

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



| 2016 Leads | Goal | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | Total YTD | % to Goal |
|------------|------|-----|-----|-----|-----|-----|------|------|-----|------|-----|-----|-----|-----------|-----------|
| | 97 | 12 | 18 | 10 | | | | | | | | | | | 40 |

| 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 | 40 | - | - | 1 | | | | | | | | | | | 1 | 3% | \$ 5,681 |
| 2015 | 94 | 97 | 2 | 1 | 5 | | | | | | | | | | | 26 | 27% | \$ 1,187,345 | \$ 1,216,379 |
| 2014 | 91 | 91 | - | - | 1 | | | | | | | | | | | 33 | 36% | \$ 55,819 | \$ 55,819 |
| 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 | | | | | | | | | | | | | | | | | \$ 1,248,845 | \$ 1,277,879 | |

| Group/Event | 3 | 3 | 10 | | | | | | | | | | | | | | |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Lost Business | 2015 ESU Sales Meeting Rabbit Valley Trail Ride 2016 Yellow Ribbon Program Amateur Softball Fastpitch 2016 CHI Leadership Conf June 19-22, 2016 VROC Hafeli Family Reunion 2016 Friedenbach Reunion 2017 Natl Native Seed Conf 2017 Gastrointestinal Mtg | | | | | | | | | | | | | | | | |
| Site Insp. / FAM | Unable to confirm | | | | | | | | | | | | | | | | |
| Networking | Most of participants camped | | | | | | | | | | | | | | | | |
| Meetings | Chose Colorado Springs | | | | | | | | | | | | | | | | |
| Trade Shows Events | Not enough teams registered - tournament cancelled | | | | | | | | | | | | | | | | |
| Sales Calls | Cancelled due to conflicts in schedule | | | | | | | | | | | | | | | | |
| Convention Services | Chose Hyatt Regency Aurora | | | | | | | | | | | | | | | | |
| | Decided to stay in Missouri | | | | | | | | | | | | | | | | |
| | Unable to confirm | | | | | | | | | | | | | | | | |
| | Chose Washington, DC | | | | | | | | | | | | | | | | |
| | Grand Jct did not make short list: Fairmont Whistler, Broadmore, Ritz Carlton Bachelor Gulch, Westin Beaver Creek, Arrabelle Vail | | | | | | | | | | | | | | | | |
| Service Goal | Currently Servicing | Provided servicing for the Dreamcatcher 1/2 marathon as well as a number of mailers for groups coming later in the year including the Coin Show and Mesa Hotline School. Also, working on a system to help lodging properties with tracking event lodging at check in. | | | | | | | | | | | | | | | |
| 125 | 70 | | | | | | | | | | | | | | | | |

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 | | | | | | | | | | 7 | |
| | Site Visits | 5 | - | - | | | | | | | | | | | - | |
| | Appointments | 32 | - | 1 | | | | | | | | | | | 1 | |
| | Total Contacts | 1200 | 81 | 91 | 94 | | | | | | | | | | 266 | |
| | Confirmed Nights | N/A | - | - | 23 | | | | | | | | | | 23 | |
| Industry Association Contacts | Christian Meetings & Conventions Assoc | | - | - | | | | | | | | | | | - | |
| | 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 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 | | - | - | | | | | | | | | | | - | | |

Attended MIC (Meetings Industry Council) Front Range Trade Show and hosted the wine for reception the night before. This is the largest trade show in the Denver area for meeting planners, all organizations work together on this (CSAE,MPI,SGMP,CMCA,PCMA). Over 400 planners attended and between the reception and the show, we talked with 60 of them.