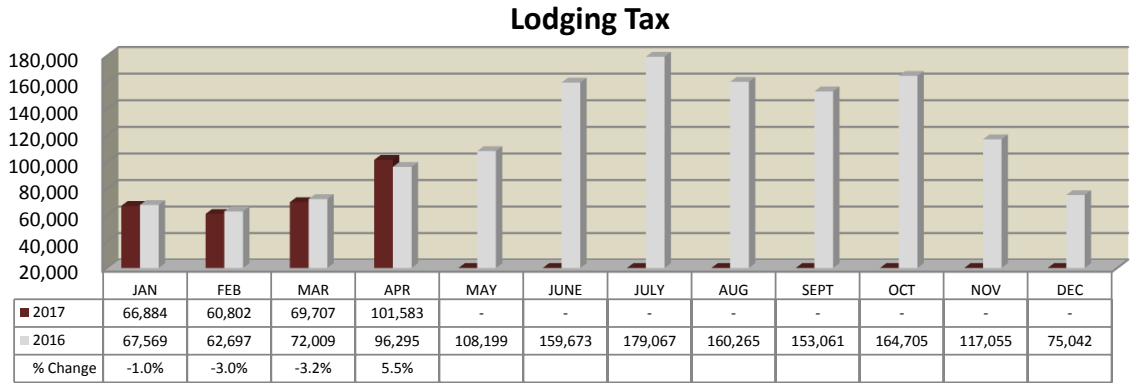
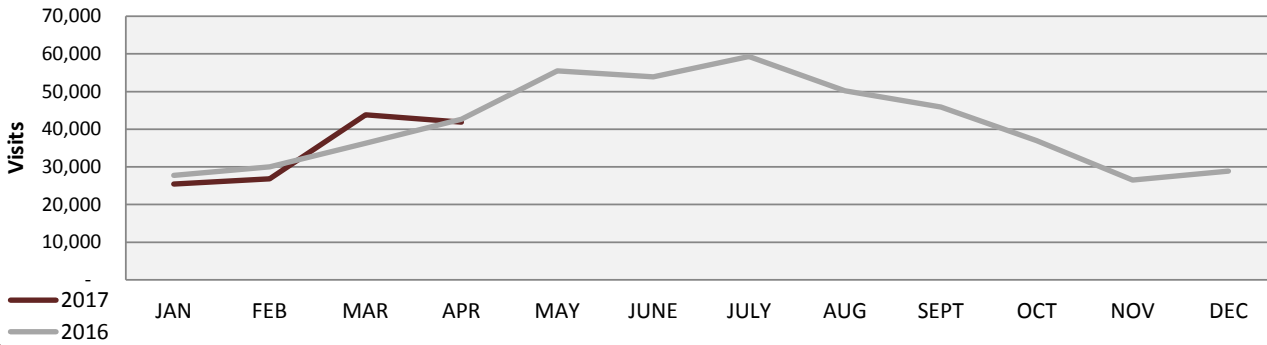




Lodging Tax YTD		
2017	\$	298,976
2016	\$	298,569
Var	\$	407
% Chg		0.1%



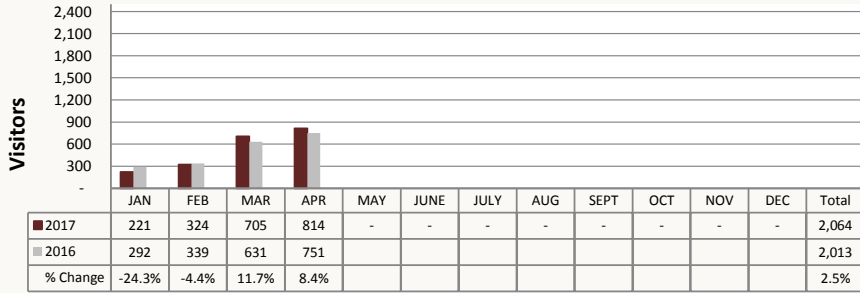
www.visitgrandjunction.com - Unique Visits



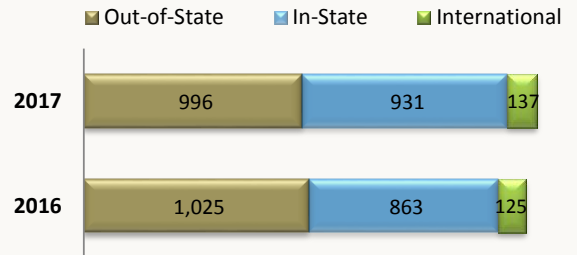
Total YTD	
2017	138,002
2016	136,605
% Chg	▲ 1.0%



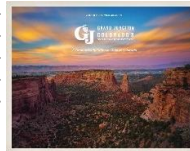
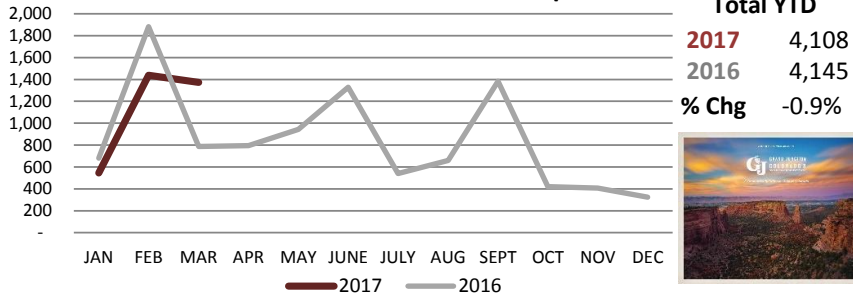
Visitor Center Visits



Visitor Type to Visitor Center - YTD



Visitor Guides - Individual Requests



Total YTD	
2017	4,108
2016	4,145
% Chg	-0.9%

Sales / Convention Services

	Current	2017 Goal	% of Goal
Sales Leads	44	115	38%
Front Range Sales Leads	8	17	47%
Convention Servicing			
# of Groups	93	100	93%

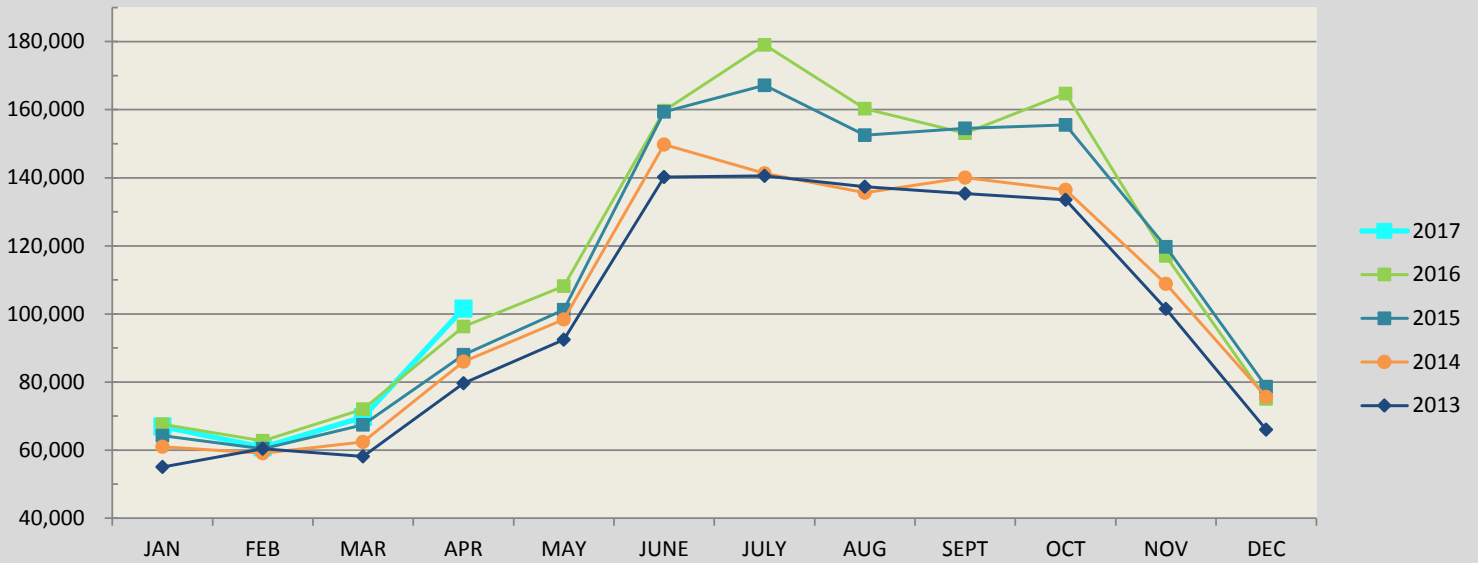
Economic Impact to Date* \$ 229,622

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

The Bottom Line

- The 4th annual Tourism Open House for front-line staff in the hospitality industry (hotels, restaurants, etc.) was held on April 27th at the Visitor Center. Travel partners met local attractions, representatives from our public lands and familiarized themselves with our Visitor Center.
- Visit GJ sales team hosted their Quarterly Coffee on April 13th for all lodging sales managers and director of sales. The focus of the meeting was on the major events for 2017 which allowed event coordinators to partner with the lodging properties.
- Several FAMs were hosted by our sales team during the month of April including, Nevada Kanko - a Japanese tour company, Canusa RV - Germany's top tour operator and Brand USA & CTO with 7 Japanese tour operators.
- The new advertising campaign in 2017 has launched and includes a much bolder and simplified message: "Dramatically Different 2.0 - I went. I saw. It's amazing."

Lodging Tax Collections - 2013 - 2017



Advertising Campaigns

GJ GRAND JUNCTION COLORADO'S WINE COUNTRY

"CAME FOR THE WINE. STAYED FOR THE VIEWS."

Enjoy an afternoon wine tasting, a winery tour or the largest wine festival in Colorado this September 14-17.

[PLAN YOUR TRIP](#)

GJ GRAND JUNCTION COLORADO'S WINE COUNTRY

"WE'RE STARTING AN OUTDOOR WINE CLUB."

Plan your winery getaway today.

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GJ GRAND JUNCTION COLORADO'S WINE COUNTRY

"WE STAYED FOR THE VIEWS."