

GROUP TOUR, MEETINGS & INCENTIVE AND SPORTS UPDATE (APRIL-JUNE 2016)

April 2016

- Represented Cape Cod at Springtime in the Park, generating 580 leads
- Represented Cape Cod at the Greater Boston Concierges Show, generating 43 leads
- Represented Cape Cod at NASC, generating 58 leads
- Represented Cape Cod at Northeast Clogging Convention and Competition, generating 600 room nights with 800 people in attendance

May 2016

- Hosted and organized the North East Santas Convention- attracted 55 Santas and their families; 210 children and their families attended the accompanying festivities (parade, bowling & lunch with Santas). Direct spend \$9,500, plus individual spend.
- M&I Forum, generating 36 leads
- Two Memorial Day Soccer events: New England Soccer Classic and Sandwich Soccer Classic, generating almost 8,200 room nights
- Participated in the American Bus Association's Board of Governors meeting
- First ever MMA Cage Fighting Event at HYCC, attended by 800 people (many from Maine) and generating 100 room nights

June 2016

- NESCVB Hartford Event - 24 meeting planners from CT in attendance.
- Represented Cape Cod at New England Bus Association Annual Meeting; 19 tour operators were in attendance and they will meet on Cape Cod in 2017
- Cape Cod Chowdah Cup – 20 Women's teams (up from 14 teams in 2015), generating 150 room nights.
- Spike U Volleyball (first time ever event); drew 62 players with 70 slots, generating 30 room nights.

Greeted numerous motor coaches such as Diamond Tours, Great Canadian, DC Tours, Perkiomen, Yankee Travel, Atlantic Coach Tours, Wade, Bollman, Wisconsin, Classic Tours, Accord and Lakefront.

Distributed numerous Meeting RFP's- many we are waiting for bid selection.