Grand Junction Visitor and Convention Bureau Group Sales Report April 2016



2016 Leads		Go	Goal		Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total YTD	% to Goal		
		97		12	18	10	6									46	47%		
	Year	Leads Goal	Leads Made	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Confirmed	% Converted YTD	Economic Impact Current Month	Economic Impact YTD
	2016	97	46	-	-	1	4									5	11%	\$ 191,923	\$ 197,604
Confimed	2015	94	97	2	1	5	3									29	30%	\$ 90,778	\$ 1,307,157
Leads	2014	91	91		-	1										33	36%		\$ 55,819
	2013	88	88		-	-										52	59%		\$ -
	2012	92	86		-	-										58	67%		\$ -
	2011	89	90		-	-										50	56%		\$ -
	2010	86	78		-	-						ļ				51	65%		\$ -
	2009	104	92		-	-										55	60%		\$ -
	Porti	onal Reven	ue Pending	-	-	-												\$ -	\$ -
	Portion	al Revenue	Confirmed	-	-	-													\$ -
													Total Economic	Impact	\$ 282,701	\$ 1,560,580			
	(Group/Event		3	3	10	5												
Lost Business	2016 Trapeze Sales Training BI Worldwide 2016 Advanced Partners Program: Cancelled 2017 President's Club 2017 Natl Audubon Society Conv 2016 Netafin Key Dealer Summit Chose Las Vegas, NV 2016 Netafin Key Dealer Summit Chose Las Vegas, NV 2016 Advanced Partners Program: Cancelled Chose Four Seasons Resort Nevis Caribbean Unable to confirm Narrowed down between San Diego and Washington State																		
Site Inpection/ FAM	Tourico Holidays Canusa Travel Agents Colorado Government Financial Officers Association																		
Networking	2nd Quarter Coffee highlighting major events Epic Games site inspection																		
Meetings	CGFOA - Co Special Olyn	lorado Gover npics	rnment Fianc	ial Office	rs														
Trade Shows Events																			
Sales Calls																			
Convention Services	Servicing Goal 125	•	Worked wi (April 23-24			. ,				•	_	_	•	•		ng to the Rumble a	at 18 Road and	the new Gear	Up Festival

Front Range Contract Sales Representative

2016	Activity	Goal	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total YTD	Notes
	Leads 15		-	2	5	1									8	
	Site Visits 5		-	-	-										-	
Sales	Appointments 32		-	1	-	1									2	
	Total Contacts 1200		81	91	94	105									371	
	Confirmed Nights	N/A	-	-	23	30									53	
	Christian Meetings & Conventions Assoc			-	-	34									34	
	Colorado Society of Assoc Exec.		-	14	-										14	
	Destination Colorado Trade Show		-	-	-										-	
	Meetings Industry Council Trade Show		-	-	40										40	
	Meetings Industry Council VIP Reception		-	-	19										19	
	Meeting Professtionals Int'l		9	-	-										9	
	Professional Convention Mgmt Assoc.		-	-	-										-	
	Society of Government Meeting Planners		-	6	-	9									15	
Industry	Successful Meetings University		-	-	-										-	
Association	TEAMS		-	-	-										-	
Contacts	CSAE Annual Conference		-	-	-										-	
	MPI Gala			-	-										-	

Attended CMCA (Christian Meetings & Conventions Assoc.) Annual Conference in CO Spgs. Had 21 one on one appts., 4 lead opportunities and 5 site/FAM opportunities. Also reconnected with several other members and met new planners. Over 100 planners attended from all over the U.S.

Destination Colorado/Board Member Mtg

Destination Colorado Client Appreciation

Destination CO - Administrative Professionals

SGMP Gala Peach Give Away

MPI Golf Tournament
SGMP Annual Conference