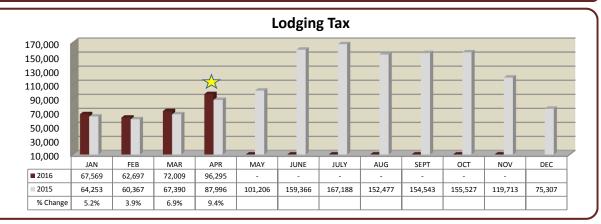
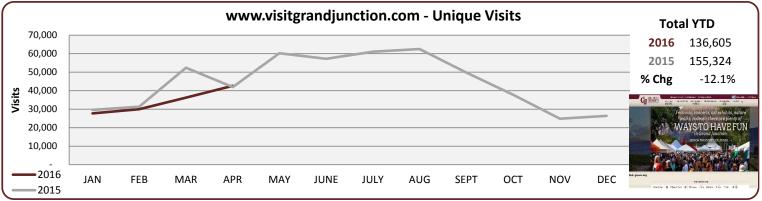


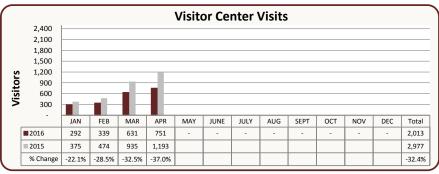
Lodging Tax YTD 2016 \$ 298,569 2015 \$ 280,006 Var \$ 18,563

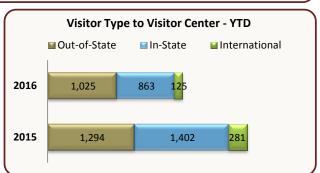
% Chg

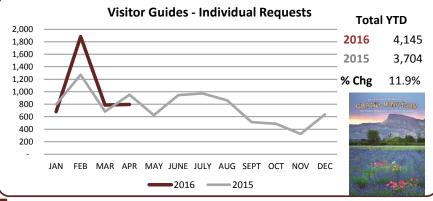
6.6%











Sales / Convention Services			
	Current	2016 Goal	% of Goal
Sales Leads	46	97	47%
Front Range Sales Leads	8	15	53%
Convention Servicing # of Groups	87	125	70%
Economic Impact to Date* \$ 1,277,883			33
*Estimated from past leads that the group sales department has confirmed this year.			

The Bottom Line

- → Lodging tax collections for April saw a 9.4% increase over the same period last year. This is the highest month of collections for April since 2008. Year to date we're enjoying a 6.6% increase over 2014 with high season just around the corner!
- The GJVCB Sales Team hosted the Quarterly Coffee on April 6th for all lodging sales managers and director of sales. The focus of the meeting was on major events for 2016 which allowed event coordinators to partner with the lodging properties.
- Marketing and PR staff represented the GJVCB at a media reception in Austin, TX on April 21st. The event was hosted by the Colorado Tourism Office and board member Josh Niernberg was the guest chef preparing local Colorado food.
- The GJVCB Sales Team hosted staff members from Canusa, one of the largest tour operators in Germany, on a familiarization tour on April 9th and 10th. The tour highlighted winter for non-skiers.

