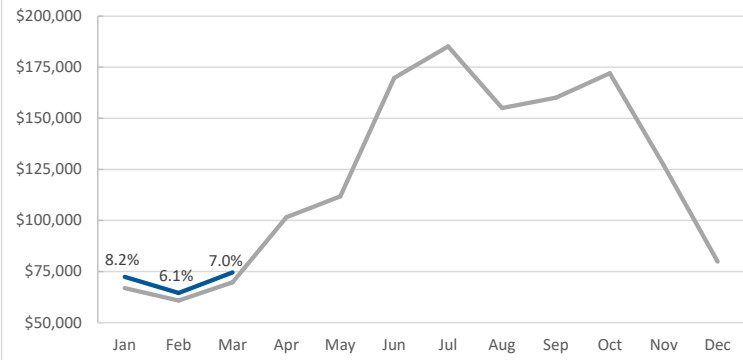


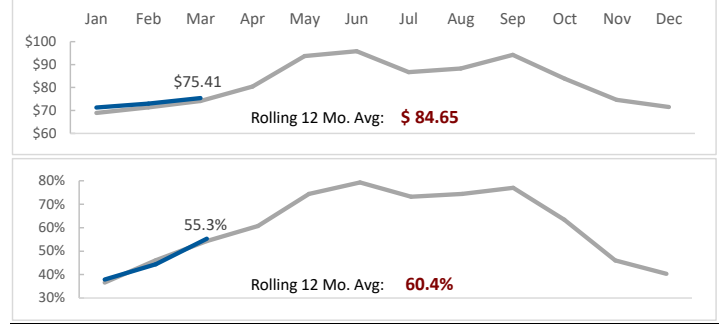
Visit Grand Junction Performance Dashboard

March 2018 YTD

| | | | | | | |
|--------------------|-------------|-------------------|-------------|-------------------|--------------|---------------|
| Lodging Tax | 2018 | \$ 211,443 | 2017 | \$ 197,393 | % Chg | ▲ 7.1% |
|--------------------|-------------|-------------------|-------------|-------------------|--------------|---------------|



| | | | | | | |
|------------------------|-------------|-----------------|-------------|-----------------|--------------|---------------|
| Avg. Daily Rate | 2018 | \$ 73.23 | 2017 | \$ 68.93 | % Chg | ▲ 3.4% |
|------------------------|-------------|-----------------|-------------|-----------------|--------------|---------------|

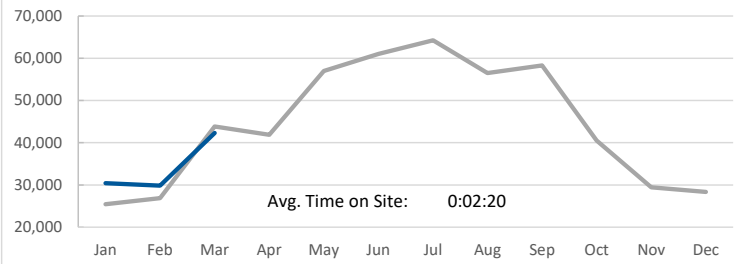


| | | | | | | |
|------------------|-------------|--------------|-------------|--------------|--------------|---------------|
| Occupancy | 2018 | 45.9% | 2017 | 36.6% | % Chg | ▲ 3.6% |
|------------------|-------------|--------------|-------------|--------------|--------------|---------------|

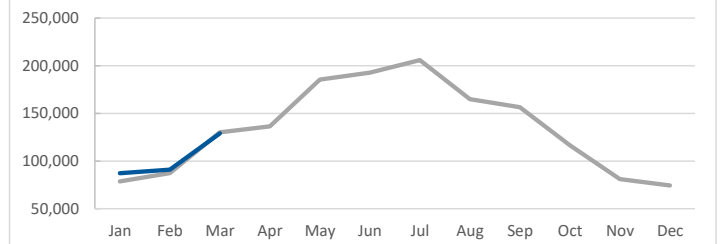
Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

| | | | | | | |
|-----------------------|-------------|----------------|-------------|----------------|--------------|---------------|
| Website Visits | 2018 | 128,104 | 2017 | 116,849 | % Chg | ▲ 9.6% |
|-----------------------|-------------|----------------|-------------|----------------|--------------|---------------|

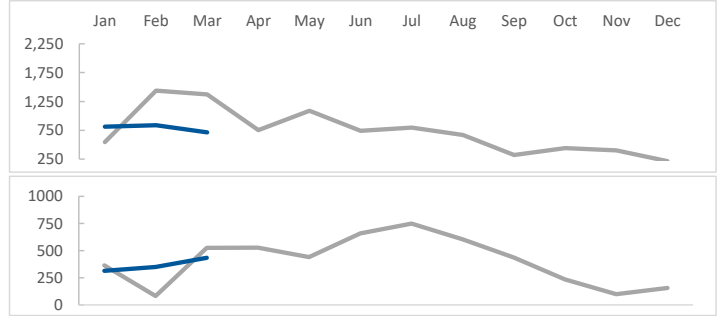
| | | | | | | |
|----------------------|-------------|----------------|-------------|---------------|--------------|---------------|
| Unique Visits | 2018 | 102,550 | 2017 | 96,120 | % Chg | ▲ 6.7% |
|----------------------|-------------|----------------|-------------|---------------|--------------|---------------|



| | | | | | | |
|-------------------|-------------|----------------|-------------|----------------|--------------|---------------|
| Page Views | 2018 | 307,343 | 2017 | 295,982 | % Chg | ▲ 3.8% |
|-------------------|-------------|----------------|-------------|----------------|--------------|---------------|



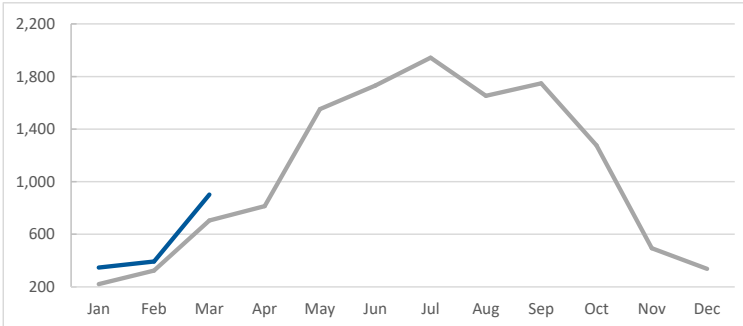
| | | | | | | |
|-------------------------------|-------------|--------------|-------------|--------------|--------------|-----------------|
| Visitor Guide Requests | 2018 | 2,364 | 2017 | 3,355 | % Chg | ▼ -29.5% |
|-------------------------------|-------------|--------------|-------------|--------------|--------------|-----------------|



| | | | | | | |
|--------------------------------|-------------|--------------|-------------|------------|--------------|----------------|
| Visitor Guide Downloads | 2018 | 1,097 | 2017 | 973 | % Chg | ▲ 12.7% |
|--------------------------------|-------------|--------------|-------------|------------|--------------|----------------|

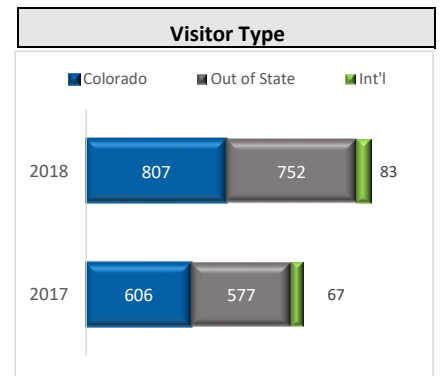
| Advertising | | Public Relations | |
|----------------------|--|--------------------------------|----------------------------------|
| Impressions: | 1,105,990 | Impressions: | 32,678,744 |
| Publications: | <i>Colorado.com, Google PPC/SEM, YouTube, Sojern, Centro</i> | PR Value: | \$25,864 |
| | | Publication Highlights: | <i>NPR, Wonderwithwonder.com</i> |

| | | | | | | |
|-----------------------|-------------|--------------|-------------|--------------|--------------|----------------|
| Visitor Center | 2018 | 1,642 | 2017 | 1,250 | % Chg | ▲ 31.4% |
|-----------------------|-------------|--------------|-------------|--------------|--------------|----------------|



| Top Countries | % of Total |
|---------------|------------|
| Canada | 34% |
| Australia | 13% |
| Germany | 5% |
| France | 5% |
| Brazil | 4% |

| Top States | % of Total |
|------------|------------|
| Colorado | 52% |
| California | 5% |
| Utah | 3% |
| Texas | 4% |
| Minnesota | 3% |



Group Sales



Sales Leads
21
 Estimated Room Nights
3,332
 Estimated Room Revenue
\$281,086

Confirmed Leads
11
 Est. Future Economic Impact
\$496,037
Contacts
1,103

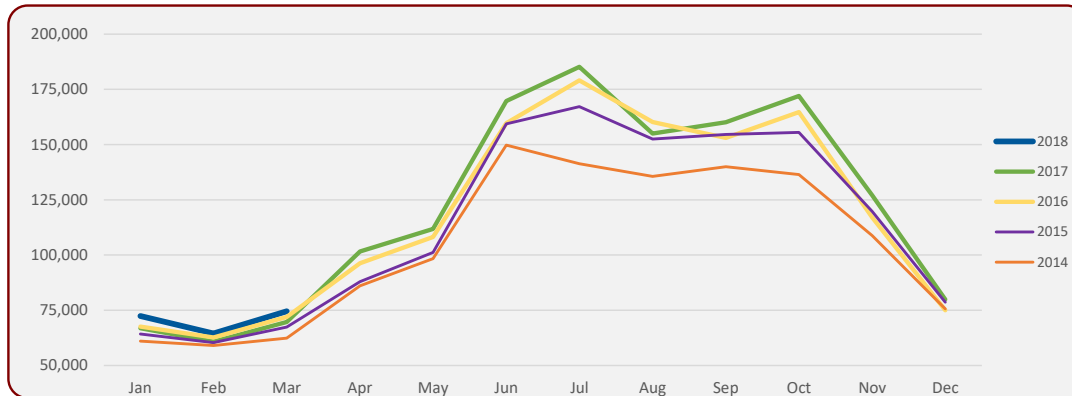


Groups & Event Servicing
88

What's Happening

- ◆ The Colorado Tourism Office was in Grand Junction on March 8th and 9th to conduct two partner educational seminars, one of which was titled "International Seminar 101" to help guide partners on how to best service our international visitors throughout the year. The other seminar prepared partners for the upcoming IPW Tradeshow in Denver in May.
- ◆ The first Downtown Restaurant Week was a success with 15 restaurants participating. Visit Grand Junction was one of the sponsors and marketed this event through a combination of targeted online & social ads, as well as through our website and targeted Get Smart Content.
- ◆ The Visit GJ Director attended the DMA West Tech Summit in Spokane, WA on March 21st - 23rd to gather new tactics, technologies and insights to enhance our destination marketing program.
- ◆ Visit GJ staff attended the Denver Travel Adventure Show at the Colorado Convention Center on March 24th & 25th. Over 10,000 travelers and agents were in attendance and over 600 visitor guides were distributed.

Lodging Tax 5-Year History



Current Advertising

300 LAKES AND 2 RIVERS TO FLOAT.

Now That's Grand.

ADVENTURE YOU LIVE FOR LIVES HERE.

With 300 Grand Mesa lakes and access to both the Colorado River and the Gunnison River, there are plenty of ways to spend your day drifting, paddling, or floating in the great outdoors. One thing's for sure: you'll never run out of unique waterways to explore near Grand Junction.

GJ GRAND JUNCTION COLORADO
800-962-2547 | VisitGrandJunction.com

OVER 70,000 SQ. FEET OF MEETING SPACE.
AND ENDLESS VIEWS TO ENJOY.

Now That's Grand.

GJ GRAND JUNCTION COLORADO

MEETGRANDJUNCTION.COM | 800-962-2547

GJ GRAND JUNCTION COLORADO

PLAN YOUR MEETING