# **MEETINGS & CONVENTIONS**

## **February 2021 TDC Report**

### **Prepared by: Suzanne Hackman, Vice President of Business Development**

**TRADE SHOWS AND TRAVEL**

**No Travel**

**7 DEFINITE Groups FOR February 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Group Name | Total Room Nights Possible | Room Block Begin | Room Block End |
| National Automatic Sprinkler Industry | 327 | 10/16/21 | 10/22/21 |
| Florida AIA | 20 | 4/8/21 | 4/8/21 |
| Confidential | 218 | 3/19/21 | 3/22/21 |
| American Dance Competition | 282 | 3/31/21 | 4/2/21 |
| American Dance Competition | 282 | 3/31/21 | 4/2/21 |
| Weddings | 32 | 2/26/21 | 2/28/21 |
| Lallemand Animal Nutrition | 48 | 2/15/21 | 2/17/21 |

**TOTAL DEFINITE ROOM NIGHTS FOR FEBRUARY: 1,209**

**61 LEADS DISTRIBUTED FOR FEBRUARY 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Group Name | Total Room Nights Possible | Room Block Begin | Room Block End |
| Florida Surplus Lines Association | 330 | 8/23/21 | 8/28/21 |
| Bridges International | 1822 | 12/26/24 | 1/1/25 |
| The Navigators Ministries | 82 | 5/3/21 | 5/7/21 |
| HelmsBriscoe - MASTER | 22 | 10/23/21 | 10/24/21 |
| Publix Supermarkets  | 85 | 8/26/21 | 8/29/21 |
| Varsity Spirit LLC | 145 | 7/7/21 | 7/9/21 |
| Financial Services | 100 | 11/13/21 | 11/15/21 |
| Coversafe, Inc | 90 | 1/17/22 | 1/20/22 |
| Facilis | 922 | 3/6/22 | 3/10/22 |
| Mastermind | 265 | 5/8/22 | 5/14/22 |
| Bridges International | 529 | 2/20/22 | 2/25/22 |
| Empire Ballroom Studios | 224 | 3/25/22 | 3/27/22 |
| Klipsch Marketing & Advisors | 32 | 4/22/21 | 4/26/21 |
| Meetings Made Easy, LLC | 150 | 4/26/22 | 4/29/22 |
| Hospitality Performance Network Global (HPN) | 812 | 3/13/21 | 3/17/21 |
| The Brick Industry Association | 180 | 5/3/21 | 5/5/21 |
| United States Figure Skating Governing Council | 1168 | 4/25/22 | 5/1/22 |
| Varsity Spirit LLC | 105 | 6/22/21 | 6/24/21 |
| Women in Manufacturing (WiM) | 340 | 1/30/22 | 2/4/22 |
| HelmsBriscoe - MASTER | 22 | 5/7/21 | 5/8/21 |
| Dot Foods, Inc. | 529 | 5/14/22 | 5/18/22 |
| Major Cities Chiefs Association | 219 | 5/18/21 | 5/21/21 |
| Mastermind | 266 | 2/5/22 | 2/11/22 |
| Florida Association of Court Clerks and Comptrollers | 90 | 4/4/22 | 4/6/22 |
| L'Oreal | 2100 | 3/6/22 | 3/10/22 |
| FamilyLife | 195 | 1/7/22 | 1/12/22 |
| Handyman Connection | 312 | 1/22/22 | 1/27/22 |
| American Guest | 375 | 2/18/22 | 2/21/22 |
| Rowe Family Reunion | 60 | 7/14/22 | 7/17/22 |
| HelmsBriscoe - MASTER | 30 | 10/21/22 | 10/21/22 |
| Confidential | 218 | 3/19/21 | 3/22/21 |
| Florida Engineering Society | 95 | 6/9/21 | 6/13/21 |
| Varsity Spirit LLC | 215 | 7/18/21 | 7/21/21 |
| Weddings | 20 | 1/21/22 | 1/23/22 |
| HelmsBriscoe - MASTER | 22 | 11/12/21 | 11/13/21 |
| Essential Management LLC | 152 | 12/29/21 | 1/1/22 |
| 814 Consulting | 28 | 10/22/21 | 10/23/21 |
| Lallemand Animal Nutrition | 48 | 2/15/21 | 2/17/21 |
| Confidential | 516 | 7/18/21 | 7/27/21 |
| Bristol-Myers, Squibb Company | 136 | 6/12/21 | 6/17/21 |
| BD - UCC DOY | 72 | 9/15/21 | 9/19/21 |
| The Marketing Alliance | 380 | 10/29/21 | 11/3/21 |
| West Coast District Dental Assocaiton | 0 | 2/4/22 | 2/4/22 |
| Mastermind | 265 | 10/30/22 | 11/5/22 |
| HelmsBriscoe - MASTER | 22 | 10/8/21 | 10/9/21 |
| Weddings | 32 | 2/26/21 | 2/28/21 |
| Hospitality Performance Network Global (HPN) | 470 | 1/25/22 | 1/29/22 |
| GWMarkham Consulting | 295 | 11/2/22 | 11/7/22 |
| Fluke Corporation - FDS (a Fortive OpCo) | 815 | 10/28/21 | 11/8/21 |
| HelmsBriscoe | 30 | 3/25/21 | 3/27/21 |
| Airport Consultants Council | 100 | 4/4/22 | 4/6/22 |
| NHS Global Events | 260 | 1/8/22 | 1/14/22 |
| Core-Mark | 408 | 4/25/22 | 5/3/22 |
| Mastermind | 265 | 8/7/22 | 8/13/22 |
| Bankers Life | 152 | 10/21/21 | 10/24/21 |
| Guerbet | 513 | 2/26/22 | 3/3/22 |
| Mastermind | 265 | 2/5/22 | 2/11/22 |
| American Dance Competition | 216 | 3/31/21 | 4/2/21 |
| The Serenity Club of Southwest Florida, Inc | 100 | 2/4/22 | 2/6/22 |
| Florida AIA | 20 | 4/8/21 | 4/8/21 |
| Sorenson Communications, LLC | 68 | 10/15/21 | 10/21/21 |

**TOTAL POSSIBLE ROOM NIGHTS FOR FEBRUARY 2020: 17,799**

**FY 2020/2021** **FY 2019/2020**

**LEADS IN FEBRUARY: 61 106**

**YEAR TO DATE FY 2020/2021**  **FY 2019/2020**

**Total room revenue $2,727,601 $11,607,050**

**Total definite room nights 12,639 62,600**

**Total county impact $7,010,021 $31,765,739**