



# VISIT ESTES PARK

## MARKETING POSITIONING & STRATEGY

### WINTER 2023-2024

#### Introduction

Visit Estes Park creates and manages destination marketing programs to raise awareness regionally, domestically and internationally. Our marketing task is to attract and incrementally increase Estes Park visitation to maintain and grow its economic benefits for the community. During winter, we utilize season-specific programming, interests and targeting to attract visitors in key markets, with an emphasis on the drive and regional markets.

#### How we position Estes Park

We position Estes Park as an authentic, vibrant mountain town offering outdoor experiences, activities, dining, shopping and an environment that is welcoming and approachable. Estes Park is affordable to families and offers a multitude of activities in every season, while serving as a basecamp for sustainable travel and world-class adventure.

#### Our target audiences/markets

##### *Target Audiences*

- Estes Park loyalists who have traveled to the destination in the past
- Active adults, outdoorsy couples and outdoor enthusiasts
- Couples looking for a romantic getaway and travelers celebrating milestones
- Multigenerational travelers visiting as a family

##### *Demographics*

- Demographic: AD25-54 with an emphasis on 45+, 60+
- Household Income: \$100K+
- Interests: Scenic Beauty, Relaxing Mountain Getaway, Outdoor Adventure, National Parks, Road Trips, Craft Beer, Romantic Getaways, Family Friendly, Cross-country Skiing, Snowboarding, Snowshoeing, Backcountry Skiing, Split Boarding, Sledding, Ice Climbing, Mountain Town, Concerts, Events

Markets: Texas (Dallas and Houston), Kansas City, Chicago, Los Angeles, San Francisco, Nebraska (Omaha)

Secondary Markets: Florida (Tampa, Orlando, Miami-Ft. Lauderdale), Iowa, Wyoming (Cheyenne, Laramie)

Drive Markets: Denver, Colorado Springs, Fort Collins, Boulder, Loveland, Longmont, Greeley

#### How we reach them

We utilize comprehensive, location-based data, as well as national and regional travel insights, to guide an always-on marketing strategy that promotes Estes Park during all seasons. We place a heavy focus on digital media for sophisticated targeting capabilities and the ability to optimize messaging and delivery for maximum results.

#### How we measure success

We track the success of our campaigns using key performance indicators (KPIs) and metrics, including impressions, reach, clicks and click-through rate, cost per click, engagement, video completion rate, conversion rate and data covering the net economic impact of our campaigns. We also track earned media coverage, social media impressions and website traffic and referrals.

#### How we're supporting current need periods

This winter, we're working to prolong the busier season and foster economic stability by implementing destination development initiatives like Catch the Glow Season, which will attract visitors seeking memorable and rewarding winter travel experiences. By enhancing the area's appeal, we can attract more visitors, bolster the local economy and position Estes Park as a winter wonderland through integrated marketing efforts.



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#### How we are marketing winter

##### *Programmatic Digital Display*

- Digital ads using sophisticated targeting to drive awareness, engagement and increased travel spend.
- Mobile-based digital content that draws in engagement through dynamic and gamified user experiences.
- These ads are shown on popular websites such as CNN, Fox, USAToday, Conde Nast and Bon Appetit.

##### *Sponsored Galleries and Landing Pages*

Custom content to engage with travelers when they are dreaming, researching or purchasing, to drive booking and engagement.

- TravelZoo
- Expedia Group - Expedia, Hotels.com and VRBO

##### *Targeted Email Blasts*

Dedicated eblasts to share special experiences and other promotional content to high-value subscribers.

- Travel + Leisure Winter Co-Branded Emails
- AFAR Wanderlust and Advisor Emails

##### *Print Ad and Advertorial*

Placement in a national travel magazine offering a storytelling opportunity to reach a highly targeted audience.

- AFAR Epic Trips issue (fall/winter)

##### *Television and Podcast*

- iHeart Media podcast advertising
- PBS Frozen Dead Guy Days documentary

##### *Paid Social Media*

Our paid social media strategy for Facebook and Instagram will:

- Fill the pipeline with new prospective travelers
- Reach travelers early in their travel planning
- Re-engage with loyalist travelers to re-invite them to book
- Use impactful messaging to encourage responsible travel
- Drive awareness and visitation during popular events
- Utilize the fastest-growing social media platform, TikTok

##### *Paid Search*

Our paid search strategy will drive awareness and traffic to the Visit Estes Park website by targeting prospective visitors on Google and YouTube.

##### *Milestone Traveler Campaign*

In addition to traditional leisure marketing, we're continuing our campaign focused on milestone travel like honeymoons, babymoos, anniversaries and birthdays to fill periods when family travel slows down.





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#### Regional collaboration

Through our collaboration with Northern Colorado destination marketing organizations, Estes Park will be included in a regional winter campaign funded by the Colorado Tourism Office's marketing match grant. The campaign will be organized by Visit Longmont and will feature Boulder, Estes Park, Fort Collins, Greeley, Loveland and Longmont.

#### Public Relations

PR efforts for winter include media pitching and visits to garner awareness and support marketing goals.

- Proactive pitching
  - Winter pitch angles for local, regional and national outreach, plus local broadcast, include:
    - Winter events, including Catch the Glow Season, First Peoples Festival, Whiskey Warm-up, Frozen Dead Guy Days
    - Special event travel like Valentine's Day and St. Patrick's Day
    - Best spots to work remotely this winter
    - Outdoor, Sustainable and Safe Winter Adventure
    - Winter Family Travel, Affordability
- Individual media hosting
  - In discussion with two national media for winter visits
- Winter social media influencer visits, consisting of 4 drive market influencers
  - Family, couples and solo travel audience
  - Catch the Glow and winter experiences itinerary
- Diversity and inclusivity-focused content creator visits
- Press release distribution
  - Winter Events & Experiences
  - Catch the Glow Season
  - Frozen Dead Guy Days Dates, Tickets and Line-up

#### Website, Content and Social Media

We maintain a robust content and organic social media calendar to paint the full picture of Estes through our website and social media channels. This includes a consistent stream of new assets by our in-house photographer. Our winter content and photography plan includes:

- Refreshed photo assets of local businesses, food and beverage, outdoor adventure, family travel, winter events, couples, downtown Estes and scenic drives. New diversity and inclusivity content.
- Ongoing short-form video content on Instagram Reels and TikTok featuring winter content.
- A new holiday flipbook guide outlining the Catch the Glow holiday season week-by-week.
- Catch the Glow season blog series featuring comprehensive storytelling on the various events.
- Strong focus on safe winter adventure, including interviews with local experts.
- A sustainability and community-focused blog series.

# PureWow

The 5 Best Places to Travel in  
January

## TRAVEL+ LEISURE

This Gorgeous New Hotel  
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Rocky Mountain National Park  
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