

# Naples Marco Island Everglades CVB

## SALES REPORT EXECUTIVE SUMMARY

5/13/2011 - 6/20/2011

### CURRENT TENTATIVE

Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	42	3,853	1,915,936	13,587	0
<b>Total:</b>	<b>42</b>	<b>3,853</b>	<b>1,915,936</b>	<b>13,587</b>	<b>0</b>

### ITINERARIES

Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	1	22	4,000	66	0
<b>Total:</b>	<b>1</b>	<b>22</b>	<b>4,000</b>	<b>66</b>	<b>0</b>

### LEADS SENT

Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	19	1,163	788,729	4,181	0
<b>Total:</b>	<b>19</b>	<b>1,163</b>	<b>788,729</b>	<b>4,181</b>	<b>0</b>

### TURNED DEFINITE

Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	8	346	216,590	836	0
<b>Total:</b>	<b>8</b>	<b>346</b>	<b>216,590</b>	<b>836</b>	<b>0</b>

### TURNED LOST

Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	10	1,100	565,025	3,389	0
<b>Total:</b>	<b>10</b>	<b>1,100</b>	<b>565,025</b>	<b>3,389</b>	<b>0</b>

### TURNED TENTATIVE

Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	18	1,138	783,729	4,156	0
<b>Total:</b>	<b>18</b>	<b>1,138</b>	<b>783,729</b>	<b>4,156</b>	<b>0</b>

<b>Report Total:</b>	<b>98</b>	<b>7,622</b>	<b>4,274,009</b>	<b>26,215</b>	<b>0</b>
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