

## Monthly TDC Updates- Convention Sales & Services

November 1- November 30, 2018 & December 1- December 31, 2018



### Convention Sales Metrics:

FY 18-19 Room Night & Actualization Goal		Actual FY 18- 19 Room Night Production	% to Goal	Actual FY 18- 19 Room Night Actualization	% to Goal
89,250	November Monthly Total	5,122		1,292	
	December Monthly Total	11,081		54	
	<b>Fiscal Year to Date</b>	<b>24,179</b>	<b>27.09%</b>	<b>8,468</b>	<b>9.48%</b>

November REVPAR (December STR reports 12/21): **\$11.09 (-18.8%)**; Negative YOY growth impacted by presence of Hurricane Irma extended LOS recovery groups that lasted until the middle of November. The market also showed negative index growth as it had previous year compression created by well attended Jags home games.

Percent of room night production & actualization that is new business: **80.3 % New Business.**

### Convention Services Goals:

	Groups Served	Services Definites	Services RN Production	Services Referrals	Services Survey Results
November Monthly Total	12	4	824	19	5.0 out of 5.0 (1 received)
December Monthly Total	4	0	0	57	5.0 out of 5.0 (1 received)
<b>Fiscal Year to Date</b>	<b>39</b>	<b>6</b>	<b>2,520</b>	<b>143</b>	<b>5.0 out of 5.0 (4 received)</b>

### Additional Services Information:

	November 2018	December 2018
Group Fulfillments:	6	2
Partner Site Visits:	6	24
Planning Site Visits:	5	2

### Summary Financial Information:

See Budget to Actual Expenses Summary for October, November & December.