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).*

Convention Sales
Booking Production Analysis
September 2019

By Year (Team only)

Meeting Year	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
2019	7	1,565	1,236	76	17,000
2020	19	6,849	4,161	101	52,823
2021	4	3,100	1,710	38	35,290
2022	4	2,533	1,050	16	16,394
2023	0	0	0	5	8,121
2024	1	1,454	400	2	4,436
2025	1	675	175	3	4,133
2026	1	675	175	2	2,016
2027	1	675	175	1	675
2028	1	675	175	1	675
Total	**39**	**18,201**	**9,257**	**245**	**141,563**

By Market Segment (Team only)

Type	Number of Bookings	Total Room Nights	Attendees	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Food	1	614	302	7	5,147
Athletic/Sports	1	80	40	9	5,475
Automotive	0	0	0	3	330
Computer/Software	0	0	0	3	2,869
Cultural, Fine Arts, Libraries	0	0	0	1	130
Educational	3	2,300	739	23	12,682
Environmental	0	0	0	3	621
Ethnic	1	1,030	1,400	1	1,030
Financial	5	1,077	479	21	16,648
Franchise	2	1,382	510	14	8,461
Fraternal	0	0	0	3	5,238
Government, Public Admin	2	80	145	11	4,281
Health & Medical	0	0	0	20	17,270
High Tech/Electric/Comp	1	1,454	400	7	4,113
Insurance	0	0	0	4	718
LGBT	1	21	14	3	744
Manufacturing/Distribution	3	1,761	570	14	7,326
Meetings, Convention, Tourism Industry Events	1	861	300	4	1,529
Pharmaceuticals	0	0	0	3	1,775
Real Estate	0	0	0	1	1,335
Religious	7	3,610	2,317	19	10,467
Scientific/Technical	1	346	130	11	9,111
Social	2	725	610	12	3,262
SPORTING EVENTS	1	80	180	9	2,933
Third Party Planner	1	97	36	2	117

Trade/Commercial/Bus	5	2,009	835	35	16,976
Transportation	1	674	250	2	975
Total	**39**	**18,201**	**9,257**	**245**	**141,563**

Convention Sales
Booking Production Analysis (Cont.)
September 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	17	7,765	5,468	103	43,852
Colorado	1	839	375	4	3,335
Connecticut	0	0	0	1	1,119
District of Columbia	3	2,875	920	12	16,050
Florida	1	117	50	8	3,506
Georgia	1	30	17	5	4,137
Iowa	0	0	0	3	4,248
Illinois	1	265	125	11	3,382
Kansas	0	0	0	5	2,626
Kentucky	0	0	0	2	3,837
Maryland	1	1,690	500	4	2,227
Massachusetts	0	0	0	3	1,009
Michigan	0	0	0	0	0
Minnesota	1	721	200	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	1	1,147	550	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
Nort Dakota	0	0	0	1	90
Ohio	0	0	0	4	4,941
Oklahoma	0	0	0	0	0
Oregon	0	0	0	1	70
Pennsylvania	1	46	25	7	7,178
South Carolina	0	0	0	1	100
Tennessee	0	0	0	7	3,725
Texas	2	711	338	4	1,443
Utah	0	0	0	1	386
Virginia	6	1,839	629	11	5,592
Washington	2	126	50	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]	1	30	10	14	5,921
Total	39	18,201	9,257	245	141,563

Convention Sales
Lost Business
September 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	6	2311	46	30,366
2	Phoenix	1	2,761	16	20,548
3	Las Vegas	1	510	15	16,638
4	Scottsdale	2	324	21	15,795
5	Orlando	0	0	11	15,337
6	Los Angeles	1	1,400	14	12,643
7	San Antonio	1	1,545	11	12,633
8	Anaheim	1	645	4	10,541
9	Miami	1	1,097	7	7,253
10	Reno	1	1,638	5	6,642

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	3	3,085	48	42,611
California	18	10,586	151	96,683
Colorado	0	0	7	4,274
District of Columbia	1	672	2	702
Florida	2	1,602	29	29,431
Kentucky	0	0	1	640
Georgia	0	0	2	662
Hawaii	1	370	1	370
Illinois	0	0	2	437
Louisiana	1	352	7	4,669
Michigan	0	0	1	2,481
Missouri	0	0	2	1,617
N/A	11	4,964	65	41,829
Nevada	3	2,568	25	27,991
New Mexico	0	0	3	2,751
New York	1	537	1	537
Oregon	0	0	2	1,504
Out of Country	1	276	16	7,059
Pennsylvania	0	0	2	4,620
South Carolina	0	0	1	248
Tennessee	1	450	4	5,805
Texas	1	1,545	19	22,421
Unknown	13	14,769	210	253,691
Utah	0	0	4	4,873
Vermont	0	0	1	155
Washington	1	535	7	6,913
Wisconsin	0	0	1	1,467
Wyoming	0	0	1	150
Total	**58**	**42,311**	**615**	**566,591**