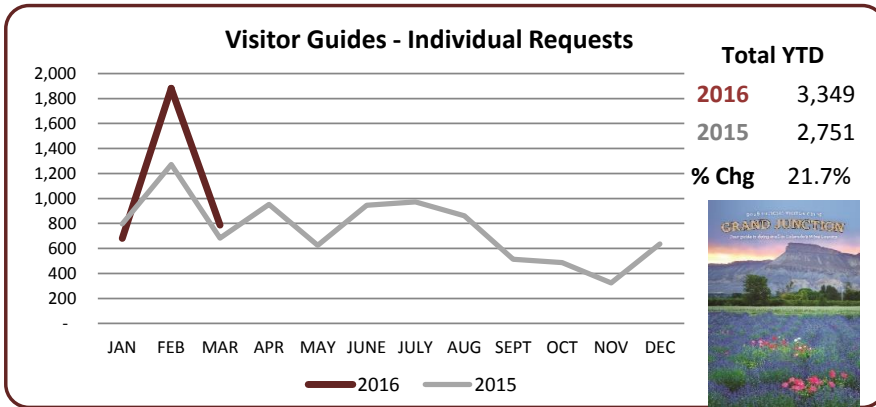
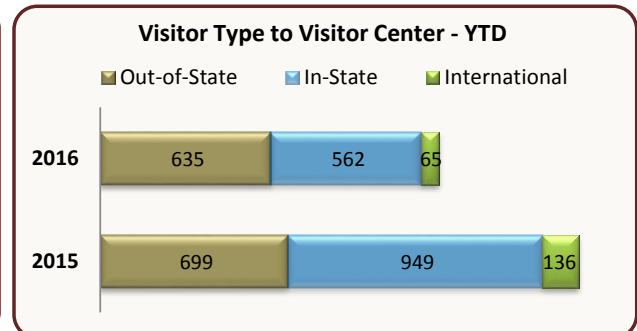
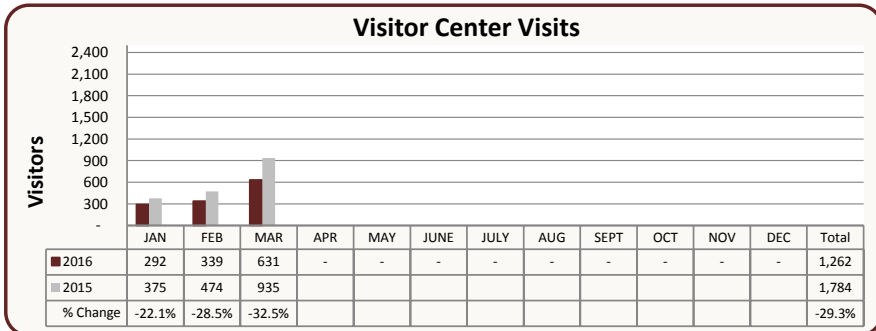
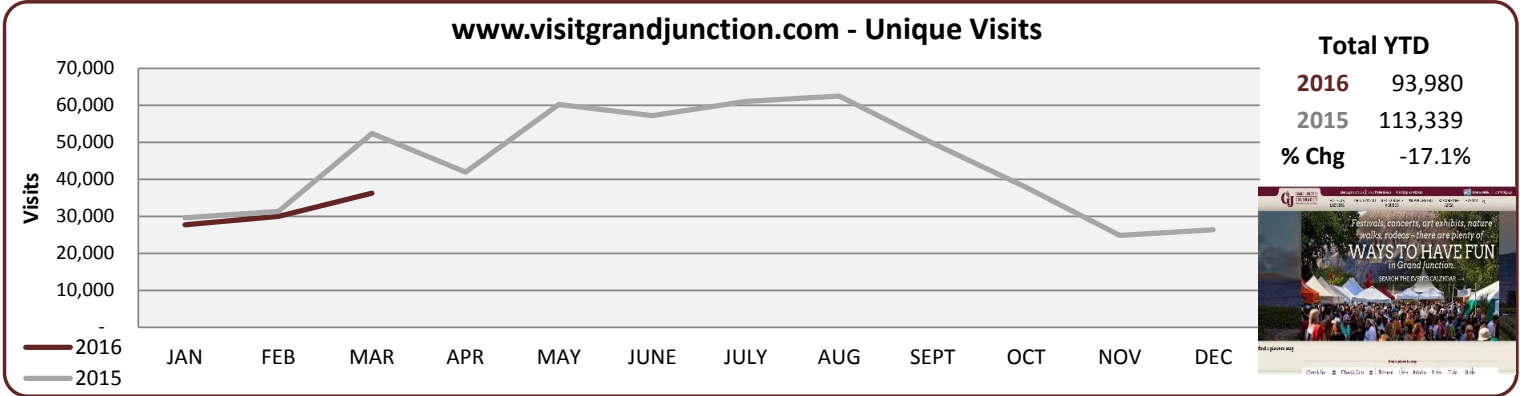
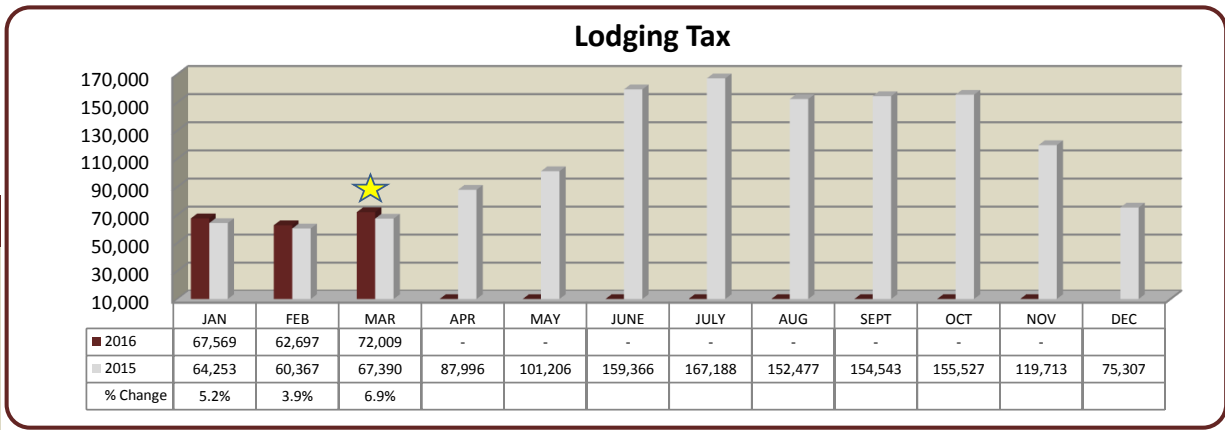




Lodging Tax YTD	
2016	\$ 202,274
2015	\$ 192,010
Var	\$ 10,264
% Chg	▲ 5.3%



Sales / Convention Services

	Current	2016 Goal	% of Goal
Sales Leads	40	97	41%
Front Range Sales Leads	7	15	47%
Convention Servicing # of Groups	70	125	56%
Economic Impact to Date*	\$ 1,277,883		

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

The Bottom Line

- ➔ On March 17th, GJVCB Staff and the DoubleTree Hotel attended and exhibited at the *Meetings Industry Council (MIC)* Tradeshow in Denver. This is a coalition of professional organizations related to the meetings and events industry.
- ➔ GJVCB Staff and select board members hand delivered the 2016 Visitor Guides and Rip-n-Read maps to lodging properties and tourism attractions throughout the Grand Valley.
- ➔ Last year's Colorado Tourism Office (CTO) Social Media Campaign occurred in March 2015 which explains why website traffic is notably more last year verses the same time this year. This year's CTO Social Media Campaign will be on April 14th which will help increase traffic for April.
- ➔ Ongoing road construction on Horizon Drive continues to impact access to the Visitor Center.

Lodging Tax Collections - 2011 - 2016

