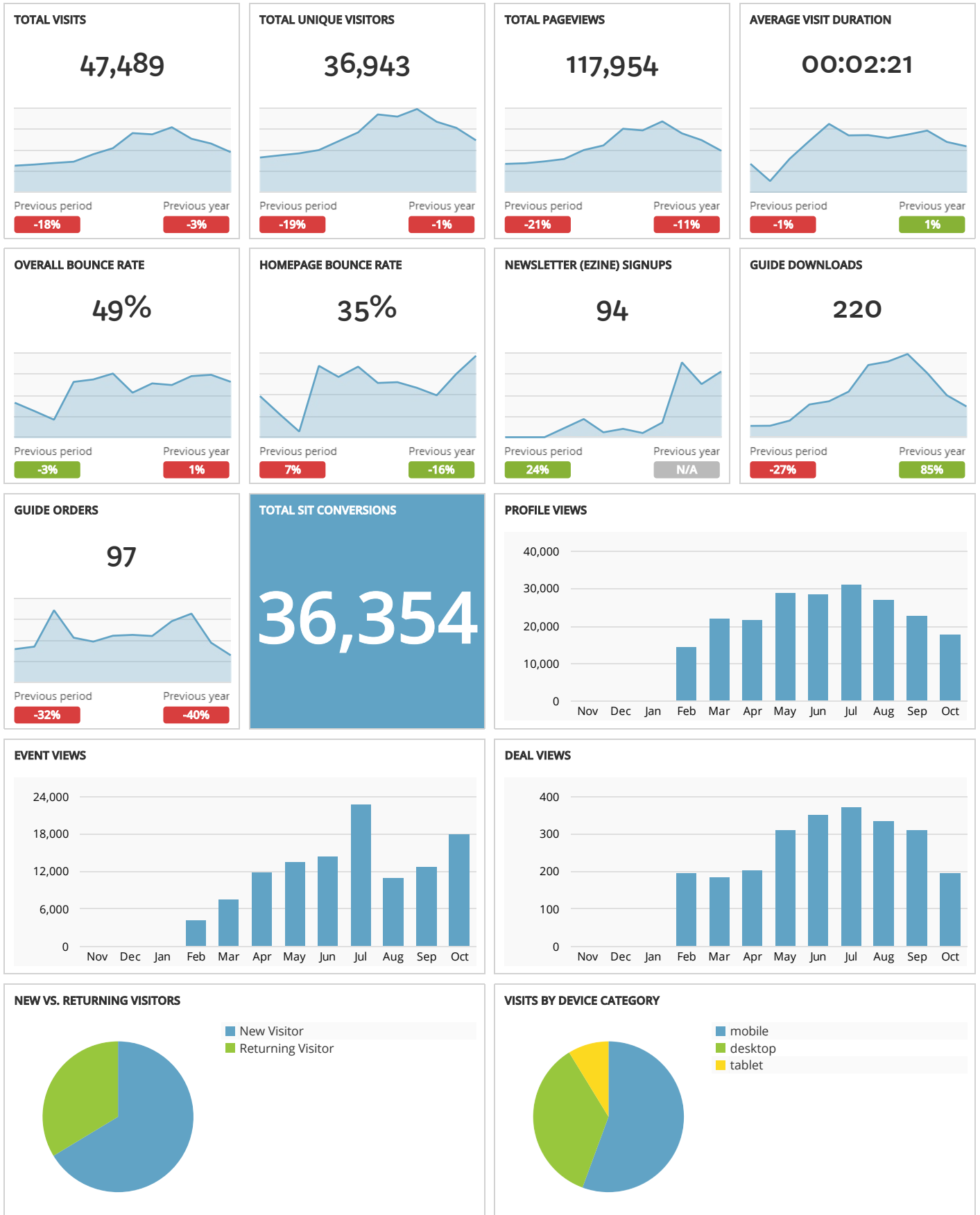


Visit Grand Junction Monthly Dashboard

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

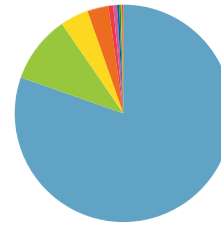


TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits	Average Time On Site	Bounce Rate
organic	40,361 +132%	00:02:23 -16%	48% +6%
(none)	4,612 +84%	00:02:07 +24%	56% -16%
referral	2,251 -91%	00:02:21 +7%	52% +12%
email	114 +25%	00:03:25 +36%	44% -9%
cpc	42 -31%	00:03:55 -32%	55% -22%
FormattedBanner	35 +100%	00:01:40 +100%	49% +100%
formattedbanner	16 +100%	00:05:35 +100%	19% +100%
vanity-url	14 =	00:02:55 -29%	29% +300%
300x250	12 +9%	00:00:18 +2,120%	42% -54%
320x50	11 +100%	00:00:00 +100%	100% +100%

VISITS BY STATE (YEAR OVER YEAR)

Colorado	29,491 -4%
Texas	3,392 +3%
California	1,991 -8%
Utah	1,763 -3%
Illinois	864 +10%
New York	692 +5%
Arizona	466 +1%
Florida	442 +3%
New Mexico	391 +49%
Massachusetts	375 +19%

VISITS BY SOURCE/MEDIUM


google / organic
(direct) / (none)
bing / organic
yahoo / organic
kekbfm.com / referral
colorado.com / referral
m.facebook.com / referral
coloradomesa.edu / referral
rimrockmarathon.com / referral
duckduckgo.com / referral

VISITS BY CITY (YEAR OVER YEAR)

Grand Junction	12,607 -14%
Denver	8,792 -1%
Dallas	2,141 -5%
Salt Lake City	641 -9%
Fruita	591 +291%
Chicago	589 +14%
Los Angeles	578 +17%
New York	517 +1%
Montrose	502 +15%
Aurora	431 +12%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews	Bounce Rate
www.visitgrandjunction.com/events-calendar	16,401 +30%	43% +8%
www.visitgrandjunction.com/	8,317 -32%	35% +7%
www.visitgrandjunction.com/events/trail-terror-haunted-house	3,424 +100%	63% +100%
www.visitgrandjunction.com/things-to-do	2,536 -28%	27% -12%
www.visitgrandjunction.com/hiking-trails	2,377 -16%	32% -16%
www.visitgrandjunction.com/all-restaurants	2,091 -23%	47% +6%
www.visitgrandjunction.com/wineries-tasting-rooms	1,854 -36%	39% +5%
www.visitgrandjunction.com/family-activities	1,696 -8%	34% -5%
www.visitgrandjunction.com/areas/grand-mesa	1,670 -32%	46% -3%
www.visitgrandjunction.com/events/festivals-fairs	1,547 +15%	38% 0%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

www.visitgrandjunction.com/events-calendar	8,189 +43%
www.visitgrandjunction.com/	6,377 -30%
www.visitgrandjunction.com/events/trail-terror-haunted-house	2,723 +100%
www.visitgrandjunction.com/areas/grand-mesa	1,019 -32%
www.visitgrandjunction.com/events/festivals-fairs	881 -2%
www.visitgrandjunction.com/hiking-trails	847 -10%
www.visitgrandjunction.com/family-activities	841 -8%
www.visitgrandjunction.com/all-restaurants	760 -20%
www.visitgrandjunction.com/getting-denver-grand-junction	703 -7%
www.visitgrandjunction.com/wineries-tasting-rooms	607 -28%

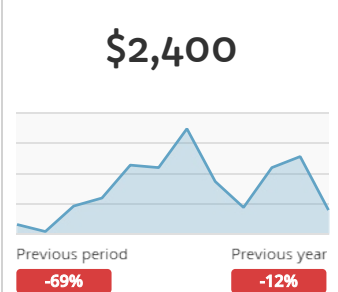
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
welcome / email	81 -42%	3.1 +14%	00:03:28 +27%	42% -21%
google / cpc	38 -98%	3.5 +17%	00:04:19 +83%	50% +2%
co.com / FormattedBanner	35 -3%	2.3 -23%	00:01:40 -5%	49% +25%
newsletter / email	32 -96%	2.8 +3%	00:03:25 +34%	47% -6%
colorado.com / formattedbanner	16 -59%	4.8 +116%	00:05:35 +562%	19% -39%
com / vanity-url	14 -13%	2.3 +22%	00:02:55 +424%	29% -35%
tripadvisor.com / 300x600	7 -81%	2.0 -27%	00:01:11 -33%	29% -47%
denverpost.com / 320x50	6 -97%	1.0 -11%	00:00:00 -100%	100% +13%
adtaxi / 300x250	5 -98%	1.8 +55%	00:00:01 -80%	20% -77%
AdTaxi / 320x50	5 -71%	1.0 =	00:00:00 +100%	100% =

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Grand Vista Hotel	8 =	\$426.99 -10%
Super 8 Grand Junction Colorado	5 -62%	\$269.40 -71%
West Gate Inn	4 -83%	\$256.85 -86%
Hampton Inn Grand Junction Downtown/Historic Main Street	2 =	\$253.00 -23%
Holiday Inn Express Hotel & Suites Grand Junction	2 +100%	\$198.00 +21%
La Quinta Inn & Suites Grand Junction	2 -78%	\$170.00 -84%
Castle Creek Bed & Breakfast	1 +100%	\$155.00 +100%
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	1 =	\$134.00 -29%
Ramada Grand Junction	1 -80%	\$89.00 -84%
Residence Inn Grand Junction	1 +100%	\$101.96 +100%

REVENUE OVER TIME



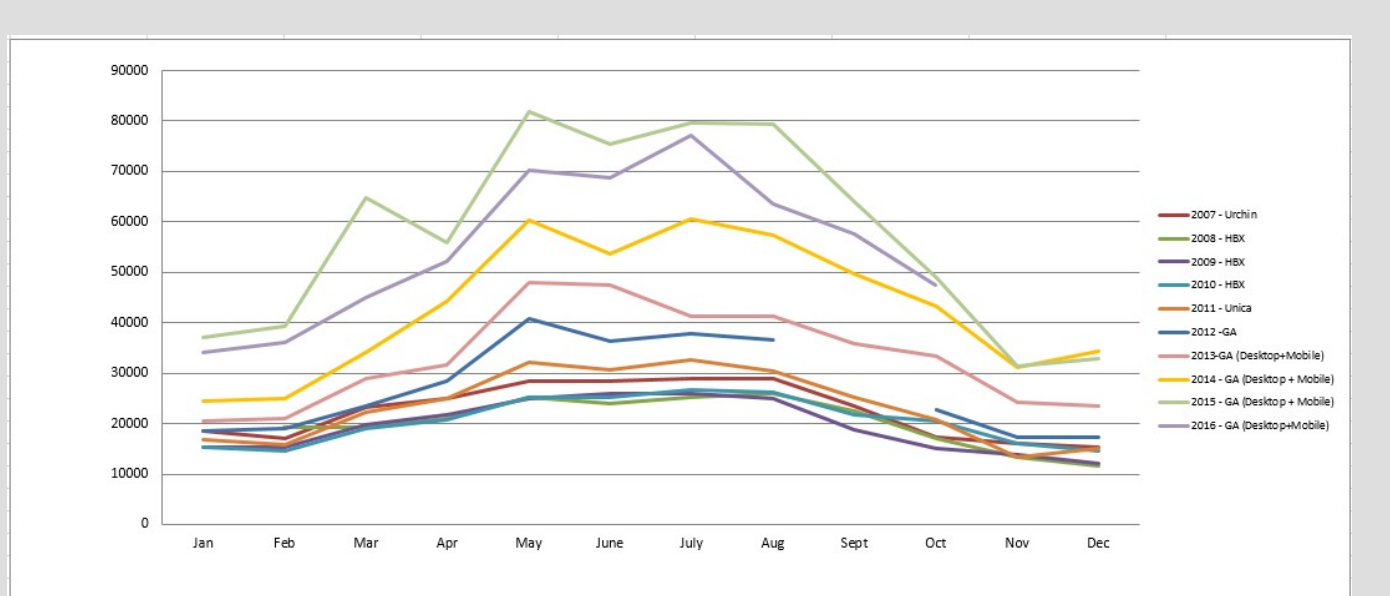
SEARCH CAMPAIGNS

	Clicks	Impressions	CTR	Cost	CPC
EVG_Attractions	0	0	0.0%	\$0.00	\$0.00
EVG_Brand_GDN	0	0	0.0%	\$0.00	\$0.00
EVG_Groups & Meetings	0	0	0.0%	\$0.00	\$0.00
EVG_Groups & Meetings_GDN	0	There is no data			
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_GDN	0	0	0.0%	\$0.00	\$0.00
EVG_Wine & Breweries	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	1,558 -12%	23,468 +2%	2.8 +36%
grand junction	1,014 -15%	21,461 +7%	2.0 +12%
grand junction colorado	905 -11%	14,154 +11%	2.5 +26%
grand junction events	543 +4%	763 -4%	1.0 +2%
things to do in grand junction	361 +17%	1,289 -5%	2.0 +1%
haunted house grand junction co	276 +100%	500 +100%	1.8 +100%
grand mesa	267 -26%	3,351 -21%	1.9 -12%
haunted houses in grand junction colorado	263 +100%	583 +100%	2.2 +100%
events in grand junction	234 -3%	366 -15%	1.0 +1%
trail of terror grand junction	206 +100%	458 +100%	2.1 +100%

VISITS OVER TIME



NEWSLETTERS (SORTED ALPHABETICALLY)

	Delivered	Opens	Open %	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%