

Trends Analysis Projections, LLC

THE TAP REPORT

Report: 8 Year Pace Reports

Report for: Atlantic City

Period Ending: March 31, 2018

Report Date: April 12, 2018

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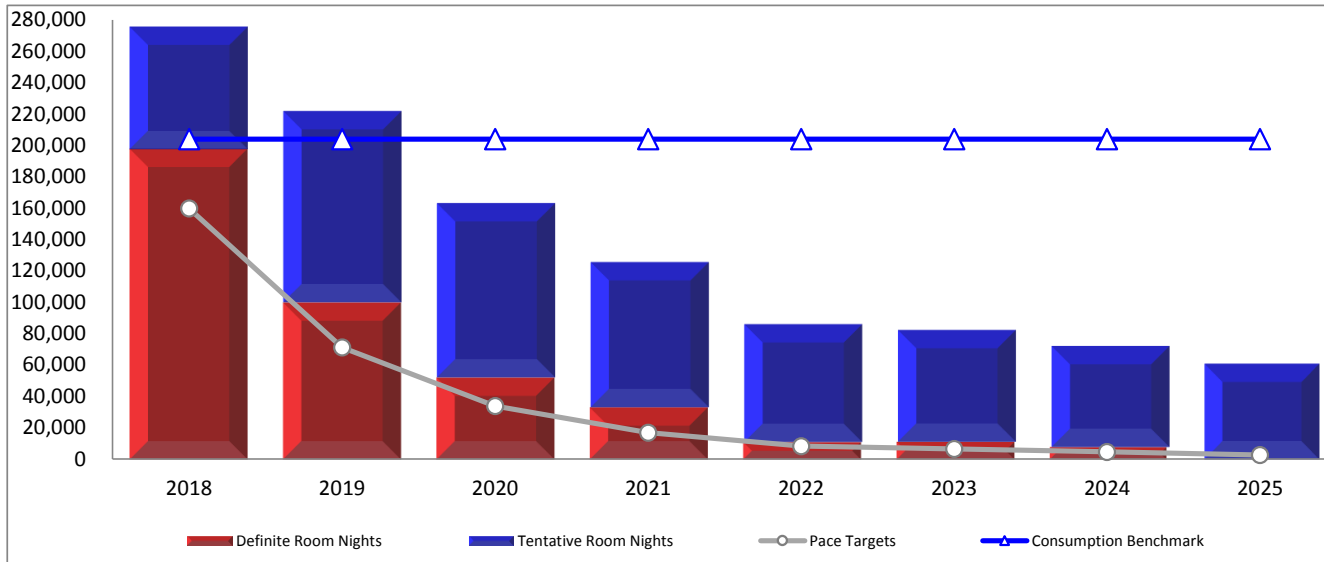
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<i>Atlantic City R/N</i>	2018	2019	2020	2021	2022	2023	2024	2025	Total
Definite Room Nights	197,200	99,929	52,163	33,085	11,092	11,285	7,826	0	412,580
Pace Targets	159,673	71,072	33,707	16,639	8,071	6,362	4,422	2,472	302,418
Variance	37,527	28,857	18,456	16,446	3,021	4,923	3,404	(2,472)	110,162
Consumption Benchmark	203,905	203,905	203,905	203,905	203,905	203,905	203,905	203,905	1,631,240
Pace Percentage	124%	141%	155%	199%	137%	177%	177%	0%	136%
Total Demand Room Nights	515,504	248,467	166,847	156,638	60,140	36,823	8,911	0	1,193,330
Lost Room Nights	318,304	148,538	114,684	123,553	49,048	25,538	1,085	0	780,750
Conversion Percentage	38%	40%	31%	21%	18%	31%	88%	0%	35%
Tentative Room Nights	78,170	121,695	110,805	92,441	74,966	71,031	64,329	60,852	674,289

Atlantic City Events

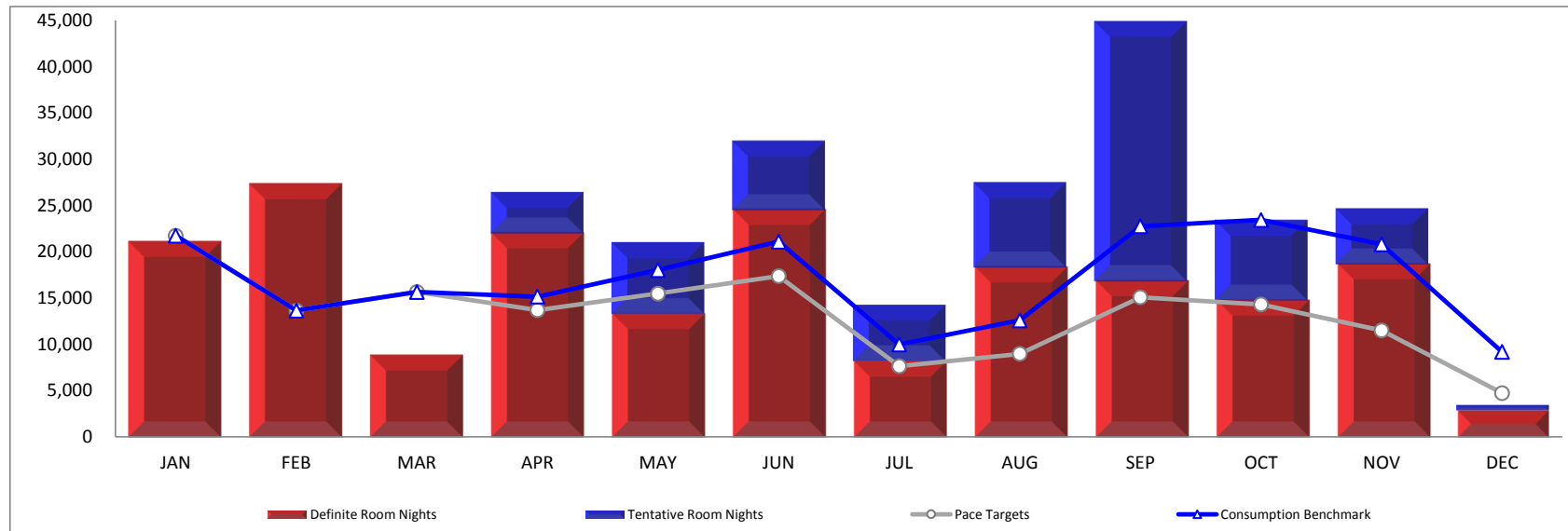
Definite Events	164	49	23	13	2	2	2	0	255
Pace Targets	140	37	13	6	0	0	0	0	196
Variance	24	12	10	7	2	2	2	0	59
Consumption Benchmark	222	222	222	222	222	222	222	222	1,776
Pace Percentage	117%	132%	177%	217%	200%	200%	200%	0%	130%
Total Demand Events	334	99	56	38	9	6	3	0	545
Lost Events	170	50	33	25	7	4	1	0	290
Conversion Percentage	49%	49%	41%	34%	22%	33%	67%	0%	47%
Tentative Events	93	85	63	48	39	35	33	31	427



<i>Atlantic City 2018 R/N</i>	2018												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	21,107	27,299	8,921	22,042	13,365	24,527	8,231	18,379	16,911	14,804	18,712	2,902	197,200
Pace Targets	21,723	13,633	15,650	13,685	15,471	17,353	7,623	8,952	15,071	14,293	11,500	4,719	159,673
Variance	(616)	13,666	(6,729)	8,357	(2,106)	7,174	608	9,427	1,840	511	7,212	(1,817)	37,527
Consumption Benchmark	21,723	13,633	15,650	15,137	18,010	21,072	9,982	12,572	22,743	23,428	20,793	9,162	203,905
Pace Percentage	97%	200%	57%	161%	86%	141%	108%	205%	112%	104%	163%	61%	124%
Total Demand Room Nights	64,907	41,616	29,223	45,169	35,836	41,915	69,399	38,152	82,620	36,171	27,594	2,902	515,504
Lost Room Nights	43,800	14,317	20,302	23,127	22,471	17,388	61,168	19,773	65,709	21,367	8,882	0	318,304
Conversion Percentage	33%	66%	31%	49%	37%	59%	12%	48%	20%	41%	68%	100%	38%
Tentative Room Nights	0	0	0	4,449	7,724	7,483	6,124	9,163	27,926	8,683	6,013	605	78,170

Atlantic City 2018 Events

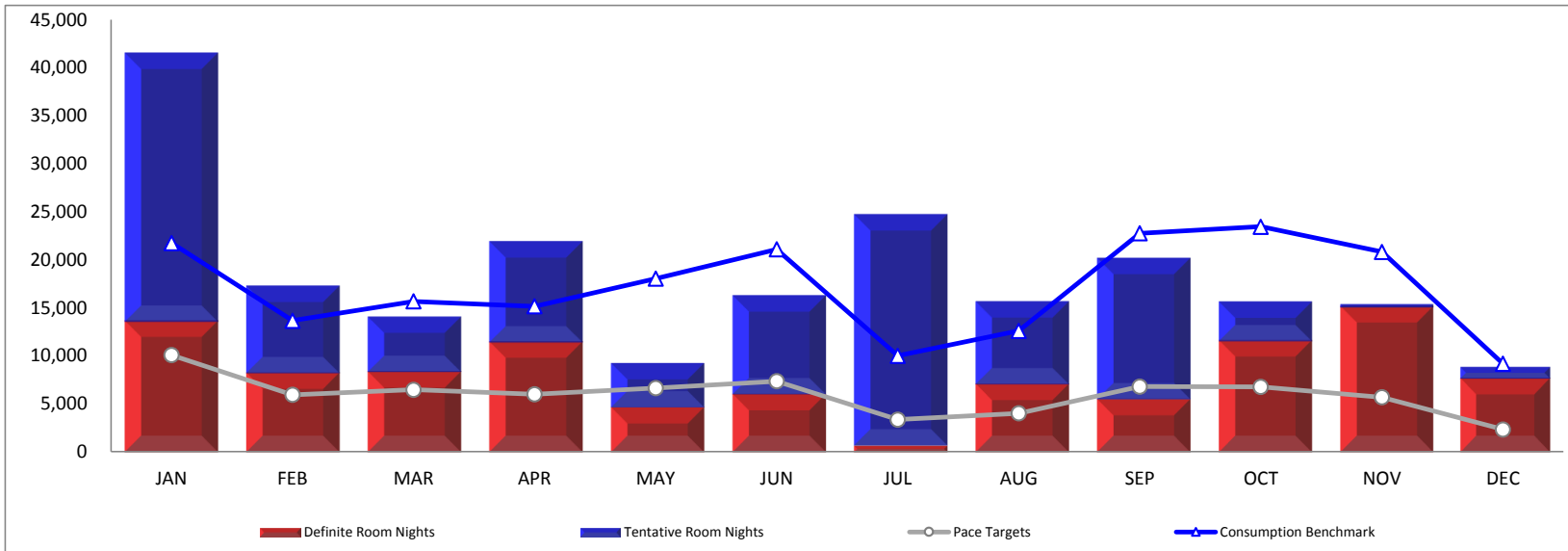
Definite Events	12	16	21	20	16	20	11	11	11	11	12	3	164
Pace Targets	16	17	24	13	14	13	7	7	11	9	5	4	140
Variance	(4)	(1)	(3)	7	2	7	4	4	0	2	7	(1)	24
Consumption Benchmark	16	17	24	17	21	22	13	14	24	24	16	14	222
Pace Percentage	75%	94%	88%	154%	114%	154%	157%	157%	100%	122%	240%	75%	117%
Total Demand Events	25	30	44	43	31	34	35	19	28	24	18	3	334
Lost Events	13	14	23	23	15	14	24	8	17	13	6	0	170
Conversion Percentage	48%	53%	48%	47%	52%	59%	31%	58%	39%	46%	67%	100%	49%
Tentative Events	0	0	0	8	12	9	10	11	15	15	10	3	93



<i>Atlantic City 2019 R/N</i>	2019												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	13,615	8,227	8,357	11,434	4,659	6,031	685	7,066	5,510	11,567	15,098	7,680	99,929
Pace Targets	10,051	5,910	6,442	5,969	6,607	7,333	3,322	3,993	6,758	6,732	5,657	2,298	71,072
Variance	3,564	2,317	1,915	5,465	(1,948)	(1,302)	(2,637)	3,073	(1,248)	4,835	9,441	5,382	28,857
Consumption Benchmark	21,723	13,633	15,650	15,137	18,010	21,072	9,982	12,572	22,743	23,428	20,793	9,162	203,905
Pace Percentage	135%	139%	130%	192%	71%	82%	21%	177%	82%	172%	267%	334%	141%
Total Demand Room Nights	18,023	9,847	27,032	23,344	23,312	28,791	24,167	20,673	13,728	30,082	15,098	14,370	248,467
Lost Room Nights	4,408	1,620	18,675	11,910	18,653	22,760	23,482	13,607	8,218	18,515	0	6,690	148,538
Conversion Percentage	76%	84%	31%	49%	20%	21%	3%	34%	40%	38%	100%	53%	40%
Tentative Room Nights	27,897	9,165	5,811	10,534	4,651	10,343	24,100	8,701	14,739	4,172	350	1,232	121,695

Atlantic City 2019 Events

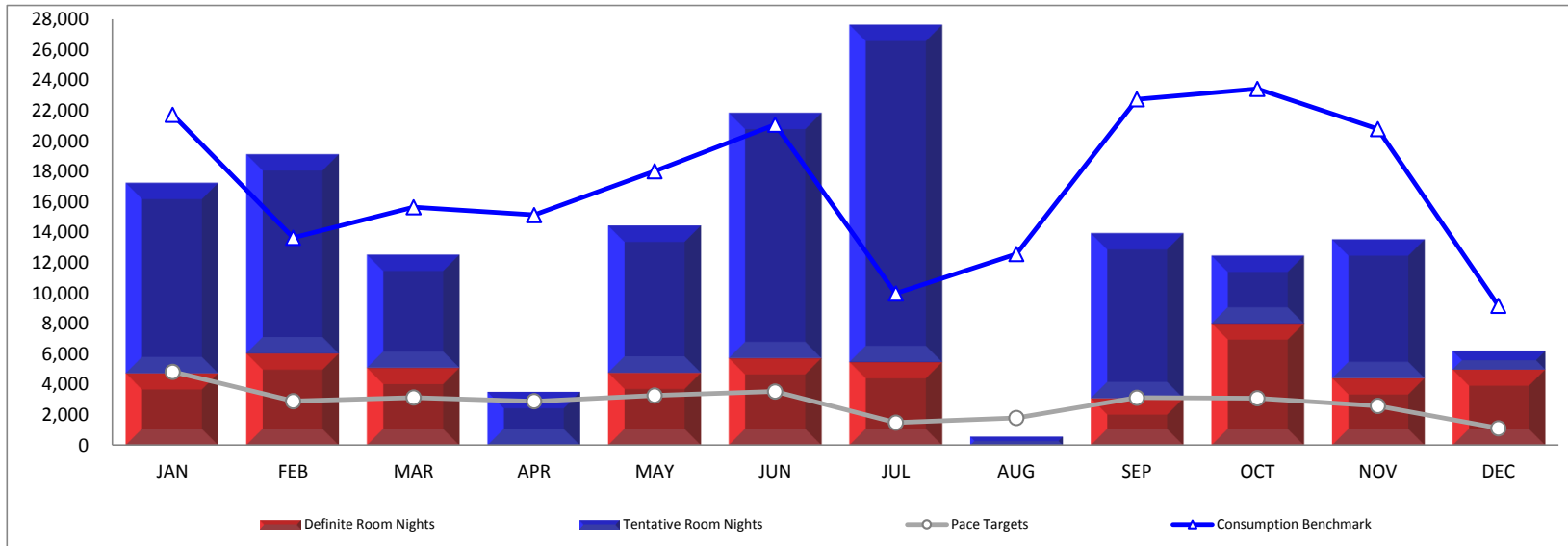
Definite Events	4	7	6	5	5	5	1	2	3	4	5	2	49
Pace Targets	4	4	5	3	4	4	2	2	3	3	2	1	37
Variance	0	3	1	2	1	1	(1)	0	0	1	3	1	12
Consumption Benchmark	16	17	24	17	21	22	13	14	24	24	16	14	222
Pace Percentage	100%	175%	120%	167%	125%	125%	50%	100%	100%	133%	250%	200%	132%
Total Demand Events	6	8	14	9	11	13	6	5	9	10	5	3	99
Lost Events	2	1	8	4	6	8	5	3	6	6	0	1	50
Conversion Percentage	67%	88%	43%	56%	45%	38%	17%	40%	33%	40%	100%	67%	49%
Tentative Events	12	9	6	7	7	6	16	5	8	7	1	1	85



	2020												
<i>Atlantic City 2020 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	4,723	6,016	5,072	0	4,763	5,715	5,450	0	3,080	7,975	4,401	4,968	52,163
Pace Targets	4,828	2,893	3,134	2,891	3,257	3,532	1,481	1,793	3,116	3,090	2,579	1,113	33,707
Variance	(105)	3,123	1,938	(2,891)	1,506	2,183	3,969	(1,793)	(36)	4,885	1,822	3,855	18,456
Consumption Benchmark	21,723	13,633	15,650	15,137	18,010	21,072	9,982	12,572	22,743	23,428	20,793	9,162	203,905
Pace Percentage	98%	208%	162%	0%	146%	162%	368%	0%	99%	258%	171%	446%	155%
Total Demand Room Nights	7,717	13,596	27,222	13,998	7,662	14,420	22,359	15,270	7,689	20,334	7,837	8,743	166,847
Lost Room Nights	2,994	7,580	22,150	13,998	2,899	8,705	16,909	15,270	4,609	12,359	3,436	3,775	114,684
Conversion Percentage	61%	44%	19%	0%	62%	40%	24%	0%	40%	39%	56%	57%	31%
Tentative Room Nights	12,509	13,097	7,449	3,505	9,668	16,125	22,185	575	10,853	4,483	9,124	1,232	110,805

Atlantic City 2020 Events

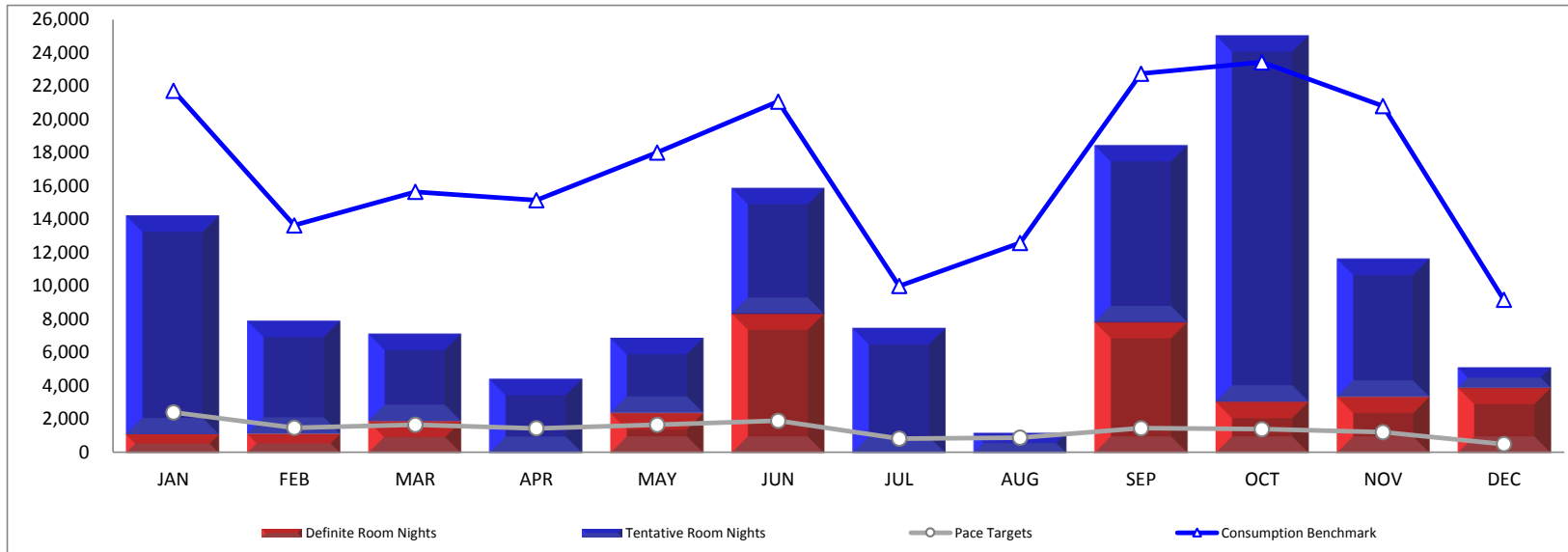
Definite Events	2	4	4	0	1	4	1	0	1	1	3	2	23
Pace Targets	1	1	2	1	1	1	1	1	1	1	1	1	13
Variance	1	3	2	(1)	0	3	0	(1)	0	0	2	1	10
Consumption Benchmark	16	17	24	17	21	22	13	14	24	24	16	14	222
Pace Percentage	200%	400%	200%	0%	100%	400%	100%	0%	100%	100%	300%	200%	177%
Total Demand Events	3	6	9	2	3	6	5	4	3	7	5	3	56
Lost Events	1	2	5	2	2	2	4	4	2	6	2	1	33
Conversion Percentage	67%	67%	44%	0%	33%	67%	20%	0%	33%	14%	60%	67%	41%
Tentative Events	4	6	7	5	9	5	10	1	8	5	2	1	63



<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	3,374	3,905	33,085
Pace Targets	2,384	1,460	1,644	1,429	1,640	1,883	818	875	1,442	1,381	1,201	482	16,639
Variance	(1,259)	(309)	261	(1,429)	760	6,448	(818)	(875)	6,384	1,687	2,173	3,423	16,446
Consumption Benchmark	21,723	13,633	15,650	15,137	18,010	21,072	9,982	12,572	22,743	23,428	20,793	9,162	203,905
Pace Percentage	47%	79%	116%	0%	146%	442%	0%	0%	543%	222%	281%	810%	199%
Total Demand Room Nights	4,736	6,141	8,475	5,753	14,120	43,898	11,177	33,478	12,126	3,068	9,761	3,905	156,638
Lost Room Nights	3,611	4,990	6,570	5,753	11,720	35,567	11,177	33,478	4,300	0	6,387	0	123,553
Conversion Percentage	24%	19%	22%	0%	17%	19%	0%	0%	65%	100%	35%	100%	21%
Tentative Room Nights	13,117	6,774	5,253	4,446	4,494	7,551	7,488	1,215	10,629	21,962	8,280	1,232	92,441

Atlantic City 2021 Events

Definite Events	1	2	1	0	1	2	0	0	2	1	2	1	13
Pace Targets	1	1	1	1	1	1	0	0	0	0	0	0	6
Variance	0	1	0	(1)	0	1	0	0	2	1	2	1	7
Consumption Benchmark	16	17	24	17	21	22	13	14	24	24	16	14	222
Pace Percentage	100%	200%	100%	0%	100%	200%	0%	0%	200%	100%	200%	100%	217%
Total Demand Events	2	4	3	1	4	9	3	3	3	1	4	1	38
Lost Events	1	2	2	1	3	7	3	3	1	0	2	0	25
Conversion Percentage	50%	50%	33%	0%	25%	22%	0%	0%	67%	100%	50%	100%	34%
Tentative Events	4	4	6	3	5	5	6	1	5	7	1	1	48



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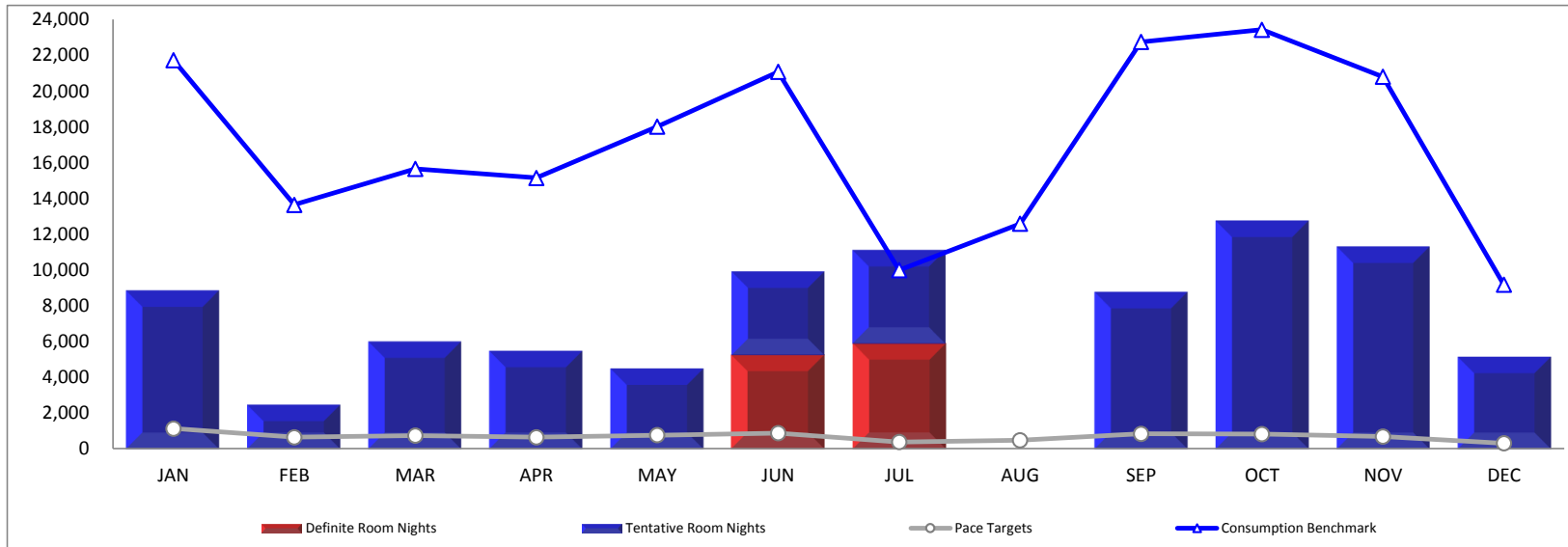
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	2022												
<i>Atlantic City 2022 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	0	0	0	0	5,230	5,862	0	0	0	0	0	11,092
Pace Targets	1,108	624	716	624	743	857	359	452	818	806	669	295	8,071
Variance	(1,108)	(624)	(716)	(624)	(743)	4,373	5,503	(452)	(818)	(806)	(669)	(295)	3,021
Consumption Benchmark	21,723	13,633	15,650	15,137	18,010	21,072	9,982	12,572	22,743	23,428	20,793	9,162	203,905
Pace Percentage	0%	0%	0%	0%	0%	610%	1633%	0%	0%	0%	0%	0%	137%
Total Demand Room Nights	0	0	15,245	0	9,600	5,230	5,862	15,243	0	5,185	3,775	0	60,140
Lost Room Nights	0	0	15,245	0	9,600	0	0	15,243	0	5,185	3,775	0	49,048
Conversion Percentage	0%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%	0%	18%
Tentative Room Nights	8,837	2,470	5,993	5,472	4,494	4,656	5,205	0	8,750	12,695	11,257	5,137	74,966

Atlantic City 2022 Events

Definite Events	0	0	0	0	0	1	1	0	0	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	1	1	0	0	0	0	0	2
Consumption Benchmark	16	17	24	17	21	22	13	14	24	24	16	14	222
Pace Percentage	0%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%	0%	200%
Total Demand Events	0	0	2	0	1	1	1	2	0	1	1	0	9
Lost Events	0	0	2	0	1	0	0	2	0	1	1	0	7
Conversion Percentage	0%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%	0%	22%
Tentative Events	2	5	4	2	5	4	3	0	5	5	2	2	39



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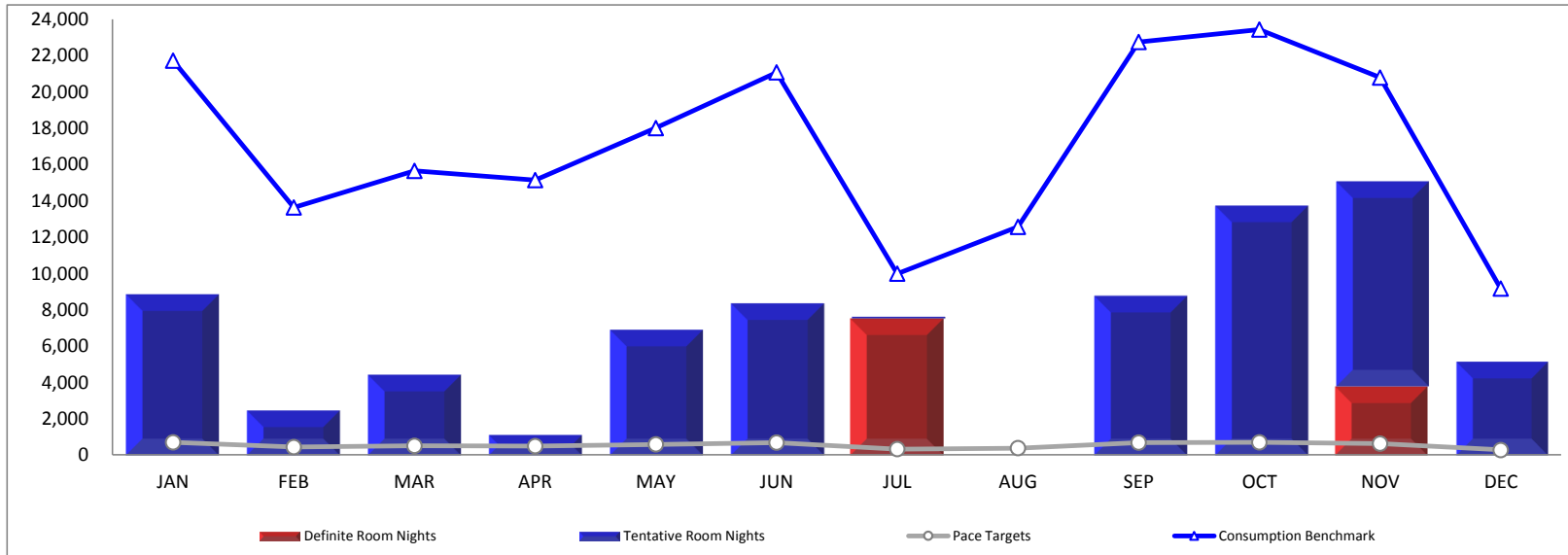
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	2023												
<i>Atlantic City 2023 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	0	0	0	0	0	7,510	0	0	0	3,775	0	11,285
Pace Targets	699	439	504	487	580	678	321	376	681	701	622	274	6,362
Variance	(699)	(439)	(504)	(487)	(580)	(678)	7,189	(376)	(681)	(701)	3,153	(274)	4,923
Consumption Benchmark	21,723	13,633	15,650	15,137	18,010	21,072	9,982	12,572	22,743	23,428	20,793	9,162	203,905
Pace Percentage	0%	0%	0%	0%	0%	0%	2340%	0%	0%	0%	607%	0%	177%
Total Demand Room Nights	0	0	7,600	3,520	9,600	0	7,510	0	0	4,818	3,775	0	36,823
Lost Room Nights	0	0	7,600	3,520	9,600	0	0	0	0	4,818	0	0	25,538
Conversion Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	31%
Tentative Room Nights	8,837	2,470	4,428	1,115	6,894	8,346	90	0	8,750	13,707	11,257	5,137	71,031

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	24	17	21	22	13	14	24	24	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	1	1	0	6
Lost Events	0	0	1	1	1	0	0	0	0	1	0	0	4
Conversion Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	33%
Tentative Events	2	5	3	1	6	3	1	0	5	5	2	2	35



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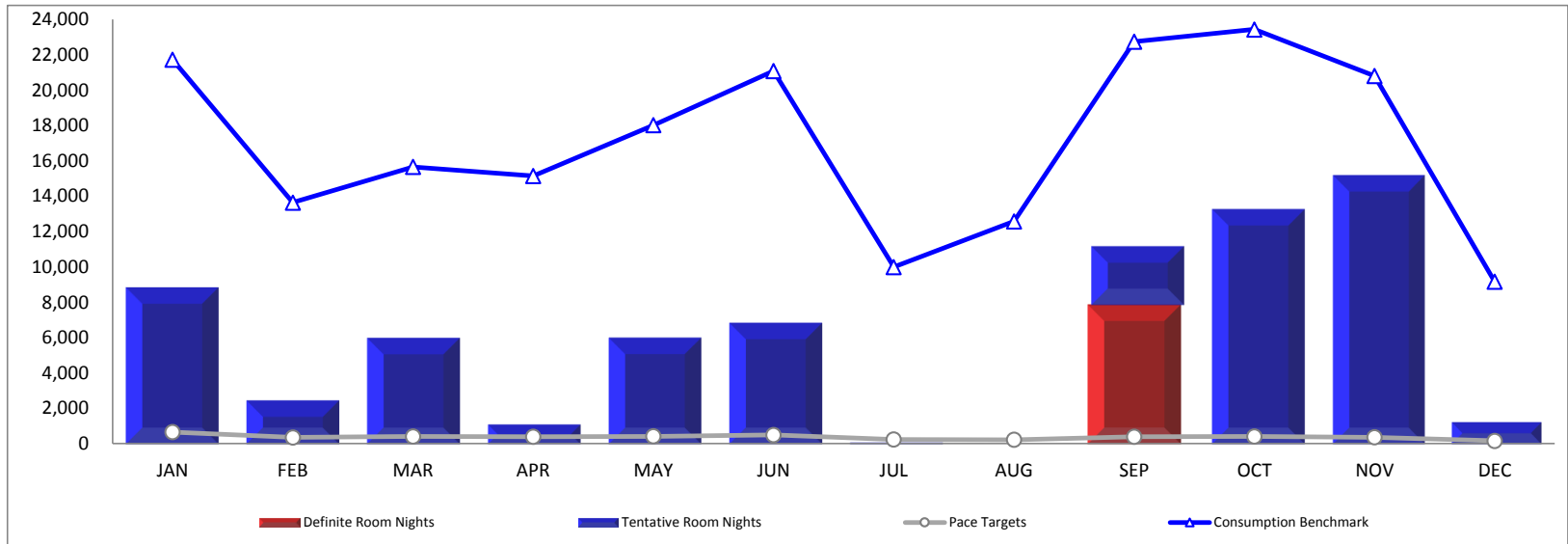
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	2024												
<i>Atlantic City 2024 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	0	0	0	0	0	0	0	7,826	0	0	0	7,826
Pace Targets	650	349	401	388	411	481	228	215	388	400	355	156	4,422
Variance	(650)	(349)	(401)	(388)	(411)	(481)	(228)	(215)	7,438	(400)	(355)	(156)	3,404
Consumption Benchmark	21,723	13,633	15,650	15,137	18,010	21,072	9,982	12,572	22,743	23,428	20,793	9,162	203,905
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	2017%	0%	0%	0%	177%
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

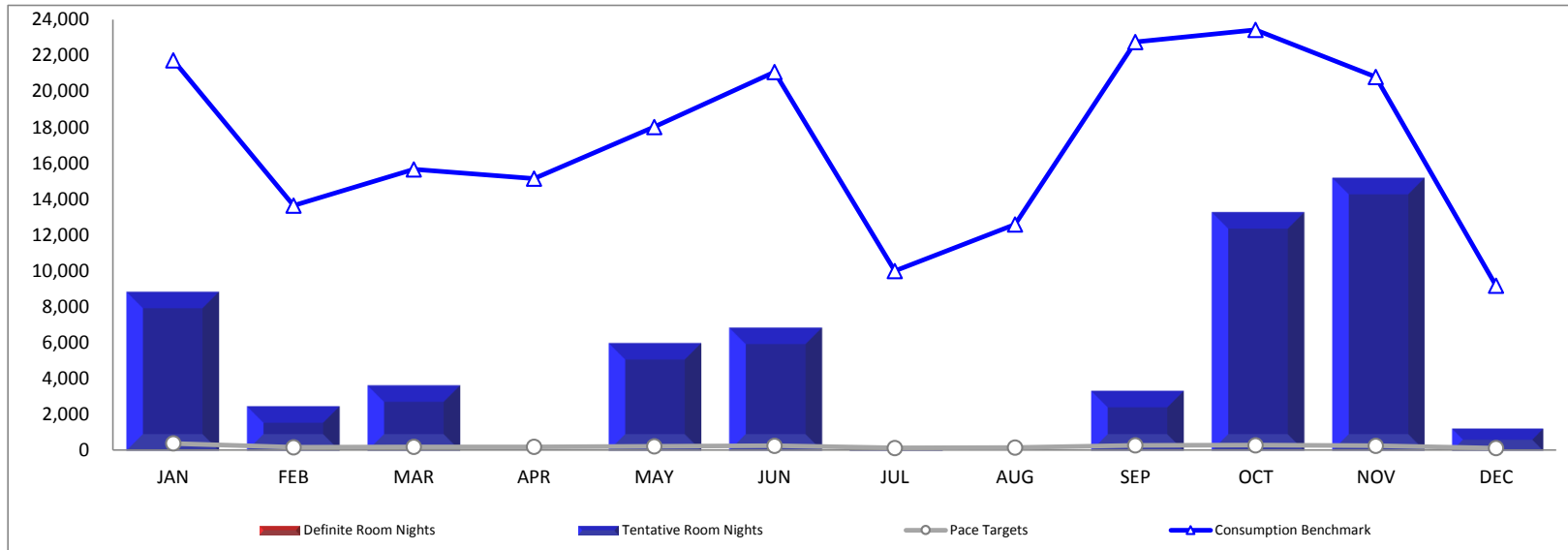
Definite Events	0	0	0	0	0	0	0	0	2	0	0	0	2
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	0	0	2	0	0	0	2
Consumption Benchmark	16	17	24	17	21	22	13	14	24	24	16	14	222
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	200%	0%	0%	0%	200%
Total Demand Events	0	0	0	0	0	0	0	1	2	0	0	0	3
Lost Events	0	0	0	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



	2025												
<i>Atlantic City 2025 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	0	0	0	0	0	0	0
Pace Targets	371	157	180	175	208	243	115	145	262	270	240	106	2,472
Variance	(371)	(157)	(180)	(175)	(208)	(243)	(115)	(145)	(262)	(270)	(240)	(106)	(2,472)
Consumption Benchmark	21,723	13,633	15,650	15,137	18,010	21,072	9,982	12,572	22,743	23,428	20,793	9,162	203,905
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Demand Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	0
Lost Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	0
Conversion Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tentative Room Nights	8,837	2,470	3,638	0	5,986	6,842	90	0	3,337	13,258	15,162	1,232	60,852

Atlantic City 2025 Events

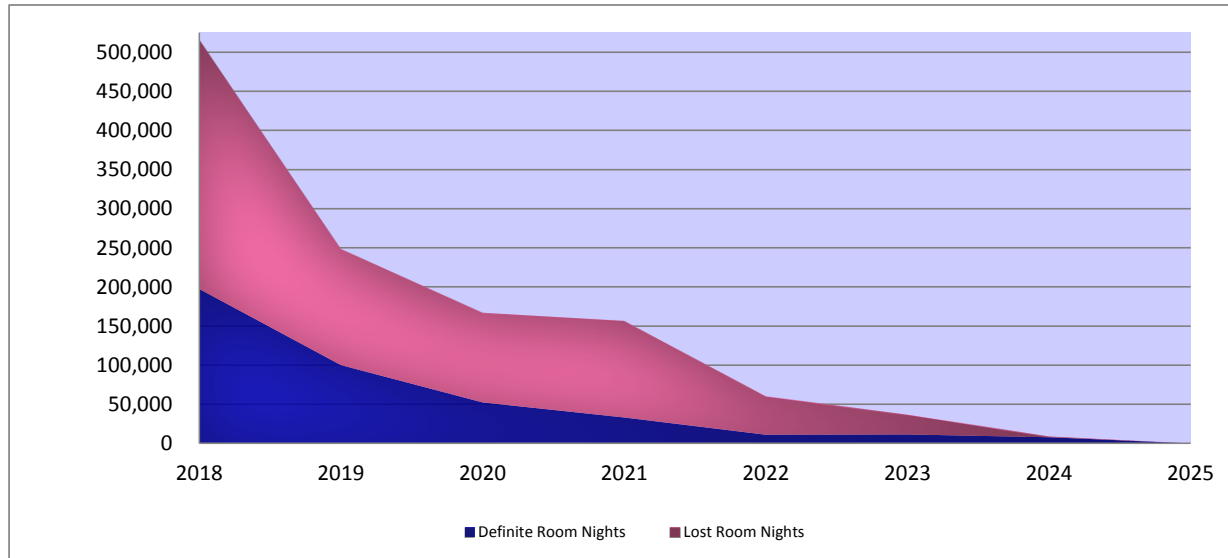
Definite Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	0	0	0	0	0	0	0
Consumption Benchmark	16	17	24	17	21	22	13	14	24	24	16	14	222
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Demand Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Lost Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Conversion Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tentative Events	2	5	3	0	5	3	1	0	2	6	3	1	31



<i>Atlantic City Room Nights</i>	2018	2019	2020	2021	2022	2023	2024	2025	TOTAL
Definite Room Nights	197,200	99,929	52,163	33,085	11,092	11,285	7,826	0	412,580
Pace Targets	159,673	71,072	33,707	16,639	8,071	6,362	4,422	2,472	302,418
Variance	37,527	28,857	18,456	16,446	3,021	4,923	3,404	(2,472)	110,162
Consumption Benchmark	203,905	203,905	203,905	203,905	203,905	203,905	203,905	203,905	1,631,240
Pace Percentage	124%	141%	155%	199%	137%	177%	177%	0%	136%
Total Demand Room Nights	515,504	248,467	166,847	156,638	60,140	36,823	8,911	0	1,193,330
Lost Room Nights	318,304	148,538	114,684	123,553	49,048	25,538	1,085	0	780,750
Conversion Percentage	38%	40%	31%	21%	18%	31%	88%	0%	35%
Tentative Room Nights	78,170	121,695	110,805	92,441	74,966	71,031	64,329	60,852	674,289

Atlantic City Events

Definite Events	164	49	23	13	2	2	2	0	255
Pace Targets	140	37	13	6	0	0	0	0	196
Variance	24	12	10	7	2	2	2	0	59
Consumption Benchmark	222	222	222	222	222	222	222	222	1,776
Pace Percentage	117%	132%	177%	217%	200%	200%	200%	0%	130%
Total Demand Events	334	99	56	38	9	6	3	0	545
Lost Events	170	50	33	25	7	4	1	0	290
Conversion Percentage	49%	49%	41%	34%	22%	33%	67%	0%	47%
Tentative Events	93	85	63	48	39	35	33	31	427



THE TAP REPORT

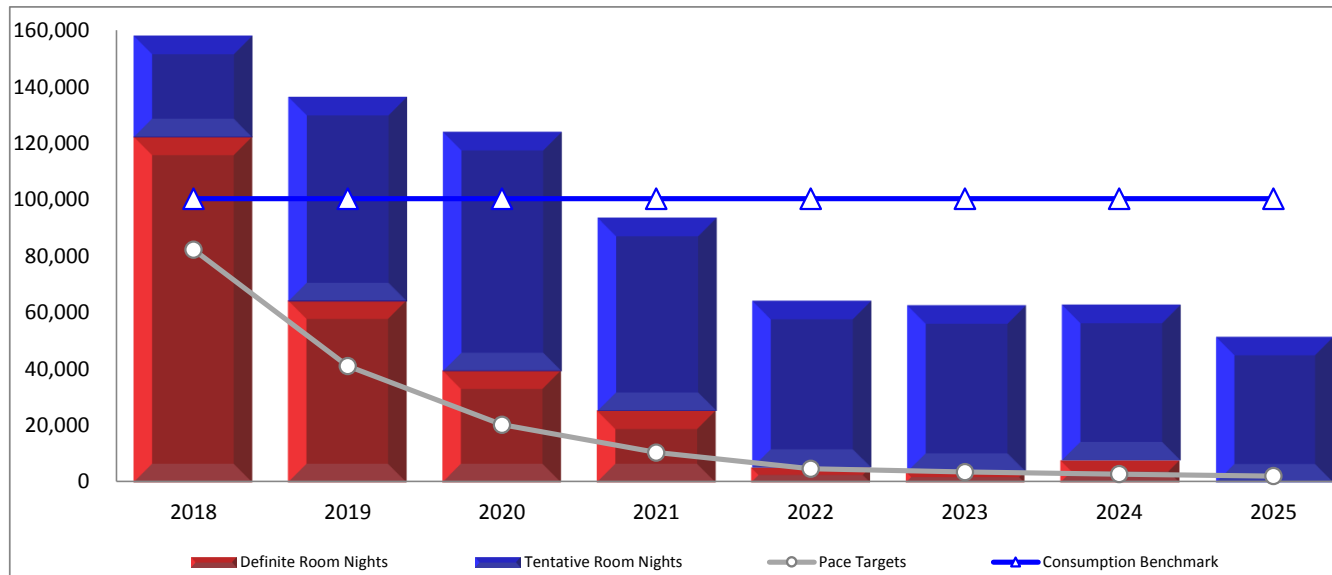
Atlantic City Convention Center

Period Ending March 31, 2018
Report Date: April 12, 2018

Atlantic City R/N	2018	2019	2020	2021	2022	2023	2024	2025	TOTAL
Definite Room Nights	121,941	64,225	39,462	25,394	5,230	3,775	7,826	0	267,853
Pace Targets	82,235	41,003	20,145	10,291	4,546	3,417	2,656	1,963	166,256
Variance	39,706	23,222	19,317	15,103	684	358	5,170	(1,963)	101,597
Consumption Benchmark	100,280	100,280	100,280	100,280	100,280	100,280	100,280	100,280	802,240
Pace Percentage	148%	157%	196%	247%	115%	110%	295%	0%	161%
Total Demand Room Nights	291,581	151,914	97,633	121,487	41,040	29,313	7,826	0	740,794
Lost Room Nights	169,640	87,689	58,171	96,093	35,810	25,538	0	0	472,941
Conversion Percentage	42%	42%	40%	21%	13%	13%	100%	0%	36%
Tentative Room Nights	35,863	72,024	84,495	68,272	59,237	59,175	55,255	51,778	486,099

Atlantic City Events

Definite Events	67	23	16	9	1	1	2	0	119
Pace Targets	57	17	8	1	0	0	0	0	83
Variance	10	6	8	8	1	1	2	0	36
Consumption Benchmark	85	85	85	85	85	85	85	85	680
Pace Percentage	118%	135%	200%	900%	100%	100%	200%	0%	143%
Total Demand Events	130	42	31	23	6	5	2	0	239
Lost Events	63	19	15	14	5	4	0	0	120
Conversion Percentage	52%	55%	52%	39%	17%	20%	100%	100%	50%
Tentative Events	24	45	40	30	26	25	24	22	236



Atlantic City_2018_04_01_TAP_report

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>