

## THE TAP REPORT

# Greater Palm Springs 8 Year Pace Report

Period Ending February 28, 2019

	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Room Nights	180,156	206,054	190,016	190,290	159,154	90,022	67,299	19,060	1,102,051
Pace Targets	181,619	187,869	191,568	176,313	117,749	71,574	39,125	18,875	984,692
Variance	(1,463)	18,185	(1,552)	13,977	41,405	18,448	28,174	185	117,359
Consumption Benchmark	181,769	188,072	191,568	194,542	194,542	194,542	194,542	194,542	1,534,119
Pace Percentage	99%	110%	99%	108%	135%	126%	172%	101%	112%
Total Demand Room Nights	722,310	812,760	868,779	772,297	507,438	262,317	148,997	56,681	4,151,579
Lost Room Nights	542,154	606,706	678,763	582,007	348,284	172,295	81,698	37,621	3,049,528
Conversion Percentage	25%	25%	22%	25%	31%	34%	45%	34%	27%
Tentative Room Nights	1,000	50	0	43,204	96,766	66,114	35,854	21,123	264,111

Greater Palm Springs Events									
Definite Events	231	130	54	249	140	60	34	9	907
Pace Targets	207	95	47	235	108	53	23	12	780
Variance	24	35	7	14	32	7	11	(3)	127
Consumption Benchmark	302	302	302	300	300	300	300	300	2,406
Pace Percentage	112%	137%	115%	106%	130%	113%	148%	75%	116%
Total Demand Events	721	333	129	815	387	153	73	28	2,639
Lost Events	490	203	75	566	247	93	39	19	1,732
Conversion Percentage	32%	39%	42%	31%	36%	39%	47%	32%	34%
Tentative Events	122	111	60	89	133	65	29	13	622

