

Trends Analysis Projections, LLC

THE TAP REPORT

Report: 8 Year Pace Reports

Report for: Atlantic City

Period Ending: April 30, 2018

Report Date: May 8, 2018

For More Information Contact: Jeff Eastman
President & CEO
Trends, Analysis, Projections, LLC
12313 West 125th Terrace
Overland Park, KS 66213
Phone: 913-261-8465
Cell: 913-961-3875



Table of Contents

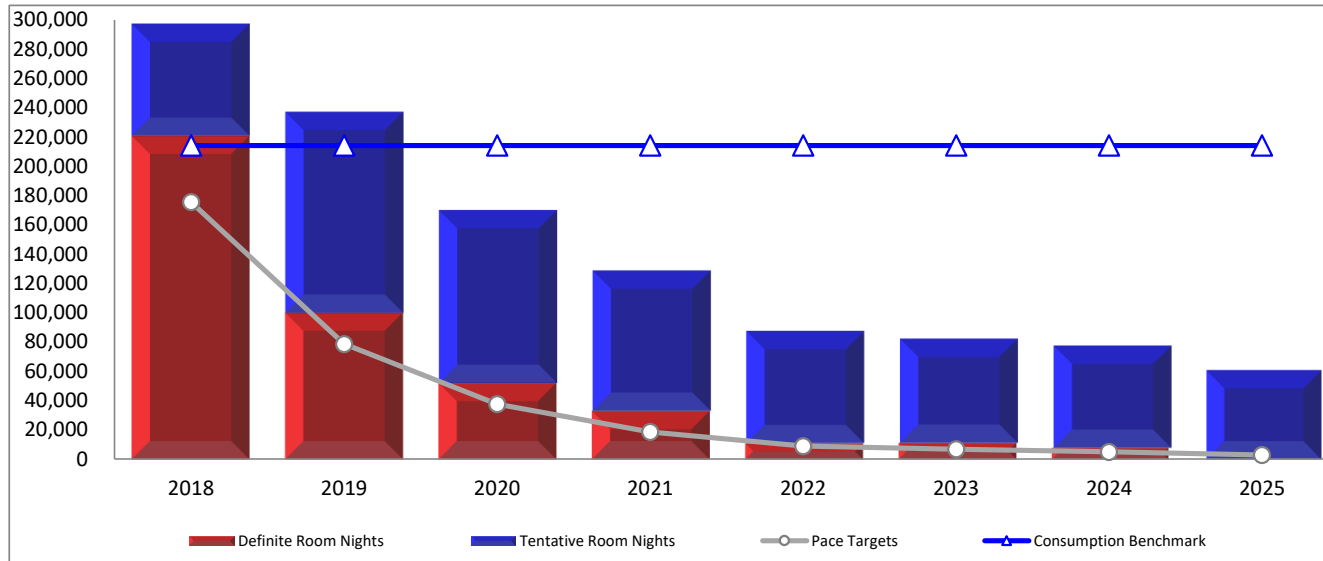
Report	Page
8 Year Pace	3
2018 Pace	4
2019 Pace	5
2020 Pace	6
2021 Pace	7
2022 Pace	8
2023 Pace	9
2024 Pace	10
2025 Pace	11
8 Year Pace vs Demand	12
8 Year Convention Center (CC)	13
Glossary	14



<i>Atlantic City R/N</i>	2018	2019	2020	2021	2022	2023	2024	2025	Total
Definite Room Nights	220,453	99,929	52,163	33,085	11,092	11,285	7,826	0	435,833
Pace Targets	175,460	78,484	37,311	18,447	8,696	6,622	4,774	2,635	332,429
Variance	44,993	21,445	14,852	14,638	2,396	4,663	3,052	(2,635)	103,404
Consumption Benchmark	214,085	214,085	214,085	214,085	214,085	214,085	214,085	214,085	1,712,680
Pace Percentage	126%	127%	140%	179%	128%	170%	164%	0%	131%
Total Demand Room Nights	545,272	258,572	168,442	156,638	60,140	36,823	8,911	0	1,234,798
Lost Room Nights	324,819	158,643	116,279	123,553	49,048	25,538	1,085	0	798,965
Conversion Percentage	40%	39%	31%	21%	18%	31%	88%	0%	35%
Tentative Room Nights	76,456	137,028	117,832	95,741	76,531	71,031	69,779	60,852	705,250

Atlantic City Events

Definite Events	181	49	23	13	2	2	2	0	272
Pace Targets	159	41	17	7	0	0	0	0	224
Variance	22	8	6	6	2	2	2	0	48
Consumption Benchmark	227	227	227	227	227	227	227	227	1,816
Pace Percentage	114%	120%	135%	186%	200%	200%	200%	0%	121%
Total Demand Events	360	101	58	38	9	6	3	0	575
Lost Events	179	52	35	25	7	4	1	0	303
Conversion Percentage	50%	49%	40%	34%	22%	33%	67%	0%	47%
Tentative Events	83	96	65	49	40	35	34	31	433



THE TAP REPORT

Atlantic City

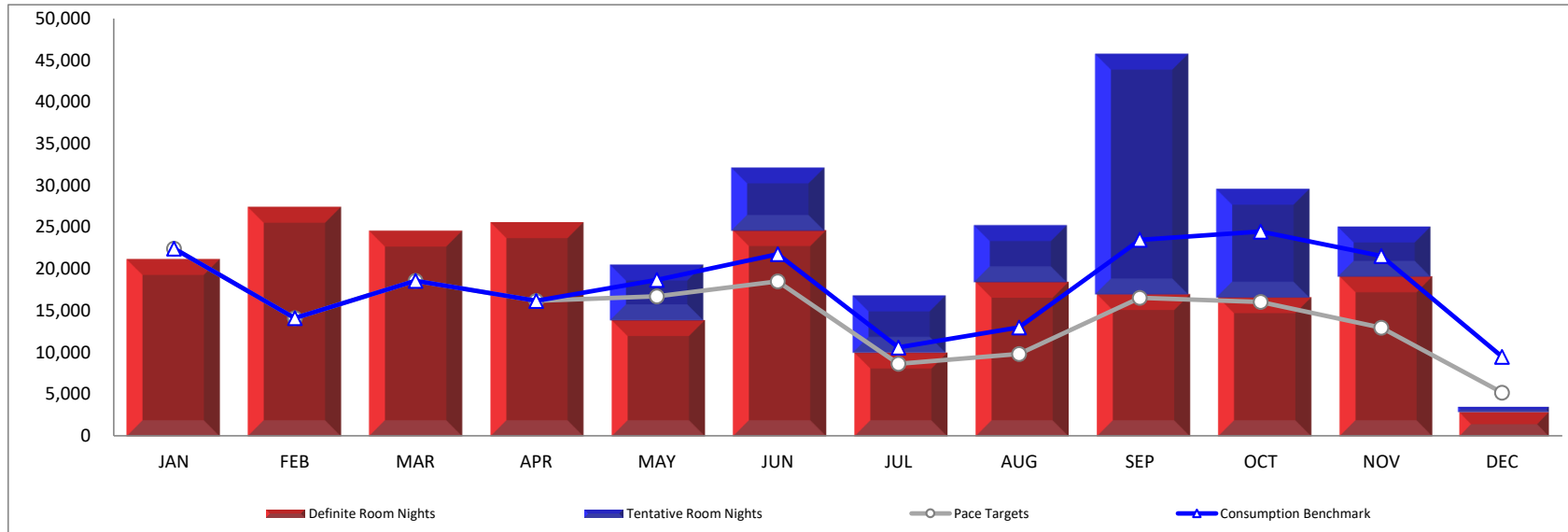
Period Ending April 30, 2018

Report Date: May 8, 2018

<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	24,486	25,481	13,817	24,527	9,963	18,379	16,911	16,554	19,027	2,902	220,453
Pace Targets	22,426	14,074	18,552	16,156	16,693	18,491	8,616	9,796	16,526	16,021	12,949	5,160	175,460
Variance	(1,319)	13,225	5,934	9,325	(2,876)	6,036	1,347	8,583	385	533	6,078	(2,258)	44,993
Consumption Benchmark	22,426	14,074	18,552	16,156	18,662	21,754	10,572	12,979	23,480	24,456	21,515	9,459	214,085
Pace Percentage	94%	194%	132%	158%	83%	133%	116%	188%	102%	103%	147%	56%	126%
Total Demand Room Nights	64,993	41,616	47,308	48,608	36,873	41,915	71,131	40,478	83,618	37,921	27,909	2,902	545,272
Lost Room Nights	43,886	14,317	22,822	23,127	23,056	17,388	61,168	22,099	66,707	21,367	8,882	0	324,819
Conversion Percentage	32%	66%	52%	52%	37%	59%	14%	45%	20%	44%	68%	100%	40%
Tentative Room Nights	0	0	0	0	6,690	7,609	6,834	6,837	28,840	13,028	6,013	605	76,456

Atlantic City 2018 Events

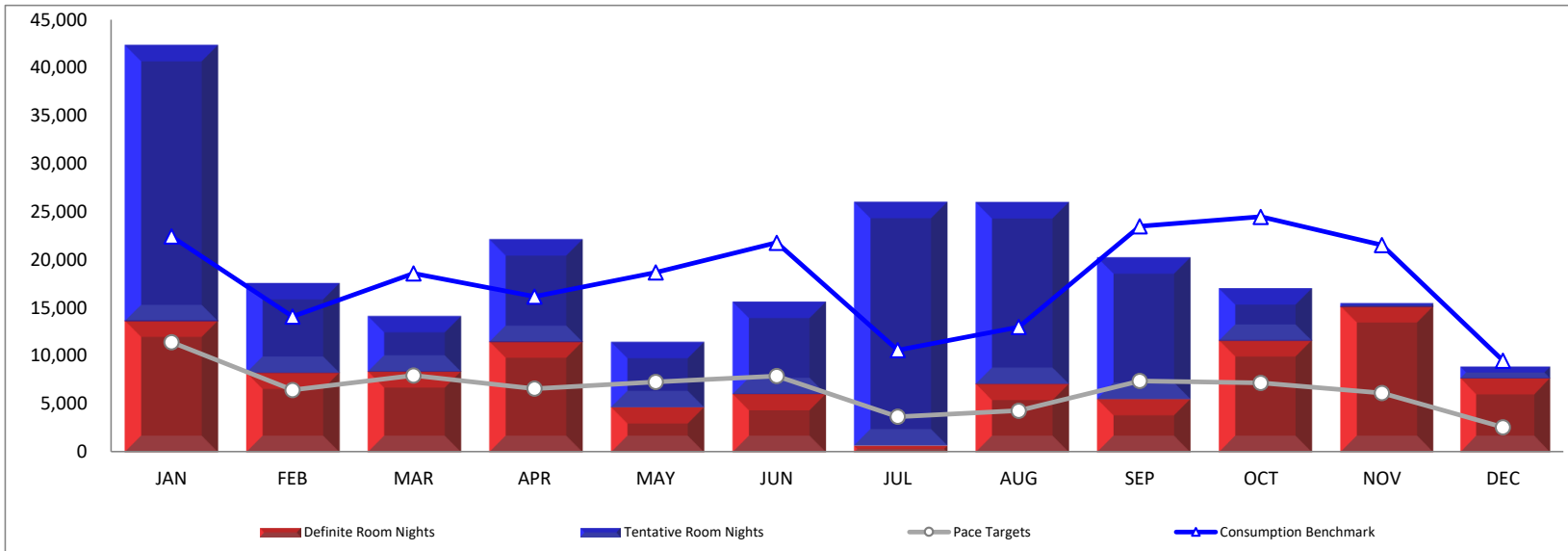
Definite Events	12	16	25	26	18	20	12	11	11	13	14	3	181
Pace Targets	16	17	25	18	17	15	9	8	12	11	6	5	159
Variance	(4)	(1)	0	8	1	5	3	3	(1)	2	8	(2)	22
Consumption Benchmark	16	17	25	18	22	22	14	14	24	25	16	14	227
Pace Percentage	75%	94%	100%	144%	106%	133%	133%	138%	92%	118%	233%	60%	114%
Total Demand Events	26	30	50	49	34	34	36	21	31	26	20	3	360
Lost Events	14	14	25	23	16	14	24	10	20	13	6	0	179
Conversion Percentage	46%	53%	50%	53%	53%	59%	33%	52%	35%	50%	70%	100%	50%
Tentative Events	0	0	0	0	9	11	10	9	16	15	10	3	83



<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	11,393	6,423	7,932	6,559	7,258	7,871	3,628	4,260	7,356	7,168	6,098	2,538	78,484
Variance	2,222	1,804	425	4,875	(2,599)	(1,840)	(2,943)	2,806	(1,846)	4,399	9,000	5,142	21,445
Consumption Benchmark	22,426	14,074	18,552	16,156	18,662	21,754	10,572	12,979	23,480	24,456	21,515	9,459	214,085
Pace Percentage	120%	128%	105%	174%	64%	77%	19%	166%	75%	161%	248%	303%	127%
Total Demand Room Nights	18,023	9,847	27,032	23,344	23,312	29,511	33,552	20,673	13,728	30,082	15,098	14,370	258,572
Lost Room Nights	4,408	1,620	18,675	11,910	18,653	23,480	32,867	13,607	8,218	18,515	0	6,690	158,643
Conversion Percentage	76%	84%	31%	49%	20%	20%	2%	34%	40%	38%	100%	53%	39%
Tentative Room Nights	28,647	9,365	5,811	10,706	6,816	9,623	25,318	18,909	14,739	5,467	395	1,232	137,028

Atlantic City 2019 Events

Definite Events	4	7	6	5	5	5	1	2	3	4	5	2	49
Pace Targets	5	4	6	4	4	4	2	2	3	3	2	2	41
Variance	(1)	3	0	1	1	1	(1)	0	0	1	3	0	8
Consumption Benchmark	16	17	25	18	22	22	14	14	24	25	16	14	227
Pace Percentage	80%	175%	100%	125%	125%	125%	50%	100%	100%	133%	250%	100%	120%
Total Demand Events	6	8	14	9	11	14	7	5	9	10	5	3	101
Lost Events	2	1	8	4	6	9	6	3	6	6	0	1	52
Conversion Percentage	67%	88%	43%	56%	45%	36%	14%	40%	33%	40%	100%	67%	49%
Tentative Events	13	10	6	9	10	5	18	6	8	8	2	1	96



THE TAP REPORT

Atlantic City

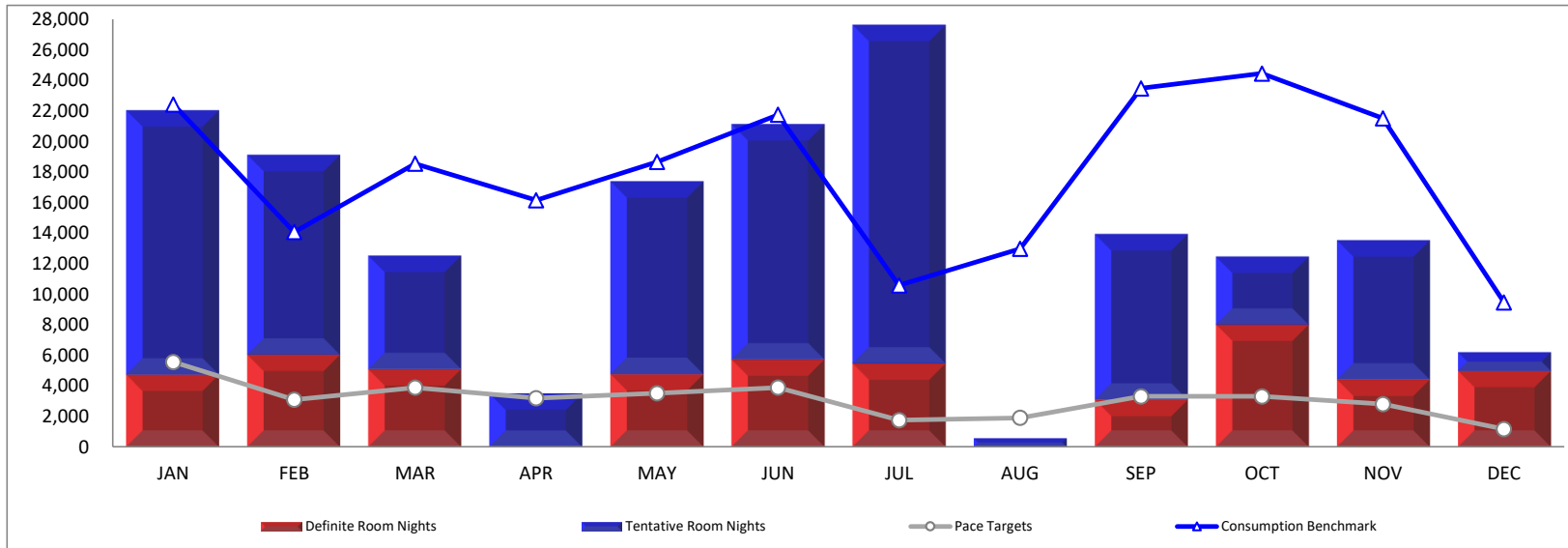
Period Ending April 30, 2018

Report Date: May 8, 2018

	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	5,547	3,085	3,883	3,191	3,515	3,880	1,748	1,899	3,303	3,304	2,799	1,157	37,311
Variance	(824)	2,931	1,189	(3,191)	1,248	1,835	3,702	(1,899)	(223)	4,671	1,602	3,811	14,852
Consumption Benchmark	22,426	14,074	18,552	16,156	18,662	21,754	10,572	12,979	23,480	24,456	21,515	9,459	214,085
Pace Percentage	85%	195%	131%	0%	136%	147%	312%	0%	93%	241%	157%	429%	140%
Total Demand Room Nights	7,717	13,596	27,222	13,998	8,537	15,140	22,359	15,270	7,689	20,334	7,837	8,743	168,442
Lost Room Nights	2,994	7,580	22,150	13,998	3,774	9,425	16,909	15,270	4,609	12,359	3,436	3,775	116,279
Conversion Percentage	61%	44%	19%	0%	56%	38%	24%	0%	40%	39%	56%	57%	31%
Tentative Room Nights	17,309	13,097	7,449	3,505	12,615	15,405	22,185	575	10,853	4,483	9,124	1,232	117,832

Atlantic City 2020 Events

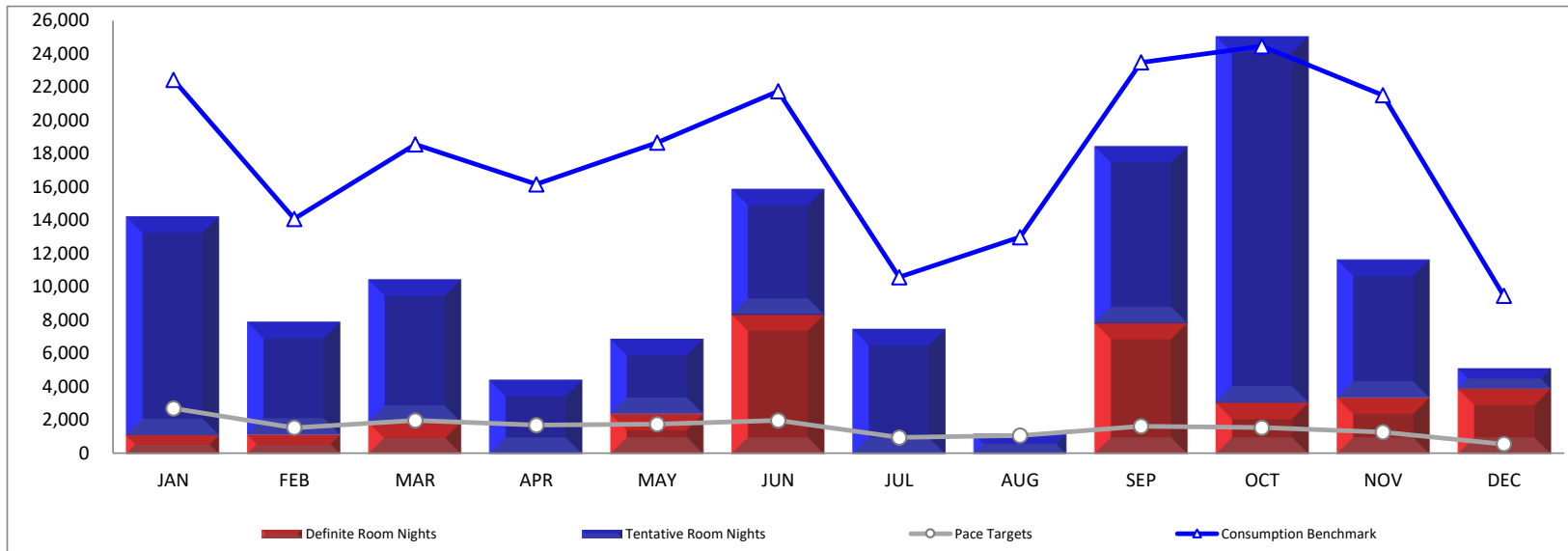
Definite Events	2	4	4	0	1	4	1	0	1	1	3	2	23
Pace Targets	2	2	2	1	2	2	1	1	1	1	1	1	17
Variance	0	2	2	(1)	(1)	2	0	(1)	0	0	2	1	6
Consumption Benchmark	16	17	25	18	22	22	14	14	24	25	16	14	227
Pace Percentage	100%	200%	200%	0%	50%	200%	100%	0%	100%	100%	300%	200%	135%
Total Demand Events	3	6	9	2	4	7	5	4	3	7	5	3	58
Lost Events	1	2	5	2	3	3	4	4	2	6	2	1	35
Conversion Percentage	67%	67%	44%	0%	25%	57%	20%	0%	33%	14%	60%	67%	40%
Tentative Events	5	6	7	6	10	4	10	1	8	5	2	1	65



<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	2,687	1,523	1,960	1,674	1,738	1,954	932	1,049	1,611	1,529	1,251	539	18,447
Variance	(1,562)	(372)	(55)	(1,674)	662	6,377	(932)	(1,049)	6,215	1,539	2,123	3,366	14,638
Consumption Benchmark	22,426	14,074	18,552	16,156	18,662	21,754	10,572	12,979	23,480	24,456	21,515	9,459	214,085
Pace Percentage	42%	76%	97%	0%	138%	426%	0%	0%	486%	201%	270%	724%	179%
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	8,553	4,446	4,494	7,551	7,488	1,215	10,629	21,962	8,280	1,232	95,741

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	1	0	0	0	7
Variance	0	1	0	(1)	0	1	0	0	1	1	2	1	6
Consumption Benchmark	16	17	25	18	22	22	14	14	24	25	16	14	227
Pace Percentage	100%	200%	100%	0%	100%	200%	0%	0%	200%	100%	200%	100%	186%
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	7	3	5	5	6	1	5	7	1	1	49



THE TAP REPORT

Atlantic City

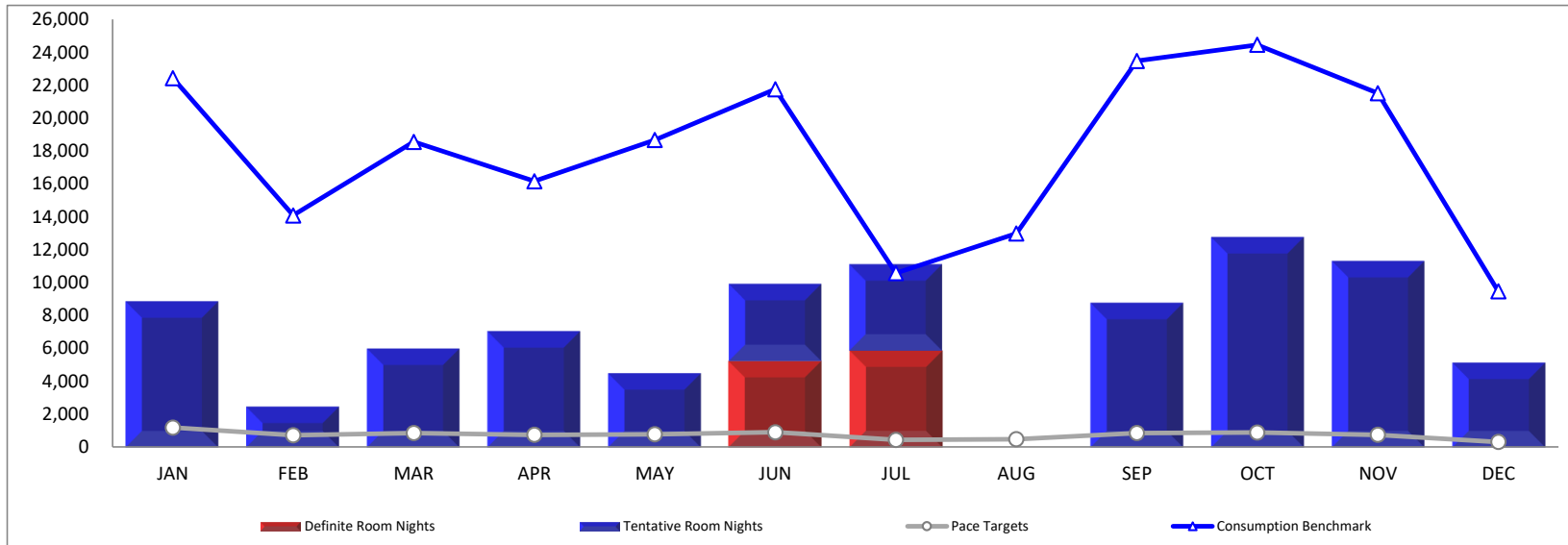
Period Ending April 30, 2018

Report Date: May 8, 2018

Atlantic City 2022 R/N	2022												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	0	0	0	0	0	5,230	5,862	0	0	0	0	0	11,092
Pace Targets	1,163	708	837	729	759	885	424	460	833	868	730	300	8,696
Variance	(1,163)	(708)	(837)	(729)	(759)	4,345	5,438	(460)	(833)	(868)	(730)	(300)	2,396
Consumption Benchmark	22,426	14,074	18,552	16,156	18,662	21,754	10,572	12,979	23,480	24,456	21,515	9,459	214,085
Pace Percentage	0%	0%	0%	0%	0%	591%	1383%	0%	0%	0%	0%	0%	128%
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	7,037	4,494	4,656	5,205	0	8,750	12,695	11,257	5,137	76,531

Atlantic City 2022 Events

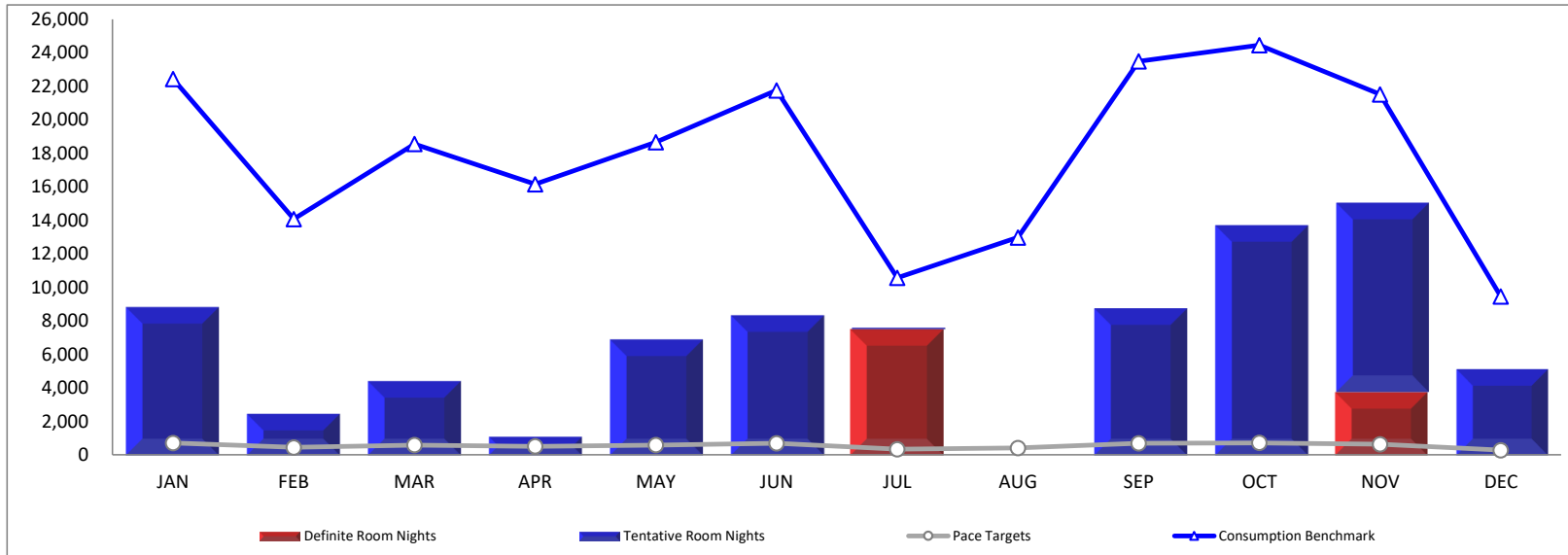
Definite Events	0	0	0	0	0	1	1	0	0	0	0	0	2
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	1	1	0	0	0	0	0	2
Consumption Benchmark	16	17	25	18	22	22	14	14	24	25	16	14	227
Pace Percentage	0%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%	0%	200%
Total Demand Events	0	0	2	0	1	1	1	2	0	1	1	0	9
Lost Events	0	0	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	3	5	4	3	0	5	5	2	2	40



	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	712	447	589	513	593	691	336	412	693	722	635	279	6,622
Variance	(712)	(447)	(589)	(513)	(593)	(691)	7,174	(412)	(693)	(722)	3,140	(279)	4,663
Consumption Benchmark	22,426	14,074	18,552	16,156	18,662	21,754	10,572	12,979	23,480	24,456	21,515	9,459	214,085
Pace Percentage	0%	0%	0%	0%	0%	0%	2235%	0%	0%	0%	594%	0%	170%
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	25	18	22	22	14	14	24	25	16	14	227
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



THE TAP REPORT

Atlantic City

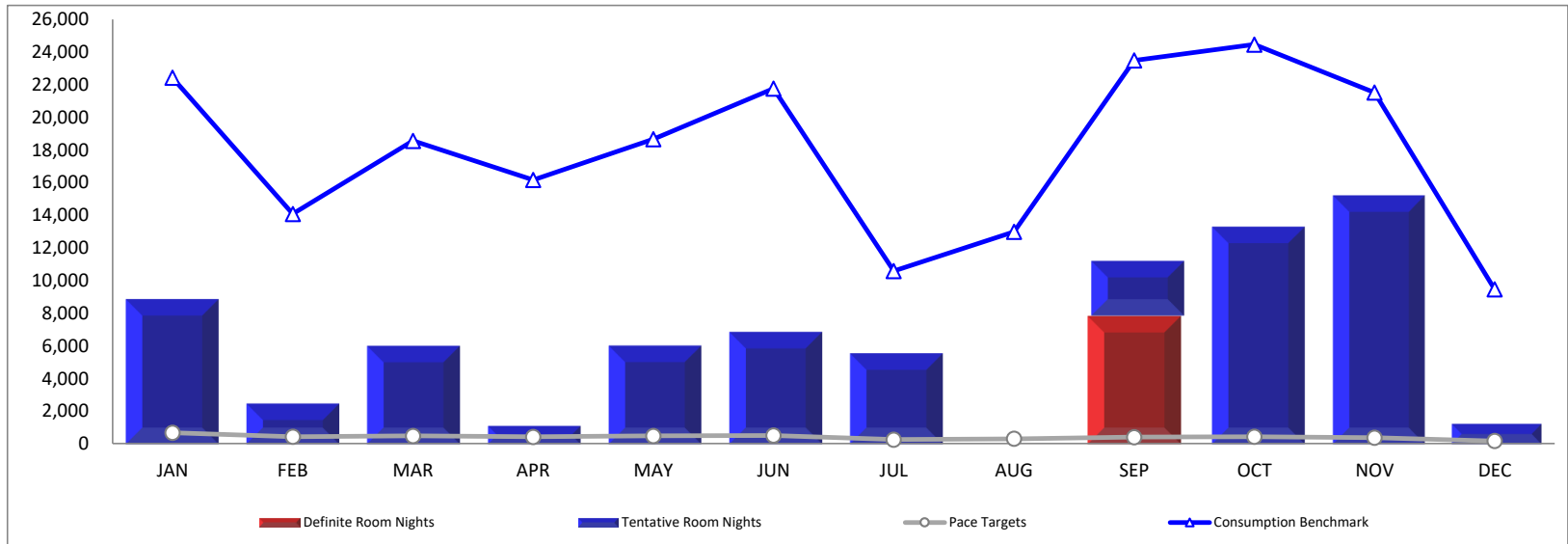
Period Ending April 30, 2018

Report Date: May 8, 2018

	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	662	416	469	408	471	490	238	292	395	412	362	159	4,774
Variance	(662)	(416)	(469)	(408)	(471)	(490)	(238)	(292)	7,431	(412)	(362)	(159)	3,052
Consumption Benchmark	22,426	14,074	18,552	16,156	18,662	21,754	10,572	12,979	23,480	24,456	21,515	9,459	214,085
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	1981%	0%	0%	0%	164%
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	5,540	0	3,337	13,258	15,162	1,232	69,779

Atlantic City 2024 Events

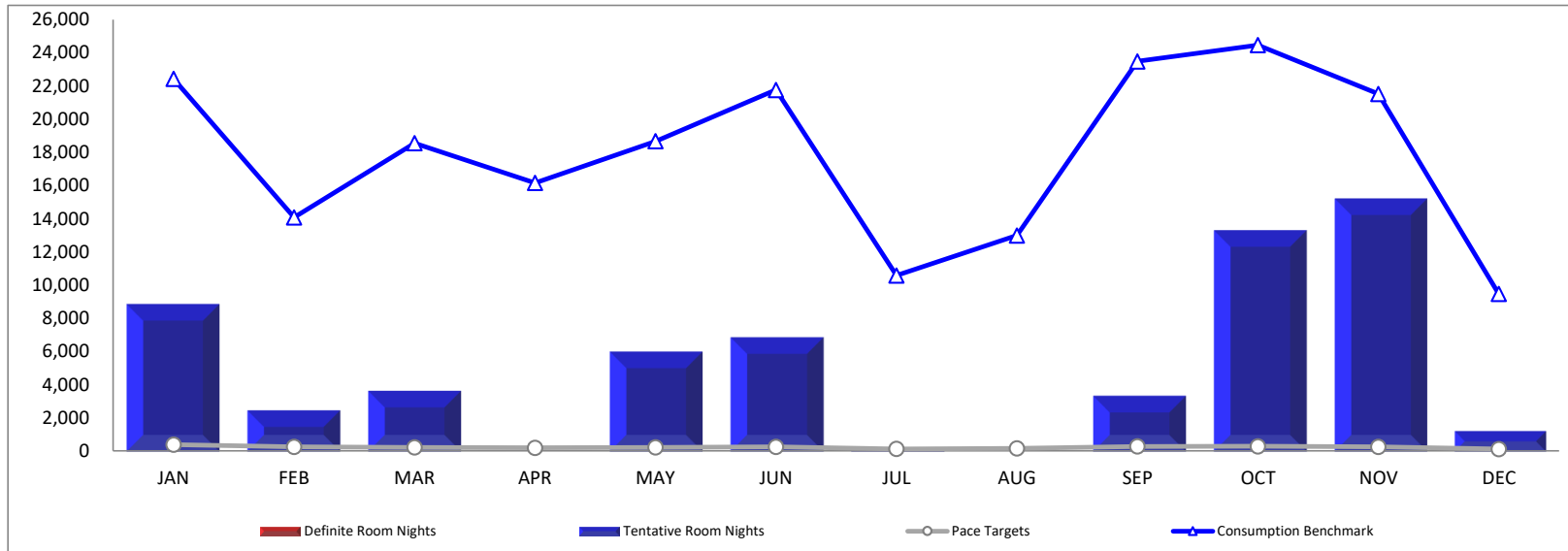
Definite Events	0	0	0	0	0	0	0	0	2	0	0	0	2
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	0	0	2	0	0	0	2
Consumption Benchmark	16	17	25	18	22	22	14	14	24	25	16	14	227
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	200%	0%	0%	0%	200%
Total Demand Events	0	0	0	0	0	0	0	1	2	0	0	0	3
Lost Events	0	0	0	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	2	0	2	6	3	1	34



	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	378	237	211	184	212	247	120	148	267	278	245	108	2,635
Variance	(378)	(237)	(211)	(184)	(212)	(247)	(120)	(148)	(267)	(278)	(245)	(108)	(2,635)
Consumption Benchmark	22,426	14,074	18,552	16,156	18,662	21,754	10,572	12,979	23,480	24,456	21,515	9,459	214,085
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

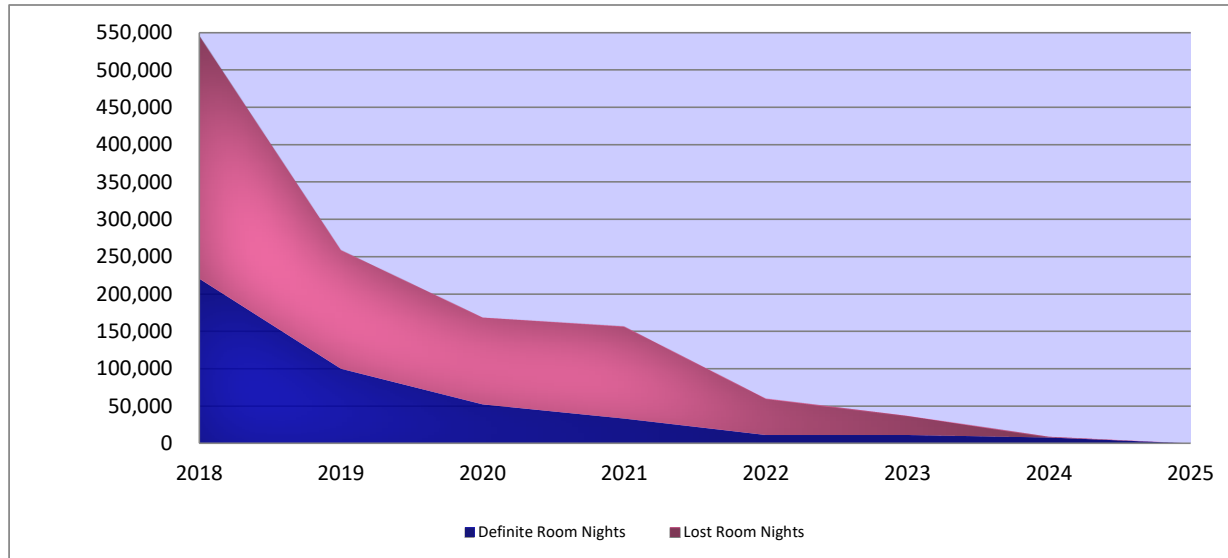
Definite Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	0	0	0	0	0	0	0
Consumption Benchmark	16	17	25	18	22	22	14	14	24	25	16	14	227
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Demand Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Lost Events	0	0	0	0	0	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	220,453	99,929	52,163	33,085	11,092	11,285	7,826	0	435,833
Pace Targets	175,460	78,484	37,311	18,447	8,696	6,622	4,774	2,635	332,429
Variance	44,993	21,445	14,852	14,638	2,396	4,663	3,052	(2,635)	103,404
Consumption Benchmark	214,085	214,085	214,085	214,085	214,085	214,085	214,085	214,085	1,712,680
Pace Percentage	126%	127%	140%	179%	128%	170%	164%	0%	131%
Total Demand Room Nights	545,272	258,572	168,442	156,638	60,140	36,823	8,911	0	1,234,798
Lost Room Nights	324,819	158,643	116,279	123,553	49,048	25,538	1,085	0	798,965
Conversion Percentage	40%	39%	31%	21%	18%	31%	88%	0%	35%
Tentative Room Nights	76,456	137,028	117,832	95,741	76,531	71,031	69,779	60,852	705,250

Atlantic City Events

Definite Events	181	49	23	13	2	2	2	0	272
Pace Targets	159	41	17	7	0	0	0	0	224
Variance	22	8	6	6	2	2	2	0	48
Consumption Benchmark	227	227	227	227	227	227	227	227	1,816
Pace Percentage	114%	120%	135%	186%	200%	200%	200%	0%	121%
Total Demand Events	360	101	58	38	9	6	3	0	575
Lost Events	179	52	35	25	7	4	1	0	303
Conversion Percentage	50%	49%	40%	34%	22%	33%	67%	0%	47%
Tentative Events	83	96	65	49	40	35	34	31	433

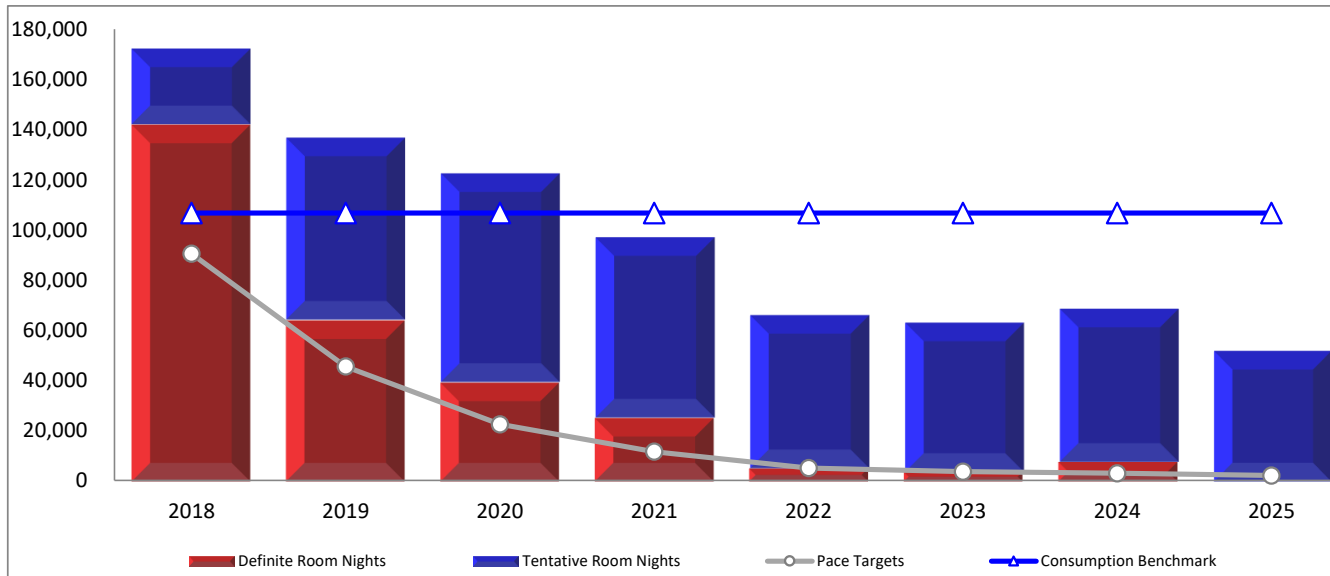


Atlantic City R/N

	2018	2019	2020	2021	2022	2023	2024	2025	TOTAL
Definite Room Nights	141,922	64,225	39,462	25,394	5,230	3,775	7,826	0	287,834
Pace Targets	90,548	45,503	22,424	11,545	4,987	3,570	2,882	2,049	183,508
Variance	51,374	18,722	17,038	13,849	243	205	4,944	(2,049)	104,326
Consumption Benchmark	106,779	106,779	106,779	106,779	106,779	106,779	106,779	106,779	854,232
Pace Percentage	157%	141%	176%	220%	105%	106%	272%	0%	157%
Total Demand Room Nights	311,562	162,019	99,228	121,487	41,040	29,313	7,826	0	772,475
Lost Room Nights	169,640	97,794	59,766	96,093	35,810	25,538	0	0	484,641
Conversion Percentage	46%	40%	40%	21%	13%	13%	100%	0%	37%
Tentative Room Nights	30,088	72,374	82,900	71,572	60,802	59,175	60,705	51,778	489,394

Atlantic City Events

	2018	2019	2020	2021	2022	2023	2024	2025	TOTAL
Definite Events	75	23	16	9	1	1	2	0	127
Pace Targets	65	20	9	1	0	0	0	0	95
Variance	10	3	7	8	1	1	2	0	32
Consumption Benchmark	88	88	88	88	88	88	88	88	704
Pace Percentage	115%	115%	178%	900%	100%	100%	200%	0%	134%
Total Demand Events	138	44	33	23	6	5	2	0	251
Lost Events	63	21	17	14	5	4	0	0	124
Conversion Percentage	54%	52%	48%	39%	17%	20%	100%	100%	51%
Tentative Events	19	47	39	31	27	25	25	22	235



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 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 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 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.</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 for each future month and year at the time the report is published.</p>