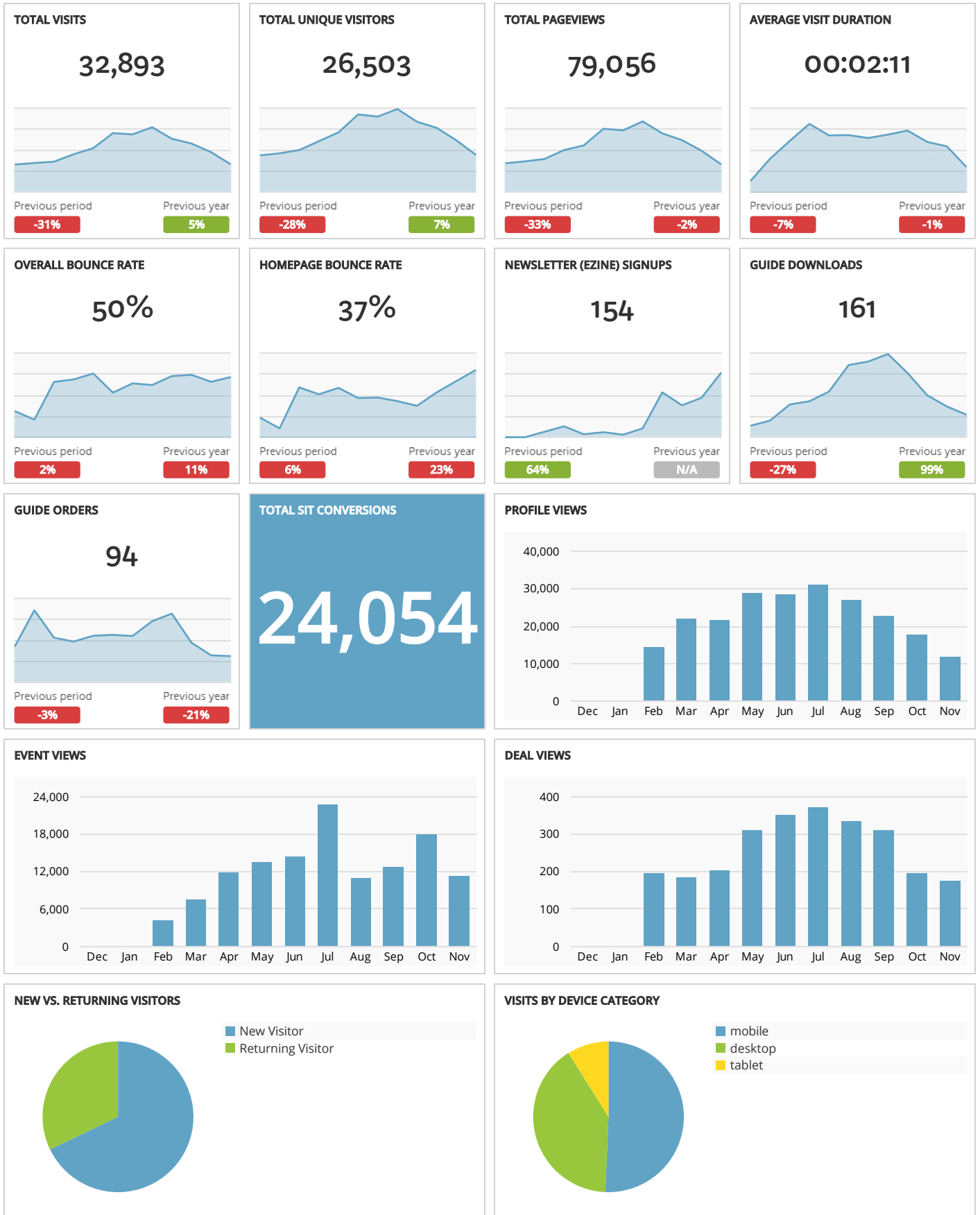


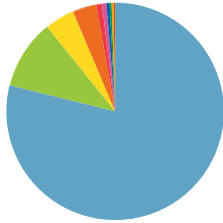
Visit Grand Junction Monthly Dashboard

Report for Nov 1, 2016 - Nov 30, 2016



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	27,425	+108%	00:02:11	-15%	49%	+20%
(none)	3,259	+100%	00:02:17	+42%	58%	-7%
referral	1,904	-88%	00:02:19	+17%	53%	+11%
320x50	91	+100%	00:00:03	+100%	96%	+100%
email	55	+53%	00:02:49	+21%	40%	-20%
300x250	39	+875%	00:00:08	-60%	90%	+20%
728x90	34	+580%	00:00:00	-100%	100%	+25%
FormattedBanner	24	+100%	00:03:37	+100%	21%	+100%
300x600	16	+14%	00:00:00	-100%	94%	+163%
160x600	13	+100%	00:00:25	+100%	85%	+100%

VISITS BY SOURCE/MEDIUM


- google / organic
- (direct) / (none)
- bing / organic
- yahoo / organic
- m.facebook.com / referral
- colorado.com / referral
- l.facebook.com / referral
- gjsentinel.com / referral
- adnetwork / 320x50
- facebook.com / referral

VISITS BY STATE (YEAR OVER YEAR)

Colorado	20,206	+6%
Texas	2,076	+1%
California	1,350	-4%
Utah	1,211	-12%
Illinois	584	-5%
Florida	413	+18%
Arizona	394	+13%
New York	368	+15%
Michigan	241	+72%
Virginia	237	+35%

VISITS BY CITY (YEAR OVER YEAR)

Grand Junction	9,145	-2%
Denver	5,513	+2%
Dallas	1,173	-7%
Salt Lake City	467	+82%
Fruita	458	+252%
Montrose	389	+15%
Los Angeles	376	+18%
Chicago	364	-4%
Clifton	293	+157%
Aurora	285	+15%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	10,199	-38%	40%	-6%
www.visitgrandjunction.com/	6,323	-24%	37%	+6%
www.visitgrandjunction.com/things-to-do	2,201	-13%	25%	-9%
www.visitgrandjunction.com/all-restaurants	1,616	-23%	52%	+12%
www.visitgrandjunction.com/hiking-trails	1,613	-32%	29%	-8%
www.visitgrandjunction.com/family-activities	1,295	-24%	34%	-1%
www.visitgrandjunction.com/events/festivals-fairs	1,231	-20%	38%	+1%
www.visitgrandjunction.com/events/veterans-day-parade	1,031	+846%	73%	+4%
www.visitgrandjunction.com/areas/grand-mesa	1,012	-39%	49%	+8%
www.visitgrandjunction.com/attractions-culture	961	-36%	53%	+23%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

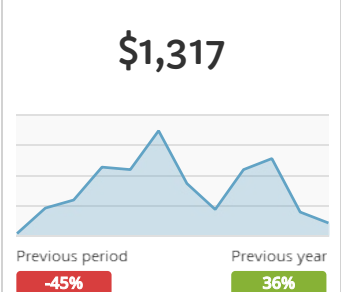
www.visitgrandjunction.com/events-calendar	4,932	-40%
www.visitgrandjunction.com/	4,912	-23%
www.visitgrandjunction.com/events/festivals-fairs	710	-19%
www.visitgrandjunction.com/all-restaurants	644	-15%
www.visitgrandjunction.com/areas/grand-mesa	640	-37%
www.visitgrandjunction.com/family-activities	630	-25%
www.visitgrandjunction.com/getting-denver-grand-junction	621	-12%
www.visitgrandjunction.com/events/veterans-day-parade	573	+839%
www.visitgrandjunction.com/hiking-trails	523	-38%
www.visitgrandjunction.com/events/grand-junction-turkey-trot-5k-little-gobbler-run	519	+583%

CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits		Pageviews/Visit		Avg. Time on Site		Bounce Rate	
adnetwork / 320x50	89	+100%	1.1	+100%	00:00:03	+100%	96%	+100%
adnetwork / 300x250	31	+100%	1.2	+100%	00:00:09	+100%	94%	+100%
adnetwork / 728x90	31	+100%	1.0	+100%	00:00:00	+100%	100%	+100%
welcome / email	28	-65%	3.4	+10%	00:02:31	-27%	43%	+2%
newsletter / email	25	-22%	3.2	+11%	00:03:03	-11%	40%	-15%
co.com / FormattedBanner	24	-31%	3.6	+55%	00:03:37	+118%	21%	-57%
adnetwork / 300x600	15	+100%	1.0	+100%	00:00:00	+100%	100%	+100%
adnetwork / 160x600	13	+100%	1.2	+100%	00:00:25	+100%	85%	+100%
google / cpc	13	-66%	7.9	+126%	00:09:51	+128%	31%	-38%
colorado.com / formattedbanner	9	-44%	2.1	-56%	00:01:50	-67%	89%	+374%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions		Revenue	
West Gate Inn	7	+75%	\$379.65	+48%
SpringHill Suites Grand Junction Downtown/Historic Main Street	4	+300%	\$448.20	+307%
Days Inn Grand Junction	2	+100%	\$124.98	+100%
Americas Best Value Inn	1	+100%	\$46.75	+100%
Candlewood Suites Grand Junction NW	1	+100%	\$79.00	+100%
Super 8 Grand Junction Colorado	1	-80%	\$55.88	-79%
Travelodge Grand Junction	1	+100%	\$54.00	+100%
Castle Creek Bed & Breakfast	0	-100%	\$0.00	-100%
Clarion Inn Grand Junction	0	+100%	\$0.00	+100%
Columbine Motel	0	+100%	\$0.00	+100%

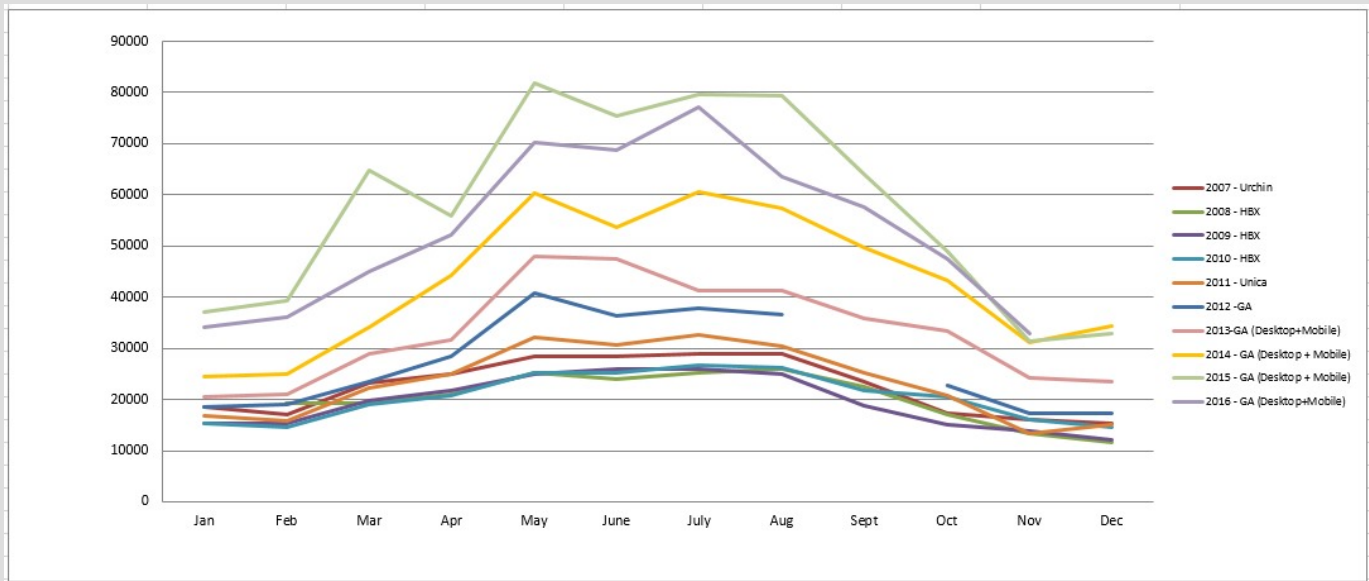
REVENUE OVER TIME

SEARCH CAMPAIGNS

	Clicks	Impressions	CTR	Cost	CPC
EVG_Brand_GDN	0	There is no data	There is no data	There is no data	There is no data
EVG_Cities	0	0	0.0%	\$0.00	\$0.00
EVG_Groups & Meetings	0	0	0.0%	\$0.00	\$0.00
EVG_Outdoors	0	0	0.0%	\$0.00	\$0.00
EVG_Parks & Monuments	0	0	0.0%	\$0.00	\$0.00
EVG_Parks & Monuments_GDN	0	0	0.0%	\$0.00	\$0.00
EVG_Travel & Tourism	0	0	0.0%	\$0.00	\$0.00
EVG_Vacations	0	0	0.0%	\$0.00	\$0.00

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

	Clicks		Impressions		Avg. position	
grand junction co	1,178	-24%	19,152	-18%	2.0	-28%
grand junction	744	-27%	18,742	-13%	1.7	-15%
grand junction colorado	656	-28%	13,517	-5%	2.2	-14%
grand junction events	394	-27%	542	-29%	1.0	-1%
things to do in grand junction	268	-26%	942	-27%	2.0	-1%
grand mesa	166	-38%	2,415	-28%	1.8	-5%
turkey trot grand junction	158	+953%	534	+709%	2.0	-3%
events in grand junction	136	-42%	215	-41%	1.0	-3%
ski swap grand junction 2016	122	+352%	176	+189%	1.0	=
grand junction ski swap 2016	114	+138%	157	+43%	1.0	=

VISITS OVER TIME



ENEWSLETTERS (ORDERED BY TOTAL DELIVERED)

	Delivered	Opened	Open Rate	Clicks	CTR
Experience the Colors & Flavors of Fall - September 2016	34,524	6,312	18.30%	1,048	13.40%
Can't Miss Summer Adventure - June 2016	30,490	8,611	28.24%	1,188	13.80%
Make it the Best Summer Ever - July 2016	30,299	7,959	26.27%	1,298	16.31%
Ring in Fall with Festivals, Wine Harvest and More - August 2016	30,003	9,864	32.88%	1,403	14.22%
Amazing Summer Events - May 2016	27,953	9,707	34.70%	1,633	16.80%