

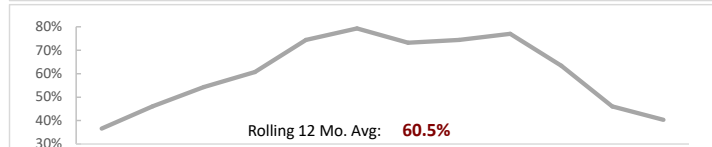
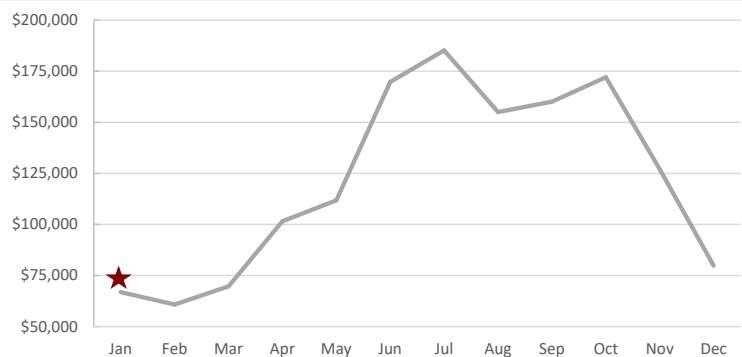
# Visit Grand Junction Performance Dashboard

January 2018 YTD

<b>Lodging Tax</b>	<b>2018</b>	<b>\$ 72,383</b>	<b>2017</b>	<b>\$ 66,884</b>	<b>% Chg</b>	<b>▲ 8.2%</b>
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<b>Avg. Daily Rate</b>	<b>2018</b>	<b>\$ 71.28</b>	<b>2017</b>	<b>\$ 68.93</b>	<b>% Chg</b>	<b>▲ 3.4%</b>
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Lodging Tax



<b>Occupancy</b>	<b>2018</b>	<b>37.9%</b>	<b>2017</b>	<b>36.6%</b>	<b>% Chg</b>	<b>▲ 3.6%</b>
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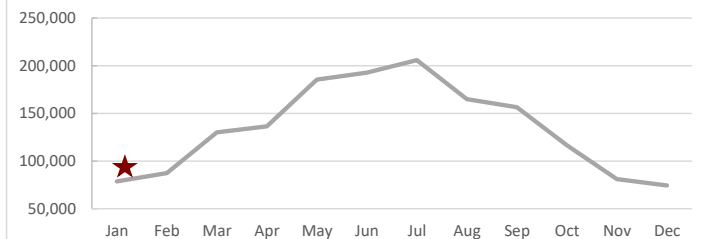
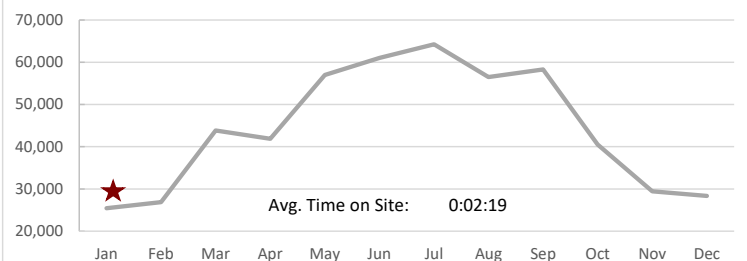
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<b>Website Visits</b>	<b>2018</b>	<b>37,072</b>	<b>2017</b>	<b>30,664</b>	<b>% Chg</b>	<b>▲ 20.9%</b>
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<b>Page Views</b>	<b>2018</b>	<b>87,225</b>	<b>2017</b>	<b>78,532</b>	<b>% Chg</b>	<b>▲ 11.1%</b>
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Website

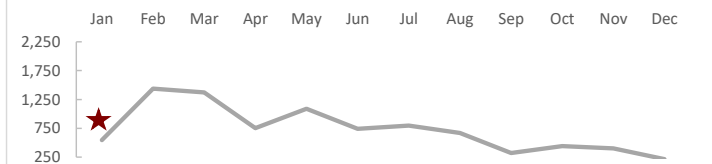
<b>Unique Visits</b>	<b>2018</b>	<b>30,415</b>	<b>2017</b>	<b>25,436</b>	<b>% Chg</b>	<b>▲ 19.6%</b>
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<b>Visitor Guide Requests</b>	<b>2018</b>	<b>812</b>	<b>2017</b>	<b>544</b>	<b>% Chg</b>	<b>▲ 49.3%</b>
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Marketing & PR

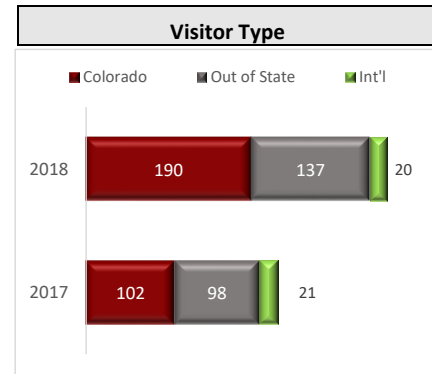
Advertising	Public Relations
<b>Impressions:</b> 0	<b>Impressions:</b> 9,270,122
<b>Publications:</b> (no publication ads for January)	<b>PR Value:</b> \$19,956
	<b>Publication Highlights:</b> The Points Guy - Favorite Travel Destinations of 2018 Wine Enthusiast Magazine - 10 Best Wine getaways of 2018



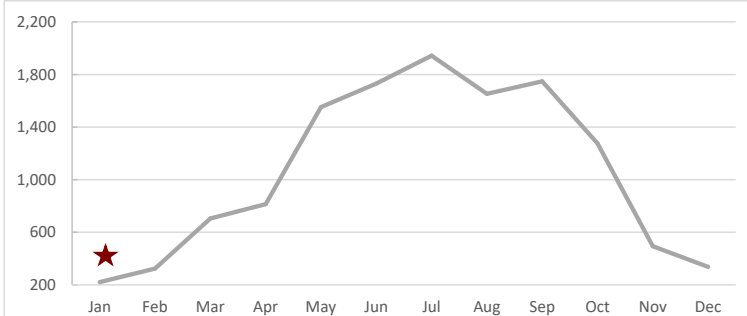
<b>Visitor Guide Downloads</b>	<b>2018</b>	<b>314</b>	<b>2017</b>	<b>365</b>	<b>% Chg</b>	<b>▼ -14.0%</b>
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<b>Visitor Center</b>	<b>2018</b>	<b>347</b>	<b>2017</b>	<b>221</b>	<b>% Chg</b>	<b>▲ 57.0%</b>
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Top Countries	% of Total
Canada	45%
Australia	25%
Brazil	20%
Austria	10%



Visitor Services



Top States	% of Total
Colorado	58%
California	7%
Ohio	4%
Texas	4%
Utah	4%

Group Sales



**Sales Leads**  
**10**  
Estimated Room Nights  
**1,427**  
Estimated Room Revenue  
**\$120,381**

**Confirmed Leads** **2**  
**Est. Future Economic Impact** **\$328,230**  
**Contacts** **387**

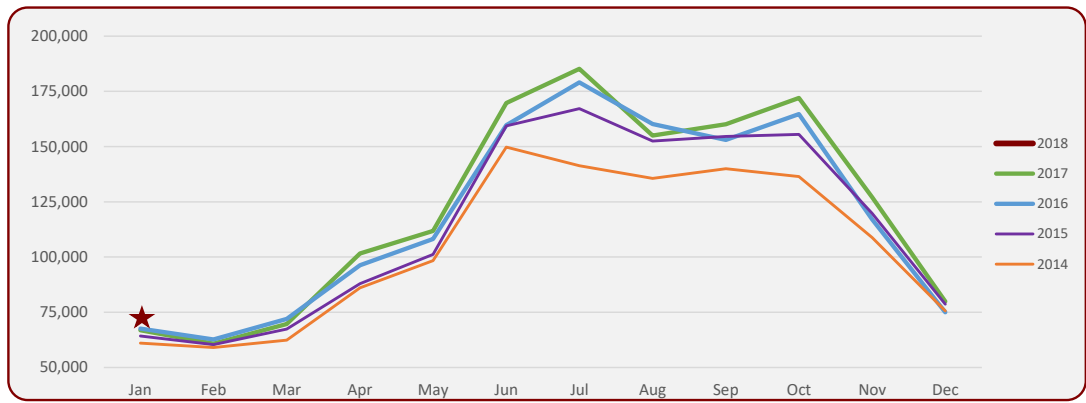


**Groups & Event Servicing**  
**190**

What's Happening

- Marketing staff joined a delegation from the Grand Junction Economic Partnership and Greater Grand Junction Sports Commission to promote Grand Junction as the "Outdoor Capital of Colorado" at the Outdoor Retailer + Snow Show in Denver on January 24th - 28th. Advertising was displayed on billboards and kiosks throughout the Colorado Convention Center during the show, which was made possible through a CTO Matching Marketing Grant of \$25,000.
- Visit GJ Staff attended the Go West Summit in Salt Lake City on January 15th - 19th and met with 42 international tour companies and media to promote Grand Junction and encourage them add GJ to their tour itineraries.
- A member of Staff attended the TIAC (Tourism Industry Association of Colorado) Legislative Reception in Denver on January 22nd to visit with legislators on the importance of tourism in every region of Colorado.
- Visit GJ hosted two travel writers from Germany on January 22nd - 25th. These writers publish one of the most popular travel guides to the western USA for the German market. They will be updating this guide as to what is new in Grand Junction.

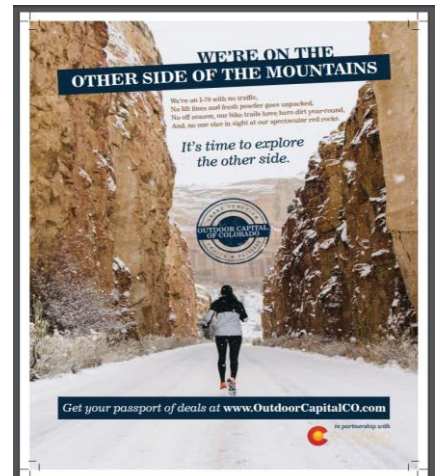
Lodging Tax 5-Year History



Billboard at Colorado Convention Center



Elevation Outdoors Magazine



Outdoor Retailer Show Ads

Billboard on 16th street during OR



Spoke & Blossom Magazine

