

**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).

Convention Sales
 Booking Production Analysis
 October 2019

By Year (Team only)

Meeting Year	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
2019	2	227	90	77	17,147
2020	17	5,981	4,788	118	58,804
2021	6	6,526	2,496	44	41,816
2022	2	1,508	951	18	17,902
2023	0	0	0	5	8,121
2024	1	5,785	1,500	3	10,221
2025	0	0	0	3	4,133
2026	0	0	0	2	2,016
2027	0	0	0	1	675
2028	0	0	0	1	675
Total	28	20,027	9,825	272	161,510

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	7	5,147
Athletic/Sports	1	60	50	10	5,535
Automotive	0	0	0	3	330
Computer/Software	0	0	0	3	2,869
Cultural, Fine Arts, Libraries	0	0	0	1	130
Educational	2	2,028	2,100	25	14,710
Entertainment	1	80	40	1	80
Environmental	0	0	0	3	621
Ethnic	0	0	0	1	1,030
Financial	2	382	250	23	17,030
Franchise	0	0	0	14	8,461
Fraternal	0	0	0	3	5,238
Government, Public Admin	1	5,785	1,500	12	10,066
Health & Medical	0	0	0	20	17,270
Heritage, Patriotic, Veterans	1	239	180	1	239
High Tech/Electric/Comp	3	1,639	738	10	5,752
Hobby & Vocational	1	3,188	800	1	3,188
Insurance	0	0	0	4	718
LGBT	0	0	0	3	744
Manufacturing/Distribution	2	935	605	16	8,261
Meetings, Convention, Tourism Industry Events	3	404	185	7	1,933
Pharmaceuticals	0	0	0	3	1,775
Real Estate	0	0	0	1	1,335
Religious	3	2,410	1,352	22	12,877
Scientific/Technical	1	235	90	12	9,346

Social	0	0	0	12	3,262
SPORTING EVENTS	4	943	830	12	3,796
Third Party Planner	0	0	0	2	117
Trade/Commercial/Bus	3	1,699	1,105	38	18,675
Transportation	0	0	0	2	975
Total	28	20,027	9,825	272	161,510

Convention Sales
 Booking Production Analysis (Cont.)
 October 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	13	13,777	7,627	115	57,549
Colorado	1	778	100	5	4,113
Connecticut	0	0	0	1	1,119
District of Columbia	1	235	90	13	16,285
Florida	1	60	35	9	3,566
Georgia	1	125	50	6	4,262
Iowa	1	194	60	4	4,442
Illinois	1	293	105	12	3,675
Kansas	1	349	220	6	2,975
Kentucky	0	0	0	2	3,837
Maryland	1	54	38	5	2,281
Massachusetts	0	0	0	3	1,009
Michigan	0	0	0	0	0
Minnesota	0	0	0	6	5,652
Missouri	0	0	0	0	0
Nebraska	0	0	0	0	0
Nevada	0	0	0	2	156
New Hampshire	0	0	0	0	0
New Jersey	0	0	0	4	4,811
New Mexico	0	0	0	0	0
New York	0	0	0	3	2,744
North Carolina	0	0	0	3	1,935
North Dakota	0	0	0	1	90
Ohio	0	0	0	4	4,941
Oklahoma	0	0	0	0	0
Oregon	1	60	50	2	130
Pennsylvania	0	0	0	7	7,178
South Carolina	0	0	0	1	100
Tennessee	2	465	345	9	4,190
Texas	3	3,398	925	7	4,841
Utah	0	0	0	1	386
Virginia	1	239	180	12	5,831
Washington	0	0	0	11	5,763
Wisconsin	0	0	0	2	143
West Virginia	0	0	0	1	585
Wyoming	0	0	0	1	1,000
[Not Set/Not USA]	0	0	0	14	5,921
Total	28	20,027	9,825	272	161,510

Convention Sales

Lost Business

October 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	5	2470	51	32,836
2	Phoenix	2	802	18	21,350
3	Orlando	3	2,371	14	17,708
4	Las Vegas	1	346	16	16,984
5	Scottsdale	4	941	25	16,736
6	Reno	5	8,407	12	15,049
7	Los Angeles	1	60	16	13,943
8	San Antonio	0	0	11	12,633
9	Anaheim	1	380	5	10,921
10	Miami	0	0	7	7,253

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	11	3,857	59	46,468
California	31	14,534	183	112,457
Colorado	1	1,945	8	6,219
District of Columbia	0	0	2	702
Florida	6	9,324	35	38,755
Kentucky	1	1,843	1	1,843
Georgia	2	836	4	1,498
Hawaii	3	1,769	4	2,139
Illinois	0	0	2	437
Louisiana	1	152	8	4,821
Michigan	0	0	1	2,481
Missouri	2	1,867	4	3,484
N/A	16	9,402	81	51,231
Nevada	3	917	28	28,908
New Mexico	0	0	3	2,751
New York	0	0	1	537
Oregon	0	0	2	1,504
Out of Country	4	1,858	20	8,917
Pennsylvania	0	0	2	4,620
South Carolina	0	0	1	248
Tennessee	0	0	4	5,805
Texas	1	533	21	24,162
Unknown	36	43,095	244	294,338
Utah	1	300	5	5,173
Vermont	0	0	1	155
Washington	1	900	8	7,813
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
Total	120	93,132	734	659,083