



Visit Albuquerque is pleased to provide the September 2020 Hotel Pace report, which has been created to enhance discussions and action plans between Visit Albuquerque and hoteliers. As always, we welcome any feedback towards the continued improvement of this report.

### How to read the report:

Each page represents a one-year analysis of Visit Albuquerque-involved bookings. Please keep in mind, this information does not represent the entire destination's group activity.

The top graph and corresponding chart below provide a look at what is currently booked to occur in 2020 (or the year indicated on the top of the page), compared to the STLY (i.e. 2020 as of 1/31/2020 compared to 2019 as of 1/31/2019). This section provides insight into the amount of business that converted for the specific year within the past 12 months (% increase).

The bottom chart sections provide detailed breakout of all meetings/conventions and sporting events as compared to prior year or STLY (i.e. 2020 compared to 2019). Tentatives are provided and added into the total definites for an end of year potential. This section provides insight into the amount of business on the books for a specific year as compared to the year prior at a specific point in time.

The back of each top page shows a drilldown of Center and Non-Center Meetings/Conventions and Center and Non-Center Sports business occurring compared to STLY (2020 compared to 2019).

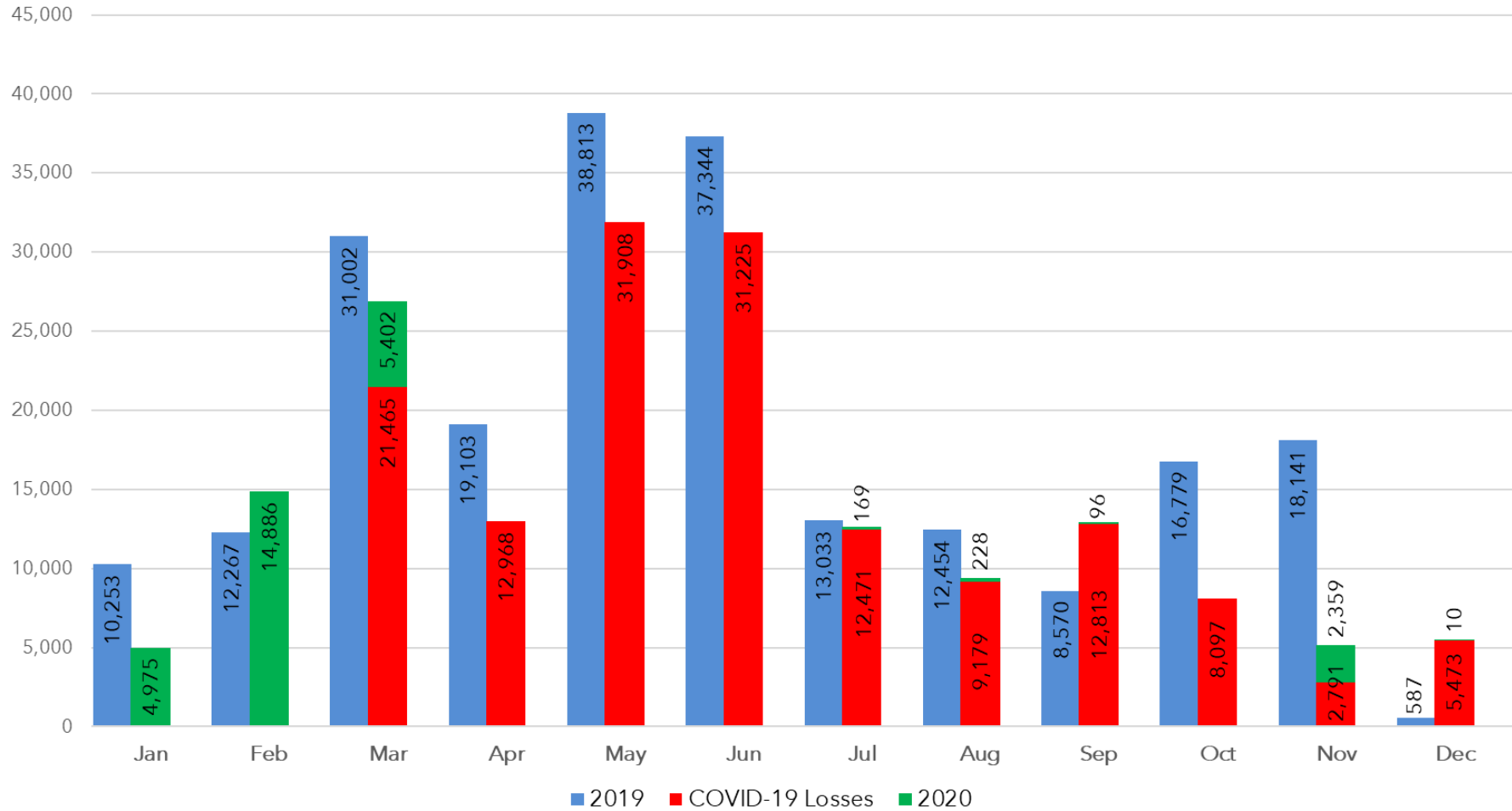
### Highlights of this month's report:

**Due to COVID-19, 2020 pace will continue to change rapidly over the next few months due to meeting/convention & sporting event cancellations and postponements.**

- Calendar Year 2020 has seen a decrease of ~111K RN previously booked due to COVID-19. In addition, repeat sporting events providing ~37K RN are not reflected in May-Sept 2020 as they cancelled prior to confirmed athlete participation. Therefore, 2020 is showing a decrease of bookings in the year compared to same time last year with a -71% decrease or ~69K room nights.
  - Overall, 2020 is behind pace by 87%, ~190K in room nights compared to same time last year. Meetings & Conventions are down by 88% or ~73K room nights with Sports bookings behind pace at 87% or ~117K in room nights. Although National Senior Games is affecting this total, room night cancellations due to COVID-19 are currently and will continue to impact 2020 pace.
- 2021 is showing an increase of 27% year over year, approximately 12K room nights added.
  - 2021 overall room nights are below pace compared to 2020 at -39% or ~38K room nights. Meetings/conventions are behind pace by -42%, approximately 27K room nights, while Sporting events are showing an overall decrease of -33% or ~12K room nights.
- 2022 is showing an increase of 51% year over year, or ~11K room nights added.
  - 2022 overall room nights are behind pace compared to 2021 with a decrease of -29%, approximately 14K room nights. Meetings & Conventions are down -12% or ~3K room nights while sporting events are down by 47%, ~11K room nights.

As a supplement to the current Pace Report and in order to provide an overview of the room night impact on business occurring due to the COVID-19 pandemic, the chart below has been designed to provide as much information as possible in a condensed format. All data is presented as of September 30, 2020 compared to September 30, 2019.

**2020 Room Night Impact due to COVID-19 as of September 30, 2020**



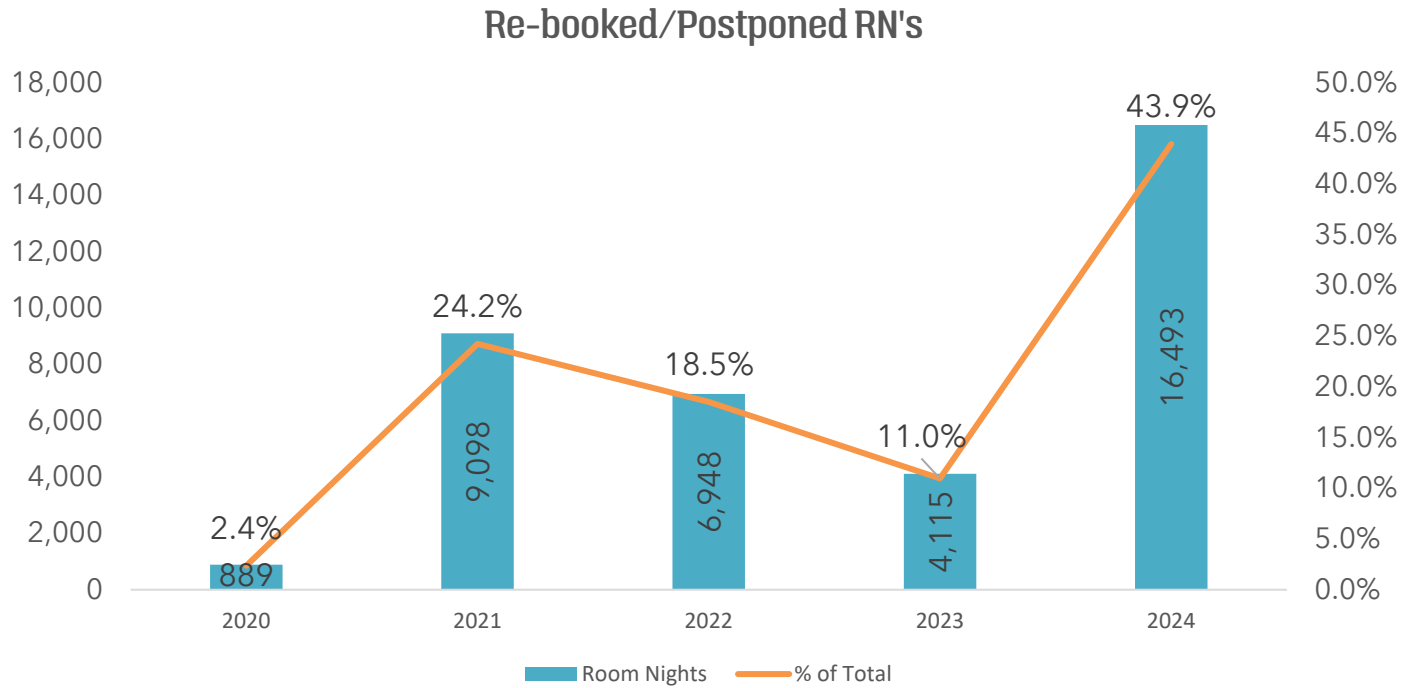
**Legend:**

**2019:** Room nights that had occurred or were set to occur in 2019 as of one year ago

**2020:** Room nights that had occurred or were set to occur in 2020 as of the date above

**COVID-19 Losses:** Definite room nights and likely repeat sporting event room nights cancelled or postponed due to the pandemic

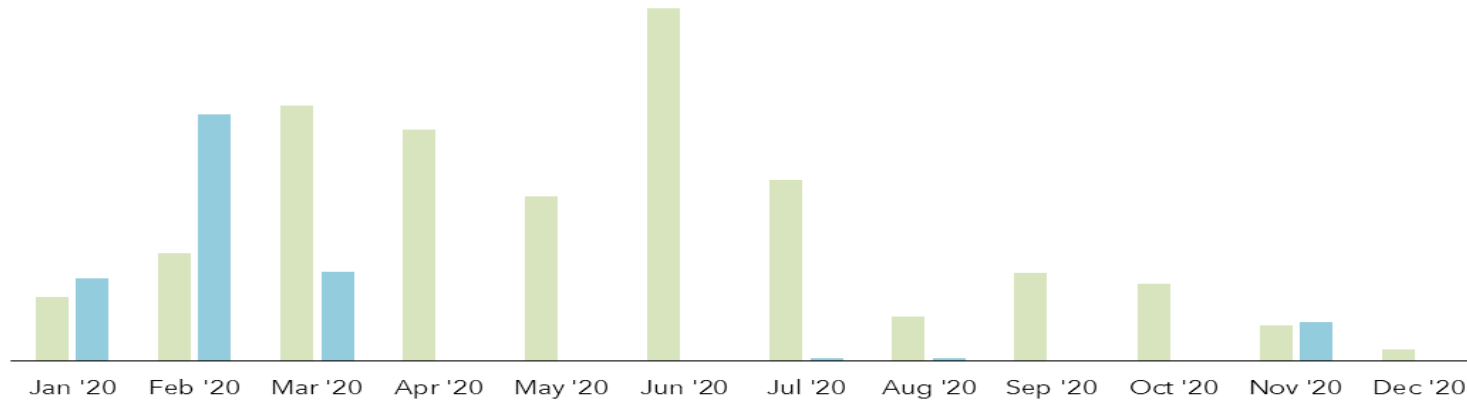
33% of all COVID Lost Groups have rebooked their meetings representing 36% of the lost room nights.  
 The chart below reflects the years these groups have been rescheduled to at this time.



Although 2024 reflects the most rooms nights and largest percentage, these 16K+ room nights only represent the National Speech and Debate Tournament which includes an estimated 8,000 attendees and will bring approximately \$10M in direct spend to the city.

# One-Year Comparative Business Occurring

## Calendar Year 2020 Business Occurring Pace



| 2020      | Jan '20 | Feb '20 | Mar '20 | Apr '20 | May '20 | Jun '20 | Jul '20 | Aug '20 | Sep '20 | Oct '20 | Nov '20 | Dec '20 | Total    |      |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|------|
| 9/30/2019 | 3,868   | 6,525   | 15,407  | 13,971  | 9,969   | 21,278  | 10,903  | 2,725   | 5,320   | 4,675   | 2,156   | 715     | 97,512   |      |
| 9/20/2020 | 4,975   | 14,886  | 5,402   | 0       | 0       | 0       | 169     | 228     | 96      | 0       | 2,359   | 10      | 28,125   |      |
|           |         |         |         |         |         |         |         |         |         |         |         |         | % Change | -71% |

### All Current Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2020 Definite |               |               | 2019 STLY     |                |                | Tentative   |              | EOY Potential |                |
|-----------------|---------------|---------------|---------------|---------------|----------------|----------------|-------------|--------------|---------------|----------------|
|                 | Mtgs/Conv     | Sports        | Total All Biz | Mtgs/Conv     | Sports         | Total All Biz  | 2020        | 2019         | 2020          | 2019           |
| January         | 3,148         | 1,827         | 4,975         | 8,199         | 2,054          | 10,253         | 0           | 0            | 4,975         | 10,253         |
| February        | 4,408         | 10,478        | 14,886        | 2,919         | 9,348          | 12,267         | 0           | 0            | 14,886        | 12,267         |
| March           | 236           | 5,166         | 5,402         | 11,797        | 19,205         | 31,002         | 0           | 0            | 5,402         | 31,002         |
| April           | 0             | 0             | 0             | 13,917        | 5,186          | 19,103         | 0           | 0            | 0             | 19,103         |
| May             | 0             | 0             | 0             | 5,106         | 33,707         | 38,813         | 0           | 0            | 0             | 38,813         |
| June            | 0             | 0             | 0             | 6,079         | 31,265         | 37,344         | 0           | 0            | 0             | 37,344         |
| July            | 0             | 169           | 169           | 4,665         | 8,368          | 13,033         | 0           | 0            | 169           | 13,033         |
| August          | 0             | 228           | 228           | 4,627         | 7,827          | 12,454         | 0           | 0            | 228           | 12,454         |
| September       | 0             | 96            | 96            | 6,080         | 2,490          | 8,570          | 0           | 0            | 96            | 8,570          |
| October         | 0             | 0             | 0             | 14,855        | 1,924          | 16,779         | 259         | 651          | 259           | 17,430         |
| November        | 2,359         | 0             | 2,359         | 5,040         | 13,101         | 18,141         | 250         | 1,569        | 2,609         | 19,710         |
| December        | 0             | 10            | 10            | 361           | 226            | 587            | 285         | 353          | 295           | 940            |
| <b>Total</b>    | <b>10,151</b> | <b>17,974</b> | <b>28,125</b> | <b>83,645</b> | <b>134,701</b> | <b>218,346</b> | <b>794</b>  | <b>2,573</b> | <b>28,919</b> | <b>220,919</b> |
| <b>Variance</b> | <b>-88%</b>   | <b>-87%</b>   | <b>-87%</b>   |               |                |                | <b>-69%</b> | <b>1,779</b> | <b>-87%</b>   | <b>192,000</b> |

2020 impacted by COVID-19

## One-Year Comparative Business Occurring

### Convention Center Current Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

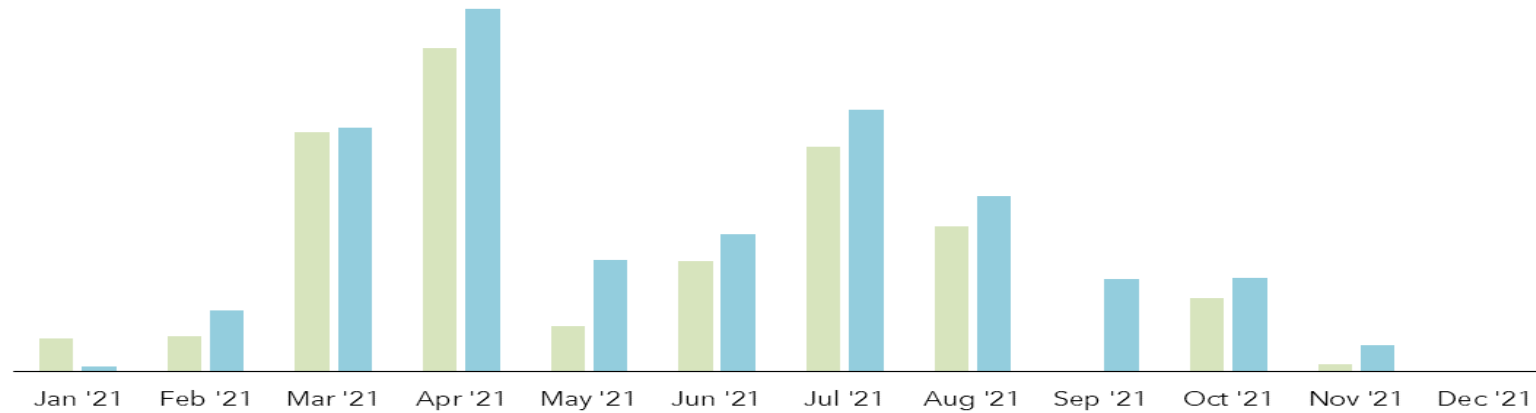
|                 | 2020 Definite |              |              | 2019 STLY     |               |               | Tentative  |            | EOY Potential |               |
|-----------------|---------------|--------------|--------------|---------------|---------------|---------------|------------|------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports       | Total CC     | Mtgs/Conv     | Sports        | Total CC      | 2020       | 2019       | 2,020         | 2,019         |
| January         | 0             | 1,827        | 1,827        | 4,744         | 1,823         | 6,567         | 0          | 0          | 1,827         | 6,567         |
| February        | 953           | 5,713        | 6,666        | 0             | 4,006         | 4,006         | 0          | 0          | 6,666         | 4,006         |
| March           | 0             | 719          | 719          | 8,014         | 5,032         | 13,046        | 0          | 0          | 719           | 13,046        |
| April           | 0             | 0            | 0            | 8,507         | 2,845         | 11,352        | 0          | 0          | 0             | 11,352        |
| May             | 0             | 0            | 0            | 1,955         | 0             | 1,955         | 0          | 0          | 0             | 1,955         |
| June            | 0             | 0            | 0            | 227           | 20,238        | 20,465        | 0          | 0          | 0             | 20,465        |
| July            | 0             | 0            | 0            | 2,014         | 2,361         | 4,375         | 0          | 0          | 0             | 4,375         |
| August          | 0             | 0            | 0            | 1,555         | 0             | 1,555         | 0          | 0          | 0             | 1,555         |
| September       | 0             | 0            | 0            | 1,788         | 0             | 1,788         | 0          | 0          | 0             | 1,788         |
| October         | 0             | 0            | 0            | 5,743         | 0             | 5,743         | 0          | 0          | 0             | 5,743         |
| November        | 775           | 0            | 775          | 4,230         | 0             | 4,230         | 250        | 0          | 1,025         | 4,230         |
| December        | 0             | 0            | 0            | 0             | 0             | 0             | 0          | 0          | 0             | 0             |
| <b>Total</b>    | <b>1,728</b>  | <b>8,259</b> | <b>9,987</b> | <b>38,777</b> | <b>36,305</b> | <b>75,082</b> | <b>250</b> | <b>0</b>   | <b>10,237</b> | <b>75,082</b> |
| <b>Variance</b> | <b>-96%</b>   | <b>-77%</b>  | <b>-87%</b>  |               |               |               | <b>0%</b>  | <b>250</b> | <b>-86%</b>   | <b>64,845</b> |

### Non- Center Current Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2020 Definite |              |               | 2019 STLY     |               |                | Tentative   |              | EOY Potential |                |
|-----------------|---------------|--------------|---------------|---------------|---------------|----------------|-------------|--------------|---------------|----------------|
|                 | Mtgs/Conv     | Sports       | Total NC      | Mtgs/Conv     | Sports        | Total NC       | 2020        | 2019         | 2,020         | 2,019          |
| January         | 3,148         | 0            | 3,148         | 3,455         | 231           | 3,686          | 0           | 0            | 3,148         | 3,686          |
| February        | 3,455         | 4,765        | 8,220         | 2,919         | 5,342         | 8,261          | 0           | 0            | 8,220         | 8,261          |
| March           | 236           | 4,447        | 4,683         | 3,783         | 14,173        | 17,956         | 0           | 0            | 4,683         | 17,956         |
| April           | 0             | 0            | 0             | 5,410         | 2,341         | 7,751          | 0           | 0            | 0             | 7,751          |
| May             | 0             | 0            | 0             | 3,151         | 33,707        | 36,858         | 0           | 0            | 0             | 36,858         |
| June            | 0             | 0            | 0             | 5,852         | 11,027        | 16,879         | 0           | 0            | 0             | 16,879         |
| July            | 0             | 169          | 169           | 2,651         | 6,007         | 8,658          | 0           | 0            | 169           | 8,658          |
| August          | 0             | 228          | 228           | 3,072         | 7,827         | 10,899         | 0           | 0            | 228           | 10,899         |
| September       | 0             | 96           | 96            | 4,292         | 2,490         | 6,782          | 0           | 0            | 96            | 6,782          |
| October         | 0             | 0            | 0             | 9,112         | 1,924         | 11,036         | 259         | 651          | 259           | 11,687         |
| November        | 1,584         | 0            | 1,584         | 810           | 13,101        | 13,911         | 0           | 1,569        | 1,584         | 15,480         |
| December        | 0             | 10           | 10            | 361           | 226           | 587            | 285         | 353          | 295           | 940            |
| <b>Total</b>    | <b>8,423</b>  | <b>9,715</b> | <b>18,138</b> | <b>44,868</b> | <b>98,396</b> | <b>143,264</b> | <b>544</b>  | <b>2,573</b> | <b>18,682</b> | <b>145,837</b> |
| <b>Variance</b> | <b>-81%</b>   | <b>-90%</b>  | <b>-87%</b>   |               |               |                | <b>-79%</b> | <b>2,029</b> | <b>-87%</b>   | <b>127,155</b> |

# One-Year Comparative Business Occurring

## Calendar Year 2021 Business Occurring Pace



| 2021              | Jan '21 | Feb '21 | Mar '21 | Apr '21 | May '21 | Jun '21 | Jul '21 | Aug '21 | Sep '21 | Oct '21 | Nov '21 | Dec '21 | Total      |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|------------|
| 9/30/2019         | 1,256   | 1,327   | 9,021   | 12,186  | 1,725   | 4,185   | 8,487   | 5,487   | 0       | 2,797   | 280     | 0       | 46,751     |
| 9/30/2020         | 198     | 2,297   | 9,195   | 13,666  | 4,197   | 5,162   | 9,863   | 6,626   | 3,515   | 3,522   | 1,005   | 0       | 59,246     |
| <b>% Increase</b> |         |         |         |         |         |         |         |         |         |         |         |         | <b>27%</b> |

### All One Year Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2021 Definite |               |               | 2020 STLY     |               |               | Tentative     |               | EOY Potential |                |
|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
|                 | Mtgs/Conv     | Sports        | Total All Biz | Mtgs/Conv     | Sports        | Total All Biz | 2021          | 2020          | 2021          | 2020           |
| January         | 198           | 0             | 198           | 2,143         | 1,725         | 3,868         | 2,242         | 1,015         | 2,440         | 4,883          |
| February        | 2,287         | 10            | 2,297         | 3,268         | 3,257         | 6,525         | 3,772         | 4,042         | 6,069         | 10,567         |
| March           | 3,526         | 5,669         | 9,195         | 4,394         | 11,013        | 15,407        | 3,520         | 5,878         | 12,715        | 21,285         |
| April           | 3,302         | 10,364        | 13,666        | 8,862         | 5,109         | 13,971        | 1,492         | 4,893         | 15,158        | 18,864         |
| May             | 3,797         | 400           | 4,197         | 4,040         | 5,929         | 9,969         | 174           | 285           | 4,371         | 10,254         |
| June            | 5,152         | 10            | 5,162         | 21,278        | 0             | 21,278        | 470           | 1,861         | 5,632         | 23,139         |
| July            | 3,234         | 6,629         | 9,863         | 4,317         | 6,586         | 10,903        | 0             | 12,622        | 9,863         | 23,525         |
| August          | 6,626         | 0             | 6,626         | 2,725         | 0             | 2,725         | 1,765         | 516           | 8,391         | 3,241          |
| September       | 3,435         | 80            | 3,515         | 5,320         | 0             | 5,320         | 1,570         | 1,933         | 5,085         | 7,253          |
| October         | 3,522         | 0             | 3,522         | 4,675         | 0             | 4,675         | 2,255         | 4,078         | 5,777         | 8,753          |
| November        | 1,005         | 0             | 1,005         | 1,682         | 474           | 2,156         | 2,158         | 1,872         | 3,163         | 4,028          |
| December        | 0             | 0             | 0             | 0             | 715           | 715           | 669           | 37            | 669           | 752            |
| <b>Total</b>    | <b>36,084</b> | <b>23,162</b> | <b>59,246</b> | <b>62,704</b> | <b>34,808</b> | <b>97,512</b> | <b>20,087</b> | <b>39,032</b> | <b>79,333</b> | <b>136,544</b> |
| <b>Variance</b> | <b>-42%</b>   | <b>-33%</b>   | <b>-39%</b>   |               |               |               | <b>-49%</b>   | <b>18,945</b> | <b>-42%</b>   | <b>57,211</b>  |

## One-Year Comparative Business Occurring

### Convention Center One Year Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

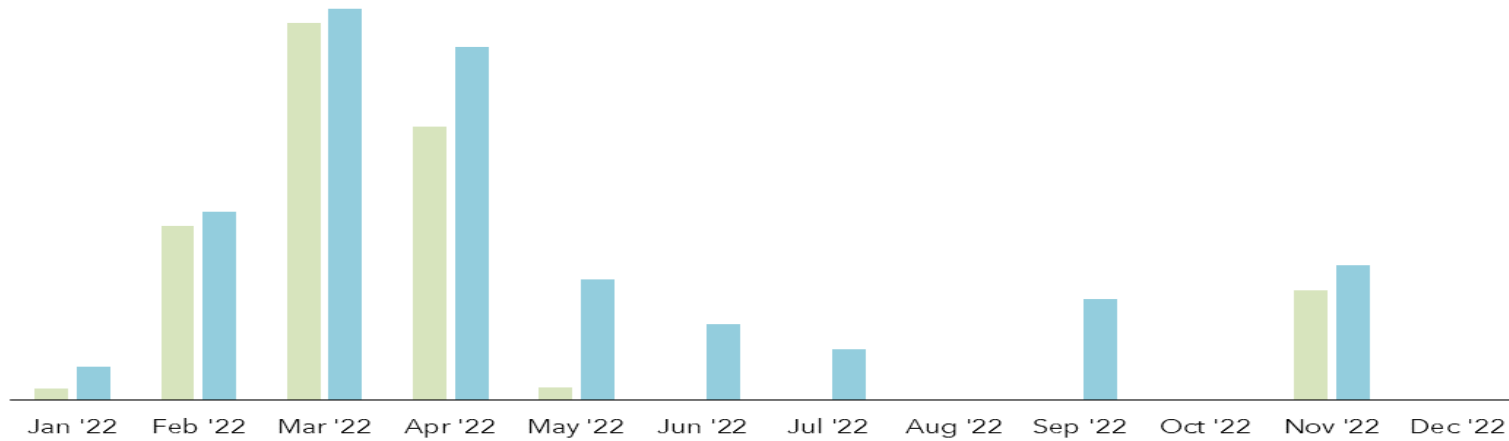
|                 | 2021 Definite |               |               | 2020 STLY     |               |               | Tentative    |              | EOY Potential |               |
|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports        | Total CC      | Mtgs/Conv     | Sports        | Total CC      | 2021         | 2020         | 2021          | 2020          |
| January         | 0             | 0             | 0             | 0             | 1,479         | 1,479         | 1,479        | 0            | 1,479         | 1,479         |
| February        | 0             | 0             | 0             | 953           | 1,761         | 2,714         | 3,574        | 2,975        | 3,574         | 5,689         |
| March           | 2,587         | 5,669         | 8,256         | 0             | 7,276         | 7,276         | 602          | 719          | 8,858         | 7,995         |
| April           | 0             | 10,364        | 10,364        | 3,162         | 2,700         | 5,862         | 0            | 3,050        | 10,364        | 8,912         |
| May             | 2,754         | 0             | 2,754         | 2,098         | 0             | 2,098         | 0            | 225          | 2,754         | 2,323         |
| June            | 3,380         | 0             | 3,380         | 20,056        | 0             | 20,056        | 210          | 0            | 3,590         | 20,056        |
| July            | 0             | 0             | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             |
| August          | 5,152         | 0             | 5,152         | 2,575         | 0             | 2,575         | 1,225        | 0            | 6,377         | 2,575         |
| September       | 2,390         | 0             | 2,390         | 4,590         | 0             | 4,590         | 0            | 602          | 2,390         | 5,192         |
| October         | 1,330         | 0             | 1,330         | 2,950         | 0             | 2,950         | 1,600        | 1,074        | 2,930         | 4,024         |
| November        | 0             | 0             | 0             | 0             | 0             | 0             | 1,260        | 0            | 1,260         | 0             |
| December        | 0             | 0             | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             |
| <b>Total</b>    | <b>17,593</b> | <b>16,033</b> | <b>33,626</b> | <b>36,384</b> | <b>13,216</b> | <b>49,600</b> | <b>9,950</b> | <b>8,645</b> | <b>43,576</b> | <b>58,245</b> |
| <b>Variance</b> | <b>-52%</b>   | <b>21%</b>    | <b>-32%</b>   |               |               |               | <b>15%</b>   | <b>1,305</b> | <b>-25%</b>   | <b>14,669</b> |

### Non-Center One Year Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2021 Definite |              |               | 2020 STLY     |               |               | Tentative     |               | EOY Potential |               |
|-----------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports       | Total NC      | Mtgs/Conv     | Sports        | Total NC      | 2021          | 2020          | 2021          | 2020          |
| January         | 198           | 0            | 198           | 2,143         | 246           | 2,389         | 763           | 1,015         | 961           | 3,404         |
| February        | 2,287         | 10           | 2,297         | 2,315         | 1,496         | 3,811         | 198           | 1,067         | 2,495         | 4,878         |
| March           | 939           | 0            | 939           | 4,394         | 3,737         | 8,131         | 2,918         | 5,159         | 3,857         | 13,290        |
| April           | 3,302         | 0            | 3,302         | 5,700         | 2,409         | 8,109         | 1,492         | 1,843         | 4,794         | 9,952         |
| May             | 1,043         | 400          | 1,443         | 1,942         | 5,929         | 7,871         | 174           | 60            | 1,617         | 7,931         |
| June            | 1,772         | 10           | 1,782         | 1,222         | 0             | 1,222         | 260           | 1,861         | 2,042         | 3,083         |
| July            | 3,234         | 6,629        | 9,863         | 4,317         | 6,586         | 10,903        | 0             | 12,622        | 9,863         | 23,525        |
| August          | 1,474         | 0            | 1,474         | 150           | 0             | 150           | 540           | 516           | 2,014         | 666           |
| September       | 1,045         | 80           | 1,125         | 730           | 0             | 730           | 1,570         | 1,331         | 2,695         | 2,061         |
| October         | 2,192         | 0            | 2,192         | 1,725         | 0             | 1,725         | 655           | 3,004         | 2,847         | 4,729         |
| November        | 1,005         | 0            | 1,005         | 1,682         | 474           | 2,156         | 898           | 1,872         | 1,903         | 4,028         |
| December        | 0             | 0            | 0             | 0             | 715           | 715           | 669           | 37            | 669           | 752           |
| <b>Total</b>    | <b>18,491</b> | <b>7,129</b> | <b>25,620</b> | <b>26,320</b> | <b>21,592</b> | <b>47,912</b> | <b>10,137</b> | <b>30,387</b> | <b>35,757</b> | <b>78,299</b> |
| <b>Variance</b> | <b>-30%</b>   | <b>-67%</b>  | <b>-47%</b>   |               |               |               | <b>-67%</b>   | <b>20,250</b> | <b>-54%</b>   | <b>42,542</b> |

# One-Year Comparative Business Occurring

## Calendar Year 2022 Business Occurring Pace



| 2022              | Jan '22 | Feb '22 | Mar '22 | Apr '22 | May '22 | Jun '22 | Jul '22 | Aug '22 | Sep '22 | Oct '22 | Nov '22 | Dec '22 | Total      |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|------------|
| 9/30/2019         | 280     | 3,981   | 8,628   | 6,242   | 287     | 0       | 0       | 0       | 0       | 0       | 2,525   | 0       | 21,943     |
| 9/30/2020         | 765     | 4,311   | 8,948   | 8,061   | 2,756   | 1,755   | 1,180   | 0       | 2,310   | 0       | 3,085   | 0       | 33,171     |
| <b>% Increase</b> |         |         |         |         |         |         |         |         |         |         |         |         | <b>51%</b> |

### All Two Years Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2022 Definite |               |               | 2021 STLY     |               |               | Tentative     |               | EOY Potential |               |
|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports        | Total All Biz | Mtgs/Conv     | Sports        | Total All Biz | 2022          | 2021          | 2022          | 2021          |
| January         | 765           | 0             | 765           | 1,256         | 0             | 1,256         | 1,570         | 785           | 2,335         | 2,041         |
| February        | 4,311         | 0             | 4,311         | 1,327         | 0             | 1,327         | 341           | 4,635         | 4,652         | 5,962         |
| March           | 3,279         | 5,669         | 8,948         | 3,352         | 5,669         | 9,021         | 1,825         | 745           | 10,773        | 9,766         |
| April           | 1,819         | 6,242         | 8,061         | 1,822         | 10,364        | 12,186        | 297           | 3,302         | 8,358         | 15,488        |
| May             | 2,469         | 287           | 2,756         | 1,325         | 400           | 1,725         | 216           | 4,391         | 2,972         | 6,116         |
| June            | 1,755         | 0             | 1,755         | 4,185         | 0             | 4,185         | 4,213         | 1,912         | 5,968         | 6,097         |
| July            | 1,137         | 43            | 1,180         | 1,901         | 6,586         | 8,487         | 3,085         | 4,329         | 4,265         | 12,816        |
| August          | 0             | 0             | 0             | 5,487         | 0             | 5,487         | 400           | 0             | 400           | 5,487         |
| September       | 2,310         | 0             | 2,310         | 0             | 0             | 0             | 1,803         | 5,023         | 4,113         | 5,023         |
| October         | 0             | 0             | 0             | 2,797         | 0             | 2,797         | 338           | 7,802         | 338           | 10,599        |
| November        | 3,085         | 0             | 3,085         | 280           | 0             | 280           | 0             | 1,371         | 3,085         | 1,651         |
| December        | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             |
| <b>Total</b>    | <b>20,930</b> | <b>12,241</b> | <b>33,171</b> | <b>23,732</b> | <b>23,019</b> | <b>46,751</b> | <b>14,088</b> | <b>34,295</b> | <b>47,259</b> | <b>81,046</b> |
| <b>Variance</b> | <b>-12%</b>   | <b>-47%</b>   | <b>-29%</b>   |               |               |               | <b>-59%</b>   | <b>20,207</b> | <b>-42%</b>   | <b>33,787</b> |



## One-Year Comparative Business Occurring

### Convention Center Two Years Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

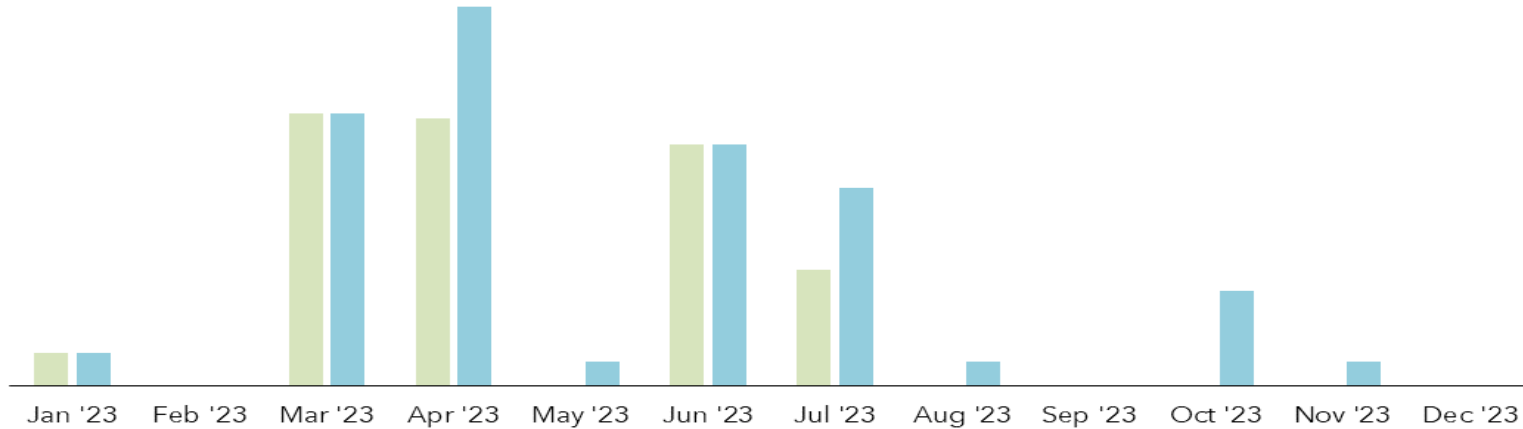
|                 | 2022 Definite |               |               | 2021 STLY     |               |               | Tentative     |               | EOY Potential |               |
|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports        | Total CC      | Mtgs/Conv     | Sports        | Total CC      | 2022          | 2021          | 2022          | 2021          |
| January         | 0             | 0             | 0             | 1,256         | 0             | 1,256         | 1,570         | 0             | 1,570         | 1,256         |
| February        | 2,375         | 0             | 2,375         | 0             | 0             | 0             | 0             | 2,276         | 2,375         | 2,276         |
| March           | 1,577         | 5,669         | 7,246         | 2,527         | 5,669         | 8,196         | 974           | 0             | 8,220         | 8,196         |
| April           | 0             | 6,242         | 6,242         | 0             | 10,364        | 10,364        | 0             | 2,227         | 6,242         | 12,591        |
| May             | 1,460         | 0             | 1,460         | 1,325         | 0             | 1,325         | 0             | 0             | 1,460         | 1,325         |
| June            | 1,537         | 0             | 1,537         | 3,380         | 0             | 3,380         | 4,213         | 0             | 5,750         | 3,380         |
| July            | 0             | 0             | 0             | 0             | 0             | 0             | 3,085         | 0             | 3,085         | 0             |
| August          | 0             | 0             | 0             | 5,152         | 0             | 5,152         | 0             | 0             | 0             | 5,152         |
| September       | 1,480         | 0             | 1,480         | 0             | 0             | 0             | 1,570         | 3,458         | 3,050         | 3,458         |
| October         | 0             | 0             | 0             | 1,330         | 0             | 1,330         | 0             | 5,960         | 0             | 7,290         |
| November        | 2,525         | 0             | 2,525         | 0             | 0             | 0             | 0             | 0             | 2,525         | 0             |
| December        | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             |
| <b>Total</b>    | <b>10,954</b> | <b>11,911</b> | <b>22,865</b> | <b>14,970</b> | <b>16,033</b> | <b>31,003</b> | <b>11,412</b> | <b>13,921</b> | <b>34,277</b> | <b>44,924</b> |
| <b>Variance</b> | <b>-27%</b>   | <b>-26%</b>   | <b>-26%</b>   |               |               |               | <b>-18%</b>   | <b>2,509</b>  | <b>-24%</b>   | <b>10,647</b> |

### Non- Center Two Years Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2022 Definite |             |               | 2021 STLY    |              |               | Tentative    |               | EOY Potential |               |
|-----------------|---------------|-------------|---------------|--------------|--------------|---------------|--------------|---------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports      | Total NC      | Mtgs/Conv    | Sports       | Total NC      | 2022         | 2021          | 2022          | 2021          |
| January         | 765           | 0           | 765           | 0            | 0            | 0             | 0            | 785           | 765           | 785           |
| February        | 1,936         | 0           | 1,936         | 1,327        | 0            | 1,327         | 341          | 2,359         | 2,277         | 3,686         |
| March           | 1,702         | 0           | 1,702         | 825          | 0            | 825           | 851          | 745           | 2,553         | 1,570         |
| April           | 1,819         | 0           | 1,819         | 1,822        | 0            | 1,822         | 297          | 1,075         | 2,116         | 2,897         |
| May             | 1,009         | 287         | 1,296         | 0            | 400          | 400           | 216          | 4,391         | 1,512         | 4,791         |
| June            | 218           | 0           | 218           | 805          | 0            | 805           | 0            | 1,912         | 218           | 2,717         |
| July            | 1,137         | 43          | 1,180         | 1,901        | 6,586        | 8,487         | 0            | 4,329         | 1,180         | 12,816        |
| August          | 0             | 0           | 0             | 335          | 0            | 335           | 400          | 0             | 400           | 335           |
| September       | 830           | 0           | 830           | 0            | 0            | 0             | 233          | 1,565         | 1,063         | 1,565         |
| October         | 0             | 0           | 0             | 1,467        | 0            | 1,467         | 338          | 1,842         | 338           | 3,309         |
| November        | 560           | 0           | 560           | 280          | 0            | 280           | 0            | 1,371         | 560           | 1,651         |
| December        | 0             | 0           | 0             | 0            | 0            | 0             | 0            | 0             | 0             | 0             |
| <b>Total</b>    | <b>9,976</b>  | <b>330</b>  | <b>10,306</b> | <b>8,762</b> | <b>6,986</b> | <b>15,748</b> | <b>2,676</b> | <b>20,374</b> | <b>12,982</b> | <b>36,122</b> |
| <b>Variance</b> | <b>14%</b>    | <b>-95%</b> | <b>-35%</b>   |              |              |               | <b>-87%</b>  | <b>17,698</b> | <b>-64%</b>   | <b>23,140</b> |

# One-Year Comparative Business Occurring

## Calendar Year 2023 Business Occurring Pace



| 2023              | Jan '23 | Feb '23 | Mar '23 | Apr '23 | May '23 | Jun '23 | Jul '23 | Aug '23 | Sep '23 | Oct '23 | Nov '23 | Dec '23 | Total      |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|------------|
| 9/30/2019         | 760     | 0       | 6,361   | 6,242   | 0       | 5,647   | 2,700   | 0       | 0       | 0       | 0       | 0       | 21,710     |
| 9/30/2020         | 760     | 0       | 6,361   | 8,852   | 550     | 5,647   | 4,622   | 556     | 0       | 2,215   | 560     | 0       | 30,123     |
| <b>% Increase</b> |         |         |         |         |         |         |         |         |         |         |         |         | <b>39%</b> |

### All Three Years Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2023 Definite |               |               | 2022 STLY    |               |               | Tentative     |               | EOY Potential |               |
|-----------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports        | Total All Biz | Mtgs/Conv    | Sports        | Total All Biz | 2023          | 2022          | 2023          | 2022          |
| January         | 760           | 0             | 760           | 280          | 0             | 280           | 566           | 0             | 1,326         | 280           |
| February        | 0             | 0             | 0             | 3,981        | 0             | 3,981         | 5,904         | 1,176         | 5,904         | 5,157         |
| March           | 692           | 5,669         | 6,361         | 2,959        | 5,669         | 8,628         | 8,072         | 1,727         | 14,433        | 10,355        |
| April           | 2,610         | 6,242         | 8,852         | 0            | 6,242         | 6,242         | 0             | 6,631         | 8,852         | 12,873        |
| May             | 550           | 0             | 550           | 0            | 287           | 287           | 640           | 1,582         | 1,190         | 1,869         |
| June            | 5,647         | 0             | 5,647         | 0            | 0             | 0             | 0             | 4,871         | 5,647         | 4,871         |
| July            | 4,622         | 0             | 4,622         | 0            | 0             | 0             | 416           | 2,087         | 5,038         | 2,087         |
| August          | 556           | 0             | 556           | 0            | 0             | 0             | 1,832         | 533           | 2,388         | 533           |
| September       | 0             | 0             | 0             | 0            | 0             | 0             | 6,626         | 0             | 6,626         | 0             |
| October         | 2,215         | 0             | 2,215         | 0            | 0             | 0             | 0             | 6,330         | 2,215         | 6,330         |
| November        | 560           | 0             | 560           | 2,525        | 0             | 2,525         | 0             | 1,075         | 560           | 3,600         |
| December        | 0             | 0             | 0             | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| <b>Total</b>    | <b>18,212</b> | <b>11,911</b> | <b>30,123</b> | <b>9,745</b> | <b>12,198</b> | <b>21,943</b> | <b>24,056</b> | <b>26,012</b> | <b>54,179</b> | <b>47,955</b> |
| <b>Variance</b> | <b>87%</b>    | <b>-2%</b>    | <b>37%</b>    |              |               |               | <b>-8%</b>    | <b>1,956</b>  | <b>13%</b>    | <b>6,224</b>  |

## One-Year Comparative Business Occurring

### Convention Center Three Years Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2023 Definite |               |               | 2022 STLY    |               |               | Tentative     |               | EOY Potential |               |
|-----------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports        | Total CC      | Mtgs/Conv    | Sports        | Total CC      | 2023          | 2022          | 2023          | 2022          |
| January         | 0             | 0             | 0             | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| February        | 0             | 0             | 0             | 2,375        | 0             | 2,375         | 5,904         | 1,176         | 5,904         | 3,551         |
| March           | 692           | 5,669         | 6,361         | 1,577        | 5,669         | 7,246         | 4,012         | 0             | 10,373        | 7,246         |
| April           | 0             | 6,242         | 6,242         | 0            | 6,242         | 6,242         | 0             | 5,060         | 6,242         | 11,302        |
| May             | 0             | 0             | 0             | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| June            | 5,647         | 0             | 5,647         | 0            | 0             | 0             | 0             | 3,343         | 5,647         | 3,343         |
| July            | 4,622         | 0             | 4,622         | 0            | 0             | 0             | 0             | 2,087         | 4,622         | 2,087         |
| August          | 0             | 0             | 0             | 0            | 0             | 0             | 1,225         | 0             | 1,225         | 0             |
| September       | 0             | 0             | 0             | 0            | 0             | 0             | 6,626         | 0             | 6,626         | 0             |
| October         | 2,215         | 0             | 2,215         | 0            | 0             | 0             | 0             | 4,255         | 2,215         | 4,255         |
| November        | 0             | 0             | 0             | 2,525        | 0             | 2,525         | 0             | 1,075         | 0             | 3,600         |
| December        | 0             | 0             | 0             | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| <b>Total</b>    | <b>13,176</b> | <b>11,911</b> | <b>25,087</b> | <b>6,477</b> | <b>11,911</b> | <b>18,388</b> | <b>17,767</b> | <b>16,996</b> | <b>42,854</b> | <b>35,384</b> |
| <b>Variance</b> | <b>103%</b>   | <b>0%</b>     | <b>36%</b>    |              |               |               | <b>5%</b>     | <b>771</b>    | <b>21%</b>    | <b>7,470</b>  |

### Non- Center Three Years Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2023 Definite |              |              | 2022 STLY    |            |              | Tentative    |              | EOY Potential |               |
|-----------------|---------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports       | Total NC     | Mtgs/Conv    | Sports     | Total NC     | 2023         | 2022         | 2023          | 2022          |
| January         | 760           | 0            | 760          | 280          | 0          | 280          | 566          | 0            | 1,326         | 280           |
| February        | 0             | 0            | 0            | 1,606        | 0          | 1,606        | 0            | 0            | 0             | 1,606         |
| March           | 0             | 0            | 0            | 1,382        | 0          | 1,382        | 4,060        | 1,727        | 4,060         | 3,109         |
| April           | 2,610         | 0            | 2,610        | 0            | 0          | 0            | 0            | 1,571        | 2,610         | 1,571         |
| May             | 550           | 0            | 550          | 0            | 287        | 287          | 640          | 1,582        | 1,190         | 1,869         |
| June            | 0             | 0            | 0            | 0            | 0          | 0            | 0            | 1,528        | 0             | 1,528         |
| July            | 0             | 0            | 0            | 0            | 0          | 0            | 416          | 0            | 416           | 0             |
| August          | 556           | 0            | 556          | 0            | 0          | 0            | 607          | 533          | 1,163         | 533           |
| September       | 0             | 0            | 0            | 0            | 0          | 0            | 0            | 0            | 0             | 0             |
| October         | 0             | 0            | 0            | 0            | 0          | 0            | 0            | 2,075        | 0             | 2,075         |
| November        | 560           | 0            | 560          | 0            | 0          | 0            | 0            | 0            | 560           | 0             |
| December        | 0             | 0            | 0            | 0            | 0          | 0            | 0            | 0            | 0             | 0             |
| <b>Total</b>    | <b>5,036</b>  | <b>0</b>     | <b>5,036</b> | <b>3,268</b> | <b>287</b> | <b>3,555</b> | <b>6,289</b> | <b>9,016</b> | <b>11,325</b> | <b>12,571</b> |
| <b>Variance</b> | <b>54%</b>    | <b>-100%</b> | <b>42%</b>   |              |            |              | <b>-30%</b>  | <b>2,727</b> | <b>-10%</b>   | <b>1,246</b>  |

# One-Year Comparative Business Occurring

## Calendar Year 2024 Business Occurring Pace



| 2024      | Jan '24 | Feb '24 | Mar '24 | Apr '24 | May '24 | Jun '24 | Jul '24 | Aug '24 | Sep '24 | Oct '24 | Nov '24 | Dec '24 | Total      |    |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|------------|----|
| 9/30/2019 | 1,327   | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 1,327      |    |
| 9/30/2020 | 1,327   | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 1,327      |    |
|           |         |         |         |         |         |         |         |         |         |         |         |         | % Increase | 0% |

| All Four Years Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020 |               |              |               |              |               |               |               |               |               |               |  |
|--|---------------|--------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|--|
|  | 2024 Definite |              |               | 2023 STLY    |               |               | Tentative     |               | EOY Potential |               |  |
|  | Mtgs/Conv     | Sports       | Total All Biz | Mtgs/Conv    | Sports        | Total All Biz | 2024          | 2023          | 2024          | 2023          |  |
| January  | 1,327         | 0            | 1,327         | 760          | 0             | 760           | 0             | 0             | 1,327         | 760           |  |
| February   | 0             | 0            | 0             | 0            | 0             | 0             | 2,061         | 3,166         | 2,061         | 3,166         |  |
| March  | 0             | 0            | 0             | 692          | 5,669         | 6,361         | 11,119        | 5,500         | 11,119        | 11,861        |  |
| April  | 0             | 0            | 0             | 0            | 6,242         | 6,242         | 0             | 1,540         | 0             | 7,782         |  |
| May  | 0             | 0            | 0             | 0            | 0             | 0             | 0             | 1,230         | 0             | 1,230         |  |
| June   | 0             | 0            | 0             | 5,647        | 0             | 5,647         | 0             | 0             | 0             | 5,647         |  |
| July   | 0             | 0            | 0             | 2,700        | 0             | 2,700         | 1,480         | 4,955         | 1,480         | 7,655         |  |
| August   | 0             | 0            | 0             | 0            | 0             | 0             | 0             | 0             | 0             | 0             |  |
| September  | 0             | 0            | 0             | 0            | 0             | 0             | 0             | 0             | 0             | 0             |  |
| October  | 0             | 0            | 0             | 0            | 0             | 0             | 0             | 0             | 0             | 0             |  |
| November   | 0             | 0            | 0             | 0            | 0             | 0             | 0             | 550           | 0             | 550           |  |
| December   | 0             | 0            | 0             | 0            | 0             | 0             | 0             | 0             | 0             | 0             |  |
| <b>Total</b>   | <b>1,327</b>  | <b>0</b>     | <b>1,327</b>  | <b>9,799</b> | <b>11,911</b> | <b>21,710</b> | <b>14,660</b> | <b>16,941</b> | <b>15,987</b> | <b>38,651</b> |  |
| <b>Variance</b>  | <b>-86%</b>   | <b>-100%</b> | <b>-94%</b>   |              |               |               | <b>-13%</b>   | <b>2281</b>   | <b>-59%</b>   | <b>22,664</b> |  |

## One-Year Comparative Business Occurring

### Convention Center Four Years Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2024 Definite |              |              | 2023 STLY    |               |               | Tentative     |               | EOY Potential |               |
|-----------------|---------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                 | Mtgs/Conv     | Sports       | Total CC     | Mtgs/Conv    | Sports        | Total CC      | 2024          | 2023          | 2024          | 2023          |
| January         | 1,327         | 0            | 1,327        | 0            | 0             | 0             | 0             | 0             | 1,327         | 0             |
| February        | 0             | 0            | 0            | 0            | 0             | 0             | 2,061         | 3,166         | 2,061         | 3,166         |
| March           | 0             | 0            | 0            | 692          | 5,669         | 6,361         | 7,059         | 5,500         | 7,059         | 11,861        |
| April           | 0             | 0            | 0            | 0            | 6,242         | 6,242         | 0             | 1,540         | 0             | 7,782         |
| May             | 0             | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| June            | 0             | 0            | 0            | 5,647        | 0             | 5,647         | 0             | 0             | 0             | 5,647         |
| July            | 0             | 0            | 0            | 2,700        | 0             | 2,700         | 1,480         | 4,955         | 1,480         | 7,655         |
| August          | 0             | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| September       | 0             | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| October         | 0             | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| November        | 0             | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| December        | 0             | 0            | 0            | 0            | 0             | 0             | 0             | 0             | 0             | 0             |
| <b>Total</b>    | <b>1,327</b>  | <b>0</b>     | <b>1,327</b> | <b>9,039</b> | <b>11,911</b> | <b>20,950</b> | <b>10,600</b> | <b>15,161</b> | <b>11,927</b> | <b>36,111</b> |
| <b>Variance</b> | <b>-85%</b>   | <b>-100%</b> | <b>-94%</b>  |              |               |               | <b>-30%</b>   | <b>4561</b>   | <b>-67%</b>   | <b>24,184</b> |

### Non- Center Four Years Out Calendar Year Business Occurring Pace to STLY - as of 9/30/2020

|                 | 2024 Definite |           |              | 2023 STLY  |          |            | Tentative    |              | EOY Potential |              |
|-----------------|---------------|-----------|--------------|------------|----------|------------|--------------|--------------|---------------|--------------|
|                 | Mtgs/Conv     | Sports    | Total NC     | Mtgs/Conv  | Sports   | Total NC   | 2024         | 2023         | 2024          | 2023         |
| January         | 0             | 0         | 0            | 760        | 0        | 760        | 0            | 0            | 0             | 760          |
| February        | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 0            | 0             | 0            |
| March           | 0             | 0         | 0            | 0          | 0        | 0          | 4,060        | 0            | 4,060         | 0            |
| April           | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 0            | 0             | 0            |
| May             | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 1,230        | 0             | 1,230        |
| June            | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 0            | 0             | 0            |
| July            | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 0            | 0             | 0            |
| August          | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 0            | 0             | 0            |
| September       | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 0            | 0             | 0            |
| October         | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 0            | 0             | 0            |
| November        | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 550          | 0             | 550          |
| December        | 0             | 0         | 0            | 0          | 0        | 0          | 0            | 0            | 0             | 0            |
| <b>Total</b>    | <b>0</b>      | <b>0</b>  | <b>0</b>     | <b>760</b> | <b>0</b> | <b>760</b> | <b>4,060</b> | <b>1,780</b> | <b>4,060</b>  | <b>2,540</b> |
| <b>Variance</b> | <b>-100%</b>  | <b>0%</b> | <b>-100%</b> |            |          |            | <b>128%</b>  | <b>2280</b>  | <b>60%</b>    | <b>1,520</b> |