

Convention Sales
Lost Business
September 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	6	2311	46	30,366
2	Phoenix	1	2,761	16	20,548
3	Las Vegas	1	510	15	16,638
4	Scottsdale	2	324	21	15,795
5	Orlando	0	0	11	15,337
6	Los Angeles	1	1,400	14	12,643
7	San Antonio	1	1,545	11	12,633
8	Anaheim	1	645	4	10,541
9	Miami	1	1,097	7	7,253
10	Reno	1	1,638	5	6,642

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	3	3,085	48	42,611
California	18	10,586	151	96,683
Colorado	0	0	7	4,274
District of Columbia	1	672	2	702
Florida	2	1,602	29	29,431
Kentucky	0	0	1	640
Georgia	0	0	2	662
Hawaii	1	370	1	370
Illinois	0	0	2	437
Louisiana	1	352	7	4,669
Michigan	0	0	1	2,481
Missouri	0	0	2	1,617
N/A	11	4,964	65	41,829
Nevada	3	2,568	25	27,991
New Mexico	0	0	3	2,751
New York	1	537	1	537
Oregon	0	0	2	1,504
Out of Country	1	276	16	7,059
Pennsylvania	0	0	2	4,620
South Carolina	0	0	1	248
Tennessee	1	450	4	5,805
Texas	1	1,545	19	22,421
Unknown	13	14,769	210	253,691
Utah	0	0	4	4,873
Vermont	0	0	1	155
Washington	1	535	7	6,913
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
Total	58	42,311	615	566,591