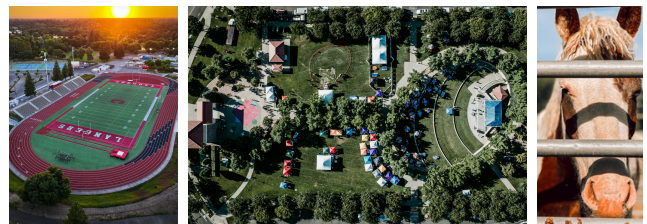
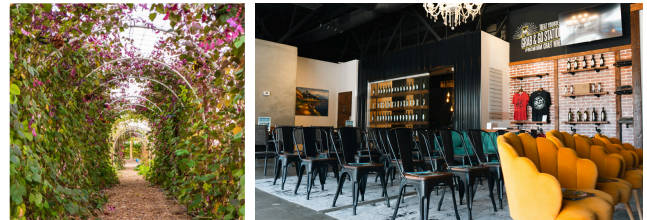
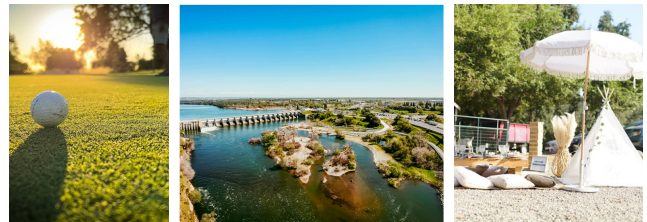


Monthly Sales Report

Notes

- Destination Analysis 2025 Registration is OPEN!
 - Thursday, February 6, 2025
 - 9:00 AM - 2:30 PM
 - Light breakfast and lunch are included
 - The official itinerary will be confirmed and distributed at a later date, but the day consists of activities and team building, with a closing focus group with a third-party facilitator
 - You know we never let you leave empty-handed! Specially curated swag will be gifted to all registered participants
 - Each property/organization may register one (1) representative
 - This event is free to attend
 - Registration closes Friday, January 24, 2024
 - Attendees must be able to attend the event in its entirety, including riding in group transportation
 - We suggest sending a member of your organization who has not attended DA before but love repeat attendees, too!
- Save the Dates!
 - Spring FAM 3/21-23/2025
 - Fall FAM 9/12-14/2025



Highlights

Lead Generation

- Leads MTD: 8
- Leads YTD: 174
- Lead room night generation MTD: 3,978
- Lead room night generation YTD: 48,413
- Confirmed Leads YTD: 85

Meetings & Events

- Office Move
- Rancho Cordova State of the City
- Sales Quarterly Quorum Q4

What's Next

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