



Sales Production Report

March 2024

Lee Callicutt – Senior 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 – March 2024

March 2024 Lead Recap			
Lead Production Detail			
	Number of Leads	Roomnights	Economic Impact
	40	21,928	\$5,087,478
Market Segment	Source Code		
Association	10	Book My Group	11
Bio-Tech	1	Cvent	8
Corporate	3	Cvent Conference Direct	3
Educational	5	Cvent HelmsBriscoe	12
Government	2	Direct to Sales	3
Health	3	SYTA	2
Multi-Cultural	1	Tradeshow	1
Social	1		
Tour& Travel	14		

Booking Production Report – March 2024

March 2024 Booking Recap			
Booking Production Detail			
	Number of Bookings	Roomnights	Economic Impact
	24	3,132	\$559,121
Market Segment	Source Code		
Association	1	Book My Group	7
Educational	4	Cvent	1
Government	2	Cvent Conference Direct	1
Health	1	Cvent Helms Briscoe	2
Social	1	Direct to Sales	4
Tour& Travel	15	NTA	1
		Sales Mission	1
		SYTA	7