

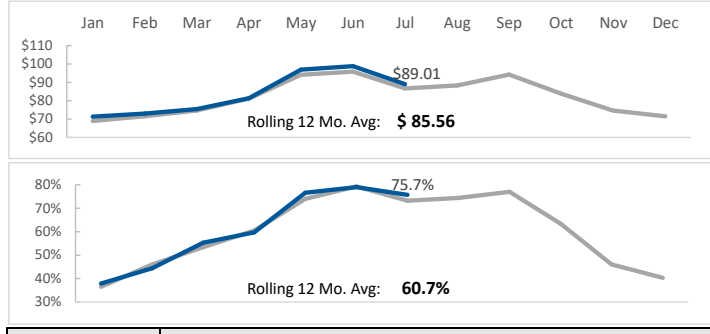
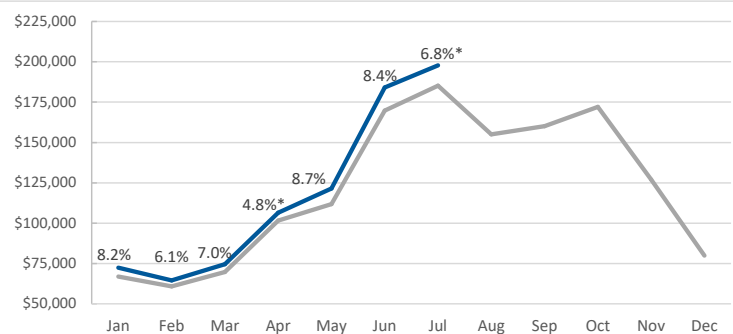
Visit Grand Junction Performance Dashboard

July 2018 YTD

Lodging Tax	2018	\$ 821,257	2017	\$ 765,730	% Chg	▲ 7.3%
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Avg. Daily Rate	2018	\$ 86.28	2017	\$ 84.39	% Chg	▲ 2.2%
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Lodging Tax



Occupancy	2018	61.4%	2017	60.5%	% Chg	▲ 1.4%
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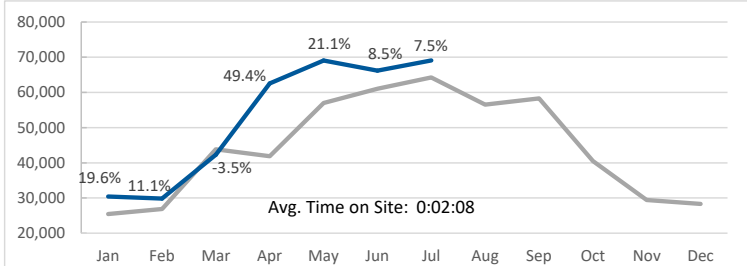
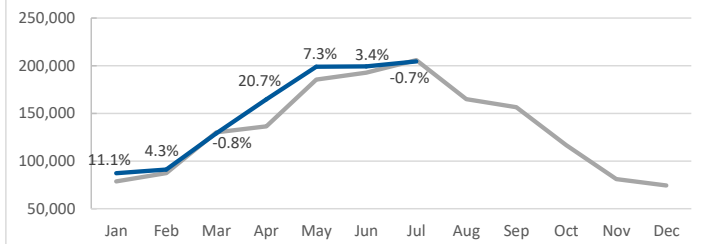
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Website Visits	2018	475,524	2017	405,283	% Chg	▲ 17.3%
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Page Views	2018	1,074,745	2017	1,016,497	% Chg	▲ 5.7%
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Website

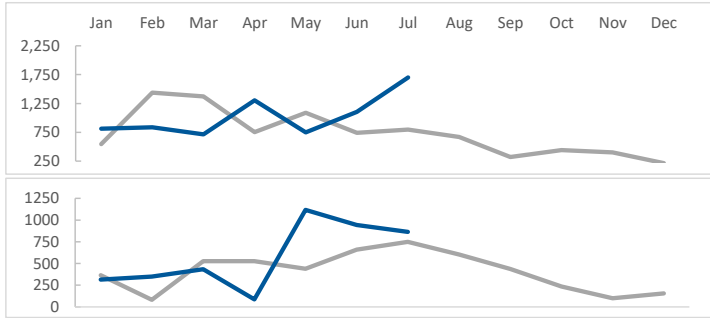
Unique Visits	2018	369,455	2017	320,303	% Chg	▲ 15.3%
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Visitor Guide Requests	2018	7,225	2017	6,732	% Chg	▲ 7.3%
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Marketing & PR

Advertising	Public Relations
Impressions: 5,018,488	Impressions: 67,620,207
Publications: 5280 Magazine, Sharethrough, Elevation Outdoors, Facebook, Google PPC, YouTube, Colorado.com	PR Value: \$969,756
	Publication Highlights: 5280, Denver Post, Mntntownmagazine.com



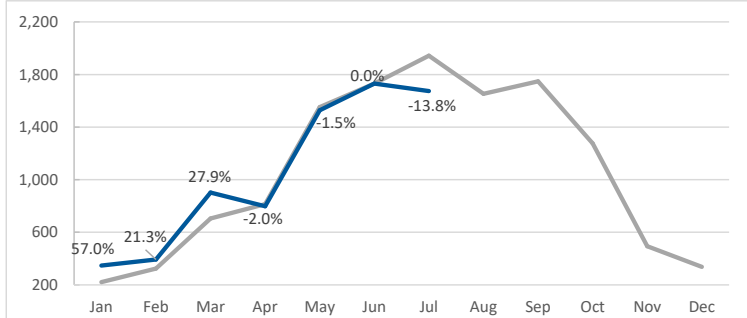
Visitor Guide Downloads	2018	4,106	2017	3,349	% Chg	▲ 22.6%
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Visitor Center	2018	7,373	2017	7,290	% Chg	▲ 1.1%
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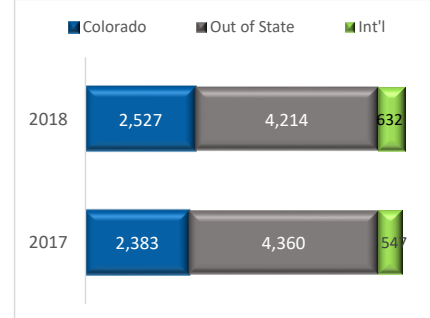
Top Countries	% of Total
Canada	28%
Germany	14%
England UK	9%
Australia	9%
France	9%

Visitor Type
■ Colorado ■ Out of State ■ Int'l

Visitor Services



Top States	% of Total
Colorado	37%
California	7%
Texas	4%
Utah	4%
Illinois	3%



Group Sales



Sales Leads
47
Estimated Room Nights
10,332
Estimated Room Revenue
\$871,605

Confirmed Leads 28
Est. Future Economic Impact \$912,807
Contacts 2,209

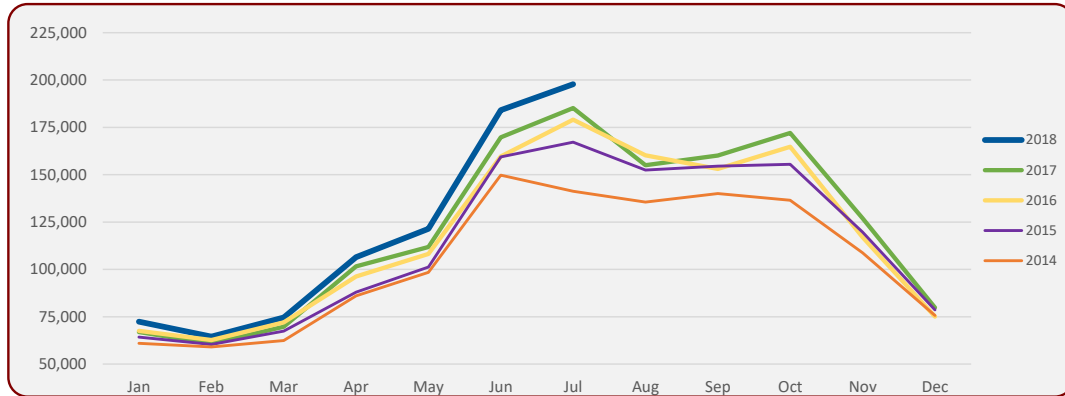


Groups & Event Servicing
114

Highlights

- ◆ Visit Grand Junction has initiated new community communications to share what is being accomplished within the department, announce media coverage and provide opportunities for residents and businesses to participate in VGJ's programs.
- ◆ Visit Grand Junction Director Elizabeth Fogarty, attended the Destinations International Annual Convention in Anaheim, CA July 7 through July 13. This premier event provided a unique opportunity to connect with and learn from peers and thought leaders from inside and outside the industry including economic development and sports tourism.
- ◆ Staff hosted Hug Magazine, a French digital magazine for women working in the tourism industry. The magazine founder and an accompanying journalist toured the Colorado National Monument, Grand Mesa, several wineries and went paddle boarding. A 15-page article will be featured in the November 2018 issue.
- ◆ Sales staff hosted a site inspection with the meeting planner for Habitat for Humanity's 2020 Camp Colorado Conference with an estimated 200 attendees. Grand Junction was selected as a potential location due to the exceptional work of the local Habitat for Humanity office.

Lodging Tax 5-Year History



Recent Advertising

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GJ GRAND JUNCTION COLORADO
800-962-2547 | VisitGrandJunction.com

Visit Grand Junction
Published by Miles [?] · July 19 ·

Wineries, Boutiques & Unique Activities - The Ideal Itinerary to Enjoy the Finer Things.

VISITGRANDJUNCTION.COM
A Luxurious Getaway in and around Grand Junction: Two Day Itinerary | Visit Grand Junction, Colorado

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