A prioritized view of local demand

Example targeting based on the hotel's proximity to UCF and Central Florida Research Park. Annual room-night ranges are planning estimates, not forecasts or booked business.

Priority	ID	Demand signal / account type	Fit for this hotel	Est. RN/yr	Illustrative stage	Suggested next action
1	A-01	Defense simulation contractor	Research Park travel	60-140	Reply received	Offer discovery call
2	A-04	Infrastructure project crew	Multi-night stays	80-180	Reply received	Scope dates and rate
3	A-02	University department travel	UCF visitors	35-80	Contacted	Follow up with buyer
4	A-08	Recurring association training	Meetings + rooms	40-90	Researching	Identify planner
5	A-03	Regional corporate office	Repeat transient	30-70	Researching	Verify travel contact
6	A-05	Technical training provider	Classroom demand	25-60	Researching	Confirm training cycle
7	A-06	Research laboratory partner	Visiting teams	20-45	Researching	Map project partners
8	A-07	Dormant local account	Recover past demand	15-35	Contacted	Confirm current buyer

READING THE LIST

Priority reflects fit, timing, and repeat potential. RN ranges are unqualified and may overlap.

From targets to accountable follow-up

This sample shows how activity, buyer response, proposals, and production would be separated in a weekly owner update. No calls, replies, agreements, or bookings below actually occurred.

8 prioritized targets	**4** outreach started	**2** sample replies	**1** discovery step	**0** booked RN

PIPELINE MOVEMENT

A-01	Buyer replied; discovery call proposed Confirm travel pattern and decision-maker.	**Qualified conversation**
A-04	Project lodging inquiry acknowledged Request dates, volume, rate ceiling, and billing needs.	**Scoping**
A-02	Initial outreach sent Follow up with the department travel contact.	**Awaiting response**
A-07	Dormant account reactivation sent Verify whether travel has resumed and who books.	**Awaiting response**

OWNER READOUT

Potential under review: 305-700 annual RN across eight sample targets; directional only, not additive to forecast.

Commercial progress: No rate agreement, group contract, booking, or consumed revenue in this example week.

Hotel decisions needed: Approve rate guardrails and existing-account exclusions before any offer is presented.

Next-week focus: Advance A-01 and A-04; verify contacts for A-03, A-05, A-06, and A-08.