

**Grand Junction Visitor and Convention Bureau
Group Sales Report
September 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				87	90%

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	87	-	-	1	4	1	2	4	2	3				17	20%	\$ 72,012	\$ 446,253
2015	94	97	2	1	5	3	-	6	-	5					40	41%		\$ 2,677,493	
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%		\$ -	
Portional Revenue Pending				-	-	-	-	-	-	-								\$ -	\$ -
Portional Revenue Confirmed				-	-	-	-	1	-	-	1	1						\$ 672	\$ 2,633
Total Economic Impact																	\$ 72,684	\$ 3,842,250	

Lost Business	Group/Event	3	3	10	5	3	9	2	7	-									
	N/A																		
Site Inpection/ FAM	Trans Orbit Fam - 1 attendee (plus state rep Osamu Hoshimo) UK - British Airways Fam - 5 attendees (plus state rep for United Kingdom and CTO rep) Visit USA Austria - will be counted in October report Julesburg Welcome Center FAM - 18 attendees																		
Networking	Horizon Drive Ribbon Cutting Governor's Conference on Tourism in Breckenridge																		
Meetings	Hill Air Force Base																		
Trade Shows Events	Wine Train Japanese Sales Mission attended in August - 66 contacts																		
Sales Calls																			
Convention Services	Servicing Goal	Currently Servicing	State Moose Convention, 2 weddings, medical continuing education conference, Tour de Vineyards bike ride, Four Corners Eagles received welcome packets and Colorado Parks & Recreation, Colorado Association of Letter Carriers received servicing.																
	125	113																	

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	2				17	
	Site Visits	5	-	-	-	-	-	-	2	-					2	
	Appointments	32	-	1	-	1	1	-	2	7	2				14	
	Total Contacts	1200	81	91	94	105	96	117	61	105	95				845	
	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	8					36	
	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	-	-	-	-	-					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	-	-	-	-	-	-	-	-	-	19				19	
MPI Golf Tournament	-	-	-	-	-	-	-	-	-					-		
SGMP Annual Conference	-	-	-	-	-	-	-	-	-					-		
Destination CO - Administrative Professionals	-	-	-	-	-	-	-	-	-	50				50		

Busy month of events - In addition to monthly industry luncheons that I regularly attend, we had a great two day Customer Appreciation event at Devil's Thumb Ranch with over 50 Front Range planners in attendance. Also, attended a trade show in Chicago called APA (Administrative Professionals Assoc.) which had over 1,000 Administrative Professionals of whom about 75% book meetings and events from associations, corporate and government organizations all over the U.S. Over 200 come by to talk about meetings in Colorado.