

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

Monthly Report July 2024

Visit  Palm Springs



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, Sojern, AdTheorent and a new partner this year is Epsilon.

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

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	1,393,601	4,243,601	1,393,601	4,243,601
Clicks to VisitPalmSprings.com	14,677	15,503	14,677	15,503
Video Views & Audio Ads	100,638	207,657	100,638	207,657

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

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Spots	8,334,313	8,318,341	8,334,313	8,318,341

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.

Social Media

Visit Palm Springs reaches visitors through Facebook, Instagram, Pinterest, TikTok, and Twitter (X) through organic and paid strategies.

Total Social Media Metrics

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Impressions	1,380,749	3,498,952	1,380,749	3,498,952
Video Views	654,138	1,267,224	654,138	1,267,224
Engagements	68,201	223,985	68,201	223,985
Clicks	7,444	8,709	7,444	8,709
Followers	312,205	253,990	312,205	253,990

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.

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	96,758	128,301	96,758	128,301
Clicks	9,252	9,551	9,252	9,551

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.

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	259,443	*8,580	259,443	*8,580
Clicks	303	*7	303	*7

*Lower results due to the system having a pacing issue that was rectified.

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

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	*N/A	327,147	N/A	327,147
Clicks	N/A	308	N/A	308

*Did not run.

Digital Video Ads

Reaching our target audience with pre-roll video 15 and 30 sec spots.

Video completion rate = %

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	121,997	200,703	121,997	200,703
Clicks	285	68	285	68
Completed Video Views	100,638	130,584	100,638	130,584

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 = %

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Completed Video Views	N/A	77,073	N/A	77,073

*Did not run.

Spotify

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

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	*N/A	*N/A	N/A	N/A
Clicks	N/A	N/A	N/A	N/A
Audio Ad Completions	N/A	N/A	N/A	N/A

*Did not run.

Native Advertising Platform

Digital ads delivered in the form of native content.

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	369,824	551,684	369,824	551,684
Clicks	4,052	2,614	4,052	2,614

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.

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	*N/A	1,872,767	N/A	1,872,767
Engagements	N/A	323	N/A	323
Clicks	N/A	1,548	N/A	1,548

*Did not run.

Sojern

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

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	512,635	*N/A	512,635	N/A
Clicks	478	N/A	478	N/A

*Did not run.

Pink Media

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

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	*N/A	*N/A	N/A	N/A
Engagements	N/A	N/A	N/A	N/A
Clicks	N/A	N/A	N/A	N/A

*Did not run.

Sunset Magazine

Social media and e-newsletter outreach to their committed affluent audience seeking travel, food and lifestyle content.

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Total Impressions	32,944	*N/A	32,944	N/A
Clicks	307	N/A	307	N/A

*Did not run.

Television

Spectrum Cable

Air Dates: July 18-31

Number of Commercials: 758

Number of Networks: 23

Top 5 Networks: Spectrum News 1, TV Land, Comedy Central, CNBC, CNN

Zones: Westside Beverly Hills, South Orange County, Coastal

Spectrum Streaming

Air Dates: July 18-31

Impressions Served: 15,604

Completion Rate: 98.74%

Top 2 Zip Codes: 92630 and 92691

Top 2 Networks: Investigation Discovery and MSNBC

Top 2 Devices: CTV and Fire TV

Top Daypart: Daytime

Top Day: Tuesday

VGPS Summer Co-Op

July 1-31

Cable: 55,711,000 impressions | 1974 spots

KTLA: 66,460,000 impressions | 132 spots

CTV: 8,315,845 impressions

Out of Home 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 9am – 5pm, 7 days per week.

PS Bureau of Tourism				July, 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	3:36	350	10,841
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:31	830	25,733
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	2:21	536	16,608
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:31	830	25,733
BC Ferries							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	5:14	235	7,280
Welcome Centers							
CWC Anderson	8:30 AM	5:30 PM	9:00	540:00:00	2:51	153	4,743
CWC Auburn	9:00 AM	5:00 PM	8:00	480:00:00	2:51	168	5,221
CWC Barstow	10:30 AM	7:15 PM	8:45	525:00:00	2:08	246	7,629
CWC Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	2:08	338	10,463
CWC El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	2:31	191	5,913
CWC Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	6:28	74	2,301
CWC Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	2:08	338	10,463
CWC Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	2:51	189	5,874
CWC Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	3:24	159	4,924
CWC Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	2:51	253	7,832
CWC San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	2:51	168	5,221
CWC San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	5:00	108	3,348
Truckee Welcome Center	8:30 AM	5:00 PM	8:30	510:00:00	2:51	179	5,547
CWC Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	2:51	147	4,568
CWCSanta Rosa	9:30 AM	2:30 PM	5:00	300:00:00	2:51	105	3,263
CWC Ukiah	9:00 AM	5:00 AM	8:00	480:00:00	4:39	103	3,200
CWC Eureka	9:00 AM	5:00 PM	8:00	480:00:00	4:39	103	3,200

Social Media







	July 2024	July 2023
Facebook page likes https://www.facebook.com/VisitPalmSprings	88,385	85,543
Instagram followers https://www.instagram.com/visitpalmsprings	171,470	148,201
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,520	2,300
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	19,620	17,946
X followers https://x.com/PalmSpringsCA	30,210	29,641

Facebook Page Insights

<u>Impressions</u> 371,415	<u>Shares</u> 189	<u>Followers</u> 88,374
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Engagements: 33,791
Video Views: 72,311

Facebook Posts

<p> Visit Palm Springs Fri 7/26/2024 4:41 pm CDT</p> <p>Caught in a summer daze. 🌞 📍 @jonathanryantaylor</p>  <p>Impressions 19,466</p>	<p> Visit Palm Springs Wed 7/24/2024 12:19 pm CDT</p> <p>Sunny summer views from the Ace Hotel & Swim Club are waiting. Experience Palm Springs for yourself this season, the time is now! 🌞 📍 @christian_hill</p>  <p>Impressions 14,496</p>	<p> Visit Palm Springs Tue 7/2/2024 2:50 pm CDT</p> <p>The views from The Saguaro Palm Springs speak for themselves. Consider this your sign to plan your summer getaway to Palm Springs today. ❤️ https://bit.ly/3xE23nf 📍 @mckennableu</p>  <p>Impressions 13,895</p>
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Facebook Paid Posts

POV | FB Video

Impressions: 41,227

Clicks: 1,748

CPC: \$0.36

CTR: 4.61%

POV | IG Video

Impressions: 51,723

Clicks (Profile Visits): 1492

CPC: \$0.42

Girls Getaway

Impressions: 174,188

Clicks: 1,917

CPC: \$0.50

CTR: 1.62%

Couples Getaway

Impressions: 98,987

Clicks: 1,772




CPC: \$0.36

CTR: 2.20%

Instagram Insights


<u>Impressions</u> 716,146	<u>Engagements</u> 28,249	<u>Comments</u> 343	<u>Shares</u> 2,753
<u>Website Clicks</u> 199	<u>Likes</u> 23,432	<u>Followers</u> 171,470	<u>Saves</u> 1,640

Instagram Posts

 <p>visitpalsprings Tue 7/2/2024 11:59 am CDT</p> <p>Experience the magic of Palm Springs and let the day take you on a journey. 🌴 #visitpalsprings 📩 @jonathanryantaylor</p> <p><u>Impressions</u> 19,622</p>	 <p>visitpalsprings Tue 7/9/2024 3:55 pm CDT</p> <p>Sprinkle color into your days in Palm Springs. 🌈 📩 @jonathanryantaylor</p> <p><u>Impressions</u> 18,904</p>	 <p>visitpalsprings Mon 7/29/2024 3:46 pm CDT</p> <p>Barbie called, she said it's time to plan your trip to Palm Springs! 🌈 📩 @paulfuentes_photo</p> <p><u>Impressions</u> 17,039</p>
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visitpalmssprings
Mon 7/15/2024 7:20 am CDT

Where the desert meets a lodge feel, welcome to @sparrowslodge - one of the four hotels in Palm Springs that have earned a MICHELIN Key. 🗝️



SPARROWS LODGE
Palm Springs

Video Views 38,000

visitpalmssprings
Tue 7/23/2024 12:55 pm CDT

Dive into the tropics without leaving Palm Springs! Welcome to @bootleggertiki 🍹🌴




BOOTLEGGERTIKI
Palm Springs

Video Views 29,042

visitpalmssprings
Wed 7/3/2024 4:56 pm CDT

Thursday evenings at @drift.hotels are your summer escape! Live DJs, \$5 tacos, endless cocktails, and night swims...what more could you want? 🌴 #visitpalmssprings



JUEVES DE DRIFT
Palm Springs

Video Views 24,459

Pinterest Highlights

Impressions: 82,320

Engagement: 1,844


Outbound Clicks: 522

Followers: 2,520

Published Posts

visitpalmssprings
Mon 7/22/2024 12:09 pm CDT


Pinned to Things to Do
Live like Barbie during your getaway to Palm Springs! Here is your guide to living your best, pink, life in our desert paradise. 🌸



barbie's pink weekend
IN PALM SPRINGS

visitpalmssprings
Wed 7/24/2024 12:22 pm CDT

Pinned to Things to Do
With our midcentury architecture, vibrant arts scene and a laid-back ambiance, you can do so many cool things during your stay. Here is o...



cool things to do
IN PALM SPRINGS

visitpalmssprings
Tue 7/23/2024 12:13 pm CDT

Pinned to Eat & Drink
Swim, snack, repeat. Here is your guide to dining poolside in Palm Springs. 🍷



poolside dining
IN PALM SPRINGS

TikTok Highlights


Impressions	Engagements	Video Views	Engagement Rate (per Impression)
219,186	5,294	219,186	2.4%
Followers	19,620		

TikTok Paid


Impressions: 42,863

Video Views: 42,672

TikTok Posts

 visit.palmsprings
Mon 7/1/2024 8:05 pm CDT

Sparrows Lodge, where the desert meets a cabin feel. ❤️
#visitpalmsprings #fyp




Video Views 102,856

 visit.palmsprings
Wed 7/3/2024 5:33 pm CDT


Thursday evenings at Drift are your summer escape! Live DJs, \$5 tacos, endless cocktails, and night swims... what more could you want? 🍹
#visitpalmsprings #fyp



Video Views 6,554

 visit.palmsprings
Tue 7/30/2024 5:31 pm CDT

Call up your whole crew and book that getaway to Palm Springs, Limón is waiting! This entire property accommodates 14 guests, which makes it the perfect place to book for any event, celebration or holiday. Your...



Video Views 5,546

Twitter (X) Highlights

<u>Impressions</u>	<u>Engagements</u>	<u>Post Link Clicks</u>	<u>Engagement Rate (per Impression)</u>
3,604	175	82	4.9%

Followers
30,210


Twitter (X) Posts

 @PalmSpringsCA
Sat 7/20/2024 1:01 pm CDT

Take a culinary trip through time at some of Palm Springs' longest-standing restaurants! From classic dishes to celebrity haunts, these historic eateries offer a delicious taste of Palm Springs' past. ❤️
bit.ly/3KH6WyN

 @PalmSpringsCA
Fri 7/26/2024 1:05 pm CDT

Looking for a fun way to unwind after a day of exploring Palm Springs? Check out our Happy Hour Guide for the best spots to enjoy drinks and appetizers in a casual atmosphere! 🍹☀️🌴
bit.ly/3ILGY30

 @PalmSpringsCA
Tue 7/23/2024 1:03 pm CDT

Explore the desert for free 😊 Visit Palm Springs has 10 awesome ideas to experience the beauty of Palm Springs without breaking the bank! bit.ly/44Fw9N

Sample Articles

Convention Southwest

Meet, Stay, Play



to a natural waterfall without ever leaving the property, and visitors attending a meeting at Tucson Convention Center are mere steps from Tucson's vibrant downtown districts."

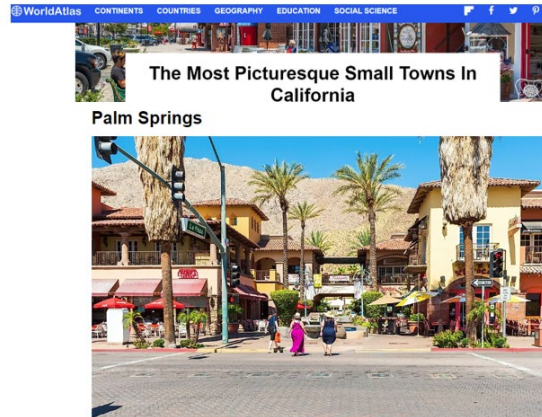
CALIFORNIA
Palm Springs
 Long known as a place for the rich and famous, Palm Springs also features more than enough for meeting attendees and their families. "With more than 300 days of sunshine and warmth, Palm Springs is the perfect place to bring your family if you are attending a meeting," says Kimber Foster, director of Palm Springs Tourism. "Families can hike miles of trails, enjoy pools or the new Palm Springs

Surf Club, and visit a variety of museums and galleries. There is also the Palm Springs Aerial Tramway, which has the world's largest rotating tram car, offering 360-degree views of Chino Canyon on the way to the top of Mount San Jacinto State Park. Also, every Thursday night, visitors can enjoy VillageFest, Palm Springs' weekly street festival, featuring shopping, dining, live entertainment, and more." Palm Springs rises to the challenge for meetings and conventions looking for ways to include all attendees and their families. "Not only do we welcome families to our destination, but we also want to ensure we provide as much information and direction as possible to assist those with special

needs," says Rick Leson, director of sales and marketing for Palm Springs Convention Center. "We are very proud to recently have become the first convention center in California recognized as a certified autism center. Our staff has completed autism-specific training and certification to better understand and improve outcomes when working with individuals on the autism spectrum." In addition, Palm Springs Convention Center features more than 92,000 square feet of carpeted exhibit space and several outdoor areas, including J.H. Pines. It also is attached to the 410-room Renaissance Palm Springs Hotel, with more than 1,200 hotel rooms within walking distance.

World Atlas

The Most Picturesque Small Towns in California: Palm Springs



Street view in Palm Springs, California

The **Sonoran Desert** of Southern California is an arid yet beautiful delight. With its variety of desert plants and mountains providing a backdrop to the sand plains, it is one of the most beautiful areas of the country, let alone California. **Palm Springs** is a sizable town here, that is easily accessible due to its international airport.

Along its palm tree-lined street, places like the Palm Springs Art Museum, situated in the heart of downtown, feature contemporary and classic works of art, as well as rotating exhibitions and outdoor sculptures. Palm Springs is also famous for its well-preserved mid-century modern buildings, which can be explored on architectural tours. For a more natural touch, the Moorten Botanical Garden here showcases desert plants, cacti, and succulents from around the world.

LIFESTYLE

Visit Palm Springs Like An A-Lister

The hotels to stay at, the bars to order from and the hotspots you can't miss.

MADISON CAMPBELL



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LIFESTYLE

The Secret Sauce Behind Palm Springs' Enduring Hotspot Status

While other 'It destinations' come and go, the rich and famous continue to flock to Palm Springs. Here's why

MAEVE GALEA



From Our Blog



Modernism Week – October: 2024

Four Days of Must-See Tours and Events:
October 24 – 27 Modernism Week, the annual...



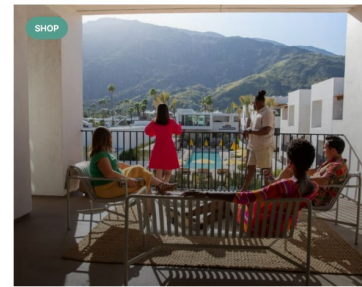
Palm Springs Vintage Shopping Guide

This sun-soaked city offers a treasure trove of vintage boutiques, thrift stores, and consignment shops....



Guide to Poolside Dining in Palm Springs

As the temperatures rise, the allure of poolside dining becomes irresistible, providing the perfect blend...



Cool Things To Do in Palm Springs

Website

<https://visitpalm Springs.com>

Analytics	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Sessions	132,521	91,365	132,521	91,365
Users	98,289	77,530	98,289	77,530
Page Views	207,336	154,332	207,336	154,332
Events	1,011,463	*N/A	1,011,463	*N/A

*Started tracking Events in February 2024.

Visitor Guides & Visitor Information

Visitor Guides

	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
*Distributed Hard Copy	4,514	4,239	4,514	4,239
Digital Page Views	2,668	4,785	2,668	4,785

*Does not include guides distributed at the visitor centers.

Visitor Information Centers

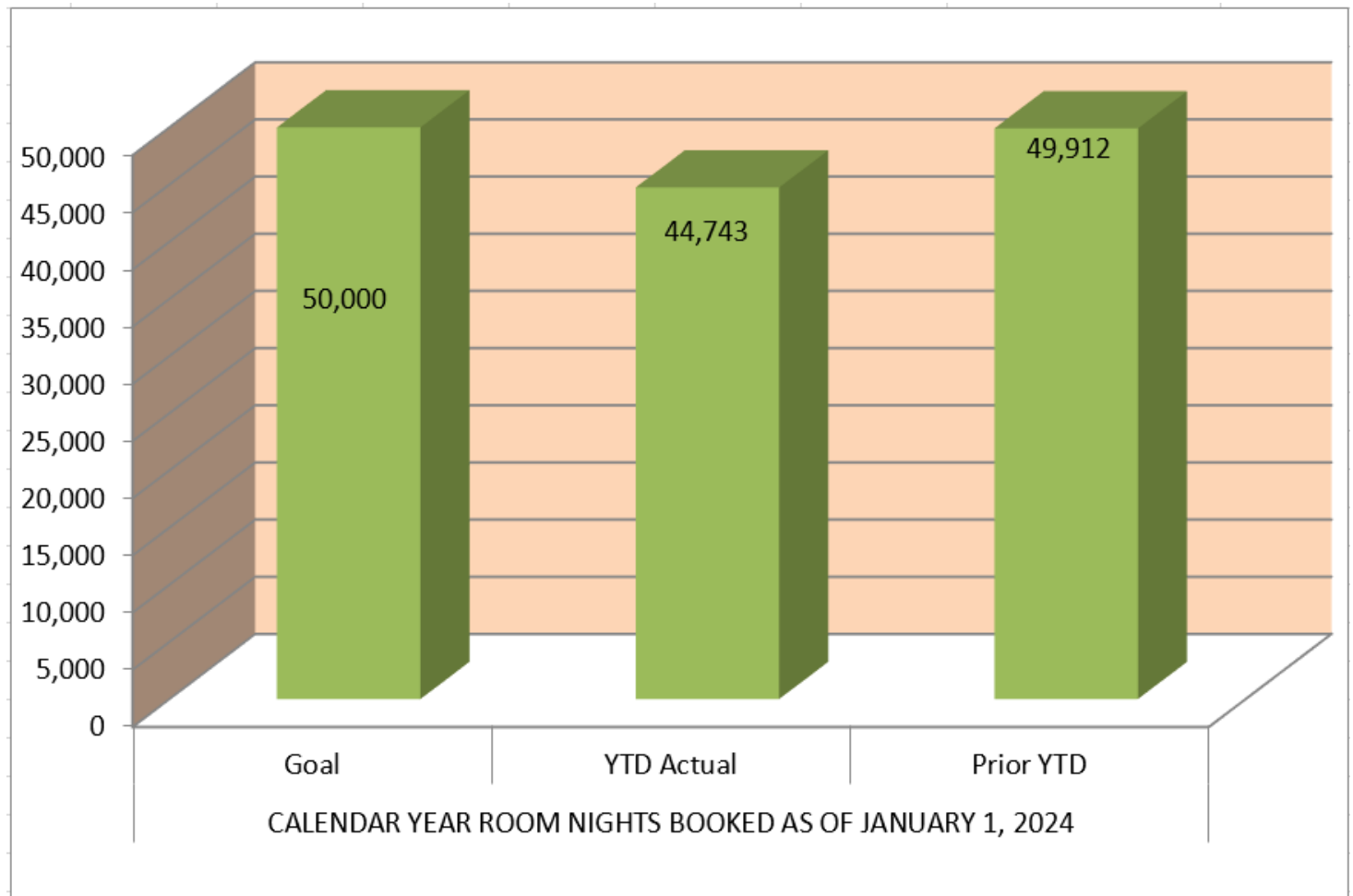
Visitor Information Center
 Welwood Murray Memorial Library

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

Number of Visitors	July 2024	July 2023	July 2024-June 2025	July 2023-June 2024
Visitor Information Center	5,268	3,276	5,268	3,276
Welwood Murray Memorial Library	1,520	1,644	1,520	1,644
Total	6,788	4,920	6,788	4,920

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

May 2024 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	1	7,109	67	44,743
Contracts Issued	14	8,873	69	44,348
Contracts awaiting signature	20	49,948		
Tentative events added	19	24,508	219	235,237



YTD Actual	PYTD Actual	Annual Goal	% of Goal
44,743	49,912	50,000	89.4%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
2025 Esri IMGIS Meeting	10/24-30/2025	880	2,629
CA Fanciers Association – SW Region	9/13-15/2024	20	40
SaxmanOne – 2024 Office for Victims of Crime Indian Nations	12/8-13/2024	855	4,100

Contracts Issued	Room Nights	2024 YTD Contracts Issued	2023 YTD Room Nights
14	8,873	69	44,348
# Contracts Awaiting Signature		Room Nights	
20		49,948	

	# Events	Room Nights
Lost Business	0	0

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
None			

Top Competitive Destinations - 2024	# of Groups
San Diego	5
Anaheim	4
Las Vegas	3
Albuquerque	2 (Tie)
Los Angeles	2 (Tie)
Long Beach	1 (Tie)
New Orleans	1 (Tie)
Reno	1 (Tie)
Sacramento	1 (Tie)
Tampa	1 (Tie)

Top Cancellation Reasons
Palm Springs Didn't Make Final Cut
No response from client
Concerns with hotel properties

Tradeshows & Events attended – July, 2024	Date	Attendees
Mainstreet Meeting	7/2	Randy Garner
GM Meeting ZOOM Call	7/10	Rob Hampton, Rick Leson, Kimber Foster
PSHA July Board Meeting	7/11	Rob Hampton, Rick Leson, Kimber Foster
Site of Thompson Palm Springs	7/11	Rick Leson, Randy Garner
Visit Greater PS Meet & See – PS Surf Club	6/18	Paula Helm, David Leroy
HOPS July Monthly Meeting	7/18	Rick Leson, Shawn Sande, David Leroy
PSHA July Monthly Member Meeting	7/18	Rob Hampton, Rick Leson, Kristie Dore, Kimber Foster
PS Resorts Board Meeting	7/23	Rob Hampton
GM Meeting ZOOM Call	7/24	Rob Hampton, Rick Leson, Kimber Foster

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
Enlisted Association of the National Guard of the United States	8/2-5/2026 8/1-4/2027 7/30-8/2/2028 7/29-8/1/2029	750	3,574 each program

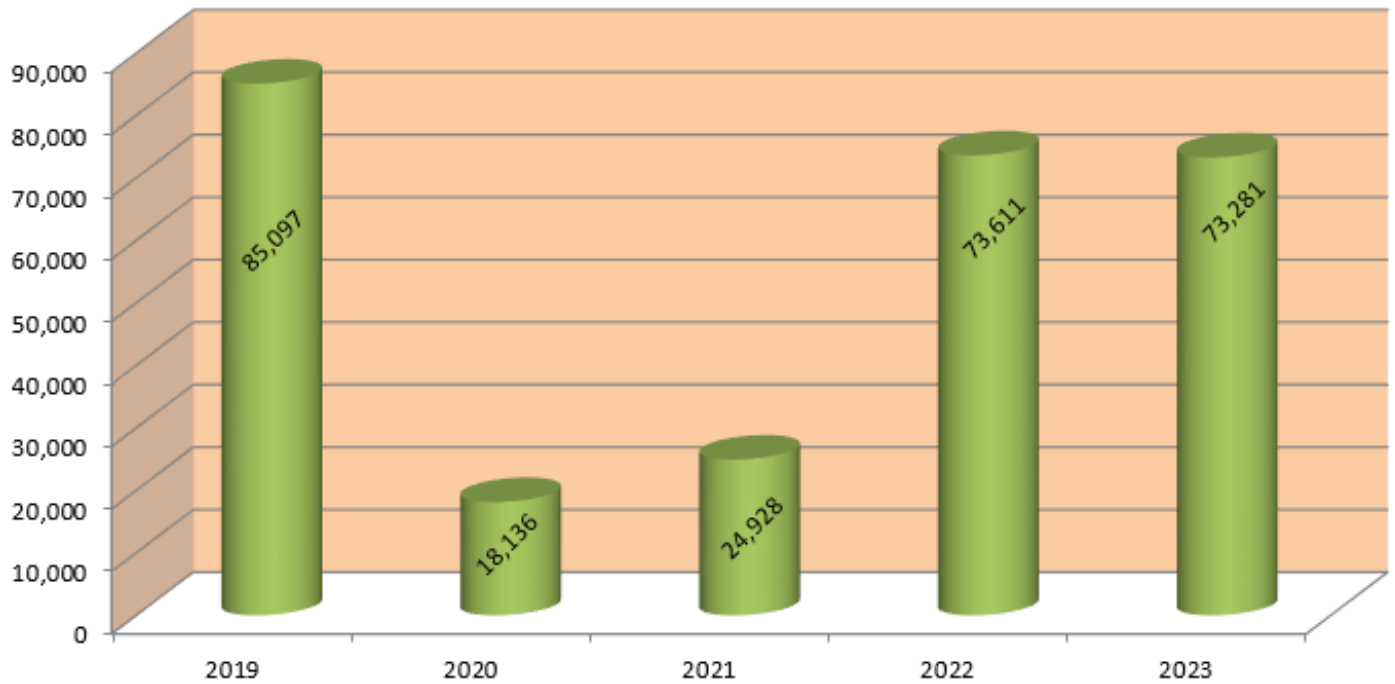
Planning Meetings Definite	Date	Peak Rooms	Room Nights
Sports Field Management Association	1/12-26/2025	600	2,315
CA Society of Health-System Pharmacists	10/30-11/3/2024	550	1640
American Institute of Floral Designers	7/9-17/2025	531	2,637
CA Water Environment Association	4/22-25/2025	620	1,813

Key Events Hosted in July, 2024		Date
Palm Springs Hospitality Association July 2024 Board Meeting		7/11
City of Palm Springs & Agua Caliente Band of Cahuilla Indians Joint Council Meeting		7/18
City of Palm Springs Supports FIND Food Distribution		7/18
Palm Springs Hospitality Association July 2024 Member Meeting		7/18
National LGBT Chamber of Commerce		7/28-8/2

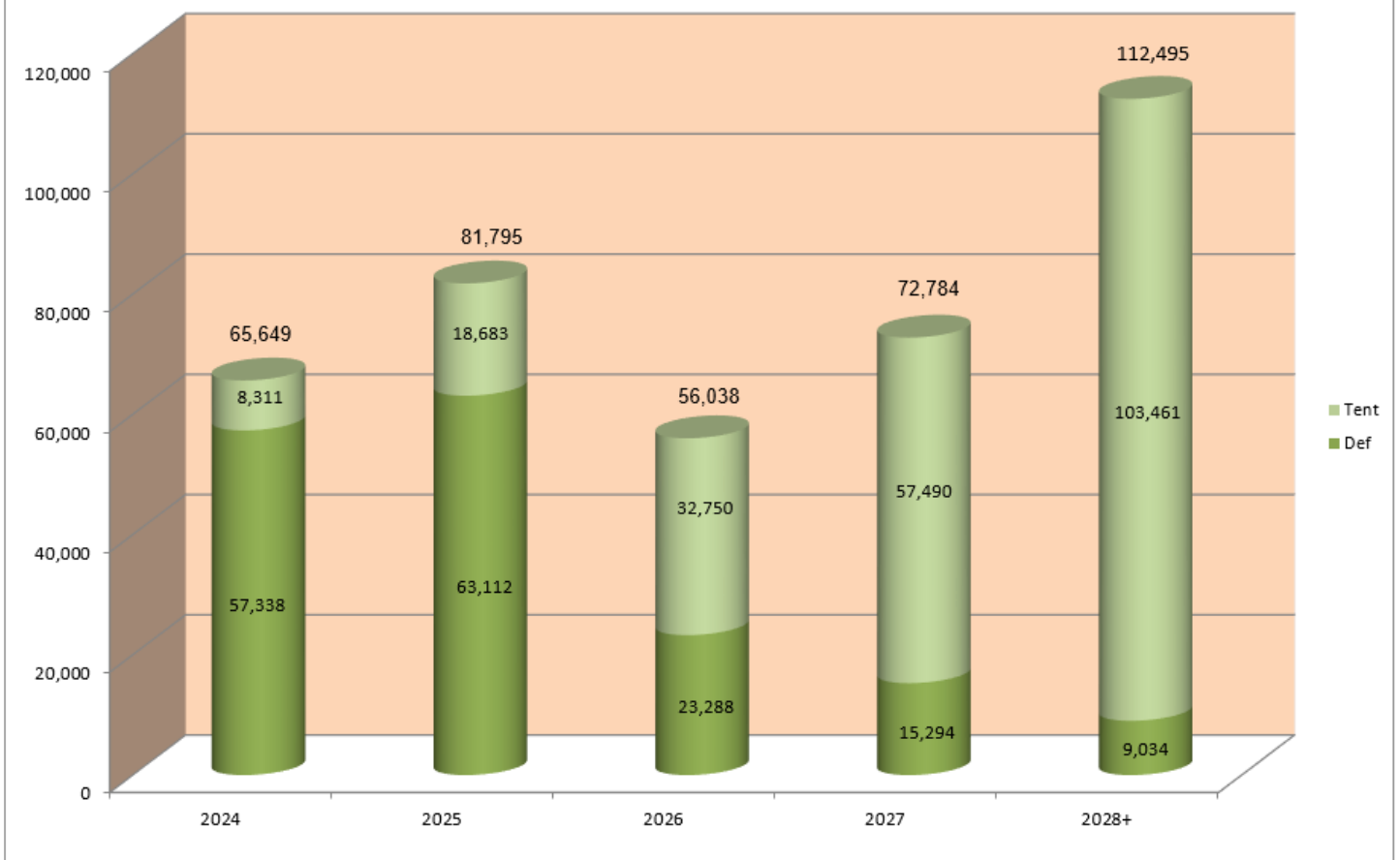
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

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	4,622	5,740	-	1,450	-
	All Tentative	-	-	-	-	-	-	640	6,640	-
	Total	2,730	-	150	3,721	4,622	5,740	640	8,090	-
February	Definite	6,414	-	4,207	5,392	4,748	9,000	6,880	4,500	-
	All Tentative	-	-	-	-	-	979	979	4,400	16,365
	Total	6,414	-	4,207	5,392	4,748	9,979	7,859	8,900	16,365
March	Definite	8,492	500	13,992	16,918	12,784	17,752	5,000	5,000	-
	All Tentative	-	-	-	-	-	61	7,136	11,153	29,861
	Total	8,492	500	13,992	16,918	12,784	17,813	12,136	16,153	29,861
April	Definite	-	-	5,011	4,450	4,684	6,879	2,000	3,157	6,397
	All Tentative	-	-	-	-	-	-	2,604	1,625	15,472
	Total	-	-	5,011	4,450	4,684	6,879	4,604	4,782	21,869
May	Definite	-	35	9,964	7,573	4,700	3,157	3,157	-	-
	All Tentative	-	-	-	-	-	4,970	3,430	4,560	2,640
	Total	-	35	9,964	7,573	4,700	8,127	6,587	4,560	2,640
June	Definite	-	1,300	4,930	4,000	-	3,340	-	-	-
	All Tentative	-	-	-	-	-	3,173	3,502	2,337	2,930
	Total	-	1,300	4,930	4,000	-	6,513	3,502	2,337	2,930
July	Definite	-	1,480	1,160	-	-	2,637	-	-	2,637
	All Tentative	-	-	-	-	-	-	996	-	-
	Total	-	1,480	1,160	-	-	2,637	996	-	2,637
August	Definite	-	5,934	8,000	9,116	3,151	-	-	-	-
	All Tentative	-	-	-	-	-	1,561	3,574	4,574	7,148
	Total	-	5,934	8,000	9,116	3,151	1,561	3,574	4,574	7,148
September	Definite	-	1,517	4,931	3,702	1,990	3,690	-	-	-
	All Tentative	-	-	-	-	-	1,000	1,964	13,195	4,600
	Total	-	1,517	4,931	3,702	1,990	4,690	1,964	13,195	4,600
October	Definite	-	8,435	8,056	9,395	7,747	8,310	1,370	-	-
	All Tentative	-	-	-	-	156	3,496	3,125	3,125	2,940
	Total	-	8,435	8,056	9,395	7,903	11,806	4,495	3,125	2,940
November	Definite	500	5,287	9,101	5,794	8,967	5,550	4,881	1,187	-
	All Tentative	-	-	-	-	-	500	1,200	7,506	14,705
	Total	500	5,287	9,101	5,794	8,967	6,050	6,081	8,693	14,705
December	Definite	-	440	4,109	3,220	4,100	-	-	-	-
	All Tentative	-	-	-	-	-	-	3,600	-	-
	Total	-	440	4,109	3,220	4,100	-	3,600	-	-
Definite		18,136	24,928	73,611	73,281	57,493	66,055	23,288	15,294	9,034
All Tentative		-	-	-	-	156	15,740	32,750	59,115	96,661
Total		18,136	24,928	73,611	73,281	57,649	81,795	56,038	74,409	105,695

Total Room Nights Realized 2019-2023



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

