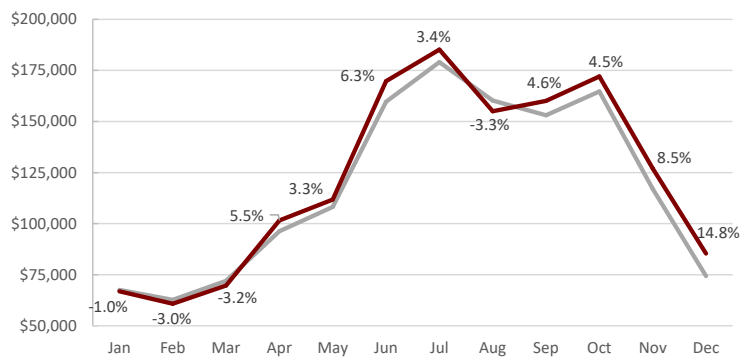


# Visit Grand Junction Performance Dashboard

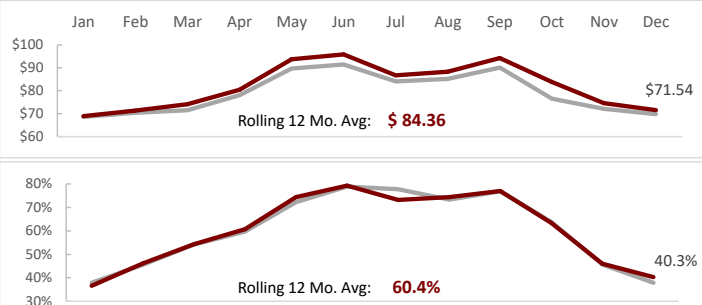
December 2017 YTD

<b>Lodging Tax</b>	<b>2017</b>	<b>\$ 1,465,321</b>	<b>2016</b>	<b>\$ 1,414,950</b>	<b>% Chg</b>	<b>▲ 3.6%</b>
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Lodging Tax



<b>Avg. Daily Rate</b>	<b>2017</b>	<b>\$ 84.36</b>	<b>2016</b>	<b>\$ 81.18</b>	<b>% Chg</b>	<b>▲ 3.9%</b>
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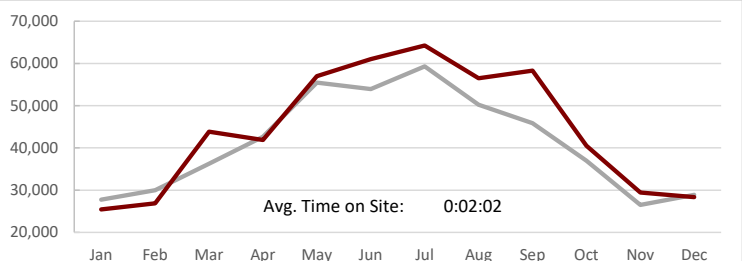


<b>Occupancy</b>	<b>2017</b>	<b>60.4%</b>	<b>2016</b>	<b>60.2%</b>	<b>% Chg</b>	<b>▲ 0.3%</b>
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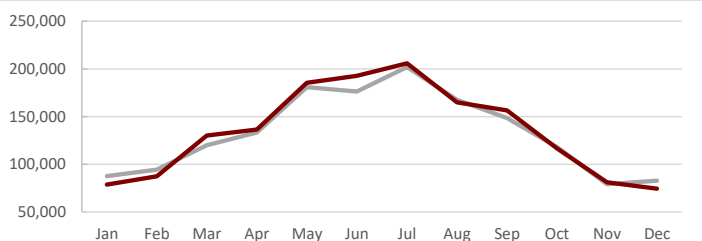
<b>Website Visits</b>	<b>2017</b>	<b>673,543</b>	<b>2016</b>	<b>620,834</b>	<b>% Chg</b>	<b>▲ 8.5%</b>
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Website

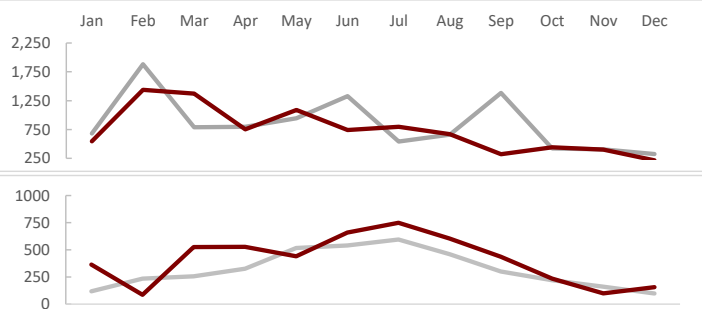
<b>Unique Visits</b>	<b>2017</b>	<b>473,155</b>	<b>2016</b>	<b>441,230</b>	<b>% Chg</b>	<b>▲ 7.2%</b>
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<b>Page Views</b>	<b>2017</b>	<b>1,610,138</b>	<b>2016</b>	<b>1,589,884</b>	<b>% Chg</b>	<b>▲ 1.3%</b>
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<b>Visitor Guide Requests</b>	<b>2017</b>	<b>8,568</b>	<b>2016</b>	<b>9,828</b>	<b>% Chg</b>	<b>▼ -12.8%</b>
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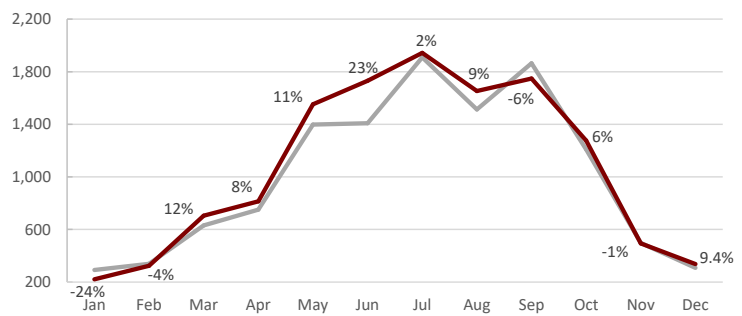
<b>Visitor Guide Downloads</b>	<b>2017</b>	<b>4,885</b>	<b>2016</b>	<b>3,826</b>	<b>% Chg</b>	<b>▲ 27.7%</b>
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Advertising		Public Relations	
<b>Impressions:</b>	17,199,795	<b>Impressions:</b>	30,861,817
<b>Publications (Current Month):</b>	myrockymountainpark.com	<b>PR Value:</b>	\$637,274
		<b>Publications (Current Month):</b>	Los Angeles Times, 303 Magazine

Marketing & PR

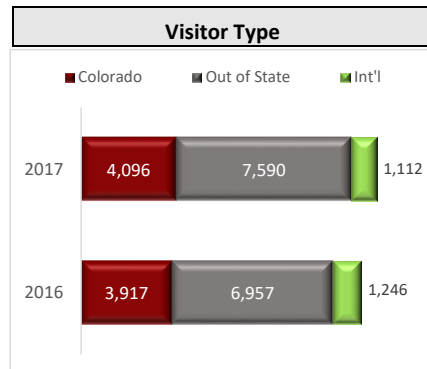
<b>Visitor Center</b>	<b>2017</b>	<b>12,798</b>	<b>2016</b>	<b>12,120</b>	<b>% Chg</b>	<b>▲ 5.6%</b>
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Visitor Services



Top Countries	% of Total
Canada	23%
Germany	19%
England UK	8%
Australia	5%
France	5%

Top States	% of Total
Colorado	35%
California	7%
Texas	4%
Utah	4%
Illinois	3%



Group Sales



**Sales Leads**  
**115**  
 Estimated Room Nights  
**25,415**  
 Estimated Room Revenue  
**\$2,056,833**

**Confirmed Leads**  
**48**  
 Est. Future Economic Impact  
**\$1,515,009**  
**Contacts**  
**4,989**

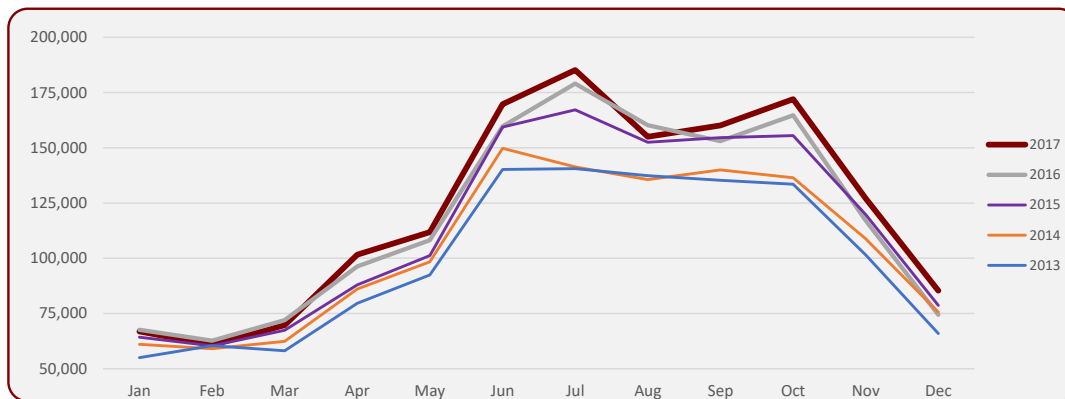


**Groups & Event Servicing**  
**185**

What's Happening

- ◆ Lodging tax collections for 2017 totaled \$1,459,821 which was 3.1% higher (\$44,185) than 2016's collections. This is the highest year for collections since 2008.
- ◆ Visits to our Visitor Center in 2017 increased 5.6% over 2016. The top visiting countries are Canada, Germany, England (UK), Australia and France. Outside of Colorado, the top visiting states to the Visitor Center are California, Texas, Utah and Illinois. This is similar to 2016's data.
- ◆ Group Sales staff attended the National Tour Association's (NTA) Travel Exchange Conference on December 14th through 18th in San Antonio, TX. In addition to education sessions, staff also had 36 pre-scheduled appointments with tour operators.

Lodging Tax 5-Year History

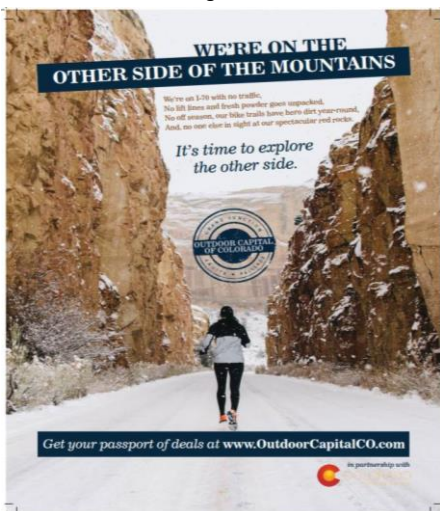


Billboard on 16th Street in Denver during Outdoor Retailer Show



Current Ads

Elevation Outdoors Magazine



Spoke & Blossom Magazine (local, regional publication)

