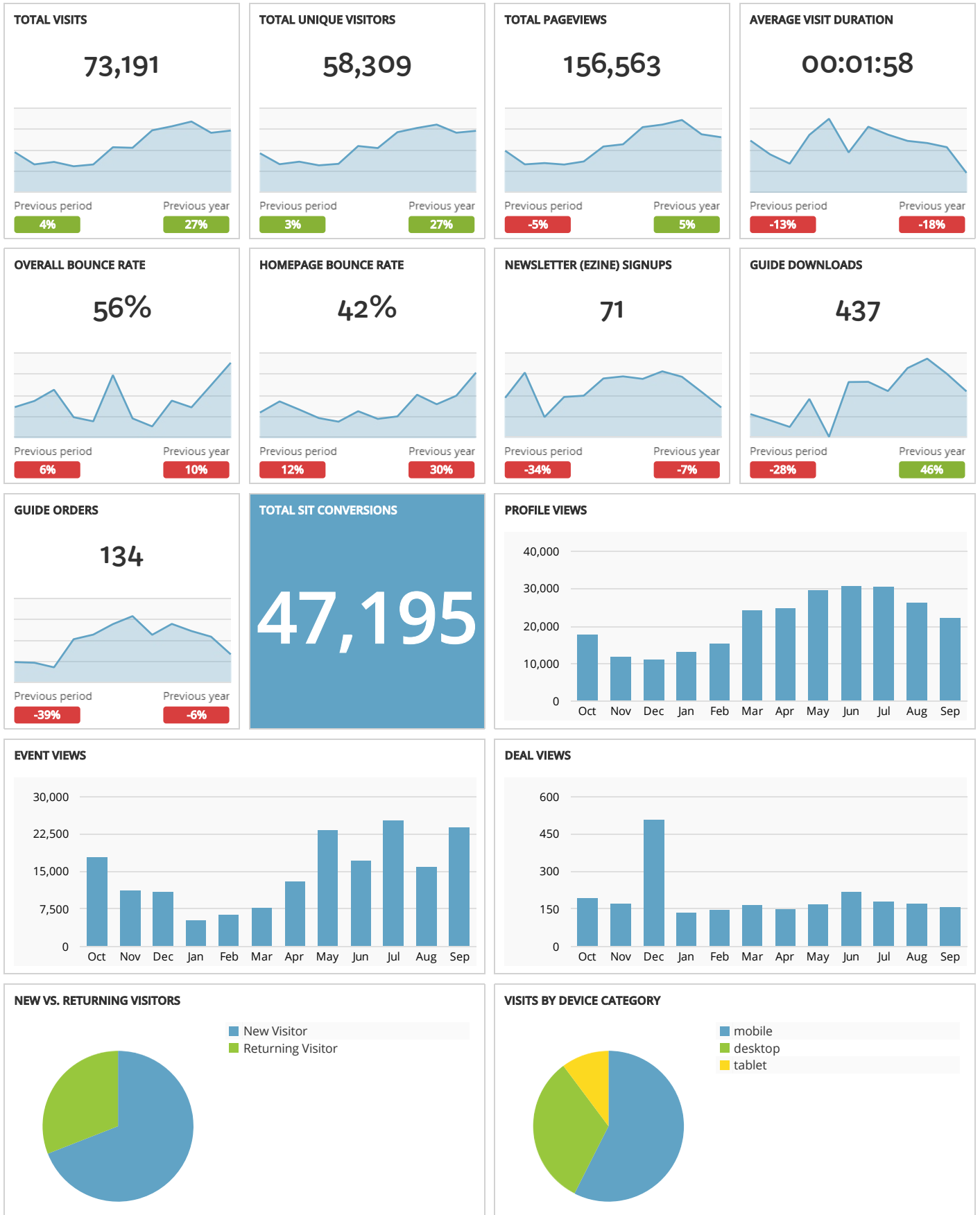


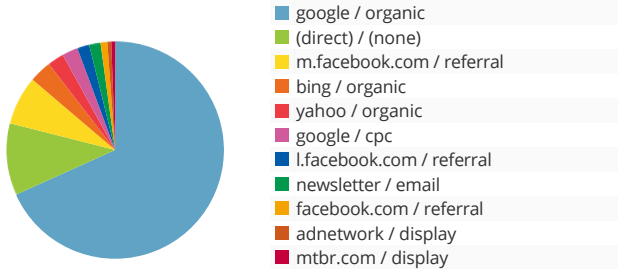
Visit Grand Junction Monthly Dashboard

Report for Sep 1, 2017 - Sep 30, 2017



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	51,654	+18%	00:02:11	-13%	50%	+5%
referral	9,602	+244%	00:00:57	-64%	76%	+69%
(none)	7,457	+36%	00:01:53	-14%	62%	+15%
cpc	1,653	-14%	00:02:55	+23%	41%	-16%
email	1,271	+23%	00:01:53	-27%	62%	+23%
display	956	+100%	00:00:35	+100%	85%	+100%
facebook	231	+100%	00:00:15	+100%	87%	+100%
fb	136	+100%	00:00:09	+100%	97%	+100%
formattedbanner	94	+141%	00:01:17	+52%	49%	+59%
social	64	+100%	00:00:06	+100%	95%	+100%

VISITS BY SOURCE/MEDIUM

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	46,182	+35%
Texas	4,977	+24%
California	3,016	+14%
Utah	2,819	+6%
Illinois	1,431	+29%
Arizona	1,110	+62%
Florida	645	-9%
Nevada	602	+58%
New York	590	0%
Minnesota	511	+20%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	16,007	+34%
Denver	14,821	+36%
Dallas	3,223	+51%
Colorado Springs	1,084	+51%
Fruita	1,011	+63%
Los Angeles	983	+24%
Salt Lake City	959	-5%
Aurora	926	+19%
Chicago	909	+27%
Montrose	777	+53%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/	11,655	-7%	42%	+12%
www.visitgrandjunction.com/events-calendar	11,076	-4%	43%	-4%
www.visitgrandjunction.com/fall-festivals-2017	7,742	+116%	89%	+2%
www.visitgrandjunction.com/things-to-do	5,564	-11%	31%	+11%
www.visitgrandjunction.com/events/grand-junction-air-show-2017	4,289	+1,695%	57%	+26%
www.visitgrandjunction.com/events/fruita-fall-festival	2,699	+509%	58%	+5%
www.visitgrandjunction.com/all-restaurants	2,514	-2%	47%	-5%
www.visitgrandjunction.com/attractions-culture	2,429	-9%	52%	+4%
www.visitgrandjunction.com/areas/grand-mesa	2,241	+0%	45%	+12%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	2,130	-9%	65%	+9%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

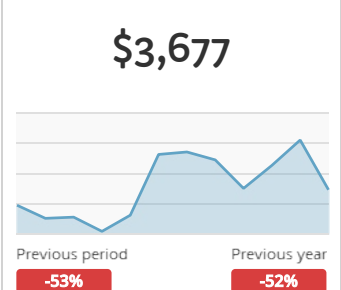
	Visits	
www.visitgrandjunction.com/	9,118	-7%
www.visitgrandjunction.com/fall-festivals-2017	5,469	+75%
www.visitgrandjunction.com/events-calendar	5,221	-3%
www.visitgrandjunction.com/events/grand-junction-air-show-2017	3,672	+1,907%
www.visitgrandjunction.com/things-to-do	2,119	-6%
www.visitgrandjunction.com/events/fruita-fall-festival	1,921	+581%
www.visitgrandjunction.com/events/color-sunday-grand-mesa	1,361	+278%
www.visitgrandjunction.com/areas/grand-mesa	1,280	+1%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	1,237	-1%
www.visitgrandjunction.com/10-things-you-can-only-experience-grand-junction	1,119	+48%

CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

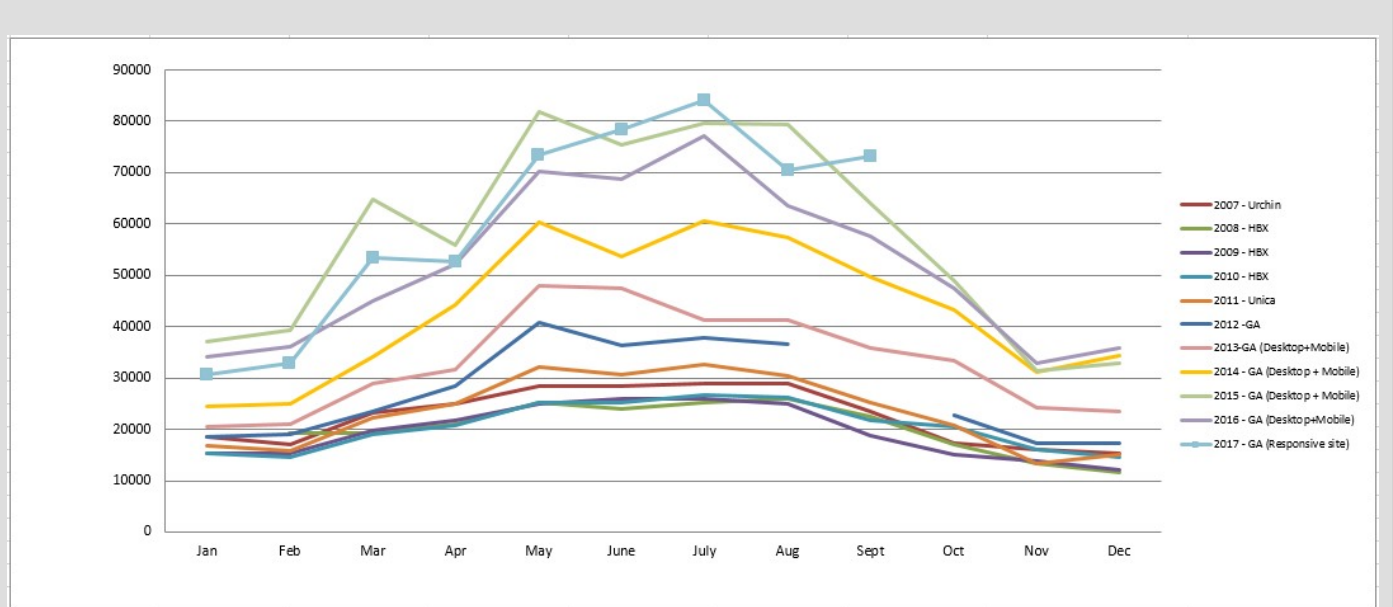
	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
google / cpc	1,640 -7%	3.4 -3%	00:02:55 +2%	41% +4%
newsletter / email	1,183 +19%	2.1 -18%	00:01:51 -19%	62% +22%
adnetwork / display	407 +213%	1.4 -13%	00:00:44 -19%	80% +12%
mtbr.com / display	398 +100%	1.2 +100%	00:00:40 +100%	88% +100%
social / facebook	231 +100%	1.2 +100%	00:00:15 +100%	87% +100%
adtaxi / display	143 -47%	1.1 -5%	00:00:01 -91%	92% +1%
facebook / fb	136 +807%	1.1 -29%	00:00:09 -93%	97% +21%
colorado.com / formattedbanner	94 -17%	2.9 +20%	00:01:17 -49%	49% +20%
facebook / social	64 -57%	1.2 +10%	00:00:06 -63%	95% +1%
welcome / email	47 -33%	2.7 -20%	00:02:33 -41%	43% +15%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	4 +300%	\$787.00 +380%
Mesa Inn	3 +100%	\$255.70 +100%
Ramada Grand Junction	3 -50%	\$261.00 -46%
Americas Best Value Inn	2 +100%	\$225.98 +182%
Hampton Inn Grand Junction Downtown/Historic Main Street	2 +100%	\$293.00 +82%
Holiday Inn Express Hotel & Suites Grand Junction	2 -50%	\$278.00 -64%
Holiday Inn Hotel & Suites Grand Junction-Airport	2 =	\$239.00 +4%
Knights Inn Grand Junction	2 +100%	\$120.98 +100%
SpringHill Suites Grand Junction Downtown/Historic Main Street	2 -50%	\$358.00 -41%
Courtyard Grand Junction	1 +100%	\$114.36 +100%

REVENUE OVER TIME

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

	Clicks	Impressions	Avg. position
grand junction co	1,905 -13%	27,318 -5%	1.0 -1%
grand junction colorado	1,211 -16%	17,398 -9%	1.1 +2%
grand junction	1,203 -18%	25,187 -21%	1.1 -17%
grand junction events	629 +23%	949 +15%	1.0 -1%
grand mesa colorado	529 +56%	4,576 +130%	2.5 +11%
fruta fall festival	459 +1,896%	3,758 +1,868%	2.8 +10%
grand mesa	409 -16%	4,259 +10%	2.3 -6%
things to do in grand junction	373 -21%	1,684 -15%	3.9 -1%
fruta fall festival 2017	340 +386%	1,530 +147%	1.7 -14%
grand junction air show	271 +2,364%	4,220 +736%	4.3 -24%

VISITS OVER TIME

NEWSLETTERS (SORTED BY TOTAL DELIVERED)

	Delivered	Opened	Open Rate	Clicks	CTR
Top 10 Things to do in Grand Junction - September 2017	45,040	9,262	20.56%	1,785	19.27%
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%

