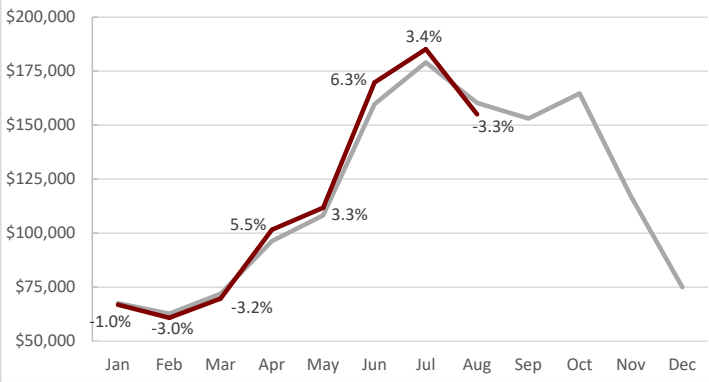


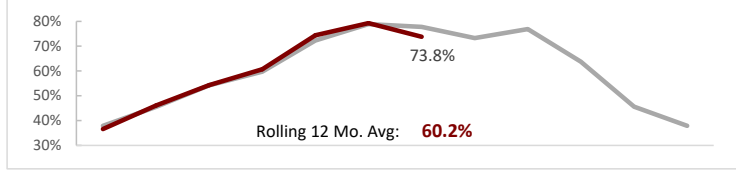
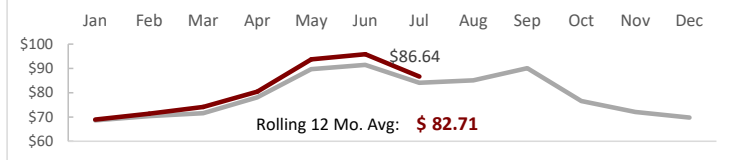
Visit Grand Junction Performance Dashboard

August 2017 YTD

Lodging Tax	2017	\$ 920,758	2016	\$ 905,773	% Chg	▲ 1.7%
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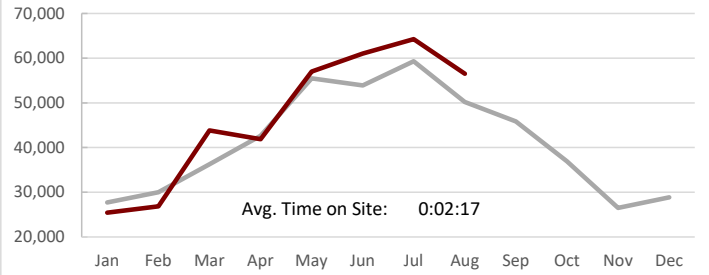
Avg. Daily Rate	2017	\$ 81.58	2016	\$ 79.11	% Chg	▲ 3.1%
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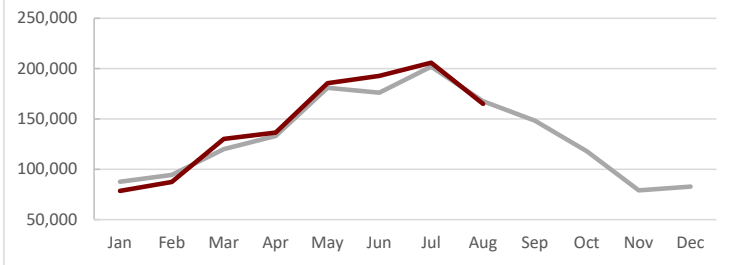
Occupancy	2017	60.7%	2016	60.9%	% Chg	▼ -0.3%
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Website Visits	2017	475,835	2016	446,908	% Chg	▲ 6.5%
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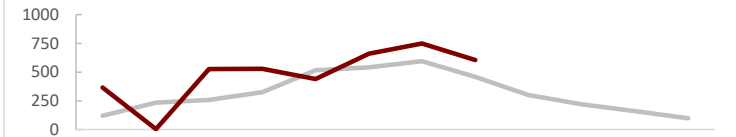
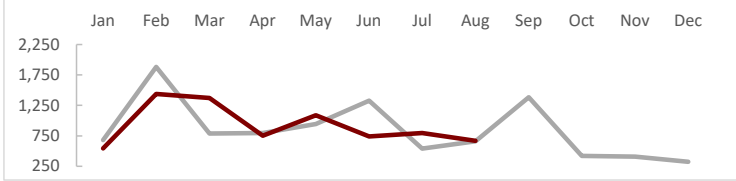
Unique Visits	2017	376,807	2016	355,498	% Chg	▲ 6.0%
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Page Views	2017	1,181,489	2016	1,161,712	% Chg	▲ 1.7%
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Visitor Guide Requests	2017	7,401	2016	7,617	% Chg	▼ -2.8%
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Visitor Guide Downloads	2017	3,876	2016	3,047	% Chg	▲ 27%
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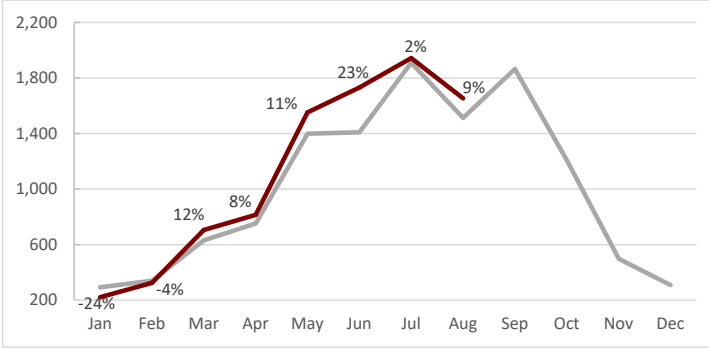
Lodging Tax

Website

Marketing & PR

Advertising	Public Relations
Impressions: 15,428,161	Impressions: 22,010,248
Publications: adnetwork/adtaxi, Roots Rated, Denverpost.com, 5280 Magazine, Tripadvisor.com, Colorado.com banners, 5280 Enews, myrockymountainpark.com, Comcast Cable TV	PR Value: \$549,026 Publication Highlights: World's Best Golf Destinations (4 stories), The Daily Meal, Motorhome, Albuquerque Journal, Lydia's Style Magazine, Mountain Living, Live Naturally, Culinary Colorado

Visitor Center	2017	8,943	2016	8,241	% Chg	▲ 8.5%
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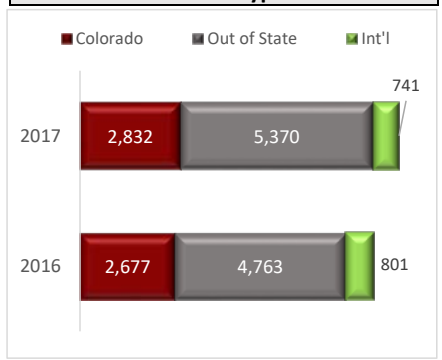
Top Countries	% of Total
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- Canada 26%
- Germany 13%
- France 7%
- Netherlands 7%
- Australia 6%

Top States	% of Total
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- Colorado 35%
- California 8%
- Texas 4%
- Utah 3%
- Arizona 3%

Visitor Type		
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Visitor Services

Group Sales



Sales Leads
79
Estimated Room Nights
18,692
Estimated Room Revenue
\$1,512,742

Confirmed Leads **32**
Est. Future Economic Impact **\$1,362,765**
Contacts **3,372**

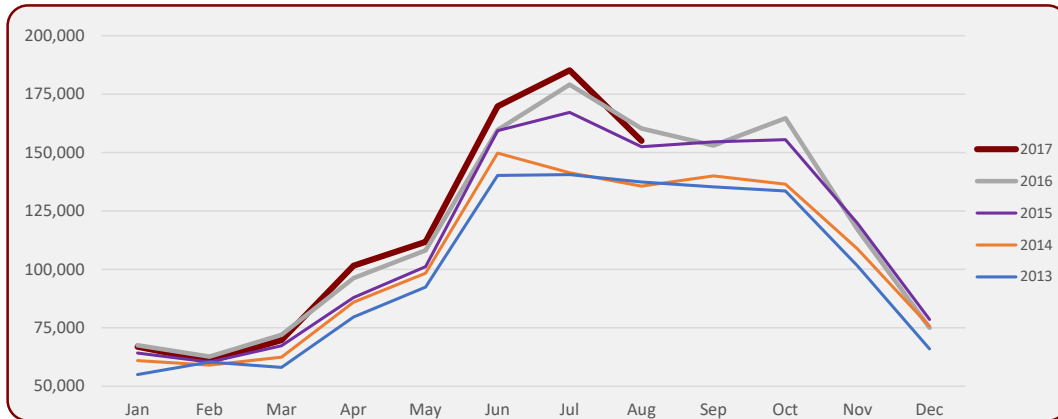


Groups & Event Servicing
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What's Happening

- ◆ Visit Grand Junction staff, along with ten Grand Junction lodging properties, held an event on August 9th in Denver for meeting planners from the Front Range. Presentations included available meeting options in Grand Junction and how to infuse local products into conference menus.
- ◆ In cooperation with the Colorado Wine Industry Development Board/Colorado Department of Agriculture, Visit Grand Junction hosted a Media FAM tour on August 10th - 11th. Outlets included Modern Luxury Magazine, Travel + Leisure, Sunset magazine, Wine Business Monthly, Sonoma Magazine, Basin & Range magazine, and 303 Magazine.
- ◆ Visit Grand Junction's new mobile visitor center was revealed at an official ribbon cutting on August 31st between Two Rivers Convention Center and the Hampton Inn. (photos below)
- ◆ Our new department name, *Visit Grand Junction*, was officially announced alongside the ribbon cutting of the mobile visitor center on August 31st. The change in name aligns with current industry trends reflecting our existing URL and social media handles. *Visit Grand Junction* is simple, straightforward and invites people to come to Grand Junction.

Lodging Tax 5-Year History



New Mobile Visitor Center

