



# Group Sales & Services Update

## Through January 30, 2013

# Foundational Changes



**Defined** markets and territories

**Resourced a National** market initiative

Hired a sales manager, used telemarketing to launch national market sales, trade shows, sales calls, personal visits

**Meeting & Convention** research

CRM **Upgrade:** department database integrated

**Enhanced our Tool Kit:** Meeting Development Fund, video development, web site updates, profile development

Created the beginnings of **Team Asheville**

# Foundational Changes



**Citywide** Task Force initiated

Introduced **Concept Events** in Durham – Atlanta – Raleigh

**Utilized Industry Tools** to increase new business opportunities: Cvent, media plan in place, e-blasts, telemarketing

Added a new **Robust Prospecting Tool**

**Expanded** the **Trade Show** roster to include ASAE, MPI, BankTravel, NTA, TravelSouth International, The Alliance Tradeshow

Enhanced group and motorcoach **Services:** coach welcomes, Go Local Card offered to planners at a reduced fee, to name a few

# What you measure...



## Laser **Focus** on departmental outreach (as of Jan. 31)

**2,481** **P2P** contacts: Sales calls, **23** Site visits, Appointment Trade Shows, Emails, Phone calls

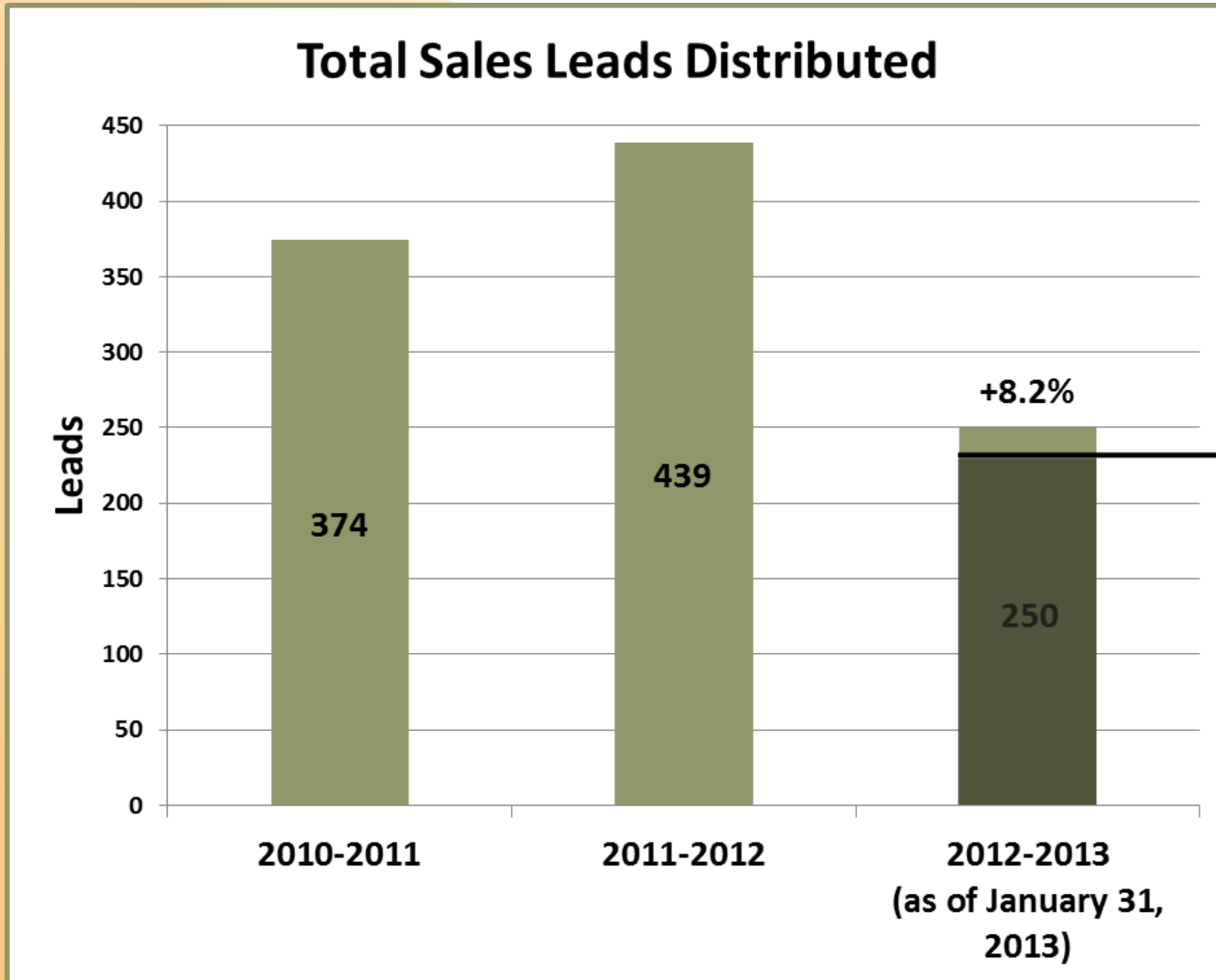
**2,187** **Indirect** contacts: Trade shows, Pre-show email blasts

**7,393** **Department:** newsletters, direct mail contacts

**254** **AAA** webinar attendees

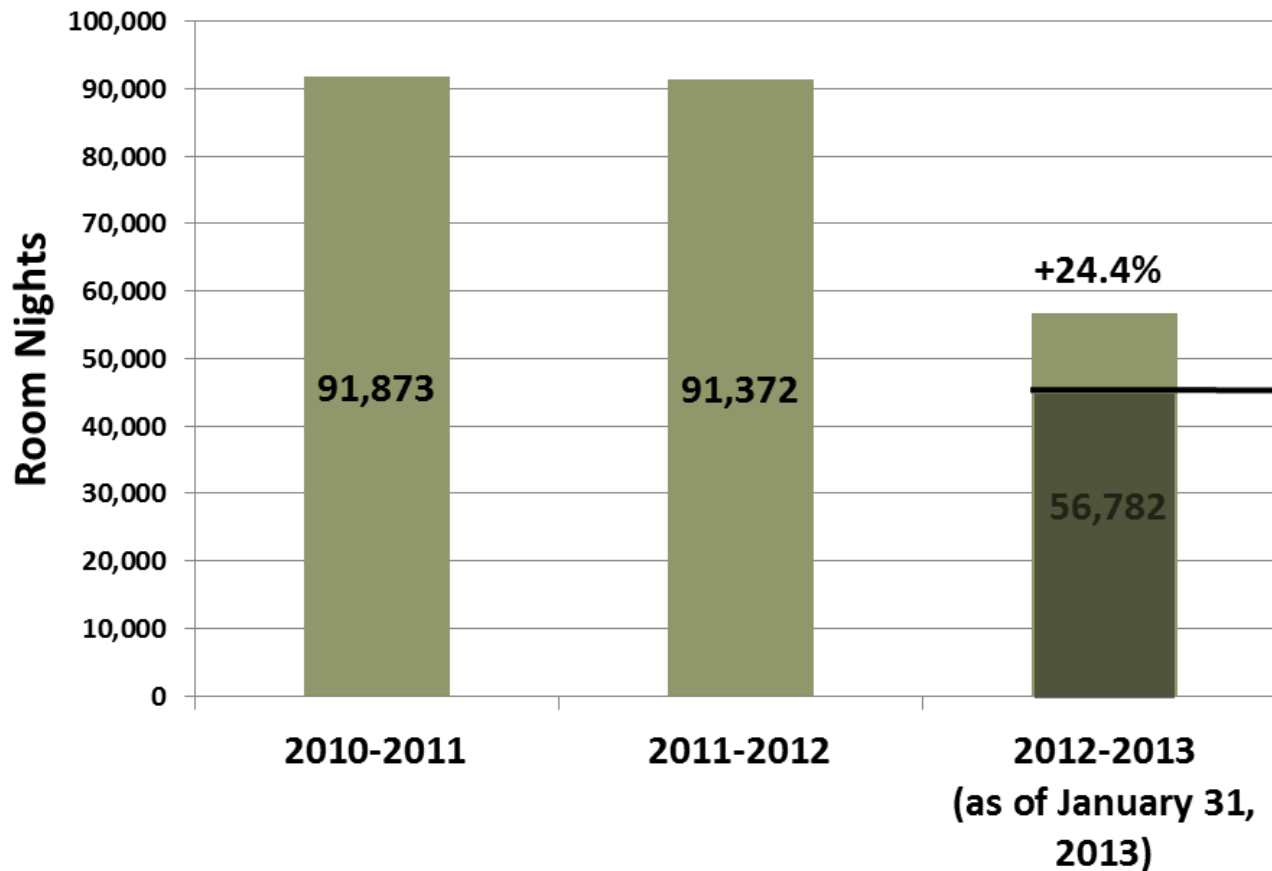
**294** Groups **Serviced**

# Current Stats



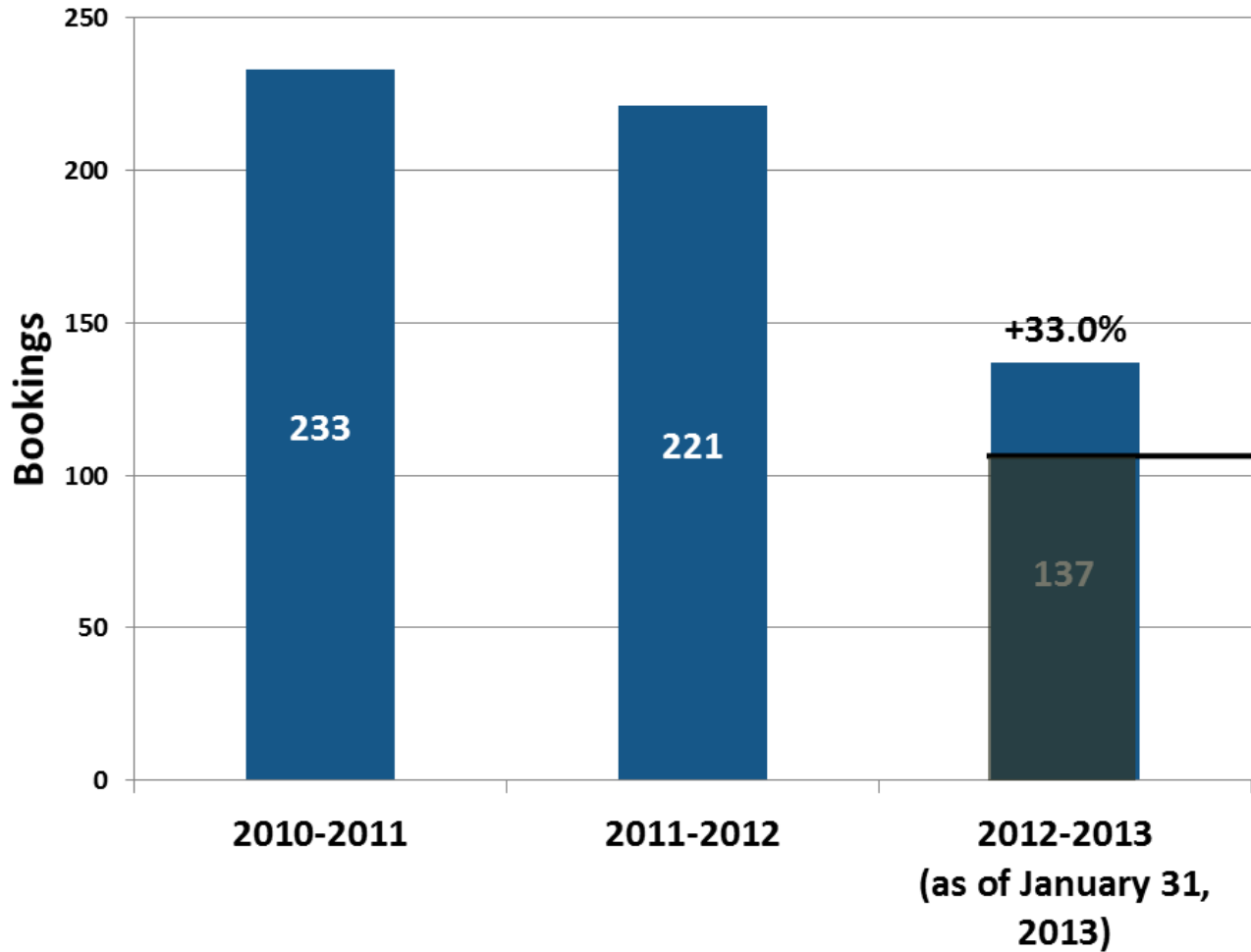
January 31, 2012  
(FY 11-12):  
231

## Total Room Nights Represented Sales Leads



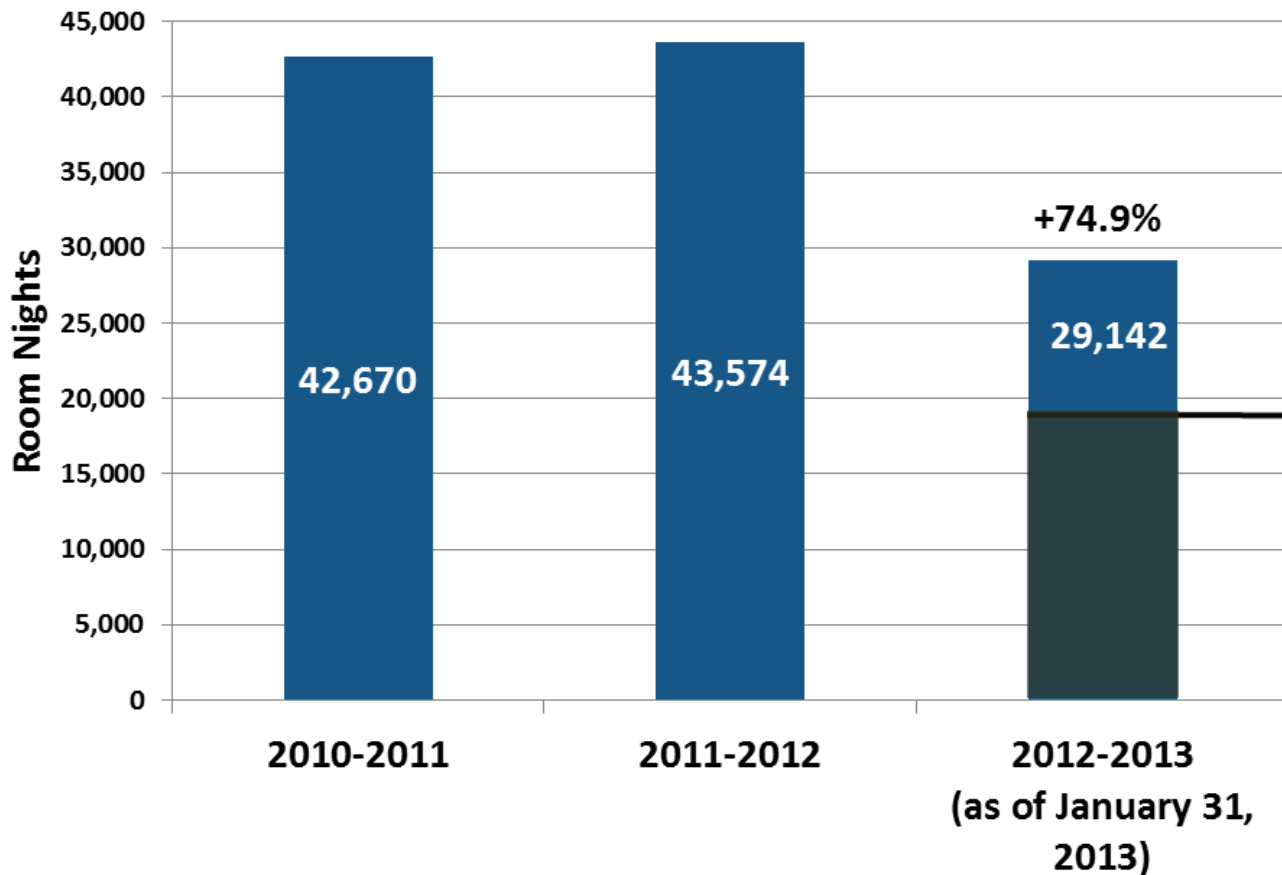
January 31, 2012  
(FY 11-12):  
45,643

## Total Definite Bookings



January 31, 2012  
(FY 11-12):  
103

## Total Room Nights Represented Definite Bookings



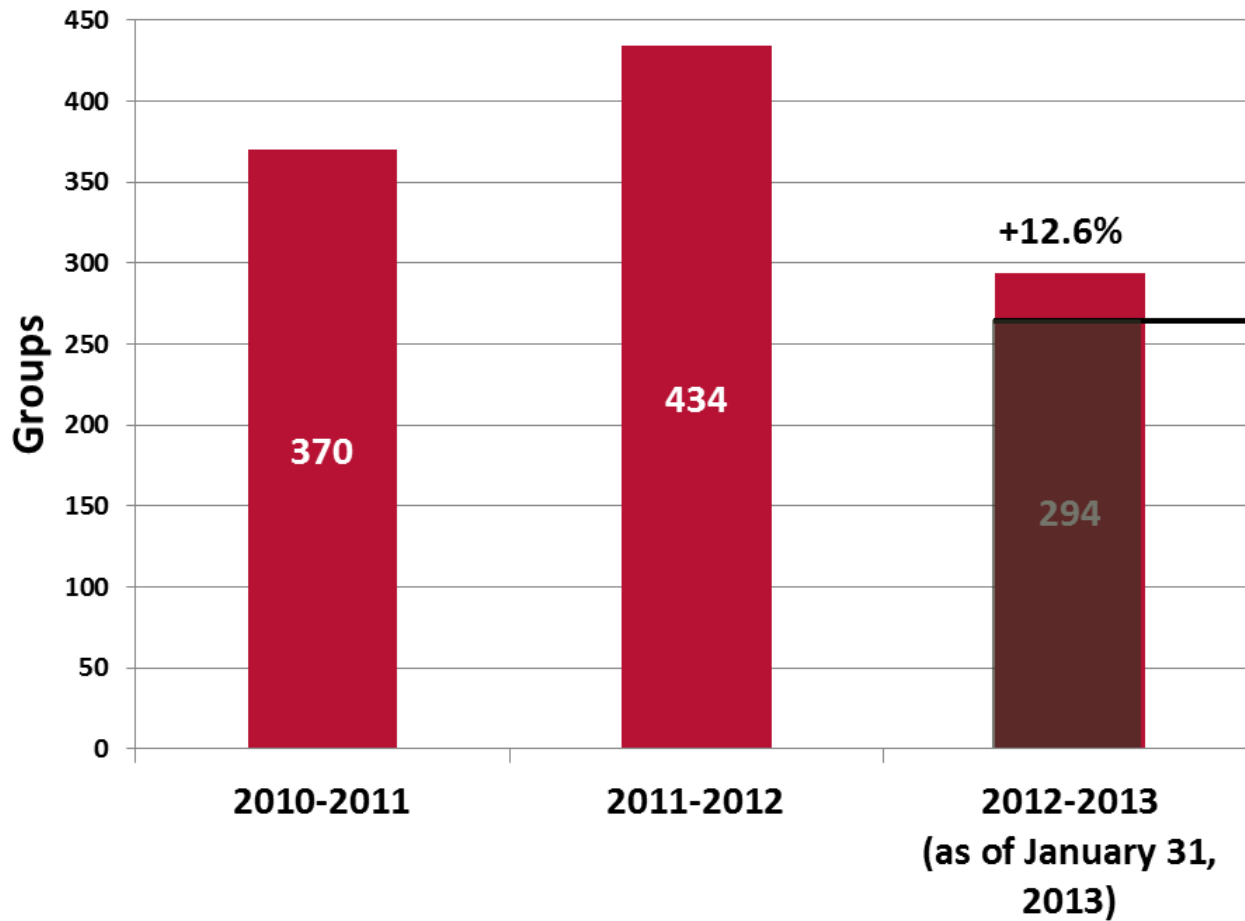
January 31, 2012  
(FY 11-12):  
16,658



# FY 2011-2012 Group Sales & Services



## Total Groups Serviced



January 31, 2012  
(FY 11-12):  
**261**

# Moving Forward

- A variety of topics will be introduced today
- When you hear the bell, it is time to move to the next topic
- The ACVB staff will be the scribes
- Restrooms are located outside the meeting room
- Help yourself to drinks at anytime