

**NEW SALES LEAD**

Williamsburg Tourism Council  
Address: 421 North Boundary Street P.O. Box 3495 Williamsburg, VA 23185 USA  
Phone: 757.253.2313

**Created:** 04/29/2021  
**Response Due Date:** **05/14/2021**  
**Decision Date:** 04/30/2021  
**From:** Julia Smyth-Young, Sales Director -- (757) 253-2313, [julia.smyth-young@visitwilliamsburg.com](mailto:julia.smyth-young@visitwilliamsburg.com)

**Lead ID:** **3941**  
**Organization:** Quidel Corporation  
**Market Segment:** Corporate  
**Meeting:** Quidel 2021 Fall Meeting - East Regions  
**Contact:** Halsey Resing  
Senior Sourcing Specialist  
**Company:** Cadence Travel  
**Address:** 7701 Herschel Ave

La Jolla, CA 92037  
**Phone:** (858) 598-2837  
**Fax:**  
**E-Mail:** [halsey.resing@cadencetravel.com](mailto:halsey.resing@cadencetravel.com)

**MEETING REQUIREMENTS**

**Requested Dates:** 10/02/2021 to 10/08/2021  
**Meeting Dates:** 10/02/2021 to 10/08/2021  
**Alternate Dates:** to  
to

**ROOMS FORECAST**

**Room Attendance:** 80  
**Requested Rooms:** 323  
**Requested Peak:** 78

	Sat, 10/02/21	Sun, 10/03/21	Mon, 10/04/21	Tue, 10/05/21	Wed, 10/06/21	Thu, 10/07/21	Fri, 10/08/21
<b>Requested Rooms</b>	7	10	78	78	73	73	4

### COMPETITION

Savannah, Georgia but considering other Southeastern locations.

### NOTES

#### Meeting Requirements:

GS Room on 24- hour hold Sat - Fri 6 AM - 11:45 PM for 80 people C/R w/ social distancing  
Office on 24-hour hold Sat- Fri 6 AM - 11:45 PM for 10 people  
VIP Boardroom on 24-hour hold Sun- Fri 6 AM- 11:45 PM for 10 people

#### Schedule of Events:

F&B functions in addition to meeting requirements begin on Monday.  
Breakfast, Lunch, and Dinner Mon - Thu for 80 ppl in rounds  
Fri - Breakfast and lunch for 80 ppl in rounds

#### Comments:

Please quote all rates commissionable at 10%. Key decision factors include rate, meeting space capacity, and flow.  
Concessions or Contractual Requirements: Initial request:  
Waived room rental with met F&B minimum  
Group rate available three days pre/post  
Complimentary basic wifi connection for guest rooms and meeting space  
3 upgrade suites at the group rate  
5 discounted staff rooms  
A/V TBD

#### Action Requested:

Respond directly to Halsey Resing at Cadence Travel and cc Julia Smyth-Young.