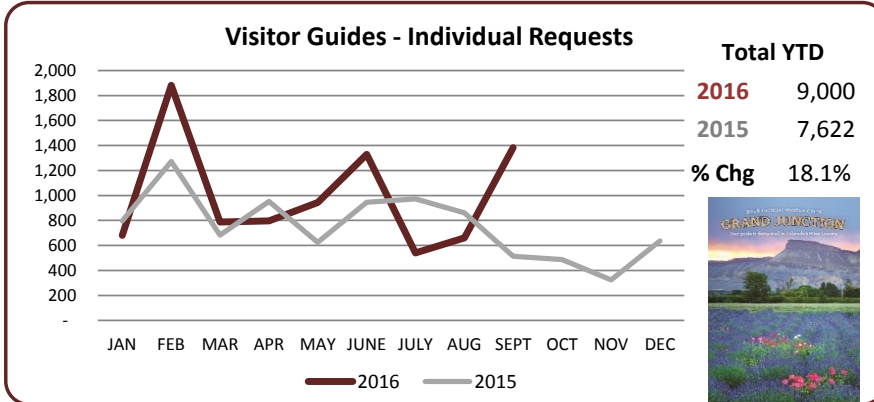
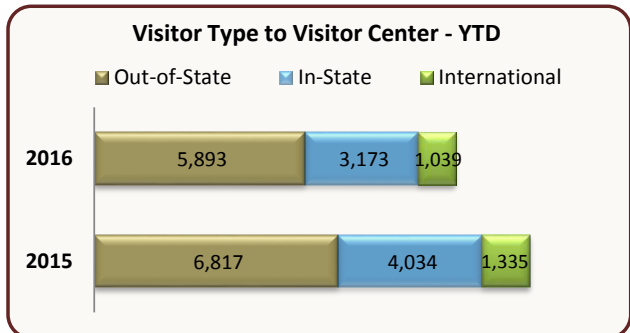
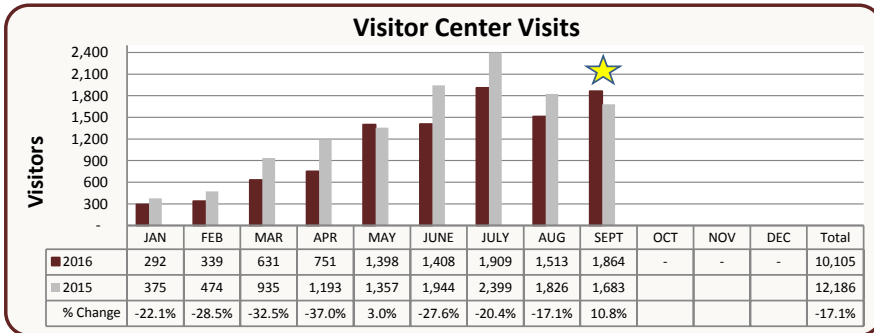
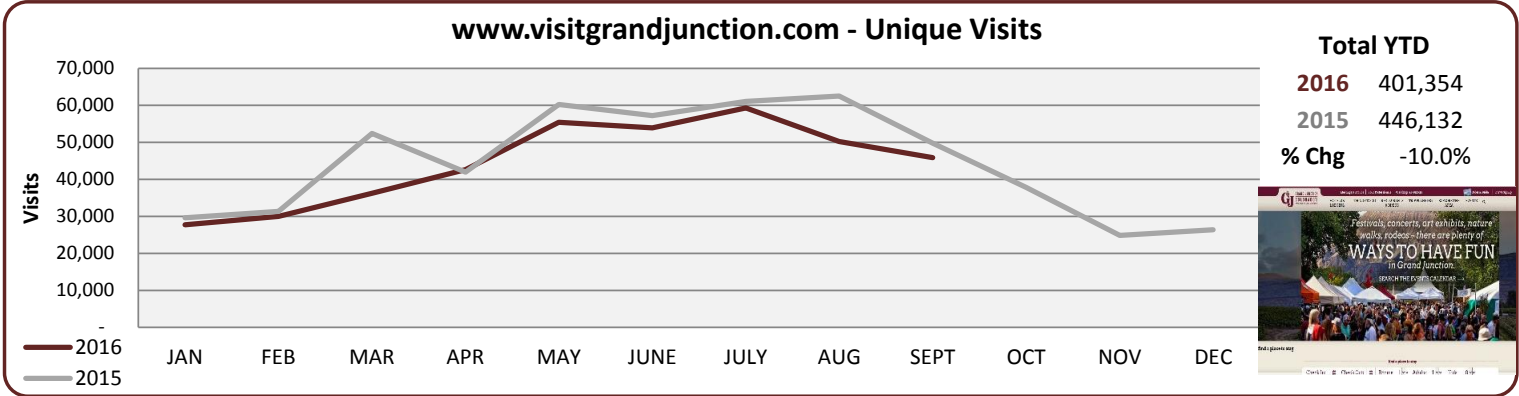
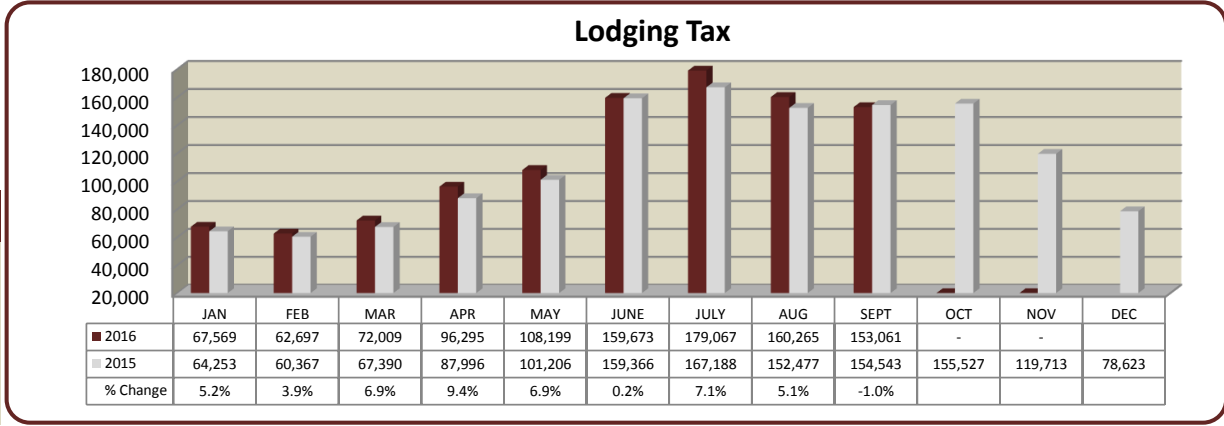




Lodging Tax YTD	
2016	\$ 1,058,834
2015	\$ 1,014,785
Var	\$ 44,049
% Chg	▲ 4.3%



Sales / Convention Services

	Current	2016 Goal	% of Goal
Sales Leads	87	97	90%
Front Range Sales Leads	17	15	113%
Convention Servicing # of Groups	113	125	90%
Economic Impact to Date*	\$ 3,842,250		

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

The Bottom Line

- Visits to the Visitor Center saw a 10.8% increase in September! International visitors were up 43.4% and out of state visitors saw a 9% increase. Now that construction on Horizon Drive is finished, the gap in visits year-over-year is expected to reduce.
- Staff members attended the 2016 Colorado Governor's Conference on Tourism in Breckenridge, CO. Sessions included Governor John Hickenlooper and presentations on heritage & agritourism, international marketing & networking, and public relations from tourism marketing experts. Our video was shown to all attendees announcing the 2017 Conference in Grand Junction on October 25 - 27, 2017. Watch it here: <https://www.youtube.com/watch?v=QSfoqzTPohc>
- Staff members were very busy with several familiarization (FAM) tours throughout September which included UK British Airways Sales Agents and a USA Austria joint trade (media and tour operators) group.

Lodging Tax Collections - 2012 - 2016

