

Market Activity

	Monthly	YTD	Team Goal	% of Goal
Client Reach	1586	3967	8,800	45.00%
In-Market Activations	1	2	15	Organized in-market campaign, event or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns Co-Ops	1	15	35	Coordinated marketing and / or social media campaigns with the travel trade, including Online Travel Agencies promoting the destination.
Trade Shows Sales Missions	4	15	100	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	3	13		Organized and hosted FAMS, sites and client meetings in the destination.
Webinars, Trainings & Workshops	9	35		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
Total	18	80	150	