

Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,496	24,092	19,658	8,561	7,287	10,462	4,185	5,758	7,835	12,902	6,292	4,910	131,438
Pace Targets	16,994	13,283	16,729	8,684	8,310	5,007	4,198	1,574	6,161	9,167	8,198	2,980	101,285
Variance	2,502	10,809	2,929	(123)	(1,023)	5,455	(13)	4,184	1,674	3,735	(1,906)	1,930	30,153
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	115%	181%	118%	99%	88%	209%	100%	366%	127%	141%	77%	165%	130%
Total Demand Room Nights	58,814	68,502	45,513	54,876	35,222	18,475	31,648	13,746	38,537	52,633	21,249	4,910	444,125
Lost Room Nights	39,318	44,410	25,855	46,315	27,935	8,013	27,463	7,988	30,702	39,731	14,957	0	312,687
Conversion Percentage	33%	35%	43%	16%	21%	57%	13%	42%	20%	25%	30%	100%	30%
Tentative Room Nights	12,931	10,188	26,038	8,168	1,798	7,234	2,377	300	6,191	5,206	2,861	0	83,292

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	18	20	11	8	7	8	4	3	6	7	5	4	101
Pace Targets	16	14	11	7	7	5	4	2	5	8	5	2	86
Variance	2	6	0	1	0	3	0	1	1	(1)	0	2	15
Consumption Benchmark	43	41	34	23	25	18	15	8	22	37	25	11	302
Pace Percentage	112%	143%	100%	114%	100%	160%	100%	150%	120%	88%	100%	200%	117%
Total Demand Events	43	48	32	48	24	16	15	9	24	28	16	4	307
Lost Events	25	28	21	40	17	8	11	6	18	21	11	0	206
Conversion Percentage	42%	42%	34%	17%	29%	50%	27%	33%	25%	25%	31%	100%	33%
Tentative Events	16	16	21	9	5	8	3	1	8	10	4	0	101

