

**Palm Springs Bureau of Tourism** ///

**Palm Springs Convention Center**

**Monthly Report  
December 2023**



## ***Palm Springs Bureau of Tourism***

### ***Advertising Overview***

#### **Digital Ads**

We serve a variety of digital content ads to potential visitors monthly. Digital Ad types include contextual, retargeting, private market place, native ads, mobile ads, and video ads.

Results include ads purchased through the advertising platforms of Google, Bing, Basis, and Nativio, Travel Spike, Sojern, and AdTheorent.

Banner ads also include specific creative for fly markets including Austin, Chicago, Sacramento, Denver, Dallas, San Francisco, Boise, Seattle, New York, Portland and Minneapolis. International includes Canada.

LGBTQ+ advertising includes native ads placed through the Nativio platform, search as well as Pink Media.

#### **Total All Digital Ads**

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	3,354,678	3,963,422	32,341,302	43,399,101
Clicks to VisitPalmSprings.com	18,249	15,559	93,337	184,648
Video Views & Audio Ads	409,576	314,854	2,038,796	4,204,107

#### **TV**

We place TV ads on Spectrum Cable. The year-to-date figures include running a co-op TV campaign with Visit Greater Palm Springs.

#### **Total TV Spots**

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Spots	798	419	26,613,485	33,151,848

#### **Print**

We participate in the VGPS annual guide published through Palm Springs Life Magazine. This comprehensive visitor guide features all nine cities reaching over 13 million readers annually across print, digital, and social media platforms.

# Digital Ad Results

Note: Prior year results are included for comparison purposes however; keep in mind that spend, tactics and the ad media plan fluctuates each year therefore it is not an “apples to apples” comparison.

## Search Digital Ads

**Google + Bing** - Search advertising targeting travel segments, interests and keywords.

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	112,500	128,500	683,330	1,608,911
Clicks to VisitPalmSprings.com	7,499	11,254	47,265	127,130

## Display & Video Digital Ads

### Basis Global Advertising Platform

**Contextual, Private Marketplace Deals, Retargeting and Spaceback** - Geo target articles and keywords related to travel. Programmatic ads on premium travel websites.

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	373,968	615,038	2,602,104	7,263,034
Clicks to VisitPalmSprings.com	304	501	1,998	7,427

### Digital LGBTQ+ - Brand Awareness + Impressions Reach; focusing on LGBTQ+ Domains

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	374,498	338,689	2,196,099	3,653,967
Clicks to VisitPalmSprings.com	173	209	1,576	2,614

### Digital Video Ads

Reaching our target audience with pre-roll video 15 and 30 sec spots.  
Video completion rate =68.13%

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	222,625	216,252	1,311,883	2,564,184
Clicks to VisitPalmSprings.com	138	418	787	3,103
Completed Video Views	128,304	152,628	796,480	1,771,750

### Digital Connected TV (CTV) Video Ads

Streaming video running on Smart TV, Roku, Amazon Fire TV, Apple TV and/or gaming consoles.  
Video completion rate = 98.78%

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Completed Video Views	126,937	46,088	679,485	778,445

### Spotify

Streaming audio, first party data targeting to target registered Spotify users ages 21+.

	December 2023	December 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	162,375	121,246	592,438	1,192,528
Clicks to VisitPalmSprings.com	143	53	535	706
Audio Ad Completions	154,335	116,138	562,831	1,137,463

### Native Advertising Platform

Digital ads delivered in the form of native content.

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	588,348	430,192	3,283,768	6,429,405
Clicks to VisitPalmSprings.com	2,193	1,557	12,518	21,193

### Travel Spike

Travel Spike is the largest travel media platform in comScore Travel reaching over 100 million unique visitors. Offering a range of digital travel ad products including Contextual Content, Travel Deals, Native, Email, Mobile, Display and Video.

	December 2023	December 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	0	0	1,034,602	2,733,975
Clicks to VisitPalmSprings.com	0	0	2,271	5,126

### AdTheorent

AdTheorent uses machine learning and data science to deliver real-world value for advertisers and marketers using rich media and display advertising. \*Launched in June 2023. It was not running in 2022

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	1,458,315	0	16,366,916	1,035,542
Engagements	74	0	1,369	2,102
Clicks	2,168	0	8,455	N/A

## Sojern

Utilizing Sojern travel intent platform to target frequent travelers and travel intenders.

	December 2023	December 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	0	535,924	2,294,404	8,184,265
Clicks to VisitPalmSprings.com	0	761	3,538	8,846

## Pink Media

Social media and e-newsletter outreach to LGBTQ+ audiences across the country.



**62,049** Impressions  
**17,983** Engagement  
**28.98%** Engagement Rate  
**3,515** Clicks  
**5.66%** Click-through Rate

**iLoveGay Travel**  
 December 14, 2023 at 8:50 AM

New Public Art: Pillars of Palm Springs | [Visit Palm Springs](#)

The City of Palm Springs is pleased to announce that a new public arts project, Pillars of Palm Springs, will be unveiled on World Art Day. The creative new project will showcase six art installations on the median of Tahquitz Canyon Way, running from the Airport to Palm Canyon Drive. The installation includes six individually crafted "pillars" that are being designed to represent six themes; Creativity, Serenity,... [See more](#)

VISITPALMSPRINGS.COM  
**New Public Art: Pillars of Palm Springs**  
 To Be Unveiled on World Art Day - April 15, 2024 The City of Palm Springs is pleased t...

**iLoveGay Travel**  
 December 3, 2023

Inside the Stunning Palm Springs Home of Designers to the Stars Brian McGrory and James Houston - The married beauty photographer and designer-restaureteur open up about how they combined their talents to create a decorating dream team.

[Visit Palm Springs](#)


PEOPLE.COM  
 Inside the Stunning Palm Springs Home of Designers to the Stars Brian McGrory and James Houston (Exclusive)

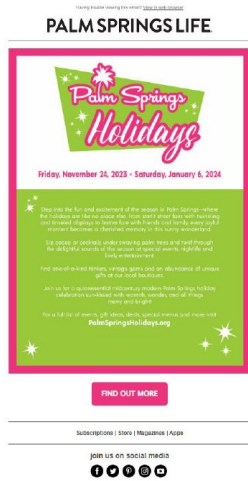
**ilovegaylgbt**  
 3d

PSIFF2024 Preview: Global Films Head to Desert  
[@visitpalm Springs](#) - [@psfilmfest](#) will feature screenings for "Wicked Little Letters" and "Fresh Kills."  
[variety.com/2024...](#)

variety.com  
 Palm Springs Intl. Film Fest Welcome Diverse Projects to the Desert

## Palm Springs Life E-Blast

Looking for All Things Merry & Mod this Holiday?   
 Step into the fun and excitement of the season in Palm Springs - where the holidays are like no place else!



Total Sent	Total Opens	Total Clicks	Click-Thru Rate
45,119	18,689	862	4.61%

## The Desert Sun E-Blast



Total Sent	Total Opens	Total Clicks	Click-Thru Rate
43,405	7,799	1,254	16.08%

# Television

## Spectrum

Air Dates: December 2023

Zones: Coastal OC, South Orange County, Westside/Beverly Hills

Top 5 Networks: CNN, TBS, tru, Spectrum News 1 and TNT

14 Total Networks

798 Commercial Airings

## OOH Video Spots

### Certified Folder

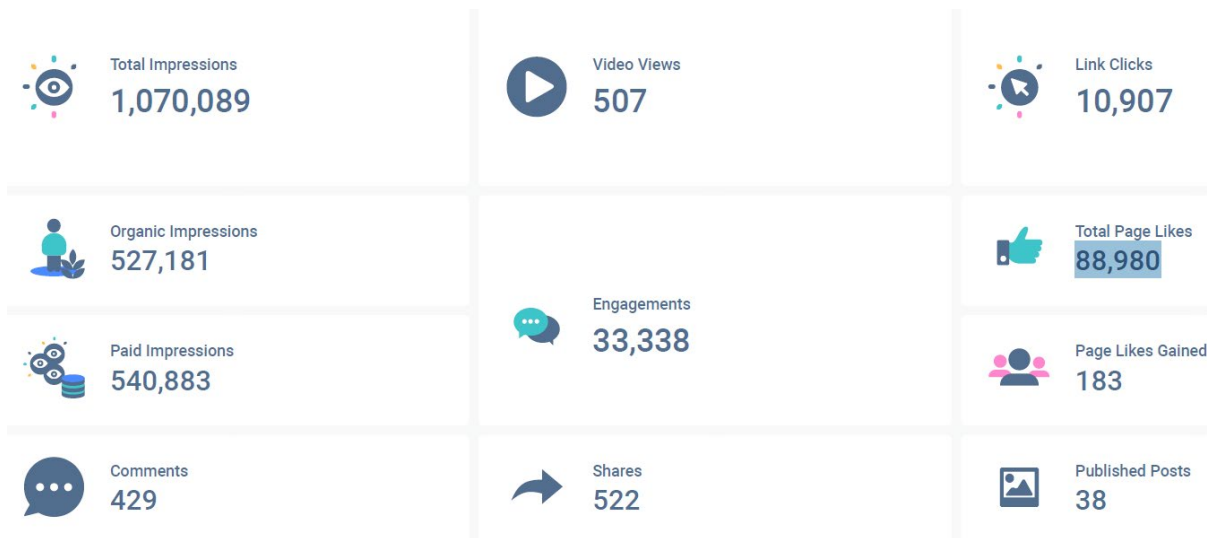
Palm Springs 30 second spot is running on the British Columbia Ferry from Victoria to Vancouver, the Washington State Ferries from Seattle to Bremerton and Seattle to Bainbridge. The spots repeat once every 15 seconds. The Palm Springs spot runs year around along with the Palm Springs visitor guide distribution aboard the ferries. The 30 second spot runs every 5 minutes at each California Welcome Center during the normal operating hours, typically 9 – 5, 7 days per week.

PS Bureau of Tourism				December, 2023			
Digital Media Program	Player On	Play Off	Hours Per Day	Total Minutes Run Time	Loop Run Time	Loops/Plays Per Day	Loops/Plays Per Month
<b>Washington State Ferries</b>							
Seattle-Bainbridge	4:00 AM	12:59 AM	20:59	1259:00:00	4:21	289	8,972
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:35	795	24,650
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	1:36	787	24,393
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:21	933	28,910
<b>BC Ferries</b>							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	5:14	235	7,280
<b>CA Welcome Centers</b>							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	4:35	153	4,743
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	5:35	106	3,286
Barstow	10:30 AM	7:15 PM	8:45	525:00:00	5:05	103	3,202
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:35	157	4,870
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	5:05	119	3,689
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	8:12	67	2,077
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:05	142	4,391
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	4:35	164	5,084
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:06	89	2,744
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:35	157	4,870
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:05	94	2,927
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	7:18	74	2,293
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	5:05	100	3,110
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:35	92	2,841
Santa Rosa	9:30 AM	2:30 PM	5:00	300:00:00	3:24	88	2,728
Ukiah	8:30 AM	5:30 PM	9:00	540:00:00	5:11	104	3,224

# Social Media

	December 2023	December 2022
<b>Facebook</b> page likes <a href="https://www.facebook.com/VisitPalmSprings">https://www.facebook.com/VisitPalmSprings</a>	88,980	77,270
<b>Instagram</b> followers <a href="https://www.instagram.com/visitpalmsprings">https://www.instagram.com/visitpalmsprings</a>	158,704	130,764
<b>Pinterest</b> followers <a href="https://www.pinterest.com/visitpalmsprings">https://www.pinterest.com/visitpalmsprings</a>	2,409	2,133
<b>Tik Tok</b> followers <a href="https://www.tiktok.com/@visit.palmsprings">https://www.tiktok.com/@visit.palmsprings</a>	18,106	14,365

## Facebook Page Insights



## Facebook Top Posts

**Visit Palm Springs**  
Tue 12/12/2023 5:08 pm PST

Happy Birthday, Frank Sinatra! We all know and love Frank Sinatra for his music, but did you know he is also one of music's...

**Impressions** 36,513

**Visit Palm Springs**  
Fri 12/29/2023 3:45 pm PST

Dreaming of a getaway in Palm Springs? 🌴 Head over to Stay Poppy to find your perfect vacation rental today. See you...

**Impressions** 33,749

**Visit Palm Springs**  
Mon 12/11/2023 10:50 am PST

Rise and shine, it's another perfect day in Palm Springs! What do we have on the agenda for this week? 🌴 📅 @carlv12

**Impressions** 29,395



## Instagram Insights

Total Impressions <b>1,033,128</b>	Video Views <b>164,970</b>	Story Link Clicks <b>589</b>
Saves <b>2,930</b>	Engagements <b>47,608</b>	Followers <b>158,704</b>
Shares <b>3,036</b>	Profile Actions <b>604</b>	Followers Gained <b>1,756</b>
Comments <b>374</b>		

## Instagram Top Posts

<b>visitpalmssprings</b> Fri 12/22/2023 12:32 pm PST The rest of the world is black and white, but Palm Springs is always in screaming color. 🌈 📷 @wayoutvisuals  Impressions <b>35,482</b>	<b>visitpalmssprings</b> Fri 12/15/2023 4:31 pm PST The desert on film just hits different. 🌴 📷 @kajdax  Impressions <b>33,501</b>	<b>visitpalmssprings</b> Fri 12/29/2023 12:54 pm PST Dreaming of a getaway in Palm Springs? 🌴 Head over to @staypoppy_ to find your perfect vacation rental today. See you...  Impressions <b>26,819</b>
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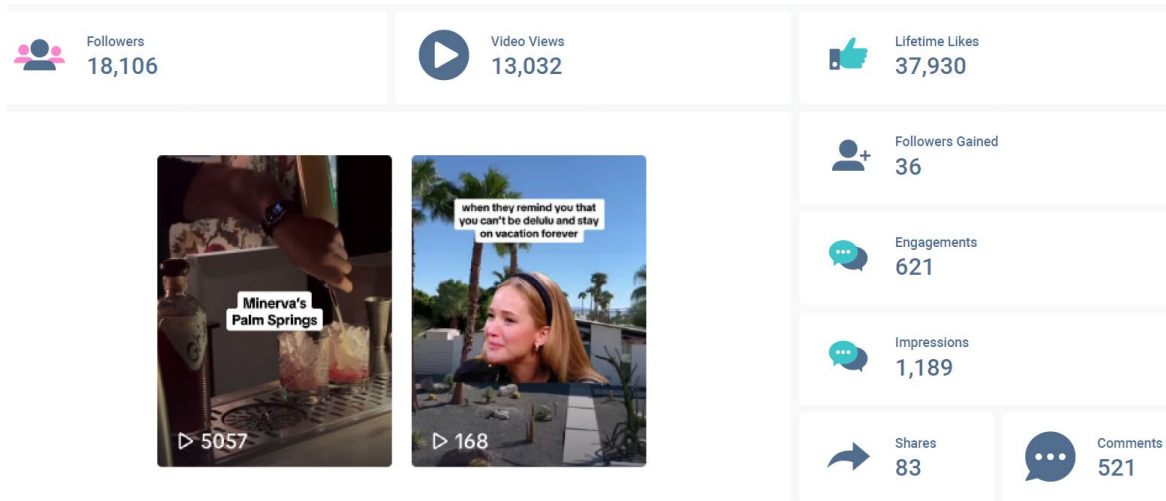
## Pinterest Highlights

Impressions <b>66,320</b>	Engagement <b>33,338</b>	Outbound Clicks <b>244</b>
Followers <b>2,409</b>	Followers Gained <b>20</b>	Published Posts <b>4</b>

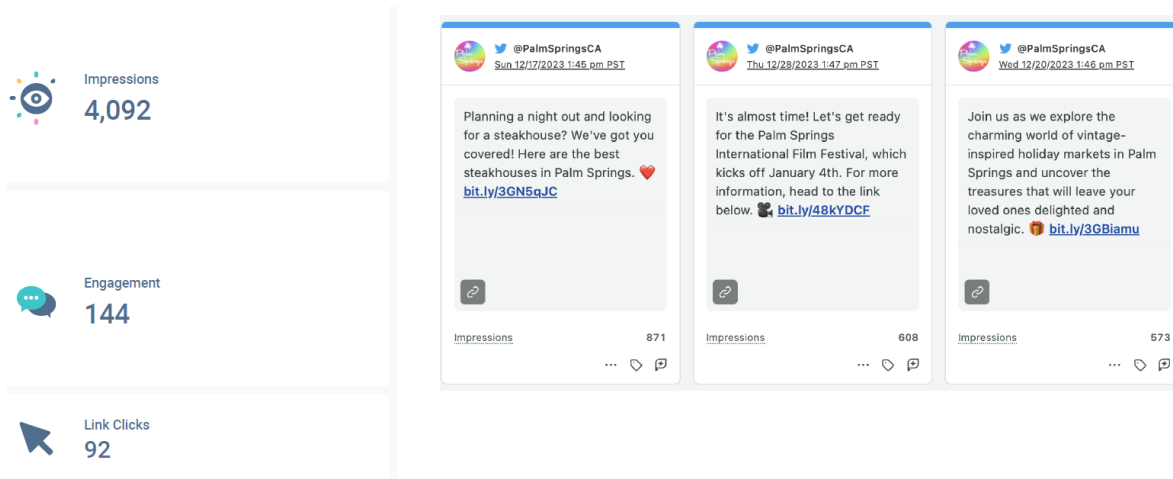
<p>The Surf Club in Palm Springs</p> <p>See more stats</p>	<p>Palm Springs International Film Festival 2024</p> <p>See more stats</p>	<p>The Life House in Palm Springs</p> <p>See more stats</p>	<p>The Best Steakhouses in Palm Springs</p> <p>See more stats</p>
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Top metros	Top countries
Metro	% of audience ↓
Los Angeles	13.9%
New York	4.4%
San Francisco-Oak-San Jose	3.9%
Phoenix (Prescott)	3.2%
Seattle-Tacoma	3.0%
Chicago	2.6%
Dallas-Ft. Worth	2.3%
San Diego	2.4%
Portland, OR	2.0%
Palm Springs	1.8%

## TikTok Highlights

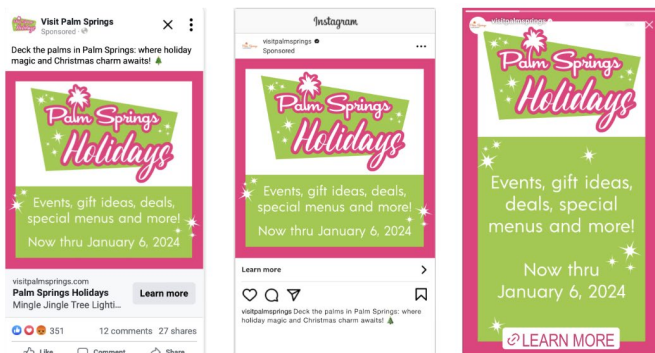


## Twitter (X) Highlights



## Social Media Paid Campaigns

Campaign Name	Impressions	Clicks
Palm Springs Holidays	296,700	4,510



# Sample Articles

Forbes

[Palm Springs Guide: Where to Sleep, Dine and Shop In 2024](#)



The screenshot shows the top portion of a Forbes article. At the top left is a 'Subscribe to newsletters' button. The Forbes logo is centered at the top. Below it, the breadcrumb 'FORBES > LIFESTYLE > FORBESLIFE' is visible. The main title 'Palm Springs Guide: Where To Sleep, Dine And Shop In 2024' is prominently displayed. Below the title, the author 'David Hochman Contributor' is listed, along with a bio: 'A worldview from Los Angeles on luxury, travel and entertainment.' A blue 'Follow' button is on the right. Social sharing icons for Facebook, X, and LinkedIn are on the left. The date 'Dec 26, 2023, 08:35pm EST' is on the right. A large photograph of a white building with a patio and lounge chairs is partially visible at the bottom.

Travel + Leisure

[This New 21-acre Surf Club is Bringing 7-foot Wave to the Desert.](#)

FWT Magazine

[The Velvet Rope: A New Palm Springs Hotel Spins Old Hollywood Glamour](#) (co-hosted)



ABOUT ▾ CONTRIBUTORS ▾ CON



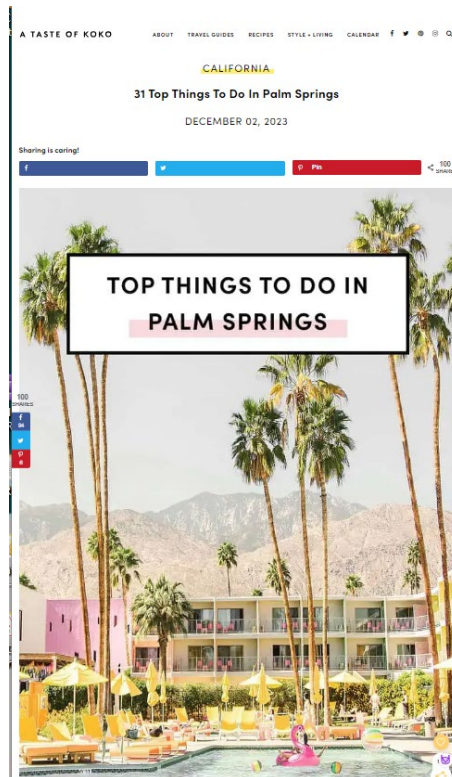
## The Velvet Rope: A New Palm Springs Hotel Spins Old Hollywood Glamour

January 5, 2024 by Barbara Redding, Dannelle Gay, Maurie O'Connor, Beth-Ellen Clausen



### Séc-he: A Luxury Palm Springs Spa Rich with Ancient Tribal Traditions

December 19, 2023 by Barbara Redding



## A quick guide to California's must-visit Palm Springs



By Trisha Torres  
1 Dec, 2023 11:00 AM © 2 mins to read

Save Share



Palm Springs enjoys a glorious average of over 350 days of sunshine each year, making it a haven for sun-seekers. Photo / 123RF

## From Our Blog



### Palm Springs Holiday Dining

Feast and Libations: Unforgettable Holiday Dinner and Cocktail Soirées When it comes to creating a...



### Celebrating the Holidays in Palm Springs

A Palm Springs Holidays Guide As the holiday season approaches, it's time to plan a...



### Palm Springs New Year 2024

New Year's Eve in Palm Springs is a vibrant and exciting experience that offers something...

[Palm Springs Holidays Landing Page](#)



### Palm Springs Holidays

Friday, November 24, 2023 – Saturday, January 6, 2024



### Palm Springs Holiday Dining

Feast and Libations: Unforgettable Holiday Dinner and Cocktail Soirées When it comes to creating a...



### Celebrating the Holidays in Palm Springs

A Palm Springs Holidays Guide As the holiday season approaches, it's time to plan a...



### A Guide to Palm Springs Theaters, Choirs, and Bands

# Website

<https://visitpalmsprings.com>

Analytics	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Sessions	152,212	163,554	659,829	1,563,298
Users	121,767	117,604	521,812	1,245,378
Page Views	233,586	486,931	1,027,876	3,300,327
*Events	1,258,078	N/A	5,233,414	N/A

\* Events in Google Analytics measure specific interactions on your website or app, such as page loads or link clicks.

## Visitor Guides & Visitor Information

### Visitor Guides

	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Distributed Hard Copy	4,862	2,184	26,834	49,079
Digital Page Views	3,949	15,346	27,736	172,918
Downloads	54	62	184	552

### Visitor Information Centers

Visitor Information Center

Welwood Murray Memorial Library

Open 10 am - 5 pm, Daily

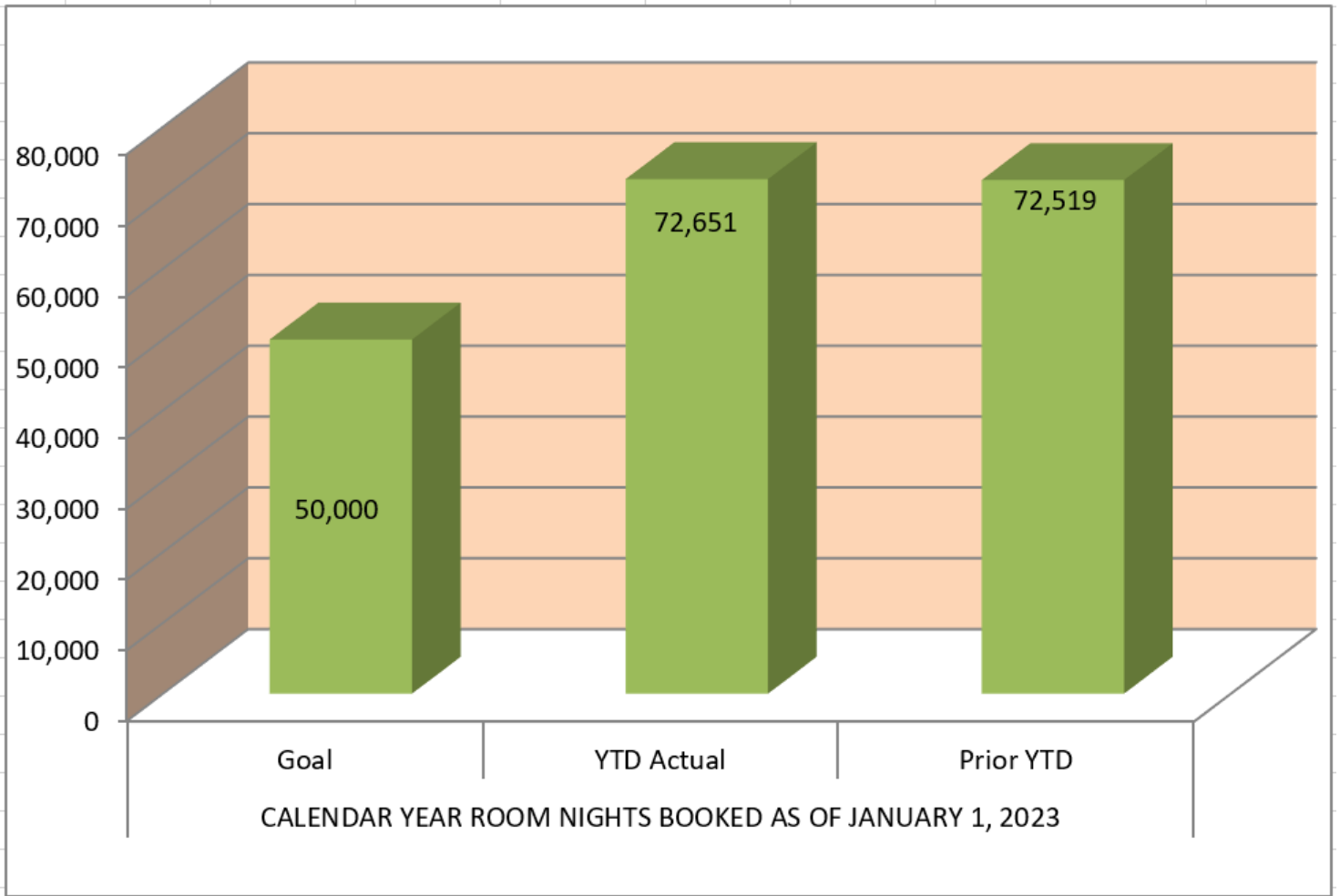
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

Number of Visitors	December 2023	December 2022	July 2023 – June 2024	July 2022– June 2023
Visitor Information Center	8,056	7,676	31,257	83,256
Welwood Murray Memorial Library	2,487	3,017	12,012	29,523
<b>Total</b>	<b>10,543</b>	<b>10,693</b>	<b>43,269</b>	<b>112,779</b>

## Palm Springs Convention Center (Calendar Year Beginning January 1, 2023)

November 2023 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	17	7,225	102	72,651
Contracts Issued	2	1,604	91	67,461
Contracts awaiting signature	17	45,934		
Tentative events added	14	13,072	275	204,103



YTD Actual	PYTD Actual	Annual Goal	% of Goal
72,651	72,519	50,000	145.3%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
ATALM – 2024 International Conference of Indigenous Archives, Libraries, and Museums	11/9-15/2024	450	1,760
2025 CA Water Environment Association Annual Conference	4/20-25/2025	620	1,813
International LGBTQ+ Travel Association 2025 Annual Global Convention	10/20-25/2025	395	1,211
McCormick’s Palm Springs Exotic Car Auction #76	2/19-27/2024	156	500
2026 Parental Drug Association Universe of Pre-Filled Syringes and Injection Devices Conference	10/3-9/2026	450	1,370

Contracts Issued	Room Nights	2023 YTD Contracts Issued	2023 YTD Room Nights
2	1,604	91	67,461

# Contracts Awaiting Signature	Room Nights
17	45,934



	# Events	Room Nights
Lost Business	8	12,388

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
2025 Hydrogen & Fuel Cell Seminar	2/2025	1,087	Lost to Long Beach due to Lack of Member Support
Institute for Credentialing Excellence – I.C.E. 2025	2/2025	2,035	PS Didn't Make Final Cut
American Society for Clinical Pathology	10/2025	2,320	Preferred Dates not Available
CA County Superintendents Educational Services Association CISC Symposium 2027	2/2027	1,900	Lost to Anaheim; Only considering destinations with Union Hotels
American Roentgen Ray Society 2027 Annual Meeting	5/2027	2,484	Weather Too Hot – looking for early April dates
American Roentgen Ray Society	5/2028	2,562	Preferred Dates not Available

Top Competitive Destinations - 2023	# of Groups
Indian Wells	3 (Tie)
Reno	3 (Tie)
Anaheim	2 (Tie)
Chula Vista	2 (Tie)
Los Angeles	2 (Tie)
San Diego	2 (Tie)
Austin	1 (Tie)
Boston	1 (Tie)
Fort Worth	1 (Tie)
Houston	1 (Tie)
Indianapolis	1 (Tie)
Long Beach	1 (Tie)
Minneapolis	1 (Tie)
Nashville	1 (Tie)
New Orleans	1 (Tie)
Palm Desert	1 (Tie)
Phoenix	1 (Tie)
Portland	1 (Tie)
Riverside	1 (Tie)
Sacramento	1 (Tie)
San Francisco	1 (Tie)

**Top Cancellation Reasons**

- Palm Springs Didn't Make Final Cut
- Wants to be Under One Roof
- Preferred Dates not Available

Tradeshows & Events attended	Date	Attendees
Association of Chicagoland Holiday Showcase	11/28-12/1	David Leroy, CMP
International Association of Exhibitions & Events – Dallas TX/ASM Global National Sales & Event Services Meeting	12/3-7	Rick Leson, Kristie Dore
GM Meeting Zoom Call	12/6	Rob Hampton, Kimber Foster
Visit Greater PS Annual Partner Holiday Party	12/8	Rob Hampton, Kimber Foster, David Leroy, CMP
Canopy Wine Lounge Media Event	12/8	Rob Hampton, Kimber Foster, David Leroy, CMP
LifeStream Blood Drive hosted by the PSCC	12/11	Rick Leson, Paula Helm
CA Society of Association Executives Seasonal Spectacular – Sacramento	12/-14	Shawn Sande
Esri Campus Visit – Redlands, CA	12/12	Rob Hampton, Rick Leson
PSHA Clubs Fore Kids Luncheon	12/13	Rob Hampton, Kimber Foster, Mario Irrera, David Leroy, CMP
December HOPS Monthly Meeting	12/14	Rob Hampton, Rick Leson, Paula Helm, Shawn Sande, David Leroy, CMP
Visit Greater PS Q4 Sales & Marketing Meeting	12/15	Rick Leson
GM Meeting Zoom Call	12/20	Rob Hampton, Kimber Foster

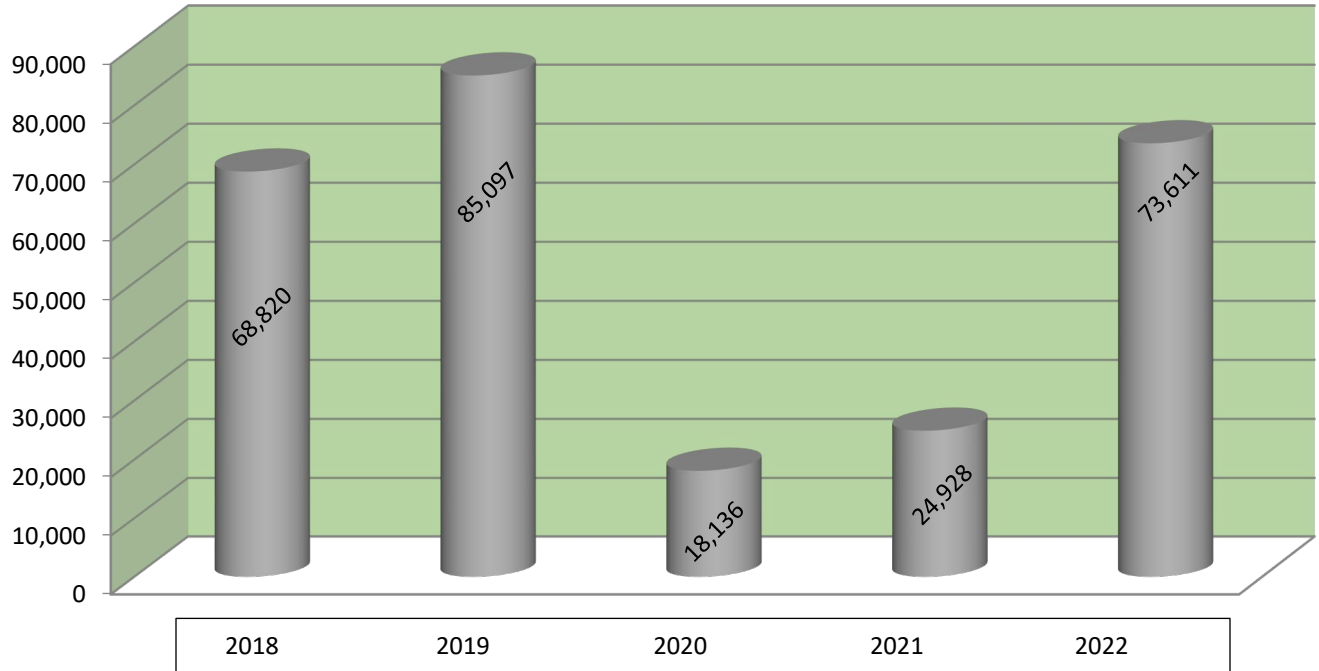
Site Inspections   Tentative	Tentative Date	Peak Rooms	Room Nights
None			
Planning Meetings   Definite	Date	Peak Rooms	Room Nights
None			

Key Events Hosted in December, 2023	
	Date
Riverside County Office of Education 2023 Winter Wonderland	11/29-12/2
National Agricultural Aviation Association 2023 Annual Convention & Expo	12/2-7
City of PS Supports FIND Food Distribution	12/7
Agua Caliente Band of Cahuilla Indians Tribal Member Holiday Party	12/11-15
Mayfield College Graduation	12/14-15
Agua Caliente Band of Cahuilla Indians Employee Holiday Party	12/16-22
Well in the Desert Holiday Meal Offering 2023	12/21-26
Palm Springs International Film Festival Gala	12/26-1/6

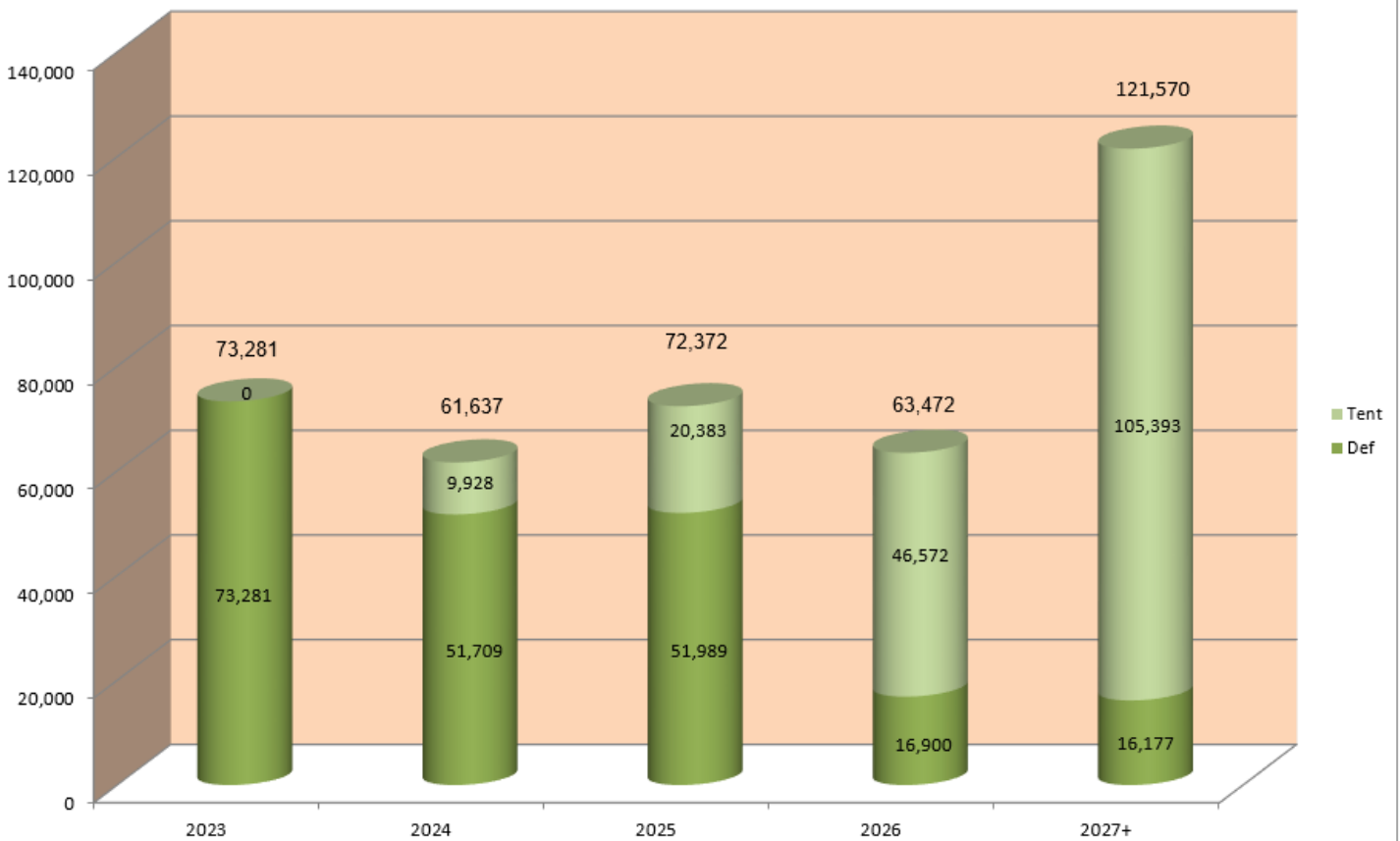
Palm Springs Convention Center  
**Pace Report - Calendar Year**  
*Definite & All Tentative Room Nights*

Month		2019	2020	2021	2022	2023	2024	2025	2026	2027+
		Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights
January	Definite	4,610	2,730	-	150	3,721	3,761	3,980	-	-
	All Tentative	-	-	-	-	-	-	3,110	7,250	-
	<b>Total</b>	<b>4,610</b>	<b>2,730</b>	<b>-</b>	<b>150</b>	<b>3,721</b>	<b>3,761</b>	<b>7,090</b>	<b>7,250</b>	<b>-</b>
February	Definite	5,775	6,414	-	4,207	5,392	5,600	9,000	3,880	-
	All Tentative	-	-	-	-	-	479	979	3,245	14,925
	<b>Total</b>	<b>5,775</b>	<b>6,414</b>	<b>-</b>	<b>4,207</b>	<b>5,392</b>	<b>6,079</b>	<b>9,979</b>	<b>7,125</b>	<b>14,925</b>
March	Definite	13,392	8,492	500	13,992	16,918	15,699	17,752	5,000	5,000
	All Tentative	-	-	-	-	-	-	-	6,562	39,039
	<b>Total</b>	<b>13,392</b>	<b>8,492</b>	<b>500</b>	<b>13,992</b>	<b>16,918</b>	<b>15,699</b>	<b>17,752</b>	<b>11,562</b>	<b>44,039</b>
April	Definite	10,339	-	-	5,011	4,450	4,149	5,053	2,000	8,540
	All Tentative	-	-	-	-	-	112	1,826	2,604	13,112
	<b>Total</b>	<b>10,339</b>	<b>-</b>	<b>-</b>	<b>5,011</b>	<b>4,450</b>	<b>4,261</b>	<b>6,879</b>	<b>4,604</b>	<b>21,652</b>
May	Definite	10,196	-	35	9,964	7,573	3,650	2,650	2,650	-
	All Tentative	-	-	-	-	-	600	3,340	3,021	3,340
	<b>Total</b>	<b>10,196</b>	<b>-</b>	<b>35</b>	<b>9,964</b>	<b>7,573</b>	<b>4,250</b>	<b>5,990</b>	<b>5,671</b>	<b>3,340</b>
June	Definite	5,149	-	1,300	4,930	4,000	-	-	-	-
	All Tentative	-	-	-	-	-	-	-	3,247	2,341
	<b>Total</b>	<b>5,149</b>	<b>-</b>	<b>1,300</b>	<b>4,930</b>	<b>4,000</b>	<b>-</b>	<b>-</b>	<b>3,247</b>	<b>2,341</b>
July	Definite	3,083	-	1,480	1,160	-	-	2,637	-	2,637
	All Tentative	-	-	-	-	-	-	-	-	-
	<b>Total</b>	<b>3,083</b>	<b>-</b>	<b>1,480</b>	<b>1,160</b>	<b>-</b>	<b>-</b>	<b>2,637</b>	<b>-</b>	<b>2,637</b>
August	Definite	6,864	-	5,934	8,000	9,116	3,151	-	-	-
	All Tentative	-	-	-	-	-	-	-	-	5,005
	<b>Total</b>	<b>6,864</b>	<b>-</b>	<b>5,934</b>	<b>8,000</b>	<b>9,116</b>	<b>3,151</b>	<b>-</b>	<b>-</b>	<b>5,005</b>
September	Definite	6,585	-	1,517	4,931	3,702	-	-	-	-
	All Tentative	-	-	-	-	-	2,700	3,690	6,117	6,676
	<b>Total</b>	<b>6,585</b>	<b>-</b>	<b>1,517</b>	<b>4,931</b>	<b>3,702</b>	<b>2,700</b>	<b>3,690</b>	<b>6,117</b>	<b>6,676</b>
October	Definite	11,861	-	8,435	8,056	9,395	7,592	6,310	1,370	-
	All Tentative	-	-	-	-	-	881	5,313	8,539	9,768
	<b>Total</b>	<b>11,861</b>	<b>-</b>	<b>8,435</b>	<b>8,056</b>	<b>9,395</b>	<b>8,473</b>	<b>11,623</b>	<b>9,909</b>	<b>9,768</b>
November	Definite	5,873	500	5,287	9,101	5,794	8,107	4,607	2,000	-
	All Tentative	-	-	-	-	-	156	2,125	2,387	11,187
	<b>Total</b>	<b>5,873</b>	<b>500</b>	<b>5,287</b>	<b>9,101</b>	<b>5,794</b>	<b>8,263</b>	<b>6,732</b>	<b>4,387</b>	<b>11,187</b>
December	Definite	1,370	-	440	4,109	3,220	-	-	-	-
	All Tentative	-	-	-	-	-	5,000	-	3,600	-
	<b>Total</b>	<b>1,370</b>	<b>-</b>	<b>440</b>	<b>4,109</b>	<b>3,220</b>	<b>5,000</b>	<b>-</b>	<b>3,600</b>	<b>-</b>
Definite		85,097	18,136	24,928	73,611	73,281	51,709	51,989	16,900	16,177
All Tentative		-	-	-	-	-	9,928	20,383	46,572	105,393
<b>Total</b>		<b>85,097</b>	<b>18,136</b>	<b>24,928</b>	<b>73,611</b>	<b>73,281</b>	<b>61,637</b>	<b>72,372</b>	<b>63,472</b>	<b>121,570</b>

## Total Room Nights Realized 2018-2022



## Total Tentative and Definite Bookings for Current and Future Years



# City Wide Events

■ Definite  
■ All Tentative

