

Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	20,844	20,536	32,221	17,941	8,354	9,895	7,348	3,236	14,454	18,162	9,972	1,495	164,458
Pace Targets	20,828	17,268	19,200	11,109	10,485	5,950	5,101	1,856	8,246	12,157	10,846	4,074	127,120
Variance	16	3,268	13,021	6,832	(2,131)	3,945	2,247	1,380	6,208	6,005	(874)	(2,579)	37,338
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	100%	119%	168%	161%	80%	166%	144%	174%	175%	149%	92%	37%	129%
Total Demand Room Nights	83,642	91,884	67,656	64,185	32,107	29,688	21,269	11,324	31,129	73,840	31,530	6,727	544,981
Lost Room Nights	62,798	71,348	35,435	46,244	23,753	19,793	13,921	8,088	16,675	55,678	21,558	5,232	380,523
Conversion Percentage	25%	22%	48%	28%	26%	33%	35%	29%	46%	25%	32%	22%	30%
Tentative Room Nights	17,472	18,585	10,432	12,735	2,883	8,275	2,370	1,530	9,868	19,287	7,502	900	111,839

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	27	20	20	16	11	7	3	4	11	22	9	3	153
Pace Targets	23	21	15	11	10	7	5	3	8	12	7	3	125
Variance	4	(1)	5	5	1	0	(2)	1	3	10	2	0	28
Consumption Benchmark	43	42	33	24	25	17	14	9	23	37	25	11	303
Pace Percentage	117%	95%	133%	145%	110%	100%	60%	133%	138%	183%	129%	100%	122%
Total Demand Events	79	77	57	50	33	22	13	10	26	46	19	6	438
Lost Events	52	57	37	34	22	15	10	6	15	24	10	3	285
Conversion Percentage	34%	26%	35%	32%	33%	32%	23%	40%	42%	48%	47%	50%	35%
Tentative Events	29	35	25	18	6	12	6	2	13	17	6	1	170

