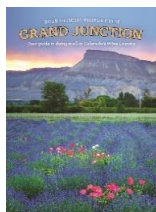
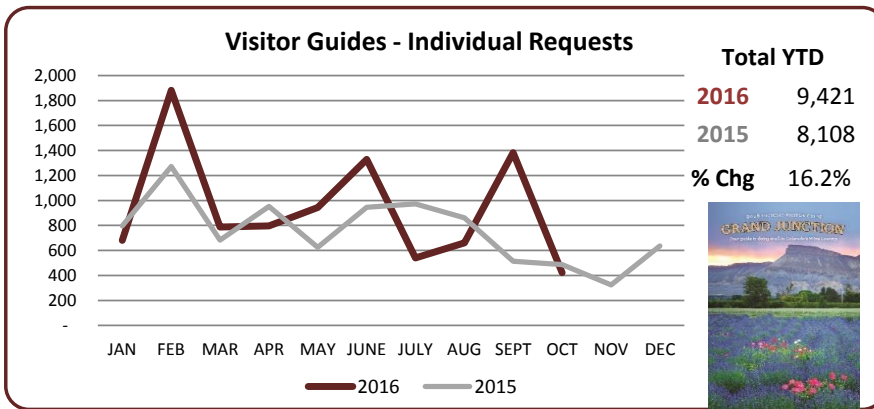
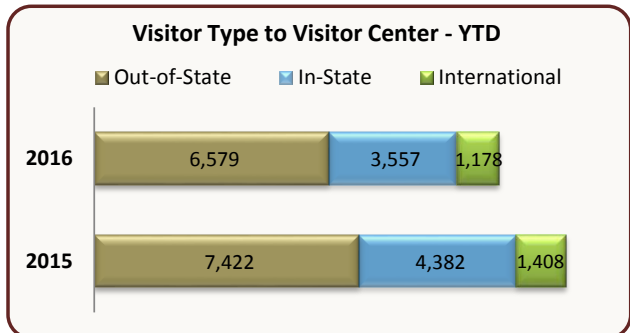
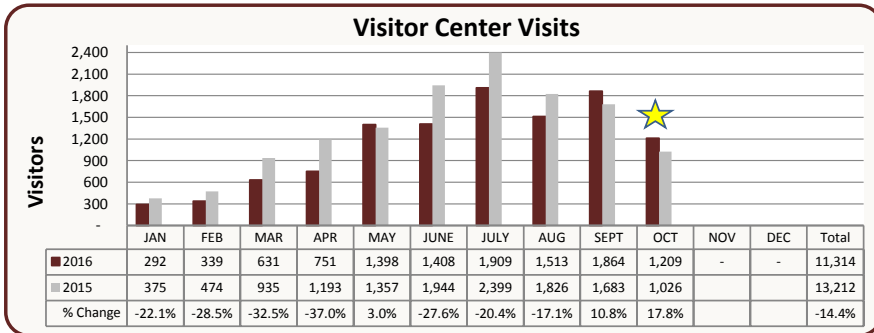
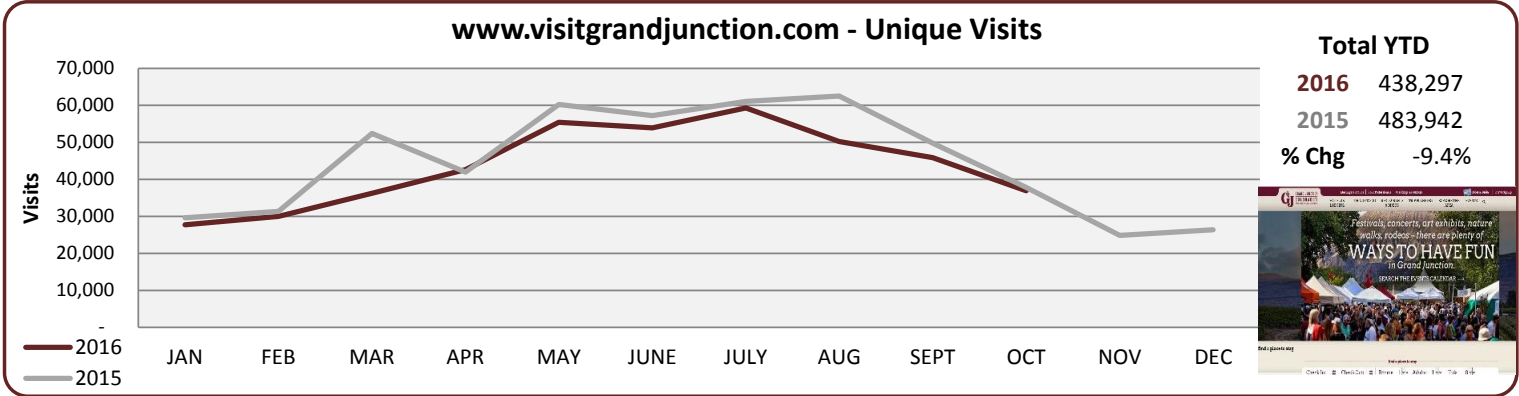
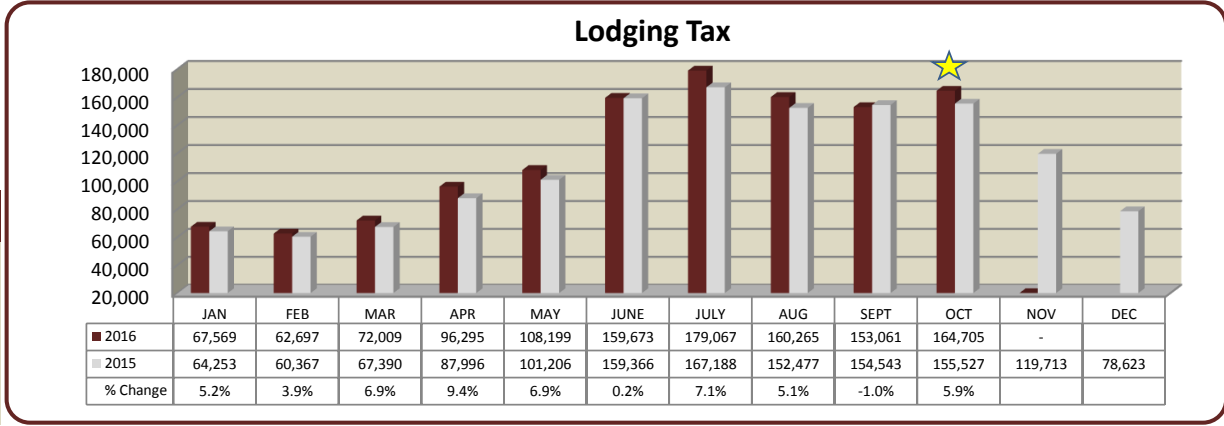




Lodging Tax YTD	
2016	\$ 1,223,539
2015	\$ 1,170,312
Var	\$ 53,227
% Chg	4.5%



Sales / Convention Services

	Current	2016 Goal	% of Goal
Sales Leads	98	97	101%
Front Range Sales Leads	20	15	133%
Convention Servicing # of Groups	113	125	90%
Economic Impact to Date*	\$ 3,921,415		

*Estimated from past leads that the group sales department has confirmed this year.

The Bottom Line

- Visits to the Visitor Center saw a 17.8% increase in October! International visitors were up 90% and out of state visitors saw a 13% increase. Through the end of October, Canada, Germany, UK, France, and Australia are the top visiting countries. Top visiting states include California, Texas, Utah, Minnesota, Illinois, and Florida.
- 2017 planning has begun, which includes the 2017 Official Visitor Guide, Rip-n-Read maps, and the Marketing Plan.
- VCB staff assisted with the 5th annual Tour of the Moon ride over the Colorado National Monument as well as two AAA Colorado Wine Experience Trains from Denver to Grand Junction.
- Staff members were very busy with several familiarization (FAM) tours throughout October which included media from Mountain Bike for Her Magazine, Salt Lake Magazine, along with German media, a Danish writer, and 7 Japanese tour operators.

Lodging Tax Collections - 2012 - 2016

