

**Grand Junction Visitor and Convention Bureau  
Group Sales Report  
July 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							79

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	79	-	-	1	4	1	2	4							12	15%	\$ 91,597
2015	94	97	2	1	5	3	-	6								35	36%		\$ 2,030,163
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	-	-	-	-	-	1	-							52	67%		\$ 68,444
2009	104	92	-	-	-	-	-	-	-							55	60%		\$ -
<b>Portional Revenue Pending</b>				-	-	-	-	-	-									\$ -	\$ -
<b>Portional Revenue Confirmed</b>				-	-	-	-	1	-										\$ 1,500
<b>Total Economic Impact</b>																	<b>\$ 91,597</b>	<b>\$ 2,483,108</b>	

Lost Business	Group/Event	3	3	10	5	3	9	2								
	D51 Summer Training 2017 RU Presidents Club	Meeting is at Palisade HS, so they chose Wine Country Inn Were looking for a guest ranch.														
Site Inpection/ FAM	2017 Governor's Conference on Tourism															
Networking	City - New Employee Tour															
Meetings	Colorado Mountain Winefest Rim Rock Marathon Logistical meeting for Peach Give Away event															
Trade Shows Events	IPW (POW WOW) = 39 appointments															
Sales Calls																
Convention Services	Servicing Goal	Currently Servicing	In July we worked with the Pyrotechnics Conference, Crime Scene Investigation Class, the Lavendar Festival, District 1 Little League Championship and the RMICA Tree Climbing Festival providing visitor information and volunteers.													
	125	89														

### Front Range Contract Sales Representative

2016	Activity	Goal	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total YTD	Notes
<b>Sales</b>	<b>Leads</b>	15	-	2	5	1	2	2	1						13	
	<b>Site Visits</b>	5	-	-	-	-	-	-	2						2	
	<b>Appointments</b>	32	-	1	-	1	1	-	2						5	
	<b>Total Contacts</b>	1200	81	91	94	105	96	117	61						645	
	<b>Confirmed Nights</b>	N/A	-	-	23	30	20	280							353	

<b>Industry Association Contacts</b>	Christian Meetings & Conventions Assoc	-	-	-	34	-	-								34	
	Colorado Society of Assoc Exec.	-	14	-	-	8	-								22	
	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	-	-	-	-	-	-								-	
	Destination Colorado Client Appreciation	-	-	-	-	-	-								-	
	MPI Golf Tournament	-	-	-	-	-	-								-	
SGMP Annual Conference	-	-	-	-	-	-								-		
Destination CO - Administrative Professionals	-	-	-	-	-	-								-		

Attended "Discover CO" (formerly Successful Meetings University) where we had one-on-one appointments with 21 companies from all over the United States. A lot of interest shown with the farm to table agriculture in the area. Three good leads for business within the next year.