

KNOWLAND

The TAP Report

Report: **8 Year Pace Reports**
Report for: **Atlantic City**
Period Ending: **February 28, 2019**
Report Date: **March 6, 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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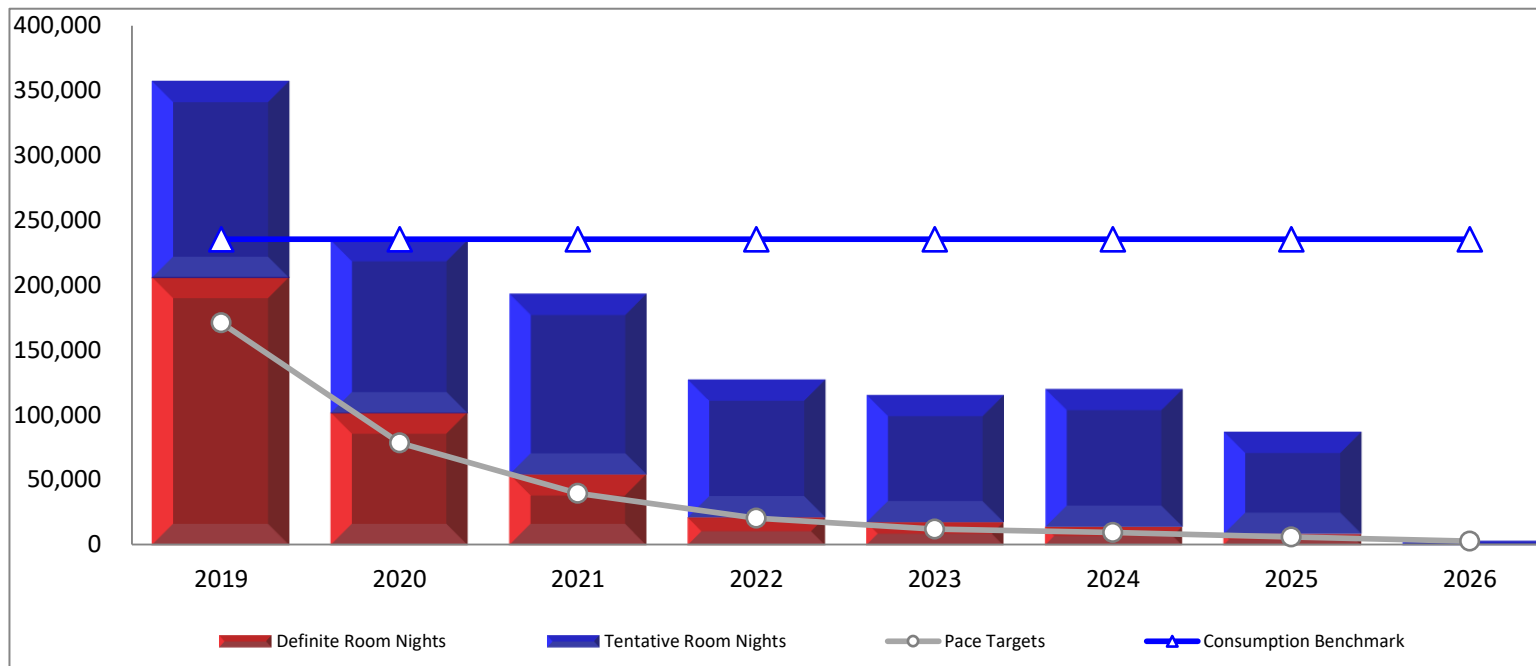
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<i>Atlantic City R/N</i>	2019	2020	2021	2022	2023	2024	2025	2026	Total
Definite Room Nights	205,847	102,070	54,741	21,607	17,841	14,382	8,823	0	425,311
Pace Targets	170,878	78,317	39,345	20,382	11,816	9,241	5,652	2,623	338,254
Variance	34,969	23,753	15,396	1,225	6,025	5,141	3,171	(2,623)	87,057
Consumption Benchmark	235,319	235,319	235,319	235,319	235,319	235,319	235,319	235,319	1,882,552
Pace Percentage	120%	130%	139%	106%	151%	156%	156%	0%	126%
Total Demand Room Nights	456,215	267,145	213,674	75,371	43,379	15,467	8,823	5,847	1,085,921
Lost Room Nights	250,368	165,075	158,933	53,764	25,538	1,085	0	5,847	660,610
Conversion Percentage	45%	38%	26%	29%	41%	93%	100%	0%	39%
Tentative Room Nights	151,621	133,198	139,377	106,353	98,235	106,561	78,955	3,580	817,880

Atlantic City Events

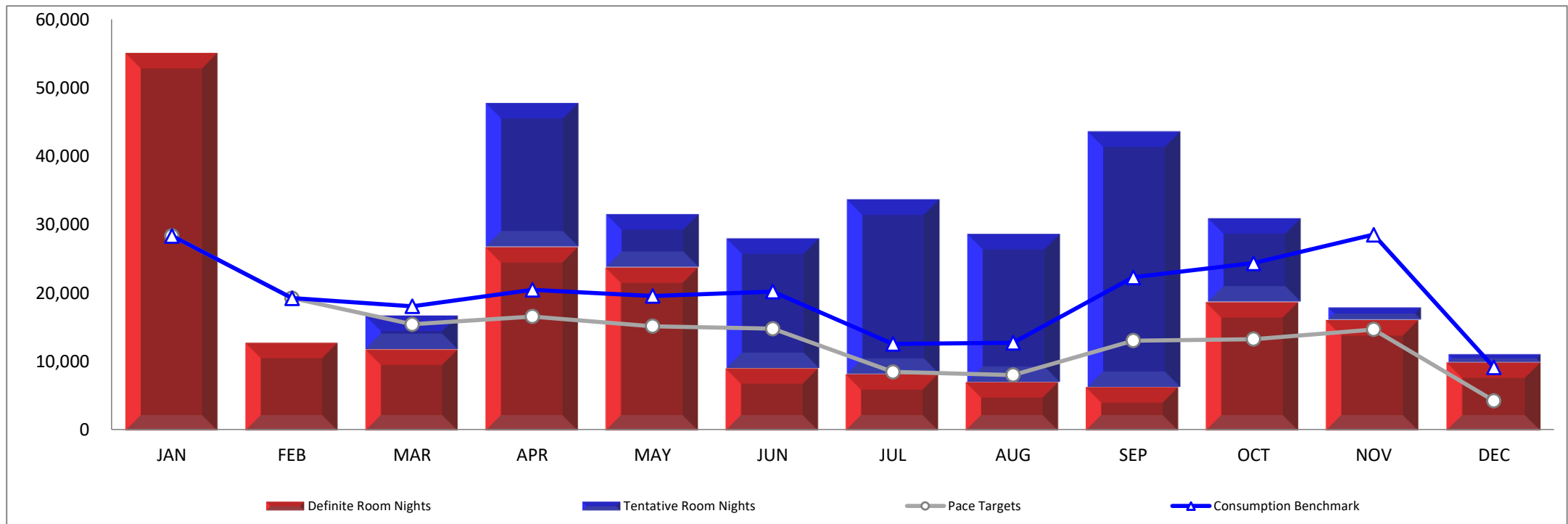
Definite Events	132	49	25	7	4	4	2	0	223
Pace Targets	131	39	18	8	0	0	0	0	196
Variance	1	10	7	(1)	4	4	2	0	27
Consumption Benchmark	218	218	218	218	218	218	218	218	1,744
Pace Percentage	101%	126%	139%	88%	400%	400%	200%	0%	114%
Total Demand Events	249	106	57	15	8	5	2	1	443
Lost Events	117	57	32	8	4	1	0	1	220
Conversion Percentage	53%	46%	44%	47%	50%	80%	100%	0%	50%
Tentative Events	131	95	69	50	40	38	35	1	459



	2019												
<i>Atlantic City 2019 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	54,994	12,846	11,838	26,760	23,795	9,102	8,233	7,066	6,333	18,787	16,128	9,965	205,847
Pace Targets	28,349	19,218	15,400	16,544	15,116	14,749	8,430	7,984	13,007	13,222	14,644	4,215	170,878
Variance	26,645	(6,372)	(3,562)	10,216	8,679	(5,647)	(197)	(918)	(6,674)	5,565	1,484	5,750	34,969
Consumption Benchmark	28,349	19,218	18,053	20,456	19,542	20,184	12,538	12,721	22,275	24,338	28,518	9,127	235,319
Pace Percentage	194%	67%	77%	162%	157%	62%	98%	89%	49%	142%	110%	236%	120%
Total Demand Room Nights	86,768	25,202	33,284	50,873	52,119	35,328	48,803	26,783	21,765	40,687	17,948	16,655	456,215
Lost Room Nights	31,774	12,356	21,446	24,113	28,324	26,226	40,570	19,717	15,432	21,900	1,820	6,690	250,368
Conversion Percentage	63%	51%	36%	53%	46%	26%	17%	26%	29%	46%	90%	60%	45%
Tentative Room Nights	0	0	4,929	20,905	7,695	18,868	25,417	21,564	37,192	12,132	1,773	1,146	151,621

Atlantic City 2019 Events

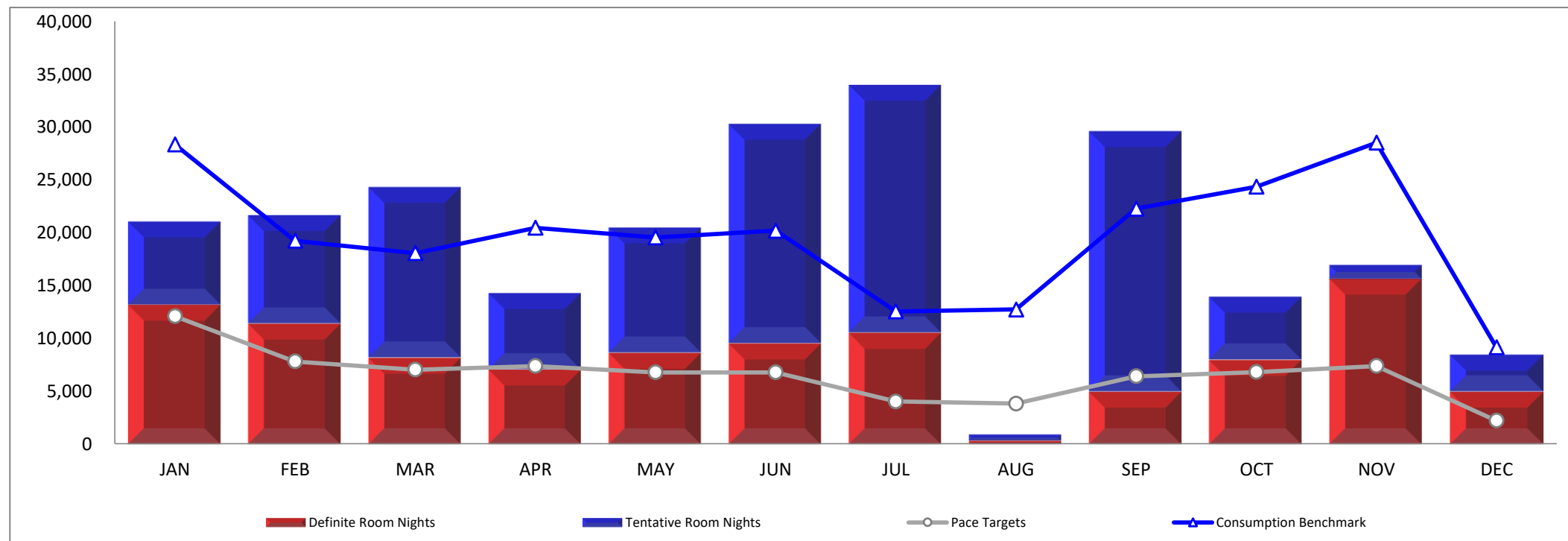
Definite Events	18	16	17	17	12	12	8	2	6	12	6	6	132
Pace Targets	17	18	18	13	12	12	7	6	9	9	6	4	131
Variance	1	(2)	(1)	4	0	0	1	(4)	(3)	3	0	2	1
Consumption Benchmark	17	18	23	19	19	21	14	12	22	24	17	12	218
Pace Percentage	106%	89%	94%	131%	100%	100%	114%	33%	67%	133%	100%	150%	101%
Total Demand Events	29	26	31	27	27	24	21	6	18	24	9	7	249
Lost Events	11	10	14	10	15	12	13	4	12	12	3	1	117
Conversion Percentage	62%	62%	55%	63%	44%	50%	38%	33%	33%	50%	67%	86%	53%
Tentative Events	0	0	6	21	12	14	21	9	21	15	7	5	131



	2020												
<i>Atlantic City 2020 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	13,131	11,356	8,159	7,042	8,608	9,492	10,515	315	4,950	7,975	15,559	4,968	102,070
Pace Targets	12,074	7,792	7,024	7,356	6,768	6,765	3,999	3,799	6,395	6,793	7,366	2,186	78,317
Variance	1,057	3,564	1,135	(314)	1,840	2,727	6,516	(3,484)	(1,445)	1,182	8,193	2,782	23,753
Consumption Benchmark	28,349	19,218	18,053	20,456	19,542	20,184	12,538	12,721	22,275	24,338	28,518	9,127	235,319
Pace Percentage	109%	146%	116%	96%	127%	140%	263%	8%	77%	117%	211%	227%	130%
Total Demand Room Nights	22,820	19,011	37,999	21,040	20,950	19,134	36,593	26,536	14,990	20,334	18,995	8,743	267,145
Lost Room Nights	9,689	7,655	29,840	13,998	12,342	9,642	26,078	26,221	10,040	12,359	3,436	3,775	165,075
Conversion Percentage	58%	60%	21%	33%	41%	50%	29%	1%	33%	39%	82%	57%	38%
Tentative Room Nights	7,877	10,247	16,086	7,192	11,806	20,738	23,409	575	24,590	5,915	1,310	3,453	133,198

Atlantic City 2020 Events

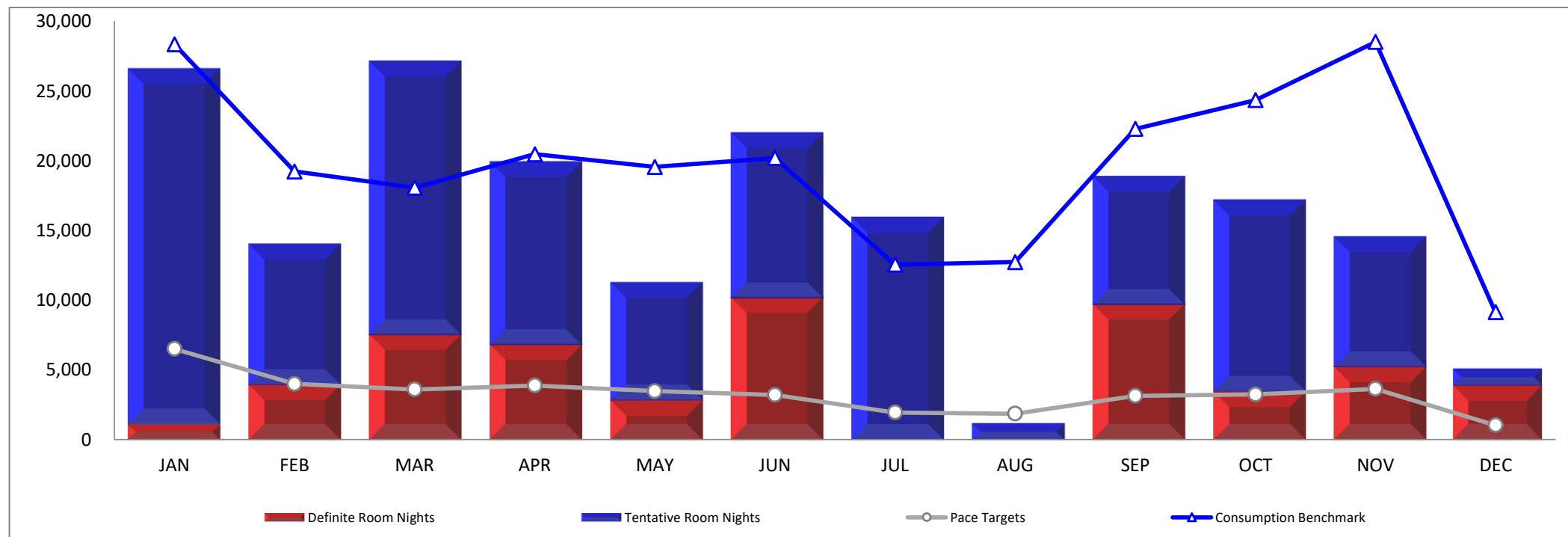
Definite Events	4	7	6	4	5	7	4	1	2	1	6	2	49
Pace Targets	5	4	5	4	4	4	2	2	3	3	2	1	39
Variance	(1)	3	1	0	1	3	2	(1)	(1)	(2)	4	1	10
Consumption Benchmark	17	18	23	19	19	21	14	12	22	24	17	12	218
Pace Percentage	80%	175%	120%	100%	125%	175%	200%	50%	67%	33%	300%	200%	126%
Total Demand Events	9	10	13	6	14	11	11	6	8	7	8	3	106
Lost Events	5	3	7	2	9	4	7	5	6	6	2	1	57
Conversion Percentage	44%	70%	46%	67%	36%	64%	36%	17%	25%	14%	75%	67%	46%
Tentative Events	6	10	16	6	10	8	12	1	13	9	2	2	95



	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	6,493	3,982	3,583	3,867	3,461	3,187	1,932	1,845	3,121	3,225	3,629	1,020	39,345
Variance	(5,368)	(25)	3,946	2,956	(623)	6,973	(1,932)	(1,845)	6,577	243	1,609	2,885	15,396
Consumption Benchmark	28,349	19,218	18,053	20,456	19,542	20,184	12,538	12,721	22,275	24,338	28,518	9,127	235,319
Pace Percentage	17%	99%	210%	176%	82%	319%	0%	0%	311%	108%	144%	383%	139%
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	25,449	10,114	19,589	13,131	8,494	11,842	15,983	1,215	9,215	13,758	9,355	1,232	139,377

Atlantic City 2021 Events

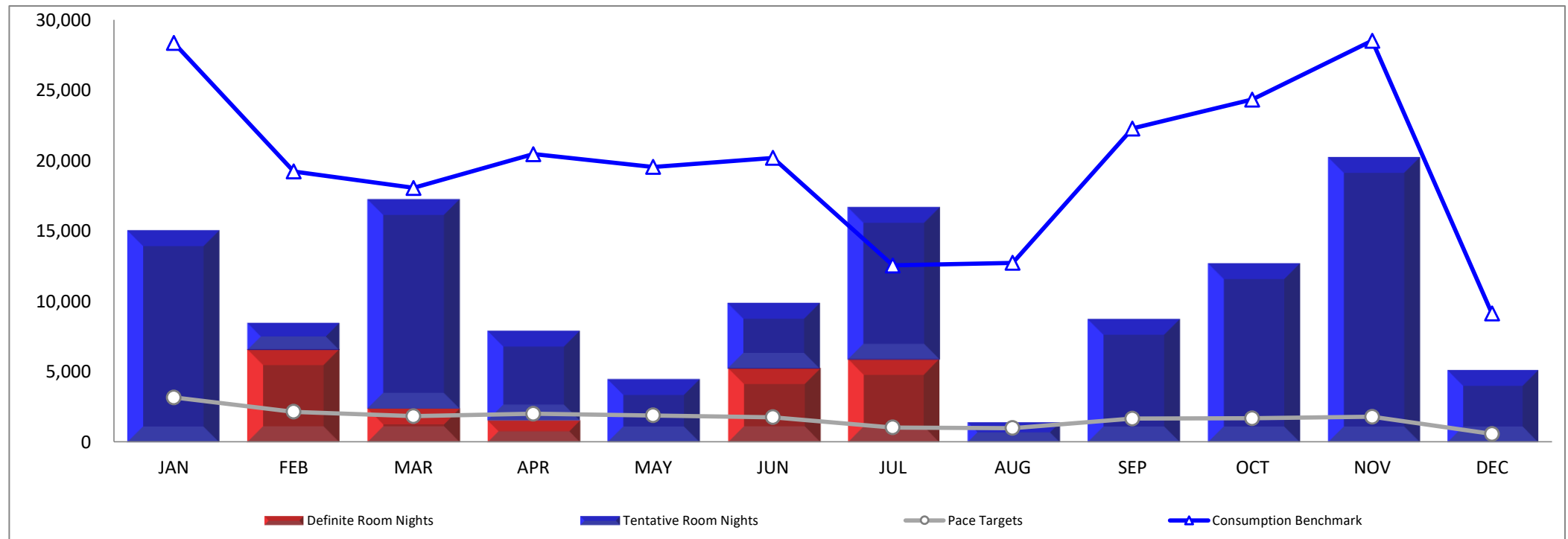
Definite Events	1	3	5	2	2	3	0	0	3	2	3	1	25
Pace Targets	2	2	2	2	2	2	1	1	1	1	1	1	18
Variance	(1)	1	3	0	0	1	(1)	(1)	2	1	2	0	7
Consumption Benchmark	17	18	23	19	19	21	14	12	22	24	17	12	218
Pace Percentage	50%	150%	250%	100%	100%	150%	0%	0%	300%	200%	300%	100%	139%
Total Demand Events	3	5	8	3	6	11	4	3	4	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	9	5	9	6	6	8	10	1	5	7	2	1	69



	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	3,149	2,135	1,820	1,997	1,875	1,749	1,019	977	1,652	1,673	1,780	556	20,382
Variance	(3,149)	4,421	574	(432)	(1,875)	3,481	4,843	(977)	(1,652)	(1,673)	(1,780)	(556)	1,225
Consumption Benchmark	28,349	19,218	18,053	20,456	19,542	20,184	12,538	12,721	22,275	24,338	28,518	9,127	235,319
Pace Percentage	0%	307%	132%	78%	0%	299%	575%	0%	0%	0%	0%	0%	106%
Total Demand Room Nights	0	6,556	17,639	1,565	9,600	5,230	10,578	15,243	0	5,185	3,775	0	75,371
Lost Room Nights	0	0	15,245	0	9,600	0	4,716	15,243	0	5,185	3,775	0	53,764
Conversion Percentage	0%	100%	14%	100%	0%	100%	55%	0%	0%	0%	0%	0%	29%
Tentative Room Nights	15,029	1,914	14,845	6,347	4,494	4,656	10,822	1,430	8,750	12,695	20,234	5,137	106,353

Atlantic City 2022 Events

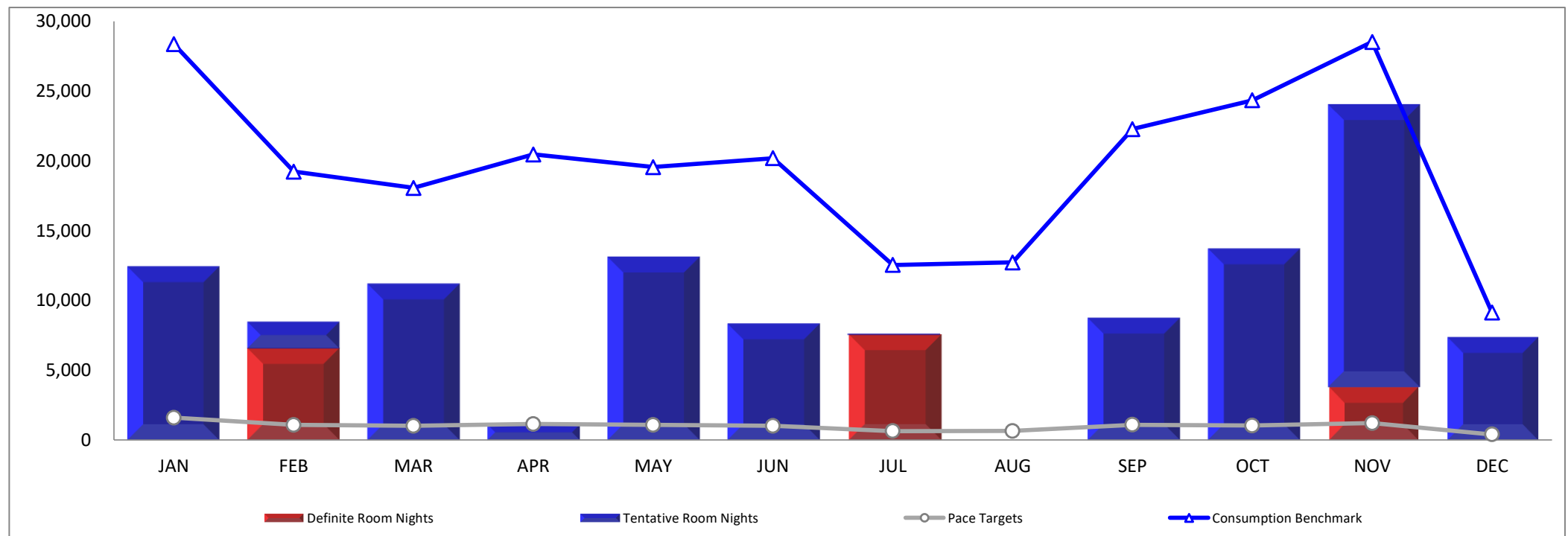
Definite Events	0	2	2	1	0	1	1	0	0	0	0	0	7
Pace Targets	1	1	1	1	1	1	0	0	1	1	0	0	8
Variance	(1)	1	1	0	(1)	0	1	0	(1)	(1)	0	0	(1)
Consumption Benchmark	17	18	23	19	19	21	14	12	22	24	17	12	218
Pace Percentage	0%	200%	200%	100%	0%	100%	100%	0%	0%	0%	0%	0%	88%
Total Demand Events	0	2	4	1	1	1	2	2	0	1	1	0	15
Lost Events	0	0	2	0	1	0	1	2	0	1	1	0	8
Conversion Percentage	0%	100%	50%	100%	0%	100%	50%	0%	0%	0%	0%	0%	47%
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	1,582	1,073	1,001	1,134	1,072	1,008	626	635	1,079	1,023	1,199	384	11,816
Variance	(1,582)	5,483	(1,001)	(1,134)	(1,072)	(1,008)	6,884	(635)	(1,079)	(1,023)	2,576	(384)	6,025
Consumption Benchmark	28,349	19,218	18,053	20,456	19,542	20,184	12,538	12,721	22,275	24,338	28,518	9,127	235,319
Pace Percentage	0%	611%	0%	0%	0%	0%	1200%	0%	0%	0%	315%	0%	151%
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

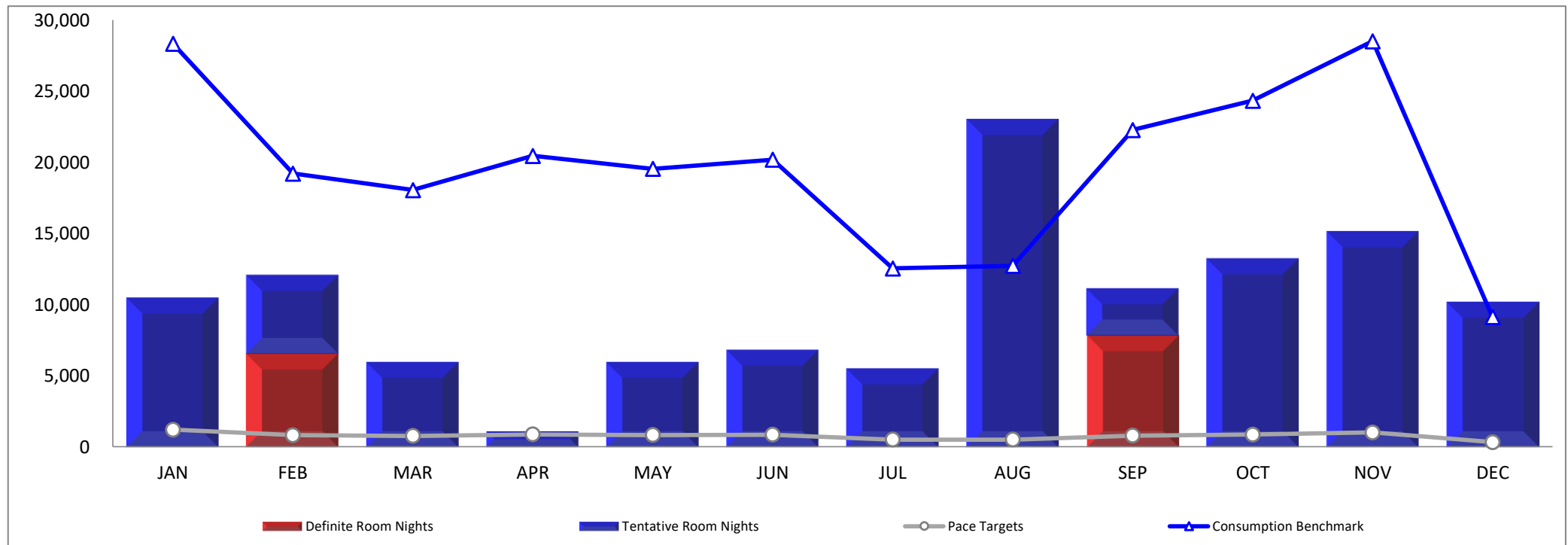
Definite Events	0	2	0	0	0	0	1	0	0	0	1	0	4
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	2	0	0	0	0	1	0	0	0	1	0	4
Consumption Benchmark	17	18	23	19	19	21	14	12	22	24	17	12	218
Pace Percentage	0%	200%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	400%
Total Demand Events	0	2	1	1	1	0	1	0	0	1	1	0	8
Lost Events	0	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	1,192	808	759	860	821	840	495	502	784	856	1,003	321	9,241
Variance	(1,192)	5,748	(759)	(860)	(821)	(840)	(495)	(502)	7,042	(856)	(1,003)	(321)	5,141
Consumption Benchmark	28,349	19,218	18,053	20,456	19,542	20,184	12,538	12,721	22,275	24,338	28,518	9,127	235,319
Pace Percentage	0%	811%	0%	0%	0%	0%	0%	0%	998%	0%	0%	0%	156%
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	23,040	3,337	13,258	15,162	10,209	106,561

Atlantic City 2024 Events

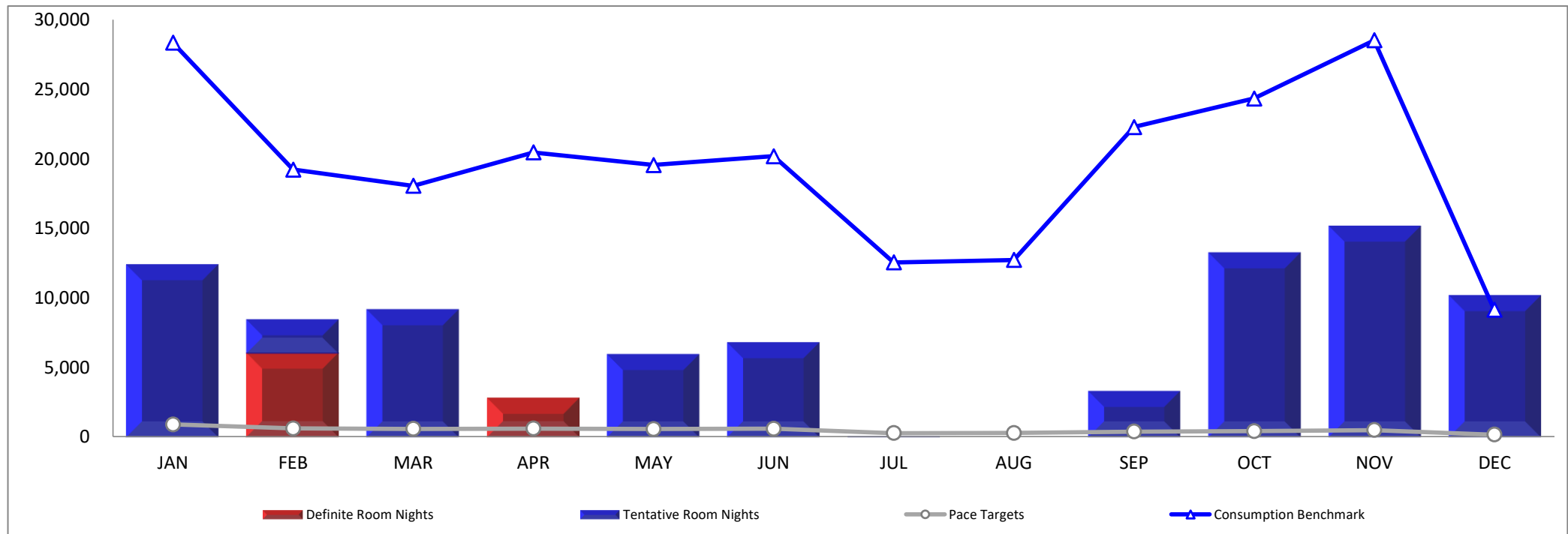
Definite Events	0	2	0	0	0	0	0	0	2	0	0	0	4
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	2	0	0	0	0	0	0	2	0	0	0	4
Consumption Benchmark	17	18	23	19	19	21	14	12	22	24	17	12	218
Pace Percentage	0%	200%	0%	0%	0%	0%	0%	0%	200%	0%	0%	0%	400%
Total Demand Events	0	2	0	0	0	0	0	1	2	0	0	0	5
Lost Events	0	0	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	1	2	6	3	2	38



	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	879	596	560	579	554	572	260	264	367	401	470	150	5,652
Variance	(879)	5,404	(560)	2,244	(554)	(572)	(260)	(264)	(367)	(401)	(470)	(150)	3,171
Consumption Benchmark	28,349	19,218	18,053	20,456	19,542	20,184	12,538	12,721	22,275	24,338	28,518	9,127	235,319
Pace Percentage	0%	1007%	0%	488%	0%	0%	0%	0%	0%	0%	0%	0%	156%
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

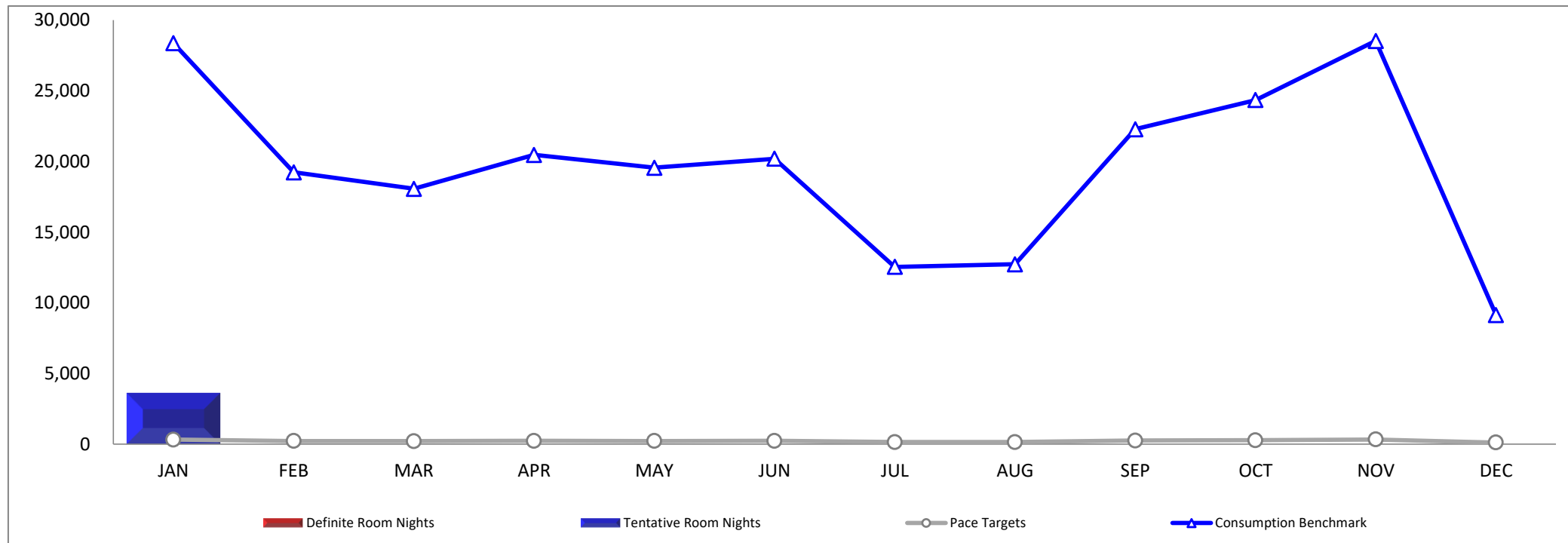
Definite Events	0	1	0	1	0	0	0	0	0	0	0	0	2
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	1	0	1	0	0	0	0	0	0	0	0	2
Consumption Benchmark	17	18	23	19	19	21	14	12	22	24	17	12	218
Pace Percentage	0%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	200%
Total Demand Events	0	1	0	1	0	0	0	0	0	0	0	0	2
Lost Events	0	0	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	316	214	201	228	218	225	140	142	248	271	318	102	2,623
Variance	(316)	(214)	(201)	(228)	(218)	(225)	(140)	(142)	(248)	(271)	(318)	(102)	(2,623)
Consumption Benchmark	28,349	19,218	18,053	20,456	19,542	20,184	12,538	12,721	22,275	24,338	28,518	9,127	235,319
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

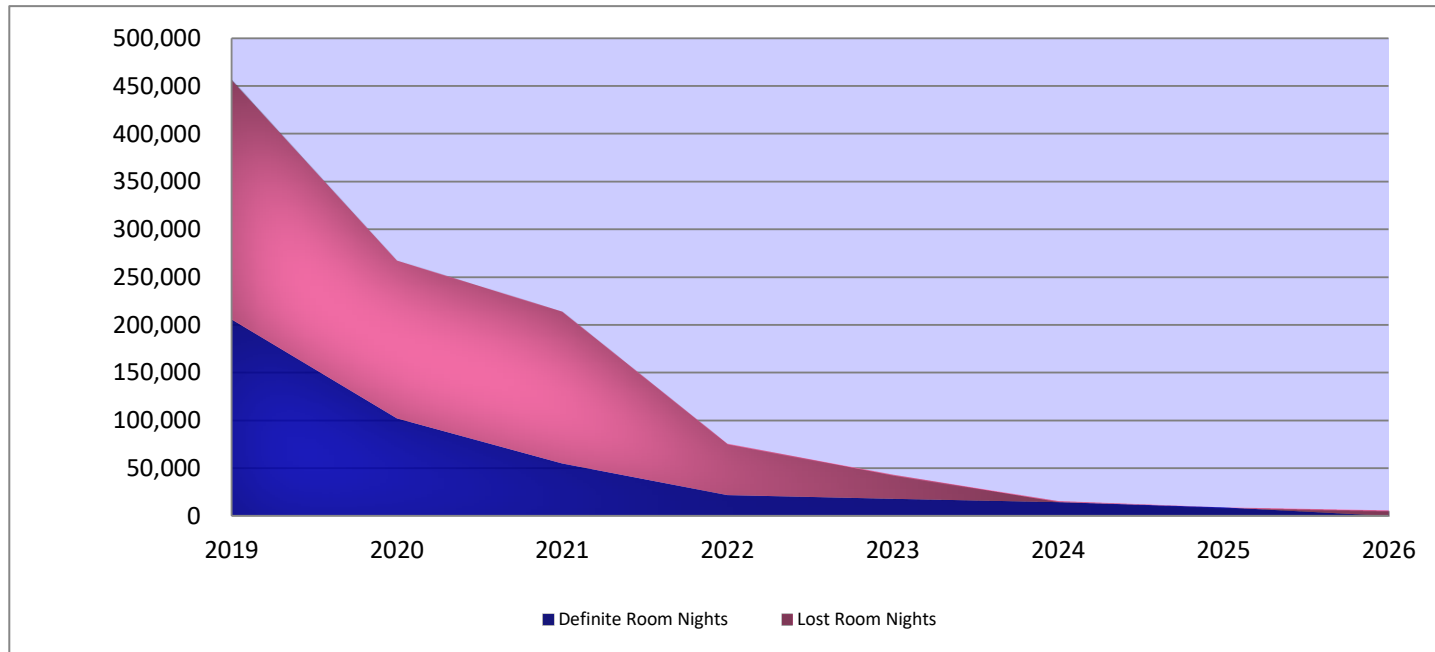
Definite Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	0	0	0	0	0	0	0
Consumption Benchmark	17	18	23	19	19	21	14	12	22	24	17	12	218
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Demand Events	0	0	0	0	0	0	1	0	0	0	0	0	1
Lost Events	0	0	0	0	0	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	205,847	102,070	54,741	21,607	17,841	14,382	8,823	0	425,311
Pace Targets	170,878	78,317	39,345	20,382	11,816	9,241	5,652	2,623	338,254
Variance	34,969	23,753	15,396	1,225	6,025	5,141	3,171	(2,623)	87,057
Consumption Benchmark	235,319	235,319	235,319	235,319	235,319	235,319	235,319	235,319	1,882,552
Pace Percentage	120%	130%	139%	106%	151%	156%	156%	0%	126%
Total Demand Room Nights	456,215	267,145	213,674	75,371	43,379	15,467	8,823	5,847	1,085,921
Lost Room Nights	250,368	165,075	158,933	53,764	25,538	1,085	0	5,847	660,610
Conversion Percentage	45%	38%	26%	29%	41%	93%	100%	0%	39%
Tentative Room Nights	151,621	133,198	139,377	106,353	98,235	106,561	78,955	3,580	817,880

Atlantic City Events

Definite Events	132	49	25	7	4	4	2	0	223
Pace Targets	131	39	18	8	0	0	0	0	196
Variance	1	10	7	(1)	4	4	2	0	27
Consumption Benchmark	218	218	218	218	218	218	218	218	1,744
Pace Percentage	101%	126%	139%	88%	400%	400%	200%	0%	114%
Total Demand Events	249	106	57	15	8	5	2	1	443
Lost Events	117	57	32	8	4	1	0	1	220
Conversion Percentage	53%	46%	44%	47%	50%	80%	100%	0%	50%
Tentative Events	131	95	69	50	40	38	35	1	459



THE TAP REPORT

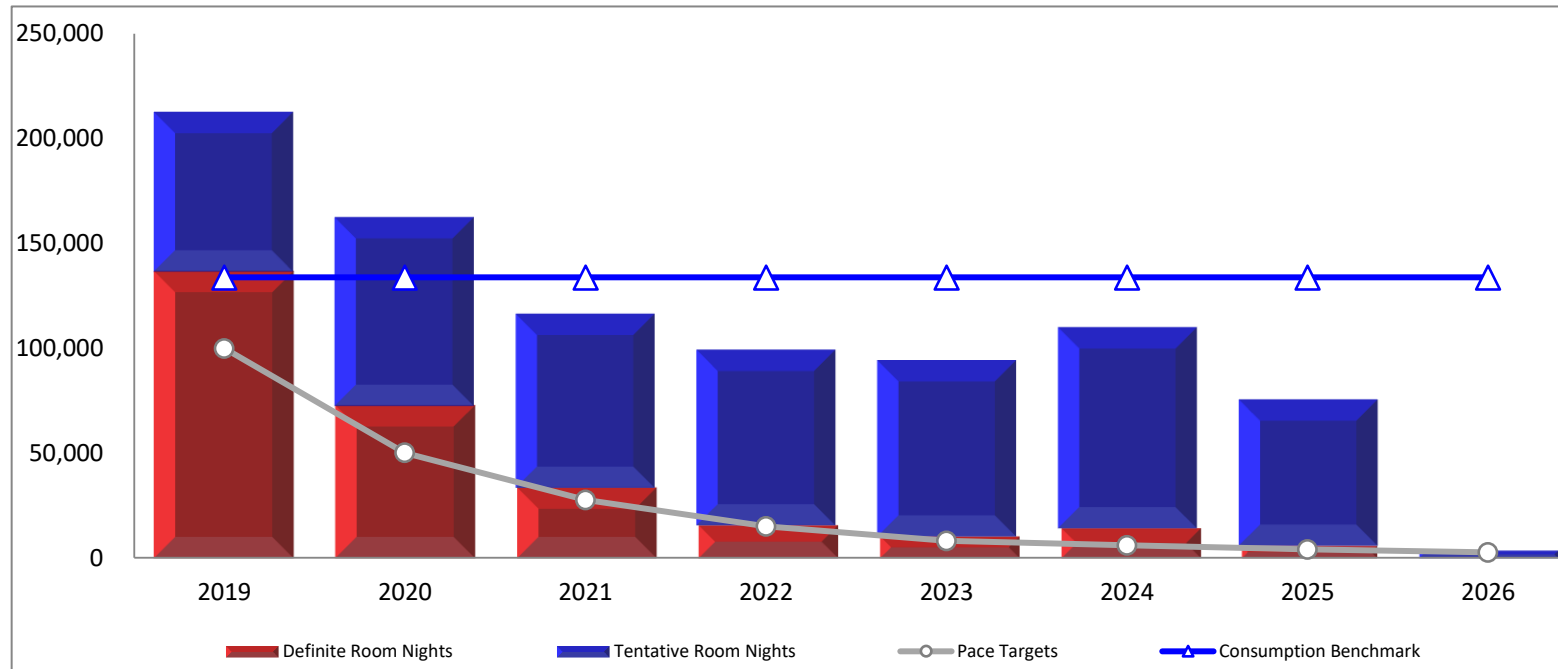
Atlantic City Convention Center

Period Ending February 28, 2019
Report Date: March 6, 2019

Atlantic City R/N	2019	2020	2021	2022	2023	2024	2025	2026	TOTAL
Definite Room Nights	136,526	72,711	33,617	15,745	10,331	14,382	6,000	0	289,312
Pace Targets	99,770	49,973	27,516	14,960	7,986	5,902	3,965	2,479	212,551
Variance	36,756	22,738	6,101	785	2,345	8,480	2,035	(2,479)	76,761
Consumption Benchmark	133,726	133,726	133,726	133,726	133,726	133,726	133,726	133,726	1,069,808
Pace Percentage	137%	146%	122%	105%	129%	244%	151%	0%	136%
Total Demand Room Nights	271,908	160,440	164,340	56,271	35,869	14,382	6,000	5,847	715,057
Lost Room Nights	135,382	87,729	130,723	40,526	25,538	0	0	5,847	425,745
Conversion Percentage	50%	45%	20%	28%	29%	100%	100%	0%	40%
Tentative Room Nights	75,689	89,706	83,021	83,822	84,158	95,807	69,881	3,580	585,664

Atlantic City Events

Definite Events	53	25	13	6	3	4	1	0	105
Pace Targets	57	20	11	3	0	0	0	0	91
Variance	(4)	5	2	3	3	4	1	0	14
Consumption Benchmark	87	87	87	87	87	87	87	87	696
Pace Percentage	93%	125%	118%	200%	300%	400%	100%	0%	115%
Total Demand Events	101	49	33	12	7	4	1	1	208
Lost Events	48	24	20	6	4	0	0	1	103
Conversion Percentage	52%	51%	39%	50%	43%	100%	100%	100%	50%
Tentative Events	46	42	36	32	29	28	26	1	240



Atlantic City_2019_03_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>