

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

Monthly Report

October 2023



Palm Springs Bureau of Tourism

Advertising Overview

Digital Ads

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

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

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

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

Total All Digital Ads

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	5,545,691	4,041,321	24,241,776	43,399,101
Clicks to VisitPalmSprings.com	15,007	16,168	52,561	184,648
Video Views & Audio Ads	442,972	342,431	1,247,129	4,204,107

TV

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

Total TV Spots

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Spots	967	1,134	26,611,340	33,151,848

Print

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

Digital Ad Results

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

Search Digital Ads

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

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	103,359	133,099	447,466	1,608,911
Clicks to VisitPalmSprings.com	8,086	10,627	31,462	127,130

Display & Video Digital Ads

Basis Global Advertising Platform

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

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	468,149	556,677	1,891,574	7,263,034
Clicks to VisitPalmSprings.com	521	838	1,360	7,427

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

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	401,787	340,400	1,477,790	3,653,967
Clicks to VisitPalmSprings.com	311	278	1,179	2,614

Digital Video Ads

Reaching our target audience with pre-roll video 15 and 30 sec spots.
Video completion rate = 50%

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	238,415	222,283	875,991	2,564,184
Clicks to VisitPalmSprings.com	247	320	502	3,103
Completed Video Views	129,498	157,866	553,080	1,771,750

Digital Connected TV (CTV) Video Ads

Streaming video running on Smart TV, Roku, Amazon Fire TV, Apple TV and/or gaming consoles.
Video completion rate = 99%

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Completed Video Views	124,688	69,702	433,123	778,445

Spotify

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

	October 2023	October 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	198,751	120,830	274,682	1,192,528
Clicks to VisitPalmSprings.com	180	49	245	706
Audio Ad Completions	188,786	114,863	260,926	1,137,463

Native Advertising Platform

Digital ads delivered in the form of native content.

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	593,498	435,931	2,003,971	6,429,405
Clicks to VisitPalmSprings.com	2,403	1,207	7,316	21,193

Travel Spike

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

	October 2023	October 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	516,445	327,201	516,445	2,733,975
Clicks to VisitPalmSprings.com	1,185	811	1,185	5,126

AdTheorent

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

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	1,627,616	N/A	13,329,066	1,035,542
Engagements	90	N/A	1,226	2,102

Sojern

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

	October 2023	October 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	1,397,671	934,861	1,511,082	8,184,265
Clicks to VisitPalmSprings.com	1,984	1,172	2,050	8,846

Sunset Magazine

Visit Palm Springs collaborated with the Palm Springs Food & Wine Festival on a trip giveaway that included VIP wristbands to the festival. The giveaway was live September 28-October 19. Over 3,500 people entered the giveaway.

On October 9, banner ads promoting the giveaway were placed in Sunset Magazine's [Food & Drink e-newsletter](#).

Total delivered: 27,750

Total opened: 12,725

Total open rate: 45.86%

Impressions: 59,716



Television

Spectrum

Air Dates: October 2023

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

Top 5 Networks: CNN, Tru, History, Animal Planet, fyi

27 Total Networks

967 Commercial Airings

OOH Video Spots

Certified Folder











A 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				October, 2023			
Digital Media Program	Player On	Play Off	Hours Per Day	Total Minutes Run Time	Loop Run Time	Loops/Plays Per Day	Loops/Plays Per Month
Washington State Ferries							
Seattle-Bainbridge	4:00 AM	12:59 AM	20:59	1259:00:00	5:52	229	7,099
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	5:52	229	7,099
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	3:20	340	10,540
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	3:20	340	10,540
BC Ferries							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	6:16	196	6,076
CA Welcome Centers							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	4:35	153	4,743
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	5:35	106	3,286
Barstow	10:30 AM	7:15 PM	8:45	525:00:00	5:22	104	3,224
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:52	159	4,929
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	5:05	119	3,689
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	8:12	67	2,077
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:22	143	4,433
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	4:35	164	5,084
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:23	82	2,542
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:52	159	4,929
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:22	95	2,945
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	7:35	99	3,069
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	5:45	126	3,906
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:52	93	2,883
Santa Rosa	9:30 AM	2:30 PM	5:00	300:00:00	3:24	88	2,728
Ukiah	8:30 AM	5:30 PM	9:00	540:00:00	5:11	104	3,224










Social Media

	October 2023	October 2022
Facebook page likes https://www.facebook.com/VisitPalmSprings	87,276	76,475
Instagram followers https://www.instagram.com/visitpalmsprings	154,165	128,463
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,367	2,068
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	18,010	14,202










Facebook Page Insights

 <div>Total Impressions 773,180</div>	 <div>Video Views 21,577</div>	 <div>Link Clicks 8,397</div>
 <div>Organic Impressions 344,819</div>	 <div>Engagements 28,469</div>	
 <div>Paid Impressions 426,519</div>	 <div>Page Likes Gained 287</div>	
 <div>Comments 495</div>	 <div>Shares 579</div>	 <div>Published Posts 34</div>










Facebook Top Posts

<div> Visit Palm Springs Mon 10/2/2023 12:02 pm PDT</div> <div>Living life on dnd (do not disturb) until further notice. 🍷 📺: @anapadilla</div> <div></div> <div><div>Impressions</div><div>33,348</div><div>... 📌 🗨</div></div>	<div> Visit Palm Springs Thu 10/19/2023 11:57 am PDT</div> <div>It's that time of the year again! Modernism Week kicks off TOMORROW! To find out more information, head over ...</div> <div></div> <div><div>Impressions</div><div>27,758</div><div>... 📌 🗨</div></div>	<div> Visit Palm Springs Sat 10/7/2023 6:51 pm PDT</div> <div>Golden hour is a sight to see around here. 🌅 📺: @lance.gerber</div> <div></div> <div><div>Impressions</div><div>19,278</div><div>... 📌 🗨</div></div>
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Instagram Insights


 <div>Total Impressions 910,801</div>	 <div>Video Views 172,035</div>	 <div>Story Link Clicks 199</div>
 <div>Saves 1,825</div>	 <div>Engagements 42,433</div>	 <div>Followers 154,165</div>
 <div>Shares 2,531</div>	 <div>Profile Actions 594</div>	 <div>Followers Gained 575</div>

Instagram Top Posts

<div> visitpalmsprings Thu 10/12/2023 11:06 am PDT</div> <div>Once you see this sign, you know you're home. ✈️🏠: @skylarkhotelpalmsprings</div> <div></div> <div>Impressions 29,883</div> <div>... 🗒️ 🗣️</div>	<div> visitpalmsprings Fri 10/6/2023 2:22 pm PDT</div> <div>Oops 🤖</div> <div></div> <div>Impressions 28,932</div> <div>... 🗒️ 🗣️</div>	<div> visitpalmsprings Thu 10/19/2023 7:48 am PDT</div> <div>It's that time of the year again! Happy first day of Modernism Week. Head over to @modernism_week to...</div> <div></div> <div>Impressions 27,572</div> <div>... 🗒️ 🗣️</div>
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Pinterest Highlights


 <div>Impressions 126,905</div>	 <div>Engagement 2,390</div>	 <div>Outbound Clicks 913</div>
 <div>Followers 2,367</div>	 <div>Followers Gained 32</div>	 <div>Published Posts 2</div>



Explore Palm Springs on Horseback

See more stats

54 1 5












Palm Springs Travel Guide for Canadians

See more stats

64 0 4

TikTok Highlights

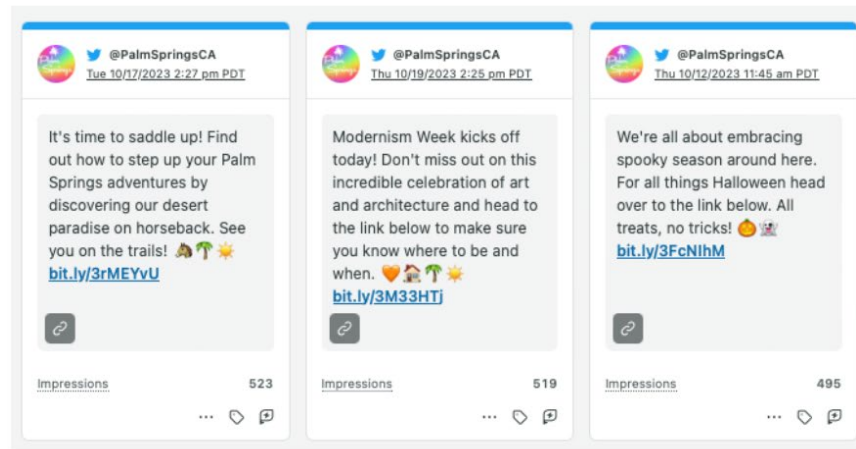
 <div>Followers 18,010</div>	 <div>Video Views 93,763</div>	 <div>Lifetime Likes 37,274</div>
		 <div>Followers Gained 58</div>
		 <div>Engagements 1,033</div>
		 <div>Impressions 92,081</div>
		 <div>Shares 30</div>
		 <div>Comments 8</div>

Twitter (X) Highlights

Impressions
2,423

Engagement
66

Link Clicks
40



Social Media Paid Campaigns

Girls Getaway
Impressions 21,787
Clicks 336

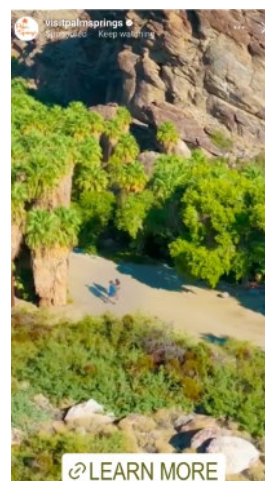
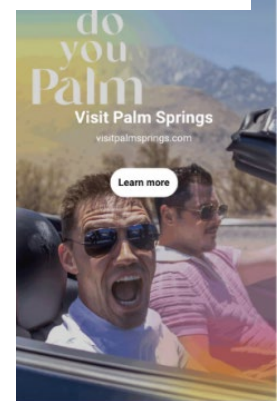
LGBTQ+ Roadtrip
Impressions 97,825
Clicks 1,904

Family Friendly
Impressions 41,183
Clicks 1,642

Pride 2023
Impressions 102,567
Clicks 982

Hiking Video
Impressions 5,172
Clicks 69

Hiking Banner Ads
Impressions 112,472
Clicks 1,304



IGLTA

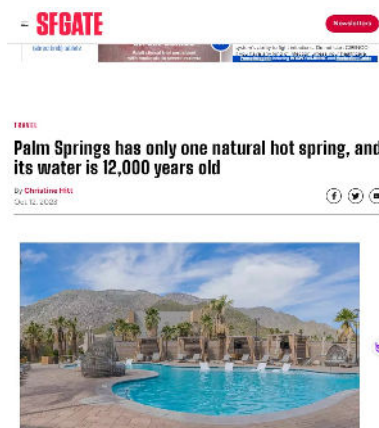
Rob and Kimber attended IGLTA with Mayor Garner, Todd Burke VGPS VP of Communications and Brad Fuhr from KGAY. We had 22 one-on-one appointments with travel trade, tour operators and media. We will be hosting a lesbian FAM trip with three couples we met at the conference, during the Palm Springs International Film Festival Awards Gala.



Sample Articles

SF Gate

[Palm Springs has only one natural hot spring, and its water is 12,000 years old](#)



MissTourist.com

[Epic 2-Day Palm Springs Itinerary • A Local's Guide!](#)

Gay Times UK

<https://www.gaytimes.co.uk/travel/palm-springs-a-queer-oasis-in-the-middle-of-the-californian-desert/>



From Our Blog



Unveiling the Jewel: Villa Royale Palm Springs

Nestled in the heart of south Palm Springs, Villa Royale is a haven of elegance...

[Read More](#)



Thanksgiving in Palm Springs

Embracing Gratitude and Bliss Thanksgiving is a time of gratitude, togetherness, and indulgence in delectable...

[Read More](#)



Greater Palm Springs Pride 2023

Drag Now, Drag Forever "Drag Now, Drag Forever" is this year's theme. Greater Palm Springs...

[Read More](#)

[Read The Blogs](#)

[Unveiling the Jewel: Villa Royale Palm Springs](#)

[Thanksgiving in Palm Springs](#)

[Greater Palm Springs Pride 2023](#)

[Modernism Week – October](#)



Modernism Week – October

How Walt Disney Enchanted Palm Springs

Exploring Palm Springs on Horseback



Exploring Palm Springs on Horseback

Palm Springs Travel Guide for Canadians

Aqua Caliente Cultural Museum

Website

<https://visitpalmsprings.com>

Analytics	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Sessions	146,060	119,118	430,689	1,563,298
Users	113,079	95,774	351,491	1,245,378
Page Views	196,035	224,682	645,099	3,300,327

Visitor Guides & Visitor Information

Visitor Guides

	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Distributed Hard Copy	4,435	3,931	17,407	49,079
Digital Page Views	4,749	10,833	18,216	172,918
Downloads	31	51	108	552

Visitor Information Centers

Visitor Information Center

Welwood Murray Memorial Library

Open 10 am - 5 pm, Daily

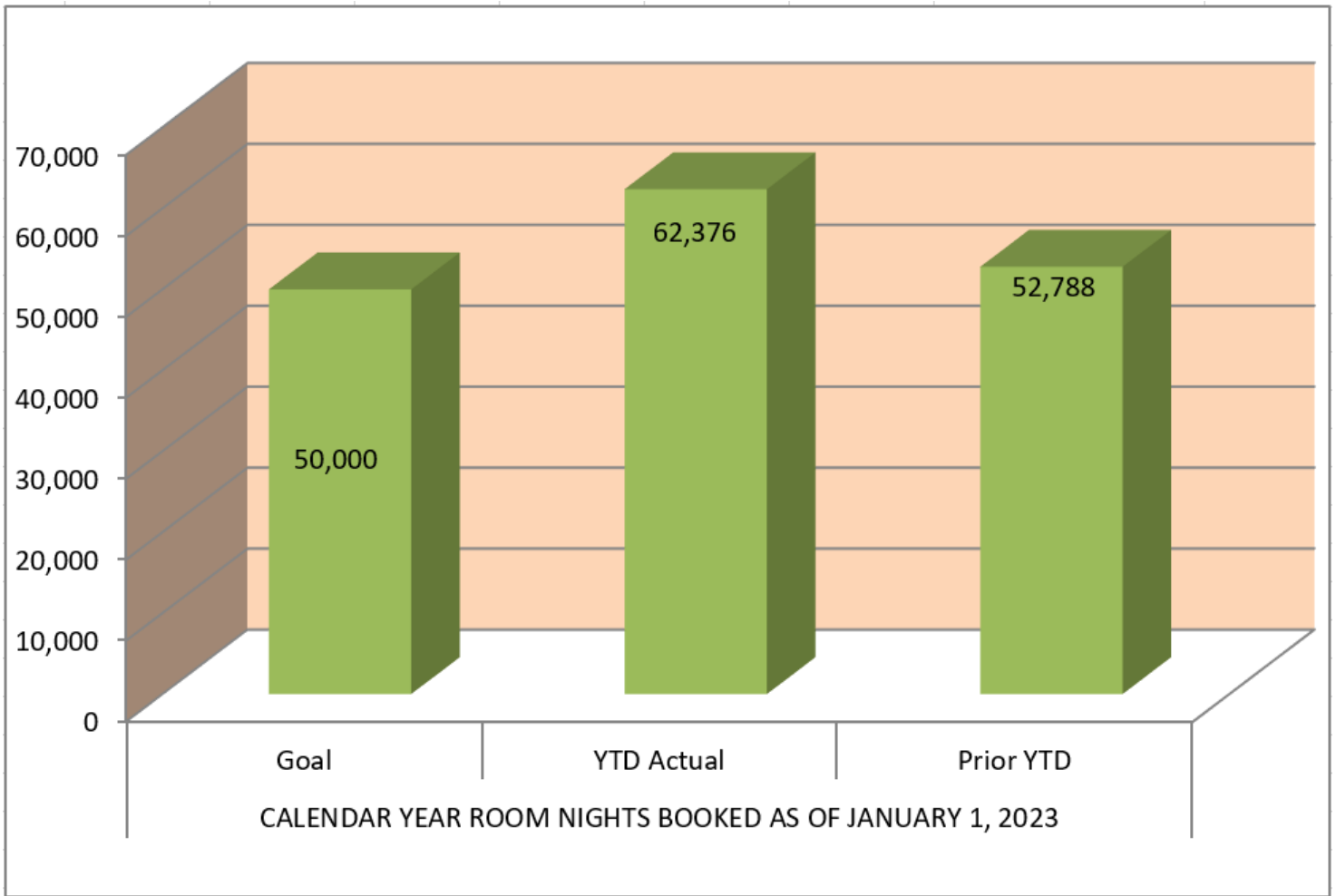
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

Number of Visitors	October 2023	October 2022	July 2023 – June 2024	July 2022– June 2023
Visitor Information Center	6,017	5,527	16,785	83,256
Welwood Murray Memorial Library	2,421	2,502	7,489	29,523
Total	8,438	8,029	24,274	112,779

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

October 2023 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	4	2,830	80	62,376
Contracts Issued	8	10,246	80	65,066
Contracts awaiting signature	25	54,679		
Tentative events added	26	29,082	236	165,363



YTD Actual	PYTD Actual	Annual Goal	% of Goal
62,376	52,788	50,000	124.7%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
Charter Schools Development Center 2025 Leadership Conference	10/5-9/2025	700	2,130
CA Automatic Fire Alarm Association	2/6/2025	300	700

Contracts Issued	Room Nights	2023 YTD Contracts Issued	2023 YTD Room Nights
8	10,246	80	65,066

# Contracts Awaiting Signature	Room Nights
25	54,679

# Events	Room Nights
Lost Business	19,376

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
Collision Industry Conference	1/2024	640	Group will remain at the Hilton PS for 2024
Varsity Spirit Camp CAIW4	6/2024	615	Found Self-contained properties in the Valley
Varsity Spirit Camp CAIW5	6/2024	377	Found Self-contained properties in the Valley
Varsity Spirit Camp CAIW6	6/2024	377	Found Self-contained properties in the Valley
Varsity Spirit Camp CAIW3	6/2024	570	Found Self-contained properties in the Valley
Varsity Spirit Camp CAIW1	7/2025	570	Found Self-contained properties in the Valley
Varsity Spirit Camp CARM3	7/2024	665	Found Self-contained properties in the Valley
Varsity Spirit Camp CAPS1	7/2024	247	Found Self-contained properties in the Valley
Varsity Spirit Camp CARM1	7/2024	456	Found Self-contained properties in the Valley
Varsity Spirit Camp CAIW2	7/2024	615	Found Self-contained properties in the Valley
Varsity Spirit Camp CAIW7	7/2024	377	Found Self-contained properties in the Valley
Varsity Spirit Camp CARM2	8/2024	456	Found Self-contained properties in the Valley
Varsity Spirit Camp CAIW4	8/2024	615	Found Self-contained properties in the Valley
Professional in Human Resources Annual Conference	6/2024	676	Selected Anaheim; Too hot in PS
National Institute of Justice	9/2024	2,560	Lost due to date availability at the headquarter hotel
National Flute Association 2026	7/2026	3,728	Inadequate meeting & banquet space; need a concert venue for 2,000
National Council on Family Relations 2026 Annual Conference	11/2024	1,965	Selected Minneapolis; PS didn't make final cut
2027 American Jail Association Annual Meeting	5/2027	3,867	Guest room rates too high

Top Competitive Destinations - 2023	# of Groups
Reno	3 (Tie)
Indian Wells	3 (Tie)
Chula Vista	2 (Tie)
Los Angeles	2 (Tie)
San Diego	2 (Tie)
Anaheim	1 (Tie)
Austin	1 (Tie)
Boston	1 (Tie)
Houston	1 (Tie)
Indianapolis	1 (Tie)
Nashville	1 (Tie)
Minneapolis	1 (Tie)
New Orleans	1 (Tie)
Palm Desert	1 (Tie)
Phoenix	1 (Tie)
Riverside	1 (Tie)
Sacramento	1 (Tie)
San Francisco	1 (Tie)
Top Cancellation Reasons	
Wants to be under One roof	
Inadequate meeting or banquet space	
Guest Room Rates too High	

Tradeshows & Events attended	Date	Attendees
IGLTA LGBTQ+ Tourism Expo – Puerto Rico	10/2-7	Rob Hampton, Kimber Foster
Mainstreet Meeting	10/3	Rick Leson
GM Meeting Zoom Call	10/4	Rick Leson
VGPS Quarterly DOSM Meeting	10/6	Rick Leson
GM Meeting Zoom Call	10/11	Rob Hampton, Rick Leson
PSHA October Board Meeting	10/12	Rob Hampton, Rick Leson, Kimber Foster
PS Chamber of Commerce Hosts the State of the City	10/17	Rob Hampton, Rick Leson, Kimber Foster + additional staff
GM Meeting Zoom Call	10/18	Rob Hampton, Rick Leson, Kimber Foster
October HOPS Monthly Meeting	10/19	Rick Leson, Paula Helm. Shawn Sande, David Leroy
PSHA October Monthly Meeting	10/19	Rob Hampton
Midwest Client Sales Mission with VGPS	10/23-27	David Leroy
GM Meeting Zoom Call	10/25	Rob Hampton, Rick Leson, Kimber Foster
Dean Grubl Site Tour	10/26	Rob Hampton, Rick Leson
VGPS presents the Champions of Hospitality	10/30	Rob Hampton, Rick Leson, Kimber Foster

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
City of Angels International Christian Church 2024 Winter Workshop	1/11-14/2024	40	100
PCMA Convene Magazine Article	N/A	N/A	N/A
FreedomFest 2025 and 2027	7/12-18/2025 7/12-18, 2027	800	3,340 each program

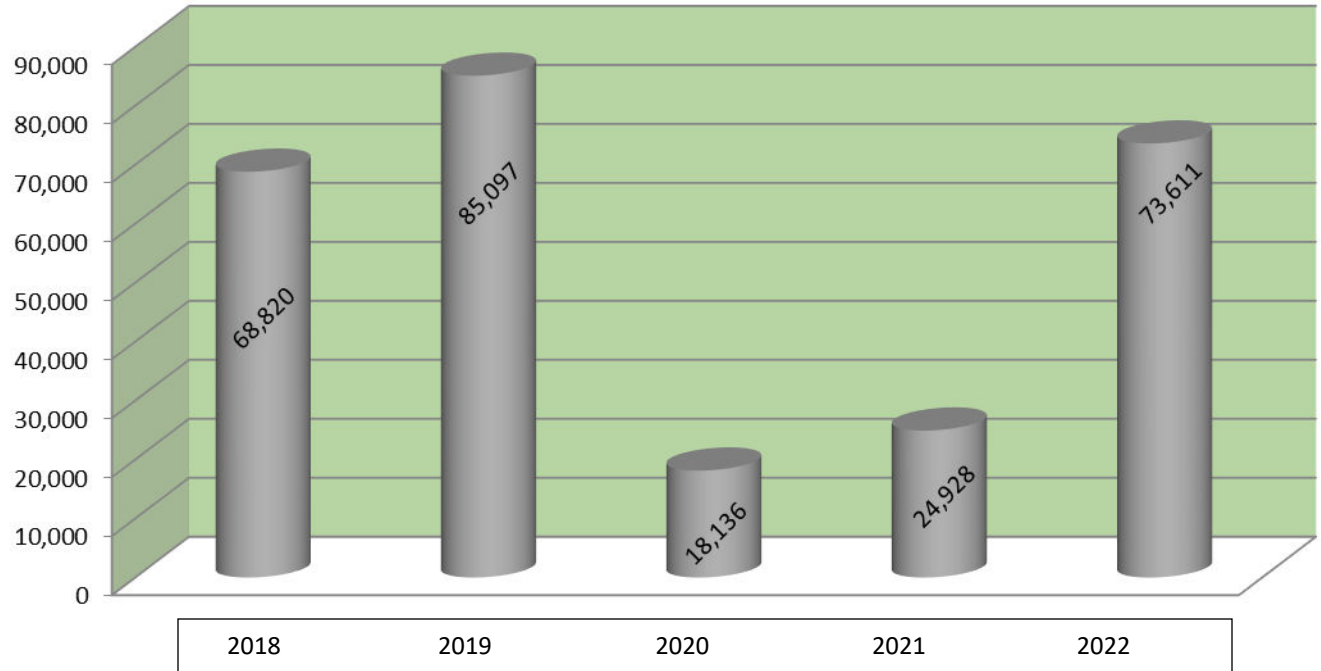
Planning Meetings Definite	Date	Peak Rooms	Room Nights
National Agricultural Aviation Assn.	12/2-7/2023	800	3,220

Key Events Hosted in October, 2023		Date
Victory Outreach International		10/1-5
City of Palm Springs Supports FIND Food Distribution		10/5
On Location dba Valley Music Travel Power Trip Shuttle Parking		10/5-9
Aurora Institute		10/13-17
CA Association of Science Educators (CASE)		10/18-22
Dolphin Promotions, Inc. – Fall Modernism Show 2023		10/18-23
City of Palm Springs PSP Job Fair		10/23-24
CA School Nutrition Association		10/25-29

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

Month		2019 Room Nights	2020 Room Nights	2021 Room Nights	2022 Room Nights	2023 Room Nights	2024 Room Nights	2025 Room Nights	2026 Room Nights	2027+ Room Nights
January	Definite	4,610	2,730	-	150	3,721	3,040	3,980	-	-
	All Tentative	-	-	-	-	-	671	-	7,250	-
	Total	4,610	2,730	-	150	3,721	3,711	3,980	7,250	-
February	Definite	5,775	6,414	-	4,207	5,392	5,100	9,000	3,880	-
	All Tentative	-	-	-	-	-	479	2,066	7,525	16,825
	Total	5,775	6,414	-	4,207	5,392	5,579	11,066	11,405	16,825
March	Definite	13,392	8,492	500	13,992	16,918	15,699	17,752	5,000	5,000
	All Tentative	-	-	-	-	-	-	-	6,562	35,073
	Total	13,392	8,492	500	13,992	16,918	15,699	17,752	11,562	40,073
April	Definite	10,339	-	-	5,011	4,450	4,149	3,240	2,000	8,540
	All Tentative	-	-	-	-	-	-	3,238	2,604	5,300
	Total	10,339	-	-	5,011	4,450	4,149	6,478	4,604	13,840
May	Definite	10,196	-	35	9,964	7,573	3,650	2,650	2,650	-
	All Tentative	-	-	-	-	-	576	5,065	1,930	13,391
	Total	10,196	-	35	9,964	7,573	4,226	7,715	4,580	13,391
June	Definite	5,149	-	1,300	4,930	4,000	-	-	-	-
	All Tentative	-	-	-	-	-	4,300	3,096	-	-
	Total	5,149	-	1,300	4,930	4,000	4,300	3,096	-	-
July	Definite	3,083	-	1,480	1,160	-	-	2,637	-	2,637
	All Tentative	-	-	-	-	-	-	-	-	3,340
	Total	3,083	-	1,480	1,160	-	-	2,637	-	5,977
August	Definite	6,864	-	5,934	8,000	9,116	3,151	-	-	-
	All Tentative	-	-	-	-	-	-	-	-	-
	Total	6,864	-	5,934	8,000	9,116	3,151	-	-	-
September	Definite	6,585	-	1,517	4,931	3,702	-	-	-	-
	All Tentative	-	-	-	-	-	2,700	1,740	6,117	4,551
	Total	6,585	-	1,517	4,931	3,702	2,700	1,740	6,117	4,551
October	Definite	11,861	-	8,435	8,056	9,395	7,592	5,099	-	-
	All Tentative	-	-	-	-	-	156	8,559	12,164	12,768
	Total	11,861	-	8,435	8,056	9,395	7,748	13,658	12,164	12,768
November	Definite	5,873	500	5,287	9,101	5,794	6,347	4,607	2,000	-
	All Tentative	-	-	-	-	-	1,916	500	2,387	11,187
	Total	5,873	500	5,287	9,101	5,794	8,263	5,107	4,387	11,187
December	Definite	1,370	-	440	4,109	3,220	-	-	-	-
	All Tentative	-	-	-	-	-	5,000	-	3,600	-
	Total	1,370	-	440	4,109	3,220	5,000	-	3,600	-
Definite		85,097	18,136	24,928	73,611	73,281	48,728	48,965	15,530	16,177
All Tentative		-	-	-	-	-	15,798	24,264	50,139	102,435
Total		85,097	18,136	24,928	73,611	73,281	64,526	73,229	65,669	118,612

Total Room Nights Realized 2018-2022



Total Tentative and Definite Bookings for Current and Future Years

