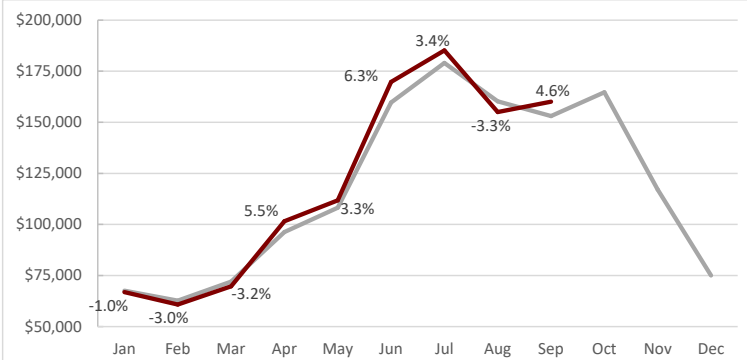


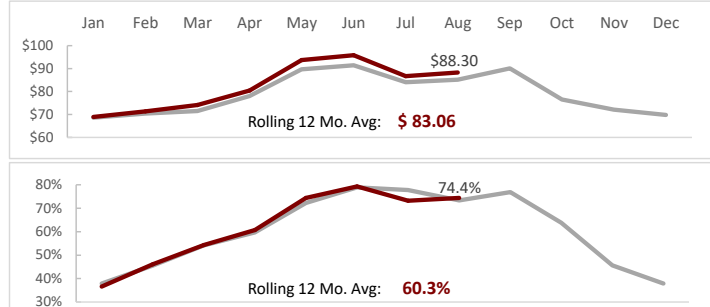
Visit Grand Junction Performance Dashboard

September 2017 YTD

Lodging Tax	2017	\$ 1,080,857	2016	\$ 1,058,834	% Chg	▲ 2.1%
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Avg. Daily Rate	2017	\$ 82.43	2016	\$ 79.86	% Chg	▲ 3.2%
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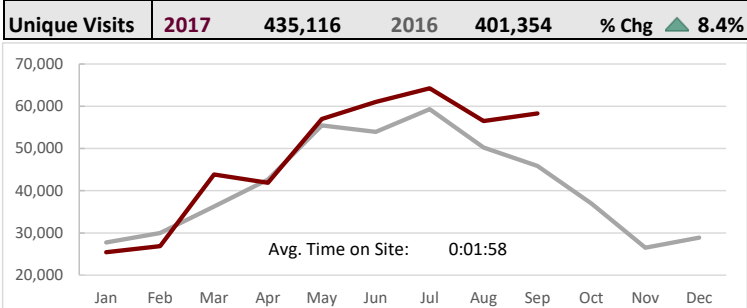


Occupancy	2017	62.4%	2016	62.5%	% Chg	▼ -0.1%
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Lodging Tax

Website

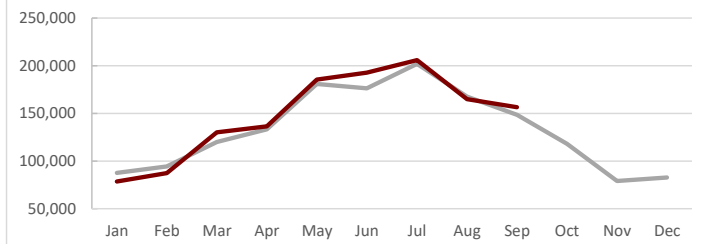
Website Visits	2017	549,026	2016	504,615	% Chg	▲ 8.8%
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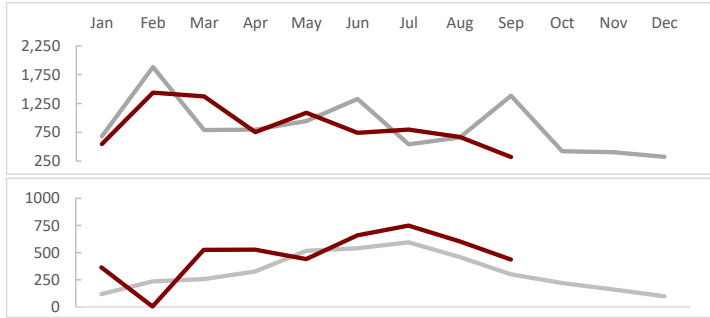
Unique Visits	2017	435,116	2016	401,354	% Chg	▲ 8.4%
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Avg. Time on Site: 0:01:58

Page Views	2017	1,338,052	2016	1,310,119	% Chg	▲ 2.1%
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Visitor Guide Requests	2017	7,722	2016	9,000	% Chg	▼ -14.2%
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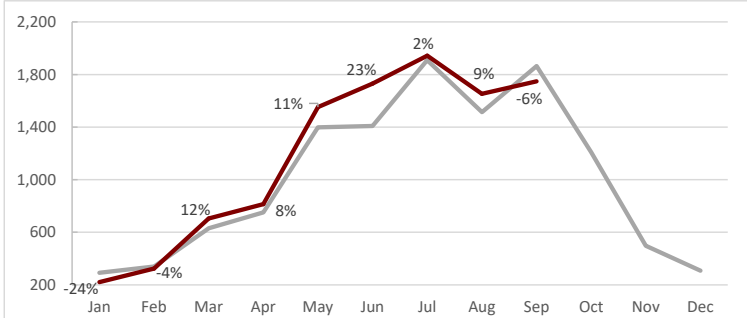


Visitor Guide Downloads	2017	4,313	2016	3,347	% Chg	▲ 29%
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Marketing & PR

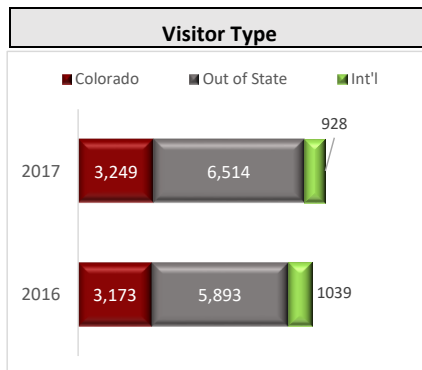
Advertising	Public Relations
Impressions: 16,701,736	Impressions: 30,107,709
Publications: adnetwork/adtaxi, MTBR.com, Facebook, CO Life, co.com banners, myrockymountainpark.com	PR Value: \$563,875
	Publication Highlights: Grind TV, Culinary Colorado, 303 Magazine, Basin and Range Magazine, Mountain Living, Heidi Town

Visitor Center	2017	10,691	2016	10,105	% Chg	▲ 5.8%
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Top Countries	% of Total
Canada	27%
Germany	15%
Netherlands	8%
England UK	7%
France	6%

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



Visitor Services

Group Sales



Sales Leads
86
Estimated Room Nights
20,953
Estimated Room Revenue
\$1,695,725

Confirmed Leads **42**
Est. Future Economic Impact **\$1,452,307**
Contacts **3,773**

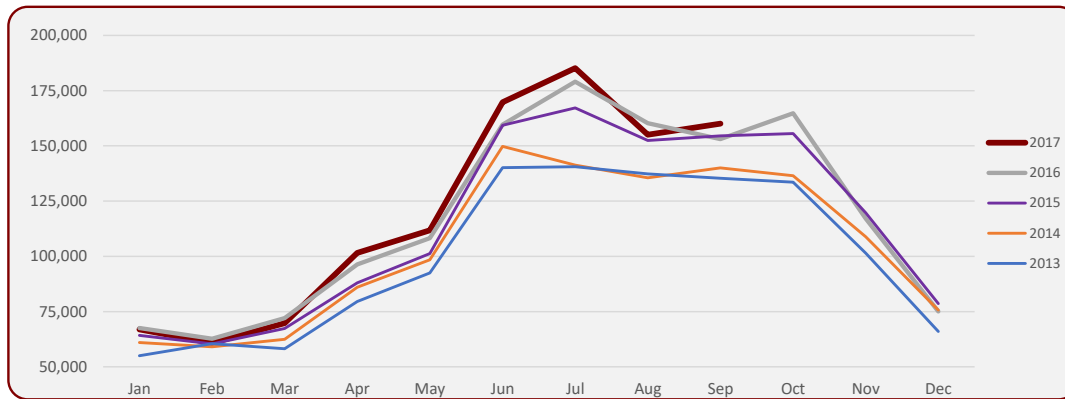


Groups & Event Servicing
155

What's Happening

- ◆ Visit Grand Junction marketing staff was busy working with and hosting media outlets in September including a French group of journalists on September 10th - 12th and Budget Travel Magazine on September 14th - 15th.
- ◆ Visit Grand Junction again partnered with the Colorado Tourism Office on a paid Facebook post that ran August 31st through September 2nd with a focus to drive fall seasonal traffic based on local events. The post was served to 2.6 million people from Aspen to Chicago, which included Colorado cities and direct fly markets.
- ◆ Staff again worked with AAA Colorado on the annual wine trains from Denver to Grand Junction. The first trip was on September 23rd and the next group will arrive on October 15th.
- ◆ The new Visit Grand Junction mobile Visitor Center has been out and about in September, both at Farmer's Market and local events such as, the Colorado Mountain WineFest and the Grand Junction Air Show.
- ◆ Visit GJ is proud to announce the launch of four new videos focused on outdoor adventure and Downtown Grand Junction. To view them all, go to <http://www.visitgrandjunction.com/videos>

Lodging Tax 5-Year History



New Mobile Visitor Center

Mobile News Feed 1 of 10

Visit Grand Junction Sponsored

Don't miss one of largest and most exciting air shows in Colorado, September 30-October 1 in Grand Junction!

U.S. Air Force Thunderbirds Soar Back into Grand... Learn More

visitgrandjunction.com

Jake Mall and 226 others
13 Comments 59 Shares

Like Comment Share

Mobile News Feed 1 of 10

Visit Grand Junction Sponsored

Come explore hundreds of antique cars, muscle cars, classic cars, and motorcycles on Saturday, September 23 in Downtown Grand Junction.

Get Ready to Rumble in Grand Junction this... Learn More

visitgrandjunction.com

Kathy Santi and 24 others
3 Comments 12 Shares

Like Comment Share

Visit Grand Junction added 2 new photos.

Published by Gjcjb Staff | October 8 at 3:13pm

The 7th Street Historic District in Grand Junction always puts on a beautiful fall color show this time of year. #shareGJ

GRAND JUNCTION COLORADO

"GREAT MEETINGS, EVEN BETTER VIEWS."

Come for your meetings, but stay for everything else.

In Grand Junction, we have wineries, outdoor adventures and breath-taking scenery in addition to 3,000 sleeping rooms and a downtown convention center that's perfect for groups.

meetgrandjunction.com

GRAND JUNCTION COLORADO'S WINE COUNTRY

"GREAT MEETINGS, EVEN BETTER VIEWS."

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PLAN YOUR NEXT MEETING