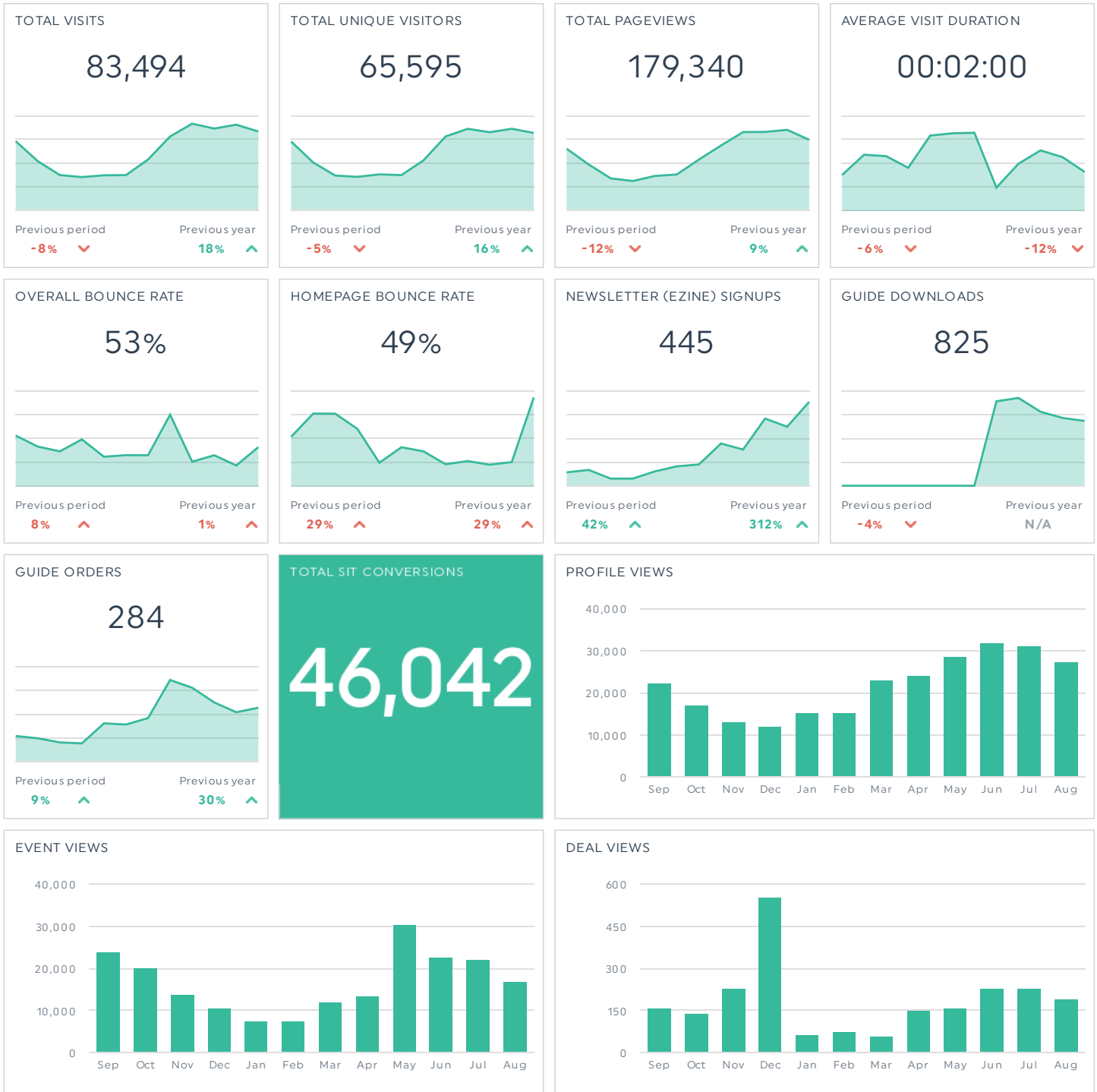




REPORT FOR : AUG 1, 2018 - AUG 31, 2018

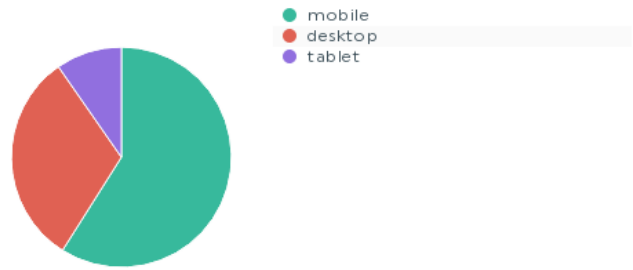
# VISIT GRAND JUNCTION MONTHLY DASHBOARD



NEW VS. RETURNING VISITORS



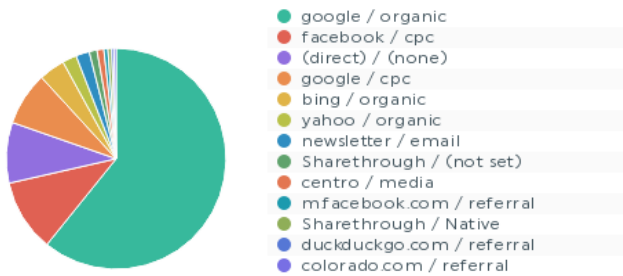
VISITS BY DEVICE CATEGORY



TRAFFIC AND ENGAGEMENT BY MEDIUM (YEAR OVER YEAR)

	Visits		Average Time O...		Bounce Rate	
organic	54,484	+2% ^	00:02:16	-6% v	48.19%	-3% v
cpc	15,045	+755% ^	00:01:25	-51% v	61.27%	+54% ^
(none)	7,239	+8% ^	00:01:39	-20% v	62.29%	+7% ^
referral	2,670	-56% v	00:02:16	+52% ^	52.17%	-23% v
email	1,729	+54% ^	00:01:57	-21% v	51.47%	+1% ^
(not set)	950	+100% ^	00:00:09	+100% ^	95.37%	+100% ^
media	923	+100% ^	00:00:24	+100% ^	87.11%	+100% ^
Native	436	+100% ^	00:00:01	+100% ^	97.25%	+100% ^
formattedbanner	11	-90% v	00:01:55	-24% v	27.27%	-33% v
Press_Release	3	-57% v	00:00:04	-96% v	66.67%	+56% ^
Display Online	2	+100% ^	00:00:00	+100%	100.00%	+100% ^

VISITS BY SOURCE/MEDIUM



VISITS BY STATE (YEAR OVER YEAR)

	Visits	
Colorado	47,809	+15% ^
Texas	5,674	+16% ^
Utah	4,363	+58% ^
California	3,983	+20% ^
Illinois	1,537	+10% ^
Arizona	1,048	-5% v
Florida	931	+19% ^
New York	877	+26% ^
Minnesota	817	+19% ^
Nevada	774	+16% ^
Oregon	758	+168% ^

VISITS BY CITY (YEAR OVER YEAR)

	Visits	
Denver	15,324	+13% ^
Grand Junction	15,044	+4% ^
Dallas	3,572	+16% ^
Salt Lake City	1,706	+76% ^
Colorado Springs	1,673	+62% ^
Aurora	1,230	+33% ^
Los Angeles	1,161	+17% ^
Chicago	953	+16% ^
Fruita	906	+23% ^
Lakewood	849	+59% ^
Montrose	605	-3% v

MOST-VIEWED PAGES (MONTH OVER MONTH)

	Pageviews		Bounce Rate	
www.visitgrandjunction.com/	15,409	+1% ^	49%	+29% ^
www.visitgrandjunction.com/events-calendar	9,983	-27% v	44%	0% v
www.visitgrandjunction.com/things-to-do	9,495	-23% v	26%	+8% ^
www.visitgrandjunction.com/2018-fall-festivals-events-grand-junction	4,233	+766% ^	74%	+2% ^
www.visitgrandjunction.com/attractions-culture	3,041	-25% v	58%	+10% ^
www.visitgrandjunction.com/2018-summer-fall-event-lineup	2,979	+16% ^	62%	-15% v
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	2,761	+8% ^	67%	+10% ^
www.visitgrandjunction.com/all-restaurants	2,693	-8% v	43%	-7% v
www.visitgrandjunction.com/selecting-perfect-palisade-peaches	2,535	+10% ^	72%	+3% ^
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	2,354	-29% v	56%	+2% ^
www.visitgrandjunction.com/areas/colorado-national-monument	2,298	-21% v	56%	+20% ^

TOP LANDING PAGES BY VISITS (MONTH OVER MONTH)

	Visits		
www.visitgrandjunction.com/	12,294	+5%	▲
www.visitgrandjunction.com/things-to-do	4,644	-21%	▼
www.visitgrandjunction.com/events-calendar	4,439	-32%	▼
www.visitgrandjunction.com/2018-fall-festivals-events-grand-junction	3,566	+1,192%	▲
www.visitgrandjunction.com/selecting-perfect-palisade-peaches	2,218	+10%	▲
www.visitgrandjunction.com/12-incredible-hikes-grand-junction	1,770	+20%	▲
www.visitgrandjunction.com/exploring-grand-mesa-national-forest	1,370	-26%	▼
www.visitgrandjunction.com/areas/grand-mesa	1,187	-21%	▼
www.visitgrandjunction.com/day-colorado-national-monument	1,100	+39%	▲
www.visitgrandjunction.com/events/colorado-pork-and-hops-challenge	1,028	+494%	▲
www.visitgrandjunction.com/events/colorado-mountain-winefest-27th-annual	1,002	+240%	▲

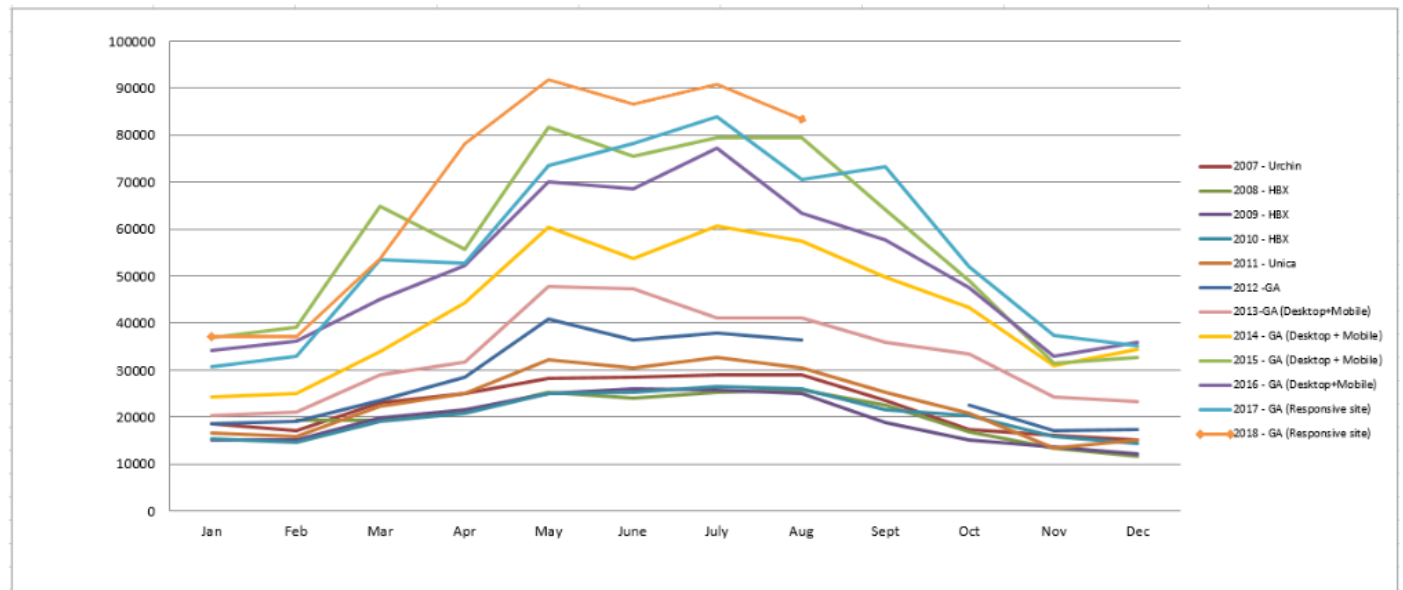
CAMPAIGN TRAFFIC BY SOURCE/MEDIUM (MONTH OVER MONTH)

	Visits		Pageviews/Visit		Avg. Time on Site		Bounce Rate	
facebook / cpc	8,634	+137% ▲	1.2	-4% ▼	00:00:24	-13% ▼	79%	+4% ▲
google / cpc	6,371	-24% ▼	3.4	-1% ▼	00:02:47	-1% ▼	37%	+2% ▲
newsletter / email	1,624	+12% ▲	2.0	-20% ▼	00:01:51	-23% ▼	52%	+2% ▲
centro / media	820	+1,807% ▲	1.2	-12% ▼	00:00:17	+605% ▲	90%	+1% ▲
Sharethrough / Native	436	+125% ▲	1.0	-8% ▼	00:00:01	-90% ▼	97%	+7% ▲
welcome / email	95	+73% ▲	3.5	+31% ▲	00:03:35	+50% ▲	33%	-10% ▼
colorado.com / media	79	-29% ▼	1.6	-30% ▼	00:01:30	-15% ▼	65%	+26% ▲
trueview / cpc	39	-7% ▼	1.3	-17% ▼	00:00:09	-93% ▼	82%	+15% ▲
sojern / media	23	+21% ▲	1.3	+26% ▲	00:00:27	+100% ▲	78%	-22% ▼
colorado.com / formattedbanner	11	+120% ▲	3.1	-14% ▼	00:01:55	-14% ▼	27%	+100% ▲
2018 Traveler Times Newsletter / email	8	+100% ▲	1.1	+100% ▲	00:03:17	+100% ▲	75%	+100% ▲

ORGANIC SEARCH TERMS VIA GOOGLE SEARCH CONSOLE (MONTH OVER MONTH)

	Clicks		Impressions		Avg. position	
canyon view park	55	-24% ▼	441	-5% ▼	2.7	-22% ▼
grand junction visitor center	19	+12% ▲	135	+11% ▲	6.6	+6% ▲
canyon view park grand junction co	18	+350% ▲	80	+233% ▲	4.9	-59% ▼
canyon view park grand junction	15	-66% ▼	185	-41% ▼	4.0	+13% ▲
colorado day free admission	13	+100% ▲	49	+100% ▲	5.4	+100% ▲
grand valley grill	9	+80% ▲	15	+36% ▲	4.3	-33% ▼
msn.com	8	+100% ▲	324	+100% ▲	9.7	+100% ▲
free state park day colorado	5	+400% ▲	77	+2,467% ▲	4.8	+104% ▲
zephyr grand junction	5	-17% ▼	20	=	3.5	-13% ▼
colorado state park free days 2018	4	+100% ▲	49	+100% ▲	6.3	+100% ▲
restaurants in grand junction	4	=	107	+51% ▲	1.0	=

VISITS OVER TIME



NEWSLETTERS (SORTED BY TOTAL DELIVERED)	Delivered	Opened	Open Rate	Clicks	CTR
May - Plan Your Family-Friendly Summer Escape	53,795	9,065	16.85%	1,424	15.71%
April - 5 Springtime Things to Do Only Grand Junction	51,639	11,195	21.68%	2,171	19.39%
June - Explore Our 300 Lakes and 2 Rivers	40,960	9,014	45.06%	1,517	38.15%
August 14 - Discover Fall Festival Season in Grand Junction (Winner)	27,294	3,058	11.20%	740	24.19%
August 14 - Discover Fall Festival Season in Grand Junction (A)	13,913	2,066	14.85%	614	29.71%
August 14 - It's Festival Season! (B)	13,867	1,969	14.20%	543	27.58%
June - Paddleboard, Kayak & Raft This Summer	13,665	2,490	18.22%	414	16.97%

