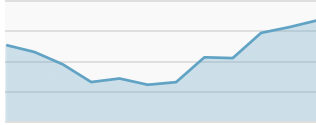


# Visit Grand Junction Monthly Dashboard

Report for Jul 1, 2017 - Jul 31, 2017

## TOTAL VISITS

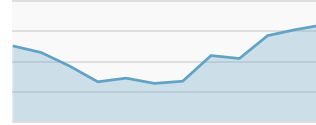
83,964



Previous period: **7%** (green)  
Previous year: **9%** (green)

## TOTAL UNIQUE VISITORS

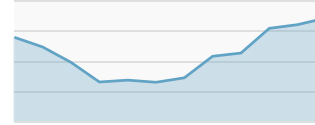
64,257



Previous period: **5%** (green)  
Previous year: **8%** (green)

## TOTAL PAGEVIEWS

205,890



Previous period: **7%** (green)  
Previous year: **2%** (green)

## AVERAGE VISIT DURATION

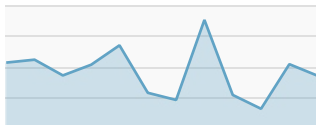
00:02:20



Previous period: **-1%** (red)  
Previous year: **-5%** (red)

## OVERALL BOUNCE RATE

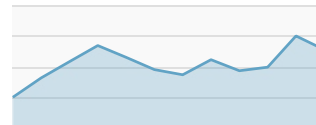
49%



Previous period: **-2%** (green)  
Previous year: **1%** (red)

## HOMEPAGE BOUNCE RATE

36%



Previous period: **-5%** (green)  
Previous year: **18%** (red)

## NEWSLETTER (EZINE) SIGNUPS

144



Previous period: **-8%** (red)  
Previous year: **586%** (green)

## GUIDE DOWNLOADS

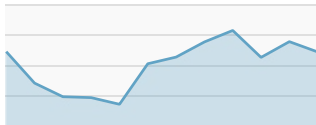
749



Previous period: **14%** (green)  
Previous year: **26%** (green)

## GUIDE ORDERS

245

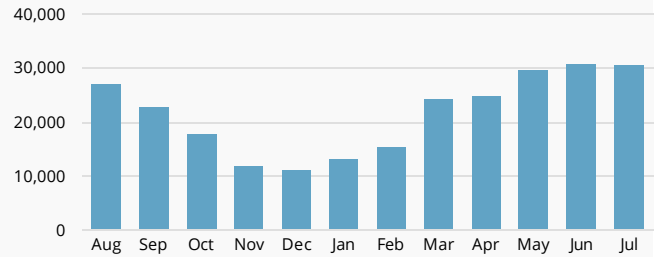


Previous period: **-12%** (red)  
Previous year: **12%** (green)

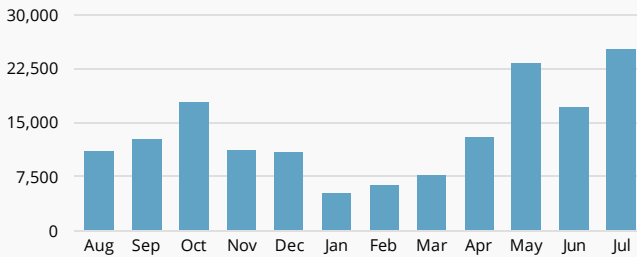
## TOTAL SIT CONVERSIONS

49,578

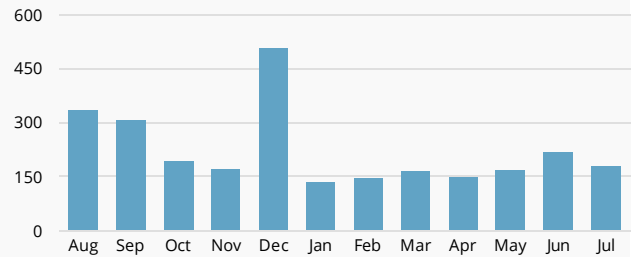
## PROFILE VIEWS



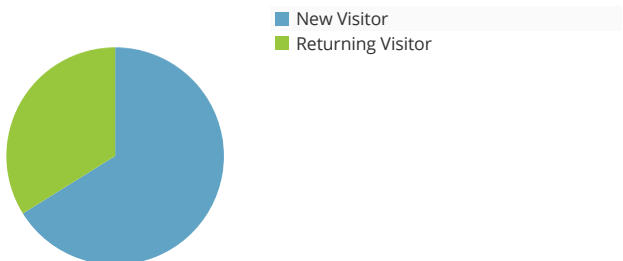
## EVENT VIEWS



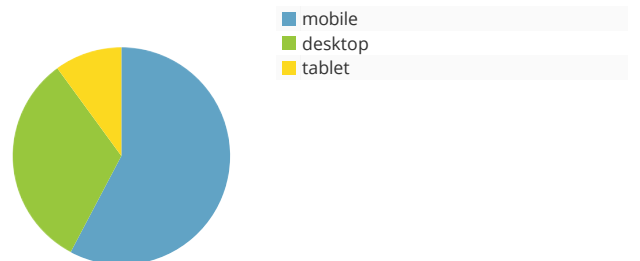
## DEAL VIEWS



## NEW VS. RETURNING VISITORS

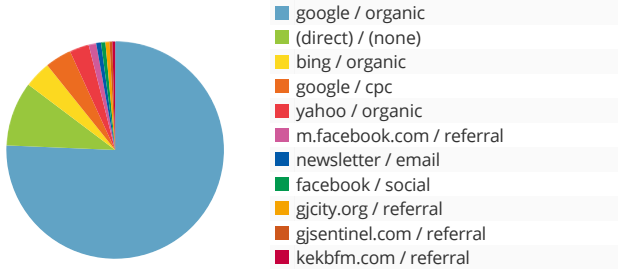


## VISITS BY DEVICE CATEGORY



**TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)**

	Visits		Average Time On Site		Bounce Rate	
organic	65,597	+18%	00:02:23	-9%	48%	+4%
(none)	7,620	-36%	00:02:07	+0%	56%	+10%
referral	4,771	+48%	00:02:03	-15%	56%	+12%
cpc	3,106	+24%	00:03:07	+28%	37%	-27%
display	1,001	+100%	00:00:20	+100%	85%	+100%
email	867	-8%	00:02:43	-10%	56%	+17%
social	516	+100%	00:00:23	+100%	92%	+100%
preroll	192	+100%	00:00:04	+100%	83%	+100%
formattedbanner	133	+100%	00:01:18	+100%	44%	+100%
traveler+enews	128	+100%	00:01:02	+100%	64%	+100%

**VISITS BY SOURCE/MEDIUM**

**VISITS BY STATE (YEAR OVER YEAR)**

	Visits	
Colorado	49,668	+5%
Texas	6,279	+8%
California	3,806	+8%
Utah	3,354	+5%
Illinois	1,561	-3%
Arizona	1,342	+16%
Florida	893	+15%
Nevada	822	+27%
New York	773	+20%
Missouri	754	+19%

**VISITS BY CITY (YEAR OVER YEAR)**

	Visits	
Grand Junction	18,642	+9%
Denver	16,530	+3%
Dallas	3,865	+7%
Salt Lake City	1,397	+14%
Los Angeles	1,185	+7%
Fruita	1,135	+32%
Aurora	924	-13%
Chicago	899	-14%
Colorado Springs	829	-11%
Clifton	694	+34%

**MOST-VIEWED PAGES (MONTH OVER MONTH)**

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	20,162	+30%	42%	-2%
www.visitgrandjunction.com/	15,789	+4%	36%	-5%
www.visitgrandjunction.com/things-to-do	7,982	+7%	26%	+1%
www.visitgrandjunction.com/2017-grand-junction-festival-events	4,259	+3%	60%	-9%
www.visitgrandjunction.com/attractions-culture	3,444	-4%	50%	+0%
www.visitgrandjunction.com/family-activities	3,423	+13%	31%	+4%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	3,180	+0%	60%	-1%
www.visitgrandjunction.com/areas/grand-mesa	2,964	-3%	36%	-8%
www.visitgrandjunction.com/events/fruita-3rd-july-fireworks-display	2,935	+1,769%	68%	+28%
www.visitgrandjunction.com/all-restaurants	2,893	+1%	47%	-16%

**TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)**

	Visits	
www.visitgrandjunction.com/	12,419	+3%
www.visitgrandjunction.com/events-calendar	10,384	+44%
www.visitgrandjunction.com/things-to-do	2,969	+17%
www.visitgrandjunction.com/events/fruita-3rd-july-fireworks-display	1,861	+2,449%
www.visitgrandjunction.com/selecting-perfect-palisade-peaches	1,837	+171%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	1,667	+7%
www.visitgrandjunction.com/areas/grand-mesa	1,611	-7%
www.visitgrandjunction.com/family-activities/lincoln-park-moyer-pool	1,308	-36%
www.visitgrandjunction.com/family-activities	1,122	+14%
www.visitgrandjunction.com/events/mesa-county-fair	1,055	+817%

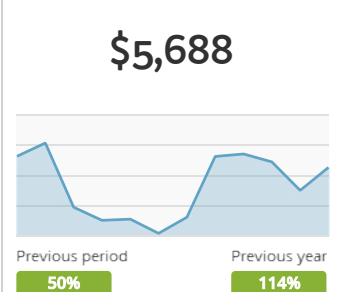
**CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)**

	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
google / cpc	3,106 <span>-23%</span>	3.6 <span>+12%</span>	00:03:07 <span>+19%</span>	37% <span>-21%</span>
newsletter / email	572 <span>-32%</span>	2.9 <span>+12%</span>	00:03:23 <span>+32%</span>	48% <span>0%</span>
facebook / social	512 <span>-74%</span>	1.1 <span>+0%</span>	00:00:23 <span>-2%</span>	92% <span>0%</span>
adtaxi / display	322 <span>+16%</span>	1.1 <span>-9%</span>	00:00:09 <span>-7%</span>	90% <span>+7%</span>
adnetwork / display	300 <span>+80%</span>	1.2 <span>-12%</span>	00:00:21 <span>-9%</span>	86% <span>+6%</span>
denverpost.com / display	277 <span>-3%</span>	1.4 <span>+10%</span>	00:00:29 <span>+21%</span>	82% <span>-4%</span>
tripadvisor.com / preroll	184 <span>+56%</span>	1.2 <span>+6%</span>	00:00:05 <span>+173%</span>	83% <span>-3%</span>
adtaxi / email	153 <span>-82%</span>	1.1 <span>-5%</span>	00:00:24 <span>-13%</span>	94% <span>+0%</span>
colorado.com / formattedbanner	133 <span>+17%</span>	2.4 <span>+13%</span>	00:01:18 <span>-17%</span>	44% <span>-6%</span>
5280.com / traveler+enews	128 <span>+6,300%</span>	1.5 <span>+51%</span>	00:01:02 <span>+100%</span>	64% <span>-36%</span>

**ARES PRODUCT REPORT (MONTH OVER MONTH)**

	Transactions	Revenue
SpringHill Suites Grand Junction Downtown/Historic Main Street	11 <span>+1,000%</span>	\$1,584.95 <span>+1,001%</span>
Days Inn Grand Junction	9 <span>+350%</span>	\$954.91 <span>+440%</span>
La Quinta Inn & Suites Grand Junction	5 <span>+150%</span>	\$585.00 <span>+96%</span>
Holiday Inn Hotel & Suites Grand Junction-Airport	4 <span>+100%</span>	\$513.00 <span>+55%</span>
Ramada Grand Junction	4 <span>-50%</span>	\$325.00 <span>-46%</span>
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	2 <span>+100%</span>	\$241.20 <span>+100%</span>
Super 8 Grand Junction Colorado	2 <span>+100%</span>	\$157.76 <span>+100%</span>
Travelodge Grand Junction	2 <span>-60%</span>	\$248.00 <span>-30%</span>
DoubleTree by Hilton Grand Junction	1 <span>+100%</span>	\$129.00 <span>+100%</span>
Holiday Inn Express Hotel & Suites Grand Junction	1 <span>+100%</span>	\$139.00 <span>+100%</span>

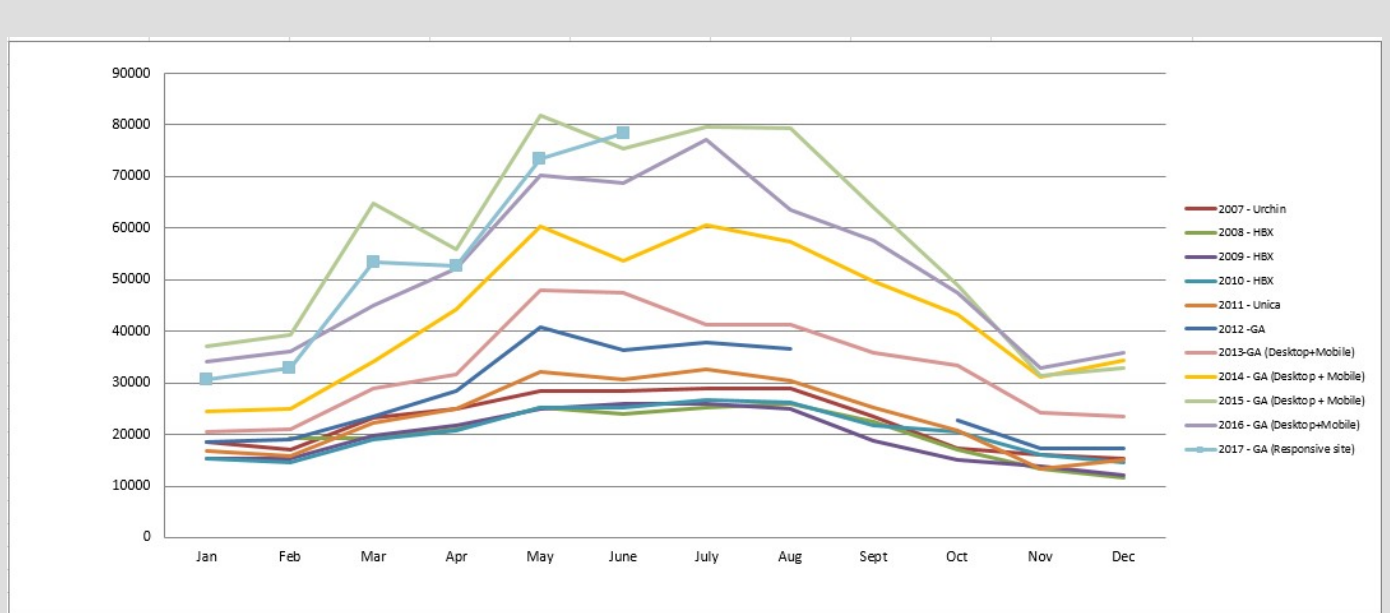
**REVENUE OVER TIME**



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

	Clicks	Impressions	Avg. position
grand junction co	2,568 <span>+3%</span>	33,417 <span>-1%</span>	1.0 <span>-1%</span>
grand junction colorado	1,605 <span>+4%</span>	27,050 <span>+14%</span>	1.0 <span>-2%</span>
grand junction	1,520 <span>-3%</span>	28,725 <span>-2%</span>	1.1 <span>-2%</span>
grand junction events	714 <span>+5%</span>	1,019 <span>0%</span>	1.0 <span>0%</span>
grand mesa	582 <span>+21%</span>	4,156 <span>+27%</span>	1.9 <span>+6%</span>
things to do in grand junction	526 <span>+2%</span>	2,456 <span>+1%</span>	3.6 <span>+65%</span>
grand mesa colorado	495 <span>-23%</span>	2,566 <span>-6%</span>	1.7 <span>+2%</span>
grand junction fireworks	435 <span>+806%</span>	1,379 <span>+1,089%</span>	1.7 <span>+18%</span>
mesa county fair	377 <span>+1,296%</span>	5,596 <span>+1,207%</span>	3.0 <span>+17%</span>
palisade peaches	294 <span>+320%</span>	2,910 <span>+222%</span>	2.6 <span>-19%</span>

**VISITS OVER TIME**



**ENEWSLETTERS (SORTED BY TOTAL DELIVERED)**

There is no data for this period

