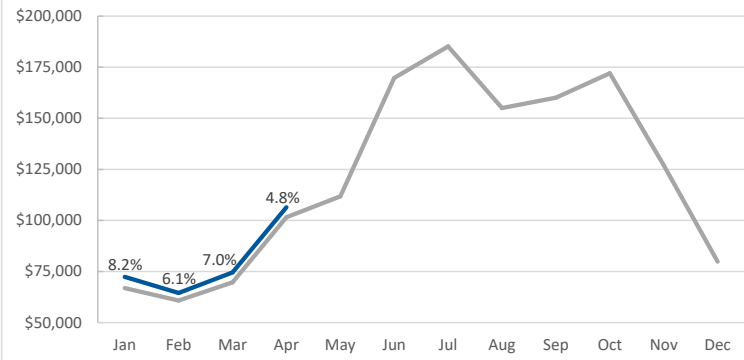


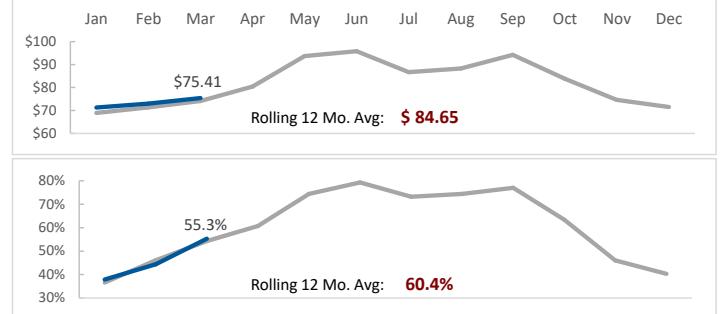
Visit Grand Junction Performance Dashboard

April 2018 YTD

Lodging Tax	2018	\$ 317,900	2017	\$ 298,976	% Chg	▲ 6.3%
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Avg. Daily Rate	2018	\$ 73.23	2017	\$ 68.93	% Chg	▲ 3.4%
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Occupancy	2018	45.9%	2017	36.6%	% Chg	▲ 3.6%
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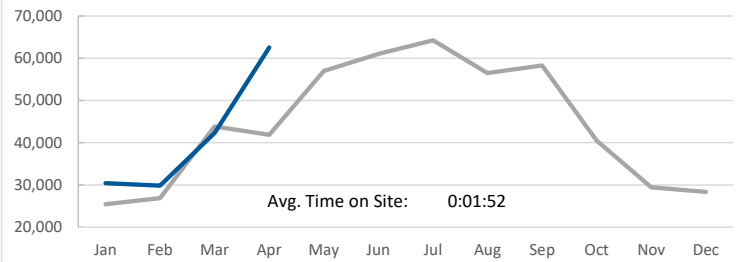
Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Lodging Tax

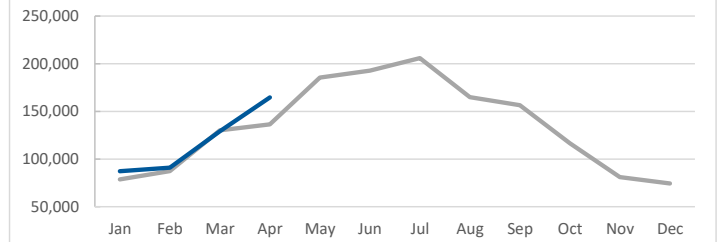
Website

Website Visits	2018	206,352	2017	169,528	% Chg	▲ 21.7%
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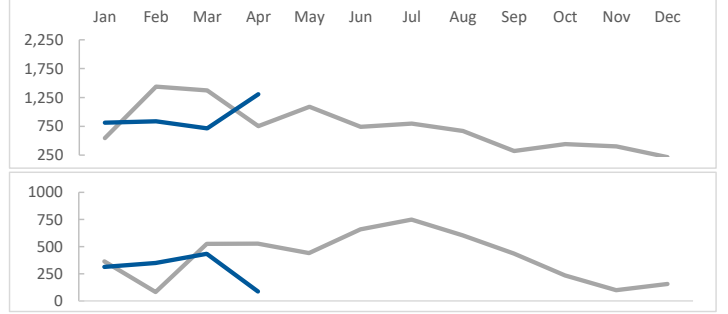
Unique Visits	2018	165,110	2017	138,002	% Chg	▲ 19.6%
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Page Views	2018	471,985	2017	432,396	% Chg	▲ 9.2%
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Visitor Guide Requests	2018	3,670	2017	4,108	% Chg	▼ -10.7%
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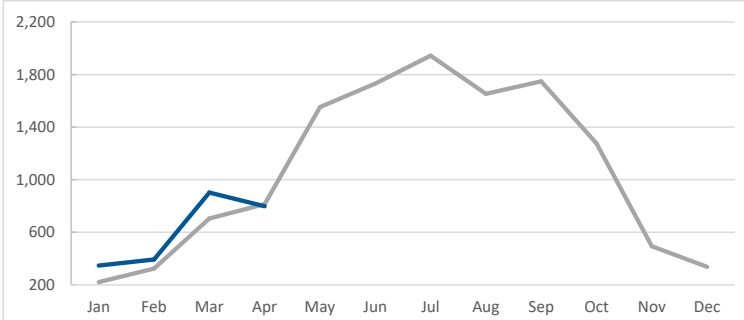


Visitor Guide Downloads	2018	1,184	2017	1,501	% Chg	▼ -21.1%
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Marketing & PR

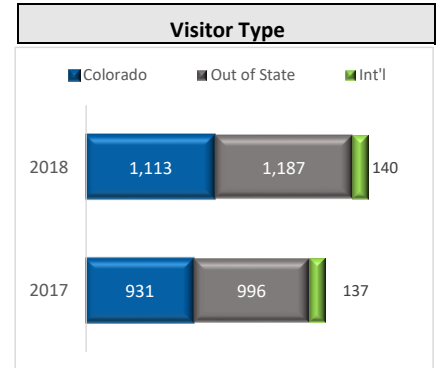
Advertising		Public Relations	
Impressions:	2,831,825	Impressions:	32,723,744
Publications:	<i>5280 Magazine, Centro, Elevation Outdoor Magazine, Facebook, Colorado.com, Sojern</i>	PR Value:	\$55,864
		Publication Highlights:	<i>VIE Magazine</i>

Visitor Center	2018	2,440	2017	2,064	% Chg	▲ 18.2%
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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%



Visitor Services

Group Sales



Sales Leads
31
 Estimated Room Nights
6,491
 Estimated Room Revenue
\$547,579

Confirmed Leads **22**
Est. Future Economic Impact **\$807,518**
Contacts **1,466**

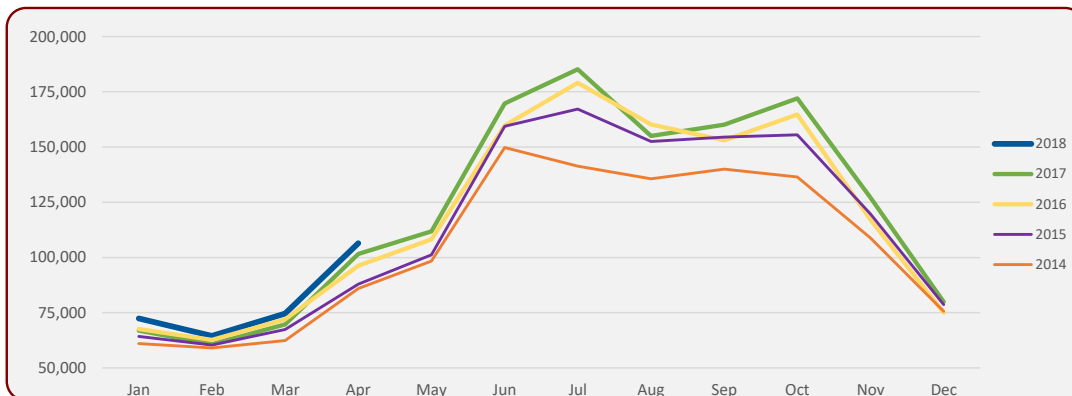


Groups & Event Servicing
96

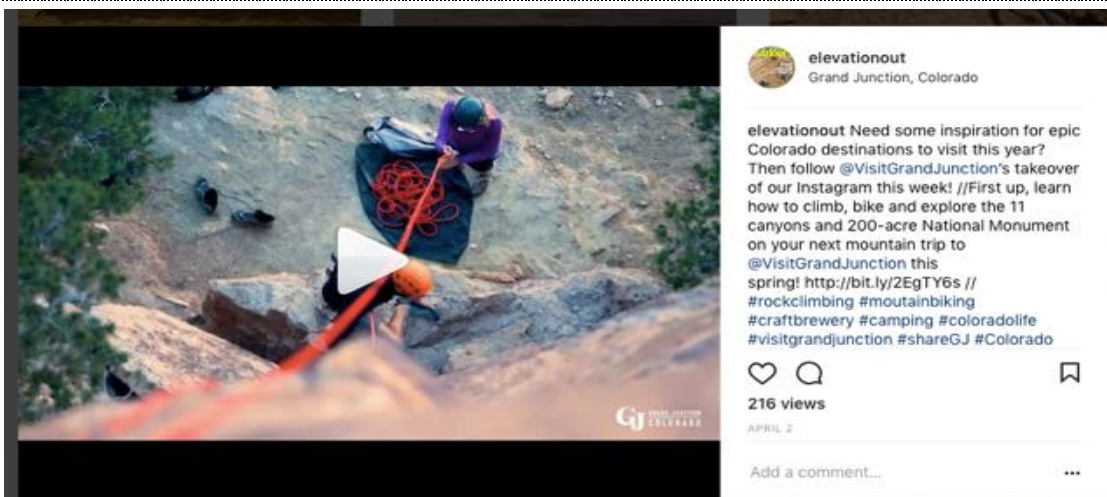
What's Happening

- ◆ In partnership with the Colorado Tourism Office (CTO), Visit Grand Junction hosted a Norwegian Air French Group Media Familiarization tour on April 20-21. Journalists from American Legend Magazine and Rolling Stone Magazine experienced the Colorado National Monument, downtown and the Riverfront Trail. Norwegian Air just began operating a direct flight between Paris and Denver.
- ◆ The 2nd Quarter Coffee, highlighting the major special events of 2018, was held for lodging properties on April 3. Over 20 event coordinators were in attendance and presented detailed information about their event to the hotel representatives.
- ◆ Visit Grand Junction "took over" the Elevation Outdoors Instagram page on April 2-6, with an outdoor/adventure themed picture posted to their Instagram account each day (see below).
- ◆ Visit GJ participated in a Colorado Tourism Office (CTO) paid Facebook co-op campaign on April 4-7. The post highlighted "5 Unexpected Adventures in the Grand Junction Area" and was promoted to a targeted audience on the CTO's Facebook page.

Lodging Tax 5-Year



Current Advertising



Visit Colorado with Visit Grand Junction.
Published by David Fluegge | 71 · April 5 at 7:38am · Paid ·

From epic rock climbing to trails with real dinosaur bones, it's time you discover the hidden gems in and around Grand Junction!
SHOUTOUT: What's your favorite thing to do in & around GJ?

5 Unexpected Adventures in the Grand Junction Area
Grand Junction, Colorado offers five unexpected outdoor adventures that everyone should experience.
VISITGRANDJUNCTION.COM

Organic: 50,082 | Paid: 350,596

400,678 people reached

Like Comment Share

Jessie Eliz, Rob Correa and 2.1K others

520 Shares

Visit Grand Junction
Published by Miles | 7 · April 16 at 9:00am ·

Explore Our Top 12 Hikes in Grand Junction, Colorado, and Get Outdoors This Spring!

12 Incredible Hikes in Grand Junction | Visit Grand Junction, Colorado
Far from the hustle and bustle of the Front Range, Colorado's Western Slope offers countless opportunities to escape the crowds and see the state at its finest.
VISITGRANDJUNCTION.COM

38,287 people reached

Like Comment Share

Brandy Reader, Susan Piscia Richards and 294 others

196 Shares