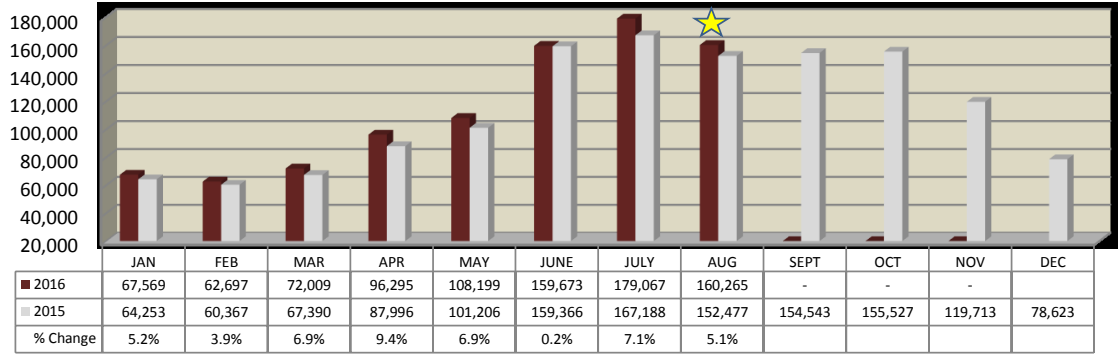


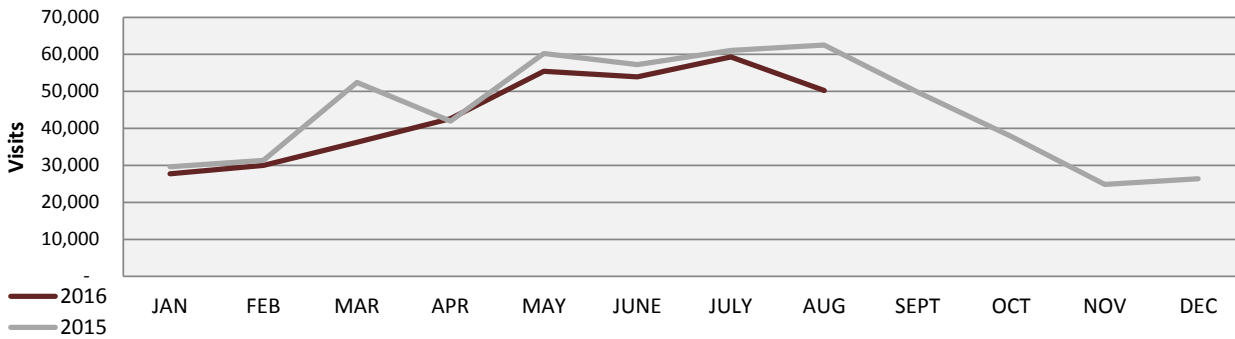
Lodging Tax



Lodging Tax YTD

2016	\$	905,773
2015	\$	860,242
Var	\$	45,531
% Chg	▲	5.3%

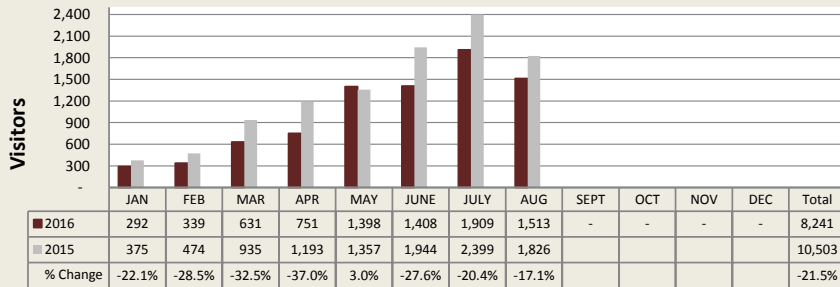
www.visitgrandjunction.com - Unique Visits



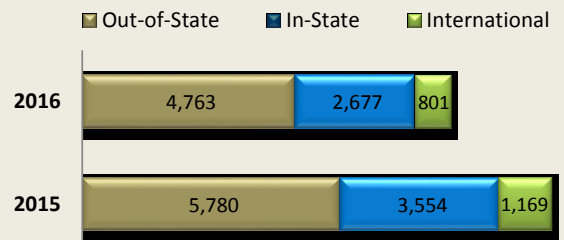
Total YTD	
2016	355,498
2015	396,370
% Chg	-10.3%



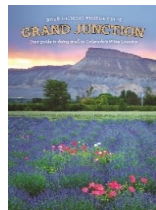
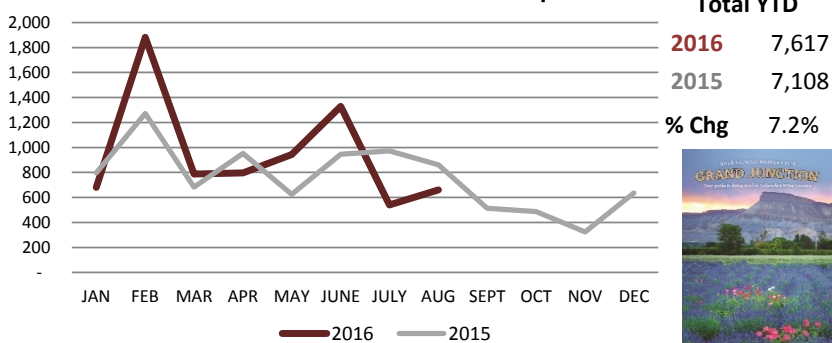
Visitor Center Visits



Visitor Type to Visitor Center - YTD



Visitor Guides - Individual Requests



Sales / Convention Services

	Current	2016 Goal	% of Goal
Sales Leads	84	97	87%
Front Range Sales Leads	15	15	100%
Convention Servicing			
# of Groups	94	125	75%

Economic Impact to Date* \$ 3,769,566

*Estimated from past leads that the group sales department has confirmed this year.

The Bottom Line

- Lodging tax collections for August saw a 5.1% increase over the same month last year. This is the highest collection amount for the month of August in the history of the GJVCB. We are still maintaining a 5.3% increase YTD over last year.
- GJVCB sales staff along with representatives from ten Grand Junction lodging properties hosted the 'Peach Plus Giveaway' in Denver for meeting planners and tour operators to learn more about meeting options available in Grand Junction.
- GJVCB sales staff attended a Japanese sales mission in Los Angeles and gave a presentation on Grand Junction to approximately 70 tour operators. While in LA, staff also attended a separate Chinese sales mission with 50 tour operators in attendance.
- Marketing staff traveled to Denver and Colorado Springs for media deskside meetings to promote peach harvest season at the KWGN and Fox TV stations, 5280 Magazine, Denver Post, Denver Life Magazine and the Colorado Springs Gazette.

