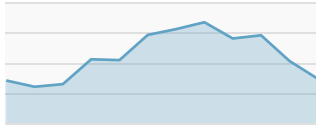


Visit Grand Junction Monthly Dashboard

Report for Nov 1, 2017 - Nov 30, 2017

TOTAL VISITS

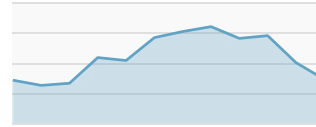
37,311



Previous period **-28%** Previous year **13%**

TOTAL UNIQUE VISITORS

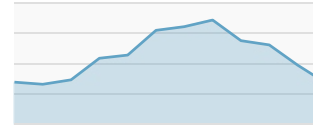
29,441



Previous period **-27%** Previous year **11%**

TOTAL PAGEVIEWS

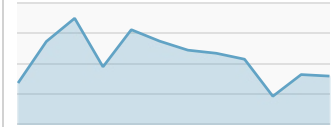
81,161



Previous period **-30%** Previous year **3%**

AVERAGE VISIT DURATION

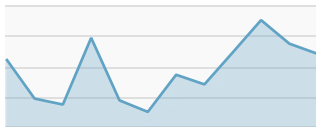
00:02:08



Previous period **-1%** Previous year **-2%**

OVERALL BOUNCE RATE

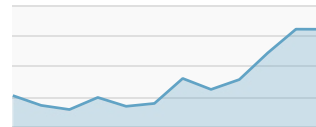
52%



Previous period **-2%** Previous year **4%**

HOMEPAGE BOUNCE RATE

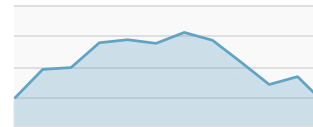
46%



Previous period **0%** Previous year **26%**

NEWSLETTER (EZINE) SIGNUPS

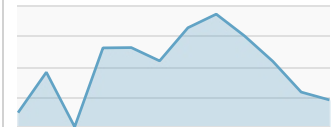
38



Previous period **-55%** Previous year **-75%**

GUIDE DOWNLOADS

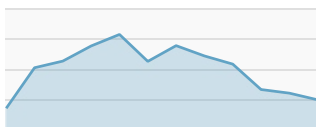
182



Previous period **-22%** Previous year **13%**

GUIDE ORDERS

100

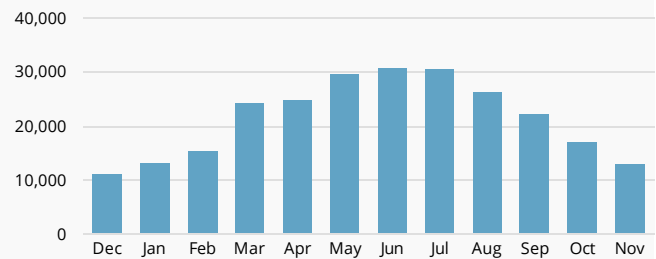


Previous period **-18%** Previous year **6%**

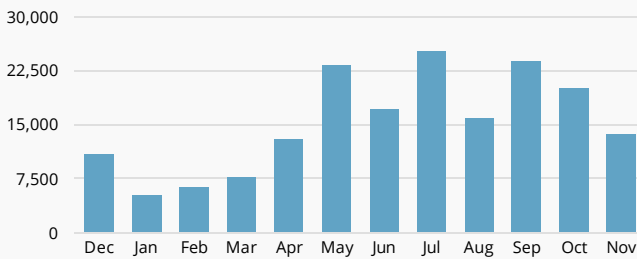
TOTAL SIT CONVERSIONS

27,386

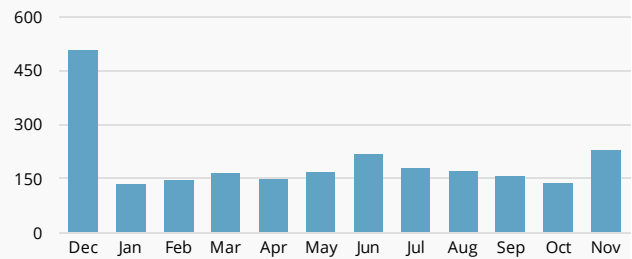
PROFILE VIEWS



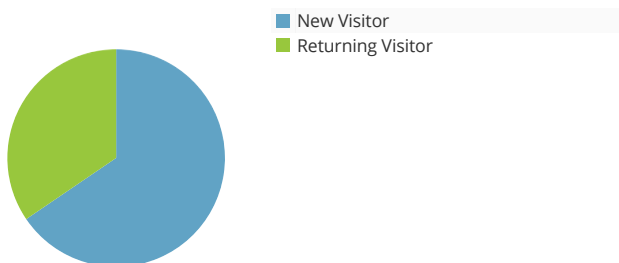
EVENT VIEWS



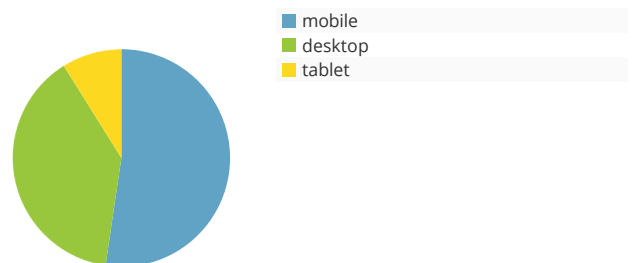
DEAL VIEWS



NEW VS. RETURNING VISITORS

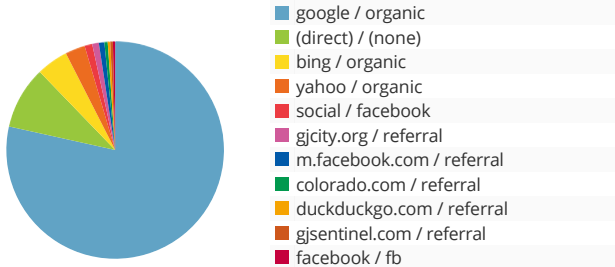


VISITS BY DEVICE CATEGORY



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	31,045	+13%	00:02:10	-1%	50.49%	+3%
(none)	3,345	+3%	00:01:50	-19%	61.26%	+6%
referral	2,186	+15%	00:02:31	+9%	54.57%	+3%
facebook	411	+20,450%	00:00:19	+100%	89.29%	-11%
fb	119	+100%	00:00:18	+100%	94.12%	+100%
cpc	115	+785%	00:04:56	-50%	66.09%	+115%
email	38	-31%	00:02:34	-9%	50.00%	+25%
formattedbanner	33	+267%	00:01:20	-27%	54.55%	-39%
Press_Release	7	+100%	00:01:20	+100%	0.00%	+100%
display	6	+100%	00:02:11	+100%	16.67%	+100%

VISITS BY SOURCE/MEDIUM

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	23,758	+18%
Texas	2,344	+13%
California	1,450	+7%
Utah	1,185	-2%
Illinois	725	+24%
Arizona	501	+27%
Florida	463	+12%
Minnesota	292	+47%
New York	284	-23%
Missouri	264	+45%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	10,967	+20%
Denver	6,474	+17%
Dallas	1,514	+29%
Fruita	636	+39%
Chicago	471	+29%
Salt Lake City	423	-9%
Los Angeles	387	+3%
Montrose	382	-2%
Aurora	345	+21%
Colorado Springs	293	+25%

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	8,385	-35%	42%	-6%
www.visitgrandjunction.com/	6,603	-30%	46%	0%
www.visitgrandjunction.com/things-to-do	2,556	-27%	26%	+2%
www.visitgrandjunction.com/events/grand-junction-turkey-trot-5k-little-gobbler-run	2,066	+720%	33%	-44%
www.visitgrandjunction.com/all-restaurants	1,614	-19%	48%	-9%
www.visitgrandjunction.com/hiking-trails	1,457	-11%	27%	-8%
www.visitgrandjunction.com/family-activities	1,323	-9%	34%	-8%
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	1,241	-30%	64%	+3%
www.visitgrandjunction.com/events/veterans-day-parade	1,180	+100%	78%	+100%
www.visitgrandjunction.com/tis-season-holiday-happenings-grand-junction	996	+100%	64%	+100%

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

	Visits	
www.visitgrandjunction.com/	5,228	-30%
www.visitgrandjunction.com/events-calendar	3,827	-37%
www.visitgrandjunction.com/events/grand-junction-turkey-trot-5k-little-gobbler-run	1,850	+807%
www.visitgrandjunction.com/things-to-do	921	-14%
www.visitgrandjunction.com/events/veterans-day-parade	766	+100%
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	590	-27%
www.visitgrandjunction.com/grand-junction-restaurants-open-thanksgiving-day	581	+100%
www.visitgrandjunction.com/all-restaurants	563	-17%
www.visitgrandjunction.com/family-activities	520	-10%
www.visitgrandjunction.com/hiking-trails	457	-12%

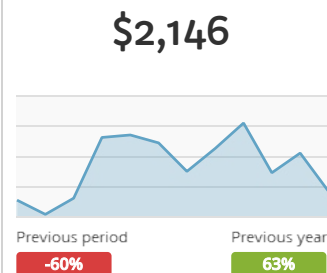
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate				
social / facebook	411	-35%	1.1	-8%	00:00:19	-17%	89%	+3%
facebook / fb	119	-41%	1.1	+2%	00:00:18	+11%	94%	+0%
google / cpc	104	-32%	2.2	+43%	00:05:21	+81%	66%	-9%
colorado.com / formattedbanner	33	-55%	2.3	-12%	00:01:20	-25%	55%	+19%
newsletter / email	23	-72%	2.7	-1%	00:03:27	+15%	57%	-3%
welcome / email	13	-41%	1.6	-72%	00:01:24	-62%	31%	+35%
trueview / cpc	11	-8%	1.5	+55%	00:00:58	+100%	64%	-36%
PR / Press_Release	7	-42%	3.0	-5%	00:01:20	-72%	0%	-100%
come / display	5	+25%	3.6	+60%	00:02:37	+356%	0%	-100%
facebook / social	3	-40%	1.0	=	00:00:35	+100%	67%	-33%

ARES PRODUCT REPORT (MONTH OVER MONTH)

	Transactions	Revenue		
Hampton Inn Grand Junction Downtown/Historic Main Street	4	+300%	\$436.00	+193%
Grand Vista Hotel	3	+200%	\$146.00	+85%
Holiday Inn Express Hotel & Suites Grand Junction	3	+100%	\$371.00	+100%
SpringHill Suites Grand Junction Downtown/Historic Main Street	3	-57%	\$302.00	-49%
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	2	+100%	\$258.00	+100%
Americas Best Value Inn	1	+100%	\$45.00	+100%
DoubleTree by Hilton Grand Junction	1	+100%	\$149.00	+100%
La Quinta Inn & Suites Grand Junction	1	-50%	\$99.00	-49%
Residence Inn Grand Junction	1	+100%	\$133.00	+100%
Candlewood Suites Grand Junction NW	0	-100%	\$0.00	-100%

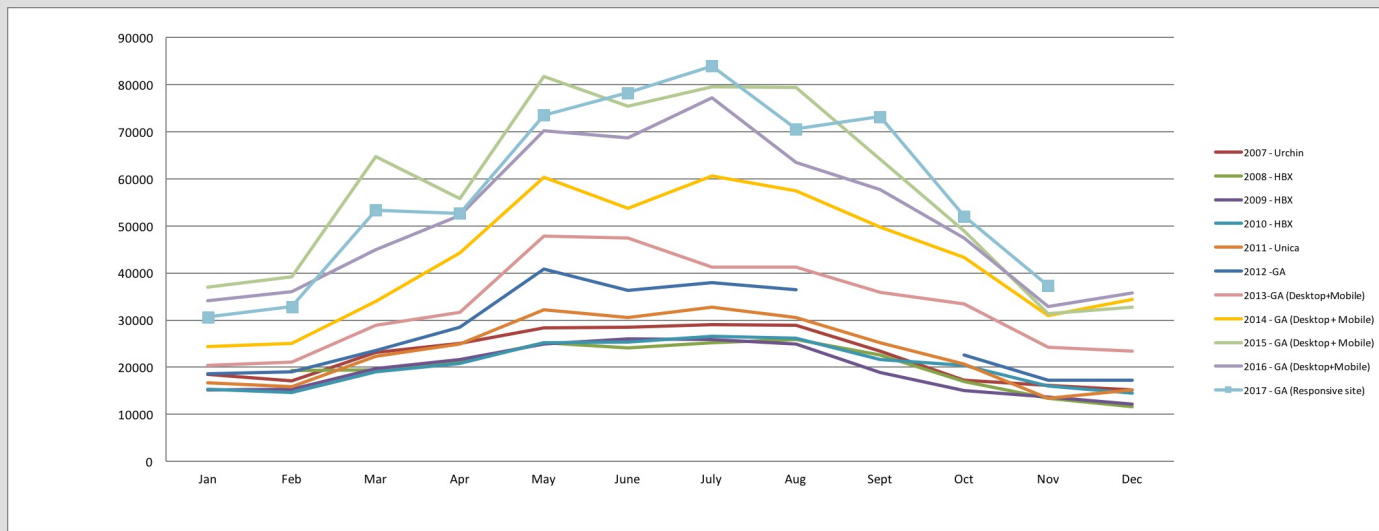
REVENUE OVER TIME



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

	Clicks	Impressions	Avg. position			
canyon view park	21	-55%	344	-42%	5.3	+6%
grand junction visitor center	7	-73%	64	-26%	9.9	+129%
canyon view park grand junction	4	-78%	45	-60%	9.9	+183%
grand junction visitors bureau	4	+100%	10	-17%	17.5	+71%
canyon view park grand junction co	3	=	9	-61%	21.0	+327%
food near me	3	+200%	88	-76%	1.0	-70%
grand junction visitors center	3	-75%	24	-14%	23.4	+76%
restaurants near me	3	-77%	152	-81%	1.0	-72%
breakfast grand junction	2	+100%	29	+100%	1.0	+100%
canyon view park grand junction, co	2	-60%	17	-26%	1.6	-56%

VISITS OVER TIME



NEWSLETTERS (SORTED BY TOTAL DELIVERED)

There is no data for this period

