

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

**October Monthly Report
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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	5,046,298	5,545,691	11,582,575	24,241,776
Clicks to VisitPalmSprings.com	29,507	15,007	85,639	52,561
Video Views & Audio Ads	373,596	442,972	822,695	1,247,129

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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Spots	33,931	967	25,069,005	26,611,340

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.



November On the Horizon: Digital Marketing Update

As we continue to explore opportunities to maximize exposure, our priorities to promote heavily in the summer season have shifted to promote **Palm Springs Holidays**, as we know we'll be able to attract more visitors when our weather is more optimal and the media is not constantly mentioning "record-number days of 100+ temperatures in Palm Springs." The Palm Springs Holidays promotion will run again November through January 6, 2025 in outer markets of Los Angeles, Orange Country, San Diego, and San Francisco/San Jose. Social media ads will promote to a hyper-localized audience in the Greater Palm Springs area.

Also in November, we started a collaboration with an extremely popular digital company called "**Atlas Obscura**," which has a global community that reaches millions. Atlas Obscura's focus is on sharing the world's hidden wonders and things/places that are truly unique within communities such as "Forever Marilyn," "The World's Largest Concentration of Midcentury Modern Architecture," and "One of the World's Best Cliffside Restaurants."

Atlas Obscura Tactics include:

- Custom Palm Springs landing page
- Custom online itinerary
- Email newsletter distribution to 1 million + subscribers (featuring Palm Springs-only content as well as a mix with other destinations based on topic)
- Podcast episode feature on the #1 Travel Podcast in the United States

Digital Ad Results

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

Search Digital Ads

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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	177,278	103,359	467,750	447,466
Clicks	12,126	8,086	40,224	31,462

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.

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	243,822	468,149	1,014,277	1,891,574
Clicks	283	521	1,203	1,360

Digital Video Ads

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

Video completion rate = 85.14%

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	110,927	238,415	457,462	2,564,184
Clicks	195	247	195	3,103
Completed Video Views	93,427	129,498	374,491	1,771,750

Spotify

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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	91,857	198,751	91,857	274,682
Clicks	45	180	45	245
Audio Ad Completions	89,010	188,786	89,010	260,926

LGBTQ+ Digital Ad Results

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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	19,735	401,787	44,436	1,477,790
Clicks	18	311	34	1,179

Pink Media

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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	91,284	N/A*	206,511	N/A*
Engagements	6,400	N/A*	12,317	N/A*
Clicks	4,116	N/A*	10,000	N/A*

* New initiative-Did not run.

Edge Media

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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	974,141	N/A*	974,141	N/A*
Clicks	2,885	N/A*	2,885	N/A*

*New initiative-Did not run.

Nativo Advertising Platform

Digital ads delivered in the form of native content.

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	620,720	593,498	462,678	2,003,971
Clicks	2,617	2,403	14,083	7,316

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.

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	1,103,965	N/A*	2,426,107	N/A*
**Messaged Visits	629	N/A*	1,734	N/A*
Clicks	1,243	N/A*	3,222	N/A*
Video Views	191,159	N/A*	410,449	N/A*

*Did not run – Agreement with new vendor began August 2024.

**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.

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	1,089,763	1,627,616	1,964,511	13,329,066
Engagements	97	90	189	1,226
Clicks	3,867	N/A*	7,843	N/A*

*Did not track.

Sojern

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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	480,311	1,397,671	1,966,396	1,511,082
Clicks	563	1,984	2,496	2,050

*Did not run.

Sunset Magazine

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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Total Impressions	42,495	59,716	118,414	59,716
Clicks	1,549	N/A*	2,667	N/A*

*Did not track.

Sunset

This email is sponsored by [Visit Palm Springs](#)
Having trouble? [View in a Browser](#).



Palm Springs for the Holidays

Looking to escape the winter chill that's ahead? Book a getaway to **Palm Springs**, California! From outdoor escapades to a stunning new hotel, this desert oasis is your playground for adventure, relaxation, and holiday fun.



Stay in Style at the New Thompson Hotel

Be one of the first guests to check into the brand-new **Thompson Palm Springs**, perched in the heart of downtown! With a sleek midcentury modern design, two skyline pools, a

Television

Spectrum Cable

Air Dates: October 1-31

Number of Commercials: 1,359

Number of Networks: 23

Top 5 Networks: TV Land, E!, Comedy Central, Golf, Cooking Channel

Zones: Westside Beverly Hills, South Orange County, Coastal

Spectrum Streaming

Air Dates: October 1-31

Number of Impressions: 32,572

Completion Rate: 98.87%

Top 2 Zip Codes: 92630 and 92691

Top 2 Devices: CTV and Fire TV

Top Daypart: Daytime

Top Day: Tuesday

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				October, 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	2:00	630	19,515
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	2:00	630	19,515
BC Ferries							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	2:32	485	15,039
Welcome Centers							
CWC Anderson	8:30 AM	5:30 PM	9:00	540:00:00	2:12	153	4,743
CWC Auburn	9:00 AM	5:00 PM	8:00	480:00:00	2:42	178	5,511
CWC Barstow	10:30 AM	7:15 PM	8:45	525:00:00	2:12	239	7,398
CWC Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	2:12	327	10,145
CWC El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	2:42	178	5,511
CWC Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	2:52	167	5,191
CWC Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	3:12	225	6,975
CWC Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	2:12	245	7,609
CWC Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	3:12	169	5,231
CWC Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	2:12	327	10,145
CWC San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	3:12	150	4,650
CWC San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	4:31	120	3,706
CWC Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	2:12	191	5,918
CWCSanta Rosa	9:30 AM	2:30 PM	5:00	300:00:00	2:12	136	4,227
CWC Ukiah	9:00 AM	5:00 AM	8:00	480:00:00	3:12	150	4,650
CWC Eureka	9:00 AM	5:00 PM	8:00	480:00:00	2:27	196	6,073

Social Media

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

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Impressions	3,644,503	1,905,400	8,784,859	9,290,251
Video Views	339,912	287,388	2,371,495	2,589,899
Engagements	39,470	74,391	223,415	534,180
Clicks	1,762	10,206	27,658	30,358
Followers	315,758	261,818	1,256,721	1,034,256

	October 2024	October 2023
Facebook page likes https://www.facebook.com/VisitPalmSprings	88,985	87,276
Instagram followers https://www.instagram.com/visitpalmsprings	172,218	154,165
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,567	2,367
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	21,725	18,010
X followers https://x.com/PalmSpringsCA	30,263	N/A*

*Not tracking







Facebook Page Insights

Impressions	Shares	Followers
2,891,348	430	88,985
Paid Impressions	Organic Impressions	Engagements
2,774,552	116,796	17,078

Video Views

171,276







Facebook Posts

 <p>Visit Palm Spr... Fri 10/11/2024 11:49 a...</p> <p>The perfect pool is always waiting for you in Palm Springs! 🌞 📍 Yara Hotel 🏨...</p>  <p>Impressions 29,358</p>	 <p>Visit Palm Spr... Tue 10/8/2024 11:47 a...</p> <p>Colony Palms Hotel is always picture perfect! 🌴 📸 @carohsaenz</p>  <p>Impressions 12,582</p>	 <p>Visit Palm Spr... Thu 10/10/2024 9:34 a...</p> <p>A girls getaway is always one booking away, grab your girls and make it a trip to...</p>  <p>Impressions 9,191</p>
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Instagram Insights

Impressions 557,714	Engagements 19,998	Comments 198
Shares 1,630	Website Clicks 153	Likes 17,175
Followers 172,218	Saves 922	Organic Impressions 474,361
Paid Impressions 83,353		Video Views 155,339

Instagram Posts

 <p>visitpalmsprin... Thu 10/31/2024 12:00 ...</p> <p>Happy Halloween, from Palm Springs! 🎃👻 @modernjuncleaver</p> <p>Impressions 43,576</p>	 <p>visitpalmsprin... Fri 10/18/2024 5:02 p...</p> <p>It'll be a weekend to remember! @desertair Music Festival is coming to Palm...</p> <p>Impressions 15,143</p>	 <p>visitpalmsprin... Wed 10/16/2024 12:42...</p> <p>Ready to add a splash of color to your life? Palm Springs - the desert getawa...</p> <p>Impressions 13,669</p>
 <p>visitpalmsprin... Wed 10/16/2024 8:06 ...</p> <p>Diving into vacation mode everyday @divepalmsprings. One of 4 hotels in Palm...</p> <p>Video Views 43,452</p>	 <p>visitpalmsprin... Tue 10/8/2024 10:43 a...</p> <p>Show your colors, your love, and your PRIDE! Palm Springs Pride Days kick off ...</p> <p>Video Views 31,379</p>	 <p>visitpalmsprin... Fri 10/18/2024 1:46 p...</p> <p>Tick-tock, the clock is ticking! Get ready to immerse yourself in creativity and...</p> <p>Video Views 20,459</p>

Pinterest Highlights

Impressions: 180,864
Engagement: 2,013
Outbound Clicks: 801
Followers: 2,567

TikTok Highlights

Total Impressions: 13,297
Total Video Views: 13,297
Total Engagement: 333
Followers: 21,725

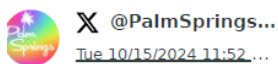
TikTok Videos



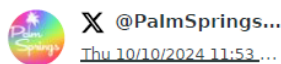
Twitter (X) Highlights

Impressions 1,270	Engagements 65	Post Link Clicks 21
Engagement Rate (per Impression) 5.1%	Followers 30,263	

Twitter (X) Posts



Celebrating love all day, every day! Join us for Pride Days Palm Springs as we kick off Pride on October 20 with [Pride on the Page 2024 Book Festival](#)



A girls getaway is always one booking away, grab your girls and make it a trip to...



Craving some outdoor adventure? Explore any of these trails during your stay in Palm Springs. Lace up those boots, [we'll see you out there!](#)



International LGBTQ+ Travel Association (IGLTA) 2024 Global Convention Update Osaka

Rob and Kimber represented the Palm Springs Convention Center and Bureau of Tourism along with Mayor Bernstein and representatives from Visit Greater Palm Springs at the International LGBTQ+ Travel Association's (IGLTA) Annual Convention in Osaka, Japan.

This was the first conference to be held in Asia and welcomed nearly 550 attendees from 50 different countries.

At the close of the final session, Palm Springs was announced as the host destination of the 2025 IGLTA Global Convention to be held October 21-25. Already garnering major buzz, the Palm Springs convention is expected to be the largest in the history of the organization with more than 1,500 attendees expected to converge in the city. The Palm Springs Bureau of Tourism and Visit Greater Palm Springs will be hosting several pre-and-post convention familiarization (FAM) tour opportunities for both tour operators and media.

Our team has already engaged several high-profile LGBTQ+ content creators (all members of IGLTA) who will share their own beautiful photos, videos and stories of Palm Springs, to help us bolster attendance.





From Our Blog



Your Complete Guide to the Palm Springs Art Museum

The Palm Springs Art Museum showcases a dynamic collection of modern and contemporary art, architecture, and...

<https://visitpalm Springs.com/your-complete-guide-to-the-palm-springs-art-museum/>



Make Your Reservation: Special Thanksgiving Menus to Enjoy!

November 28, 2024 Thanksgiving in Palm Springs is all about savoring the season with great...

<https://visitpalm Springs.com/special-thanksgiving-menus/>



Palm Springs Air Museum Aviation In Art

Palm Springs Air Museum not only houses a world-class collection of vintage aircraft but also...

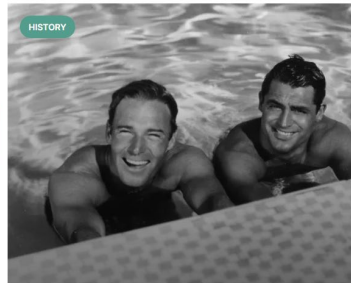
<https://visitpalm Springs.com/palm-springs-air-museum-aviation-in-art/>



<https://visitpalm Springs.com/guide-to-the-coffman-trail-in-murray-canyon/>

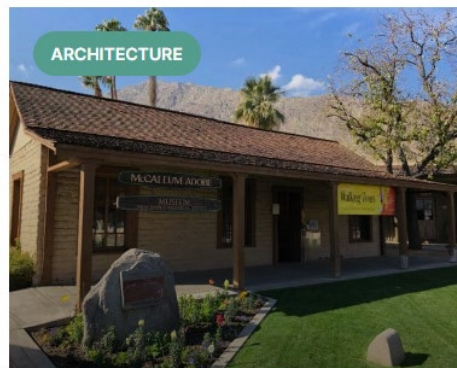


Palm Springs Pride® Days



Palm Springs LGBTQ+ History

<https://visitpalm Springs.com/greater-palm-springs-pride-2024/>
<https://visitpalm Springs.com/palm-springs-gay-history/>



Discovering the Palm Springs Historical Society

<https://visitpalm Springs.com/discovering-the-palm-springs-historical-society/>

Website

<https://visitpalmsprings.com>

Analytics	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Sessions	178,390	146,060	623,629	430,689
Users	135,334	113,079	467,201	351,491
Page Views	294,902	196,035	972,859	645,099
Events	1,463,645	N/A*	4,780,599	N/A*

*Started tracking Events in February 2024.

Visitor Guides & Visitor Information

Visitor Guides

	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
*Distributed Hard Copy	4,717	4,435	18,772	49,079
Digital Page Views	4,285	4,749	13,660	18,216

*Does not include guides distributed at the Visitor Information Centers.

Visitor Information Centers

Visitor Information Center

Open 10 am - 5 pm, Daily

Welwood Murray Memorial Library

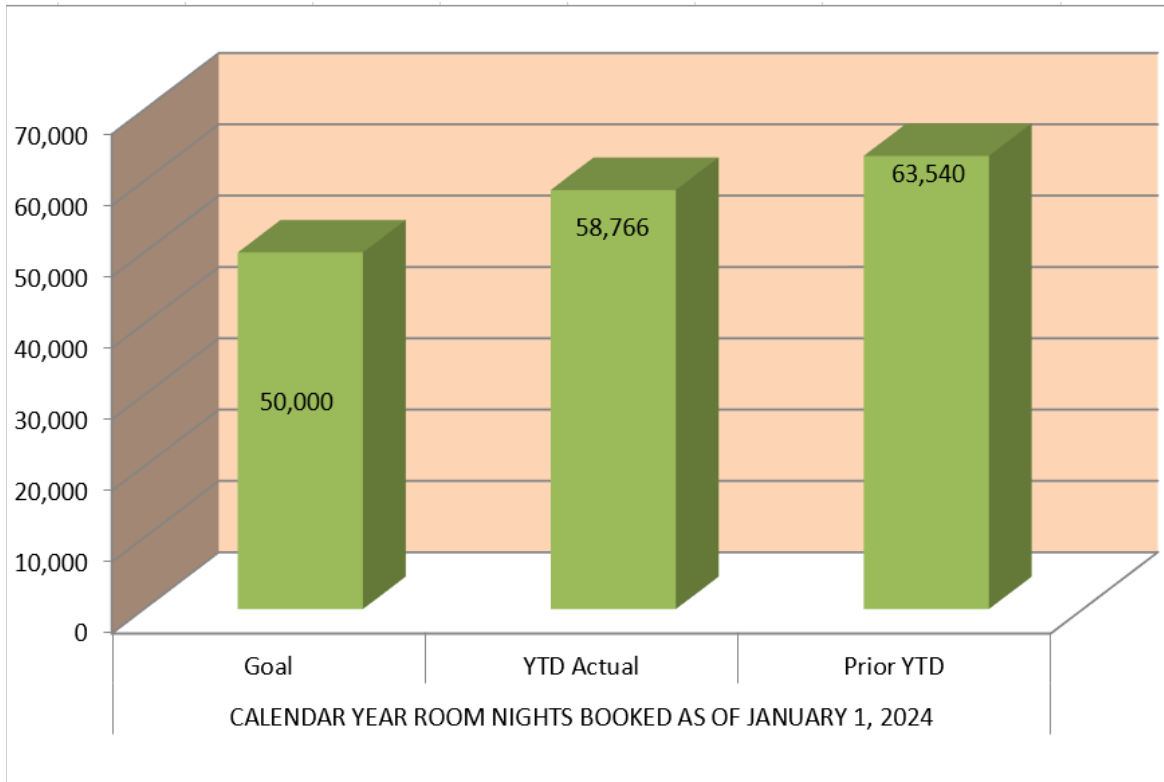
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

Number of Visitors	October 2024	October 2023	July 2024- October 2024	July 2023-October 2023
Visitor Information Center	7,681	6,017	19,811	16,785
Welwood Murray Memorial Library	2,348	2,421	7,487	7,489
Total	10,029	8,438	27,289	24,274

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

October 2024 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	4	1,500	85	58,766
Contracts Issued	4	1,475	81	67,923
Contracts awaiting signature	18	48,555		
Tentative events added	31	27,155	293	278,080



YTD Actual	PYTD Actual	Annual Goal	% of Goal
58,766	63,540	50,000	117.5%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
ICSC@Western 2025	9/26-10/1/2025	500	1,500

Contracts Issued	Room Nights	2024 YTD Contracts Issued	2023 YTD Room Nights
4	1,475	81	67,923

# Contracts Awaiting Signature	Room Nights
18	48,555

Lost Business	# Events	Room Nights
	7	8,889

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
Popeye's Louisiana Kitchen Convention 2026	5/2026	1,710	No Reason Given
International Restoration Convention + Industry Expo	4/2027	1,559	Selected Phoenix – Lost due to Air Access
College & University Professional Association for Human Resources	9/2027	3,605	Selected San Diego – Waned to be Under one Roof
Deep Foundations Institute Annual Conference 2027	10/2027	2,015	Too Many Hotels required for Block

Top Competitive Destinations - 2024	# of Groups
San Diego	6
Anaheim	5
Las Vegas	3 (Tie)
Long Beach	3 (Tie)
Albuquerque	2 (Tie)
Los Angeles	2 (Tie)
Palm Desert	2 (Tie)

Top Cancellation Reasons for October
Wants to be Under one Roof
Too Many Hotels Required for Block
Air Access

Tradeshows & Events attended – October, 2024	Date	Attendees
Mainstreet Meeting	10/1	Rick Leson, Randy Garner
Greater Palm Springs Pride Honours	10/2	Rob Hampton, Kristie Dore
PSCC hosts the Desert Business Association Mixer	10/7	Rob Hampton, Rick Leson, Kimber Foster
IMEX Tradeshow – Las Vegas	10/8-9	Rob Hampton, Shawn Sande
GM Zoom Call	10/9	Rob Hampton, Rick Leson, Kimber Foster
October PSHA Board Meeting	710/10	Rob Hampton, Rick Leson, Kimber Foster
In-Person Hotel Partners and Esri 2026-2030 PC and Dev/Tech Meeting	10/11	Rob Hampton, Rick Leson, Kristie Dore
International Gay and Lesbian Travel Association	10/16-27	Rob Hampton, Kimber Foster
HOPS October Monthly Meeting	10/17	Rick Leson, Paula Helm, Shawn Sande, David LeRoy
October PSHA Member Meeting and Luncheon	10/17	Rick Leson, Kimber Foster
VGPS Maritz Sourcing Summit Pre-Con	10/22	Rick Leson
GM Zoom Call	10/23	Rick Leson
JNS Next/HOPS Hotels Branding Meeting and Discussion	10/24	Rick Leson, Paula Helm, Shawn Sande, David LeRoy
State of the City Presentation	10/30	Rob Hampton, Rick Leson, Kimber Foster, Kristie Dore

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
EnerGY National Dance Competition	6/26-7/2/2026	225	1,475
Private Corp. RLC Conference	5/9-16/2025	1,325	4,970
American College of Nurse-Midwives	10/10-15/2025	700	2,370
Maritz PS Sourcing Summit and Destination Experience	TBD	TBD	TBD

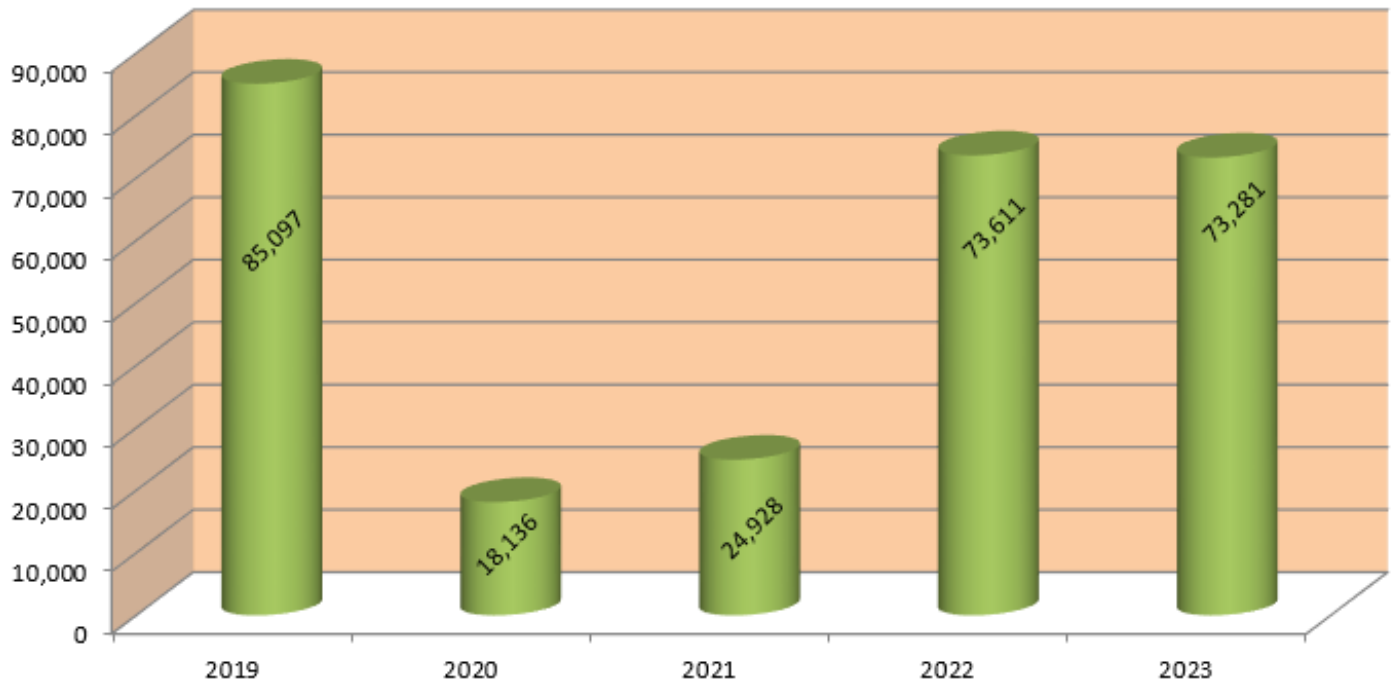
Planning Meetings Definite	Date	Peak Rooms	Room Nights
International Transportation Society of California	11/2-5/2025	280	943
CA Nurses Educational Institute 2024 Graduation Ceremony	12/6/2024	N/A	N/A
Freedom Fest 2025	6/9-15/2025	800	3,340
Varsity Spirit "Duel in the Desert" Cheerleading Competition	1/29-2/3/2025	1,500	3,000
SaxmanOne – 2024 Office for Victims of Crime Indian Nations Conference	12/8-13/2024	855	4,100

Key Events Hosted in October, 2024		Date
CA Grocers Association 2024 Strategic Conference		9/26-10/2
City of Palm Springs Supports FIND Food Distribution		10/3
National Indian Education Association		10/6-12
CA Association of School Psychologists		10/15-17
Esri IMGIS Meeting		10/18-24
City of Palm Springs Quarterly Shredding and e-waste Event		10/19
Dolphin Promotions, Inc. – Fall Modernism Show 2024		10/23-28
Positively Natural Education and Expo Conference		10/25-26
CA Society of Health-System Pharmacists		10/30-11/03

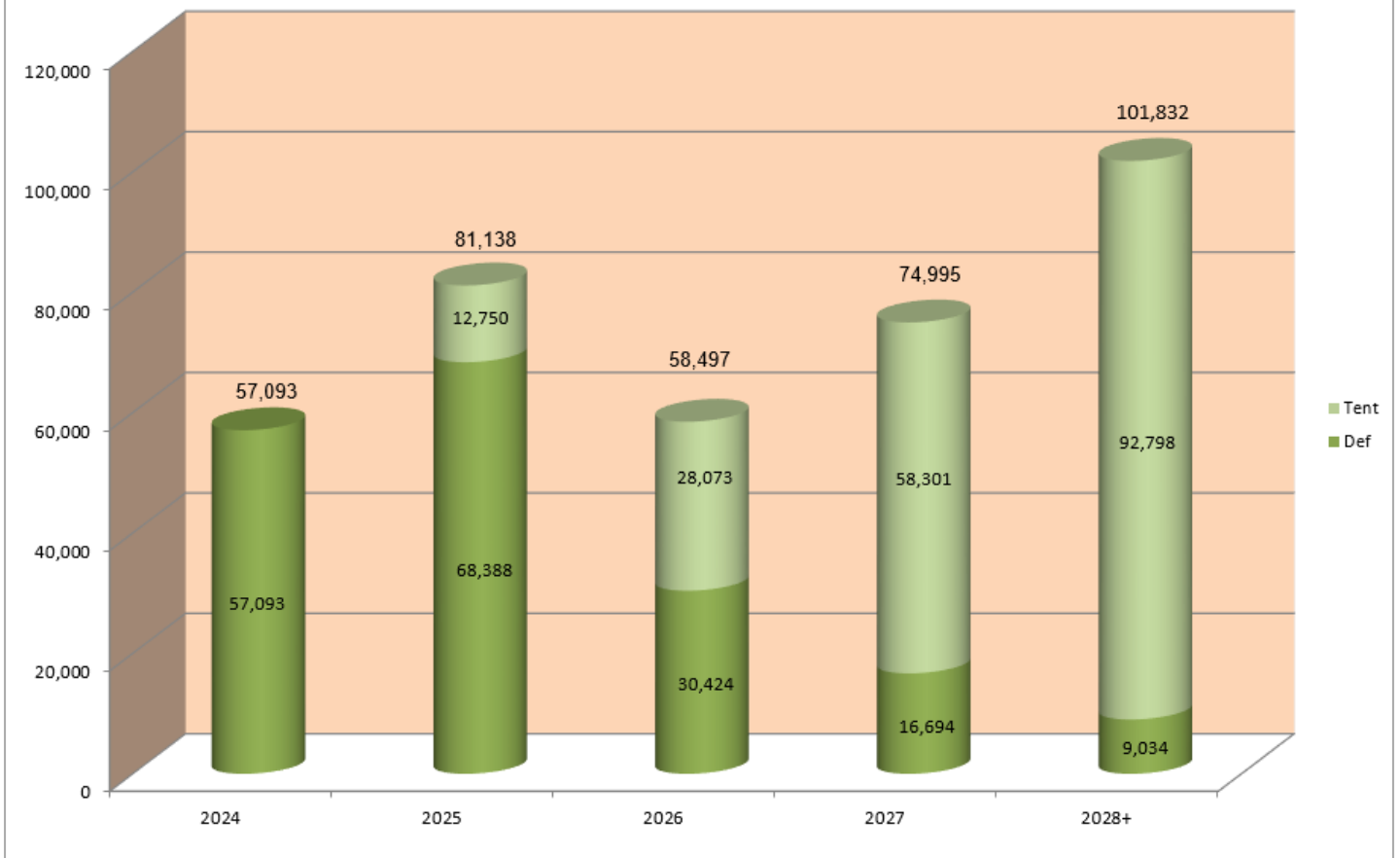
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

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	-	-	-	-	-	-	1,865	6,640	-
	Total	2,730	-	150	3,721	4,622	5,740	1,865	8,090	-
February	Definite	6,414	-	4,207	5,392	4,748	9,000	6,880	5,900	-
	All Tentative	-	-	-	-	-	745	979	5,300	15,395
	Total	6,414	-	4,207	5,392	4,748	9,745	7,859	11,200	15,395
March	Definite	8,492	500	13,992	16,918	12,784	17,813	12,136	5,000	-
	All Tentative	-	-	-	-	-	-	-	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	-	-	-	-	-	585	3,479	1,625	13,112
	Total	-	-	5,011	4,450	4,684	7,464	5,479	4,782	19,509
May	Definite	-	35	9,964	7,573	4,700	3,157	3,157	-	-
	All Tentative	-	-	-	-	-	5,185	3,187	7,753	3,934
	Total	-	35	9,964	7,573	4,700	8,342	6,344	7,753	3,934
June	Definite	-	1,300	4,930	4,000	-	4,112	-	-	-
	All Tentative	-	-	-	-	-	70	3,502	4,187	-
	Total	-	1,300	4,930	4,000	-	4,182	3,502	4,187	-
July	Definite	-	1,480	1,160	-	-	2,637	-	-	2,637
	All Tentative	-	-	-	-	-	821	3,292	-	3,574
	Total	-	1,480	1,160	-	-	3,458	3,292	-	6,211
August	Definite	-	5,934	8,000	9,116	2,351	-	-	-	-
	All Tentative	-	-	-	-	-	-	-	3,574	7,148
	Total	-	5,934	8,000	9,116	2,351	-	-	3,574	7,148
September	Definite	-	1,517	4,931	3,702	1,894	3,690	-	-	-
	All Tentative	-	-	-	-	-	1,000	1,964	9,590	-
	Total	-	1,517	4,931	3,702	1,894	4,690	1,964	9,590	-
October	Definite	-	8,435	8,056	9,395	7,903	9,810	1,370	-	-
	All Tentative	-	-	-	-	-	2,526	4,505	4,505	8,878
	Total	-	8,435	8,056	9,395	7,903	12,336	5,875	4,505	8,878
November	Definite	500	5,287	9,101	5,794	9,307	5,550	4,881	1,187	-
	All Tentative	-	-	-	-	-	1,078	1,200	3,400	10,599
	Total	500	5,287	9,101	5,794	9,307	6,628	6,081	4,587	10,599
December	Definite	-	440	4,109	3,220	4,100	-	-	-	-
	All Tentative	-	-	-	-	-	740	4,100	-	-
	Total	-	440	4,109	3,220	4,100	740	4,100	-	-
Definite		18,136	24,928	73,611	73,281	57,093	68,388	30,424	16,694	9,034
All Tentative		-	-	-	-	-	12,750	28,073	58,301	92,798
Total		18,136	24,928	73,611	73,281	57,093	81,138	58,497	74,995	101,832

Total Room Nights Realized 2019-2023



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

■ Definite
■ All Tentative

