MEETINGS & CONVENTIONS

December 2011

Prepared by: Suzanne Scully
Director

TRADE SHOWS

CSAE Holiday Showcase, Chicago, IL
December 12 – 15, 2011 Attended: Jill Brown

CVB Reps, Washington, DC
December 12 – 14, 2011 Attended: Suzanne Scully

FUTURE TRAVEL

PCMA, San Diego, CA
January 8 – 13, 2012 Attending: Suzanne Scully

RCMA, Kansas City, MO
January 23 – 27, 2012 Attending: Hortensia Simmons

SITE VISITS FOR December 2011

ACOOG-1106 possible room nights
IWPA-495 possible room nights
Confidential- 815 possible room nights
Conference Direct –NJ- various programs

17 DEFINITE GROUPS FOR DECEMBER 2011

Name	Dates	Rm. Nts.	Location
Catholic Campus Ministry Association	Jan 5-11 2013	673	Hilton Clearwater Beach
Florida Marching Bands Coalition	Nov 18-20 2011	218	Days Inn St Petersburg/Clearwater International Airport Homewood Suites Holiday Inn Express Icot
Women's Growth Institute	March 9-11 2012	20	Hilton St Pete Bayfront
*Confidential	March 23-26 2012	450	Hilton St Pete Bayfront
*Confidential	May 4-10 2012	815	Don CeSar
*Confidential	April 6-11 2013	1106	Hilton Clearwater Beach
Carnegie Mellon Software Engineering Institute	May 7-11 2012	445	Hilton St Pete Bayfront
*Confidential	May 20-22 2012	338	Don CeSar
Association of Legal Administrators	Jan 18-22 2012	55	Marriot Suites Sand Key
*Confidential	Feb 4-9 2012	375	Don CeSar
Council for Advancement and Support of Education	May 3-5 2012	65	Sirata
Smith & Nephew Durham NC (RTP)	April 11-15 2012	232	Hilton St Pete Bayfront
University of Florida IFAS Office of Conference and Institute	May 14-18 2012	265	Marriot Suites Sand Key
University of North Florida Institute of Police Technology and Management	July 11-14 2012	490	Tradewinds
University of North Florida Institute of Police Technology and Management	July 14-20 2013	490	Tradewinds
Council of Independent Colleges	Nov 2-10 2011	1606	Tradewinds
*Confidential	Jan 16-25 2012	924	Hilton Clearwater Beach

Total Definite Room Nights for December 2011: 8,567

15 LEADS DISTRIBUTED FOR DECEMBER 2011

Group Name	Dates	Poss. rm. nts.
Ladies Auxiliary Veterans of Foreign Wars-Arkansas	Feb 6-10 2013	453
Senior University Travel	April 19-20 2012	15
Variety Entertainment, Inc.	April 5-10 2012	125
*Confidential	Oct 14-18 2012	440
*Confidential	Jan 8-11 2012	324
Philips Respironics (PA)	March 21-23 2012	66
Management and Technology Consultants, LLC	Oct 1-10 2012	850
The IDEA Center	Nov 7-9 2012	147
Transportation Lawyers Association	April 29- May 3 2014	700
Association of Fundraising Professionals Florida Chapter	June 8-11 2013	320
State of Florida Department of Elder Affairs	March 7-9 2012	130
State of Florida Department of Elder Affairs	May 16-18 2012	130
Tampa Bay Innovation Center	Oct 14-16 2012	40
American Coal Council	March 11-13 2013	356
National Association of Chemical Distributors	April 28- May 3 2013	213

*** Indicates Referral**

Total Possible Room Nights for December 2011: 4,309

	FY '11/12'	FY'10/11'
Total Leads for the month of December:	**15**	**28**

	FY '11/12'	FY '10/11'
Total room revenue ytd:	**$ 1,676,402**	**$2,793,113**
Total definite rm. nights ytd:	**20,285**	**18,108**
Total County impact ytd:	**$ 5,882,650**	**$5,251,320**