

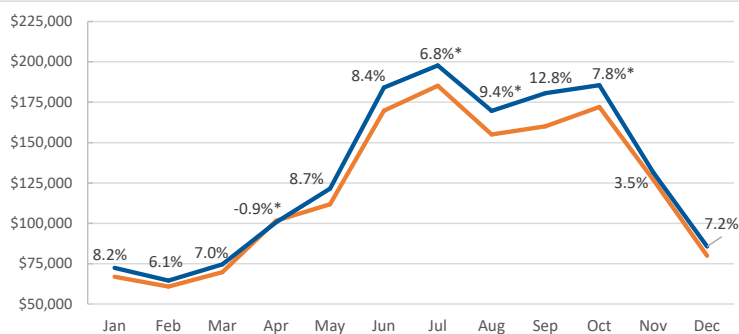
# Visit Grand Junction Performance Dashboard

December 2018 YTD

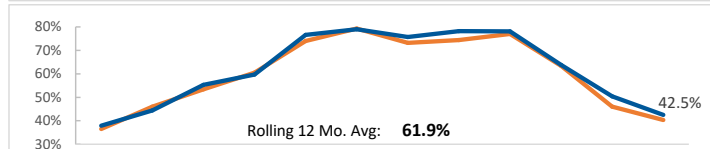
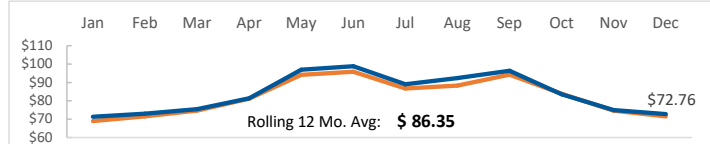
**Lodging Tax** 2018 \$ 1,568,442 2017 \$ 1,459,821 % Chg ▲ 7.4%

**Avg. Daily Rate** 2018 \$ 86.35 2017 \$ 84.65 % Chg ▲ 2.0%

Lodging Tax



\*Adjusted for late or missing collection payments



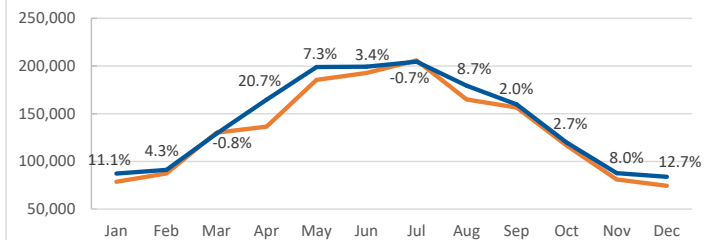
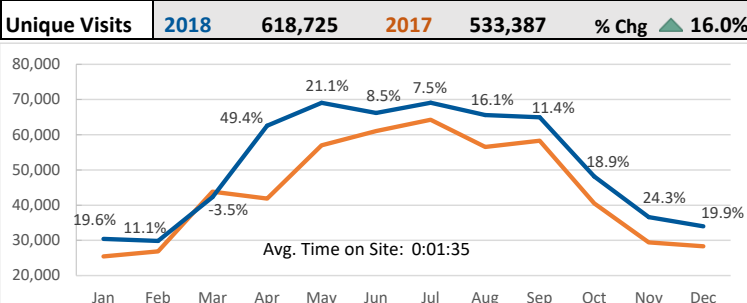
**Occupancy** 2018 61.9% 2017 60.3% % Chg ▲ 2.7%

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**Website Visits** 2018 789,819 2017 673,543 % Chg ▲ 17.3%

**Page Views** 2018 1,704,958 2017 1,610,138 % Chg ▲ 5.9%

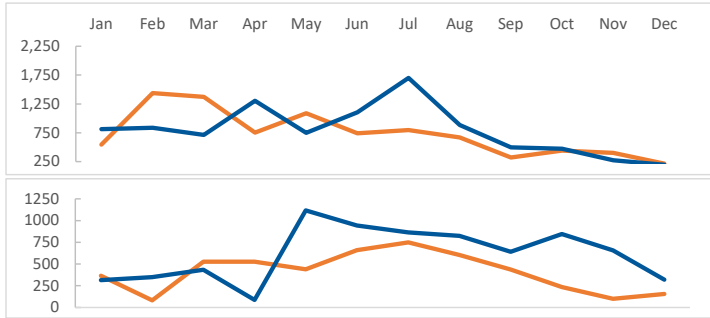
Website



Advertising		Public Relations	
<b>Impressions:</b>	13,351,161	<b>Impressions:</b>	134,250,579
<b>Publications:</b>	Centro, Colorado.com, Facebook	<b>PR Value:</b>	\$1,225,442
		<b>Publication Highlights:</b>	Winnipeg Free Press, Group Tour Magazine

**Visitor Guide Requests** 2018 9,551 2017 8,783 % Chg ▲ 8.7%

Marketing & PR



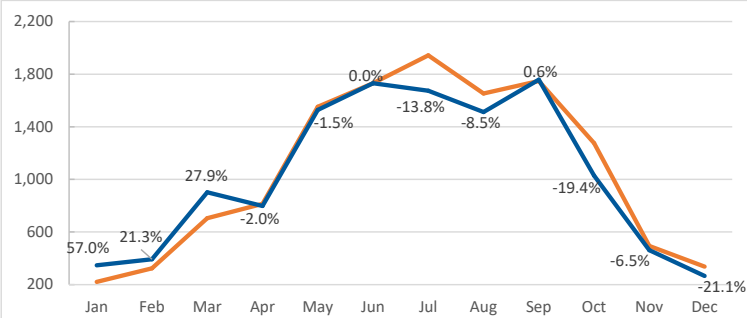
**Visitor Guide Downloads** 2018 7,396 2017 4,881 % Chg ▲ 51.5%

**Visitor Center** 2018 12,400 2017 12,798 % Chg ▼ -3.1%

**Top Countries**

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

Visitor Services



**Visitor Type**

Year	Colorado	Out of State	Int'l
2018	4,003	7,202	1,195
2017	4,096	7,590	1,112

**Top States**

State	% of Total
Colorado	36%
California	7%
Texas	4%
Utah	3%
Minnesota	3%

Group Sales



**Sales Leads**  
79  
**Estimated Room Nights**  
20,473  
**Estimated Room Revenue**  
\$1,727,098

**Confirmed Leads** 37  
**Est. Future Economic Impact** \$1,554,470  
**Contacts** 3,094

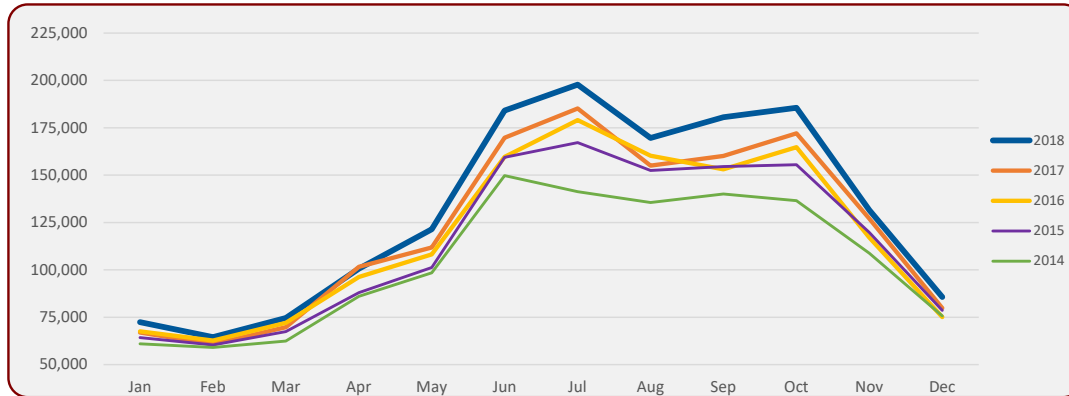


**Groups & Event Servicing**  
140

Highlights

- ◆ Visit GJ's Data Analytics and Research Analyst, Michael Bodman, attended the Insights Association's Converge - The Symbiotic Intersection of Data Science, Analytics & Marketing Research Conference. The sessions demonstrated the convergence of data analytics and traditional marketing research through new technologies and methodologies. Marketing research is moving from traditional methods to a digital world of observed consumer behavior captured through data from digital media. Travel and tourism is one of the industries most affected by this trend.
- ◆ Visit GJ's Director, Elizabeth Fogarty, held six meetings and several one-on-one sessions with the Visitor Center Ambassadors to discuss updates with the reorganization, and to answer questions. Nine Ambassadors, for a total of 5 shifts (many were couples), decided to move on from volunteering. The 80 remaining Ambassadors continue to be engaged and excited to support the City and the community. We have also received four applications from prospective volunteers.

Lodging Tax 5-Year History



Recent Advertising

**GJ Visit Grand Junction**  
Published by Miles [?] · December 10, 2018 ·

Get away from the crowded resorts, and find plenty of downhill and cross-country ski fun on Grand Mesa!  
<https://www.visitgrandjunction.com/strap-your-skis-winter-f...>

**Visit Grand Junction**  
Tourist Information Center

9,212 People Reached      129 Engagements      [Boost With Credit](#)

[Send Message](#)

**GJ Visit Grand Junction**  
Published by Miles [?] · December 17, 2018 at 9:00 AM ·

Looking for a quintessential Colorado winter adventure, without the crowds? Find the top 10 ways we love to spend winter in Grand Junction!

[VITGRANDJUNCTION.COM](http://VITGRANDJUNCTION.COM)

**Top Winter Activities Around Grand Junction | Visit Grand Junction, Colorado**

48,989 People Reached      981 Engagements      [Boost With Credit](#)

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AND ENDLESS VIEWS TO ENJOY.**

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