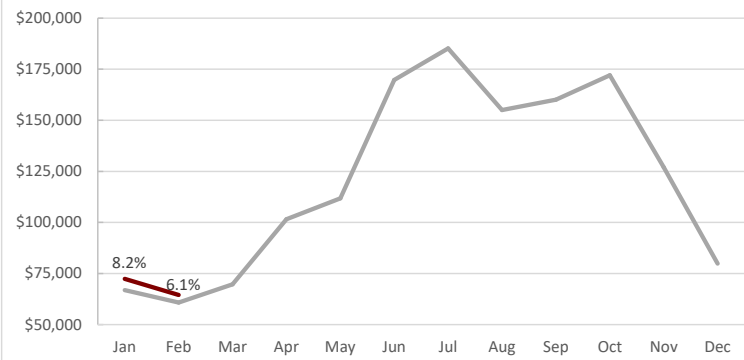


Visit Grand Junction Performance Dashboard

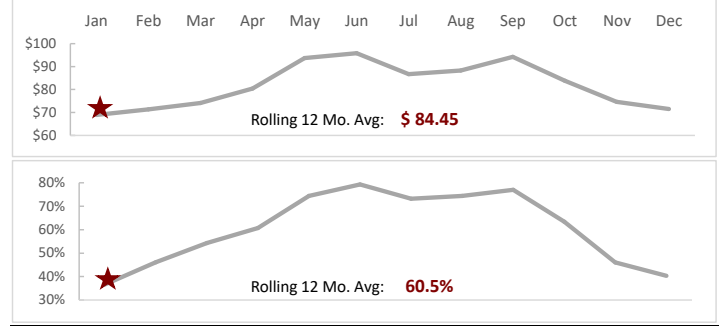
February 2018 YTD

Lodging Tax

Lodging Tax	2018	\$ 136,886	2017	\$ 127,686	% Chg ▲ 7.2%
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Avg. Daily Rate	2018	\$ 71.28	2017	\$ 68.93	% Chg ▲ 3.4%
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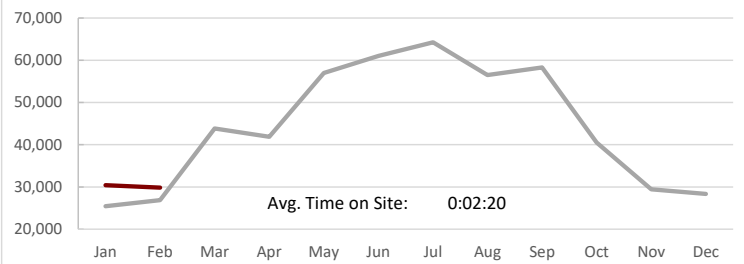
Occupancy	2018	37.9%	2017	36.6%	% Chg ▲ 3.6%
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Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

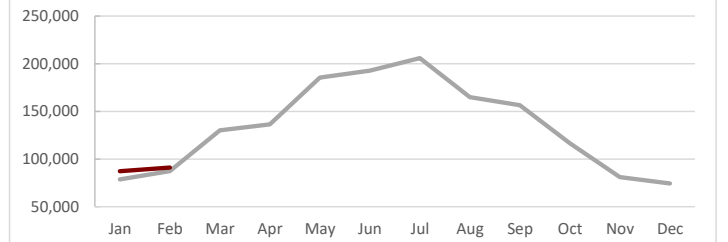
Website

Website Visits	2018	74,341	2017	63,491	% Chg ▲ 17.1%
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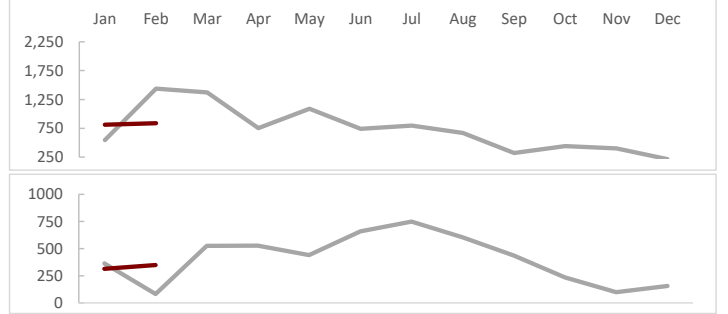
Unique Visits	2018	60,249	2017	52,298	% Chg ▲ 15.2%
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Page Views	2018	178,306	2017	165,866	% Chg ▲ 7.5%
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Visitor Guide Requests	2018	1,650	2017	1,982	% Chg ▼ -16.8%
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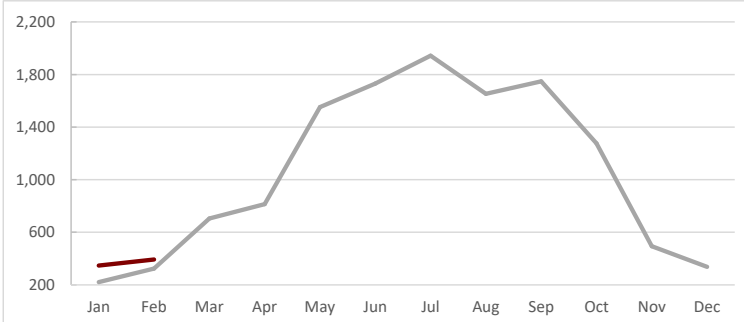
Visitor Guide Downloads	2018	663	2017	447	% Chg ▲ 48.3%
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Marketing & PR

Advertising	Public Relations
Impressions: 75,115	Impressions: 32,678,744
Publications: Colorado.com, Google PPC	PR Value: \$25,864
	Publication Highlights: NPR, Wonderwithwonder.com

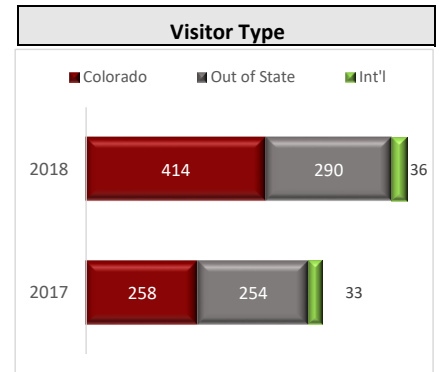
Visitor Services

Visitor Center	2018	740	2017	545	% Chg ▲ 35.8%
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Top Countries	% of Total
Canada	31%
Australia	17%
Brazil	11%
England UK	8%
Mexico	8%

Top States	% of Total
Colorado	59%
California	7%
Texas	4%
Utah	3%
Illinois	2%



Group Sales



Sales Leads
15
 Estimated Room Nights
2,682
 Estimated Room Revenue
\$226,252

Confirmed Leads
6
 Est. Future Economic Impact
\$444,075
Contacts
752

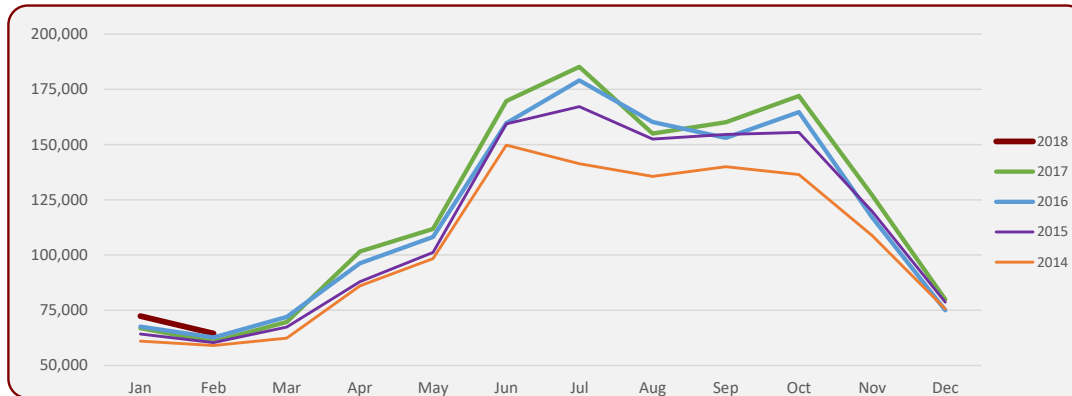


Groups & Event Servicing
84

What's Happening

- ◆ Visit GJ staff, along with staff from Tiara Rado Golf Course/Lincoln Park Golf Course and our advertising agency, Miles Partnership, attended the 2018 Denver Golf Expo on February 9th - 11th at the Denver Mart to promote golf in Grand Junction to an estimated 12,000 attendees.
- ◆ Staff attended the 3rd annual AAA Vacation Showcase at Invesco Field at Mile High Stadium on February 2nd and 3rd. Approximately 1,500 consumers attended the show and staff shared information on vacation planning in the Grand Junction area.
- ◆ Visit GJ staff met with the Downtown BID to plan the marketing for the first Downtown Restaurant Week, scheduled for the week of March 19th - 25th. Marketing for this event will be through a combination of targeted online and social ads, as well as through our website and targeted Get Smart Content. We will also be pitching journalists to gain as much earned media as possible.
- ◆ Thanks, in part, to the warm weather, lodging tax collections are up 7.2% and visits to the Visitor Center are up 35.8% year-to-date over 2017. Also notable is the almost 50% increase in visitor guide downloads and the 15% increase in unique visits to our website, both which are indicators of future travel.

Lodging Tax 5-Year History



Current Advertising

