

Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,760	21,677	20,849	16,049	25,864	7,485	8,437	2,410	15,363	22,079	16,557	9,340	195,870
Pace Targets	27,798	22,747	29,656	15,914	15,659	9,957	8,655	3,123	14,226	21,363	18,783	7,248	195,129
Variance	1,962	(1,070)	(8,807)	135	10,205	(2,472)	(218)	(713)	1,137	716	(2,226)	2,092	741
Consumption Benchmark	27,798	22,747	29,656	15,914	15,659	9,957	8,655	3,123	14,226	21,901	19,618	7,743	196,997
Pace Percentage	107%	95%	70%	101%	165%	75%	97%	77%	108%	103%	88%	129%	100%
Total Demand Room Nights	93,130	117,770	81,306	96,027	74,275	36,698	55,433	10,421	71,111	83,432	93,969	21,363	834,935
Lost Room Nights	63,370	96,093	60,457	79,978	48,411	29,213	46,996	8,011	55,748	61,353	77,412	12,023	639,065
Conversion Percentage	32%	18%	26%	17%	35%	20%	15%	23%	22%	26%	18%	44%	23%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	159	2,200	2,462	4,821

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	36	31	23	33	21	15	8	24	32	24	13	300
Pace Targets	43	42	34	24	25	18	15	9	23	34	22	9	298
Variance	(3)	(6)	(3)	(1)	8	3	0	(1)	1	(2)	2	4	2
Consumption Benchmark	43	42	34	24	25	18	15	9	23	38	26	11	308
Pace Percentage	93%	86%	91%	96%	132%	117%	100%	89%	104%	94%	109%	144%	101%
Total Demand Events	127	148	101	93	86	60	61	22	85	105	72	26	986
Lost Events	87	112	70	70	53	39	46	14	61	73	48	13	686
Conversion Percentage	31%	24%	31%	25%	38%	35%	25%	36%	28%	30%	33%	50%	30%
Tentative Events	0	0	0	0	0	0	0	0	0	5	6	4	15

