

A LOOK BACK | DESTINATION GROUP SALES

- The number of FY23-24 definite bookings (93) increased by 12% from previous fiscal year bookings. Definite room nights booked (41,971) increased by 6%, while delegates (55,577) increased by 14%.
- The number of FY23-24 definite bookings using the Wilmington Convention Center (34) increased by 17% from previous fiscal year bookings. Definite room nights booked using the WCC (Wilmington Convention Center) (29,407) increased by 49%.
- The number of FY23-24 leads (188) increased by 4%. The number of room nights associated with the leads (68,202) increased by 4% and delegates decreased by 18%.
- Association groups continue to be the top market segment, generating 105 bookings. Sports groups generated 19 bookings, maintaining the second highest percentage of definite bookings.
- There were 95 groups documented for lost business, a 16% increase. These groups represented 35,811 lost room nights, a 20% decrease from last fiscal year. Reported reasons for lost business remain consistent: higher rates compared to competitors, lack of available downtown hotel rooms, dates not available and not enough committable rooms offered for groups by hotels.
- Sales staff hosted a Sports FAM tour in March with 6 attendees resulting in 3 leads so far.
- Staff sent 3,290 email solicitations and made than 482 sales calls and follow-up calls, staff also attended more than 236 industry events for networking purposes.