

Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	34,300	24,413	40,960	18,956	12,239	13,815	14,333	3,236	14,639	21,392	11,256	2,900	212,439
Pace Targets	25,419	20,289	25,684	13,209	12,421	7,584	6,365	2,199	9,775	14,586	12,632	4,767	154,930
Variance	8,881	4,124	15,276	5,747	(182)	6,231	7,968	1,037	4,864	6,806	(1,376)	(1,867)	57,509
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	135%	120%	159%	144%	99%	182%	225%	147%	150%	147%	89%	61%	137%
Total Demand Room Nights	138,501	121,693	91,291	76,153	40,380	41,768	30,667	14,337	43,179	80,455	39,651	8,594	726,669
Lost Room Nights	104,201	97,280	50,331	57,197	28,141	27,953	16,334	11,101	28,540	59,063	28,395	5,694	514,230
Conversion Percentage	25%	20%	45%	25%	30%	33%	47%	23%	34%	27%	28%	34%	29%
Tentative Room Nights	8,318	10,426	4,618	20,093	7,457	7,489	3,760	2,822	10,226	20,073	6,852	720	102,854

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	46	36	31	19	18	13	14	4	12	28	11	6	238
Pace Targets	32	30	23	15	14	10	7	4	10	16	10	4	175
Variance	14	6	8	4	4	3	7	0	2	12	1	2	63
Consumption Benchmark	43	42	34	24	25	18	15	9	23	38	26	11	308
Pace Percentage	144%	120%	135%	127%	129%	130%	200%	100%	120%	175%	110%	150%	136%
Total Demand Events	134	133	100	70	43	37	27	15	41	58	27	10	695
Lost Events	88	97	69	51	25	24	13	11	29	30	16	4	457
Conversion Percentage	34%	27%	31%	27%	42%	35%	52%	27%	29%	48%	41%	60%	34%
Tentative Events	22	36	18	27	16	9	9	5	10	18	13	4	187

