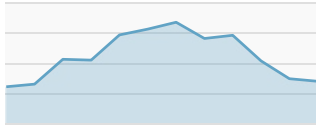


Visit Grand Junction Annual Dashboard

Report for Jan 1, 2017 - Dec 31, 2017

TOTAL VISITS

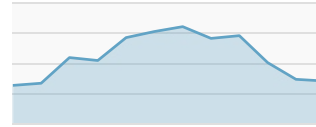
673,543



Previous period 8% Previous year 8%

TOTAL UNIQUE VISITORS

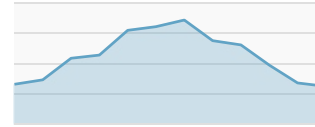
473,155



Previous period 7% Previous year 7%

TOTAL PAGEVIEWS

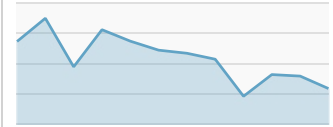
1,610,138



Previous period 1% Previous year 1%

AVERAGE VISIT DURATION

00:02:17



Previous period -5% Previous year -5%

OVERALL BOUNCE RATE

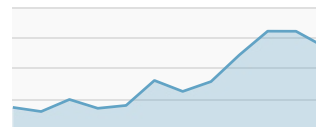
51%



Previous period 4% Previous year 4%

HOMEPAGE BOUNCE RATE

38%



Previous period 18% Previous year 18%

NEWSLETTER (EZINE) SIGNUPS

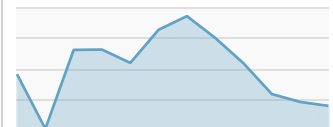
1,259



Previous period 126% Previous year 126%

GUIDE DOWNLOADS

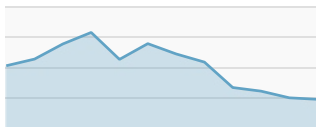
4,885



Previous period 28% Previous year 28%

GUIDE ORDERS

2,448

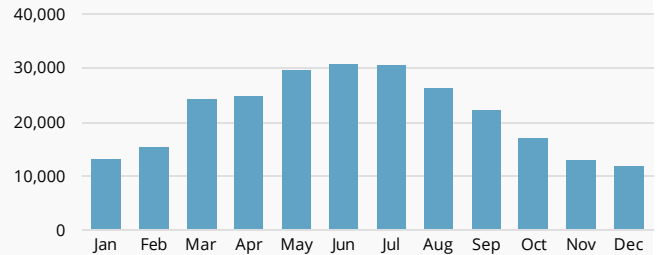


Previous period 26% Previous year 26%

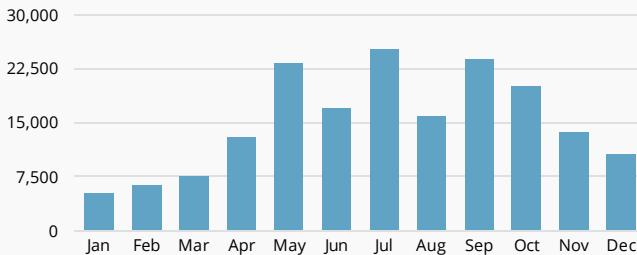
TOTAL SIT CONVERSIONS

454,586

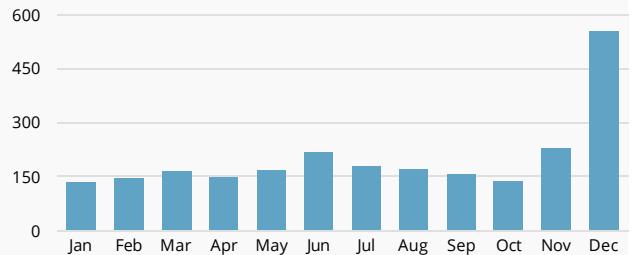
PROFILE VIEWS



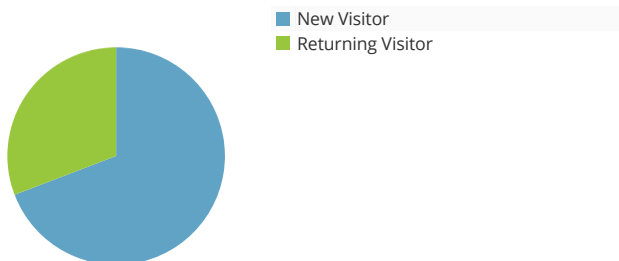
EVENT VIEWS



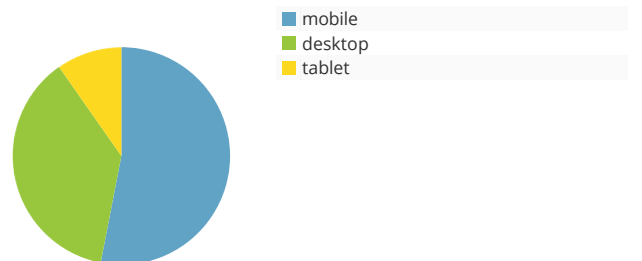
DEAL VIEWS



NEW VS. RETURNING VISITORS

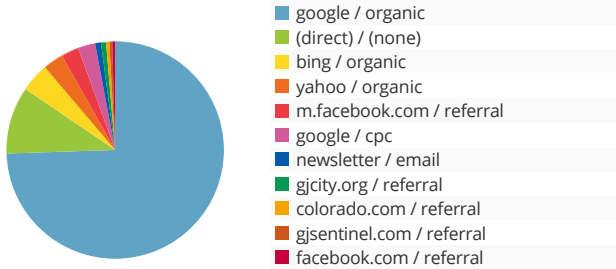


VISITS BY DEVICE CATEGORY



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time On Site		Bounce Rate	
organic	522,049	+17%	00:02:23	-7%	48%	+4%
(none)	63,775	-16%	00:02:01	-3%	58%	+7%
referral	50,414	-16%	00:01:46	-10%	63%	+19%
cpc	16,420	+17%	00:02:43	+22%	45%	-12%
email	7,532	-1%	00:02:24	-20%	55%	+18%
display	5,855	+100%	00:00:30	+100%	84%	+100%
social	2,733	+100%	00:00:23	+100%	92%	+100%
facebook	1,287	+14,200%	00:00:20	-61%	88%	+13%
formattedbanner	807	+849%	00:01:53	-11%	45%	+24%
fb	470	+100%	00:00:18	+100%	94%	+100%

VISITS BY SOURCE/MEDIUM

VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	396,260	+10%
Texas	46,308	-1%
California	30,951	+11%
Utah	26,283	-2%
Illinois	13,041	+10%
Arizona	10,633	+23%
Florida	8,335	+6%
New York	6,261	-11%
Nevada	5,959	+34%
Missouri	5,888	+16%

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Grand Junction	152,703	+12%
Denver	120,427	+11%
Dallas	27,220	+16%
Salt Lake City	9,762	+2%
Los Angeles	8,860	+12%
Fruita	8,335	+34%
Aurora	7,885	-8%
Colorado Springs	7,768	+3%
Chicago	7,645	+9%
Montrose	6,184	+9%

MOST-VIEWED PAGES (YEAR OVER YEAR)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/events-calendar	136,763	-5%	43%	+9%
www.visitgrandjunction.com/	128,490	+4%	38%	+18%
www.visitgrandjunction.com/things-to-do	56,098	+59%	27%	-16%
www.visitgrandjunction.com/hiking-trails	30,233	-1%	31%	-9%
www.visitgrandjunction.com/all-restaurants	26,481	-11%	50%	+6%
www.visitgrandjunction.com/attractions-culture	25,363	+19%	49%	+11%
www.visitgrandjunction.com/family-activities	24,268	-3%	33%	-1%
www.visitgrandjunction.com/areas/grand-mesa	22,078	+29%	42%	-5%
www.visitgrandjunction.com/wineries-tasting-rooms	21,084	-17%	41%	+5%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	19,589	+127%	61%	+1%

TOP LANDING PAGES BY VISITS (YEAR OVER YEAR)

	Visits	
www.visitgrandjunction.com/	101,287	+9%
www.visitgrandjunction.com/events-calendar	65,353	+0%
www.visitgrandjunction.com/things-to-do	17,861	+525%
www.visitgrandjunction.com/areas/grand-mesa	12,539	+28%
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	10,005	+248%
www.visitgrandjunction.com/hiking-trails	9,884	-8%
www.visitgrandjunction.com/fall-festivals-2017	8,816	+100%
www.visitgrandjunction.com/family-activities	8,713	-26%
www.visitgrandjunction.com/all-restaurants	8,701	-17%
www.visitgrandjunction.com/seven-adventures-one-day-only-grand-jeanette-colorado	7,671	+100%

CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (YEAR OVER YEAR)

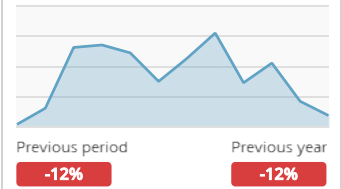
	Visits	Pageviews/Visit	Avg. Time on Site	Bounce Rate
google / cpc	16,382 +17%	3.3 +11%	00:02:43 +23%	44% -12%
newsletter / email	5,560 -16%	2.7 -7%	00:02:38 -10%	50% +6%
facebook / social	2,702 +100%	1.1 +100%	00:00:23 +100%	92% +100%
adnetwork / display	2,226 +100%	1.3 +100%	00:00:27 +100%	84% +100%
denverpost.com / display	1,459 +100%	1.3 +100%	00:00:29 +100%	85% +100%
social / facebook	1,286 +100%	1.2 +100%	00:00:21 +100%	88% +100%
adtaxi / display	1,036 +100%	1.2 +100%	00:00:09 +100%	89% +100%
adtaxi / email	1,019 +100%	1.1 +100%	00:00:28 +100%	94% +100%
colorado.com / formattedbanner	807 +849%	2.6 -15%	00:01:53 -11%	45% +24%
welcome / email	779 -15%	3.2 -5%	00:03:14 -7%	38% -5%

ARES PRODUCT REPORT (YEAR OVER YEAR)

	Transactions	Revenue
Ramada Grand Junction	57 +119%	\$4,672.34 +27%
SpringHill Suites Grand Junction Downtown/Historic Main Street	45 +88%	\$5,723.33 +44%
Grand Vista Hotel	38 +6%	\$2,831.00 -9%
Candlewood Suites Grand Junction NW	33 +313%	\$3,737.49 +110%
La Quinta Inn & Suites Grand Junction	33 -15%	\$3,803.11 -20%
Travelodge Grand Junction	28 +87%	\$1,930.51 -56%
Holiday Inn Hotel & Suites Grand Junction-Airport	23 +156%	\$2,516.50 +68%
Fairfield Inn & Suites Grand Junction Downtown/Historic Main Street	22 +22%	\$3,176.30 -25%
Super 8 Grand Junction Colorado	22 -58%	\$1,775.35 -65%
Days Inn Grand Junction	19 -24%	\$1,721.81 -37%

REVENUE OVER TIME

\$50,717


SEARCH CAMPAIGNS

	Clicks	Impressio...	CTR	Cost	CPC
EVG_Brand	7,761	215,700	3.6%	\$8,070.41	\$1.04
EVG_Attractions	5,843	79,700	7.3%	\$3,703.82	\$0.63
Ski, Stay & Save	1,243	38,754	3.2%	\$1,461.84	\$1.18
GJ_LAX_Promo	298	9,958	3.0%	\$665.98	\$2.23
EVG_Travel & Tourism	251	6,456	3.9%	\$271.88	\$1.08
GrandJunction_Video_RiverAdventure	52	20,636	0.3%	\$387.93	\$7.46
GrandJunction_Video_Downtown	44	19,753	0.2%	\$388.76	\$8.84
GrandJunction_Video_Hiking&Atv	37	17,610	0.2%	\$388.99	\$10.51
GrandJunction_Video_Climbing&Biking	30	19,805	0.2%	\$388.41	\$12.95

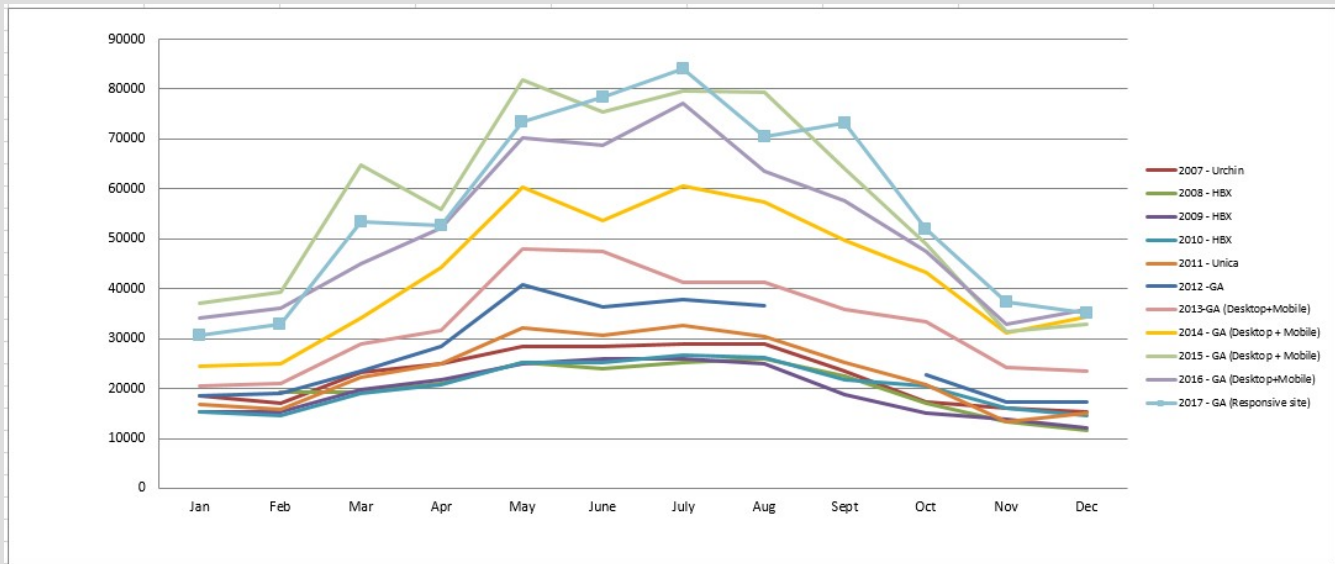
NEWSLETTERS (ORDERED BY TOTAL DELIVERED)

	Delivered	Opened	Open Rate	Clicks	CTR
7 Reasons Why You'll Love Spring - April 2017	236,496	57,192	146.28%	8,640	90.66%
Plan a Family Adventure in Grand Junction - May 2017	194,440	44,210	113.70%	5,820	65.80%
Discover Adventure in the Great Outdoors - June 2017	157,720	41,976	106.44%	4,932	47.00%
Tee Up on Colorado's No. 1 Golf Course - July 2017	124,500	26,355	63.51%	3,174	36.12%
Fall is Our Best-Kept Secret - August 2017	86,052	20,288	47.16%	3,204	31.58%
Top 10 Things to do in Grand Junction - September 2017	45,040	9,262	20.56%	1,785	19.27%
Ski, Stay and Save with Powderhorn and Grand Junction - December 2016	37,717	7,405	19.63%	840	11.34%
Experience the Colors & Flavors of Fall - September 2016	34,524	6,312	18.30%	1,048	13.40%
Can't Miss Summer Adventure - June 2016	30,490	8,611	28.24%	1,188	13.80%
Make it the Best Summer Ever - July 2016	30,299	7,959	26.27%	1,298	16.31%

ORGANIC SEARCH TERMS VIA GOOGLE SEARCH CONSOLE (PAST THREE MONTHS)

	Clicks	Impr.	Avg. Pos.
grand junction co	595	10,756	1.7
grand junction air show	437	7,748	3.2
grand junction	416	10,635	1.9
grand junction colorado	373	7,287	1.9
grand junction events	237	426	1.8
oktoberfest grand junction	217	335	1.2
grand mesa colorado	121	795	2.3
things to do in grand junction	121	666	4.1
grand mesa	116	1,370	2.3
canyon view park	89	1,322	5.0

VISITS OVER TIME



VISITS OVER THE PAST 12 MONTHS

