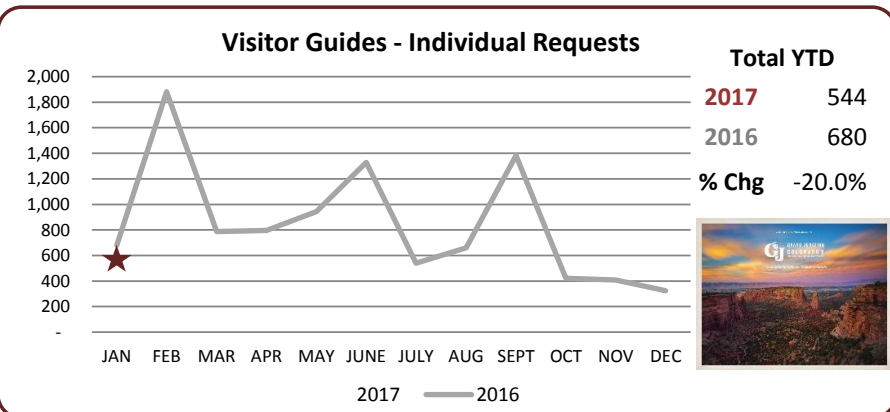
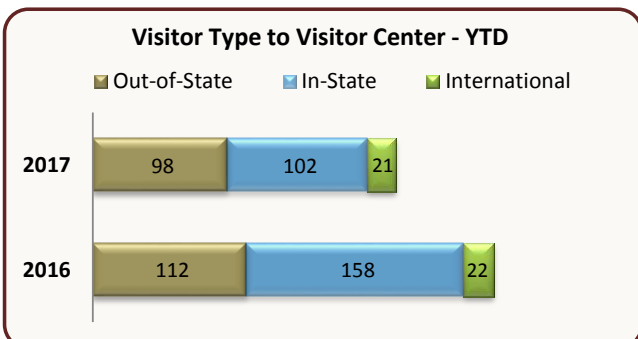
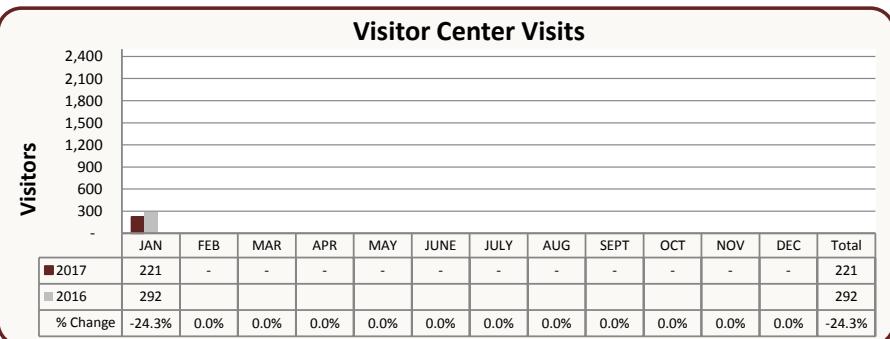
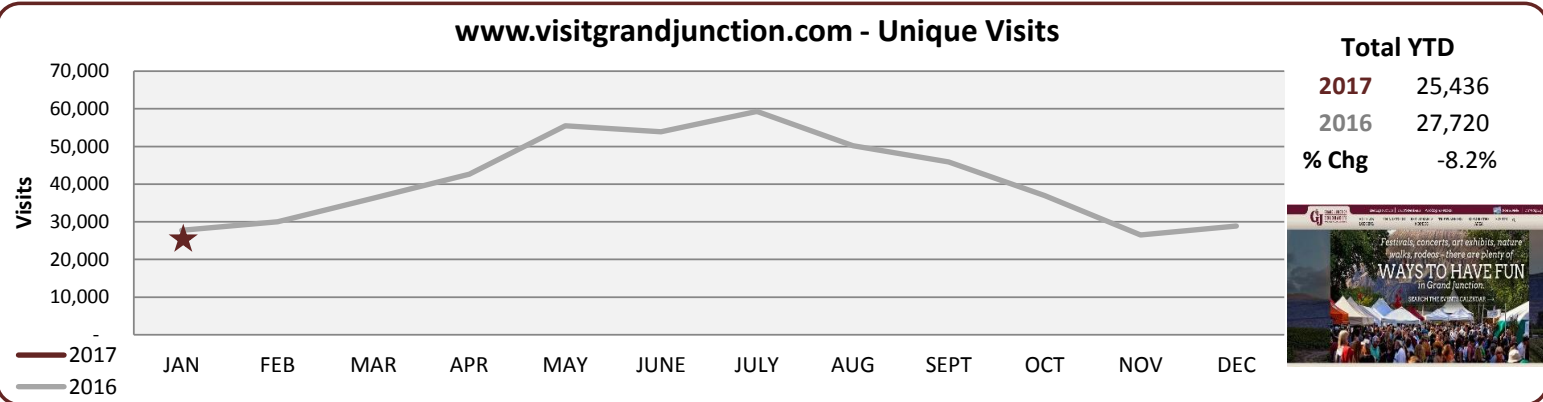
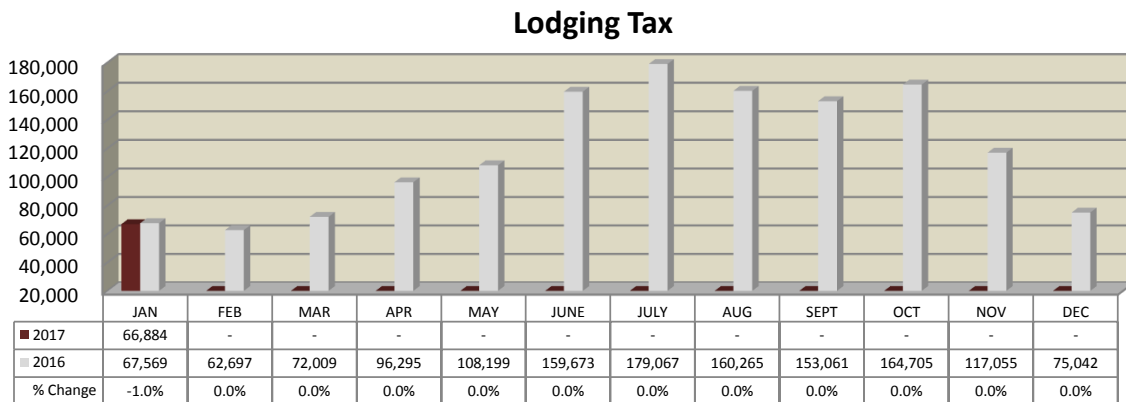




Lodging Tax YTD	
2017	\$ 66,884
2016	\$ 67,569
Var	\$ (685)
% Chg	▲ -1.0%



Sales / Convention Services

	Current	2016	% Chg
Sales Leads	0	0	0%
Front Range Sales Leads	0	15	0%
Conventions	0	100	0%
Economic Impact to Date*	\$ -	-	-

Data Pending

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

The Bottom Line

- The GJVCB's Annual Travel and Tourism Meeting was held on January 31st at Two Rivers Convention Center with 135 in attendance. Dr. Tucker Hart Adams presented a summary of her examination on the Economic Impact of Tourism in Mesa County which culminated an 18-month research study. The GJVCB's 2016 Annual Report was also released at this meeting.
- Members of the GJVCB staff and Board of Directors attended the Tourism Industry Association of Colorado (TIAC) Annual Legislative Reception at the Brown Palace in Denver on January 23rd and the CTO's Tourism Day at the Capitol on January 24th.
- The GJVCB is again working with Powderhorn Mountain Resort on a winter ski/snowboard campaign to drive winter out-of-town, overnight visitation.
- The newly redesigned 2017 Official Grand Junction Visitor Guide was released on January 31st!

Lodging Tax Collections - 2013 - 2017

