

DESTINATION
TORONTO.

SALES PRODUCTION REPORT

Business Events Sales
Fourth Quarter 2023



TABLE OF CONTENTS

Q4 2023 Summary PG 3

Production by Market PG 4

Production by Business Type PG 5

Production by Deployment PG 6

Individual Production Reports PG 7

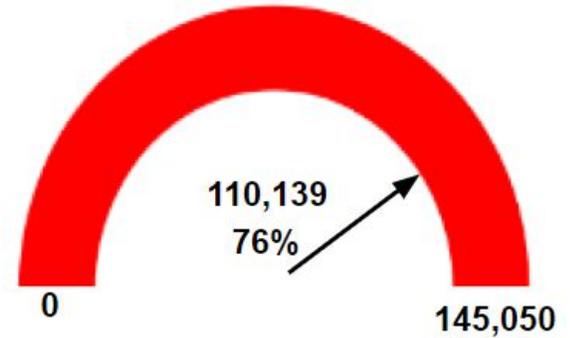
Questions/Contact Us PG 11

Q4 2023 SUMMARY

October 1 - December 31, 2023

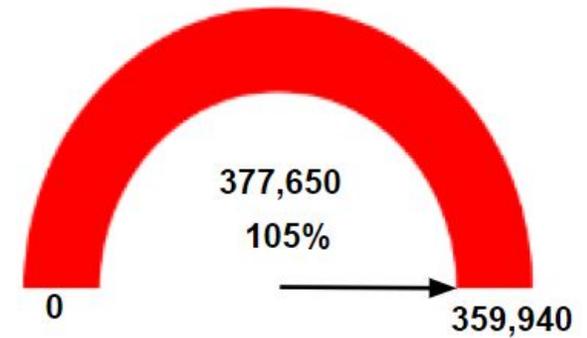
Definite	Quarter	YTD
Room Nights	110,139	372,327
Events	133	663
Attendance	79,036	383,254

Production to Target



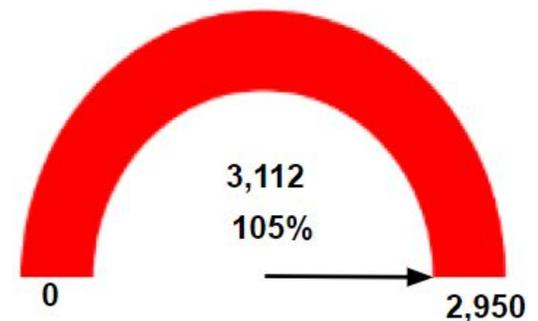
Leads	Quarter	YTD
Room Nights	377,650	1,732,552
Events	299	1,466
Attendance	197,585	1,075,624

Production to Target



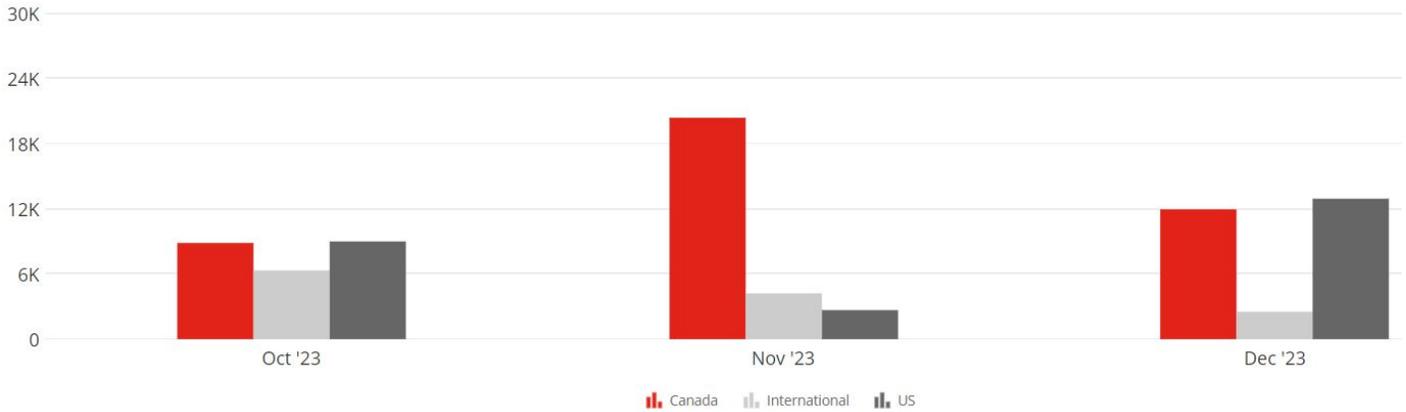
Prospecting Activities	Quarter	YTD
Total	3,112	13,201

Production to Target

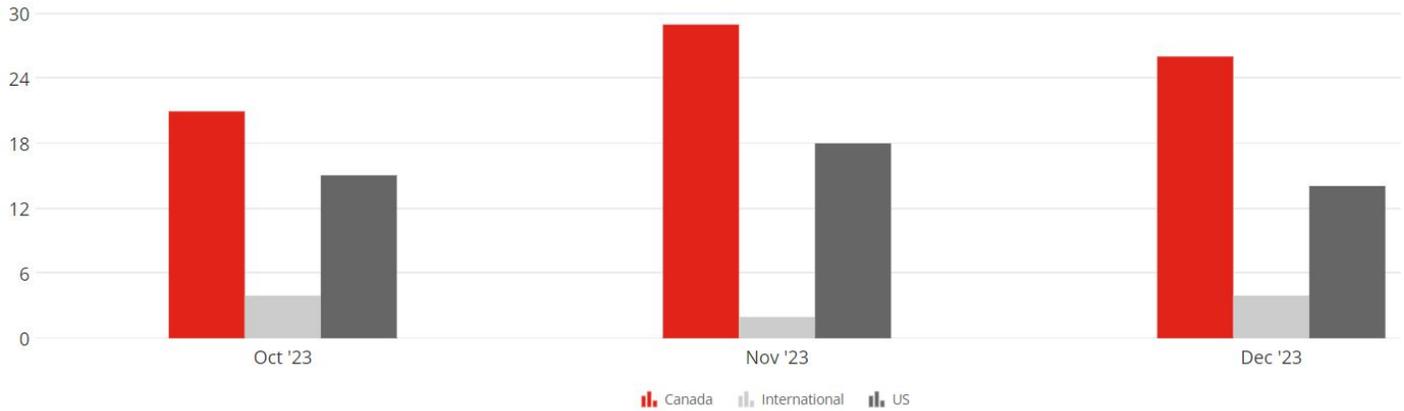


Production by Market

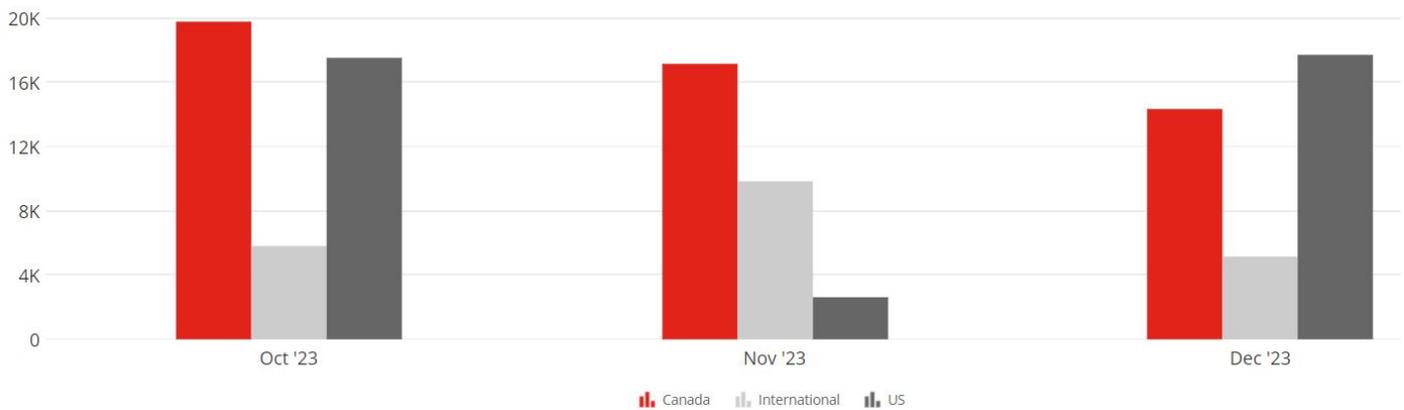
Definite Attendance by Market



Definite Number of Events by Market

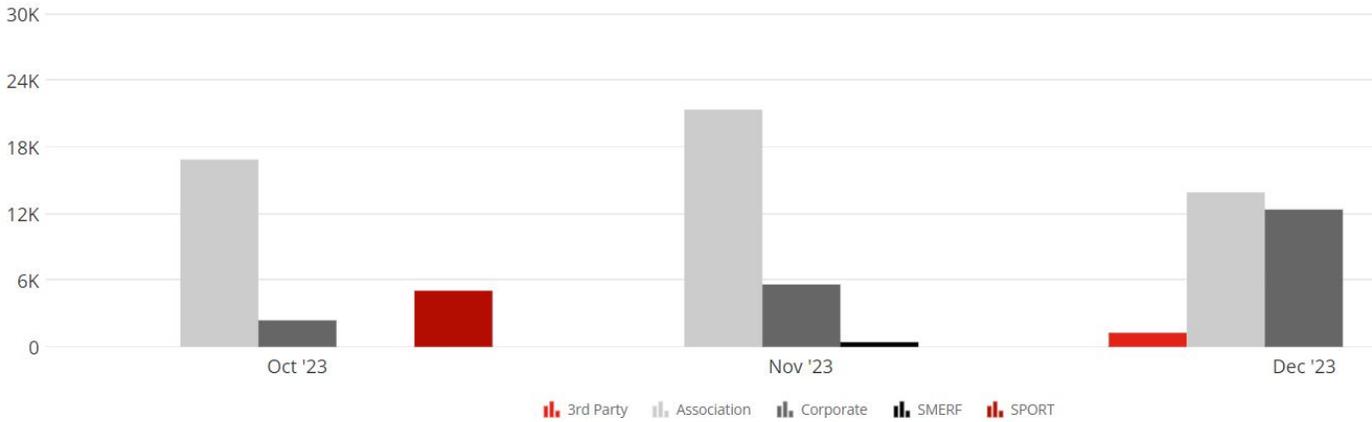


Definite Room Nights by Market

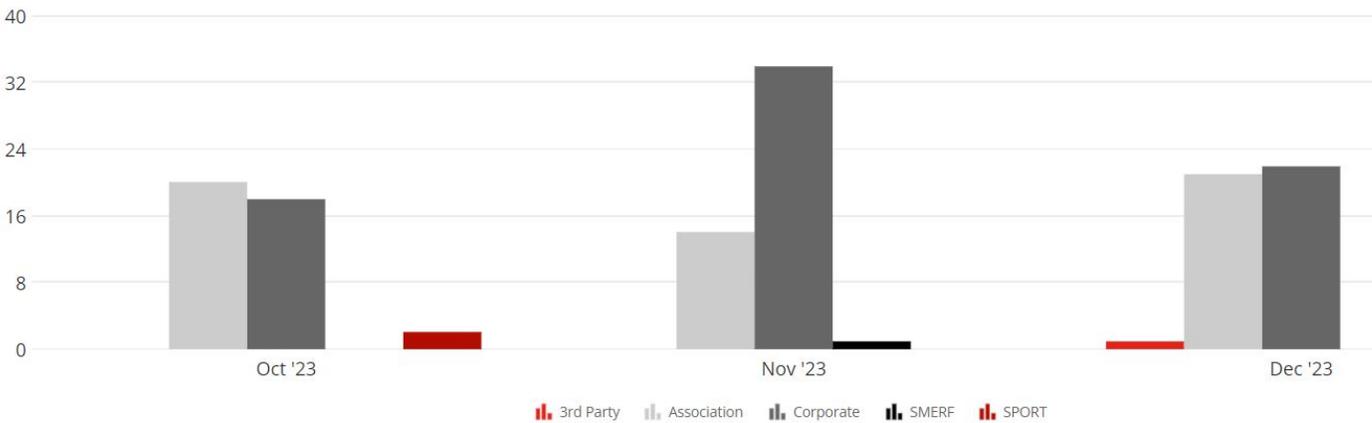


Production by Business Type

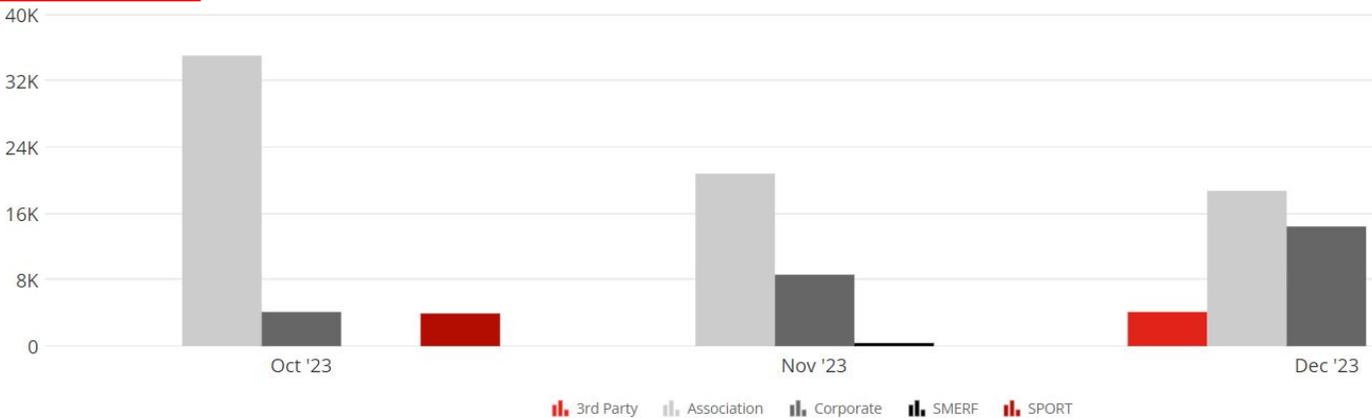
Definite Attendance by Business Type



Definite Number of Events by Business Type

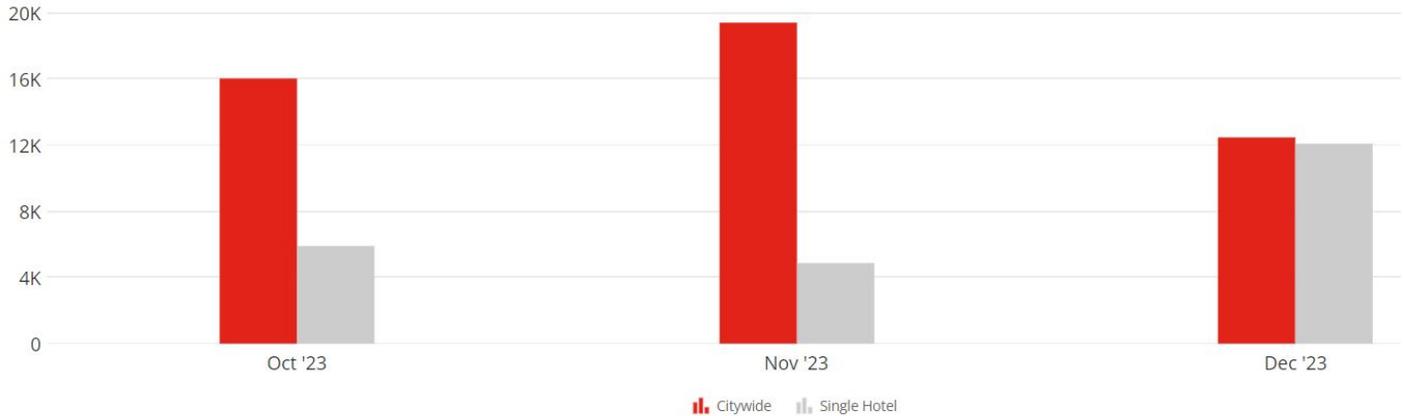


Definite Room Nights by Business Type



Production by Deployment

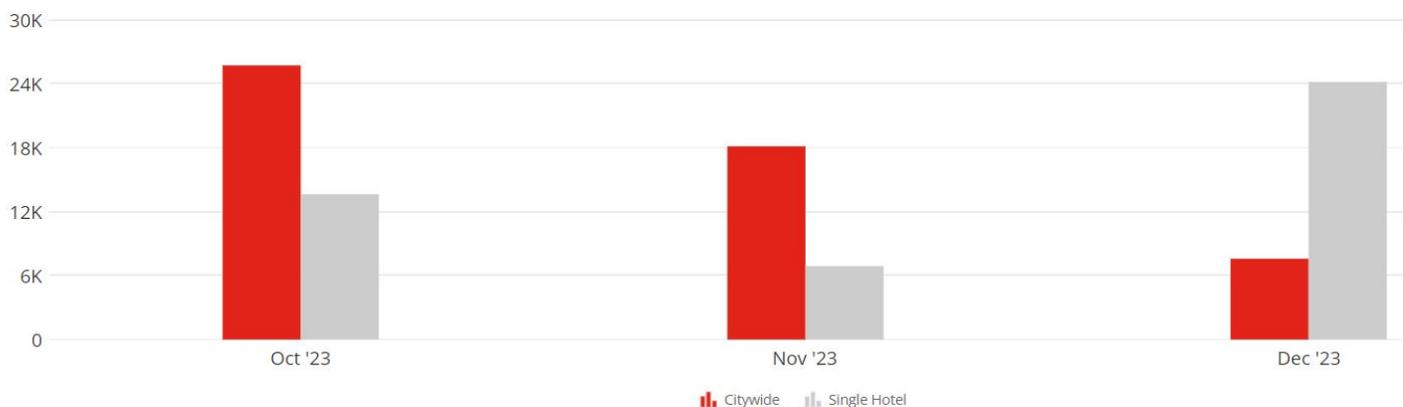
Definite Attendance by Deployment



Definite Number of Events by Deployment



Definite Room Nights by Deployment





Questions?

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