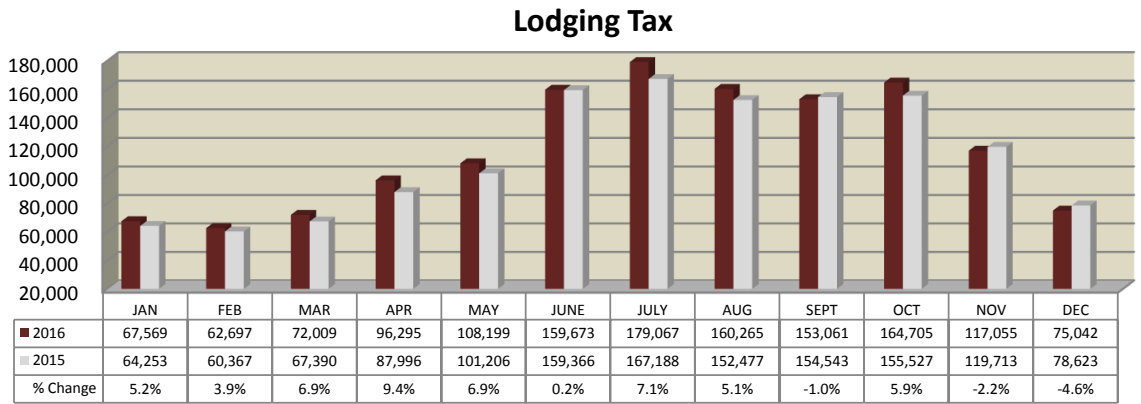
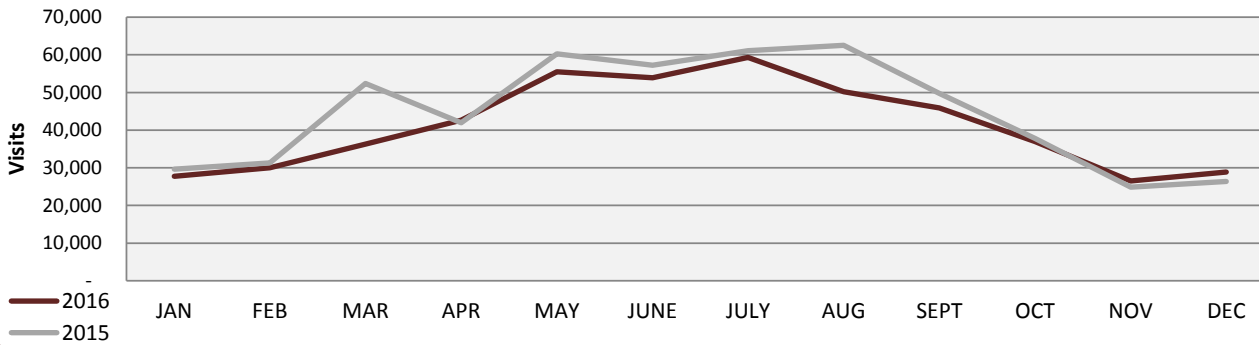




Lodging Tax YTD	
2016	\$ 1,415,636
2015	\$ 1,368,648
Var	\$ 46,988
% Chg	▲ 3.4%



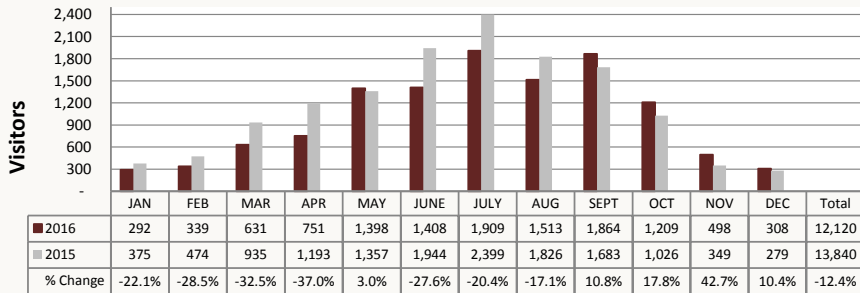
www.visitgrandjunction.com - Unique Visits



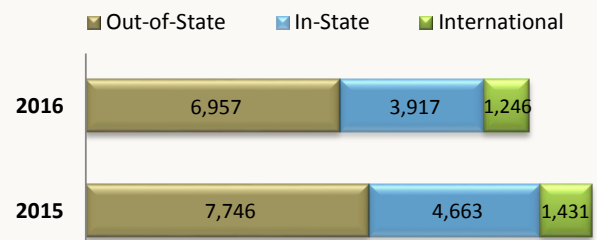
Total YTD	
2016	493,689
2015	535,204
% Chg	-7.8%



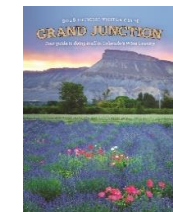
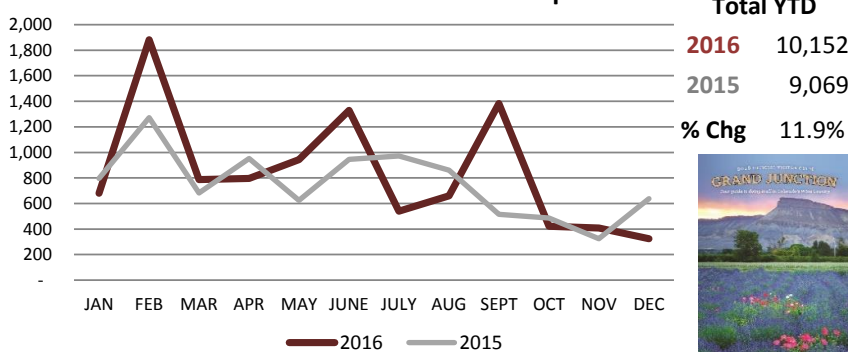
Visitor Center Visits



Visitor Type to Visitor Center - YTD



Visitor Guides - Individual Requests



Total YTD	
2016	10,152
2015	9,069
% Chg	11.9%

Sales / Convention Services

	Current	2016 Goal	% of Goal
Sales Leads	113	97	116%
Front Range Sales Leads	20	15	133%
Convention Servicing			
# of Groups	126	125	101%

Economic Impact to Date* \$ 4,005,950

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

The Bottom Line

- The GJVCB is once again an award winning VCB in 2016! Two HSMIA Adrian Bronze Awards were received for our website redesign and the Meeting Planner Direct Mail Sales Piece. Both awards honor creative excellence and best practices in hospitality, travel, and tourism-related marketing. Over 1,200 entries were submitted this year from all over the world. The GJVCB also received the Travel Weekly's Silver Magellan Award for New Responsive Website.
- On December 1st, the GJVCB's sales staff attended the Destination Colorado Front Range Tradeshow at EXDO Event Center in Denver and had the opportunity to meet with up to over 250 meeting planners or decision makers for their organization.
- The top five countries of international visitors to the Visitor Center for 2016 are Canada, Germany, England (UK), France, and Australia. Outside of Colorado, the top visiting states to the Visitor Center are California, Texas, Utah, Minnesota, and Illinois.

Lodging Tax Collections - 2012 - 2016

