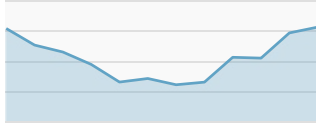


Visit Grand Junction Monthly Dashboard

Report for Jun 1, 2017 - Jun 30, 2017

TOTAL VISITS

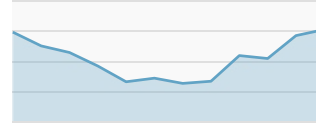
78,291



Previous period **7%** Previous year **14%**

TOTAL UNIQUE VISITORS

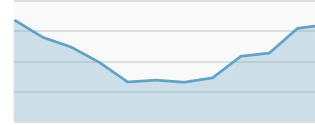
61,029



Previous period **7%** Previous year **13%**

TOTAL PAGEVIEWS

192,756



Previous period **4%** Previous year **9%**

AVERAGE VISIT DURATION

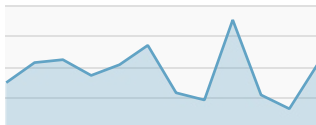
00:02:21



Previous period **-3%** Previous year **-3%**

OVERALL BOUNCE RATE

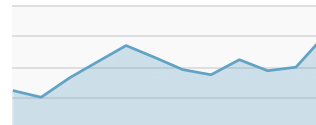
50%



Previous period **8%** Previous year **2%**

HOMEPAGE BOUNCE RATE

38%



Previous period **12%** Previous year **21%**

NEWSLETTER (EZINE) SIGNUPS

157



Previous period **13%** Previous year **2,517%**

GUIDE DOWNLOADS

659



Previous period **50%** Previous year **22%**

GUIDE ORDERS

279

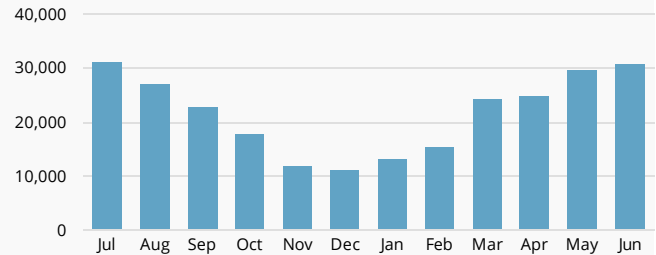


Previous period **23%** Previous year **68%**

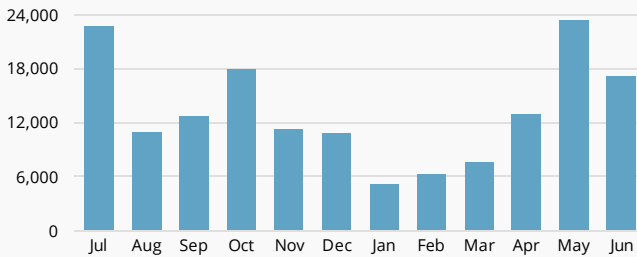
TOTAL SIT CONVERSIONS

49,578

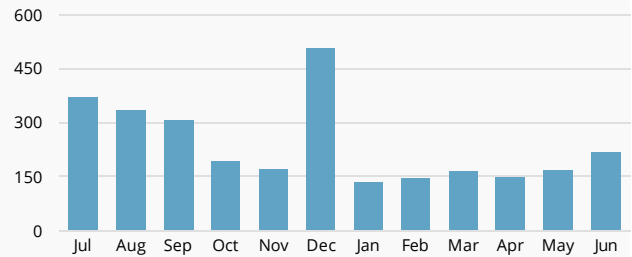
PROFILE VIEWS



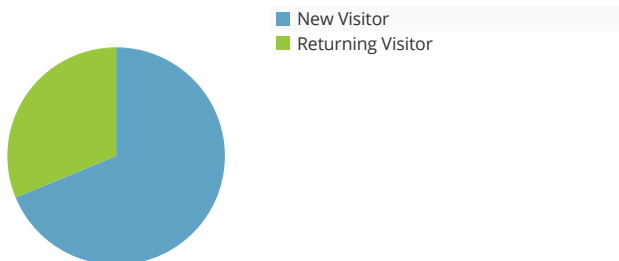
EVENT VIEWS



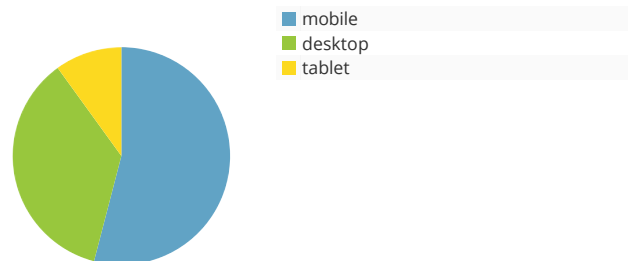
DEAL VIEWS



NEW VS. RETURNING VISITORS

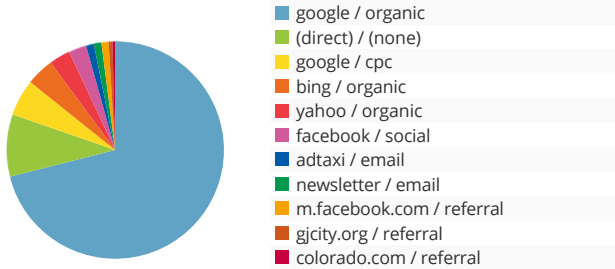


VISITS BY DEVICE CATEGORY



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	58,094	+19%	00:02:31	-5%	47%	+3%
(none)	6,871	-27%	00:01:57	-6%	56%	+10%
cpc	4,031	+63%	00:02:37	+19%	46%	-12%
referral	3,903	+21%	00:02:21	+2%	50%	+3%
social	1,968	+100%	00:00:24	+100%	92%	+100%
email	1,901	+90%	00:01:41	-45%	68%	+55%
display	1,127	+100%	00:00:22	+100%	83%	+100%
preroll	134	+100%	00:00:01	+100%	87%	+100%
formattedbanner	114	+100%	00:01:34	+100%	47%	+100%
webskin	82	-78%	00:00:49	+61%	80%	-5%

VISITS BY SOURCE/MEDIUM

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	44,668	+12%
Texas	5,673	+10%
California	4,286	+28%
Utah	3,550	+12%
Illinois	1,461	+2%
Arizona	1,407	+16%
Florida	1,013	+21%
Nevada	793	+34%
Missouri	792	+27%
New York	696	+6%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	16,613	+18%
Denver	14,300	+8%
Dallas	3,177	+15%
Salt Lake City	1,427	+21%
Los Angeles	1,280	+24%
Fruita	920	+42%
Aurora	890	-4%
Colorado Springs	882	-3%
Chicago	863	+1%
Lakewood	628	-2%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	15,451	-1%	43%	+3%
www.visitgrandjunction.com/	15,186	+7%	38%	+12%
www.visitgrandjunction.com/things-to-do	7,493	+26%	26%	+5%
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	4,291	+335%	90%	+24%
www.visitgrandjunction.com/2017-grand-junction-festival-events	4,147	+20%	66%	+16%
www.visitgrandjunction.com/attractions-culture	3,581	+23%	50%	+2%
www.visitgrandjunction.com/hiking-trails	3,263	-22%	29%	-2%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	3,165	+47%	60%	-4%
www.visitgrandjunction.com/areas/grand-mesa	3,046	+21%	39%	+0%
www.visitgrandjunction.com/family-activities	3,018	+21%	30%	+4%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

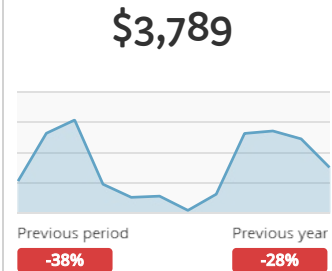
	Visits	
www.visitgrandjunction.com/	12,057	+8%
www.visitgrandjunction.com/events-calendar	7,228	-6%
www.visitgrandjunction.com/things-to-do	2,529	+61%
www.visitgrandjunction.com/american-airlines-direct-flights-LA-Grand-Junction	2,211	+1,240%
www.visitgrandjunction.com/family-activities/lincoln-park-moyer-pool	2,050	+136%
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	2,041	+1,615%
www.visitgrandjunction.com/areas/grand-mesa	1,737	+22%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	1,562	+56%
www.visitgrandjunction.com/hiking-trails	1,110	-23%
www.visitgrandjunction.com/junior-college-juco-baseball-world-series	1,026	-72%

CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

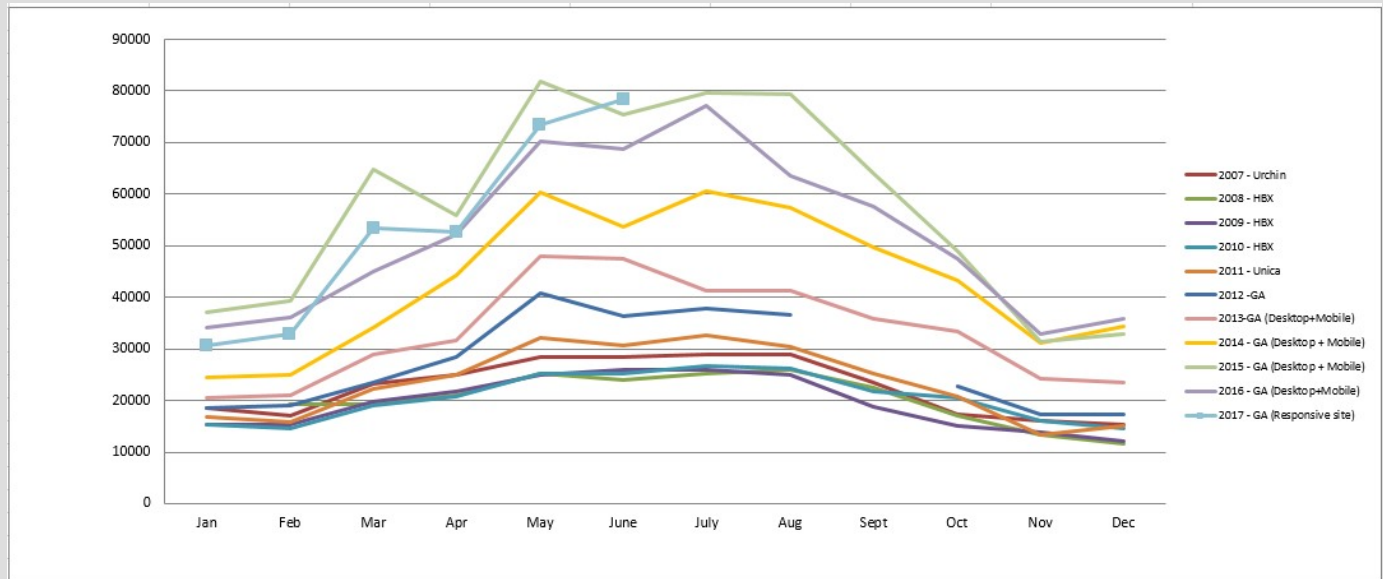
	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
google / cpc	4,031 +35%	3.2 +1%	00:02:37 +3%	46% 0%
facebook / social	1,965 +65,400%	1.1 +12%	00:00:24 +100%	92% -8%
adtaxi / email	864 +100%	1.1 +100%	00:00:28 +100%	94% +100%
newsletter / email	837 +23%	2.6 -17%	00:02:34 -24%	48% +18%
denverpost.com / display	285 -13%	1.3 -10%	00:00:24 -19%	86% +6%
adtaxi / display	278 +1,164%	1.2 +5%	00:00:10 +23,285%	84% -3%
welcome / email	199 +78%	3.4 +21%	00:03:13 -3%	40% +25%
mtbr.com / display	188 +100%	1.3 +100%	00:00:13 +100%	91% +100%
adnetwork / display	167 -49%	1.4 -1%	00:00:23 +2%	81% +6%
tripadvisor.com / preroll	118 +281%	1.2 -6%	00:00:01 -69%	86% -5%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Ramada Grand Junction	8 -11%	\$603.64 -39%
Grand Vista Hotel	5 =	\$368.01 -24%
Travelodge Grand Junction	5 +400%	\$355.00 +624%
Americas Best Value Inn	4 +100%	\$275.07 +84%
Motel 6 Grand Junction	3 +100%	\$165.97 +100%
The Chateau at Two Rivers Winery	3 +50%	\$405.00 +50%
Courtyard Grand Junction	2 -33%	\$273.91 -25%
Days Inn Grand Junction	2 =	\$176.98 +4%
Holiday Inn Hotel & Suites Grand Junction-Airport	2 +100%	\$330.50 +100%
La Quinta Inn & Suites Grand Junction	2 -71%	\$298.00 -66%

REVENUE OVER TIME

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

	Clicks	Impressions	Avg. position
grand junction co	2,487 +21%	33,609 +12%	1.0 -1%
grand junction	1,573 +0%	29,252 +7%	1.1 0%
grand junction colorado	1,544 +19%	23,674 +30%	1.1 -2%
grand junction events	677 -21%	1,022 -16%	1.0 0%
grand mesa colorado	644 +47%	2,726 +35%	1.7 +3%
things to do in grand junction	514 +18%	2,435 +18%	2.2 +4%
grand mesa	481 +20%	3,278 -1%	1.8 -7%
lincoln park pool	451 +247%	3,546 +262%	2.0 -7%
grand junction farmers market	327 +388%	942 +280%	2.0 -6%
events in grand junction	213 -26%	432 -12%	1.0 -3%

VISITS OVER TIME

ENEWSLETTERS (SORTED BY TOTAL DELIVERED)

	Delivered	Opened	Open Rate	Clicks	CTR
Discover Adventure in the Great Outdoors - June 2017	39,430	10,494	26.61%	1,233	11.75%
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%

