

TOURISM

SANTA FE

January 2016 OTAB Report Sales Report February 23, 2016

January 2016 Leads:

- 21 total leads requiring sleeping rooms (UP 7 leads compared to 2015)
- 8,352 total room nights sent via leads (UP 2,771 room night compared to 2015)
- 27 total SFCCC space only leads without sleeping rooms (Even with SFCCC leads from 2015)

January 2016 Confirmed Leads:

- 12 Definite Booking (UP 1 Confirmed booking to 2015)
- 2,170 Definite Room Nights (UP 457 room night over 2015)
- 21 Definite SFCCC space only leads (UP 11 SFCCC bookings from 2015)

January 2015 Leads:

- 14 total leads requiring sleeping rooms
- 5,581 total room nights sent via leads
- 27 total SFCCC space only leads without sleeping rooms

January 2015 Confirmed Leads:

- 8 Definite Booking
 - 1,713 Definite Room Nights
 - 10 Definite Groups without sleeping rooms
-

Tradeshaw updates:

January 8-13, 2016 | American Bus Association (ABA), Louisville, KY

- David Carr attended on behalf of the City, only the Sage hotel was in attendance.
- We had 38 appointments.
 - Came back with 3 new prospective tours.
 - 4 tours had confirmed new bookings this year with several Santa Fe hotels.

January 31 – February 4, 2016 | National Tour Association (NTA), Atlanta, GA

- David Carr attended on behalf of the City, only the Sage hotel was in attendance.
 - Came back with 4 prospective tours
 - 1 tour has already confirmed with the Sage

February 8, 2016 | Luxury Meeting Summit, Oklahoma City, OK

- Kim Harmon attended on behalf of the City, no hotel partners are attending.
 - 3 strong leads were generated from the event.

February 9-12, 2016 | Luxury Meeting Summit, Dallas, Houston, Austin and San Antonio

- April Gallegos attended on behalf of the City, the La Fonda hotel joined.
 - 3 strong leads were generated.
 - Meet with over 150 planners over the 4 days of meetings.

March 8-9, 2016 | ConferenceDirect, San Antonio, TX

- David Carr will be attending on behalf of the City, no hotel partners are attending.
- We anticipate 40 appointments over the 2 days.

Pace Report

Sales and Marketing Assistant

Leads By User

Status: Date Range:

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
2017 WEG Conference					
2017 WEG Conference [3642]	09/07/2017	01/11/2016	245	0	241,475
Total for Manager			245	0	241,475
David A. Carr (1)					
Jazz Pharmaceuticals					
Jazz Pharmaceuticals Nov 2016 Health Systems Summit Meeting [3640]	11/15/2016	01/08/2016	30	0	19,500
Total for Manager			30	0	19,500
Joellyn Baca (3)					
AHR Site Selection Solution					
Ironworkers Labor Management Meeting [3659]	06/27/2016	01/25/2016	16	0	10,075
Collegiate and Professional Sports Dietitians Association					
10th CPSDA Annual Meeting and Symposium [3664]	05/15/2018	01/27/2016	350	0	143,000
Just Lovely Weddings					
Cribb/Dillon Wedding [3643]	06/25/2016	01/11/2016	150	0	4,875
Total for Manager			516	0	157,950
Melanie Moore (15)					
AMP Concerts Santa Fe					
Concert: Kacey Musgraves [3646]	04/24/2016	01/13/2016	1,800	0	45,000
Guitar Legends Tour [3658]	04/13/2016	01/25/2016	1,800	0	45,000
Arts Commisssion / City of Santa Fe					
Arts Commisssion - Grantee Meeting [3650]	02/02/2016	01/15/2016	50	0	0
Mayor's Recognition For Excellence in The Arts 2015 [3653]	10/19/2016	01/21/2016	250	0	0
Sister Cities Meetings [3629]	01/13/2015	01/04/2016	12	0	0
Christus St Vincent Regional Medical Center					
Christus / Fire Dept. Healthy Kids 2017 [3626]	07/14/2017	01/04/2016	3,000	0	75,000
Christus / Fire Dept. Healthy Kids 2018 [3633]	07/13/2018	01/05/2016	3,000	0	75,000
City Clerks Office/City of Santa Fe					
Judge Yalman [3644]	03/03/2016	01/12/2016	150	0	0
City Manager's Office / City of Santa Fe					
City Manager Meeting [3645]	01/14/2016	01/13/2016	6	0	0
Housing & Community Development / City of Santa Fe					
Fair Housing Training [3637]	03/01/2016	01/07/2016	40	0	0
ITT / City of Santa Fe					
INFO Tech Service Desk Impl. [3667]	02/22/2016	01/29/2016	12	0	0
Mayor's Office / City of Santa Fe					
Mayor & the Regional Coalition of LANI Communities [3657]	03/11/2016	01/25/2016	30	0	0
Mayor's Press Conference Public Banking [3631]	01/13/2016	01/05/2016	30	0	0
Mayor's O + A w/ League of Women Voters [3647]	02/16/2016	01/13/2016	30	0	0
Tourism Santa Fe CVB/City of Santa Fe					
Short Term Rental Meeting [3649]	01/28/2016	01/13/2016	150	0	0
Total for Manager			10,360	0	240,000
Rosalina Grace (11)					
100th Bill Party					
2016 100th Bill Party [3668]	02/12/2016	01/29/2016	650	0	16,250
Adela & Sergio Castillo					
Gabriella Castillo Quince [3662]	05/20/2017	01/27/2016	250	0	6,250
Angelica Murillo					
Murillo and Roybal Wedding Reception [3627]	01/28/2017	01/04/2016	350	0	22,750
Brian F Egolf					
Rep. Egolf and Sen. Wirth Town Hall Mtg [3628]	01/13/2016	01/04/2016	125	0	1,250
CKI Events, LLC					

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
Speaking Panel/Reception [3632]	01/27/2016	01/05/2016	100	0	0
Defense Nuclear Facilities Safety Board					
DNFSB Over Site Board Meeting [3638]	03/22/2016	01/07/2016	150	0	1,500
Gallegos and Branch Wedding Reception					
Gallegos and Branch Wedding Reception [3661]	09/24/2016	01/26/2016	250	0	6,250
New Mexico Music Review					
New Mexico Music Review [3648]	10/22/2016	01/13/2016	750	0	0
NM Municipal League					
2016 District Meeting [3635]	03/21/2016	01/06/2016	80	0	800
North West Regional Educational Co-Op (NWREC)					
Teacher Supports Series #2 [3655]	02/12/2016	01/25/2016	0	0	0
Rafael Escamilla Graduation					
Rafael Escamilla Graduation [3654]	05/14/2016	01/22/2016	130	0	8,450
Total for Manager			2,835	0	63,500
Grand Total(31)			13,986	0	722,425



Prepared On: 02/18/2016
Prepared By: David A. Carr

Leads By User

For Lead Status from Jan 1, 2016 to Jan 31, 2016

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (4)					
2017 WEG Conference					
2017 WEG Conference [3642]	09/07/2017	01/11/2016	245	743	241,475
Babcock & Wilcox					
B&W Coal Combustion Residuals Conference 2016 [3621]	07/24/2016	12/28/2015	0	0	0
Radiation Research Society					
2018 Radiation Research Society Meeting [3558]	09/08/2018	01/06/2016	600	1,800	585,000
USS Cogswell DD-651					
USS Cogswell DD-51 Reunion [3611]	09/05/2017	12/18/2015	0	0	0
Total for Manager			845	2,543	826,475
David A. Carr (6)					
Jazz Pharmaceuticals					
Jazz Pharmaceuticals Nov 2016 Health Systems Summit Meeting [3640]	11/15/2016	01/08/2016	30	60	19,500
Los Alamos National Laboratory					
Advance Meso-Scale Materials Science [3669]	07/21/2016	01/29/2016	100	225	73,125
Dynamic and Excited State Processes [3670]	07/25/2016	01/29/2016	85	150	48,750
Energy Landscapes: From Protein Folding to Molecular Assembly [3651]	05/08/2016	01/20/2016	75	250	81,250
ESP 2016: Excited State Processes in Electronics and Bio Nanomaterials [3665]	06/12/2016	01/29/2016	90	250	81,250
LHC Run 2 [3636]	07/03/2016	01/06/2016	40	150	48,750
Total for Manager			420	1,085	352,625
Joellyn Baca (5)					
AHR Site Selection Solution					
Ironworkers Labor Management Meeting [3659]	06/27/2016	01/25/2016	16	31	10,075
Association of Administrative Law Judges					
2016 AALJ 25th National Annual Education Conference [3656]	10/15/2016	01/25/2016	200	625	203,125
Collegiate and Professional Sports Dietitians Association					
10th CPSDA Annual Meeting and Symposium [3664]	05/15/2018	01/27/2016	350	440	143,000
Just Lovely Weddings					
Cribb/Dillon Wedding [3643]	06/25/2016	01/11/2016	150	15	4,875
Legacy Grand Holdings, LLC					
Hotwire/Expedia Inc. May Retreat [3652]	05/10/2016	01/20/2016	12	36	11,700
Total for Manager			728	1,147	372,775
Kim Harmon (8)					
American Bar Association					
Rules and Calendar Committee Meeting May Meeting [3663]	05/20/2016	01/27/2016	0	-7	-2,275
Rules and Calendar Committee Meeting May Meeting [3663]	05/19/2016	01/27/2016	11	29	9,425
American Society of Plastic Surgeons					
ASPS Symposium 2017 [3630]	07/11/2017	01/04/2016	400	650	211,250
ASPS Symposium 2017 [3634]	08/29/2017	01/06/2016	400	650	211,250
Antoinette M. Armijo					
Armijo Wedding Reception [3484]	07/29/2016	09/04/2015	150	15	3,750
Association of Corporate Patent Counsel					
ACPC 2017 Summer Meeting [3639]	06/23/2017	01/07/2016	100	252	81,900
Banco Bilbao Vizcaya (BBVA)					
BBVA DDRE 2019 [3641]	09/30/2019	01/08/2016	420	1,198	389,350
Continuing Legal Education (CLE) International					
CLE Visual Arts & the Law [3666]	07/27/2016	01/29/2016	100	40	13,000
U.S. Dept. of Justice					

April Gallegos (4)		Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
U.S. Department of Justice [3660]		02/21/2016	01/25/2016	185	750	243,750
Total for Manager				1,766	3,577	1,161,400
Rosalina Grace (2)		Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
CKI Events, LLC						
Speaking Panel/Reception [3632]		01/27/2016	01/07/2016	100	0	0
Tierra Encantada Charter School @ Alvord						
Tierra Encantada Charter School Graduation 2016 [3344]		05/13/2016	05/11/2015	50	0	0
Total for Manager				150	0	0
Grand Total(25)				3,909	8,352	2,713,275



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Leads By User

For Confirmed Status from Jan 1, 2016 to Jan 31, 2016

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
Association for the Sciences of Limnology and Oceanography					
ASLO Summer Meeting 2016 [2195]	06/03/2016	07/19/2013	0	0	0
Total for Manager			0	0	0
David A. Carr (1)					
Greater Gallup Economic Development Corporation					
GGEDC Economic Roundtable [3554]	01/28/2016	01/06/2016	100	20	6,500
Total for Manager			100	20	6,500
Joellyn Baca (4)					
Intelligence Advance Research Projects Activity (IARPA)					
IARPA LogIQ Kickoff Meeting [3593]	02/22/2016	01/04/2016	100	90	29,250
National Association of Government Defined Contribution Administrators					
NAGDCA Board Meeting [3585]	06/02/2016	01/13/2016	12	38	12,350
National Association of State Procurement Officials					
2016 NASPO ValuePoint Midyear Meeting [3584]	06/05/2016	01/28/2016	60	270	87,750
WORLDCOM Public Relations Group					
WORLDCOM's America's Meeting [3541]	09/24/2016	01/14/2016	100	226	73,450
Total for Manager			272	624	202,800
Kim Harmon (7)					
American Bar Association					
Tort Trial & Insurance Practice Section FSLC Spring Meeting [3483]	05/08/2018	01/13/2016	225	404	131,300
Biodynamic Association					
Biodynamic Conference [2492]	11/15/2016	12/20/2013	0	0	0
Colorado Defense Lawyers Association					
CDLA Annual Convention 2017 [3519]	07/26/2017	01/13/2016	450	525	170,625
Continuing Legal Education (CLE) International					
CLE 24th Annual New Mexico Water Law Conference [3486]	09/14/2016	01/29/2016	100	40	13,000
CLE Visual Arts & the Law [3666]	07/27/2016	01/29/2016	100	40	13,000
Southwest Chemistry Workshop 2017					
Southwest Chemistry Workshop 2017 [3421]	06/19/2017	01/21/2016	200	300	97,500
Wilderness & Travel Medicine					
Wilderness & Travel Medicine 2016 [3091]	05/23/2016	06/08/2015	0	217	70,525
Total for Manager			1,075	1,526	495,950
Melanie Moore (13)					
Arts Commission / City of Santa Fe					
Arts Commission - Grantee Meeting [3650]	02/02/2016	01/15/2016	50	0	0
Sister Cities Meetings [3629]	01/13/2015	01/04/2016	12	0	0
City Clerks Office/City of Santa Fe					
Judge Yalman [3644]	03/03/2016	01/25/2016	150	0	0
City Manager's Office / City of Santa Fe					
City Manager Meeting [3645]	01/14/2016	01/13/2016	6	0	0
Housing & Community Development / City of Santa Fe					
Fair Housing Training [3637]	03/01/2016	01/07/2016	40	0	0
ITT / City of Santa Fe					
ERP Project Meeting [3592]	01/12/2016	12/04/2015	3	0	0
	02/22/2016	01/29/2016	12	0	0

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
INFO Tech Service Desk Impl. [3667]					
Land Use Department / City of Santa Fe					
H Board Meeting - 2/23/2016 [3606]					
	02/23/2016	01/06/2016	30	0	0
Mayor's Office / City of Santa Fe					
Mayor's Press Conference Public Banking [3631]					
	01/13/2016	01/06/2016	0	0	0
Mayor's Press Conference Public Banking [3631]					
	01/14/2016	01/06/2016	30	0	0
Mayor's Q + A w/ League of Women Voters [3647]					
	02/16/2016	01/13/2016	30	0	0
Public Utilities Department / City of Santa Fe					
Public Utilities Committee Meeting [3613]					
	03/02/2016	01/26/2016	40	0	0
Tourism Santa Fe CVB/City of Santa Fe					
Celebrate Santa Fe Tourism - Expo 2016 [3607]					
	04/28/2016	01/13/2016	300	0	0
Short Term Rental Meeting [3649]					
	01/28/2016	01/13/2016	0	0	0
Short Term Rental Meeting [3649]					
	01/21/2016	01/13/2016	150	0	0
Total for Manager			853	0	0
Rosalina Grace (10)					
Brian F Egolf					
Rep. Egolf and Sen. Wirth Town Hall Mtg [3628]					
	01/13/2016	01/12/2016	125	0	1,250
Care Net Pregnancy Center of Santa Fe					
Care Net Annual Fundraiser Banquet [3270]					
	03/01/2016	01/15/2016	500	0	32,500
CKI Events, LLC					
Speaking Panel/Reception [3632]					
	01/27/2016	01/20/2016	100	0	0
Diana Sotelo					
Sotelo & Gardea Wedding Reception [3475]					
	06/25/2016	10/06/2015	0	0	0
Los Alamos Women In Science					
LAWIS/EYH 2016 [2983]					
	03/04/2016	01/06/2016	250	0	0
Melinda Monquino					
Richelle Vigil Graduation [3492]					
	06/18/2016	01/15/2016	200	0	13,000
New Mexico Department of Indian Affairs					
American Indian Day Reception [3136]					
	02/04/2016	01/06/2016	500	0	32,500
NM Municipal League					
2016 District Meeting [3635]					
	03/21/2016	01/25/2016	80	0	800
St. Elias The Prophet Greek Orthodox Church					
Greek Festival 2016 [3080]					
	06/11/2016	01/06/2016	1,000	0	65,000
United States District Court					
Naturalization Swearing-in Ceremony 2016 [3360]					
	09/02/2016	01/29/2016	500	0	12,500
Total for Manager			3,255	0	157,550
Grand Total(36)			5,555	2,170	862,800

TOURISM SANTA FE

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Leads By User

For Confirmed Status from Jan 1, 2015 to Jan 31, 2015

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (2)					
Carnegie Learning					
Math Leadership Summit [3178]	03/18/2015	01/11/2015	85	0	0
Plumbing-Heating-Cooling Contractors Association					
Construction Contractors' Alliance Winter Meeting [3113]	02/24/2015	01/11/2015	40	60	19,500
Total for Manager			125	60	19,500
David A. Carr (4)					
Center for Action and Contemplation					
CAC -The Next 25 [753]	10/28/2012	11/02/2011	0	0	0
Los Alamos National Laboratory					
Compensation Managers Meeting [3156]	05/03/2015	01/30/2015	35	105	34,125
E1039/E906 Collaborative Meeting [3116]	02/10/2015	11/19/2014	0	90	29,250
Melissa G. Rael & Associates					
Boys at Risk: Indicators from Early Childhood [3185]	11/05/2015	01/30/2015	300	210	68,250
Total for Manager			335	405	131,625
Kim Harmon (7)					
90th Birthday Celebration _ Jennifer Prather					
90th Birthday Celebration [3145]	03/20/2015	01/08/2015	80	30	2,000
American Academy of Pediatrics					
American Academy of Pediatrics 2015 [561]	04/23/2015	11/19/2013	0	0	0
American Institute of Medical Education					
Creativity and Madness Winter 2016 [3131]	02/10/2016	01/24/2015	200	480	156,000
International Mountain Bicycling Association					
2012 IMBA World Summit [1569]	10/07/2012	11/01/2011	0	0	0
Large Urology Group Practice Association (LUGPA)					
LUGPA 2015 August Strategic Meeting [3148]	08/19/2015	01/12/2015	0	43	13,975
Motor Maids					
Motor Maids Conference 2016 [3190]	07/02/2016	01/27/2015	300	695	225,875
South West Transit Association					
SWTA Annual Conference & EXPO [2740]	03/01/2015	09/22/2014	0	0	0
Total for Manager			580	1,248	397,850
Melanie Moore (5)					
Arts Commission / City of Santa Fe					
Arts Commission/ Workshop for RFQs [3177]	01/26/2015	01/06/2015	40	0	0
Keep Santa Fe Beautiful					
Recycle Santa Fe Art Festival 2015 [2636]	11/20/2015	01/21/2015	4,000	0	0
Mayor's Office / City of Santa Fe					
State Of The City Address 2015 [3143]	02/03/2015	01/05/2015	0	0	0
State Of The City Address 2015 [3143]	02/04/2015	01/05/2015	200	0	0
Tourism Santa Fe CVB/City of Santa Fe					
Celebrate Santa Fe Tourism - Expo 2015 [3020]	04/30/2015	08/22/2014	0	0	0
Marketing/Advertising RFP [3204]	02/05/2015	01/26/2015	12	0	0
Total for Manager			4,252	0	0
Rosalina Grace (8)					
Association of Commerce and Industry					
	02/03/2015	01/09/2015	100	0	2,500

Camilla Mandler (2)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Association of Commerce & Industry Breakfast 2015 [2895]					
Hotel Santa Fe					
Christus St. Vincent [3183]	01/15/2015	01/19/2015	150	0	3,750
Isaac Pino					
Pino Graduation Party [3138]	06/06/2015	01/21/2015	0	0	0
Los Alamos Women In Science					
LAWIS/EYH 2015 [2872]	03/06/2015	01/26/2015	250	0	0
New Mexico Department of Indian Affairs					
Indian Day at the Round House Banquet [2994]	02/05/2015	12/05/2014	0	0	0
Santa Fe Community Orchestra					
SF Community Orchestra Concert & Dance Gala 2015 [425]	02/14/2015	01/13/2015	500	0	0
The Cancer Foundation For New Mexico					
10th Annual Sweetheart Auction [833]	02/06/2015	04/24/2014	0	0	0
Tourism Santa Fe CVB/City of Santa Fe					
Tourism / TravelClick Meeting [3188]	02/03/2015	01/14/2015	0	0	0
Tourism / TravelClick Meeting [3188]	02/03/2015	01/14/2015	25	0	0
Total for Manager			1,025	0	6,250
Grand Total(26)			6,317	1,713	555,225



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Leads By User

For Lead Status from Jan 1, 2015 to Jan 31, 2015

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (4)					
Association for Performing Arts & Entertainment Professionals					
Theatre Designers & Technicians Education Program [3191]	08/16/2015	01/15/2015	55	270	87,750
Carnegie Learning					
Math Leadership Summit [3178]	03/18/2015	01/07/2015	85	160	52,000
Rug Hooking Organization					
Rug Hooking Workshop [3196]	04/24/2016	01/21/2015	70	175	56,875
The International Council of Shopping Centers					
Law Conference 2017 [3182]	10/24/2017	01/09/2015	1,700	3,150	1,023,750
Total for Manager			1,910	3,755	1,220,375
David A. Carr (5)					
HelmsBriscoe - Central					
Siblings Reunion [3184]	08/06/2015	01/13/2015	22	46	1,430
Hope Lutheran Church					
Couple's Retreat [3208]	07/17/2015	01/26/2015	40	40	13,000
Land Trust Alliance					
Land Trust Alliance Annual Meeting [3211]	04/28/2015	01/28/2015	50	100	32,500
Melissa G. Rael & Associates					
Boys at Risk: Indicators from Early Childhood [3185]	11/05/2015	01/30/2015	0	0	0
Boys at Risk: Indicators from Early Childhood [3185]	11/05/2015	01/30/2015	300	210	68,250
Sandia National Laboratory					
Sandia Labs Shale Science Conference Workshop [3213]	05/12/2015	01/29/2015	50	45	14,625
Total for Manager			462	441	129,805
Kim Harmon (5)					
American Bar Association					
ABA Journal's September Board of Editors Meeting [3186]	09/24/2015	01/13/2015	25	60	19,500
IBM Corporation					
ASAP University 2016 [3179]	04/15/2016	01/06/2015	110	540	175,500
Motor Maids					
Motor Maids Conference 2016 [3190]	07/02/2016	01/15/2015	300	695	225,875
Surveillance Systems Integration (SSI)					
SSI Tech Show [3215]	08/05/2015	01/30/2015	0	10	0
The Wells Group of Durango, Inc.					
The Wells Group of Durango, Inc. Broker Retreat [3206]	10/23/2015	01/26/2015	80	80	26,000
Total for Manager			515	1,385	446,875
Melanie Moore (2)					
Arts Commission / City of Santa Fe					
Arts Commission/ Workshop for RFOs [3177]	01/29/2015	01/06/2015	40	0	0
The Cancer Foundation For New Mexico					
11th Annual Sweetheart Auction [3005]	02/26/2016	08/19/2014	0	0	0
Total for Manager			40	0	0
Rosalina Grace (27)					
Association of Commerce and Industry					
Association of Commerce & Industry Breakfast 2015 [2895]	02/03/2015	01/09/2015	100	0	2,500
Big Brothers Big Sisters Mountain Region					
Little Gala for a Big Cause [3193]	09/28/2016	01/20/2015	500	0	0

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Mandler (4)					
Little Gala for a Big Cause 2015 [3207]	10/08/2015	01/26/2015	500	0	0
Carmela Aldeis					
Aldeis Retirement Reception [3205]	03/07/2015	01/26/2015	0	0	0
Christus St Vincent Regional Medical Center					
Christus [3181]	01/15/2015	01/08/2015	1,200	0	78,000
Hilton of Santa Fe					
Hilton /Martinez Wedding Reception [3192]	10/17/2015	01/20/2015	0	0	0
Hilton /Martinez Wedding Reception [3192]	10/03/2015	01/20/2015	0	0	640
Hilton /Martinez Wedding Reception [3192]	10/03/2015	01/20/2015	16	0	400
Hotel Santa Fe					
Christus St. Vincent [3183]	01/15/2015	01/09/2015	150	0	3,750
John Rael					
Rael Wedding Reception [3202]	04/23/2016	01/23/2015	0	0	0
Rael Wedding Reception [3202]	06/11/2016	01/23/2015	0	0	0
Kitchen Angels					
Kitchen Angels Collectable Box Auction 2015 [2871]	10/16/2015	05/30/2014	0	0	0
Kitchen Angels Collectable Box Auction 2015 [2871]	11/14/2015	05/30/2014	0	0	0
M & J Boutique					
Wedding Reception Tania & Jose Tania Tavarez [3199]	09/04/2015	01/23/2015	350	0	22,750
Mayor's Office / City of Santa Fe					
Mayor's Ball 2016 [3176]	10/22/2016	11/09/2015	400	0	26,000
Mayor's Ball 2017 [3180]	10/21/2017	01/06/2015	400	0	26,000
Mayor's Senior Volunteer Recognition Celebration 2015 [2342]	05/05/2015	01/30/2015	400	0	26,000
New Mexico Department of Indian Affairs					
Indian Day at the Round House Banquet [3201]	02/02/2017	01/23/2015	300	0	19,500
Santa Fe Association of Realtors					
Summer Social [3200]	06/05/2015	01/23/2015	250	0	6,250
Task Force Meeting on Affordable Housing [3174]	12/03/2015	01/22/2015	250	0	2,500
Santa Fe Public Schools					
Capital High School Prom 2015 [880]	05/01/2015	01/26/2015	400	0	0
Parent Academy Winter Class Banquet [3212]	02/03/2015	01/29/2015	0	0	0
Santa Fe Public Schools Volunteer Banquet 2015 [3189]	04/17/2015	01/15/2015	500	0	32,500
Spanish Colonial Arts Society					
2015 Judging and Preview for Spanish Market [571]	07/21/2015	01/21/2015	1,000	0	65,000
St. Elizabeth Shelter					
St Elizabeth Shelter Gala [3175]	10/15/2016	01/05/2015	400	0	26,000
State of New Mexico					
Children Youth & Family Dept [3210]	02/23/2015	01/27/2015	400	0	0
Tierra Encantada Charter School @ Alvord					
Tierra Encantada Charter School Graduation 2015 [3209]	05/15/2015	01/27/2015	200	0	0
Tourism Santa Fe CVB/City of Santa Fe					
Randy Randall/SF Lodgers Association Luncheon [3197]	04/08/2015	01/22/2015	30	0	0
Tourism / TravelClick Meeting [3188]	02/03/2015	01/14/2015	25	0	0
United States District Court					
Naturalization Swearing-in Ceremony 2015 [3198]	09/03/2015	01/22/2015	500	0	12,500
Wendy Katzman Wedding					
Wendy Katzman Wedding [3078]	10/11/2015	01/28/2015	100	0	6,500
Total for Manager			8,371	0	356,790
Grand Total(43)			11,298	5,581	2,153,845



Prepared On: 02/18/2016
 Prepared By: David A. Carr

Leads By User

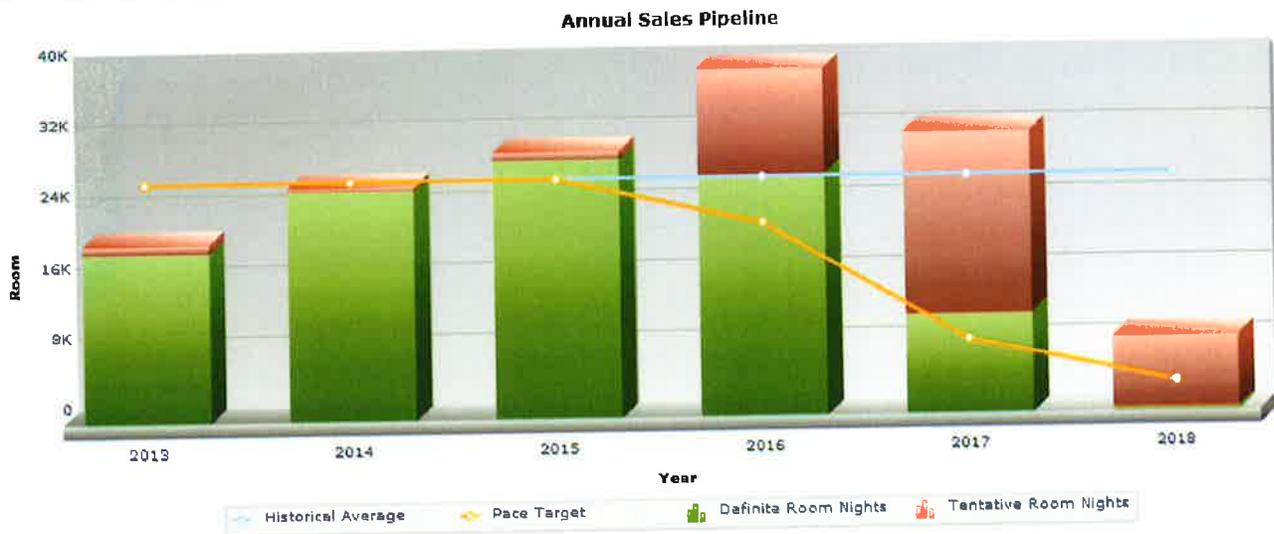
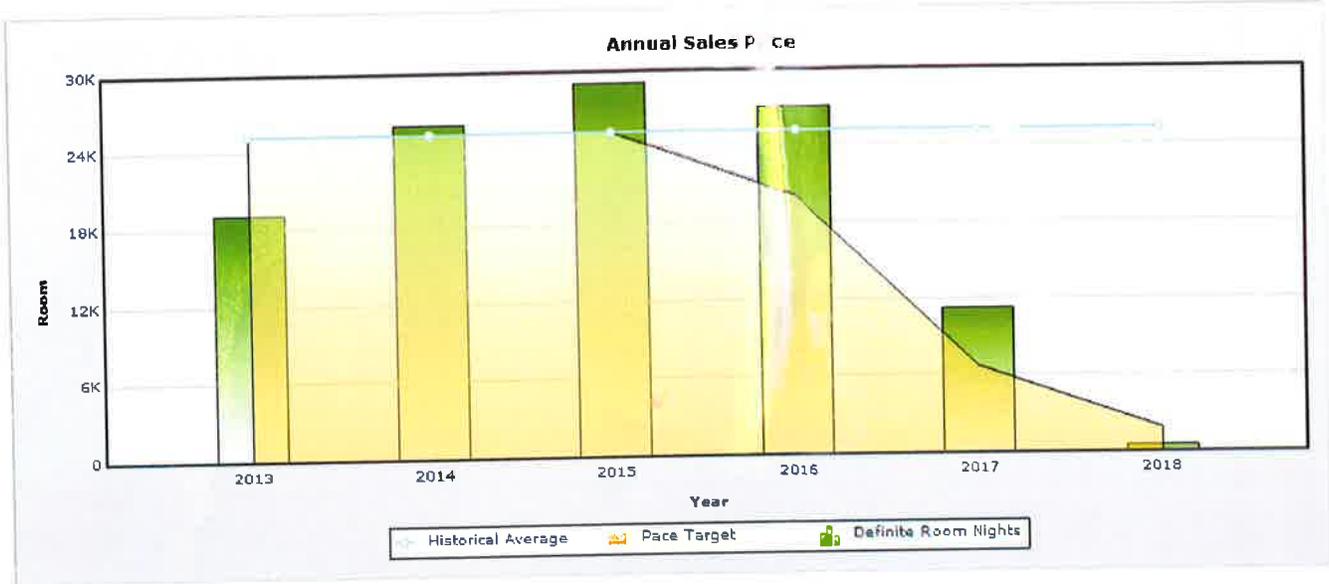
For Tentative Status from Jan 1, 2015 to Jan 31, 2015

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (5)					
Association for Performing Arts & Entertainment Professionals					
Theatre Designers & Technicians Education Program [3191]	08/16/2015	01/15/2015	55	0	87,750
Bankers on Line					
Top Gun Program 2015 [3194]	03/09/2015	01/20/2015	0	0	0
Carnegie Learning					
Math Leadership Summit [3178]	03/18/2015	01/06/2015	85	0	0
Rug Hooking Organization					
Rug Hooking Workshop [3196]	04/24/2016	01/21/2015	70	175	56,875
The International Council of Shopping Centers					
Law Conference 2017 [3182]	10/24/2017	01/09/2015	1,700	0	1,023,750
Total for Manager			1,910	175	1,168,375
David A. Carr (3)					
Land Trust Alliance					
Land Trust Alliance Annual Meeting [3211]	04/28/2015	01/28/2015	50	100	32,500
National Math Association/Imagine Education					
Midschool Math 2016 [3187]	02/16/2016	01/14/2015	500	505	164,125
Sandia National Laboratory					
Sandia Labs Shale Science Conference Workshop [3213]	06/08/2015	01/29/2015	50	120	39,000
Total for Manager			600	725	235,625
Kim Harmon (4)					
IBM Corporation					
ASAP University 2016 [3179]	04/15/2016	01/06/2015	110	0	175,500
Motor Maids					
Motor Maids Conference 2016 [3190]	07/02/2016	01/15/2015	300	695	225,875
Surveillance Systems Integration (SSI)					
SSI Tech Show [3215]	08/05/2015	01/30/2015	0	0	0
The Wells Group of Durango, Inc.					
The Wells Group of Durango, Inc. Broker Retreat [3206]	10/23/2015	01/26/2015	80	80	26,000
Total for Manager			490	775	427,375
Melanie Moore (3)					
City Attorney's Office / City of Santa Fe					
Arbitration Hearing [3195]	04/13/2015	01/21/2015	12	0	0
ITT / City of Santa Fe					
ITT Process Improvement Training [3216]	02/09/2015	01/30/2015	15	0	0
Tourism Santa Fe CVB/City of Santa Fe					
Marketing/Advertising RFP [3204]	02/05/2015	01/26/2015	12	0	0
Total for Manager			39	0	0
Rosalina Grace (23)					
Big Brothers Big Sisters Mountain Region					
Little Gala for a Big Cause [3193]	09/28/2016	01/20/2015	500	0	0
Little Gala for a Big Cause 2015 [3207]	10/08/2015	01/26/2015	600	0	0
Carmela Aldels					
Aldels Retirement Reception [3205]	03/07/2015	01/26/2015	300	0	7,500
Christus St Vincent Regional Medical Center					
Christus [3181]	01/15/2015	01/08/2015	1,200	0	78,000

Camilla Mandler (5)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Hilton of Santa Fe Hilton /Martinez Wedding Reception [3192]	10/17/2015	01/20/2015	16	0	1,040
Hotel Santa Fe Christus St. Vincent [3183]	01/15/2015	01/09/2015	150	0	3,750
John Rael Rael Wedding Reception [3202]	04/23/2016	01/23/2015	0	0	0
M & J Boutique Wedding Reception Tania & Jose Tania Tavaraz [3199]	09/04/2015	01/23/2015	350	0	22,750
Mayor's Office / City of Santa Fe Mayor's Ball 2017 [3180]	10/21/2017	01/06/2015	400	0	26,000
New Mexico Department of Indian Affairs Indian Day at the Round House Banquet [3201]	02/02/2017	01/23/2015	300	0	19,500
Northern New Mexico Fire Training Academy Fire Training [3214]	03/28/2016	01/30/2015	225	0	2,250
Santa Fe Association of Realtors Summer Social [3200] Task Force Meeting on Affordable Housing [3174]	06/05/2015 12/03/2015	01/23/2015 01/22/2015	250 250	0 0	6,250 2,500
Santa Fe Public Schools Capital High School Prom 2015 [880] Parent Academy Winter Class Banquet [3212] Santa Fe Public Schools Volunteer Banquet 2015 [3189]	05/01/2015 02/03/2015 04/17/2015	01/26/2015 01/29/2015 01/15/2015	400 300 500	0 0 0	0 0 32,500
St. Elizabeth Shelter St Elizabeth Shelter Gala [3175] St Elizabeth Shelter Gala [3203]	10/15/2016 10/17/2015	01/05/2015 01/26/2015	400 400	0 0	26,000 26,000
State of New Mexico Children Youth & Family Dept [3210]	02/23/2015	01/27/2015	400	0	0
Tierra Encantada Charter School @ Alvord Tierra Encantada Charter School Graduation 2015 [3209]	05/15/2015	01/27/2015	200	0	0
Tourism Santa Fe CVB/City of Santa Fe Randy Randall/SF Lodgers Association Luncheon [3197] Tourism / TravelClick Meeting [3188]	04/08/2015 02/03/2015	01/22/2015 01/14/2015	30 25	0 0	0 0
United States District Court Naturalization Swearing-in Ceremony 2015 [3198]	09/03/2015	01/22/2015	500	0	12,500
Total for Manager			7,696	0	266,540
Grand Total(38)			10,735	1,675	2,097,915

Report: Simple Pace

Years: 3



Annual Pace	2013	2014	2015	2016	2017	2018	Total
Consumption (Definite Room Nights)							
Definite Room Nights	19,119	25,954	29,117	27,140	11,212	404	112,946
Target	25,249	25,249	25,249	20,132	6,687	1,820	104,386
Variance	-6,130	705	3,868	7,008	4,525	-1,416	8,560
Historical Avg	25,249	25,249	25,249	25,249	25,249	25,249	151,494
Events	287	254	237	110	8	2	898
Pace Percentage	75.72%	102.79%	115.32%	134.81%	167.67%	22.20%	108%
Demand							
Total RNs	70,710	64,124	67,794	69,330	53,738	9,214	334,910
Target	68,839	68,839	68,839	38,025	14,290	2,663	261,495
Variance	1,871	-4,715	-1,045	31,305	39,448	6,551	73,415
Historical Avg	68,839	68,839	68,839	68,839	68,839	68,839	413,034
Conversion Percentage	27.41%	40.67%	43.48%	47.16%	33.71%	34.71%	39%
Historical Avg	37	37	37	37	37	37	37

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	0	2,200	513	2,467	1,362	1,002	3,381	1,344	1,387	4,913	500	50	19,119
Target	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Variance	-2,929	112	-962	350	-576	-1,184	617	79	-1,008	1,204	-1,754	-79	-6,130

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Historical Monthly Avg	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Pace Percentage	0.00%	105.36%	34.78%	116.53%	70.28%	45.84%	122.32%	106.25%	57.91%	132.46%	22.18%	38.76%	76%
Demand													
Total RNs	0	3,075	5,247	6,740	3,444	11,376	8,806	2,864	10,865	11,507	6,736	50	70,710
Target	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Variance	-5,427	482	169	1,867	-1,066	4,017	1,649	-4,877	2,383	2,639	114	-79	1,871
Historical Avg	5,427	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,839
Conversion													
Tentative Room Nights	0	0	0	0	0	0	300	0	0	210	440	0	950
Lost Room Nights	0	875	4,734	4,273	2,082	10,374	5,125	1,520	9,478	6,384	5,796	0	50,641
Conversion Percentage	0.00%	71.50%	9.80%	36.60%	39.50%	8.80%	39.70%	46.90%	12.80%	43.50%	7.90%	100.00%	27%



2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	2,570	2,792	2,514	1,202	2,702	2,178	2,790	1,633	1,803	2,039	3,535	196	25,954
Target	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Variance	-359	704	1,039	-915	764	-8	26	368	-592	-1,670	1,281	67	705
Historical Monthly Avg	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Pace Percentage	87.74%	133.72%	170.44%	56.78%	139.42%	99.63%	100.94%	129.09%	75.28%	54.97%	156.83%	151.94%	103%
Demand													
Total RNs	5,416	3,032	4,700	3,917	6,750	3,178	7,224	9,288	8,416	8,472	3,535	196	64,124
Target	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Variance	-11	439	-378	-956	2,240	-4,181	67	1,547	-66	-396	-3,087	67	-4,715
Historical Avg	5,427	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,839
Conversion													
Tentative Room Nights	0	0	0	0	0	0	0	0	310	0	0	0	310
Lost Room Nights	2,846	240	2,186	2,715	4,048	1,000	4,434	7,655	6,303	6,433	0	0	37,860
Conversion Percentage	47.50%	92.10%	53.50%	30.70%	40.00%	68.50%	38.60%	17.60%	22.20%	24.10%	100.00%	100.00%	41%



2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	4,649	1,272	1,399	2,684	1,751	3,379	2,122	818	3,996	4,177	2,727	143	29,117
Target	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Variance	1,720	-816	-76	567	-187	1,193	-642	-447	1,601	468	473	14	3,868
Historical Monthly Avg	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Pace Percentage	158.72%	60.92%	94.85%	126.78%	90.35%	154.57%	76.77%	64.66%	166.85%	112.62%	120.98%	110.85%	115%
Demand													
Total RNs	6,967	1,672	5,288	3,964	3,336	7,524	5,441	11,071	6,166	6,626	9,596	143	67,794
Target	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Variance	1,540	-921	210	-909	-1,174	165	-1,716	3,3	-2,316	-2,242	2,974	14	-1,045
Historical Avg	5,427	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,839
Conversion													
Tentative Room Nights	0	0	0	30	300	0	214	0	70	210	0	0	824
Lost Room Nights	2,318	400	3,889	1,250	1,285	4,145	3,105	10,253	2,100	2,239	6,869	0	37,853
Conversion Percentage	66.70%	76.10%	26.50%	68.20%	57.70%	44.90%	40.60%	7.40%	65.60%	65.10%	28.40%	100.00%	43%



2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	1,570	2,985	348	2,326	1,899	4,770	1,397	786	2,484	3,925	4,650	0	27,140
Target	2,929	2,044	1,412	1,900	1,636	1,782	2,162	938	1,676	2,283	1,307	63	20,132
Variance	-1,359	941	-1,064	426	263	2,988	-765	-152	808	1,642	3,343	-63	7,008
Historical Monthly Avg	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Pace Percentage	53.60%	146.03%	24.64%	122.42%	116.10%	267.65%	64.62%	83.77%	148.25%	171.90%	355.83%	0.00%	135%
Demand													
Total RNs	3,898	4,512	3,013	7,187	3,153	8,388	9,876	4,044	7,307	10,489	6,102	1,361	69,330
Target	2,929	2,044	1,412	1,900	1,636	1,782	2,162	938	1,676	2,283	1,307	63	20,132
Variance	-1,529	3,020	105	4,428	645	4,439	6,174	120	3,149	6,351	3,097	1,307	31,305
Historical Avg	5,427	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,839
Conversion													
Tentative Room Nights	60	159	132	372	836	1,258	2,493	1,703	1,039	2,275	215	1,241	11,783
Lost Room Nights	2,268	1,368	2,533	4,489	418	2,360	5,986	1,555	3,784	4,289	1,237	120	30,407
Conversion Percentage	40.90%	68.60%	12.10%	34.10%	82.00%	66.90%	18.90%	33.60%	39.60%	47.80%	79.00%	0.00%	47%

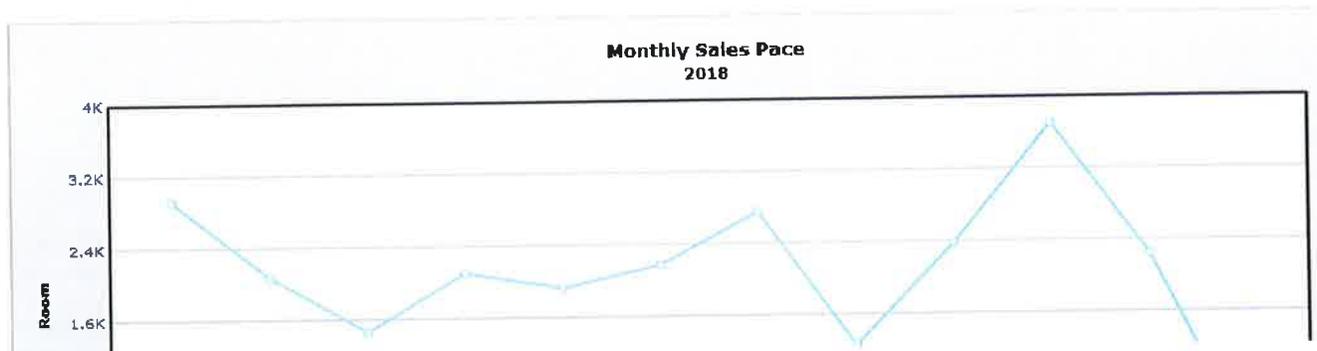


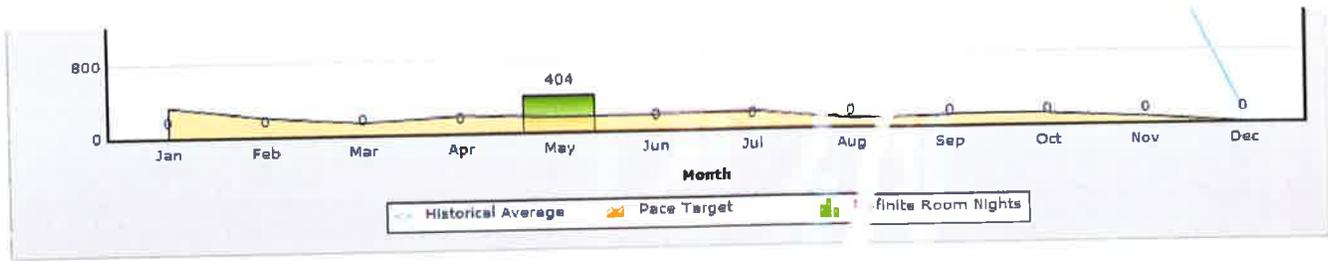


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017													
Consumption (Definite Room Nights)													
Definite Room Nights	0	0	1,943	0	0	300	8,969	0	0	0	0	0	11,212
Target	1,291	835	554	714	509	537	600	251	401	621	358	15	6,687
Variance	-1,291	-835	1,389	-714	-509	-237	8,369	-251	-401	-621	-358	-15	4,525
Historical Monthly Avg	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Pace Percentage	0.00%	0.00%	350.86%	0.00%	0.00%	55.85%	1,495.63%	0.00%	0.00%	0.00%	0.00%	0.00%	168%
Demand													
Total RNs	1,815	1,860	5,535	3,077	255	6,337	13,521	2,006	2,134	16,077	1,121	0	53,738
Target	1,291	835	554	714	509	537	600	251	401	621	358	15	6,687
Variance	-285	926	3,871	1,702	-759	4,796	12,253	785	943	14,918	313	-15	39,448
Historical Avg	5,427	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,839
Conversion													
Tentative Room Nights	1,815	1,860	2,135	2,617	255	4,832	0	2,006	1,984	1,848	1,121	0	20,473
Lost Room Nights	0	0	1,457	460	0	1,205	4,552	0	150	14,229	0	0	22,053
Conversion Percentage	0.00%	0.00%	57.10%	0.00%	0.00%	19.90%	66.30%	0.00%	0.00%	0.00%	0.00%	0.00%	34%



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018													
Consumption (Definite Room Nights)													
Definite Room Nights	0	0	0	0	404	0	0	0	0	0	0	0	404
Target	336	210	137	197	170	178	195	84	120	118	72	-2	1,820
Variance	-336	-210	-137	-197	234	-178	-195	-84	-120	-118	-72	-2	-1,416
Historical Monthly Avg	2,929	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,249
Pace Percentage	0.00%	0.00%	0.00%	0.00%	236.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	22%
Demand													
Total RNs	1,235	0	0	0	2,934	1,885	760	0	1,800	0	600	0	9,214
Target	336	210	137	197	170	178	195	84	120	118	72	2	1,820
Variance	691	-215	-304	-236	2,750	1,665	552	-225	1,567	-204	509	-1	6,551
Historical Avg	5,427	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	68,839
Conversion													
Tentative Room Nights	1,235	0	0	0	2,530	1,885	0	0	1,800	0	600	0	8,050
Lost Room Nights	0	0	0	0	0	0	760	0	0	0	0	0	760
Conversion Percentage	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	35%





Legend

Conversion

- Variance** Difference Between The Booked Room Nights And Your Pace Target.
- Pace Percentage** Percent Of Your Target Met For The Given Year. A Number Over 100% Implies You Are Pacing Ahead Of Your Typical Demand For The Year.
- Historical Avg** Average Total Demand Per Year Based On An Analysis Of The Previous 3 Years Of Meetings
- Tentative** Total Room Nights Requested For Events Beginning In The Given Month Or Year

Demand

- Variance** Difference Between Current Demand Figures And Your Demand Target
- Pace Percentage** Percent Of Your Target Met For The Given Year. A Number Over 100% Implies You Are Pacing Ahead Of Your Typical Demand For The Year.
- Historical Avg** Average Total Demand Per Year Based On An Analysis Of The Previous 36 Months Of Meetings.
- Definite** Total Room Nights Requested For Events Beginning In The Given Month Or Year
- Target** Total Room Nights Requested, Anticipated At This Time Based On An Analysis Of The Previous 3 Years Of Meetings, Accounting For What Percentage Of Your Business Typically Issues An Rfp That Far In Advance. For Example, If 28% Of Your Business Is Typically In The System 30 Months In Advance, Then Your Target For 30 Months From The Start Of The Current Month Would Be 28% Of Your Historical Average For That Month

Consumption

- Variance** Difference Between The Actual Room Nights Booked And Your Pace Target
- Pace Percentage** Percent Of Your Target Met For The Given Period. A Number Over 100% Implies You Are Currently Pacing Ahead. A Number Under 100% Means That You Are Currently Behind Your Pace For That Period
- Historical Avg** For The Annual Figures, This Is The Average Room Nights Booked Per 12 Month Period Based On An Analysis Of The Previous X Months Of Events. For The Monthly Figures, It Is The Average Room Nights Booked During That Month Over The Past 3 Years.
- Definite** Booked Room Nights Associated With Events That Are Beginning In The Given Year/Month
- Target** Booked Room Nights Anticipated At This Time Based On An Analysis Of The Previous 3 Years Of Meetings, Accounting For What Percentage Of Your Business Typically Books That Far In Advance. For Example, If 28% Of Your Business Typically Books 30 Months In Advance, Then Your Target For 30 Months From The Start Of The Current Month Would Be 28% Of Your Historical Average For That Month