

**Grand Junction Visitor and Convention Bureau  
Group Sales Report  
November 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	3	11	5		103	106%

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	103	-	-	1	4	1	2	4	2	3	2	2		21	20%	\$ 84,535	\$ 580,730
2015	94	97	2	1	5	3	-	6	-	5	-	1			41	42%		\$ 2,706,716	
2014	91	91	-	-	1	-	-	-	-	2	-	-			35	38%		\$ 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%		\$ -	
<b>Portional Revenue Pending</b>				-	-	-	-	-	-	-	-	-	-	-				\$ -	
<b>Portional Revenue Confirmed</b>				-	-	-	-	1	-	-	1	1	-						\$ 2,633
<b>Total Economic Impact</b>																	<b>\$ 84,535</b>	<b>\$ 4,005,950</b>	

Lost Business	Group/Event	3	3	10	5	3	9	2	7	-	7	7				
		CDHS-Office of Children 2016 Kart Racing for Heroes 2016 NPC Battle of the Border CLE Wine Law 2017 CHA Rural Hospital 2017 NALC State Convention	Held meeting at Workforce Center due to budget Did not need the additional rooms we did the lead for Planner no longer with Helms Briscoe, so unable to confirm Group wanted higher end property closer to Denver Decided to stay closer to Front Range Conference was in GJ in 2016, so they decided on a different destination									2017 CO Court Employee		Better access in Denver		
<b>Site Inpection/</b>	Good News Travels Colorado Municipal League															
<b>Networking</b>	Tiny House - Open House Annual Tourism Wrap Up Colorado Government Financial Officers Association - Colorado National Monument Tour															
<b>Meetings</b>	Cycling Western Colorado Cycling Nationals (Collegiate/Para's) Missouri Valley Fire Chiefs Grand Valley Climbing - State Climbing Championship Museum of the West - Marketing															
<b>Trade Shows Events</b>																
<b>Sales Calls</b>																
<b>Convention Services</b>	<b>Servicing Goal</b>	<b>Currently Servicing</b>														
	125	120														

### 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	2	2	3			20	
	<b>Site Visits</b>	5	-	-	-	-	-	-	2	-	-	2			4	
	<b>Appointments</b>	32	-	1	-	1	1	-	2	7	2	3	5		22	
	<b>Total Contacts</b>	1200	81	91	94	105	96	117	61	105	95	98	91		1,034	
	<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	-	-	6	8	11	15			62	
	Destination Colorado Trade Show	-	-	-	-	-	-	-	-	-	-	-			-	
	Meetings Industry Council Trade Show	-	-	40	-	-	-	-	-	-	-	-			40	
	Meetings Industry Council VIP Reception	-	-	19	-	-	-	-	-	-	-	-			19	
	Meeting Professionals Int'l	9	-	-	-	10	-	-	-	5	-	-			24	
	Professional Convention Mgmt Assoc.	-	-	-	-	-	-	-	-	-	-	-			-	
	Society of Government Meeting Planners	-	6	-	9	-	-	-	-	-	-	-	10		25	
	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	-	-	-	-	-	-	-	-	-	19	-			19	
	MPI Golf Tournament	-	-	-	-	-	-	-	-	-	-	-			-	
SGMP Annual Conference	-	-	-	-	-	-	-	-	-	-	8			8		
Destination CO - Administrative Professionals	-	-	-	-	-	-	-	-	-	50	-			50		