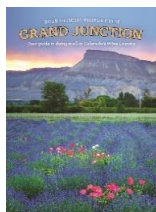
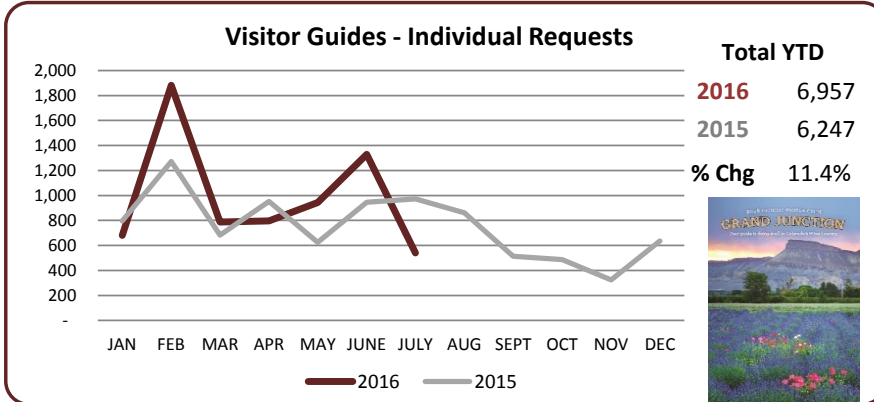
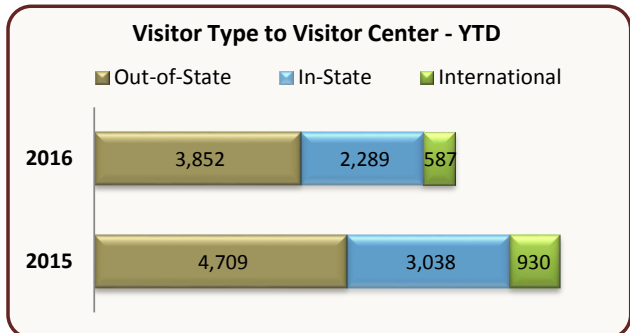
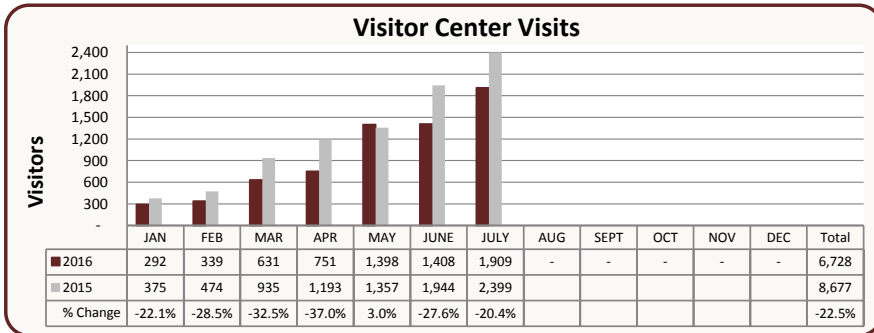
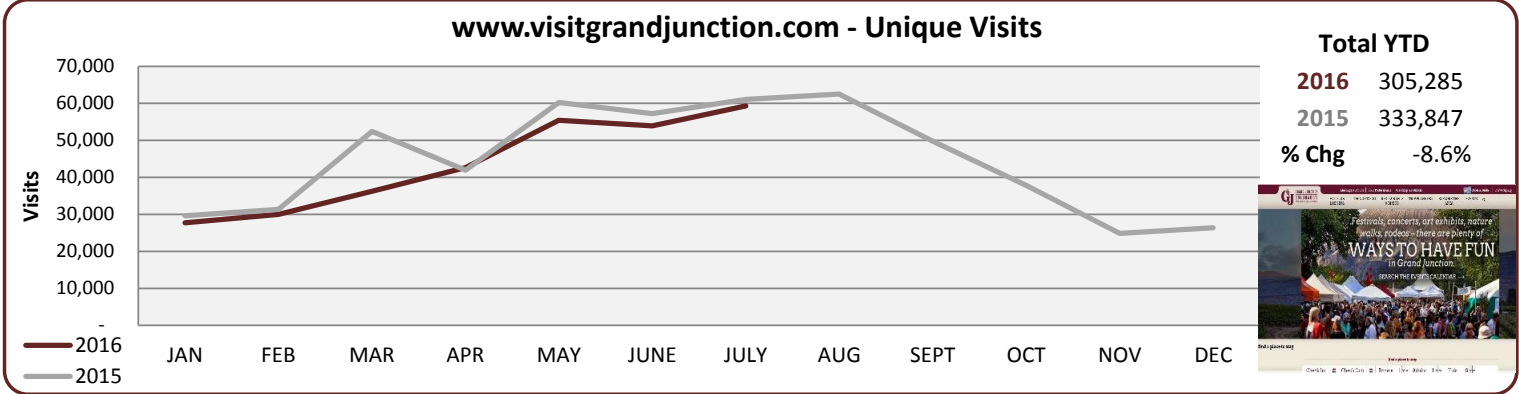
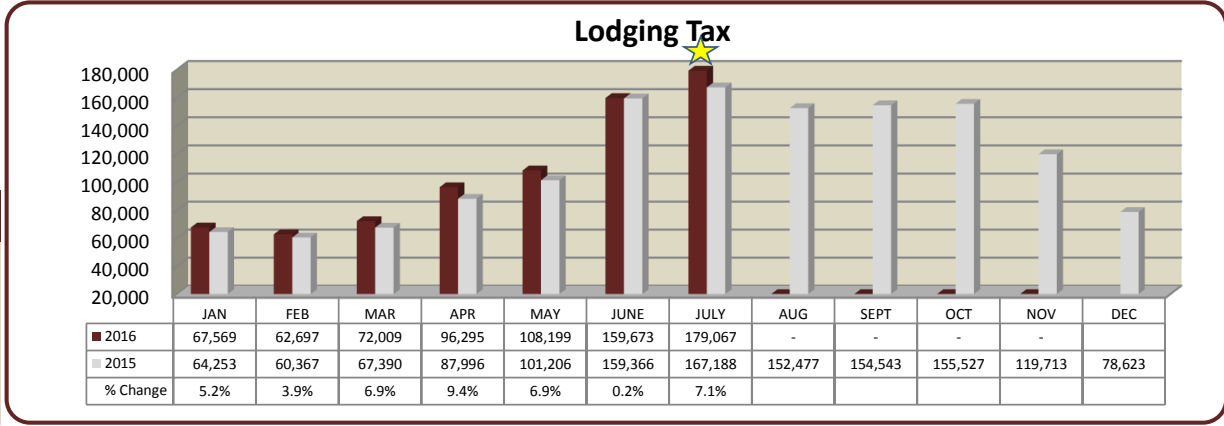




Lodging Tax YTD	
2016	\$ 745,508
2015	\$ 707,765
Var	\$ 37,743
% Chg	▲ 5.3%



### Sales / Convention Services

	Current	2016 Goal	% of Goal
Sales Leads	79	97	81%
Front Range Sales Leads	13	15	87%
Convention Servicing # of Groups	89	125	71%
<b>Economic Impact to Date*</b>	<b>\$ 2,483,108</b>		

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

## The Bottom Line

- Lodging tax collections for July were 7.1% higher than collections in July, 2015. This is the highest collection for the month of July in the GJVCB's history. We are currently up 5.3% for the year with 3 months remaining in the high season.
- Through the end of July, the top ranking countries of international visitors to the Visitor Center for 2016 are Canada, Germany, and England (UK). Outside of Colorado, the top visiting U.S. states to the Visitor Center are California, Texas, and Utah.
- On July 12th, GJVCB Staff attended the unveiling and dedication of the horse sculptures on the Horizon Drive roundabouts.
- On July 18th, the GJVCB, along with the Colorado Wine Industry Development Board, hosted a dinner for guest Warren Winiarski. Mr. Winiarski was instrumental in kick-starting the wine industry in Colorado and also encouraged the commercial planting of grape vines in the Grand Valley.

# Lodging Tax Collections - 2011 - 2016

