

Greater Minneapolis Convention & Visitors Association

Quarterly Report to the City of Minneapolis 4th Quarter 2003

Executive Summary

Convention Sales

- Sent 142 leads (604 ytd)
- Booked 77 meetings (339 ytd)
- Estimated attendance 190,753 (481,489 ytd)
- Estimated room nights 121,446 (380,241 ytd)
- Estimated expenditures (millions) 205.1 (517.6 ytd)
- Hosted 20 site inspections (77 ytd)
- Attended 1 national industry trade shows (12 ytd)

Minneapolis Convention Center Sales

- Events Hosted 150; 492 ytd
- Rental Revenue \$1,103,526; \$5,710,497 ytd (goal \$6,500,000)
- Food and Beverage \$486,818; \$2,317,718 ytd (goal \$2,425,000)
- Miscellaneous Revenue \$990,093; \$3,940,325 ytd (goal \$5,022,300)
- Total Revenue \$2,580,437; \$11,968,540 ytd (goal \$13,947,300)

Convention Services

- Hosted 60 Conventions; 272 conventions ytd
- Estimated Direct Benefit of \$59.9; \$320.7 million ytd
- Estimated 91,530 Delegates Hosted; 462,268 delegates hosted ytd
- Housed 10 Groups; 20 groups ytd
- Processed 2,642 Housing Room Reservations; 21,466 housing room reservations ytd
- Housed 3,359 Delegates; 27,728 delegates ytd
- Placed 6,894 Total Room Nights; 83,058 total room nights ytd
- Hosted 15 Site Inspections; 51 site inspections ytd
- Provided Registration Personnel for 14 Conventions; 60 conventions ytd
- Provided Promotional Brochures / Materials to 40 Groups, (23) Booked by the GMCVA / (17) Groups Booked by Others; 275 groups (166 booked by the GMCVA and 109 groups booked by others) ytd
- Provided Restaurant Reservation / Information Booths for 11 Conventions; 40 conventions ytd
- Made 326 Restaurant Reservations for 1,635 People; 590 restaurant reservations for 3,261 people ytd
- Sent 48 Services Notices to GMCVA Members; 376 services notices ytd
- Attended 3 pre-promotion trips; 11 trips ytd

Marketing/Public Relations

- Articles and media exposure:
 - October – November impressions: 15,282,468; ytd through November 81,436,871
 - October – November value: \$488,475; ytd through November: \$2,837,448
- Publications/Advertisements Completed: 55; 230 ytd

Tourism & Group Sales

- Sent 158 leads for hotel members; 595 ytd (+2% from 2002)
- Sent 52 leads for attractions and tour/transportation members; 239 ytd (-41% from 2002)
- Booked 71 groups; 286 ytd (+37% from 2002)
- Booked 5,475 group room nights; 17,546 ytd (+39% from 2002)
- Booked 16,729 package program room nights; 29,755 ytd (+29% from 2002)
- Responded to 2,962 telephone and mail inquiries; 13,681 ytd (+1% from 2002)
- Responded to 4,592 e-mail inquiries; 13,049 ytd (+547%)
- Responded to 4,314 advertising inquiries; 31,129 ytd (-48% from 2002)

Membership

- Revenue \$ 88,955; \$471,300 ytd (\$470,000 goal)
- Trade-Out Value Year to Date \$14,820 (\$60,000 goal)
- New Memberships 18; 86 ytd
- New Member Revenue \$7,843; \$49,485 ytd
- Renewed Members 105; 455
- Renewal Revenue \$81,112; \$421,815 (\$410,000 goal)

Minneapolis RiverCity Trolley

- Charter Revenue: \$9,973; \$64,133 ytd
- Tour Revenue: \$12,944; \$114,232 ytd
- Tour Passengers: 1461; 13,443 ytd
- Average Fare: \$8.66; \$8.50 ytd
- Total revenue: \$22,917; \$178,365 ytd

In-kind Goods and Services

- \$146,211; \$367,833 ytd