

DESTINATION
TORONTO.

SALES PRODUCTION REPORT

Business Events Sales
First Quarter 2022



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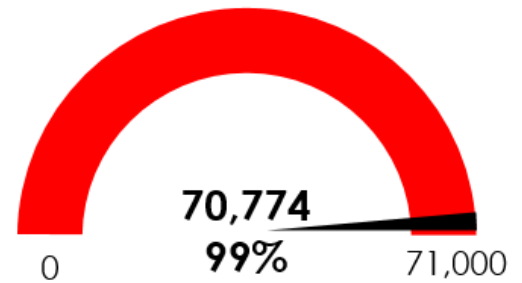
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Q1 2022 SUMMARY

January 1 - March 31, 2022

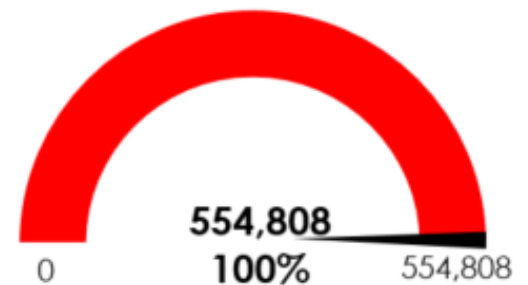
Definite	Quarter	YTD
Room Nights	70,774	70,774
Events	80	80
Attendance	75,746	75,746

Production to Target



Leads	Quarter	YTD
Room Nights	554,808	554,808
Events	205	205
Attendance	289,932	289,932

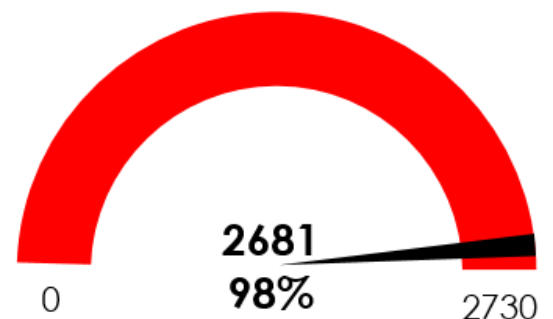
Production to Target



**Targets are pending Destination Toronto Board approval*

Prospecting Activities	Quarter	YTD
Total	2,681	2,681

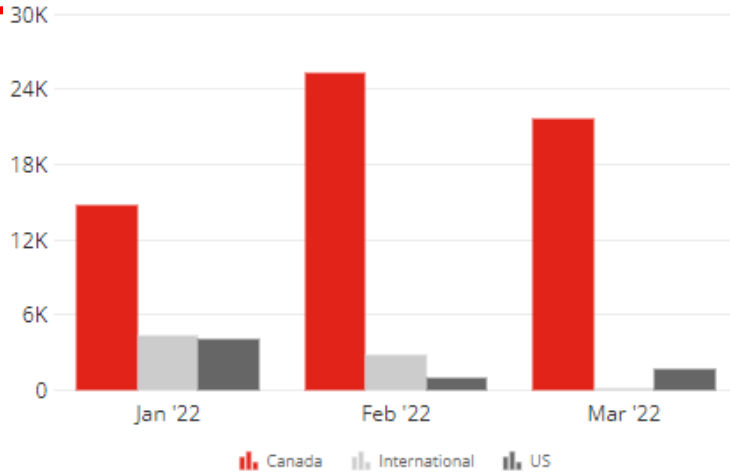
Production to Target



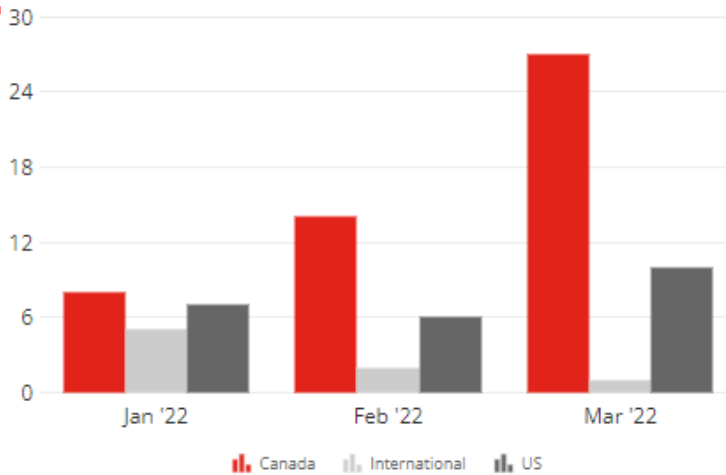
**Targets are pending Destination Toronto Board approval*

Production by Market

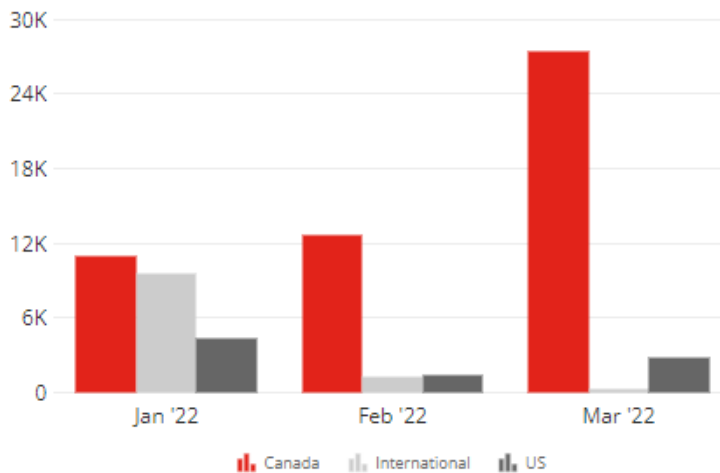
Definite Attendance by Market



Definite Number of Events by Market

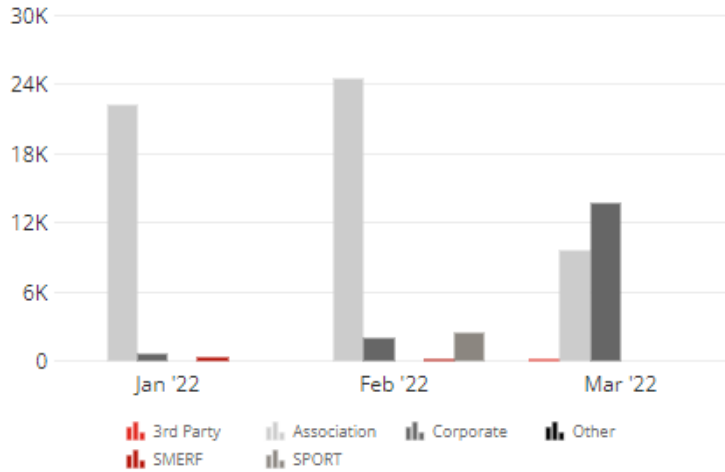


Definite Room Nights by Market

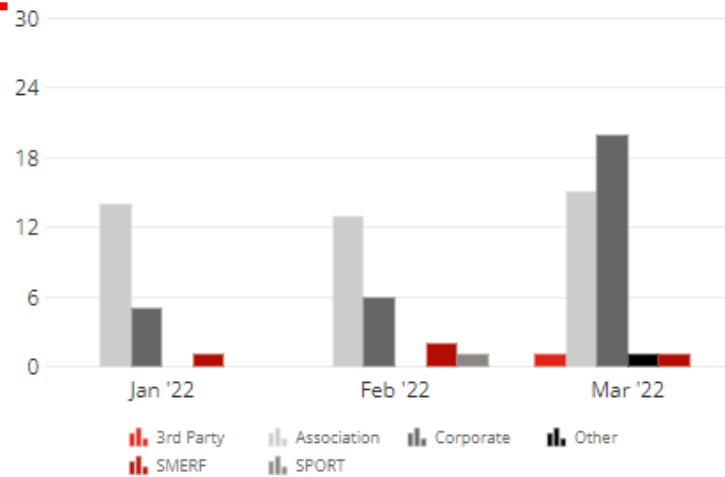


Production by Business Type

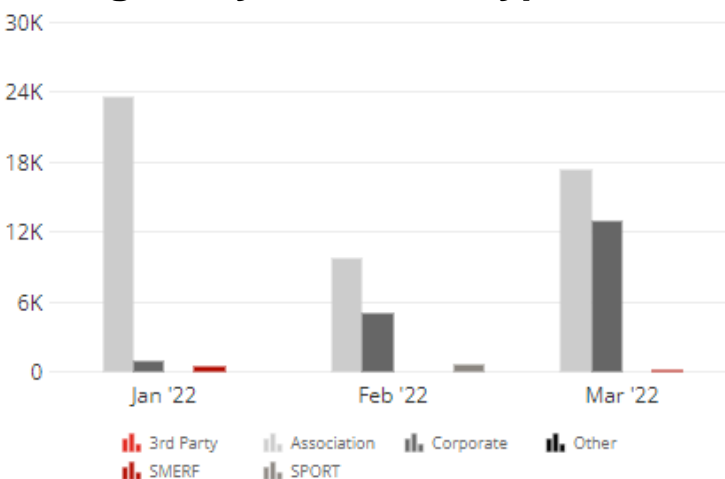
Definite Attendance by Business Type



Definite Number of Events by Business Type

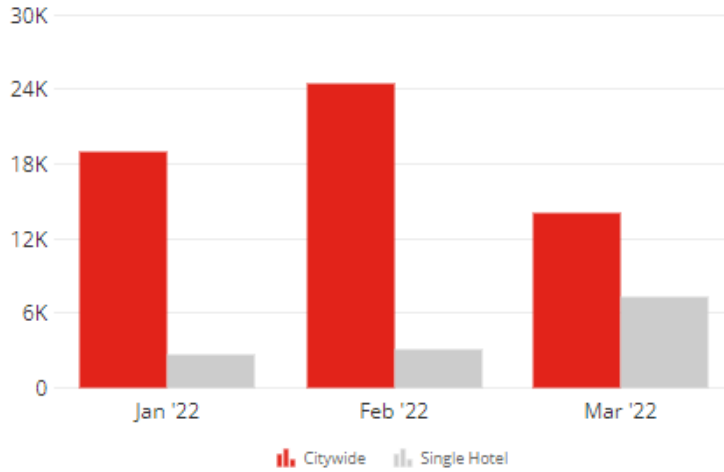


Definite Room Nights by Business Type

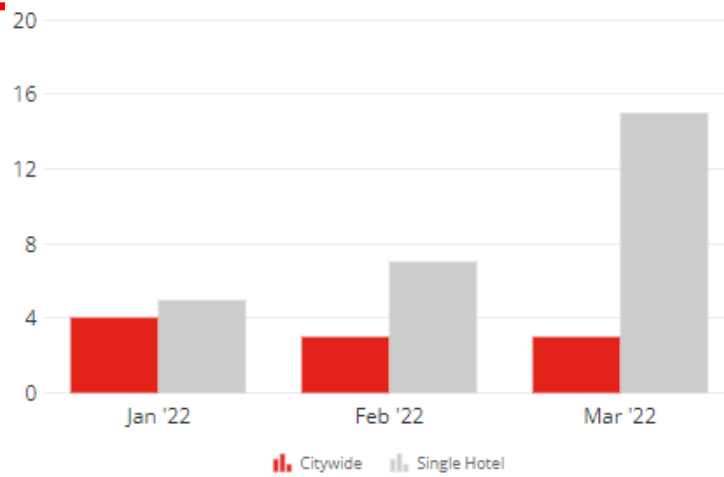


Production by Deployment

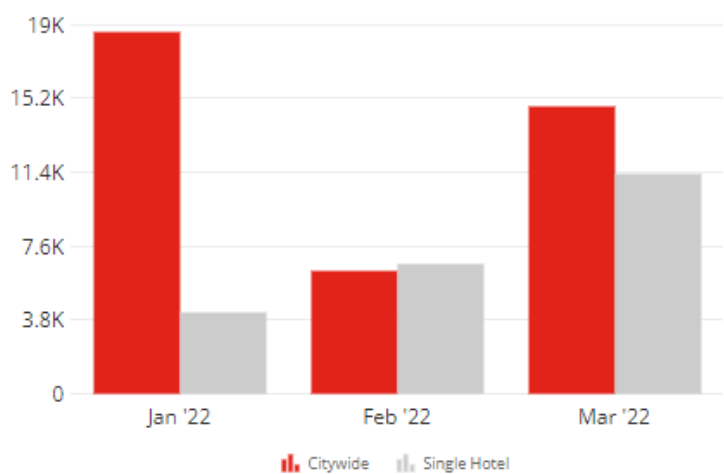
Definite Attendance by Deployment



Definite Number of Events by Deployment



Definite Room Nights by Deployment





Questions?

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