

# Convention Sales

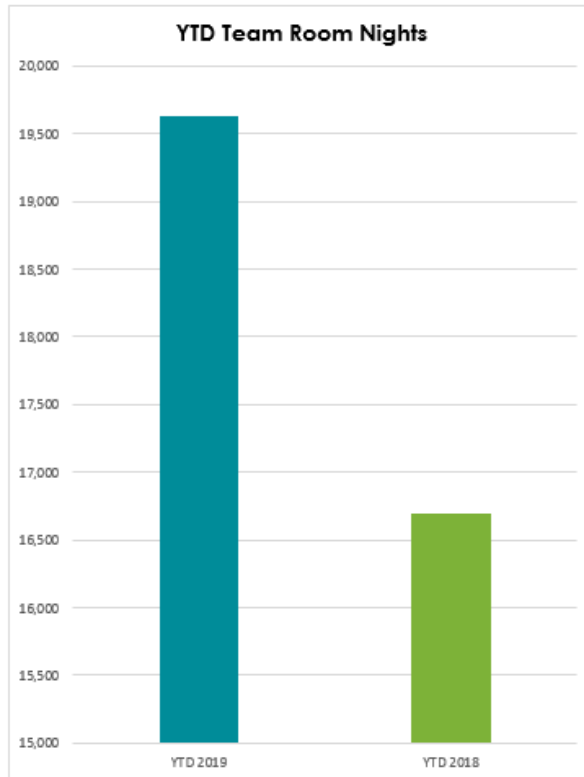
## Booking Production Analysis | February 2019

Convention Sales Production									
TEAM	Feb-19	Feb-18	Variance	YTD 2019	YTD 2018	Variance	YTD Goal	Goal %	
<b>Leads</b>	<b>82</b>	<b>111</b>	<b>-26%</b>	<b>181</b>	<b>189</b>	<b>-4%</b>	<b>1,148</b>	<b>-84%</b>	
<b>Definite Room Nights</b>	<b>11,786</b>	<b>8,307</b>	<b>42%</b>	<b>19,626</b>	<b>16,698</b>	<b>18%</b>	<b>222,500</b>	<b>-91%</b>	
<b>Bookings</b>	<b>18</b>	<b>22</b>	<b>-18%</b>	<b>35</b>	<b>35</b>	<b>0%</b>	<b>375</b>	<b>-91%</b>	
EIC	Business Sales	\$ 7,203,235	\$ 6,375,382	13%	\$ 17,141,955	\$ 11,589,488	47.9%		
	Jobs Supported	3,216	3,280	-2%	7,278	5,608	30%		
	Local Taxes	\$ 361,258	\$ 283,880	27%	\$ 976,294	\$ 554,095	76%		
	Personal Income	\$ 2,557,255	\$ 2,311,948	11%	\$ 6,041,242	\$ 4,154,236	45%		
	Bed Taxes	\$ 268,132	\$ 206,601	30%	\$ 745,211	\$ 407,651	83%		

LEGACY	Feb-19	YTD 2019	
Definite Room Nights	1,702	6,130	
Bookings	2	6	
EIC	Business Sales	\$ 1,291,558	\$ 3,647,729
	Jobs Supported	638	1,541
	Local Taxes	\$ 62,380	\$ 187,561
	Personal Income	\$ 437,153	\$ 1,248,755
	Bed Taxes	\$ 44,602	\$ 137,662

TOTAL	Feb-19	YTD 2019	
Definite Room Nights	13,488	25,756	
Bookings	20	41	
EIC	Business Sales	\$ 8,494,793	\$ 20,789,683
	Jobs Supported	3,854	8,819
	Local Taxes	\$ 423,639	\$ 1,163,855
	Personal Income	\$ 2,994,408	\$ 7,289,998
	Bed Taxes	\$ 312,734	\$ 882,873

Meetings Actualized (Includes Legacy)			
	Feb-19	YTD 2019	
Definite Room Nights	22,291	52,785	
Bookings	38	78	
EIC	Business Sales	\$ 15,630,330	\$ 39,697,262
	Jobs Supported	4,668	13,841
	Local Taxes	\$ 905,607	\$ 2,109,598
	Personal Income	\$ 5,512,709	\$ 13,900,437
	Bed Taxes	\$ 553,123	\$ 1,353,585



### 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 local taxes.
- **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).

By Year (Team only)								
Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2019	10	56%	1,932	16%	1,185	14%	20	4,460
2020	4	22%	4,092	35%	2,975	35%	8	6,598
2021	2	11%	2,224	19%	1,900	22%	4	3,325
2022	2	11%	3,538	30%	2,500	29%	2	3,538
2023	0	0%	0	0%	0	0%	0	0
2024	0	0%	0	0%	0	0%	0	0
2025	0	0%	0	0%	0	0%	1	1,705
2026	0	0%	0	0%	0	0%	0	0
2027	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>18</b>	<b>100%</b>	<b>11,786</b>	<b>100%</b>	<b>8,560</b>	<b>100%</b>	<b>35</b>	<b>19,626</b>
By Peak Room Nights (Team only)								
Peak Room Nights	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
1-99	7	39%	751	6%	695	8%	14	1,497
100 - 200	3	17%	780	7%	390	5%	8	3,460
201-499	5	28%	5,560	47%	4,500	53%	10	9,974
500-999	3	17%	4,695	40%	2,975	35%	3	4,695
1000-1499	0	0%	0	0%	0	0%	0	0
1500+	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>18</b>	<b>100%</b>	<b>11,786</b>	<b>100%</b>	<b>8,560</b>	<b>100%</b>	<b>35</b>	<b>19,626</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	0%	0	0%	1	499
Athletic/Sports	2	11%	2,544	22%	3,000	35%	2	2,544
Automotive	1	6%	100	1%	120	1%	1	100
Computer/Software	1	6%	1,449	12%	800	9%	2	2,379
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	0	0
Educational	2	11%	1,466	12%	566	7%	3	2,041
Entertainment	0	0%	0	0%	0	0%	0	0
Environmental	0	0%	0	0%	0	0%	1	80
Ethnic	0	0%	0	0%	0	0%	0	0
Film Crews	0	0%	0	0%	0	0%	0	0
Financial	1	6%	615	5%	300	4%	3	1,654
Franchise	2	11%	1,217	10%	499	6%	2	1,217
Fraternal	0	0%	0	0%	0	0%	1	1,705
Government, Public Admin	1	6%	82	1%	150	2%	3	672
Health & Medical	2	11%	1,166	10%	600	7%	4	1,236
High Tech/Electric/Comp	3	17%	780	7%	390	5%	4	1,065
Hobby & Vocational	0	0%	0	0%	0	0%	0	0
Insurance	0	0%	0	0%	0	0%	0	0
Insurance Association	0	0%	0	0%	0	0%	0	0
Labor Union	0	0%	0	0%	0	0%	0	0
LGBT	0	0%	0	0%	0	0%	0	0
Manufacturing/Distribution	1	6%	205	2%	85	1%	2	244
Meetings, Industry Events	0	0%	0	0%	0	0%	0	0
Military Reunions	0	0%	0	0%	0	0%	0	0
Scientific/Technical	1	6%	2,092	18%	2,000	23%	1	2,092
Social	0	0%	0	0%	0	0%	2	1,204
SPORTING EVENTS	0	0%	0	0%	0	0%	0	0
Third Party Planner	0	0%	0	0%	0	0%	0	0
Trade/Commercial/Bus	1	6%	70	1%	50	1%	3	894
Transportation	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>18</b>	<b>100%</b>	<b>11,786</b>	<b>100%</b>	<b>8,560</b>	<b>100%</b>	<b>35</b>	<b>19,626</b>

By Key States/Countries (Team only)								
State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
California	8	44%	4,136	35%	1,900	22%	16	6,655
Colorado	1	6%	2,092	18%	2,000	23%	1	2,092
Connecticut	0	0%	0	0%	0	0%	0	0
District of Columbia	0	0%	0	0%	0	0%	0	0
Florida	1	6%	615	5%	300	4%	1	615
Georgia	0	0%	0	0%	0	0%	1	1,705
Idaho	0	0%	0	0%	0	0%	0	0
Illinois	0	0%	0	0%	0	0%	1	602
Indiana	0	0%	0	0%	0	0%	0	0
Kansas	0	0%	0	0%	0	0%	1	222
Kentucky	0	0%	0	0%	0	0%	0	0
Maryland	0	0%	0	0%	0	0%	0	0
Massachusetts	0	0%	0	0%	0	0%	1	789
Michigan	0	0%	0	0%	0	0%	0	0
Minnesota	0	0%	0	0%	0	0%	0	0
Missouri	0	0%	0	0%	0	0%	0	0
Nebraska	0	0%	0	0%	0	0%	0	0
Nevada	0	0%	0	0%	0	0%	0	0
New Hampshire	0	0%	0	0%	0	0%	0	0
New Jersey	0	0%	0	0%	0	0%	0	0
New Mexico	0	0%	0	0%	0	0%	0	0
New York	2	11%	2,544	22%	3,000	35%	2	2,544
North Carolina	0	0%	0	0%	0	0%	0	0
Ohio	0	0%	0	0%	0	0%	0	0
Oklahoma	0	0%	0	0%	0	0%	0	0
Oregon	1	6%	70	1%	50	1%	1	70
Pennsylvania	0	0%	0	0%	0	0%	0	0
South Carolina	1	6%	100	1%	120	1%	1	100
Tennessee	0	0%	0	0%	0	0%	0	0
Texas	0	0%	0	0%	0	0%	0	0
Utah	0	0%	0	0%	0	0%	0	0
Virginia	0	0%	0	0%	0	0%	2	784
Washington	0	0%	0	0%	0	0%	3	1,219
Wisconsin	0	0%	0	0%	0	0%	0	0
[Not Set/Not USA]	4	22%	2,229	19%	1,190	14%	4	2,229
<b>Total</b>	<b>18</b>	<b>100%</b>	<b>11,786</b>	<b>100%</b>	<b>8,560</b>	<b>100%</b>	<b>35</b>	<b>19,626</b>

PSCC Bookings (Includes Legacy)						
Market Segment	February			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	0	0	0
Athletic/Recreation	0	0	0	0	0	0
Computer/Software	0	0	0	0	0	0
Educational	0	0	0	4	4,428	6,400
Environmental	0	0	0	0	0	0
Government	0	0	0	0	0	0
Health & Medical	1	952	400	1	952	400
Hobby & Vocational	0	0	0	0	0	0
Religious	0	0	0	0	0	0
Social	0	0	0	0	0	0
Transportation	0	0	0	0	0	0
<b>Total</b>	<b>1</b>	<b>952</b>	<b>400</b>	<b>5</b>	<b>5,380</b>	<b>6,800</b>