



Montgomery, MD

VISIT MONTGOMERY

# SALES PRODUCTION REPORT

Mid Fiscal Year 2023

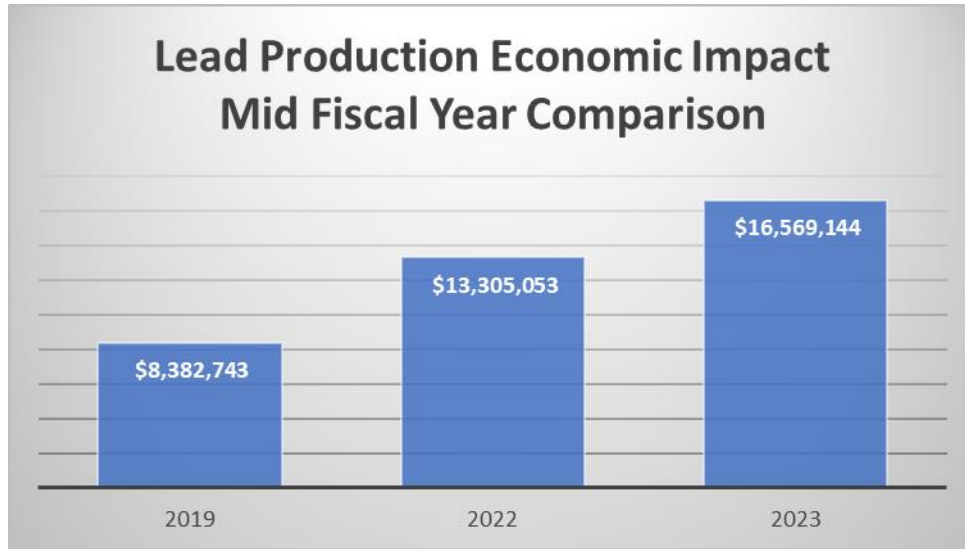
**Lee Callicutt - Destination Sales Manager**

Supports: Tour and Travel, Social, Military, Associations, Educational, Sports, Religious, Fraternal and Ethnic

**Trek Bookter - Destination Sales Manager**

Supports: Corporate, Pharma, Government, and Associations

# LEAD PRODUCTION REPORT – MID FY 2023

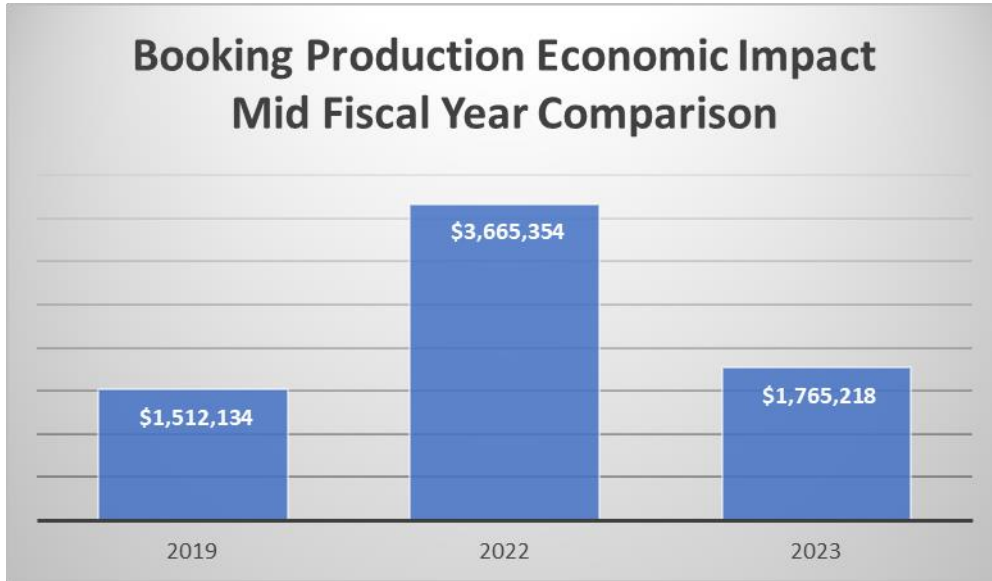


**MID FISCAL YEAR  
2023 TOP 5 MARKET  
SEGMENTS**

- Tour & Travel – 96
- Bio-Tech – 39
- Association – 34
- Educational – 23
- Corporate - 15

Lead Production Detail	2019	2022	2023
<b>Leads</b>	206	180	246
<b>Room Nights</b>	52,496	62,276	72,138
<b>Economic Impact</b>	\$ 8,382,743	\$ 13,305,053	\$ 16,569,144

# BOOKING PRODUCTION REPORT – MID FY 2023



**MID FISCAL YEAR  
2023 TOP 5 MARKET  
SEGMENTS**

- Tour & Travel – 50
- Bio-Tech – 22
- Association – 7
- Educational – 6
- Sports/Competition - 6

Booking Production Detail	2019	2022	2023
<b>Bookings</b>	72	84	101
<b>Room Nights</b>	12,583	18,715	9,950
<b>Economic Impact</b>	\$ 1,512,134	\$ 3,665,354	\$ 1,765,218