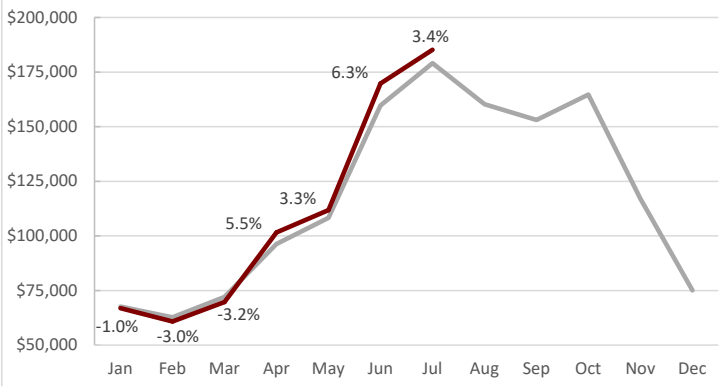


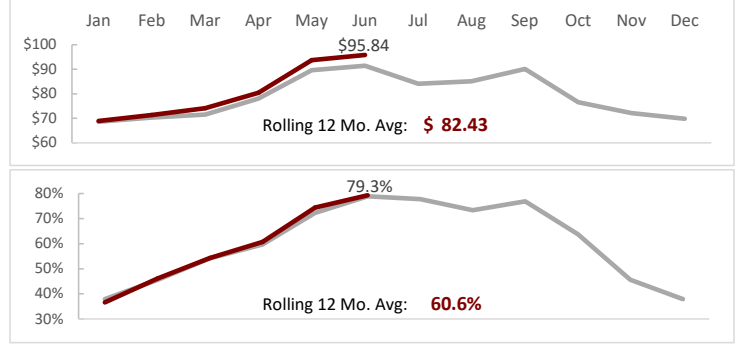
Visit Grand Junction Performance Dashboard

July 2017 YTD

Lodging Tax	2017	\$ 765,730	2016	\$ 745,508	% Chg	▲ 2.7%
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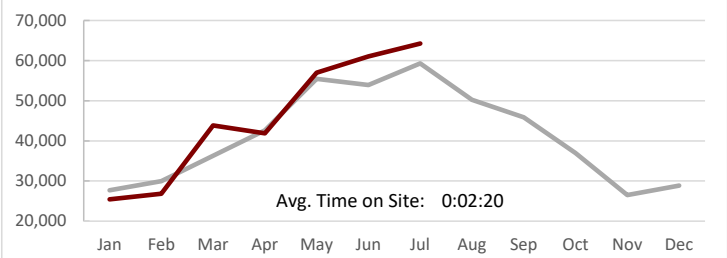
Avg. Daily Rate	2017	\$ 80.74	2016	\$ 78.28	% Chg	▲ 3.1%
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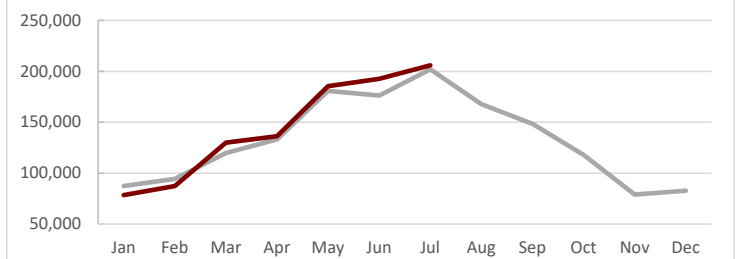
Occupancy	2017	58.6%	2016	58.1%	% Chg	▲ 0.8%
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Website Visits	2017	405,283	2016	383,454	% Chg	▲ 5.7%
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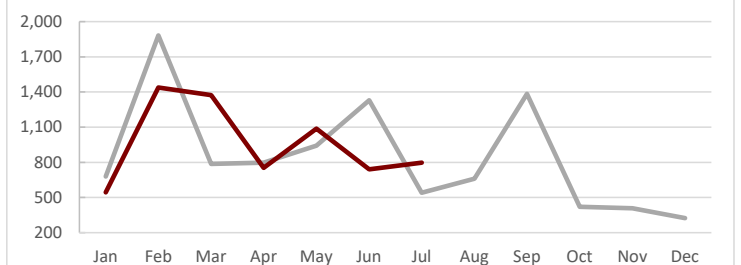
Unique Visits	2017	320,303	2016	305,285	% Chg	▲ 4.9%
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Page Views	2017	1,016,497	2016	994,009	% Chg	▲ 2.3%
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Visitor Guides	2017	6,732	2016	6,957	% Chg	▼ -3.2%
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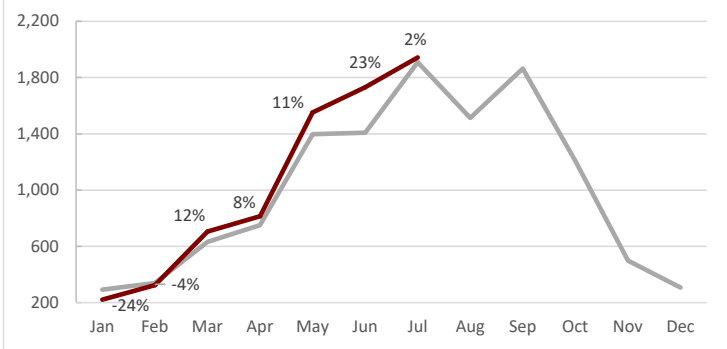
Website

Marketing & PR

Advertising	Public Relations
Impressions: 13,920,583	Impressions: 12,402,123
Publications: 5280 Traveler, Colorado Life, Elevation Outdoors, AAA Encompass, Colorado.com, DenverPost.com, TripAdvisor, Comcast cable TV & online	PR Value: \$200,629
	Publication Highlights: World's Best Golf Destinations, Golf Advisor, Gear Patrol, The A Position, Mountain Living

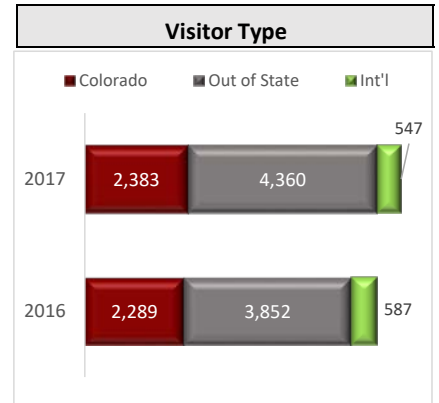
Visitor Services

Visitor Center	2017	5,347	2016	4,819	% Chg	▲ 11.0%
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Top Countries	% of Total
Canada	26%
Germany	13%
Australia	7%
France	6%
Netherlands	6%

Top States	% of Total
Colorado	35%
California	7%
Arizona	4%
Illinois	4%
Texas	3%



Group Sales



Sales Leads
73
Estimated Room Nights
16,835
Estimated Room Revenue
\$1,362,455

Confirmed Leads
30
Est. Future Economic Impact
\$1,126,593
Contacts
3,517

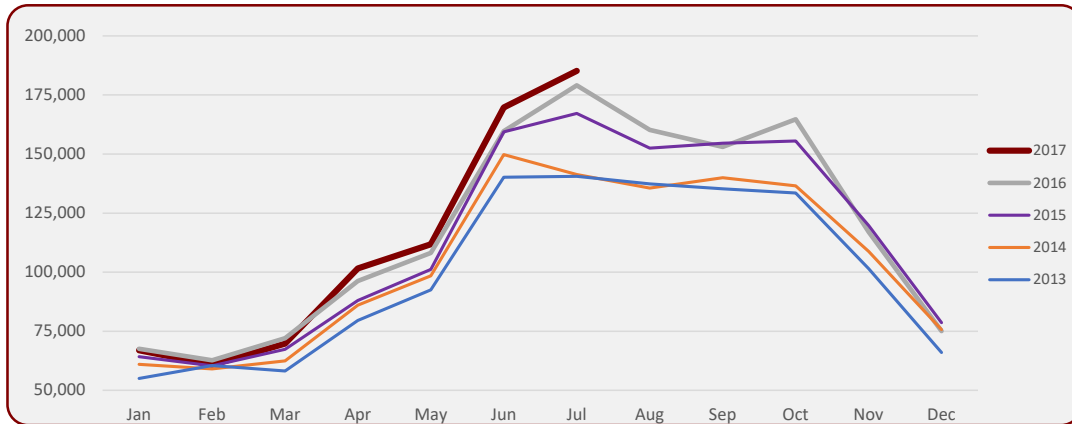


Groups & Event Servicing
129

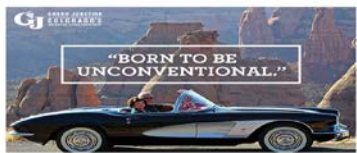
What's Happening

- ◆ Grand Junction was selected by the National Tour Association as one of the top 21 destinations in 2017 to be included in a Travel Planner that will be sent to 20,000 tour operators this fall. The list includes both domestic and international destinations.
- ◆ The Grand Day 2.0 Video is a follow-up project to the 2016, Grand Day CO video. Visit Grand Junction is the main sponsor of this project and assisted with permitting and conceptualizing alongside GJEP and Vitality Films. Visit GJ will use the video in outdoor recreational promotions. To view the video, go to <http://granddayco.gjep.org/>
- ◆ Visit GJ hosted three staff members from the Colorado Tourism Office for an official site inspection in preparation for the 2017 Governor's Conference on Tourism on October 25th - 27th at Two Rivers Convention Center.
- ◆ USA Today is running a reader's choice competition on the best wine festival in America. Colorado Mountain Winefest is currently between first and second place. Cast your vote online at <http://www.10best.com/awards/travel/best-wine-festival-2017/colorado-mountain-winefest-palisade-colo/>

Lodging Tax 5-Year History



Current Ads



Adventure, food, wine, festivals – we have it all.

Grand Junction is a different side of Colorado, a land of bold contrasts and true beauty. Located on the Western slope where the vibrant Rockies meet the desert landscape of Colorado National Monument, there's an abundance of fun for everyone.



2017 Summer Event Sampling
 July 7-9: Colorado Lavender Festival
 September 14-17: Colorado Mountain Winefest
 September 23: Downtown Car Show
 September 30 - October 1: Grand Junction Air Show

[VIEW EVENT CALENDAR](#)



Foodies Rejoice!
 In downtown Grand Junction, foodies can savor the best locally-sourced ingredients Colorado has to offer.

[DISCOVER OUR RESTAURANTS](#)



23 Wineries to Tour
 From to dozens of wineries, you'll have trouble picking out your favorite!

[EXPLORE WINERIES](#)

From breath-taking scenery to family-friendly events to fine wine and dining, Grand Junction has something for everyone to enjoy here. [Plan Your Trip >>](#)



GRAND JUNCTION COLORADO'S WINE COUNTRY

“PREPARE TO BE WOWED.”

On our 23-mile Rim Rock drive, we toured through sweeping vistas, towering monoliths and jaw-dropping canyons at the Colorado National Monument. Views that will take your breath away in Grand Junction, Colorado.

Plan your trip at tourgrandjunction.com

GRAND JUNCTION COLORADO'S WINE COUNTRY

“EASE BOREDOM WITH AN ADRENALIN RUSH.”

GRAND JUNCTION COLORADO'S WINE COUNTRY

“GREAT MEETINGS, EVEN BETTER VIEWS.”