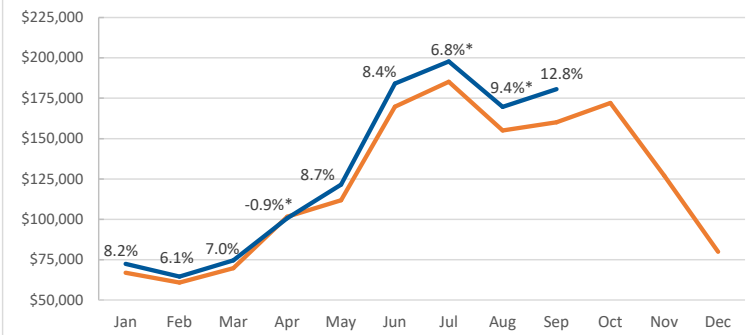


Visit Grand Junction Performance Dashboard

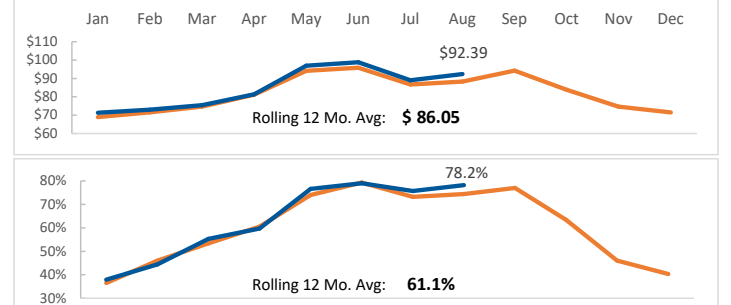
September 2018 YTD

Lodging Tax 2018 \$ 1,165,740 2017 \$ 1,080,857 % Chg ▲ 7.9%



*Adjusted for late or missing collections

Avg. Daily Rate 2018 \$ 87.24 2017 \$ 84.93 % Chg ▲ 2.7%

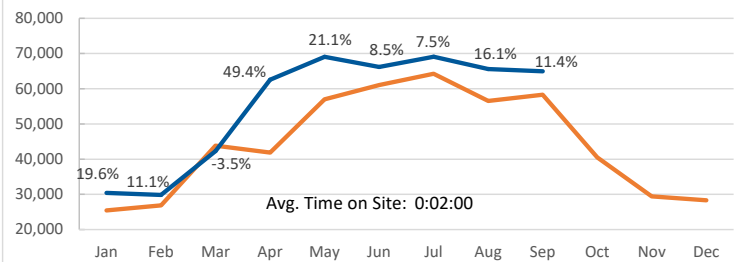


Occupancy 2018 63.5% 2017 62.3% % Chg ▲ 2.0%

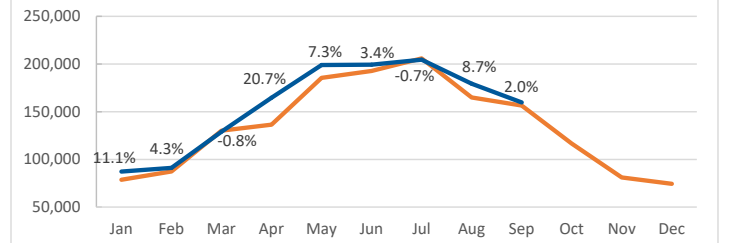
Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Website Visits 2018 641,049 2017 549,026 % Chg ▲ 16.8%

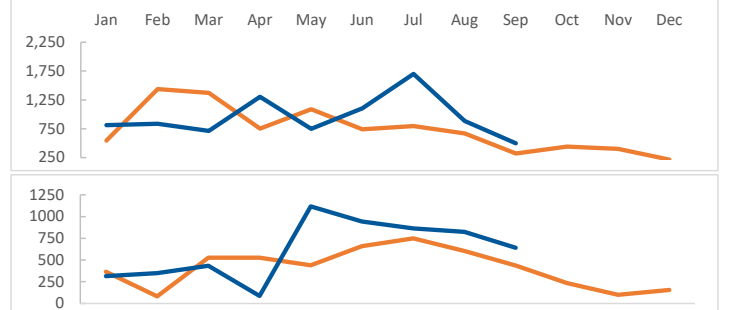
Unique Visits 2018 500,004 2017 435,116 % Chg ▲ 14.9%



Page Views 2018 1,413,797 2017 1,338,052 % Chg ▲ 5.7%



Visitor Guide Requests 2018 8,609 2017 7,722 % Chg ▲ 11.5%



Visitor Guide Downloads 2018 5,572 2017 4,391 % Chg ▲ 26.9%

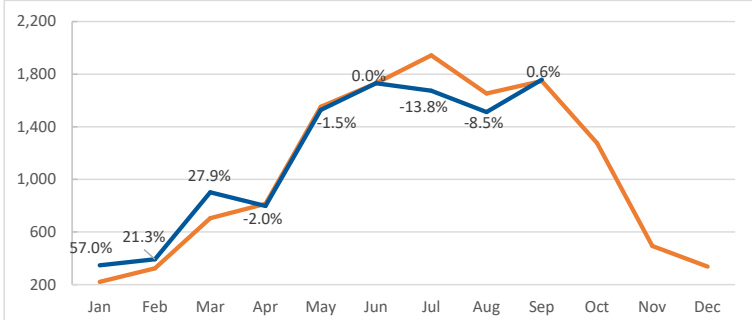
Lodging Tax

Website

Marketing & PR

Advertising		Public Relations	
Impressions:	8,539,266	Impressions:	68,311,690
Publications:	<i>Centro, Sharethrough, Colorado.com, Blue Ridge Outdoors</i>	PR Value:	\$1,045,939
		Publication Highlights:	<i>Vail Daily</i>

Visitor Center 2018 10,643 2017 10,691 % Chg ▼ -0.4%

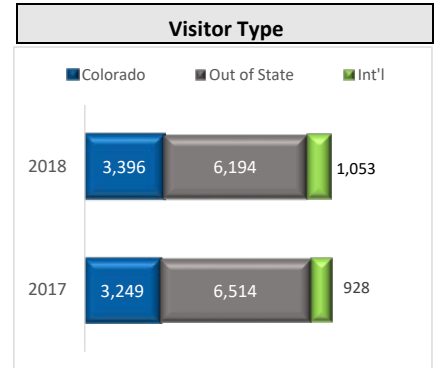


Top Countries

Country	% of Total
Canada	25%
Germany	14%
France	11%
England UK	10%
Australia	7%

Top States

State	% of Total
Colorado	35%
California	7%
Texas	4%
Utah	3%
Minnesota	3%



Visitor Services

Group Sales



Sales Leads
63
Estimated Room Nights
14,788
Estimated Room Revenue
\$1,247,512

Confirmed Leads 33
Est. Future Economic Impact \$1,000,856
Contacts 2,798

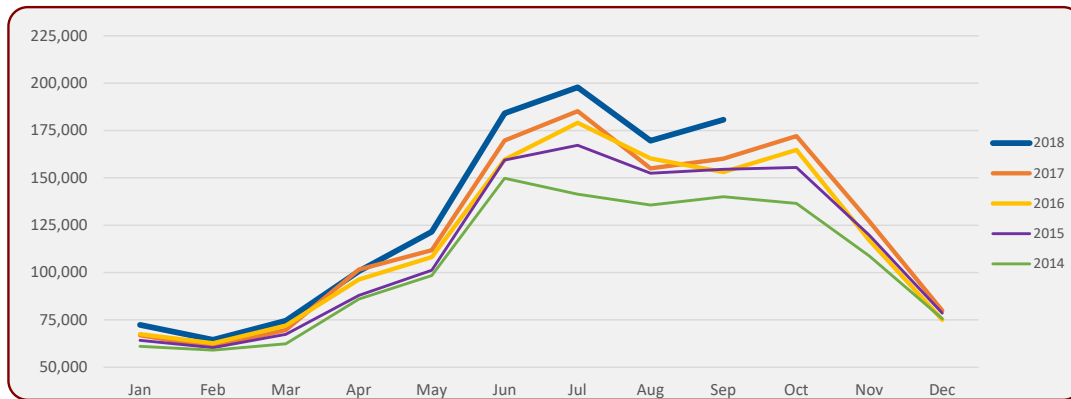


Groups & Event Servicing
126

Highlights

- ◆ Visit Grand Junction assisted the Colorado Tourism Office in hosting the following familiarization tours:
 - Hosted Canadian journalists with BAOS Podcast and Liquid x Happiness. They visited wineries and breweries in the Grand Junction area.
 - Hosted a Women’s Adventure FAM covering outdoor activities including mountain biking, rafting, stand up paddle boarding, off-roading, biking, and hiking including Colorado National Monument. Participating journalists represented: Family Fun Canada, Travelocity, Trivago, Shape, Outdoor Sports Guide, Women’s Running, Jetsetter, and local freelancer, Kristen Lummis with Brave Ski Mom.
 - Hosted a tour operator FAM for 2 sales representatives from HotelPlan Suisse, an important Swiss tour operator for Colorado and our area.
- ◆ Visit GJ hosted four golf journalists representing inside Golf, PGA of Alberta Digital Magazine, Alberta Golfer, Great Golf Magazine, GoGolfing and the Winnipeg Free Press. They played both Tiara Rado Golf Course and Redlands Mesa Golf Club in addition to visiting the Colorado National Monument and dining downtown.
- ◆ For the first time, Visit GJ attended every Downtown Farmers Market this year. Staff interacted and built relationships with local businesses, residents and guests. This produced over 285 new email sign-ups for our monthly e-News which will further our efforts to be more transparent and share important information with the community.

Lodging Tax 5-Year History



Recent Advertising

Visit Grand Junction
Published by Miles [?] · September 3 ·

Looking for something new to try this fall? Here are 5 can't-miss things to do in Grand Junction!

6 Fantastic Fall Activities You Can Only Do in the Grand Junction Area | Visit Grand...

14,959 People Reached | 104 Engagements | 420 Clicks [Boost Again](#)

Visit Grand Junction
Published by Miles [?] · September 19 at 8:00 AM ·

Have you conquered these 12 incredible hikes in the Grand Valley?

12 Incredible Hikes in Grand Junction | Visit Grand Junction, Colorado

33,264 People Reached | 134 Engagements | 907 Clicks [Boost Again](#)

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