

Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,496	23,806	19,658	8,561	6,160	10,462	4,185	2,570	7,835	12,902	6,292	4,910	126,837
Pace Targets	16,338	12,821	16,277	8,278	7,928	4,848	3,927	1,368	6,038	8,905	7,624	2,890	97,242
Variance	3,158	10,985	3,381	283	(1,768)	5,614	258	1,202	1,797	3,997	(1,332)	2,020	29,595
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	119%	186%	121%	103%	78%	216%	107%	188%	130%	145%	83%	170%	130%
Total Demand Room Nights	52,586	65,983	44,475	47,079	33,515	18,475	31,258	8,108	31,941	46,377	18,658	4,910	403,365
Lost Room Nights	33,090	42,177	24,817	38,518	27,355	8,013	27,073	5,538	24,106	33,475	12,366	0	276,528
Conversion Percentage	37%	36%	44%	18%	18%	57%	13%	32%	25%	28%	34%	100%	31%
Tentative Room Nights	18,667	11,564	21,714	14,302	1,483	6,834	1,652	5,638	11,319	9,157	4,555	0	106,885

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	18	19	11	8	5	8	4	2	6	7	5	4	97
Pace Targets	15	14	10	7	7	5	4	2	5	8	5	2	84
Variance	3	5	1	1	(2)	3	0	0	1	(1)	0	2	13
Consumption Benchmark	43	42	34	24	25	18	15	9	23	38	26	11	308
Pace Percentage	120%	136%	110%	114%	71%	160%	100%	100%	120%	88%	100%	200%	115%
Total Demand Events	38	42	30	39	20	16	14	7	20	26	13	4	269
Lost Events	20	23	19	31	15	8	10	5	14	19	8	0	172
Conversion Percentage	47%	45%	37%	21%	25%	50%	29%	29%	30%	27%	38%	100%	36%
Tentative Events	18	19	18	17	6	7	3	2	8	9	5	0	112

