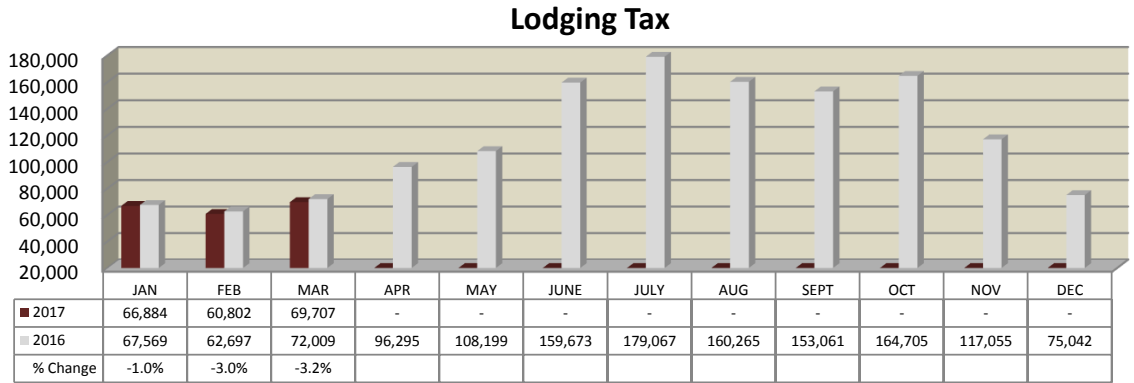
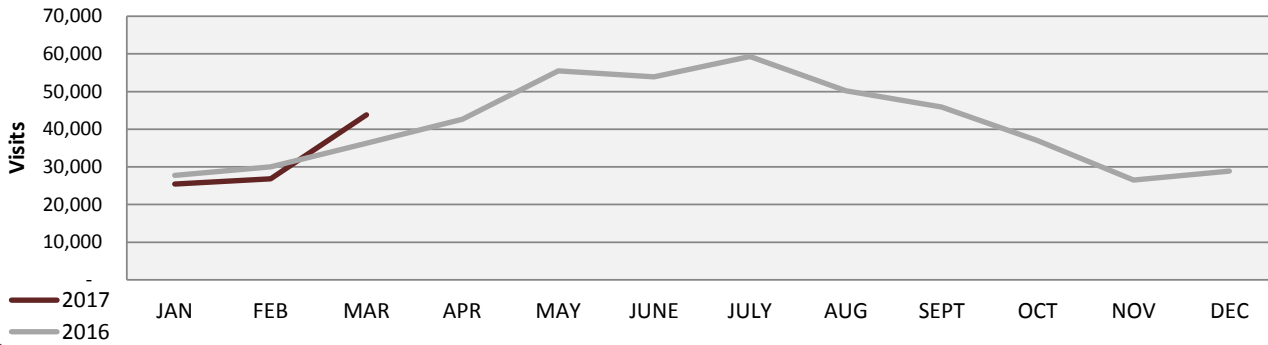




Lodging Tax YTD		
2017	\$	197,393
2016	\$	202,274
Var	\$	(4,881)
% Chg		-2.4%



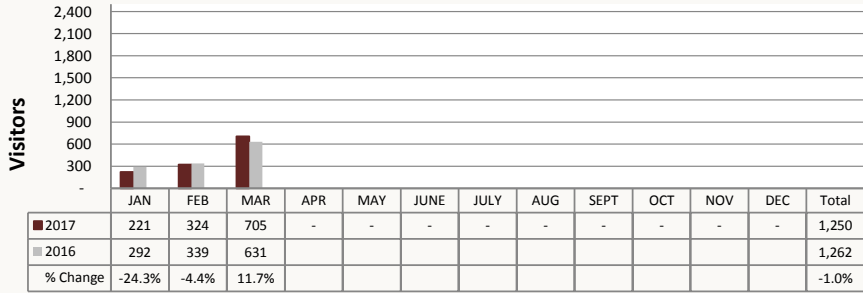
www.visitgrandjunction.com - Unique Visits



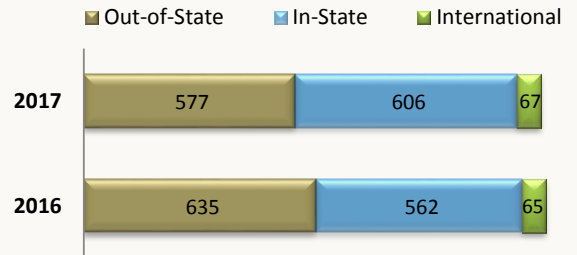
Total YTD	
2017	96,120
2016	87,694
% Chg	9.6%



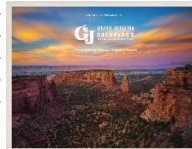
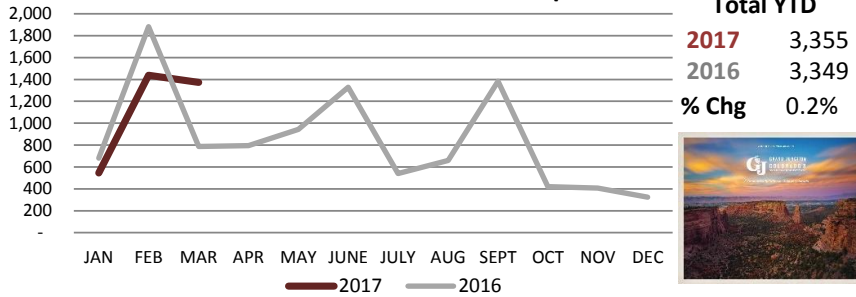
Visitor Center Visits



Visitor Type to Visitor Center - YTD



Visitor Guides - Individual Requests



Total YTD	
2017	3,355
2016	3,349
% Chg	0.2%

Sales / Convention Services

	Current	2017 Goal	% of Goal
Sales Leads	38	115	33%
Front Range Sales Leads	7	17	41%
Convention Servicing			
# of Groups	83	100	83%

Economic Impact to Date* \$ 229,622

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

The Bottom Line

- GJVCB Staff, along with representatives from the DoubleTree Hotel and Two Rivers Convention Center, attended and met with professional meeting planners at the Meetings Industry Council (MIC) Tradeshow in Denver on March 15th and 16th.
- Members of the GJVCB Staff and Board attended the 1st Annual Denver Travel and Adventure Show on March 18th and 19th. This show attracts a higher demographic of consumers and features hundreds of travel experts assisting travelers in planning their next getaway.
- Staff hand delivered the 2017 Visitor Guides and Rip-N-Read maps to lodging properties and tourism attractions throughout the area and also invited them to the 4th Annual Tourism Open House on April 27th.
- The GJVCB hosted several media FAMs in March, including, LA Times, Mile High Mamas (Denver Post connection), LA Parent Magazine, Daily Mom and Travel and Leisure Family magazine.
- Work continues on a winter campaign with Powderhorn Mountain Resort featuring the new Ski Patrol Ski Along program.
<http://www.visitgrandjunction.com/Ski-Patrol-Ski-Along>

Lodging Tax Collections - 2013 - 2017

