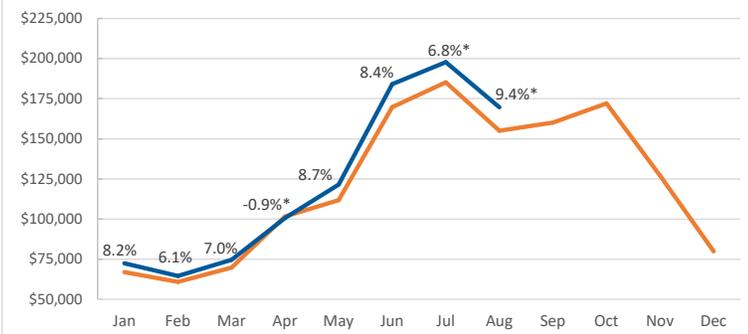


# Visit Grand Junction Performance Dashboard

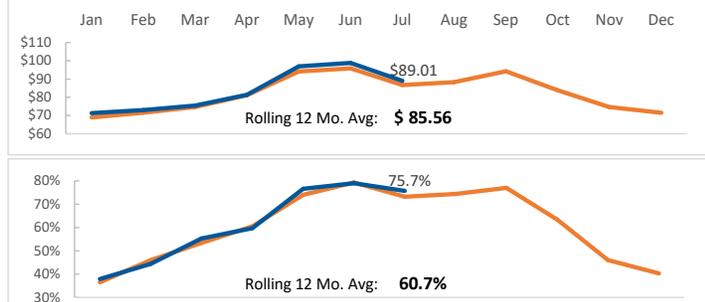
August 2018 YTD

**Lodging Tax** 2018 \$ 985,119 2017 \$ 920,758 % Chg ▲ 7.0%



\*Adjusted for late or missing collections

**Avg. Daily Rate** 2018 \$ 86.28 2017 \$ 84.39 % Chg ▲ 2.2%

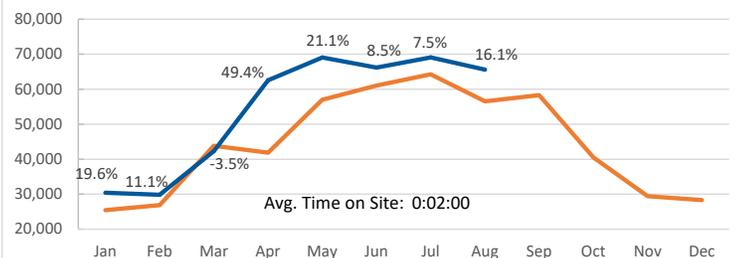


**Occupancy** 2018 61.4% 2017 60.5% % Chg ▲ 1.4%

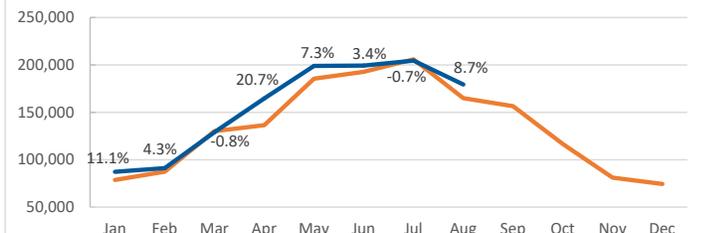
Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

**Website Visits** 2018 559,018 2017 475,835 % Chg ▲ 17.5%

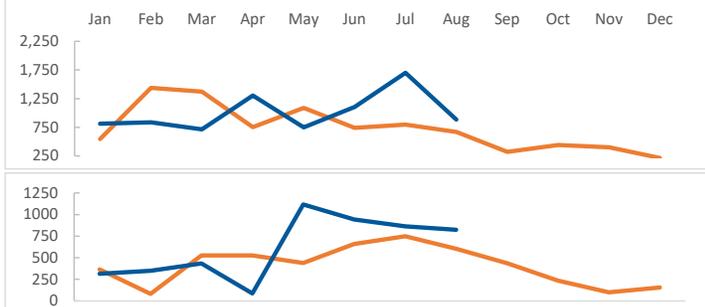
**Unique Visits** 2018 435,050 2017 376,807 % Chg ▲ 15.5%



**Page Views** 2018 1,254,085 2017 1,181,489 % Chg ▲ 6.1%



**Visitor Guide Requests** 2018 7,225 2017 6,732 % Chg ▲ 7.3%



**Visitor Guide Downloads** 2018 4,106 2017 3,349 % Chg ▲ 22.6%

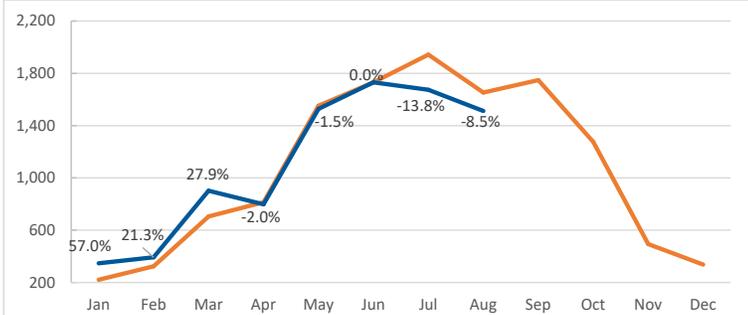
Lodging Tax

Website

Marketing & PR

Advertising		Public Relations	
Impressions:	7,186,446	Impressions:	67,040,461
Publications:		PR Value:	\$981,296
Centro, Facebook, Sharethrough, Google PPC, Colorado.com		Publication Highlights:	

**Visitor Center** 2018 8,885 2017 8,943 % Chg ▼ -0.6%

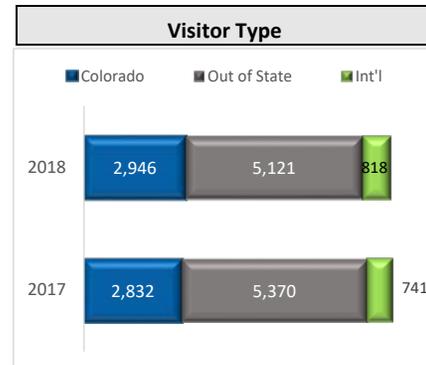


**Top Countries**

Country	% of Total
Canada	27%
Germany	13%
France	12%
England UK	8%
Australia	8%

**Top States**

State	% of Total
Colorado	37%
California	7%
Texas	4%
Utah	3%
Minnesota	3%



Visitor Services

Group Sales



**Sales Leads**  
55  
**Estimated Room Nights**  
11,925  
**Estimated Room Revenue**  
\$1,005,990

**Confirmed Leads** 30  
**Est. Future Economic Impact** \$937,131  
**Contacts** 2,562

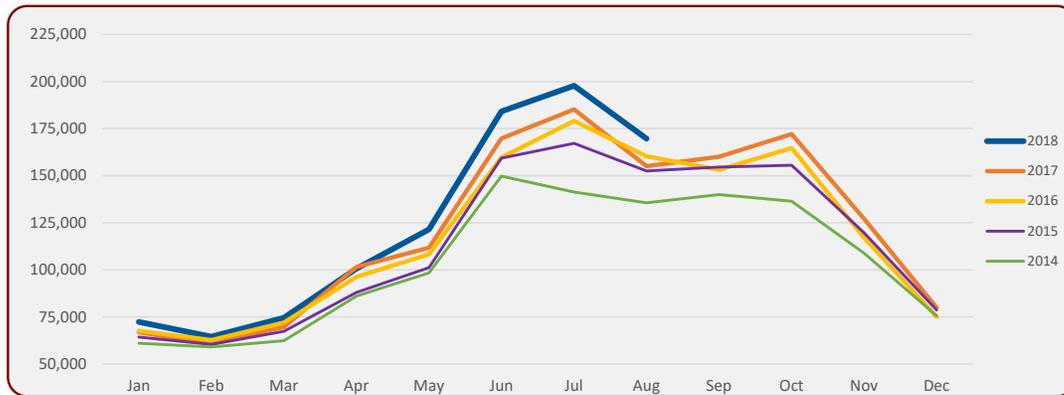


**Groups & Event Servicing**  
119

Highlights

- ◆ The Grand Valley was recognized by USA Today as the 7th Best Wine Region in the nation! This type of national recognition provides great PR and awareness for our entire valley, including familiarity of other notable industries such as outdoor recreation.
- ◆ Visit GJ organized a Facebook prize giveaway to promote the area and the Peach Festival and to increase engagement on the Department's social channels. People were asked to comment on why they love Palisade, peaches or the festival. Four winners were selected at random and each received two peach festival tickets.
- ◆ In an effort to be more involved with the community and receive resident feedback, VGJ continues to participate at the weekly Grand Junction Farmers Market. We've added a "Fun Zone" that includes a giant Jenga, Connect 4, cornhole, ladder toss and more for everyone to enjoy!
- ◆ Staff hosted the UK's premium cycling company, Rapha Cycles marketing and film production team on August 20 and 21. The crew filmed the Colorado National Monument and local orchards. The film will promote the area as an accessible and vibrant destination for cycling adventurers.

Lodging Tax 5-Year History



Recent Advertising

**GJ Visit Grand Junction**  
Published by Miles [?] · August 13 at 8:00 AM · 🌐

Pick some famous Palisade peaches & find out what festival season is all about in the Grand Valley!




Harvest Season Blooms Around the Grand Valley | Visit Grand Junction, Colorado

Harvest Season Blooms Around the Grand Valley | Visit Grand Junction, Colorado

👤 12,253 people reached Boost Again

**GJ Visit Grand Junction**  
Published by Miles [?] · August 1 at 8:00 AM · 🌐

Hike, bike, or drive - there's no wrong way to enjoy Colorado National Monument!




A Day at the Colorado National Monument | Visit Grand Junction, Colorado

A Day at the Colorado National Monument | Visit Grand Junction, Colorado

👤 22,577 people reached Boost Again

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By Cal Jeffrey, Today 1:31 PM

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AT&T wants to bring 5G to 12 cities by the year's end  
By Cohen Ceboly, Today 1:10 PM | 5 comments

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**Mashable**

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