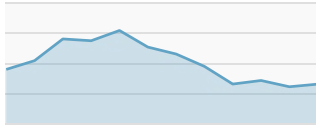


Visit Grand Junction Monthly Dashboard

Report for Feb 1, 2017 - Feb 28, 2017

TOTAL VISITS

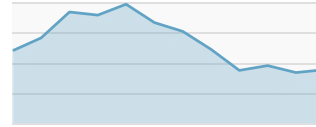
32,827



Previous period **7%** Previous year **-9%**

TOTAL UNIQUE VISITORS

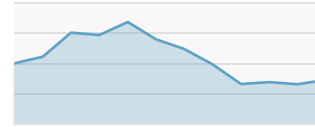
26,862



Previous period **6%** Previous year **-10%**

TOTAL PAGEVIEWS

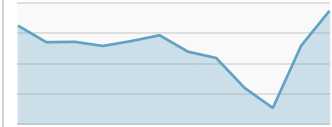
87,334



Previous period **11%** Previous year **-7%**

AVERAGE VISIT DURATION

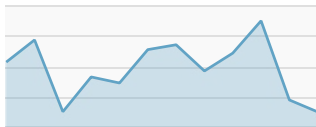
00:02:37



Previous period **8%** Previous year **9%**

OVERALL BOUNCE RATE

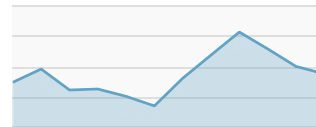
47%



Previous period **-1%** Previous year **-4%**

HOMEPAGE BOUNCE RATE

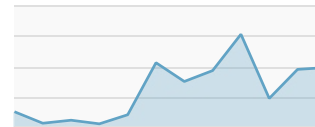
33%



Previous period **-2%** Previous year **-2%**

NEWSLETTER (EZINE) SIGNUPS

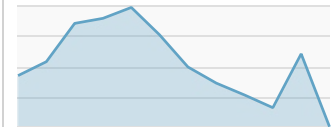
99



Previous period **3%** Previous year **662%**

GUIDE DOWNLOADS

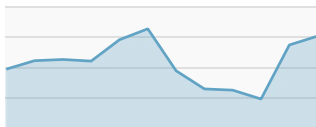
4



Previous period **-99%** Previous year **-98%**

GUIDE ORDERS

228

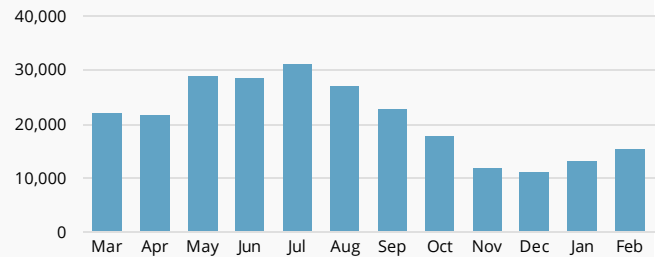


Previous period **11%** Previous year **43%**

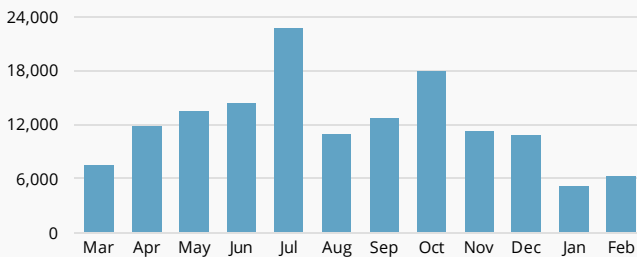
TOTAL SIT CONVERSIONS

22,528

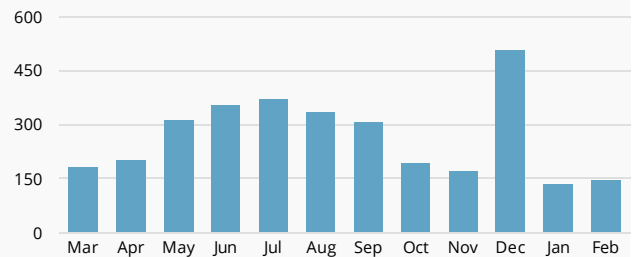
PROFILE VIEWS



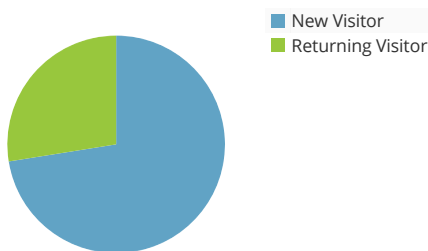
EVENT VIEWS



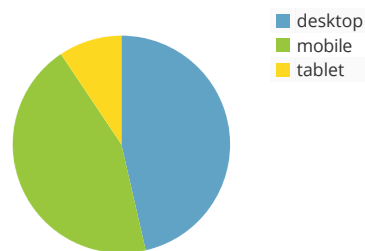
DEAL VIEWS



NEW VS. RETURNING VISITORS

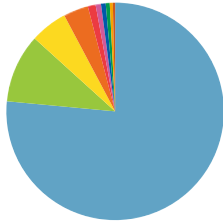


VISITS BY DEVICE CATEGORY



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	26,842	+12%	00:02:37	-3%	46%	+2%
(none)	3,198	-27%	00:02:38	+42%	55%	-9%
referral	2,144	-70%	00:02:39	+57%	47%	-14%
cpc	219	+227%	00:01:33	-23%	60%	-7%
email	204	-22%	00:03:47	-16%	40%	+3%
display	104	+100%	00:00:18	+100%	82%	+100%
FormattedBanner	39	+100%	00:02:42	+100%	44%	+100%
formattedbanner	22	+100%	00:03:07	+100%	50%	+100%
vanity-url	15	+100%	00:01:48	+100%	40%	+100%

VISITS BY SOURCE/MEDIUM


- google / organic
- (direct) / (none)
- bing / organic
- yahoo / organic
- gjcity.org / referral
- colorado.com / referral
- google / cpc
- gsentinel.com / referral
- newsletter / email
- m.facebook.com / referral

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	18,319	-2%
Texas	1,946	-45%
California	1,424	0%
Utah	1,225	-15%
Illinois	589	-12%
Florida	507	-4%
Arizona	467	+5%
Michigan	330	+37%
New York	328	-35%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	7,675	-4%
Denver	4,842	+5%
Dallas	1,001	-12%
Fruita	437	+81%
Aurora	393	-14%
Salt Lake City	360	-13%
Colorado Springs	352	-4%
Los Angeles	301	-13%
Montrose	284	-11%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/	7,813	0%	33%	-2%
www.visitgrandjunction.com/events-calendar	7,166	+7%	47%	0%
www.visitgrandjunction.com/things-to-do	2,952	+6%	25%	-4%
www.visitgrandjunction.com/hiking-trails	1,985	+52%	40%	+1%
www.visitgrandjunction.com/all-restaurants	1,736	+0%	45%	-13%
www.visitgrandjunction.com/family-activities	1,582	+21%	33%	-7%
www.visitgrandjunction.com/attractions-culture	1,418	+5%	40%	-15%
www.visitgrandjunction.com/wineries-tasting-rooms	1,288	+7%	43%	+2%
www.visitgrandjunction.com/areas/grand-mesa	1,243	+3%	47%	-1%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

	Visits	
www.visitgrandjunction.com/	6,239	+1%
www.visitgrandjunction.com/events-calendar	3,428	+11%
www.visitgrandjunction.com/things-to-do	762	+9%
www.visitgrandjunction.com/hiking-trails	731	+93%
www.visitgrandjunction.com/areas/grand-mesa	699	-4%
www.visitgrandjunction.com/events/banff-mountain-film-festival-world-tour	692	+371%
www.visitgrandjunction.com/family-activities	635	+19%
www.visitgrandjunction.com/all-restaurants	563	-12%
www.visitgrandjunction.com/getting-denver-grand-junction	464	-35%

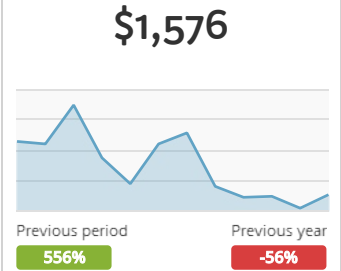
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
google / cpc	219 +630%	2.3 -48%	00:01:33 -58%	60% +124%
newsletter / email	143 +160%	4.5 0%	00:04:16 -22%	39% -2%
adnetwork / display	104 +100%	1.2 +100%	00:00:18 +100%	82% +100%
welcome / email	55 +12%	3.1 -23%	00:02:53 +2%	40% +9%
co.com / FormattedBanner	39 +117%	2.8 -17%	00:02:42 +45%	44% +31%
colorado.com / formattedbanner	22 =	2.1 -4%	00:03:07 +176%	50% =
com / vanity-url	13 +30%	2.2 -59%	00:01:07 -83%	38% +285%
Facebook / FB-Ads	13 +100%	1.3 +100%	00:00:06 +100%	85% +100%
tripadvisor.com / 300x600	8 +100%	1.5 -33%	00:00:05 -88%	75% +200%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	4 +100%	\$371.00 +100%
Travelodge Grand Junction	4 +100%	\$256.00 +100%
Super 8 Grand Junction Colorado	3 +100%	\$177.63 +100%
Candlewood Suites Grand Junction NW	2 +100%	\$181.40 +100%
Motel 6 Grand Junction	2 +100%	\$79.98 +105%
Courtyard Grand Junction	1 +100%	\$79.93 +100%
Holiday Inn Hotel & Suites Grand Junction-Airport	1 =	\$74.00 -17%
La Quinta Inn & Suites Grand Junction	1 +100%	\$75.00 +100%
SpringHill Suites Grand Junction Downtown/Historic Main Street	1 +100%	\$129.00 +100%

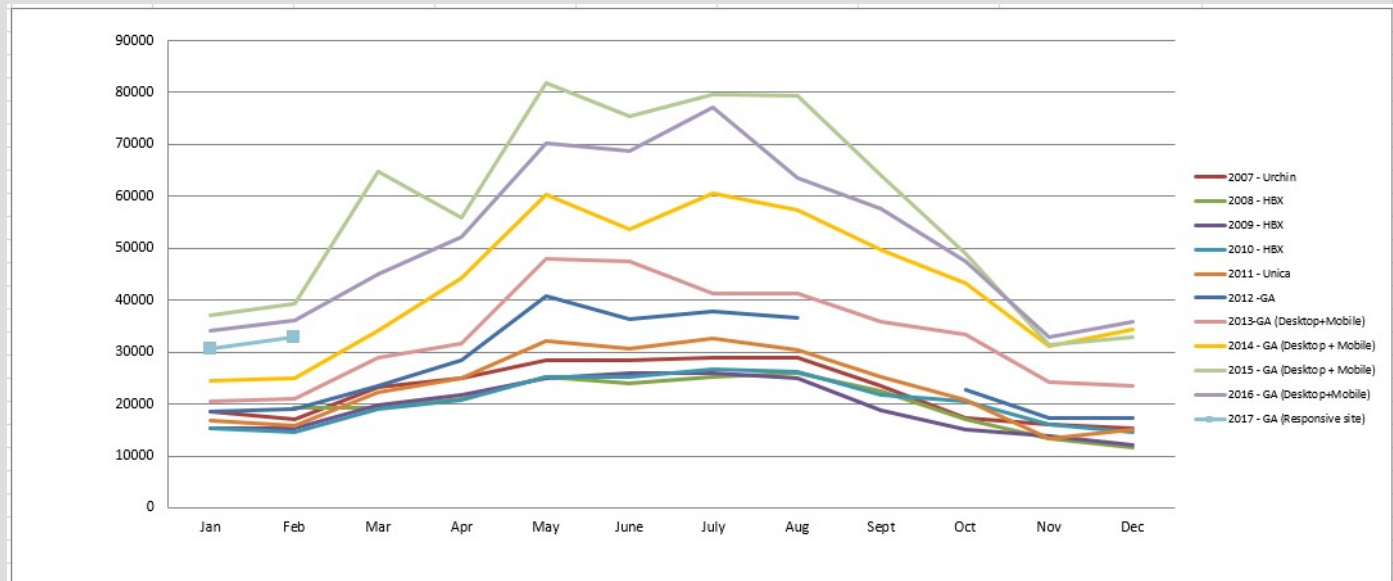
REVENUE OVER TIME



ORGANIC SEARCH TERMS VIA GOOGLE SEARCH CONSOLE (MONTH OVER MONTH)

	Clicks	Impressions	Avg. position
grand junction co	1,304 0%	20,769 -12%	3.3 +13%
grand junction colorado	821 +10%	14,076 -1%	2.9 +8%
grand junction	805 -10%	19,001 -10%	2.6 +29%
grand junction events	367 +3%	553 +11%	1.0 -15%
things to do in grand junction	198 +3%	1,082 +0%	2.0 +0%
grand mesa colorado	187 -20%	1,206 -26%	2.0 +25%
grand mesa	171 +24%	2,441 -2%	2.4 +6%
orchard mesa pool	125 -1%	564 +8%	1.8 +0%
colorado national monument	123 +54%	7,172 +11%	5.4 -7%

VISITS OVER TIME



NEWSLETTERS (ORDERED BY TOTAL DELIVERED)

	Delivered	Opened	Open Rate	Clicks	CTR
Denver's Winter Wine Festival Tickets On Sale Now - February 2017	3,412	555	27.40%	149	15.94%
Golf Gear, Tips & Trips at Denver Golf Expo - February 2017	3,002	556	28.85%	72	8.31%