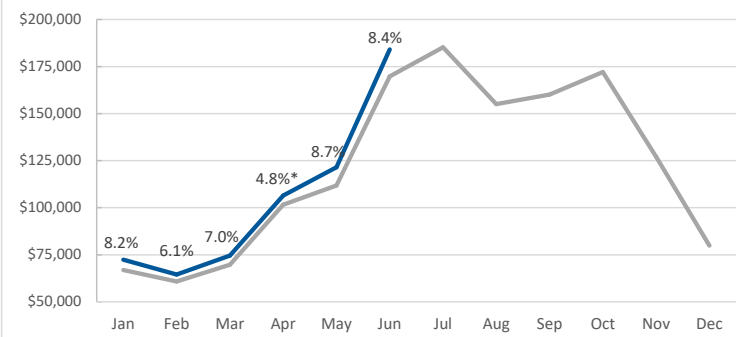


# Visit Grand Junction Performance Dashboard

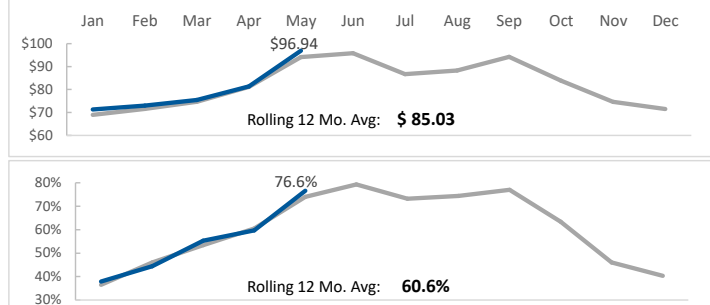
June 2018 YTD

<b>Lodging Tax</b>	<b>2018</b>	<b>\$ 623,472</b>	<b>2017</b>	<b>\$ 580,530</b>	<b>% Chg</b>	<b>▲ 7.4%</b>
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\*Adjusted for late or missing collections

<b>Avg. Daily Rate</b>	<b>2018</b>	<b>\$ 81.93</b>	<b>2017</b>	<b>\$ 80.28</b>	<b>% Chg</b>	<b>▲ 2.0%</b>
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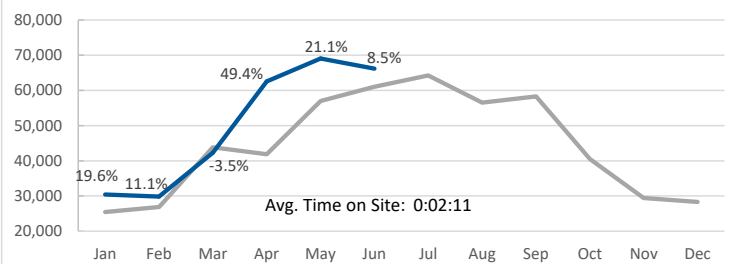


<b>Occupancy</b>	<b>2018</b>	<b>55.0%</b>	<b>2017</b>	<b>54.2%</b>	<b>% Chg</b>	<b>▲ 1.4%</b>
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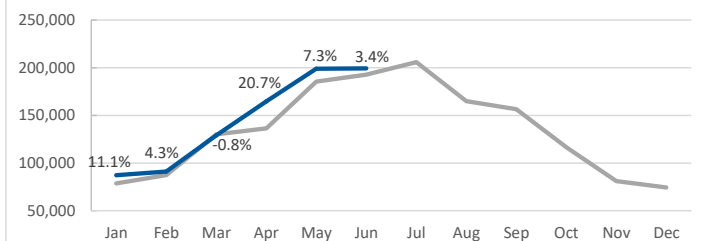
Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

<b>Website Visits</b>	<b>2018</b>	<b>384,787</b>	<b>2017</b>	<b>321,319</b>	<b>% Chg</b>	<b>▲ 19.8%</b>
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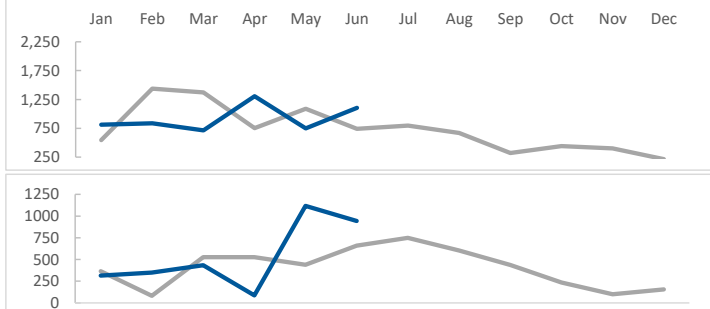
<b>Unique Visits</b>	<b>2018</b>	<b>300,365</b>	<b>2017</b>	<b>256,046</b>	<b>% Chg</b>	<b>▲ 17.3%</b>
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<b>Page Views</b>	<b>2018</b>	<b>870,227</b>	<b>2017</b>	<b>810,607</b>	<b>% Chg</b>	<b>▲ 7.4%</b>
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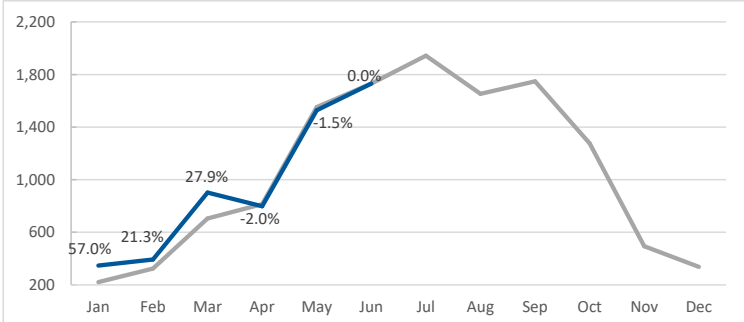
<b>Visitor Guide Requests</b>	<b>2018</b>	<b>5,524</b>	<b>2017</b>	<b>5,936</b>	<b>% Chg</b>	<b>▼ -6.9%</b>
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<b>Visitor Guide Downloads</b>	<b>2018</b>	<b>3,243</b>	<b>2017</b>	<b>2,600</b>	<b>% Chg</b>	<b>▲ 24.7%</b>
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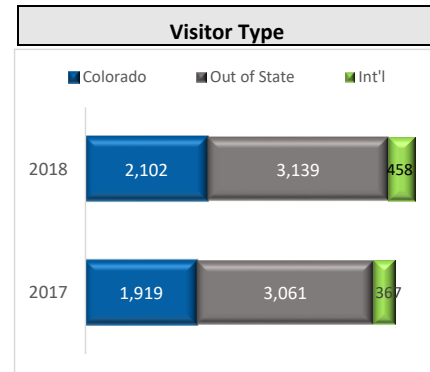
Advertising		Public Relations	
<b>Impressions:</b>	<b>4,255,575</b>	<b>Impressions:</b>	<b>67,241,093</b>
<b>Publications:</b>	<b>Colorado.com, YouTube, Facebook, Google PPC</b>	<b>PR Value:</b>	<b>\$959,801</b>
		<b>Publication Highlights:</b>	<b>Vamoose, Powder 7</b>

<b>Visitor Center</b>	<b>2018</b>	<b>5,699</b>	<b>2017</b>	<b>5,347</b>	<b>% Chg</b>	<b>▲ 6.6%</b>
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Top Countries	% of Total
Canada	31%
Germany	13%
Australia	10%
England UK	10%
France	7%

Top States	% of Total
Colorado	40%
California	7%
Utah	4%
Texas	4%
Tennessee	3%



## Group Sales



**Sales Leads**  
**41**  
 Estimated Room Nights  
**8,637**  
 Estimated Room Revenue  
**\$728,615**

**Confirmed Leads** **27**  
**Est. Future Economic Impact** **\$885,045**  
**Contacts** **1,907**

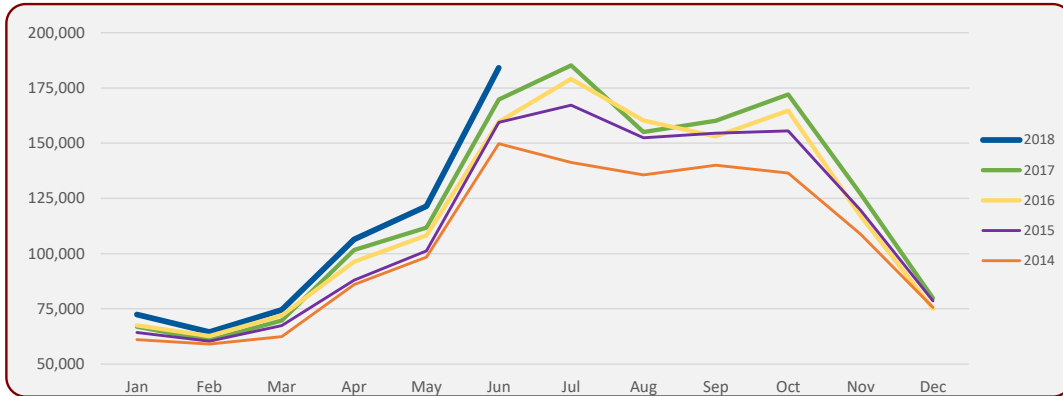


**Groups & Event Servicing**  
**109**

Highlights

- ◆ The Visit Grand Junction Mobile Visitor Center along with staff will be at the Downtown Farmers Market every week for the season to be more visible and network with the community, as well as share information with guests.
- ◆ Due to Visit Grand Junction hosting a press trip, Redlands Mesa Golf Course was ranked #1 in the State of Colorado (ahead of both Broadmoor courses on the list). This serves as an example of "behind the scenes" work that Visit Grand Junction coordinates and funds, which produces results that benefit the community.
- ◆ Visit Grand Junction staff assisted AAA Colorado with the first of four Wine Trains in 2018. Continued negotiation occurs to grow the 45+ person train to 12 tours per year which includes a 2-night stay in Grand Junction.
- ◆ Several media FAMs were hosted by Visit Grand Junction this month that featured the Colorado Lavender Festival, Grand Junction Rockies, golf, the Colorado National Monument, the One Riverfront Trail and the Fruita and Wine Byway.

Lodging Tax 5-Year History



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