

Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	17,918	22,148	12,910	6,776	6,160	6,267	3,095	2,570	6,155	11,033	5,630	3,570	104,232
Pace Targets	13,344	10,663	11,990	6,890	6,399	3,576	3,089	1,123	4,969	7,167	6,364	2,389	77,963
Variance	4,574	11,485	920	(114)	(239)	2,691	6	1,447	1,186	3,866	(734)	1,181	26,269
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	134%	208%	108%	98%	96%	175%	100%	229%	124%	154%	88%	149%	134%
Total Demand Room Nights	38,349	41,703	29,715	36,096	19,179	11,578	30,168	7,335	24,188	35,575	16,581	3,570	294,037
Lost Room Nights	20,431	19,555	16,805	29,320	13,019	5,311	27,073	4,765	18,033	24,542	10,951	0	189,805
Conversion Percentage	47%	53%	43%	19%	32%	54%	10%	35%	25%	31%	34%	100%	35%
Tentative Room Nights	12,749	22,297	12,603	10,091	11,979	7,684	660	2,450	11,577	14,236	2,282	900	109,508

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	14	16	6	6	5	5	3	2	5	5	4	2	73
Pace Targets	11	10	7	5	5	3	3	2	4	6	3	1	60
Variance	3	6	(1)	1	0	2	0	0	1	(1)	1	1	13
Consumption Benchmark	43	42	33	24	25	17	14	9	23	37	25	11	303
Pace Percentage	127%	160%	86%	120%	100%	167%	100%	100%	125%	83%	133%	200%	122%
Total Demand Events	27	27	16	25	12	11	13	5	14	16	11	2	179
Lost Events	13	11	10	19	7	6	10	3	9	11	7	0	106
Conversion Percentage	52%	59%	38%	24%	42%	45%	23%	40%	36%	31%	36%	100%	41%
Tentative Events	10	14	14	12	8	5	1	1	8	11	2	1	87

