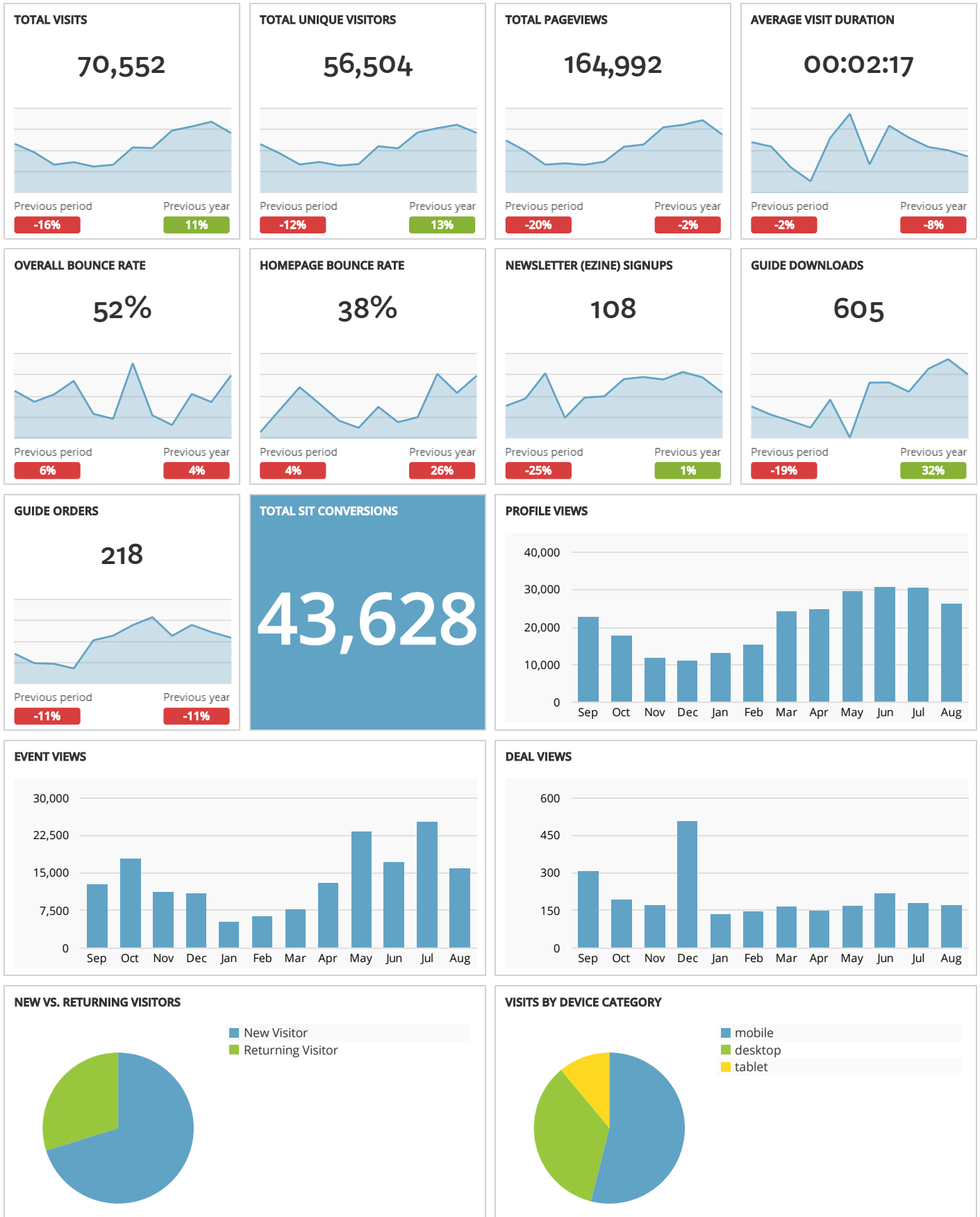


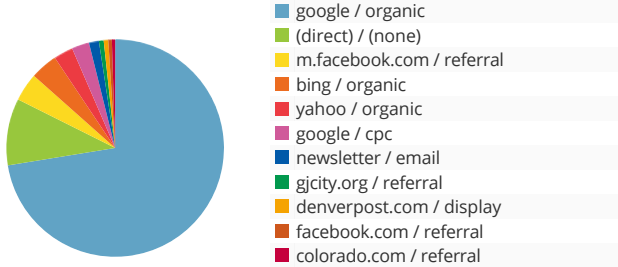
Visit Grand Junction Monthly Dashboard

Report for Aug 1, 2017 - Aug 31, 2017



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	53,673	+16%	00:02:24	-9%	50%	+5%
(none)	6,712	-13%	00:02:03	-4%	58%	+4%
referral	6,074	+113%	00:01:29	-50%	68%	+46%
cpc	1,760	-26%	00:02:51	+16%	40%	-15%
email	1,122	-12%	00:02:28	-6%	51%	+17%
display	875	+100%	00:00:28	+100%	87%	+100%
social	149	+100%	00:00:18	+100%	94%	+100%
formattedbanner	113	+100%	00:02:31	+100%	41%	+100%
vanity-url	16	+23%	00:05:45	+94%	44%	+184%
fb	15	+100%	00:02:13	+100%	80%	+100%

VISITS BY SOURCE/MEDIUM

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	41,547	+13%
Texas	4,882	+5%
California	3,316	+10%
Utah	2,768	+4%
Illinois	1,399	+9%
Arizona	1,105	+30%
Florida	782	+8%
New York	694	+17%
Minnesota	686	+14%
Nevada	668	+33%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	14,455	+21%
Denver	13,505	+16%
Dallas	3,072	+8%
Colorado Springs	1,034	+9%
Los Angeles	995	+19%
Salt Lake City	969	-3%
Aurora	927	-6%
Chicago	821	+5%
Fruita	738	+38%
Montrose	621	+10%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/	12,538	-21%	38%	+5%
www.visitgrandjunction.com/events-calendar	11,580	-43%	45%	+7%
www.visitgrandjunction.com/things-to-do	6,281	-21%	27%	+4%
www.visitgrandjunction.com/fall-festivals-2017	3,579	+100%	88%	+100%
www.visitgrandjunction.com/2017-grand-junction-festival-events	2,990	-30%	61%	+2%
www.visitgrandjunction.com/attractions-culture	2,659	-23%	50%	0%
www.visitgrandjunction.com/all-restaurants	2,563	-11%	49%	+4%
www.visitgrandjunction.com/wineries-tasting-rooms	2,418	-1%	40%	+1%
www.visitgrandjunction.com/hiking-trails	2,403	-13%	25%	+10%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	2,330	-27%	60%	+0%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

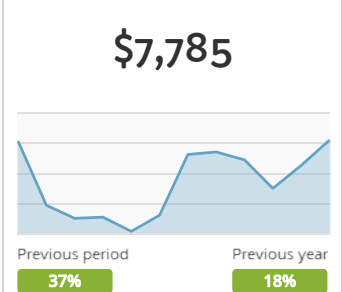
	Visits	
www.visitgrandjunction.com/	9,837	-21%
www.visitgrandjunction.com/events-calendar	5,399	-48%
www.visitgrandjunction.com/fall-festivals-2017	3,132	+100%
www.visitgrandjunction.com/things-to-do	2,251	-24%
www.visitgrandjunction.com/selecting-perfect-palisade-peaches	1,898	+3%
www.visitgrandjunction.com/areas/grand-mesa	1,262	-22%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	1,253	-25%
www.visitgrandjunction.com/2017-grand-junction-festival-events	878	-13%
www.visitgrandjunction.com/palisade-peach-festival	876	+203%
www.visitgrandjunction.com/all-restaurants	766	-11%

CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

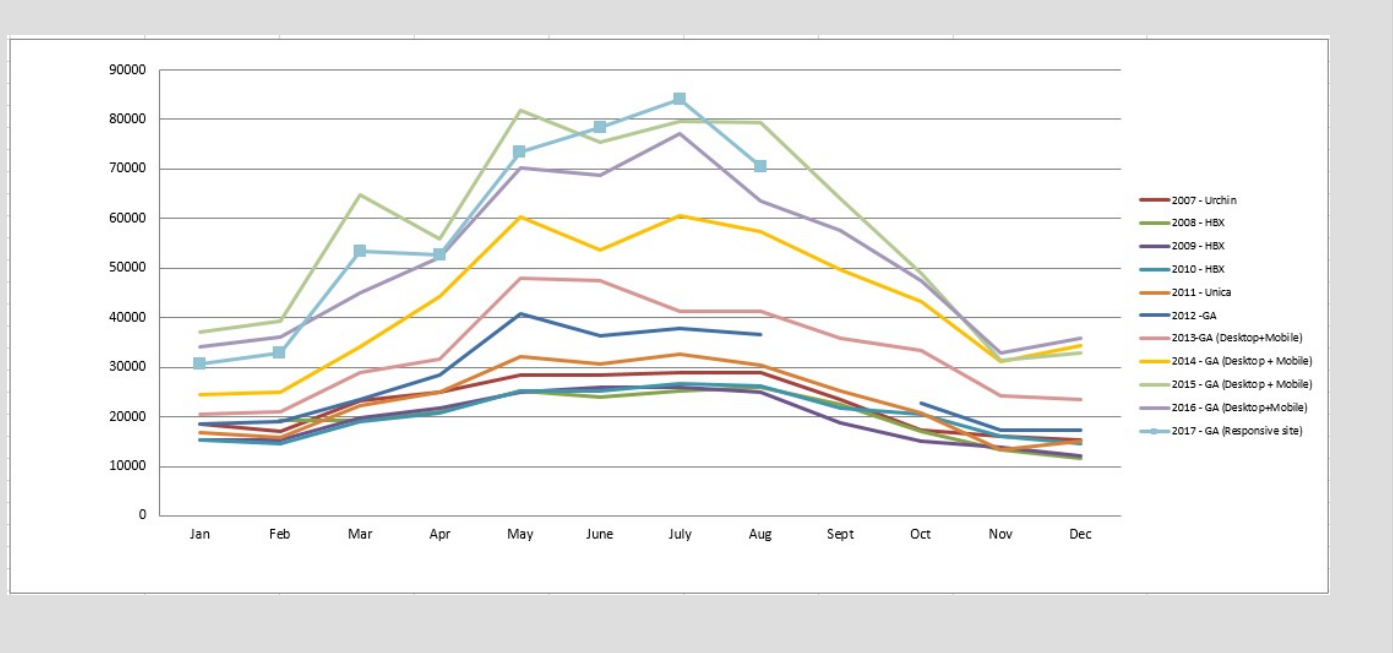
	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
google / cpc	1,760 -43%	3.5 -4%	00:02:51 -9%	40% +9%
newsletter / email	998 +74%	2.5 -12%	00:02:17 -33%	51% +7%
denverpost.com / display	462 +67%	1.2 -15%	00:00:25 -12%	89% +9%
adtaxi / display	268 -17%	1.1 +2%	00:00:12 +29%	91% +1%
facebook / social	149 -71%	1.1 -5%	00:00:18 -23%	94% +3%
adnetwork / display	130 -57%	1.7 +35%	00:00:54 +151%	72% -17%
colorado.com / formattedbanner	113 -15%	2.4 +0%	00:02:31 +94%	41% -8%
welcome / email	70 -41%	3.4 +23%	00:04:20 +55%	37% -12%
July Newsletter 2017 / email	32 +100%	3.7 +100%	00:05:42 +100%	59% +100%
com / vanity-url	16 +33%	4.4 +6%	00:05:45 -21%	44% +5%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Travelodge Grand Junction	12 +500%	\$853.51 +244%
Grand Vista Hotel	8 +100%	\$581.99 +100%
La Quinta Inn & Suites Grand Junction	8 +60%	\$947.10 +62%
Ramada Grand Junction	6 +50%	\$480.75 +48%
DoubleTree by Hilton Grand Junction	5 +400%	\$1,025.00 +695%
Super 8 Grand Junction Colorado	5 +150%	\$453.40 +187%
Holiday Inn Express Hotel & Suites Grand Junction	4 +300%	\$766.00 +451%
SpringHill Suites Grand Junction Downtown/Historic Main Street	4 -64%	\$610.60 -61%
The Chateau at Two Rivers Winery	4 +300%	\$540.00 +300%
Holiday Inn Hotel & Suites Grand Junction-Airport	2 -50%	\$229.00 -55%

REVENUE OVER TIME

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

	Clicks	Impressions	Avg. position
grand junction co	2,202 -14%	28,799 -14%	1.0 +1%
grand junction	1,462 -4%	31,871 +11%	1.4 +26%
grand junction colorado	1,449 -10%	19,203 -29%	1.1 +1%
palisade peach festival	630 +381%	9,195 +355%	2.4 +9%
grand junction events	512 -28%	823 -19%	1.0 +1%
grand mesa	486 -16%	3,878 -7%	2.5 +26%
things to do in grand junction	474 -10%	1,981 -19%	3.9 +9%
palisade peaches	343 +17%	3,938 +35%	2.6 +2%
grand mesa colorado	339 -32%	1,990 -22%	2.3 +35%
colorado national monument	212 -3%	13,506 -8%	5.6 +0%

VISITS OVER TIME

NEWSLETTERS (SORTED BY TOTAL DELIVERED)

	Delivered	Opened	Open Rate	Clicks	CTR
Fall is Our Best-Kept Secret - August 2017	43,026	10,144	23.58%	1,602	15.79%
Tee Up on Colorado's No. 1 Golf Course - July 2017	41,500	8,785	21.17%	1,058	12.04%
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%

