Town Staff and Trustees regularly
- Short Term Vacation Rentals
- Volunteer
- Housing



State Tourism

- Wellness Initiative
 - Most fit state in the country
 - Gov. Hickenlooper - Most bike friendly state initiative = \$100 million
- Colorado Office of Economic Development & International Trade
 - Established Colorado Outdoor Recreation Industry Office
 - Appointed Luis Benitez as Director of Outdoor Recreation
- National Parks Campaign & Great Divide Pictures Film Premier
- TIAC – Tourism Industry Association of Colorado: 14 Estes representatives!
 - Tourism Day at the Capitol – State Legislators – Advocate to maintain tourism \$\$.
 - Visit Estes Park recognized as a best practice DMO.
 - Tourism Rally – Join us on May 2nd at State Capitol
- Colorado Association of Destination Marketing Organizations
 - Advocacy at state level – Meet with Legislators



Colorado Tourism Office – Committees we participate with:

- **CTO Marketing Committee**

- Comprised of Colorado tourism-industry partners who advise and review the work of the CTO and its publishing programs, including Colorado.com, eNewsletters, the Colorado Official State Vacation Guide and other publications.



- **International Promotions Committee**

- Encourages inbound travel to the state of Colorado. The program employs in-market representatives to effectively promote, educate, and pitch Colorado to the trade, media, social media and consumers in the primary target markets.



TRAVEL BUZZ



WITH VISIT ESTES PARK

Next Buzz: June 15 at 9:30 am, Inkwell & Brew

Engaging Consumers is the Road to Destination Marketing Success! Destination Think! will join us to showcase examples of campaigns that use consumer engagement as the core of their promotional strategy.

Local Outreach

GO TO the guest instead of hoping they come to us.

- Estes Park events and festivals
- Farmers Market
- Guest & local support at events, hotels & conference sites



120 businesses last month

Local Presentations

Presented to:

- Town of Estes Park
- Larimer County
- Library District
- Newcomers Club
- Rotary
- Kiwanis
- Destination Product Development Retreat
- Tourism Summit
- Estes Area Lodging Association
- Association Forum
- Master of Tourism Management Program at CSU

Upcoming:

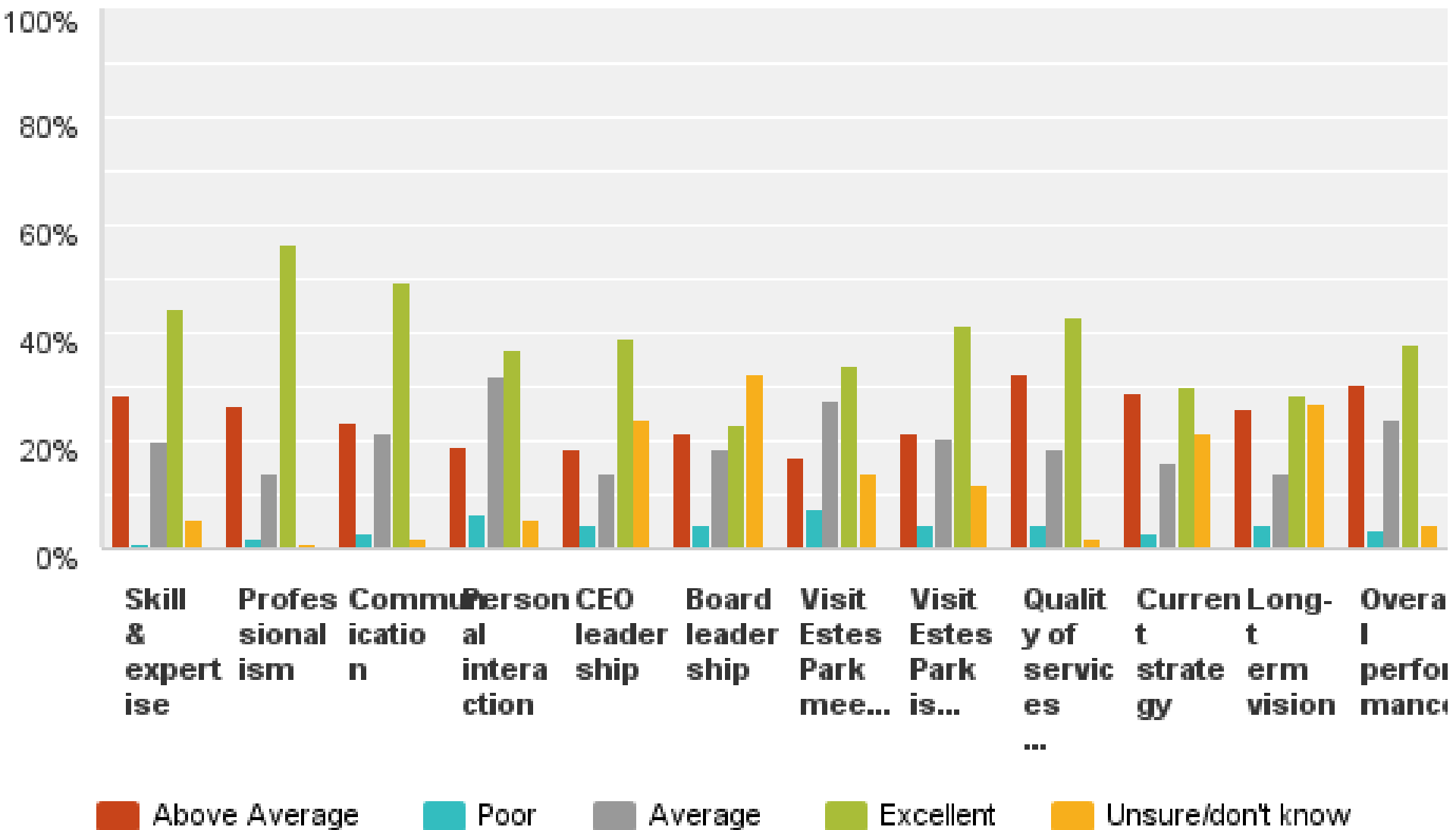
- Lutheran Mens Club - Fundraiser
- Ambassador Yearly Training

Available for any organization, club or group!



Annual Visit Estes Park Stakeholder Survey

Q8 Please rate Visit Estes Park on the following:



Disrupters - The Next Generation - The World of Innovation

Uber
AirBnB
Alibaba
Facebook
GeoTargetting

Tourism?
We're used to
this by now



IBM's Watson – Artificial Intelligence
Augmented reality software

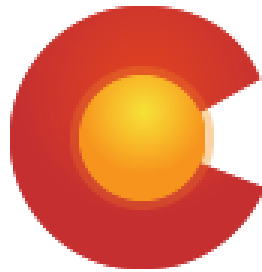


Virtual Travel



*Partnership, networking,
transparency, sharing of
knowledge:*

We focus on all interests and assist with
keeping everyone informed and moving
collaboratively in the same direction.



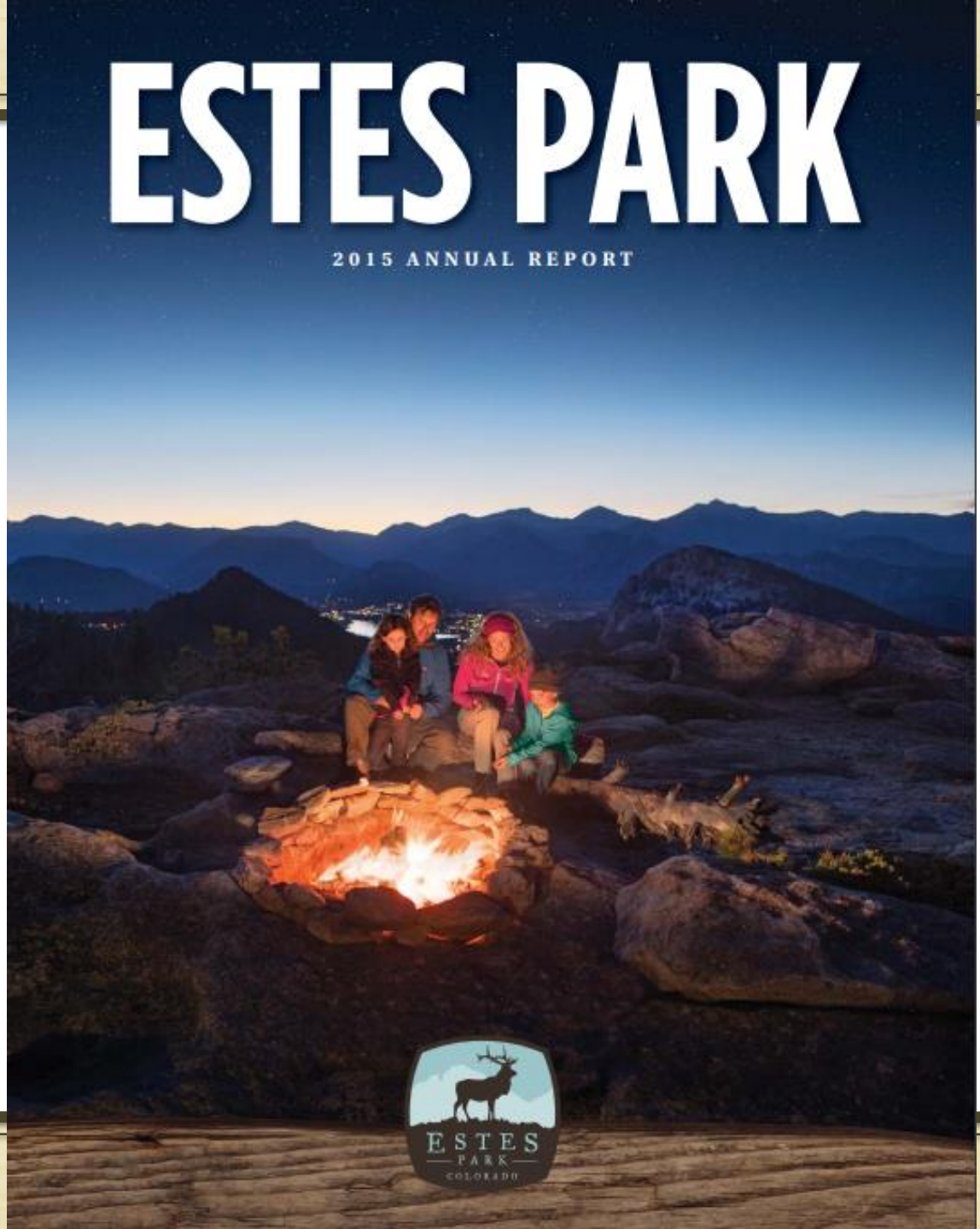
Enriching Estes With a Giving Heart

Celebrating the mark volunteers and donors make on our community



ESTES PARK

2015 ANNUAL REPORT



Abi Huebner
Partner & Group Development Manager
ahuebner@visitestespark.com
970-586-0500



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VisitEstesPark.com



Abi Huebner

Partner & Group Development Manager

- **Background**
- **Work responsibilities:**
 - Managing communication, sales, and services for area businesses and groups, including weddings, reunions, conferences and international.
 - Developing and maintaining partner relationships with local businesses and community.
 - Responsible for education and outreach concerning the activities and value of Visit Estes Park.
 - Sales and service of advertising products, including web-based services, Visitor Center advertising, and print advertising.
 - Research, development, pricing, implementation, and sale of new partner advertising products.
 - Managing group leads and sales and will assist with international sales.



Michael D. Bodman
Office Manager
mbodman@visitestespark.com
970-586-0500



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Roles & Responsibilities

Managing finances, performance statistics, and business administration:

Accounting & Bookkeeping: Accounts receivable, payable, and financial reporting.

Budget: Assist with developing and implementing the annual budget.

Financial Analysis & Management: Risk management, bank deposits, credit card payments, financial technology compliance, and financial analysis.

Annual Audit: Working with our auditor and CPA

Key Performance Indicators (KPI): Compiling monthly KPI report, ensuring data integrity, analyzing and explaining trends, and statistical analysis.

Page 10 – Annual Report

Administration: Tracking invoices and payments using technology platform (Simpleview CRM), monitoring lodging tax remittances to the state, and managing ad displays in the Visitor Center.



*Roles and
Responsibilities!*

Qualifications

- Public and private sector accounting, budget, and financial experience: Washington DC, Denver, and now Estes Park.
- M.B.A. in Finance, University of Colorado Denver Business School.
- Member:
Government Finance Officers Association
National Association for Business Economics.



- Visit Estes Park can focus on its Mission, rather than the financial and business administration matters that keep the office running smoothly.
- Visit Estes Park operates with safe and sound business and financial processes that support operational efficiency and serve our partners in the local community.



Suzy Blackhurst
Director of Operations
sblackhurst@visitestespark.com
970-586-0500



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2016 Official Visitor Guide

Complete revamp of Visit Estes Park Official Visitor Guide

Now in all 108 Eve's Brochure Racks

All businesses welcome to distribute Guides.

- Order a rack from us!

Total Number of Advertisers:	103
Total Number of Advertisements:	216
Total Number of Pages:	74



Local Programs– 4th Grade Program



Community Participation

- Estes Park In Bloom
- Town of Estes Park 2017 Centennial Planning Team
- Town Shuttle Committee





Events Calendar

Special Events

Community Events

Exhibits

Submit an Event

Estes Park Happenings (2017)



ESTES SPOTLIGHT

- ▶ Cabins and cottages as low as \$119 this week
- ▶ Beautiful Fall River suites with rates from \$89/night
- ▶ March Madness ~ Specials Riverfront suites w/ fireplaces
- ▶ Couples massage, mani-pedi & more. Click for our packages
- ▶ Coming Soon! Open Air Adventure Park



Like 1

Events

Events Calendar

Special Events ▶

SUBMIT AN EVENT

Fill out the fields below in order to have your events listed in our online calendar. Please note: Your event will not automatically be added to the calendar once you click "Submit Event" at the bottom of the form. It will first go through an approval process to make sure that it contains all the information needed to be added. You will be notified if your event cannot be approved. Thank you!

EVENT INFORMATION

Adam Concannon
Content Coordinator
aconcannon@visitestespark.com
970-586-0500



Visit Estes Park

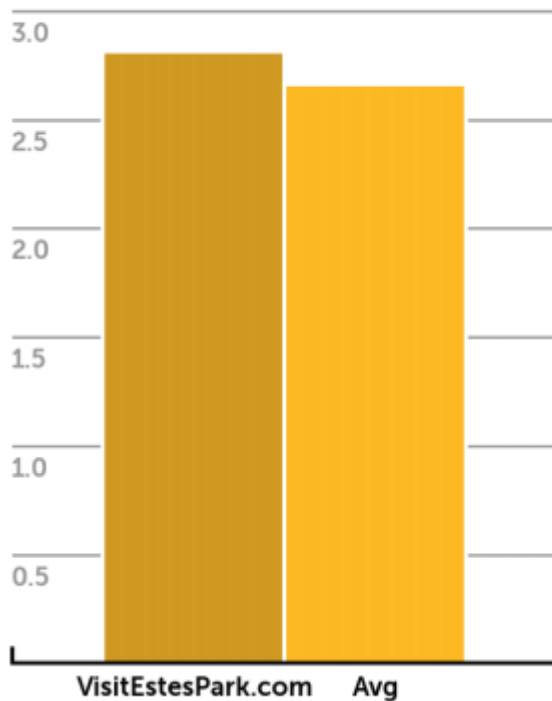
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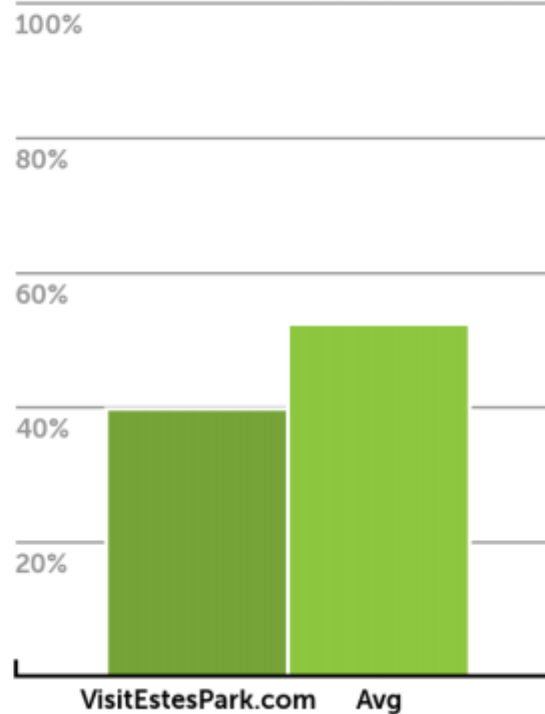


Website Performance

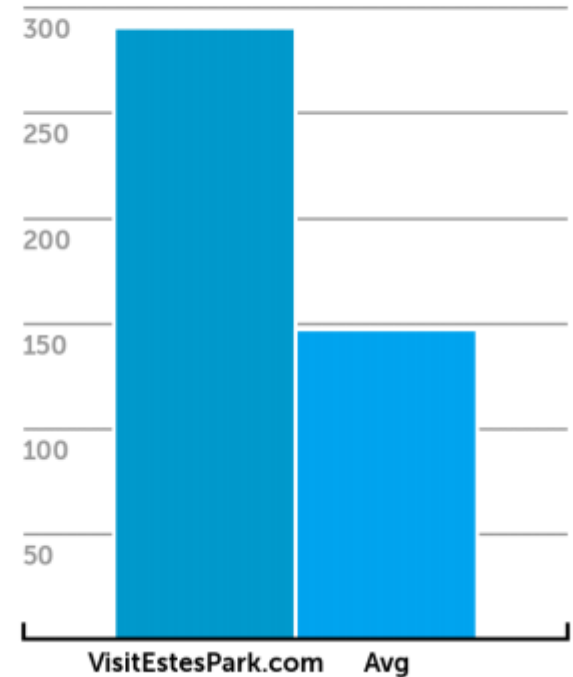
Pages / Session



Bounce Rate

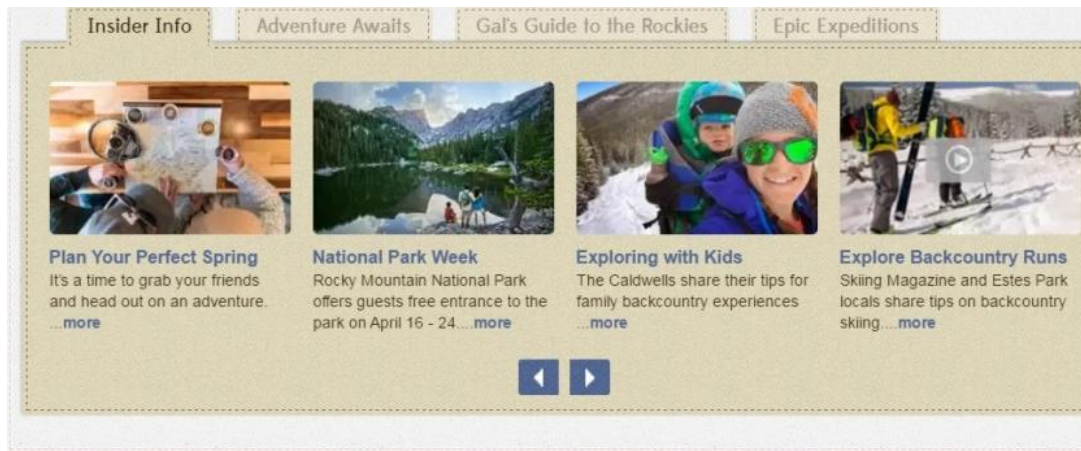


Time on Site



Website What's New!

- Responsive Design
- Homepage Redesign
- Related Content Module
- Integration of CrowdRiff for User Generated Content
- Easy-to-Print Events Feature



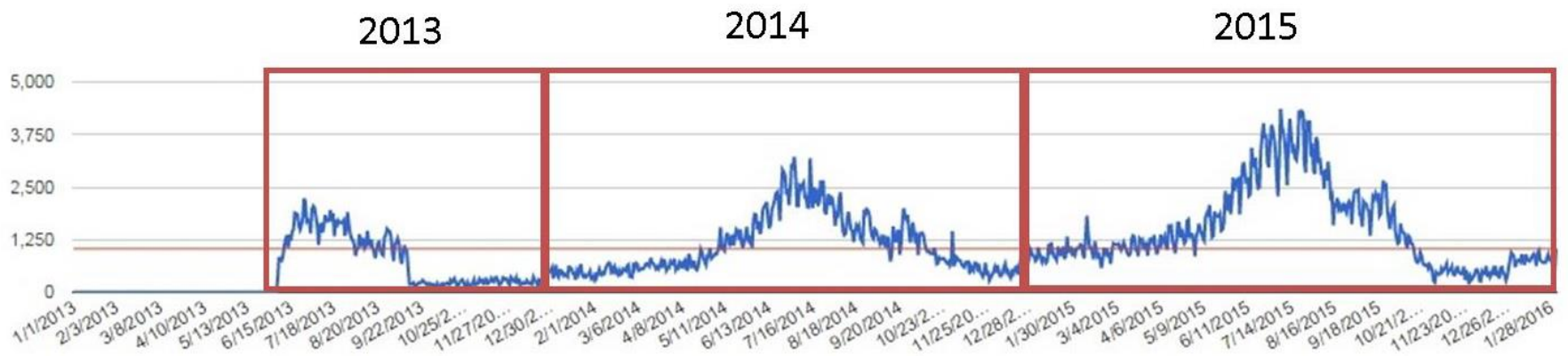
 CrowdRiff



JackRabbit BookDirect



- 578,493 Referrals in 2015
- Became the #1 Most Referring Site of Over 250 BookDirect DMOs
- Assuming 3.51% Conversion Rate...
 - 20,305 Reservations Made
 - Estimated \$12,335,288 Booking Revenue (a 63% increase over 2014)
- Averaged 3,533 referrals Per Day in July



Email Marketing

- Over 11,500 New Emails Added in 2015
- Average Open Rate: 28%
 - Travel Industry Ave. 25.10%*
- Average Click Through Rate: 21%
 - Travel Industry Ave. 2.48%*
- New in 2016:
 - Working with DTN to provide partner sponsored content advertising within newsletter

* Distribion Email Marketing 2015



[illegible]

- The collage consists of three distinct visual elements. At the top left is a snippet from a 10Best article titled 'Best Place to See Wildlife Winners: 2016 10Best Readers' Choice Travel Awards'. It features a large image of a brown elk with large antlers in a field of yellow wildflowers. The text below the image states that Rocky Mountain National Park was chosen as the 'Best Place to See Wildlife' by readers of 10Best and USA TODAY. Below this is a smartphone displaying the Instagram profile for 'VISITESTESPARK'. The profile shows 253 posts, 1592 followers, and 420 following. The bio describes Estes Park as a Colorado mountain experience near Rocky Mtn National Park, highlighting extraordinary views, real wildlife, and adventures. The phone's screen shows a grid of various nature and park-related photos. At the bottom is a tweet from 'Estes Park @VisitEstesPark' dated April 2, which asks if the user wants to go spring fishing in Estes Park and provides the location '108NJK'.

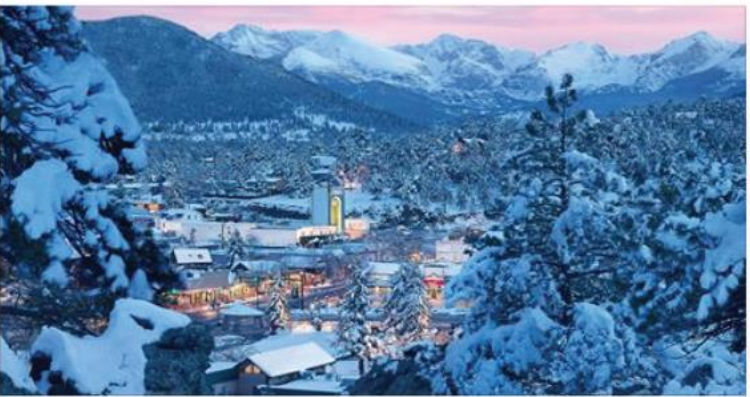


Colorado Tourism Office Coop

- Total Reach: 1,658,938
- Likes: 38,340
- Comments: 2,483
- Shares: 5,295

 **Visit Colorado**
Sponsored · 🌐

Forge a new path this winter in **Estes Park, CO** with an abundance of snowy fun and adventure!



Top Reasons Estes Park is Colorado's Best Kept Winter Secret

Estes Park is the epitome of a Rocky Mountain winter wonderland. While you may think of Estes Park as a summer hot spot, the easy drive, low prices and...

VISITESTESPAK.COM

Comments 5.2k Shares

 **Jeff Goodhart** Love Estes, great hiking!
Like · Reply · 👍 21 · December 31, 2015 at 8:38am

 **Julie Wells** I Love Estes Park. One of my favorite places
Like · Reply · 👍 11 · December 31, 2015 at 8:43am

 **Tracy Leong** will find out more about Estes Park
Like · Reply · 👍 2 · December 31, 2015 at 10:26am

 **Suzy Horvath** Kristi Horvath...you should go there...a lot!
Like · Reply · January 1 at 10:52am

 **Korina Archuleta** Gary Sorensen you were just talking about this
Like · Reply · 👍 1 · January 1 at 4:09pm



Google Trekker



We Need Your Stories!



PLANNING A RUSTIC CHIC WEDDING

Posted on February 23, 2016 3:18 PM by [Visit Estes Park](#)

Estes Park can be defined as a small, rustic mountain village. Getting married in the heart of the Rocky Mountains is unlike getting married anywhere else in the world! While all types of weddings can be found in Estes Park, one of our couples' favorites is the rustic-chic wedding theme. From classy to romantic, traditional to religious, rustic-chic weddings seem to perfectly fit the Estes Valley and Rocky Mountains. Read on for a few ideas for planning your rustic-chic wedding in Estes Park.



BECCA AND TOMMY CALDWELL SHARE TIPS ON EXPLORING THE BACKCOUNTRY AS A FAMILY

Brooke Burnham
Director of Marketing & Communications
bburnham@visitestespark.com
970-586-0500



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The Destination
Marketing Organization
VisitEstesPark.com



Brooke Burnham

Director of Marketing & Communications

- Advertising:
 - Creative & Media
- Owned Communications:
 - Website, E-News, Social, Blog
- Public Relations:
 - Press & Influencers
- International:
 - Press & Travel Trade



2015 Advertising Review:

- **Creative Refresh: 'Century of Adventure'**
 - New creative design, photos & quotes
 - Incorporated into event ads
- **Media: More Digital, Fewer Partners**
 - Shift slightly more to digital
 - Nimble, Targeted, Efficient
 - Fewer partners, deeper relationships
 - TripAdvisor – Sojern - Search
 - Facebook: Additional Investment
 - Active Interest Media: Video series, Print, Advertorial, Social & Web
 - CTO: Visitor Guide Insert, Website Brand Channel, Videos, Facebook
 - Denver Post: Bi-weekly event ads



2015 Advertising Review: Content

- **Video**

- Warren Miller/ AIM 6 'Only in Estes' videos
- Colorado Tourism Office: 4 brand videos
- Work with local experts & businesses to tell unique, relevant stories

- **Photo**

- Worked with local photographers to capture still images
- New 'hero' shots for ad campaign
- Brought in influencers to acquire assets and get new exposure in social media



2015 Advertising Review: Regional

- **CTO Grant with Grand Lake Chamber**

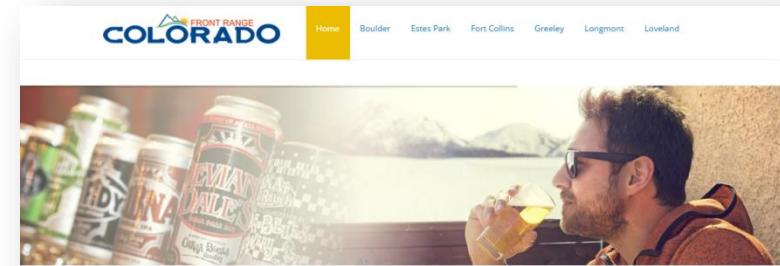
- Centennial digital & social media ads
- EP-GL itineraries
- Centennial press event at History Colorado
- Across the Divide GeoTour

- **Colorado Front Range**

- 'Wish Your Were Beer'
- New Website & Coasters

- **Northern CO Byways Loop**

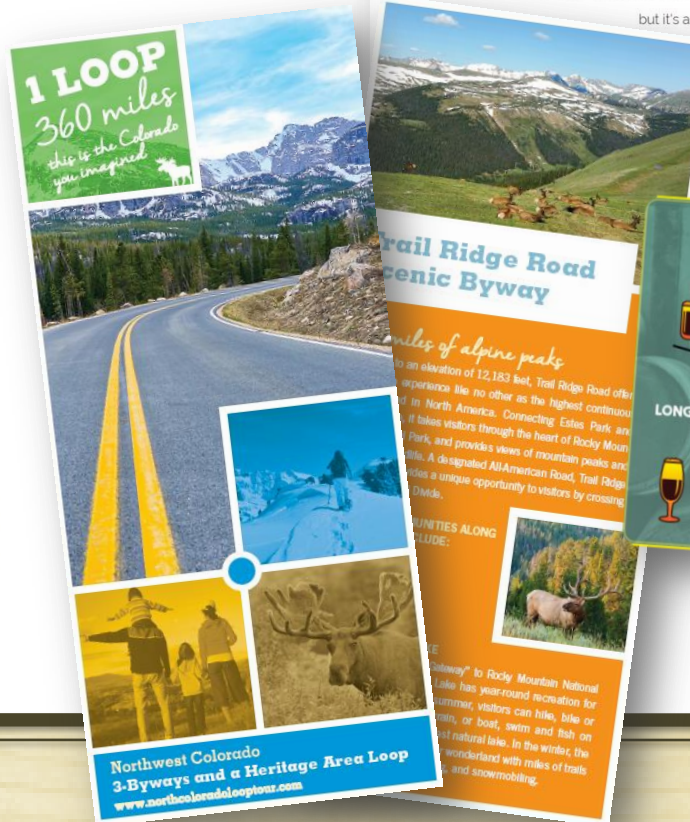
- Website
- Brochure



There's a lot more to Colorado's Front Range than beer...
but it's a pretty good place to start!

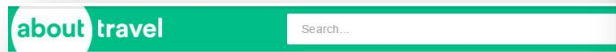
This website is intended to celebrate the craft brewing culture that has grown up within the Front Range cities of Colorado, and to be a resource that helps you chart a path around the hundreds of beers on offer!

From Boulder to Greeley, Estes Park to Longmont, Loveland to Fort Collins, we hope you'll enjoy our unique brewing industry... and that you'll tell your friends why we're truly the beer capital of the USA.



2016 Ad & Promotion: All in Sync

- 'Best Kept Winter Secret' Campaign
 - Fun & pointed -> I-70
 - New elements/mediums
 - MULTI-MEDIA BRAND STORY
- => BIG IMPACT



About.com > About Travel > Colorado Travel > Planning Your Trip to Colorado

4 New Ways to Experience Estes Park

By Aimee Heckel
Colorado Travel Expert

Ads Estes Park Rocky Mountain Vacations Trip Snow 4 Star Restaurants 4 by 4 Colorado Lodging 4 Be

Sign Up for Our Free Newsletters

- ☒ About Travel
- ☒ About Today
- ☒ Budget Travel

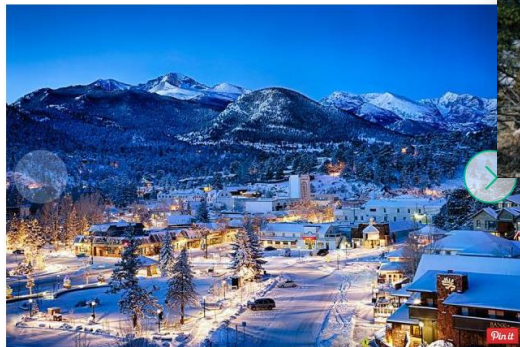
Enter your email

SIGN UP

COLORADO TRAVEL CATEGORIES

Planning Your Trip to Colorado >
Where to Stay in Colorado >
Things to Do in Colorado >
Colorado Ski Travel >

1 of 6 Discover a New Estes Park



The town of Estes Park covered in snow. Photo Credit: Estes Park

Visit Colorado
Published by David Fluegge (1) · December 31, 2015 at 7:55am · V

Forge a new path this winter in Estes Park, CO with an abundance of snowy fun and adventure!

Top Reasons Estes Park is Colorado's Best Kept Winter Secret
Estes Park is the epitome of a Rocky Mountain winter wonderland. While you may think of Estes Park as a summer hot spot, the easy drive, low prices and abundance of winter recreation make it the perfect place to hide out for a long weekend and escape the daily grind. Read on to discover more about what makes Estes Park Colorado's best kept winter secret.

Origins: 395,877 Paid: 1,263,061

30k Likes 998 Comments 5.2k Shares

Boost Post

TOP REASONS ESTES PARK IS COLORADO'S BEST KEPT WINTER SECRET

Posted on December 30, 2015 11:00 AM by Visit Estes Park

Estes Park is the epitome of a Rocky Mountain winter wonderland. While you may think of Estes Park as a summer hot spot, the easy drive, low prices and abundance of winter recreation make it the perfect place to hide out for a long weekend and escape the daily grind. Read on to discover more about what makes Estes Park Colorado's best kept winter secret.

SEE TAILS, NOT TAILLIGHTS

When you want to get away in the winter, the last thing you want to be doing is waiting in traffic, staring at an endless trail of taillights. With a quick drive up an easy, well-maintained highway, you'll be sitting in the serenity of Estes Park in no time – taking in the views of tails – as in wildlife – rather than taillights.

SKI THE REAL BACKCOUNTRY

Ready to get beyond groomers and resort "backcountry" runs? Get a taste of the real thing just outside Estes in Rocky Mountain National Park. One of the more popular backcountry locations in Rocky is Hidden Valley, a former ski area with a variety of terrain levels. More experienced skiers and riders can venture deeper into the park, armed with knowledge, equipment and skill. Or consider going with a professional guide until you know the ropes. Here in Rocky, backcountry explorations go beyond just skiing, from snowshoeing to mountaineering, cross-country to ice climbing, you can find the winter adventure that best fits your desire and your skill level.



Local's Tip: Celebrate your accomplishments with a craft beverage in town. With



tylersharpphoto
Estes Park - Mo...

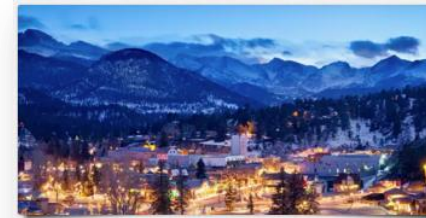
FOLLOWING

428 likes 10w

tylersharpphoto My noble steed Hercules at the top of Walker Ridge, overlooking the Estes Park Valley. Few better ways to enjoy mountain scenery than on horseback, at least in my humble opinion. // @visitestespark

tylersharpphoto #VisitEstesPark #EstesPark #Colorado #SombbreroRanch #tylersharpphoto #SonyA7r2 #ZeissBatis #vscoc #vscocfilm

♥ Add a comment...



NEWS & FEATURES
How the Gold King Mine Spill Threatens the Navajo Nation

CULTURE
NASCAR? In Denver?!

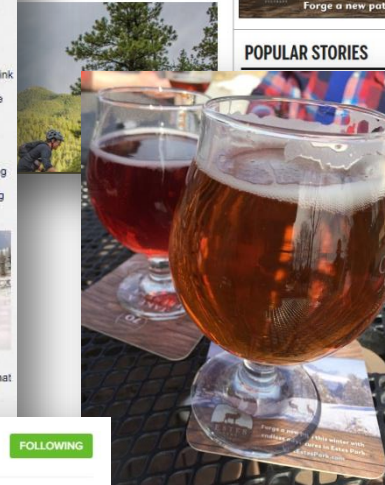
You Must Try

the mountains for na fide (and really fun!) Front Range.



POPULAR STORIES

Spill ion
pus
of Art



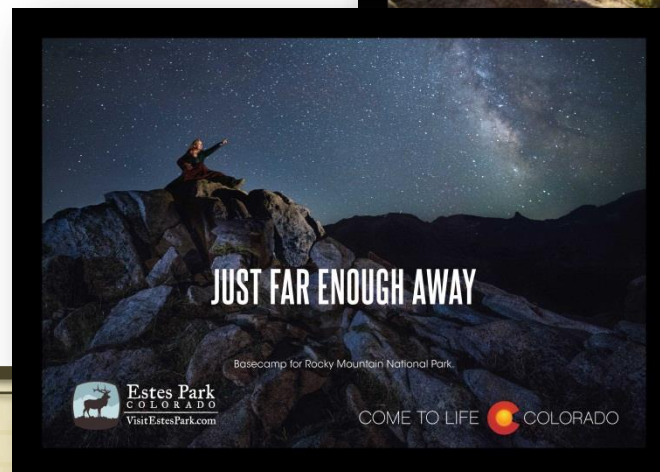
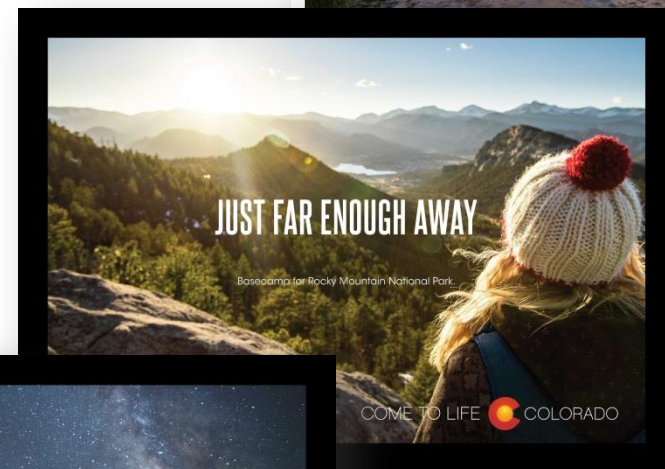
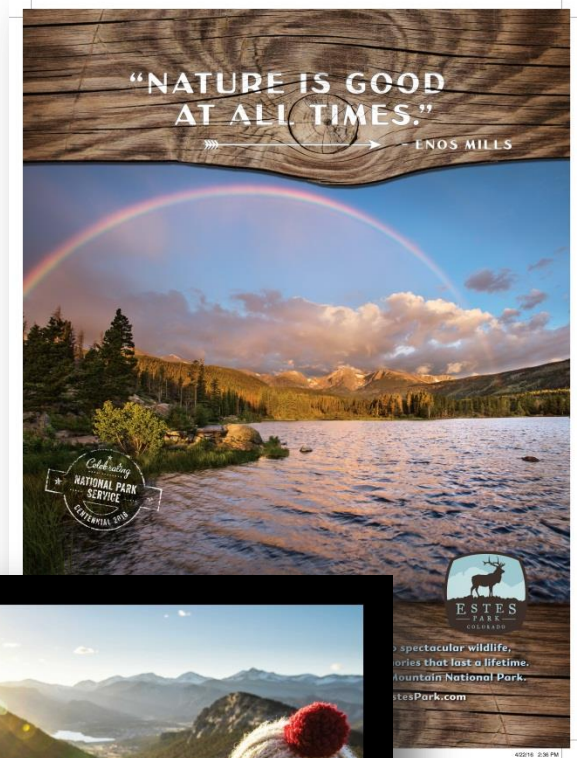
2016: Paid Meets Owned

- **Collaborative Content:**
 - Guest blogs & stories
 - Video & photo development
- **User-Generated Content**
 - Crowdriff
 - Images for advertising
 - Influencers
- **Bigger & Deeper Brand Story**
 - Leisure
 - Meetings
 - Reunions
 - Events
 - Weddings



2016 Advertising

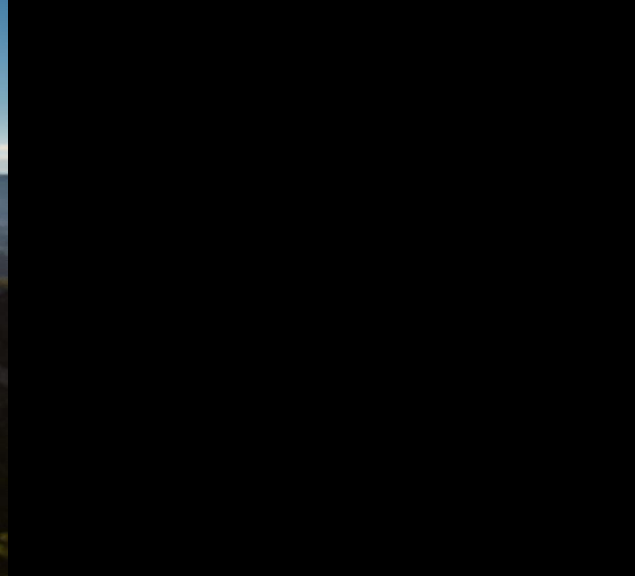
- **Creative: 2nd Century of Adventure**
 - Leverage NPS Centennial
 - New hero photos & quotes
 - New video ads
- **2016 Media: Fewer, Bolder, Stronger**
 - Expanded reporting & tracking
 - Refined media partners
 - Focus on growing awareness with new, higher-caliber guests
 - New Partners:
 - Billboards
 - YouTube
 - Pandora
 - In-hand tactics











2016 : Destination Event Marketing

- **New Procedure**

- Born out of requests for clarity & transparency
- New forms to help accuracy & efficiency
- Easy way to get us all the info we need to market the event
- Collaboration with event promoters & the Town events department

- **Destination Event Marketing**

- Selling the destination brand story
- Event calendar promotion
- Building assets
- Inspiring return travel



2015 Domestic Public Relations: By the Numbers

- Ad Value almost \$1M more than 2014 = 11% increase
 - \$9.38 million in ad value
- 305.6M more than in 2014 = 57% increase!
 - Reached 843 million consumers (impressions)
- Over 50 lists & awards!



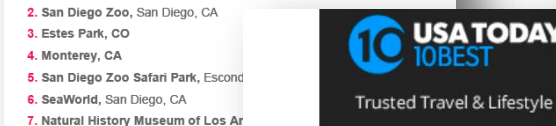
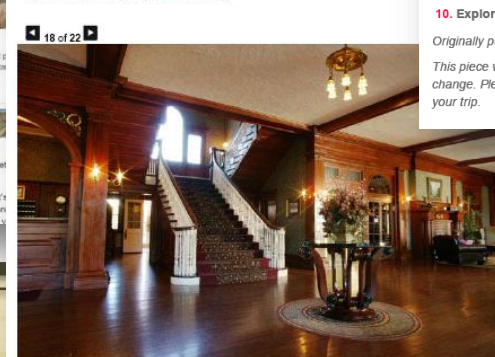
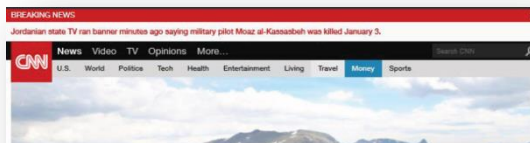
Smithsonian

The 20 Best Small Towns to Visit in 2015

From sea to shining sea, our top picks for the most amazing American small towns to see this year

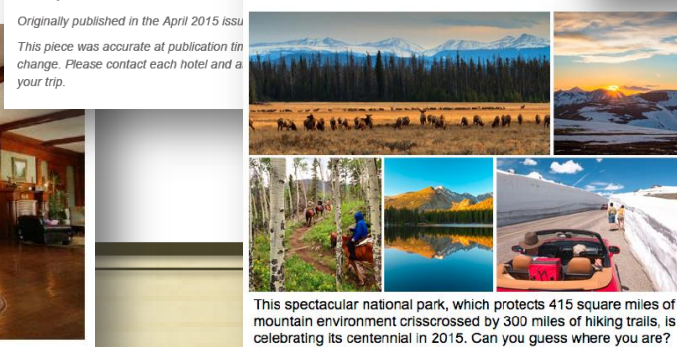


(Image © David C. Phillips/Garden Photo World/Corbis; graphic by Shaylyn Esposto)
By Russ Lovjoy
SMITHSONIAN.COM
APRIL 16, 2015



Trusted Travel & Lifestyle A

Happy 100th!

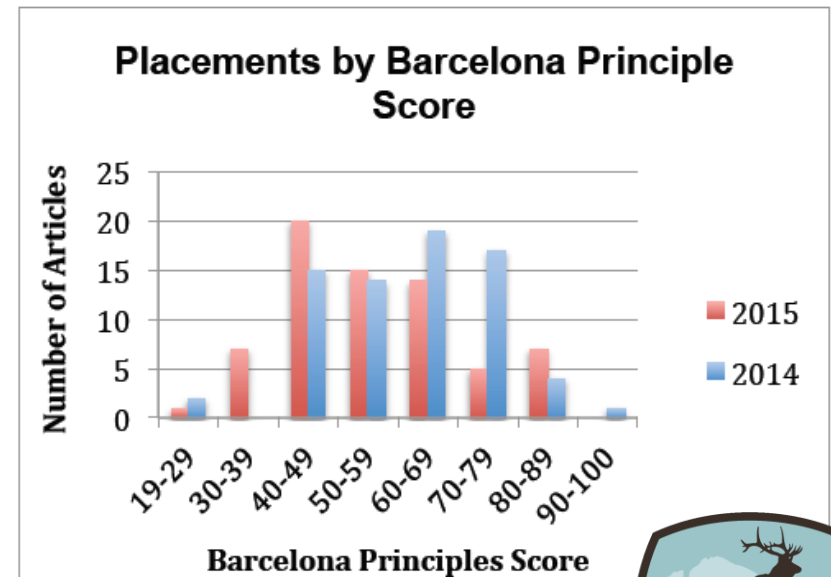


This spectacular national park, which protects 415 square miles of mountain environment crisscrossed by 300 miles of hiking trails, is celebrating its centennial in 2015. Can you guess where you are?



2015 Domestic Public Relations:

- **Barcelona Principles**
 - Focus on quality over quantity
 - 100 target publications
 - 38 of 151 articles in Top 100 (25%)
 - Score articles on a 100-point system
 - Top 100 or Top 50
 - Messaging
 - Headline Positioning
 - Visuals
 - Length/Feature
 - Link or CTA



2015 Public Relations: Media Outreach

- **Media Outreach**

- Hosted...
 - 3 Individual Press Visits
 - 3 Influencer Visits
 - 1 Group FAM Trip (4 Media)
- Met with...
 - 19 Media at Events
 - 33 Media on Deskside Tours
 - NEW York
 - Austin/San Antonio
 - Denver
 - 34 Influencers at DMAI



2016 Public Relations

- **Increase Awareness through Proactive Pitching**
 - Ideal mountain base camp for low, medium, and high adventure travelers
 - NPS 100th Anniversary – Town Committee & Movie Screenings
 - Weddings, Group and International Travel
 - Adventure, Family, Winter Travel
- **Continue to Establish & Grow Media Relationships**
 - NYC Deskside Tour, DMAI Influencers
 - Denver/Front Range Media Events
 - Hosting journalist and influencers to cover Estes Park and Rocky
- **Proactively Educate Guests**
 - US 34 Construction
- **Continue to Develop Partnership Opportunities**
 - Increase collaboration with stakeholders on developing media-friendly packages and hosting writers & influencers
 - Co-branding and cross-promotion with other brands & influencers.
 - Ex: 2015 Honda Dealerships & Channel 7 “One Tank Trip”



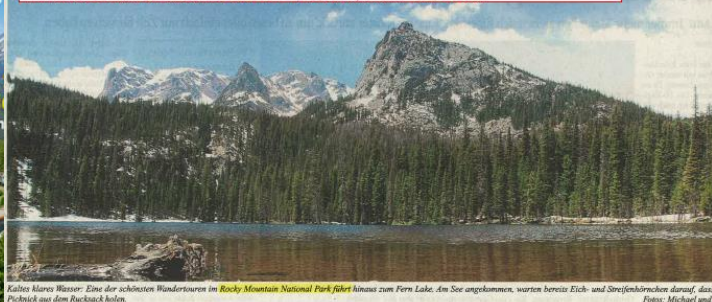
2015 International



- Hosted...
 - Tour Operators from 8 Countries:
 - China - Panama - UK - Korea - India - Brazil - France - Mexico - USA
 - Media from 6 Foreign Countries:
 - India - Panama - China - UK - Germany - Netherlands
 - CTO Domestic & In-Market Representatives
- Attended Go West International Travel Summit
 - Met with over 30 travel trade representatives



A Wonderland - Michael Juhra Summer 2015 FAM - 1,030,000 Impressions - \$55,218 Value



Kaltes klares Wasser: Eine der schönsten Wanderungen im Rocky Mountain National Park führt hinaus zum Fern Lake. Am See angekommen, warten bereits Elch- und Streifenhirschen darauf, dass der Pirsch aus dem Rucksack holen.

Ein einziges Wunderland

USA Rauschende Bäche, schneebedeckte Gipfel - Der Rocky Mountain National Park in Colorado feiert in diesem Jahr seinen 100. Geburtstag

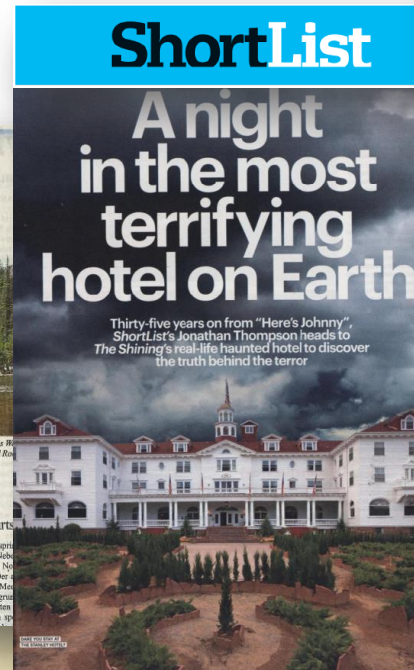
VON MICHAEL JUHRA

Von Juni bis Oktober

Man kann sich dem einfach nicht entziehen: Der Blick schweift über Bergketten und Täler, klettert hoch an den "König der Rocky Mountains", den 4364 Meter hohen Longs Peak, oder an einen der schönsten Aussichtspunkte im Park.

Mills und seine Frau flürzten viele Touristen durch die alpinen Täler des Parks und auf den Gipfel des Longs Peak. Heute setzen professionelle Bergführer wie Andy Bakley diese Tradition fort. Eine seiner Lieblingswegen führt 600 Höhenmeter hinauf an den Fern Lake.

In Breckenridge wird man mit einer anderen Seite der Geschichte konfrontiert. Renée Picardello führt durch eine verwilderte Landschaft von Geröllhalden. „Nachdem zwei Goldgräber 1887 hier einen 13 Pfund schweren Goldkumpen gefunden hatten, begann ein Goldrausch.“



2016 International

- **To date...**
 - Held CTO International Team educational session for stakeholders in January
 - Attended Go West International Travel Summit
 - Over 30 travel trade representatives
 - Hosted:
 - Media from Italy (2) & France
 - Group Trade Group from India
 - Global on Travel for research & marketing
- **To come...**
 - Additional tradeshow IPW: Trade & Media
 - Hosting (scheduled)...
 - Media from UK & Canada
 - Trade groups from the Netherlands & Guatemala
 - More in the fall



Scott Coe & Kate Boehme

Cultivator Advertising & Design



Visit Estes Park

The Destination
Marketing Organization

VisitEstesPark.com



SOME CURRENT TRENDS

Nostalgia for the past: Quality togetherness. Experiences over “stuff”.

The shrinking surplus of time: Maximizing the moment.

The digital paradox: Addiction vs. Disconnection.

A passion for the National Park Service.

Consumers commit to brands that share their values and beliefs.



SOME CURRENT TRENDS

50% of trip spend happens on a mobile device.

-- Google

Curated Content: Guidance and advice over lists. Inspiration instead of facts.

-- *TripAdvisor*

Socialized technology has largely replaced the traditional role of the concierge and empowered the customer with more authentic, relevant advice in real time. Experiences over amenities.

-- *CNN Travel*

Family and Friends equal the Internet as the primary sources of inspiration for travel.

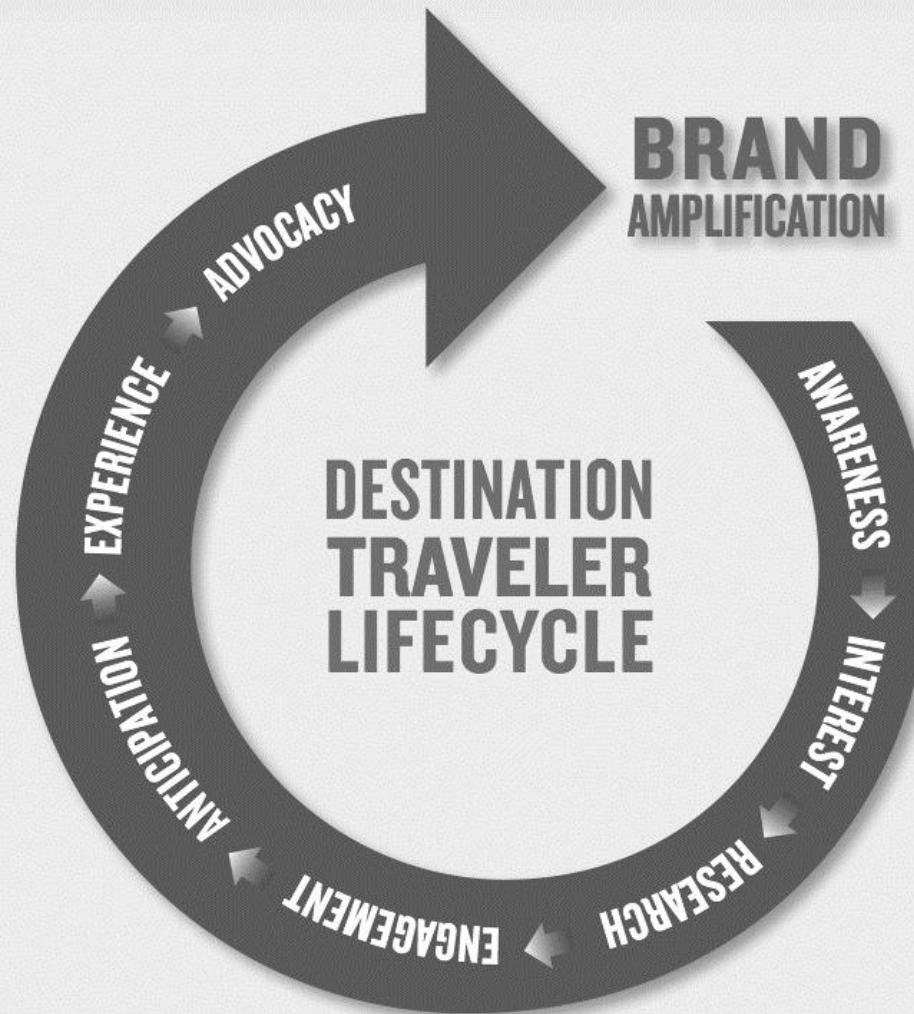
-- *Google*

Multi-generation travel remains at an all-time high.

--*AARP*



COMMUNICATIONS LIFECYCLE



KEY TAKEAWAYS

We need to be famous for something.

Our story has to remain true to the experience.

We need to remember to talk about the “why” and not just the “what”

Growing an enduring brand takes time. It is bigger than any single tactic or even a broad campaign theme.

We are ALL the marketing department. We all play a role in delivering the story.

The consumer is headed our way.



Advertising Evolution: A look at then and now



Our Strategic Platform

- Audiences remain the same
- Year-round seasonally driven communication
- Strong focus on our front range drive market in the winter with non-traditional efforts and high impact OOH advertising
- Broadening our reach – extending further into online video with YouTube pre-roll placements
- Celebrating the Estes Park Centennial in 2017



Advertising Evolution

2013-2014



2015-2016



Winter 15-16:
Deeper communication with the Front Range



**PARK IT HERE.
NOT I-70.**



**THIS WINTER, ESCAPE
TO ESTES PARK.**

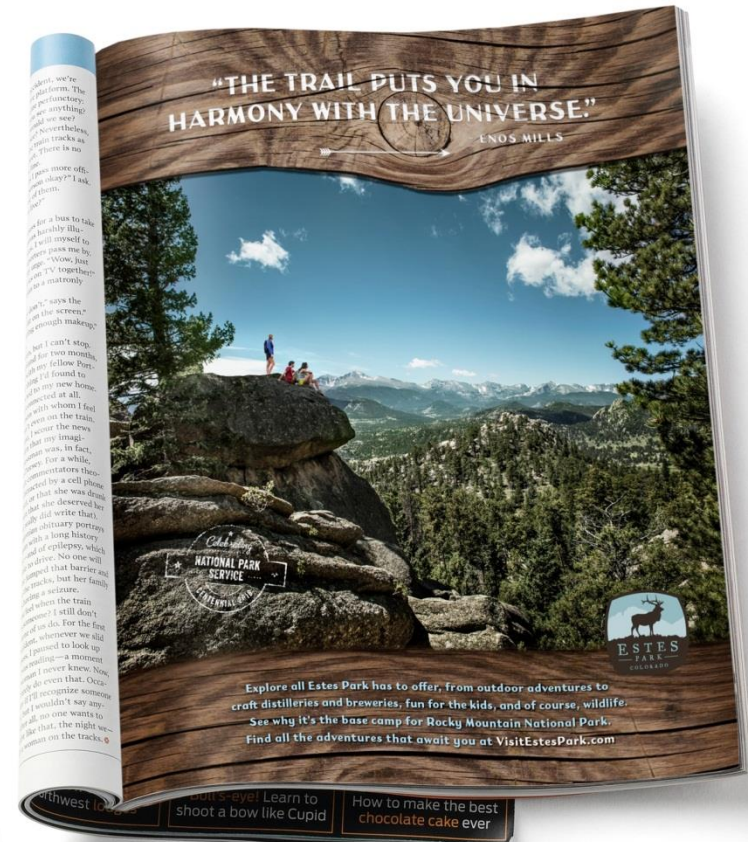
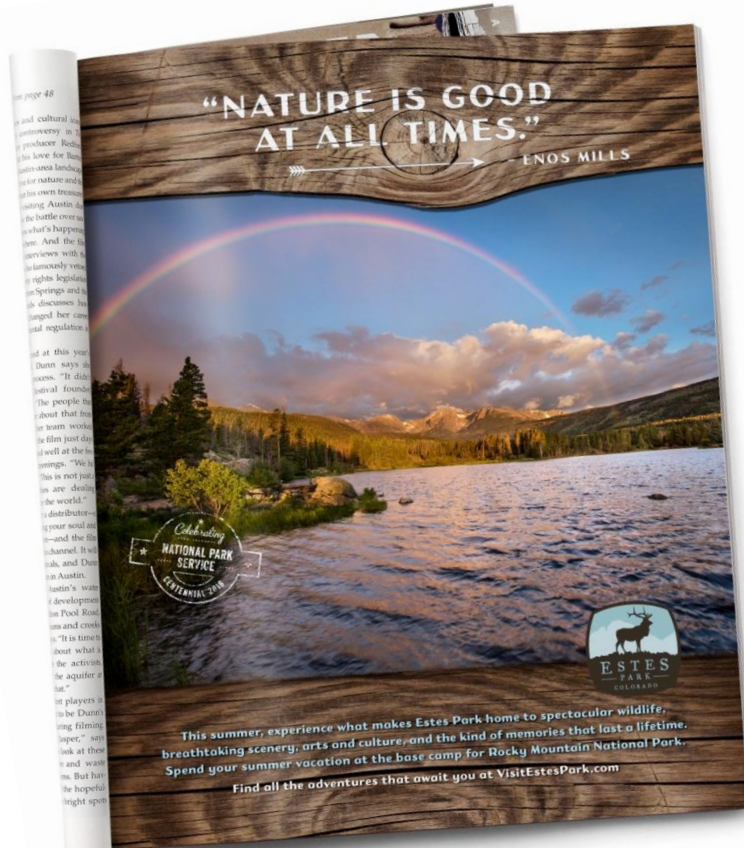






2016 Campaign





Premium Print



Summer Digital

BOOK ON TRIPADVISOR BONUS Book a hotel on TripAdvisor and get a discount of \$50 or more on things to do on your trip!

Estes Park Tourism: Best of Estes Park Review Hi, Kate \$

Estes Park Hotels Flights Vacation Rentals Restaurants Things to Do Forum Best of 2016 More

Estes Park, Colorado, United States What are you looking for? **Search**

United States > Colorado (CO) > Estes Park Tourism

Estes Park, Colorado 62,636 reviews and opinions



- Hotels (28)**
23,935 Reviews
- Vacation Rentals (236)**
2,179 Reviews
- Flights**
- Things to Do (117)**
9,180 Reviews
- Restaurants (122)**
25,252 Reviews
- Forum**
2,019 Posts



The Maxwell Inn
★★★★★
#2 of 28 in Estes Park
"Wonderful"
chrism19752016 April 24, 2016
325 Reviews

Overview **Places to Stay** **Location** **Things to Do** **Official Resources** provided by

Estes Park is located 7,522 feet above sea level, nestled in the heart of the Colorado Rocky Mountains. Shops, galleries and boutiques line the main street, which has a quaint, small-town ambience. Exceptional outdoor adventures await both families and enthusiasts. Wildlife [Read more -](#)

Discover Estes Park, Colorado

- [Visit our website](#)
- [Send us an email](#)
- [Download our official guide](#)
- [View promotions](#)
- [View events](#)
- [Connect with us](#)

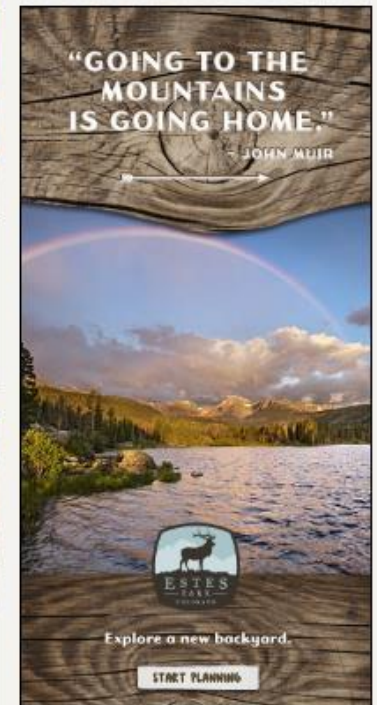
\$50+ OFFER **BOOK ON TRIPADVISOR BONUS**

Traveling to Estes Park?
Book a hotel and get a discount of \$50 or more on things to do



Alpine Trail Ridge Inn
★★★★★
#3 of 28 in Estes Park
"Long Time RMNP visitors,..."
Teri322 March 30, 2016
889 Reviews

[See all 3,898 traveler photos](#)



Looking Ahead

- Continuing to speak to our core audiences - empty nesters, families, millennials – with mid-level adventure in mind and increasing our photography portfolio with this in mind
- Year-round seasonally driven communication
- Strong focus on our front range drive market in the winter with non-traditional efforts and high impact OOH advertising
- Broadening our reach – extending further into online video with YouTube pre-roll placements
- Celebrating the Estes Park Centennial in 2017





Greg Williams
Backbone Media
Greg.Williams@backbonemedia.net
970-963-4873

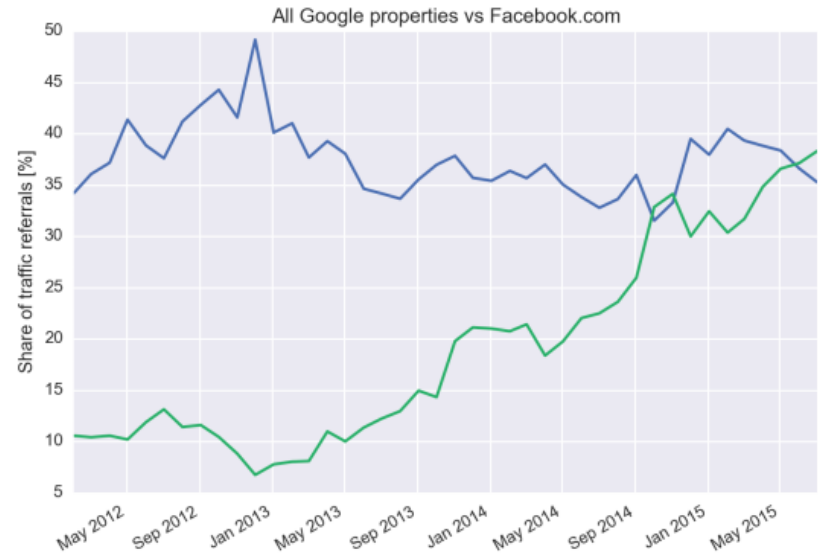


Visit Estes Park
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Marketing Organization
VisitEstesPark.com



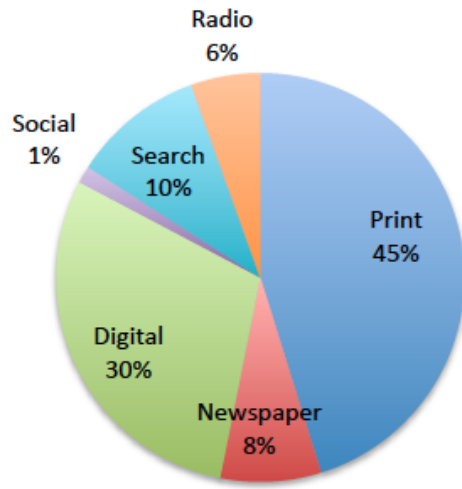
Media Landscape

- Digital is increasingly Social
- Digital is increasingly Mobile
Conversion rates have grown 88% on mobile travel sites
- Premium print still effective and influential
- Media landscape evolution require greater focus and deliberateness

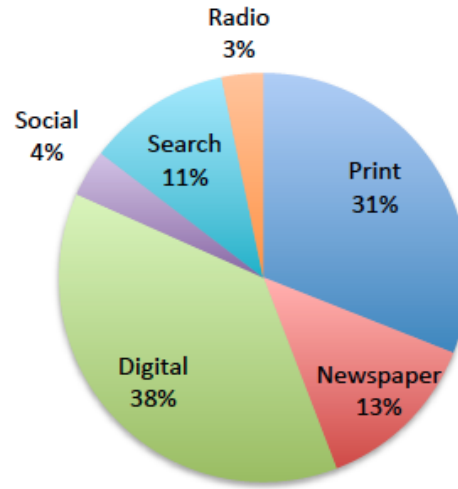


Where we have been

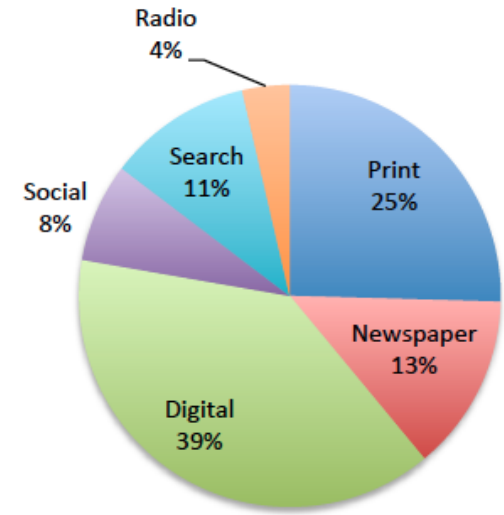
2013



2014



2015



2015 Plan – Key Partners

Key partners from 49 different media placements and partners

	Summer	Fall	Winter
Digital	TripAdvisor Sojern Paid Search	TripAdvisor Sojern Paid Search	Pandora 5280.com Paid Search Trip Advisor Sojern
Print	Colorado Tourism Backpacker Denver Post AAA	Colorado Tourism Denver Post AAA	Broncos Program Regional Newspapers
Other	NPR iHeart Radio	NPR iHeart Radio	Coffee Sleeves and Coasters Billboards iHeart Radio

*This list is not exhaustive



Winter 15-16

Campaign designed to be higher impact in the Front Range

Winter Tactics

Pandora Digital Radio

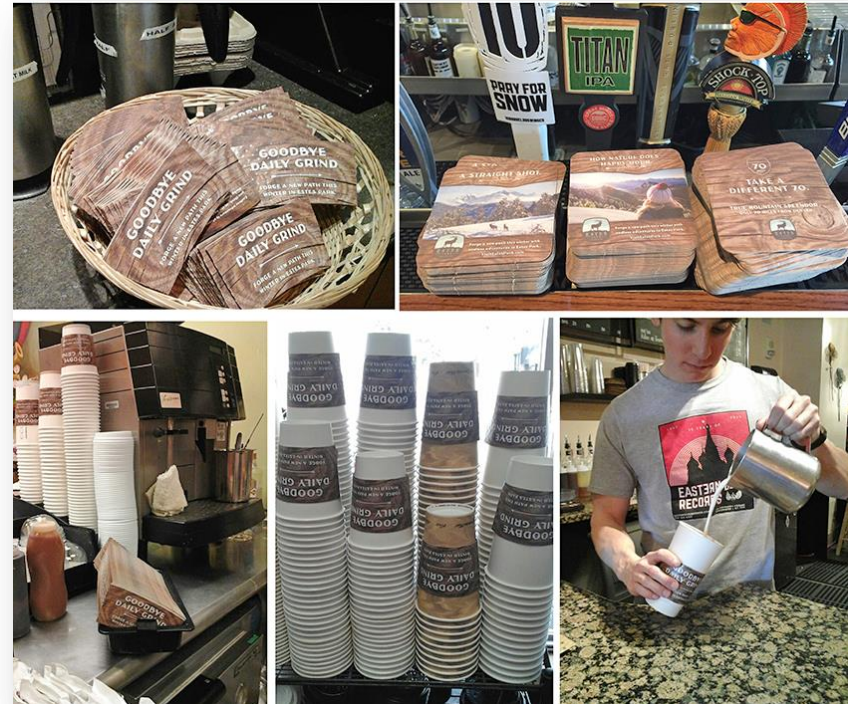
KBCO Rush Hour Drive heading into the weekend

Broncos Program

5280.Com Digital Banners

Coffee Sleeves and Coasters

I-70 Billboards



2016 Media Overview

Strategic shift toward more video, stronger print placements, consolidating dollars to have more impact.

	Summer	Fall	Winter
Digital	Google and Bing TripAdvisor Colorado.com National Parks Media	Google and Bing TripAdvisor Colorado.com National Parks Media	Google and Bing TripAdvisor Colorado.com National Parks Media
Print	Backpacker Outside USA Today Go Escapes Regional Pubs for Events	Backpacker Regional Pubs for Events	Regional Pubs for Events
Other	YouTube		High Impact OOH In-Market Activations



Summer Audience

- Middle Adventure: hiking, camping, exploring, and reveling in quintessential Colorado experiences
- Texas, Missouri, Kansas, Illinois, Nebraska



Summer



Inspire



Video
Print

Engage



Social

Convert



Search
Banners
Event Calendars
Mobile



Summer Placements

16 Total Partners

- Video:
YouTube
- Print:
Colorado State Visitor's Guide
Colorado Summer Alive
Visit Denver Summer Guide
Backpacker Magazine
Outside Magazine
USA Today Go Escapes
- Digital:
Colorado.com
TripAdvisor
National Parks Trips



Why The Emphasis on Video?

- Highly effective at increasing:
Consideration
Favorability
Intent
- YouTube as a platform
First class targeting
Geo/Interest/Search targeting
2nd largest search engine
Larger reach than television

	All people exposed to a TrueView ad	People who watched 30 seconds or more ¹
 Change in consideration	57% of campaigns saw a lift in consideration, with an average lift of 13%.	76% of campaigns saw a difference in consideration, and consideration for "completers" was 45% higher vs. the control group.
 Change in favorability	24% of campaigns saw a lift in favorability, with an average lift of 3%.	52% of campaigns saw a difference in favorability, and favorability for "completers" was 14% higher vs. the control group.
 Change in purchase intent	35% of campaigns saw a lift in purchase intent, with an average lift of 4%.	61% of campaigns saw a difference in purchase intent, and purchase intent for "completers" was 19% higher vs. the control group.

¹A "completed" view means watching at least 30 seconds, or in cases where ads were shorter, completing the entire ad.
Source: YouTube TrueView Brand Lift Analysis Q3 2015

think with Google



le.com

TURNER

a fahlgren mortine company

Amber Steffens & Jordan Gover

estespark@turnerpr.com

303-333-1402



Visit Estes Park

The Destination
Marketing Organization

VisitEstesPark.com



Presentation Overview

- TURNER Year-in-Review
 - 2015 Initiatives
 - Results
- 2016 Travel Trends
 - Solo Tourism
 - Multigenerational Travel
 - Seasonality Advantage
 - New Experiences
 - Smart Technology
 - Adult Summer Camps
 - National Parks
 - Micro Hotels
- Changing Media Landscape



2015 Year-in-Review: Initiatives

- New York Media Tour
- Texas Media Tour
- Front Range Media Tour
- City Slickers Group Press Trip
- Individual Press Trips
- Centennial Media Reception
- Awards
- Media Marketplaces

Chicago Tribune

DENVERPOST

the knot

The Dallas
Morning News

CNN

Sunset

PRSA Public
Relations
Society of
America

The
New York
Times

satwTM



TURNER

a fahlgren mortine company

2015 Year-in-Review: Results

Total Advertising Value: \$9,381,250

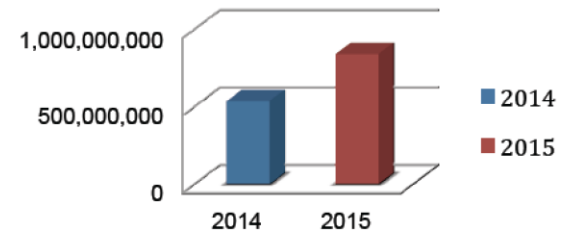
Total Impressions: 843,109,870

Total Number of Articles: 151

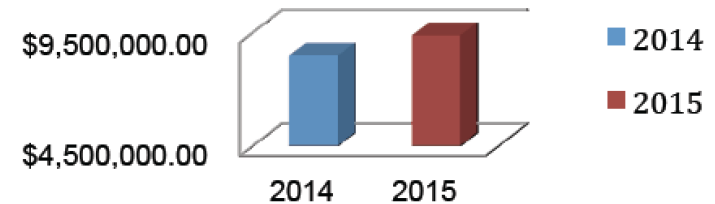
**Barcelona Principles
Average Score: 55.19**

Articles in Top 100: 38
**not including syndications*

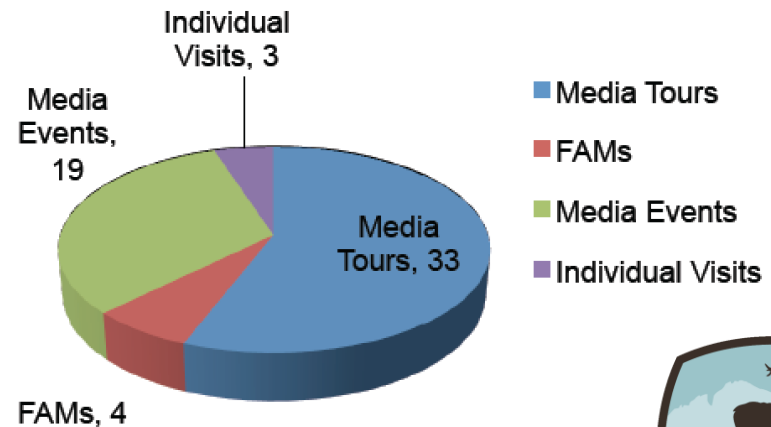
Impressions Year-Over-Year



Ad Value Year-Over-Year (Jan - Dec)



Media Meetings Secured - 59



2015 Year-in-Review: Highlighted Coverage Results

Dallas Morning News

Enjoy Rocky Mountain Highlights for Centennial
(syndicated to more than 20 outlets)

Score: 85

Denver Life

Front Range Forays

Score: 86

New York Times

20 Family-Friendly Ideas to Get You Goir
(syndicated to six outlets)

Score: 51

Los Angeles Times

Estes Park: Took a Shine to It

Score: 87

Shape Magazine

Once-in-a-Lifetime Fitness Retreats for Women

Score: 60



A Look Ahead: 2016 Travel Trends

Solo Tourism

There was a 40 percent increase in female solo travel in 2015 and 17 percent of travelers will try solo travel for the first time in 2016.

Multigenerational

Three or more generations traveling together will continue to be prevalent in 2016.

Seasonality Advantage

Travelers will take advantage of smaller crowds, lower rates and unique activities by traveling in winter.

New Experiences

69 percent of travelers plan to try something new in 2016, 15 percent will try adventure travel for the first time.



A Look Ahead: 2016 Travel Trends

Smart Technology

With fitness trackers, action cameras (drones, GoPros) and recreation gadgets, technology will continue to infiltrate the outdoors, providing safety, goal tracking, shareable material and more.

Adult Summer Camps

More resorts and destinations are creating adult summer camps that incorporate some educational or immersive/experiential component.

National Parks

Visitation to National Parks broke records in 2015 and is expected to grow in 2016 in line with the National Park Service Centennial Celebration.

Micro Hotels (Pod Style Rooms)

Pod-type hotels are becoming more popular in major cities in the U.S. and Europe, offering affordable and no-frill accommodations.



Photo courtesy of V...om

TURNER

a fahlgren mortine company



Changing Media Landscapes

360-degree Video

Outlets are using live 360-degree video, taking people to the center of different situations and providing a new perspective to viewers.

Snapchat

44 percent of U.S. -based users (aged 13-24) use Live Stories (local and events) and Discover daily.

Videos Influence Travel Decisions

Travelers are spending more time watching online videos than ever before and travel-related content is up 118 percent from year over year. 88 percent of YouTube travel searches focus on destinations, attractions/points of interest or general travel ideas.

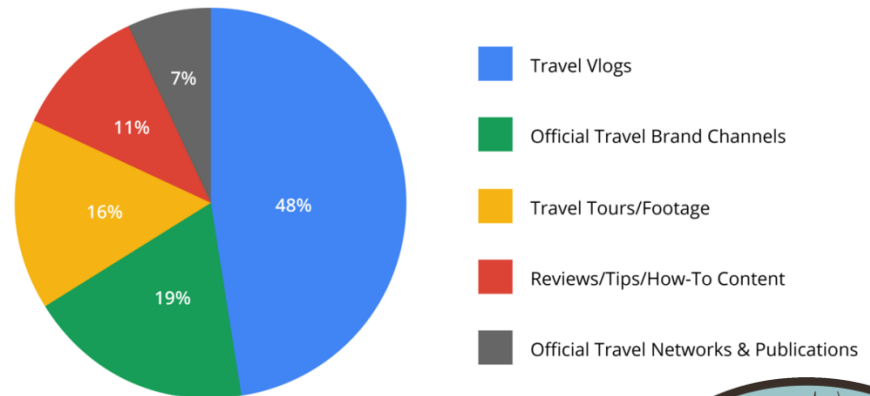
Mobile Tools Change the Consumer Journey

Travelers are using their mobile devices to dream (research), plan, book and experience their travel. In the past year, conversion rates have grown 88 percent on mobile travel sites.

Dynamic Websites

Websites, such as Vogue.com, are adding dynamic media, including GIF-like content and interactive features for articles.

Percent of Travel Channel Subscriptions by Format



Resources

- [TripAdvisor: 6 Key Travel Trends for 2016](#)
- [Successful Meetings: The Top 10 Adventure Travel Trends of 2016](#)
- [AARP: Travel Research: 2016 Travel Trends](#)
- [Infographic: Travel Trends for 2016](#)
- [Vogue: 10 Places that Prove Summer camp Isn't Just For Kids Anymore](#)
- [National Park Service: Visitor Use Statistics](#)
- [Variety: Snapchat Content Survey](#)
- [Google: Travel Trends – 4 Mobile Moments Changing the Consumer Journey](#)
- [Google: Travel Content Takes Off on YouTube](#)
- [The Irish Times: Micro Hotels Becoming the Latest Trend in Dublin](#)
- [Digiday: 5 Ways Brands are using Facebook and YouTube](#)





AMBER KOLLMAN

DIRECTOR OF US MARKETING
COLORADO TOURISM OFFICE

DISCOVER COLORADO ROADSHOW

- After the Discover Colorado Rally on May 2, CTO staff and partners embark on a 5-day tour of Colorado.
- In conjunction with National Travel & Tourism Week.
- Annual event – routes will change each year.



STRATEGIC PLAN

- CTO will soon start a 6-month Strategic Plan initiative, working with a seasoned consulting firm to determine a 3-5 year plan for Colorado Tourism.
- This plan will be created by YOU – several meetings will take place throughout the state to gather input.
- Website will be created to gather input and keep you posted on the plan.



COME TO LIFE

- Objectives
 - Increase guide orders and web visits
 - Drive out-of-state visitation and spending
 - Generate ROI
- Campaign Strategy
 - Focus on *why* people are visiting Colorado, vs. *what they do* when they're here





we don't need a map to
FIND OURSELVES

Our future is yet to be written.

The seconds that pass are ours for the taking.

We can turn them into moments that last forever.

Get the guide at Colorado.com

COME TO LIFE  COLORADO

A hiker wearing a blue shirt, black shorts, a backpack, and a cap stands on a rocky outcrop, looking out over a massive canyon. The canyon walls are steep and layered with rock, with some greenery on the upper rim. The sun is low in the sky, creating a warm, golden glow and lens flare effects. The overall scene conveys a sense of adventure and the vastness of nature.

HORIZONS are not
boundaries

Why do we rise?

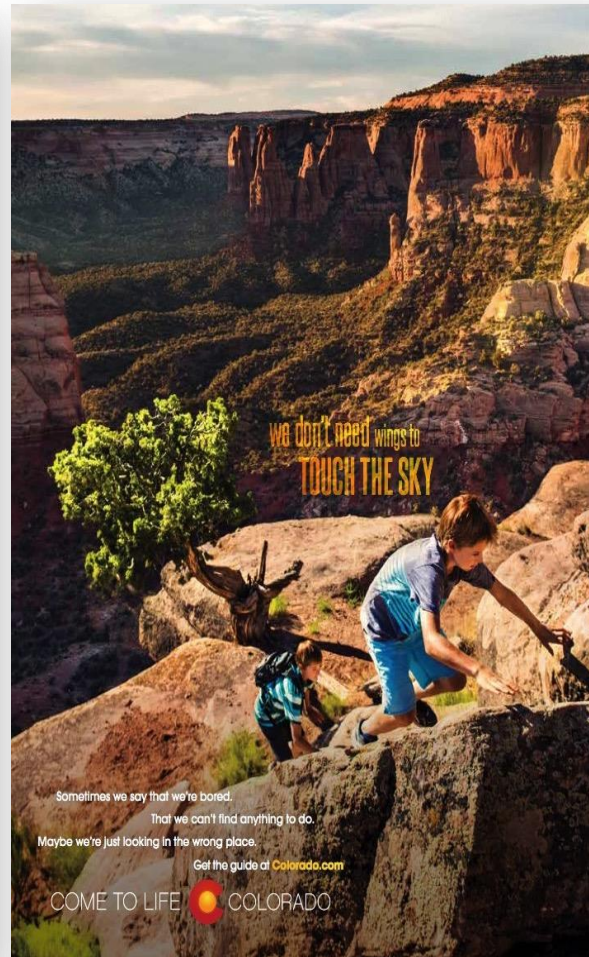
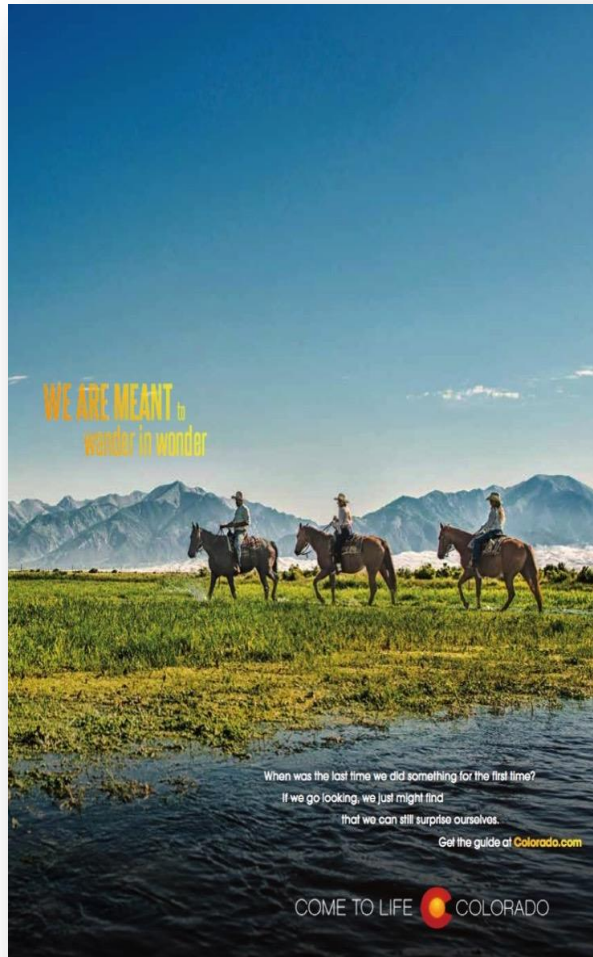
Because we know what is waiting for us?

Or because we have a hope.

That there might be more to life than what we already know.

Get the guide at Colorado.com

COME TO LIFE  COLORADO



COME TO LIFE  COLORADO



CAMPING NEAR COLLEGIATE PEAKS
Fall asleep under a canvas of stars that stretches in every direction.

[GET THE GUIDE NOW >](#)

COME TO LIFE  COLORADO



CANOEING ON COTTONWOOD LAKE
Spend a morning paddling across a pristine lake, surrounded by majestic mountains.

[GET THE GUIDE NOW >](#)

COME TO LIFE  COLORADO



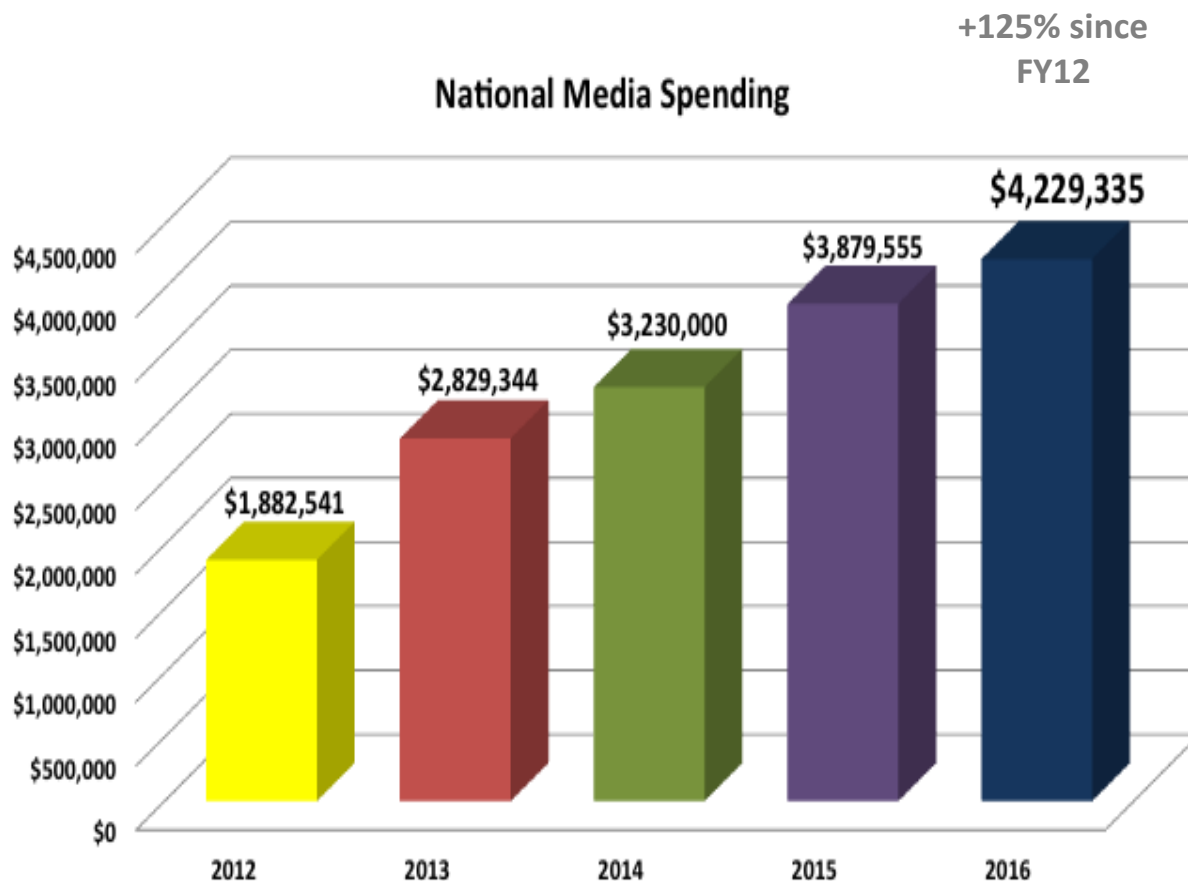
SWIMMING IN THE ARKANSAS RIVER
Dive into crystal clear water and discover a hidden gem meant only for you.

[GET THE GUIDE NOW >](#)

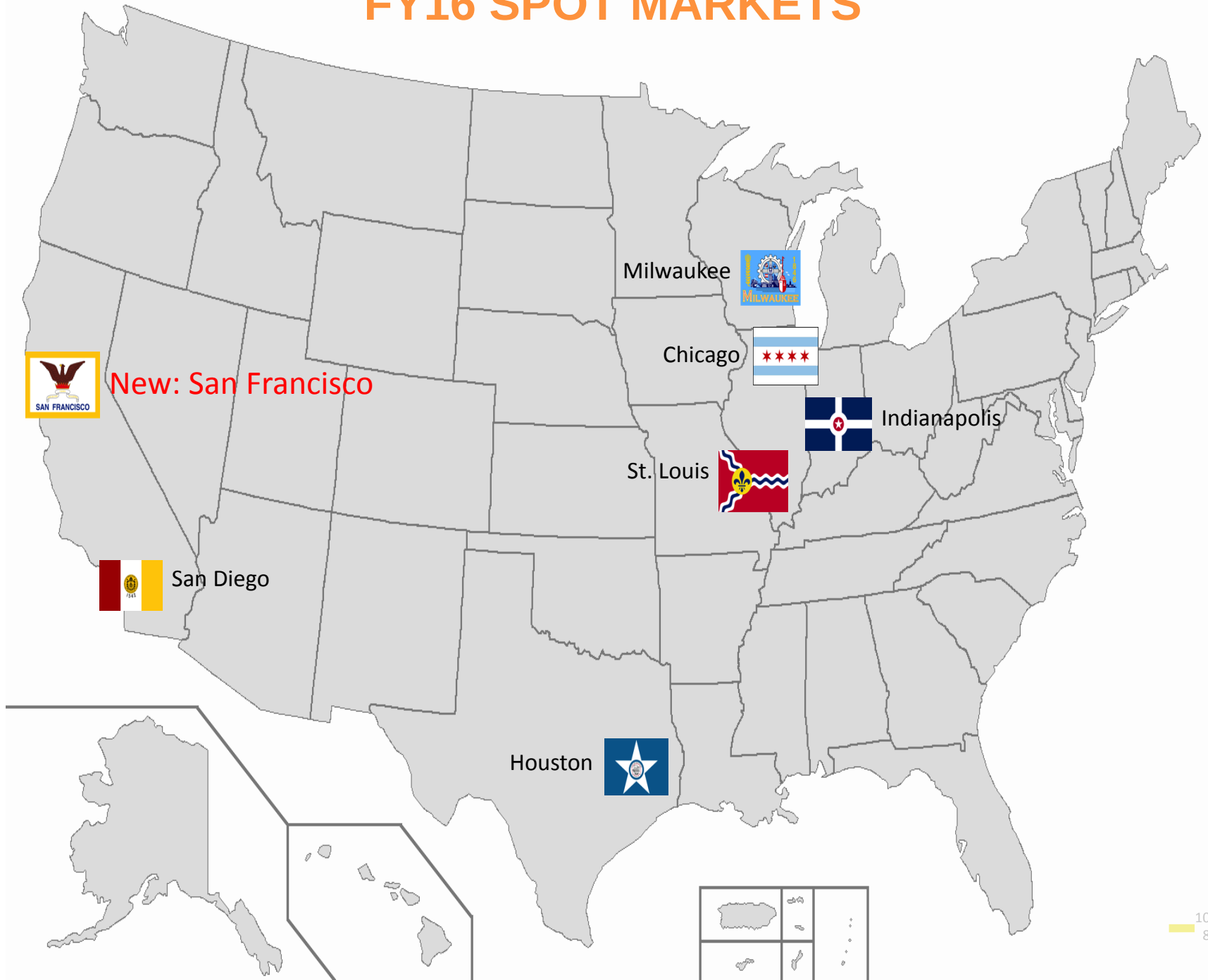
  

NATIONAL MEDIA PUSH

- Larger media budgets allow for more national spending
- More national spending has uncovered important spot markets



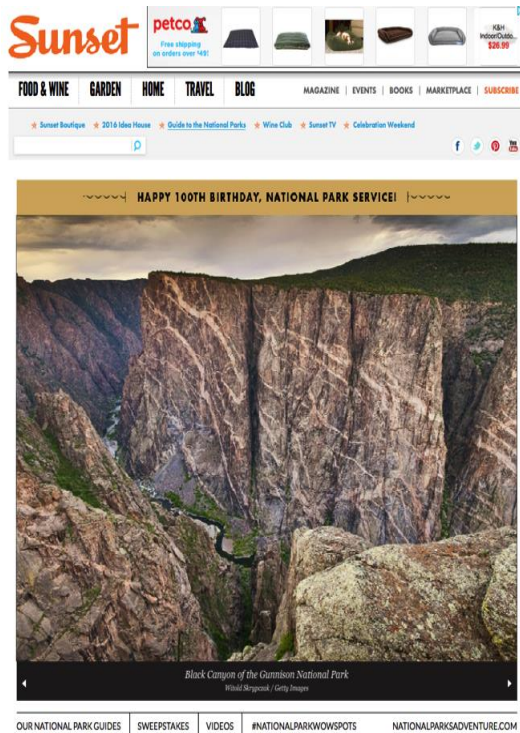
FY16 SPOT MARKETS





NATIONAL PARKS CENTENNIAL WITH SUNSET

- 100% National Parks Content Hub ownership – 2 months

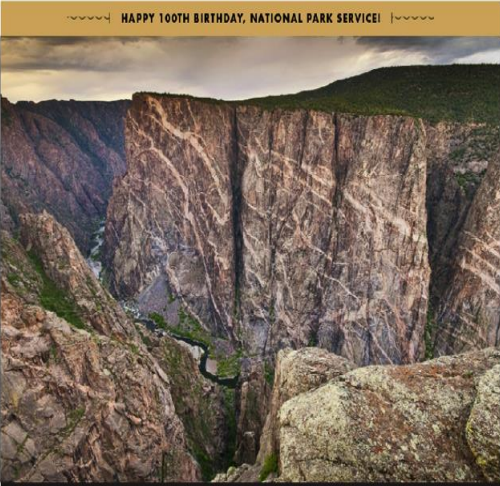


Sunset petco Free shipping on orders over \$49! NEW! Indoor Cuddles, \$29.99

FOOD & WINE **GARDEN** **HOME** **TRAVEL** **BLOG** MAGAZINE | EVENTS | BOOKS | MARKETPLACE | [SUBSCRIBE](#)

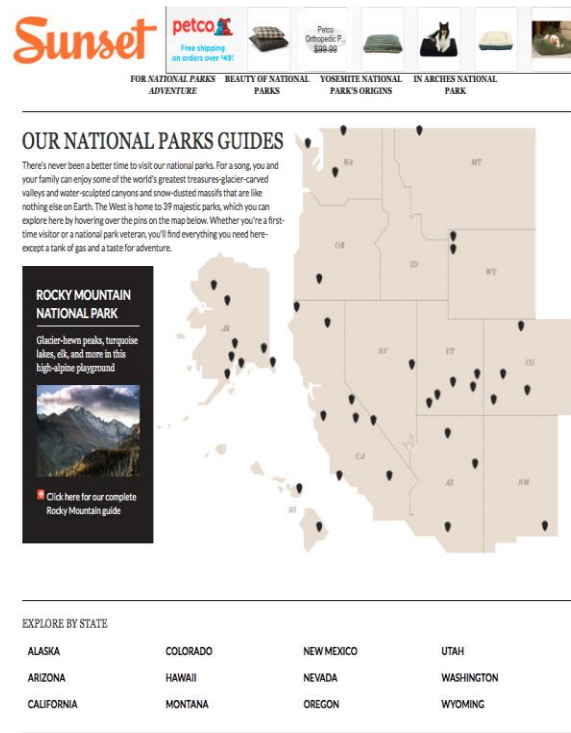
[Sunset Boutique](#) [2016 Idea House](#) [Guide to the National Parks](#) [Wine Club](#) [Sunset TV](#) [Celebration Weekend](#)

HAPPY 100TH BIRTHDAY, NATIONAL PARK SERVICE!



Black Canyon of the Gunnison National Park
Wendy Skrypski / Getty Images

[OUR NATIONAL PARK GUIDES](#) [SWEEPSTAKES](#) [VIDEOS](#) [#NATIONALPARKSHOWSPOTS](#) [NATIONALPARKSADVENTURE.COM](#)



Sunset petco Free shipping on orders over \$49! Petco Orthopedic P., \$99.99

FOR NATIONAL PARKS ADVENTURE **BEAUTY OF NATIONAL PARKS** **YOSEMITE NATIONAL PARK'S ORIGINS** **IN ARCHES NATIONAL PARK**

OUR NATIONAL PARKS GUIDES

There's never been a better time to visit our national parks. For a song, you and your family can enjoy some of the world's greatest treasures: glacier-carved valleys and water-sculpted canyons and snow-dusted massifs that are like nothing else on Earth. The West is home to 39 majestic parks, which you can explore here by hovering over the pins on the map below. Whether you're a first-time visitor or a national park veteran, you'll find everything you need here—except a tank of gas and a taste for adventure.

ROCKY MOUNTAIN NATIONAL PARK

Glacier-borne peaks, turquoise lakes, elk, and more in this high-alpine playground



[Click here for our complete Rocky Mountain guide](#)



EXPLORE BY STATE

ALASKA	COLORADO	NEW MEXICO	UTAH
ARIZONA	HAWAII	NEVADA	WASHINGTON
CALIFORNIA	MONTANA	OREGON	WYOMING



MOUNTAIN CLIMBING IN ARCHES NATIONAL PARK

Watch climbers tackle Arches National Park's dramatic red-rock formations in this clip from MacGillivray Freeman's *National Parks Adventure*



[WATCH THE TRAILER FOR NATIONAL PARKS ADVENTURE](#) [CELEBRATE THE BEAUTY OF NATIONAL PARKS](#) [A PEEK INTO YOSEMITE NATIONAL PARK'S ORIGINS](#) [MOUNTAIN CLIMBING IN ARCHES NATIONAL PARK](#)

A scenic landscape photograph featuring a person wearing a cowboy hat riding a dark horse through a shallow, marshy area. The water is dark blue, and the surrounding vegetation is lush green. In the background, a range of rugged, snow-capped mountains stretches across the horizon under a clear blue sky. Another person on a horse is visible in the distance to the right. The text "OFFICIAL STATE VACATION GUIDE" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

OFFICIAL STATE VACATION GUIDE

2017 OFFICIAL STATE VACATION GUIDE

- Reader surveys are underway now
- Production begins in May
- Refreshed design will compliment campaign fonts and imagery
- More activity-themed itineraries to drive visitors farther afield
- Exciting technology will layer augmented reality experiences
- Individual Fulfillment: 400,000 + Bulk Distribution: 150,000

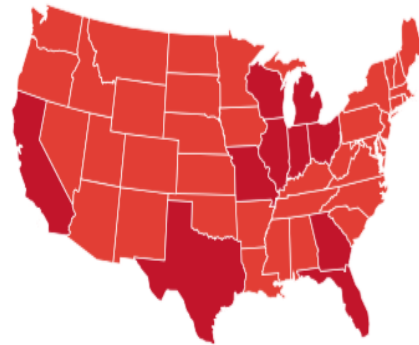


2017 OFFICIAL STATE VACATION GUIDE



TOP DIRECT REQUEST MARKETS

1. Texas
2. California
3. Florida
4. Illinois
5. Michigan
6. Missouri
7. Georgia
8. Ohio
9. Indiana
10. Wisconsin



A photograph of two young boys sitting on a rocky cliff edge, looking out over a vast canyon. The boy on the left is wearing a blue and green striped shirt and blue shorts. The boy on the right is wearing a green and white striped shirt and khaki shorts. The canyon features dramatic rock formations, including a prominent tall, narrow rock spire in the center. The scene is bathed in the warm, golden light of sunset, with long shadows and a soft glow on the horizon. The sky is a mix of orange, pink, and blue.

ALIVE MAGAZINES

ALIVE MAGAZINES

- Summer edition is being delivered to 100,000 subscribers
- Production is underway on the winter edition and will be mailed to subscribers in late August
- Continues the conversation with fans-diving deep into new and unique visitor experiences across the state and seasons





[COLORADO.COM](https://colorado.com)

A BANNER YEAR

- Overall, traffic to Colorado.com was up 20.39% in 2015, led by an 18.98% increase in organic traffic to the site
- Colorado.com drove 15.69% more traffic to industry partners' websites in 2015
- In June, Colorado.com had 1 million visitors for the first time ever!



COLORADO.COM USERS

COLORADO.COM DEMOGRAPHIC PROFILE



Sex: 59% Female
41% Male



Education:
No College: 36%
College: 47%
Grad School: 17%



Age: <18: 13%
18-24: 12%
25-34: 21%
35-44: 21%
45-54: 18%
55-64: 10%
65+: 5%



Children:
No kids: 50%
Kids: 50%



Income:
\$150K-Plus: 9%
\$100K-150K: 14%
\$50K-100K: 32%
\$0K-50K: 45%



Location:
Out-of-State: 62%
In-State: 38%



REACH
8.48 MILLION
VISITORS



3.58 MILLION
desktop



4.77 MILLION
mobile/tablet

ONLINE VISITORS OVERVIEW

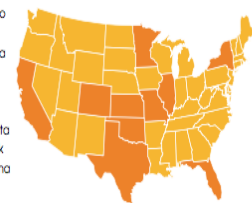
8.48 million VISITS

20.1 million PAGE VIEWS

AVERAGE TIME ON SITE
2 minutes, 30 seconds

TOP SITE VISITOR MARKETS

1. Colorado
2. Texas
3. California
4. Illinois
5. Florida
6. Missouri
7. Minnesota
8. New York
9. Oklahoma
10. Kansas



STAYING ON THE FOREFRONT

- Design and images refreshed to compliment campaign
- Continued backend improvements in speed, stability and technologies to meet visitor demand
- Integration of advanced personalization tools to refine segmentations and create unique information triggers based on goals
- Dynamically deliver custom content and experiences relevant to each user depending on where they are in the travel planning cycle





THANK YOU



Visit Estes Park

The Destination
Marketing Organization

VisitEstesPark.com

2016 Visit Estes Park Tourism Summit
General Session
April 27, 2016



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Visit Estes Park Board

Scott Webermeier, Chairperson - National Park Village (Country Supermarket, Other Side Restaurant, Village Store, National Park Village Conoco, and EP Aerial Tramway Gifts)

Karen Ericson, Vice Chair - Owner, Serendipity Trading Company & Estes Park Self Storage.

Lindsay Lamson, Secretary/Treasurer - Owner, Rocky Mountain Resorts.

Steve Kruger - Manager, Solitude Cabins

Adam Shake -Director of Communications & Business Development,
Estes Park Economic Development Corporation,

Jon Nicholas - CEO, Estes Park Economic Development Corp.

Morgan Mulch - Marys Lake Lodge & Village Pizza

Trustee Norris, Town Board Liaison

Kyle Patterson, RMNP Public Information Officer - Management Specialist



Thank You!

**Please join us for networking and entertainment,
including Hors d' Oeuvres & Cash Bar
at this evening's reception**



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