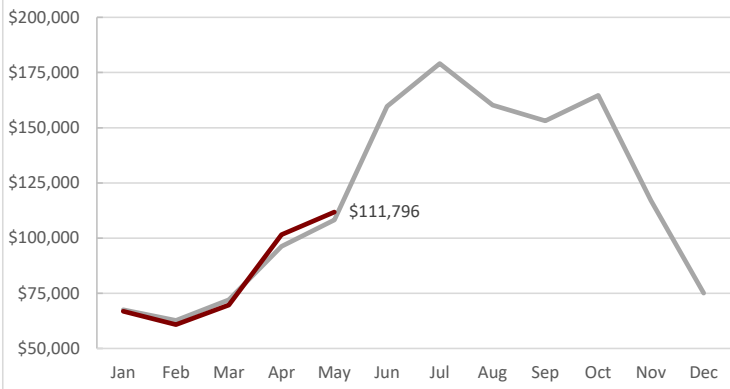


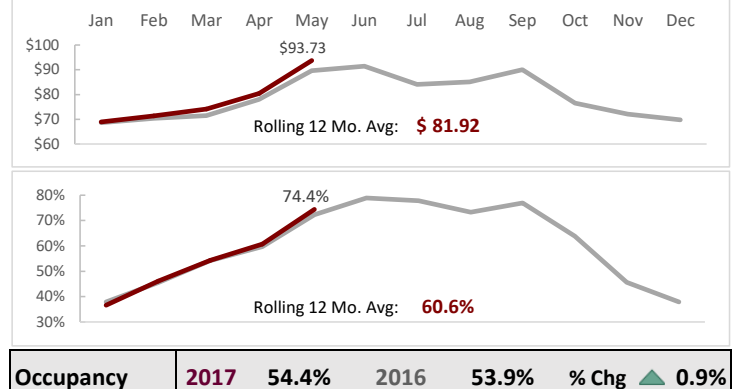
Visit Grand Junction Performance Dashboard

May 2017 YTD

Lodging Tax	2017	\$ 410,773	2016	\$ 406,768	% Chg	▲ 1.0%
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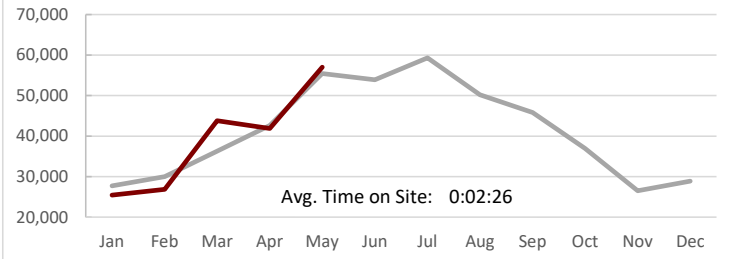
Avg Daily Rate	2017	\$ 77.72	2016	\$ 75.65	% Chg	▲ 2.7%
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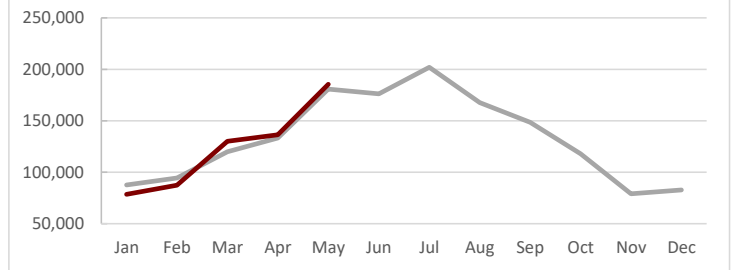
Occupancy	2017	54.4%	2016	53.9%	% Chg	▲ 0.9%
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Website Visits	2017	243,028	2016	237,624	% Chg	▲ 2.3%
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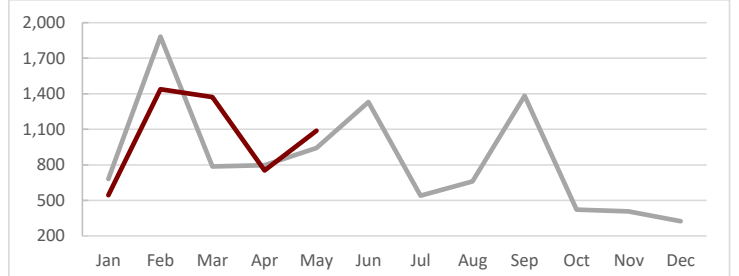
Unique Visits	2017	195,017	2016	192,064	% Chg	▲ 1.5%
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Page Views	2017	617,851	2016	615,869	% Chg	▲ 0.3%
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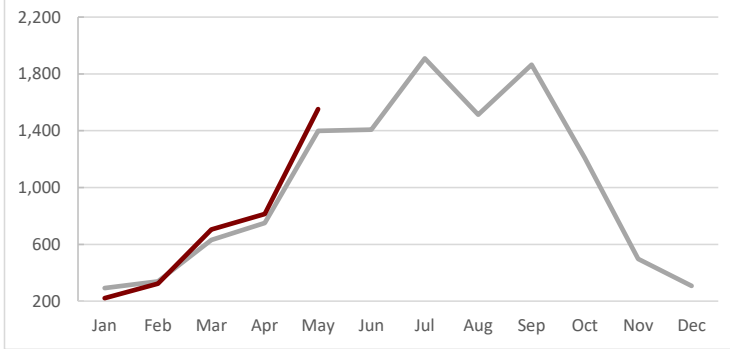


Visitor Guides	2017	5,196	2016	5,088	% Chg	▲ 2.1%
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Advertising		Public Relations	
Impressions:	6,454,853	Impressions:	7,969,695
Publication Highlights:	Denver Billboards, Denver Post, Bus Ads, AAA Encompass, Trip Advisor, MTBR.com, adnetwork/adtaxi	PR Value:	\$141,618
		Publication Highlights:	Elevation Outdoors, Wine Enthusiast

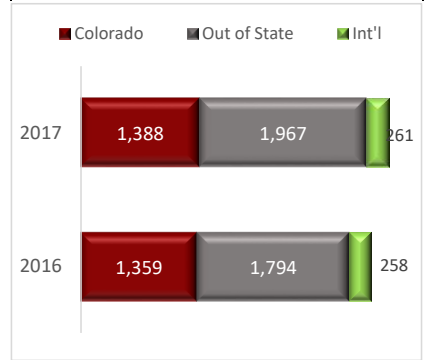
Visitor Center	2017	3,616	2016	3,411	% Chg	▲ 6.0%
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Top Countries	% of Total
Canada	30%
Germany	12%
Australia	8%
Netherlands	7%
England UK	7%

Top States	% of Total
Colorado	41%
California	6%
Arizona	5%
Utah	4%
Illinois	3%

Visitor Type			
	Colorado	Out of State	Int'l
2017	1,388	1,967	261
2016	1,359	1,794	258



Group Sales



Sales Leads
66
Estimated Room Nights
9,954
Estimated Room Revenue
\$805,576

Confirmed Leads **22**
Est. Future Economic Impact **\$387,453**
Contacts **2,242**

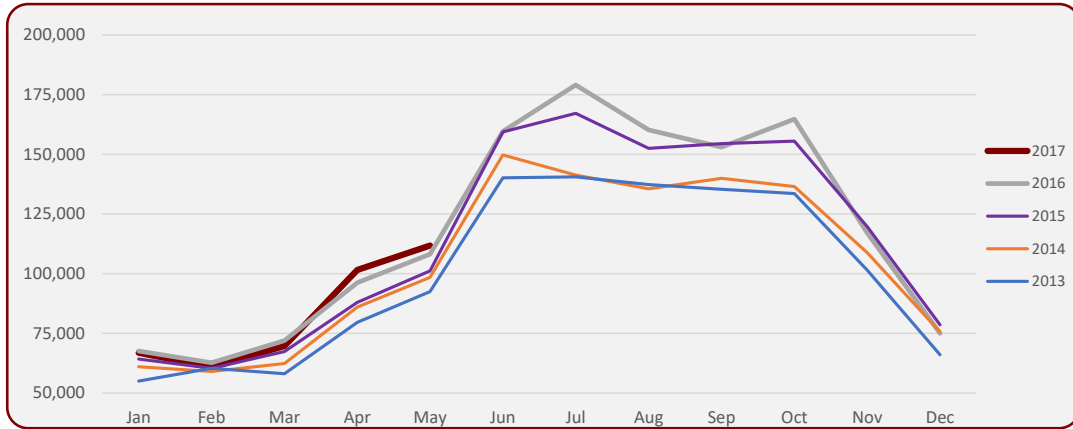


Groups & Event Servicing
105

What's Happening

- ◆ National Travel and Tourism Week was celebrated during May 7th - 13th. A proclamation was signed and read by the Mayor at the May 3, 2017 City Council meeting.
- ◆ Staff attended the 3rd Annual Primal Colorado Bike Expo at Sports Authority Field at Mile High Stadium in Denver on May 19th and 20th to showcase all things cycling in the Grand Junction area to those in attendance.
- ◆ The Grand Junction Off-Road Endurance Mountain Bike Event + Downtown Music Festival was held on May 19th - 21st. Staff assisted at the registration table during the event. The event had over 700 pro and amateur rider registrations; a record for this 5th annual event!
- ◆ Staff was very busy during the month servicing several events and conferences, including: Mesa Hotline School, Colorado Cooperation Conference, Grand Valley Marathon, GMIT Soccer Tournament, and Spring Barrel Tasting.

Lodging Tax 5-Year History



Current Ads

