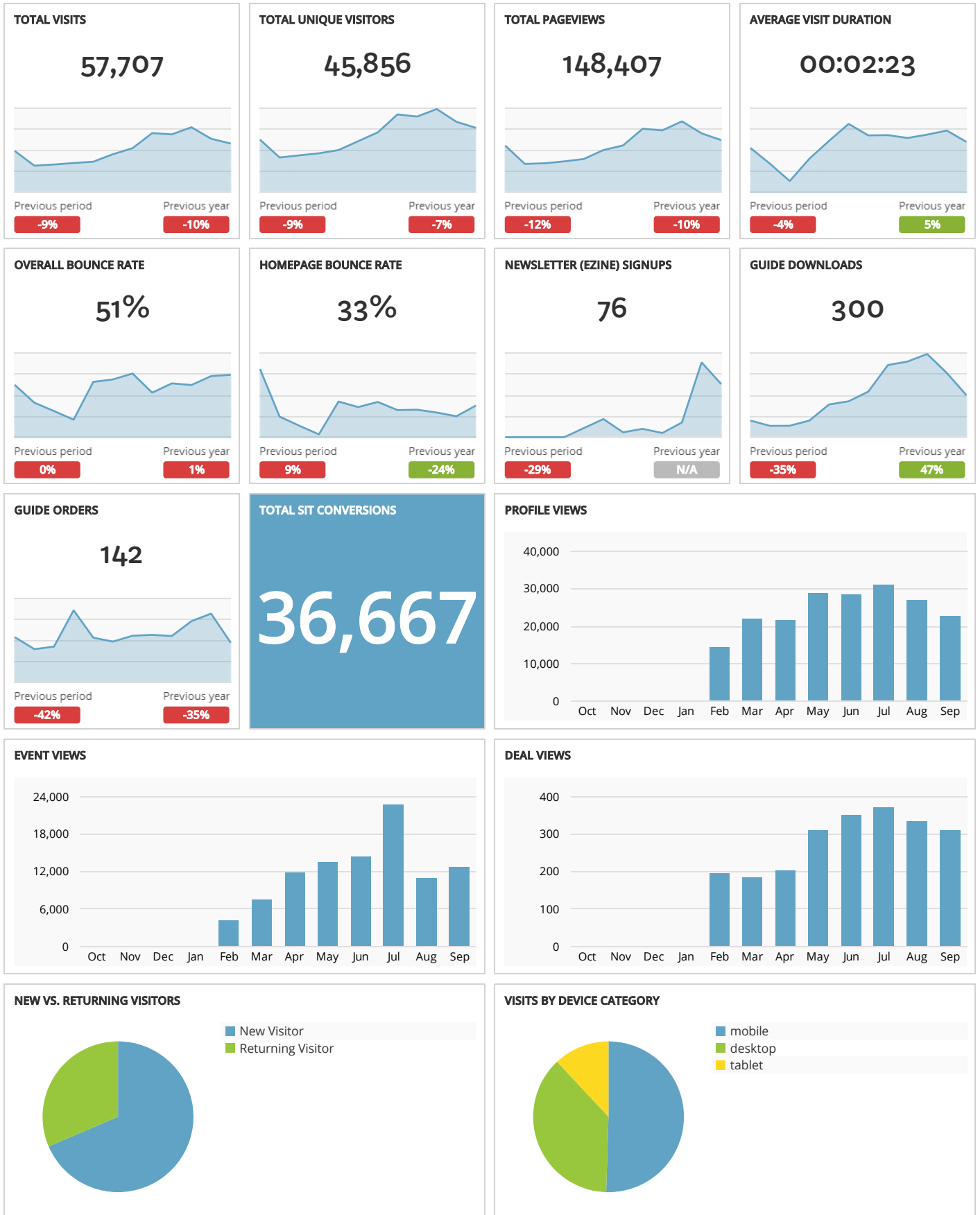


Visit Grand Junction Monthly Dashboard

Performance report for September 1, 2016 - September 30, 2016

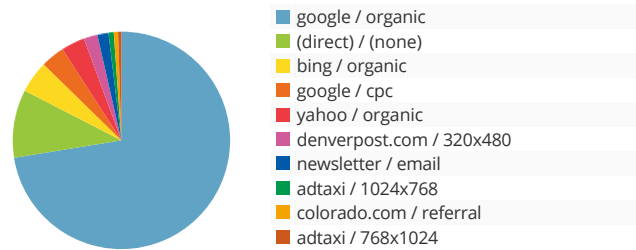


TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	43,749	+106%	00:02:31	-14%	48%	+8%
(none)	5,468	+59%	00:02:12	+13%	54%	-18%
referral	2,794	-91%	00:02:42	+29%	45%	-7%
cpc	1,919	-49%	00:02:22	+15%	49%	-3%
320x480	1,109	+100%	00:00:13	+100%	95%	+100%
email	1,033	+1%	00:02:34	+21%	50%	-8%
1024x768	424	+100%	00:00:30	+100%	89%	+100%
300x250	286	+1,807%	00:00:13	+29%	87%	+0%
768x1024	260	+100%	00:00:38	+100%	93%	+100%
320x50	232	+100%	00:00:26	+100%	90%	+100%

VISITS BY STATE (YEAR OVER YEAR)

Colorado	34,198	-14%
Texas	4,014	-16%
Utah	2,652	+12%
California	2,647	-9%
Illinois	1,112	0%
Florida	710	+12%
Arizona	684	-2%
New York	591	-8%
New Mexico	572	+42%
Missouri	506	+62%

VISITS BY SOURCE/MEDIUM

VISITS BY CITY (YEAR OVER YEAR)

Grand Junction	11,984	-28%
Denver	10,914	-6%
Dallas	2,134	-21%
Salt Lake City	1,006	+11%
Los Angeles	794	-4%
Aurora	779	+32%
Colorado Springs	718	-31%
Chicago	715	+30%
Fruita	619	+299%
Montrose	507	-7%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	12,626	+1%	40%	-13%
www.visitgrandjunction.com/	12,208	-10%	33%	+9%
www.visitgrandjunction.com/things-to-do	3,536	-10%	31%	-17%
www.visitgrandjunction.com/wineries-tasting-rooms	2,882	-16%	37%	-7%
www.visitgrandjunction.com/hiking-trails	2,845	-1%	38%	+7%
www.visitgrandjunction.com/all-restaurants	2,706	-16%	44%	-5%
www.visitgrandjunction.com/areas/grand-mesa	2,441	+7%	47%	+8%
www.visitgrandjunction.com/attractions-culture	2,149	-12%	46%	+3%
www.visitgrandjunction.com/articles	2,011	-9%	66%	-9%
www.visitgrandjunction.com/hotels-lodging	2,000	-19%	28%	+13%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

www.visitgrandjunction.com/	9,159	-9%
www.visitgrandjunction.com/events-calendar	5,708	+5%
www.visitgrandjunction.com/areas/grand-mesa	1,502	+12%
www.visitgrandjunction.com/events/color-sunday-grand-mesa	990	+607%
www.visitgrandjunction.com/?gsc_campaign=family-ha	969	-19%
www.visitgrandjunction.com/all-restaurants	946	-9%
www.visitgrandjunction.com/hiking-trails	937	-5%
www.visitgrandjunction.com/family-activities	911	-24%
www.visitgrandjunction.com/events/festivals-fairs	898	+5%
www.visitgrandjunction.com/wineries-tasting-rooms	846	-11%

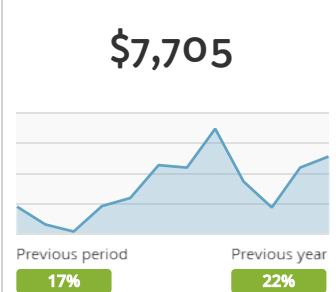
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
google / cpc	1,919 -19%	3.0 -5%	00:02:22 -4%	49% +5%
denverpost.com / 320x480	1,109 -15%	1.1 -2%	00:00:13 -33%	95% +0%
newsletter / email	893 -12%	2.8 +11%	00:02:33 +11%	50% +6%
adtaxi / 1024x768	423 +299%	1.1 +2%	00:00:29 +227%	90% -3%
adtaxi / 768x1024	258 +285%	1.1 +2%	00:00:38 +194%	93% +2%
adtaxi / 300x250	216 +71%	1.2 -6%	00:00:07 -49%	87% +11%
denverpost.com / 320x50	211 -32%	1.1 +4%	00:00:29 +18%	89% -5%
welcome / email	139 -44%	2.7 -27%	00:02:44 -30%	53% +74%
adtaxi / 728x90	126 -11%	1.2 -19%	00:00:09 +135%	89% +17%
denverpost.com / 728x90	80 +18%	1.1 +4%	00:00:31 +283%	91% -3%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
West Gate Inn	23 +109%	\$1,825.45 +135%
Super 8 Grand Junction Colorado	13 -13%	\$935.04 -18%
La Quinta Inn & Suites Grand Junction	9 +13%	\$1,051.00 +10%
Grand Vista Hotel	8 +700%	\$473.01 +688%
Ramada Grand Junction	5 -17%	\$554.00 -8%
DoubleTree by Hilton Grand Junction	4 +100%	\$646.00 +100%
Days Inn Grand Junction	3 -25%	\$299.97 -1%
Hampton Inn Grand Junction Downtown/Historic Main Street	2 +100%	\$328.00 +120%
The Chateau at Two Rivers Winery	2 +100%	\$270.00 +100%
Candlewood Suites Grand Junction NW	1 =	\$159.00 +5%

REVENUE OVER TIME



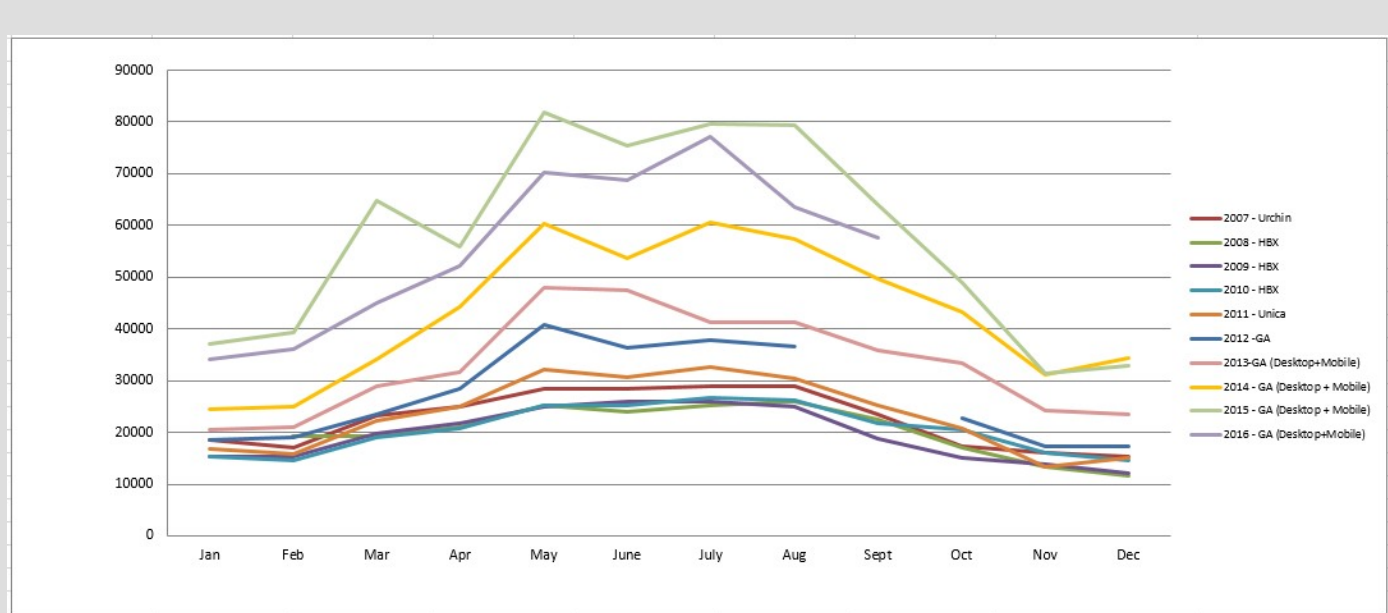
SEARCH CAMPAIGNS

	Clicks	Impressions	CTR	Cost	CPC
EVG_Attractions	922	11,139	8.3%	\$618.11	\$0.67
EVG_Brand	723	42,711	1.7%	\$983.26	\$1.36
EVG_Travel & Tourism	278	5,921	4.7%	\$276.06	\$0.99
EVG_Groups & Meetings	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_GDN	0	There is no data There is no data There is no data There is no data			
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	1,765 +3%	22,953 -15%	2.0 -48%
grand junction	1,197 -21%	20,130 -15%	1.7 -6%
grand junction colorado	1,020 -3%	12,805 -12%	2.0 -35%
grand junction events	523 +5%	795 +7%	1.0 0%
grand mesa	359 -10%	4,239 +6%	2.1 -12%
things to do in grand junction	309 -21%	1,356 -23%	2.0 0%
grand mesa colorado	282 +28%	1,933 +26%	2.1 +16%
events in grand junction	241 +39%	432 +31%	1.0 -1%
colorado national monument	202 -12%	11,121 -18%	6.4 +1%
grand junction farmers market	193 -32%	570 -21%	2.1 +1%

VISITS OVER TIME



NEWSLETTER DATA (SORTED ALPHABETICALLY)

	Delivered	Opens	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%