

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

Monthly Report
February 2024



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 Nativo, 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 Nativo platform, search as well as Pink Media.

Total Digital Ads

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	2,265,190	2,484,917	36,548,824	27,401,134
Clicks to VisitPalmSprings.com	25,378	14,360	140,533	121,328
Video Views & Audio Ads	386,737	153,901	3,212,281	2,097,327

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

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Spots	972	1,261	26,615,536	24,833,628

Print

We participate in the Visit Greater Palm Springs 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.

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	119,098	133,797	930,588	1,057,568
Clicks to VisitPalmSprings.com	11,793	9,544	67,430	84,128

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.

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	344,241	582,859	3,355,242	4,765,651
Clicks to VisitPalmSprings.com	268	772	2,618	4,716

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

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	321,037	286,527	2,906,347	2,397,317
Clicks to VisitPalmSprings.com	158	225	1,968	1,853

Digital Video Ads

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

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	214,033	175,507	1,750,638	1,703,792
Clicks to VisitPalmSprings.com	150	130	1,105	2,458
Completed Video Views	119,778	110,701	1,044,490	1,175,339

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 =

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Completed Video Views	116,392	43,200	921,486	461,065

Spotify

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

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	0	0	592,438	482,484
Clicks to VisitPalmSprings.com	0	0	535	211
Audio Ad Completions	0	0	562,831	460,923

Native Advertising Platform

Digital ads delivered in the form of native content.

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	757,724	902,267	4,569,480	4,102,381
Clicks to VisitPalmSprings.com	4,604	3,318	19,048	13,018

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.

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	0	0	1,034,602	1,218,764
Clicks to VisitPalmSprings.com	0	0	2,271	1,961

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.

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	0	0	16,366,916	0
Engagements	0	0	1,369	0
Clicks	0	0	8,455	0

Sojern

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

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	0	0	2,294,404	4,927,391
Clicks to VisitPalmSprings.com	0	0	3,583	5,909

Pink Media

Social media and e-newsletter outreach to LGBTQ+ audiences across the country.*Launched this fiscal year.

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	111,876	0	358,923	0
Engagements	10,225	0	38,317	0
Clicks to VisitPalmSprings.com	8,308	0	22,437	0

K Gay

Digital ads and radio spots reaching locals and potential visitors across the world via streaming platforms

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Total Impressions	397,181	0	721,794	0
Clicks	97	0	249	0
Listener sessions	150,567	0	683,474	0

Television

Spectrum

Air Dates: February 1-29, 2024

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

Top 5 Networks: Spectrum News 1, CNBC, TNT, Tru TV, USA

Total Networks: 17

Commercial Airings: 972

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				February, 2024			
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
Washington State Ferries							
Seattle-Bainbridge	4:00 AM	12:59 AM	20:59	1259:00:00	4:21	289	8,393
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:35	795	23,060
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	1:36	787	22,819
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:21	933	27,045
BC Ferries							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	5:14	235	6,810
CA Welcome Centers							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	4:35	153	4,437
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	5:35	106	3,074
Barstow	10:30 AM	7:15 PM	8:45	525:00:00	5:05	103	2,995
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:35	157	4,556
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	5:05	119	3,451
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	8:12	67	1,943
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:05	142	4,108
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	4:35	164	4,756
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:06	89	2,567
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:35	157	4,556
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:05	94	2,738
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	7:18	74	2,145
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	5:05	100	2,910
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:35	92	2,657
Santa Rosa	9:30 AM	2:30 PM	5:00	300:00:00	3:24	88	2,552
Ukiah	8:30 AM	5:30 PM	9:00	540:00:00	5:11	104	3,016

Social Media

	February 2024	February 2023
Facebook page likes https://www.facebook.com/VisitPalmSprings	82,774	78,483
Instagram followers https://www.instagram.com/visitpalmsprings	162,978	133,553
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,471	2,200
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	18,292	16,222

Facebook Page Insights

<u>Impressions</u> 723,708	<u>Post Link Clicks</u> 4,222	<u>Engagements</u> 22,642	<u>Comments</u> 542
<u>Likes</u> 7,504	<u>Shares</u> 589	<u>Fans</u> 82,774	<u>Published Posts</u> 32
<u>Video Views</u> 5,037			


Facebook Posts

 Visit Palm Springs
Tue 2/27/2024 10:00 am CST


PAWsing for the perfect photo with Marilyn in Palm Springs. 🐾📸 : @pizzawithdanielle




Total Engagements 5,485

 Visit Palm Springs
Sat 2/24/2024 1:00 pm CST


T-minus one day until Modernism Week comes to an end. 🌵 Have you toured the Shag House yet?



Total Engagements 3,709

 Visit Palm Springs
Mon 2/19/2024 12:00 pm CST

Here's to never ending palm trees, bright doors and blue skies. 🌴📸 : @onsenhotelspa



Total Engagements 1,881

Instagram Insights

<u>Impressions</u> 887,155	<u>Engagements</u> 47,351	<u>Comments</u> 461	<u>Shares</u> 2,761
<u>Video Views</u> 159,103	<u>Website Clicks</u> 242	<u>Likes</u> 41,814	<u>Followers</u> 162,978

Instagram Posts


 visitpalmssprings
 Mon 2/5/2024 3:40 am CST

T-Minus 10 days until Modernism Week. For all information, head to @modernism_week. ❤️ 📸 @jonathanyantaylor





Total Engagements **12,672**


 visitpalmssprings
 Thu 2/15/2024 5:15 pm CST


Here's to never ending palm trees, bright doors and blue skies. 🌴 🏠 @onsenhotelespa





Total Engagements **4,336**


 visitpalmssprings
 Sat 2/24/2024 12:00 pm CST

T-minus one day until @modernism_week comes to an end 🌴 have you toured @theshaghouse yet?



Total Engagements **3,563**


 visitpalmssprings
 Wed 2/28/2024 1:33 pm CST

Climb into a life-sized painting! 🎨 @theshaghouse stole the show at @modernism_week 2024! Inspired by @theartistshag's iconic work, it's a full-on design dive into his vibrantly-magical mid-century world. Tag...



Total Engagements **6,758**


 visitpalmssprings
 Thu 2/29/2024 8:48 pm CST

#BHM 🌟 in Palm Springs! Relive the magic of the 2024 Black History Month Parade! From joyful performances, colorful floats to inspiring community members waving from cars – it was a true celebration of...



Total Engagements **2,821**


 visitpalmssprings
 Wed 2/21/2024 5:57 pm CST

Come with us to @mryonps as we learn how to make iconic, classic cocktails with their very own Mixologists. It's a Palm Springs staple one can't miss. ❤️



Total Engagements **787**

Pinterest Highlights

Impressions: 40,456
 Engagement: 2,163
 Outbound Clicks: 366
 Followers: 2,471
 Published Posts: 2

 visitpalmssprings
 Fri 2/9/2024 7:30 pm CST

Pinned to Eat & Drink
 Palm Springs is full of vegan-friendly restaurants catering to various dietary needs and preferences. Whether you're looking for a quick bite or a sit-down meal, you're sure to find something to your liking. Here's a Palm...



 visitpalmssprings
 Fri 2/9/2024 7:15 pm CST

Pinned to Eat & Drink
 California is known for its exceptional Mexican food, and Palm Springs is home to some of the tastiest tacos, tequila, and tamales around. Whether you're a Palm Springs local or a visitor looking for the best Mexican foo...



TikTok Highlights

Impressions	Engagements	Video Views	Engagement Rate (per Impression)
49,564	1,367	49,564	2.8%

Followers
 18,292

Twitter (X) Highlights

Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
2,663	53	21	2%

Followers
 30,101

Social Media Paid Campaigns

Campaign Name	Impressions	Clicks
Tik Tok	26,868	363
Hiking Spot on FB	295,461	2,925

Sample Articles

KESQ

[Palm Springs Convention Center becomes Certified Autism Center; First in California](#)



New York Times

[At This California Radio Station, the Call Letters Say It All](#)



Thrillist

[It's the Perfect Time to Have A Mid-Century Modern Moment in Palm Springs](#)
Links to our midcentury architecture self-guided tour

Hollywood Reporter

[The Hottest New Hotels and Restaurants in Palm Springs Right Now](#)

HOME > LIFESTYLE > LIFESTYLE NEWS

The Hottest New Hotels and Restaurants in Palm Springs Right Now

With the 11-day architecture and design festival Modernism Week set to kick off Feb. 15, here's the latest on what to discover in this eternally cool desert getaway.

BY ABIGAIL STONE FEBRUARY 11, 2024 9:30AM



The bar at Canopy Wine Lounge in Palm Springs. ANDRE NIESING PHOTOGRAPHY

Between Valentine's Day and the long Presidents Day weekend, February is the perfect month to scoot out to Palm Springs and enjoy the desert sun.

Wallpaper

[Palm Springs Modernism Week 2024](#)

We have hosted editor Ellie Stathaki, author of this article, in the past.

RoadTrippingCalifornia.com

[30+ Perfect Things To Do in Palm Springs](#)

HerJolieJourney.com

[9 Insanely Cool Things To See in Palm Springs On Your First Trip](#)

HolloRubyDoodle.com

[Dog Friendly Guide to Palm Springs](#)



SheSheShow.com

[Colorful Palm Springs](#)

From Our Blog



Squeeze the Day at Palm Springs Juice Bars



Architects That Built Palm Springs: A. Quincy Jones



Palm Springs Stars' Homes: Self-Guided Tour

The Aluminaire House

Sun, February 25, 2024 • Architecture

Add to trip



A Modernist Marvel Finds its Forever Home at the Palm Springs Art Museum

Explore Palm Springs Vinyl Record Stores

Thu, February 22, 2024 • Shop

Add to trip



White Party Global Palm Springs 2024

Sun, February 4, 2024 • LGBTQ

Add to trip



Join the World's Largest LGBTQ+ Dance Music Festival

March 29 - 31, 2024

Press Fam

In our continued efforts to reach international audiences, we hosted a FAM trip for five journalists and photographers representing six top-tier French publications. These publications have a potential reach or more than 25 million and focus on travel, art, culture, design, architecture, and culinary.

Beaux Arts (Françoise-Aline Blain)

Escapade (Carine Galli)

The Good Life (Laurence Gounel and Julie Ansiau)

Le Figaro (Laurence Ogiela)

Le Point (Laurence Gounel and Julie Ansiau)

Les Echos (Laurence Ogiela)

Nathalie Meyer (mN'Organisation PR agency)

As an added bonus, Kimber connected with Paul Clemence, a photographer/journalist based in New York, while she was at International Media Marketplace at the end of January so he joined the group for a portion of the tours. Clemence has 1.1 million followers worldwide on his ARCHI-PHOTO Facebook page, 500,000 unique monthly visits to his blog and will be contributing articles to publications such as Design Boom, Dezeen, Wallpaper, ArcDaily and more.



Website

<https://visitpalmsprings.com>

Analytics	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Sessions	242,516	152,462	1,091,065	1,047,283
Users	188,099	124,331	876,887	812,625
Page Views	337,513	261,224	1,671,705	2,507,364
*Events	1,680,439	N/A	8,513,163	N/A

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

**Google Analytics dropped tracking November 15-26, 2023. The above results do not include 12 days.

Visitor Guides & Visitor Information

Visitor Guides

	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Distributed Hard Copy	4,218	4,736	35,628	30,850
Digital Page Views	6,636	21,834	43,695	115,080
Downloads	45	44	289	416

Visitor Information Centers

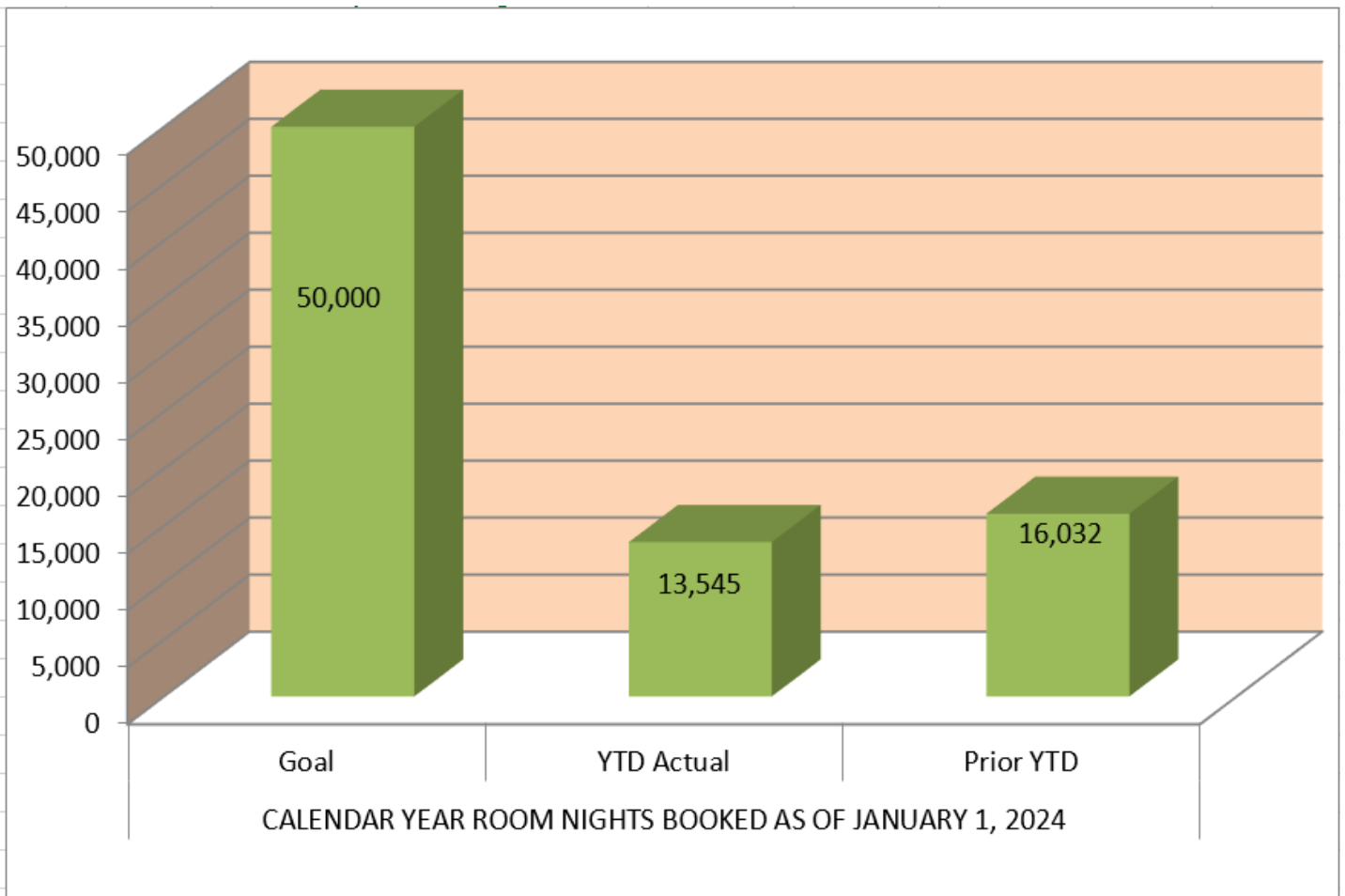
Visitor Information Center
Welwood Murray Memorial Library

Open 10 am - 5 pm, Daily
Open 10 am - 6 pm, Friday – Wednesday
Open 10 am - 8 pm, Thursday

Number of Visitors	February 2024	February 2023	July 2023-February 2024	July 2022-February 2023
Visitor Information Center	21,582	14,446	65,022	53,246
Welwood Murray Memorial Library	4,234	2,908	19,026	19,677
Total	25,816	17,354	84,048	72,923

Palm Springs Convention Center (Calendar Year Beginning January 1, 2024)

January 2024 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	11	11,240	16	13,545
Contracts Issued	19	24,518	24	27,203
Contracts awaiting signature	26	62,311		
Tentative events added	41	33,719	73	57,652



YTD Actual	PYTD Actual	Annual Goal	% of Goal
13,545	16,032	50,000	27.1%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
CA Association of Directors of Activities (CADA) 2027 Annual Conference	2/22-27/2027	1,300	4,500
CUE 2027 Conference	3/15-20/2027	1,600	5,000
International Association of Plumbing & Mechanical Officials 2025 Conference	9/13-19/2025	450	1,740

Contracts Issued	Room Nights	2024 YTD Contracts Issued	2023 YTD Room Nights
19	24,518	24	27,203

# Contracts Awaiting Signature	Room Nights
26	62,311

# Events	Room Nights
Lost Business	9
	17,641

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
TOC CON	10/2024	300	Availability of Hotel Rooms
2025 North American Trailer Dealers Association Trailer-Tech Expo	1/2025	1,500	Lost to Reno due to destination amenities
Christian Medical & Dental Association 2026 National Conference	5/2026	1,930	Hold Expired – No Response from Client
CA Police Chiefs Association 2026 Women Leaders in Law Enforcement Symposium	9/2026	4,600	Lost to San Diego Town & Country – Group was already booked and was not able to get out of their contract
Association of Donor Relations Professionals 2026 International Conference	9/2026	1,305	PS Didn't make Final Cut; Short list is Reno, Seattle and Denver
Intl. Assn. of Venue Managers (IAVM) 2027	6/2027	2,341	PS Didn't Make Final Cut – Appreciated the room to grow but also wanted to be the only ones in the facility
National Technical Investigators Association 2028 Annual Training & Technology Exhibition	8/2028	5,665	Selected Tampa due to high attendance at a past meeting

Top Competitive Destinations - 2024		# of Groups
Anaheim		2 (Tie)
Las Vegas		1 (Tie)
Los Angeles		1 (Tie)
New Orleans		1 (Tie)
Reno		1 (Tie)
San Diego		1 (Tie)
Tampa		1 (Tie)

Top Cancellation Reasons
Palm Springs Didn't Make Final Cut
Appealing Nearby Attractions/theme Parks
Miscellaneous Reasons

Tradeshows & Events attended – January 2024	Date	Attendees
Tour of Agua Caliente Cultural Museum and Spa at Sec He	2/1	Rick Leson, Paula Helm, Shawn Sande, David Leroy, Kim Leeney
Visit Greater Palm Springs Board Meeting	2/2	Rob Hampton
Mainstreet Meeting	2/6	Rick Leson, Randy Garner
GM Meeting ZOOM Call	2/7	Rob Hampton, Rick Leson, Kimber Foster
Economic Development Subcommittee Meeting	2/7	Rob Hampton
PSHA Board Meeting	2/8	Rob Hampton, Rick Leson, Kimber Foster
Visit Greater PS Marketing Update	2/12	Rob Hampton, Paula Helm
February HOPS Monthly Meeting	2/15	Rick Leson, Paula Helm, Shawn Sande, David Leroy, CMP
PSHA Monthly Luncheon	2/15	Rob Hampton, Rick Leson, Kimber Foster
Visit Greater PS Meet & See: Flanner Exchange	2/27	David Leroy
GM Meeting ZOOM Call	2/28	Rob Hampton, Rick Leson, Kimber Foster

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
Copa Liquor Entertainment	TBD	0	0
Inland Empire Schools Thru Props AV Citrus Valley High School Prom	4/19/2025	0	0
PSUSD Diversity & Racial Equity Conference	9/6-7/2024	0	0
Informa Global Waste Management Symposium 2026	2/14-18, 2026	430	1,553

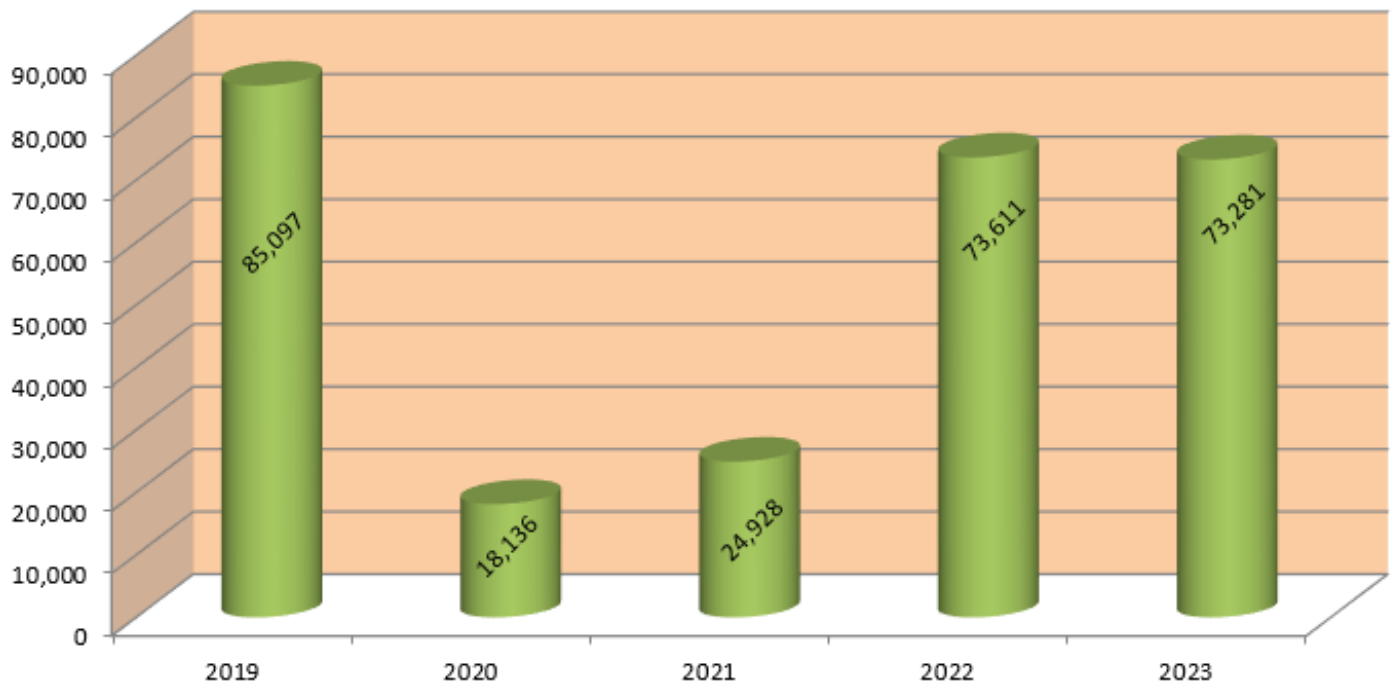
Planning Meetings Definite	Date	Peak Rooms	Room Nights
None			

Key Events Hosted in February, 2024		Date
Varsity Spirit LLC DbA Spirit Sports 2024 Duel in the Desert Championship		1/31-2/5
City of Palm Springs Supports FIND Food Distribution		2/1
vGMgt, LLC 2024 Annual Intersect Art Show		2/5-12
Riverside University Health System Behavioural Health Prevention and Early Intervention		2/6
CA Automatic Fire Alarm Association		2/8
Dolphin Promotions Presents Palm Springs Modernism 2024		2/11-20
National Gay Pilots Association 2024 Winter Warm Up & Industry XPO		2/13-18
Modernism Week Vintage Car Show		2/19
McCormick's PS Collector Car Auctions		2/19-27
Charles B. Gonzales, MD Health & Wellness Seminar		2/21
Genesys Meeting		2/21-22
CA Park & Recreation Society		2/25-3/2
Roche Products Limited Meeting		2/26
City of Palm Springs District Community Meeting		2/27

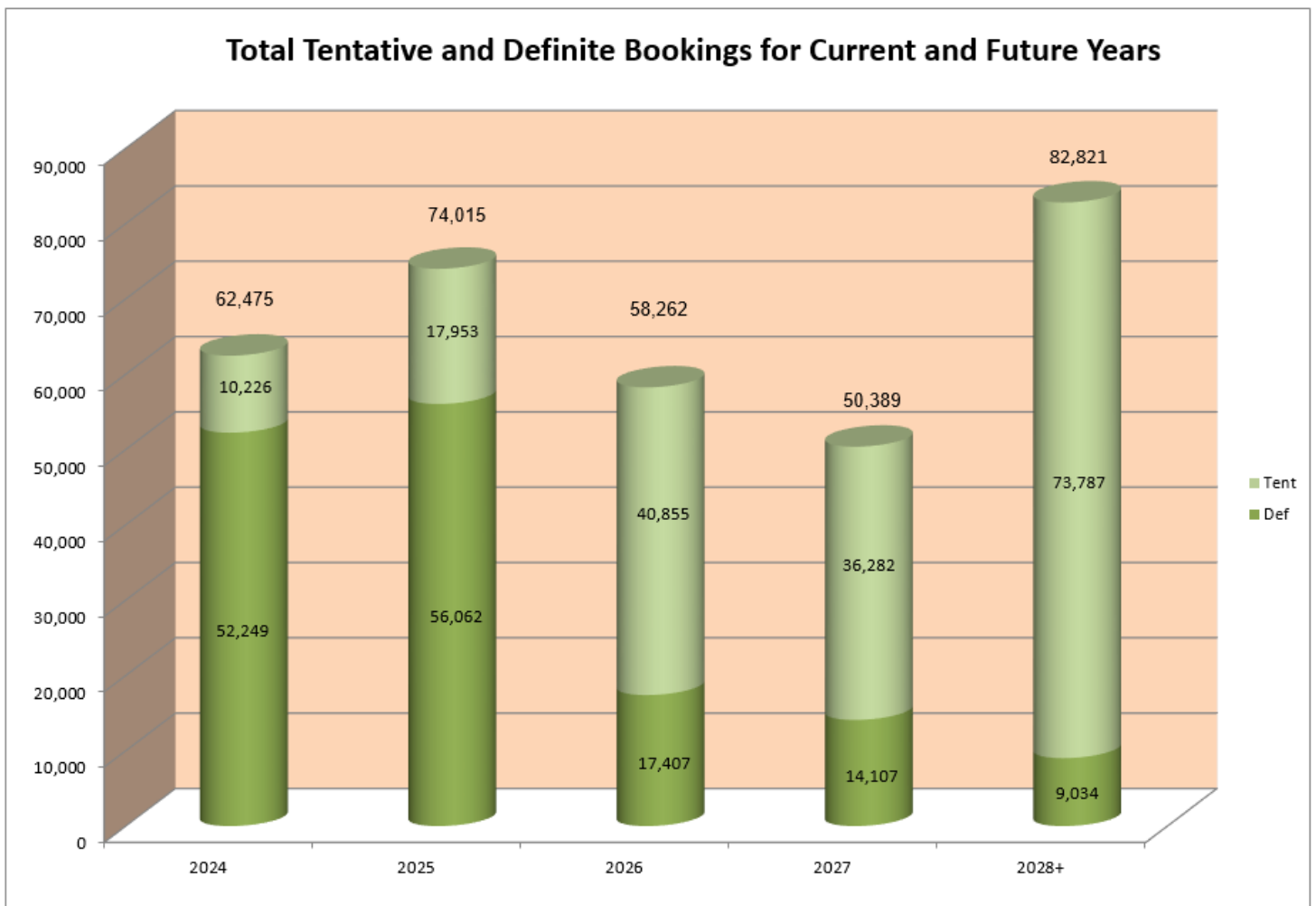
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

Month		2020	2021	2022	2023	2024	2025	2026	2027	2028+
		Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights
January	Definite	2,730	-	150	3,721	3,761	3,980	-	1,450	-
	All Tentative	-	-	-	-	-	1,760	640	640	-
	Total	2,730	-	150	3,721	3,761	5,740	640	2,090	-
February	Definite	6,414	-	4,207	5,392	6,079	9,000	3,880	4,500	-
	All Tentative	-	-	-	-	-	979	5,532	4,400	14,693
	Total	6,414	-	4,207	5,392	6,079	9,979	9,412	8,900	14,693
March	Definite	8,492	500	13,992	16,918	15,699	17,752	5,000	5,000	-
	All Tentative	-	-	-	-	-	-	6,562	11,153	27,886
	Total	8,492	500	13,992	16,918	15,699	17,752	11,562	16,153	27,886
April	Definite	-	-	5,011	4,450	4,210	6,879	2,000	3,157	6,397
	All Tentative	-	-	-	-	2,604	-	2,604	-	13,112
	Total	-	-	5,011	4,450	6,814	6,879	4,604	3,157	19,509
May	Definite	-	35	9,964	7,573	3,650	3,157	3,157	-	-
	All Tentative	-	-	-	-	-	1,720	1,091	3,087	-
	Total	-	35	9,964	7,573	3,650	4,877	4,248	3,087	-
June	Definite	-	1,300	4,930	4,000	-	-	-	-	-
	All Tentative	-	-	-	-	-	4,395	906	3,804	-
	Total	-	1,300	4,930	4,000	-	4,395	906	3,804	-
July	Definite	-	1,480	1,160	-	-	2,637	-	-	2,637
	All Tentative	-	-	-	-	-	-	-	-	-
	Total	-	1,480	1,160	-	-	2,637	-	-	2,637
August	Definite	-	5,934	8,000	9,116	3,151	-	-	-	-
	All Tentative	-	-	-	-	-	475	-	-	6,088
	Total	-	5,934	8,000	9,116	3,151	475	-	-	6,088
September	Definite	-	1,517	4,931	3,702	-	1,740	-	-	-
	All Tentative	-	-	-	-	1,950	2,826	3,267	3,642	3,034
	Total	-	1,517	4,931	3,702	1,950	4,566	3,267	3,642	3,034
October	Definite	-	8,435	8,056	9,395	7,592	6,310	1,370	-	-
	All Tentative	-	-	-	-	156	3,673	8,129	4,969	-
	Total	-	8,435	8,056	9,395	7,748	9,983	9,499	4,969	-
November	Definite	500	5,287	9,101	5,794	8,107	4,607	2,000	-	-
	All Tentative	-	-	-	-	516	2,125	4,081	4,587	8,974
	Total	500	5,287	9,101	5,794	8,623	6,732	6,081	4,587	8,974
December	Definite	-	440	4,109	3,220	-	-	-	-	-
	All Tentative	-	-	-	-	5,000	-	8,043	-	-
	Total	-	440	4,109	3,220	5,000	-	8,043	-	-
Definite		18,136	24,928	73,611	73,281	52,249	56,062	17,407	14,107	9,034
All Tentative		-	-	-	-	10,226	17,953	40,855	36,282	73,787
Total		18,136	24,928	73,611	73,281	62,475	74,015	58,262	50,389	82,821

Total Room Nights Realized 2019-2023



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

■ Definite
■ All Tentative

