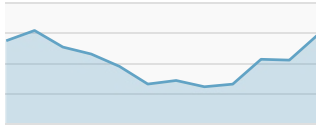


Visit Grand Junction Monthly Dashboard

Report for May 1, 2017 - May 31, 2017

TOTAL VISITS

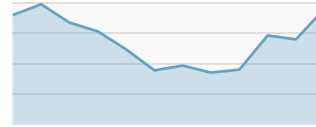
73,500



Previous period **40%** Previous year **5%**

TOTAL UNIQUE VISITORS

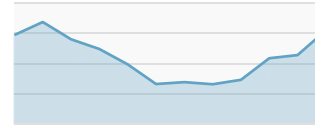
57,015



Previous period **36%** Previous year **3%**

TOTAL PAGEVIEWS

185,455



Previous period **36%** Previous year **3%**

AVERAGE VISIT DURATION

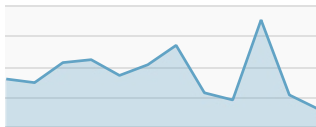
00:02:26



Previous period **-4%** Previous year **-1%**

OVERALL BOUNCE RATE

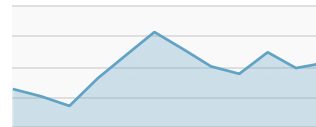
47%



Previous period **-2%** Previous year **-2%**

HOMEPAGE BOUNCE RATE

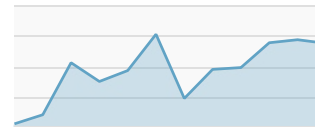
34%



Previous period **1%** Previous year **8%**

NEWSLETTER (EZINE) SIGNUPS

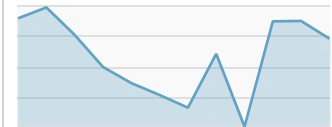
139



Previous period **-4%** Previous year **1,058%**

GUIDE DOWNLOADS

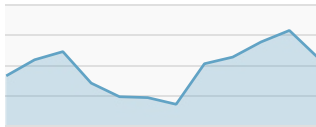
440



Previous period **-17%** Previous year **-15%**

GUIDE ORDERS

227

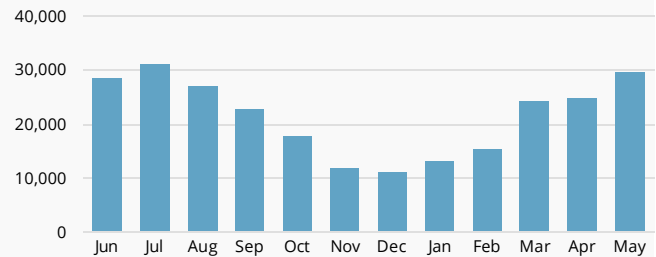


Previous period **-28%** Previous year **34%**

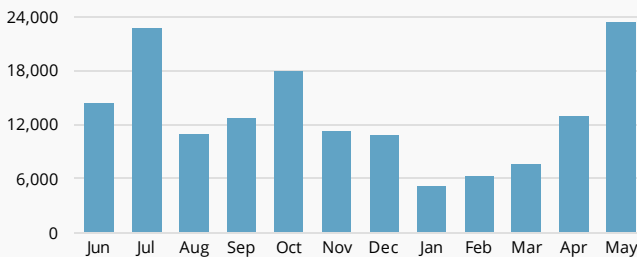
TOTAL SIT CONVERSIONS

54,127

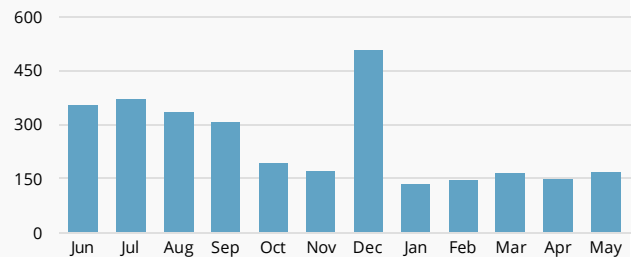
PROFILE VIEWS



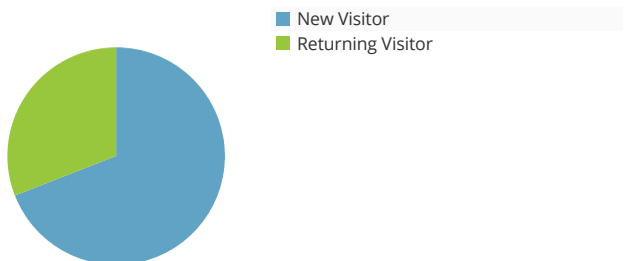
EVENT VIEWS



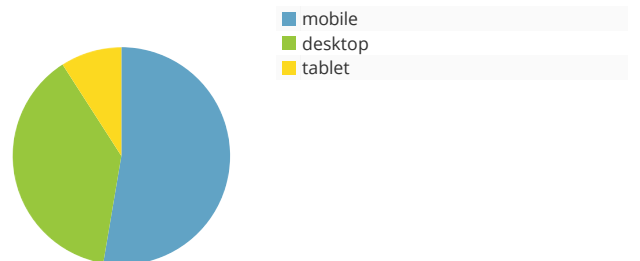
DEAL VIEWS



NEW VS. RETURNING VISITORS

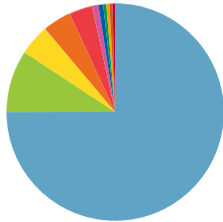


VISITS BY DEVICE CATEGORY



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	58,536	+15%	00:02:27	-6%	45%	+2%
(none)	6,541	-31%	00:02:05	-7%	53%	+4%
referral	3,201	-18%	00:02:54	+39%	43%	-8%
cpc	2,989	+68%	00:02:33	+3%	46%	-8%
email	790	-51%	00:03:21	+31%	39%	-24%
display	743	+100%	00:00:26	+100%	79%	+100%
webskin	274	-39%	00:00:45	-25%	80%	0%
email	205	+1,106%	00:02:26	+34%	46%	-34%
FormattedBanner	62	-13%	00:03:25	+74%	42%	+29%
formattedbanner	61	+100%	00:03:49	+100%	39%	+100%

VISITS BY SOURCE/MEDIUM


- google / organic
- (direct) / (none)
- bing / organic
- google / cpc
- yahoo / organic
- newsletter / email
- gjcity.org / referral
- adnetwork / display
- denverpost.com / display
- gjsentinel.com / referral
- mtbr.com / webskin

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	42,697	+9%
Texas	5,415	-1%
California	3,362	+7%
Utah	3,011	-12%
Illinois	1,431	+6%
Arizona	1,199	+11%
Florida	979	-15%
Nevada	752	+42%
Missouri	734	+4%
Georgia	660	-20%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	16,354	+16%
Denver	13,528	+11%
Dallas	2,969	+29%
Salt Lake City	1,153	-29%
Los Angeles	1,006	+19%
Aurora	905	-4%
Chicago	875	+22%
Colorado Springs	769	-11%
Fruita	768	-1%
Montrose	668	+11%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	15,683	+34%	42%	+7%
www.visitgrandjunction.com/	14,208	+30%	34%	+1%
www.visitgrandjunction.com/things-to-do	5,945	+37%	25%	-4%
www.visitgrandjunction.com/junior-college-juco-baseball-world-series	4,419	+768%	52%	-19%
www.visitgrandjunction.com/hiking-trails	4,189	+11%	30%	-18%
www.visitgrandjunction.com/2017-grand-junction-festival-events	3,458	+195%	57%	-13%
www.visitgrandjunction.com/events/gr-jct-road-endurance-mtn-bike-event	3,118	+100%	55%	+100%
www.visitgrandjunction.com/attractions-culture	2,900	+38%	49%	-3%
www.visitgrandjunction.com/events/junior-college-world-series-2017-juco	2,900	+1,200%	42%	-20%
www.visitgrandjunction.com/events/four-peaks-downtown-music-festival	2,705	+866%	38%	-6%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

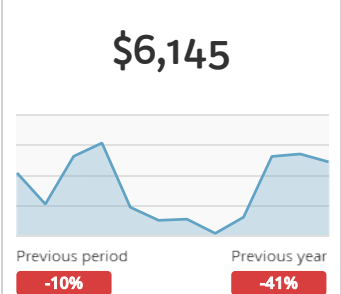
	Visits	
www.visitgrandjunction.com/	11,154	+29%
www.visitgrandjunction.com/events-calendar	7,649	+39%
www.visitgrandjunction.com/junior-college-juco-baseball-world-series	3,642	+780%
www.visitgrandjunction.com/events/junior-college-world-series-2017-juco	2,038	+1,045%
www.visitgrandjunction.com/things-to-do	1,567	+37%
www.visitgrandjunction.com/hiking-trails	1,441	+13%
www.visitgrandjunction.com/areas/grand-mesa	1,418	+35%
www.visitgrandjunction.com/events/four-peaks-downtown-music-festival	1,358	+1,479%
www.visitgrandjunction.com/events/shrine-circus	1,174	+2,630%
www.visitgrandjunction.com/events/festivals-fairs	1,023	+94%

CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

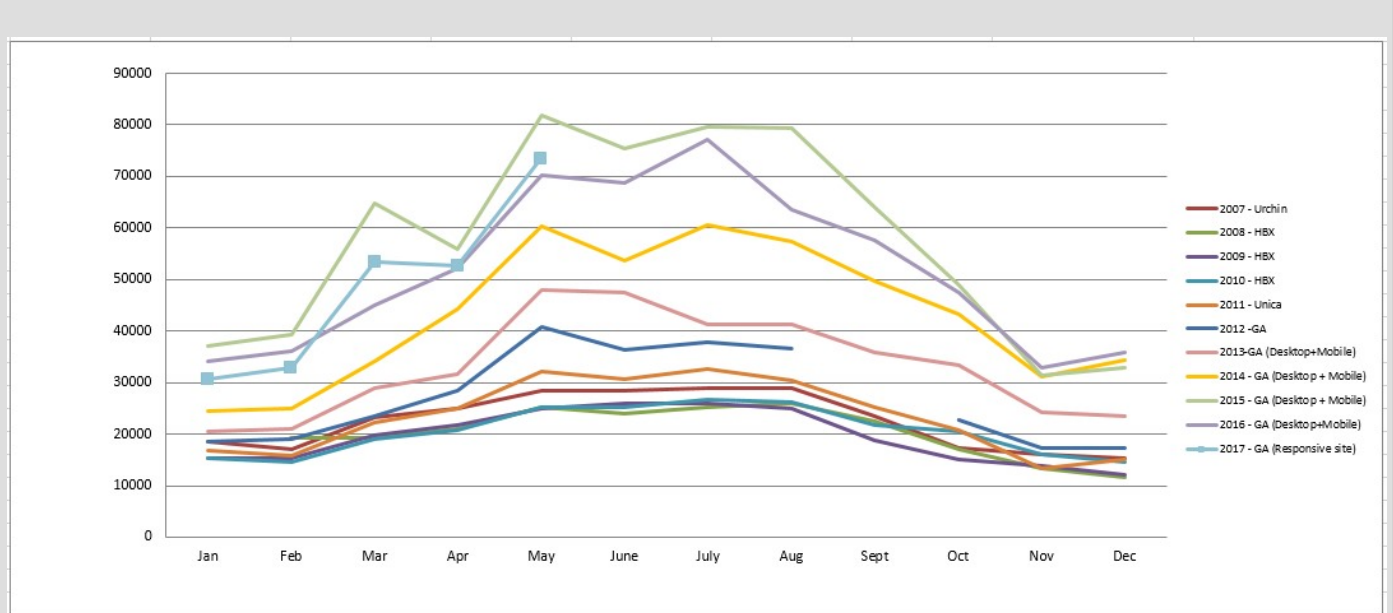
	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
google / cpc	2,989 +136%	3.2 +14%	00:02:33 +12%	46% -12%
newsletter / email	678 -27%	3.1 +4%	00:03:21 +34%	41% -14%
adnetwork / display	328 +173%	1.4 +0%	00:00:23 -41%	77% +1%
denverpost.com / display	327 +214%	1.4 -7%	00:00:29 -50%	81% -7%
mtbr.com / webskin	274 +261%	1.5 -4%	00:00:45 +64%	80% +3%
colorado_tourism / email	205 +318%	2.7 +2%	00:02:26 -7%	46% -35%
welcome / email	112 +331%	2.8 -10%	00:03:20 -19%	32% -7%
co.com / FormattedBanner	62 -2%	3.0 +9%	00:03:25 +121%	42% +10%
colorado.com / formattedbanner	61 +61%	3.7 +6%	00:03:49 +56%	39% +25%
tripadvisor.com / display	47 +100%	1.6 +100%	00:00:32 +100%	77% +100%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Ramada Grand Junction	9 -36%	\$985.96 -14%
La Quinta Inn & Suites Grand Junction	7 +100%	\$873.00 +100%
Grand Vista Hotel	5 =	\$485.00 +11%
Holiday Inn Express Hotel & Suites Grand Junction	4 +100%	\$716.00 +100%
Courtyard Grand Junction	3 +100%	\$366.65 +100%
Hampton Inn Grand Junction Downtown/Historic Main Street	3 -40%	\$457.00 -48%
Americas Best Value Inn	2 +100%	\$149.40 +213%
Days Inn Grand Junction	2 -33%	\$169.98 -13%
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	2 -33%	\$408.00 -12%
Mesa Inn	2 +100%	\$155.88 +100%

REVENUE OVER TIME

ORGANIC SEARCH TERMS VIA GOOGLE SEARCH CONSOLE (MONTH OVER MONTH)

	Clicks	Impressions	Avg. position
grand junction co	2,056 +23%	29,881 +7%	1.1 -14%
grand junction	1,569 +21%	27,306 +16%	1.1 -2%
grand junction colorado	1,301 +13%	18,235 +12%	1.1 -3%
grand junction events	855 +77%	1,221 +74%	1.0 0%
grand mesa colorado	437 +108%	2,022 +76%	1.6 +3%
things to do in grand junction	437 +46%	2,070 +42%	2.1 +8%
grand mesa	400 +34%	3,305 +16%	2.0 -8%
juco	294 +1,031%	3,400 +282%	5.7 -37%
events in grand junction	289 +73%	490 +64%	1.0 +0%
juco 2017	288 +100%	2,985 +100%	3.9 +100%

VISITS OVER TIME

NEWSLETTERS (SORTED BY TOTAL DELIVERED)

	Delivered	Opened	Open Rate	Clicks	CTR
7 Reasons Why You'll Love Spring - April 2017	39,416	9,532	24.38%	1,440	15.11%
Plan a Family Adventure in Grand Junction - May 2017	38,888	8,842	22.74%	1,164	13.16%
Denver's Winter Wine Festival Tickets On Sale Now - February 2017	3,412	555	27.40%	149	15.94%
Golf Gear, Tips & Trips at Denver Golf Expo - February 2017	3,002	556	28.85%	72	8.31%

