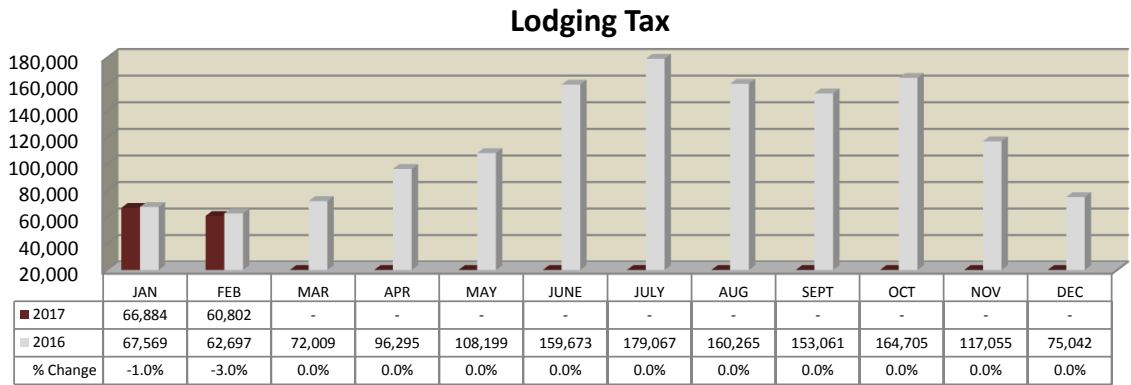
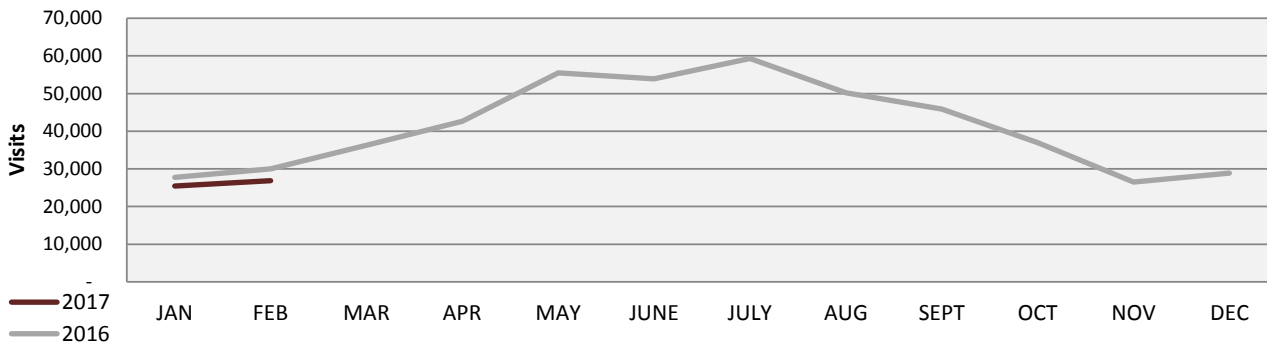




| Lodging Tax YTD | | |
|-----------------|----|---------|
| 2017 | \$ | 127,686 |
| 2016 | \$ | 130,266 |
| Var | \$ | (2,580) |
| % Chg | | -2.0% |



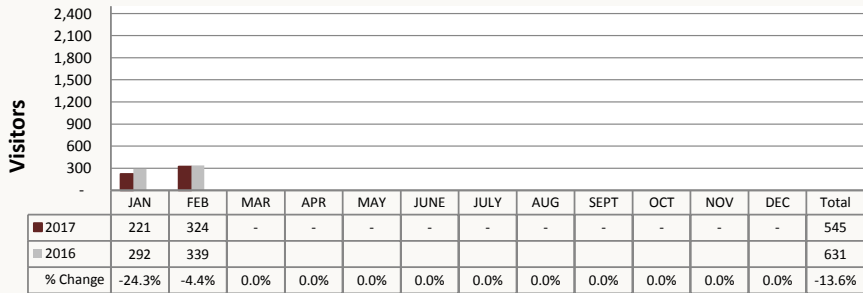
www.visitgrandjunction.com - Unique Visits



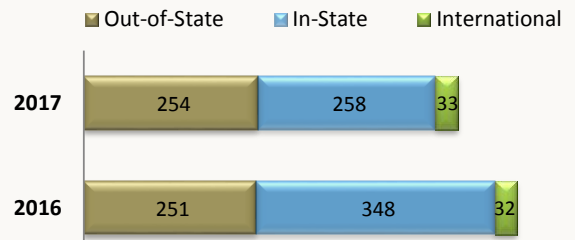
| Total YTD | |
|-----------|--------|
| 2017 | 52,298 |
| 2016 | 55,440 |
| % Chg | -5.7% |



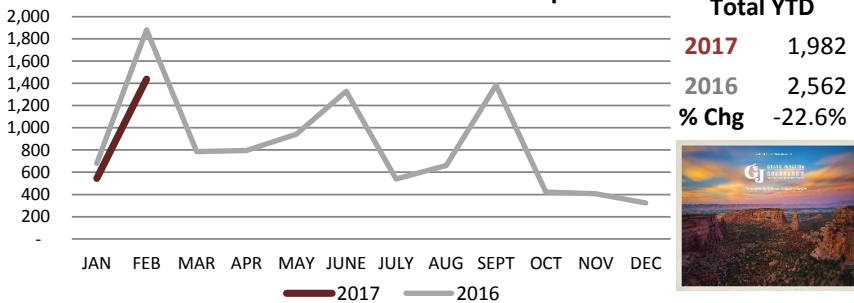
Visitor Center Visits



Visitor Type to Visitor Center - YTD



Visitor Guides - Individual Requests



| Total YTD | |
|-----------|--------|
| 2017 | 1,982 |
| 2016 | 2,562 |
| % Chg | -22.6% |

Sales / Convention Services

| | Current | 2016 | Goal |
|--------------------------|---------|------|------|
| Sales Leads | 0 | 0 | 0% |
| Front Range Sales Leads | 0 | 15 | 0% |
| Convention Services | 0 | 100 | 0% |
| # of Groups | 0 | 100 | 0% |
| Economic Impact to Date* | \$ | - | |

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

The Bottom Line

- Sales staff attended the 2nd annual AAA Vacation Showcase at Invesco Field at Mile High in Denver on February 4th. Approximately 1,500 consumers attended the show and staff offered information on vacation planning in the Grand Junction area.
- Marketing staff attended the 2017 Denver Winter Wine Festival on February 10th to speak to consumers and members of the media, encouraging them to visit Grand Junction and explore the area's wineries. It was a sold out event!
- GJVCB staff, along with staff from Tiara Rado Golf Course/Lincoln Park Golf Course and the Downtown Hotel Properties, attended the 2017 Denver Golf Expo on February 10th - 12th to promote golfing in Grand Junction to over 1,000 attendees.
- Staff attended the GO West Summit Tradeshow in Reno, NV on February 20th - 23rd. GO West introduces the world's top international tour operators to specialty suppliers (like GJ) who offer tourism-related products or services in the Western U.S.
- Sales staff attended the National Tour Association (NTA) Convention & Travel Exchange on February 28th - March 2nd in St. Louis, MO and met with 29 tour operators that currently have or are considering Grand Junction for their itineraries.

Lodging Tax Collections - 2013 - 2017

