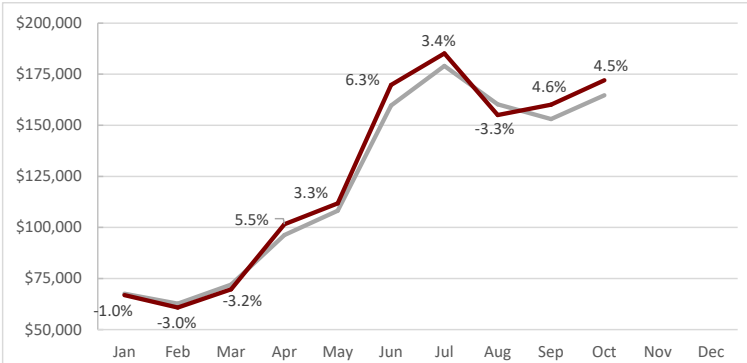


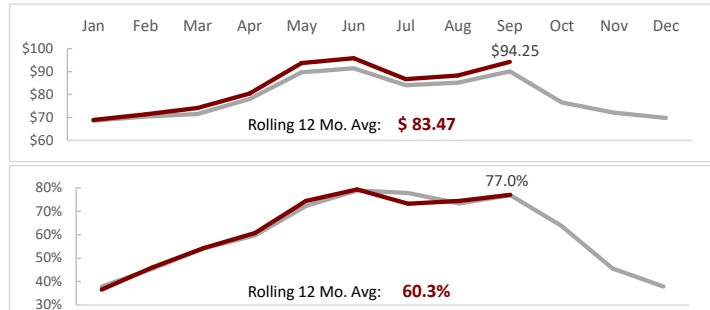
Visit Grand Junction Performance Dashboard

October 2017 YTD

Lodging Tax	2017	\$ 1,252,912	2016	\$ 1,223,539	% Chg	▲ 2.4%
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Avg. Daily Rate	2017	\$ 83.74	2016	\$ 81.00	% Chg	▲ 3.4%
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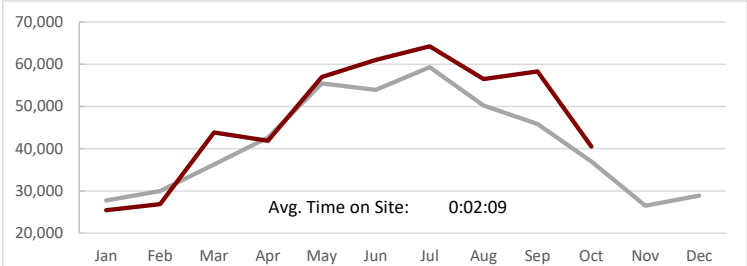


Occupancy	2017	64.0%	2016	64.1%	% Chg	▼ -0.1%
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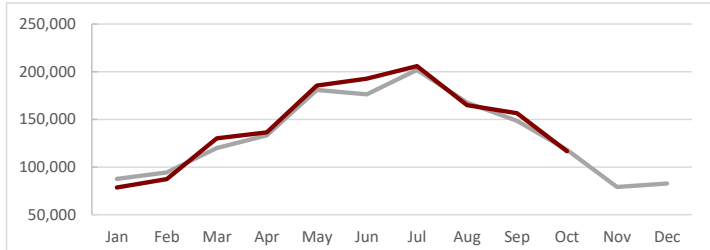
Lodging Tax

Website Visits	2017	601,056	2016	552,104	% Chg	▲ 8.9%
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Unique Visits	2017	475,610	2016	438,297	% Chg	▲ 8.5%
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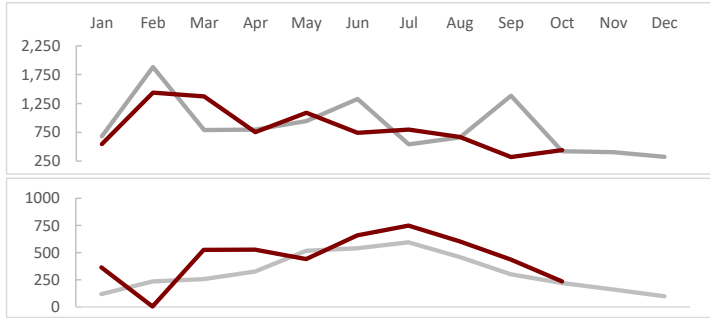
Page Views	2017	1,454,608	2016	1,428,073	% Chg	▲ 1.9%
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Website

Advertising		Public Relations	
Impressions:	17,045,000	Impressions:	30,182,949
Publications:	adnetwork/adtaxi, Facebook, myrockymountainpark.com	PR Value:	\$593,485
		Publication Highlights:	Chicago District Golfer Magazine

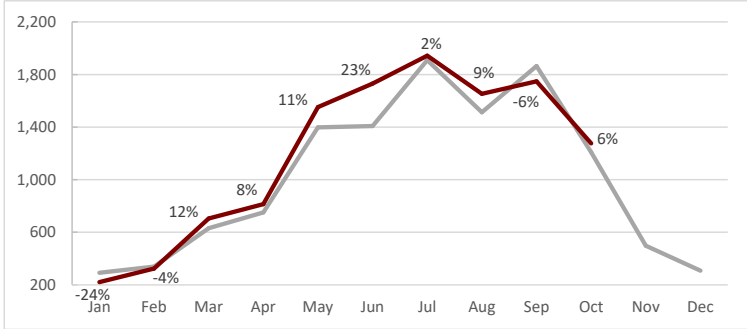
Visitor Guide Requests	2017	8,165	2016	9,421	% Chg	▼ -13.3%
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Visitor Guide Downloads	2017	4,547	2016	3,567	% Chg	▲ 27.5%
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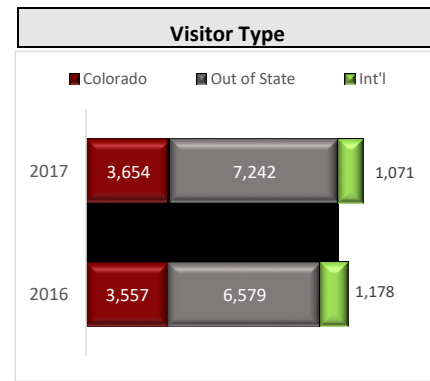
Marketing & PR

Visitor Center	2017	11,967	2016	11,314	% Chg	▲ 5.8%
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Top Countries	% of Total
Canada	28%
Germany	14%
England UK	8%
Netherlands	8%
Australia	6%

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



Visitor Services

Group Sales



Sales Leads
97
 Estimated Room Nights
21,873
 Estimated Room Revenue
\$1,770,180

Confirmed Leads **44**
 Est. Future Economic Impact
\$1,464,124
Contacts **4,162**

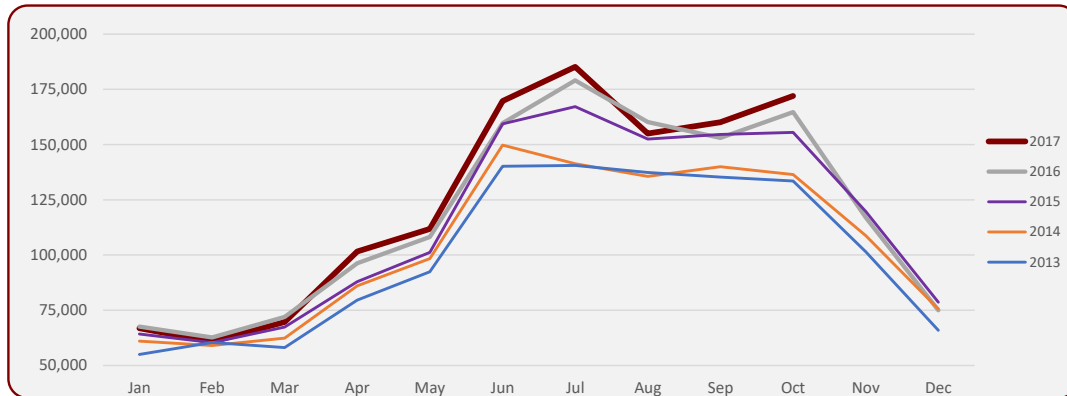


Groups & Event Servicing
170

What's Happening

- ◆ As a result of a FAM with Trans Orbit Tours, a Japanese tour company, a group of 26 Japanese visitors arrived in Grand Junction on October 9th to visit and explore our community.
- ◆ Visit GJ is working with Colorado Mesa University and the Chamber of Commerce in support of *20,000 in 2020*. An email campaign, visitor guide distribution, CMU staff training and mutual website changes are all in progress to recruit future students.
- ◆ Visit GJ partnered with CBS-4 KCNC-TV Denver on a promotional video featuring Grand Junction for their series, *Connections to Colorado*. The reporter featured, Lauren Whitney, a former reporter for KKCO Grand Junction who speaks highly of our community to the Denver market.
- ◆ Major events assisted by Visit GJ in October included the Grand Junction Air Show, World War II 10th Mountain Division Fall Event, Soroco High School 50th Class Reunion, BMX State Finals, MAD Racing Urban Treads Fall Series and the AAA Colorado Wine Experience President's Train.
- ◆ Planning is well underway for the 2018 Official Grand Junction Visitor Guide and Rip-n-Read maps.

Lodging Tax 5-Year History



Current Ads