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**FOR IMMEDIATE RELEASE**

**Just Released: The Q3 Edition of the Simpleview Sales Quarterly Report**

*The new edition of the sought-after report features the Southwest region (Arizona, New Mexico, Texas, and Oklahoma) as an added benchmark for DMOs*

**TUCSON, AZ** — Simpleview is pleased to release the [Q3 edition of the Simpleview Sales Quarterly report](#). This report examines aggregated [Simpleview CRM](#) data of 230 destination marketing organizations (DMOs) to provide insight to support DMO sales strategies and stakeholder communications.

[2Synergize](#), LLC, a [Simpleview](#) consulting company, created this timely report to gauge year-end progress compared to performance pre-pandemic, using 2019 as an index. Highlights from the report include:

- **Lead volume remains strong** and ended the third quarter 13% above 2019 levels
- Lead room nights is currently **17% ahead of 2019**
- **Bookings are down 9.2%** compared to 2019, with Q3 2023 the furthest behind so far at -11.1%
- **The event cycle became shorter** on average by almost two months compared to 2019
- The South/Southeast and the Southwest have seen the **largest gains at +27% and +21% respectively**

“As the most comprehensive review of the travel industry’s sales performance, this report features must-have information for DMOs looking to support their sales strategy,” said Vail Ross, managing director at 2Synergize, LLC. “I’m excited to continue 2Synergize’s efforts by sharing this valuable resource to help DMOs educate and show value to their local communities and stakeholders.”

**About Simpleview**

Simpleview is a leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

**About 2Synergize**

2Synergize, LLC is a Simpleview consulting company specializing in the convention and visitors (CVB) industry, with a laser focus on helping destinations and partner organizations gain a competitive edge in the meetings and events market. 2Synergize understands the complexities of the organization's roles and responsibilities and the importance of optimizing stakeholder relationships.

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