

STEP BACK IN TIME
Virginia City
NEVADA
EST. 1859

Groups and Meetings
Visitors Center

January 2020



Groups

2020



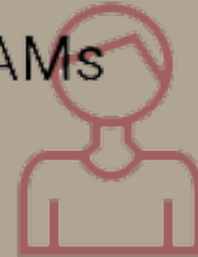
Jan. & Feb. 2019 Report = 1,195
2019 Total = 4,089

Current

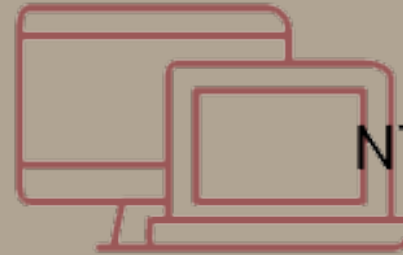
Winter
Reachouts



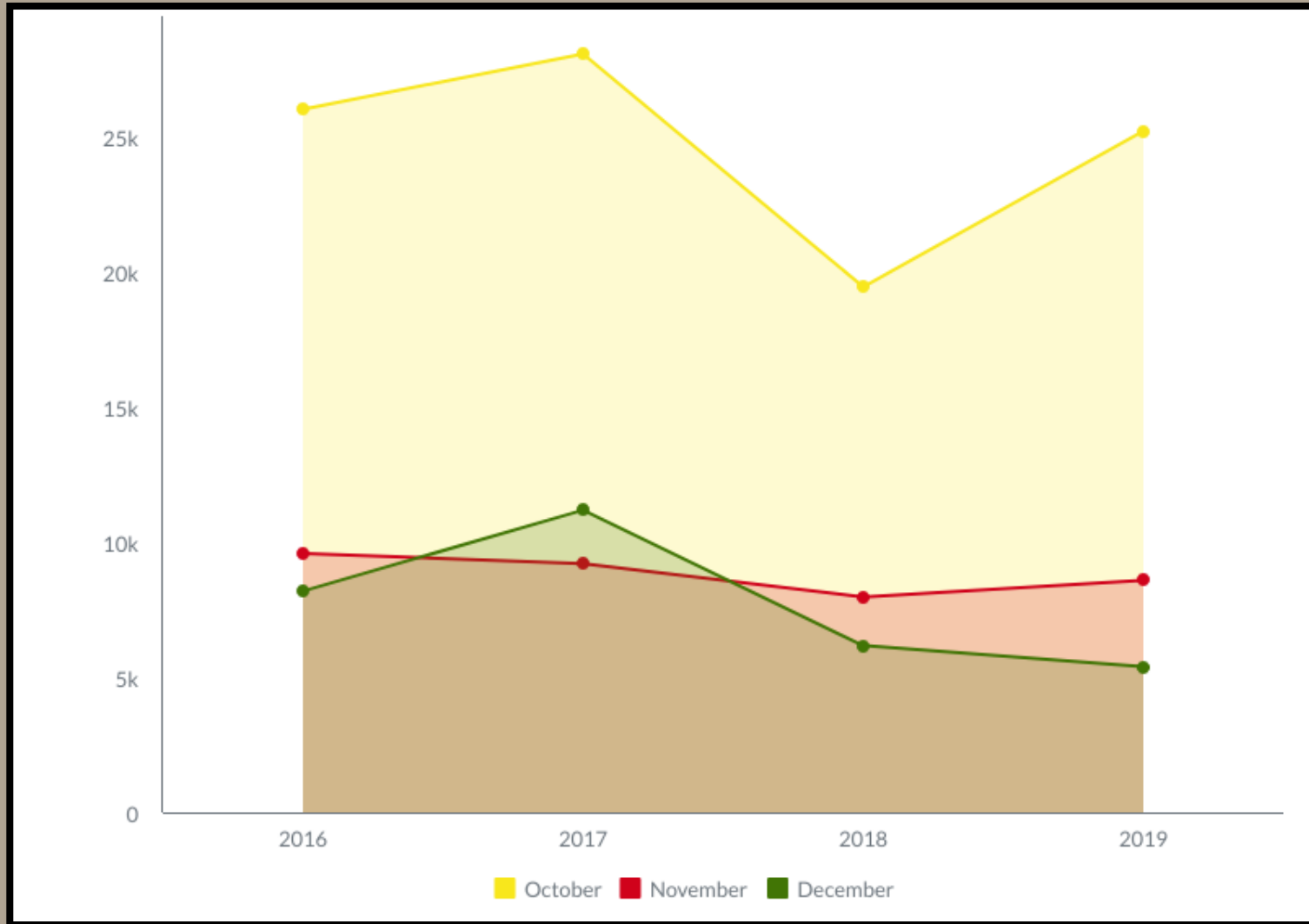
FAMs



NTA Recap



Visitors Center – Winter Sales



Winter Sales Program
Oct. – Dec. Goal \$42,000
Actual Amount \$39,177

October saw a significant increase over 2018, but still short of other years.

November was flat compared to previous years. (red)

December saw a dip in dollars spent.

Construction Update



We are nearing the end of our construction and repairs.

They have plastered the upper portion of the wall, finished new chair rail, repaired the wainscoting, and new paint for the entire wall.

The had to fix one section of wallpaper at the far end (see photo on left).

Final steps are to remove structure and deep clean floor.



Rural Roundup

- Working on contracts for locations, meals, opening day, etc.
- Finalizing creative
- Website launch in early 2020
- Completing room block in all properties

Save the Date – April 8-10, 2020



Any Questions

Thank you

