

# Convention Sales

## Booking Production Analysis | February 2019

Convention Sales Production								
TEAM	Feb-19	Feb-18	Variance	YTD 2019	YTD 2018	Variance	YTD Goal	Goal %
<b>Leads</b>	<b>82</b>	<b>111</b>	<b>-26%</b>	<b>181</b>	<b>189</b>	<b>-4%</b>	<b>1,148</b>	<b>-84%</b>
<b>Definite Room Nights</b>	<b>11,786</b>	<b>8,307</b>	<b>42%</b>	<b>19,626</b>	<b>16,698</b>	<b>18%</b>	<b>222,500</b>	<b>-91%</b>
<b>Bookings</b>	<b>18</b>	<b>22</b>	<b>-18%</b>	<b>35</b>	<b>35</b>	<b>0%</b>	<b>375</b>	<b>-91%</b>
EIC	Business Sales	\$ 7,203,235	\$ 6,375,382	13%	\$ 17,141,955	\$ 11,589,488	47.9%	
	Jobs Supported	3,216	3,280	-2%	7,278	5,608	30%	
	Local Taxes	\$ 361,258	\$ 283,880	27%	\$ 976,294	\$ 554,095	76%	
	Personal Income	\$ 2,557,255	\$ 2,311,948	11%	\$ 6,041,242	\$ 4,154,236	45%	
	Bed Taxes	\$ 268,132	\$ 206,601	30%	\$ 745,211	\$ 407,651	83%	

LEGACY	Feb-19	YTD 2019	
Definite Room Nights	1,702	6,130	
Bookings	2	6	
EIC	Business Sales	\$ 1,291,558	\$ 3,647,729
	Jobs Supported	638	1,541
	Local Taxes	\$ 62,380	\$ 187,561
	Personal Income	\$ 437,153	\$ 1,248,755
	Bed Taxes	\$ 44,602	\$ 137,662

TOTAL	Feb-19	YTD 2019	
Definite Room Nights	13,488	25,756	
Bookings	20	41	
EIC	Business Sales	\$ 8,494,793	\$ 20,789,683
	Jobs Supported	3,854	8,819
	Local Taxes	\$ 423,639	\$ 1,163,855
	Personal Income	\$ 2,994,408	\$ 7,289,998
	Bed Taxes	\$ 312,734	\$ 882,873

Meetings Actualized (Includes Legacy)			
	Feb-19	YTD 2019	
Definite Room Nights	22,291	52,785	
Bookings	38	78	
EIC	Business Sales	\$ 15,630,330	\$ 39,697,262
	Jobs Supported	4,668	13,841
	Local Taxes	\$ 905,607	\$ 2,109,598
	Personal Income	\$ 5,512,709	\$ 13,900,437
	Bed Taxes	\$ 553,123	\$ 1,353,585

