

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



2016 Leads	Goal	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total YTD	% to Goal
	97	12	18												30

Confimed 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	30	-													0	0%	
2015	94	97	2	1												21	22%	\$ 8,784	\$ 29,034
2014	91	91	-													32	35%		\$ -
2013	88	88	-													52	59%		\$ -
2012	92	86	-													58	67%		\$ -
2011	89	90	-													50	56%		\$ -
2010	86	78	-													51	65%		\$ -
2009	104	92	-													55	60%		\$ -
Portional Revenue Pending				-														\$ -	\$ -
Portional Revenue Confirmed				-															\$ -
Total Economic Impact																	\$ 8,784	\$ 29,034	

Lost Business	Group/Event	3	3														
	HB-July 13-16, 2016 Spirit Camp	RFP cancelled by meeting planner															
	2017 Skyliners	Lost to Canon City - members felt it would be easier to organize closer to Denver															
	HB-June 18-21, 2017 VROC	We do not fit their requirements															
Site Inpection/FAM																	
Networking	Reception for Cathy Ritter - Colorado Tourism Office Director																
Meetings	Missouri Valley Fire Chiefs																
Trade Shows Events	National Tour Association (NTA) - 33 appointments (dropped off profiles to 26 operators) Winter Winefest - 50 Go West (numbers will be included in March report)																
Sales Calls																	
Convention Services	Servicing Goal	Currently Servicing	We worked with the Mosquito and Vector Conference this month as well as working with upcoming conferences on Attendance Builders and timelines to prepare for their events later in the year.														
	125	67															

Front Range Contract Sales Representative

2016	Activity (proposed)	Goal	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total YTD	Notes
Sales	Leads	15	-	2											2	
	Site Visits	5	-												-	
	Appointments	32	-	1											1	
	Total Contacts	1200	81	91											172	
	Confirmed Nights	N/A	-	-											-	

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

Grand Junction hosted a Winter Winefest in the new upcoming Rhino area near downtown Denver. All ages attended but primarily younger adults. Great exposure to the Grand Junction area for this market. Attended the Denver Golf Expo and over 300 people came by our booth and received more information on the area.