

KNOWLAND

The TAP Report

Report: **8 Year Pace Reports**
Report for: **Atlantic City**
Period Ending: **January 31, 2019**
Report Date: **February 7, 2019**

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.

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We welcome any opportunity for feedback and support.



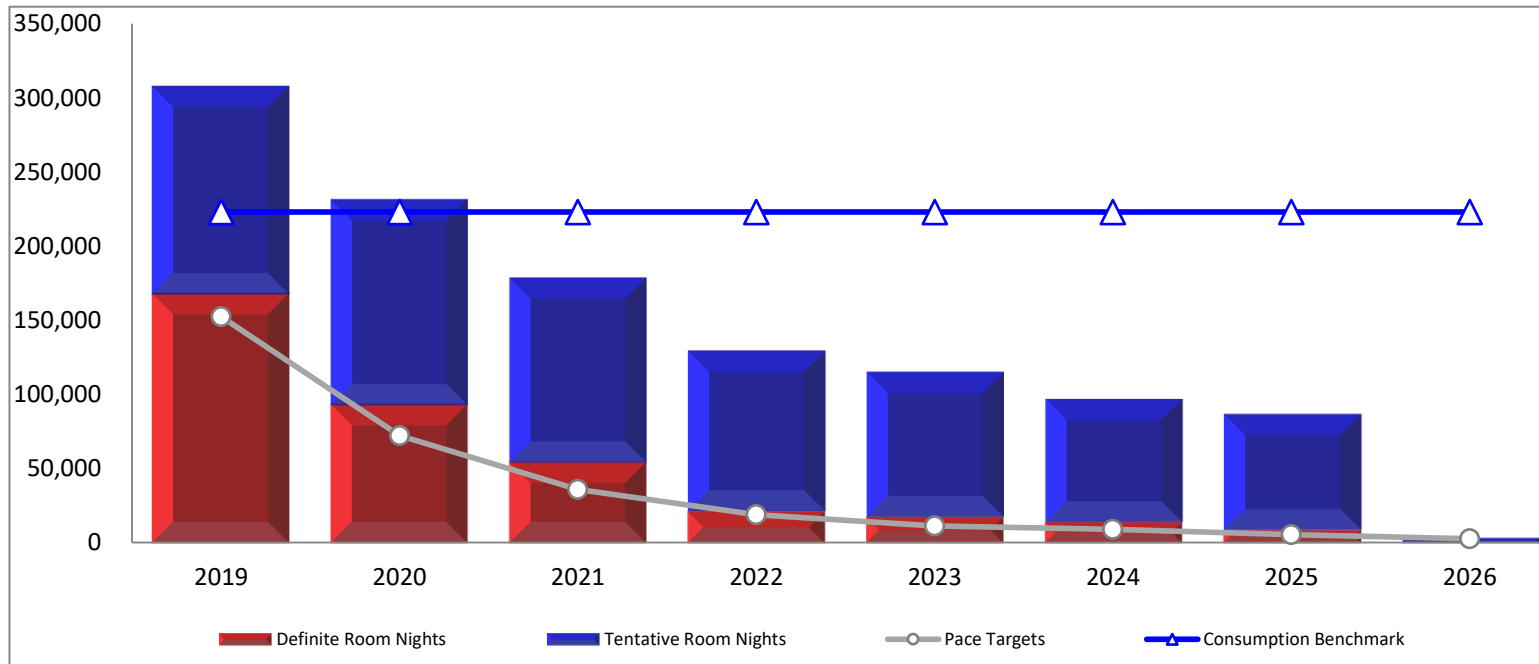
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<i>Atlantic City R/N</i>	2019	2020	2021	2022	2023	2024	2025	2026	Total
Definite Room Nights	167,954	93,435	54,741	21,607	17,841	14,382	8,823	0	378,783
Pace Targets	152,328	72,162	35,661	18,753	11,258	8,889	5,182	2,568	306,801
Variance	15,626	21,273	19,080	2,854	6,583	5,493	3,641	(2,568)	71,982
Consumption Benchmark	222,920	222,920	222,920	222,920	222,920	222,920	222,920	222,920	1,783,360
Pace Percentage	110%	129%	154%	115%	158%	162%	170%	0%	123%
Total Demand Room Nights	409,680	254,830	213,674	70,655	43,379	15,467	8,823	5,847	1,022,355
Lost Room Nights	241,726	161,395	158,933	49,048	25,538	1,085	0	5,847	643,572
Conversion Percentage	41%	37%	26%	31%	41%	93%	100%	0%	37%
Tentative Room Nights	139,914	138,530	124,637	108,887	98,235	83,521	78,955	3,580	776,259

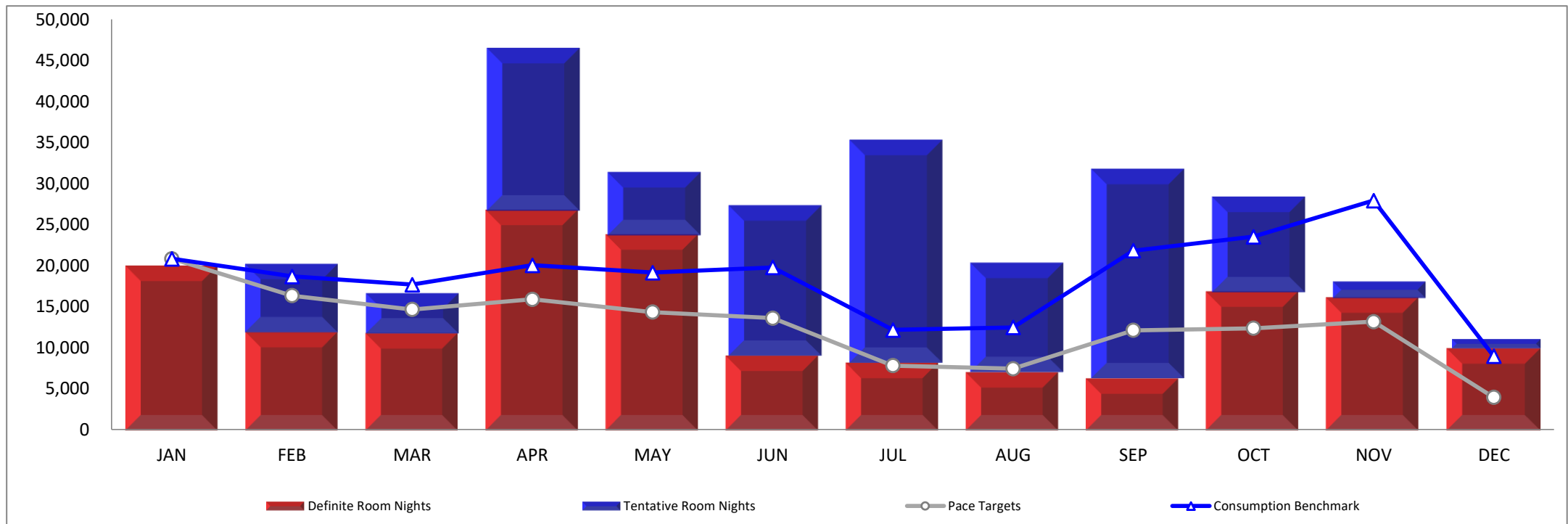
<i>Atlantic City Events</i>	2019	2020	2021	2022	2023	2024	2025	2026	Total
Definite Events	123	47	25	7	4	4	2	0	212
Pace Targets	116	38	16	7	0	0	0	0	177
Variance	7	9	9	0	4	4	2	0	35
Consumption Benchmark	218	218	218	218	218	218	218	218	1,744
Pace Percentage	106%	124%	156%	100%	400%	400%	200%	0%	120%
Total Demand Events	231	101	57	14	8	5	2	1	419
Lost Events	108	54	32	7	4	1	0	1	207
Conversion Percentage	53%	47%	44%	50%	50%	80%	100%	0%	51%
Tentative Events	129	90	65	50	40	37	35	1	447



	2019												
<i>Atlantic City 2019 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,967	11,959	11,793	26,760	23,795	9,102	8,233	7,066	6,333	16,853	16,128	9,965	167,954
Pace Targets	20,825	16,332	14,644	15,870	14,314	13,591	7,796	7,426	12,094	12,342	13,162	3,932	152,328
Variance	(858)	(4,373)	(2,851)	10,890	9,481	(4,489)	437	(360)	(5,761)	4,511	2,966	6,033	15,626
Consumption Benchmark	20,825	18,676	17,671	20,032	19,137	19,766	12,156	12,457	21,814	23,521	27,927	8,938	222,920
Pace Percentage	96%	73%	81%	169%	166%	67%	106%	95%	52%	137%	123%	253%	110%
Total Demand Room Nights	51,741	24,315	33,213	49,207	48,579	35,328	47,053	26,783	21,365	38,693	16,748	16,655	409,680
Lost Room Nights	31,774	12,356	21,420	22,447	24,784	26,226	38,820	19,717	15,032	21,840	620	6,690	241,726
Conversion Percentage	39%	49%	36%	54%	49%	26%	17%	26%	30%	44%	96%	60%	41%
Tentative Room Nights	0	8,395	4,955	19,701	7,659	18,324	27,131	13,419	25,502	11,632	2,050	1,146	139,914

Atlantic City 2019 Events

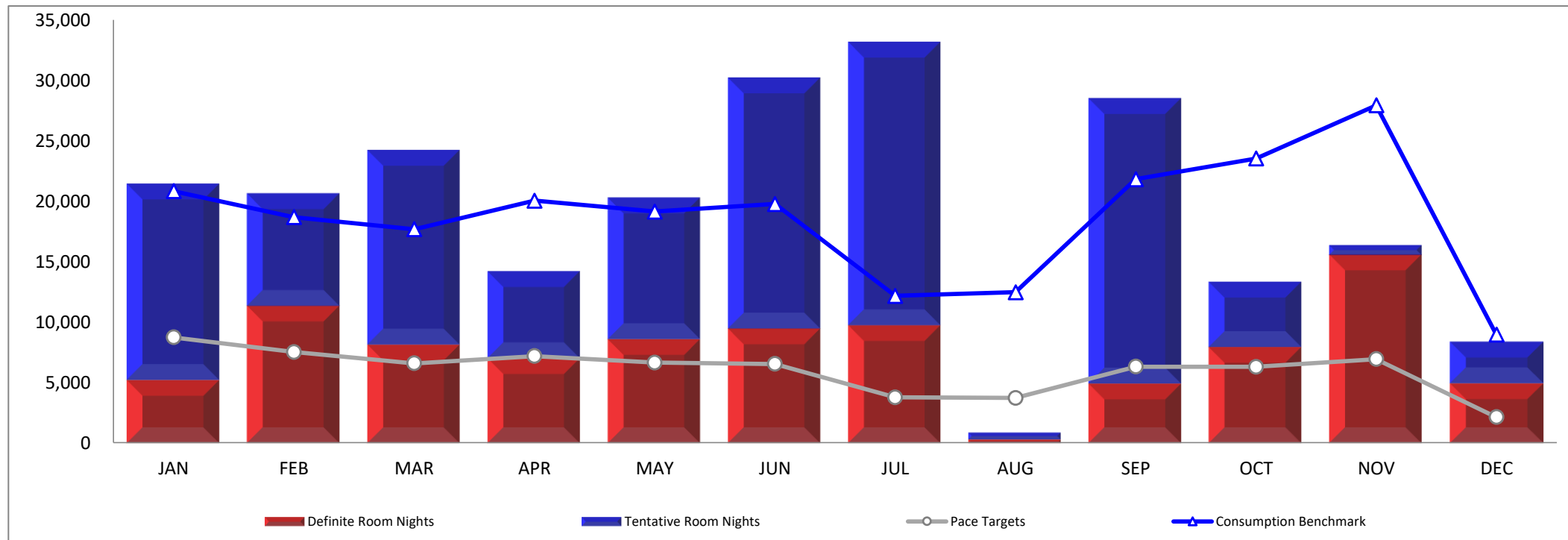
Definite Events	15	15	14	17	12	12	8	2	6	10	6	6	123
Pace Targets	16	14	16	12	11	11	7	5	8	8	5	3	116
Variance	(1)	1	(2)	5	1	1	1	(3)	(2)	2	1	3	7
Consumption Benchmark	16	18	23	19	20	21	14	12	22	24	17	12	218
Pace Percentage	94%	107%	88%	142%	109%	109%	114%	40%	75%	125%	120%	200%	106%
Total Demand Events	26	25	27	25	25	24	20	6	17	21	8	7	231
Lost Events	11	10	13	8	13	12	12	4	11	11	2	1	108
Conversion Percentage	58%	60%	52%	68%	48%	50%	40%	33%	35%	48%	75%	86%	53%
Tentative Events	0	7	8	21	11	11	21	7	19	14	5	5	129



	2020												
<i>Atlantic City 2020 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	5,246	11,356	8,159	7,042	8,608	9,492	9,765	315	4,950	7,975	15,559	4,968	93,435
Pace Targets	8,721	7,505	6,562	7,164	6,623	6,520	3,754	3,699	6,297	6,283	6,917	2,117	72,162
Variance	(3,475)	3,851	1,597	(122)	1,985	2,972	6,011	(3,384)	(1,347)	1,692	8,642	2,851	21,273
Consumption Benchmark	20,825	18,676	17,671	20,032	19,137	19,766	12,156	12,457	21,814	23,521	27,927	8,938	222,920
Pace Percentage	60%	151%	124%	98%	130%	146%	260%	9%	79%	127%	225%	235%	129%
Total Demand Room Nights	14,455	19,011	37,999	21,040	18,975	19,134	35,843	26,536	13,765	20,334	18,995	8,743	254,830
Lost Room Nights	9,209	7,655	29,840	13,998	10,367	9,642	26,078	26,221	8,815	12,359	3,436	3,775	161,395
Conversion Percentage	36%	60%	21%	33%	45%	50%	27%	1%	36%	39%	82%	57%	37%
Tentative Room Nights	16,225	9,327	16,086	7,192	11,716	20,738	23,409	575	23,575	5,390	844	3,453	138,530

Atlantic City 2020 Events

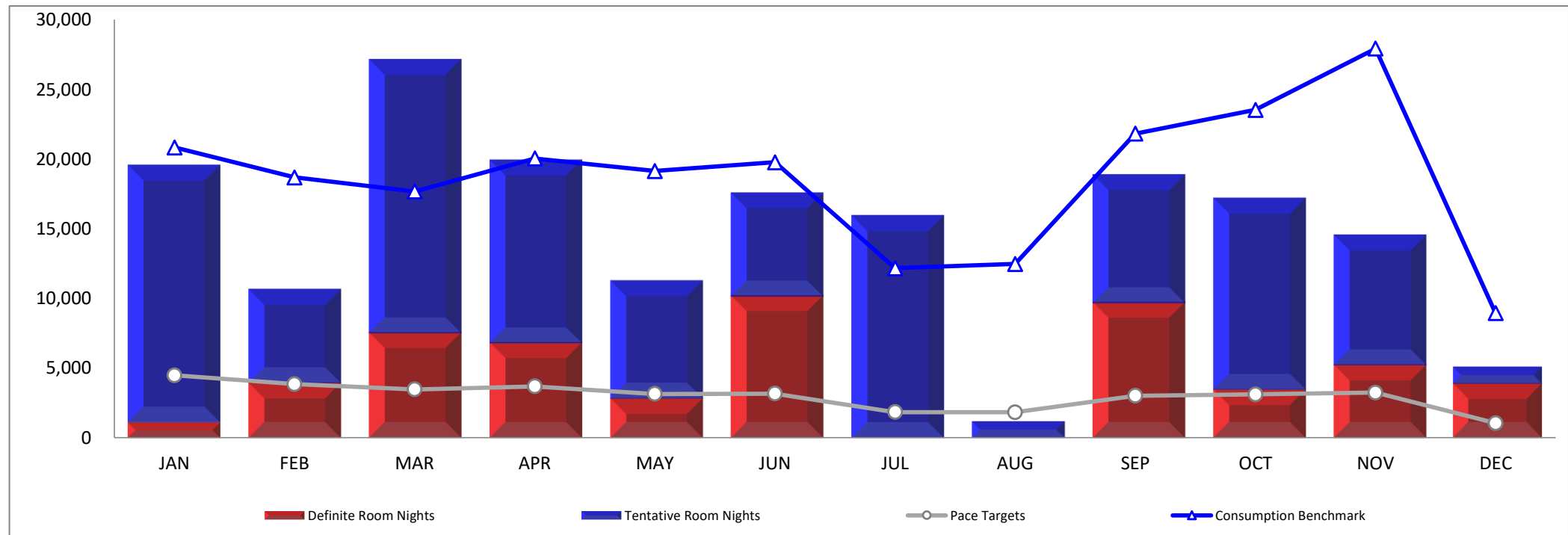
Definite Events	3	7	6	4	5	7	3	1	2	1	6	2	47
Pace Targets	4	4	5	4	4	4	2	2	3	3	2	1	38
Variance	(1)	3	1	0	1	3	1	(1)	(1)	(2)	4	1	9
Consumption Benchmark	16	18	23	19	20	21	14	12	22	24	17	12	218
Pace Percentage	75%	175%	120%	100%	125%	175%	150%	50%	67%	33%	300%	200%	124%
Total Demand Events	7	10	13	6	13	11	10	6	7	7	8	3	101
Lost Events	4	3	7	2	8	4	7	5	5	6	2	1	54
Conversion Percentage	43%	70%	46%	67%	38%	64%	30%	17%	29%	14%	75%	67%	47%
Tentative Events	7	9	16	6	9	8	12	1	11	8	1	2	90



	2021												
<i>Atlantic City 2021 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	1,125	3,957	7,529	6,823	2,838	10,160	0	0	9,698	3,468	5,238	3,905	54,741
Pace Targets	4,463	3,833	3,455	3,669	3,125	3,149	1,823	1,805	2,990	3,095	3,227	1,027	35,661
Variance	(3,338)	124	4,074	3,154	(287)	7,011	(1,823)	(1,805)	6,708	373	2,011	2,878	19,080
Consumption Benchmark	20,825	18,676	17,671	20,032	19,137	19,766	12,156	12,457	21,814	23,521	27,927	8,938	222,920
Pace Percentage	25%	103%	218%	186%	91%	323%	0%	0%	324%	112%	162%	380%	154%
Total Demand Room Nights	5,486	8,947	15,799	12,576	15,197	47,122	20,562	33,478	13,998	12,172	11,625	16,712	213,674
Lost Room Nights	4,361	4,990	8,270	5,753	12,359	36,962	20,562	33,478	4,300	8,704	6,387	12,807	158,933
Conversion Percentage	21%	44%	48%	54%	19%	22%	0%	0%	69%	28%	45%	23%	26%
Tentative Room Nights	18,449	6,774	19,589	13,131	8,494	7,442	15,983	1,215	9,215	13,758	9,355	1,232	124,637

Atlantic City 2021 Events

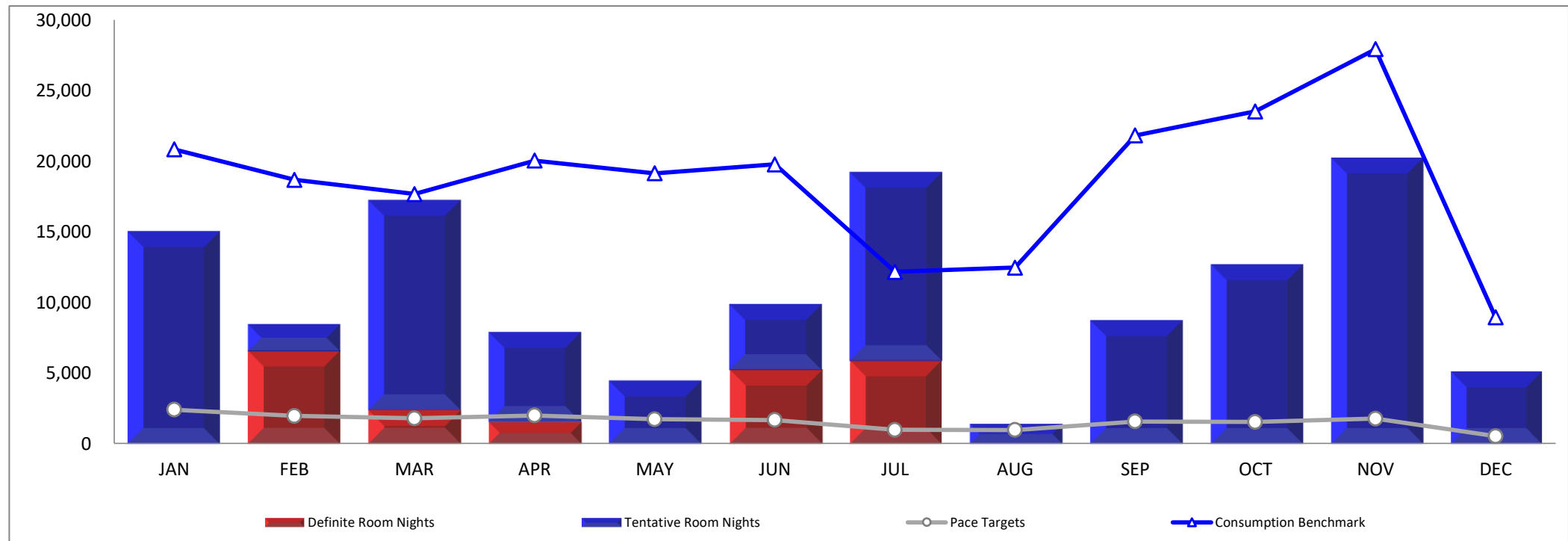
Definite Events	1	3	5	2	2	3	0	0	3	2	3	1	25
Pace Targets	2	2	2	2	1	1	1	1	1	1	1	1	16
Variance	(1)	1	3	0	1	2	(1)	(1)	2	1	2	0	9
Consumption Benchmark	16	18	23	19	20	21	14	12	22	24	17	12	218
Pace Percentage	50%	150%	250%	100%	200%	300%	0%	0%	300%	200%	300%	100%	156%
Total Demand Events	3	5	8	3	6	11	4	3	4	3	5	2	57
Lost Events	2	2	3	1	4	8	4	3	1	1	2	1	32
Conversion Percentage	33%	60%	62%	67%	33%	27%	0%	0%	75%	67%	60%	50%	44%
Tentative Events	8	4	9	6	6	6	10	1	5	7	2	1	65



	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	6,556	2,394	1,565	0	5,230	5,862	0	0	0	0	0	21,607
Pace Targets	2,393	1,947	1,784	1,988	1,715	1,661	966	955	1,551	1,518	1,759	516	18,753
Variance	(2,393)	4,609	610	(423)	(1,715)	3,569	4,896	(955)	(1,551)	(1,518)	(1,759)	(516)	2,854
Consumption Benchmark	20,825	18,676	17,671	20,032	19,137	19,766	12,156	12,457	21,814	23,521	27,927	8,938	222,920
Pace Percentage	0%	337%	134%	79%	0%	315%	607%	0%	0%	0%	0%	0%	115%
Total Demand Room Nights	0	6,556	17,639	1,565	9,600	5,230	5,862	15,243	0	5,185	3,775	0	70,655
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%	100%	14%	100%	0%	100%	100%	0%	0%	0%	0%	0%	31%
Tentative Room Nights	15,029	1,914	14,845	6,347	4,494	4,656	13,356	1,430	8,750	12,695	20,234	5,137	108,887

Atlantic City 2022 Events

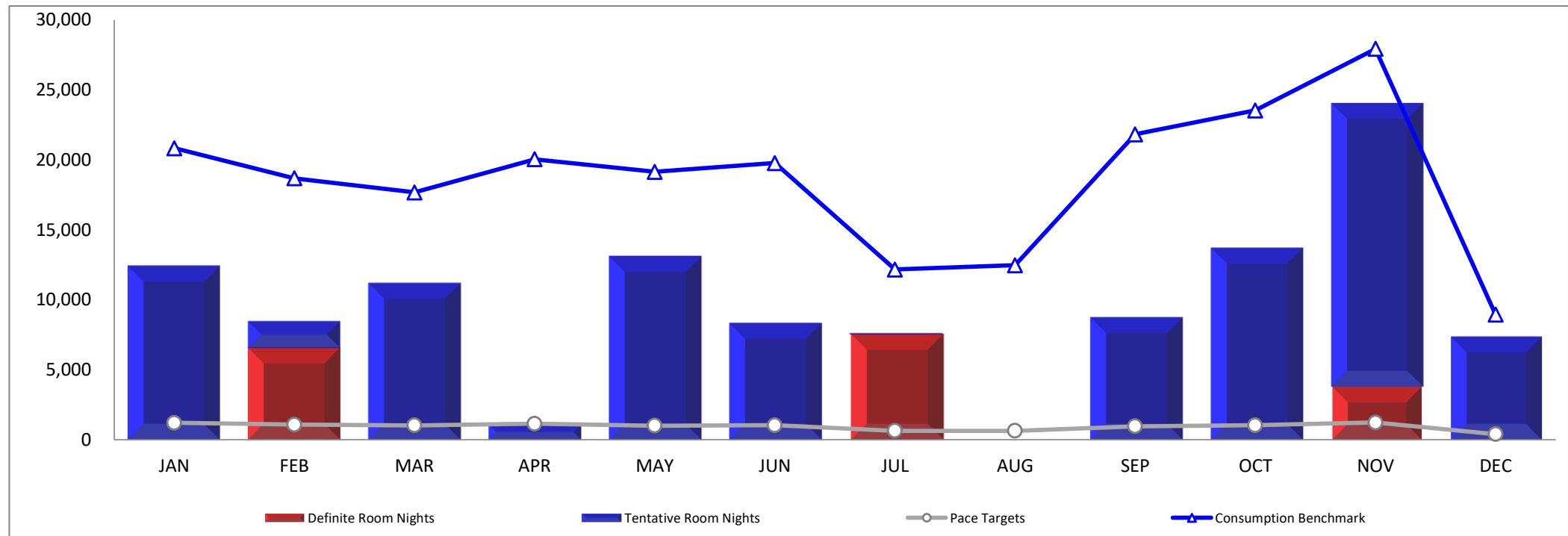
Definite Events	0	2	2	1	0	1	1	0	0	0	0	0	7
Pace Targets	1	1	1	1	1	1	0	0	1	0	0	0	7
Variance	(1)	1	1	0	(1)	0	1	0	(1)	0	0	0	0
Consumption Benchmark	16	18	23	19	20	21	14	12	22	24	17	12	218
Pace Percentage	0%	200%	200%	100%	0%	100%	100%	0%	0%	0%	0%	0%	100%
Total Demand Events	0	2	4	1	1	1	1	2	0	1	1	0	14
Lost Events	0	0	2	0	1	0	0	2	0	1	1	0	7
Conversion Percentage	0%	100%	50%	100%	0%	100%	100%	0%	0%	0%	0%	0%	50%
Tentative Events	5	4	6	3	5	4	7	1	5	5	3	2	50



	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	6,556	0	0	0	0	7,510	0	0	0	3,775	0	17,841
Pace Targets	1,202	1,070	1,013	1,137	989	1,021	628	624	948	1,023	1,214	389	11,258
Variance	(1,202)	5,486	(1,013)	(1,137)	(989)	(1,021)	6,882	(624)	(948)	(1,023)	2,561	(389)	6,583
Consumption Benchmark	20,825	18,676	17,671	20,032	19,137	19,766	12,156	12,457	21,814	23,521	27,927	8,938	222,920
Pace Percentage	0%	613%	0%	0%	0%	0%	1196%	0%	0%	0%	311%	0%	158%
Total Demand Room Nights	0	6,556	7,600	3,520	9,600	0	7,510	0	0	4,818	3,775	0	43,379
Lost Room Nights	0	0	7,600	3,520	9,600	0	0	0	0	4,818	0	0	25,538
Conversion Percentage	0%	100%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	41%
Tentative Room Nights	12,417	1,914	11,188	1,115	13,116	8,346	90	0	8,750	13,707	20,234	7,358	98,235

Atlantic City 2023 Events

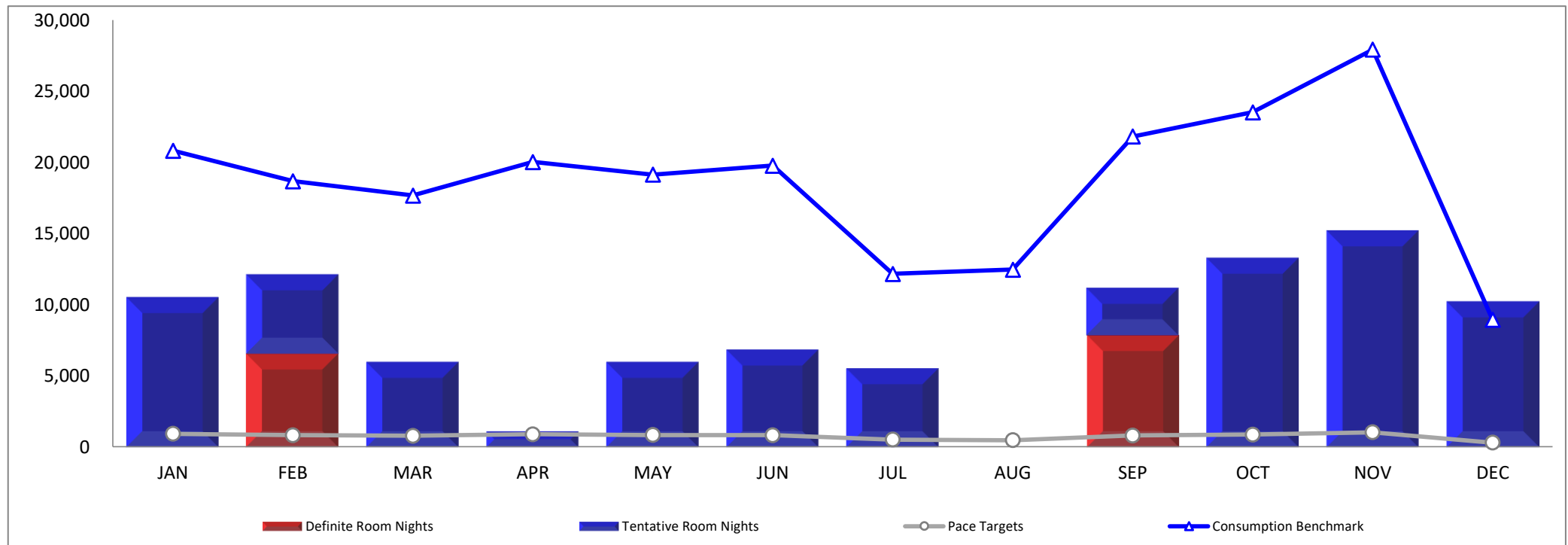
Definite Events	0	2	0	0	0	0	1	0	0	0	1	0	4
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	2	0	0	0	0	1	0	0	0	1	0	4
Consumption Benchmark	16	18	23	19	20	21	14	12	22	24	17	12	218
Pace Percentage	0%	200%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	400%
Total Demand Events	0	2	1	1	1	0	1	0	0	1	1	0	8
Lost Events	0	0	1	1	1	0	0	0	0	1	0	0	4
Conversion Percentage	0%	100%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	50%
Tentative Events	3	4	5	1	7	3	1	0	5	5	3	3	40



	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	6,556	0	0	0	0	0	0	7,826	0	0	0	14,382
Pace Targets	905	812	768	871	824	807	496	453	794	856	1,016	287	8,889
Variance	(905)	5,744	(768)	(871)	(824)	(807)	(496)	(453)	7,032	(856)	(1,016)	(287)	5,493
Consumption Benchmark	20,825	18,676	17,671	20,032	19,137	19,766	12,156	12,457	21,814	23,521	27,927	8,938	222,920
Pace Percentage	0%	807%	0%	0%	0%	0%	0%	0%	986%	0%	0%	0%	162%
Total Demand Room Nights	0	6,556	0	0	0	0	0	1,085	7,826	0	0	0	15,467
Lost Room Nights	0	0	0	0	0	0	0	1,085	0	0	0	0	1,085
Conversion Percentage	0%	100%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	93%
Tentative Room Nights	10,517	5,555	5,988	1,115	5,998	6,842	5,540	0	3,337	13,258	15,162	10,209	83,521

Atlantic City 2024 Events

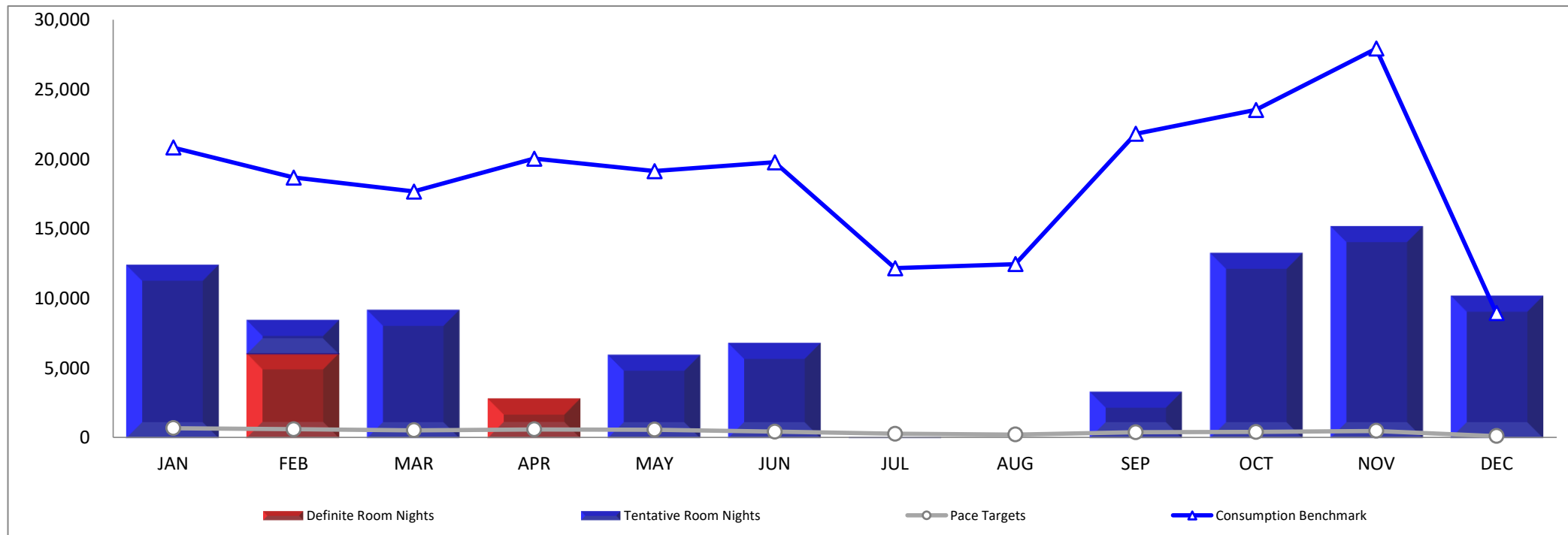
Definite Events	0	2	0	0	0	0	0	0	2	0	0	0	4
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	2	0	0	0	0	0	0	2	0	0	0	4
Consumption Benchmark	16	18	23	19	20	21	14	12	22	24	17	12	218
Pace Percentage	0%	200%	0%	0%	0%	0%	0%	0%	200%	0%	0%	0%	400%
Total Demand Events	0	2	0	0	0	0	0	1	2	0	0	0	5
Lost Events	0	0	0	0	0	0	0	1	0	0	0	0	1
Conversion Percentage	0%	100%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	80%
Tentative Events	4	5	4	1	5	3	2	0	2	6	3	2	37



	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	6,000	0	2,823	0	0	0	0	0	0	0	0	8,823
Pace Targets	668	599	518	587	561	424	261	212	372	401	476	103	5,182
Variance	(668)	5,401	(518)	2,236	(561)	(424)	(261)	(212)	(372)	(401)	(476)	(103)	3,641
Consumption Benchmark	20,825	18,676	17,671	20,032	19,137	19,766	12,156	12,457	21,814	23,521	27,927	8,938	222,920
Pace Percentage	0%	1002%	0%	481%	0%	0%	0%	0%	0%	0%	0%	0%	170%
Total Demand Room Nights	0	6,000	0	2,823	0	0	0	0	0	0	0	0	8,823
Lost Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	0
Conversion Percentage	0%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	100%
Tentative Room Nights	12,417	2,470	9,184	0	5,986	6,842	90	0	3,337	13,258	15,162	10,209	78,955

Atlantic City 2025 Events

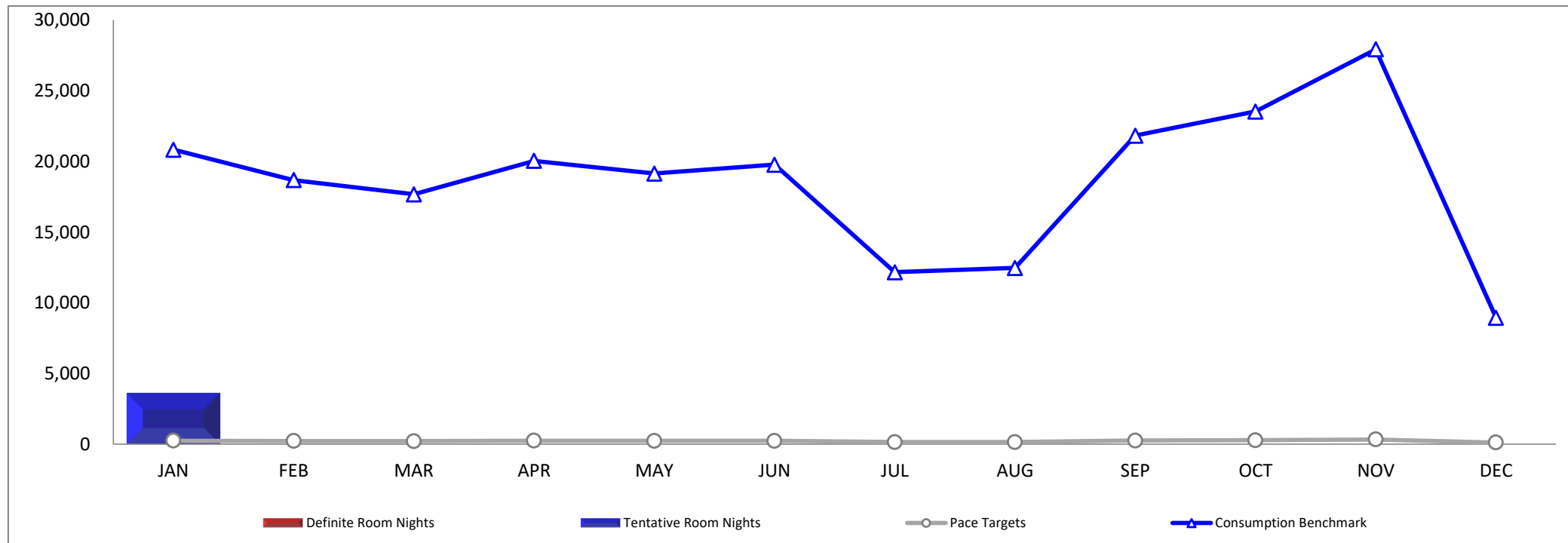
Definite Events	0	1	0	1	0	0	0	0	0	0	0	0	2
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	1	0	1	0	0	0	0	0	0	0	0	2
Consumption Benchmark	16	18	23	19	20	21	14	12	22	24	17	12	218
Pace Percentage	0%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	200%
Total Demand Events	0	1	0	1	0	0	0	0	0	0	0	0	2
Lost Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Conversion Percentage	0%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	100%
Tentative Events	3	5	5	0	5	3	1	0	2	6	3	2	35



	2026												
<i>Atlantic City 2026 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	240	215	204	231	220	228	140	143	251	271	322	103	2,568
Variance	(240)	(215)	(204)	(231)	(220)	(228)	(140)	(143)	(251)	(271)	(322)	(103)	(2,568)
Consumption Benchmark	20,825	18,676	17,671	20,032	19,137	19,766	12,156	12,457	21,814	23,521	27,927	8,938	222,920
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	5,847	0	0	0	0	0	5,847
Lost Room Nights	0	0	0	0	0	0	5,847	0	0	0	0	0	5,847
Conversion Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tentative Room Nights	3,580	0	0	0	0	0	0	0	0	0	0	0	3,580

Atlantic City 2026 Events

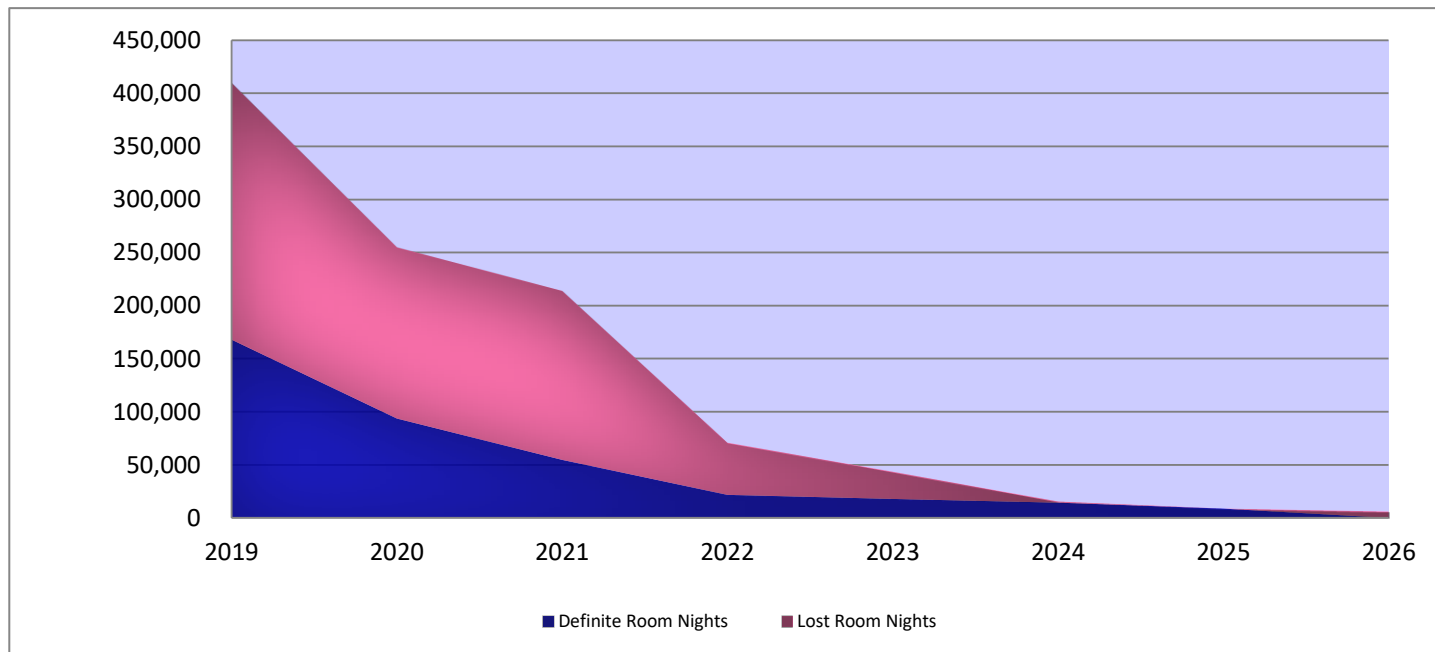
Definite Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	0	0	0	0	0	0	0
Consumption Benchmark	16	18	23	19	20	21	14	12	22	24	17	12	218
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Demand Events	0	0	0	0	0	0	1	0	0	0	0	0	1
Lost Events	0	0	0	0	0	0	1	0	0	0	0	0	1
Conversion Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tentative Events	1	0	0	0	0	0	0	0	0	0	0	0	1



<i>Atlantic City Room Nights</i>	2019	2020	2021	2022	2023	2024	2025	2026	TOTAL
Definite Room Nights	167,954	93,435	54,741	21,607	17,841	14,382	8,823	0	378,783
Pace Targets	152,328	72,162	35,661	18,753	11,258	8,889	5,182	2,568	306,801
Variance	15,626	21,273	19,080	2,854	6,583	5,493	3,641	(2,568)	71,982
Consumption Benchmark	222,920	222,920	222,920	222,920	222,920	222,920	222,920	222,920	1,783,360
Pace Percentage	110%	129%	154%	115%	158%	162%	170%	0%	123%
Total Demand Room Nights	409,680	254,830	213,674	70,655	43,379	15,467	8,823	5,847	1,022,355
Lost Room Nights	241,726	161,395	158,933	49,048	25,538	1,085	0	5,847	643,572
Conversion Percentage	41%	37%	26%	31%	41%	93%	100%	0%	37%
Tentative Room Nights	139,914	138,530	124,637	108,887	98,235	83,521	78,955	3,580	776,259

Atlantic City Events

Definite Events	123	47	25	7	4	4	2	0	212
Pace Targets	116	38	16	7	0	0	0	0	177
Variance	7	9	9	0	4	4	2	0	35
Consumption Benchmark	218	218	218	218	218	218	218	218	1,744
Pace Percentage	106%	124%	156%	100%	400%	400%	200%	0%	120%
Total Demand Events	231	101	57	14	8	5	2	1	419
Lost Events	108	54	32	7	4	1	0	1	207
Conversion Percentage	53%	47%	44%	50%	50%	80%	100%	0%	51%
Tentative Events	129	90	65	50	40	37	35	1	447

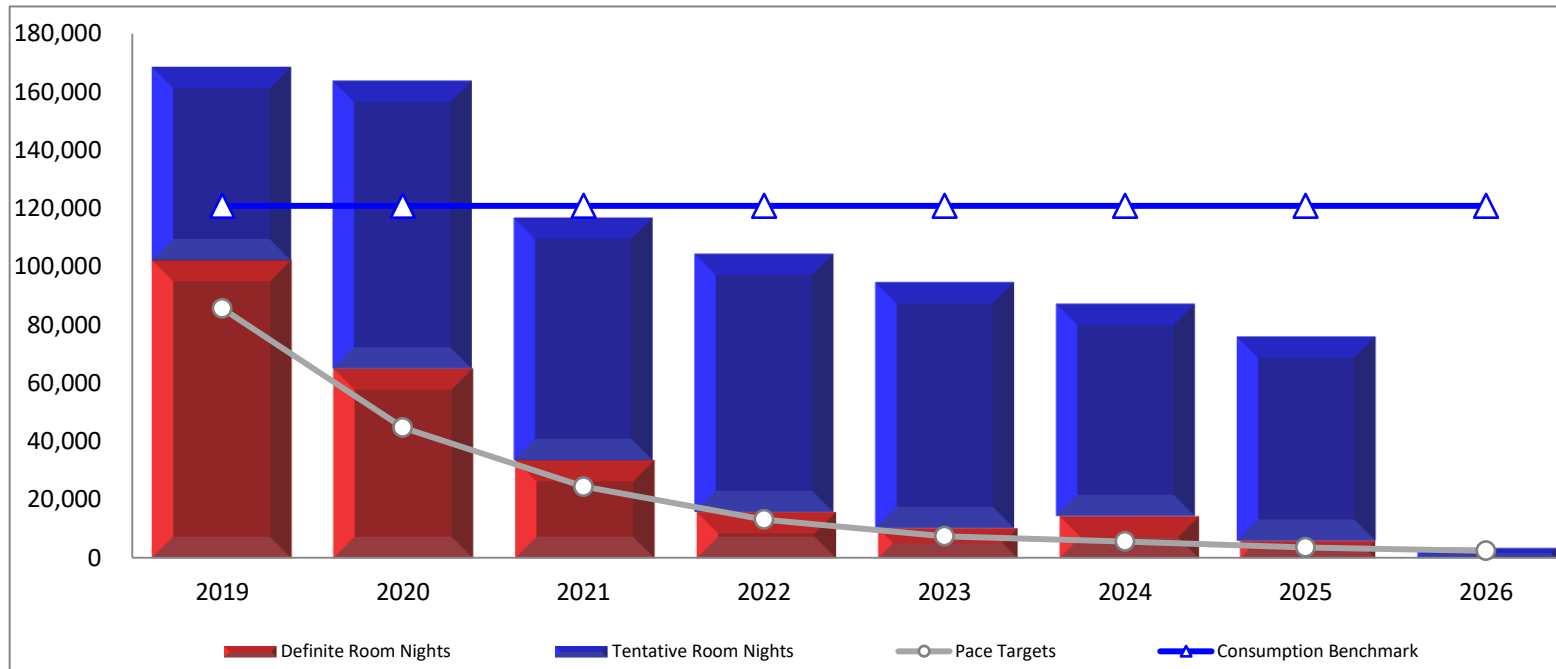


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<i>Atlantic City R/N</i>	2019	2020	2021	2022	2023	2024	2025	2026	TOTAL
Definite Room Nights	102,007	64,826	33,617	15,745	10,331	14,382	6,000	0	246,908
Pace Targets	85,621	44,683	24,410	13,121	7,336	5,550	3,536	2,360	186,617
Variance	16,386	20,143	9,207	2,624	2,995	8,832	2,464	(2,360)	60,291
Consumption Benchmark	120,881	120,881	120,881	120,881	120,881	120,881	120,881	120,881	967,048
Pace Percentage	119%	145%	138%	120%	141%	259%	170%	0%	132%
Total Demand Room Nights	229,333	151,330	164,340	51,555	35,869	14,382	6,000	5,847	658,656
Lost Room Nights	127,326	86,504	130,723	35,810	25,538	0	0	5,847	411,748
Conversion Percentage	44%	43%	20%	31%	29%	100%	100%	0%	37%
Tentative Room Nights	66,242	98,709	83,021	88,538	84,158	72,767	69,881	3,580	566,896

Atlantic City Events

Definite Events	48	24	13	6	3	4	1	0	99
Pace Targets	51	19	11	3	0	0	0	0	84
Variance	(3)	5	2	3	3	4	1	0	15
Consumption Benchmark	87	87	87	87	87	87	87	87	696
Pace Percentage	94%	126%	118%	200%	300%	400%	100%	0%	118%
Total Demand Events	90	47	33	11	7	4	1	1	194
Lost Events	42	23	20	5	4	0	0	1	95
Conversion Percentage	53%	51%	39%	55%	43%	100%	100%	100%	51%
Tentative Events	50	42	36	33	29	27	26	1	244



Atlantic City_2019_02_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 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>