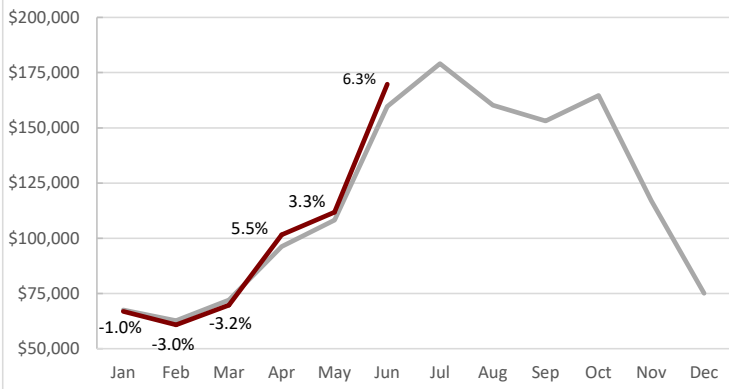


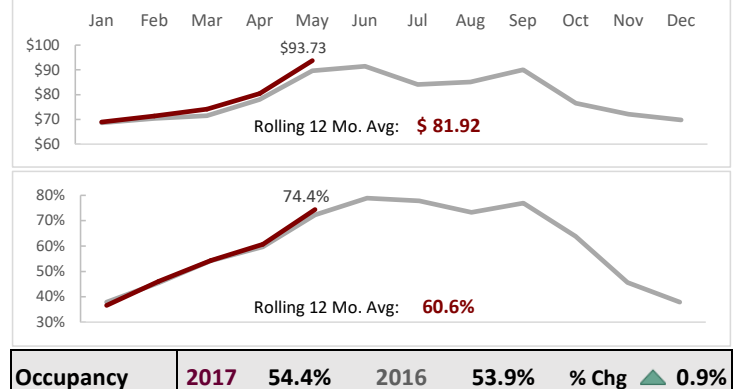
# Visit Grand Junction Performance Dashboard

June 2017 YTD

<b>Lodging Tax</b>	<b>2017</b>	<b>\$ 580,530</b>	<b>2016</b>	<b>\$ 566,441</b>	<b>% Chg</b>	<b>▲ 2.5%</b>
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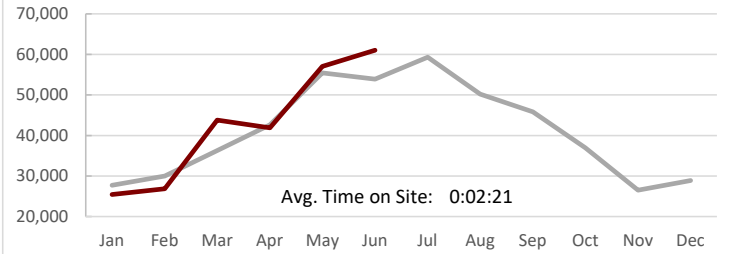
<b>Avg Daily Rate</b>	<b>2017</b>	<b>\$ 77.72</b>	<b>2016</b>	<b>\$ 75.65</b>	<b>% Chg</b>	<b>▲ 2.7%</b>
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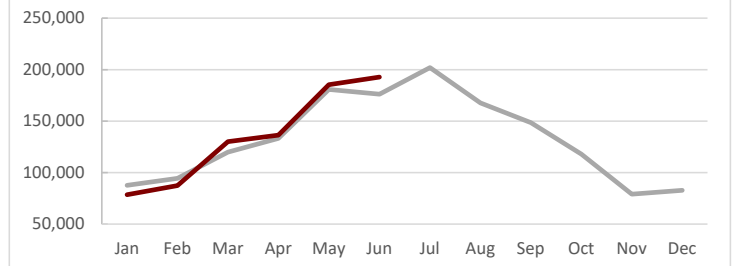
<b>Occupancy</b>	<b>2017</b>	<b>54.4%</b>	<b>2016</b>	<b>53.9%</b>	<b>% Chg</b>	<b>▲ 0.9%</b>
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<b>Website Visits</b>	<b>2017</b>	<b>321,319</b>	<b>2016</b>	<b>306,307</b>	<b>% Chg</b>	<b>▲ 4.9%</b>
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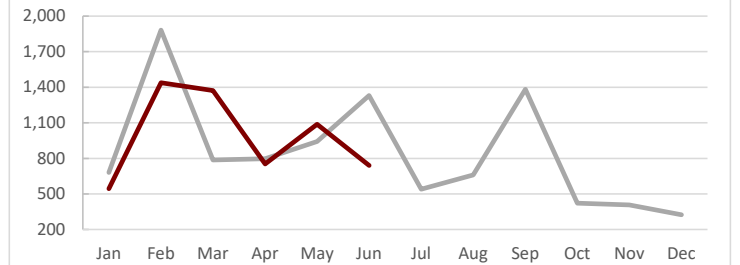
<b>Unique Visits</b>	<b>2017</b>	<b>256,046</b>	<b>2016</b>	<b>245,977</b>	<b>% Chg</b>	<b>▲ 4.1%</b>
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<b>Page Views</b>	<b>2017</b>	<b>810,607</b>	<b>2016</b>	<b>792,056</b>	<b>% Chg</b>	<b>▲ 2.3%</b>
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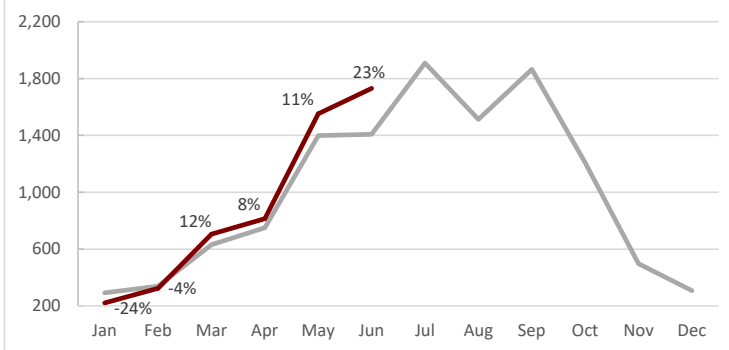


<b>Visitor Guides</b>	<b>2017</b>	<b>5,936</b>	<b>2016</b>	<b>6,417</b>	<b>% Chg</b>	<b>▼ -7.5%</b>
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Advertising		Public Relations	
<b>Impressions:</b>	<b>12,138,213</b>	<b>Impressions:</b>	<b>8,202,393</b>
<b>Publication Highlights:</b>	Denver Billboards, Denver Post, Bus Ads, 5280 Magazine, Trip Advisor, Roots Rated, Aspen Food & Wine, adnetwork/adtaxi, Glow Magazine	<b>PR Value:</b>	<b>\$156,740</b>
		<b>Publication Highlights:</b>	Wine Enthusiast, Gear Patrol, Heidi Town

<b>Visitor Center</b>	<b>2017</b>	<b>5,347</b>	<b>2016</b>	<b>4,819</b>	<b>% Chg</b>	<b>▲ 11.0%</b>
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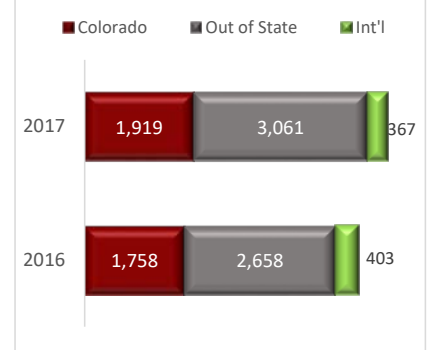
Top Countries	% of Total
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- Canada 27%
- Germany 14%
- Australia 11%
- England UK 8%
- Netherlands 6%

Top States	% of Total
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- Colorado 39%
- California 6%
- Arizona 4%
- Illinois 3%
- Utah 3%

Visitor Type			
Year	Colorado	Out of State	Int'l



## Group Sales



**Sales Leads**  
**61**  
**Estimated Room Nights**  
**14,041**  
**Estimated Room Revenue**  
**\$1,136,337**

**Confirmed Leads**  
**29**  
**Est. Future Economic Impact**  
**\$1,115,367**  
**Contacts**  
**2,807**

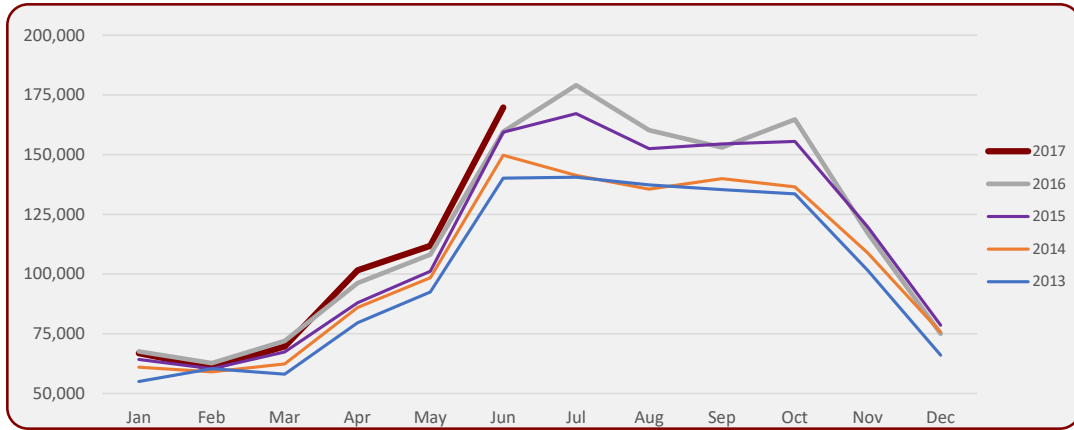


**Groups & Event Servicing**  
**115**

What's Happening

- ◆ Staff attended the 2017 IPW International Trade Show in Washington, D.C. on June 3rd - 7th. This is the largest international trade show in North America. A record number of 50 appointments were conducted to sell Grand Junction to international and domestic travel buyers.
- ◆ Marketing Staff worked day and night on a four-day promotional video shoot in conjunction with our website marketing contractor, Miles Partnership. The video will feature several outdoor activities such as rock climbing and biking.
- ◆ Visits to the Visitor Center in June were up **23%** over the same time period last year! Visits from in-state visitors were up 33% and out-of-state visitors were up 27%.
- ◆ In partnership with the Grand Junction Economic Partnership, Bicycle Retailer and Industry News (BRAIN) recently visited the Grand Junction area. Results of the visit can be viewed at <https://www.youtube.com/watch?v=VQZw-11a-s0>. An article featuring the area's bicycle dealers appeared in the June 15th issue of BRAIN. <http://read.dmtmag.com/i/833913-dealer-tour-june-15-2017>

Lodging Tax 5-Year History



Current Ads

**GJ GRAND JUNCTION COLORADO'S WINE COUNTRY**

"EASE BOREDOM WITH AN ADRENALIN RUSH."

**FIND YOUR ADVENTURE**

**GJ GRAND JUNCTION COLORADO'S WINE COUNTRY**

"CAME FOR THE FESTIVAL. STAYED FOR THE VIEWS."

Looking for something dramatically different to do? Come visit Grand Junction this summer during our festival season. You'll be delighted at what you'll discover on this side of Colorado.

September 14-17 Colorado Mountain Winefest | September 30 Tour of the Moon Grand Cycling Classic | September 30 - October 1 Grand Junction Air Show | October 6-7 Downtown Art Festival

**VIEW FULL CALENDAR**

**GJ GRAND JUNCTION COLORADO'S WINE COUNTRY**

"WE STAYED FOR THE VIEWS."

**FIND YOUR ADVENTURE**

**GJ GRAND JUNCTION COLORADO'S WINE COUNTRY**

"I CAN ALWAYS FIND IT DOWNTOWN."

**VISIT DOWNTOWN**

**GJ GRAND JUNCTION COLORADO'S WINE COUNTRY**