

## Convention Sales

Lost Business

October 2019

### Top Ten Lost Lead Destinations (Ranked by YTD)

Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	5	2470	51	32,836
2	Phoenix	2	802	18	21,350
3	Orlando	3	2,371	14	17,708
4	Las Vegas	1	346	16	16,984
5	Scottsdale	4	941	25	16,736
6	Reno	5	8,407	12	15,049
7	Los Angeles	1	60	16	13,943
8	San Antonio	0	0	11	12,633
9	Anaheim	1	380	5	10,921
10	Miami	0	0	7	7,253

### All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	11	3,857	59	46,468
California	31	14,534	183	112,457
Colorado	1	1,945	8	6,219
District of Columbia	0	0	2	702
Florida	6	9,324	35	38,755
Kentucky	1	1,843	1	1,843
Georgia	2	836	4	1,498
Hawaii	3	1,769	4	2,139
Illinois	0	0	2	437
Louisiana	1	152	8	4,821
Michigan	0	0	1	2,481
Missouri	2	1,867	4	3,484
N/A	16	9,402	81	51,231
Nevada	3	917	28	28,908
New Mexico	0	0	3	2,751
New York	0	0	1	537
Oregon	0	0	2	1,504
Out of Country	4	1,858	20	8,917
Pennsylvania	0	0	2	4,620
South Carolina	0	0	1	248
Tennessee	0	0	4	5,805
Texas	1	533	21	24,162
Unknown	36	43,095	244	294,338
Utah	1	300	5	5,173
Vermont	0	0	1	155
Washington	1	900	8	7,813
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
Total	120	93,132	734	659,083