



*Estes Park Convention & Visitors Bureau
Suzy Blackhurst, Communications Officer
Voice: 970.577.9900, ext 224
Email: sblackhurst@estes.org*

May 6, 2008

Estes Park Named “BEST OF” on Four Lists

Estes Park has been recognized as one of the best vacation destinations in the nation by two national rating organizations and as a best day trip spot in the state by readers of two regional publications. In addition to the town receiving recognition, one Rocky Mountain National Park campground and its surrounding area has received numerous “best” designations.

“Best of” designations for Estes Park have come from The Weather Channel, Trip Advisor, Kids Pages and the Greeley Tribune. The national park award was announced by ReserveAmerica, a nationwide recreation reservation service.

The Weather Channel named Estes Park as the ninth best Family-Friendly Destination in the nation. The mountain village 90 miles from Denver was the only Colorado resort area to be named in the list. According to a spokesperson for the organization, “the list was compiled by examining popular existing lists and selecting destinations based on what The Weather Channel knows about its audience and top searches on weather.com. Then each location was independently researched and summarized.”

The site, www.weather.com says Estes Park “is the place to be in July for the Rooftop Fair and Rodeo, with cowboys and concerts. And you can enjoy Lake Estes along the walkway around it, peddling paddle-boats across it, or gliding on sailboats through it.” The link to the entire content is:

<http://www.weather.com/activities/travel/vacationplanner/destination/top10/family.html?id=9>

Users of the popular web site, Trip Advisor, have named Estes Park as one of the top 25 destinations in the United States. In listing Estes Park for a 2008 Travelers Choice Award, one user said, “The valley of Estes Park inspires outdoor adventures from hiking Rocky Mountain National Park's 359 miles of alpine trails to whitewater rafting the Cache La Poudre River. In the winter, elk and bighorn sheep roam around the town, vying for attention with art galleries, museums and the landmark Stanley Hotel, star of Stephen King's "The Shining." The Estes Park Aerial Tramway sails above the treetops, providing views of 14,259-foot Longs Peak, the village and the Continental Divide.”

MORE

Regionally, the CVB has received notification that, for the second year in a row, Estes Park was voted a 2008 winner of Best Day Trip for Families designation by Kids Pages. According to the publication, more than 200,000 votes were cast in the Kids Pages annual Best Places for Families contest.

Earlier this spring, Greeley Tribune subscribers said Estes Park is the best day trip destination.

Estes Park Convention & Visitors Bureau Executive Director Tom Pickering credited the entire business community and area residents for the town receiving the designations.

"Obviously we're very pleased to receive this type of recognition, but the entire community deserves the honors," he stated. The area's natural beauty may entice people to visit, but this caliber of award symbolizes that our guests are welcomed with a high degree of hospitality. We congratulate the entire community," Pickering said.

Glacier Basin Campground in Rocky Mountain National Park received four designations in ReserveAmerica's sixth annual "Top 100 Family Campgrounds" guide. The campground was included in the "Top 100 Family Campgrounds" list and named in three other "Top 50" lists: Top Fishing Spots, Top Hiking Trails and Top Scenic Views.

The awards were named by the recreation reservation service based on testimonials, campground ratings and feedback provided by park rangers, regional park management and campers throughout the year. Nearly 4,000 parks were reviewed and the final 100 campgrounds were determined based on specific family-friendly criteria ranging from educational programs and visitor centers to camping amenities and overall beauty and scenery. Factors including the quality and availability of hot showers, laundry facilities, hiking trails, family beaches, radio-free zones, visitor centers, educational programs, children's events and location were also considered.

END