

DESTINATION
TORONTO.

SALES PRODUCTION REPORT

Business Events Sales
Fourth Quarter 2022



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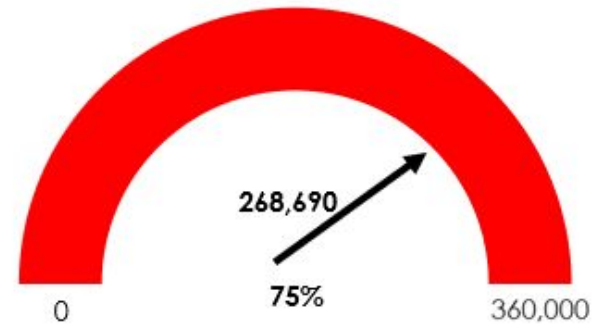
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Q4 2022 SUMMARY

Oct 1 - Dec 31, 2022

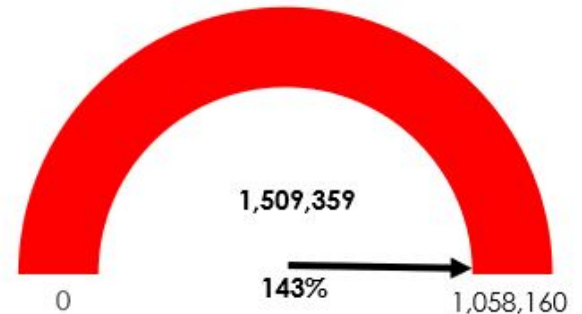
Definite	Quarter	YTD
Room Nights	87,588	268,690
Events	129	431
Attendance	68,856	242,236

Production to Target



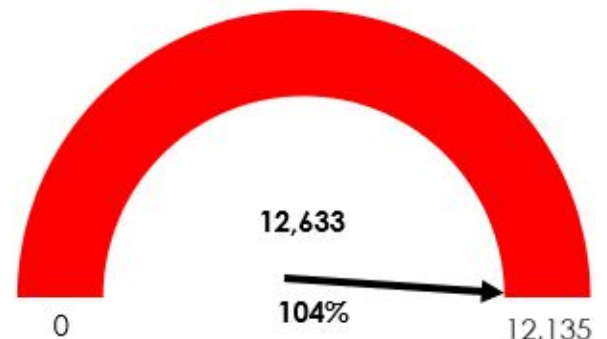
Leads	Quarter	YTD
Room Nights	304,294	1,509,359
Events	328	1155
Attendance	161,094	999,962

Production to Target



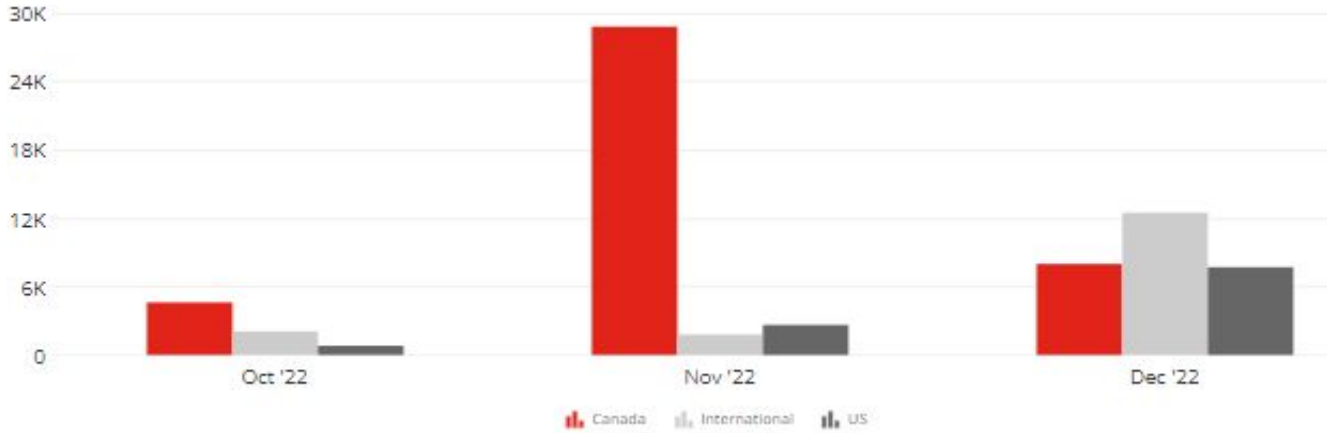
Prospecting Activities	Quarter	YTD
Total	3,932	12,633

Production to Target

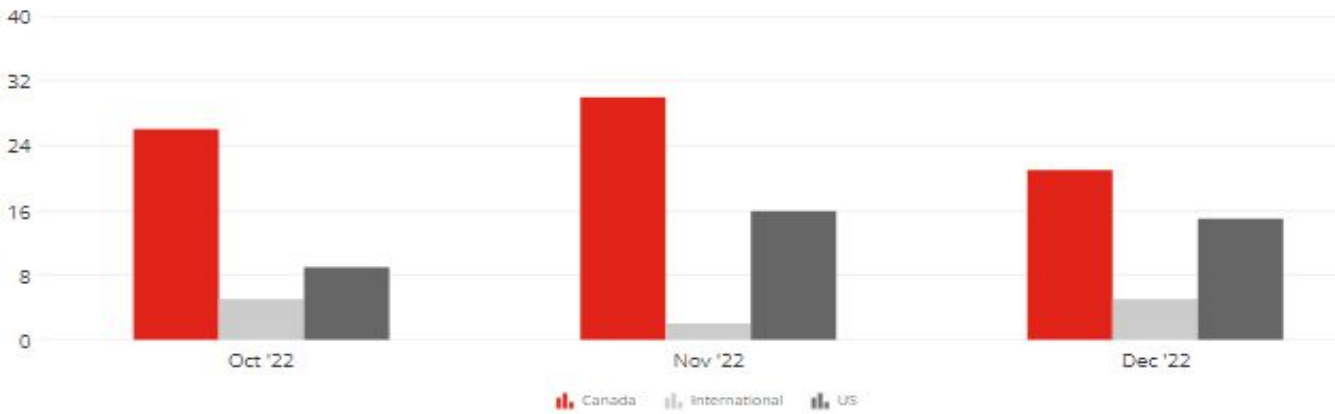


Production by Market

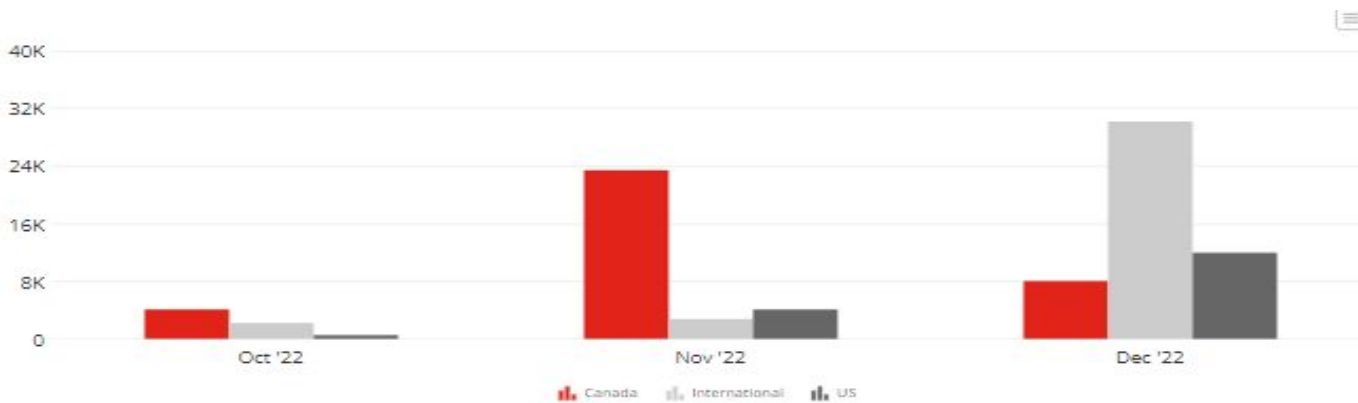
Definite Attendance by Market



Definite Number of Events by Market

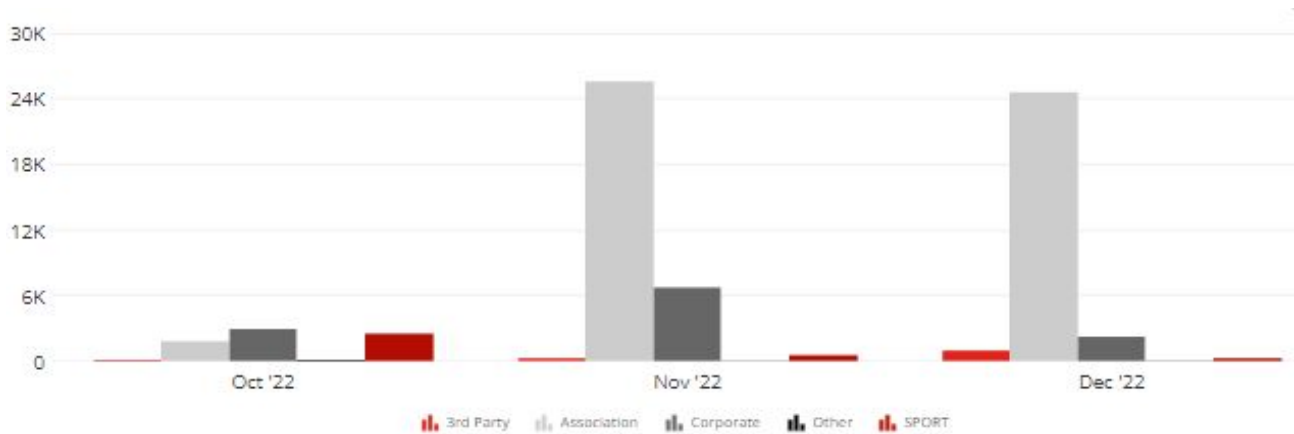


Definite Room Nights by Market

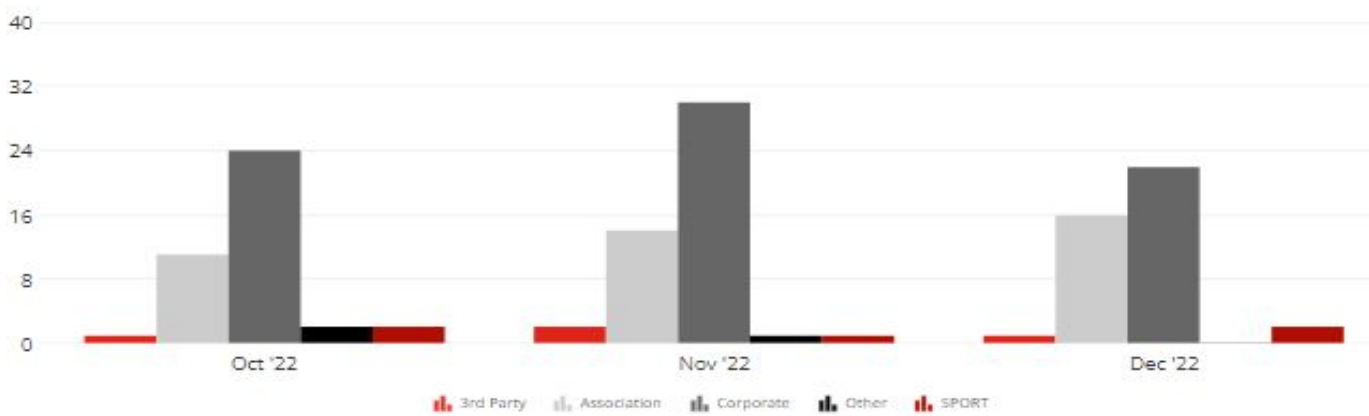


Production by Business Type

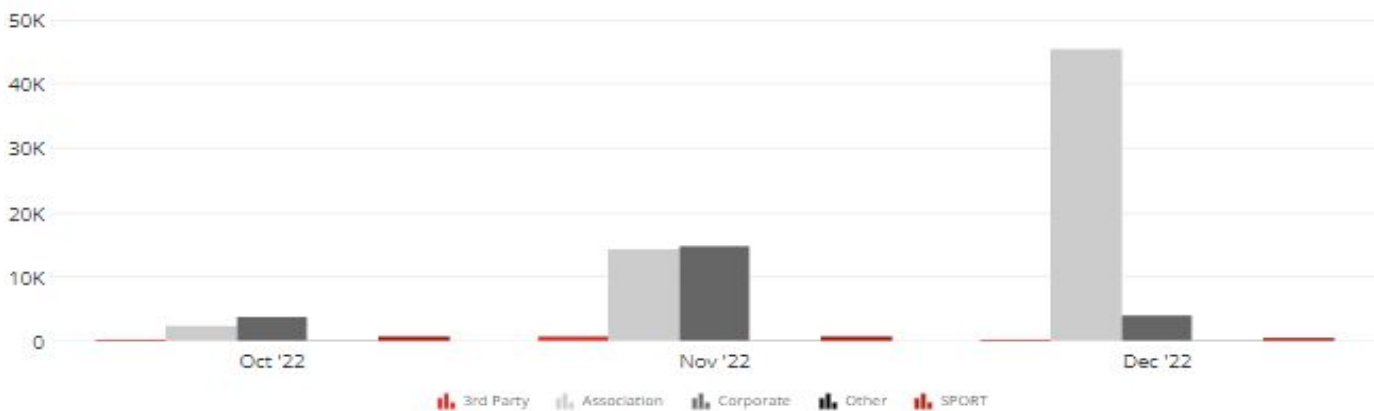
Definite Attendance by Business Type



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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