

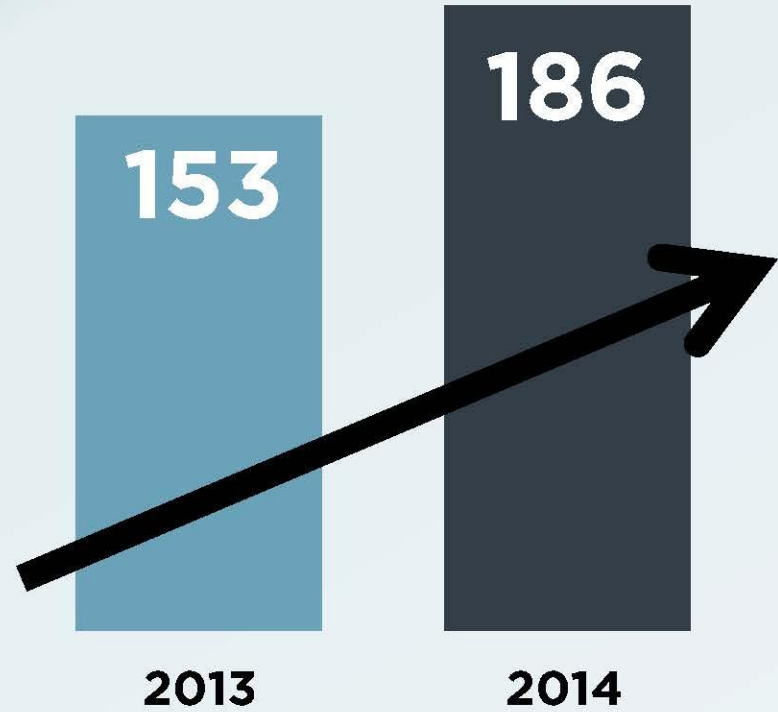


# CONVENTION SALES

A wide-angle photograph of a large, brightly lit convention hall. Numerous round tables are arranged throughout the room, each covered with a black tablecloth and set with white plates, glasses of water, and orange juice. People, mostly in business attire, are seated at the tables, engaged in conversation or eating. The room features a high ceiling with a grid of recessed lights and several large, ornate chandeliers. A blue semi-transparent banner with the text 'CONVENTION SALES' in large, white, sans-serif capital letters is centered across the middle of the image. In the background, there are blue walls and more tables extending into the distance. Some table numbers like 602, 603, and 604 are visible.

# Sales Leads

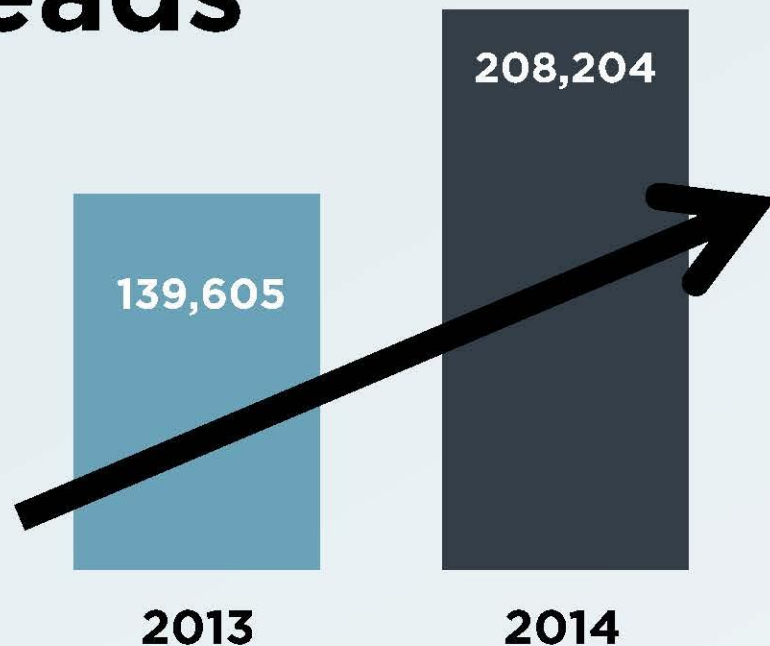
**22%**  
**INCREASE**





# Room Night Leads

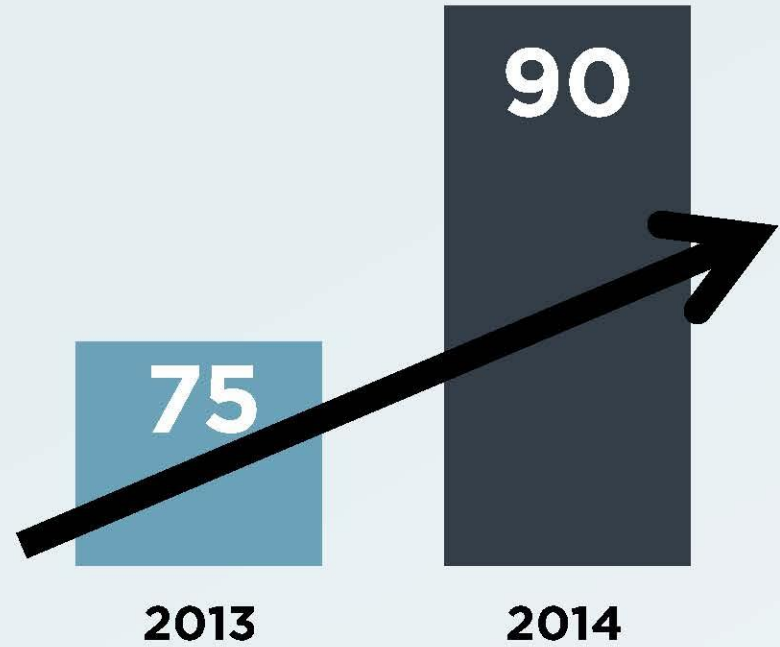
**49%**  
**INCREASE**



# Bookings

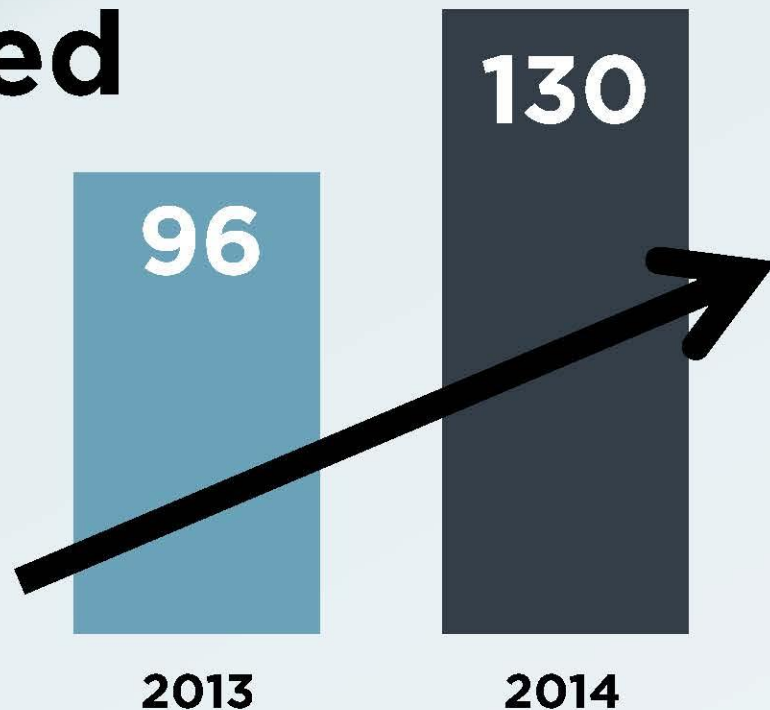
(Convention/Sports/Equine)

**20%**  
**INCREASE**



# Groups Serviced

**35%**  
**INCREASE**

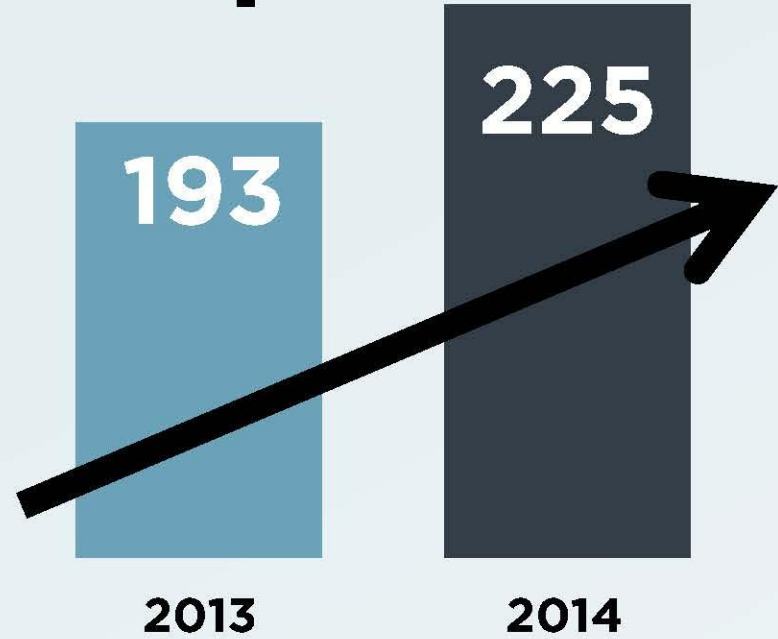




# TOURISM SALES

# Booked Tour Groups

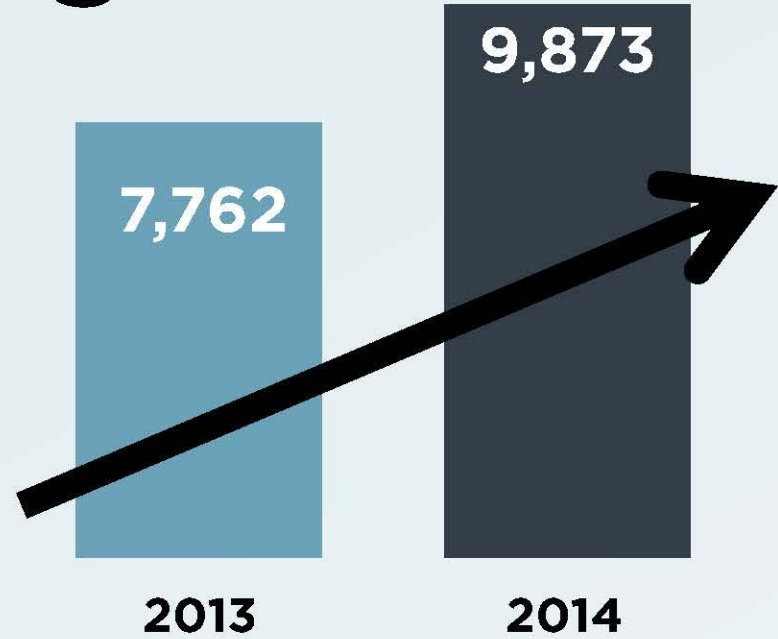
**17%**  
**INCREASE**





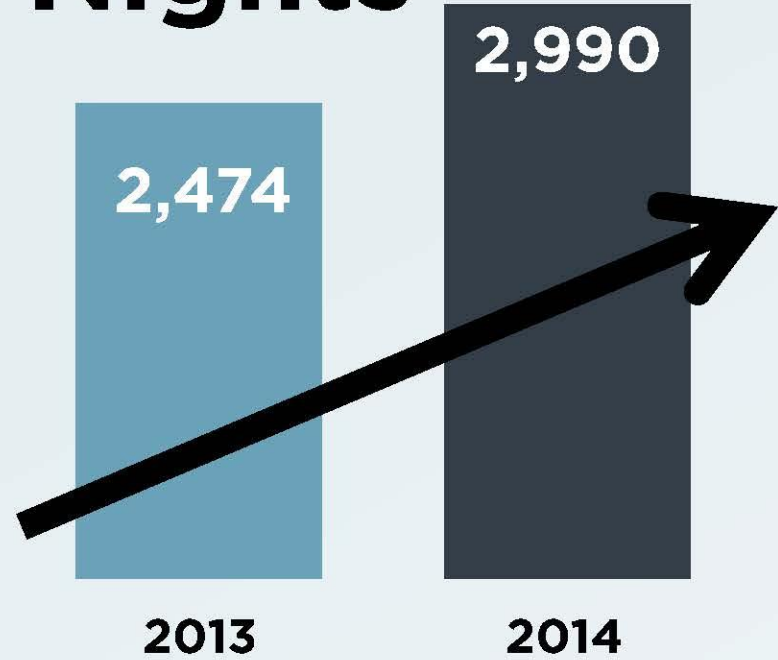
# Booked Passengers

**27%**  
**INCREASE**



# Booked Room Nights

**21%**  
**INCREASE**

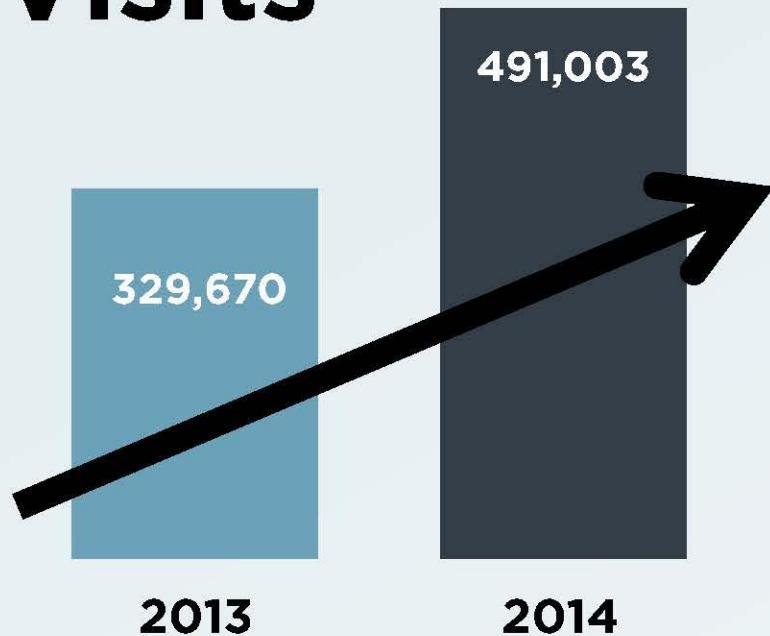




# MARKETING & COMMUNICATIONS

# Total Website Visits

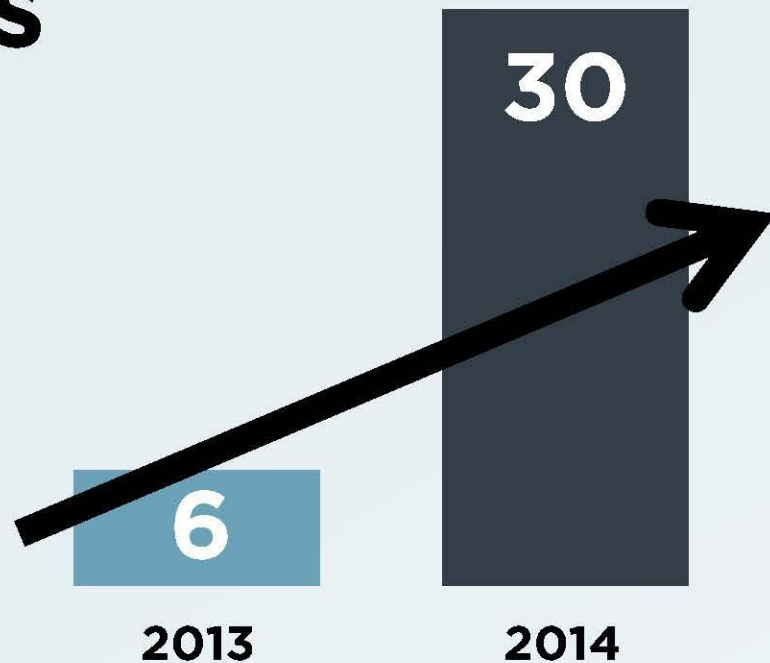
**49%**  
**INCREASE**





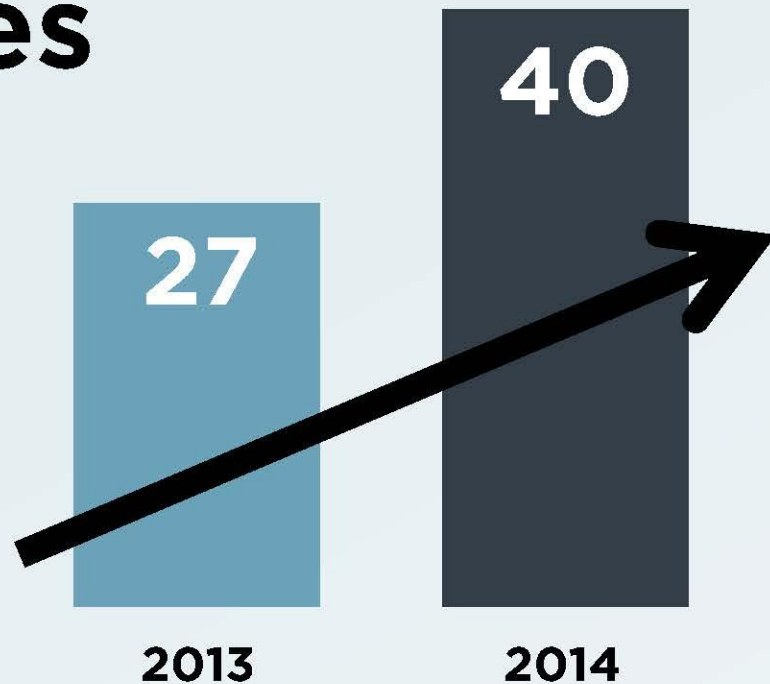
# Pitched Stories

**400%  
INCREASE**



# Assisted Stories

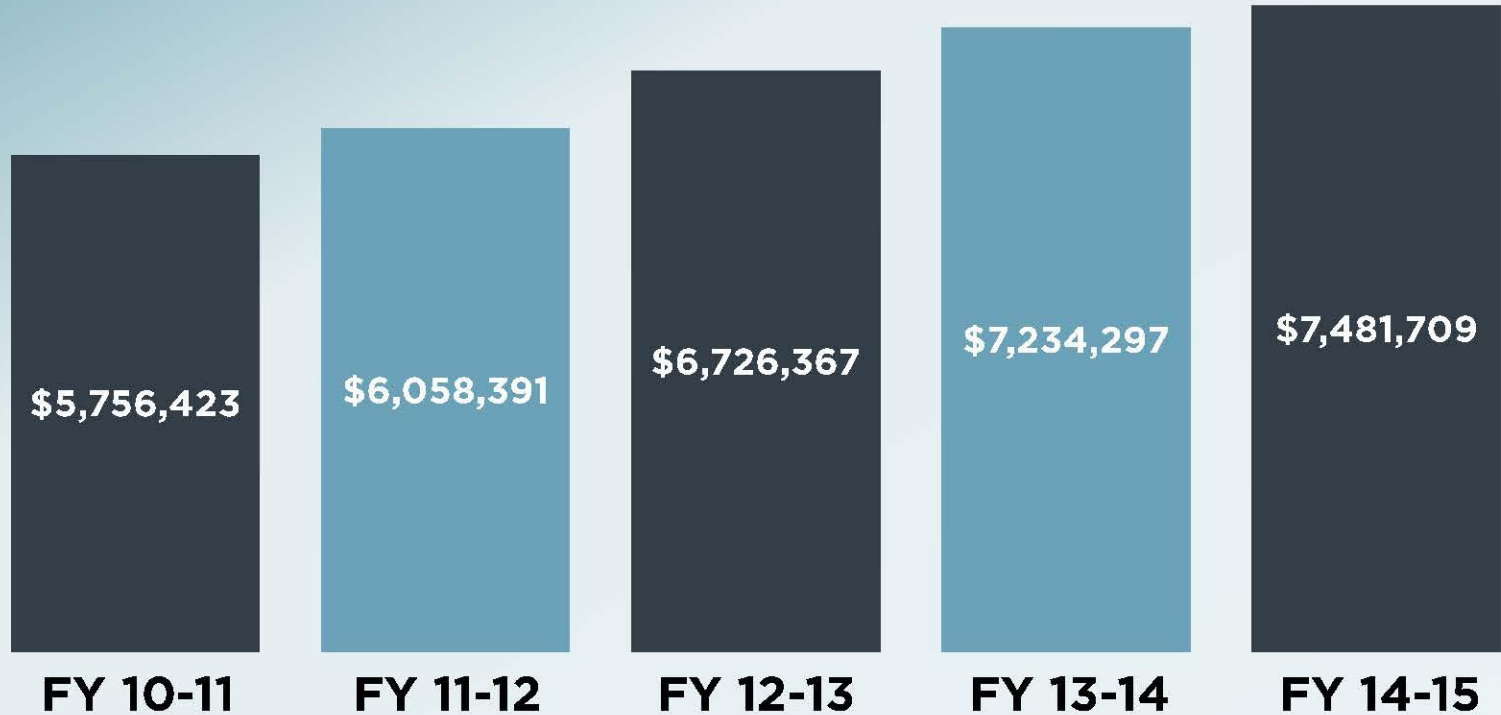
**48%**  
**INCREASE**





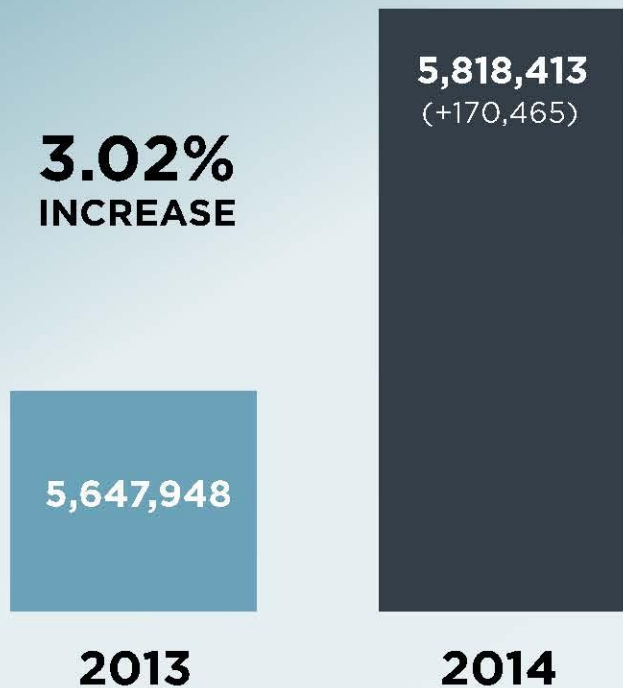
41.316	60	4.3
7.119	60	33.0
126.499	60	2.8
1.145.671	60	-21,6
9.910.418	60	-31,6
51.751	60	-23,6
1.621	33	-5,3
<b>2.077.616</b>	<b>60</b>	<b>-13,3</b>
13.041	60	-11,0
<b>32.835.108</b>	<b>60</b>	<b>-9,8</b>
<b>7.507.380</b>	<b>60</b>	<b>2,95</b>
<b>4.165.902</b>	<b>60</b>	<b>-13,64</b>
552	60	-6,11
800	56	-5,88
<b>.636.888</b>	<b>60</b>	<b>-9,86</b>

# Total Hotel-Motel Tax Collections at 5.5%

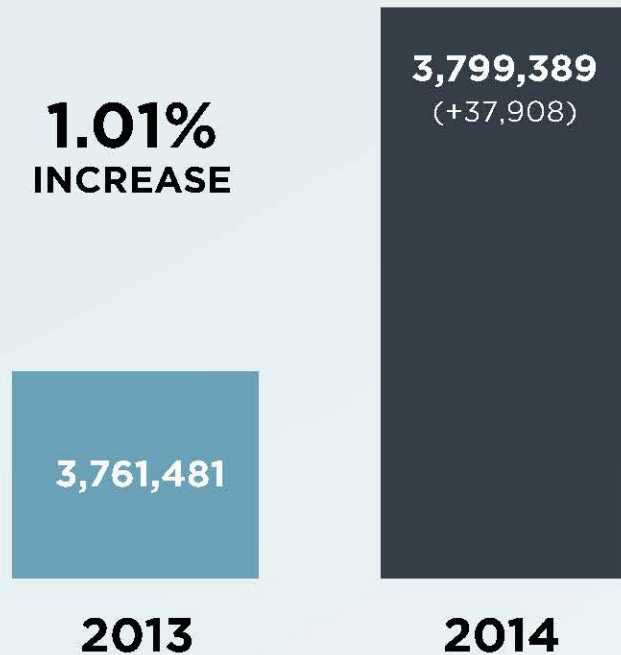




# Supply



# Demand



# Revenue

**6.49%**  
**INCREASE**

