

**Convention Sales**  
Production  
April 2019

Team Production (Non-Legacy)						
	Apr-19	Apr-18	YTD 2019	YTD 2018	YTD Goal	Goal %
Leads	101	93	372	394	1,148	32%
Bookings	24	30	82	100	375	22%
Definite Room Nights	19,839	17,113	54,418	66,145	222,500	24%

Legacy Production				
	Apr-19	Apr-18	YTD 2019	YTD 2018
Leads	1	0	4	9
Bookings	0	0	6	4
Definite Room Nights	0	0	6,130	2,079

Total Production (Including Legacy)				
	Apr-19	Apr-18	YTD 2019	YTD 2018
Leads	102	93	376	403
Bookings	24	30	88	104
Definite Room Nights	19,839	17,113	60,548	68,224
Business Sales	\$14,346,248	\$11,066,962	\$44,906,927	\$43,202,176
Jobs Supported	5,910	3,908	18,503	16,790
Local Taxes	\$678,305	\$543,656	\$2,340,008	\$2,176,610
Personal Income	\$5,072,808	\$3,968,196	\$15,864,950	\$15,357,039
Bed Taxes	\$494,553	\$403,611	\$1,749,380	\$1,616,571

PSCC Production				
	Apr-19	Apr-18	YTD 2019	YTD 2018
Leads	9	12	32	54
Bookings	0	1	6	5
Definite Room Nights	0	1,853	7,739	5,708

**Event Impact Calculator Key (EIC)**

- *Business Sales* - Dollar amount for all expenditures in the local economy as a result of an event. Includes direct, indirect, and induced business sales.
- *Jobs Supported* - Employment supported by all event-related business sales. Includes direct, indirect, and induced business sales.
- *Local Taxes* - Dollar amount for all direct, indirect, and induced local taxes and assessments generated by an event. Includes income, bed, sales, and other
- *Personal Income* - Dollar amount for the income accrued to households as a result of the event and business activity. Includes wages, salaries, labor income, proprietors income, and, retirement/disability/military payments.
- *Bed Taxes* - Dollar amount for the Transient Occupancy Taxes collected based on 11.5% (Average of all Greater Palm Springs cities).

**Convention Sales**  
Booking Production Analysis  
April 2019

**By Year (Team only)**

Meeting Year	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
2019	5	2,929	1,275	34	10,206
2020	5	1,896	915	20	11,377
2021	7	6,587	2,285	17	17,535
2022	3	2,554	1,206	5	6,092
2023	2	2,779	1,400	3	4,409
2024	0	0	0	0	0
2025	1	1,753	1,100	2	3,458
2026	1	1,341	700	1	1,341
2027	0	0	0	0	0
<b>Total</b>	<b>24</b>	<b>19,839</b>	<b>8,881</b>	<b>82</b>	<b>54,418</b>

**By Market Segment (Team only)**

Type	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Food	0	0	0	2	1,439
Athletic/Sports	0	0	0	4	3,858
Automotive	0	0	0	1	100
Computer/Software	0	0	0	2	2,379
Educational	1	200	175	5	2,474
Environmental	1	286	150	2	366
Film Crews	0	0	0	0	0
Financial	3	3,978	1,465	8	5,872
Franchise	0	0	0	3	1,867
Fraternal	1	1,753	1,100	2	3,458
Government, Public Admin	0	0	0	5	1,732
Health & Medical	5	5,288	2,081	14	11,124
High Tech/Electric/Comp	0	0	0	4	1,065
LGBT	1	555	350	1	555
Manufacturing/Distribution	0	0	0	3	1,874
Pharmaceuticals	0	0	0	2	886
Real Estate	0	0	0	1	1,335
Religious	1	366	80	3	1,381
Scientific/Technical	0	0	0	1	2,092
Social	1	770	600	3	1,974
SPORTING EVENTS	6	2,340	1,200	6	2,340
Third Party Planner	0	0	0	0	0
Trade/Commercial/Bus	4	4,303	1,680	10	6,247
Transportation	0	0	0	0	0
<b>Total</b>	<b>24</b>	<b>19,839</b>	<b>8,881</b>	<b>82</b>	<b>54,418</b>

**Convention Sales**  
 Booking Production Analysis (Cont.)  
 April 2019

**By Key States/Countries (Team only)**

State/Country	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
California	14	9,436	4,366	39	20,340
Colorado	0	0	0	1	2,092
District of Columbia	2	2,468	1,250	4	4,113
Florida	0	0	0	5	3,118
Georgia	0	0	0	1	1,705
Iowa	1	159	80	1	159
Illinois	1	28	10	3	1,240
Kansas	0	0	0	4	2,251
Massachusetts	0	0	0	1	789
Michigan	0	0	0	0	0
Minnesota	1	2,395	700	1	2,395
Missouri	0	0	0	0	0
Nebraska	0	0	0	0	0
Nevada	0	0	0	0	0
New Hampshire	0	0	0	0	0
New Jersey	0	0	0	2	3,219
New Mexico	0	0	0	0	0
New York	1	200	175	3	2,744
North Carolina	0	0	0	0	0
Ohio	1	1,753	1,100	2	2,241
Oklahoma	0	0	0	0	0
Oregon	0	0	0	1	70
Pennsylvania	1	788	350	1	788
South Carolina	0	0	0	1	100
Tennessee	0	0	0	0	0
Texas	0	0	0	0	0
Utah	0	0	0	0	0
Virginia	1	2,326	700	3	3,110
Washington	1	286	150	5	1,715
Wisconsin	0	0	0	0	0
[Not Set/Not USA]	0	0	0	4	2,229
<b>Total</b>	<b>24</b>	<b>19,839</b>	<b>8,881</b>	<b>82</b>	<b>54,418</b>

## Convention Sales

Lost Business

April 2019

### Top Ten Lost Lead Destinations (Ranked by YTD)

Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	7	4790	22	14,385
2	Las Vegas	1	1,550	5	7,174
3	Orlando	2	2,543	4	6,916
4	Scottsdale	1	1,100	8	6,089
5	Phoenix	3	2,516	5	5,116
6	Philadelphia	0	0	1	3,255
7	Salt Lake City	0	0	1	3,255
8	San Francisco	0	0	1	3,126
9	Albuquerque	1	606	3	2,751
10	Seattle	1	1,880	3	2,474

### All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	4	3,616	17	12,450
California	19	8,684	57	30,832
Colorado	2	194	3	689
Florida	2	2,543	8	9,864
Kentucky	0	0	1	640
Georgia	0	0	0	0
Hawaii	0	0	0	0
Idaho	0	0	0	0
Minnesota	0	0	0	0
Montana	0	0	0	0
N/A	1	312	26	18,918
Nevada	1	1,550	6	8,782
New Mexico	1	606	3	2,751
New York	0	0	0	0
North Carolina	0	0	0	0
Oklahoma	0	0	0	0
Oregon	0	0	1	1,478
Out of Country	1	66	7	1,695
Pennsylvania	0	0	1	3,255
South Dakota	0	0	0	0
Tennessee	1	1,065	2	2,405
Texas	1	472	5	3,785
Unknown	13	13,426	103	119,985
Utah	0	0	3	4,053
Washington	2	3,394	4	3,988
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
<b>Total</b>	<b>48</b>	<b>35,928</b>	<b>249</b>	<b>227,187</b>