

**Convention Sales
Production
May 2019**

Team Production (Non-Legacy)						
	May-19	May-18	YTD 2019	YTD 2018	YTD Goal	Goal %
Leads	115	92	487	486	1,148	42%
Bookings	24	27	106	127	375	28%
Definite Room Nights	14,174	20,913	68,592	87,058	222,500	31%

Legacy Production				
	May-19	May-18	YTD 2019	YTD 2018
Leads	3	1	7	10
Bookings	0	3	6	7
Definite Room Nights	0	8,342	6,130	10,421

Total Production (Including Legacy)				
	May-19	May-18	YTD 2019	YTD 2018
Leads	118	93	494	496
Bookings	24	30	112	134
Definite Room Nights	14,174	29,255	74,722	97,479
Business Sales	\$9,440,219	\$17,633,847	\$54,347,146	\$60,836,023
Jobs Supported	3,461	5,827	21,963	22,618
Local Taxes	\$447,890	\$960,208	\$2,787,898	\$3,136,819
Personal Income	\$3,422,675	\$6,113,377	\$19,287,625	\$21,470,415
Bed Taxes	\$331,258	\$720,006	\$2,080,638	\$2,336,578

PSCC Production (Including Legacy)				
	May-19	May-18	YTD 2019	YTD 2018
Leads	9	10	42	64
Bookings	0	8	6	13
Definite Room Nights	0	14,240	7,739	19,948

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 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).

Convention Sales
Booking Production Analysis
May 2019

By Year (Team only)

Meeting Year	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
2019	10	2,088	1,001	44	12,294
2020	9	6,987	2,821	29	18,364
2021	1	1,114	450	18	18,649
2022	3	3,260	1,002	8	9,352
2023	1	725	425	4	5,134
2024	0	0	0	0	0
2025	0	0	0	2	3,458
2026	0	0	0	1	1,341
2027	0	0	0	0	0
Total	24	14,174	5,699	106	68,592

By Market Segment (Team only)

Type	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Food	1	604	250	3	2,043
Athletic/Sports	0	0	0	4	3,858
Automotive	1	177	50	2	277
Computer/Software	0	0	0	2	2,379
Educational	3	2,280	1,092	8	4,754
Environmental	0	0	0	2	366
Financial	1	992	152	9	6,864
Franchise	1	1,024	500	4	2,891
Fraternal	0	0	0	2	3,458
Government, Public Admin	1	64	32	6	1,796
Health & Medical	0	0	0	14	11,124
High Tech/Electric/Comp	1	525	250	5	1,590
Insurance	1	115	50	1	115
LGBT	0	0	0	1	555
Manufacturing/Distribution	3	1,830	423	6	3,704
Pharmaceuticals	0	0	0	2	886
Real Estate	0	0	0	1	1,335
Religious	3	1,069	541	6	2,450
Scientific/Technical	3	1,783	637	4	3,875
Social	1	11	22	4	1,985
SPORTING EVENTS	0	0	0	6	2,340
Third Party Planner	0	0	0	0	0
Trade/Commercial/Bus	4	3,700	1,700	14	9,947
Transportation	0	0	0	0	0
Total	24	14,174	5,699	106	68,592

Convention Sales
 Booking Production Analysis (Cont.)
 May 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	11	4,518	2,252	50	24,858
Colorado	2	404	300	3	2,496
District of Columbia	1	1,114	450	5	5,227
Florida	0	0	0	5	3,118
Georgia	1	177	50	2	1,882
Iowa	1	3,020	1,300	2	3,179
Illinois	1	115	50	4	1,355
Kansas	0	0	0	4	2,251
Massachusetts	0	0	0	1	789
Michigan	0	0	0	0	0
Minnesota	1	1,776	400	2	4,171
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	0	0	0	3	2,744
North Carolina	0	0	0	0	0
Ohio	0	0	0	2	2,241
Oklahoma	0	0	0	0	0
Oregon	0	0	0	1	70
Pennsylvania	2	1,696	612	3	2,484
South Carolina	0	0	0	1	100
Tennessee	1	266	100	1	266
Texas	0	0	0	0	0
Utah	0	0	0	0	0
Virginia	0	0	0	3	3,110
Washington	0	0	0	5	1,715
Wisconsin	0	0	0	0	0
[Not Set/Not USA]	3	1,088	185	7	3,317
Total	24	14,174	5,699	106	68,592

Convention Sales

Lost Business

May 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	3	2,041	5	16,426
2	Las Vegas	5	5,198	4	12,292
3	Scottsdale	1	1,047	5	7,136
4	Orlando	1	2,430	3	9,346
5	Phoenix	3	1,241	3	9,122
7	Nashville	1	2,950	3	5,355
6	Seattle	1	1,843	5	4,880
9	Dallas	2	4,363	1	4,363
8	San Antonio	2	997	3	4,029
10	Philadelphia	0	0	1	3,255

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	6	4,272	23	18,643
California	14	8,701	71	39,533
Colorado	0	0	3	689
Florida	2	2,635	11	13,849
Georgia	0	0	0	0
Hawaii	0	0	0	0
Illinois	1	277	1	277
Idaho	0	0	0	0
Kentucky	0	0	1	640
Louisiana	2	702	2	702
Minnesota	0	0	0	0
Missouri	2	1,617	2	1,617
Montana	0	0	0	0
N/A	10	4,721	36	23,639
Nevada	6	6,094	12	14,876
New Mexico	0	0	3	2,751
Oregon	0	0	1	1,478
Out of Country	3	2,183	10	3,878
Pennsylvania	0	0	1	3,255
South Dakota	0	0	0	0
Tennessee	1	2,950	3	5,355
Texas	5	5,560	11	10,189
Unknown	28	28,106	128	143,413
Utah	1	820	4	4,873
Washington	1	1,843	6	6,394
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
Total	82	70,481	331	297,668