

Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	34,479	24,473	42,320	19,271	14,457	13,970	14,643	3,236	14,639	21,602	11,788	2,900	217,778
Pace Targets	25,850	20,689	26,504	13,709	13,278	7,843	6,565	2,558	9,929	14,880	13,459	4,949	160,213
Variance	8,629	3,784	15,816	5,562	1,179	6,127	8,078	678	4,710	6,722	(1,671)	(2,049)	57,565
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	133%	118%	160%	141%	109%	178%	223%	127%	147%	145%	88%	59%	136%
Total Demand Room Nights	142,771	127,938	94,840	89,692	42,738	44,477	33,074	15,287	48,730	88,558	40,863	8,977	777,945
Lost Room Nights	108,292	103,465	52,520	70,421	28,281	30,507	18,431	12,051	34,091	66,956	29,075	6,077	560,167
Conversion Percentage	24%	19%	45%	21%	34%	31%	44%	21%	30%	24%	29%	32%	28%
Tentative Room Nights	5,807	4,552	4,056	12,807	5,126	5,038	3,583	3,044	13,830	17,375	6,750	447	82,415

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	48	37	34	21	20	14	15	4	12	30	13	6	254
Pace Targets	35	31	24	15	16	10	8	4	10	16	10	4	183
Variance	13	6	10	6	4	4	7	0	2	14	3	2	71
Consumption Benchmark	43	41	34	23	25	18	15	8	22	37	25	11	302
Pace Percentage	137%	119%	142%	140%	125%	140%	188%	100%	120%	188%	130%	150%	139%
Total Demand Events	148	150	109	87	47	40	32	16	44	65	31	12	781
Lost Events	100	113	75	66	27	26	17	12	32	35	18	6	527
Conversion Percentage	32%	25%	31%	24%	43%	35%	47%	25%	27%	46%	42%	50%	33%
Tentative Events	18	24	17	19	13	7	7	6	17	21	10	3	162

