

Trends Analysis Projections, LLC

THE TAP REPORT

Report: 8 Year Pace Reports

Report for: Atlantic City

Period Ending: December 31, 2017

Report Date: January 22, 2018

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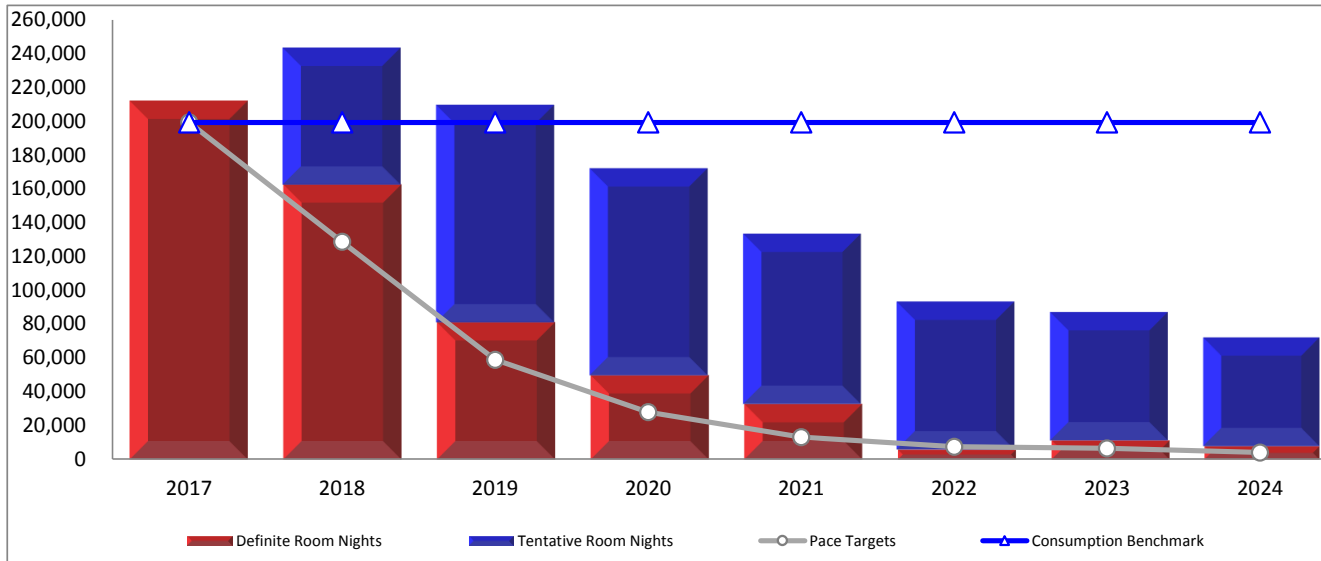


Atlantic City Room Nights

	2017	2018	2019	2020	2021	2022	2023	2024	Total
Definite Room Nights	211,659	162,227	80,975	49,614	32,688	5,862	11,285	7,826	562,136
Pace Targets	199,238	128,545	58,700	27,669	12,909	7,168	6,230	3,805	444,264
Variance	12,421	33,682	22,275	21,945	19,779	(1,306)	5,055	4,021	117,872
Consumption Benchmark	199,238	199,238	199,238	199,238	199,238	199,238	199,238	199,238	1,593,904
Pace Percentage	106%	126%	138%	179%	253%	82%	181%	206%	127%
Total Demand Room Nights	541,029	476,633	204,417	131,541	132,825	45,260	32,005	8,911	1,572,621
Lost Room Nights	329,370	314,406	123,442	81,927	100,137	39,398	20,720	1,085	1,010,485
Conversion Percentage	39%	34%	40%	38%	25%	13%	35%	88%	36%
Tentative Room Nights	0	81,078	128,514	122,534	100,828	87,476	75,849	64,329	660,608

Atlantic City Events

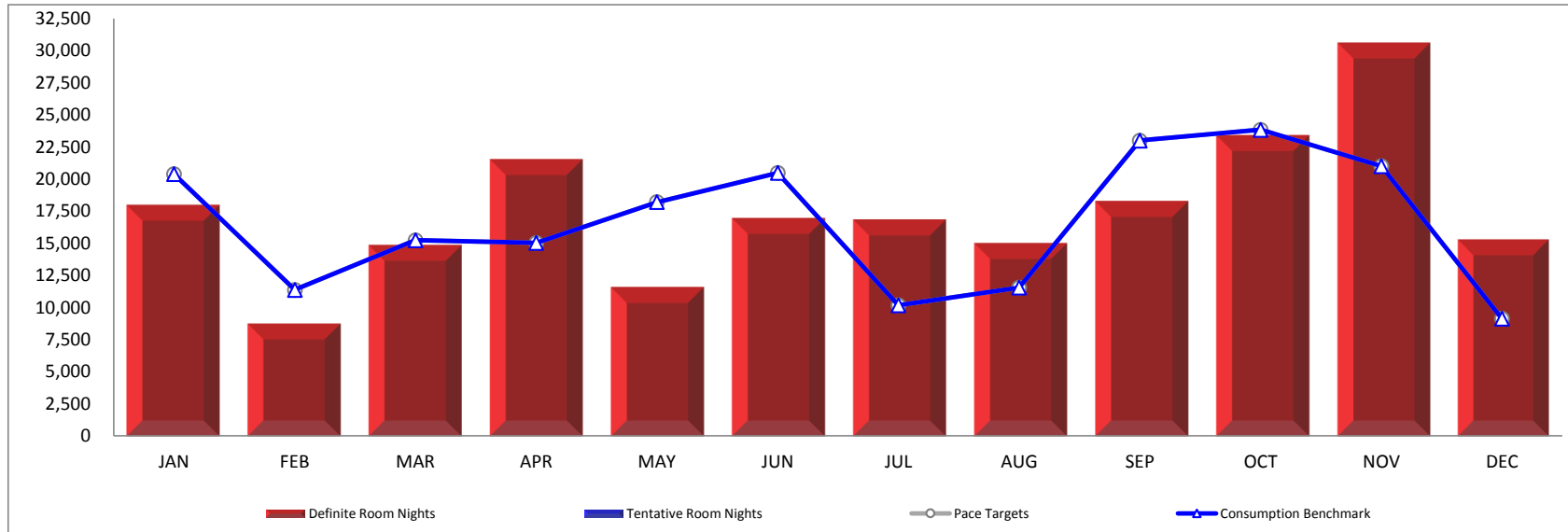
Definite Events	237	122	40	20	12	1	2	2	436
Pace Targets	222	100	29	11	1	0	0	0	363
Variance	15	22	11	9	11	1	2	2	73
Consumption Benchmark	222	222	222	222	222	222	222	222	1,776
Pace Percentage	107%	122%	138%	182%	1200%	100%	200%	200%	120%
Total Demand Events	458	269	79	44	31	7	5	3	896
Lost Events	221	147	39	24	19	6	3	1	460
Conversion Percentage	52%	45%	51%	45%	39%	14%	40%	67%	49%
Tentative Events	0	96	72	58	46	39	36	33	380



<i>Atlantic City 2017 R/N</i>	2017												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	18,024	8,824	14,928	21,560	11,671	17,000	16,893	15,069	18,321	23,422	30,593	15,354	211,659
Pace Targets	20,374	11,356	15,225	15,015	18,192	20,462	10,157	11,528	22,988	23,829	20,998	9,114	199,238
Variance	(2,350)	(2,532)	(297)	6,545	(6,521)	(3,462)	6,736	3,541	(4,667)	(407)	9,595	6,240	12,421
Consumption Benchmark	20,374	11,356	15,225	15,015	18,192	20,462	10,157	11,528	22,988	23,829	20,998	9,114	199,238
Pace Percentage	88%	78%	98%	144%	64%	83%	166%	131%	80%	98%	146%	168%	106%
Total Demand Room Nights	53,695	39,551	39,173	60,073	51,740	43,002	68,892	42,248	27,635	54,112	42,953	17,955	541,029
Lost Room Nights	35,671	30,727	24,245	38,513	40,069	26,002	51,999	27,179	9,314	30,690	12,360	2,601	329,370
Conversion Percentage	34%	22%	38%	36%	23%	40%	25%	36%	66%	43%	71%	86%	39%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	0

Atlantic City 2017 Events

Definite Events	16	14	25	22	18	22	24	15	20	29	15	17	237
Pace Targets	16	17	23	16	22	22	13	14	24	25	16	14	222
Variance	0	(3)	2	6	(4)	0	11	1	(4)	4	(1)	3	15
Consumption Benchmark	16	17	23	16	22	22	13	14	24	25	16	14	222
Pace Percentage	100%	82%	109%	138%	82%	100%	185%	107%	83%	116%	94%	121%	107%
Total Demand Events	27	29	48	47	39	38	50	37	38	56	25	24	458
Lost Events	11	15	23	25	21	16	26	22	18	27	10	7	221
Conversion Percentage	59%	48%	52%	47%	46%	58%	48%	41%	53%	52%	60%	71%	52%
Tentative Events	0	0	0	0	0	0	0	0	0	0	0	0	0



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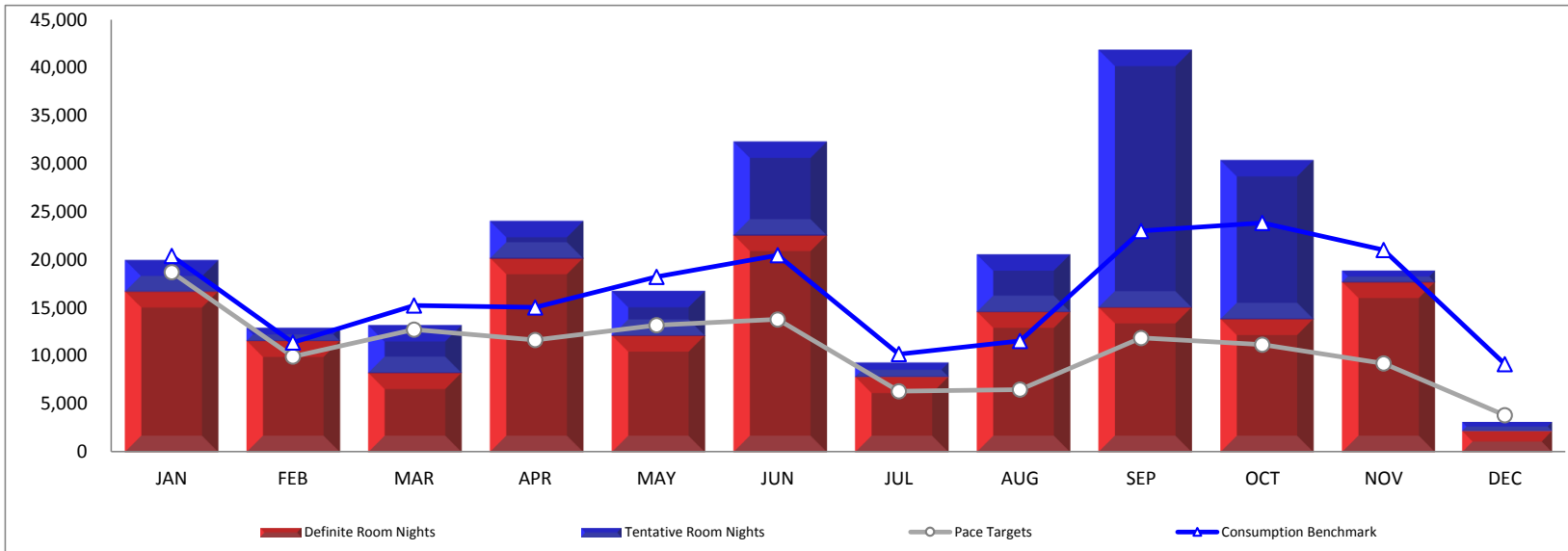
Period Ending December 31, 2017

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Atlantic City 2018 R/N	2018												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	16,666	11,560	8,222	20,108	12,092	22,502	7,832	14,565	15,004	13,811	17,633	2,232	162,227
Pace Targets	18,699	9,893	12,714	11,634	13,158	13,759	6,281	6,459	11,836	11,144	9,181	3,787	128,545
Variance	(2,033)	1,667	(4,492)	8,474	(1,066)	8,743	1,551	8,106	3,168	2,667	8,452	(1,555)	33,682
Consumption Benchmark	20,374	11,356	15,225	15,015	18,192	20,462	10,157	11,528	22,988	23,829	20,998	9,114	199,238
Pace Percentage	89%	117%	65%	173%	92%	164%	125%	225%	127%	124%	192%	59%	126%
Total Demand Room Nights	59,746	25,332	26,761	42,079	34,413	38,940	73,232	34,188	80,487	35,710	23,513	2,232	476,633
Lost Room Nights	43,080	13,772	18,539	21,971	22,321	16,438	65,400	19,623	65,483	21,899	5,880	0	314,406
Conversion Percentage	28%	46%	31%	48%	35%	58%	11%	43%	19%	39%	75%	100%	34%
Tentative Room Nights	3,302	1,365	4,995	3,937	4,683	9,783	1,500	5,991	26,814	16,530	1,228	950	81,078

Atlantic City 2018 Events

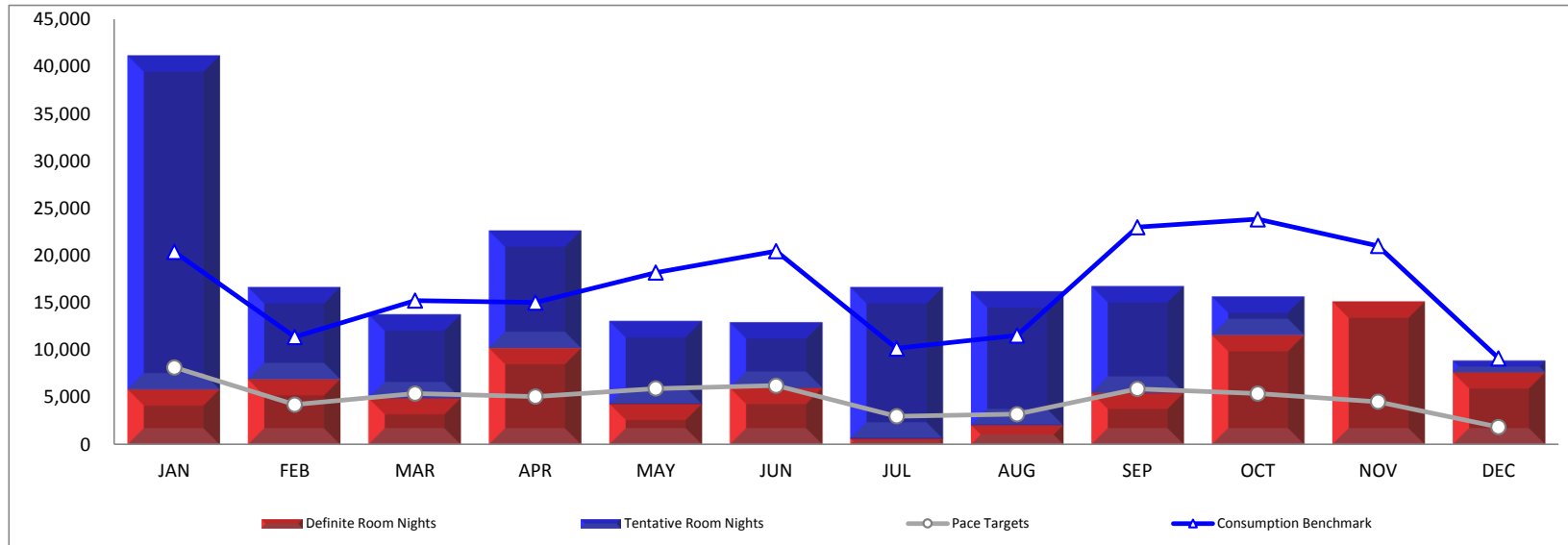
Definite Events	11	13	13	13	13	16	9	9	6	8	9	2	122
Pace Targets	13	12	14	9	11	10	5	5	7	7	4	3	100
Variance	(2)	1	(1)	4	2	6	4	4	(1)	1	5	(1)	22
Consumption Benchmark	16	17	23	16	22	22	13	14	24	25	16	14	222
Pace Percentage	85%	108%	93%	144%	118%	160%	180%	180%	86%	114%	225%	67%	122%
Total Demand Events	22	25	32	31	27	27	32	16	20	21	14	2	269
Lost Events	11	12	19	18	14	11	23	7	14	13	5	0	147
Conversion Percentage	50%	52%	41%	42%	48%	59%	28%	56%	30%	38%	64%	100%	45%
Tentative Events	4	4	13	7	10	10	7	9	11	14	4	3	96



<i>Atlantic City 2019 R/N</i>	2019												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	5,859	6,935	4,938	10,230	4,346	6,031	685	2,096	5,510	11,567	15,098	7,680	80,975
Pace Targets	8,149	4,217	5,368	5,060	5,912	6,213	2,980	3,199	5,868	5,373	4,515	1,846	58,700
Variance	(2,290)	2,718	(430)	5,170	(1,566)	(182)	(2,295)	(1,103)	(358)	6,194	10,583	5,834	22,275
Consumption Benchmark	20,374	11,356	15,225	15,015	18,192	20,462	10,157	11,528	22,988	23,829	20,998	9,114	199,238
Pace Percentage	72%	164%	92%	202%	74%	97%	23%	66%	94%	215%	334%	416%	138%
Total Demand Room Nights	7,984	6,935	22,228	21,840	18,999	22,191	27,119	15,703	11,048	20,902	15,098	14,370	204,417
Lost Room Nights	2,125	0	17,290	11,610	14,653	16,160	26,434	13,607	5,538	9,335	0	6,690	123,442
Conversion Percentage	73%	100%	22%	47%	23%	27%	3%	13%	50%	55%	100%	53%	40%
Tentative Room Nights	35,214	9,717	8,854	12,394	8,739	6,925	15,975	14,118	11,246	4,100	0	1,232	128,514

Atlantic City 2019 Events

Definite Events	3	5	3	4	4	5	1	1	3	4	5	2	40
Pace Targets	3	3	4	2	3	3	2	2	3	2	1	1	29
Variance	0	2	(1)	2	1	2	(1)	(1)	0	2	4	1	11
Consumption Benchmark	16	17	23	16	22	22	13	14	24	25	16	14	222
Pace Percentage	100%	167%	75%	200%	133%	167%	50%	50%	100%	200%	500%	200%	138%
Total Demand Events	4	5	9	7	9	12	6	4	7	8	5	3	79
Lost Events	1	0	6	3	5	7	5	3	4	4	0	1	39
Conversion Percentage	75%	100%	33%	57%	44%	42%	17%	25%	43%	50%	100%	67%	51%
Tentative Events	12	6	8	7	8	2	10	6	8	4	0	1	72



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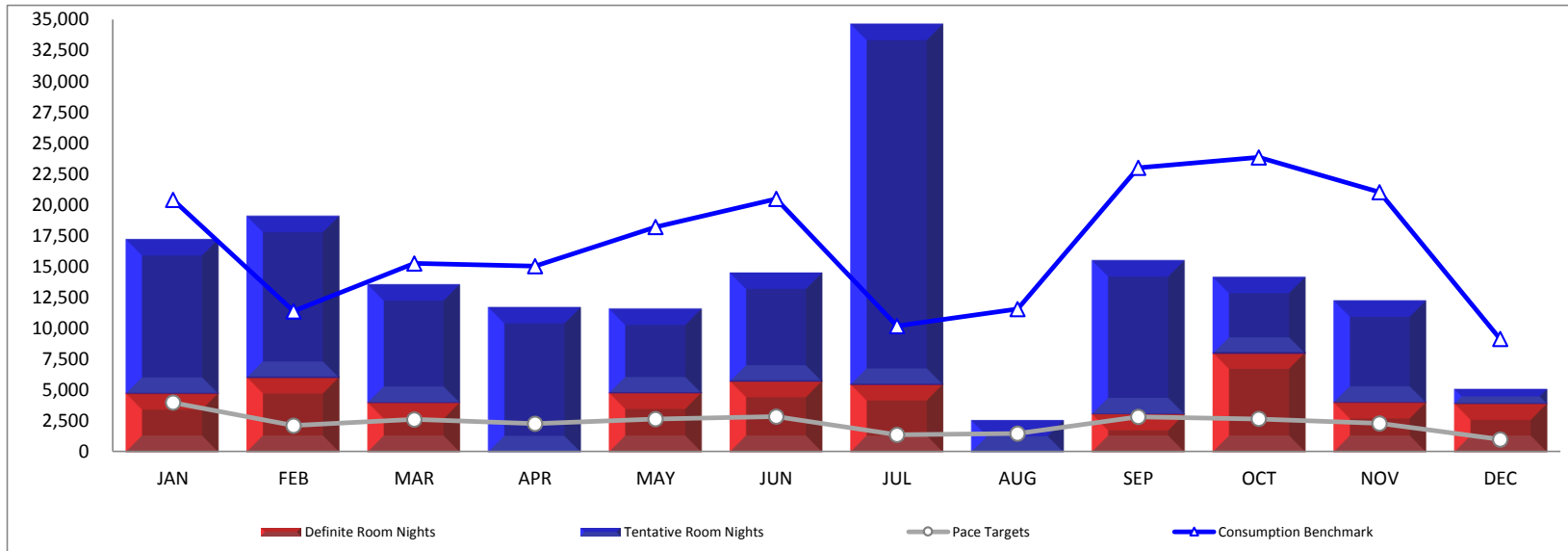
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Atlantic City 2020 R/N	2020												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	4,723	6,016	3,983	0	4,763	5,715	5,450	0	3,080	7,975	4,004	3,905	49,614
Pace Targets	3,947	2,080	2,579	2,242	2,607	2,812	1,342	1,429	2,794	2,624	2,254	959	27,669
Variance	776	3,936	1,404	(2,242)	2,156	2,903	4,108	(1,429)	286	5,351	1,750	2,946	21,945
Consumption Benchmark	20,374	11,356	15,225	15,015	18,192	20,462	10,157	11,528	22,988	23,829	20,998	9,114	199,238
Pace Percentage	120%	289%	154%	0%	183%	203%	406%	0%	110%	304%	178%	407%	179%
Total Demand Room Nights	7,717	13,596	22,125	5,753	7,662	14,420	7,380	13,235	5,919	18,614	7,440	7,680	131,541
Lost Room Nights	2,994	7,580	18,142	5,753	2,899	8,705	1,930	13,235	2,839	10,639	3,436	3,775	81,927
Conversion Percentage	61%	44%	18%	0%	62%	40%	74%	0%	52%	43%	54%	51%	38%
Tentative Room Nights	12,509	13,097	9,612	11,750	6,873	8,805	29,125	2,610	12,438	6,203	8,280	1,232	122,534

Atlantic City 2020 Events

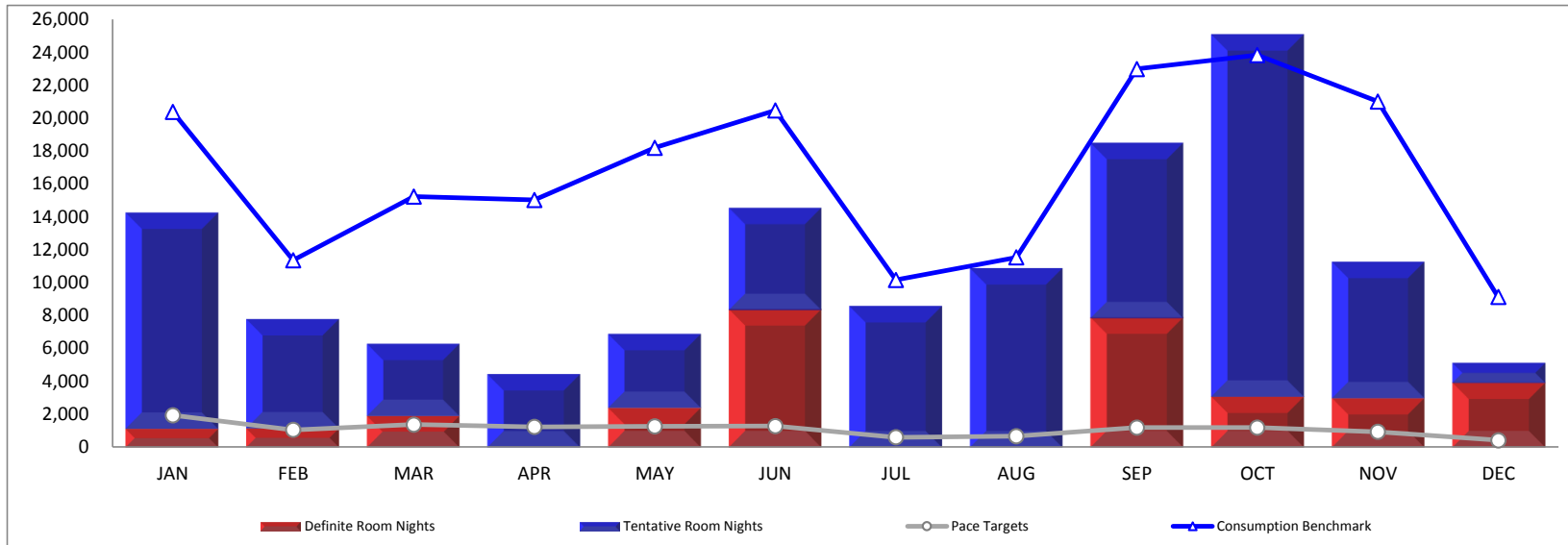
Definite Events	2	4	3	0	1	4	1	0	1	1	2	1	20
Pace Targets	1	1	1	1	1	1	1	1	1	1	1	0	11
Variance	1	3	2	(1)	0	3	0	(1)	0	0	1	1	9
Consumption Benchmark	16	17	23	16	22	22	13	14	24	25	16	14	222
Pace Percentage	200%	400%	300%	0%	100%	400%	100%	0%	100%	100%	200%	100%	182%
Total Demand Events	3	6	6	1	3	6	2	3	2	6	4	2	44
Lost Events	1	2	3	1	2	2	1	3	1	5	2	1	24
Conversion Percentage	67%	67%	50%	0%	33%	67%	50%	0%	50%	17%	50%	50%	45%
Tentative Events	4	6	7	6	6	3	8	2	8	6	1	1	58



<i>Atlantic City 2021 R/N</i>	2021												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	1,125	1,151	1,905	0	2,400	8,331	0	0	7,826	3,068	2,977	3,905	32,688
Pace Targets	1,918	1,030	1,353	1,218	1,241	1,264	580	648	1,169	1,172	918	398	12,909
Variance	(793)	121	552	(1,218)	1,159	7,067	(580)	(648)	6,657	1,896	2,059	3,507	19,779
Consumption Benchmark	20,374	11,356	15,225	15,015	18,192	20,462	10,157	11,528	22,988	23,829	20,998	9,114	199,238
Pace Percentage	59%	112%	141%	0%	193%	659%	0%	0%	669%	262%	324%	981%	253%
Total Demand Room Nights	4,736	1,151	8,475	5,753	14,120	43,159	3,140	23,828	12,126	3,068	9,364	3,905	132,825
Lost Room Nights	3,611	0	6,570	5,753	11,720	34,828	3,140	23,828	4,300	0	6,387	0	100,137
Conversion Percentage	24%	100%	22%	0%	17%	19%	0%	0%	65%	100%	32%	100%	25%
Tentative Room Nights	13,117	6,642	4,388	4,446	4,494	6,190	8,583	10,865	10,629	21,962	8,280	1,232	100,828

Atlantic City 2021 Events

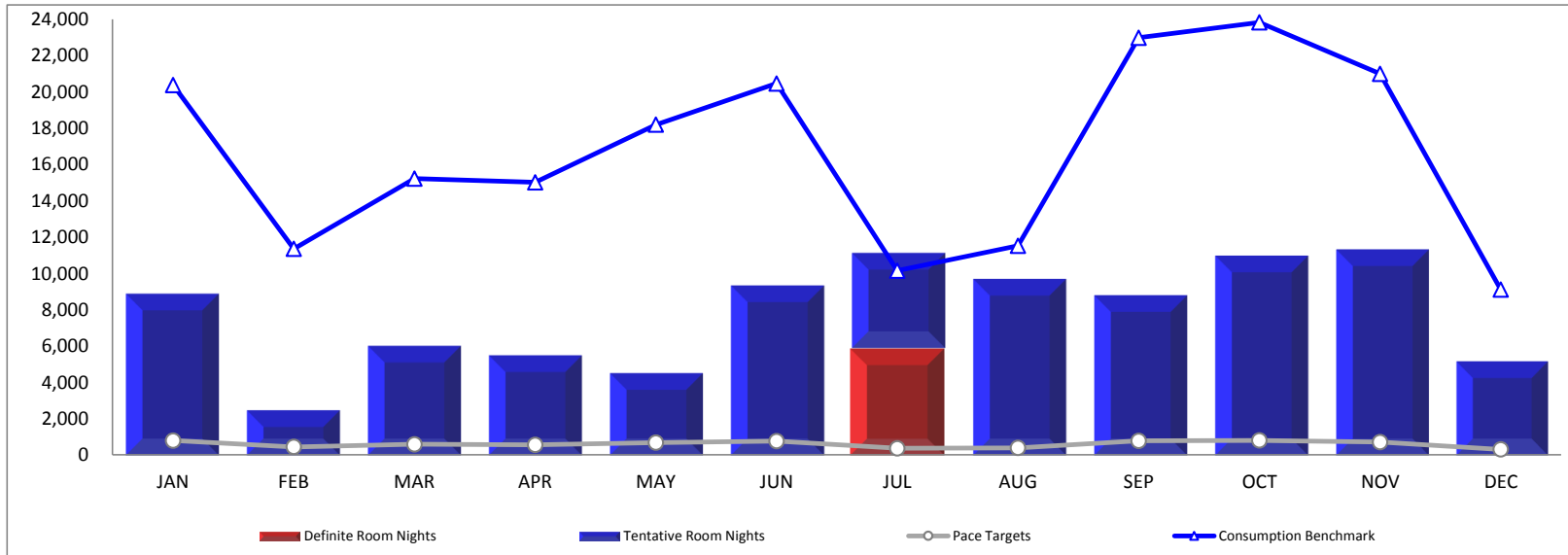
Definite Events	1	2	1	0	1	2	0	0	2	1	1	1	12
Pace Targets	0	0	1	0	0	0	0	0	0	0	0	0	1
Variance	1	2	0	0	1	2	0	0	2	1	1	1	11
Consumption Benchmark	16	17	23	16	22	22	13	14	24	25	16	14	222
Pace Percentage	100%	200%	100%	0%	100%	200%	0%	0%	200%	100%	100%	100%	1200%
Total Demand Events	2	2	3	1	4	8	1	2	3	1	3	1	31
Lost Events	1	0	2	1	3	6	1	2	1	0	2	0	19
Conversion Percentage	50%	100%	33%	0%	25%	25%	0%	0%	67%	100%	33%	100%	39%
Tentative Events	4	3	4	3	5	5	6	2	5	7	1	1	46



	2022												
<i>Atlantic City 2022 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	0	0	0	0	0	5,862	0	0	0	0	0	5,862
Pace Targets	794	443	584	563	682	768	364	387	772	800	705	306	7,168
Variance	(794)	(443)	(584)	(563)	(682)	(768)	5,498	(387)	(772)	(800)	(705)	(306)	(1,306)
Consumption Benchmark	20,374	11,356	15,225	15,015	18,192	20,462	10,157	11,528	22,988	23,829	20,998	9,114	199,238
Pace Percentage	0%	0%	0%	0%	0%	0%	1610%	0%	0%	0%	0%	0%	82%
Total Demand Room Nights	0	0	15,245	0	9,600	0	5,862	5,593	0	5,185	3,775	0	45,260
Lost Room Nights	0	0	15,245	0	9,600	0	0	5,593	0	5,185	3,775	0	39,398
Conversion Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	13%
Tentative Room Nights	8,837	2,470	5,993	5,472	4,494	9,286	5,205	9,650	8,750	10,925	11,257	5,137	87,476

Atlantic City 2022 Events

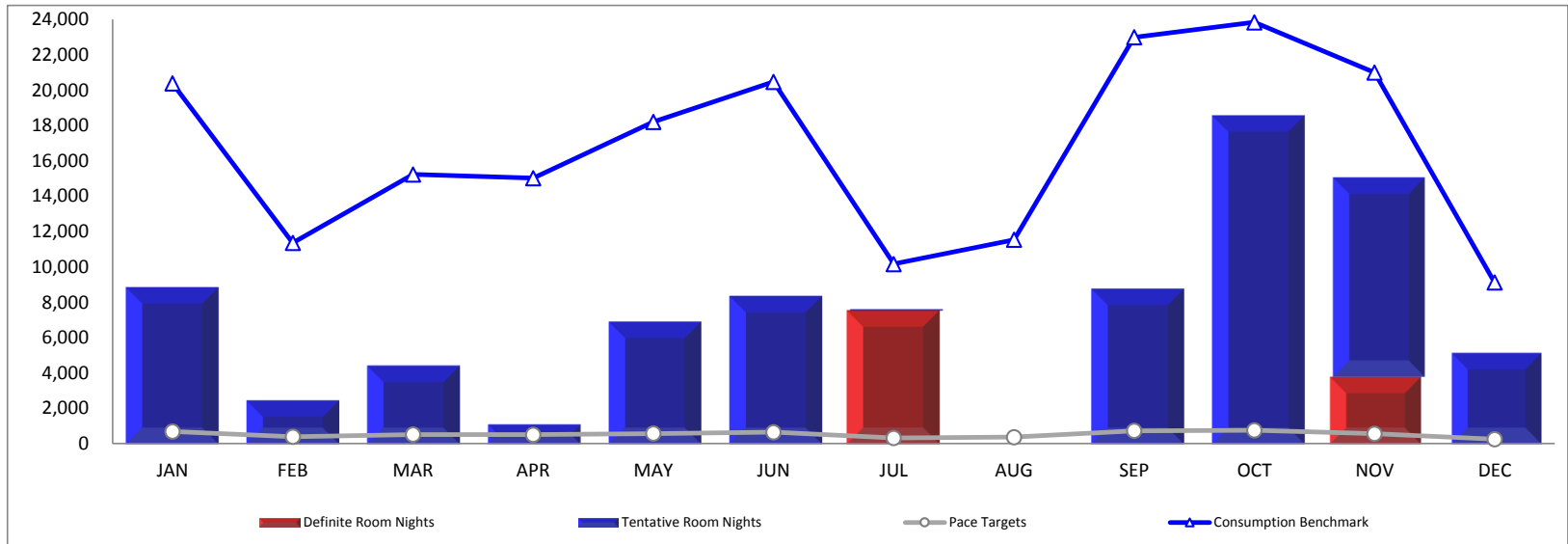
Definite Events	0	0	0	0	0	0	1	0	0	0	0	0	1
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	1	0	0	0	0	0	1
Consumption Benchmark	16	17	23	16	22	22	13	14	24	25	16	14	222
Pace Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	100%
Total Demand Events	0	0	2	0	1	0	1	1	0	1	1	0	7
Lost Events	0	0	2	0	1	0	0	1	0	1	1	0	6
Conversion Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	14%
Tentative Events	2	5	4	2	5	4	3	1	5	4	2	2	39



	2023												
<i>Atlantic City 2023 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	0	0	0	0	0	7,510	0	0	0	3,775	0	11,285
Pace Targets	684	381	511	504	568	639	317	360	718	744	561	243	6,230
Variance	(684)	(381)	(511)	(504)	(568)	(639)	7,193	(360)	(718)	(744)	3,214	(243)	5,055
Consumption Benchmark	20,374	11,356	15,225	15,015	18,192	20,462	10,157	11,528	22,988	23,829	20,998	9,114	199,238
Pace Percentage	0%	0%	0%	0%	0%	0%	2369%	0%	0%	0%	673%	0%	181%
Total Demand Room Nights	0	0	7,600	3,520	9,600	0	7,510	0	0	0	3,775	0	32,005
Lost Room Nights	0	0	7,600	3,520	9,600	0	0	0	0	0	0	0	20,720
Conversion Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	35%
Tentative Room Nights	8,837	2,470	4,428	1,115	6,894	8,346	90	0	8,750	18,525	11,257	5,137	75,849

Atlantic City 2023 Events

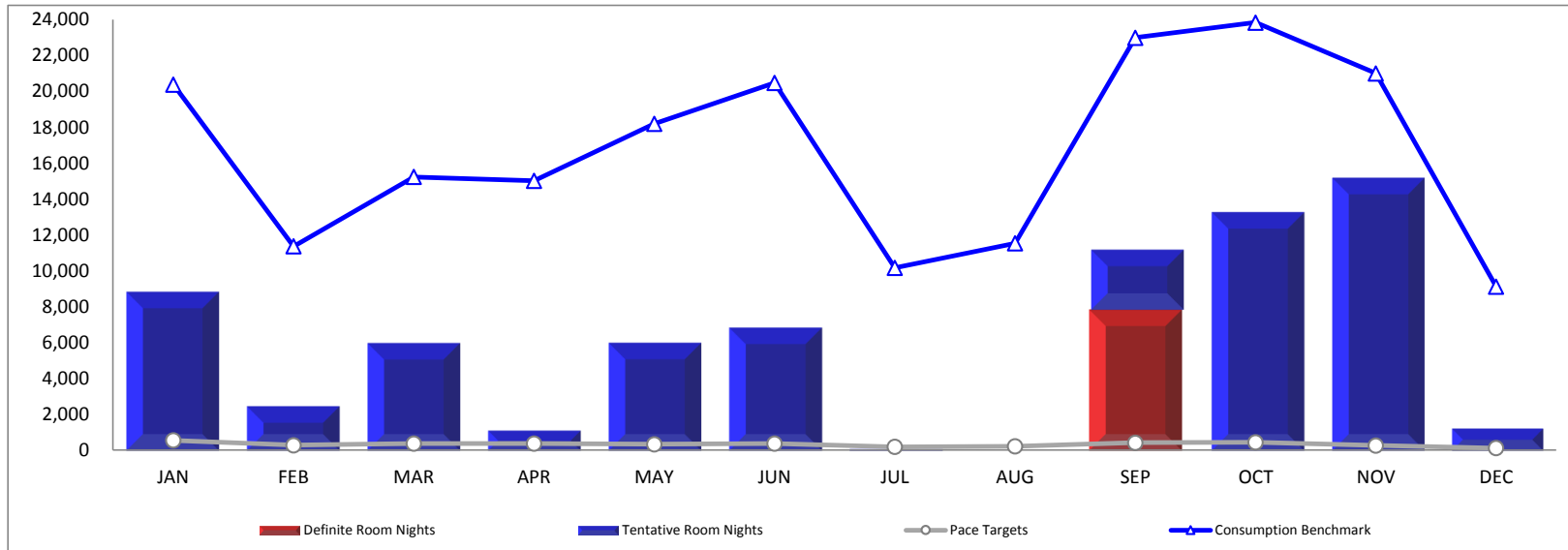
Definite Events	0	0	0	0	0	0	1	0	0	0	1	0	2
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	1	0	0	0	1	0	2
Consumption Benchmark	16	17	23	16	22	22	13	14	24	25	16	14	222
Pace Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	200%
Total Demand Events	0	0	1	1	1	0	1	0	0	0	1	0	5
Lost Events	0	0	1	1	1	0	0	0	0	0	0	0	3
Conversion Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	40%
Tentative Events	2	5	3	1	6	3	1	0	5	6	2	2	36



<i>Atlantic City 2024 R/N</i>	2024												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	0	0	0	0	0	0	0	0	7,826	0	0	0	7,826
Pace Targets	544	270	363	358	324	364	181	205	409	424	253	110	3,805
Variance	(544)	(270)	(363)	(358)	(324)	(364)	(181)	(205)	7,417	(424)	(253)	(110)	4,021
Consumption Benchmark	20,374	11,356	15,225	15,015	18,192	20,462	10,157	11,528	22,988	23,829	20,998	9,114	199,238
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	1913%	0%	0%	0%	206%
Total Demand Room Nights	0	0	0	0	0	0	0	1,085	7,826	0	0	0	8,911
Lost Room Nights	0	0	0	0	0	0	0	1,085	0	0	0	0	1,085
Conversion Percentage	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	88%
Tentative Room Nights	8,837	2,470	5,988	1,115	5,998	6,842	90	0	3,337	13,258	15,162	1,232	64,329

Atlantic City 2024 Events

Definite Events	0	0	0	0	0	0	0	0	2	0	0	0	2
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	0	0	2	0	0	0	2
Consumption Benchmark	16	17	23	16	22	22	13	14	24	25	16	14	222
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	200%	0%	0%	0%	200%
Total Demand Events	0	0	0	0	0	0	0	1	2	0	0	0	3
Lost Events	0	0	0	0	0	0	0	1	0	0	0	0	1
Conversion Percentage	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%
Tentative Events	2	5	4	1	5	3	1	0	2	6	3	1	33



THE TAP REPORT

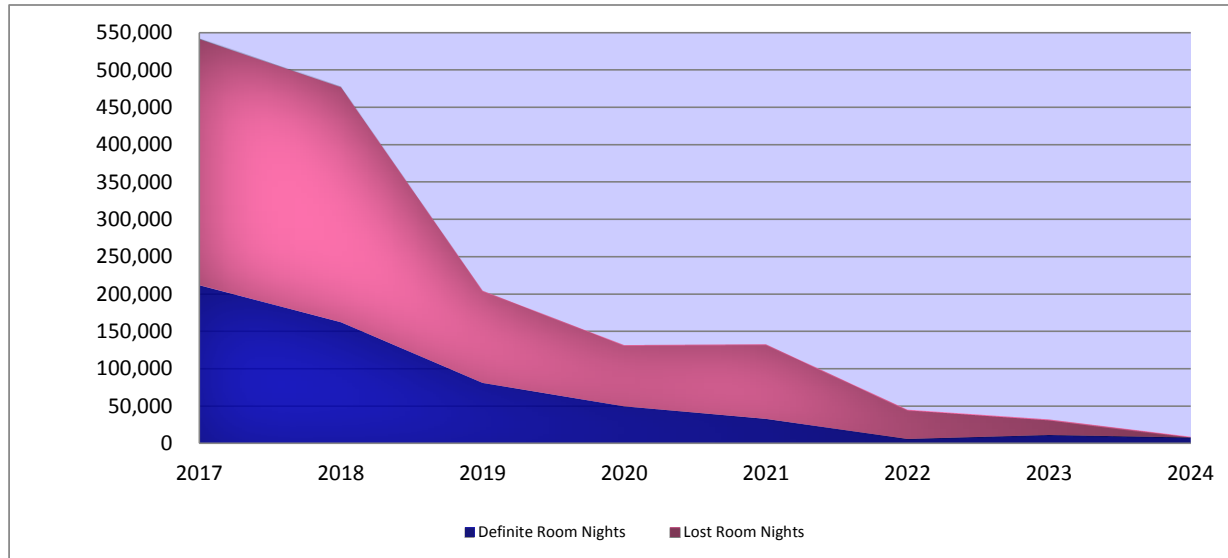
Atlantic City Pace vs Demand

Period Ending December 31, 2017
Report Date: January 22, 2018

<i>Atlantic City Room Nights</i>	2017	2018	2019	2020	2021	2022	2023	2024	TOTAL
Definite Room Nights	211,659	162,227	80,975	49,614	32,688	5,862	11,285	7,826	562,136
Pace Targets	199,238	128,545	58,700	27,669	12,909	7,168	6,230	3,805	444,264
Variance	12,421	33,682	22,275	21,945	19,779	(1,306)	5,055	4,021	117,872
Consumption Benchmark	199,238	199,238	199,238	199,238	199,238	199,238	199,238	199,238	1,593,904
Pace Percentage	106%	126%	138%	179%	253%	82%	181%	206%	127%
Total Demand Room Nights	541,029	476,633	204,417	131,541	132,825	45,260	32,005	8,911	1,572,621
Lost Room Nights	329,370	314,406	123,442	81,927	100,137	39,398	20,720	1,085	1,010,485
Conversion Percentage	39%	34%	40%	38%	25%	13%	35%	88%	36%
Tentative Room Nights	0	81,078	128,514	122,534	100,828	87,476	75,849	64,329	660,608

Atlantic City Events

Definite Events	237	122	40	20	12	1	2	2	436
Pace Targets	222	100	29	11	1	0	0	0	363
Variance	15	22	11	9	11	1	2	2	73
Consumption Benchmark	222	222	222	222	222	222	222	222	1,776
Pace Percentage	107%	122%	138%	182%	1200%	100%	200%	200%	120%
Total Demand Events	458	269	79	44	31	7	5	3	896
Lost Events	221	147	39	24	19	6	3	1	460
Conversion Percentage	52%	45%	51%	45%	39%	14%	40%	67%	49%
Tentative Events	0	96	72	58	46	39	36	33	380

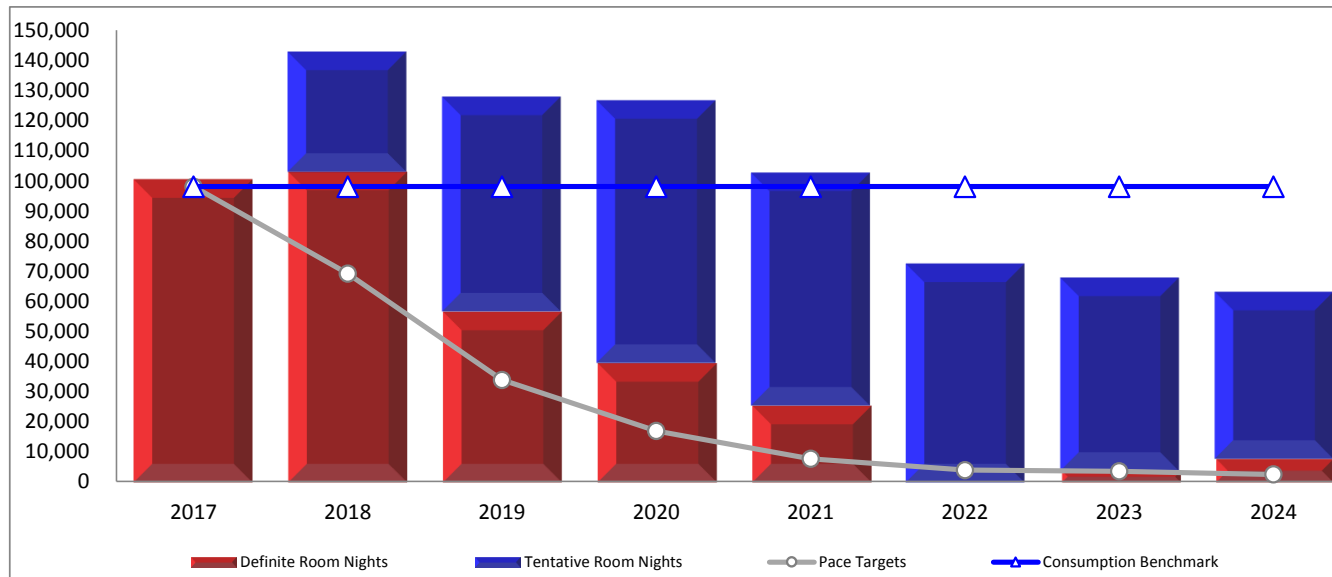


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<i>Atlantic City R/N</i>	2017	2018	2019	2020	2021	2022	2023	2024	TOTAL
Definite Room Nights	100,280	102,765	56,469	39,462	25,394	0	3,775	7,826	335,971
Pace Targets	98,043	69,152	33,803	16,853	7,604	3,782	3,455	2,384	235,076
Variance	2,237	33,613	22,666	22,609	17,790	(3,782)	320	5,442	100,895
Consumption Benchmark	98,043	98,043	98,043	98,043	98,043	98,043	98,043	98,043	784,344
Pace Percentage	102%	149%	167%	234%	334%	0%	109%	328%	143%
Total Demand Room Nights	265,741	273,758	131,810	81,915	105,550	26,160	24,495	7,826	917,255
Lost Room Nights	165,461	170,993	75,341	42,453	80,156	26,160	20,720	0	581,284
Conversion Percentage	38%	38%	43%	48%	24%	0%	15%	100%	37%
Tentative Room Nights	0	39,910	71,305	87,059	77,175	72,347	63,993	55,255	467,044

Atlantic City Events

Definite Events	91	55	22	16	9	0	1	2	196
Pace Targets	87	43	14	5	0	0	0	0	149
Variance	4	12	8	11	9	0	1	2	47
Consumption Benchmark	86	86	86	86	86	86	86	86	688
Pace Percentage	105%	128%	157%	320%	900%	0%	100%	200%	132%
Total Demand Events	170	112	38	27	20	4	4	2	377
Lost Events	79	57	16	11	11	4	3	0	181
Conversion Percentage	54%	49%	58%	59%	45%	45%	25%	100%	52%
Tentative Events	0	31	38	36	29	27	26	24	211



THE TAP REPORT

Reports

<p>TAP Report - Eight Year Pace Report. Displays room night pace targets compared to definite room nights on the books for each month and year for the next 8 years, beginning with the current year, along with an annual summary of these years.</p>
<p>Convention Center TAP Report - Compares pace targets to definite room nights on the books using convention center room nights only, on an annual basis. Monthly detail can be provided upon request.</p>
<p>Infrastructure Improvement (or Destination Attractiveness) TAP Report - Uses revised consumption benchmarks and pace targets to take into account infrastructure improvements in a given market.</p>
<p>Pace vs. Demand TAP Report - Displays an annual summary of pace, demand, and conversion data for the next 8 years, beginning with the current year. Monthly detail is included in the Peer Set Benchmarking TAP Report.</p>
<p>Peer Set Benchmarking TAP Report - Comparison of the client city's pace and demand data to the pace and demand data of the Peer Set for each month and year for the next 8 years, along with an annual summary of these years. The top section of each page displays the client city's data. The second section of the report displays the aggregate data for all cities listed in the Peer Set. The third section compares the client city's performance to the performance of the Peer Set as a whole.</p>

Glossary of Terms

<p>Consumption Benchmark – The average number of definite room nights produced by the bureau for each month and year for the last three twelve month periods. Each month the “oldest” month is dropped from the calculation and the most recent month is added.</p>
<p>Conversion Index - A measurement for each month and year of the client city's Conversion Percentage compared to the Peer Set's Conversion Percentage. A value greater than 100 indicates that the client city is converting more demand to definite room nights than the Peer Set. A number less than 100 indicates that the client city is converting less demand to definite room nights than the Peer Set.</p>
<p>Conversion Index Rank - The position of the client's Conversion Index compared to the Peer Set.</p>
<p>Conversion Percentage - The percentage of Total Demand Room Nights that the convention bureau converts to Definite Room Nights for each month and year at the time the report is published.</p>
<p>Definite Room Nights – Number of definite room nights, confirmed by the convention bureau for each month and year at the time the report is published.</p>
<p>Definite Room Night Share % – A percentage indicating the client city's portion of the Peer Set's Definite Room Nights.</p>
<p>Lost Room Nights – The number of room nights, both definite and tentative, that have been lost for each month and year at the time the report is published.</p>
<p>Pace Index - A measurement for each month and year of the client city's Pace Percentage compared to the Peer Set's Pace Percentage. A value greater than 100 indicates that the client city's Pace Percentage is higher than that of the Peer Set. A number less than 100 indicates that the client city's Pace Percentage is less than that of the Peer Set.</p>
<p>Pace Index Rank - The position of the client's Pace Index compared to the Peer Set.</p>
<p>Pace Percentage – The percentage of Definite Room Nights compared to the Pace Target. If a given bureau continues to book at current trends the same percentage can be applied to the Consumption Benchmark when each month and year passes.</p>
<p>Pace Target – Number of definite room nights that should be confirmed for each month and year at the time the report is published (updated every month). Pace targets are determined by analyzing a minimum of the last three years definite room nights and all definite room nights confirmed for the future. The analysis is completed by comparing the date a booking was confirmed to that of the arrival date for each confirmed booking and computing the number of months in advance of arrival that each booking was confirmed.</p>
<p>Room Night Demand Share % – A percentage indicating the client city's portion of the Peer Set's Demand.</p>
<p>Tentative Room Nights – The number of tentative room nights pending for each future month and year at the time the report is published.</p>
<p>Total Demand Room Nights - Number of total lead room nights issued by the convention bureau for each month and year at the time the report is published.</p>