

THE TAP REPORT

Greater Palm Springs 2021 Pace Report

Period Ending February 28, 2019

Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	11,899	20,665	12,910	4,417	5,372	6,267	3,095	2,570	3,054	11,033	5,630	3,110	90,022
Pace Targets	11,779	9,933	11,393	6,219	5,963	3,325	2,796	1,049	4,470	6,563	6,000	2,084	71,574
Variance	120	10,732	1,517	(1,802)	(591)	2,942	299	1,521	(1,416)	4,470	(370)	1,026	18,448
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	101%	208%	113%	71%	90%	188%	111%	245%	68%	168%	94%	149%	126%
Total Demand Room Nights	24,570	37,283	29,715	32,000	18,391	11,578	29,149	7,335	18,482	35,575	15,129	3,110	262,317
Lost Room Nights	12,671	16,618	16,805	27,583	13,019	5,311	26,054	4,765	15,428	24,542	9,499	0	172,295
Conversion Percentage	48%	55%	43%	14%	29%	54%	11%	35%	17%	31%	37%	100%	34%
Tentative Room Nights	8,182	9,789	5,854	11,997	1,172	7,684	1,679	2,450	4,896	8,644	2,867	900	66,114

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	9	13	6	5	4	5	3	2	3	5	4	1	60
Pace Targets	9	9	7	5	5	3	2	1	3	5	3	1	53
Variance	0	4	(1)	0	(1)	2	1	1	0	0	1	0	7
Consumption Benchmark	42	41	33	24	25	17	14	9	23	37	25	10	300
Pace Percentage	100%	144%	86%	100%	80%	167%	150%	200%	100%	100%	133%	100%	113%
Total Demand Events	17	23	16	21	11	11	12	5	10	16	10	1	153
Lost Events	8	10	10	16	7	6	9	3	7	11	6	0	93
Conversion Percentage	53%	57%	38%	24%	36%	45%	25%	40%	30%	31%	40%	100%	39%
Tentative Events	8	12	7	14	2	5	2	1	5	6	2	1	65

