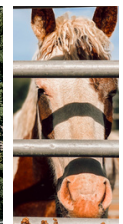
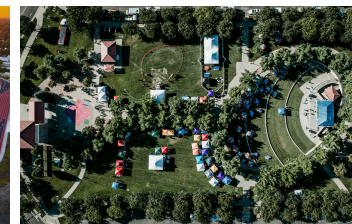
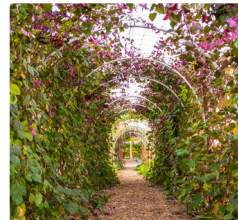


# Monthly Sales Report

## Notes

- Destination Analysis 2025 Registration is OPEN!
- Save the Dates!
  - Spring FAM 3/21-23/2025
  - Fall FAM 9/12-14/2025
- CRM MIGRATION TRAINING BEGINS IN JANUARY
- CalSAE Seasonal Spectacular Highlights:
  - At least 110 expo booth visitors w/ 110 cards to the RCPD PAL Christmas in Cordova Program written
  - \$330 donated to the Rancho Cordova Food Locker
  - EXCHANGE appointments with CA Charter Schools Association, CSDA, SCOE, California Fire Chiefs Association, CA-NV Section AWWA, CA Association for Adult Day Services, Head Start California, CA State Department of Justice-Office of the AG, BioPharmaceutical Emerging Best Practices Association
- SITE SoCal Holiday Event Highlights:
  - We were recognized as part of the California Dreaming Package with the CA DMO Alliance, and had many touchpoints with planners we've met with throughout the year who were glad to see we had a presence.



## Highlights

### Lead Generation

- Leads MTD: 12
- Leads YTD: 185
- Lead room night generation MTD: 20,289
- Lead room night generation YTD: 68,678
- Confirmed Leads YTD: 90

### Meetings & Events

- CalSAE Seasonal Spectacular
- Simpleview CRM Migration
- SITE SoCal Holiday Event
- RC Chamber Board Retreat

### What's Next

- Simpleview CRM Migration
- Northstar Meetings IPEC