

**Convention Sales  
Production  
October 2019**

**Team Production (Non-Legacy)**

	Oct-19	Oct-18	YTD 2019	YTD 2018	YTD Goal	Goal %
Leads	117	88	996	940	950	105%
Bookings	28	38	272	270	308	88%
Definite Room Nights	20,027	26,943	161,510	169,079	178,000	91%

**Legacy Production**

	Oct-19	Oct-18	YTD 2019	YTD 2018
Leads	0	0	7	10
Bookings	0	4	18	13
Definite Room Nights	0	10,344	27,422	24,206

**Total Production (Including Legacy)**

	Oct-19	Oct-18	YTD 2019	YTD 2018
Leads	117	88	1,003	950
Bookings	28	42	290	283
Definite Room Nights	20,027	37,287	188,932	193,285
Business Sales	\$10,718,010	\$26,425,488	\$125,743,897	\$124,243,136
Jobs Supported	3,700	9,749	45,824	46,506
Local Taxes	\$556,380	\$1,260,169	\$6,504,124	\$6,229,315
Personal Income	\$3,726,580	\$9,257,510	\$43,995,975	\$43,850,015
Bed Taxes	\$410,639	\$915,751	\$4,829,008	\$4,607,012

**PSCC Production**

	Oct-19	Oct-18	YTD 2019	YTD 2018
Leads	6	9	107	131
Bookings	0	3	19	18
Definite Room Nights	0	8,184	25,976	31,558

**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).