KNOWLAND

TAP Report for CVBs
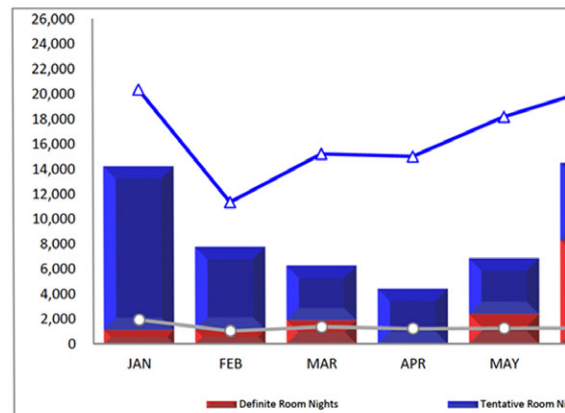
Craft a Winning Strategy & Make Better Decisions with Insights Gleaned from the Most Comprehensive CVB Dataset Available

With the TAP Report, you can:

✔ Get data-driven, accurate visibility into industry demand pace — as far as 6 to 20 years out — to hone your long-term strategy, decision making, and forecasting efforts

✔ Understand market dynamics and separate real trends from anomalies

✔ Remove the guesswork from identifying strong and weak periods in your own market and your competitive peer set markets

✔ Maximize revenue during high-demand periods by knowing when to hold firm on your rates and, conversely when to offer concessions to win business during the slow periods

✔ Align sales strategy across hotels and your convention center, educate properties on opportunities and challenges using objective data, and collectively identify need periods

✔ Develop more effective and efficient sales and marketing processes

✔ Benchmark your performance against your peers

✔ Provide standardized reporting with complete transparency to all of your stakeholders

✔ Share an unbiased view of CVB performance from a third-party to build credibility and garner support

Your City 2021 R/N	JAN	FEB	MAR	A
Definite Room Nights	1,125	1,151	1,905	
Pace Targets	1,918	1,030	1,353	1,
Variance	(793)	121	552	(1,
Consumption Benchmark	20,374	11,356	15,225	15
Pace Percentage	59%	112%	141%	0
Total Demand Room Nights	4,736	1,151	8,475	5,
Lost Room Nights	3,611	0	6,570	5,
Conversion Percentage	24%	100%	22%	0
Tentative Room Nights	13,117	6,642	4,388	4,

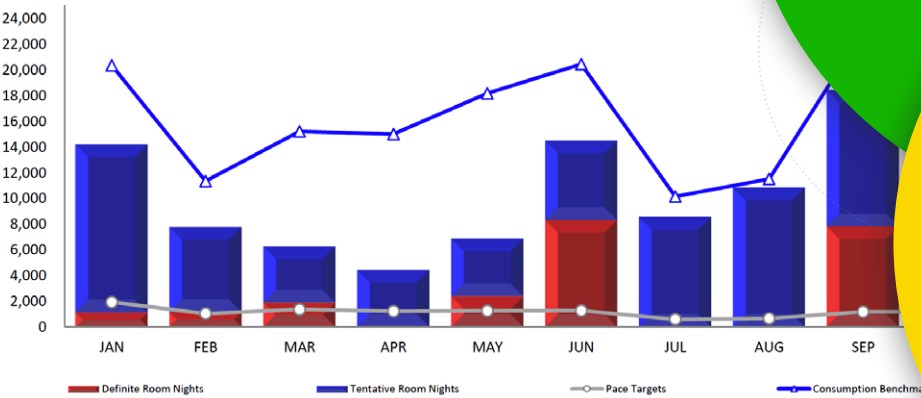| Your City 2021 Events				
Definite Events	1	2	1	
Pace Targets	0	0	1	
Variance	1	2	0	
Consumption Benchmark	16	17	23	
Pace Percentage	100%	200%	100%	
Total Demand Events	2	2	3	
Lost Events	1	0	2	
Conversion Percentage	50%	100%	33%	0
Tentative Events	4	3	4	

See why more than 125 CVBs trust Knowland solutions to accelerate revenue!

The TAP Report Delivers

The TAP Report answers the questions that keep you up at night. Finally, you can leverage real data to make more confident decisions and refine your sales strategy, including:

- ✔ Detailed year-by-year views of definite rooms
- ✔ Analyses of pace targets and variance percentages
- ✔ Performance reports comparing your market with that of your peer set
- ✔ National and regional trend data compiled from 65 markets

With the TAP Report, you always know what's happening with your peers, enabling you to bid strategically for business in upcoming periods based on the relative strength of your market compared to your peer set. Additionally, you can gauge the ROI and effectiveness of your marketing and sales tactics with visibility into total demand, conversion rates, and lost business.

"The TAP team really understands our data & what we need to make accurate forecasts in challenging & changing circumstances."

— Tom Norwalk, President & CEO
Visit Seattle

"The TAP Report has helped us manage capacity with demand to set our targets & achieve the best results for the city."

— Mark Vaughn, EVP & Chief Sales Officer
Engage Atlanta

"We like having an objective & independent view of our data and forecasts to help us make fact-based decisions."

— Jay Burress, President & CEO
Anaheim/Orange County
Visitor & Convention Bureau

Chart y-axis: 24,000 / 22,000 / 20,000 / 18,000 / 16,000 / 14,000 / 12,000 / 10,000 / 8,000 / 6,000 / 4,000 / 2,000 / 0

Months: JAN FEB MAR APR MAY JUN JUL AUG SEP

Legend: ■ Definite Room Nights   ■ Tentative Room Nights   —○— Pace Targets   —△— Consumption Benchmark

WHAT CUSTOMERS ARE SAYING ABOUT THE TAP REPORT

Maximize Your Revenue with Knowland

Knowland offers a suite of solutions that enable hotel properties, hotel brands, management companies, CVBs, and other meeting venues to maximize revenue potential and achieve group sales goals by delivering deep market intelligence. By combining powerful analytics with the industry's largest historical database of actualized events, we deliver insights that drive more revenue, accelerate growth, and optimize processes. See why thousands of organizations trust our solutions to achieve their goals.

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