

THE TAP REPORT

Greater Palm Springs 2019 Pace Report

Period Ending February 28, 2019

Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,760	22,868	21,794	15,634	25,776	6,652	10,309	1,106	13,223	16,611	17,028	9,529	190,290
Pace Targets	26,538	23,186	26,974	15,169	14,772	8,457	7,287	2,779	12,012	17,391	15,986	5,762	176,313
Variance	3,222	(318)	(5,180)	465	11,004	(1,805)	3,022	(1,673)	1,211	(780)	1,042	3,767	13,977
Consumption Benchmark	26,538	23,186	27,692	15,876	15,804	9,265	8,161	3,202	14,431	21,806	20,811	7,770	194,542
Pace Percentage	112%	99%	81%	103%	174%	79%	141%	40%	110%	96%	107%	165%	108%
Total Demand Room Nights	93,130	117,360	81,922	94,304	71,347	31,693	52,875	7,643	59,132	68,490	79,131	15,270	772,297
Lost Room Nights	63,370	94,492	60,128	78,670	45,571	25,041	42,566	6,537	45,909	51,879	62,103	5,741	582,007
Conversion Percentage	32%	19%	27%	17%	36%	21%	19%	14%	22%	24%	22%	62%	25%
Tentative Room Nights	0	0	353	1,220	2,459	3,805	1,895	3,145	3,159	9,217	12,511	5,440	43,204

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	38	31	21	31	16	13	4	17	16	13	9	249
Pace Targets	42	41	30	20	20	13	10	6	14	21	13	5	235
Variance	(2)	(3)	1	1	11	3	3	(2)	3	(5)	0	4	14
Consumption Benchmark	42	41	33	24	25	17	14	9	23	37	25	10	300
Pace Percentage	95%	93%	103%	105%	155%	123%	130%	67%	121%	76%	100%	180%	106%
Total Demand Events	127	146	96	86	73	47	47	9	61	66	42	15	815
Lost Events	87	108	65	65	42	31	34	5	44	50	29	6	566
Conversion Percentage	31%	26%	32%	24%	42%	34%	28%	44%	28%	24%	31%	60%	31%
Tentative Events	0	0	6	3	8	8	6	5	15	19	14	5	89

