

Visit Grand Junction (Advisory)

Established:

Visit Grand Junction (Visit GJ) was established as the City's destination marketing organization in January, 1990, replacing the previous Visitor and Convention Bureau.

Mission/Purpose:

Visit Grand Junction is dedicated to marketing the Grand Junction area to attract year-round tourism, thereby providing for a sustainable and consistent economy while being mindful of enhancing quality of life for residents. Visit GJ's marketing is deployed outside the area, inspiring potential consumers to visit. The Visit GJ advisory board provides non-binding strategic and data-driven advice to the Visit GJ team to further the mission of attracting visitation.

Membership/Terms:

There are nine members on the Visit Grand Junction Board each serving three-year terms.

Other Information:

Visit Grand Junction is funded by out-of-town guests staying in a lodging establishment less than 30 days. The citizens approved collection of a 3% lodging tax at a special election held in October 1989. In November 2018, the citizens approved collection of an additional 3% lodging tax during a general election. As of January 1, 2019, the total lodging tax rate increased from 3% to 6%. Visit Grand Junction receives 4.25% (the original 3% plus 1.25% from the new 3%), the Grand Junction Regional Air Service Alliance receives 1%, and the Greater Grand Junction Sports Commission receives 0.75%.

Attachments:

People's Ordinance No. 34 authorizing the lodging tax
Resolution 45-18 – Electorate submittal to Increase and Retain and Spend all Lodging
Tax Revenues
By laws