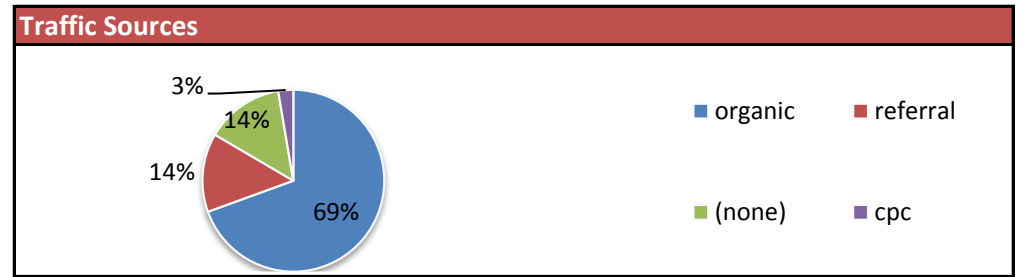


Grand Junction Visitor & Convention Bureau

Online Measurement Dashboard
April 2016



Signals of Intent to Travel			
65.86%		SIT Conversion Rate <i>SITs/Visits</i>	
		LM	
eZine Sign Up	▼	7	26
Visitor Guide Download	▲	326	257
Visitor Guide Request	▲	167	146
Profile View	▼	21,774	22,098
Deal View	▲	203	185
Event View	▲	11,915	7,577
Total SIT Conversions	▲	34,392	30,289



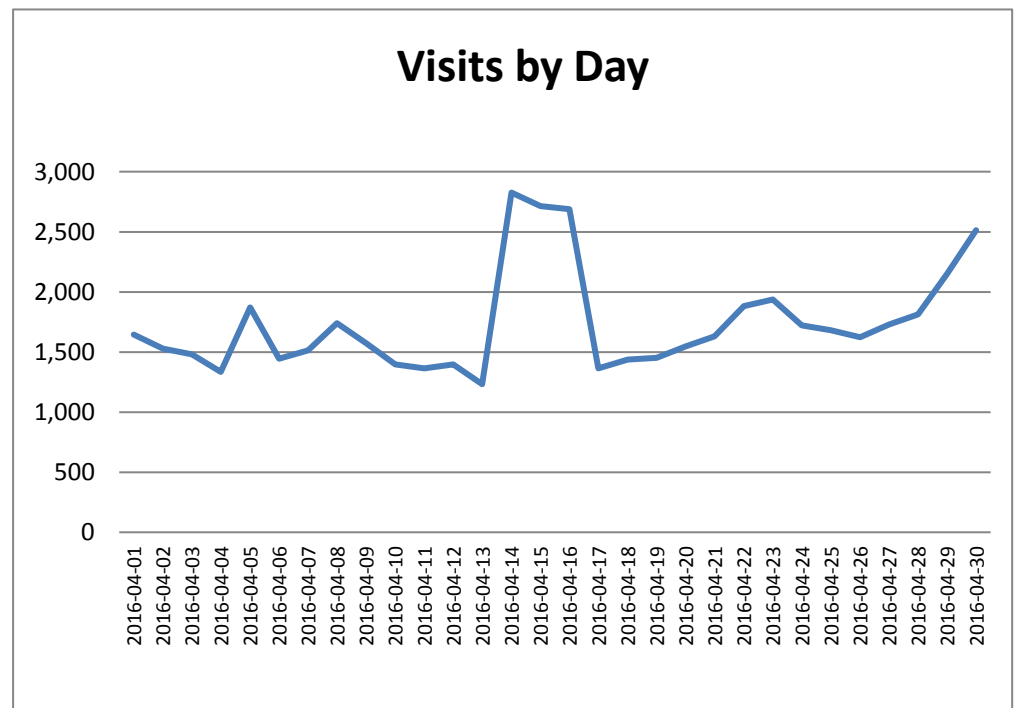
Traffic Sources	Visits	Avg. Time Spent	BR
organic	35,440	02:48	45.6%
referral	7,142	01:09	70.4%
(none)	7,083	02:00	56.9%
cpc	1,364	01:58	53.2%

Activity	%ch	LM	LY
Visits:	16%	44,994	55,807
Page Views:	11%	119,959	151,771
Unique Visitors:	17%	36,312	41,390

Leisure Email Program			
<i>Summertime Starts Early in GJ</i>		5-Apr	Feb. 5
Delivered :	27,514	27,732	-1%
Total Opens:	7,736	6,919	12%
Open rate:	28.10%	24.95%	13%
Click-through rate:	19.63%	8.21%	139%

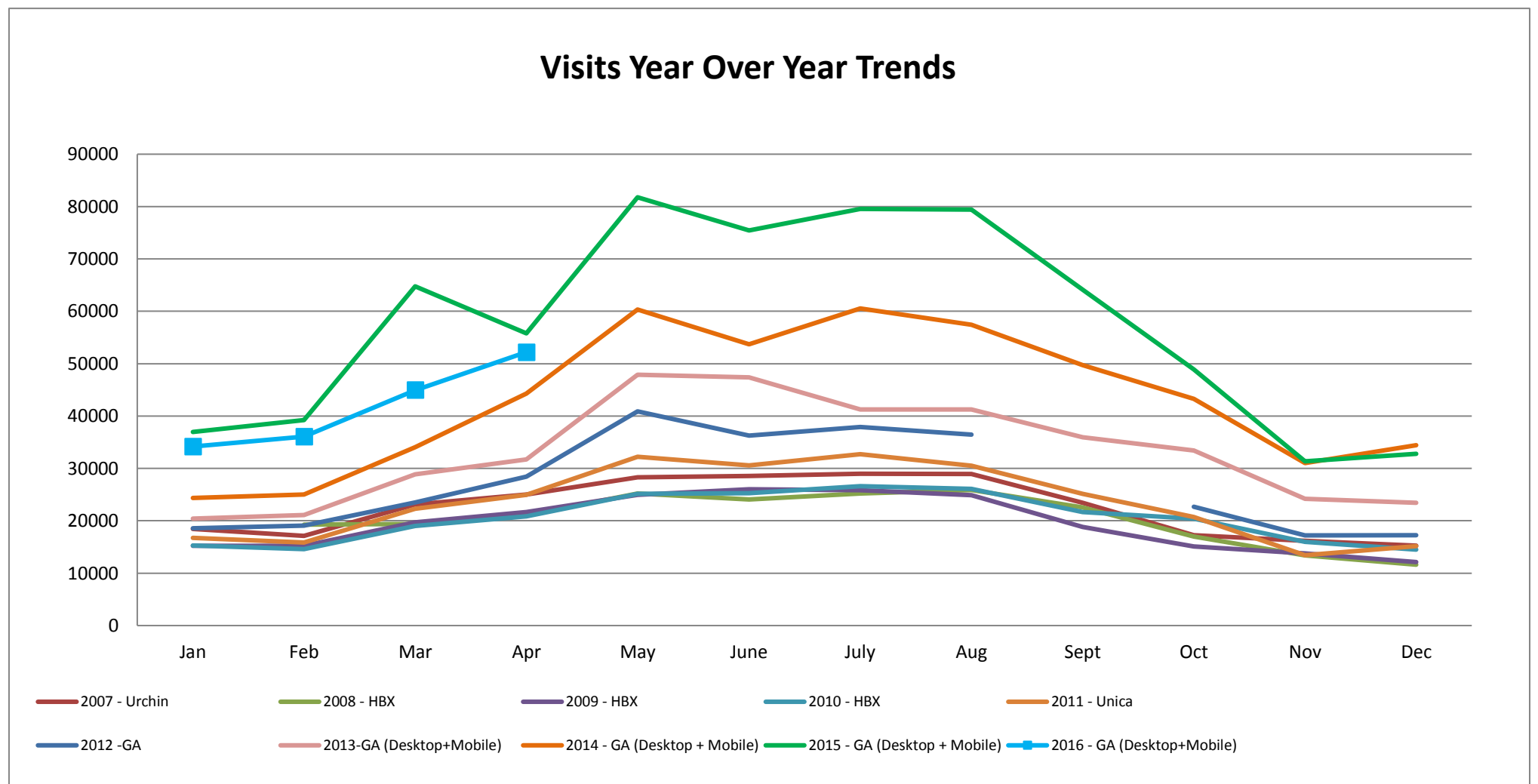
Engagement	%ch	LM	LY
Time on Site (<i>Minutes</i>):	-4%	02:32	02:31
Bounce Rate (<i>Total</i>):	2%	49.7%	45.6%

Top Landing Pages	Visits	BR
www.visitgrandjunction.com/	8,260	33%
www.visitgrandjunction.com/events-calendar	4,383	38%
www.visitgrandjunction.com/biking-brews-and-blossoms-spring-	4,175	87%
www.visitgrandjunction.com/events/festivals-fairs	1,309	34%
www.visitgrandjunction.com/hiking-trails	1,133	33%
www.visitgrandjunction.com/events/grand-junction-renaissance-	1,096	56%
www.visitgrandjunction.com/family-activities	1,035	33%
www.visitgrandjunction.com/all-restaurants	976	48%
www.visitgrandjunction.com/getting-denver-grand-junction	697	55%
www.visitgrandjunction.com/family-friendly-free-activities-grand	653	53%
www.visitgrandjunction.com/wineries-tasting-rooms	584	40%
www.visitgrandjunction.com/junior-college-juco-baseball-world-s	580	54%
www.visitgrandjunction.com/events/music-concerts	579	48%
www.visitgrandjunction.com/areas/wine-country	554	22%
www.visitgrandjunction.com/rv-parks-campgrounds	510	37%



Campaign	Medium	Visits	Page Views/Visit	Time On Site	% New Visits	Bounce Rate
April16Email	email	846	3.01	03:28	67%	47%
EVG_Brand	cpc	630	3.48	02:44	80%	38%
EVG_Attractions	cpc	433	2.64	01:44	69%	56%
EVG_Travel & Tourism	cpc	296	1.52	00:43	75%	80%
WelcomeEmail	email	73	3.18	02:40	60%	41%
Monument	FormattedBanner	54	2.2	01:54	96%	44%
Monument	:30sec	21	1.52	00:13	95%	71%
May16Email	email	18	10.44	11:24	0%	33%
Family	300x250	13	1.15	01:02	92%	85%
Monument	300x600	13	5	08:00	69%	46%
Family	728x90	10	1	00:00	90%	100%
Monument	300x250	9	3.22	03:56	11%	44%
Family	300x600	8	2.5	02:25	100%	38%

Visits Year Over Year Trends



April ARES Product Report	Transactions	Unique Transactions	Total Revenue
West Gate Inn	11	11	\$ 2,151.85
SpringHill Suites Grand Junction Downtown/Historic Main Street	6	6	\$ 1,261.75
La Quinta Inn & Suites Grand Junction	4	4	\$ 671.00
Grand Vista Hotel	3	3	\$ 264.00
The Chateau at Two Rivers Winery	3	3	\$ 390.00
Candlewood Suites Grand Junction NW	1	1	\$ 125.10
Castle Creek Bed & Breakfast	1	1	\$ 310.00
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	1	1	\$ 127.00
Holiday Inn Express Hotel & Suites Grand Junction	1	1	\$ 418.00
Ramada Grand Junction	1	1	\$ 138.00
Super 8 Grand Junction Colorado	1	1	\$ 129.76

