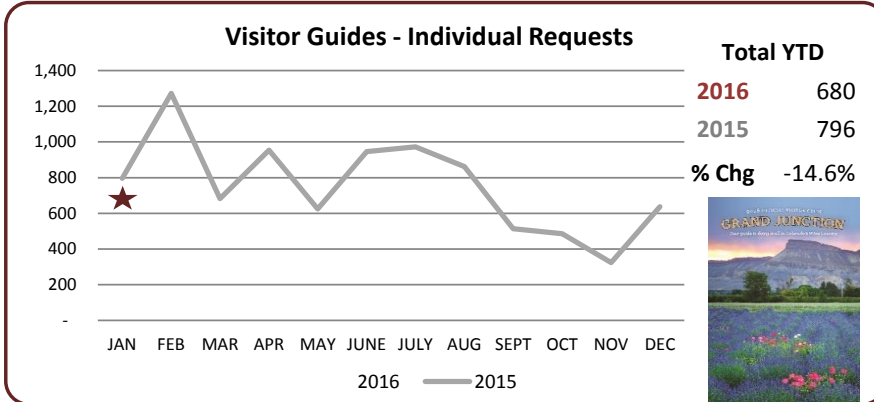
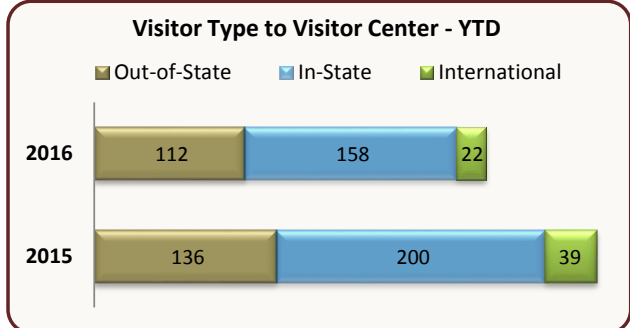
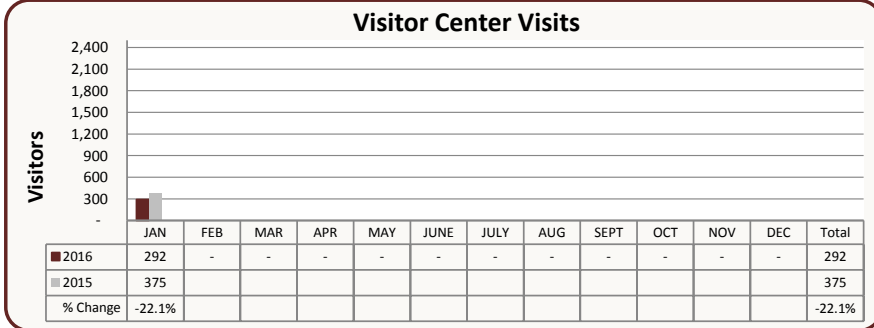
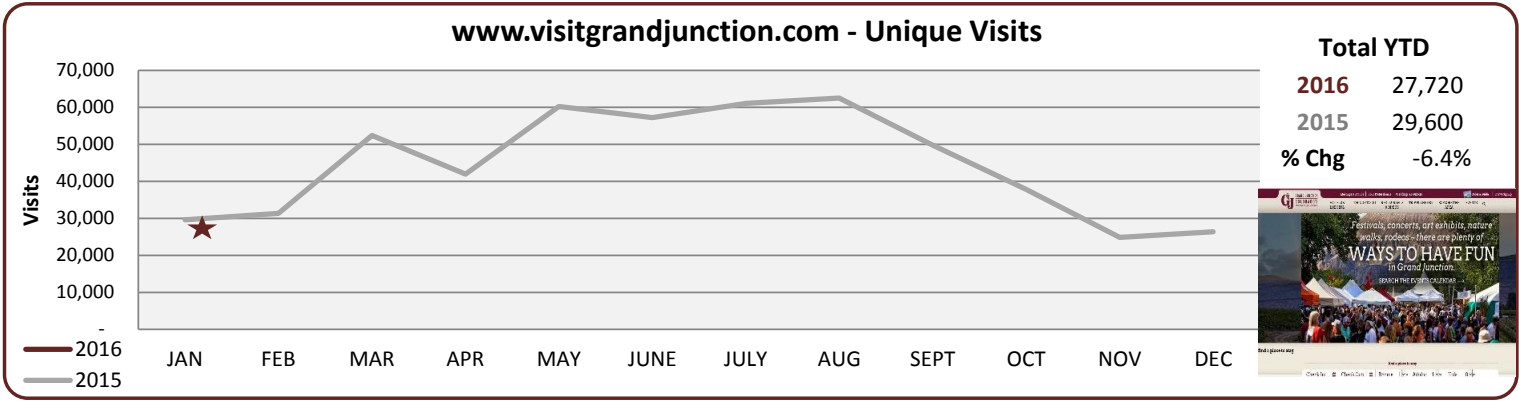
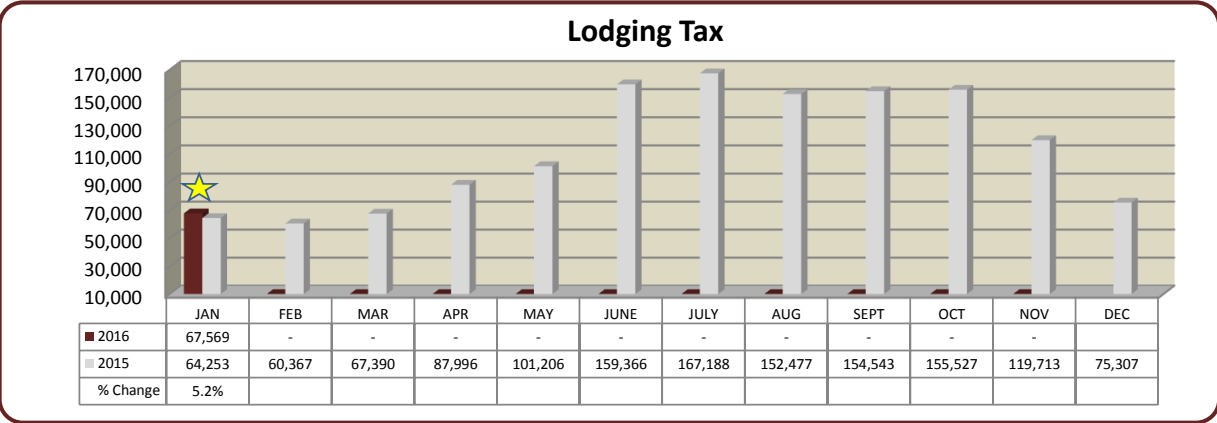




Lodging Tax YTD		
2016	\$	67,569
2015	\$	64,253
Var	\$	3,316
% Chg		5.2%



### Sales / Convention Services

	Current	2016 Goal	% of Goal
Sales Leads	12	97	12%
Front Range Sales Leads	0	TBD	0%
Convention Servicing			
# of Groups	60	125	48%
<b>Economic Impact to Date*</b>	<b>\$ 20,250</b>		

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

- ### The Bottom Line
- The 2016 Official Grand Junction Visitor Guide was released on January 25th!
  - Staff members as well as the GJVCB Board Chair and Vice-Chair attended the Tourism Industry Association of Colorado (TIAC) Annual Legislative Reception at the Brown Palace in Denver on January 25th and attended the Colorado Tourism Office's Tourism Day at the State Capitol. Tourism Day gives industry members an opportunity to visit with State Representatives and Senators to discuss the goals and plans for the upcoming year, and hear what the Legislature is working on.
  - In partnership with Powderhorn Mountain Resort, the GJVCB received a \$7,000 marketing matching grant from the Colorado Tourism Office (CTO). Each agency will provide \$3,500 toward the matching grant for a total of \$14,000 dedicated to marketing spring tourism to the Grand Valley. The Spring Ski and Stay campaign starts on February 5th.

### Lodging Tax Collections - 2011 - 2016

