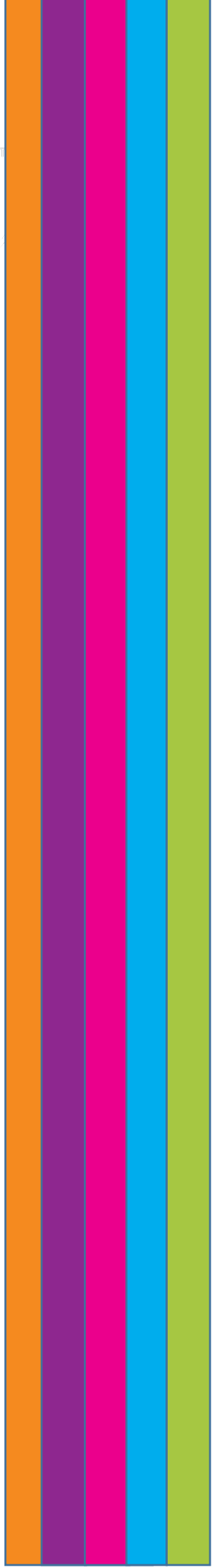


Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

**Monthly Report
August 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

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	1,872,561	7,379,901	3,266,162	11,623,502
Clicks to VisitPalmSprings.com	22,870	12,945	37,547	28,448
Video Views & Audio Ads	89,646	270,371	190,284	478,028

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

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Spots	8,347,203	8,317,828	16,681,516	16,636,169

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

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Impressions	1,894,684	1,906,236	3,275,433	5,405,188
Video Views	736,730	693,982	1,390,868	1,961,206
Engagements	54,492	125,689	122,693	349,674
Clicks	11,243	4,670	18,687	13,379
Followers	313,079	257,683	625,284	511,673

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.

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	96,144	115,510	192,902	243,811
Clicks	9,298	7,028	18,550	16,579

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.

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	269,691	670,740	529,134	679,320
Clicks	302	390	605	397

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

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	N/A*	366,574	N/A*	693,721
Clicks	N/A*	279	N/A*	587

*Did not run.

Digital Video Ads

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

Video completion rate = %

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	112,186	225,057	234,183	425,760
Clicks	220	79	505	147
Completed Video Views	89,646	158,444	190,284	289,028

Spotify

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

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
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.

Nativo Advertising Platform

Digital ads delivered in the form of native content.

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	382,935	526,322	752,759	1,078,006
Clicks	4,886	1,359	8,938	3,973

Epsilon

This is a new vendor that started August 22. We are utilizing the multi-funnel tactics including programmatic banners, display, video, CTV and more while tapping into their first-party data and tracking capabilities.

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	351,197	N/A*	351,197	N/A*
**Messaged Visits	158	N/A*	158	N/A*
Clicks	492	N/A*	492	N/A*
Video Views	51,255	N/A*	51,255	N/A*

*Did not run.

**Messaged visits metric measures individuals that saw an ad and subsequently visited your site within 30 days. To qualify as a messaged visit, the individual must spend enough time on the site to perform some type of action (click, scroll, etc.)

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.

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	N/A**	4,716,408	N/A**	6,589,175
Engagements	N/A**	406	N/A**	729
Clicks	N/A**	N/A*	N/A**	N/A*

*Did not track.

**Did not run.

Sojern

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

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	502,206	N/A*	1,014,841	N/A*
Clicks	977	N/A*	1,455	N/A*

*Did not run.

Pink Media

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

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	115,227	N/A*	115,227	N/A*
Engagements	5,917	N/A*	5,917	N/A*
Clicks	5,884	N/A*	5,884	N/A*

*Did not run.

Sunset Magazine

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

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Total Impressions	42,975	35,067	75,919	35,067
Clicks	811	1,806	1,118	1,806

*Did not run.

Television**Spectrum Cable**

Air Dates: August 1-31

Number of Commercials: 1,085

Number of Networks: 23

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

Zones: Westside Beverly Hills, South Orange County, Coastal

Spectrum Streaming

Air Dates: August 1-31

Impressions Served: 34,296

Completion Rate: 98.63%

Top 2 Zip Codes: 92630 and 92677

Top 2 Networks: Spectrum Sportsnet and Investigation Discovery

Top 2 Devices: CTV and Fire TV

Top Daypart: Daytime

Top Day: Saturday

VGPS Summer Co-Op

August 1-31

Cable: 55,711,000 impressions | 1968 spots

KTLA: 64,949,000 impressions | 129 spots

CTV: 8,309,725 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				August, 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
CWC Santa 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

	August 2024	August 2023
Facebook page likes https://www.facebook.com/VisitPalmSprings	88,499	85,894
Instagram followers https://www.instagram.com/visitpalmsprings	171,985	151,789
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,563	2,321
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	19,805	17,979
X followers https://x.com/PalmSpringsCA	30,227	N/A*

*Not tracking







Facebook Page Insights

Impressions 668,440	Shares 231	Followers 88,499
Paid Impressions 508,857	Organic Impressions 158,866	Engagements 9,502

Video Views

67,539













Facebook Posts

 f Visit Palm Spr... <small>Wed 8/14/2024 10:29...</small>	 f Visit Palm Spr... <small>Fri 8/16/2024 10:58 a...</small>	 f Visit Palm Spr... <small>Sat 8/10/2024 10:50 a...</small>
<p>Greetings from the desert, where vibrant hues greet you right at the door! 🌈📸...</p> 	<p>Experience paradise in the heart of the city and soak up the sun from The Saguaro...</p> 	<p>Embrace diversity, love openly, and travel widely. Cheers to World LGBTQ...</p> 
<p>Impressions 23,604</p>	<p>Impressions 14,596</p>	<p>Impressions 5,132</p>

Instagram Insights

Impressions	Engagements	Comments
1,019,385	38,718	427
Shares	Website Clicks	Likes
3,409	221	32,052
Followers	Saves	Organic Impressions
171,985	2,773	695,098
Paid Impressions		
324,287		

Instagram Posts

 <p>visitpalmprin... Tue 8/27/2024 10:15 a...</p> <p>Here's one thing we can't say 'bye bye bye' to - @lancebass at the...</p>  <p>Impressions 27,376</p>	 <p>visitpalmprin... Sat 8/10/2024 11:11 a...</p> <p>Embrace diversity, love openly, and travel widely. Cheers to World LGBTQ+...</p>  <p>Impressions 16,815</p>	 <p>visitpalmprin... Thu 8/15/2024 5:07 p...</p> <p>A Palm Springs sunset, also known as the perfect end to any day. 🌅 📸 @eskimo</p>  <p>Impressions 15,061</p>
 <p>visitpalmprin... Mon 8/19/2024 7:40 p...</p> <p>Step into Frey House II, an architectural marvel designed by Albert Frey in...</p>  <p>Video Views 98,446</p>	 <p>visitpalmprin... Tue 8/27/2024 6:12 pm...</p> <p>Welcome to Palm Springs, it's been waiting for you 🌴 🍹 @_houseofhospitality</p>  <p>Video Views 63,456</p>	 <p>visitpalmprin... Wed 8/28/2024 6:58 p...</p> <p>Bingo and trivia?! Now that's a match made in heaven. Join @bella.daball.5 every...</p>  <p>Video Views 33,061</p>

Pinterest Highlights

Impressions: 28,518
Engagement: 1,238
Outbound Clicks: 173
Followers: 2,563







TikTok Highlights

Impressions	Engagements	Video Views
145,725	3,079	145,725
Engagement Rate (per Impression)	Followers	
2.1%	19,805	

TikTok Paid

Impressions: 30,441
Video Views: 30,271





TikTok Posts

 <p>v visit.palmspri... Tue 8/13/2024 9:14 pm...</p> <p>Experience the iconic Palm Springs architecture as soon as you step into Frey House...</p>  <p>Video Views 21,576</p>	 <p>v visit.palmspri... Thu 8/29/2024 5:57 p...</p> <p>Diving into vacation mode everyday @Dive Palm Springs 🌴 #visitpalmsprin...</p>  <p>Video Views 10,702</p>	 <p>v visit.palmspri... Thu 8/1/2024 3:41 pm...</p> <p>Can't shake off your sushi cravings? Time to head over to Sandfish Sushi & Whiske...</p>  <p>Video Views 6,957</p>
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Twitter (X) Highlights

Impressions	Engagements	Post Link Clicks
2,175	89	41
Engagement Rate (per Impression)	Followers	
4.1%	30,227	

Twitter (X) Posts

 <p>X @PalmSprings... Fri 8/16/2024 10:56 a...</p> <p>From swanky cocktail lounges to stylish resorts, let this serve as your guide to experiencing the magic and allure of Sinatra's Palm</p>	 <p>X @PalmSprings... Mon 8/26/2024 10:57 a...</p> <p>Dive into a world of flavor with a splash! Here is our guide to poolside dining in Palm Springs. ❤️ bit.ly/3Lt8fBQ</p>	 <p>X @PalmSprings... Mon 8/12/2024 10:54 a...</p> <p>Paint your weekend pink, Barbie style! Plan your next getaway to Palm Springs wi...</p> 
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Sample Articles

The Good Life (hosted French FAM) [Palm Springs : les plus belles adresses de la rédaction](#)



The Good Life (hosted French FAM) [Itinéraire arty à Palm Springs, bulle moderniste et glamour](#)



PAR LAURENCE GOUNEL, LE 10 AOÛT 2024

Partager :

Forbes Vetted Featuring Palm Springs Candle Company (hosted) [How To Make Candles At Home: A Step-By-Step Guide](#)

From Our Blog



NVISION Latino Film & Music Festival

Palm Springs Art Museum celebrates its partnership with The Official Latino Film Festival with its...

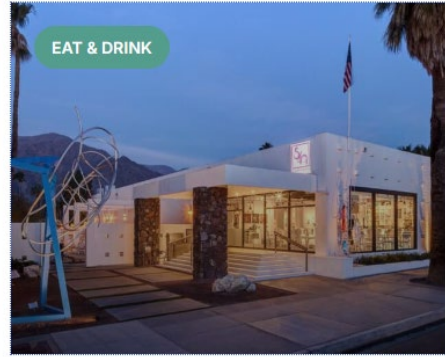
[Experience the Vibrant NVISION Latino Film and Music Festival - Visit Palm Springs](#)



[Halloween Palm Springs 2024: A Spooktacular Celebration - Visit Palm Springs](#)



Palm Springs Modernism Week
- October: 2024



Savor Palm Springs Finest Sunset
Dining Specials

[Experience Midcentury Modernism at Modernism Week October - Visit Palm Springs](#)
[Irresistible Sunset Dining Specials in Palm Springs - Visit Palm Springs](#)

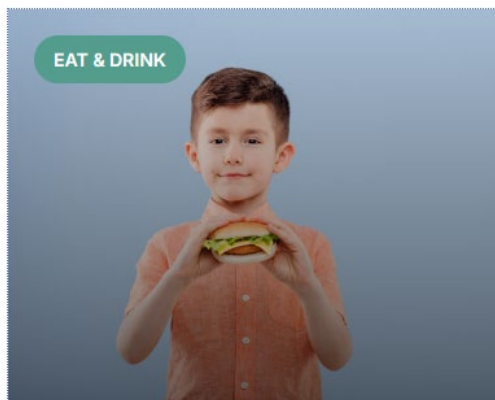


The Thompson Palm Springs – A
New Concept in Luxury Palm
Springs Hotels

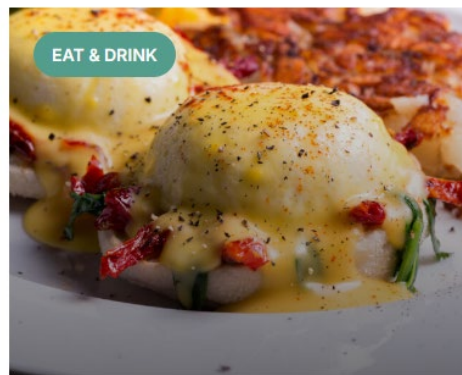


Restaurants by the Palm Springs
Convention Center

[Discover the Luxury of Thompson Hotel Palm Springs - Visit Palm Springs](#)
[Restaurants by the Palm Springs Convention Center - Visit Palm Springs](#)



Top Kid's Menus in Palm Springs



Top Must-Try Breakfast Spots in
Palm Springs

[Discover the Best Kid's Menus in Palm Springs - Visit Palm Springs](#)
[Discover the Best Breakfast Spots in Palm Springs - Visit Palm Springs](#)

Website

<https://visitpalmsprings.com>

Analytics	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Sessions	170,523	90,053	303,044	181,418
Users	131,573	75,126	229,862	152,656
Page Views	258,142	136,713	465,478	291,045
Events	1,212,798	N/A	2,224,261	N/A

*Started tracking Events in February 2024.

Visitor Guides & Visitor Information

Visitor Guides

	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
*Distributed Hard Copy	4,992	4,446	9,506	8,685
Digital Page Views	3,635	2,229	6,303	7,014

*Does not include guides distributed at the visitor centers.

Visitor Information Centers

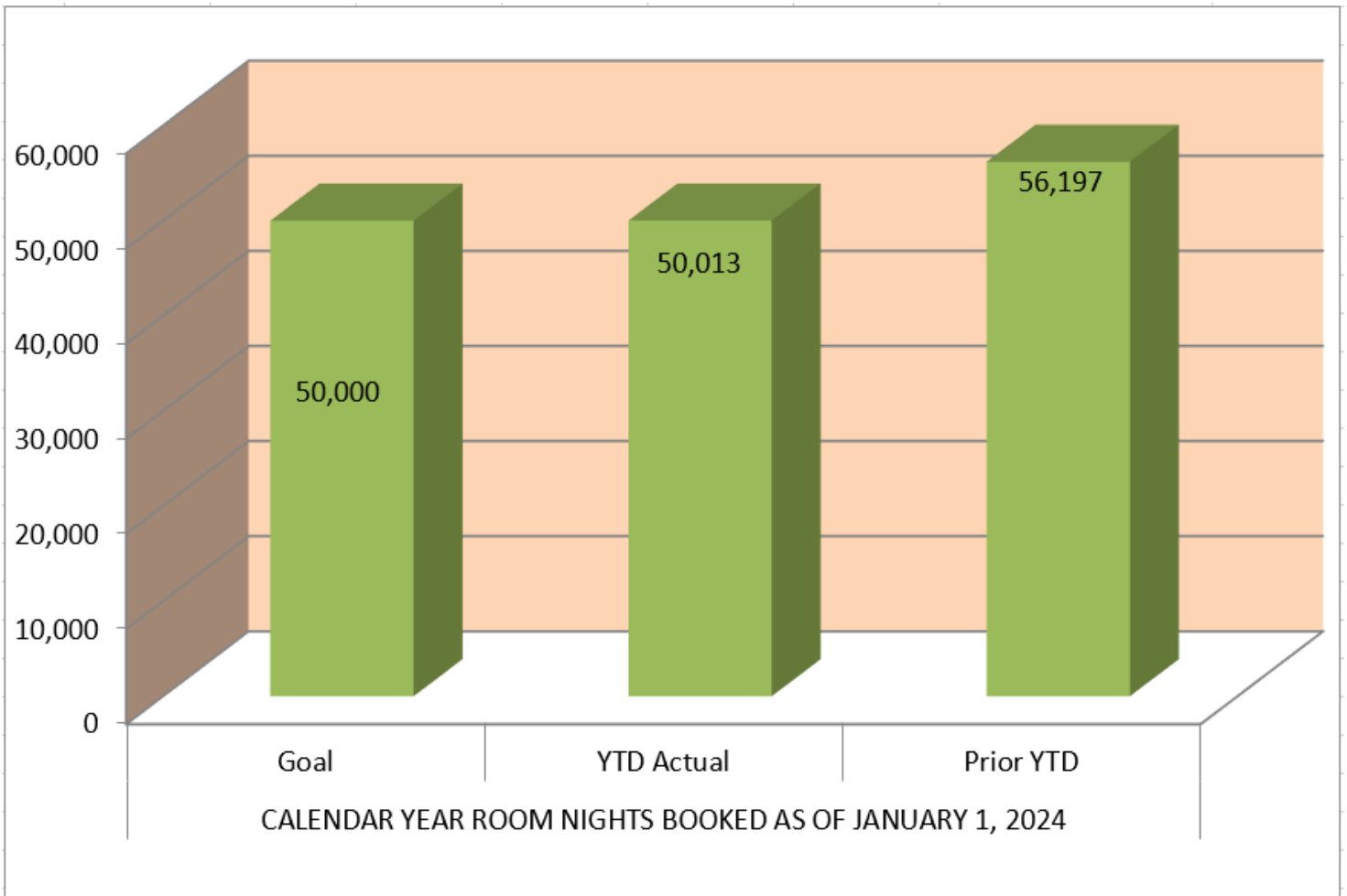
Visitor Information Center
Welwood Murray Memorial Library

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

Number of Visitors	August 2024	August 2023	July 2024-August 2024	July 2023-August 2023
Visitor Information Center	2,826	3,121	8,094	6,397
Welwood Murray Memorial Library	1,731	1,602	3,251	3,246
Total	4,557	4,723	11,345	9,643

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

August 2024 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	8	5,270	75	50,013
Contracts Issued	8	1,717	75	38,004
Contracts awaiting signature	17	27,174		
Tentative events added	14	1,625	233	236,862



YTD Actual	PYTD Actual	Annual Goal	% of Goal
50,013	56,197	50,000	100.0%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
CA Assn. of Science Educators 2025 Conference	10/16-19/2025	600	2,000
ITS California 2025 Annual Conference and Exhibitions	11/1-5/2025	280	943
Positively Natural Education and Expo Conference	10/25-27/2024	71	155
National Gay Pilots Assn. 2027 Winter Warm Up	2/2-7/2027	350	1,400
Lawfully Mischievous – Muse Convention	6/19-23/2025	350	772

Contracts Issued	Room Nights	2024 YTD Contracts Issued	2023 YTD Room Nights
8	1,717	75	38,004
# Contracts Awaiting Signature		Room Nights	
17		27,174	

	# Events	Room Nights
Lost Business	11	25,263

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
National Franchisee Association – 2025 NFA Leadership Conference	6/2025	1,136	Group is not ready to meet in the West yet
HelmsBriscoe – Marketing OpsApalooza 2025	10/2025	1,840	No response from client; Hold Expired
American College of Toxicology Annual Meeting	11/2027	4,106	No Response from Client
Public Agency Risk Managers Association	2/2028	2,395	Selected JW Palm Desert; wants to be under one roof
Haematology Oncology Pharmacy Assn.	4/2028	2,360	Selected Long Beach; Better Air Access
International Warehouse Logistics Assn.	5/2028	1,190	PS Did not make short list
Society for the Study of Evolution	6/2028	2,930	Guest Room Rates too high; looking for dormitories for students
American College of Toxicology Annual Meeting	11/2028	4,106	No response from client
Aircraft Electronics Assn. 2029 Intl. Convention	3/2029	2,600	Preferred dates not available
Aircraft Electronics Assn. 2030 Intl. Convention	3/2030	2,600	Preferred dates not available

Top Competitive Destinations - 2024	# of Groups
San Diego	5 (Tie)
Anaheim	5 (Tie)
Las Vegas	3 (Tie)
Long Beach	3 (Tie)
Albuquerque	2 (Tie)
Los Angeles	2 (Tie)
Palm Desert	2 (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	8/6	Rick Leson, Randy Garner
Successful Site Experiences Webinar hosted by VGPS	8/7	Rick Leson, Paula Helm, Shawn Sande, David Leroy
Amer. Society of Association Executive Annual Meeting	8/8-13	Rob Hampton, Paula Helm
Visit Greater PS Meet & See – PS Surf Club	6/18	Paula Helm, David Leroy
HOPS August Monthly Meeting	8/15	Rick Leson, Paula Helm, Shawn Sande, David Leroy
Legends/ASM Global Town Hall Meeting	8/27	All Staff

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
Confidential Client site Event # 2025 Retail Leadership Conference	5/9-15/2025	1,325	4,970

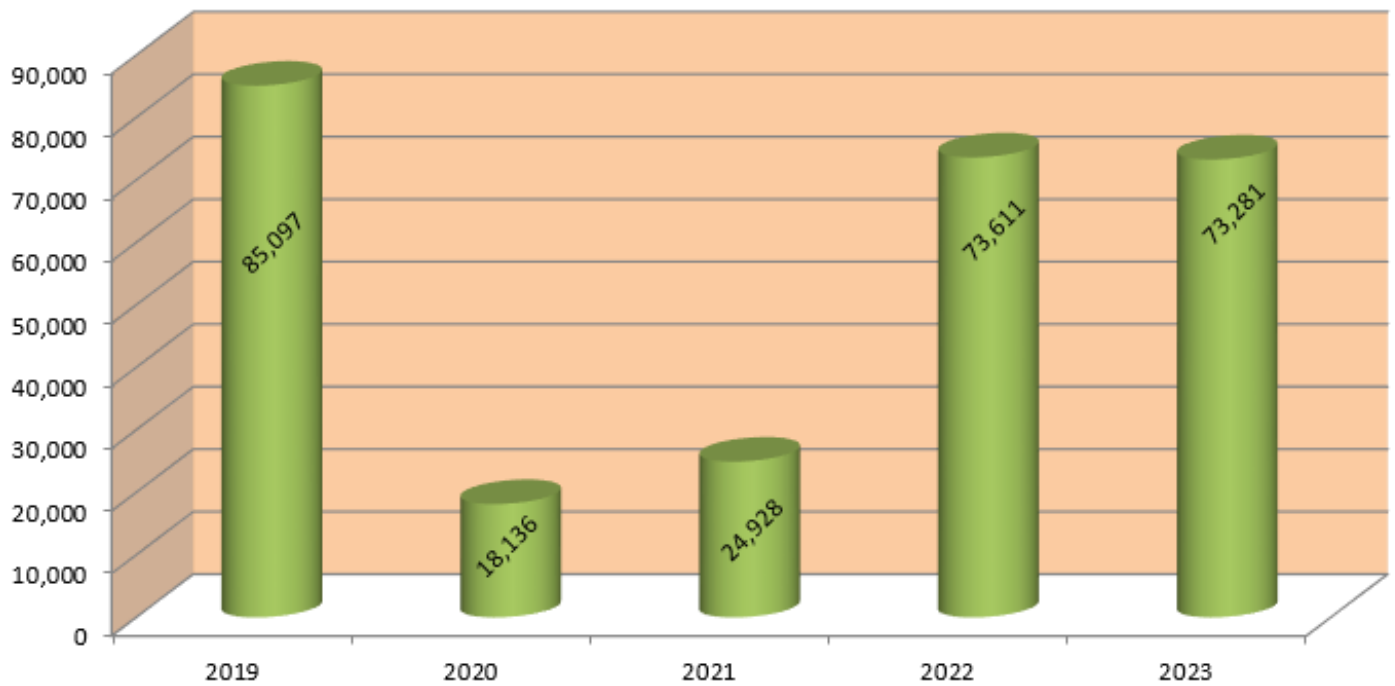
Planning Meetings Definite	Date	Peak Rooms	Room Nights
CA Water Environment Association	4/20-25/2025	620	1,813
Intl. Tourism Marketing, Inc. dba Go West Summit	1/5-9/2025	347	1,610

Key Events Hosted in August, 2024		Date
National Gay & Lesbian Chamber of Commerce Intl. Business & Leadership Conf.		7/28-8/2
City of Palm Springs supports FIND Food Distribution		8/1
Goldenvoice, LLC Splash House 2024		8/7-19
City of Palm Springs Human Resources Service Awards		8/7
Savoury's Catering Esri Tasting		8/11-12
City of Palm Springs Palm Springs Airport Job Fair		8/26-27
Palm Springs International Film Festival Executive Staff Meeting		8/30

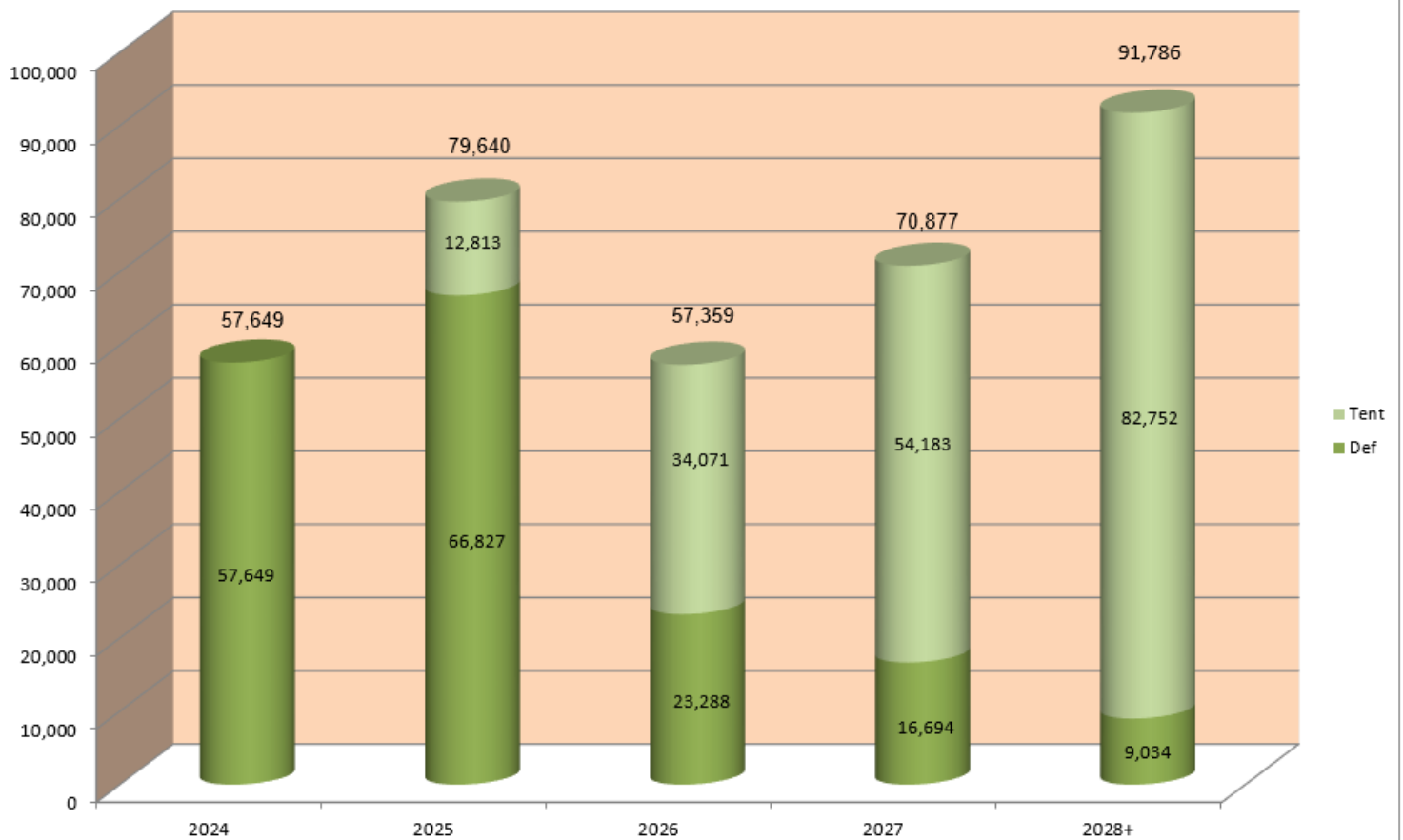
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

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	5,900	-
	All Tentative	-	-	-	-	-	979	979	3,000	15,395
	Total	6,414	-	4,207	5,392	4,748	9,979	7,859	8,900	15,395
March	Definite	8,492	500	13,992	16,918	12,784	17,752	5,000	5,000	-
	All Tentative	-	-	-	-	-	61	7,136	11,727	30,158
	Total	8,492	500	13,992	16,918	12,784	17,813	12,136	16,727	30,158
April	Definite	-	-	5,011	4,450	4,684	6,879	2,000	3,157	6,397
	All Tentative	-	-	-	-	-	-	2,604	1,625	10,462
	Total	-	-	5,011	4,450	4,684	6,879	4,604	4,782	16,859
May	Definite	-	35	9,964	7,573	4,700	3,157	3,157	-	-
	All Tentative	-	-	-	-	-	4,970	3,430	4,560	1,450
	Total	-	35	9,964	7,573	4,700	8,127	6,587	4,560	1,450
June	Definite	-	1,300	4,930	4,000	-	4,112	-	-	-
	All Tentative	-	-	-	-	-	1,265	3,502	2,337	-
	Total	-	1,300	4,930	4,000	-	5,377	3,502	2,337	-
July	Definite	-	1,480	1,160	-	-	2,637	-	-	2,637
	All Tentative	-	-	-	-	-	821	1,817	-	-
	Total	-	1,480	1,160	-	-	3,458	1,817	-	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	7,903	8,310	1,370	-	-
	All Tentative	-	-	-	-	-	1,656	3,125	3,125	2,940
	Total	-	8,435	8,056	9,395	7,903	9,966	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	3,400	10,599
	Total	500	5,287	9,101	5,794	8,967	6,050	6,081	4,587	10,599
December	Definite	-	440	4,109	3,220	4,100	-	-	-	-
	All Tentative	-	-	-	-	-	-	4,100	-	-
	Total	-	440	4,109	3,220	4,100	-	4,100	-	-
Definite		18,136	24,928	73,611	73,281	57,649	66,827	23,288	16,694	9,034
All Tentative		-	-	-	-	-	12,813	34,071	54,183	82,752
Total		18,136	24,928	73,611	73,281	57,649	79,640	57,359	70,877	91,786

Total Room Nights Realized 2019-2023



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

■ Definite
■ All Tentative

