

KNOWLAND

The TAP Report

Report: **8 Year Pace Reports**
Report for: **Atlantic City**
Period Ending: **April 30, 2019**
Report Date: **May 14, 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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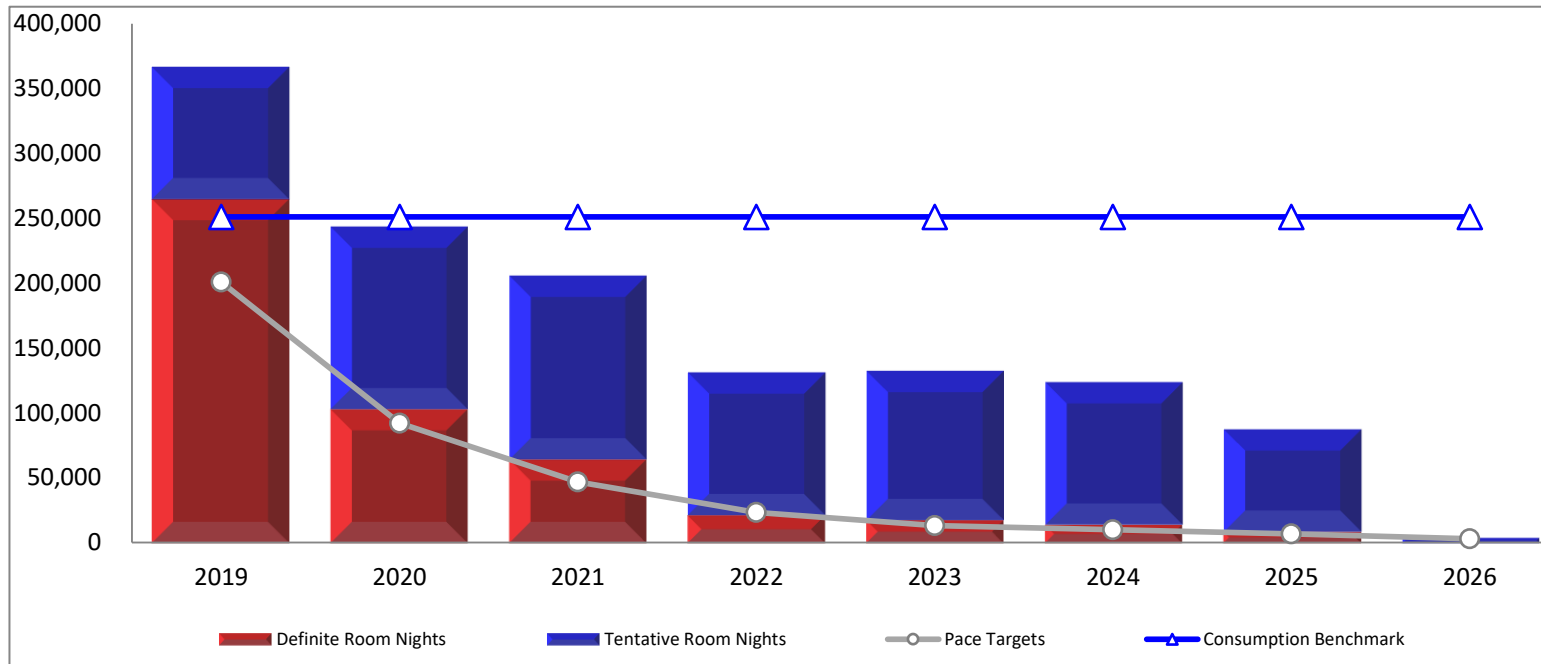
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<i>Atlantic City R/N</i>	2019	2020	2021	2022	2023	2024	2025	2026	Total
Definite Room Nights	264,592	103,031	64,582	21,607	17,841	14,382	8,823	0	494,858
Pace Targets	200,919	91,948	46,623	23,245	13,009	9,729	6,517	2,947	394,937
Variance	63,673	11,083	17,959	(1,638)	4,832	4,653	2,306	(2,947)	99,921
Consumption Benchmark	250,996	250,996	250,996	250,996	250,996	250,996	250,996	250,996	2,007,968
Pace Percentage	132%	112%	139%	93%	137%	148%	135%	0%	125%
Total Demand Room Nights	540,828	306,136	242,200	81,498	43,379	21,685	8,823	5,847	1,250,396
Lost Room Nights	276,236	203,105	177,618	59,891	25,538	7,303	0	5,847	755,538
Conversion Percentage	49%	34%	27%	27%	41%	66%	100%	0%	40%
Tentative Room Nights	101,969	140,638	141,313	109,846	114,958	109,681	78,955	4,136	801,496

Atlantic City Events

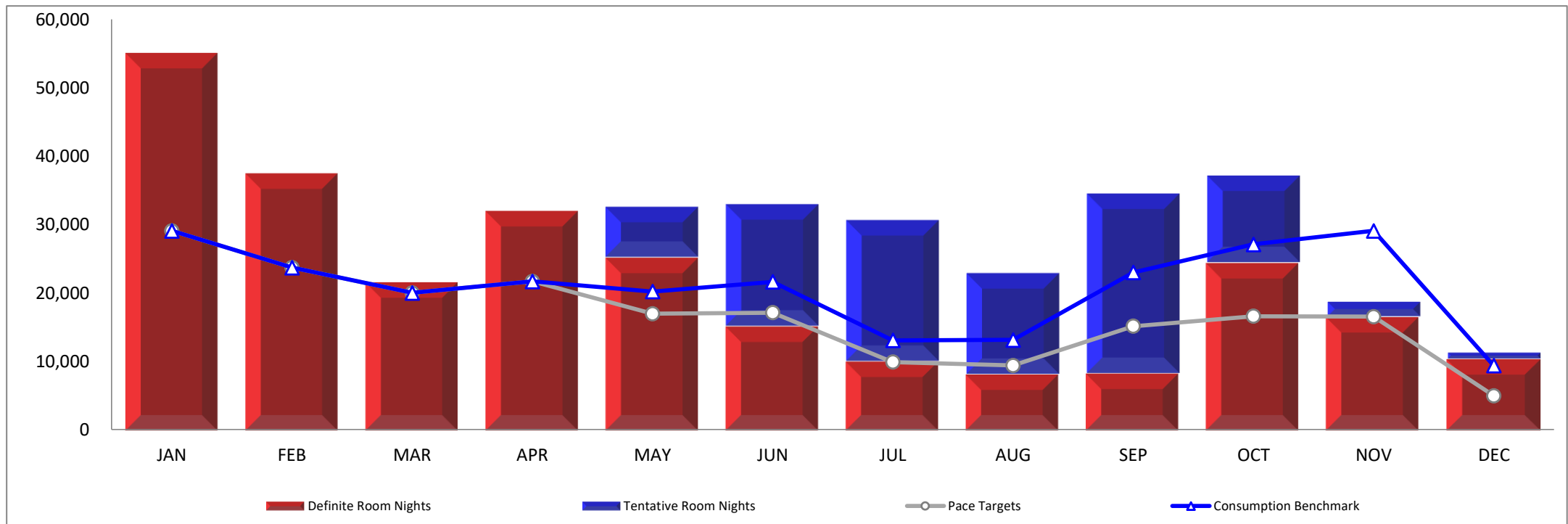
Definite Events	180	51	28	7	4	4	2	0	276
Pace Targets	162	47	19	8	0	0	0	0	236
Variance	18	4	9	(1)	4	4	2	0	40
Consumption Benchmark	226	226	226	226	226	226	226	226	1,808
Pace Percentage	111%	109%	147%	88%	400%	400%	200%	0%	117%
Total Demand Events	318	118	68	17	8	6	2	1	538
Lost Events	138	67	40	10	4	2	0	1	262
Conversion Percentage	57%	43%	41%	41%	50%	67%	100%	0%	51%
Tentative Events	100	114	70	51	44	39	35	2	455



	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	37,498	21,633	32,006	25,215	15,187	10,081	8,189	8,315	24,437	16,598	10,439	264,592
Pace Targets	29,071	23,690	20,004	21,685	16,953	17,105	9,882	9,373	15,113	16,573	16,526	4,944	200,919
Variance	25,923	13,808	1,629	10,321	8,262	(1,918)	199	(1,184)	(6,798)	7,864	72	5,495	63,673
Consumption Benchmark	29,071	23,690	20,004	21,685	20,203	21,620	13,061	13,126	22,987	27,106	29,082	9,361	250,996
Pace Percentage	189%	158%	108%	148%	149%	89%	102%	87%	55%	147%	100%	211%	132%
Total Demand Room Nights	88,033	49,854	43,079	59,516	50,525	42,513	56,316	36,026	34,837	40,737	22,263	17,129	540,828
Lost Room Nights	33,039	12,356	21,446	27,510	25,310	27,326	46,235	27,837	26,522	16,300	5,665	6,690	276,236
Conversion Percentage	62%	75%	50%	54%	50%	36%	18%	23%	24%	60%	75%	61%	49%
Tentative Room Nights	0	0	0	0	7,337	17,745	20,499	14,662	26,141	12,672	2,073	840	101,969

Atlantic City 2019 Events

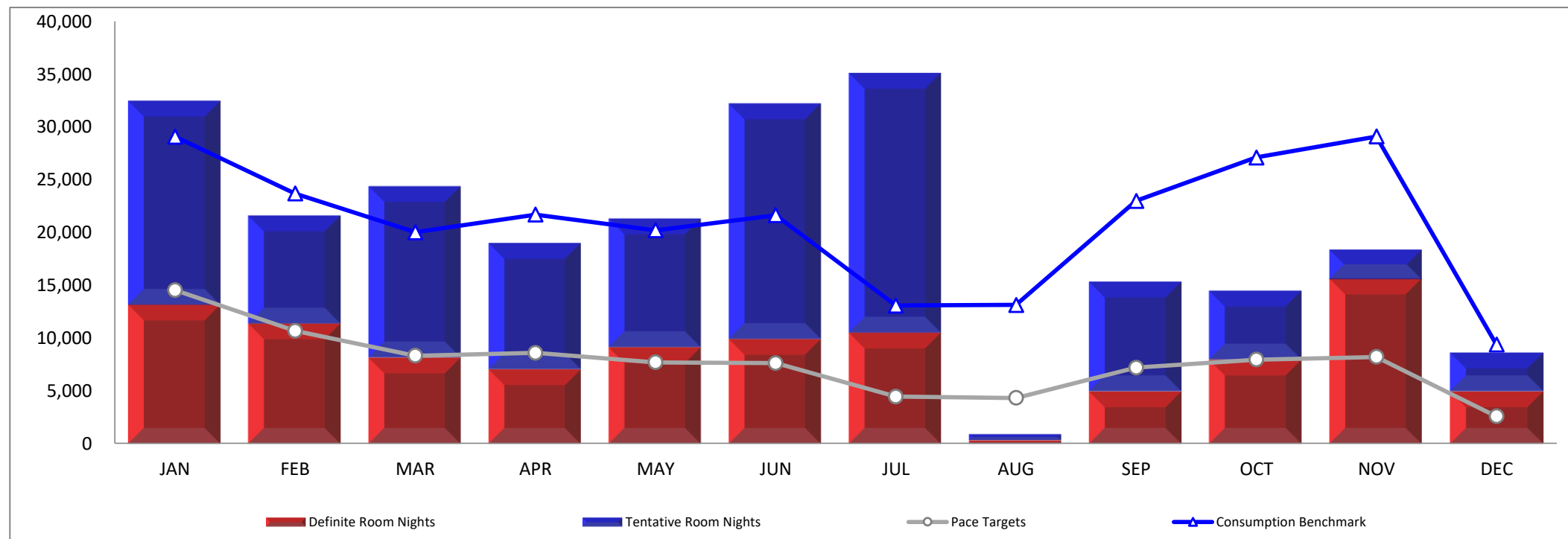
Definite Events	18	19	24	28	17	19	11	4	10	15	7	8	180
Pace Targets	17	19	24	21	16	15	9	7	11	11	7	5	162
Variance	1	0	0	7	1	4	2	(3)	(1)	4	0	3	18
Consumption Benchmark	17	19	24	21	20	22	14	12	22	25	17	13	226
Pace Percentage	106%	100%	100%	133%	106%	127%	122%	57%	91%	136%	100%	160%	111%
Total Demand Events	31	29	38	44	33	33	26	11	24	27	12	10	318
Lost Events	13	10	14	16	16	14	15	7	14	12	5	2	138
Conversion Percentage	58%	66%	63%	64%	52%	58%	42%	36%	42%	56%	58%	80%	57%
Tentative Events	0	0	0	0	12	13	21	7	23	14	7	3	100



	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	9,145	9,916	10,515	315	4,950	7,975	15,559	4,968	103,031
Pace Targets	14,522	10,657	8,310	8,583	7,672	7,600	4,425	4,303	7,179	7,937	8,194	2,566	91,948
Variance	(1,391)	699	(151)	(1,541)	1,473	2,316	6,090	(3,988)	(2,229)	38	7,365	2,402	11,083
Consumption Benchmark	29,071	23,690	20,004	21,685	20,203	21,620	13,061	13,126	22,987	27,106	29,082	9,361	250,996
Pace Percentage	90%	107%	98%	82%	119%	130%	238%	7%	69%	100%	190%	194%	112%
Total Demand Room Nights	26,350	19,011	38,610	27,262	21,577	19,836	36,593	26,536	30,925	31,698	18,995	8,743	306,136
Lost Room Nights	13,219	7,655	30,451	20,220	12,432	9,920	26,078	26,221	25,975	23,723	3,436	3,775	203,105
Conversion Percentage	50%	60%	21%	26%	42%	50%	29%	1%	16%	25%	82%	57%	34%
Tentative Room Nights	19,324	10,247	16,213	11,941	12,151	22,274	24,574	575	10,373	6,495	2,815	3,656	140,638

Atlantic City 2020 Events

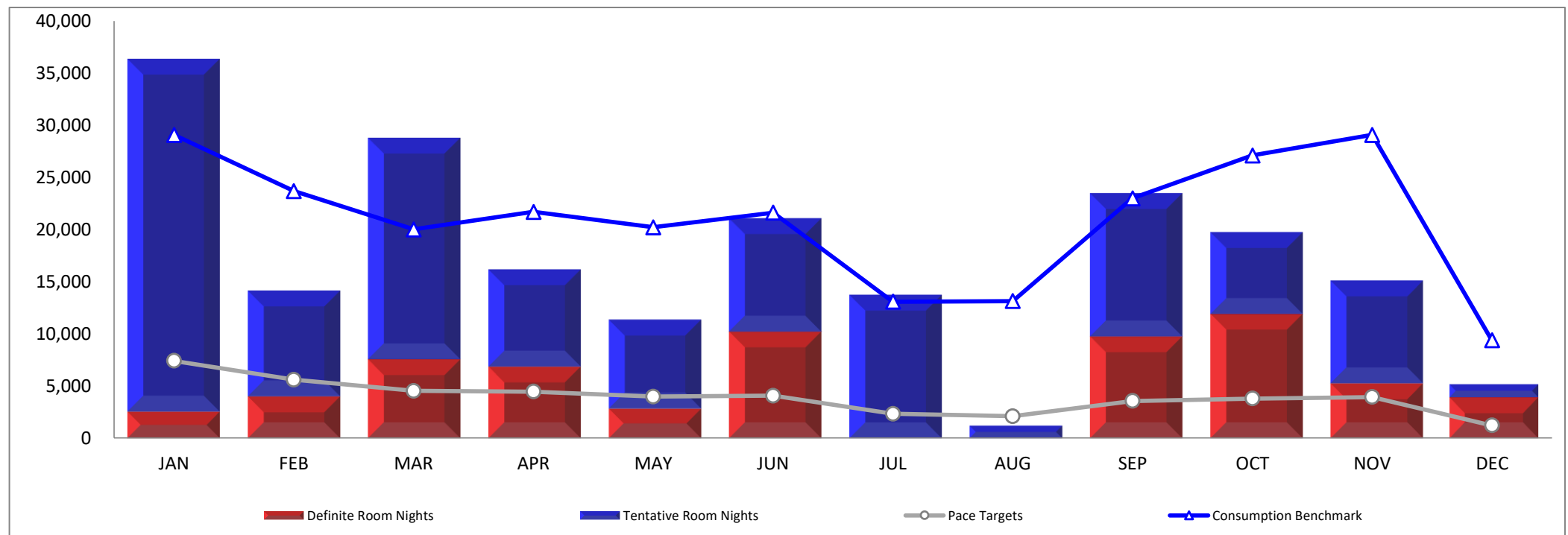
Definite Events	4	7	6	4	6	8	4	1	2	1	6	2	51
Pace Targets	6	5	6	5	4	4	3	2	4	4	2	2	47
Variance	(2)	2	0	(1)	2	4	1	(1)	(2)	(3)	4	0	4
Consumption Benchmark	17	19	24	21	20	22	14	12	22	25	17	13	226
Pace Percentage	67%	140%	100%	80%	150%	200%	133%	50%	50%	25%	300%	100%	109%
Total Demand Events	10	10	15	7	16	13	11	6	10	9	8	3	118
Lost Events	6	3	9	3	10	5	7	5	8	8	2	1	67
Conversion Percentage	40%	70%	40%	57%	38%	62%	36%	17%	20%	11%	75%	67%	43%
Tentative Events	9	11	17	10	10	11	14	1	15	9	4	3	114



	2021												
<i>Atlantic City 2021 R/N</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	2,552	3,996	7,529	6,823	2,838	10,160	0	0	9,698	11,843	5,238	3,905	64,582
Pace Targets	7,389	5,572	4,504	4,429	3,957	4,039	2,291	2,060	3,524	3,766	3,904	1,188	46,623
Variance	(4,837)	(1,576)	3,025	2,394	(1,119)	6,121	(2,291)	(2,060)	6,174	8,077	1,334	2,717	17,959
Consumption Benchmark	29,071	23,690	20,004	21,685	20,203	21,620	13,061	13,126	22,987	27,106	29,082	9,361	250,996
Pace Percentage	35%	72%	167%	154%	72%	252%	0%	0%	275%	314%	134%	329%	139%
Total Demand Room Nights	17,243	8,986	15,799	16,933	15,197	48,082	23,600	33,478	13,998	20,547	11,625	16,712	242,200
Lost Room Nights	14,691	4,990	8,270	10,110	12,359	37,922	23,600	33,478	4,300	8,704	6,387	12,807	177,618
Conversion Percentage	15%	44%	48%	40%	19%	21%	0%	0%	69%	58%	45%	23%	27%
Tentative Room Nights	33,746	10,114	21,213	9,306	8,494	10,882	13,700	1,215	13,725	7,856	9,830	1,232	141,313

Atlantic City 2021 Events

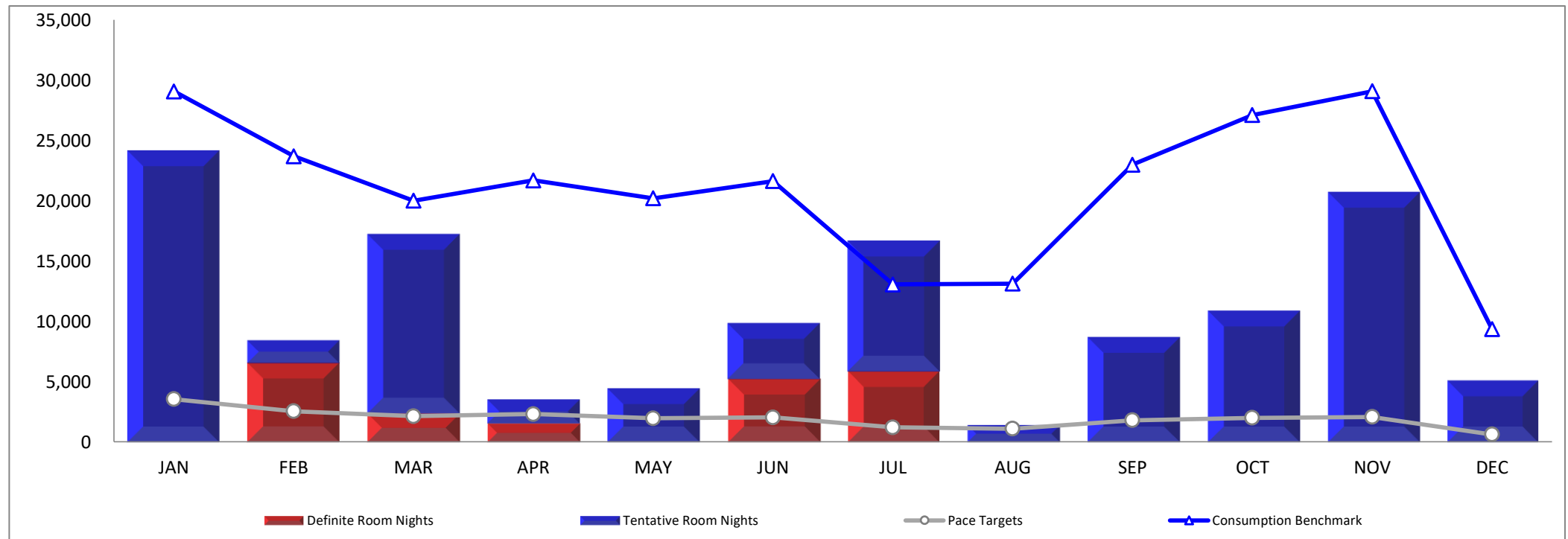
Definite Events	2	4	5	2	2	3	0	0	3	3	3	1	28
Pace Targets	2	2	3	2	2	2	1	1	1	1	1	1	19
Variance	0	2	2	0	0	1	(1)	(1)	2	2	2	0	9
Consumption Benchmark	17	19	24	21	20	22	14	12	22	25	17	13	226
Pace Percentage	100%	200%	167%	100%	100%	150%	0%	0%	300%	300%	300%	100%	147%
Total Demand Events	7	6	8	4	6	13	6	3	4	4	5	2	68
Lost Events	5	2	3	2	4	10	6	3	1	1	2	1	40
Conversion Percentage	29%	67%	62%	50%	33%	23%	0%	0%	75%	75%	60%	50%	41%
Tentative Events	8	5	10	6	6	6	9	1	7	8	3	1	70



	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	3,544	2,535	2,129	2,308	1,951	2,022	1,200	1,090	1,789	1,994	2,066	617	23,245
Variance	(3,544)	4,021	265	(743)	(1,951)	3,208	4,662	(1,090)	(1,789)	(1,994)	(2,066)	(617)	(1,638)
Consumption Benchmark	29,071	23,690	20,004	21,685	20,203	21,620	13,061	13,126	22,987	27,106	29,082	9,361	250,996
Pace Percentage	0%	259%	112%	68%	0%	259%	488%	0%	0%	0%	0%	0%	93%
Total Demand Room Nights	0	6,556	17,639	5,922	9,600	5,230	10,578	15,243	0	6,955	3,775	0	81,498
Lost Room Nights	0	0	15,245	4,357	9,600	0	4,716	15,243	0	6,955	3,775	0	59,891
Conversion Percentage	0%	100%	14%	26%	0%	100%	55%	0%	0%	0%	0%	0%	27%
Tentative Room Nights	24,159	1,914	14,845	1,990	4,494	4,656	10,822	1,430	8,750	10,925	20,724	5,137	109,846

Atlantic City 2022 Events

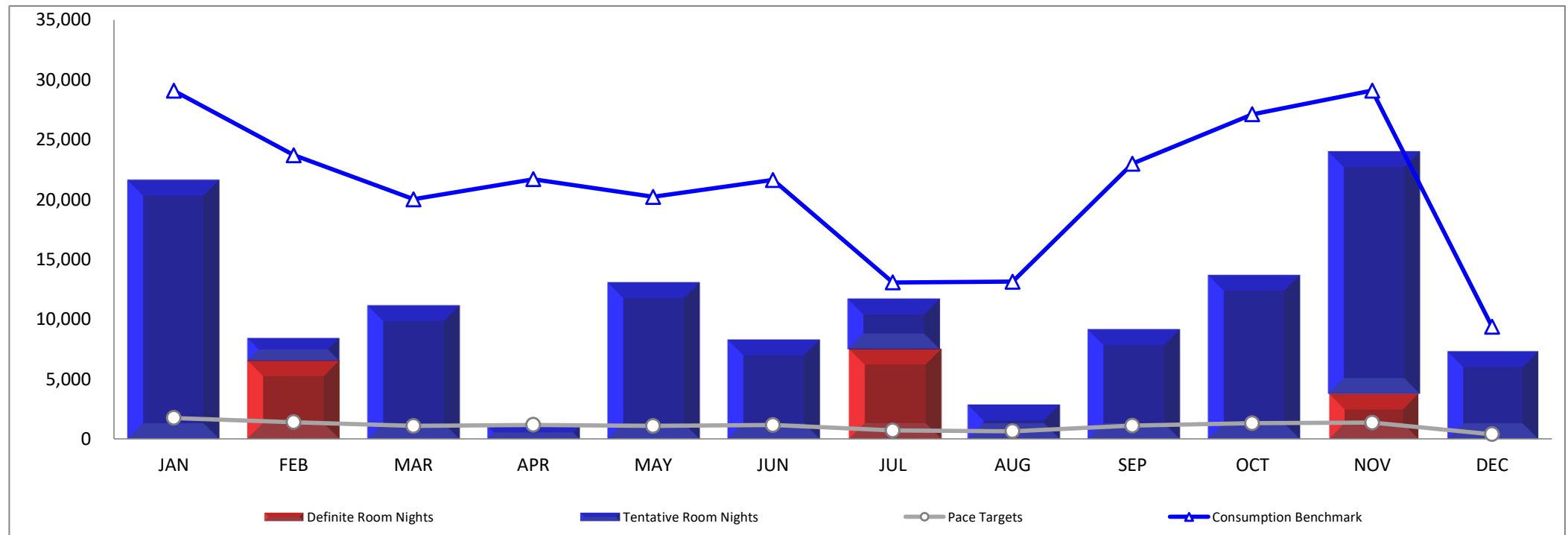
Definite Events	0	2	2	1	0	1	1	0	0	0	0	0	7
Pace Targets	1	1	1	1	1	1	0	0	1	1	0	0	8
Variance	(1)	1	1	0	(1)	0	1	0	(1)	(1)	0	0	(1)
Consumption Benchmark	17	19	24	21	20	22	14	12	22	25	17	13	226
Pace Percentage	0%	200%	200%	100%	0%	100%	100%	0%	0%	0%	0%	0%	88%
Total Demand Events	0	2	4	2	1	1	2	2	0	2	1	0	17
Lost Events	0	0	2	1	1	0	1	2	0	2	1	0	10
Conversion Percentage	0%	100%	50%	50%	0%	100%	50%	0%	0%	0%	0%	0%	41%
Tentative Events	6	4	6	2	5	4	8	1	5	4	4	2	51



	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	1,738	1,382	1,070	1,160	1,073	1,148	687	628	1,100	1,297	1,349	377	13,009
Variance	(1,738)	5,174	(1,070)	(1,160)	(1,073)	(1,148)	6,823	(628)	(1,100)	(1,297)	2,426	(377)	4,832
Consumption Benchmark	29,071	23,690	20,004	21,685	20,203	21,620	13,061	13,126	22,987	27,106	29,082	9,361	250,996
Pace Percentage	0%	474%	0%	0%	0%	0%	1093%	0%	0%	0%	280%	0%	137%
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	21,627	1,914	11,188	1,115	13,116	8,346	4,245	2,900	9,208	13,707	20,234	7,358	114,958

Atlantic City 2023 Events

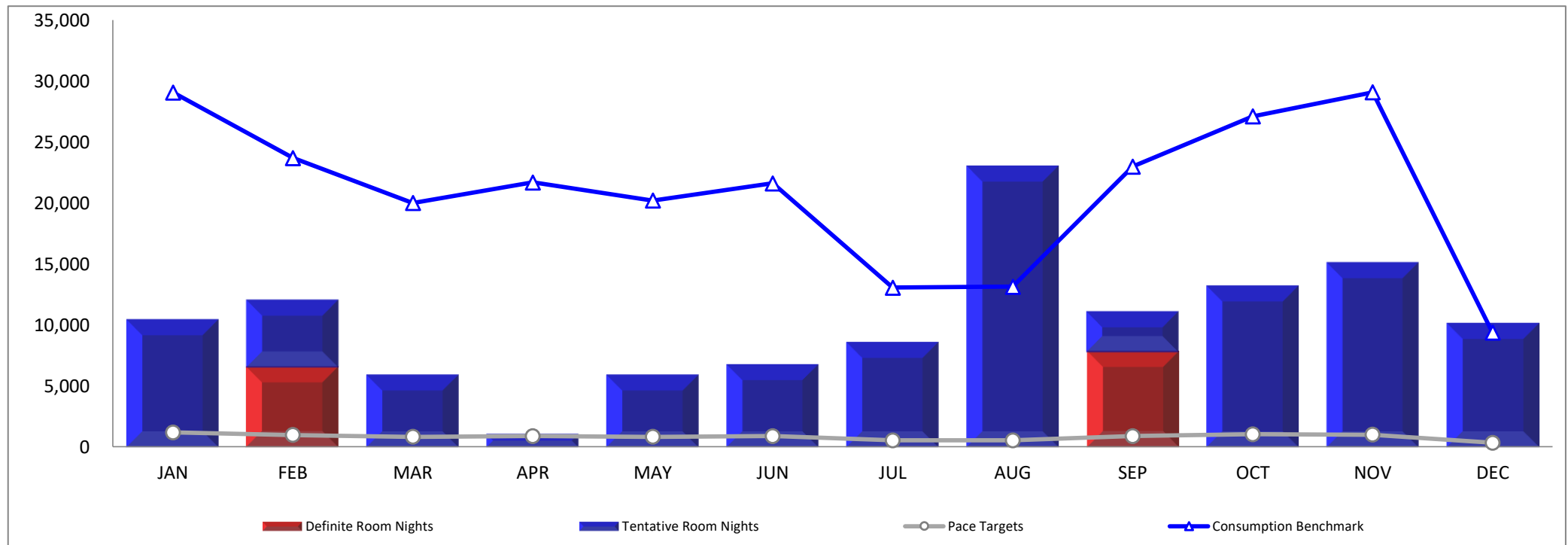
Definite Events	0	2	0	0	0	0	1	0	0	0	1	0	4
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	2	0	0	0	0	1	0	0	0	1	0	4
Consumption Benchmark	17	19	24	21	20	22	14	12	22	25	17	13	226
Pace Percentage	0%	200%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	400%
Total Demand Events	0	2	1	1	1	0	1	0	0	1	1	0	8
Lost Events	0	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	4	4	5	1	7	3	2	1	6	5	3	3	44



	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	1,171	954	806	873	814	871	526	524	869	1,025	980	316	9,729
Variance	(1,171)	5,602	(806)	(873)	(814)	(871)	(526)	(524)	6,957	(1,025)	(980)	(316)	4,653
Consumption Benchmark	29,071	23,690	20,004	21,685	20,203	21,620	13,061	13,126	22,987	27,106	29,082	9,361	250,996
Pace Percentage	0%	687%	0%	0%	0%	0%	0%	0%	901%	0%	0%	0%	148%
Total Demand Room Nights	0	6,556	0	6,218	0	0	0	1,085	7,826	0	0	0	21,685
Lost Room Nights	0	0	0	6,218	0	0	0	1,085	0	0	0	0	7,303
Conversion Percentage	0%	100%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	66%
Tentative Room Nights	10,517	5,555	5,988	1,115	5,998	6,842	8,660	23,040	3,337	13,258	15,162	10,209	109,681

Atlantic City 2024 Events

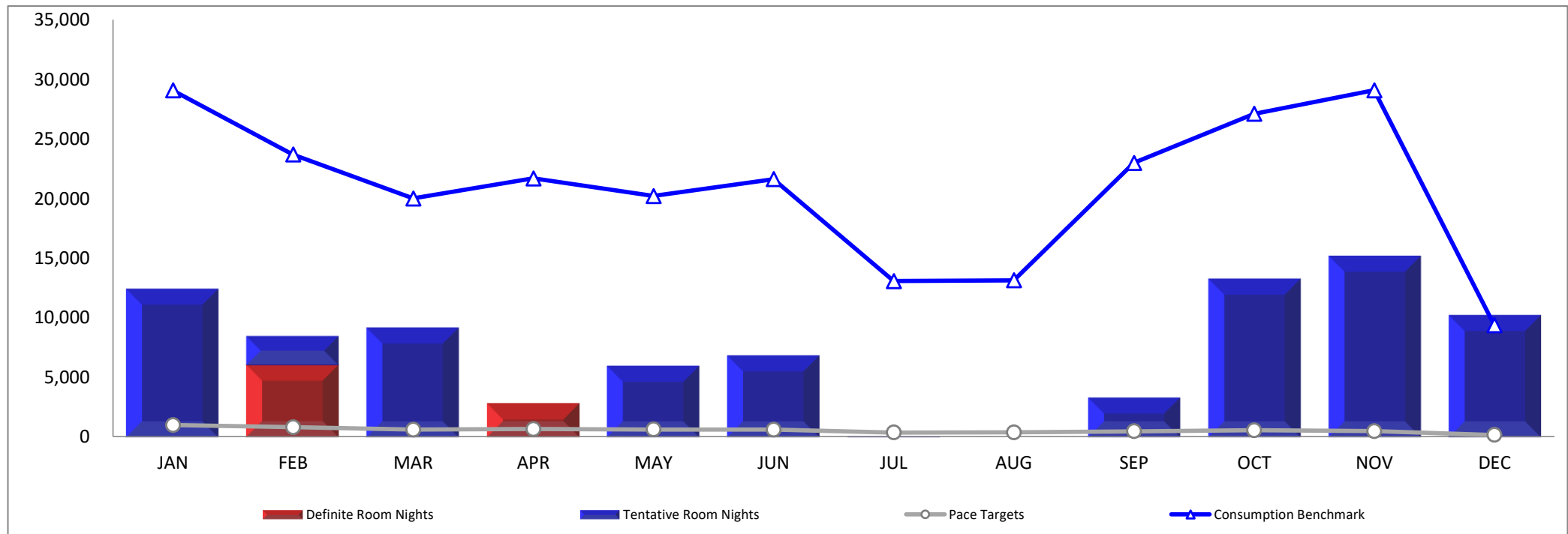
Definite Events	0	2	0	0	0	0	0	0	2	0	0	0	4
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	2	0	0	0	0	0	0	2	0	0	0	4
Consumption Benchmark	17	19	24	21	20	22	14	12	22	25	17	13	226
Pace Percentage	0%	200%	0%	0%	0%	0%	0%	0%	200%	0%	0%	0%	400%
Total Demand Events	0	2	0	1	0	0	0	1	2	0	0	0	6
Lost Events	0	0	0	1	0	0	0	1	0	0	0	0	2
Conversion Percentage	0%	100%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%
Tentative Events	4	5	4	1	5	3	3	1	2	6	3	2	39



	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	980	799	594	644	600	587	354	356	457	539	459	148	6,517
Variance	(980)	5,201	(594)	2,179	(600)	(587)	(354)	(356)	(457)	(539)	(459)	(148)	2,306
Consumption Benchmark	29,071	23,690	20,004	21,685	20,203	21,620	13,061	13,126	22,987	27,106	29,082	9,361	250,996
Pace Percentage	0%	751%	0%	438%	0%	0%	0%	0%	0%	0%	0%	0%	135%
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

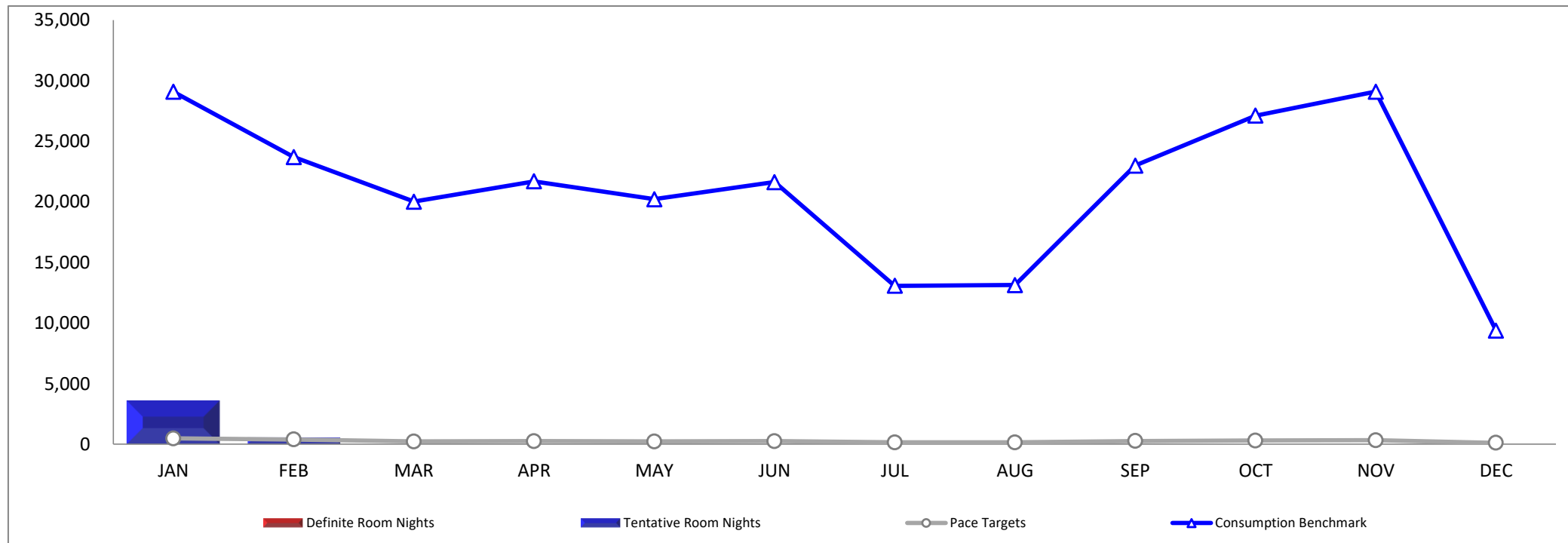
Definite Events	0	1	0	1	0	0	0	0	0	0	0	0	2
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	1	0	1	0	0	0	0	0	0	0	0	2
Consumption Benchmark	17	19	24	21	20	22	14	12	22	25	17	13	226
Pace Percentage	0%	100%	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	200%
Total Demand Events	0	1	0	1	0	0	0	0	0	0	0	0	2
Lost Events	0	0	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	459	374	213	231	216	231	139	140	245	289	310	100	2,947
Variance	(459)	(374)	(213)	(231)	(216)	(231)	(139)	(140)	(245)	(289)	(310)	(100)	(2,947)
Consumption Benchmark	29,071	23,690	20,004	21,685	20,203	21,620	13,061	13,126	22,987	27,106	29,082	9,361	250,996
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	556	0	0	0	0	0	0	0	0	0	0	4,136

Atlantic City 2026 Events

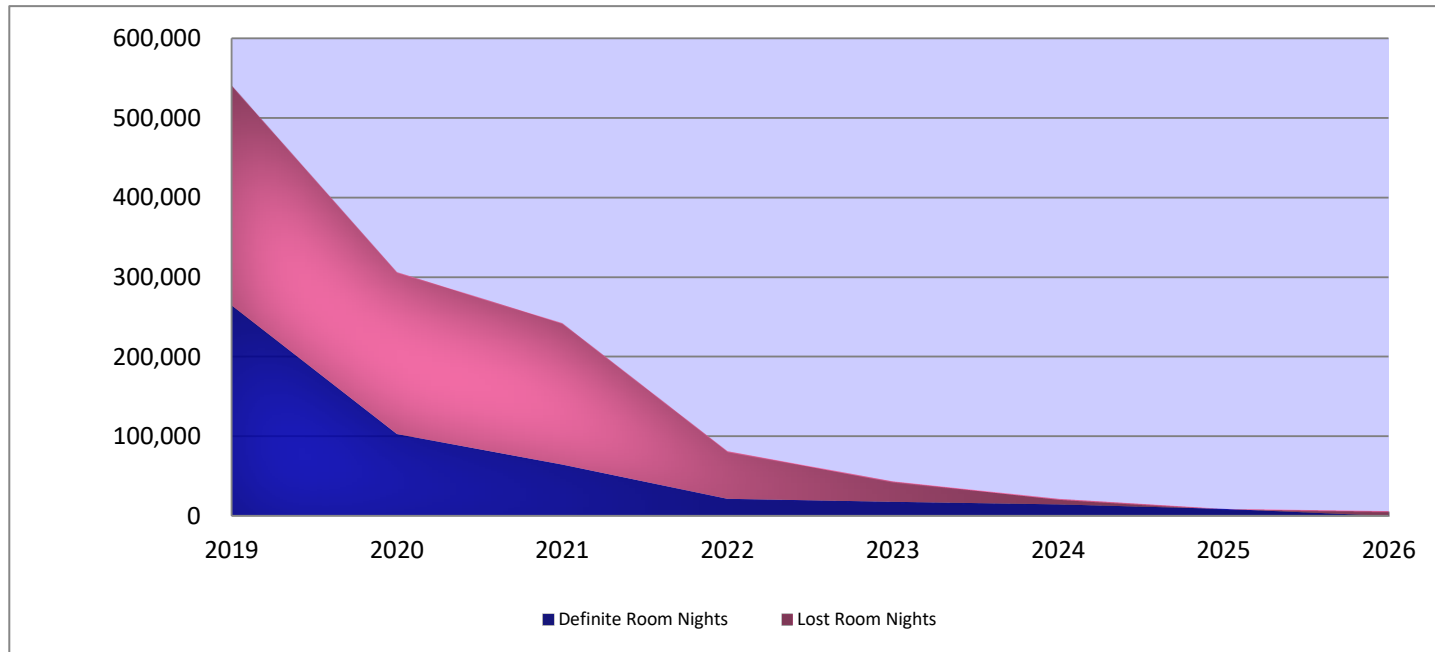
Definite Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Pace Targets	0	0	0	0	0	0	0	0	0	0	0	0	0
Variance	0	0	0	0	0	0	0	0	0	0	0	0	0
Consumption Benchmark	17	19	24	21	20	22	14	12	22	25	17	13	226
Pace Percentage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Demand Events	0	0	0	0	0	0	1	0	0	0	0	0	1
Lost Events	0	0	0	0	0	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	1	0	0	0	0	0	0	0	0	0	0	2



<i>Atlantic City Room Nights</i>	2019	2020	2021	2022	2023	2024	2025	2026	TOTAL
Definite Room Nights	264,592	103,031	64,582	21,607	17,841	14,382	8,823	0	494,858
Pace Targets	200,919	91,948	46,623	23,245	13,009	9,729	6,517	2,947	394,937
Variance	63,673	11,083	17,959	(1,638)	4,832	4,653	2,306	(2,947)	99,921
Consumption Benchmark	250,996	250,996	250,996	250,996	250,996	250,996	250,996	250,996	2,007,968
Pace Percentage	132%	112%	139%	93%	137%	148%	135%	0%	125%
Total Demand Room Nights	540,828	306,136	242,200	81,498	43,379	21,685	8,823	5,847	1,250,396
Lost Room Nights	276,236	203,105	177,618	59,891	25,538	7,303	0	5,847	755,538
Conversion Percentage	49%	34%	27%	27%	41%	66%	100%	0%	40%
Tentative Room Nights	101,969	140,638	141,313	109,846	114,958	109,681	78,955	4,136	801,496

Atlantic City Events

Definite Events	180	51	28	7	4	4	2	0	276
Pace Targets	162	47	19	8	0	0	0	0	236
Variance	18	4	9	(1)	4	4	2	0	40
Consumption Benchmark	226	226	226	226	226	226	226	226	1,808
Pace Percentage	111%	109%	147%	88%	400%	400%	200%	0%	117%
Total Demand Events	318	118	68	17	8	6	2	1	538
Lost Events	138	67	40	10	4	2	0	1	262
Conversion Percentage	57%	43%	41%	41%	50%	67%	100%	0%	51%
Tentative Events	100	114	70	51	44	39	35	2	455



Atlantic City_2019_05_01_TAP_report

THE TAP REPORT

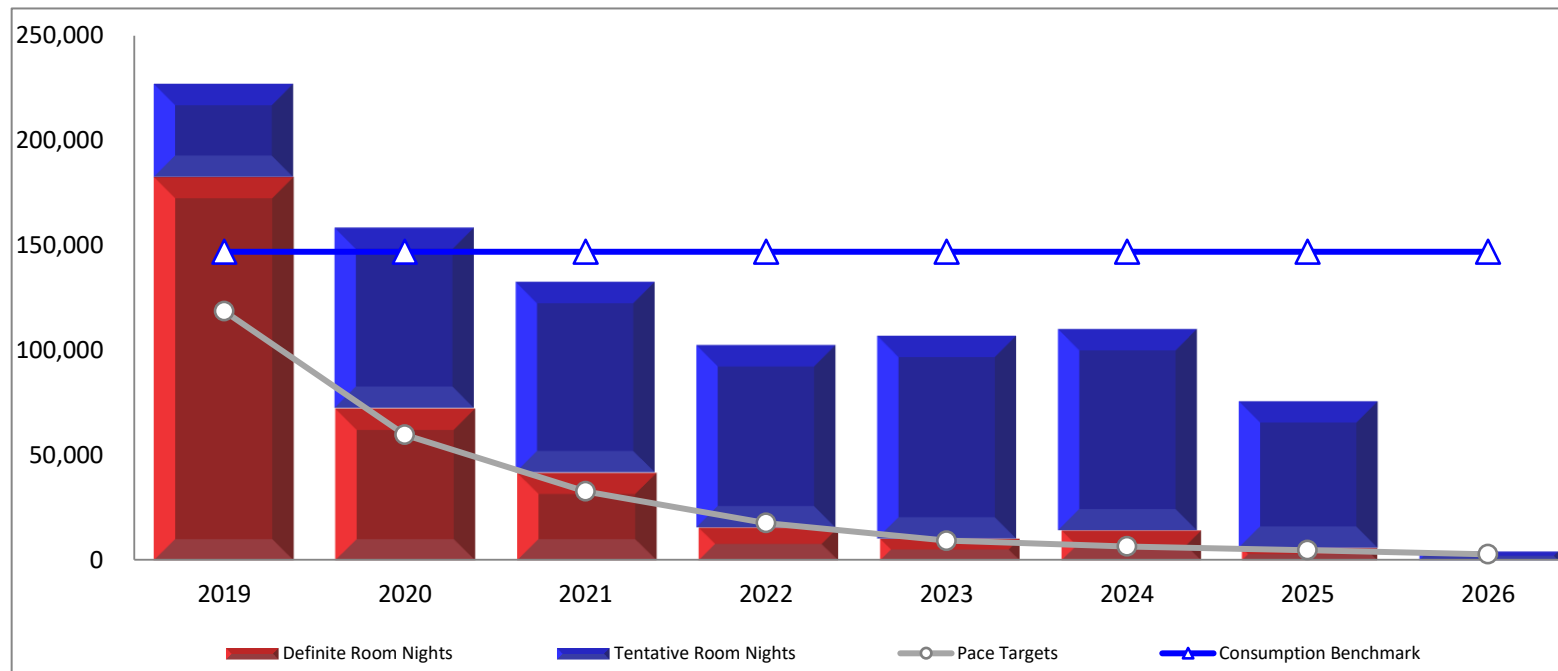
Atlantic City Convention Center

Period Ending April 30, 2019
Report Date: May 14, 2019

Atlantic City R/N	2019	2020	2021	2022	2023	2024	2025	2026	TOTAL
Definite Room Nights	182,260	72,711	42,031	15,745	10,331	14,382	6,000	0	343,460
Pace Targets	118,518	59,596	32,585	17,532	9,101	6,357	4,519	2,584	250,792
Variance	63,742	13,115	9,446	(1,787)	1,230	8,025	1,481	(2,584)	92,668
Consumption Benchmark	146,905	146,905	146,905	146,905	146,905	146,905	146,905	146,905	1,175,240
Pace Percentage	154%	122%	129%	90%	114%	226%	133%	0%	137%
Total Demand Room Nights	330,807	193,106	177,111	62,398	35,869	20,600	6,000	5,847	831,738
Lost Room Nights	148,547	120,395	135,080	46,653	25,538	6,218	0	5,847	488,278
Conversion Percentage	55%	38%	24%	25%	29%	70%	100%	0%	41%
Tentative Room Nights	44,253	85,519	90,476	86,825	96,726	95,807	69,881	4,136	573,623

Atlantic City Events

Definite Events	74	25	15	6	3	4	1	0	128
Pace Targets	67	24	12	4	0	0	0	0	107
Variance	7	1	3	2	3	4	1	0	21
Consumption Benchmark	91	91	91	91	91	91	91	91	728
Pace Percentage	110%	104%	125%	150%	300%	400%	100%	0%	120%
Total Demand Events	125	53	36	14	7	5	1	1	242
Lost Events	51	28	21	8	4	1	0	1	114
Conversion Percentage	59%	47%	42%	43%	43%	80%	100%	100%	53%
Tentative Events	31	48	37	32	32	28	26	2	236



Atlantic City_2019_05_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>