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FOR IMMEDIATE RELEASE

Visit Aurora Announces 2012 Lodger's Tax Revenues Up Nearly 12 Percent Over 2011

Apr. 1, 2013 – AURORA, COLORADO – Visit Aurora is proud to announce that the lodger's taxes collected by the city of Aurora grew by 11.93 percent in 2012 over 2011 collections. In 2012, business and leisure travelers to Aurora contributed more than \$5 million in lodgers tax revenues.

"We are incredibly proud to report these results to our members and our partners," said Visit Aurora President and CEO Gary Wheat. "A year over year increase of nearly 12 percent is a success that we are proud to share with our hotel partners."

In 2011, Visit Aurora's lodger's tax revenues came in at \$4,502,345 compared to \$5,039,410 in 2012.

As the official "Gateway to the Rockies," Aurora is located just minutes from Denver International Airport. The city's thriving and diverse community includes military and medical professionals, as well as national and international businesses, local entrepreneurs, agriculturalists, sportsmen and women and artists. Residents and visitors alike can take advantage of some of the world's most advanced medical facilities, the city's renowned professional-class sporting complexes and world-class golf courses, and enjoy exciting dining with hundreds of high-quality ethnic restaurants to choose from. Just minutes away, some of the world's finest outdoor sporting activities await – and anyone looking for adventure can experience unforgettable skiing, boarding, rafting and more.

For more information on Aurora, upcoming events or meeting facilities, visit www.VisitAurora.com or call 303-326-8698.

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