

Lost Business

2023-2024	2022-2023		2023-2024	2022-2023		2023-2024	2022-2023
Lost	Lost		Rooms	Rooms		Delegates	Delegates
95	82		35,811	44,562		30,797	27,646
16%			<20%>			11%	

Lost Reason	Lost Count
Cancelled Meeting	8
Dates Unavailable	10
Internal Politics	5
Lack of Available Rooms	2
Lack of Facilities	1
Lack of Meeting Space	4
Location	41
Meeting Rates Too High	3
No Large Hotel/Center	2
No Response to Lead	2
Preferred Date Unavailable	2
Room Rates Too High	14
Seasonal Rates	1

