

# Group Sales & Services

March 2019

The Northwest Sales Mission and MPI Cascadia Tradeshow resulted in 14 appointments with meeting planners, a client dinner for 7 attendees, and 1 lead (186 potential room nights). During MPI's Rocky Mountain Chapter MIC conference, a dinner was held to engage 9 clients, 1 lead to-date has been received.

Total Room  
Nights Booked

**2,993**  
March

**48,142**  
YTD  
69% of Goal

New Business Room  
Nights Booked

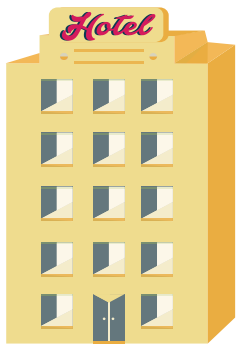
**986**  
March

**32,279**  
YTD  
57% of Goal

300+ Peak Room  
Nights Booked

**0**  
March

**22,224**  
YTD  
56% of Goal



Hotel  
Lead Response  
Rate:  
**73%**

## Pace Report

Mar. 2018 (2018-2022) Pace 109,603 room nights  
 Mar. 2019 (2018-2022) Pace 178,961 room nights

Growth of 69,358 room nights year over year

YTD New Bookings Pace Placement:

2018 - 3,110	2022 - 1,255
2019 - 17,901	2023 - 2,568
2020 - 11,568	2025 - 988
2021 - 10,752	

## Group RevPAR

\*RevPAR is Revenue Per Available Room

	Feb	YTD
★ MONTEREY	+8.4%	+9.7%
South Lake Tahoe	+3.3%	+17.6%
Santa Barbara	+42.2%	+2.2%
San Jose	+4.7%	+7.2%
Napa Valley	+10.6%	+16.9%

	Feb	YTD
Palm Springs	-3.2%	+3.4%
San Diego	-7.4%	+7.9%
San Francisco	+60.9%	+16.2%
Newport Beach	-4.9%	+2.3%
Sonoma County	-28.8%	-0.3%

## Upcoming Events

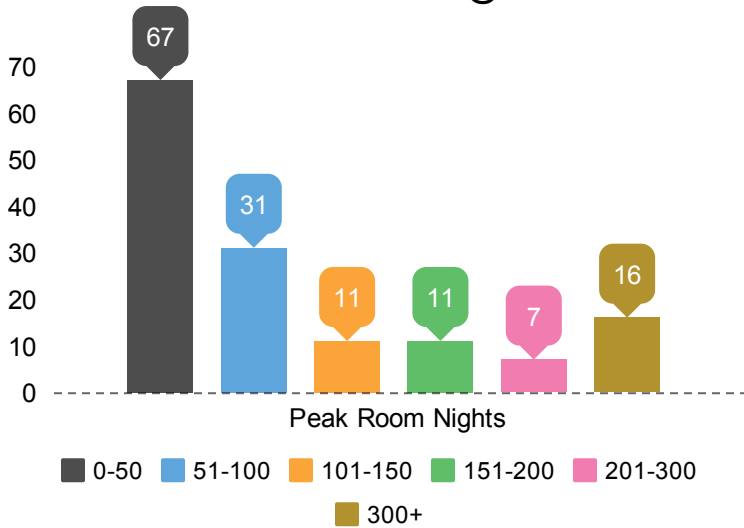
May 6-10: Washington DC Sales Mission

May 21-23: IMEX Frankfurt

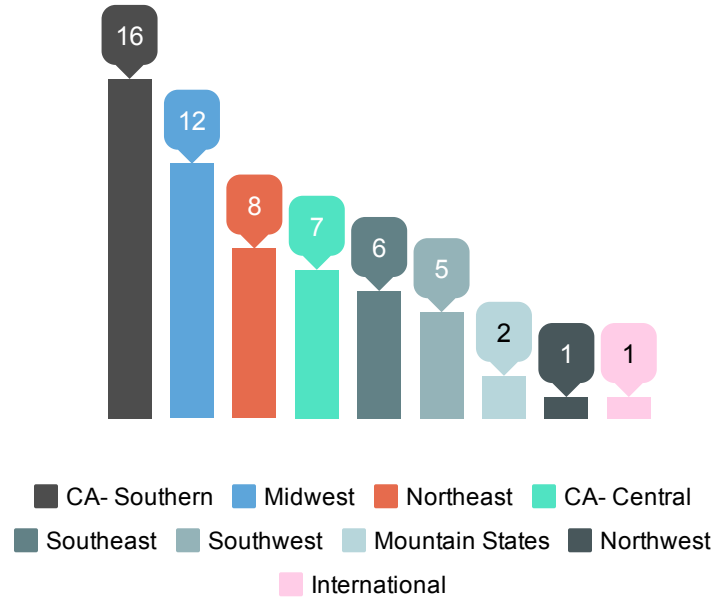
May 28-31: HelmsBriscoe Annual Business Conference, Houston

June 15-18: MPI World Education Conference, Toronto

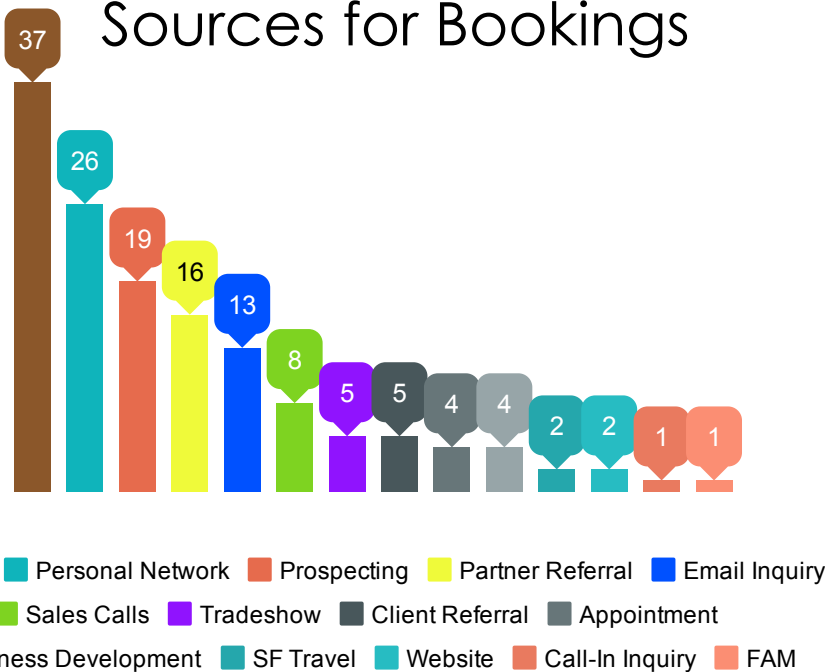
## YTD Peak Room Night Bookings



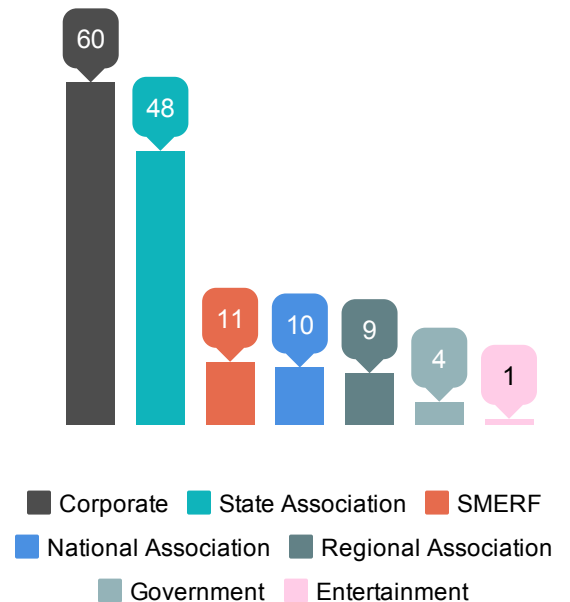
## YTD Bookings by Region



## YTD Top Prospect Sources for Bookings



## YTD Top Market Segments for Bookings



**Tour & Travel**  
 Eight Australian tour operators were hosted in partnership with Visit CA for a FAM to look at luxury travel options for their clients.



## Strategic Business Development

This month our Business Development Specialist generated 4 leads totaling 3,811 potential room nights. YTD business development has yielded 34 leads, totaling 18,852 potential room nights.