

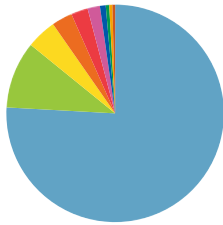
Visit Grand Junction Monthly Dashboard

Report for Apr 1, 2017 - Apr 30, 2017



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	42,177	+19%	00:02:35	-7%	46%	+1%
(none)	5,036	-29%	00:02:01	+1%	58%	+1%
referral	2,711	-62%	00:02:43	+136%	46%	-35%
cpc	1,269	-7%	00:02:16	+16%	53%	-1%
email	958	+1%	00:02:33	-28%	47%	+1%
display	242	+100%	00:00:55	+100%	80%	+100%
webskin	76	+7,500%	00:00:27	+100%	78%	-22%
FormattedBanner	63	+17%	00:01:32	-18%	38%	-14%
email	49	+100%	00:02:37	+100%	71%	+100%

VISITS BY SOURCE/MEDIUM


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

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	30,117	0%
Texas	3,487	-1%
California	2,518	+5%
Utah	2,224	-5%
Illinois	1,029	+25%
Arizona	834	+4%
Florida	683	-2%
New York	574	-28%
Michigan	498	+29%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	11,783	+16%
Denver	8,801	+1%
Dallas	1,884	+20%
Salt Lake City	706	+23%
Los Angeles	693	+3%
Fruita	620	+46%
Aurora	608	-46%
Chicago	567	+37%
Colorado Springs	518	-44%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	11,687	+41%	39%	-10%
www.visitgrandjunction.com/	10,930	+4%	33%	-4%
www.visitgrandjunction.com/things-to-do	4,347	-2%	26%	-1%
www.visitgrandjunction.com/hiking-trails	3,782	-12%	37%	+6%
www.visitgrandjunction.com/all-restaurants	2,271	+10%	48%	-2%
www.visitgrandjunction.com/attractions-culture	2,098	-1%	51%	-6%
www.visitgrandjunction.com/family-activities	1,983	-22%	31%	-11%
www.visitgrandjunction.com/wineries-tasting-rooms	1,899	-6%	44%	+10%
www.visitgrandjunction.com/hotels-lodging	1,895	+9%	32%	+1%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

	Visits	
www.visitgrandjunction.com/	8,622	+3%
www.visitgrandjunction.com/events-calendar	5,490	+44%
www.visitgrandjunction.com/hiking-trails	1,277	-13%
www.visitgrandjunction.com/things-to-do	1,146	+6%
www.visitgrandjunction.com/areas/grand-mesa	1,049	+9%
www.visitgrandjunction.com/family-activities	718	-19%
www.visitgrandjunction.com/all-restaurants	713	-2%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	687	+47%
www.visitgrandjunction.com/getting-denver-grand-junction	580	+18%

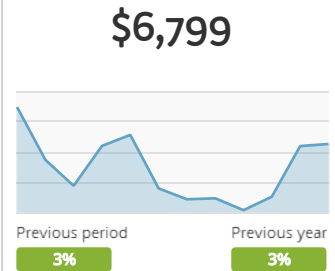
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
google / cpc	1,267 +28%	2.8 -8%	00:02:16 +5%	53% +7%
newsletter / email	932 +2,173%	3.0 -5%	00:02:30 -48%	47% +21%
adnetwork / display	120 -73%	1.4 +18%	00:00:40 +97%	76% -18%
denverpost.com / display	104 +100%	1.5 +100%	00:00:59 +100%	88% +100%
mtbr.com / webskin	76 +100%	1.6 +100%	00:00:27 +100%	78% +100%
co.com / FormattedBanner	63 +58%	2.8 -1%	00:01:32 -58%	38% -27%
colorado_tourism / email	49 +100%	2.7 +100%	00:02:37 +100%	71% +100%
colorado.com / formattedbanner	38 +27%	3.5 +34%	00:02:26 +97%	32% -14%
welcome / email	26 -55%	3.2 -6%	00:04:07 +14%	35% -16%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Ramada Grand Junction	14 +27%	\$1,149.75 +52%
SpringHill Suites Grand Junction Downtown/Historic Main Street	8 +167%	\$979.86 +178%
Super 8 Grand Junction Colorado	8 +700%	\$663.04 +863%
Residence Inn Grand Junction	7 +100%	\$893.00 +100%
Grand Vista Hotel	5 -55%	\$438.00 -40%
Hampton Inn Grand Junction Downtown/Historic Main Street	5 +100%	\$885.00 +100%
Days Inn Grand Junction	3 +50%	\$194.97 +50%
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	3 -25%	\$466.10 -3%
The Chateau at Two Rivers Winery	3 +100%	\$405.00 +100%

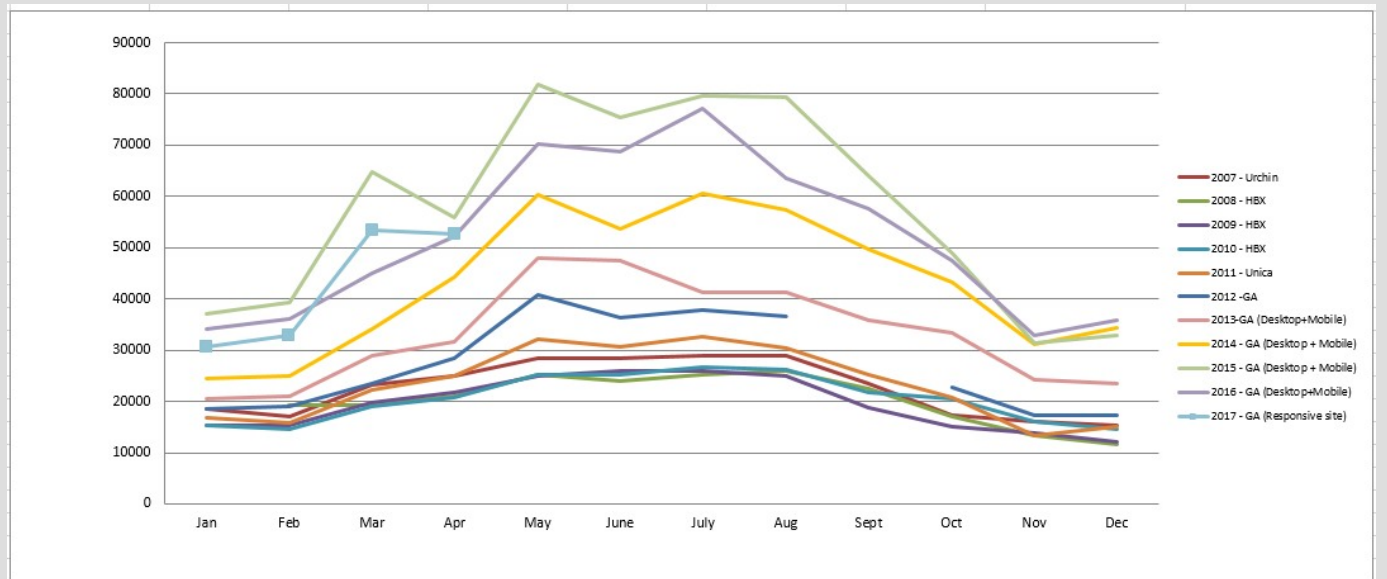
REVENUE OVER TIME



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

	Clicks	Impressions	Avg. position
grand junction co	1,674 -1%	27,913 -1%	1.2 -13%
grand junction	1,299 +3%	23,454 -11%	1.1 -7%
grand junction colorado	1,147 +2%	16,243 -3%	1.1 -16%
grand junction events	482 +8%	701 +10%	1.0 -3%
things to do in grand junction	299 -10%	1,454 -13%	1.9 +0%
grand mesa	298 +11%	2,854 +1%	2.1 +6%
grand mesa colorado	210 +17%	1,152 -3%	1.6 -8%
events in grand junction	167 +18%	298 +7%	1.0 -3%
things to do in grand junction co	167 +12%	856 -7%	2.0 +0%

VISITS OVER TIME



NEWSLETTERS (SORTED BY TOTAL DELIVERED)

	Delivered	Opened	Open Rate	Clicks	CTR
7 Reasons Why You'll Love Spring - April 2017	39,416	9,532	24.38%	1,440	15.11%
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%