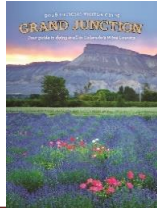
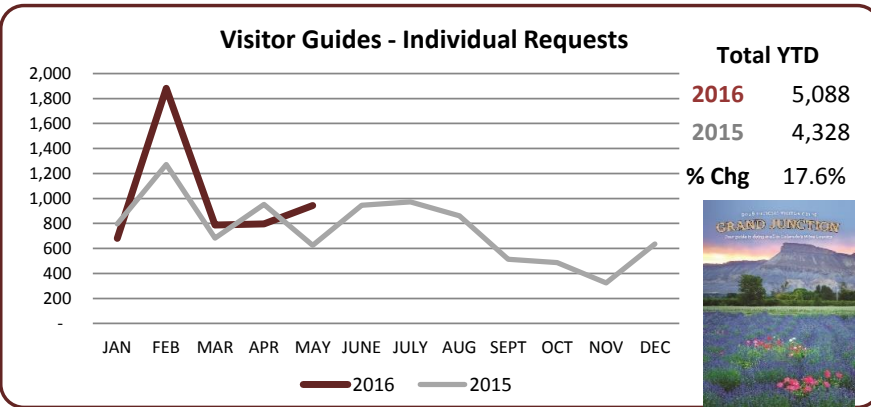
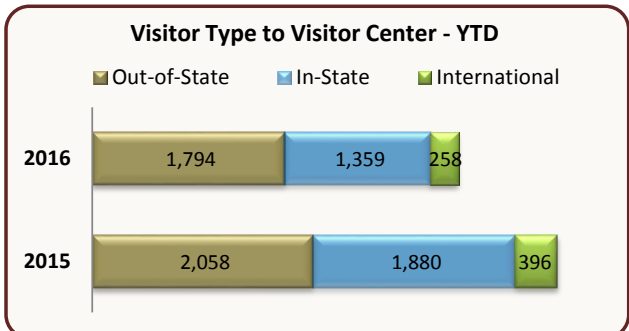
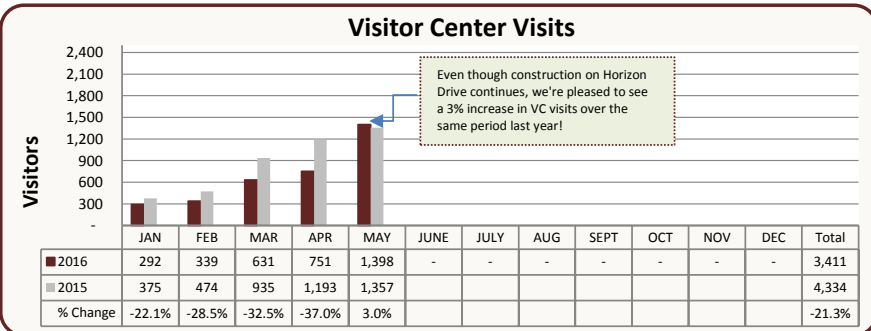
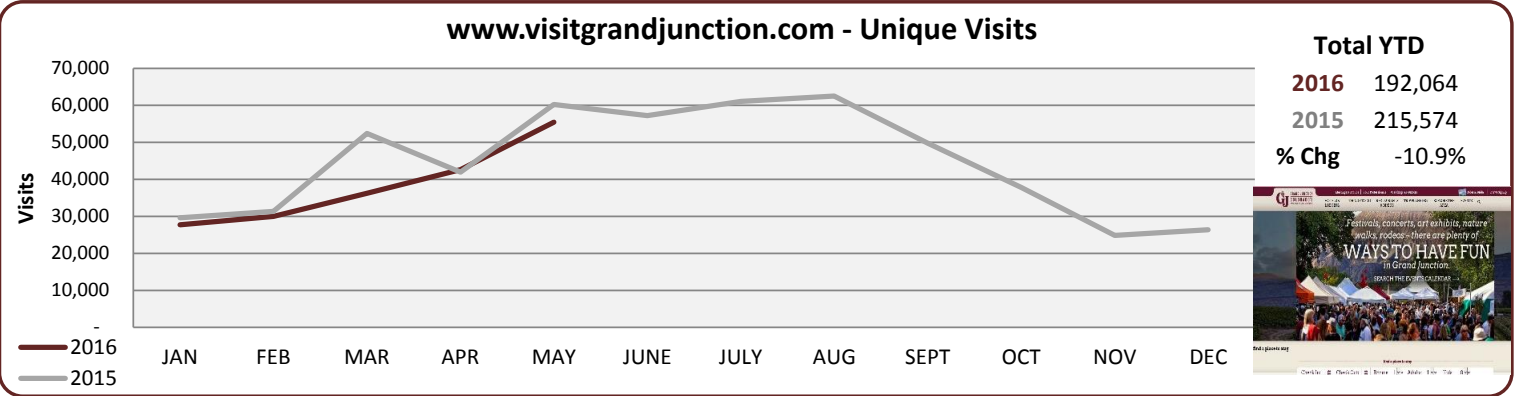
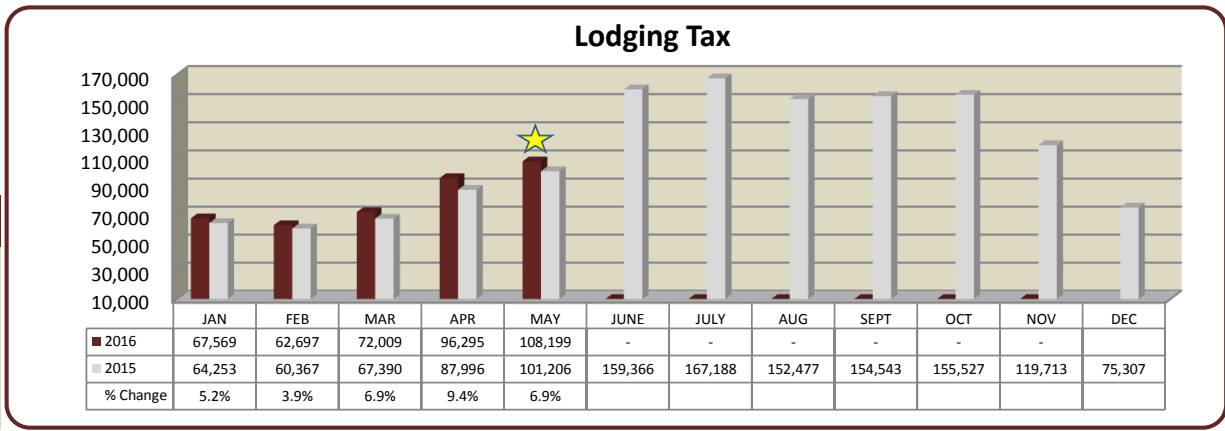




Lodging Tax YTD	
2016	\$ 406,768
2015	\$ 381,212
Var	\$ 25,556
% Chg	▲ 6.7%



Sales / Convention Services

	Current	2016 Goal	% of Goal
Sales Leads	54	97	56%
Front Range Sales Leads	10	15	67%
Convention Servicing # of Groups	85	125	68%
Economic Impact to Date*	\$ 1,638,615		

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

The Bottom Line

- We continue to experience an increase in lodging tax collections! Collections for May increased 6.9% over the same period last year. This is the best month for collections in May since 2008. Year to date we're maintaining a 6.7% increase over 2015!
- The GJVCB welcomed the Colorado Tourism Office (CTO) Discover Colorado Roadshow on May 6th. Representatives from the CTO explained their efforts to support Western Colorado tourism to approximately 90 people in attendance.
- Staff, along with representatives from Powderhorn Mountain Resort and MAD Racing, exhibited at the 2nd Annual Denver Bike Expo at Mile High Stadium.
- Several media and travel trade/sales FAMs were hosted throughout the month, including: Mountain Town Magazine, La Republica from Italy, Summit Daily News, Senior Discovery Tours from Canada, Intrepid Travel from Australia and a group from the Netherlands.

Lodging Tax Collections - 2011 - 2016

