

ESTES PARK

LOCAL MARKETING DISTRICT



2010
HIGHLIGHTS

ANNUAL REPORT 2010

Nearly a dozen new major marketing initiatives were launched by the Estes Park LMD in 2010, resulting in a significant expansion of Estes Park's destination marketing strategy. Each aligned directly with the mission of the LMD: *to attract visitors to the District through effective and efficient marketing in order to drive year-round economic growth.* A year-round visitor survey, enhanced media allocation plan, new advertising creative, the use of social media, and expanded reach through our new PR strategy are just a few of the marketing initiatives implemented.

In addition, 2010 marked the first full year of operations under the LMD, when Estes Park's marketing functions were successfully trans-

ferred from the Town of Estes Park to the Estes Park Destination Marketing Organization (DMO), the functional name of the LMD. Both Estes Park sales tax revenue and LMD Lodging tax revenue increased in 2010. This is good news. However, competition for the tourism dollar continues to be fierce, especially since many other Colorado destinations also have the benefit of increased destination marketing funding. We want to assure you that we are dedicated to destination marketing excellence, forming strong alliances with DMO stakeholders, leveraging destination marketing experts, and staying actively involved with state and regional tourism efforts.

I am honored to serve with the outstanding professionals of the DMO team and our hard-working Board of Directors whom I'd like to thank for their support throughout the year. Equally important has been the support of our esteemed stakeholders.

We look forward to building on destination marketing strategies developed in 2010 and working alongside our strategic partners and stakeholders in implementing new marketing initiatives in 2011.

Peggy Campbell

*Executive Director, Estes Park Local Marketing District
Estes Park Destination Marketing Organization*

LMD Vision

The Mission:

Attract visitors to the District through effective and efficient marketing in order to drive year-round economic growth.

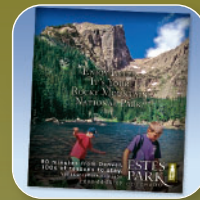
Core Values:

- Accountable
- Ethical
- Proactive
- Respectful
- Responsive
- Transparent

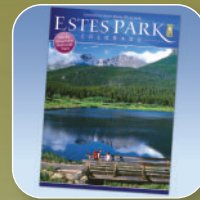
Our Vision:

To be a year-round tourism and group destination that supports our healthy mountain community with a balance of financial success, memorable experiences for visitors and quality of life for our residents and employees.

ADVERTISING



PUBLIC RELATIONS



GROUP SALES



STAKEHOLDER SERVICES



ESTES PARK
CONVENTION &
VISITORS BUREAU

LOCAL MARKETING DISTRICT | ESTES PARK'S DESTINATION MARKETING ORGANIZATION



OUR STRATEGIC PARTNERS

When Guest Research, Inc. came on board to study the visitor profile all year long, the DMO embarked on its quest to better understand the nature of those who visit (see the overview of results elsewhere in this report). RightNow Communications continued in its role to oversee Search Engine Optimization. In March Turner Public Relations came on board to augment staff efforts to promote the area to the larger pool of national and regional travel writers and editors. In July, Reach Local, Pay Per Click advertising specialists began working with the DMO to strengthen the CVB website relative to competing Colorado destinations and to help capture business from international markets. Before the summer months were over, the DMO began working with Hill Aevium, an advertising agency to better define and refine the role of marketing for the district. By year's end a new interim creative look of both on-line and print advertising had been developed.

ADVERTISING

Through the early months of 2010 the primary media employed to attract overnight visitors were magazine ads that mirrored the look and feel of that used in 2009. After reviewing early results from the Year-Round Visitor Profile research an interim, revised look and feel to both print and Web advertising had been developed by Hill Aevium. That revised creative work establishes a bridge between the legacy creative and a future full branding campaign, taking the creative to a new level of sophistication.

Hill Aevium experts began their work with a comprehensive advertising media analysis which confirmed and built on an already effective and targeted media allocation plan. Implementation of an expanded version began in the fall for marketing the 2011 summer season. By trimming regional newspaper and television budgets, Hill Aevium was able to expand our digital program for the coming year by 60% over 2010. Hill Aevium also introduced digital "landing pages" through which our digital advertising respondents can learn even more about our product on their way to our web site to request lodging information, a visitor guide, or take a tour of our events pages. A new tracking system of URL's was also developed to make that digital trip even easier than before.

PUBLIC RELATIONS

Working with a public relations firm, starting a Facebook page, providing familiarization (FAM) tours, instituting a page-turning version of the Official Visitor Guide and distributing news about Estes Park events through an e-Newsletter all contributed to Communications efforts during 2010.

One of the more significant elements of the program - contracting with Turner PR, a Denver Public Relations firm - led to substantial coverage of Estes Park. The company generated coverage that, had the LMD paid for the space in advertising fees, generated an equivalency of \$724,433. That, combined with staff efforts, resulted in a PR value of \$956,767 in 2010. A total of 36 press releases were issued during the year by staff and 16 travel writers were hosted in FAM tours.

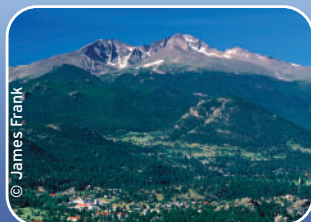
With Turner's assistance, an official Facebook fan page for Estes Park was established. Through December the number of fans had grown to 1,983. By year's end, the e-Newsletter had more than 7,000 subscribers who received monthly information about events occurring in the community.

The page turning digital Visitor Guide with live links to every advertiser was added to EstesParkCVB.com in July. More than 43,500 page views were logged during the year as users viewed an average of 37.17 pages per visit and spent an average of 6.39 minutes on the site.

STAKEHOLDER SERVICES

Thanks to Stakeholders partnering in our promotional PR efforts, attending LMD Board meetings, and participating in DMO advertising opportunities, Estes Park has garnered a strong presence. Focus on communications and partnerships were at the forefront of the LMD's goals in 2010 and this has fostered a cooperative vision for marketing Estes Park.

The LMD supports over 900 Stakeholders in the Estes Area. In May, 2010, the DMO held its first-ever Annual Stakeholder Event. This event was well attended with over 90 Stakeholders present, and plans are underway for the second annual event.





GROUP SALES

Group Sales reached out to Colorado's Front Range and networked to secure strategic partners to develop relationships that fortify group business. Networking occurs at luncheons, educational seminars, trade shows, and annual meetings. Valuable exposure to potential groups by attending trade shows for the meetings and wedding market was a focus resulting in over 1,800 potential group clients.

Group sales also organized several Familiarization (Fam) tours which allowed meeting planners to experience Estes Park's group potential first-hand. The tours were comprised of planners who have a strong presence in the corporate, reunion and religious markets. One international tour included a Canadian Fam comprised of Wholesale Tour Operators who book adventure travel to Canada, Japan and Europe. We work closely with key group stakeholders to ensure the participants have a great Estes Park experience.

Trade show booth and promotional materials were also enhanced to reflect the current creative.

ESTES PARK ACCOLADES IN 2010

- Rocky Mountain National Park receives the Trip Advisor Travelers Choice Award as the #2 Outdoor & Adventure destination in the world
- Rocky Mountain National Park receives the Trip Advisor Travelers Choice Award as the #1 Outdoor & Adventure destination in the United States
- Weather.com names Estes Park the 9th best Family-Friendly Destination in the nation.
- Colorado Parent readers name Estes Park the Best Road Trip in the state
- Colorado Parent readers name Estes Park Runner Up for the best Outdoor Recreation Area
- Loveland Connection names Estes Park the Best Weekend Getaway

VISITOR SURVEY HIGHLIGHTS

In January 2010, the Estes Park DMO initiated a year-long Visitors Study designed to examine who visits Estes Park, why and when visitors come to the area, how they decide to visit and their satisfaction with specific aspects of their visit. The information from this survey is being used to drive DMO marketing, and creative efforts. It will be even more fully utilized in a branding study to be undertaken in 2011.

The survey began Jan. 15, 2010 and will continue through Feb. 15, 2011. Year-to-date, over 7,000 surveys were completed and over 2,700 open ended responses to survey questions were received. The data collection effort has produced a wealth of information for the Estes Park DMO. Some key findings are:

- 56 percent of respondents had visited Estes Park more than one time in the last five years.
- Overnight visitors (61 percent) are significantly more likely than day visitors (35 percent) to have visited Estes Park more than one time during the last five years.
- "A Relaxing Mountain Getaway," "Rocky Mountain National Park," and "Viewing Wildlife" were the highest rated factors for visiting Estes Park.
- Satisfaction ratings were highest with Rocky Mountain National Park and with Outdoor Recreation.
- Overnight visitors spent significantly more than day visitors. During the third quarter, overnight visitors spent eight times as much as day visitors.
- Spending by overnight visitors increased each of the first three quarters and was highest during the third quarter.
- The median household income among survey respondents was \$75,000 - \$99,000.
- The median age of survey respondents was 45-54 years old.



CATEGORY	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL
Lodging Tax	N/A	\$1,163,478	\$1,250,623
Estes Park (4%) City Sales Tax Lodging Sector	\$1,771,509	\$1,675,092	\$1,768,187
E-newsletter Subscribers	4,978	5,376	7,355
Total Publicity Value	N/A	\$288,829	\$956,767
Total Website Visits	819,937	1,069,641	1,153,896
Facebook Fans	N/A	N/A	2,044*
Visitor Guides Mailed to Households	58,338	86,346	99,401
Visitor Guide Page Views via New Digital Magazine Software	N/A	N/A	43,831**
Visitor Guide PDF Downloads	19,120	28,557	38,403
Qualified Group Leads Issued	N/A	N/A	57***

* Facebook.com/EstesPark page launched May 15, 2010

** Digital Visitor Guide installed on DMO website on July 15, 2010

*** New system for capturing qualified group leads began October 2010

OTHER COMMUNITY BAROMETERS

CATEGORY	2008 ACTUAL	2009 ACTUAL	2010 ACTUAL
Estes Park Sales Tax	\$7,183,790	\$6,852,574	\$7,007,094
Estes Park (4%) City Sales Tax - Dining Sector	\$1,291,560	\$1,335,886	\$1,291,560
Estes Park (4%) City Sales Tax - Shopping Sector	\$1,391,532	\$1,354,506	\$1,361,331
Occupancy Rate	53.2%	49.2%	48.1%
Average Daily Rate	\$146.76	\$152.70	\$154.15
Visitor Center Foot Traffic	263,520	301,839	324,978
Visitor Center Phone Calls	23,556	26,371	24,179
Rocky Mountain National Park Visitation	2,929,752	2,991,529	3,128,446

LOCAL MARKETING DISTRICT STAFF

Peggy Campbell
Executive Director

Peter Marsh
Manager of Advertising

Suzy Blackhurst
Manager of Communications

Tamara Jarolimek
Manager of Stakeholder Services

Karen Lynch
Manager of Group Sales & Marketing

John Nydegger
Administrative Assistant

2010 LOCAL MARKETING DISTRICT BOARD MEMBERS

Ken Larson, *Chair*
Bear Paw Suites ~ Riverstone

Bill Almond
YMCA of the Rockies - Estes Park Center

Cory Blackman
Best Western Silver Saddle

Elizabeth Fogerty
Estes Park Condos

Lee Lasson
Front Desk Consulting

Kathy Palmeri
Yogi Bear Campground

Scott Webermeier
National Park Village