

Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,760	21,677	21,684	16,049	25,864	7,465	8,437	2,410	15,336	21,438	16,557	9,400	196,077
Pace Targets	27,600	22,609	29,687	15,827	15,988	9,895	8,624	3,482	14,110	21,668	19,730	7,364	196,584
Variance	2,160	(932)	(8,003)	222	9,876	(2,430)	(187)	(1,072)	1,226	(230)	(3,173)	2,036	(507)
Consumption Benchmark	27,600	22,609	29,687	15,827	15,988	9,895	8,624	3,482	14,110	21,668	20,223	7,689	197,402
Pace Percentage	108%	96%	73%	101%	162%	75%	98%	69%	109%	99%	84%	128%	100%
Total Demand Room Nights	93,130	117,770	82,141	96,027	74,275	36,698	55,433	10,421	71,084	83,745	96,320	21,573	838,617
Lost Room Nights	63,370	96,093	60,457	79,978	48,411	29,233	46,996	8,011	55,748	62,307	79,763	12,173	642,540
Conversion Percentage	32%	18%	26%	17%	35%	20%	15%	23%	22%	26%	17%	44%	23%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	250	2,468	2,718

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	36	32	23	33	20	15	8	23	31	24	15	300
Pace Targets	43	41	34	23	25	18	15	8	22	37	22	9	297
Variance	(3)	(5)	(2)	0	8	2	0	0	1	(6)	2	6	3
Consumption Benchmark	43	41	34	23	25	18	15	8	22	37	25	11	302
Pace Percentage	93%	88%	94%	100%	132%	111%	100%	100%	105%	84%	109%	167%	101%
Total Demand Events	127	148	102	93	86	60	61	22	84	109	79	31	1,002
Lost Events	87	112	70	70	53	40	46	14	61	78	55	16	702
Conversion Percentage	31%	24%	31%	25%	38%	33%	25%	36%	27%	28%	30%	48%	30%
Tentative Events	0	0	0	0	0	0	0	0	0	0	2	4	6

