

KNOWLAND

The TAP Report

Report: **8 Year Pace Reports**
Report for: **Atlantic City**
Period Ending: **December 31, 2020**
Report Date: **January 14, 2021**

Please contact Client Care by phone or email with any product questions or needs. A representative will be available to help you Monday – Friday, 9am – 5pm, EST.

Client Care Phone:
410-860-2270

Email:
clientcare@knowland.com

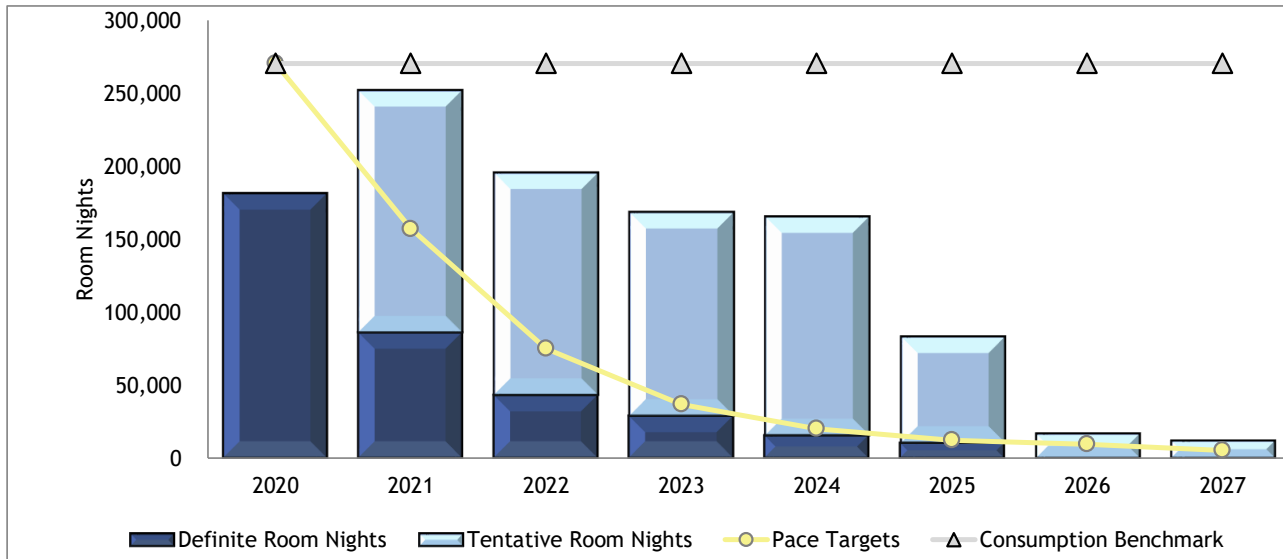
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<i>Atlantic City R/N</i>	2020	2021	2022	2023	2024	2025	2026	2027	Total
Definite Room Nights	181,006	85,774	43,168	28,854	15,485	10,247	0	0	364,534
Pace Targets	270,375	157,141	75,020	36,906	20,211	12,235	9,526	5,228	586,642
Variance	(89,369)	(71,367)	(31,852)	(8,052)	(4,726)	(1,988)	(9,526)	(5,228)	(222,108)
Consumption Benchmark	270,375	270,375	270,375	270,375	270,375	270,375	270,375	270,375	2,163,000
Pace Percentage	67%	55%	58%	78%	77%	84%	0%	0%	62%
Total Demand Room Nights	599,960	373,099	173,345	96,225	69,931	22,865	25,384	0	1,360,809
Lost Room Nights	418,954	287,325	130,177	67,371	54,446	12,618	25,384	0	996,275
Conversion Percentage	30%	23%	25%	30%	22%	45%	0%	0%	27%
Tentative Room Nights	0	165,992	152,301	139,685	149,859	72,784	16,849	12,021	709,491

Atlantic City Events

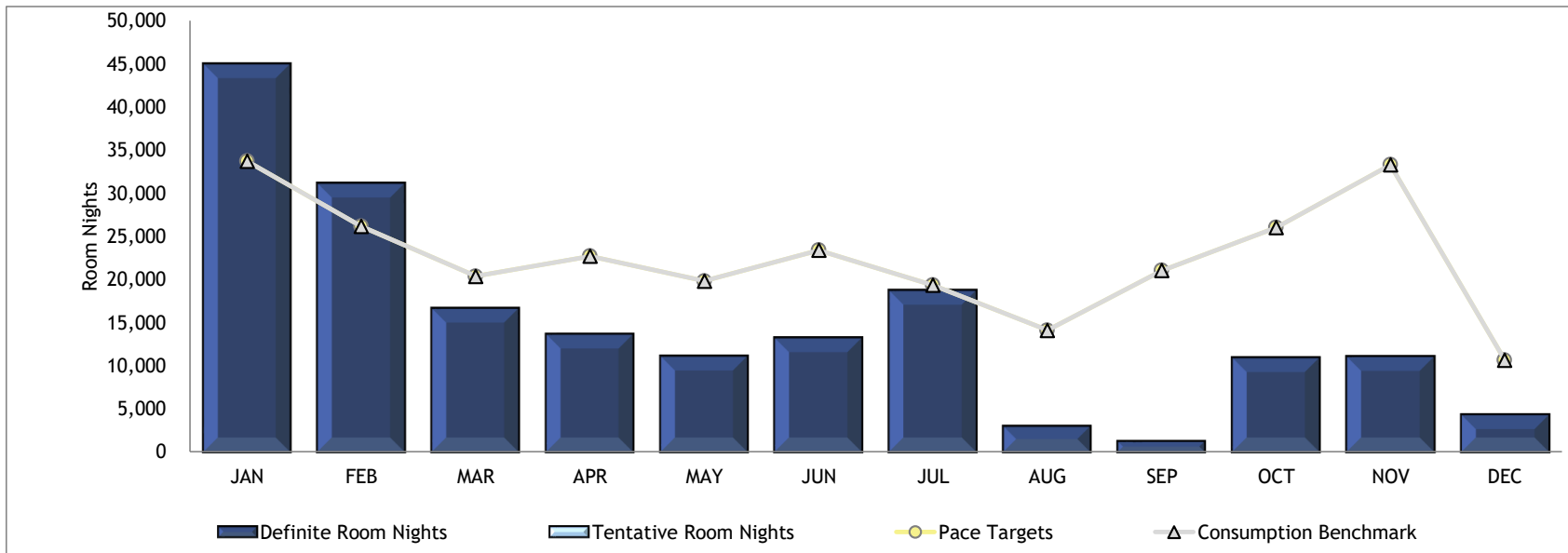
Definite Events	129	43	15	8	5	3	0	0	203
Pace Targets	202	93	30	13	5	0	0	0	343
Variance	(73)	(50)	(15)	(5)	0	3	0	0	(140)
Consumption Benchmark	202	202	202	202	202	202	202	202	1,616
Pace Percentage	64%	46%	50%	62%	100%	300%	0%	0%	59%
Total Demand Events	419	137	49	23	14	5	5	0	652
Lost Events	290	94	34	15	9	2	5	0	449
Conversion Percentage	31%	31%	31%	35%	36%	60%	0%	0%	31%
Tentative Events	0	109	68	54	49	37	6	3	326



Atlantic City 2020 R/N	2020												TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Definite Room Nights	45,038	31,216	16,719	13,749	11,184	13,303	18,799	3,085	1,343	11,022	11,125	4,423	181,006
Pace Targets	33,692	26,135	20,358	22,689	19,810	23,375	19,309	14,090	21,014	25,988	33,285	10,630	270,375
Variance	11,346	5,081	(3,639)	(8,940)	(8,626)	(10,072)	(510)	(11,005)	(19,671)	(14,966)	(22,160)	(6,207)	(89,369)
Consumption Benchmark	33,692	26,135	20,358	22,689	19,810	23,375	19,309	14,090	21,014	25,988	33,285	10,630	270,375
Pace Percentage	134%	119%	82%	61%	56%	57%	97%	22%	6%	42%	33%	42%	67%
Total Demand Room Nights	80,388	42,854	55,615	51,380	47,456	47,659	57,399	46,113	50,578	72,205	33,526	14,787	599,960
Lost Room Nights	35,350	11,638	38,896	37,631	36,272	34,356	38,600	43,028	49,235	61,183	22,401	10,364	418,954
Conversion Percentage	56%	73%	30%	27%	24%	28%	33%	7%	3%	15%	33%	30%	30%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	0

Atlantic City 2020 Events

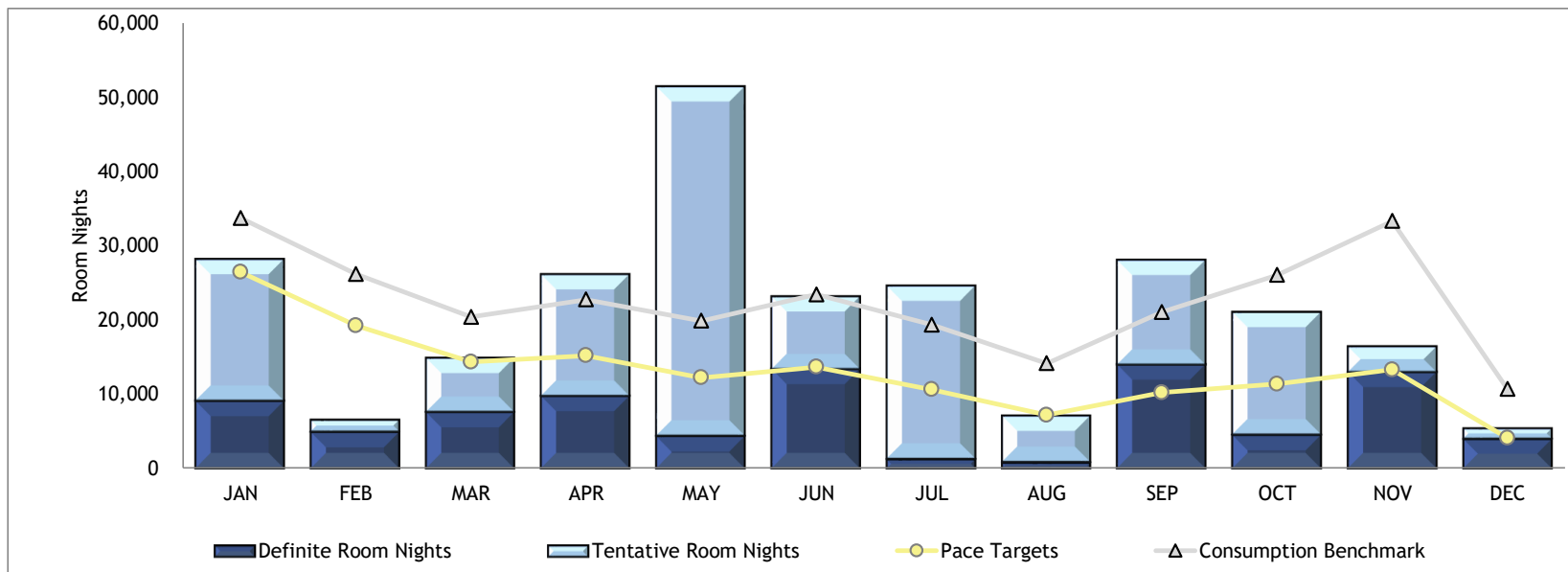
Definite Events	16	30	15	13	8	8	13	6	5	8	3	4	129
Pace Targets	15	19	21	18	17	18	15	11	19	21	16	12	202
Variance	1	11	(6)	(5)	(9)	(10)	(2)	(5)	(14)	(13)	(13)	(8)	(73)
Consumption Benchmark	15	19	21	18	17	18	15	11	19	21	16	12	202
Pace Percentage	107%	158%	71%	72%	47%	44%	87%	55%	26%	38%	19%	33%	64%
Total Demand Events	31	39	33	43	40	42	42	24	47	52	15	11	419
Lost Events	15	9	18	30	32	34	29	18	42	44	12	7	290
Conversion Percentage	52%	77%	45%	30%	20%	19%	31%	25%	11%	15%	20%	36%	31%
Tentative Events	0	0	0	0	0	0	0	0	0	0	0	0	0



	2021												
<i>Atlantic City 2021 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	9,010	4,846	7,529	9,688	4,304	13,269	1,230	783	13,872	4,503	12,835	3,905	85,774
Pace Targets	26,392	19,195	14,294	15,138	12,158	13,583	10,565	7,116	10,155	11,303	13,220	4,022	157,141
Variance	(17,382)	(14,349)	(6,765)	(5,450)	(7,854)	(314)	(9,335)	(6,333)	3,717	(6,800)	(385)	(117)	(71,367)
Consumption Benchmark	33,692	26,135	20,358	22,689	19,810	23,375	19,309	14,090	21,014	25,988	33,285	10,630	270,375
Pace Percentage	34%	25%	53%	64%	35%	98%	12%	11%	137%	40%	97%	97%	55%
Total Demand Room Nights	41,182	15,696	38,204	31,805	26,048	57,007	41,385	46,203	19,712	17,219	21,086	17,552	373,099
Lost Room Nights	32,172	10,850	30,675	22,117	21,744	43,738	40,155	45,420	5,840	12,716	8,251	13,647	287,325
Conversion Percentage	22%	31%	20%	30%	17%	23%	3%	2%	70%	26%	61%	22%	23%
Tentative Room Nights	19,054	1,601	7,243	16,359	47,031	9,768	23,278	6,233	14,088	16,459	3,486	1,392	165,992

Atlantic City 2021 Events

Definite Events	2	6	5	5	4	5	1	1	6	3	4	1	43
Pace Targets	12	13	13	10	8	8	6	4	6	6	4	3	93
Variance	(10)	(7)	(8)	(5)	(4)	(3)	(5)	(3)	0	(3)	0	(2)	(50)
Consumption Benchmark	15	19	21	18	17	18	15	11	19	21	16	12	202
Pace Percentage	17%	46%	38%	50%	50%	62%	17%	25%	100%	50%	100%	33%	46%
Total Demand Events	14	12	18	16	12	18	14	6	8	9	7	3	137
Lost Events	12	6	13	11	8	13	13	5	2	6	3	2	94
Conversion Percentage	14%	50%	28%	31%	33%	28%	7%	17%	75%	33%	57%	33%	31%
Tentative Events	13	6	8	14	10	9	17	3	11	13	3	2	109



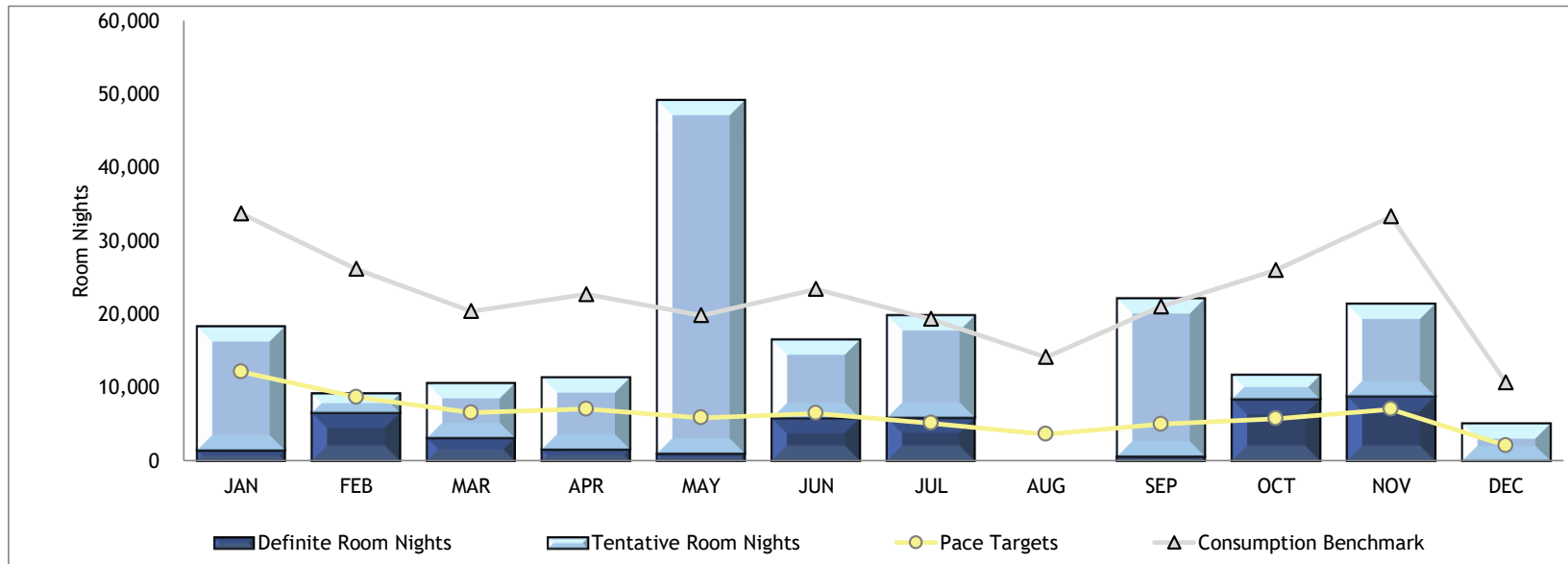
2022

Atlantic City 2022 R/N

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	1,427	6,556	3,146	1,575	1,007	5,818	5,862	0	632	8,375	8,770	0	43,168
Pace Targets	12,102	8,661	6,523	7,043	5,833	6,454	5,094	3,599	4,949	5,713	7,001	2,048	75,020
Variance	(10,675)	(2,105)	(3,377)	(5,468)	(4,826)	(636)	768	(3,599)	(4,317)	2,662	1,769	(2,048)	(31,852)
Consumption Benchmark	33,692	26,135	20,358	22,689	19,810	23,375	19,309	14,090	21,014	25,988	33,285	10,630	270,375
Pace Percentage	12%	76%	48%	22%	17%	90%	115%	0%	13%	147%	125%	0%	58%
Total Demand Room Nights	11,277	6,556	32,893	15,852	11,397	11,838	14,201	22,294	8,882	17,680	20,475	0	173,345
Lost Room Nights	9,850	0	29,747	14,277	10,390	6,020	8,339	22,294	8,250	9,305	11,705	0	130,177
Conversion Percentage	13%	100%	10%	10%	9%	49%	41%	0%	7%	47%	43%	0%	25%
Tentative Room Nights	16,907	2,647	7,497	9,803	48,072	10,718	13,992	0	21,502	3,368	12,658	5,137	152,301

Atlantic City 2022 Events

Definite Events	1	2	3	1	1	2	1	0	1	1	2	0	15
Pace Targets	3	4	4	3	3	3	2	1	2	2	2	1	30
Variance	(2)	(2)	(1)	(2)	(2)	(1)	(1)	(1)	(1)	(1)	0	(1)	(15)
Consumption Benchmark	15	19	21	18	17	18	15	11	19	21	16	12	202
Pace Percentage	33%	50%	75%	33%	33%	67%	50%	0%	50%	50%	100%	0%	50%
Total Demand Events	3	2	9	6	3	4	5	5	4	4	4	0	49
Lost Events	2	0	6	5	2	2	4	5	3	3	2	0	34
Conversion Percentage	33%	100%	33%	17%	33%	50%	20%	0%	25%	25%	50%	0%	31%
Tentative Events	5	6	6	7	9	6	8	0	12	4	3	2	68



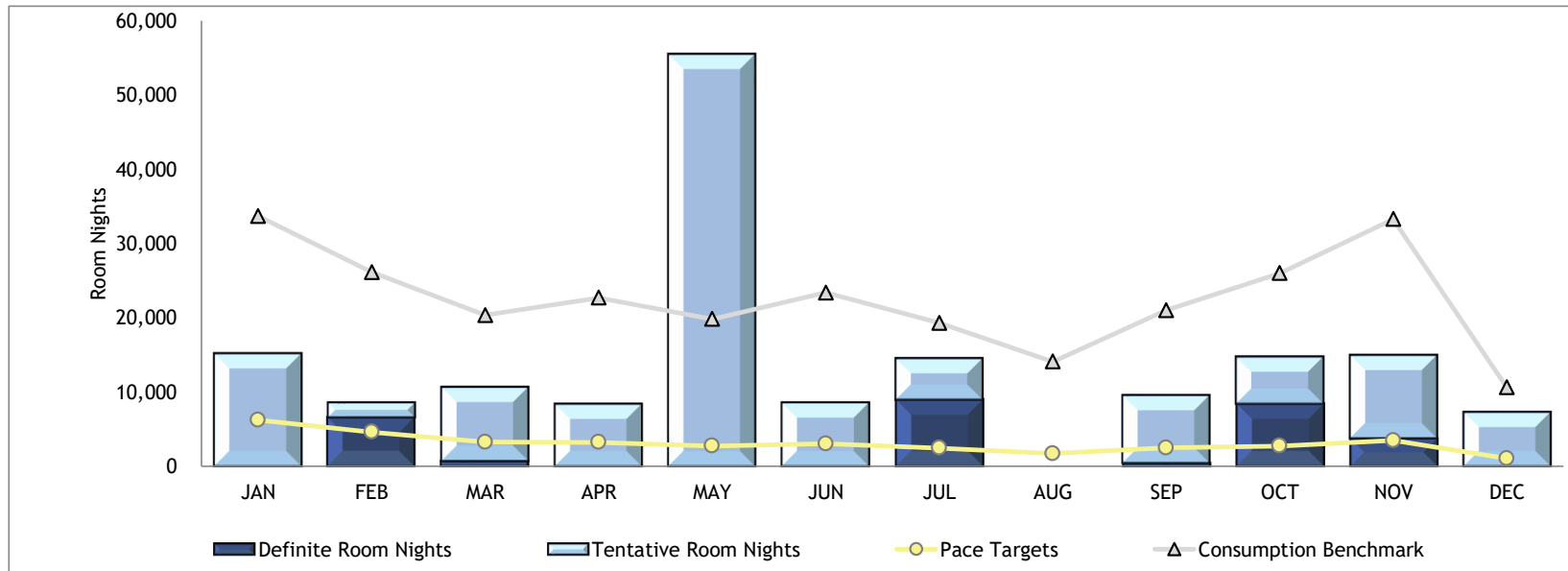
2023

Atlantic City 2023 R/N

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	6,556	752	0	0	0	8,934	0	462	8,375	3,775	0	28,854
Pace Targets	6,222	4,601	3,260	3,217	2,734	3,033	2,445	1,696	2,470	2,718	3,462	1,048	36,906
Variance	(6,222)	1,955	(2,508)	(3,217)	(2,734)	(3,033)	6,489	(1,696)	(2,008)	5,657	313	(1,048)	(8,052)
Consumption Benchmark	33,692	26,135	20,358	22,689	19,810	23,375	19,309	14,090	21,014	25,988	33,285	10,630	270,375
Pace Percentage	0%	142%	23%	0%	0%	0%	365%	0%	19%	308%	109%	0%	78%
Total Demand Room Nights	9,210	6,556	15,618	3,520	9,600	1,557	13,244	2,900	9,122	13,193	11,705	0	96,225
Lost Room Nights	9,210	0	14,866	3,520	9,600	1,557	4,310	2,900	8,660	4,818	7,930	0	67,371
Conversion Percentage	0%	100%	5%	0%	0%	0%	67%	0%	5%	63%	32%	0%	30%
Tentative Room Nights	15,247	2,047	9,950	8,440	55,543	8,621	5,645	0	9,150	6,427	11,257	7,358	139,685

Atlantic City 2023 Events

Definite Events	0	2	1	0	0	0	2	0	1	1	1	0	8
Pace Targets	1	2	2	1	1	1	1	1	1	1	1	0	13
Variance	(1)	0	(1)	(1)	(1)	(1)	1	(1)	0	0	0	0	(5)
Consumption Benchmark	15	19	21	18	17	18	15	11	19	21	16	12	202
Pace Percentage	0%	100%	50%	0%	0%	0%	200%	0%	100%	100%	100%	0%	62%
Total Demand Events	1	2	5	1	1	1	3	1	4	2	2	0	23
Lost Events	1	0	4	1	1	1	1	1	3	1	1	0	15
Conversion Percentage	0%	100%	20%	0%	0%	0%	67%	0%	25%	50%	50%	0%	35%
Tentative Events	4	5	7	5	10	4	3	0	6	5	2	3	54



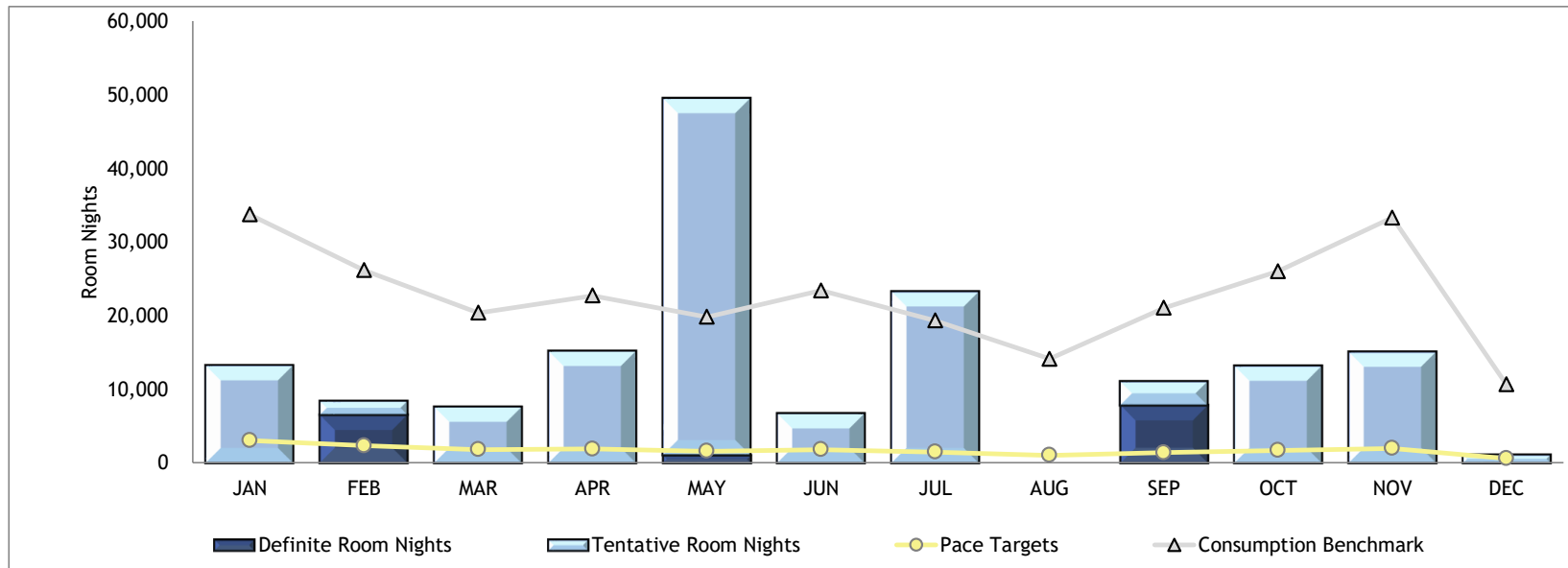
2024

Atlantic City 2024 R/N

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	6,556	0	0	1,103	0	0	0	7,826	0	0	0	15,485
Pace Targets	3,008	2,315	1,773	1,851	1,549	1,781	1,444	984	1,346	1,664	1,936	560	20,211
Variance	(3,008)	4,241	(1,773)	(1,851)	(446)	(1,781)	(1,444)	(984)	6,480	(1,664)	(1,936)	(560)	(4,726)
Consumption Benchmark	33,692	26,135	20,358	22,689	19,810	23,375	19,309	14,090	21,014	25,988	33,285	10,630	270,375
Pace Percentage	0%	283%	0%	0%	71%	0%	0%	0%	581%	0%	0%	0%	77%
Total Demand Room Nights	0	10,197	1,560	7,812	1,103	0	3,120	24,125	14,084	0	0	7,930	69,931
Lost Room Nights	0	3,641	1,560	7,812	0	0	3,120	24,125	6,258	0	0	7,930	54,446
Conversion Percentage	0%	64%	0%	0%	100%	0%	0%	0%	56%	0%	0%	0%	22%
Tentative Room Nights	13,347	1,914	7,723	15,263	48,425	6,842	23,356	0	3,337	13,258	15,162	1,232	149,859

Atlantic City 2024 Events

Definite Events	0	2	0	0	1	0	0	0	2	0	0	0	5
Pace Targets	1	1	1	1	0	1	0	0	0	0	0	0	5
Variance	(1)	1	(1)	(1)	1	(1)	0	0	2	0	0	0	0
Consumption Benchmark	15	19	21	18	17	18	15	11	19	21	16	12	202
Pace Percentage	0%	200%	0%	0%	100%	0%	0%	0%	200%	0%	0%	0%	100%
Total Demand Events	0	3	1	1	1	0	1	2	4	0	0	1	14
Lost Events	0	1	1	1	0	0	1	2	2	0	0	1	9
Conversion Percentage	0%	67%	0%	0%	100%	0%	0%	0%	50%	0%	0%	0%	36%
Tentative Events	5	4	5	6	8	3	6	0	2	6	3	1	49



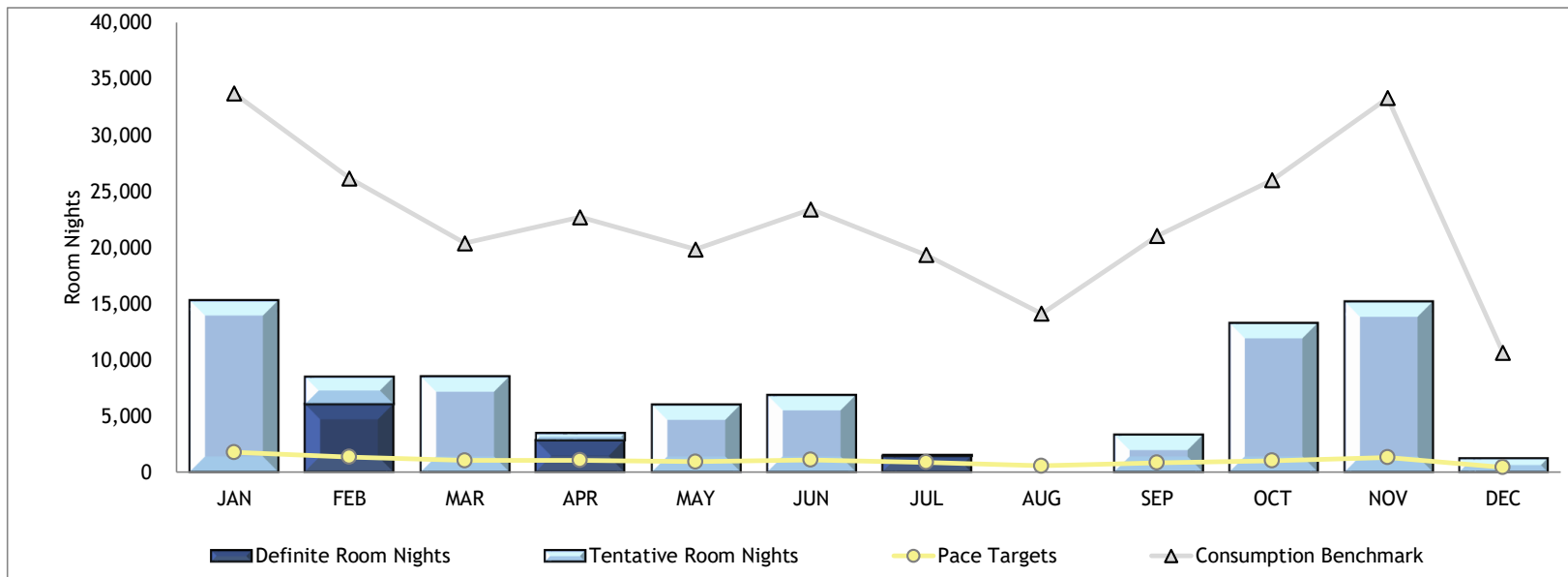
2025

Atlantic City 2025 R/N

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	6,000	0	2,823	0	0	1,424	0	0	0	0	0	10,247
Pace Targets	1,764	1,349	1,041	1,058	924	1,090	873	555	828	1,023	1,311	419	12,235
Variance	(1,764)	4,651	(1,041)	1,765	(924)	(1,090)	551	(555)	(828)	(1,023)	(1,311)	(419)	(1,988)
Consumption Benchmark	33,692	26,135	20,358	22,689	19,810	23,375	19,309	14,090	21,014	25,988	33,285	10,630	270,375
Pace Percentage	0%	445%	0%	267%	0%	0%	163%	0%	0%	0%	0%	0%	84%
Total Demand Room Nights	0	6,000	3,641	2,823	0	0	1,424	0	0	0	0	8,977	22,865
Lost Room Nights	0	0	3,641	0	0	0	0	0	0	0	0	8,977	12,618
Conversion Percentage	0%	100%	0%	100%	0%	0%	100%	0%	0%	0%	0%	0%	45%
Tentative Room Nights	15,247	2,470	8,513	647	5,986	6,842	90	0	3,337	13,258	15,162	1,232	72,784

Atlantic City 2025 Events

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	0	1	0	1	0	0	1	0	0	0	0	0	3
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	1	0	1	0	0	1	0	0	0	0	0	3
Consumption Benchmark	15	19	21	18	17	18	15	11	19	21	16	12	202
Pace Percentage	0%	100%	0%	100%	0%	0%	100%	0%	0%	0%	0%	0%	300%
Total Demand Events	0	1	1	1	0	0	1	0	0	0	0	1	5
Lost Events	0	0	1	0	0	0	0	0	0	0	0	1	2
Conversion Percentage	0%	100%	0%	100%	0%	0%	100%	0%	0%	0%	0%	0%	60%
Tentative Events	4	5	5	2	5	3	1	0	2	6	3	1	37



THE TAP REPORT

Atlantic City

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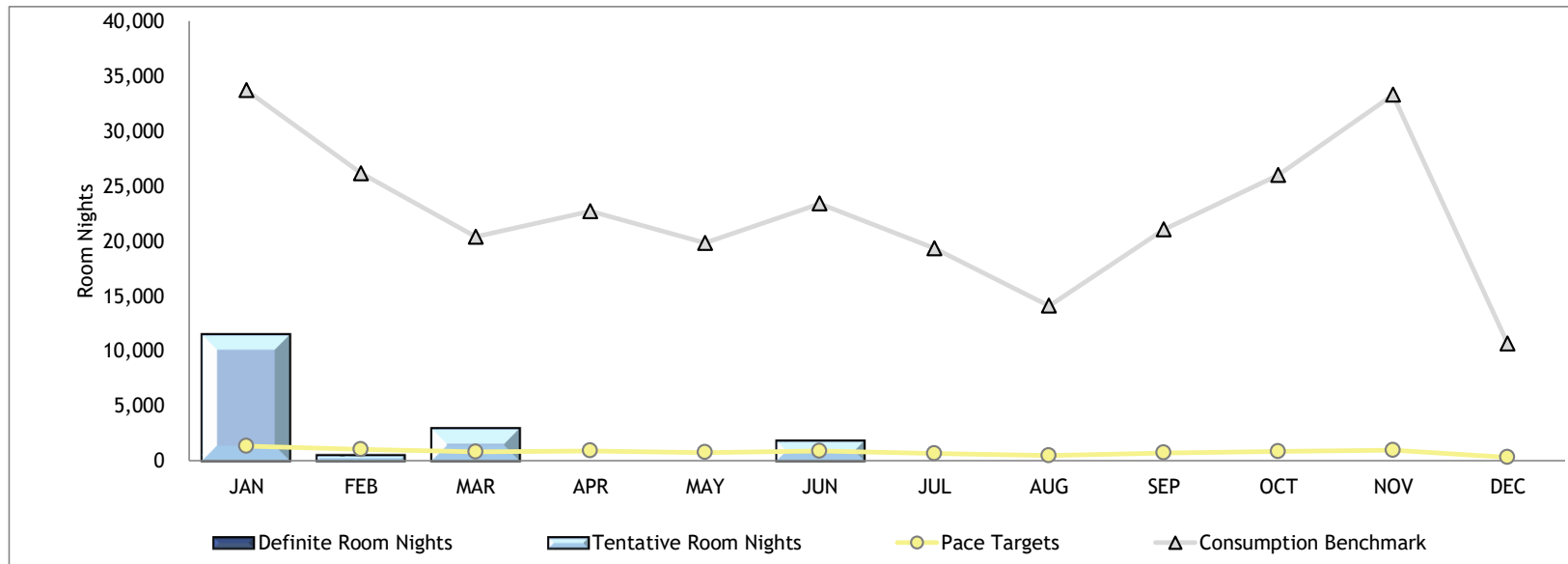
2026

Atlantic City 2026 R/N

	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	1,327	1,029	802	885	733	865	639	467	696	837	944	302	9,526
Variance	(1,327)	(1,029)	(802)	(885)	(733)	(865)	(639)	(467)	(696)	(837)	(944)	(302)	(9,526)
Consumption Benchmark	33,692	26,135	20,358	22,689	19,810	23,375	19,309	14,090	21,014	25,988	33,285	10,630	270,375
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Demand Room Nights	0	0	14,640	0	0	0	10,744	0	0	0	0	0	25,384
Lost Room Nights	0	0	14,640	0	0	0	10,744	0	0	0	0	0	25,384
Conversion Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tentative Room Nights	11,465	556	2,970	0	0	1,858	0	0	0	0	0	0	16,849

Atlantic City 2026 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	15	19	21	18	17	18	15	11	19	21	16	12	202
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Demand Events	0	0	3	0	0	0	2	0	0	0	0	0	5
Lost Events	0	0	3	0	0	0	2	0	0	0	0	0	5
Conversion Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tentative Events	2	1	1	0	0	1	0	0	0	1	0	0	6



THE TAP REPORT

Atlantic City

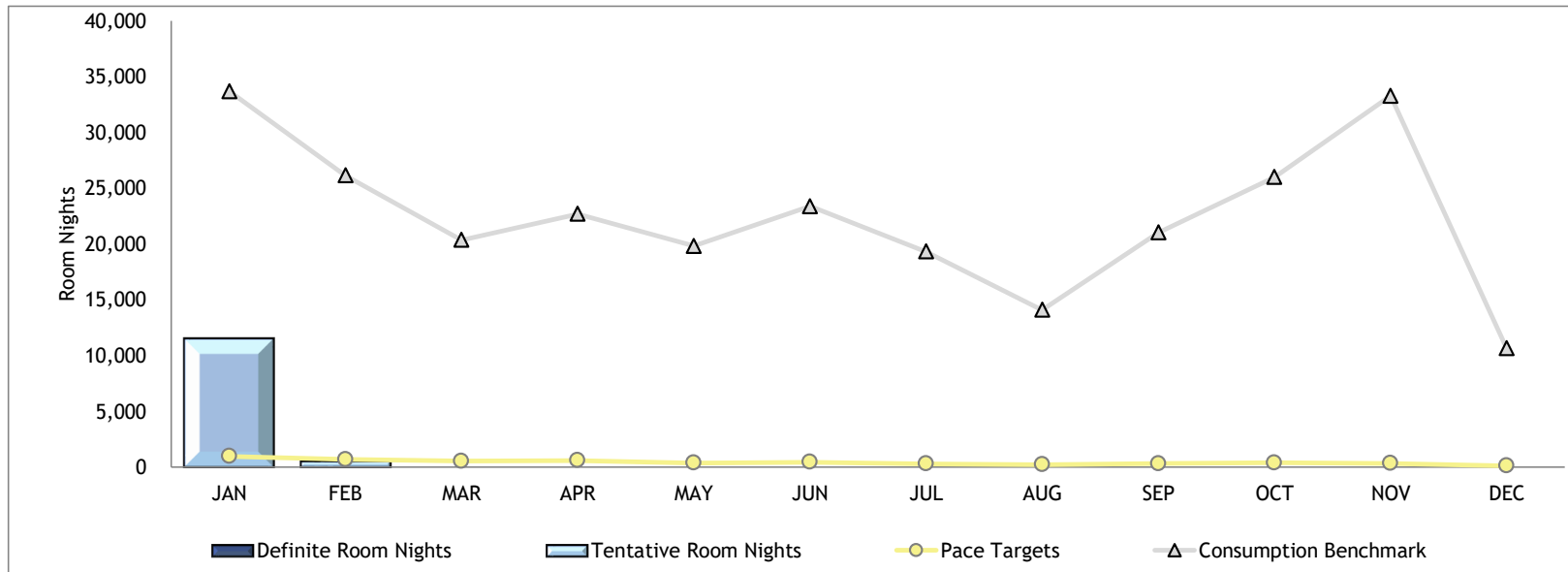
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	202												
<i>Atlantic City 2027 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	0
Pace Targets	956	677	528	588	376	444	291	212	317	392	339	108	5,228
Variance	(956)	(677)	(528)	(588)	(376)	(444)	(291)	(212)	(317)	(392)	(339)	(108)	(5,228)
Consumption Benchmark	33,692	26,135	20,358	22,689	19,810	23,375	19,309	14,090	21,014	25,988	33,285	10,630	270,375
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	11,465	556	0	0	0	0	0	0	0	0	0	0	12,021

Atlantic City 2027 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	15	19	21	18	17	18	15	11	19	21	16	12	202
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	1	0	0	0	0	0	0	0	0	0	0	3



THE TAP REPORT

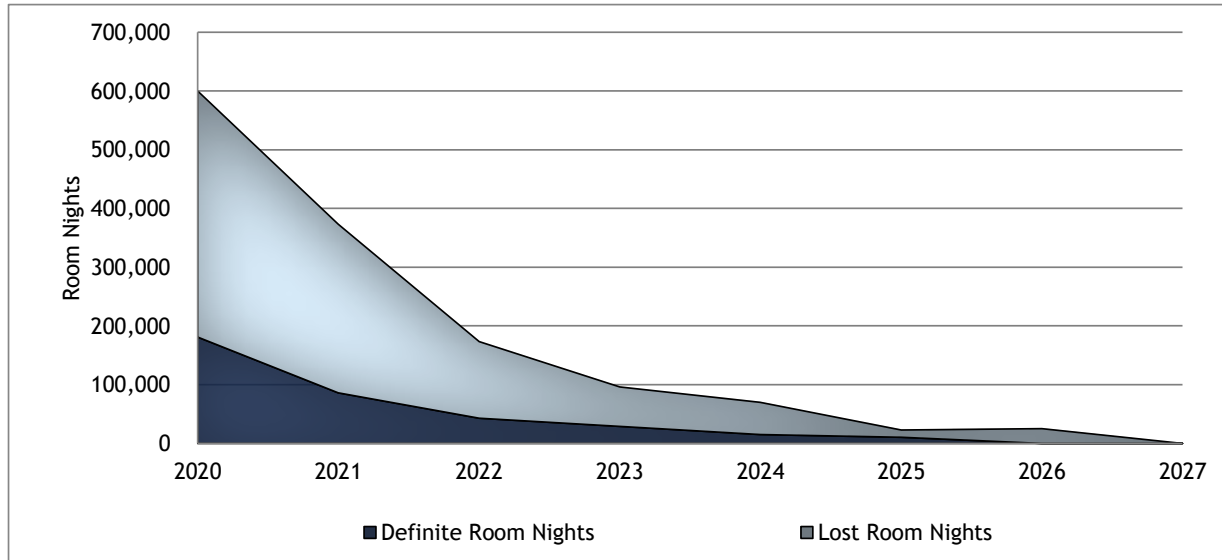
Atlantic City Pace vs Demand

Period Ending December 31, 2020
Report Date: January 14, 2021

<i>Atlantic City Room Nights</i>	2020	2021	2022	2023	2024	2025	2026	2027	TOTAL
Definite Room Nights	181,006	85,774	43,168	28,854	15,485	10,247	0	0	364,534
Pace Targets	270,375	157,141	75,020	36,906	20,211	12,235	9,526	5,228	586,642
Variance	(89,369)	(71,367)	(31,852)	(8,052)	(4,726)	(1,988)	(9,526)	(5,228)	(222,108)
Consumption Benchmark	270,375	270,375	270,375	270,375	270,375	270,375	270,375	270,375	2,163,000
Pace Percentage	67%	55%	58%	78%	77%	84%	0%	0%	62%
Total Demand Room Nights	599,960	373,099	173,345	96,225	69,931	22,865	25,384	0	1,360,809
Lost Room Nights	418,954	287,325	130,177	67,371	54,446	12,618	25,384	0	996,275
Conversion Percentage	30%	23%	25%	30%	22%	45%	0%	0%	27%
Tentative Room Nights	0	165,992	152,301	139,685	149,859	72,784	16,849	12,021	709,491

Atlantic City Events

Definite Events	129	43	15	8	5	3	0	0	203
Pace Targets	202	93	30	13	5	0	0	0	343
Variance	(73)	(50)	(15)	(5)	0	3	0	0	(140)
Consumption Benchmark	202	202	202	202	202	202	202	202	1,616
Pace Percentage	64%	46%	50%	62%	100%	300%	0%	0%	59%
Total Demand Events	419	137	49	23	14	5	5	0	652
Lost Events	290	94	34	15	9	2	5	0	449
Conversion Percentage	31%	31%	31%	35%	36%	60%	0%	0%	31%
Tentative Events	0	109	68	54	49	37	6	3	326



Atlantic City_2021_01_01_TAP_report

THE TAP REPORT

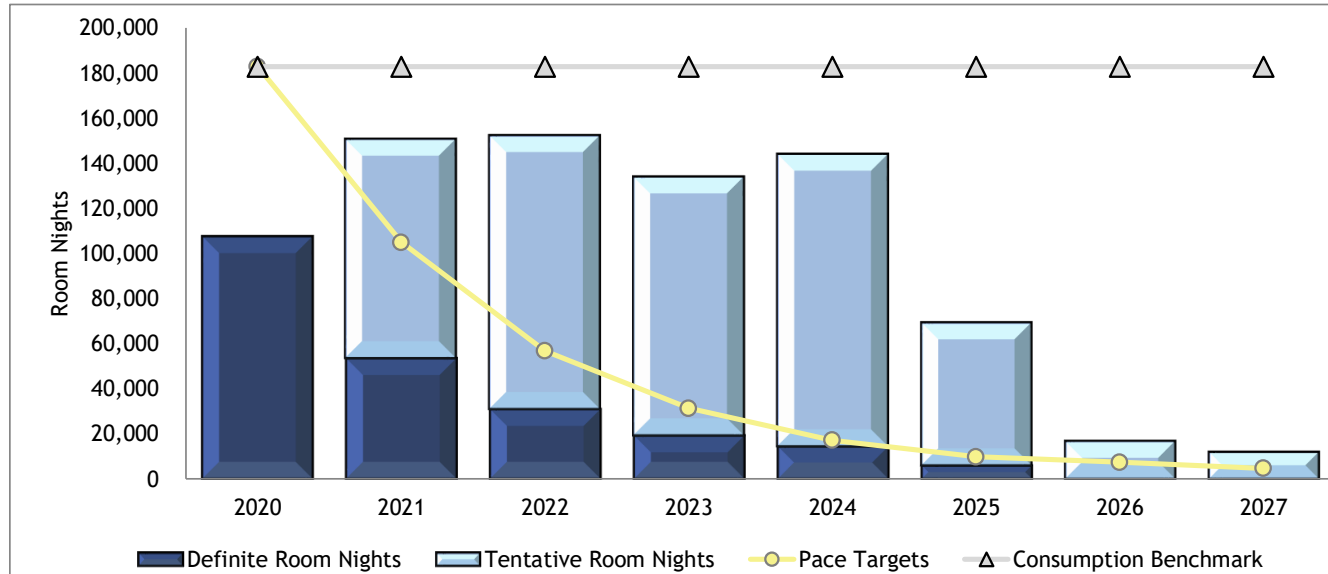
Atlantic City Convention Center

Period Ending December 31, 2020
Report Date: January 14, 2021

Atlantic City R/N	2020	2021	2022	2023	2024	2025	2026	2027	TOTAL
Definite Room Nights	107,357	53,502	30,835	19,168	14,382	6,000	0	0	231,244
Pace Targets	182,816	104,902	56,689	31,314	17,053	9,712	7,363	4,598	414,447
Variance	(75,459)	(51,400)	(25,854)	(12,146)	(2,671)	(3,712)	(7,363)	(4,598)	(183,203)
Consumption Benchmark	182,816	182,816	182,816	182,816	182,816	182,816	182,816	182,816	1,462,528
Pace Percentage	59%	51%	54%	61%	84%	62%	0%	0%	56%
Total Demand Room Nights	301,621	262,401	126,663	76,308	64,623	18,618	25,384	0	875,618
Lost Room Nights	194,264	208,899	95,828	57,140	50,241	12,618	25,384	0	644,374
Conversion Percentage	36%	20%	24%	25%	22%	32%	0%	0%	26%
Tentative Room Nights	0	97,005	121,339	114,801	129,557	63,385	16,849	12,021	554,957

Atlantic City Events

Definite Events	46	20	7	5	4	1	0	0	83
Pace Targets	84	41	16	7	2	0	0	0	150
Variance	(38)	(21)	(9)	(2)	2	1	0	0	(67)
Consumption Benchmark	83	83	83	83	83	83	83	83	664
Pace Percentage	55%	49%	44%	71%	200%	100%	0%	0%	55%
Total Demand Events	152	69	28	16	11	3	5	0	284
Lost Events	106	49	21	11	7	2	5	0	201
Conversion Percentage	30%	29%	25%	31%	36%	33%	33%	33%	29%
Tentative Events	0	44	39	33	34	27	6	3	186



Atlantic City_2021_01_01_TAP_report

Glossary of Terms

Term	Definition
Consumption Benchmark	The average number of definite room nights or definite events produced for each month and year for the last 36 months. Each month, the "oldest" month is dropped from the calculation and the most recent month is added into the calculation. Note- it is possible to adjust your consumption benchmark to a manually entered benchmark that does not reflect the last 36 months. Any manually adjusted benchmark will be labeled with either "DA" or "II" to reflect the source. For more information on Destination Attractiveness (DA) or Infrastructure Improvement (II) please see their definitions listed below.
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.
Conversion Index Rank	The position of the client's conversion index compared to the peer set.
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.
Definite Event Share Percentage	A percentage indicating the client city's portion of the peer set's definite events.
Definite Events	Number of definite leads, confirmed for each month and year at the time the report is published.
Definite Room Night Share Percentage	A percentage indicating the client city's portion of the peer set's definite room nights.
Definite Room Nights	Number of definite room nights, confirmed for each month and year at the time the report is published.
Demand Room Night Share Percentage	A percentage indicating the client city's portion of the peer set's total room night demand for all bookings in definite or tentative status.
Destination Attractiveness (DA)	Indicates that the report is calculated using revised consumption benchmarks and pace targets to take into account destination attractiveness studies. Destination Attractiveness studies rank the total projected attractiveness of a destination and estimates how many room nights can be expected based upon the client city's overall package.
Event Pace Index	A measurement for each month and year of the client city's definite events compared to the peer set's definite events. A value greater than 100 indicates that the client city's definite events are higher than that of the peer set. A number less than 100 indicates that the client city's definite events are less than that of the peer set.
Infrastructure Improvement (II)	Indicates that the report is calculated using revised consumption benchmarks and pace targets to take into account changes to client city's infrastructure of convention center or hotel inventory.
Lost Events	Number of lost leads, confirmed for each month and year at the time the report is published.
Lost Room nights	The number of room nights that have been lost for each month and year at the time the report is published.
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.
Pace Index Rank	The position of the client's pace index compared to the peer set.
Pace Percentage	The percentage of definite room nights or events compared to the pace target.
Pace Target	Number of definite room nights or definite events that should be confirmed for each month and year at the time the report is published. Pace targets are determined by analyzing the last five years of definite room nights/definite events and all definite room nights/all definite events 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.
Room Night Demand Share Percentage	A percentage indicating the client city's portion of the peer set's demand.
Tentative Events	The number of tentative leads, confirmed for each month and year at the time the report is published.
Tentative Room Nights	The number of tentative room nights pending for each future month and year at the time the report is published.
Total Demand Events	The number of total events in definite or lost status for each future month and year at the time the report is published. Note- Tentative events are not included within the total demand event calculation.
Total Demand Room Nights	The number of total room nights in definite or lost status for each future month and year at the time the report is published. Note- Tentative room nights are not included within the total demand room night calculation.
Variance	The difference between the definite room nights or definite events and the pace target.