

Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,760	22,814	20,849	15,664	26,249	7,408	10,309	1,106	13,382	19,163	18,987	10,479	196,170
Pace Targets	27,073	23,235	26,973	16,030	15,179	8,733	7,655	2,854	12,963	19,068	17,155	6,347	183,265
Variance	2,687	(421)	(6,124)	(366)	11,070	(1,325)	2,654	(1,748)	419	95	1,832	4,132	12,905
Consumption Benchmark	27,073	23,235	26,973	16,030	15,576	9,133	8,184	3,123	14,491	21,925	20,585	7,950	194,278
Pace Percentage	110%	98%	77%	98%	173%	85%	135%	39%	103%	100%	111%	165%	107%
Total Demand Room Nights	93,130	117,770	81,292	95,642	74,091	33,251	54,287	10,123	59,691	75,404	84,479	16,730	795,890
Lost Room Nights	63,370	94,956	60,443	79,978	47,842	25,843	43,978	9,017	46,309	56,241	65,492	6,251	599,720
Conversion Percentage	32%	19%	26%	16%	35%	22%	19%	11%	22%	25%	22%	63%	25%
Tentative Room Nights	0	0	0	0	569	3,433	877	911	4,226	4,641	12,529	5,860	33,046

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	37	31	22	34	19	13	4	18	20	15	11	264
Pace Targets	43	42	33	24	22	14	11	7	16	25	16	6	259
Variance	(3)	(5)	(2)	(2)	12	5	2	(3)	2	(5)	(1)	5	5
Consumption Benchmark	43	42	33	24	25	17	14	9	23	37	25	11	303
Pace Percentage	93%	88%	94%	92%	155%	136%	118%	57%	112%	80%	94%	183%	102%
Total Demand Events	127	148	100	92	83	53	50	12	63	76	49	18	871
Lost Events	87	111	69	70	49	34	37	8	45	56	34	7	607
Conversion Percentage	31%	25%	31%	24%	41%	36%	26%	33%	29%	26%	31%	61%	30%
Tentative Events	0	0	0	0	4	6	6	5	16	14	18	6	75

