

Trends Analysis Projections, LLC

THE TAP REPORT

Report: 8 Year Pace Reports

Report for: Atlantic City

Period Ending: November 30, 2017

Report Date: December 7, 2017

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



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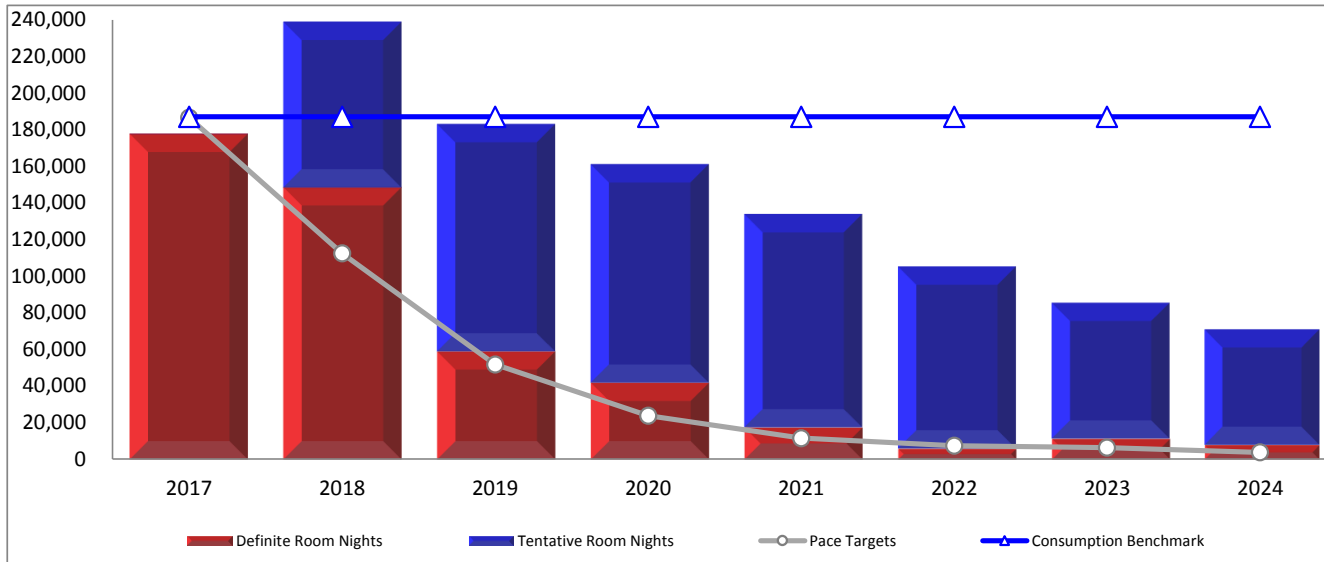


Atlantic City Room Nights

	2017	2018	2019	2020	2021	2022	2023	2024	Total
Definite Room Nights	177,310	148,339	59,104	41,922	17,457	5,862	11,285	7,826	469,105
Pace Targets	186,502	112,389	51,561	23,595	11,307	7,174	6,159	3,565	402,252
Variance	(9,192)	35,950	7,543	18,327	6,150	(1,312)	5,126	4,261	66,853
Consumption Benchmark	187,035	187,035	187,035	187,035	187,035	187,035	187,035	187,035	1,496,280
Pace Percentage	95%	132%	115%	178%	154%	82%	183%	220%	117%
Total Demand Room Nights	506,675	447,905	185,231	104,665	113,294	32,430	32,005	8,911	1,431,116
Lost Room Nights	329,365	299,566	126,127	62,743	95,837	26,568	20,720	1,085	962,011
Conversion Percentage	35%	33%	32%	40%	15%	18%	35%	88%	33%
Tentative Room Nights	90	90,134	123,781	119,121	116,587	99,734	74,599	63,539	687,585

Atlantic City Events

Definite Events	221	106	27	15	7	1	2	2	381
Pace Targets	215	84	25	9	1	0	0	0	334
Variance	6	22	2	6	6	1	2	2	47
Consumption Benchmark	218	218	218	218	218	218	218	218	1,744
Pace Percentage	103%	126%	108%	167%	700%	100%	200%	200%	114%
Total Demand Events	441	247	69	36	25	5	5	3	831
Lost Events	220	141	42	21	18	4	3	1	450
Conversion Percentage	50%	43%	39%	42%	28%	20%	40%	67%	46%
Tentative Events	2	99	71	56	48	40	35	32	383



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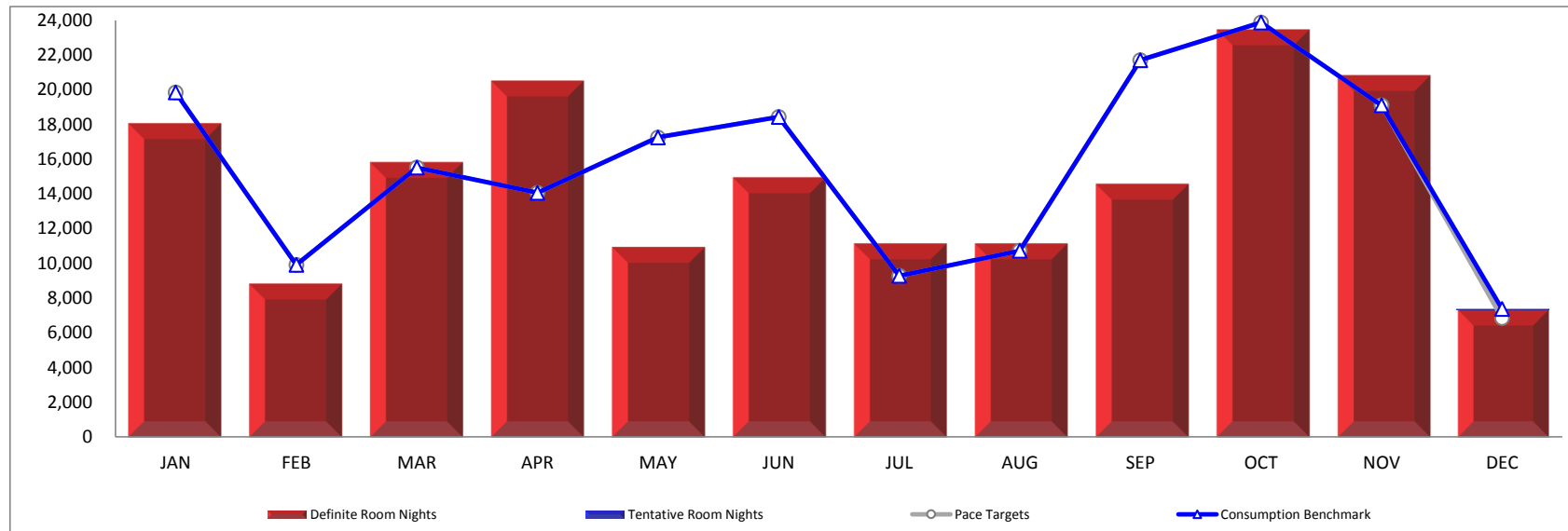
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Atlantic City 2017 R/N	2017												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	18,024	8,824	15,800	20,475	10,921	14,925	11,133	11,129	14,547	23,422	20,788	7,322	177,310
Pace Targets	19,841	9,908	15,508	14,059	17,253	18,434	9,276	10,717	21,704	23,868	19,096	6,838	186,502
Variance	(1,817)	(1,084)	292	6,416	(6,332)	(3,509)	1,857	412	(7,157)	(446)	1,692	484	(9,192)
Consumption Benchmark	19,841	9,908	15,508	14,059	17,253	18,434	9,276	10,717	21,704	23,868	19,096	7,371	187,035
Pace Percentage	91%	89%	102%	146%	63%	81%	120%	104%	67%	98%	109%	107%	95%
Total Demand Room Nights	53,695	39,551	40,090	58,988	50,990	40,927	63,132	38,308	23,861	54,112	33,148	9,873	506,675
Lost Room Nights	35,671	30,727	24,290	38,513	40,069	26,002	51,999	27,179	9,314	30,690	12,360	2,551	329,365
Conversion Percentage	34%	22%	39%	35%	21%	36%	18%	29%	61%	43%	63%	74%	35%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	0	90	90

Atlantic City 2017 Events

Definite Events	16	14	22	20	17	20	22	14	17	29	14	16	221
Pace Targets	16	16	23	16	21	21	13	14	24	25	15	11	215
Variance	0	(2)	(1)	4	(4)	(1)	9	0	(7)	4	(1)	5	6
Consumption Benchmark	16	16	23	16	21	21	13	14	24	25	15	14	218
Pace Percentage	100%	88%	96%	125%	81%	95%	169%	100%	71%	116%	93%	145%	103%
Total Demand Events	27	29	45	45	38	36	48	36	35	56	24	22	441
Lost Events	11	15	23	25	21	16	26	22	18	27	10	6	220
Conversion Percentage	59%	48%	49%	44%	45%	56%	46%	39%	49%	52%	58%	73%	50%
Tentative Events	0	0	0	0	0	0	0	0	0	0	0	2	2



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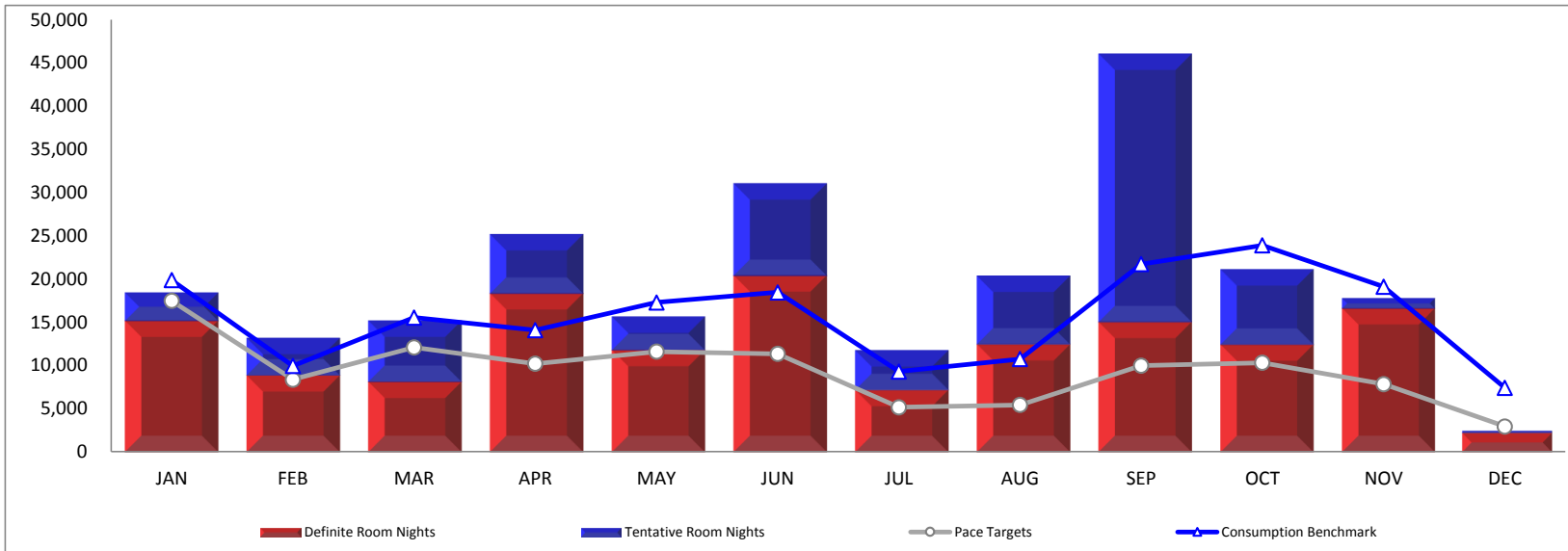
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Atlantic City 2018 R/N	2018												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	15,150	8,854	8,122	18,278	11,767	20,351	7,172	12,440	15,004	12,399	16,570	2,232	148,339
Pace Targets	17,455	8,332	12,047	10,174	11,571	11,322	5,136	5,401	9,941	10,289	7,815	2,906	112,389
Variance	(2,305)	522	(3,925)	8,104	196	9,029	2,036	7,039	5,063	2,110	8,755	(674)	35,950
Consumption Benchmark	19,841	9,908	15,508	14,059	17,253	18,434	9,276	10,717	21,704	23,868	19,096	7,371	187,035
Pace Percentage	87%	106%	67%	180%	102%	180%	140%	230%	151%	121%	212%	77%	132%
Total Demand Room Nights	71,840	22,626	24,540	37,912	34,088	33,833	70,201	31,064	62,961	34,158	22,450	2,232	447,905
Lost Room Nights	56,690	13,772	16,418	19,634	22,321	13,482	63,029	18,624	47,957	21,759	5,880	0	299,566
Conversion Percentage	21%	39%	33%	48%	35%	60%	10%	40%	24%	36%	74%	100%	33%
Tentative Room Nights	3,302	4,372	7,120	6,899	3,928	10,700	4,631	7,961	30,984	8,729	1,228	280	90,134

Atlantic City 2018 Events

Definite Events	9	11	12	10	12	14	8	7	6	7	8	2	106
Pace Targets	11	10	12	8	9	8	4	4	6	6	3	3	84
Variance	(2)	1	0	2	3	6	4	3	0	1	5	(1)	22
Consumption Benchmark	16	16	23	16	21	21	13	14	24	25	15	14	218
Pace Percentage	82%	110%	100%	125%	133%	175%	200%	175%	100%	117%	267%	67%	126%
Total Demand Events	21	23	30	27	26	23	30	15	17	20	13	2	247
Lost Events	12	12	18	17	14	9	22	8	11	13	5	0	141
Conversion Percentage	43%	48%	40%	37%	46%	61%	27%	47%	35%	35%	62%	100%	43%
Tentative Events	4	5	14	8	9	10	9	8	13	14	3	2	99



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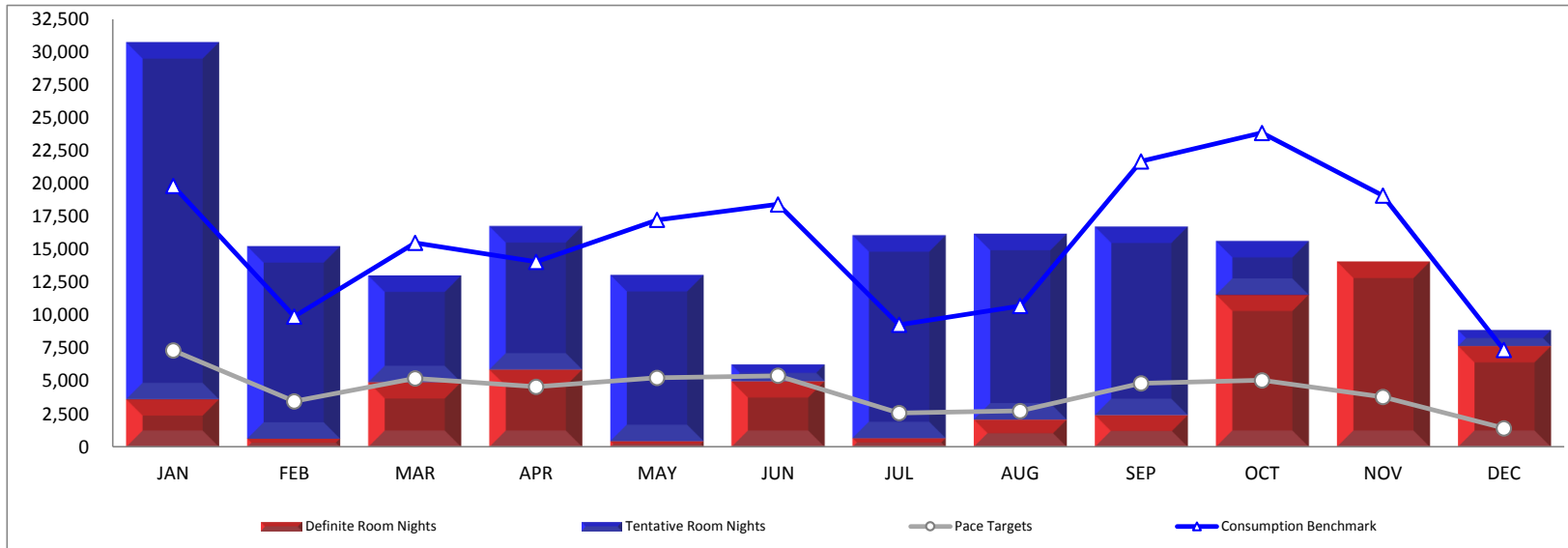
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Atlantic City 2019 R/N	2019												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	3,641	649	4,938	5,900	462	5,021	685	2,096	2,430	11,567	14,035	7,680	59,104
Pace Targets	7,326	3,458	5,203	4,561	5,245	5,402	2,559	2,726	4,826	5,059	3,791	1,405	51,561
Variance	(3,685)	(2,809)	(265)	1,339	(4,783)	(381)	(1,874)	(630)	(2,396)	6,508	10,244	6,275	7,543
Consumption Benchmark	19,841	9,908	15,508	14,059	17,253	18,434	9,276	10,717	21,704	23,868	19,096	7,371	187,035
Pace Percentage	50%	19%	95%	129%	9%	93%	27%	77%	50%	229%	370%	547%	115%
Total Demand Room Nights	4,471	649	22,228	21,490	15,115	21,181	27,119	15,703	7,968	20,902	14,035	14,370	185,231
Lost Room Nights	830	0	17,290	15,590	14,653	16,160	26,434	13,607	5,538	9,335	0	6,690	126,127
Conversion Percentage	81%	100%	22%	27%	3%	24%	3%	13%	30%	55%	100%	53%	32%
Tentative Room Nights	27,098	14,624	8,104	10,894	12,620	1,265	15,400	14,118	14,326	4,100	0	1,232	123,781

Atlantic City 2019 Events

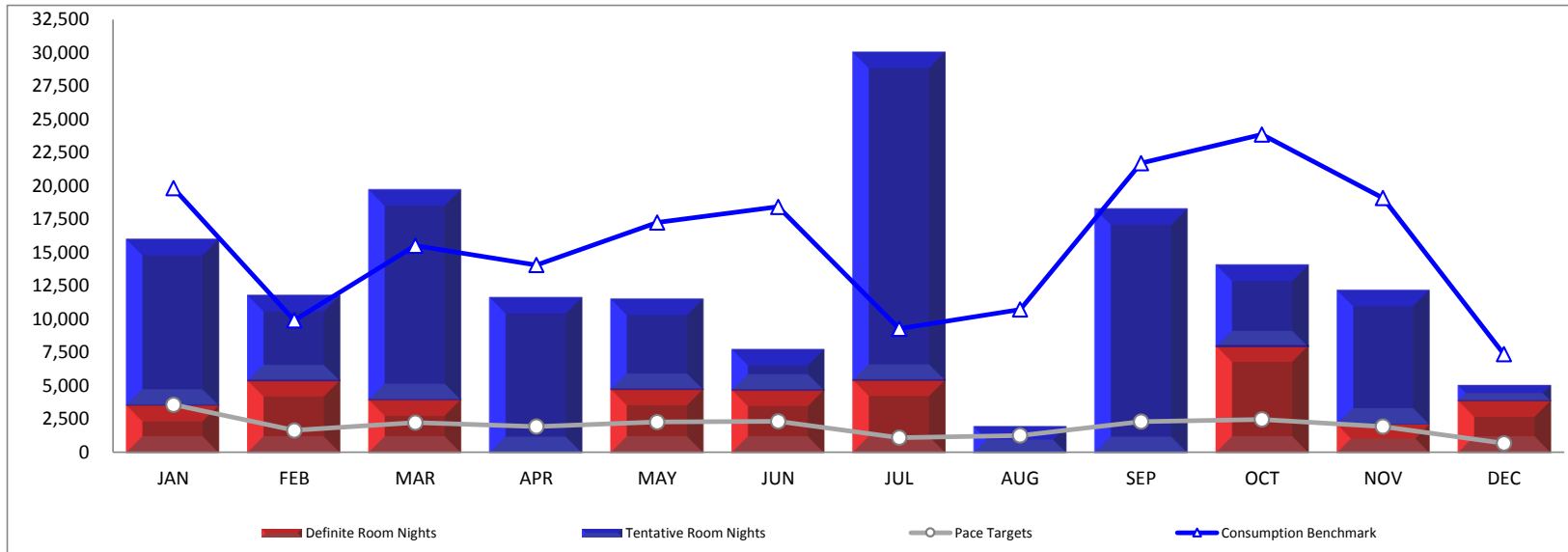
Definite Events	1	2	3	2	1	4	1	1	2	4	4	2	27
Pace Targets	3	3	3	2	3	3	1	1	2	2	1	1	25
Variance	(2)	(1)	0	0	(2)	1	0	0	0	2	3	1	2
Consumption Benchmark	16	16	23	16	21	21	13	14	24	25	15	14	218
Pace Percentage	33%	67%	100%	100%	33%	133%	100%	100%	100%	200%	400%	200%	108%
Total Demand Events	2	2	9	6	6	11	6	5	6	9	4	3	69
Lost Events	1	0	6	4	5	7	5	4	4	5	0	1	42
Conversion Percentage	50%	100%	33%	33%	17%	36%	17%	20%	33%	44%	100%	67%	39%
Tentative Events	9	8	7	7	11	2	9	5	9	3	0	1	71



<i>Atlantic City 2020 R/N</i>	2020												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	3,580	5,421	3,983	0	4,763	4,705	5,450	0	0	7,975	2,140	3,905	41,922
Pace Targets	3,566	1,634	2,222	1,923	2,265	2,315	1,083	1,251	2,300	2,459	1,923	654	23,595
Variance	14	3,787	1,761	(1,923)	2,498	2,390	4,367	(1,251)	(2,300)	5,516	217	3,251	18,327
Consumption Benchmark	19,841	9,908	15,508	14,059	17,253	18,434	9,276	10,717	21,704	23,868	19,096	7,371	187,035
Pace Percentage	100%	332%	179%	0%	210%	203%	503%	0%	0%	324%	111%	597%	178%
Total Demand Room Nights	6,574	13,001	5,780	5,753	7,662	13,410	7,380	13,235	0	18,614	5,576	7,680	104,665
Lost Room Nights	2,994	7,580	1,797	5,753	2,899	8,705	1,930	13,235	0	10,639	3,436	3,775	62,743
Conversion Percentage	54%	42%	69%	0%	62%	35%	74%	0%	0%	43%	38%	51%	40%
Tentative Room Nights	12,509	6,497	15,802	11,750	6,873	3,145	24,574	2,035	18,357	6,203	10,144	1,232	119,121

Atlantic City 2020 Events

Definite Events	1	3	3	0	1	3	1	0	0	1	1	1	15
Pace Targets	1	1	1	1	1	1	0	1	1	1	0	0	9
Variance	0	2	2	(1)	0	2	1	(1)	(1)	0	1	1	6
Consumption Benchmark	16	16	23	16	21	21	13	14	24	25	15	14	218
Pace Percentage	100%	300%	300%	0%	100%	300%	100%	0%	0%	100%	100%	100%	167%
Total Demand Events	2	5	4	1	3	5	2	3	0	6	3	2	36
Lost Events	1	2	1	1	2	2	1	3	0	5	2	1	21
Conversion Percentage	50%	60%	75%	0%	33%	60%	50%	0%	0%	17%	33%	50%	42%
Tentative Events	4	5	6	6	6	3	6	1	10	6	2	1	56



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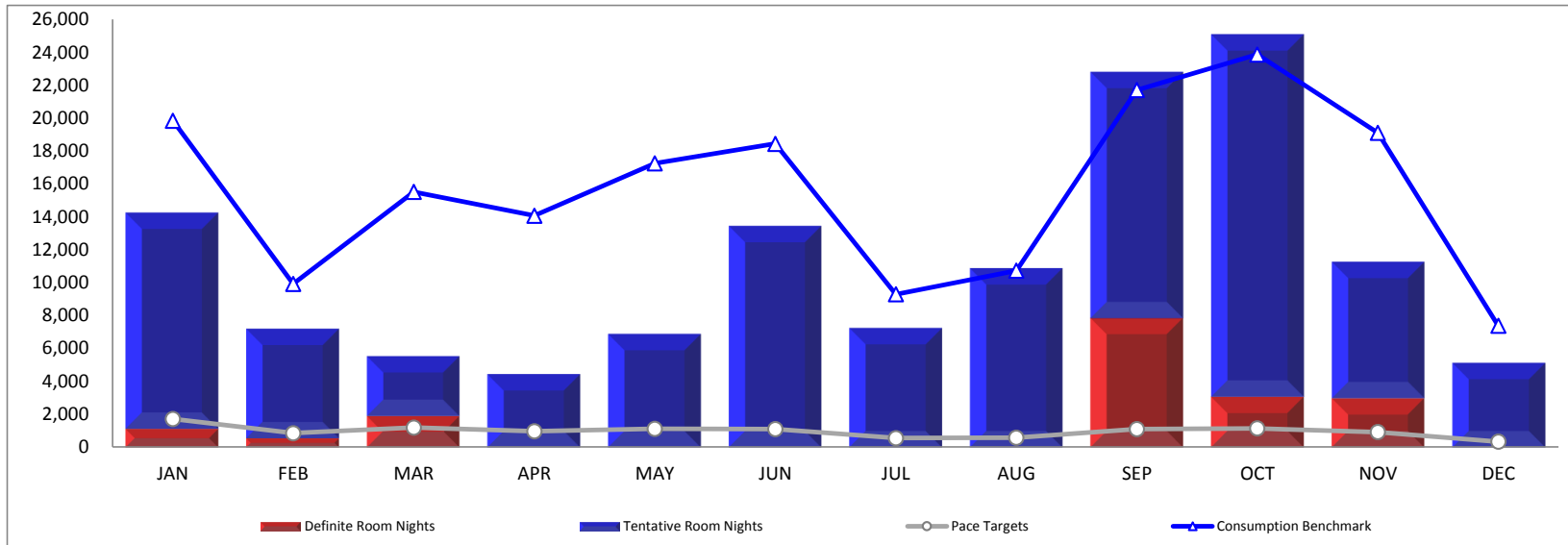
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<i>Atlantic City 2021 R/N</i>	2021												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	1,125	556	1,905	0	0	0	0	0	7,826	3,068	2,977	0	17,457
Pace Targets	1,697	828	1,167	952	1,092	1,075	532	552	1,080	1,124	899	309	11,307
Variance	(572)	(272)	738	(952)	(1,092)	(1,075)	(532)	(552)	6,746	1,944	2,078	(309)	6,150
Consumption Benchmark	19,841	9,908	15,508	14,059	17,253	18,434	9,276	10,717	21,704	23,868	19,096	7,371	187,035
Pace Percentage	66%	67%	163%	0%	0%	0%	0%	0%	725%	273%	331%	0%	154%
Total Demand Room Nights	4,736	556	8,475	5,753	11,720	34,828	3,140	23,828	7,826	3,068	9,364	0	113,294
Lost Room Nights	3,611	0	6,570	5,753	11,720	34,828	3,140	23,828	0	0	6,387	0	95,837
Conversion Percentage	24%	100%	22%	0%	0%	0%	0%	0%	100%	100%	32%	0%	15%
Tentative Room Nights	13,117	6,642	3,638	4,446	6,894	13,431	7,246	10,865	14,929	21,962	8,280	5,137	116,587

Atlantic City 2021 Events

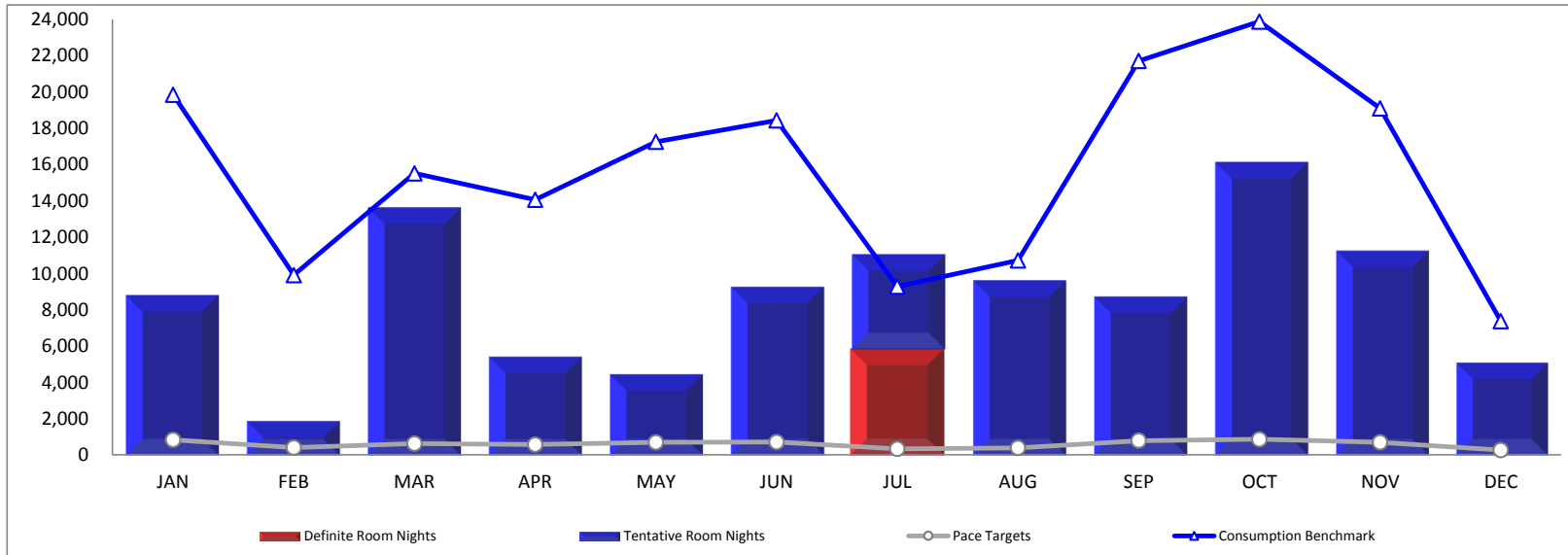
Definite Events	1	1	1	0	0	0	0	0	2	1	1	0	7
Pace Targets	0	0	1	0	0	0	0	0	0	0	0	0	1
Variance	1	1	0	0	0	0	0	0	2	1	1	0	6
Consumption Benchmark	16	16	23	16	21	21	13	14	24	25	15	14	218
Pace Percentage	100%	100%	100%	0%	0%	0%	0%	0%	200%	100%	100%	0%	700%
Total Demand Events	2	1	3	1	3	6	1	2	2	1	3	0	25
Lost Events	1	0	2	1	3	6	1	2	0	0	2	0	18
Conversion Percentage	50%	100%	33%	0%	0%	0%	0%	0%	100%	100%	33%	0%	28%
Tentative Events	4	3	3	3	6	6	5	2	6	7	1	2	48



	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	833	409	626	568	697	712	335	388	785	863	691	267	7,174
Variance	(833)	(409)	(626)	(568)	(697)	(712)	5,527	(388)	(785)	(863)	(691)	(267)	(1,312)
Consumption Benchmark	19,841	9,908	15,508	14,059	17,253	18,434	9,276	10,717	21,704	23,868	19,096	7,371	187,035
Pace Percentage	0%	0%	0%	0%	0%	0%	1750%	0%	0%	0%	0%	0%	82%
Total Demand Room Nights	0	0	7,600	0	9,600	0	5,862	5,593	0	0	3,775	0	32,430
Lost Room Nights	0	0	7,600	0	9,600	0	0	5,593	0	0	3,775	0	26,568
Conversion Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	18%
Tentative Room Nights	8,837	1,898	13,638	5,472	4,494	9,286	5,205	9,650	8,750	16,110	11,257	5,137	99,734

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	16	23	16	21	21	13	14	24	25	15	14	218
Pace Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	100%
Total Demand Events	0	0	1	0	1	0	1	1	0	0	1	0	5
Lost Events	0	0	1	0	1	0	0	1	0	0	1	0	4
Conversion Percentage	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	20%
Tentative Events	2	4	5	2	5	4	3	1	5	5	2	2	40



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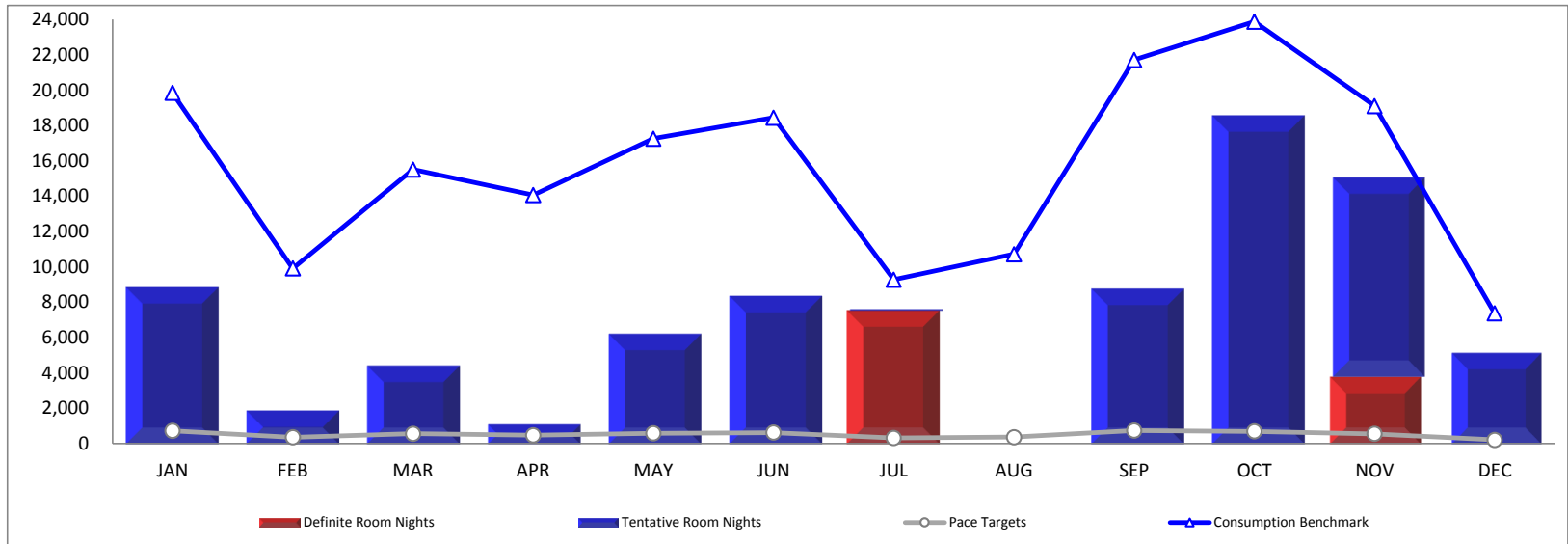
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	2023												
<i>Atlantic City 2023 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	0	0	0	0	0	7,510	0	0	0	3,775	0	11,285
Pace Targets	717	358	561	473	580	620	312	360	730	687	549	212	6,159
Variance	(717)	(358)	(561)	(473)	(580)	(620)	7,198	(360)	(730)	(687)	3,226	(212)	5,126
Consumption Benchmark	19,841	9,908	15,508	14,059	17,253	18,434	9,276	10,717	21,704	23,868	19,096	7,371	187,035
Pace Percentage	0%	0%	0%	0%	0%	0%	2407%	0%	0%	0%	688%	0%	183%
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	1,898	4,428	1,115	6,216	8,346	90	0	8,750	18,525	11,257	5,137	74,599

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	16	23	16	21	21	13	14	24	25	15	14	218
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	4	3	1	6	3	1	0	5	6	2	2	35



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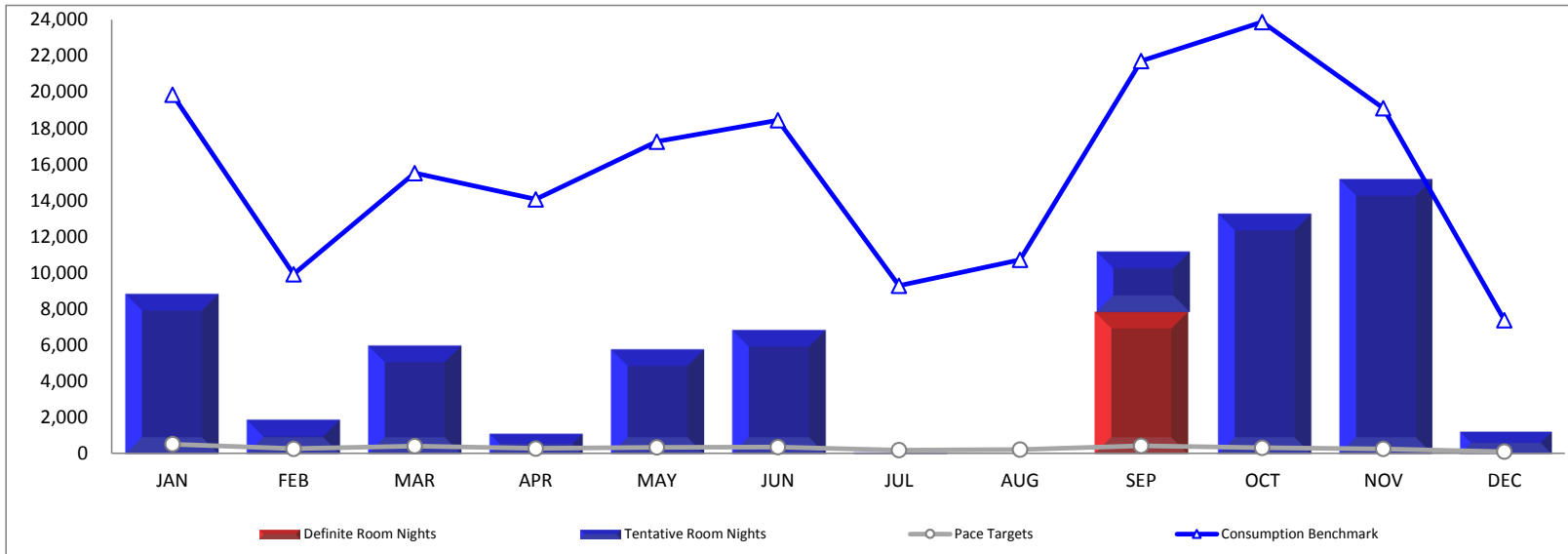
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	2024												TOTAL
<i>Atlantic City 2024 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	0	0	0	0	0	0	0	0	7,826	0	0	0	7,826
Pace Targets	509	254	398	270	331	353	178	205	416	309	247	95	3,565
Variance	(509)	(254)	(398)	(270)	(331)	(353)	(178)	(205)	7,410	(309)	(247)	(95)	4,261
Consumption Benchmark	19,841	9,908	15,508	14,059	17,253	18,434	9,276	10,717	21,704	23,868	19,096	7,371	187,035
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	1881%	0%	0%	0%	220%
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	1,898	5,988	1,115	5,780	6,842	90	0	3,337	13,258	15,162	1,232	63,539

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	16	23	16	21	21	13	14	24	25	15	14	218
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	4	4	1	5	3	1	0	2	6	3	1	32



THE TAP REPORT

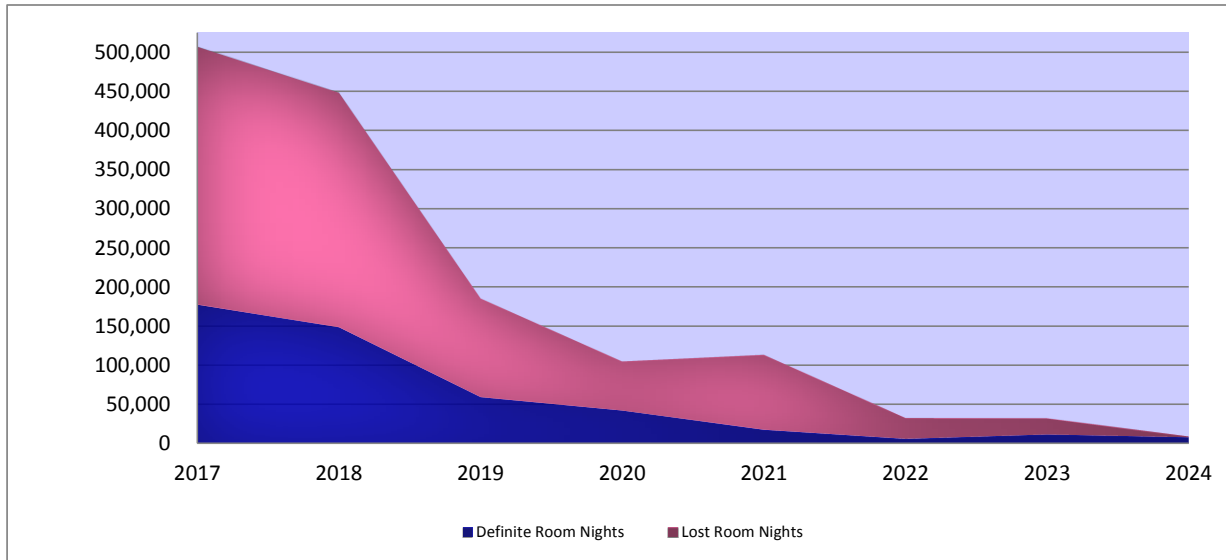
Atlantic City
Pace vs Demand

Period Ending November 30, 2017
Report Date: December 7, 2017

<i>Atlantic City Room Nights</i>	2017	2018	2019	2020	2021	2022	2023	2024	TOTAL
Definite Room Nights	177,310	148,339	59,104	41,922	17,457	5,862	11,285	7,826	469,105
Pace Targets	186,502	112,389	51,561	23,595	11,307	7,174	6,159	3,565	402,252
Variance	(9,192)	35,950	7,543	18,327	6,150	(1,312)	5,126	4,261	66,853
Consumption Benchmark	187,035	187,035	187,035	187,035	187,035	187,035	187,035	187,035	1,496,280
Pace Percentage	95%	132%	115%	178%	154%	82%	183%	220%	117%
Total Demand Room Nights	506,675	447,905	185,231	104,665	113,294	32,430	32,005	8,911	1,431,116
Lost Room Nights	329,365	299,566	126,127	62,743	95,837	26,568	20,720	1,085	962,011
Conversion Percentage	35%	33%	32%	40%	15%	18%	35%	88%	33%
Tentative Room Nights	90	90,134	123,781	119,121	116,587	99,734	74,599	63,539	687,585

Atlantic City Events

Definite Events	221	106	27	15	7	1	2	2	381
Pace Targets	215	84	25	9	1	0	0	0	334
Variance	6	22	2	6	6	1	2	2	47
Consumption Benchmark	218	218	218	218	218	218	218	218	1,744
Pace Percentage	103%	126%	108%	167%	700%	100%	200%	200%	114%
Total Demand Events	441	247	69	36	25	5	5	3	831
Lost Events	220	141	42	21	18	4	3	1	450
Conversion Percentage	50%	43%	39%	42%	28%	20%	40%	67%	46%
Tentative Events	2	99	71	56	48	40	35	32	383



Atlantic City_2017_12_01_TAP_report

THE TAP REPORT

Atlantic City
Convention Center

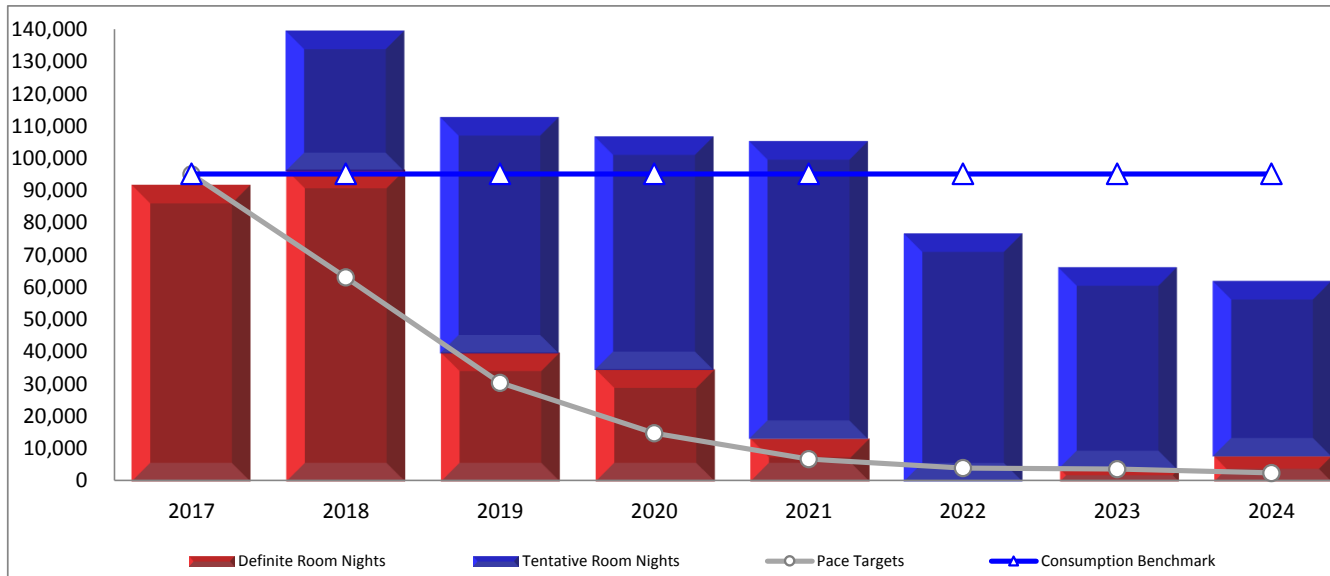
Period Ending November 30, 2017
Report Date: December 7, 2017

Atlantic City R/N

	2017	2018	2019	2020	2021	2022	2023	2024	TOTAL
Definite Room Nights	91,458	96,129	39,822	34,644	13,264	0	3,775	7,826	286,918
Pace Targets	95,000	63,034	30,357	14,691	6,650	3,890	3,581	2,353	219,556
Variance	(3,542)	33,095	9,465	19,953	6,614	(3,890)	194	5,473	67,362
Consumption Benchmark	95,166	95,166	95,166	95,166	95,166	95,166	95,166	95,166	761,328
Pace Percentage	96%	153%	131%	236%	199%	0%	105%	333%	131%
Total Demand Room Nights	256,919	276,274	119,143	68,397	89,120	20,975	24,495	7,826	863,149
Lost Room Nights	165,461	180,145	79,321	33,753	75,856	20,975	20,720	0	576,231
Conversion Percentage	36%	35%	33%	51%	15%	0%	15%	100%	33%
Tentative Room Nights	0	43,445	73,125	72,314	92,260	76,960	62,743	54,465	475,312

Atlantic City Events

	2017	2018	2019	2020	2021	2022	2023	2024	TOTAL
Definite Events	89	49	14	13	5	0	1	2	173
Pace Targets	83	36	12	4	0	0	0	0	135
Variance	6	13	2	9	5	0	1	2	38
Consumption Benchmark	85	85	85	85	85	85	85	85	680
Pace Percentage	107%	136%	117%	325%	500%	0%	100%	200%	128%
Total Demand Events	168	110	33	23	15	3	4	2	358
Lost Events	79	61	19	10	10	3	3	0	185
Conversion Percentage	53%	45%	42%	57%	33%	33%	25%	100%	48%
Tentative Events	0	31	38	32	32	27	25	23	208



Atlantic City_2017_12_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>