

Monthly Updates- Convention Sales & Services

Apr 2019



TDC Performance Requirements:

PERFORMANCE MEASURES	GOAL	EXPECTED YTD	ACTUAL YTD	% OF ANNUAL GOAL
Room Night Production	89,250	52,063	63,061	70.7%
Room Night Actualization	89,250	52,063	41,016	46.0%
RevPar	\$14.58	N/A	\$15.25	104.6%
Percent of New Business for RN	50%	50%	84.1%	168.2%

** Final room night actualization has not been reported for April groups that occurred towards the end of the month. The number will increase once all groups pickup is in.

RevPAR Notes:

RevPAR: RevPAR for March was \$26.10 (+26.4% over March 2018). Majority of the impact was supported by special events in the start of the month, however, the shift in Spring Breaks throughout the region helped support occupancy growth in the latter part of March as well. The STR Report will not be available for the April numbers until mid-May.

Convention Services Production:

NUMBER OF GROUPS SERVICED	SERVICES DEFINITES	SERVICES RN PRODUCTION	SERVICES REFERRALS	SERVICES SURVEY RESULTS
15	3	2,552	121	4.75 of 5 YTD

Additional Services Provided:

GROUP FULFILLMENTS	PARTNER SITE VISITS	PLANNING SITE VISITS
17	7	5

Financial Information:

See Budget to Actual Expenses Summary through April 2019.