

Convention Sales  
Production  
September 2019

**Team Production (Non-Legacy)**

	Sep-19	Sep-18	YTD 2019	YTD 2018	YTD Goal	Goal %
Leads	96	84	879	852	858	102%
Bookings	39	22	245	233	277	88%
Definite Room Nights	18,201	10,753	141,563	142,211	155,750	91%

**Legacy Production**

	Sep-19	Sep-18	YTD 2019	YTD 2018
Leads	0	0	7	10
Bookings	7	1	18	9
Definite Room Nights	16,049	1,948	27,422	13,862

**Total Production (Including Legacy)**

	Sep-19	Sep-18	YTD 2019	YTD 2018
Leads	96	84	886	862
Bookings	46	23	263	242
Definite Room Nights	34,250	12,701	168,985	156,073
Business Sales	\$24,514,085	\$8,540,582	\$114,693,736	\$97,836,347
Jobs Supported	9,704	3,392	42,035	36,766
Local Taxes	\$1,194,575	\$424,041	\$5,943,845	\$4,970,037
Personal Income	\$8,410,914	\$2,985,499	\$40,162,887	\$34,599,186
Bed Taxes	\$861,886	\$310,515	\$4,418,875	\$3,691,908

**PSCC Production**

	Sep-19	Sep-18	YTD 2019	YTD 2018
Leads	11	6	100	122
Bookings	4	2	19	15
Definite Room Nights	6,842	3,428	25,976	23,374

**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).