

Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	22,642	20,646	35,241	18,005	8,354	10,824	7,789	3,236	14,454	18,262	9,972	1,495	170,920
Pace Targets	22,220	18,121	20,615	11,616	10,864	6,297	5,415	2,046	8,714	12,684	11,557	4,229	134,378
Variance	422	2,525	14,626	6,389	(2,510)	4,527	2,374	1,190	5,740	5,578	(1,585)	(2,734)	36,542
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	102%	114%	171%	155%	77%	172%	144%	158%	166%	144%	86%	35%	127%
Total Demand Room Nights	92,787	99,123	75,913	67,538	32,293	33,196	22,295	12,034	31,406	76,132	31,530	6,727	580,974
Lost Room Nights	70,145	78,477	40,672	49,533	23,939	22,372	14,506	8,798	16,952	57,870	21,558	5,232	410,054
Conversion Percentage	24%	21%	46%	27%	26%	33%	35%	27%	46%	24%	32%	22%	29%
Tentative Room Nights	19,235	14,629	9,681	10,865	3,038	7,994	2,547	3,601	15,213	18,870	7,987	1,613	115,273

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	29	21	21	17	11	8	4	4	11	23	9	3	161
Pace Targets	25	22	16	12	11	8	6	3	8	12	8	3	134
Variance	4	(1)	5	5	0	0	(2)	1	3	11	1	0	27
Consumption Benchmark	43	42	33	25	25	18	14	9	23	38	26	11	307
Pace Percentage	116%	95%	131%	142%	100%	100%	67%	133%	138%	192%	112%	100%	120%
Total Demand Events	88	89	63	55	34	26	15	11	27	49	19	6	482
Lost Events	59	68	42	38	23	18	11	7	16	26	10	3	321
Conversion Percentage	33%	24%	33%	31%	32%	31%	27%	36%	41%	47%	47%	50%	33%
Tentative Events	32	32	27	19	8	11	7	4	16	17	7	3	183

