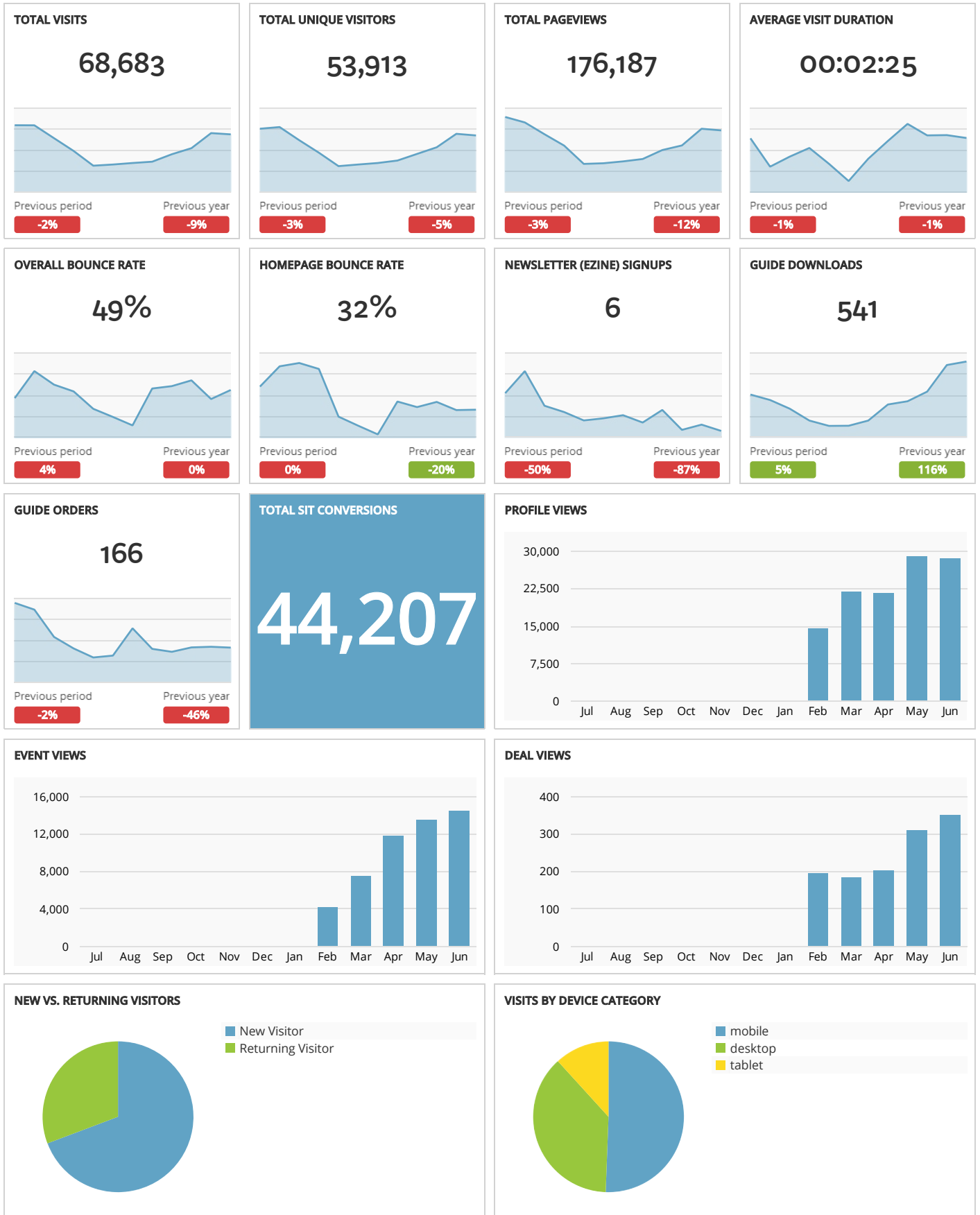


Visit Grand Junction Monthly Dashboard

Performance report for June 1, 2016 - June 30, 2016

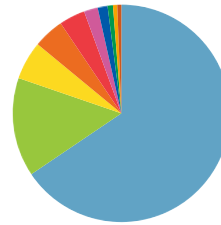


TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	48,635	+96%	00:02:39	-19%	46%	+15%
(none)	9,400	+124%	00:02:04	+19%	51%	-23%
referral	3,215	-92%	00:02:18	+3%	49%	+3%
cpc	2,466	+37%	00:02:12	-3%	52%	+7%
320x480	1,318	+100%	00:00:14	+100%	94%	+100%
email	1,000	+1,393%	00:03:05	-16%	44%	+9%
768x1024	511	+100%	00:00:16	+100%	90%	+100%
300x250	430	+83%	00:00:21	-23%	82%	-9%
email	408	+100%	00:01:42	+100%	42%	+100%
webskin	377	+100%	00:00:30	+100%	85%	+100%

VISITS BY STATE (YEAR OVER YEAR)

Colorado	39,903	-9%
Texas	5,136	+11%
California	3,355	-5%
Utah	3,156	-4%
Illinois	1,435	+16%
Arizona	1,212	+2%
Florida	839	-5%
New York	655	-1%
Missouri	623	+8%
Nevada	591	-30%

VISITS BY SOURCE/MEDIUM


google / organic	
(direct) / (none)	
bing / organic	
yahoo / organic	
google / cpc	
denverpost.com / 320x480	
newsletter / email	
denverpost.com / 768x1024	
colorado_tourism / email	
m.facebook.com / referral	

VISITS BY CITY (YEAR OVER YEAR)

Grand Junction	14,116	-20%
Denver	13,246	-8%
Dallas	2,758	+27%
Salt Lake City	1,176	-39%
Los Angeles	1,035	+35%
Aurora	927	+11%
Colorado Springs	905	+8%
Chicago	854	+36%
Fruita	649	+225%
Lakewood	638	+19%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	15,017	-8%	37%	-19%
www.visitgrandjunction.com/	14,214	+5%	32%	+0%
www.visitgrandjunction.com/things-to-do	4,054	+2%	44%	+9%
www.visitgrandjunction.com/family-activities	3,488	+33%	31%	-6%
www.visitgrandjunction.com/wineries-tasting-rooms	3,409	+7%	40%	+2%
www.visitgrandjunction.com/hiking-trails	3,103	-29%	35%	-1%
www.visitgrandjunction.com/all-restaurants	2,955	-6%	45%	+1%
www.visitgrandjunction.com/attractions-culture	2,667	+13%	39%	-15%
www.visitgrandjunction.com/junior-college-juco-baseball-world-series	2,621	-69%	42%	+1%
www.visitgrandjunction.com/articles	2,365	+9%	64%	+11%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

www.visitgrandjunction.com/	10,724	+8%
www.visitgrandjunction.com/events-calendar	6,297	-22%
www.visitgrandjunction.com/junior-college-juco-baseball-world-series	2,185	-68%
www.visitgrandjunction.com/family-activities	1,626	+27%
www.visitgrandjunction.com/family-activities/lincoln-park-moyer-pool	1,496	+152%
www.visitgrandjunction.com/hiking-trails	1,135	-29%
www.visitgrandjunction.com/areas/grand-mesa	1,100	+27%
www.visitgrandjunction.com/?gsc_campaign=monument-ha	1,069	+178%
www.visitgrandjunction.com/events/festivals-fairs	1,054	-37%
www.visitgrandjunction.com/all-restaurants	1,018	-1%

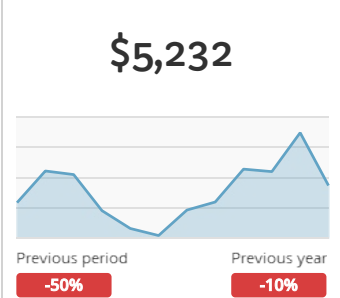
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits		Pageviews/Visit		Avg. Time on Site		Bounce Rate	
google / cpc	2,464	+39%	2.9	-7%	00:02:12	-11%	52%	+4%
denverpost.com / 320x480	1,318	+93%	1.1	+3%	00:00:14	+41%	94%	-1%
newsletter / email	943	-30%	3.0	+7%	00:03:02	+18%	44%	-18%
denverpost.com / 768x1024	511	+103%	1.1	+1%	00:00:16	+21%	90%	-1%
colorado_tourism / email	408	+2,300%	2.1	+49%	00:01:42	-7%	42%	-41%
mtbr.com / webskin	377	-17%	1.3	-14%	00:00:30	-49%	85%	+5%
denverpost.com / 300x250	315	+332%	1.2	-21%	00:00:16	-32%	88%	+7%
denverpost.com / 320x50	195	+124%	1.1	-27%	00:00:22	-63%	94%	+4%
denverpost.com / 1024x768	194	-46%	1.1	-5%	00:00:27	+14%	91%	0%
adtaxi / 728x90	99	+10%	1.1	-5%	00:00:03	-78%	93%	+6%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
West Gate Inn	7 -46%	\$151.90 -86%
DoubleTree by Hilton Grand Junction	5 +67%	\$7.63 -100%
Grand Vista Hotel	5 +400%	\$487.00 -35%
Days Inn Grand Junction	4 +100%	\$501.94 +21%
La Quinta Inn & Suites Grand Junction	4 +300%	\$350.00 +268%
Super 8 Grand Junction Colorado	4 -43%	\$625.04 -59%
The Chateau at Two Rivers Winery	3 +100%	\$260.00 +100%
Mesa Inn	2 +100%	\$131.25 +100%
Ramada Grand Junction	2 -67%	\$337.00 -79%
SpringHill Suites Grand Junction Downtown/Historic Main Street	2 -33%	\$279.00 -31%

REVENUE OVER TIME



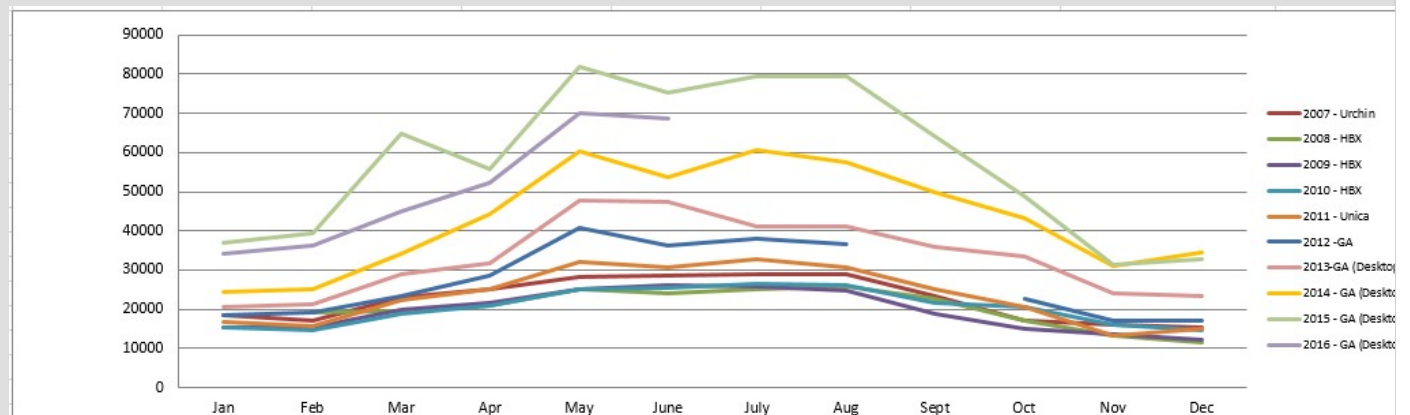
SEARCH CAMPAIGNS

	Clicks	Impressions	CTR	Cost	CPC
EVG_Attractions	1,343	15,210	8.8%	\$928.60	\$0.69
EVG_Brand	699	34,150	2.0%	\$1,091.98	\$1.56
EVG_Travel & Tourism	481	10,201	4.7%	\$613.50	\$1.28
EVG_Arts & Culture_GDN	0	0	0.0%	\$0.00	\$0.00
EVG_Cities	0	0	0.0%	\$0.00	\$0.00
EVG_Outdoors	0	0	0.0%	\$0.00	\$0.00
EVG_Vacations	0	There is no data There is no data There is no data There is no data			
EVG_Wine & Breweries_GDN	0	0	0.0%	\$0.00	\$0.00

ORGANIC SEARCH TERMS VIA GOOGLE SEARCH CONSOLE (MONTH OVER MONTH)

	Clicks	Impressions	Avg. position
grand junction co	2,005 +6%	29,406 -1%	3.7 +2%
grand junction	1,716 +10%	23,486 +4%	2.1 -13%
grand junction colorado	983 +9%	15,677 +11%	3.7 -3%
grand junction events	606 -24%	932 -16%	1.0 0%
things to do in grand junction	419 +30%	1,772 +21%	2.0 0%
grand mesa colorado	271 +60%	2,223 +26%	2.3 -31%
grand mesa	269 +27%	3,592 +8%	2.8 -9%
grand junction farmers market	268 +294%	970 +191%	2.2 -23%
colorado national monument	251 +2%	13,636 -12%	5.8 +4%
things to do in grand junction co	217 +28%	1,462 +21%	2.0 +1%

VISITS OVER TIME



ENEWSLETTERS

	Delivered	Opens	Open rate	Clicks	Click rate
June 2016 - Can't Miss Summer Adventure	30,490	8,611	28.24%	1,188	13.80%
May 2016 - Amazing Summer Events	27,953	9,707	34.70%	1,633	16.80%