

Grand Junction Visitor & Convention Bureau

Online Measurement Dashboard
February 2016



Signals of Intent to Travel		
53.93%	SIT Conversion Rate	
	SITs/Visits	
		LM
eZine Sign Up	▼ 14	21
Visitor Guide Download	▲ 234	119
Visitor Guide Request	▼ 160	258
Profile View*	▼ 14,669	17,470
Deal View*	▼ 195	233
Event View*	▼ 4,200	5,671
Total SIT Conversions	▼ 19,472	23,772
*These conversions can happen multiple times during a single session. All other SITs are once per session		



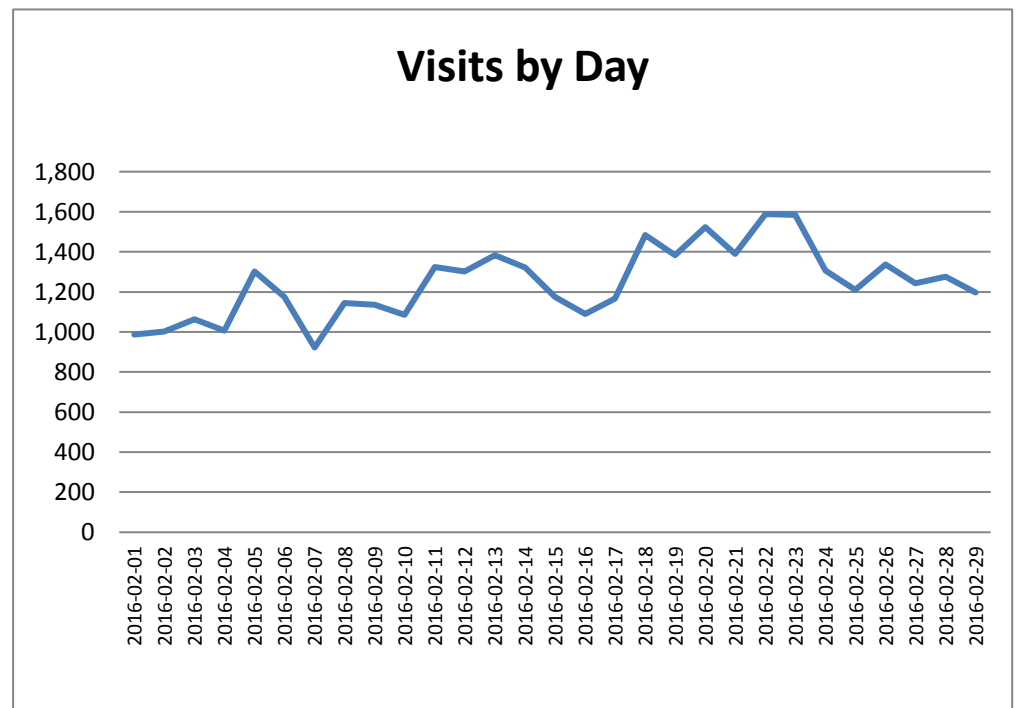
Traffic Sources	Visits	Avg. Time Spent	BR
organic	23,875	02:43	45.3%
referral	7,179	01:41	55.0%
(none)	4,396	01:52	60.2%
email	261	04:30	39.1%

Activity	%ch	LM	LY
Visits:	5%	34,552	39,241
Page Views:	8%	87,533	108,537
Unique Visitors:	8%	27,644	30,892

Leisure Email Program			
	Custom Ski	Feb. 5	6-Nov
Delivered :	27,732	25,208	10%
Total Opens:	6,919	5,679	22%
Open rate:	24.95%	22.75%	10%
Click-through rate:	8.21%	16.83%	-51%

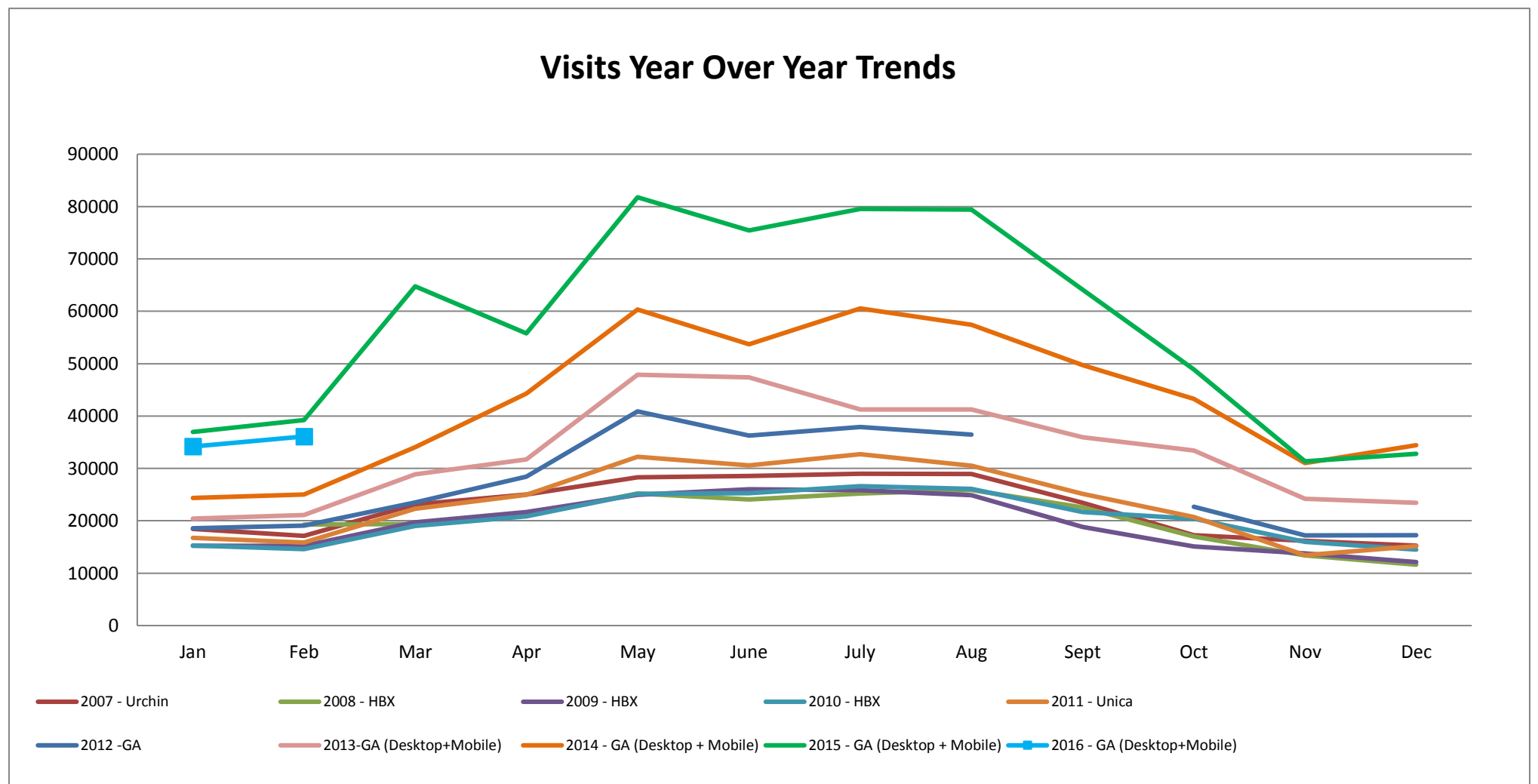
Engagement	%ch	LM	LY
Time on Site (Minutes):	6%	02:16	02:26
Bounce Rate (Total):	17%	42.3%	45.9%

Top Landing Pages	Visits	BR
www.visitgrandjunction.com/	6,523	33%
www.visitgrandjunction.com/ski-stay/	2,849	52%
www.visitgrandjunction.com/events-calendar	2,788	41%
www.visitgrandjunction.com/10-things-you-can-only-experience-	1,047	90%
www.visitgrandjunction.com/all-restaurants	822	49%
www.visitgrandjunction.com/hiking-trails	789	32%
www.visitgrandjunction.com/getting-denver-grand-junction	768	58%
www.visitgrandjunction.com/family-activities	643	36%
www.visitgrandjunction.com/two-challenging-hiking-trails-mount	591	85%
www.visitgrandjunction.com/events/festivals-fairs	535	39%
www.visitgrandjunction.com/family-friendly-free-activities-grand	390	58%
www.visitgrandjunction.com/events/music-concerts	379	48%
www.visitgrandjunction.com/areas/wine-country	353	24%
www.visitgrandjunction.com/areas/grand-mesa	321	48%
www.visitgrandjunction.com/junior-college-juco-baseball-world-s	280	44%



Campaign	Medium	Visits	Page Views/Visit	Time On Site	% New Visits	Bounce Rate
February16EmailSki	email	234	3.6	03:49	66%	39%
general	formatted banner	62	3.05	02:39	89%	40%
Ski&StayFamily	320x50	56	1.02	00:00	89%	98%
Ski&StayYoungSkier	320x50	55	1.04	00:13	84%	93%
Ski&StayMill	Wallpaper	22	1.82	00:32	100%	77%
January16EmailSki	email	13	8.23	17:48	0%	31%
Ski&StayFam	Wallpaper	9	2.22	01:52	78%	56%
Wine	300x600	9	3.56	03:51	89%	44%
wine	300x600	9	4.33	02:49	33%	33%
Ski&StayYoungSkier	728x90	8	1.75	00:31	13%	38%
CoopFamily	728x90	7	2.29	00:50	86%	71%
Ski&StayFamily	300x600	7	3.29	01:08	43%	71%
Ski&StayFamily	728x90	7	1	00:00	86%	100%

Visits Year Over Year Trends



February ARES Product Report	Transactions	Unique Transactions	Total Revenue
Days Inn Grand Junction	4	4	\$ 372.85
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	4	2	\$ 1,546.55
Powderhorn Mountain Resort	4	3	\$ 404.00
West Gate Inn	4	4	\$ 215.80
Grand Vista Hotel	2	2	\$ 198.00
La Quinta Inn & Suites Grand Junction	2	2	\$ 243.00
The Chateau at Two Rivers Winery	2	2	\$ 390.00
Candlewood Suites Grand Junction NW	1	1	\$ 202.00
Castle Creek Bed & Breakfast	1	1	\$ 270.00
Holiday Inn Express Hotel & Suites Grand Junction	1	1	\$ 125.00
Holiday Inn Hotel & Suites Grand Junction-Airport	1	1	\$ 88.00

