



**GRAND JUNCTION CITY COUNCIL**

**TUESDAY, NOVEMBER 1, 2016**

**11:30 A.M.**

**TWO RIVERS CONVENTION CENTER**

**159 MAIN STREET**

*To become the most livable community west of the Rockies by 2025*

**JOINT LUNCHEON**

**GRAND JUNCTION CITY COUNCIL**

**AND**

**VISITOR AND CONVENTION BUREAU BOARD OF DIRECTORS**



**GRAND JUNCTION  
CITY COUNCIL  
&  
VISITOR & CONVENTION BUREAU  
BOARD OF DIRECTORS**

November 1, 2016

# 2017 Governor's Conference on Tourism



# Tourism Update

Increase in visitor demand and visitation in Grand Junction has created opportunities for area restaurants, hotels, air service, retail, and festivals.

- Rockslide Brewery & Dream Café – Up 7% - 9.5%
- Clarion Inn – Up 10%
- Two Rivers Winery and Chateau – Occupancy up 5%; Revenue up 9%
- 25<sup>th</sup> Anniversary of Colorado Mountain Winefest – Up 3%; record-breaking attendance – 6,600
- Tour of Moon – record 2,200 registrations from 35 states as well as Germany, Canada, and Uganda
- Alida's – Up 5% YTD; Record increase of 18% for October.

# GJVCB Strategic Plan – 2015 - 2020

- Increase the positive economic impact of lodging tax and visitors spending, and report on return on investment.
- Optimize revenues, explore new revenue streams, and grow overnight stays in the Grand Junction region.

As a result of the GJVCB's targeted marketing plans, the community has experienced an average of 5% increase in lodging tax revenue year-over-year.

# *Conclusion from Oxford Economics: Destination Promotion - An Engine of Economic Development*

- Hospitality and Tourism has outperformed the aggregate of all other traded cluster export sectors since 1998, with employment expanding nearly 10% while all others decreased 1%.
- Funding for destination marketing is capable of producing substantial dividends. There may be few other investments which are capable of yielding such a broad set of impacts [so soon].
- Destination promotion drives economic development through several channels
  - *Building transportation networks and connecting to new markets*
  - *Raising the destination profile*
  - *Targeted economic development through conventions and trade shows*
- Economic development can be more effective through coordination with destination promotion
  - *Air service development initiatives can be more effective with DMOs at the table*

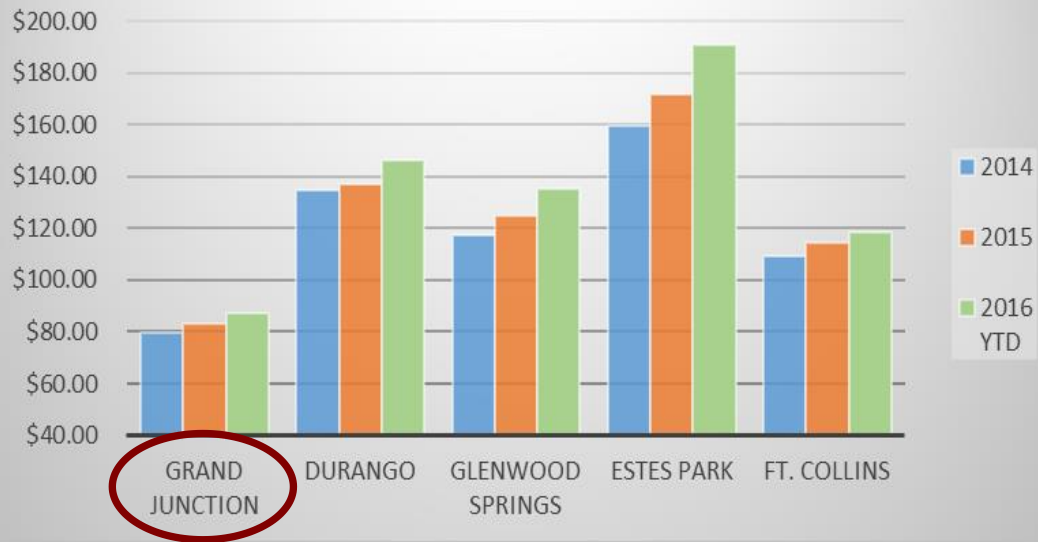
# Check-Out Comparisons

Destination	Avg. Daily Rate YTD	Lodging Tax	Total Tax*	Avg. Check out Total
Denver	\$ 142.29	10.75%	14.85%	\$ 163.42
Durango	\$ 146.07	2.00%	9.90%	\$ 160.53
Colorado Springs	\$ 109.70	2.00%	9.63%	\$ 120.26
Estes Park	\$ 190.59	2.00%	9.50%	\$ 208.70
Ft. Collins	\$ 118.37	3.00%	10.55%	\$ 130.86
Glenwood Springs	\$ 135.14	2.50%	11.10%	\$ 150.14
Grand Junction	\$ 86.99	3.00%	10.65%	\$ 96.25

\*Total tax includes State, County, City, and any additional taxes (i.e. transit, cultural, car rental).  
 Check-out total does not include resort or parking fees.

# Average Daily Rate

## Competing Destinations - ADR



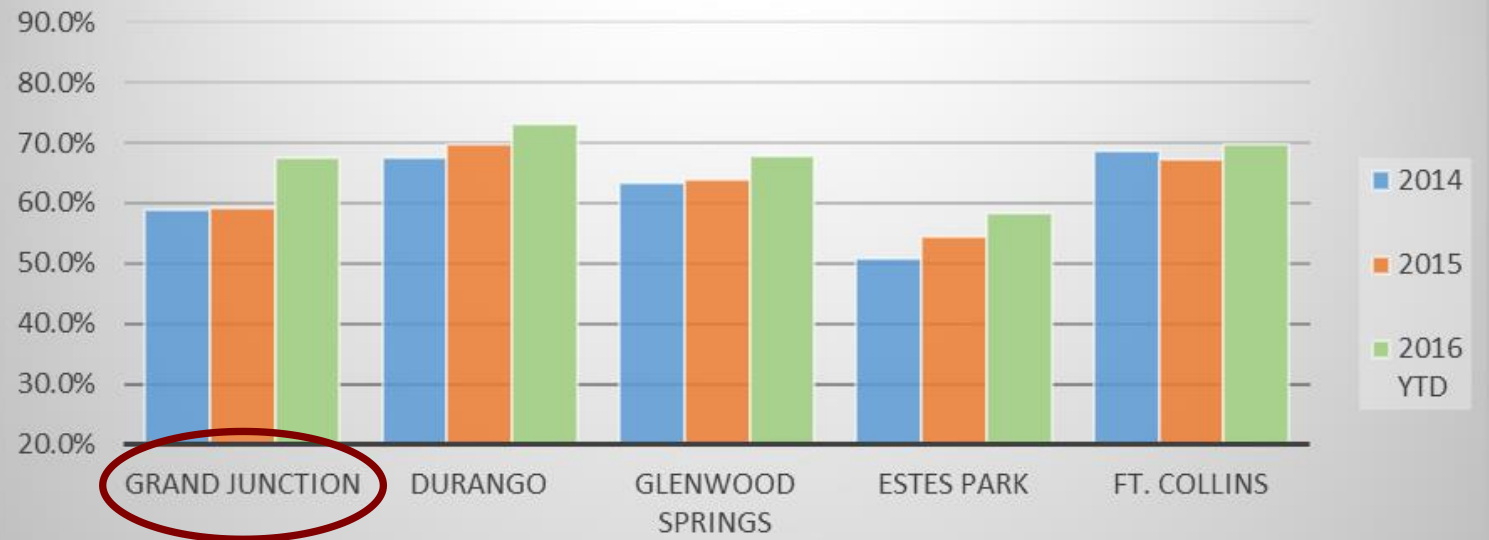
## Grand Junction ADR



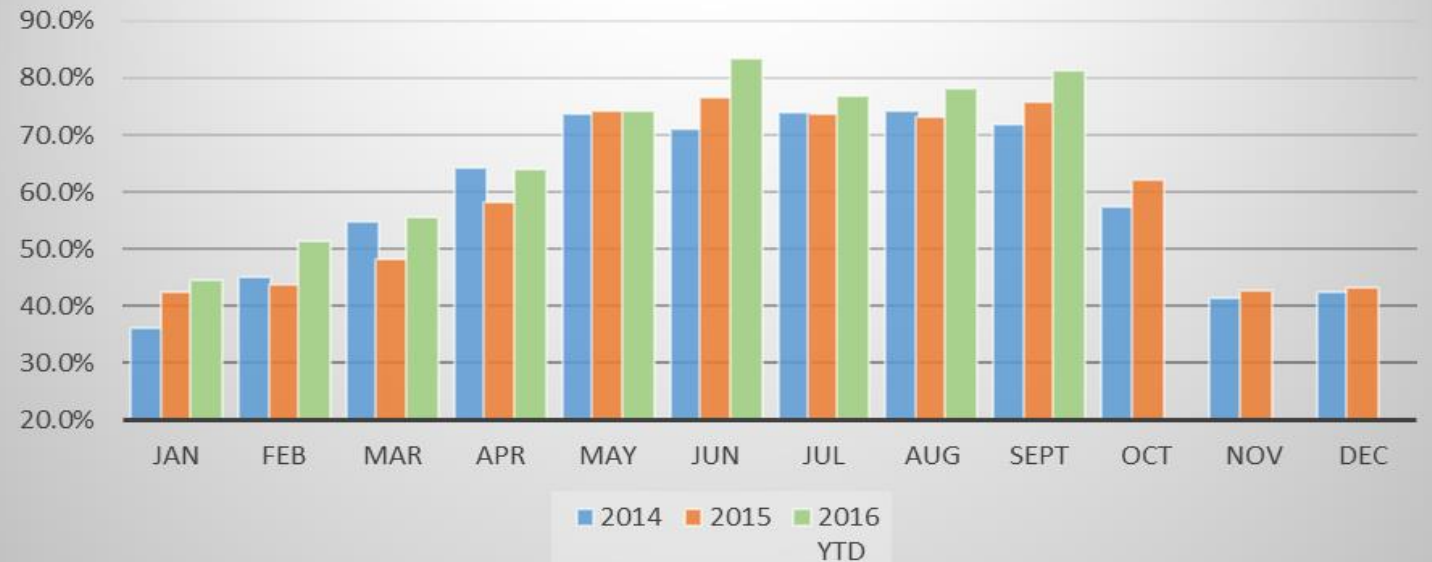


# OCCUPANCY

## Competing Destinations - OCC



## Grand Junction - OCC



# Additional Revenue Uses

- Air Service Development
- Special Events
- New Market Development
  - *Los Angeles*
  - *Phoenix*
  - *Dallas*
  - *Salt Lake City*
  - *Expand International*