

MEETINGS & CONVENTIONS

JUNE 2000 Report

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Director of Sales

TRADE SHOWS

Springtime in the Park, Washington, DC (May 30 - June 2)

We did well at the show, but it could have been better if there had been a Florida section. The meeting planners were lost trying to find Florida properties, 34 leads were generated. We also attended the Potomac Chapter of Meeting Planners International monthly luncheon and did a short presentation for our area. The luncheon had a great attendance of 350 persons.

Chicago Destination Showcase, Chicago, IL (June 27-30)

We were very busy for the entire show. Several planners arrived with specs in hand requesting bids from the hotels. The planners feel comfortable at this show which is only for CVB's. We generated 48 leads during the show. There were 275 planners in attendance.

SITE VISITS

National Bark & Soil Producers - June 18-20, 2000

UPCOMING TRADE SHOWS

- **Meeting Planners International** July 8-12, 2000 / Los Angeles, CA
- **FL Society Association Executives** July 12-15, 2000 / Sanibel, FL
- **Meeting World** July 25-28, 2000 / New York City, NY
- **ASAE** August 12-15, 2000 / Orlando, FL
- **MPI State Conference** August 23-27, 2000 / Boca Raton, FL

FUTURE SALES MISSIONS

Dallas, TX - July 24 - 28, 2000

Tallahassee, FL - August 7 - 11, 2000

DEFINITE ROOM NIGHTS BOOKED

GROUP	DATES	ROOM NIGHTS	LOCATION BOOKED
Meetings Plus	May 25-28, 2000	12	Hampton Inn
Materials Sciences Corp.	Feb 18-23, 2001	460	Bellevue Biltmore
Capitol Marketing Concepts	Dec 13-17, 2000	150	Don CeSar
Multistate Tax Comm.	March 17-23, 2001	420	Hilton St. Petersburg
Faith Christian Fellowship	April 2-5, 2001	90	Bellevue Biltmore
America's SAP Users	Oct 1-4, 2000	600	Tradewinds
SAE International	Nov 14-17, 2000	35	Tradewinds
FL Department of Health	Oct 22-25, 2000	190	Sirata
FL Special Needs Assn.	Feb 13-16, 2001	400	Safety Harbor Spa
SPX Power Team	Feb 3-7, 2001	136	Sirata
TOTAL		2493	

TOTAL ROOM REVENUE: **\$4,928,087 (1999/2000)** **\$2,482,834 (1998/99)**

TOTAL ROOMS: **38,459 (1999/2000)** **34,925 (1998/99)**

TOTAL COUNTY IMPACT FOR 1999/2000: **\$7,849,762**

MAY 2000 LEADS

<u>Group Name</u>	<u>Date</u>	<u>Room Nights</u>
▪ NFL Europe	March 2001	6500
▪ FL Department of Health	October 2000	200
▪ FL Special Needs Assn.	February 2001	400
▪ SPX Power Team	January 2001	160
▪ Assn. Of Public Safety Communications	April 2001	495
▪ Alliance for Children & Families	January 2001	100
▪ Signs by Tomorrow	February 2001	505
▪ Assn. For Contingency Planners	May 2002	600
▪ Financial Women International	September 2003	1352
▪ American Diagnostic Sonographers	February 2002	228
▪ FL Dep't Environmental Protection	September 2000	100
▪ American Assn. Marriage & Family Therapy	March 2001 & 2002	800
▪ Folk Alliance	February 2006	1340

▪ Lutheran Trust	March 2002	615
▪ National Academy of Arbitrators	October 2001	470
▪ International Network of Children & Families	February 2001	60
▪ Aramcobrads, Inc.	May 2003	1600
▪ Vietnam Vets of America	August 2004	844
▪ Public Sector Group Meeting	November 2000	110
▪ Church of the Living God	July 2001	1000
▪ SAE International	March 2001	390
▪ InResonance.com	November 2000	194
▪ ACC Basketball	March 2007	11900
▪ Spring on the Flats	March 2001	30
▪ National Fish & Wildlife	March 2001	50
▪ South East Assn. Of Service Master	June 2002	532
▪ Incentico, Inc.	January 2001	490
▪ ICBA Credit Life	November 2000	40
▪ TOTAL.....		31,105

LEADS FOR MONTH 1999/2000: 29 YTD: 238

LEADS FOR MONTH 1998/1999: 17 YTD: 206