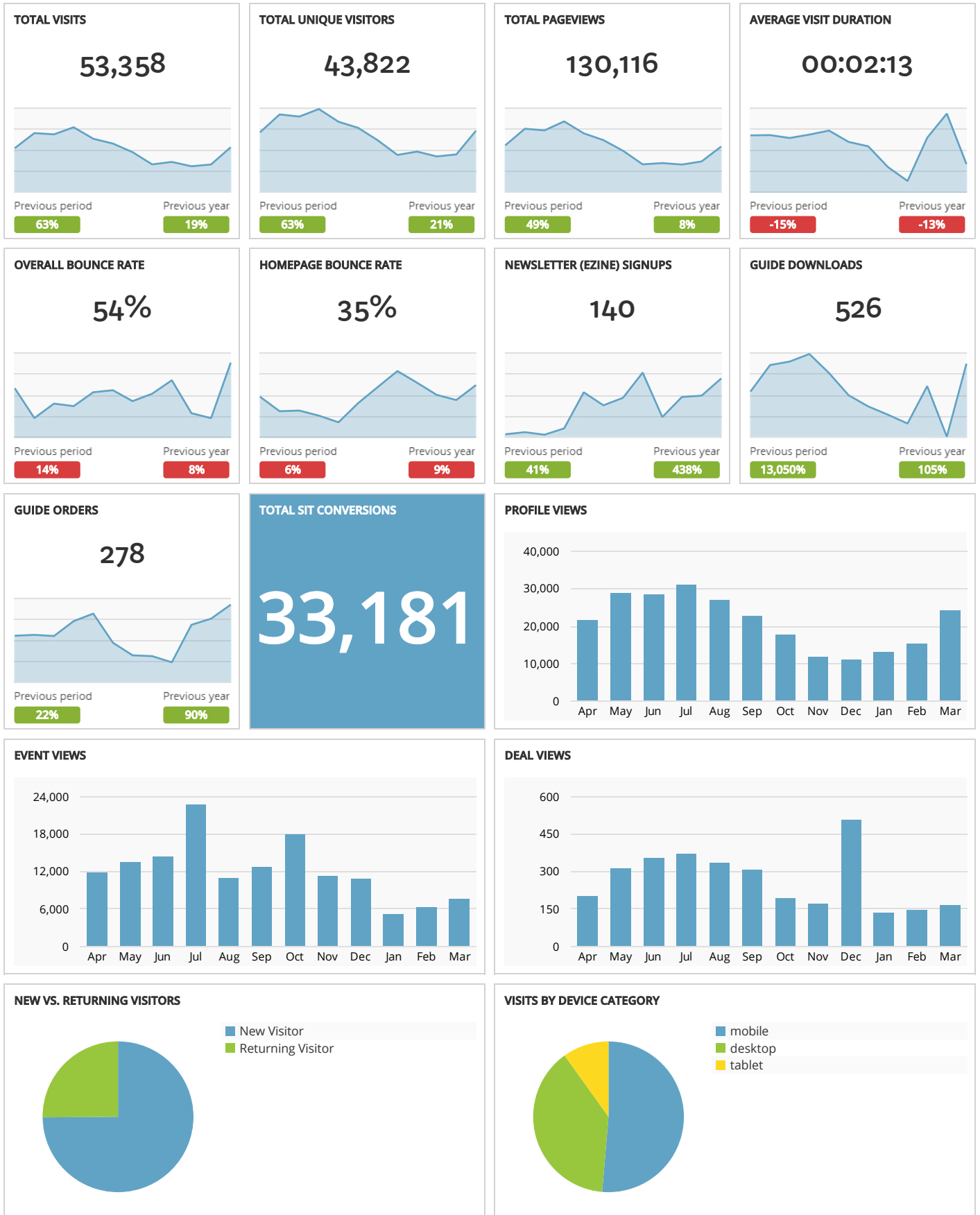


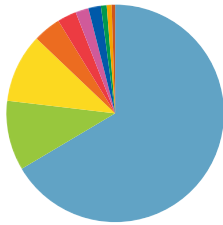
Visit Grand Junction Monthly Dashboard

Report for Mar 1, 2017 - Mar 31, 2017



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	37,383	+15%	00:02:33	-8%	47%	+1%
referral	8,667	+52%	00:00:57	-46%	79%	+33%
(none)	5,277	-16%	00:02:07	+3%	60%	+5%
cpc	992	+49,500%	00:02:09	+100%	49%	-51%
display	534	+100%	00:00:43	+100%	85%	+100%
FB-Ads	263	+100%	00:00:20	+100%	90%	+100%
email	105	+88%	00:03:59	-61%	41%	+9%
FormattedBanner	40	+3,900%	00:03:42	+100%	53%	-48%
formattedbanner	30	+100%	00:01:14	+100%	37%	+100%

VISITS BY SOURCE/MEDIUM


- google / organic
- (direct) / (none)
- m.facebook.com / referral
- bing / organic
- yahoo / organic
- google / cpc
- facebook.com / referral
- adnetwork / display
- gjcity.org / referral
- Facebook / FB-Ads

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	30,401	+26%
Texas	3,567	-23%
California	2,708	+47%
Utah	2,236	+9%
Arizona	999	+72%
Illinois	963	+30%
Florida	731	+25%
Nevada	620	+137%
New York	527	-18%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	10,265	+7%
Denver	8,892	+46%
Dallas	2,013	+17%
Colorado Springs	960	+39%
Salt Lake City	847	+67%
Los Angeles	824	+71%
Aurora	803	+3%
Fruita	593	+96%
Lakewood	524	+60%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/	10,538	+35%	35%	+6%
www.visitgrandjunction.com/events-calendar	8,290	+16%	44%	-7%
www.visitgrandjunction.com/seven-adventures-one-day-only-grand-junction-colorado	8,117	+100%	92%	+100%
www.visitgrandjunction.com/things-to-do	4,418	+50%	26%	+5%
www.visitgrandjunction.com/hiking-trails	4,280	+116%	35%	-14%
www.visitgrandjunction.com/family-activities	2,550	+61%	35%	+6%
www.visitgrandjunction.com/attractions-culture	2,110	+49%	54%	+35%
www.visitgrandjunction.com/all-restaurants	2,057	+18%	49%	+9%
www.visitgrandjunction.com/wineries-tasting-rooms	2,026	+57%	40%	-8%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

	Visits	
www.visitgrandjunction.com/	8,358	+34%
www.visitgrandjunction.com/seven-adventures-one-day-only-grand-junction-colorado	7,015	+100%
www.visitgrandjunction.com/events-calendar	3,821	+11%
www.visitgrandjunction.com/ski-stay	1,614	+401%
www.visitgrandjunction.com/hiking-trails	1,461	+100%
www.visitgrandjunction.com/things-to-do	1,084	+42%
www.visitgrandjunction.com/areas/grand-mesa	966	+38%
www.visitgrandjunction.com/family-activities	890	+40%
www.visitgrandjunction.com/all-restaurants	730	+30%

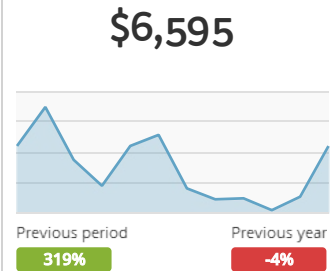
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits		Pageviews/Visit		Avg. Time on Site		Bounce Rate	
google / cpc	992	+353%	3.0	+31%	00:02:09	+39%	49%	-17%
adnetwork / display	438	+321%	1.2	-3%	00:00:20	+8%	92%	+13%
Facebook / FB-Ads	263	+1,923%	1.1	-12%	00:00:20	+224%	90%	+7%
travelerenews / display	96	+100%	3.1	+100%	00:02:29	+100%	49%	+100%
welcome / email	58	+5%	3.3	+7%	00:03:37	+26%	41%	+3%
newsletter / email	41	-71%	3.1	-30%	00:04:52	+14%	39%	0%
co.com / FormattedBanner	40	+3%	2.8	+2%	00:03:42	+37%	53%	+20%
colorado.com / formattedbanner	30	+36%	2.6	+22%	00:01:14	-60%	37%	-27%
com / vanity-url	30	+131%	4.1	+85%	00:07:15	+544%	37%	-5%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions		Revenue	
Grand Vista Hotel	11	+100%	\$733.00	+100%
Ramada Grand Junction	11	+100%	\$758.24	+100%
Holiday Inn Hotel & Suites Grand Junction-Airport	10	+900%	\$960.00	+1,197%
Americas Best Value Inn	6	+100%	\$350.50	+100%
La Quinta Inn & Suites Grand Junction	6	+500%	\$597.01	+696%
Powderhorn Mountain Resort	6	+100%	\$852.00	+100%
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	4	=	\$481.00	+30%
Holiday Inn Express Hotel & Suites Grand Junction	4	+100%	\$496.01	+100%
SpringHill Suites Grand Junction Downtown/Historic Main Street	3	+200%	\$352.00	+173%

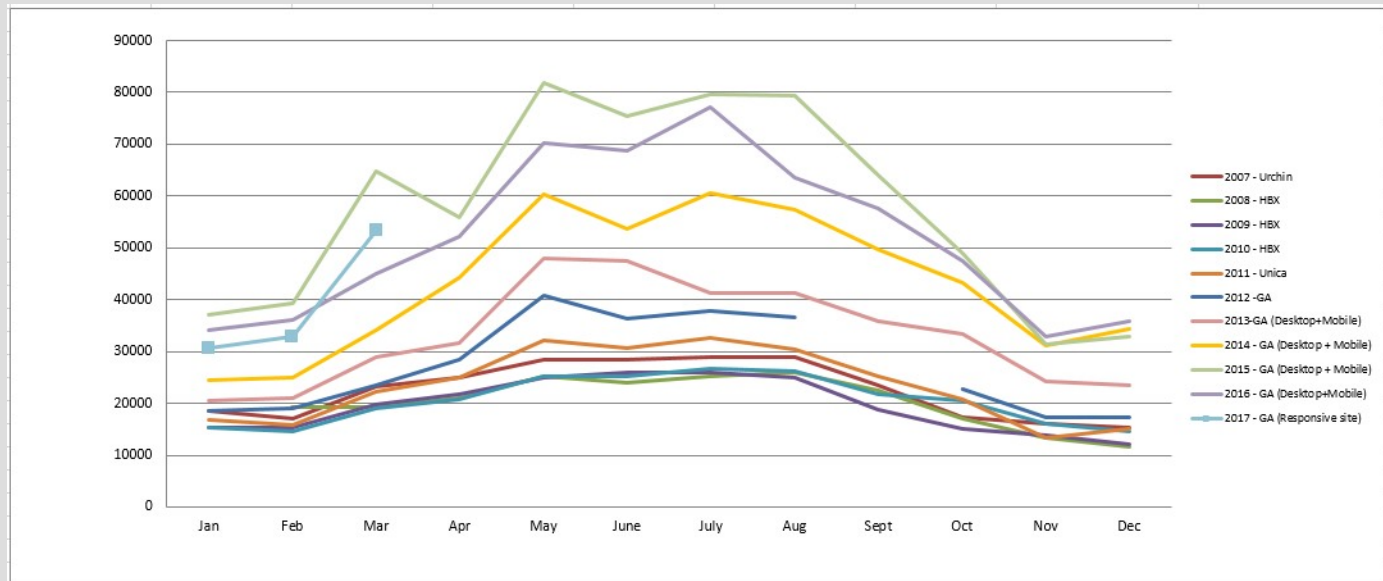
REVENUE OVER TIME



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

	Clicks		Impressions		Avg. position	
grand junction co	1,696	+30%	28,311	+36%	1.4	-57%
grand junction	1,257	+56%	26,254	+38%	1.2	-52%
grand junction colorado	1,126	+37%	16,783	+19%	1.3	-54%
grand junction events	445	+21%	635	+15%	1.0	+3%
things to do in grand junction	333	+68%	1,675	+55%	1.9	-3%
grand mesa	269	+57%	2,818	+15%	2.0	-14%
grand mesa colorado	179	-4%	1,192	-1%	1.7	-13%
orchard mesa pool	154	+23%	982	+74%	1.9	+5%
things to do in grand junction co	149	+26%	922	+36%	2.0	-1%

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%