

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	16,049	25,864	7,485	10,309	2,130	13,648	19,203	19,480	10,479	198,070
Pace Targets	27,853	23,628	27,822	16,363	15,717	9,138	7,979	3,081	13,437	19,999	18,177	6,708	189,902
Variance	1,907	(814)	(6,973)	(314)	10,147	(1,653)	2,330	(951)	211	(796)	1,303	3,771	8,168
Consumption Benchmark	27,853	23,628	27,822	16,363	15,717	9,375	8,342	3,294	14,704	22,356	20,901	8,047	198,402
Pace Percentage	107%	97%	75%	98%	165%	82%	129%	69%	102%	96%	107%	156%	104%
Total Demand Room Nights	93,130	117,770	81,306	96,027	74,275	36,187	54,539	11,227	61,504	77,128	93,913	16,730	813,736
Lost Room Nights	63,370	94,956	60,457	79,978	48,411	28,702	44,230	9,097	47,856	57,925	74,433	6,251	615,666
Conversion Percentage	32%	19%	26%	17%	35%	21%	19%	19%	22%	25%	21%	63%	24%
Tentative Room Nights	0	0	0	0	0	541	745	853	4,511	4,460	4,509	6,885	22,504

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	37	31	23	33	21	13	5	19	21	18	11	272
Pace Targets	43	42	33	25	25	16	12	7	17	27	17	7	271
Variance	(3)	(5)	(2)	(2)	8	5	1	(2)	2	(6)	1	4	1
Consumption Benchmark	43	42	33	25	25	18	14	9	23	38	26	11	307
Pace Percentage	93%	88%	94%	92%	132%	131%	108%	71%	112%	78%	106%	157%	100%
Total Demand Events	127	148	101	93	86	58	52	14	69	81	59	18	906
Lost Events	87	111	70	70	53	37	39	9	50	60	41	7	634
Conversion Percentage	31%	25%	31%	25%	38%	36%	25%	36%	28%	26%	31%	61%	30%
Tentative Events	0	0	0	0	0	3	7	5	11	18	11	8	63

