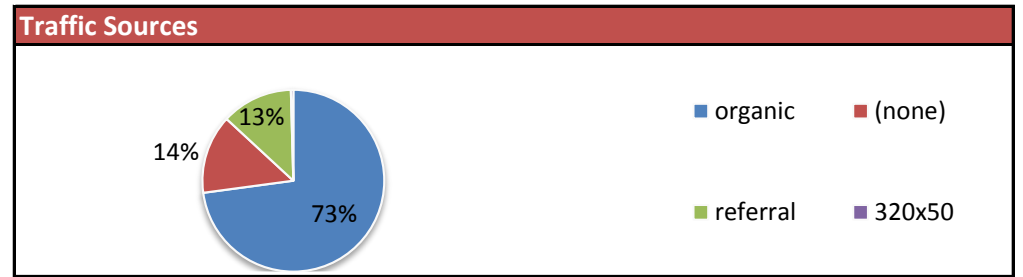


Grand Junction Visitor & Convention Bureau

Online Measurement Dashboard
March 2016



Signals of Intent to Travel			
67.38%		SIT Conversion Rate	
		SITs/Visits	
		LM	
eZine Sign Up	▲	26	14
Visitor Guide Download	▲	257	234
Visitor Guide Request	▼	146	160
Profile View*	▲	22,098	14,669
Deal View*	▼	185	195
Event View*	▲	7,577	4,200
Total SIT Conversions	▲	30,289	19,472
*These conversions can happen multiple times during a single session. All other SITs are once per session			



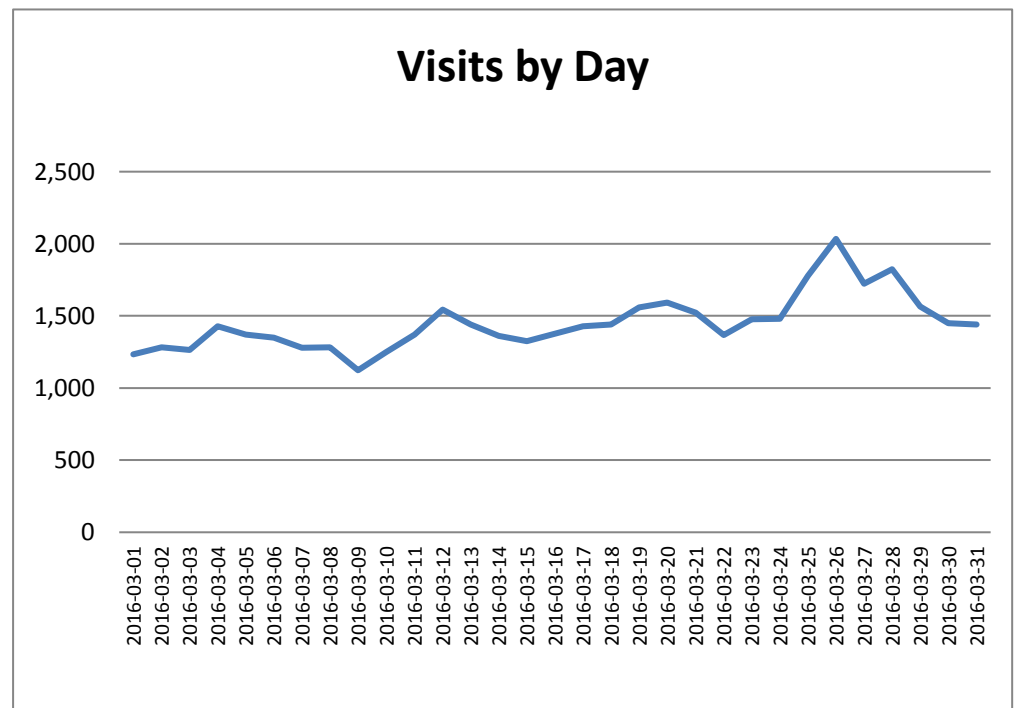
Traffic Sources	Visits	Avg. Time Spent	BR
organic	32,540	02:46	46.3%
(none)	6,255	02:04	56.8%
referral	5,664	01:48	59.6%
320x50	194	00:12	95.4%

Activity	%ch	LM	LY
Visits:	25%	36,108	64,727
Page Views:	27%	94,355	158,716
Unique Visitors:	21%	29,987	51,124

Leisure Email Program			
Feb. 5			
Delivered :		27,732	
Total Opens:		6,919	
Open rate:		24.95%	
Click-through rate:		8.21%	

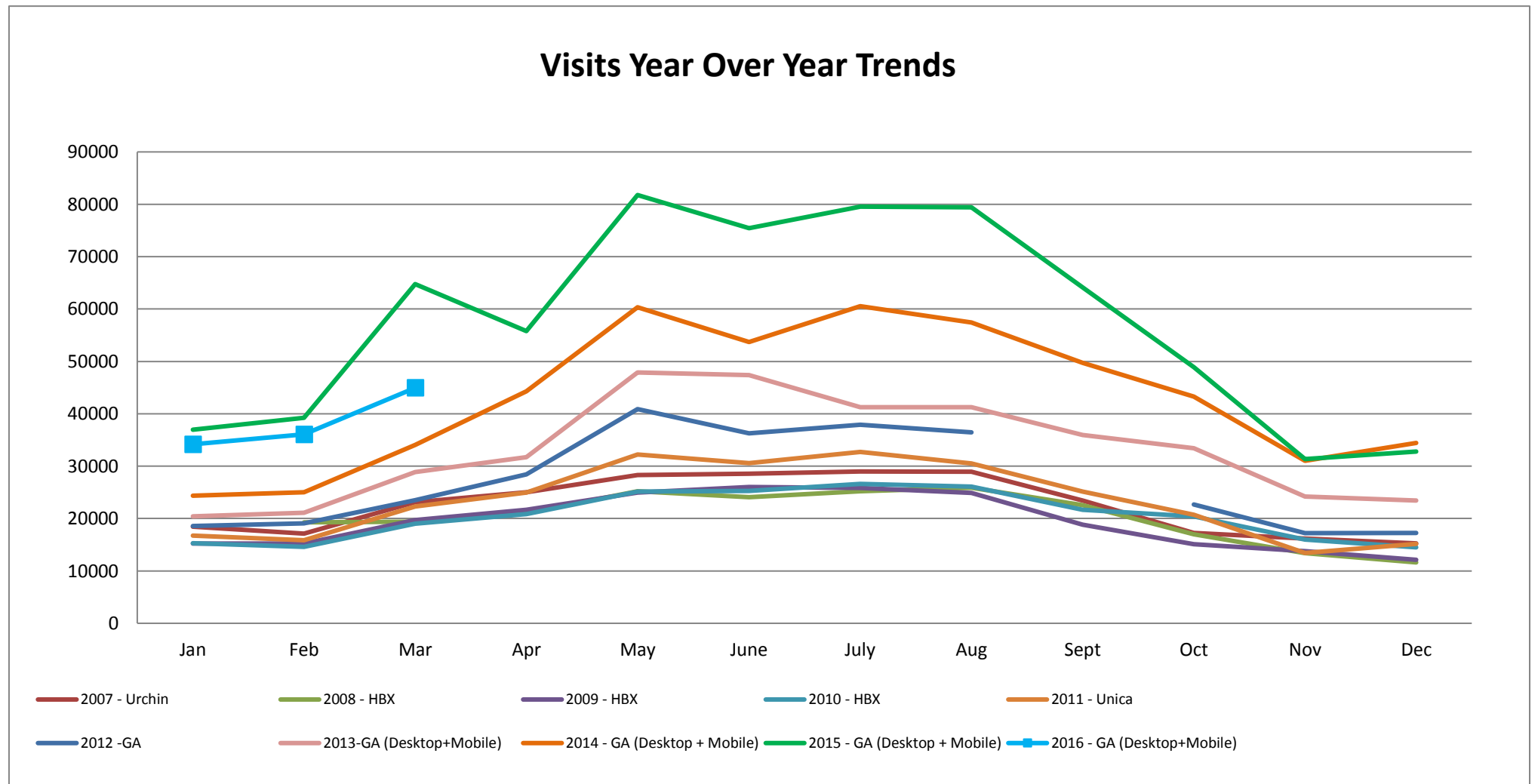
Engagement	%ch	LM	LY
Time on Site (Minutes):	6%	02:24	02:03
Bounce Rate (Total):	1%	49.3%	54.5%

Top Landing Pages	Visits	BR
www.visitgrandjunction.com/	7,587	32%
www.visitgrandjunction.com/events-calendar	3,900	41%
www.visitgrandjunction.com/ski-stay/	3,341	75%
www.visitgrandjunction.com/hiking-trails	1,330	34%
www.visitgrandjunction.com/family-activities	1,205	33%
www.visitgrandjunction.com/all-restaurants	1,002	50%
www.visitgrandjunction.com/events/festivals-fairs	860	38%
www.visitgrandjunction.com/family-friendly-free-activities-grand	760	59%
www.visitgrandjunction.com/getting-denver-grand-junction	746	53%
www.visitgrandjunction.com/two-challenging-hiking-trails-mount	601	84%
www.visitgrandjunction.com/hiking/bangs-canyon-trailhead-mica	531	65%
www.visitgrandjunction.com/wineries-tasting-rooms	500	36%
www.visitgrandjunction.com/areas/grand-mesa	479	48%
www.visitgrandjunction.com/areas/wine-country	476	23%
www.visitgrandjunction.com/events/music-concerts	473	52%



Campaign	Medium	Visits	Page Views/Visit	Time On Site	% New Visits	Bounce Rate
Ski&StayYoungSkier	320x50	104	1.09	00:07	85%	95%
Ski&StayFamily	320x50	90	1.04	00:19	81%	96%
general	formatted banner	78	3.13	01:59	83%	36%
WelcomeEmail	email	38	6.21	10:16	0%	39%
Ski&StayFam	Wallpaper	25	1.08	00:04	100%	88%
Ski&StayMill	Wallpaper	16	1.13	00:10	81%	88%
CoopMillenial	300x250	12	1.08	00:35	92%	92%
Ski&StayYoungSkier	300x600	10	2.2	02:08	100%	60%
April16Email	email	8	11.38	19:32	0%	38%
Ski&StayYoungSkier	728x90	7	1	00:07	86%	71%
February16EmailSki	email	6	2.5	01:54	33%	17%
family	various size	6	1.83	00:01	100%	17%
Monument	300x250	5	1.4	00:03	20%	80%

Visits Year Over Year Trends



March ARES Product Report	Transactions	Unique Transactions	Total Revenue
Powderhorn Mountain Resort	10	6	\$ 498.00
Travelodge Grand Junction	8	1	\$ 3,776.00
La Quinta Inn & Suites Grand Junction	6	6	\$ 791.00
Ramada Grand Junction	5	5	\$ 327.00
West Gate Inn	5	5	\$ 371.65
SpringHill Suites Grand Junction Downtown/Historic Main Street	4	4	\$ 898.90
Super 8 Grand Junction Colorado	4	4	\$ 271.40
Holiday Inn Express Hotel & Suites Grand Junction	3	3	\$ 1,221.00
Days Inn Grand Junction	2	2	\$ 167.97
Holiday Inn Hotel & Suites Grand Junction-Airport	2	2	\$ 249.00
Americas Best Value Inn	1	1	\$ 52.00

