

**Core FY18-19 group sales initiatives and results include:**

1. The number of definite bookings (87) decreased by 3% from previous fiscal year bookings. Definite room nights booked (35,292) decreased by 6%, while number of delegates (42,186) increased by 2%.
2. The number of definite bookings using the Wilmington Convention Center (19) decreased by 44% from previous fiscal year bookings. Definite room nights booked using the WCC (8,240) decreased by 66%, while number of delegates (9,910) decreased by 61%. After the opening of Embassy Suites, we saw a spike in demand resulting in an unusually high number of bookings in FY 17-18. We were also impacted negatively by a very large event cancelation in 18-19 due to Hurricane Florence. Bookings in FY19-20 are returning to a more normalized level based on the available group room block inventory.
3. The number of leads (196) generated was flat from the previous fiscal year. Tentative room nights (88,438) increased by 13%, while number of delegates (82,877) increased by 12%.
4. Association groups booked continue to be the top market segment generating (36) bookings. Sports groups' booked showed an increase from 22 bookings in the previous fiscal year to (29), maintaining the second highest percentage of definite bookings.
5. There were (99) groups documented for lost business, a 15% decrease from FY17-18. These groups represented (41,728) room nights. Reported reasons for lost business include hotel and rental rates that are higher than our competitors, as well as canceled business due to Hurricane Florence.
6. Sales Manager trace activity for FY18-19 include 367 prospecting phone calls, 3,474 prospecting emails, 247 mailers, 164 sales calls and 31 site visits.

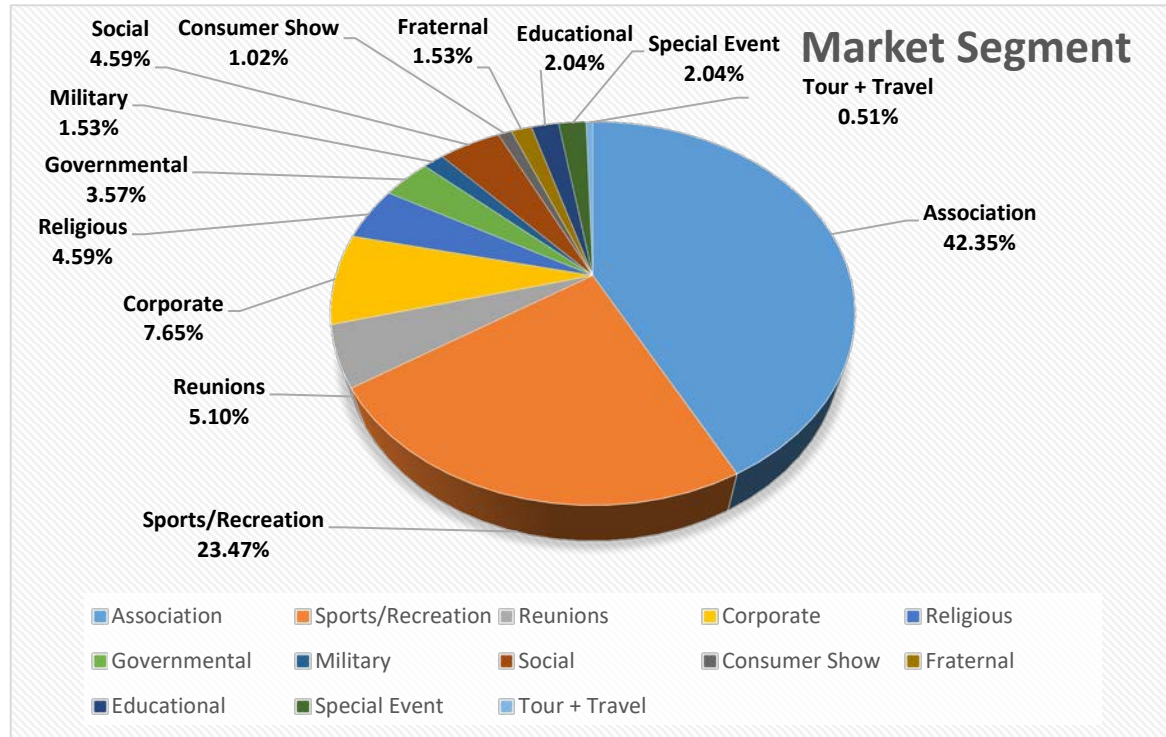
### Leads

2018-2019	2017-2018		2018-2019	2017-2018		2018-2019	2017-2018
Leads	Leads		Rooms	Rooms		Delegates	Delegates
196	196		88,438	78,470		82,877	72,820
0%			13%			12%	

### Market Segment

- Association
- Sports/Recreation
- Reunions
- Corporate
- Religious
- Governmental
- Military
- Social
- Consumer Show
- Fraternal
- Educational
- Special Event
- Tour + Travel

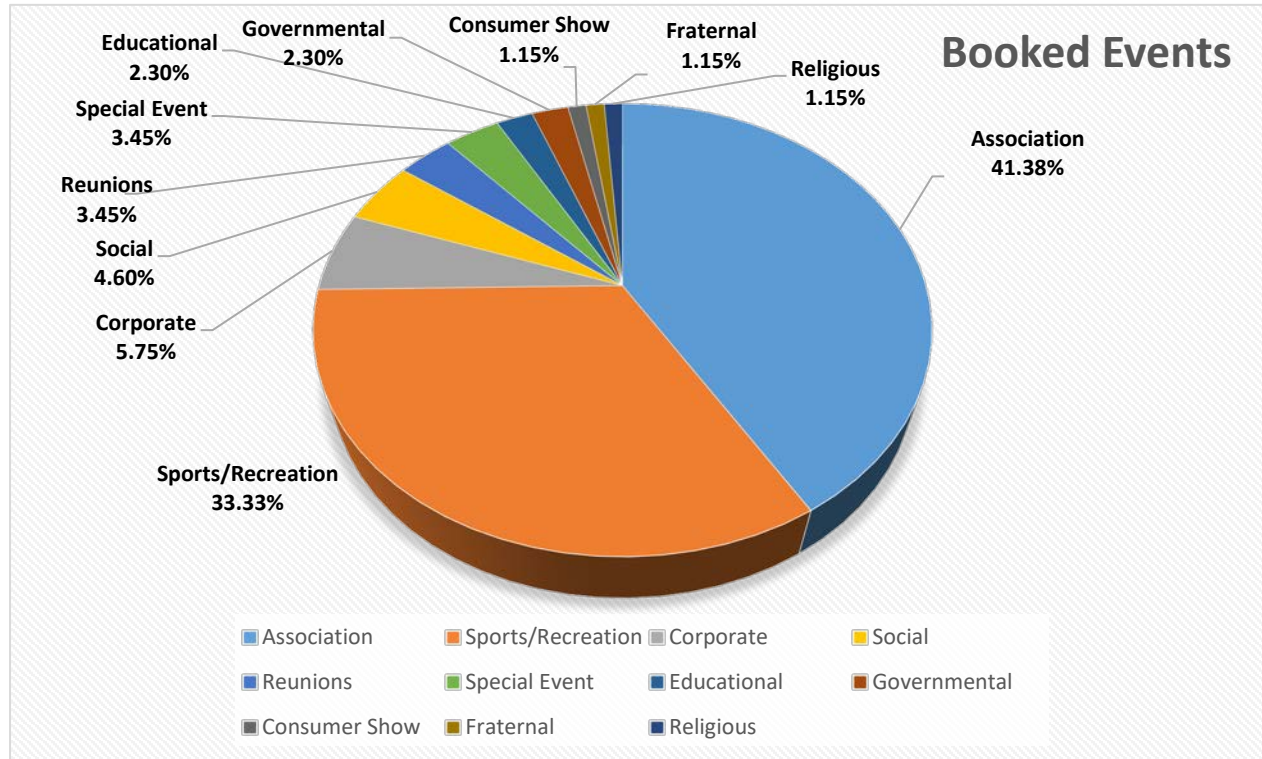
- 83
- 46
- 10
- 15
- 9
- 7
- 3
- 9
- 2
- 3
- 4
- 4
- 1



### Booked Events

2018-2019	2017-2018		2018-2019	2017-2018		2018-2019	2017-2018
Booked	Booked		Rooms	Rooms		Delegates	Delegates
87	92		35,292	37,730		42,186	41,303
<3%>			<6%>			2%	

Market Segment	Bookings
Association	36
Sports/Recreation	29
Corporate	5
Social	4
Reunions	3
Special Event	3
Educational	2
Governmental	2
Consumer Show	1
Fraternal	1
Religious	1



### WCC Booked Events

2018-2019	2017-2018		2018-2019	2017-2018		2018-2019	2017-2018
Booked	Booked		Rooms	Rooms		Delegates	Delegates
19	34		8,240	24,578		9,910	25,390
<44%>			<66%>			<61%>	

**Lost Business**

2018-2019	2017-2018		2018-2019	2017-2018		2018-2019	2017-2018
Lost	Lost		Rooms	Rooms		Delegates	Delegates
99	117		41,728	47,180		32,135	35,552
<15%>			<13%>			<10%>	

Lost Reason	Economic Impact	Lost Count
Location	\$33,810,405	51
Unknown	\$13,071,845	21
Cancelled Meeting	\$474,692	7
Dates Unavailable	\$2,320,403	5
Room rates too high	\$1,166,096	4
All under one roof	\$417,645	2
Meeting rates too high	\$223,305	2
No response to lead	\$57,402	2
Weather related	\$1,629,975	2
HDQ Hotel Size	\$1,238,124	1
Internal Politics	\$72,500	1
Lack of Meeting Space	\$376,142	1

