

## Market Activity

	YTD	Team Goal	% of Goal
<b>Client Reach</b>	<b>7759</b>	8,800	88%
<b>In-Market Activations</b>	<b>9</b>	15	Organized in-market campaign, event or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
<b>Marketing Campaigns &amp; Co-Ops</b>	<b>37</b>	35	Coordinated marketing and / or social media campaigns with the travel trade, including Online Travel Agencies promoting the destination.
<b>Trade Shows &amp; Sales Missions</b>	<b>34</b>	100	Attend events and organized sales missions promoting the destination to the travel trade.
<b>FAMS, Site Visits &amp; Client Meetings</b>	<b>47</b>		Organized and hosted FAMS, sites and client meetings in the destination.
<b>Webinars, Trainings &amp; Workshops</b>	<b>54</b>		Presentations conducted at call centers, live webinars or through hosted workshops that include multiple sessions of trainings and PowerPoint.
<b>Total</b>	<b>181</b>	<b>150</b>	