

**Grand Junction Visitor and Convention Bureau
Group Sales Report
August 2016**



2016 Leads	Goal	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total YTD	% to Goal
	97	12	18	10	6	8	13	12	5						84

Confirmed Leads	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	84	-	-	1	4	1	2	4	2						14	17%	\$ 47,059	\$ 374,241
2015	94	97	2	1	5	3	-	6	-	5						40	41%	\$ 647,330	\$ 2,677,493	
2014	91	91	-	-	1	-	-	-	-	2						35	38%	\$ 591,608	\$ 647,427	
2013	88	88	-	-	-	-	-	-	-	-						52	59%		\$ -	
2012	92	86	-	-	-	-	-	-	-	-						58	67%		\$ -	
2011	89	90	-	-	-	-	-	-	-	-						50	56%		\$ -	
2010	86	78	-	-	-	-	-	1	-	-						52	67%		\$ 68,444	
2009	104	92	-	-	-	-	-	-	-	-						55	60%		\$ -	
Portional Revenue Pending				-	-	-	-	-	-	-									\$ -	
Portional Revenue Confirmed				-	-	-	-	1	-	-	1								\$ 461	\$ 1,961
Total Economic Impact																		\$ 1,286,458	\$ 3,769,566	

Group/Event	3	3	10	5	3	9	2	7						
Lost Business	2015 STAR Days 2016 Spring CO Assn Realtors 2016 Summit for Recycling 2016 June Netafim East Region	Chose Longmont, Colorado Chose Cheyenne Mountain Resort Duplicate lead Chose Beaver Creek	2016 ISA-RMC Tree Climbing 2016 US Poultry Sales Meeting 2017 CACTE Education Association	Chose Colorado Mesa University for lodging They wanted Durango, not GJ Chose Loveland due to availability and location										
Site Inpection/ FAM	Kanaloa (Americamoto)- 2 attendees													
Networking														
Meetings														
Trade Shows Events	Peach Give Away-52 attendees Japanese LA Sales Mission-will be counted in September													
Sales Calls														
Convention Services	Servicing Goal	Currently Servicing	Water and Waste Conference (volunteers), Colorado Canyons Color Classic American Paint Horse Show (funding), Senior Games (lead), Associated Governments of Northwest CO (volunteers/packets), CORA Training (packets), WeSTOC Motorcycle Rally (packets).											
	125	94												

Front Range Contract Sales Representative

2016	Activity	Goal	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total YTD	Notes
Sales	Leads	15	-	2	5	1	2	2	1	2					15	
	Site Visits	5	-	-	-	-	-	-	2						2	
	Appointments	32	-	1	-	1	1	-	2	7					12	
	Total Contacts	1200	81	91	94	105	96	117	61	105					750	
	Confirmed Nights	N/A	-	-	23	30	20	280	-						353	

Industry Association Contacts	Christian Meetings & Conventions Assoc	-	-	-	34	-	-	-	-						34	
	Colorado Society of Assoc Exec.	-	14	-	-	8	-	-	6						28	
	Destination Colorado Trade Show	-	-	-	-	-	-	-	-						-	
	Meetings Industry Council Trade Show	-	-	40	-	-	-	-	-						40	
	Meetings Industry Council VIP Reception	-	-	19	-	-	-	-	-						19	
	Meeting Professionals Int'l	9	-	-	-	10	-	-	-						19	
	Professional Convention Mgmt Assoc.	-	-	-	-	-	-	-	-						-	
	Society of Government Meeting Planners	-	6	-	9	-	-	-	-						15	
	Successful Meetings University	-	-	-	-	-	-	-	22						22	
	TEAMS	-	-	-	-	-	-	-	-						-	
	CSAE Annual Conference	-	-	-	-	43	-	-	-						43	
	MPI Gala	-	-	-	-	-	-	15	-						15	
	Destination Colorado/Board Member Mtg	-	-	-	-	-	-	-	-						-	
	SGMP Gala	-	-	-	-	-	-	11	-						11	
	Peach Give Away	-	-	-	-	-	-	-	-	52					52	
	Destination Colorado Client Appreciation	-	-	-	-	-	-	-	-						-	
MPI Golf Tournament	-	-	-	-	-	-	-	-						-		
SGMP Annual Conference	-	-	-	-	-	-	-	-						-		
Destination CO - Administrative Professionals	-	-	-	-	-	-	-	-						-		