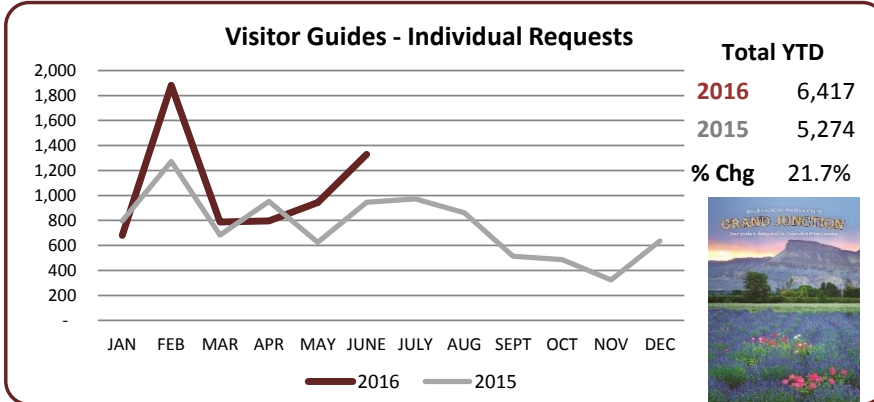
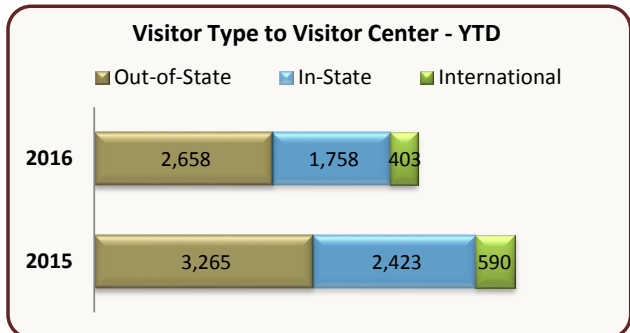
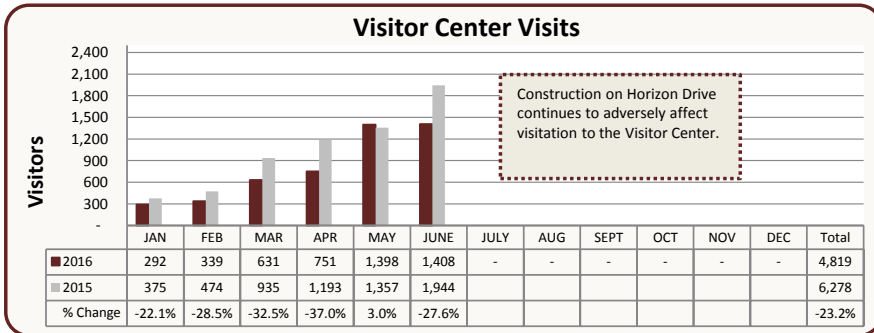
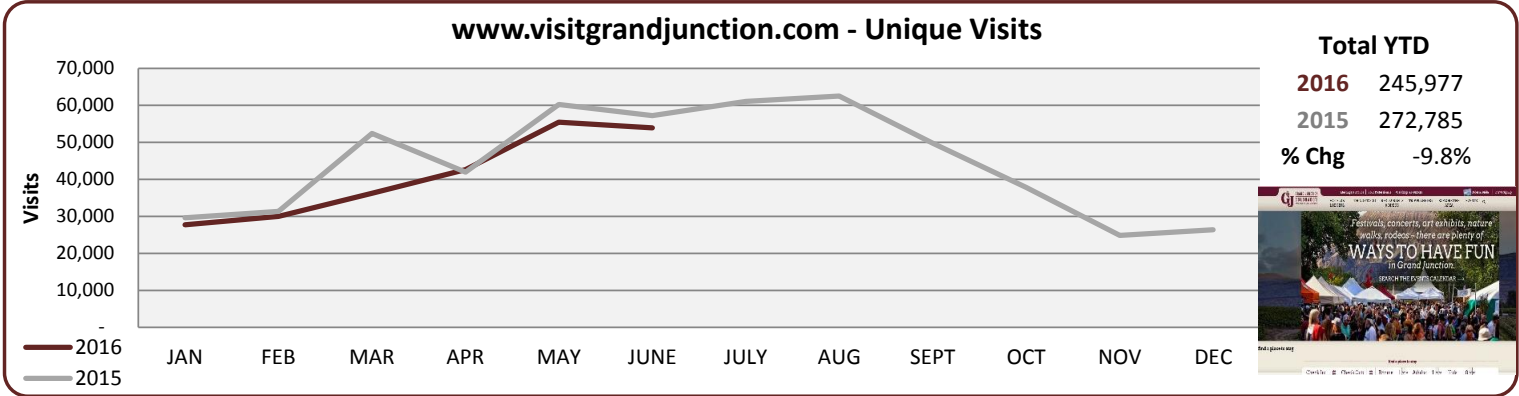
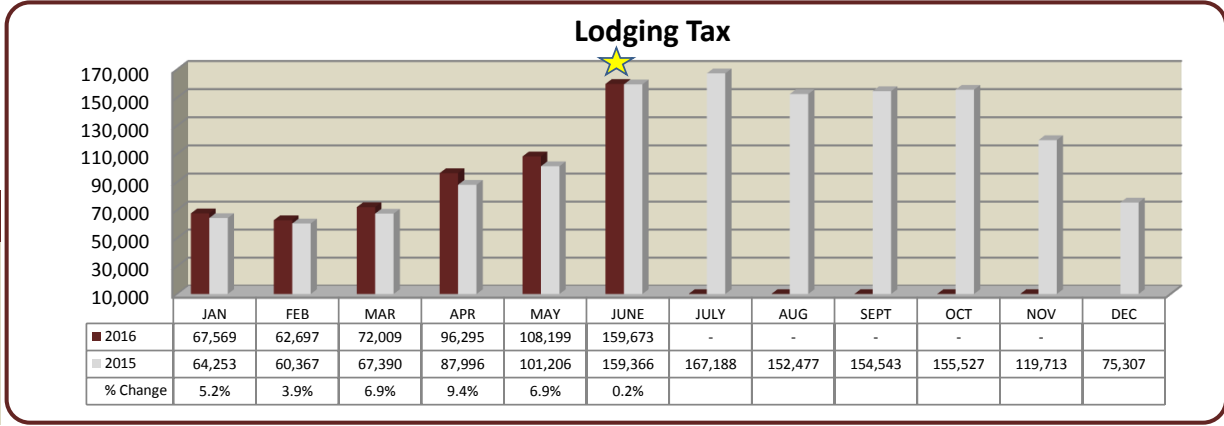




Lodging Tax YTD	
2016	\$ 566,441
2015	\$ 540,577
Var	\$ 25,864
% Chg	▲ 4.8%



### Sales / Convention Services

	Current	2016 Goal	% of
Sales Leads			
Front Desk			80%
Congress	85	125	68%
<b>Economic Impact to Date*</b>	<b>\$ 1,638,615</b>		

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

### The Bottom Line

- The annual Tourism Open House for front-line staff in the hospitality industry (hotels, restaurants, etc.) was held on June 1st. Travel partners met local attractions, representatives from our public lands and familiarized themselves with our Visitor Center.
- On June 18th - 22nd, GJVCB staff members met with over 30 international tour operators at the U.S. Travel Association's IPW Tradeshow in New Orleans, LA. IPW (International Pow Wow) is the travel industry's premier international marketplace and the largest generator of travel to the U.S.
- The GJVCB Sales Team hosted 5 tour operator FAMs (familiarization tours) in June, some of which included Italian and Chinese operators.
- Recent media coverage includes: Wine Country in Forbes, a cover story in Parker Life Magazine (Parker, CO), a story in the Italian publication Repubblica, and a Bikes and Wine on the Western Slope piece from Summit Daily News.
- GJVCB Marketing and PR staff assisted with two video shoots - BrandUSA Culinary video and a Colorado.com general awareness video.

# Lodging Tax Collections - 2011 - 2016

