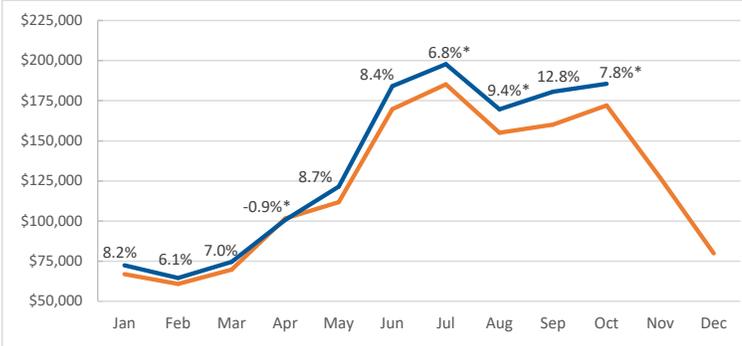


# Visit Grand Junction Performance Dashboard

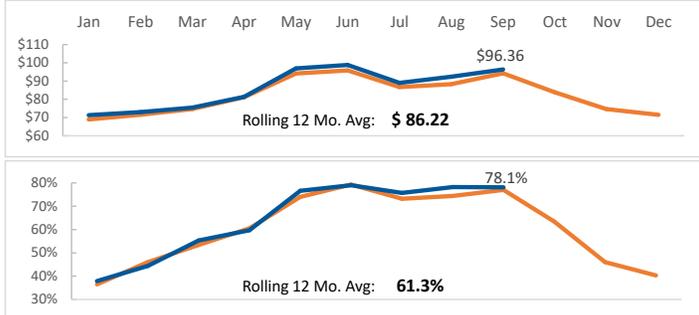
October 2018 YTD

**Lodging Tax** 2018 \$ 1,351,291 2017 \$ 1,252,912 % Chg ▲ 7.9%



\*Adjusted for late or missing collection payments

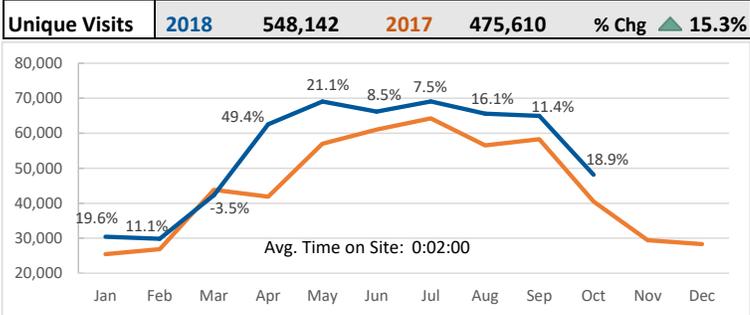
**Avg. Daily Rate** 2018 \$ 88.42 2017 \$ 86.23 % Chg ▲ 2.5%



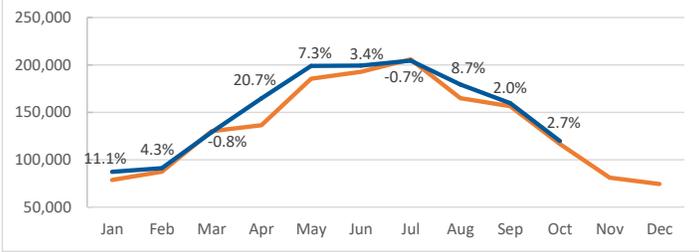
**Occupancy** 2018 65.1% 2017 63.7% % Chg ▲ 2.2%

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

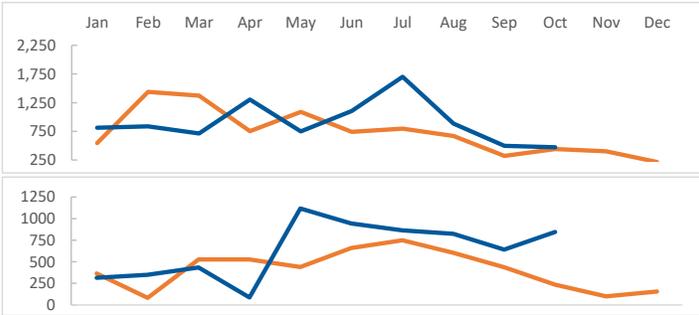
**Website Visits** 2018 702,274 2017 601,056 % Chg ▲ 16.8%



**Page Views** 2018 1,533,480 2017 1,454,608 % Chg ▲ 5.4%



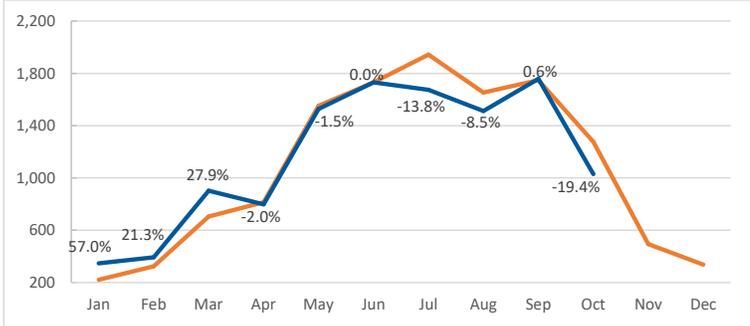
**Visitor Guide Requests** 2018 9,081 2017 8,165 % Chg ▲ 11.2%



**Visitor Guide Downloads** 2018 6,418 2017 4,625 % Chg ▲ 38.8%

Advertising		Public Relations	
<b>Impressions:</b>	10,303,643	<b>Impressions:</b>	99,241,849
<b>Publications:</b>	Centro, Facebook, Colorado.com, Google	<b>PR Value:</b>	\$4,125,476
		<b>Publication Highlights:</b>	New York Times, Fobes.com, Inside Golf

**Visitor Center** 2018 11,672 2017 11,967 % Chg ▼ -2.5%

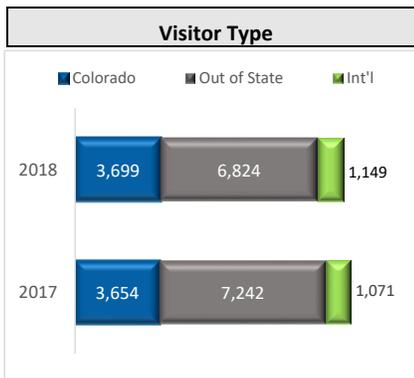


**Top Countries**

Country	% of Total
Canada	25%
Germany	13%
France	11%
England UK	10%
Netherlands	7%

**Top States**

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



Group Sales



**Sales Leads**  
72  
Estimated Room Nights  
18,447  
Estimated Room Revenue  
\$1,556,185

**Confirmed Leads** 33  
**Est. Future Economic Impact** \$1,003,356  
**Contacts** 2,902

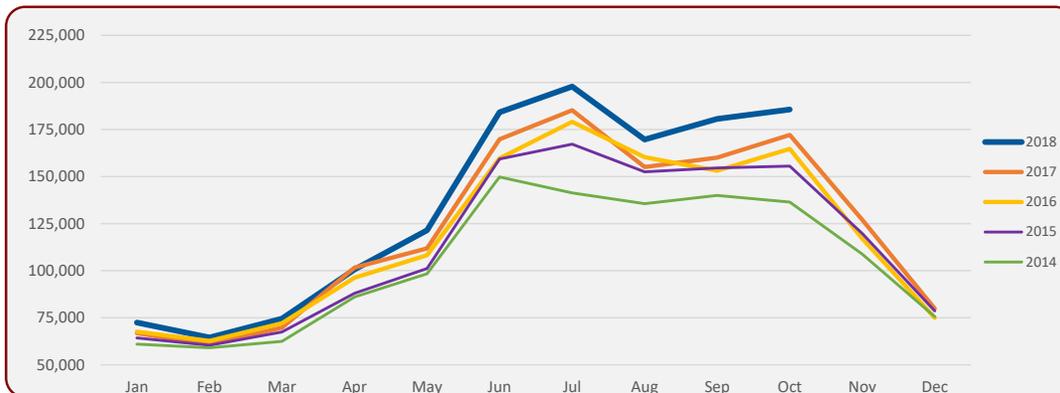


**Groups & Event Servicing**  
130

Highlights

- ◆ Visit Grand Junction assisted the Colorado Tourism Office in hosting the following familiarization tours in October:
  - Photographer and tourism writer commissioned by a top Australian travel publication, *Vacations & Travel Magazine*, published in Australia and New Zealand.
  - Freelance writer for *CNN, USA Today, LA Times and Frommer's*. The writer will publish a story with images about Grand Junction for Frommers.com.
- ◆ City Manager, Greg Caton, Visit GJ Director, Elizabeth Fogarty, along with 4 staff members and 10 community members attended the 2018 Colorado GovCon in Vail on October 29-31. Session topics included creating vacation memories, media coverage on a small budget, crisis and recovery planning, digital marketing, creating outdoor adventure meccas, and mapping the path for travelers, which Elizabeth moderated.
- ◆ Visit Grand Junction assisted in coordination of the US Court of Appeals 10th Circuit Judges visit to Grand junction and hosted the shuttle for the Colorado National Monument on October 23. The three-judge panel of this 10th Circuit appellate judges heard oral arguments in five cases at CMU.
- ◆ As a result of a French media FAM in partnership with Norwegian Airlines and the Colorado Tourism Office (CTO), Grand Junction locals were mentioned in the article, *On the Rocks* recently published in Rolling Stone Magazine.
- ◆ Grand Junction is included in a NY Times article, *Biking the Open Road in Colorado*. This is significant press for our area producing \$4,426,807 in media value with an audience of 26,033,150.

Lodging Tax 5-Year History



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VISITGRANDJUNCTION.COM  
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Published by Miles [?] · October 17 at 9:00 AM ·

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