

DESTINATION
TORONTO.

SALES PRODUCTION REPORT

Business Events Sales
First Quarter 2024



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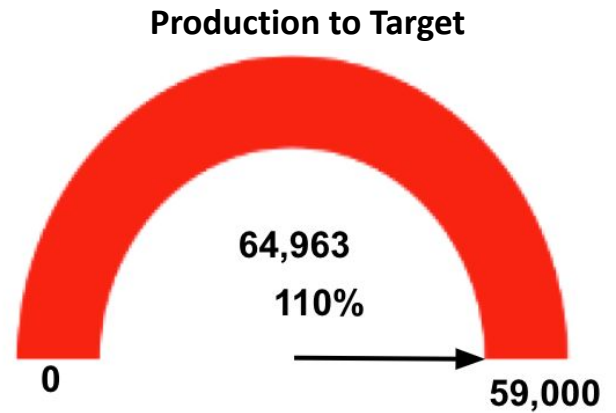
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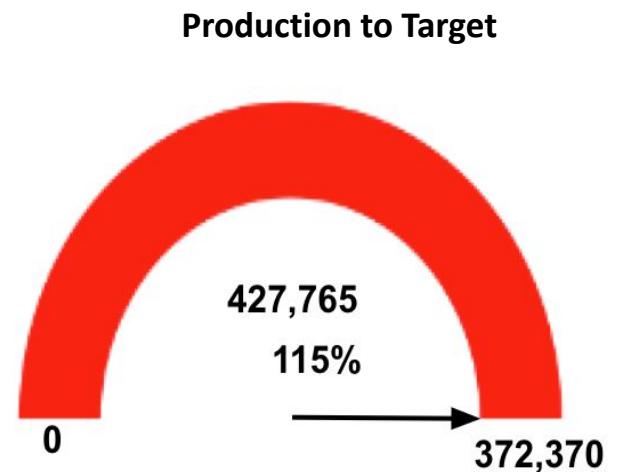
Q1 2024 SUMMARY

January 1 - March 31, 2024

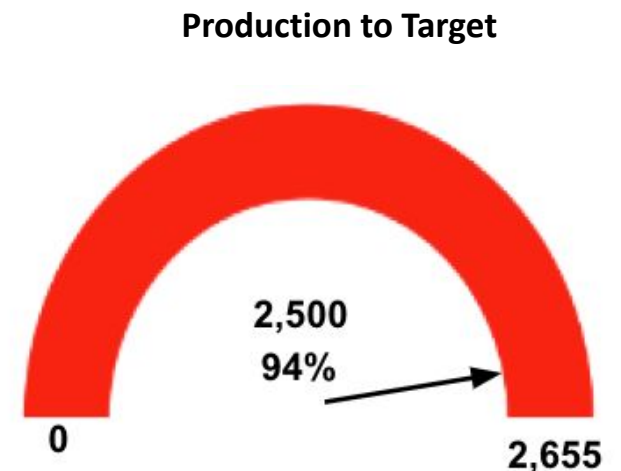
Definite	Quarter	YTD
Room Nights	64,963	64,963
Events	114	114
Attendance	53,192	53,192



Leads	Quarter	YTD
Room Nights	427,765	427,765
Events	309	309
Attendance	332,738	332,738

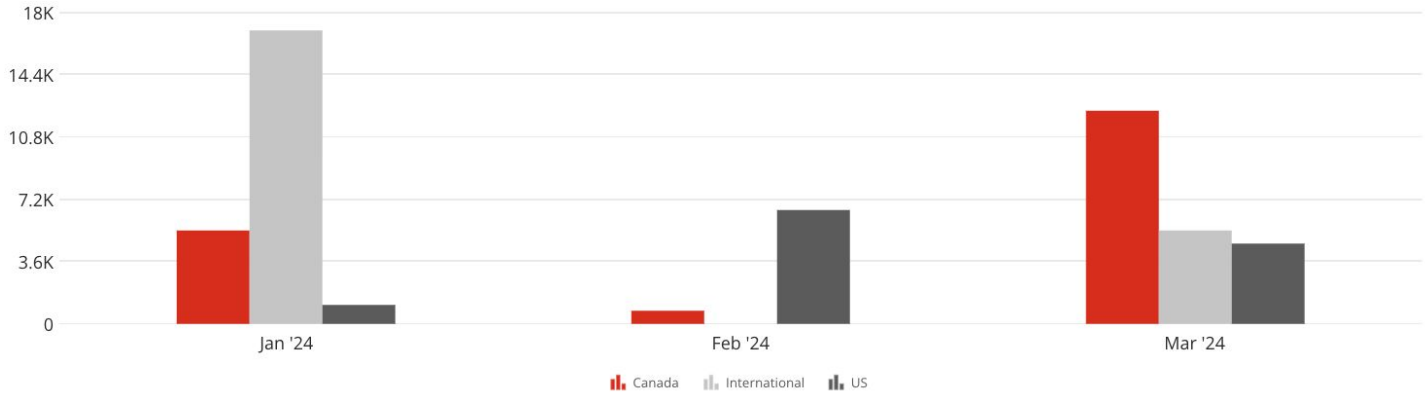


Prospecting Activities	Quarter	YTD
Total	2,500	2,500

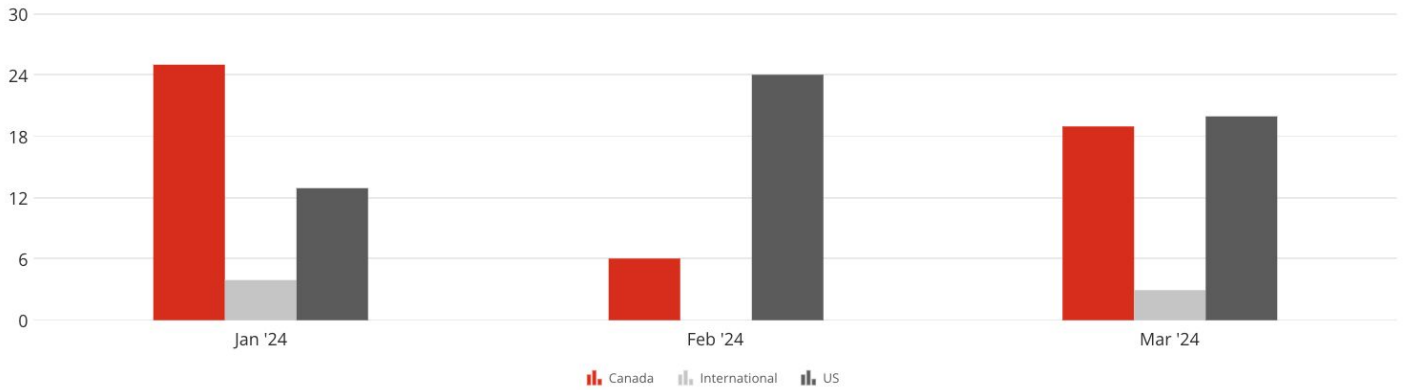


Production by Market

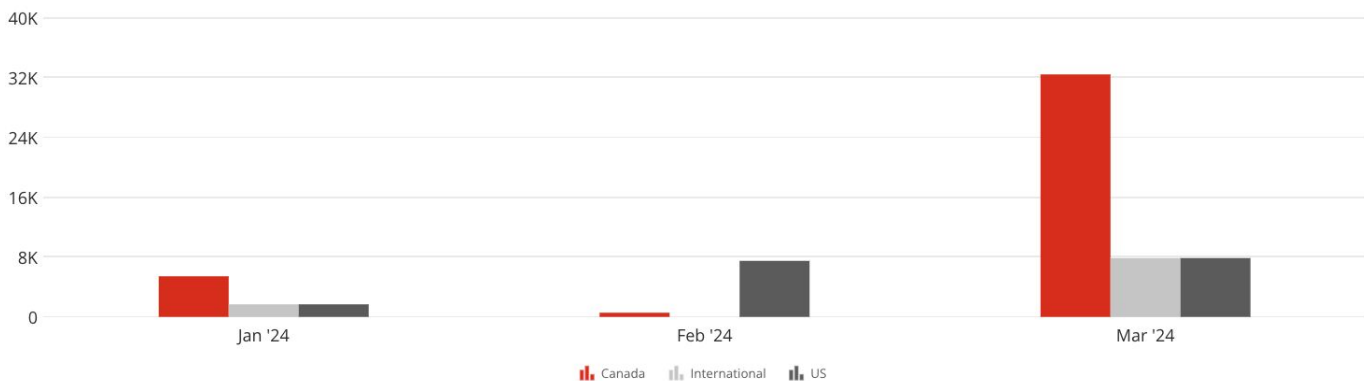
Definite Attendance by Market



Definite Number of Events by Market

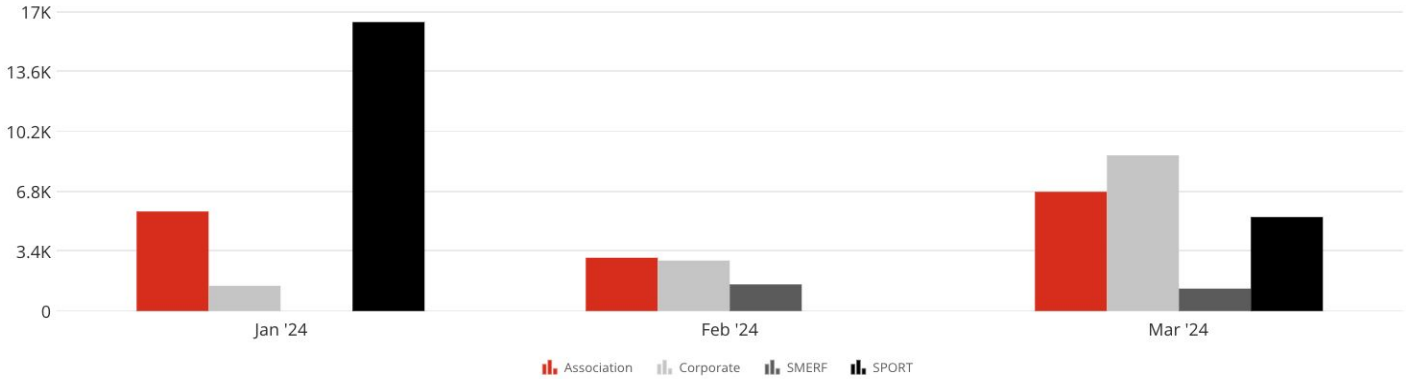


Definite Room Nights by Market

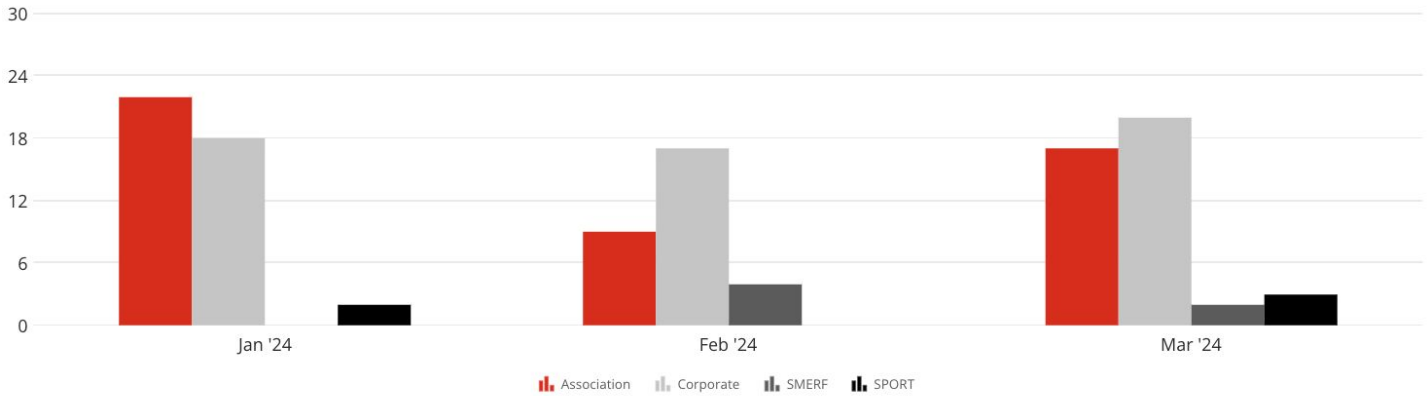


Production by Business Type

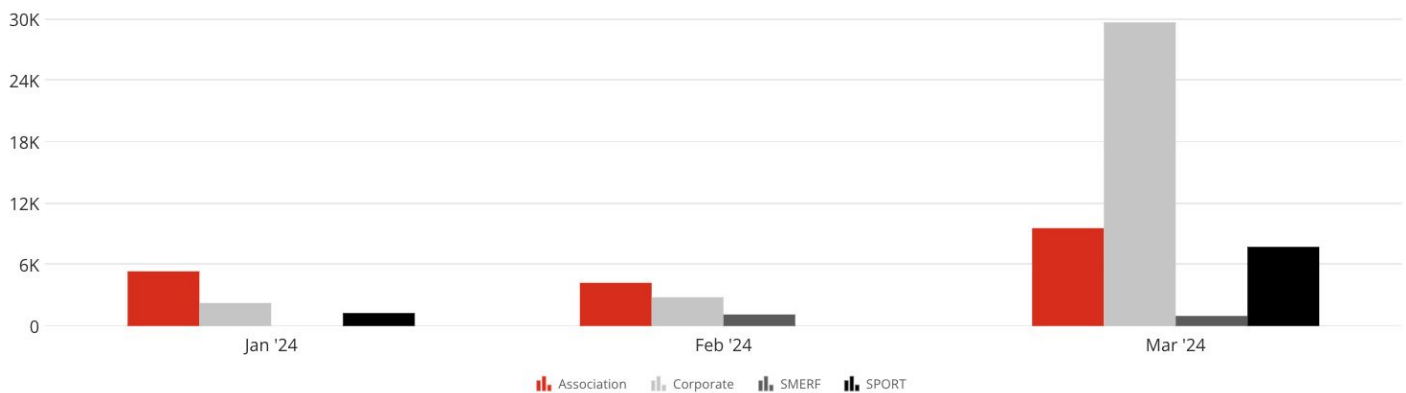
Definite Attendance by Business Type



Definite Number of Events by Business Type



Definite Room Nights by Business Type

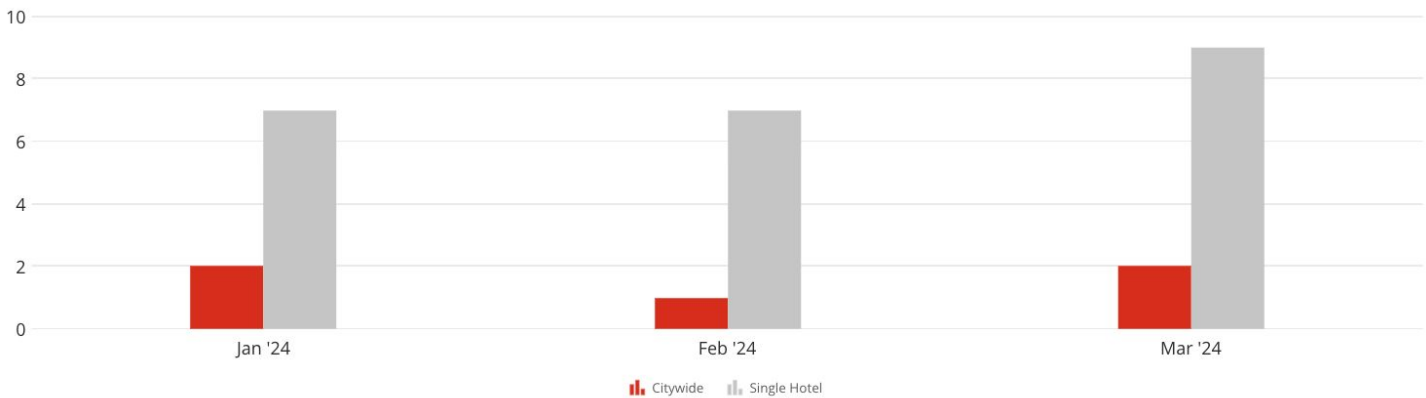


Production by Deployment

Definite Attendance by Deployment



Definite Number of Events by Deployment



Definite Room Nights by Deployment





Questions?

Please contact:
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