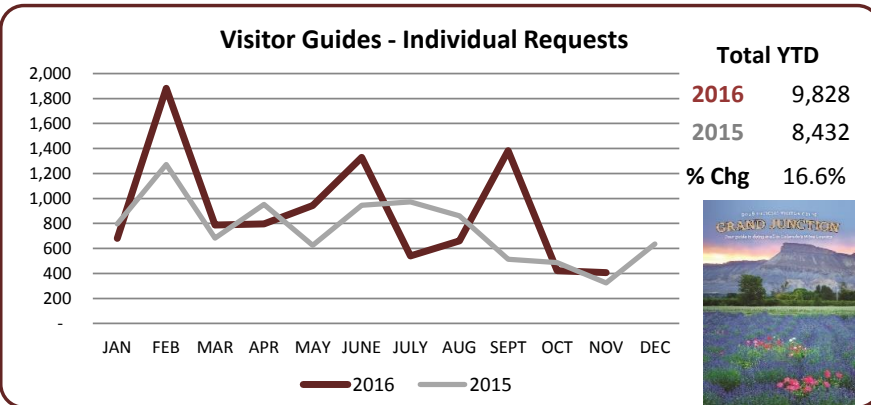
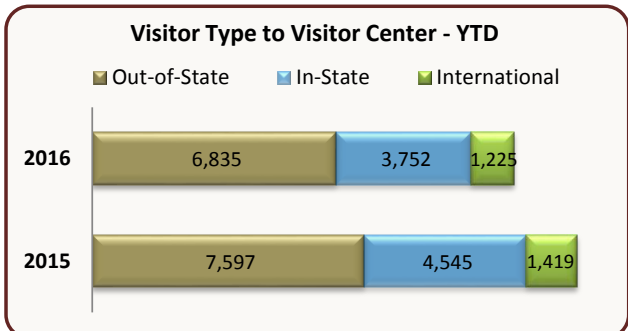
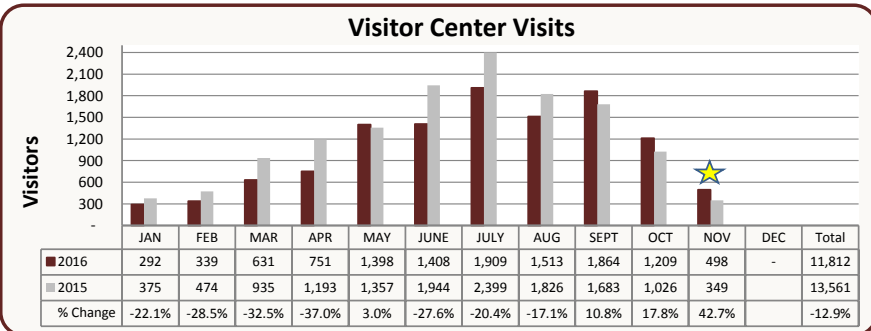
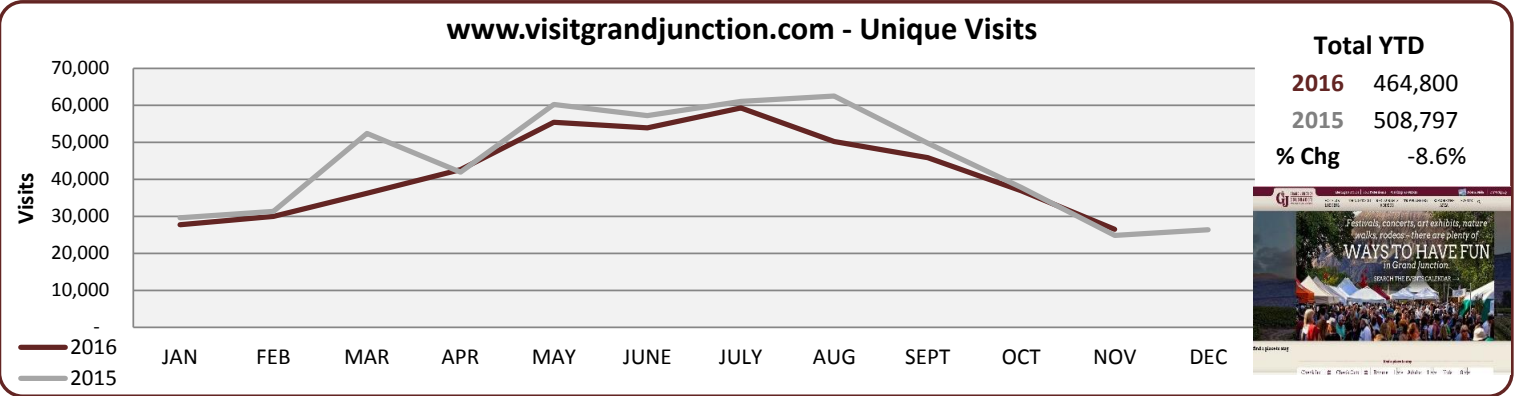
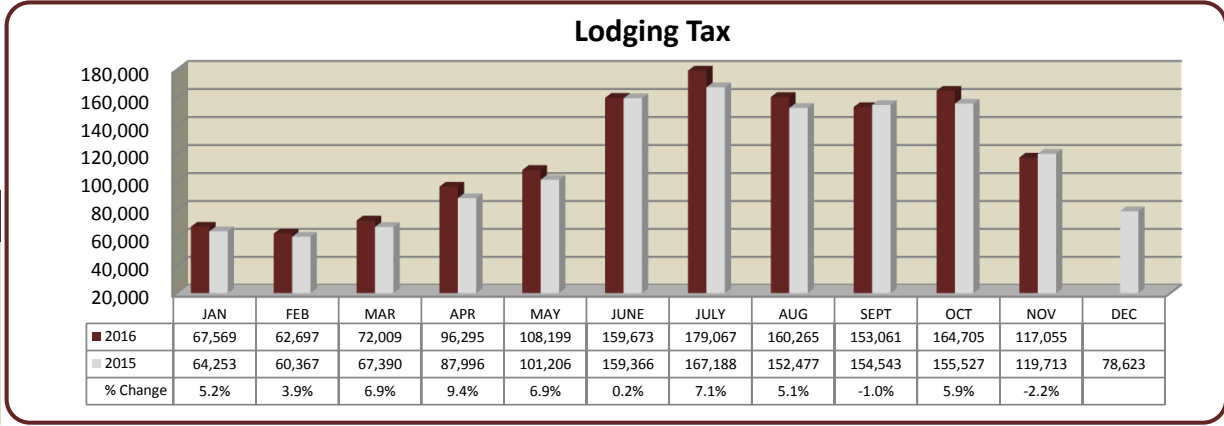




Lodging Tax YTD	
2016	\$ 1,340,594
2015	\$ 1,290,025
Var	\$ 50,569
% Chg	▲ 3.9%



Sales / Convention Services

	Current	2016 Goal	% of Goal
Sales Leads	103	97	106%
Front Range Sales Leads	20	15	133%
Convention Servicing			
# of Groups	120	125	96%
Economic Impact to Date*	\$ 4,005,950		

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

The Bottom Line

- The Annual Tourism Wrap-Up was held on November 6th at Two Rivers Convention Center. Approximately 50 representatives from lodging properties, attractions, and special events were in attendance to recap 2016 and plans for 2017.
- In conjunction with Miles Media Group, the GJVCB presented a free educational marketing seminar on November 8th entitled, "D.A.T.A. Don't Avoid This Anymore". The seminar covered many areas including tactics to increase visibility & reach new audiences.
- Grand Junction has made it on the short list for hosting a future annual conference of the Colorado Municipal League (CML). GJVCB Sales staff met with the meeting planner on November 3rd for a site inspection of Two Rivers Convention Center & hotel properties.
- Work is well underway for the 2017 Official Visitor Guide. Printing will begin within the next few weeks and the guide will be ready for delivery by the end of January, 2017.

Lodging Tax Collections - 2012 - 2016

