

Convention Sales & Services Quarterly Update

Quarter 2: January – March 2019



TDC Performance Requirements:

PERFORMANCE MEASURES	GOAL	EXPECTED QTR 2 (JAN-MAR)	ACTUAL QTR 2	FYTD TOTAL	FYTD % OF ANNUAL GOAL
Room Night Production	89,250	22,313	32,104	56,633	63.5%
Room Night Actualization	89,250	22,313	23,506	32,497	36.4%
RevPar	\$14.58	N/A	\$19.02	\$15.25	104.6%
Percent of New Business for RN	50%	50%	81% new (51 of 63 are new bookings)	80.2% new (105 of 131 are new bookings)	N/A

Q2 RevPAR Notes:

After a sluggish start to the 2nd Quarter, March provided a substantial REVPAR rebound with more than a \$5 growth over March 2018 (+26.4%) in group segmentation. 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.

Sales Activities FYTD:

NUMBER OF LEADS RECEIVED	NUMBER OF SITE VISITS CONDUCTED	NUMBER OF BOOKINGS	TRADESHOW / SALES MISSIONS ATTENDED	RFPs FROM TRAVEL EFFORTS
359	52	127	22	40

Total DEFINITE Room Nights from Travel Efforts = 708

708 room nights as a result of travel efforts resulted in tourist spending in Duval County of approximately **\$153,000**.

Total room nights for Sales Managers as a result of both prior travel and local efforts of 56,633 result in tourist spending totaling approximately **\$12,225,932** FYTD.

Convention Services Production FYTD:

NUMBER OF GROUPS SERVICED	SERVICES DEFINITES	SERVICES RN PRODUCTION	SERVICES REFERRALS	SERVICES SURVEY RESULTS	SERVICED GROUPS COMMITTED TO RETURN
100	10	3,997	433	4.95/5.0 (11 received)	14

Additional Services Provided FYTD:

GROUP FULFILLMENTS	PARTNER SITE VISITS	PLANNING SITE VISITS
75	57	26

Additional Significant Q2 Accomplishments:**Media Coverage:**

Meetings Today Magazine: All About Experience – Florida Tourism Leaders pinpoint trends for 2019

Convention South: It's Time to Meet Yourself in Jax!

Aspire Magazine: RCMA Community News

Noteworthy Contracted Groups:

Anixter: December 2019 = 1254 Room Nights

Skills USA: April 2021, 2022, 2023 - 2250 Rooms Nights each booking = 6750 Total Room Nights

National Rural Electric Cooperative Assn: May 2023 = 2215 Room Nights

Shakespeare Assn: April 2022 = 2205 Room Nights

Noteworthy Conference Services Activities:

Conducted Spring / PLAYERS FAM – with 6 national meeting planners for 3 days of site tours, meals, and activities

Hosted 18 clients in conjunction with the NCAA March Madness Playoffs for 3 days

Increased Visit Jacksonville Attendee Passport to 20 community partner participants