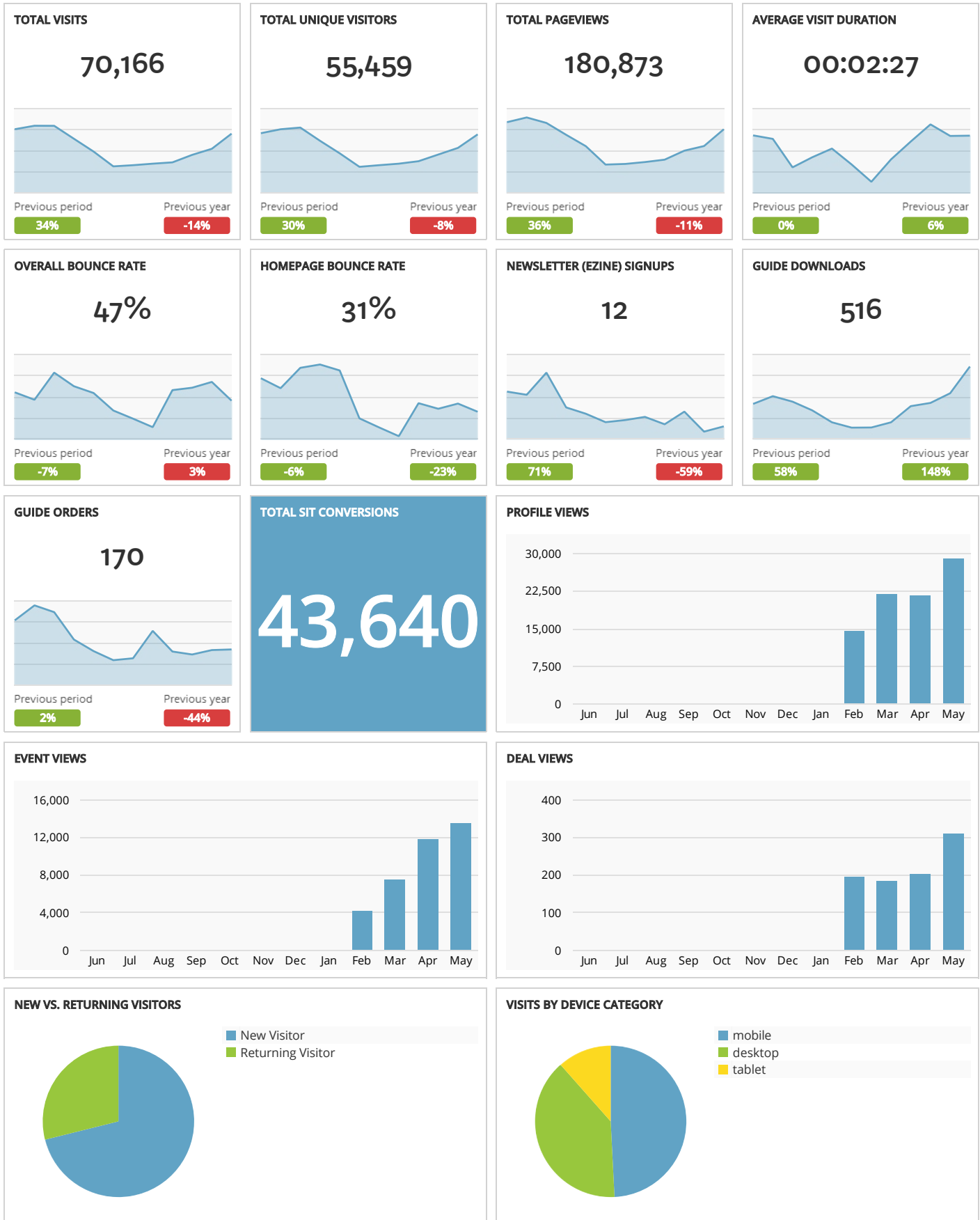


# Visit Grand Junction Monthly Dashboard

Performance report for May 1, 2016 - May 31, 2016

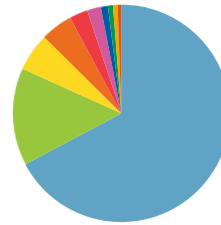


**TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)**

	Visits		Average Time On Site		Bounce Rate	
organic	50,891	+80%	00:02:36	-14%	45%	+17%
(none)	9,467	+102%	00:02:14	+45%	51%	-27%
referral	3,911	-91%	00:02:06	+1%	47%	+7%
cpc	1,776	+22,100%	00:02:29	+3,747%	50%	-42%
email	1,596	+93%	00:02:33	-12%	52%	+13%
320x480	684	+100%	00:00:10	+100%	95%	+100%
webskin	452	+100%	00:01:00	+100%	81%	+100%
1024x768	356	+100%	00:00:24	+100%	91%	+100%
768x1024	252	+100%	00:00:14	+100%	91%	+100%
300x250	203	+5%	00:00:28	+125%	50%	-46%

**VISITS BY STATE (YEAR OVER YEAR)**

Colorado	39,237	-18%
Texas	5,466	+1%
Utah	3,441	-4%
California	3,138	-2%
Illinois	1,354	+2%
Florida	1,157	-4%
Arizona	1,083	-12%
Georgia	824	+2%
New York	712	-2%
Missouri	709	+13%

**VISITS BY SOURCE/MEDIUM**


google / organic
(direct) / (none)
bing / organic
yahoo / organic
google / cpc
newsletter / email
denverpost.com / 320x480
m.facebook.com / referral
mtbr.com / webskin
denverpost.com / 1024x768

**VISITS BY CITY (YEAR OVER YEAR)**

Grand Junction	14,084	-33%
Denver	12,206	-15%
Dallas	2,298	+16%
Salt Lake City	1,622	-21%
Aurora	941	+13%
Colorado Springs	862	-8%
Los Angeles	848	-8%
Fruita	774	+231%
Chicago	715	+0%
Montrose	604	+79%

**MOST-VIEWED PAGES (MONTH OVER MONTH)**

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	16,339	+58%	45%	+20%
www.visitgrandjunction.com/	13,566	+27%	31%	-6%
www.visitgrandjunction.com/junior-college-juco-baseball-world-series	8,425	+1,053%	42%	-23%
www.visitgrandjunction.com/hiking-trails	4,340	+39%	35%	+6%
www.visitgrandjunction.com/things-to-do	3,975	+43%	41%	+0%
www.visitgrandjunction.com/wineries-tasting-rooms	3,193	+44%	39%	-1%
www.visitgrandjunction.com/all-restaurants	3,130	+18%	45%	-6%
www.visitgrandjunction.com/hotels-lodging	2,865	+38%	27%	-6%
www.visitgrandjunction.com/family-activities	2,623	+23%	33%	+2%
www.visitgrandjunction.com/events/festivals-fairs	2,595	+20%	37%	+11%

**TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)**

www.visitgrandjunction.com/	9,962	+21%
www.visitgrandjunction.com/events-calendar	8,065	+84%
www.visitgrandjunction.com/junior-college-juco-baseball-world-series	6,911	+1,092%
www.visitgrandjunction.com/events/festivals-fairs	1,680	+28%
www.visitgrandjunction.com/hiking-trails	1,605	+42%
www.visitgrandjunction.com/family-activities	1,285	+24%
www.visitgrandjunction.com/all-restaurants	1,031	+6%
www.visitgrandjunction.com/areas/grand-mesa	867	+89%
www.visitgrandjunction.com/family-friendly-free-activities-grand-junction	861	+32%
www.visitgrandjunction.com/wineries-tasting-rooms	843	+44%

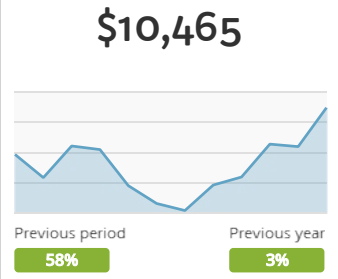
**CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)**

	Visits		Pageviews/Visit		Avg. Time on Site		Bounce Rate	
google / cpc	1,773	+30%	3.1	+12%	00:02:29	+26%	50%	-5%
newsletter / email	1,344	+55%	2.8	-12%	00:02:34	-29%	53%	+15%
denverpost.com / 320x480	684	+13,580%	1.1	+7%	00:00:10	+100%	95%	-5%
mtbr.com / webskin	452	+45,100%	1.5	+48%	00:01:00	+100%	81%	-19%
denverpost.com / 1024x768	356	+5,833%	1.2	+19%	00:00:24	+100%	91%	-9%
denverpost.com / 768x1024	252	+4,940%	1.1	+11%	00:00:14	+100%	91%	-9%
welcome / email	210	+188%	3.0	-5%	00:02:39	0%	40%	-3%
adtaxi / 300x250	114	+2,180%	1.8	+81%	00:00:21	+100%	26%	-74%
adtaxi / 728x90	90	+2,150%	1.2	+18%	00:00:15	+100%	88%	-12%
denverpost.com / 320x50	87	+1,350%	1.5	+47%	00:01:01	+100%	91%	-9%

### ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
West Gate Inn	13 <span>+18%</span>	\$1,090.30 <span>-49%</span>
Super 8 Grand Junction Colorado	7 <span>+600%</span>	\$1,506.60 <span>+1,061%</span>
Ramada Grand Junction	6 <span>+500%</span>	\$1,640.00 <span>+1,088%</span>
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	4 <span>+300%</span>	\$1,107.95 <span>+772%</span>
Americas Best Value Inn	3 <span>+100%</span>	\$289.10 <span>+100%</span>
DoubleTree by Hilton Grand Junction	3 <span>+100%</span>	\$1,640.00 <span>+100%</span>
SpringHill Suites Grand Junction Downtown/Historic Main Street	3 <span>-50%</span>	\$407.12 <span>-68%</span>
Courtyard Grand Junction	2 <span>+100%</span>	\$298.91 <span>+100%</span>
Days Inn Grand Junction	2 <span>+100%</span>	\$415.46 <span>+100%</span>
Hampton Inn Grand Junction Downtown/Historic Main Street	2 <span>+100%</span>	\$557.00 <span>+100%</span>

### REVENUE OVER TIME



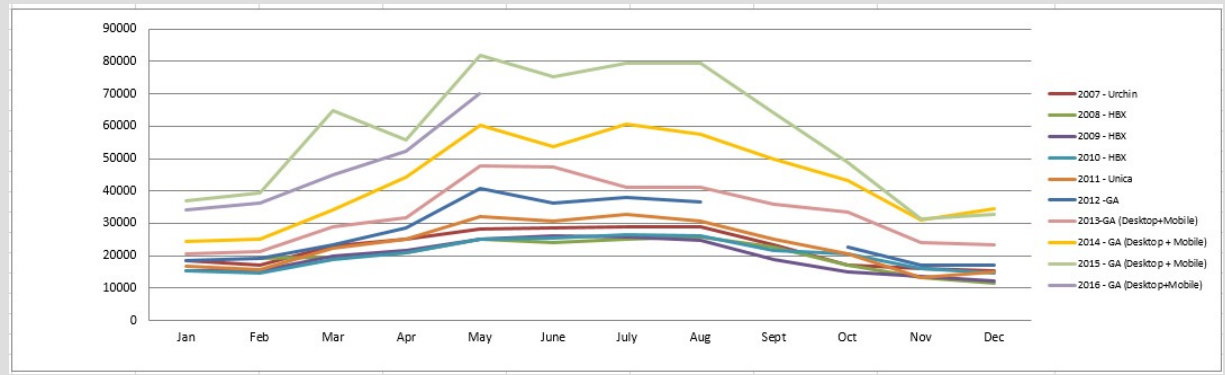
### SEARCH CAMPAIGNS

	Clicks	Impressions	CTR	Cost	CPC
EVG_Attractions	988	14,106	7.0%	\$767.83	\$0.78
EVG_Brand	523	24,460	2.1%	\$1,102.06	\$2.11
EVG_Travel & Tourism	241	5,823	4.1%	\$370.42	\$1.54
EVG_Arts & Culture	0	0	0.0%	\$0.00	\$0.00
EVG_Attractions_GDN	0	0	0.0%	\$0.00	\$0.00
EVG_Brand_GDN	0	0	0.0%	\$0.00	\$0.00
EVG_Outdoors_GDN	0	0	0.0%	\$0.00	\$0.00
EVG_Wine & Breweries_GDN	0	There is no data There is no data There is no data There is no data			

### ORGANIC SEARCH TERMS VIA GOOGLE SEARCH CONSOLE (MONTH OVER MONTH)

	Clicks	Impressions	Avg. position
grand junction co	1,889 <span>+15%</span>	29,723 <span>+6%</span>	3.6 <span>+0%</span>
grand junction	1,556 <span>+17%</span>	22,544 <span>+5%</span>	2.4 <span>-1%</span>
jucu world series	937 <span>+1,573%</span>	9,207 <span>+1,684%</span>	3.9 <span>+24%</span>
grand junction colorado	899 <span>+8%</span>	14,133 <span>+6%</span>	3.9 <span>+9%</span>
grand junction events	793 <span>+44%</span>	1,110 <span>+35%</span>	1.0 <span>+0%</span>
things to do in grand junction	323 <span>+14%</span>	1,464 <span>+16%</span>	2.0 <span>-1%</span>
events in grand junction	265 <span>+40%</span>	406 <span>+15%</span>	1.0 <span>+0%</span>
colorado national monument	246 <span>+14%</span>	15,563 <span>+10%</span>	5.6 <span>+1%</span>
grand mesa	212 <span>+119%</span>	3,338 <span>+23%</span>	3.0 <span>-19%</span>
junior college world series	193 <span>+1,508%</span>	1,810 <span>+1,221%</span>	5.0 <span>+29%</span>

### VISITS OVER TIME



### ENEWSLETTER

	Delivered	Opens	Open%	Clicks	CTR
Amazing Summer Events	27,953	9,707	34.70%	1,633	16.80%