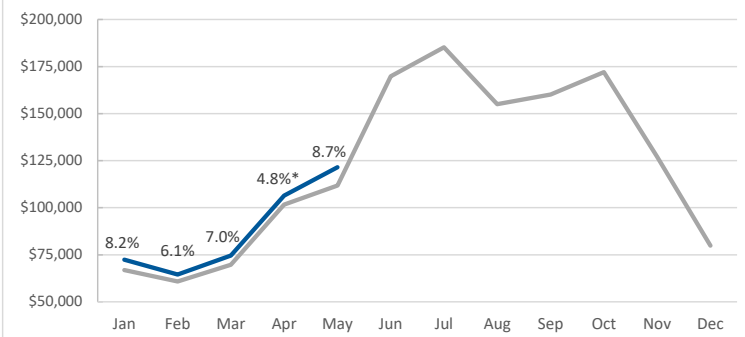


Visit Grand Junction Performance Dashboard

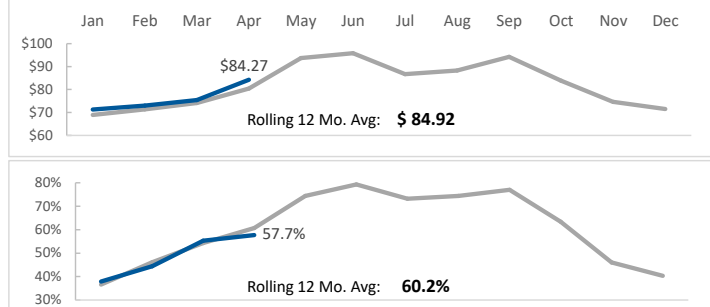
May 2018 YTD

Lodging Tax	2018	\$ 439,382	2017	\$ 410,773	% Chg	▲ 7.0%
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*Adjusted for late or missing collections

Avg. Daily Rate	2018	\$ 75.99	2017	\$ 68.93	% Chg	▲ 3.4%
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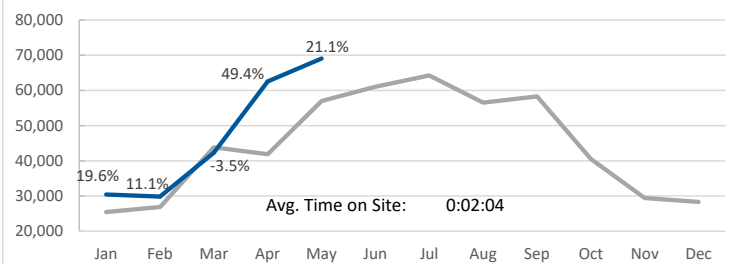


Occupancy	2018	48.8%	2017	36.6%	% Chg	▲ 3.6%
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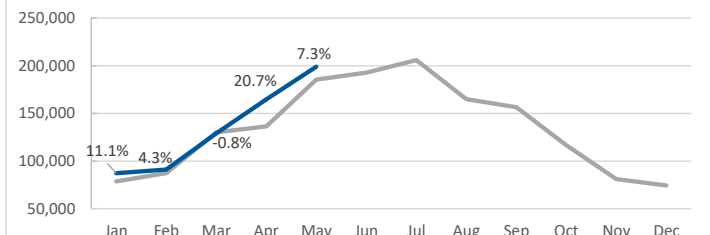
Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Website Visits	2018	298,170	2017	243,028	% Chg	▲ 22.7%
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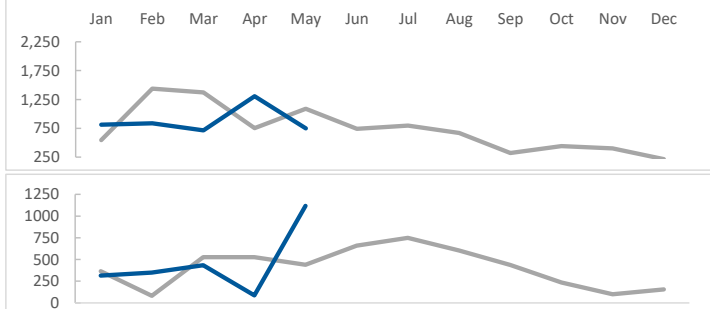
Unique Visits	2018	234,178	2017	195,017	% Chg	▲ 20.1%
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Page Views	2018	670,926	2017	617,851	% Chg	▲ 8.6%
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Visitor Guide Requests	2018	3,670	2017	4,108	% Chg	▼ -10.7%
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Visitor Guide Downloads	2018	1,184	2017	1,501	% Chg	▼ -21.1%
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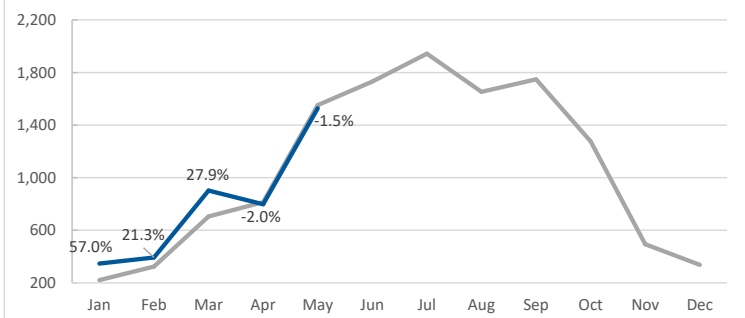
Lodging Tax

Website

Marketing & PR

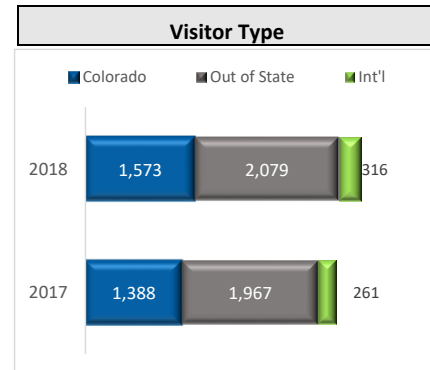
Advertising	Public Relations
Impressions: 3,536,191	Impressions: 66,791,093
Publications: Facebook, Colorado.com, Trueview, Google SEM	PR Value: \$959,811
	Publication Highlights: Tasting Table, Denver Post Summer Travel Section, LA Time, Summer What's New Release Pick-Up in multiple news outlets

Visitor Center	2018	3,968	2017	3,616	% Chg	▲ 9.7%
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Top Countries	% of Total
Canada	34%
Germany	12%
Australia	2%
England UK	8%
France	2%

Top States	% of Total
Colorado	43%
California	6%
Utah	4%
Texas	4%
Tennessee	3%



Visitor Services

Group Sales



Sales Leads
36
 Estimated Room Nights
7,187
 Estimated Room Revenue
\$606,293

Confirmed Leads **25**
 Est. Future Economic Impact **\$832,885**
Contacts **1,660**

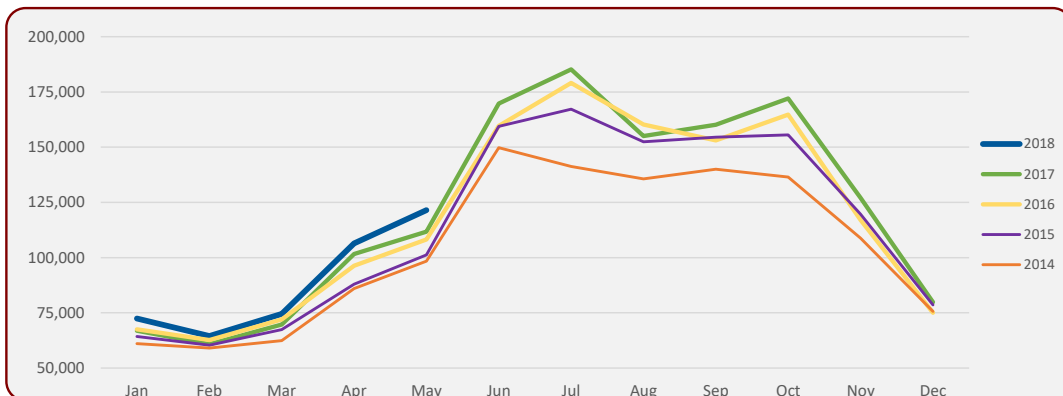


Groups & Event Servicing
99

Highlights

- ◆ Visit Grand Junction (including City Manager, Greg Caton) attended the U.S. Travel Association's International Pow Wow (IPW) tradeshow in Denver on May 19-23. Staff met with 58 international & domestic tour companies and over 40 journalists, including Peter Greenberg from CBS News.
- ◆ Prior to attending the IPW tradeshow, tour companies from Las Vegas, Netherlands, Germany and China were hosted by Visit GJ staff for FAM tours of the area. Following IPW, staff welcomed representatives from 20 different tour companies.
- ◆ Visit Grand Junction joined the Colorado Tourism Office to celebrate National Travel and Tourism Week by creating a short video that is now posted on the CTO's Facebook Page. Staff represented all the "INGS" that locals enjoy, in partnership with Outdoor World and their new Mercedes-Benz RV. Check out the video here: bit.ly/2rHuR96
- ◆ Visit Grand Junction's video, "River Adventure", produced in partnership with Miles Media, won a 2018 Gold Telly Award. The Telly Awards honor excellence in video and television across all screens and represent work from some of the most respected advertising agencies, television stations and production companies from around the world. Check out the video here: youtu.be/ISub3UKiS8

Lodging Tax 5-Year



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