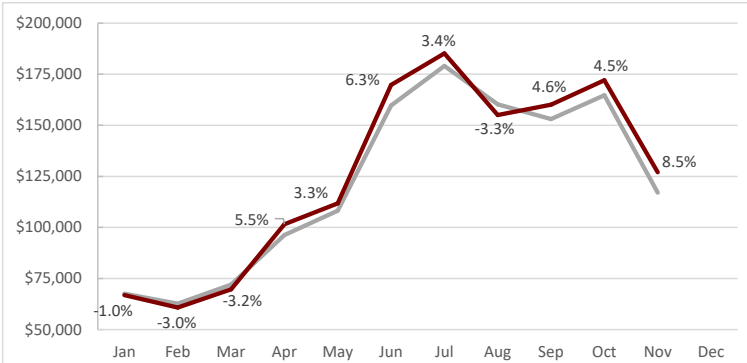


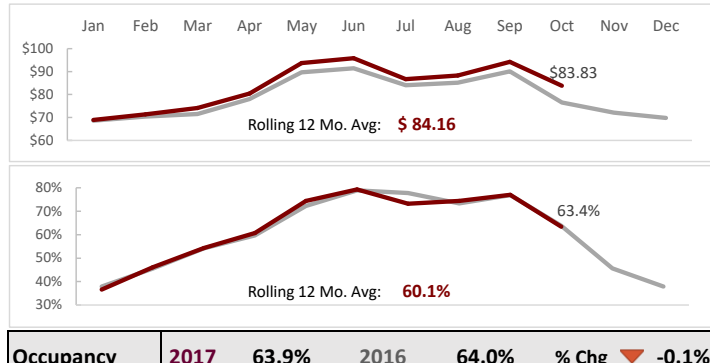
Visit Grand Junction Performance Dashboard

November 2017 YTD

Lodging Tax	2017	\$ 1,379,949	2016	\$ 1,340,594	% Chg	▲ 2.9%
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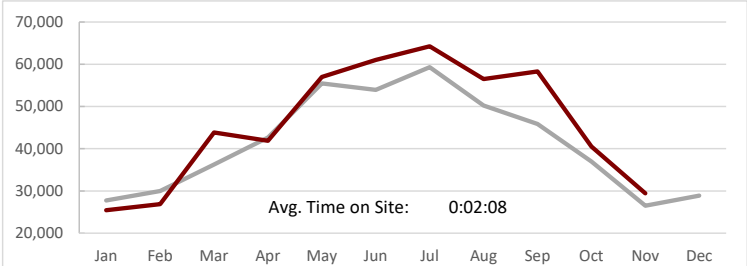
Avg. Daily Rate	2017	\$ 83.75	2016	\$ 80.55	% Chg	▲ 4.0%
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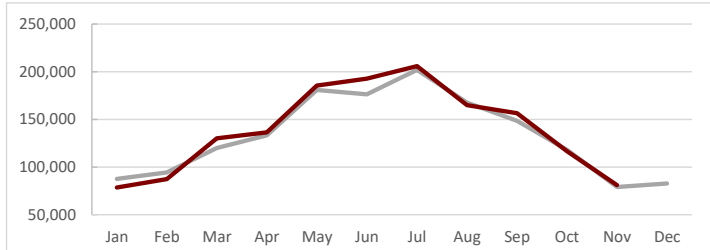
Occupancy	2017	63.9%	2016	64.0%	% Chg	▼ -0.1%
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Website Visits	2017	601,056	2016	552,104	% Chg	▲ 8.9%
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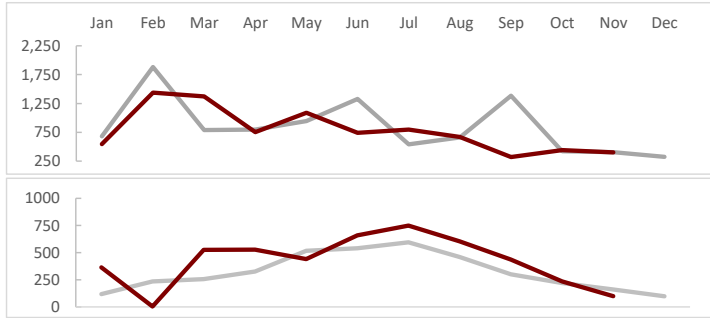
Unique Visits	2017	475,610	2016	438,297	% Chg	▲ 8.5%
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Page Views	2017	1,454,608	2016	1,428,073	% Chg	▲ 1.9%
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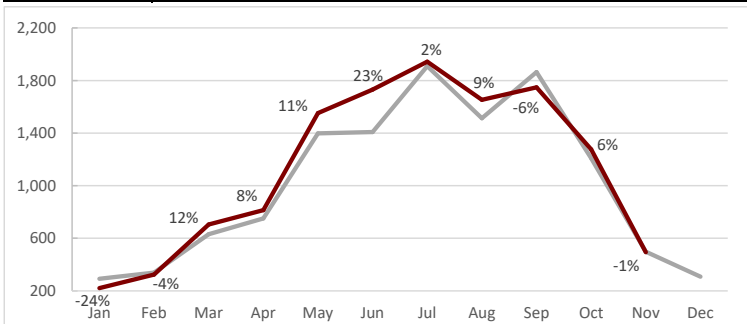
Visitor Guide Requests	2017	8,568	2016	9,828	% Chg	▼ -12.8%
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Visitor Guide Downloads	2017	4,647	2016	3,728	% Chg	▲ 24.7%
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Advertising		Public Relations	
Impressions:	17,187,795	Impressions:	30,182,949
Publications:		PR Value:	\$593,485
Facebook, co.com banners, myrockymountainpark.com		Publication Highlights: No articles for November	

Visitor Center	2017	12,461	2016	11,812	% Chg	▲ 5.5%
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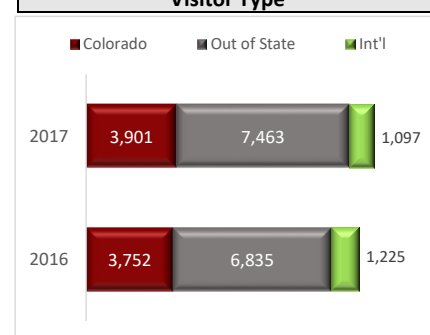
Top Countries	% of Total
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- Canada 23%
- Germany 19%
- England UK 8%
- Australia 5%
- France 5%

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

Visitor Type		
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Sales Leads

104

Estimated Room Nights

23,043

Estimated Room Revenue

\$1,864,868

Confirmed Leads

46

Est. Future Economic Impact

\$1,498,755

Contacts

4,535

Groups & Event Servicing

177

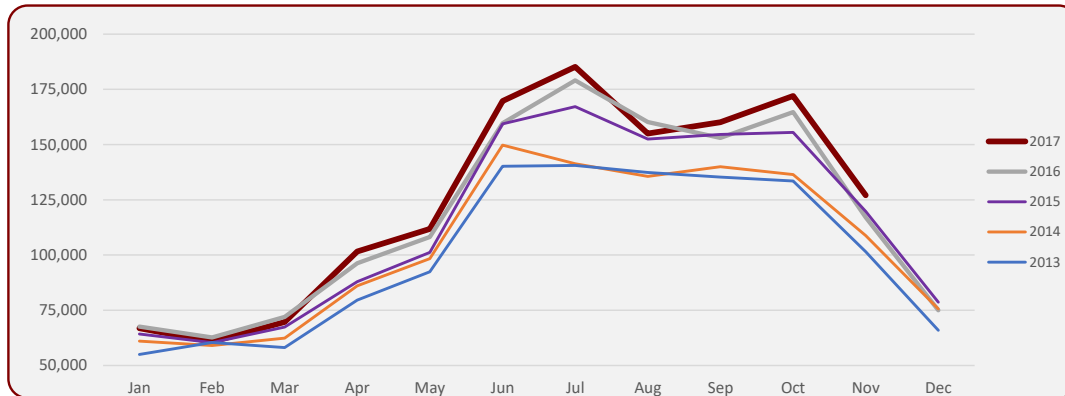
Group Sales



What's Happening

- ◆ Visit Grand Junction has been honored with two HSMAI Adrian Awards which recognizes creative excellence and best practices in hospitality, travel and tourism-related marketing. A Silver Award for the 2017 Official Grand Junction Visitor Guide and a Bronze Award for the 2016 Responsive Website.
- ◆ Visit GJ was recently awarded two matching marketing grants from the Colorado Tourism Office that includes:
 - \$25,000 matching grant in partnership with GJEP and the Greater Grand Junction Sports Commission to promote the Grand Junction area as the **Outdoor Capital of Colorado** at the Outdoor Retailers Market Shows in Denver in January and July 2018.
 - \$25,000 state-wide **National Parks Loop** matching grant in partnership with 5 other communities across Colorado including Visit Estes Park, Montrose, Grand Lake Chamber, Alamosa Convention and Visitors Bureau and Mesa Verde Country/Cortez.
- ◆ Group Sales staff attended the Front Range Tradeshow on December 6th in Denver with over 70 exhibitors and 250 meeting planner attendees.
- ◆ The annual Volunteer Recognition Luncheon was held on December 6th at the DoubleTree Hotel to thank our over 80 volunteers for their dedicated service in 2017 as Tourism Ambassadors.

Lodging Tax 5-Year History



Current Ads

GJ GRAND JUNCTION COLORADO'S WINE COUNTRY

“GREAT MEETINGS, EVEN BETTER VIEWS.”

Come for your meetings, but stay for everything else.

In Grand Junction, we have wineries, outdoor adventures and breathtaking scenery in addition to 3,000 sleeping rooms and a downtown convention center that's perfect for groups. Located between Salt Lake City and Denver on I-70.

meetgrandjunction.com

“WE STAYED FOR THE VIEWS.”

Grand Junction, Colorado

For your next getaway, come visit the Colorado National Monument near Grand Junction, Colorado. Treat your eyes to sweeping vistas, towering monoliths, spires and layered cliff walls. This kind of adventure isn't found anywhere, but you'll discover it everywhere in Grand Junction.

Start planning your adventure now at visitgrandjunction.com