



Agenda

DATE 1/20/16 TIME 10:25a

SERVED BY Phyllis Ortiz

RECEIVED BY [Signature]

OCCUPANCY TAX ADVISORY BOARD
January 26, 2016 – 10:00 A.M.
CITYHALL
COUNCIL CHAMBERS

10:00 a.m.

Regular Meeting

- I. Procedures:
 - a. Call to Order
 - b. Roll Call
 - c. Approval of Agenda
 - d. Approval of Minutes: December

10:05 a.m.

- II. Lodgers Tax:
 - a. Update—Randy Randall
- III. CVB Activity Reports:
 - a. Sales Report – David Carr
 - b. Marketing Report – Cynthia Delgado
 - c. Executive Director Report - Randy Randall

11:00 a.m.

- IV. A Resolution directing staff to develop a plan to sponsor and implement a "Performance Encore" in October, 2017. (Mayor Gonzales) (Randy Randall)

11:30 a.m.

- V. Other Matters by the Board

11:45 p.m.

- VI. Adjournment

The next regularly scheduled meeting will be held on February 23, 2016
City Council Chambers at 10:00 a.m.

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520,
five (5) working days prior to meeting date.

SUMMARY INDEX
CITY OF SANTA FE
Occupancy Tax Advisory Board
January 26, 2016

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b. Roll Call	Quorum Present	1
c. Approval of Agenda	Approved as presented	1
d. Approval of Minutes: December 15, 2015	Approved as presented	2
II. Lodgers Tax Update	Presented by Mr. Carr	3
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b. Marketing Report	Reported by Cynthia Delgado	6-7
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V. Other Matters by the Board	None	8
VI. Adjournment	Adjourned at 11:37 a.m.	8

**MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD**

January 26, 2016
10:00 a.m.

I. PROCEDURES

a. CALL TO ORDER

A regular meeting of the City of Occupancy Tax Advisory Board was called to order by Al Lucero, Vice-Chair, on this date at approximately 10:05 a.m. in City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fé, New Mexico.

b. ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present:

Al Lucero, Vice Chair
Victoria Bruneni
Jon Hendry
David Griscom [ex officio]

Members Absent:

Paul Margetson, Chair [excused]
Elizabeth Pettus

Staff Present:

Cynthia Delgado, Marketing Director
David Carr, Sales Director

Others Present:

Debra Garcia y Griego, Arts Commission
Carl Boaz, Stenographer

c. APPROVAL OF AGENDA

Member Hendry moved to approve the agenda as published. Member Bruneni seconded the motion and it passed by unanimous voice vote.

d. APPROVAL OF MINUTES - December 15, 2015

The minutes were not sent out prior to the meeting.

Member Hendry referred to page 9 and said he would make sure those recipients on the 3-year funding would get an application.

Member Hendry commented about the procedure and the need to remind eligible candidates.

Member Bruneni moved to approve the minutes of December 15, 2015. Member Griscom seconded the motion and it passed by unanimous voice vote.

IV. A Resolution directing Staff to develop a plan to sponsor and implement a "Performance Encore" in October, 2017. (Mayor Gonzales) (Randy Randall)

Ms. Delgado introduced Ms. Garcia y Griego to present the resolution proposed by the Mayor to direct Staff to plan and conduct a Performance Encore. A copy of the proposed resolution is attached to these minutes as Exhibit 1.

Ms. Garcia y Griego said the resolution for this event features 7-10 days of performances with a tie-in to restaurants to extend the fall season an extra week. Mr. Randall's intention is to hold it after the Balloon Fiesta is over. They will look at possible sources of income, including Lodgers Tax for Arts, Lodgers Tax and other sources.

Vice-Chair Lucero asked if there was any thought of extending it into November. October has traditionally been lucrative but not the first part of November.

Ms. Garcia y Griego agreed to pass that on to Mr. Randall. She clarified that this resolution is just for planning.

Member Hendry was concerned that this is a function of government and it should fertilize an incubator effort. He would love to see an advisory board for the event. There are lots of great ideas out there so maybe the plan should not just come from Staff but involve other people. He would advocate for union representation in the planning.

Vice-Chair Lucero suggested a brainstorming session with the Lodgers Association, the Restaurant Association and the Downtown Merchants Association.

Member Hendry also suggested the Musicians Association, pointing out that any time he goes to Austin, he goes knowing there will be something going on when he was there. For 50 weeks a year there is something being performed. Santa Fe needs to fill calendar gaps. We suggested a "river of lights" here

starting at the caboose by Guadalupe and up to the Plaza. It could be done for about \$10,000 running from Thanksgiving through January 6. He said he would happily take that on with lasers, etc. - not that Staff wouldn't do a great job.

He didn't know how they could put that in the resolution.

Ms. Garcia y Griego said this is planning for 2017. You could make an advisory group part of the motion and she could convey to Mr. Randall about a stakeholder session and possibly a citizens advisory group.

Member Hendry moved to enthusiastically endorse the resolution and ask the Mayor to set up an advisory committee for planning. Member Bruneni seconded the motion and it passed by unanimous voice vote.

II. LODGERS' TAX

a. Update – David Carr.

Mr. Carr gave the Lodgers' Tax report. A copy of the report is attached to these minutes as Exhibit 2.

Mr. Carr also reviewed the GRT Report year to date through November. A copy of the report is attached to these minutes as Exhibit 3. He indicated the revenue is still up 6.8% over last year.

Mr. Carr read some of the statistics from the Rocky Mountain Report (attached as Exhibit 4), and the STR report (attached as Exhibit 5), both of which indicated increases in occupancy and average daily room rates for Santa Fe.

Vice-Chair Lucero asked why the occupancy was it down in November.

Mr. Hendry said part of the reason for the November decline was that the movie people did not have as much activity in November than they did in previous years.

Mr. Carr said he knew that some vendors had a strong November. He agreed to investigate it. He pointed out that the City would see a spike this year, during November 6-19 for a group using 9 hotels. Unfortunately, this is their last year in Santa Fe because they are outgrowing our facilities. They are looking at Austin, Denver, or San Antonio for 2017. Santa Fé Pickup will serve them from hotels to the convention center again this year. They anticipate 2,000 - 2,300 room/nights.

Ms. Delgado said Albuquerque is a bit up this year (0.3%). The only other is Taos and that was because they have changed inventory up there. She felt that Santa Fé has performed admirably.

Mr. Carr said Santa Fe is up 5.2% above the rest of the state in occupancy and ADR is up \$24 and in revpar is up 20.

Ms. Delgado said, based on the inventory for lodgers, Santa Fé, Albuquerque and Las Cruces drive the state's tourism economy.

III. CVB Activity Reports:

a. Sales Report – David Carr

Mr. Carr read from his report which is attached to these minutes as Exhibit 6. He noted the effect of having a staff member out on medical leave for two months. Leads are up and requested room nights. Only requests for space only was down. Definite bookings are up 26. The lower space only has been due to changes in who has to pay. We have lost a lot of those free meetings.

He reported on staff travel, including the American Bus Association in Louisville with three new tour groups for this year from it and five new bookings. The NTA this Saturday will be a better show. The Luxury Summit will be in Oklahoma City on February 8. Thirty appointments are booked. April Gallegos will go to the road show. She leaves on Monday and returns on Saturday.

Vice-Chair Lucero asked about the "luxury meetings."

Mr. Carr explained that the show is a wide shot of multiple planners from low end to high end and the event allows us to see 30 planners at a time. Luxury is the name of the company and makes it shinier than it really is.

Ms. Delgado added that they have connections with large corporations over a wide spectrum and are well positioned with the end user.

Mr. Carr said they have started attending smart meetings. They are quicker; one-day events. We are getting in front of more people with better use of our funds.

Vice-Chair Lucero asked if prospects look good for the year.

Mr. Carr said he is just now putting the goals together and still in discussions on the incentive plan. He pointed out that he attached a new report on recommendations for a new CRM system for the Convention Center. He described that page in his packet.

So far, he said he is looking at 35,000 room/nights for the year. He needs \$10,000 for 100 hours of support and that is frozen now.

Vice-Chair Lucero asked what on earth was going on in July, 2017.

Mr. Carr said it is the Rocky Mountain Mineral Law Foundation with 2,700 room nights. Every 2-4 years they have a much bigger conference.

Mr. Carr rolled out a new policy for the Convention Center imposing a 10% charge for third party vendors using the convention center such as an A-V company. Anyone generating revenues will be charged 10%. Only one individual is upset with that.

Member Hendry thought it was a great idea.

Mr. Carr explained that they incurred a \$20,000 expense because their AV equipment is analog, not digital. One bid to get equipment up to date was \$220,000. He fixed two lamps that burned out at \$480 each and now it is not working. In the past, they were giving our AV to groups that were using the Convention Center and not getting any revenue. We don't have all the components most people need.

He said they now have a new surveillance system to crack down on damages caused by those vendors. With the checks and balances, if kitchens are left a mess, we will be charging them extra for clean-up.

Vice-Chair Lucero asked how the Santa Fé Foodie event went and if it was worthwhile.

Mr. Carr said they shot for the stars and hit the moon with 400-500 in attendance.

Vice-Chair Lucero thought it was nicely done. He said it needs to have a local committee.

Ms. Delgado said it is Heritage Productions and owned by Jim Long who owns Heritage Lodging. They have one of the largest databases but she didn't see them leverage that database for that event. She had a call in to them about it. We know such events can draw many people. They did it first class but needs some tweaks. They held it on three-day weekend that is a low time for Santa Fé. From a marketing perspective she will follow up with them and Mr. Carr will follow up with logistics. If they mined those databases, it would be huge.

Member Griscom said in going through the list of associations and companies and industries coming here, it is a very interesting list from an economic development standpoint. He asked if there was any interaction of Tourism team members with economic development teams. We spend a lot of money going to those places to attract groups to come to Santa Fé. It seems like that interaction would be beneficial.

Mr. Carr said that really doesn't exist. He would be happy to make introductions and facilitate that. The best tool is the sales newsletter. If we had someone watching on their end we could meet every other week and work well together.

Member Griscom said it would be very attractive recruitment for Economic Development to set up a meeting with their CEO, etc.

Mr. Carr agreed. It gives him time for promotions and quarterly newsletter and get promotions with hotels. He knew doing that proactively was much better than reactive.

Member Griscom said he would set up a meeting to explore it further.

Ms. Delgado said this report gets done every month so it is available and she shares. A lot of planning happens with the meeting planner and they might not have any access to>>>>

Member Griscom said there is still a chance to sponsor with economic development.

Mr. Carr talked about how the Eldorado has done it with a nice dinner in the Old House.

b. Marketing Report – Cynthia Delgado

Ms. Delgado provided summary of December (attached as Exhibit 7) and also the fourth quarter quarterly marketing report (attached as Exhibit 7).

She reported an increase in visits to the website; pages per session were down. We are doing much more digital advertising and being more selective about the landing page. An article about food is sent to the culinary page. Average time on site is down. She is worried about conversions which dropped in the fourth quarter. She felt they need to make sure the content is really rich. We now have those videos placed on the content page and need to keep watching that.

Member Hendry asked about social media.

Ms. Delgado said social media is up but she has to get them to the web site and to the hotel site and to order Visitor's Guides. The average time at 2 minutes, 30 seconds, is a good ranking in the industry but it is going down.

Member Bruneni commented that in all of the social media she didn't see any drive back to the web site.

Ms. Delgado said she is starting to embed links back. The problem is that links for busy people gets short circuited and when she gets them to the web site, the bounce out rate goes up. With digital, more will want to go deeper.

Member Griscom asked when this version of the web site was first launched.

Ms. Delgado said it was 2014, in the middle of the year and when we redid it, it went up and stayed up.

Member Hendry said what you have on social media is sensational. But to be ahead of the curve, we need to develop an app.

Ms. Delgado agreed and said she is talking with several app companies about it. However, there are a whole lot of people who believe that apps are going to disappear soon.

Ms. Delgado said she has refreshed the content on DMO page of Trip Advisor.

Vice-Chair Lucero asked how www.santafe.com affects our work.

Ms. Delgado said her goal is that www.santafe.org has to beat out everyone. Santafe.com never beats out santafe.org. But it is hard to get high in organic searches. The only one that beats me out is Hotel Santa Fe. People search that way. Throughout the web site, we want key words to come about.

Member Griscom would like to see numbers from santafe.com.

Ms. Delgado said that is private. Santafe.com is very much a local target. Whereas, she is targeting national and drive markets.

Ms. Delgado highlighted things going on. The Visitors' Guide is out and getting distributed.

She is still working on voting for Travel & Leisure and asked members to let everyone know to vote and vote "excellent."

Ms. Delgado referred to the monthly matrix where they are continuing to see improvements.

Vice-Chair Lucero asked if the Board could see a graphic comparison with previous years.

Ms. Delgado agreed. She said they will also put more video on social media and into blogs.

She said the launch for the Margarita Trail will be on February 22 (Margarita Day) at Maria's Restaurant and Board members will be invited. It is \$125 to participate and get a passport.

c. Executive Director Report – Randy Randall

Mr. Carr presented the report in the absence of Mr. Randall.

He announced a community input meeting regarding short term rentals, scheduled for January 28 at the Community Convention Center.

Everyone is invited to Mayor Gonzales' "State of the City" address on February 9 2016 at 5:30 p.m.

IV. A Resolution directing Staff to develop a plan to sponsor and implement a "Performance Encore" in October, 2017. (Mayor Gonzales) (Randy Randall)

This was discussed earlier in the meeting.

V. Other Matters by the Board

There were none.

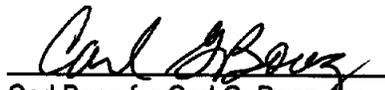
VI. Adjournment

The meeting was adjourned at 11:37 a.m.

Approved by:

Paul Margetson, Chair

Submitted by:


Carl Boaz for Carl G. Boaz, Inc.

City of Santa Fe, New Mexico

LEGISLATIVE SUMMARY

Resolution No. 2016-____
Performance Encore

SPONSOR(S): Mayor Gonzales

SUMMARY: The proposed resolution directs staff to develop a plan to sponsor and implement a "Performance Encore" in October, 2017.

PREPARED BY: Rebecca Seligman, Legislative Liaison Assistant

FISCAL IMPACT: Yes

DATE: January 14, 2016

ATTACHMENTS: Resolution
FIR

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2016-__**

3 **INTRODUCED BY:**

4
5 Mayor Javier M. Gonzales
6
7
8
9

10 **A RESOLUTION**

11 **DIRECTING STAFF TO DEVELOP A PLAN TO SPONSOR AND IMPLEMENT A**
12 **“PERFORMANCE ENCORE” IN OCTOBER, 2017.**
13

14 **WHEREAS, the City of Santa Fe has a wealth of musical, dance, theater performances**
15 **throughout the year, as well as world class art galleries and renowned restaurants; and**

16 **WHEREAS, Santa Fe is the third largest art market in the United States, featuring world**
17 **renowned artists and performers in music, theatre and dance; and**

18 **WHEREAS, Santa Fe rates in in the top ten cities by Travel and Leisure Magazine for**
19 **classical music, theater and performing arts; and**

20 **WHEREAS, Santa Fe rates in the top ten cities by USA Today and Fodor’s Travel for**
21 **Best Outdoor Music Venue; and**

22 **WHEREAS, the cultural opportunities in Santa Fe significantly exceed other**
23 **municipalities of comparable size; and**

24 **WHEREAS, the various visual, performing arts and cultural attractions draw a vast**
25 **number of tourists to Santa Fe each year, providing a great economic benefit to the city; and**

**City of Santa Fe
Fiscal Impact Report (FIR)**

This Fiscal Impact Report (FIR) shall be completed for each proposed bill or resolution as to its direct impact upon the City's operating budget and is intended for use by any of the standing committees of and the Governing Body of the City of Santa Fe. Bills or resolutions with no fiscal impact still require a completed FIR. Bills or resolutions with a fiscal impact must be reviewed by the Finance Committee. Bills or resolutions without a fiscal impact generally do not require review by the Finance Committee unless the subject of the bill or resolution is financial in nature.

Section A. General Information

(Check) Bill: _____ Resolution: X

(A single FIR may be used for related bills and/or resolutions)

Short Title(s): A RESOLUTION DIRECTING STAFF TO DEVELOP A PLAN TO SPONSOR AND IMPLEMENT A "PERFORMANCE ENCORE" IN OCTOBER, 2017.

Sponsor(s): Mayor Gonzales

Reviewing Department(s): TOURISM Santa Fe

Persons Completing FIR: Randy Randall Date: 01/15/1 Phone: x6209

Reviewed by City Attorney:  Date: 1-15-16

Reviewed by Finance Director:  Date: 1-15-2016

Section B. Summary

Briefly explain the purpose and major provisions of the bill/resolution:

The resolution directs TOURISM Santa Fe staff to develop and plan an off-season music, dance and theater festival to include a plan, timeline and budget to present to the Governing Body within 90 days of adoption.

Section C. Fiscal Impact

Note: Financial information on this FIR does not directly translate into a City of Santa Fe budget increase. For a budget increase, the following are required:

- a. The item must be on the agenda at the Finance Committee and City Council as a "Request for Approval of a City of Santa Fe Budget Increase" with a definitive funding source (could be same item and same time as bill/resolution)
 - b. Detailed budget information must be attached as to fund, business units, and line item, amounts, and explanations (similar to annual requests for budget)
 - c. Detailed personnel forms must be attached as to range, salary, and benefit allocation and signed by Human Resource Department for each new position(s) requested (prorated for period to be employed by fiscal year)*
- 1. Projected Expenditures:**
- a. Indicate Fiscal Year(s) affected – usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY 04/05)
 - b. Indicate: "A" if current budget and level of staffing will absorb the costs
"N" if new, additional, or increased budget or staffing will be required
 - c. Indicate: "R" – if recurring annual costs
"NR" if one-time, non-recurring costs, such as start-up, contract or equipment costs
 - d. Attach additional projection schedules if two years does not adequately project revenue and cost patterns
 - e. Costs may be netted or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)

Finance Director: 

X Check here if no fiscal impact

Column #:	1	2	3	4	5	6	7	8
	Expenditure Classification	FY _____	"A" Costs Absorbed or "N" New Budget Required	"R" Costs Recurring or "NR" Non-recurring	FY _____	"A" Costs Absorbed or "N" New Budget Required	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected

Personnel*	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Fringe**	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Capital Outlay	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Land/ Building	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Professional Services	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
All Other Operating Costs	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____
Total:	\$ _____	_____	_____	\$ _____	_____	_____	_____	_____

* Any indication that additional staffing would be required must be reviewed and approved in advance by the City Manager by attached memo before release of FIR to committees. **For fringe benefits contact the Finance Dept.

2. Revenue Sources:

- a. To indicate new revenues and/or
- b. Required for costs for which new expenditure budget is proposed above in item 1.

Column #:	1	2	3	4	5	6
	Type of Revenue	FY _____	"R" Costs Recurring or "NR" Non-recurring	FY _____	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected

_____	\$ _____	_____	\$ _____	_____	_____	_____
_____	\$ _____	_____	\$ _____	_____	_____	_____
_____	\$ _____	_____	\$ _____	_____	_____	_____
Total:	\$ _____	_____	\$ _____	_____	_____	_____

3. Expenditure/Revenue Narrative:

Explain revenue source(s). Include revenue calculations, grant(s) available, anticipated date of receipt of revenues/grants, etc. Explain expenditures, grant match(s), justify personnel increase(s), detail capital and operating uses, etc. (Attach supplemental page, if necessary.)

The Resolution directs staff to plan the event, including developing a budget. As this is a planning-only effort, the Resolution itself has no fiscal impact and can be accomplished within existing TOURISM Santa Fe resources.

Section D. General Narrative

1. Conflicts: Does this proposed bill/resolution duplicate/conflict with/companion to/relate to any City code, approved ordinance or resolution, other adopted policies or proposed legislation? Include details of city adopted laws/ordinance/resolutions and dates. Summarize the relationships, conflicts or overlaps.

None identified.

2. Consequences of Not Enacting This Bill/Resolution:

Are there consequences of not enacting this bill/resolution? If so, describe.

There will not be a season-ending event in the City to celebrate all that Santa Fe has to offer.

3. Technical Issues:

Are there incorrect citations of law, drafting errors or other problems? Are there any amendments that should be considered? Are there any other alternatives which should be considered? If so, describe.

None identified.

4. Community Impact:

Briefly describe the major positive or negative effects the Bill/Resolution might have on the community including, but not limited to, businesses, neighborhoods, families, children and youth, social service providers and other institutions such as schools, churches, etc.

The event has the potential to increase tourism/hotel stays by extending the fall season an additional 7 to 10 days. This will result in increased lodgers' and gross receipts tax for the city. In addition, it provides an opportunity for arts organizations, galleries, hotel, restaurants and others to work collaboratively, share resources and highlight their organizations/businesses to a broader audience.

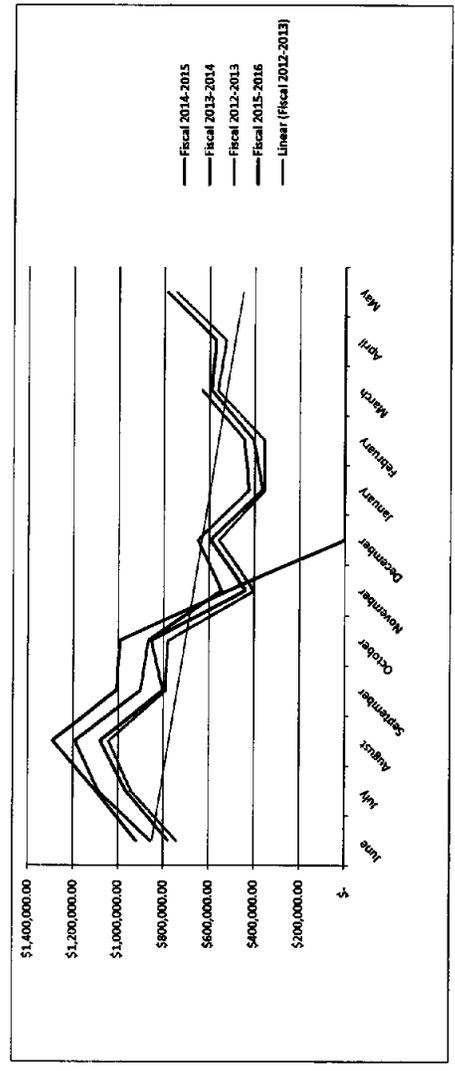
LOGGERS TAX REPORTED

Fiscal 2015-2016	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	\$ 45,582.92	\$ 1,035,125.16	\$ 67,012.36	\$ 953,641.28	\$ 986,512.45	\$ 479,096.21	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,502,336.75
SHORT TERM TOTALS	\$ 45,582.92	\$ 84,336.16	\$ 67,012.36	\$ 53,818.30	\$ 55,148.75	\$ 34,710.62	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 320,609.11
COMBINED Monthly TOTAL	\$ 91,165.84	\$ 1,089,461.32	\$ 1,290,799.14	\$ 1,007,459.58	\$ 991,661.20	\$ 513,806.83	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,822,945.86
Year to Date TOTALS	\$ 91,165.84	\$ 2,019,219.11	\$ 3,310,018.25	\$ 4,317,477.83	\$ 5,309,139.03	\$ 5,822,945.86	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22,445,866.85
Monthly Gain/Decline previous year	7.22%	11,982.86	8.19%	11,733%	14.21%	5.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
YTD Gain/Decline over previous year	7.22%	73,918.42	5.47%	6.86%	8.16%	6.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Fiscal 2014-2015	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	\$ 817,848.38	\$ 1,044,642.06	\$ 1,140,483.35	\$ 857,470.01	\$ 814,263.43	\$ 514,194.37	\$ 588,500.41	\$ 404,807.16	\$ 423,923.48	\$ 608,638.51	\$ 606,645.22	\$ 786,986.17	\$ 8,616,411.55
SHORT TERM TOTALS	\$ 39,983.85	\$ 42,826.40	\$ 52,615.55	\$ 44,256.77	\$ 54,047.09	\$ 32,367.40	\$ 52,651.33	\$ 19,070.24	\$ 21,114.70	\$ 27,942.41	\$ 37,181.53	\$ 41,801.40	\$ 465,838.87
COMBINED Monthly TOTAL	\$ 857,832.23	\$ 1,087,468.46	\$ 1,193,098.90	\$ 901,726.78	\$ 868,310.52	\$ 546,561.77	\$ 651,151.74	\$ 423,877.40	\$ 445,038.18	\$ 634,580.92	\$ 643,826.75	\$ 828,787.57	\$ 9,082,250.42
Year to Date TOTALS	\$ 857,832.23	\$ 1,945,300.69	\$ 3,138,409.59	\$ 4,040,136.37	\$ 4,908,446.89	\$ 5,455,008.66	\$ 6,106,160.40	\$ 6,530,037.80	\$ 6,975,075.98	\$ 7,609,658.90	\$ 8,253,463.65	\$ 8,982,250.42	\$ 47,862,250.42
Monthly Gain/Decline previous year	9.91%	12,52%	10.37%	12.10%	1.53%	23.95%	9.22%	16.29%	10.25%	7.33%	12.52%	12.52%	12.52%
YTD Gain/Decline over previous year	9.91%	198,326.48	11.35%	10.98%	9.38%	10.68%	10.52%	10.88%	10.84%	10.54%	10.69%	10.69%	10.69%

Fiscal 2013-2014	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	\$ 747,023.55	\$ 920,757.76	\$ 1,030,665.11	\$ 763,352.91	\$ 825,488.39	\$ 416,010.05	\$ 551,208.66	\$ 342,218.25	\$ 381,430.60	\$ 558,374.96	\$ 543,303.61	\$ 735,554.89	\$ 7,615,478.74
SHORT TERM TOTALS	\$ 33,446.95	\$ 45,745.95	\$ 50,346.00	\$ 41,024.81	\$ 29,761.19	\$ 24,954.53	\$ 44,988.38	\$ 22,272.52	\$ 22,234.82	\$ 32,874.93	\$ 28,753.80	\$ 50,931.41	\$ 427,315.09
COMBINED Monthly TOTAL	\$ 780,470.50	\$ 966,503.71	\$ 1,081,011.11	\$ 804,377.72	\$ 855,249.58	\$ 440,964.58	\$ 596,197.04	\$ 364,490.77	\$ 403,665.42	\$ 591,249.89	\$ 572,057.41	\$ 786,486.30	\$ 8,042,793.83
Year to Date TOTALS	\$ 780,470.50	\$ 1,746,974.21	\$ 2,827,985.32	\$ 3,632,363.04	\$ 4,487,612.62	\$ 4,928,577.20	\$ 5,524,754.24	\$ 5,889,245.01	\$ 6,292,910.23	\$ 6,884,160.12	\$ 7,456,307.53	\$ 8,242,793.83	\$ 38,242,793.83
Monthly Gain/Decline previous year	5.12%	23.716.94	3.89%	1.49%	9.40%	2.87%	6.84%	10.168.80	47,625.17	26,653.71	44,021.16	37,562.42	5.02%
YTD Gain/Decline over previous year	5.12%	61,711.89	3.86%	3.67%	4.31%	4.75%	4.97%	4.84%	5.35%	5.29%	5.52%	5.47%	5.47%

Fiscal 2012-2013	June	July	August	September	October	November	December	January	February	March	April	May	TOTAL
HOTEL MOTEL TOTALS	\$ 710,921.54	\$ 905,677.98	\$ 999,339.49	\$ 761,082.34	\$ 750,520.78	\$ 382,476.17	\$ 523,432.60	\$ 336,172.61	\$ 341,291.97	\$ 530,565.68	\$ 503,888.32	\$ 711,472.33	\$ 7,456,841.81
SHORT TERM TOTALS	\$ 31,554.01	\$ 37,108.79	\$ 43,190.99	\$ 31,519.28	\$ 31,250.81	\$ 20,581.31	\$ 34,553.18	\$ 18,149.36	\$ 14,748.08	\$ 34,030.50	\$ 24,237.93	\$ 37,431.55	\$ 358,555.77
COMBINED Monthly TOTAL	\$ 742,475.55	\$ 942,786.77	\$ 1,042,530.48	\$ 792,601.60	\$ 781,771.59	\$ 403,057.48	\$ 557,985.78	\$ 354,321.97	\$ 356,040.05	\$ 564,596.18	\$ 528,126.25	\$ 748,903.88	\$ 7,815,397.58
Year to Date TOTALS	\$ 742,475.55	\$ 1,685,262.32	\$ 2,727,792.80	\$ 3,520,394.40	\$ 4,302,165.99	\$ 4,705,223.47	\$ 5,263,208.25	\$ 5,617,531.22	\$ 5,973,571.27	\$ 6,538,167.45	\$ 7,066,293.70	\$ 7,815,197.58	\$ 38,242,793.83



Actuals represent the amount paid for a specific month even though cash may have been deposited the following month.

City of Santa Fe
Gross Receipts By Category
Fiscal Years 2016-16 vs. 2014-15

City of Santa Fe
GRT Analysis By Category
Fiscal Years 2016-16 vs. 2014-15

Category	December (October Activity)		Percent Difference
	December 2016-2016	December 2014-2015	
Agriculture, forestry, hunting, fishing	9,064	12,649	-28.34%
Mining	4,265	1,225	0.00%
Utilities	188,635	201,834	-6.54%
Construction	773,206	722,777	6.98%
Manufacturing	147,417	136,573	7.94%
Wholesales	140,325	124,614	12.61%
Retail	2,220,969	2,456,560	-9.59%
Transportation & warehousing	24,808	15,562	59.21%
Information & Cultural Indust.	306,620	311,773	-1.01%
Finance & Insurance	131,977	104,923	25.40%
Real estate, rental & leasing	247,174	156,257	58.18%
Prof. Scientific, Technical	709,112	606,283	16.96%
Management of companies	11,890	12,286	-3.22%
Admin & Support, Waste Mgt	80,216	96,172	-16.59%
Educational Services	95,374	85,472	11.59%
Health Care & Social Assist	363,977	337,012	8.00%
Arts, Entertainment & Recr	42,514	30,541	39.20%
Accommodation & Food	1,212,041	1,143,243	6.02%
Other Services	801,962	773,351	3.70%
Public Administration	52	0	0.00%
Unclassified	91,944	77,036	19.35%
State reimb-foed/m tax	924,513	805,972	14.71%
Muni. Equivalent Distribution	37,491	33,918	10.53%
Total Distribution	8,587,148	8,246,093	3.89%

Category	Cumulative YTD (May - October Activity)		Percent Difference
	July-Dec 2016-2016	July-Dec 2014-2015	
Agriculture, forestry, hunting, fishing	85,704	88,147	-2.77%
Mining	10,288	4,983	0.00%
Utilities	1,206,935	1,232,378	-2.06%
Construction	4,284,107	4,302,546	-0.20%
Manufacturing	883,085	788,764	11.86%
Wholesales	992,373	626,868	20.01%
Retail	14,316,531	13,920,226	2.85%
Transportation & warehousing	123,061	112,700	9.19%
Information & Cultural Indust	1,917,984	1,838,902	4.30%
Finance & Insurance	617,969	627,260	-1.48%
Real estate, rental & leasing	1,500,865	967,706	55.11%
Prof. Scientific, Technical	4,160,264	4,148,864	0.76%
Management of companies	66,596	84,203	-18.63%
Admin & Support, Waste Mgt	501,733	484,910	1.38%
Educational Services	337,367	305,854	10.30%
Health care and social assist	2,825,519	2,323,124	13.02%
Arts, Entertainment & Recr	357,566	283,278	26.22%
Accommodation & Food	7,542,463	6,870,833	9.77%
Other Services	5,012,280	4,901,710	2.29%
Public Administration	122	0	0.00%
Unclassified	434,700	583,157	-25.46%
State reimb-foed/m tax	5,744,244	5,281,523	8.76%
Muni. Equivalent Distribution	231,772	204,693	13.23%
Total Distribution	62,886,649	60,192,779	5.59%

City of Santa Fe
Gross Receipts Taxes Collected (less Water 1/4%)

BENCHMARK YEAR **

MONTH	FY Actual 2007/08		FY Actual 2010/11		FY Actual 2011/12		FY Actual 2012/13		FY Actual 2013/14		FY Actual 2014/15		FY Actual 2015/16		FY Budget 2015/16 **		Over/Under Budget	
	% Inc/Dec	% Inc/Dec	% to Budget	% Actual to Budget														
JUL	7,375,729	15.38%	6,253,785	-8.06%	6,868,168	9.82%	6,839,744	-0.41%	7,330,377	7.17%	6,798,972	-7.26%	7,774,939	14.35%	6,755,595.70	15.09%	1,019,343	
AUG	8,237,747	-2.16%	7,692,859	-4.32%	7,651,438	-0.54%	7,557,228	-1.23%	7,638,713	1.09%	7,539,475	-1.30%	8,444,283	12.00%	7,491,374.79	12.72%	952,908	
SEPT	7,534,469	9.30%	6,865,871	-4.91%	7,162,003	4.31%	7,251,040	1.24%	7,703,861	6.24%	8,480,942	10.09%	8,559,891	0.93%	8,426,835.48	1.58%	133,056	
OCT	7,792,052	4.44%	7,300,775	-2.35%	7,456,520	2.13%	7,541,435	1.14%	8,517,763	12.95%	7,818,822	-8.21%	7,993,373	2.23%	7,768,939.66	2.89%	224,433	
NOV	7,767,989	2.05%	6,788,772	-1.43%	7,169,747	5.61%	7,047,078	-1.71%	7,535,988	6.94%	7,944,792	5.42%	8,073,909	1.63%	7,994,106.00	2.28%	179,803	
DEC	7,385,740	-2.52%	6,492,101	-2.80%	6,576,366	1.30%	7,114,531	8.18%	7,538,502	5.98%	7,583,391	0.60%	7,878,333	3.89%	7,535,101.05	4.56%	343,232	
JAN	6,986,767	4.62%	6,284,002	-2.70%	6,653,844	5.89%	6,672,604	0.28%	6,521,060	-2.27%	6,907,174	5.92%	6,863,107.52		6,863,107.52			
FEB	8,725,121	8.61%	7,786,459	-2.88%	8,240,913	5.84%	7,731,934	-6.18%	8,030,915	3.87%	8,726,808	8.67%	8,671,133.26		8,671,133.26			
MAR	6,680,180	-4.15%	5,705,183	-1.20%	6,242,865	9.42%	6,728,219	7.77%	6,166,993	-8.34%	6,294,911	1.91%	6,244,814.58		6,244,814.58			
APR	5,957,949	-4.69%	5,775,585	-1.59%	6,318,974	9.41%	6,828,888	-7.78%	6,796,120	16.59%	6,166,544	-9.26%	6,127,203.03		6,127,203.03			
MAY	6,903,178	-34.00%	6,821,323	3.67%	7,132,860	4.57%	7,364,987	3.25%	7,269,258	-1.30%	7,487,082	3.00%	7,439,316.57		7,439,316.57			
JUN	7,201,012	-4.48%	6,687,665	-7.65%	6,249,687	-8.55%	6,584,103	5.35%	6,979,991	6.01%	7,863,228	12.85%	7,813,062.36		7,813,062.36			
TOTALS	\$88,547,033	2.07%	\$80,454,380	0.54%	\$83,723,413	4.08%	\$84,261,803	0.64%	\$88,029,352	4.47%	\$89,602,142	1.78%	\$48,724,728	8.35%	\$2,558,334		\$89,030,500	\$2,852,865

\$48,724,728 8.35% \$2,558,334

\$48,724,728 5.54% \$2,558,334

\$45,871,863 6.22% \$2,852,865
\$2,852,865
\$2,858,334
\$2,831,002

Prior Years' Comparison:

July-Dec \$46,093,726 3.92% \$41,394,163 -1.84% \$42,884,270 3.60%

\$43,351,057 1.09% \$46,166,394 -0.21%

July 2005 1/4% GRT Increase: WATER

MONTH	FY Actual 2007/08		FY Actual 2010/11		FY Actual 2011/12		FY Actual 2012/13		FY Actual 2013/14		FY Actual 2014/15		FY Actual 2015/16		FY Budget 2015/16 **		Over/Under Budget	
	% Inc/Dec	% Inc/Dec	% to Budget	% Actual to Budget														
JUL	633,857	14.35%	545,951	-7.89%	598,654	9.65%	600,324	0.28%	642,087	6.95%	592,741	-7.69%	679,848	14.70%	597,047.47	13.87%	82,800	
AUG	714,598	-95.00%	671,821	-4.65%	667,629	-0.62%	659,002	-1.29%	689,004	1.52%	658,563	-1.56%	738,827	12.19%	663,347.25	11.38%	75,480	
SEPT	663,432	9.04%	597,858	-4.98%	625,006	4.54%	634,132	1.46%	674,853	6.42%	740,624	9.75%	748,439	1.06%	746,004.64	0.33%	2,434	
OCT	676,530	3.87%	636,744	-2.29%	648,133	1.79%	689,894	1.81%	742,357	12.50%	683,760	-7.89%	699,199	2.26%	688,727.53	1.52%	10,472	
NOV	678,250	4.49%	590,905	-0.92%	625,532	5.86%	616,187	-1.49%	669,904	7.09%	687,996	4.26%	705,794	2.59%	692,994.30	1.85%	12,800	
DEC	647,257	2.30%	566,931	-2.31%	573,490	1.16%	622,584	8.56%	660,591	6.11%	682,701	0.32%	688,814	0.04	667,515.27	3.19%	21,299	
JAN	612,303	2.59%	549,104	-2.68%	580,657	5.75%	583,650	0.52%	589,976	-2.34%	603,027	5.80%	607,407.57		607,407.57			
FEB	765,368	9.23%	680,339	-2.79%	722,984	6.27%	676,802	-6.39%	701,794	3.69%	761,418	8.50%	768,949.36		768,949.36			
MAR	585,468	-0.35%	499,784	-0.75%	543,902	8.83%	589,701	8.42%	538,357	-8.71%	546,184	1.83%	552,166.60		552,166.60			
APR	546,057	4.90%	499,776	0.71%	551,043	10.26%	509,652	-7.51%	583,300	16.41%	537,584	-9.39%	541,489.07		541,489.07			
MAY	951,790	57.65%	594,603	3.83%	622,468	4.69%	643,878	3.44%	634,989	-1.35%	652,779	2.80%	657,521.86		657,521.86			
JUN	631,448	4.36%	580,691	-7.17%	543,012	-6.49%	574,631	5.82%	609,274	6.03%	685,350	12.49%	690,329.08		690,329.08			
TOTALS	\$8,097,459	8.74%	\$7,014,517	-1.37%	\$7,302,510	3.55%	\$7,370,419	0.55%	\$7,696,486	4.42%	\$7,814,726	1.54%	\$4,260,921	5.50%	\$234,536		\$7,871,500	\$205,285

\$4,260,921 5.50% \$234,536

\$4,260,921 6.82% \$234,536

4,055,636 4.82% \$205,285
\$205,285
\$234,536
\$205,666

Prior Years' Comparison:

July-Dec \$4,005,025 6.14%

\$3,610,210 -1.44%

\$3,738,444 3.66%

\$3,792,103 1.44%

\$4,048,797 6.77%

\$4,026,385 -0.66%



NEW MEXICO
HOSPITALITY
ASSOCIATION

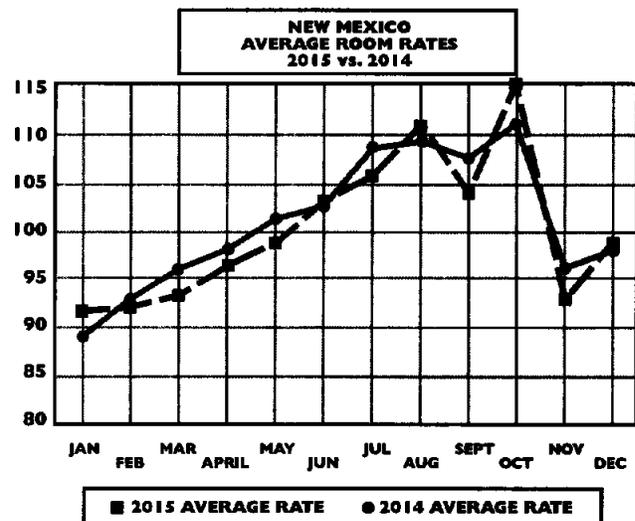
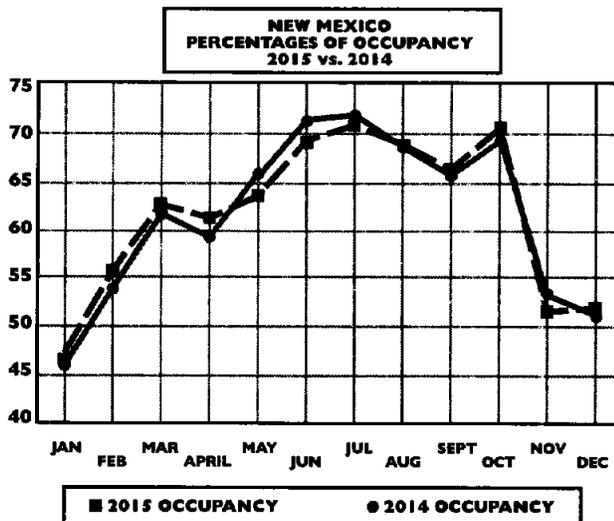
ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

December 2015

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2015 YEAR-TO-DATE			2014 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
ALBUQUERQUE											
Downtown/Airport	72,974	42,077	57.7%	\$85.95	\$49.56	68.6%	\$91.37	\$62.72	67.6%	\$91.65	\$61.94
Interstate 40 Corridor	121,476	55,395	45.6%	\$83.93	\$38.27	56.9%	\$85.95	\$48.90	57.3%	\$82.36	\$47.17
Albuquerque North	<u>68,599</u>	<u>36,736</u>	<u>53.6%</u>	<u>\$105.34</u>	<u>\$56.41</u>	<u>63.3%</u>	<u>\$113.94</u>	<u>\$72.10</u>	<u>62.8%</u>	<u>\$113.35</u>	<u>\$71.18</u>
TOTAL	263,049	134,208	51.0%	\$90.43	\$46.14	61.8%	\$95.06	\$58.73	61.5%	\$93.48	\$57.51
SANTA FE											
DOWNTOWN	48,525	29,278	60.3%	\$171.60	\$103.54	70.1%	\$171.31	\$120.13	68.8%	\$167.91	\$115.57
CERRILLOS ROAD	43,432	21,161	48.7%	\$76.93	\$37.48	62.0%	\$78.50	\$48.71	59.5%	\$78.55	\$46.74
SANTA FE PERIPHERY	<u>22,599</u>	<u>14,164</u>	<u>62.7%</u>	<u>\$106.63</u>	<u>\$66.83</u>	<u>70.0%</u>	<u>\$108.34</u>	<u>\$75.82</u>	<u>68.3%</u>	<u>\$109.94</u>	<u>\$75.08</u>
TOTAL	114,556	64,603	56.4%	\$126.35	\$71.25	67.0%	\$125.04	\$83.81	65.2%	\$123.48	\$80.45
FARMINGTON	30,160	12,832	42.5%	\$72.81	\$30.98	60.7%	\$83.10	\$50.41	61.1%	\$87.66	\$53.55
LAS CRUCES (1)	35,582	20,999	59.0%	\$80.85	\$47.71	61.7%	\$84.93	\$52.39	64.0%	\$87.68	\$56.13
TAOS	18,681	10,974	58.7%	\$106.62	\$62.63	56.4%	\$96.49	\$54.47	54.2%	\$94.61	\$51.24
OTHER NEW MEXICO	<u>46,331</u>	<u>21,159</u>	<u>45.7%</u>	<u>\$89.92</u>	<u>\$41.07</u>	<u>51.8%</u>	<u>\$96.56</u>	<u>\$50.01</u>	<u>56.4%</u>	<u>\$104.18</u>	<u>\$58.79</u>
TOTALS	508,359	264,776	52.1%	\$98.21	\$51.15	61.8%	\$101.40	\$62.65	61.7%	\$101.74	\$62.78

(1) The Las Cruces survey was expanded significantly in 2015. Therefore 2014 and 2015 year-to-date results are not comparable



The Rocky Mountain Lodging Report is compiled by: EKS&H, PC in cooperation with the New Mexico Lodging Association, Robert S. Benton & Associates, Inc. and W. R. Hopping & CO. Readers are advised that the above do not represent the data contained herein to be definitive. Neither should the contents of this publication be construed as a recommendation on policies or actions.

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New Mexico Hospitality Association • Jen Schroer, President/CEO • Call/Text (505) 563-5660
6565 Americas Parkway NE, Ste 200 • Albuquerque, NM 87110
NewMexicoHospitality.org

EXHIBIT 4
OTAB - January 26, 2016

ROCKY MOUNTAIN LODGING REPORT
Summary of Occupancy and Average Daily Room Rates for the State of New Mexico

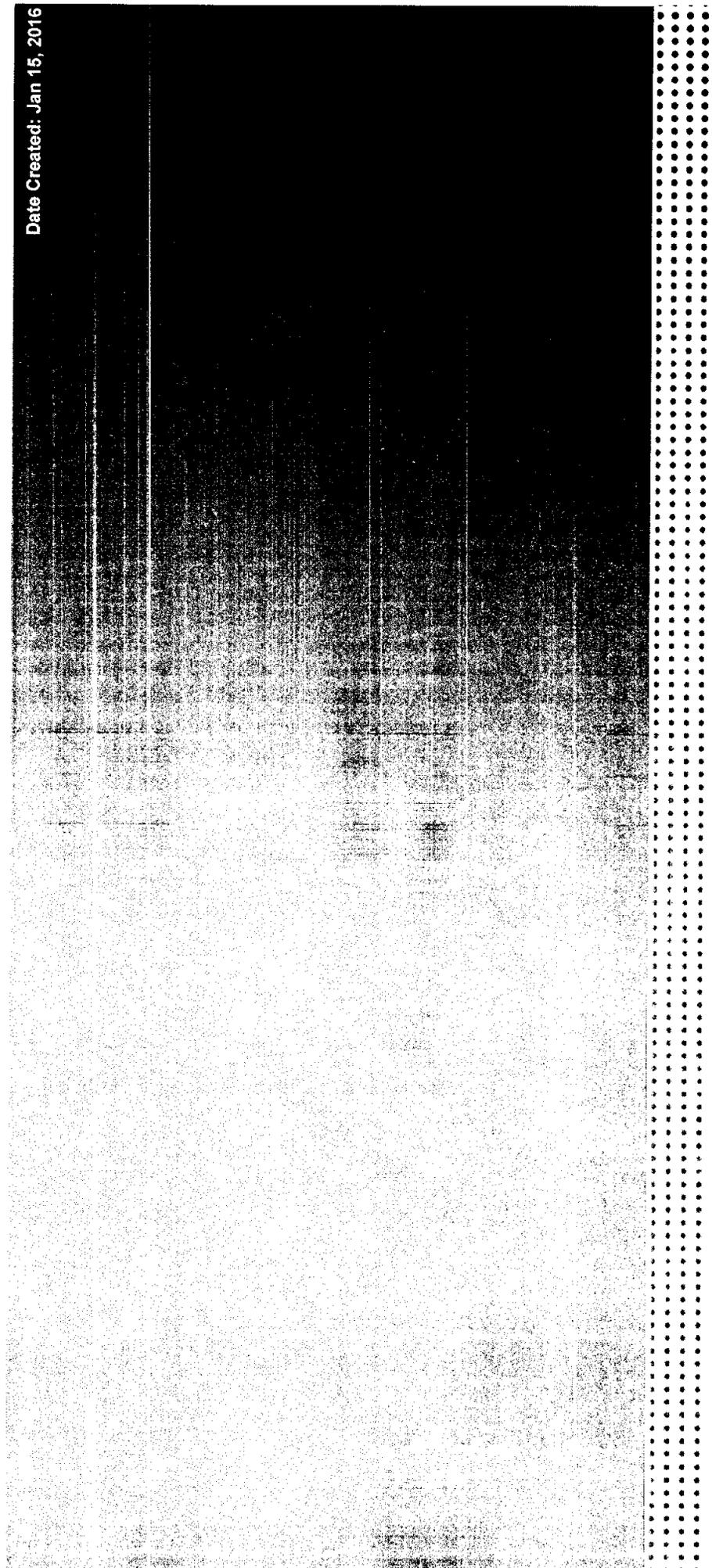
	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2015	2014	2015	2014	2015	2014
JANUARY	46.2%	46.3%	\$91.73	\$89.45	\$42.36	\$41.46
FEBRUARY	55.5%	54.3%	\$92.12	\$93.32	\$51.09	\$50.69
MARCH	62.7%	61.8%	\$93.75	\$95.47	\$58.77	\$59.00
APRIL	61.1%	59.6%	\$96.57	\$97.27	\$59.01	\$57.95
MAY	64.8%	65.4%	\$98.09	\$101.91	\$63.55	\$66.69
JUNE	69.6%	71.1%	\$103.07	\$103.42	\$71.72	\$73.56
JULY	71.2%	72.1%	\$105.82	\$108.97	\$75.35	\$78.60
AUGUST	68.1%	68.4%	\$111.37	\$109.19	\$75.87	\$74.72
SEPTEMBER	65.7%	65.7%	\$104.58	\$107.72	\$68.67	\$70.78
OCTOBER	70.5%	69.5%	\$115.50	\$110.26	\$81.41	\$76.66
NOVEMBER	52.4%	53.6%	\$93.57	\$95.51	\$49.08	\$51.17
DECEMBER	<u>52.1%</u>	<u>51.1%</u>	<u>\$98.21</u>	<u>\$97.43</u>	<u>\$51.15</u>	<u>\$49.79</u>
YEAR TO DATE	61.8%	61.7%	\$101.40	\$101.74	\$62.65	\$62.78

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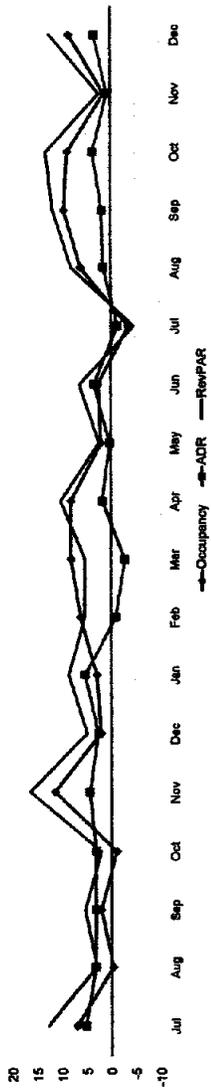
Santa Fe CVB

Date Created: Jan 15, 2016



Tab 2 - Trend City Of Santa Fe, NM+
Series Fts C16
For the Month of December 2015

Monthly Percent Change



Overall Percent Change



Category	2014												2015												Year To Date		Running 12 Months	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2013	2014	2015	2015	2015	2015	2015	2015		
Occupancy (%)	60.5	76.1	76.3	75.2	77.2	77.2	76.3	75.2	74.4	75.4	75.4	76.1	77.4	77.4	74.8	74.8	75.3	75.3	59.6	61.4	64.5	61.4	61.4	61.4	61.4	61.4		
ADR	154.05	160.01	163.23	153.23	153.23	153.23	153.23	153.23	153.23	153.23	153.23	153.23	153.23	153.23	153.23	153.23	153.23	153.23	114.89	119.46	121.03	119.46	119.46	119.46	119.46	119.46		
RevPAR	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	6.8	7.3	7.3	7.3	7.3	7.3	7.3	7.3		
Supply	146,482	146,103	146,380	146,041	146,380	146,041	146,380	146,041	146,380	146,041	146,380	146,041	146,380	146,041	146,380	146,041	146,380	146,041	1,893,007	1,893,007	1,893,007	1,893,007	1,893,007	1,893,007	1,893,007	1,893,007		
Demand	113,186	111,226	107,026	107,026	107,026	107,026	107,026	107,026	107,026	107,026	107,026	107,026	107,026	107,026	107,026	107,026	107,026	107,026	980,832	1,033,376	1,033,376	1,033,376	1,033,376	1,033,376	1,033,376	1,033,376		
Revenue	15,227,628	16,463,075	16,332,267	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	15,324,772	113,805,700	123,443,831	133,853,438	123,443,831	123,443,831	123,443,831	123,443,831	123,443,831		
Geotaxis %	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5		

A bank can indicate insufficient data.
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Source 2016 STR, Inc.

Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB
For the Month of December 2015

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2013												2014												2015											
								Y	-	(C	h	g)	i	n	R	m	s	Y	-	(C	h	g)	i	n	R	m	s	Y	-	(C	h	g)	i	n	R	m	s
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D

A blank row indicates insufficient data.
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Source 2016 STR, Inc.

Tab 4 - Help

All data is processed by STR using both the current and historical sampling of hotels. For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.

The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.

Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.

Internationally, indexes are also referred to as MPI - Market Penetration Index (Occupancy Index), API - Average Rate Index (ADR Index), and RGI - Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $(TY - LY) / LY * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $(\text{Sample Rooms/Census Rooms}) * 100$

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.

TOURISM

SANTA FE

December 2015 OTAB Report Sales Report January 26, 2016

December 2015 Leads:

- 20 total leads requiring sleeping rooms (UP 10 leads compared to 2014)
- 5,226 total room nights sent via leads (UP 3,248 room night compared to 2014)
- 16 total SFCCC space only leads without sleeping rooms (DOWN 1 SFCCC leads form 2014)

December 2015 Confirmed Leads:

- 2 Definite Booking (DOWN 1 Confirmed booking to 2014)
- 651 Definite Room Nights (DOWN 231 room night over 2014)
- 7 Definite SFCCC space only leads (DOWN 3 SFCCC bookings from 2014)

December 2014 Leads:

- 10 total leads requiring sleeping rooms
- 1,978 total room nights sent via leads
- 17 total SFCCC space only leads without sleeping rooms

December 2014 Confirmed Leads:

- 3 Definite Booking
 - 882 Definite Room Nights
 - 10 Definite Groups without sleeping rooms
-

2015 Leads:

- 181 total leads requiring sleeping rooms (Up 64 leads compared to STLY 2014)
- 65,041 total room nights sent via leads (UP 7,165 room night compared to STLY 2014)
- 185 total SFCCC space only leads without sleeping rooms (Down 33 SFCCC leads STLY 2014)

2015 Definite:

- 92 Definite Booking (Up 26 Confirmed booking to STLY 2014)
- 30,659 Definite Room Nights (UP 9,928 room night over STLY 2014)
- 183 Definite SFCCC space only leads (DOWN 42 SFCCC bookings STLY 2014)

2014 Leads:

- 120 total leads requiring sleeping rooms
- 57,876 total room nights sent via leads
- 218 total SFCCC space only leads without sleeping rooms

2014 Definite:

- 66 Definite Booking
- 20,731 Definite Room Nights
- 225 Definite SFCCC space only leads

Tradeshow 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 will be attending on behalf of the City, Sage will be attending.
- We anticipate 25-35 appointments over the 2 days.

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

- Kim Harmon will be attending on behalf of the City, no hotel partners are attending.
- We anticipate 30 appointments that day.

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

- April Gallegos will be attending on behalf of the City, no hotel partners are attending.
- We anticipate 120 appointments over the 4 days.

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

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

Pace Report

TOURISM

SANTA FE

Prepared On: 01/22/2016
Prepared By: David A. Carr

Leads By User

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

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Joellyn Baca (1)					
Phenom Jet Association					
<u>PHENOMENAL 2016 [3530]</u>	05/17/2016	12/30/2015	200	595	193,375
Total for Manager			200	595	193,375
Kim Harmon (3)					
American Society of Plant Biologists (ASPB)					
<u>5th Pan American Plants and Bioenergy Conference [3318]</u>	08/03/2016	10/16/2015	0	24	7,800
Scentsy					
<u>Scentsy Santa Fe 2016 [3535]</u>	02/04/2016	12/03/2015	250	30	9,750
The Linux Foundation					
<u>Linux Plumbers Conference & Linux Kernel Summit 2016 [3418]</u>	10/28/2016	10/16/2015	0	2	650
Total for Manager			250	56	16,200
Melanie Moore (7)					
Arts Commission / City of Santa Fe					
<u>NAMP Workshop [3598]</u>	04/04/2016	12/07/2015	50	0	0
Housing & Community Development / City of Santa Fe					
<u>Hospital Study Group [3615]</u>	01/12/2016	12/22/2015	50	0	0
ITT / City of Santa Fe					
<u>ERP Project Meeting [3592]</u>	01/12/2016	12/04/2015	12	0	0
Mayor's Office / City of Santa Fe					
<u>Legislative Breakfast [3594]</u>	12/21/2015	12/01/2015	30	0	0
Tourism Santa Fe CVB/City of Santa Fe					
<u>Beth Kermon Celebration of Life [3588]</u>	12/06/2015	12/01/2015	300	0	3,000
<u>Short Term Rental Meeting [3601]</u>	01/07/2016	12/10/2015	100	0	0
Transportation / City of Santa Fe					
<u>Transit Board Meeting [3600]</u>	01/08/2016	12/10/2015	35	0	0
Total for Manager			577	0	3,000
Grand Total(11)			1,027	651	214,575

TOURISM SANTA FE

Prepared On: 01/22/2016
Prepared By: David A. Carr

Leads By User

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

	Meeting Date	Entry Date	Delegates	Total Room Nights	Room Value
April Gallegos (6)					
Babcock & Wilcox					
BBW Coal Combustion Residuals Conference 2016 [3621]	07/24/2016	12/28/2015	100	220	71,500
National Association of Pediatric Nurse Practitioners Mental Health					
National Association of Pediatric Nurse Practitioners Mental Health [3623]	09/16/2016	12/30/2015	150	25	8,125
Organic Girl					
Organic Girl Sales Meeting [3609]	05/09/2016	12/17/2015	40	130	42,250
US Navy Destroyer Escorts Joint Reunion					
US Navy Destroyer Escorts Joint Reunion [3614]	09/18/2016	12/21/2015	50	100	32,500
USS Cogswell DD-651					
USS Cogswell DD-51 Reunion [3611]	09/06/2016	12/18/2015	125	150	48,750
Vistage Group					
Vistage Group [3620]	04/14/2016	12/28/2015	20	20	6,500
Total for Manager			485	645	209,825

	Meeting Date	Entry Date	Delegates	Total Room Nights	Room Value
David A. Carr (6)					
Agentur KONSENS GmbH					
International Society for Aerosols in Medicine [3616]	06/02/2017	12/23/2015	250	670	217,750
Destinations, Meetings & Incentives Inc.					
National College of Probate Judges (NCPJ) Fall 2017 Conference [3605]	11/06/2017	12/11/2015	100	353	114,725
National College of Probate Judges (NCPJ) Spring 2017 Conference [3604]	04/24/2017	12/11/2015	100	317	103,025
Fraser & Hoyt Incentives					
Fraser & Hoyt Incentives [3595]	02/12/2017	12/03/2015	300	600	195,000
Los Alamos National Laboratory					
Physics and Astrophysics of Multi-Messenger Sources [3603]	03/13/2016	12/11/2015	30	100	32,500
The Club at Las Campanas					
USGA Ladies Golf Event [3617]	09/16/2017	12/23/2015	0	0	0
USGA Ladies Golf Event [3617]	09/16/2017	12/23/2015	1,000	841	273,325
Total for Manager			1,780	2,881	936,325

	Meeting Date	Entry Date	Delegates	Total Room Nights	Room Value
Joellyn Baca (4)					
Continuing Education Company					
TBD - Continuing Education Course [3625]	03/23/2017	12/30/2015	125	255	82,875
Grassroots Outdoor Alliance					
Board Retreat [3612]	03/07/2016	12/21/2015	17	12	3,900
Intelligence Advance Research Projects Activity (IARPA)					
IARPA LogIQ Kickoff Meeting [3593]	02/22/2016	12/01/2015	100	90	29,250
National District Attorneys Association					
Training on Forensic Evidence [3624]	12/04/2016	12/30/2015	75	350	113,750
Total for Manager			317	787	229,775

	Meeting Date	Entry Date	Delegates	Total Room Nights	Room Value
Kim Harmon (4)					
American Bar Association					
Standing Committee on Pro Bono and Public Service... Summer Committee Meeting [3622]	07/07/2016	12/29/2015	16	34	11,050
Association of Tourist Railroads & Railway Museums					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (6)					
ATRBM Annual Conference 2018 [3597]	11/07/2018	12/03/2015	200	600	195,000
National Livestock Producers Association					
NLPA 2016 Board Meeting [3596]	08/03/2016	12/03/2015	50	68	22,100
Service Employees International Union					
SEIU BOLD-Rockwood Leadership [3608]	12/04/2016	12/15/2015	60	291	94,575
Total for Manager			326	993	322,725
	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Melanie Moore (2)					
Arts Commission / City of Santa Fe					
NAMP Workshop [3598]	04/04/2016	12/07/2015	50	0	0
Tourism Santa Fe CVB/City of Santa Fe					
Short Term Rental Meeting [3601]	01/07/2016	12/10/2015	90	0	0
Total for Manager			140	0	0
	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Rosalina Grace (3)					
High Desert Broadcasting Communications					
Home Show [3493]	10/22/2016	09/16/2015	0	0	0
Jennie Montoya					
Montoya Wedding Reception [3550]	08/27/2016	10/22/2015	0	0	0
Santa Fe Preparatory Parents Association					
Dance With the Santa Fe Stars [3503]	04/29/2016	09/22/2015	0	0	0
Total for Manager			0	0	0
Grand Total(25)			3,048	5,228	1,698,450

TOURISM SANTA FE

Prepared On: 01/22/2016
Prepared By: David A. Carr

Leads By User

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

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (4)					
National Association of Pediatric Nurse Practitioners Mental Health National Association of Pediatric Nurse Practitioners Mental Health) [3623]	09/16/2016	12/30/2015	150	0	8,125
Organic Girl Organic Girl Sales Meeting [3609]	05/09/2016	12/17/2015	40	0	42,250
USS Cogswell DD-651 USS Cogswell DD-51 Reunion [3611]	09/05/2017	12/18/2015	125	0	48,750
Vistage Group Vistage Group [3620]	04/14/2016	12/28/2015	20	0	6,500
Total for Manager			335	0	105,625
David A. Carr (1)					
Agentur KONSENS GmbH International Society for Aerosols in Medicine [3616]	06/02/2017	12/23/2015	250	0	217,750
Total for Manager			250	0	217,750
Joselyn Baca (3)					
Continuing Education Company TRD - Continuing Education Course [3625]	03/23/2017	12/30/2015	125	0	82,875
Grassroots Outdoor Alliance Board Retreat [3612]	03/07/2016	12/21/2015	17	0	3,900
Intelligence Advance Research Projects Activity (IARPA) IARPA LogIQ Kickoff Meeting [3593]	02/22/2016	12/01/2015	100	90	29,250
Total for Manager			242	90	116,025
Kim Harmon (1)					
Service Employees International Union SEIU BOLD-Rockwood Leadership [3608]	12/04/2016	12/15/2015	60	0	94,575
Total for Manager			60	0	94,575
Melanie Moore (8)					
Housing & Community Development / City of Santa Fe Hospital Study Group [3615]	01/12/2016	12/22/2015	50	0	0
Land Use Department / City of Santa Fe H Board Meeting - 2/23/2016 [3606]	02/23/2016	12/14/2015	30	0	0
Mayor's Office / City of Santa Fe Legislative Breakfast [3594]	12/21/2015	12/01/2015	30	0	0
National Union of Hospital & Healthcare Workers 40th Anniversary of the Nurses Union [3602]	03/19/2016	12/10/2015	400	0	4,000
Public Utilities Department / City of Santa Fe Public Utilities Committee Meeting [3613]	03/02/2016	12/21/2015	40	0	0
St. Vincent Hospital Foundation Bike and Brew 2016 [3610]	05/20/2016	12/18/2015	500	0	12,500
Tourism Santa Fe CVB/City of Santa Fe Celebrate Santa Fe Tourism - Expo 2016 [3607]	04/28/2016	12/14/2015	300	0	0
Transportation / City of Santa Fe Transit Board Meeting [3600]	01/08/2016	12/10/2015	35	0	0

Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (4)				
Total for Manager		1,385	0	16,500

Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Rosalina Grace (3)				
Gary Chavez				
	<u>Gabaldon and Chavez Wedding [3618]</u>	600	0	15,000
Krystal Guivara				
	<u>Guivara and Griego Wedding [3619]</u>	250	0	6,250
Wedding				
	<u>Roybal and Archuleta Wedding [3599]</u>	400	0	0
Total for Manager		1,250	0	21,250

Grand Total(20)		3,522	90	871,725
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TOURISM SANTA FE

Prepared On: 01/22/2016
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Leads By User

For Confirmed Status from Dec 1, 2014 to Dec 31, 2014

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camille Handler (2)					
Optical Society of America					
International Conference on Ultrafast Phenomena [3052]	07/15/2016	12/24/2014	350	0	0
International Conference on Ultrafast Phenomena [3052]	07/15/2016	12/24/2014	0	662	215,150
Retired Officers and Staff Association (ROSA)					
ROSA 2015 Reunion [3121]	10/18/2015	12/24/2014	65	120	39,000
Total for Manager			415	782	254,150
David A. Carr (2)					
Priscilla Carr Memorial Reception					
Priscilla Carr Memorial Reception [3153]	12/12/2014	12/08/2014	150	0	3,750
Western Bat Working Group					
Western Bat Working Group 2013 [1695]	04/01/2013	05/14/2012	0	0	0
Total for Manager			150	0	3,750
Kim Harmon (2)					
Affinity Group Tours					
The Autry Group [2624]	08/20/2014	12/04/2013	0	100	19,900
New Mexico Association of Counties					
NMAC BIPO From Eldorado Hotel [3035]	12/09/2014	11/24/2014	0	196	63,700
NMAC BIPO From Eldorado Hotel [3035]	12/09/2014	11/24/2014	0	0	0
Total for Manager			0	296	83,600
Melanie Moore (7)					
Arts Commission / City of Santa Fe					
Arts Commission / Culinary Arts Program [3152]	12/11/2014	12/05/2014	5	0	0
City Manager's Office / City of Santa Fe					
Legislative Breakfast [3149]	12/19/2014	12/03/2014	30	0	0
Hilton of Santa Fe					
Hilton /Aaras /Keystone Meeting [3084]	01/23/2015	12/10/2014	16	0	400
Human Resources / City of Santa Fe					
HR Benefits Advisory Meeting [3155]	12/18/2014	12/10/2014	15	0	0
London International / Art Santa Fe					
Art Santa Fe Contemporary and International Art Fair - 2015 [652]	07/06/2015	12/10/2014	1,000	0	10,000
Tourism Santa Fe CVB/City of Santa Fe					
Marketing/Advertising RFP [3162]	01/15/2015	12/18/2014	-285	0	0
Marketing/Advertising RFP [3162]	01/15/2015	12/18/2014	300	0	0
Tourism / TravelClick Meeting [3157]	01/14/2015	12/10/2014	25	0	0
Total for Manager			1,106	0	10,400
Rosalina Grace (3)					
David Thomson					
Reception for Judge David Thomson [3165]	01/09/2015	12/23/2014	300	0	7,500
Fire Department / City of Santa Fe					
Fire Department Workshop [3159]	12/22/2014	12/15/2014	0	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

TOURISM SANTA FE

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Leads By User

For Lead Status from Dec 1, 2014 to Dec 31, 2014

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camilla Handler (2)					
Dow AgroSciences					
<u>T&O Kickoff Meeting 2015</u> [3166]	07/20/2015	12/23/2014	50	180	58,500
Professional Association of Innkeepers International (PAII)					
<u>Innkeepers Conference & Tradeshow 2015</u> [2465]	02/23/2015	07/16/2013	0	0	0
Total for Manager			50	180	58,500
David A. Carr (4)					
IEEE Computer Society					
<u>IEEE VIS 2017</u> [2550]	10/14/2017	12/18/2014	0	0	0
LANL Foundation					
<u>17th Annual Conference in Education</u> [3161]	10/11/2015	12/16/2014	500	100	32,500
Los Alamos National Laboratory					
<u>Compensation Managers Meeting</u> [3156]	05/03/2015	12/10/2014	35	105	34,125
Priscilla Carr Memorial Reception					
<u>Priscilla Carr Memorial Reception</u> [3153]	12/12/2014	12/08/2014	150	0	3,750
Total for Manager			685	205	76,375
Kim Harmon (5)					
Keystone Symposia					
<u>Keystone Symposia 2016 Q5 & Q6</u> [3075]	02/21/2016	12/11/2014	425	1,200	390,000
Large Urology Group Practice Association (LUGPA)					
<u>LUGPA 2015 August Strategic Meeting</u> [3148]	08/19/2015	12/02/2014	0	43	13,975
The Word & Brown Companies					
<u>The Word & Brown Companies Incentive Program</u> [3151]	05/14/2015	12/05/2014	60	75	24,375
University of Illinois at Chicago (UIC) College of Pharmacy					
<u>Annual Infectious Diseases Pharmacotherapy Fellowship Forum</u> [3172]	05/19/2016	12/30/2014	50	75	24,375
Valdez Productions Inc. - Santa Fe Comedy Festival					
<u>Santa Fe Comedy Festival - Initial Inquiry</u> [3164]	06/11/2015	12/22/2014	500	200	12,500
Total for Manager			1,035	1,593	465,225
Melanie Moore (5)					
Arts Commission / City of Santa Fe					
<u>Arts Commission / Culinary Arts Program</u> [3152]	12/11/2014	12/05/2014	5	0	0
City Manager's Office / City of Santa Fe					
<u>Legislative Breakfast</u> [3149]	12/19/2014	12/03/2014	30	0	0
Human Resources / City of Santa Fe					
<u>HR Benefits Advisory Meeting</u> [3155]	12/18/2014	12/10/2014	15	0	0
Tourism Santa Fe CVB/City of Santa Fe					
<u>Marketing/Advertising RFP</u> [3162]	01/15/2015	12/18/2014	300	0	0
<u>Tourism / TravelClick Meeting</u> [3157]	01/14/2015	12/10/2014	25	0	0
Total for Manager			375	0	0
Rosalina Grace (5)					
Acequia Madre Elementary PTC					
<u>Acequia Madre Elementary Fundraiser 2015</u> [3056]	12/12/2015	09/18/2014	0	0	0
David Thomson					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Camille Mandler (2)					
Reception for Judge David Thomson [3165]	01/09/2015	12/23/2014	300	0	7,500
Environmental New Mexico					
Environmental New Mexico [3150]	01/08/2015	12/04/2014	100	0	1,000
Fire Department / City of Santa Fe					
Fire Department Workshop [3159]	12/22/2014	12/15/2014	0	0	0
New Mexico Manufacturing Extension Partnership					
NM MEP Job Shop [3163]	03/12/2015	12/22/2014	40	0	400
Total for Manager			440	0	8,900
Grand Total(21)			2,585	1,078	603,000

TOURISM SANTA FE

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Leads By User

For Tentative Status from Dec 1, 2014 to Dec 31, 2014

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandier (1)					
Dow AgroSciences					
T&O Kickoff Meeting 2015 [3166]	07/20/2015	12/23/2014	50	180	58,500
Total for Manager			50	180	58,500
David A. Carr (2)					
Los Alamos National Laboratory					
17th Annual Conference in Education [3160]	10/11/2015	12/16/2014	500	0	0
Compensation Managers Meeting [3156]	05/03/2015	12/10/2014	35	105	34,125
Total for Manager			535	105	34,125
Kim Harmon (4)					
Law Seminars International					
Natural Resource Damages [3154]	07/09/2015	12/10/2014	70	0	0
The Word & Brown Companies					
The Word & Brown Companies Incentive Program [3151]	05/14/2015	12/05/2014	60	0	24,375
University of Illinois at Chicago (UIC) College of Pharmacy					
Annual Infectious Diseases Pharmacotherapy Fellowship Forum [3172]	05/19/2016	12/29/2014	50	0	24,375
Valdez Productions Inc. - Santa Fe Comedy Festival					
Santa Fe Comedy Festival - Initial Inquiry [3164]	10/15/2015	12/22/2014	500	417	12,500
Total for Manager			680	417	61,250
Melanie Moore (7)					
Christus St Vincent Regional Medical Center					
Christus Holiday Party 2015 [3173]	12/17/2015	12/31/2014	1,200	0	78,000
Land Use Department / City of Santa Fe					
H Board Meeting - 10/13/2015 [3170]	10/13/2015	12/29/2014	30	0	0
H Board Meeting - 11/10/2015 [3171]	11/10/2015	12/29/2014	30	0	0
H Board Meeting - 5/26/2015 [3167]	05/26/2015	12/29/2014	30	0	0
H Board Meeting - 9/22/2015 [3169]	09/22/2015	12/29/2014	30	0	0
H Board Meeting - 9/8/2015 [3168]	09/08/2015	12/29/2014	30	0	0
Tourism Santa Fe CVB/City of Santa Fe					
Marketing/Advertising RFP [3162]	01/15/2015	12/18/2014	15	0	0
Total for Manager			1,365	0	78,000
Rosalina Grace (5)					
David Thomson					
Reception for Judge David Thomson [3165]	01/09/2015	12/23/2014	300	0	7,500
Environmental New Mexico					
Environmental New Mexico [3150]	01/08/2015	12/04/2014	100	0	1,000
Fire Department / City of Santa Fe					
Fire Department Workshop [3159]	12/22/2014	12/15/2014	0	0	0
New Mexico Manufacturing Extension Partnership					
NM MEP Job Shop [3163]	03/12/2015	12/22/2014	40	0	400
Zelma Perea					
Perea Wedding Reception [3158]	09/05/2015	12/15/2014	300	0	7,500

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Camilla Mandler (1)					
Total for Manager			740	0	16,400
Grand Total(19)			3,370	702	248,275

TOURISM SANTA FE

Prepared On: 01/22/2016
Prepared By: David A. Carr

Leads By User

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

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
AMC Network					
The Society for the Psychological Study of Social Issues (SPSSI) 2017 [3586]	06/20/2017	11/24/2015	0	610	198,250
Babcock & Wilcox					
B&W Coal Combustion Residuals Conference 2016 [3621]	07/24/2016	12/28/2015	100	220	71,500
Military Reunions					
USS Hamul AD-20 [3553]	10/04/2016	10/26/2015	30	100	32,500
National Association of Pediatric Nurse Practitioners Mental Health					
National Association of Pediatric Nurse Practitioners Mental Health [3623]	09/16/2016	12/30/2015	150	25	8,125
Organic Girl					
Organic Girl Sales Meeting [3609]	05/09/2016	12/17/2015	40	130	42,250
US Navy Destroyer Escorts Joint Reunion					
US Navy Destroyer Escorts Joint Reunion [3614]	09/18/2016	12/21/2015	50	100	32,500
USS Cogswell DD-651					
USS Cogswell DD-51 Reunion [3611]	09/06/2016	12/18/2015	125	150	48,750
Vistage Group					
Vistage Group [3620]	04/14/2016	12/28/2015	20	20	6,500
Wilkinson School					
Wilkinson School Culture Tour [3546]	04/27/2016	10/20/2015	55	50	16,250
Total for Manager			570	1,408	456,625
Blake Jackson (1)					
Travelzoo Inc.					
Travelzoo Destination Campaign [3277]	03/26/2015	03/26/2015	0	0	0
Total for Manager			0	0	0
Camilla Handler (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	3,795	1,220,375
David A. Carr (82)					
AECOM Technology Corporation					
AECOM - HPT Leadership Planning [3218]	03/10/2015	02/03/2015	0	90	29,250
AECOM - HPT Leadership Planning [3218]	03/10/2015	02/03/2015	40	34	11,050
Agentur KONSENS GmbH					
International Society for Aerosols in Medicine [3616]	06/02/2017	12/23/2015	250	670	217,750
American Massage Therapy Association (AMTA)					
American Massage Therapy Association, New Mexico Chapter (AMTA-NM) [3438]	03/18/2016	08/03/2015	100	120	39,000
Anthony J. Jennetti, Inc.					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
(NNCC) Nephrology Nurses Certification Commission - Advance Practice Exam Board Mtg & Test Committee [3348]	05/20/2016	05/13/2015	0	42	13,650
NNCC - Clinical/Technical Exam Board & Test Committee [3349]	09/09/2016	05/13/2015	18	54	17,550
Association Of Pedestrian and Bicycle Professionals (APBP)					
Association of Pedestrian and Bicycle Professionals 2017 Conference [3536]	06/04/2017	10/15/2015	350	1,200	390,000
Battle of the Books, New Mexico					
BOB, Battle of the Books [3256]	04/17/2015	03/05/2015	400	400	130,000
Center for Emergent Diplomacy					
ECOS [3526]	10/07/2016	10/06/2015	400	1,550	503,750
Corporate Information Travel Sdn. Bhd.					
AIG Elite Conference [3574]	05/17/2017	11/10/2015	0	255	82,875
Destinations, Meetings & Incentives Inc.					
National College of Probate Judges (NCPJ) Fall 2017 Conference [3605]	11/06/2017	12/11/2015	100	353	114,725
National College of Probate Judges (NCPJ) Spring 2017 Conference [3604]	04/24/2017	12/11/2015	100	317	103,025
Divafiva International					
"Divafiva" Ladies Night-out Overnight-Out Slumber Party S.P.A. [3414]	09/25/2015	07/15/2015	200	70	22,750
Economic Development / City of Santa Fe					
Model United Nations [3236]	11/02/2015	02/17/2015	500	500	162,500
Family Reunion					
Blackletter - Wolfe Family Reunion [3403]	07/14/2016	07/07/2015	50	60	19,500
Flow Science, Inc.					
2015 International Associates Meeting [3233]	10/12/2015	02/13/2015	50	45	14,625
Fraser & Hoyt Incentives					
Fraser & Hoyt Incentives [3595]	02/12/2017	12/03/2015	300	600	195,000
Genoveva Chavez Community Center					
Cactus Cup [3435]	07/07/2016	07/30/2015	60	100	32,500
Go West Summit					
Go West Summit 2017 [3431]	02/19/2017	07/29/2015	500	1,260	409,500
Greater Gallup Economic Development Corporation					
GGEDC Economic Roundtable [3554]	01/28/2016	10/27/2015	100	20	6,500
Harley Owners Group (HOG)					
2016 Open Road West [3412]	09/07/2016	07/13/2015	750	840	273,000
Heartland Financial					
Heartland Retail Conference [3217]	04/20/2015	02/03/2015	0	75	24,375
HelmsBriscoe - Central					
Siblings Reunion [3184]	08/06/2015	01/13/2015	22	46	1,430
Holy Trinity Orthodox Church					
Parish Life Convention [3520]	06/06/2018	10/02/2015	400	350	113,750
Hope Lutheran Church					
Couple's Retreat [3208]	07/17/2015	01/26/2015	40	40	13,000
Independent Petroleum Association of New Mexico					
Annual Meeting 2016 [3476]	08/02/2016	09/01/2015	150	199	64,675
Institute of Electrical and Electronics Engineers					
IEEE LTSW 2016 [3239]	02/07/2016	02/17/2015	0	180	58,500
International Federation of Automatic Control					
Networked & Autonomous Air & Space Systems (NAASS) 2018 Workshop [3505]	06/12/2018	09/24/2015	100	210	68,250
Kairos Productions					
Bringing the Overview Effect Down to Earth [3452]	12/04/2015	08/14/2015	20	45	14,625
Kesselman-Jones Inc					
International Society for Aerosols in Medicine Congress 2017 [3383]	06/02/2017	06/23/2015	350	950	308,750
Krell Institute					
Board Meeting [3235]	03/02/2016	02/17/2015	0	32	10,400
Land Trust Alliance					
Land Trust Alliance Annual Meeting [3211]	04/28/2015	01/28/2015	50	100	32,500
Las Cumbres Community Services					
Grandparents Raising Grandchildren Program [3275]	10/15/2015	05/04/2015	350	200	3,500
Los Alamos National Laboratory					
Addressing Common Challenges [3501]	06/20/2016	09/17/2015	60	150	48,750
Data Science and Optimal Learning for Material Discovery and Design [3568]	05/15/2016	11/06/2015	80	120	39,000
Electronic Structure Approaches and Applications to Quantum Matter [3253]	05/17/2015	03/05/2015	70	175	56,875
Emergent Paradigms in Nonlinear Complexity [3274]	06/07/2015	03/24/2015	50	120	0
Grand Challenges in Geological Fluid Mechanics [3276]	09/01/2015	03/24/2015	85	200	65,000

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
Immunology 2016 [3513]	09/22/2016	09/30/2015	60	120	39,000
INFO 2015 [3238]	07/12/2015	02/17/2015	40	150	46,750
International Free Electron Laser Conference [2999]	08/20/2017	07/27/2015	0	0	0
International Free Electron Laser Conference [2999]	08/20/2017	07/27/2015	500	1,300	422,500
NHMEI Users Committee Meeting [3466]	10/27/2015	08/20/2015	100	255	82,875
Physics and Astrophysics of Multi-Messenger Sources [3603]	03/13/2016	12/11/2015	30	100	32,500
Physics Informed Machine Learning [3463]	01/18/2016	08/19/2015	100	250	81,250
Santa Fe Jets and Heavy Flavor Workshop [3498]	01/10/2016	09/17/2015	50	105	34,125
SHIELDS [3544]	04/03/2016	10/19/2015	50	150	48,750
Workshop on Inelastic Neutrons Scattering 2016 [3543]	04/12/2016	10/19/2015	40	60	19,500
Lubbock Chamber of Commerce					
Board Retreat [3248]	07/30/2015	02/25/2015	0	-5	-1,625
Board Retreat [3248]	07/30/2015	02/25/2015	25	60	19,500
Melissa G. Reel & 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
National Association of Attorneys General					
NAGTRI Negotiations Skills and Depositions Skills Trainings [3337]	09/16/2015	05/05/2015	0	158	51,350
New Mexico Academy of Nutrition and Dietetics					
NMAND Annual Conference [3427]	04/21/2016	07/27/2015	120	80	26,000
New Mexico Association of Counties					
NMAC 2016 [2294]	01/18/2016	09/15/2014	0	0	0
NMAC 2017 [2837]	01/16/2017	05/12/2014	0	0	0
NMAC 2018 [2838]	01/15/2018	05/12/2014	0	0	0
New Mexico Dental Foundation					
New Mexico Mission of Mercy [3036]	04/06/2016	05/05/2015	1,500	360	117,000
New Mexico Finance Authority					
State Revolving Fund State to State Meeting Region 6 [3428]	09/20/2015	07/27/2015	50	50	16,250
New Mexico Jewish Historical Society					
2016 Fall Jewish Conference [3411]	10/28/2016	07/13/2015	30	60	19,500
New Mexico School Board					
New Mexico School Board Association Annual Meeting [2973]	02/18/2015	08/05/2014	0	-60	0
New Mexico State University					
Foster Parent Program 2016 [3538]	09/08/2016	10/15/2015	400	200	65,000
International Symposium for Personal and Commercial Spaceflight [3424]	10/10/2016	07/22/2015	300	206	66,950
North Plains Electric Cooperative, Inc.					
2016 Strategic Planning Session [3459]	01/17/2016	08/18/2015	60	0	0
2016 Strategic Planning Session [3459]	01/17/2016	08/18/2015	0	60	19,500
Retail Confectioners International					
2016 RCI Fall Regional Conference [3457]	09/18/2016	08/17/2015	120	185	60,125
Retail Data Systems					
Sales Meeting 2016 [3313]	02/02/2016	04/15/2015	0	-60	-19,500
Sales Meeting 2016 [3313]	02/02/2016	04/15/2015	100	280	91,000
Sandia National Laboratory					
3D Printing and Digital Rocks Physics [3314]	08/03/2015	04/15/2015	50	25	8,125
Sandia Labs Shale Science Conference Workshop [3213]	06/08/2015	01/29/2015	0	0	0
Sandia Labs Shale Science Conference Workshop [3213]	05/12/2015	01/29/2015	50	45	14,625
Santa Fe Bridge Club					
Santa Fe Bridge Club [3335]	04/30/2017	05/01/2015	800	500	162,500
Santa Fe Public Schools					
Choir Overnight Camp [3461]	10/02/2015	08/19/2015	62	17	5,525
Santa Fe Wine & Chile					
2015 Santa Fe Wine & Chile Fiesta [3118]	09/23/2015	05/05/2015	1,500	1,500	487,500
Shores Destinations					
National Park Service [3413]	09/20/2015	07/14/2015	25	106	34,450
Society of American Travel Writers					
2016 SATW Western Chapter Meeting [3386]	04/03/2016	06/24/2015	50	150	29,850
Southwest Airlines					
Claims Review Meeting [3228]	04/13/2015	02/12/2015	15	45	14,625
Texas Society of Architects					
Past President Parley/Palaver/Soiree/Shindig [3455]	09/23/2016	08/17/2015	25	50	16,250
The Club at Las Campanas					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
USGA Ladies Golf Event [3617]	09/16/2017	12/23/2015	0	0	0
USGA Ladies Golf Event [3617]	09/16/2017	12/23/2015	1,000	841	273,325
Tourism Santa Fe CVB/City of Santa Fe					
Mayor's Conference on Entrepreneurship [3480]	10/09/2015	09/01/2015	10	20	0
True Blue, Inc.					
Wild West Regional Sales Meeting [3533]	11/29/2015	10/13/2015	22	72	23,400
United States Martial Arts Hall of Fame					
The United States Martial Arts Hall of Fame - Annual Conference [3387]	06/21/2016	06/24/2015	150	285	92,625
University of New Mexico UNM					
Consortium for Materials Properties Research in Earth Sciences - COMPRES [3347]	07/09/2017	05/13/2015	0	75	24,375
Consortium for Materials Properties Research in Earth Sciences - COMPRES [3347]	07/09/2017	05/13/2015	150	375	121,875
National Association of College & University Food Services (NACUES) [3432]	03/12/2017	07/29/2015	600	1,350	438,750
The 14th ISDCI Congress [3377]	06/17/2018	06/18/2015	400	1,325	430,625
Wedding					
Lanell & Burk Wedding [3439]	05/20/2016	08/03/2015	100	50	16,250
Turner Legueri Wedding [3325]	09/10/2015	04/27/2015	120	115	7,800
Western Association of Veterans Education Specialists (WAVES)					
Western Association of Veterans Education Specialists Annual Conference [3229]	07/22/2016	02/10/2015	0	2,476	804,700
Western Medicaid Pharmacy Administrators Association (WMPAA)					
WMPAA 2016 [3545]	09/21/2016	10/19/2015	175	480	156,000
Total for Manager			15,374	25,948	8,283,605
	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Joellyn Baca (39)					
Administrative Office of the US Courts					
Criminal Justice Act Program - Public Hearing [3416]	11/15/2015	07/15/2015	100	24	7,800
American Association for Clinical Chemistry					
May 2016 BOD Meeting [3395]	05/16/2016	06/30/2015	22	79	25,675
American Public Transportation Association					
2016 Legal Affairs Seminar [3415]	02/19/2016	07/15/2015	125	210	68,250
Anita Kay Archer					
Bank of Jackson Touring Group [3516]	09/28/2016	10/01/2015	30	60	11,940
Anthony J. Jannetti, Inc.					
AMSN Winter Board Meeting [3506]	02/10/2016	09/28/2015	10	44	14,300
Appelrouth Family Reunion					
Family Reunion [3481]	08/04/2017	09/01/2015	50	56	18,200
Association of American Medical Colleges					
2016 APPD Fall Roundtable [3425]	09/14/2016	07/22/2015	40	85	27,625
Council of Deans Spring Meeting 2017 [3342]	03/23/2017	05/08/2015	0	0	0
Council of Deans Spring Meeting 2017 [3342]	03/23/2017	05/08/2015	135	407	132,275
Association of Structural Pest Control Regulatory Officials					
ASPCRO Annual Meeting [2605]	08/26/2016	11/03/2013	0	0	0
Booz Allen Hamilton					
U.S. Dept. of Energy - ARPA-E ALPHA Program Kickoff [3396]	10/13/2015	06/30/2015	60	135	43,875
Chief Officers of State Library Agencies					
CE Forum [3540]	08/29/2016	10/16/2015	50	150	48,750
Continuing Education Company					
TBD - Continuing Education Course [3625]	03/23/2017	12/30/2015	125	255	82,875
CSR, Incorporated					
Topical Working Group Meeting State School Safety Issues [3583]	02/08/2016	11/19/2015	70	136	44,200
Engineering Conferences International (ECI)					
ECI CO2 Summit (16AV) [3293]	04/10/2016	04/06/2015	90	265	86,125
ECI NSC (Non-Stoichiometric Compounds) [3292]	09/04/2016	04/06/2015	90	340	110,500
Excellence in Meetings & Incentives					
TBD - Excellence in Meetings & Incentives [3471]	01/21/2016	08/25/2015	100	444	144,300
F + W Trade Show and Events					
Bead Fest 2017 [3369]	03/22/2017	06/08/2015	2,000	370	20,000
Garcia Street Club					
Garcia Street Club 70th Anniversary Celebration & Christmas Concert [3443]	12/02/2015	08/06/2015	150	0	3,750
Garcia Street Club 70th Anniversary Celebration & Christmas Concert [3443]	12/02/2015	08/06/2015	0	0	0
Goodwin Procter LLP					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
PREI Law Conference [3590]	02/24/2016	11/30/2015	85	184	59,800
Grassroots Outdoor Alliance					
Board Retreat [3612]	03/07/2016	12/21/2015	17	12	3,900
Intelligence Advance Research Projects Activity (IARPA)					
IARPA Logo Kickoff Meeting [3593]	02/22/2016	12/01/2015	100	90	29,250
John Hopkins University School of Medicine					
14th Annual Update in Pulmonary, Critical Care and Sleep Medicine [3582]	08/03/2016	11/19/2015	60	240	78,000
National Association of Government Defined Contribution Administrators					
NAGDCA Board Meeting [3585]	06/02/2016	11/20/2015	12	30	9,750
National Association of State Procurement Officials					
2016 NASPO ValuePoint Midyear Meeting [3584]	06/05/2016	11/24/2015	60	270	87,750
National Automatic Sprinkler Industry					
2016 Seminar/Trustees Meeting [3561]	10/08/2016	11/02/2015	89	341	110,825
National Council of State Boards of Examiners for Speech-Language Pathology and Audiology					
29th Annual NCSB 2016 Conference [3479]	10/12/2016	09/01/2015	60	125	40,625
National District Attorneys Association					
Training on Forensic Evidence [3624]	12/04/2016	12/30/2015	75	350	113,750
National Rural Electric Cooperative Association					
NRECA 2018 CONNECT Conference [3362]	05/12/2018	05/29/2015	700	2,090	679,250
Offering Envelope Association					
Offering Envelope Association [3399]	05/03/2016	07/01/2015	18	30	9,750
Physician Insurers Association of America					
2016 PIAA Corporate Counsel Workshop [3366]	10/19/2016	05/29/2015	40	86	27,950
Southwest Regional Health Equality Council					
Regional VLARPS for the RHEC [3559]	12/15/2015	11/02/2015	32	68	22,100
State Education Editors					
Annual Joint Meeting [3382]	06/05/2016	06/22/2015	100	280	91,000
StrategicHealthSolutions, LLC					
Annual Division Director/Program Management Meeting [3460]	11/18/2015	08/18/2015	20	60	19,500
The Arc of New Mexico					
2016 Disability Rights Awareness Day [3525]	01/24/2016	10/06/2015	200	125	40,625
The Group Travel Family					
AgriTourism World Summit/Boomers In Groups Conference [3436]	11/01/2017	07/30/2015	180	368	119,600
Going on Faith Conference [3437]	08/25/2019	07/30/2015	300	407	132,275
The National Association of College & University Food Services (NACUFS)					
Board Meeting [3474]	04/17/2016	08/26/2015	25	90	29,250
Walker Information, Inc.					
Walker's 2017 B-to-B CX Summit [3531]	04/21/2017	10/08/2015	200	460	149,500
WORLD.COM Public Relations Group					
WORLD.COM's America's Meeting [3541]	09/24/2016	10/19/2015	100	226	73,450
Total for Manager			5,720	8,992	2,818,340

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Kim Harmon (53)					
American Bar Association					
2017 RPTF Fall Leadership Meeting [3245]	10/04/2017	02/24/2015	200	573	186,225
ABA Journal's September Board of Editors Meeting [3186]	09/27/2015	01/13/2015	0	0	0
ABA Journal's September Board of Editors Meeting [3186]	09/24/2015	01/13/2015	25	60	19,500
Standing Committee on Pro Bono and Public Service - Summer Committee Meeting [3622]	07/07/2016	12/29/2015	16	34	11,050
Tort Trial & Insurance Practice Section - FSIC Spring Meeting [3483]	05/15/2018	09/03/2015	225	404	131,300
American Institute of Medical Education					
Creativity and Madness 2016 [2990]	07/31/2016	10/16/2015	500	1,075	349,375
American Massage Therapy Association (AMTA)					
AMTA June 2016 Board of Directors Meeting [3320]	06/08/2016	04/22/2015	50	150	48,750
American Society of Plant Biologists (ASPB)					
5th Pan American Plants and Bioenergy Conference [3318]	08/03/2016	04/20/2015	0	20	6,500
5th Pan American Plants and Bioenergy Conference [3318]	08/03/2016	04/20/2015	0	285	92,625
5th Pan American Plants and Bioenergy Conference [3318]	08/03/2016	04/20/2015	100	0	0
5th Pan American Plants and Bioenergy Conference [3318]	08/03/2016	04/20/2015	200	247	80,275
American Society of Plastic Surgeons					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
ASPS Symposium 2015 [2544]	08/25/2015	04/23/2015	400	775	251,875
ASPS Symposium 2016 [2511]	08/23/2016	09/02/2015	400	775	251,875
Antoinette M. Armijo					
Armijo Wedding Reception [3484]	07/30/2016	09/04/2015	0	0	0
Association of Tourist Railroads & Railway Museums					
ATRRM Annual Conference 2018 [3597]	11/07/2018	12/03/2015	200	600	195,000
Attorneys' Title Guaranty Fund, Inc. (ATGF)					
Fall Board of Directors 2016 [3422]	09/21/2016	07/21/2015	40	51	16,575
BMW Car Club of America					
BMWCCA Oktoberfest Annual Convention 2019 [3472]	09/13/2019	08/25/2015	600	1,380	448,500
CEDAR-Coupling, Energetics and Dynamics of Atmospheric R					
CEDAR-GEM Joint Workshop 2016 [3017]	06/19/2016	08/21/2014	0	107	34,775
Colorado Defense Lawyers Association					
CDLA Annual Convention 2017 [3519]	07/26/2017	10/02/2015	250	500	162,500
Continuing Legal Education (CLE) International					
CLE 24th Annual New Mexico Water Law Conference [3486]	09/14/2016	09/08/2015	100	30	9,750
D Wave Systems					
D Wave Systems Sales Meeting [3353]	08/03/2015	05/15/2015	13	39	12,675
Friends of SaddleBrooke Libraries					
Santa Fe Tour 2016 [3343]	04/03/2016	05/08/2015	50	108	21,492
Haiku North America					
Haiku North America 2017 [3532]	09/13/2017	10/09/2015	150	400	130,000
Health Agencies of the West, Inc.					
The Competitive Edge - Lawyer's Risk Management Seminar [3478]	11/10/2015	09/01/2015	100	1	1,000
Historical Novel Society (HNS)					
Historical Novel Society (HNS) Conference 2017 [3316]	10/26/2017	04/16/2015	0	0	0
Historical Novel Society (HNS) Conference 2017 [3316]	06/29/2017	04/16/2015	600	1,275	414,375
IBM Corporation					
ASAP University 2016 [3179]	04/15/2016	01/06/2015	0	0	0
ASAP University 2016 [3179]	04/15/2016	01/06/2015	110	540	175,500
Interstate Technology & Regulatory Council (ITRC)					
ITRC Annual Kick Off Meeting 2016 [3242]	02/01/2016	02/19/2015	25	70	22,750
Keystone Symposia					
Keystone R5 and R6 April 2017 [3528]	04/02/2017	10/16/2015	550	1,800	585,000
LISI					
Leading Producers 2016 [3401]	05/09/2016	07/07/2015	50	104	33,800
Molecular Biology Consortium					
BLAST (Bacterial Locomotion and Signal Transduction) [3548]	01/15/2017	10/21/2015	150	550	178,750
Motor Maids					
Motor Maids Conference 2016 [3190]	07/02/2016	01/15/2015	300	695	225,875
National Atmospheric Deposition Program					
NADP Fall Meeting and Symposium 2016 [3291]	10/23/2016	04/02/2015	150	465	151,125
National Audubon Society					
National Audubon Society Convention 2017 [3267]	07/12/2017	03/16/2015	500	1,055	342,875
National Council on Problem Gambling (NCPG)					
31st National Conference on Problem Gambling [3477]	06/05/2017	09/01/2015	500	1,205	391,625
National Livestock Producers Association					
NLPA 2016 Board Meeting [3596]	08/03/2016	12/03/2015	50	68	22,100
National Onion Association					
National Onion Association Annual Conference 2017 [3402]	11/26/2017	07/07/2015	175	400	130,000
National Scholarship Providers Association (NSPA)					
NSPA Annual Conference 2016 [3393]	10/08/2016	06/26/2015	425	705	229,125
New Mexico Broadband Conference					
NM Broadband Conference [3580]	08/07/2016	11/17/2015	200	250	81,250
Open Advisors					
President's Club 2016 [3340]	03/03/2016	05/07/2015	90	150	48,750
Premier Rail Collection					
Pullman Rail Journeys Santa Fe [3327]	10/02/2015	04/28/2015	20	20	3,980
Rocky Mountain Mineral Law Foundation					
RMMI Oil and Gas Agreements [3286]	05/10/2016	03/30/2015	200	380	123,500
Scentsy					
Scentsy Santa Fe 2016 [3535]	02/05/2016	10/14/2015	250	10	3,250

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
Service Employees International Union					
SETU BOLD-Rockwood Leadership [3608]	12/04/2016	12/15/2015	60	291	94,575
Seven & I Holdings Co., Ltd.					
Seven & Holdings BI Annual Meeting [3591]	07/03/2017	11/30/2015	70	497	161,525
Sigma Nu					
Sigma Nu 50th Reunion [3523]	09/08/2016	10/05/2015	75	60	19,500
Simplified Technology Company					
2015 GE 7FA Users Group Annual Conference [2995]	11/09/2015	08/13/2014	0	98	31,850
Wartsila Reciprocating Engine (WRE) Users Group Annual Conference 2015 [3330]	11/15/2015	04/29/2015	0	87	28,275
Southwest Chemistry Workshop 2017					
Southwest Chemistry Workshop 2017 [3421]	06/19/2017	07/17/2015	200	225	73,125
Star Americas Software Solutions LLC					
Spring Conference 2016 [3257]	02/21/2016	03/06/2015	50	100	32,500
Steel Founders Society of America (SFGSA)					
Fall Leadership Meeting 2016 [3336]	09/09/2016	05/04/2015	100	155	50,375
Surveillance Systems Integration (SSI)					
SSI Tech Show [3215]	08/05/2015	01/30/2015	0	10	0
The Linux Foundation					
Linux Plumbers Conference & Linux Kernel Summit 2016 [3418]	10/28/2016	07/15/2015	0	-437	-142,025
Linux Plumbers Conference & Linux Kernel Summit 2016 [3418]	10/28/2016	07/15/2015	0	0	0
Linux Plumbers Conference & Linux Kernel Summit 2016 [3418]	10/14/2016	07/15/2015	400	1,530	497,250
The Meteoritical Society					
Meteoritical Society Annual Conference 2017 [3079]	07/22/2017	02/19/2015	600	3,600	1,170,000
The Standard					
The Standard - Annual Service Conference [3323]	03/14/2016	04/23/2015	65	195	63,375
The Wells Group of Durango, Inc.					
The Wells Group of Durango, Inc. Broker Retreat [3206]	10/23/2015	01/26/2015	80	60	26,000
Tourism Santa Fe CVB/City of Santa Fe					
FAM Welcome Reception [3332]	06/23/2015	05/01/2015	50	0	0
Virginia Tech Continuing Professional Education					
CEGAR - GEM Joint Workshop 2016 - GEM Room Request [3376]	06/18/2016	06/15/2015	600	677	220,025
Wilderness & Travel Medicine					
Wilderness & Travel Medicine 2016 [3091]	05/30/2016	05/22/2015	500	907	294,775
Women Writing the West					
Women Writing the West Conference 2016 [3288]	10/13/2016	03/31/2015	120	180	58,500
Total for Manager			10,934	25,611	8,304,872
Melanie Moore (31)					
Arts Commission / City of Santa Fe					
Arts Commission/ Workshop for RFQs [3177]	01/29/2015	01/06/2015	40	0	0
NAMP Workshop [3598]	04/04/2016	12/07/2015	50	0	0
Sister Cities Meetings [3589]	12/15/2015	11/25/2015	13	0	0
City Attorney's Office / City of Santa Fe					
Attorney Meeting [3268]	03/18/2015	03/17/2015	12	0	0
City of Santa Fe					
Matt Ross [3417]	08/12/2015	07/15/2015	100	0	0
Economic Development / City of Santa Fe					
Santa Fe Export Seminar - Workshop to Mexico [3225]	04/22/2015	03/02/2015	20	0	0
Fire Department / City of Santa Fe					
Fire Dept/Mitigation Awards Review [3572]	12/01/2015	11/10/2015	12	0	0
SFPD Cadet Graduation - Class 30 [3408]	09/10/2015	07/09/2015	150	0	0
Hilton of Santa Fe					
LANI-IJGGP Luncheon [3333]	06/02/2015	05/01/2015	16	0	400
Human Resources / City of Santa Fe					
RFP Interviews [3255]	03/12/2015	03/05/2015	20	0	0
Land Use Department / City of Santa Fe					
H Board Meeting - 10/13/2015 [3170]	10/13/2015	03/02/2015	30	0	0
H Board Meeting - 11/10/2015 [3171]	11/10/2015	03/02/2015	30	0	0
H Board Meeting - 5/26/2015 [3167]	05/26/2015	03/02/2015	30	0	0
H Board Meeting - 9/22/2015 [3169]	09/22/2015	03/02/2015	30	0	0

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
H Board Meeting - 9/8/2015 [3168]	09/08/2015	03/02/2015	30	0	0
Mayor's Office / City of Santa Fe					
City Council Meeting - JULY 22 [3388]	07/22/2015	06/26/2015	500	0	0
Mayor's Strategy Meeting with LANL [3254]	05/05/2015	03/05/2015	16	0	0
Public Works / City of Santa Fe					
ENN E. Alameda Improvements pt. 1.5 [3296]	04/30/2015	04/08/2015	100	0	0
Santa Fe Fashion Week					
Santa Fe Fashion Week 2015 [3144]	10/16/2015	03/02/2015	400	0	10,000
Southwest Association of Indian Arts					
SWAIA 94th Summer Indian Market Preview 2015 [794]	08/21/2015	03/02/2015	2,000	0	0
SWAIA 95th Summer Indian Market Preview 2016 [1559]	08/19/2016	03/02/2015	2,000	0	20,000
SWAIA Winter Indian Market 2015 [806]	11/25/2015	03/02/2015	2,000	0	130,000
SWAIA Winter Indian Market 2016 [1483]	11/23/2016	03/02/2015	2,000	0	130,000
The Cancer Foundation For New Mexico					
11th Annual Sweetheart Auction [3005]	02/05/2016	08/19/2014	0	0	0
11th Annual Sweetheart Auction [3005]	02/26/2016	08/19/2014	0	0	0
11th Annual Sweetheart Auction [3005]	02/26/2016	08/19/2014	0	0	0
Tourism Santa Fe CVB/City of Santa Fe					
OTAB Meeting (Special) [3269]	04/01/2015	03/17/2015	18	0	0
Randy's Meeting [3279]	04/07/2015	03/27/2015	30	0	0
Short Term Rental Meeting [3601]	01/07/2016	12/10/2015	90	0	0
Transportation / City of Santa Fe					
ADA Sensitivity & Passenger Suspension Policies [3013]	05/14/2015	03/02/2015	45	0	0
Transit Supervisors for Rural Agencies [3458]	01/07/2016	08/18/2015	45	0	0
Transportation / Attorney Meeting [3324]	04/27/2015	04/24/2015	6	0	0
Whitehawk					
2017 Whitehawk Show [2476]	08/07/2017	03/02/2015	3,000	0	75,000
Total for Manager			12,833	0	365,400
Randy Randall (2)					
Great Race					
Great Race [3240]	06/23/2015	02/18/2015	400	0	26,000
Great Race - Backup Plan [3251]	06/23/2015	03/04/2015	400	0	26,000
Total for Manager			800	0	52,000
Rosalina Graca (149)					
Academy At Larragoite					
Academy At Larragoite Graduation 2016 [3522]	05/17/2016	10/05/2015	0	0	0
Academy At Larragoite Graduation 2016 [3522]	05/20/2016	10/05/2015	700	0	17,500
Academy For Technology and the Classics					
ATC Graduation 2016 [3405]	05/23/2016	07/10/2015	0	0	0
ATC Graduation 2016 [3405]	05/20/2016	07/10/2015	800	0	0
ATC Prom 2016 [3507]	05/14/2016	09/24/2015	150	0	3,750
Academy for the Love of Learning					
Academy for the Love of Learning [3400]	07/08/2015	07/02/2015	25	0	250
For the Love of Learning [3285]	10/17/2015	03/30/2015	0	0	0
Adam Araiza					
Araiza Wedding Anniversary [3482]	01/28/2017	09/02/2015	200	0	5,000
Alicia Montoya					
Wedding Reception Alicia & Mike Montoya [3394]	05/21/2016	06/29/2015	250	0	6,250
Wedding Reception Alicia & Mike Montoya [3394]	05/21/2016	06/29/2015	0	0	0
Amanda Lopez					
Lopez Graduation [2898]	07/25/2015	06/10/2014	0	0	0
Amanda Maes & Jon Cordova					
Maes & Cordova Wedding Reception [3398]	07/02/2016	07/01/2015	450	0	11,250
Association of Commerce and Industry					
Association of Commerce & Industry Breakfast 2015 [2895]	02/03/2015	01/09/2015	100	0	2,500

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
Association of Commerce & Industry Breakfast 2016 [3364]	01/26/2016	05/28/2015	120	0	3,000
Big Brothers Big Sisters Mountain Region					
Big Brothers Big Sisters Staff Meeting [3266]	03/27/2015	03/16/2015	30	0	0
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	500	0	0
Cardenas Marketing Network, Inc					
Juan Gabriel Concert [3358]	12/08/2015	05/20/2015	0	0	0
Care Net Pregnancy Center of Santa Fe					
Care Net Annual Fundraiser Banquet [3270]	03/01/2016	03/23/2015	500	0	32,500
Carmela Aldels					
Aldels Retirement Reception [3205]	03/07/2015	01/26/2015	0	0	0
Celine Gonzales					
Gonzales Reception [3295]	03/27/2015	04/07/2015	350	0	8,750
CENTER					
Photographic Exposition [3272]	06/12/2015	03/19/2015	500	0	12,500
Cherry Pie Social					
Cherry Pie Social Workshop [3315]	06/05/2015	04/16/2015	100	0	0
Chris Lopez					
Lopez Wedding Reception [3564]	10/15/2016	11/03/2015	0	0	0
Chris Rivera					
Rivera Graduation Party [3287]	05/23/2015	03/30/2015	0	0	0
Christus St Vincent Regional Medical Center					
Christus [3181]	01/15/2015	01/08/2015	1,200	0	78,000
City Attorney's Office / City of Santa Fe					
City Attorney's Vehicle Forfeiture Conference [3375]	09/02/2015	06/11/2015	130	0	0
Contemporary Hispanic Market					
Contemporary Hispanic Market Preview 2015 [2992]	07/24/2015	06/05/2015	800	0	52,000
Contemporary Hispanic Market Preview 2016 [2993]	07/28/2016	08/12/2014	0	0	0
Contemporary Hispanic Market Preview 2018 [3578]	07/26/2018	11/12/2015	800	0	52,000
Cumbre Court Reporting					
Cumbre Court Reporting Deposition [3356]	06/03/2015	05/19/2015	0	0	0
Danette V. Trujillo					
Trujillo Graduation Party [3346]	06/18/2016	05/12/2015	300	0	7,500
David Suazo					
Pacheco & Suazo Reception [3587]	12/10/2016	11/24/2015	300	0	7,500
Democratic Party of New Mexico					
Democratic Party of New Mexico [3487]	01/22/2016	09/09/2015	500	0	0
Department of Public Safety					
New Mexico State Police Graduation [3260]	05/08/2015	03/10/2015	500	0	0
NM State Police Banquet & Graduation [3304]	12/03/2015	09/15/2015	500	0	0
Diana Sotelo					
Sotelo & Gardea Wedding Reception [3475]	06/25/2016	08/31/2015	0	0	0
Sotelo & Gardea Wedding Reception [3475]	06/25/2016	08/31/2015	300	0	7,500
Donna Ruddy					
Ruddy & Franco Wedding Reception [3249]	10/03/2015	02/25/2015	300	0	7,500
Doris Rivera					
Trujillo & Flores Wedding Reception [3278]	10/24/2015	03/26/2015	400	0	10,000
Employee Benefit Committee / City of Santa Fe					
City of Santa Fe Holiday Party 2015 [2625]	12/11/2015	11/13/2013	0	30	0
First Presbyterian Church					
First Presbyterian Church [3352]	01/14/2017	05/19/2015	0	0	0
Florence Sena					
Sena Graduation [2894]	06/13/2015	06/10/2014	150	0	9,750
Fraemar Brieto					
Brieto Quincinera [3571]	07/01/2017	11/09/2015	350	0	8,750
Georgia O'Keefe Museum					
Panel Discussion [3246]	07/17/2015	05/21/2015	30	0	300
Gisselle Ortega					
Ortega Quincinera [3372]	03/05/2016	06/09/2015	350	0	8,750
Greater Gallup Economic Development Corporation					
GGEDC Economic Roundtable [3494]	01/29/2016	09/17/2015	50	0	0
Guadalupe Sanchez					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
Sanchez Quincinera [3495]	07/30/2016	09/17/2015	300	0	7,500
Heritage Productions					
Santa Fe Foodie Classic [3407]	01/16/2016	07/10/2015	300	0	7,500
Santa Fe Foodie Classic [3407]	01/16/2016	07/10/2015	0	0	0
High Desert Broadcasting Communications					
Home Show [3493]	10/22/2016	09/16/2015	0	0	0
Home Show [3493]	10/21/2016	09/16/2015	2,000	0	50,000
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
Noopica Compassus					
Memorial Services [3551]	05/07/2016	10/22/2015	0	0	0
Hotel Santa Fe					
Christus St. Vincent [3183]	01/15/2015	01/09/2015	150	0	3,750
Housing & Community Development / City of Santa Fe					
18th Community Summit [3450]	11/18/2015	09/16/2015	300	0	0
Idalia Granillo					
Granillo Quincenera [3499]	06/03/2016	09/17/2015	0	0	0
Granillo Quincenera [3499]	06/03/2016	09/17/2015	0	0	0
Idalia Granillo					
Granillo Quincinera [3500]	07/01/2016	09/17/2015	300	0	7,500
Javier Fernandez					
Fernandez Graduation Party [3444]	06/03/2016	08/20/2015	100	0	2,500
Jennie Montoya					
Montoya Wedding Reception [3550]	08/27/2016	10/22/2015	0	0	0
Montoya Wedding Reception [3550]	09/17/2016	10/22/2015	200	0	5,000
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
Judicial Conference					
Judicial conference Meet & Greet [2848]	05/18/2015	05/19/2014	200	0	5,000
Justin Lee Law Firm					
Mediation [3374]	06/15/2015	06/11/2015	0	0	0
Karen Padilla					
Padilla Wedding Reception [3142]	09/05/2015	03/19/2015	0	0	0
Kitchen Angels					
Kitchen Angels Collectable Box Auction 2015 [2871]	10/02/2015	05/30/2014	350	0	8,750
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
La Sociedad Folklorica de Nuevo Mexico					
Balle de los Cascarones 2018 [3230]	04/27/2019	02/11/2015	400	0	0
Local 1199 Health Care Workers of the World					
Holiday Party Local 1199 [3547]	12/12/2015	10/21/2015	0	0	0
M & J Boutique					
Wedding Reception Tania & Jose Tania Tavarez [3199]	09/04/2015	01/23/2015	350	0	22,750
Marilyn Fitzgerald					
Fitzgerald Birthday Party [3518]	05/07/2016	10/02/2015	60	0	3,900
Mario Marcial					
Marcial Quincenera [3370]	02/12/2016	06/08/2015	275	0	6,875
Marna & Alex Rivera					
Rivera Wedding Reception [3555]	12/06/2015	10/28/2015	0	0	0
Masters Program					
Masters Program Prom 2016 [3334]	04/23/2016	05/06/2015	150	0	0
Mayor's Office / City of Santa Fe					
Mayor's Ball 2016 [3176]	02/04/2017	11/09/2015	0	0	0
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
Melinda Monquino					
Richelle Vigil Graduation [3492]	06/18/2016	09/15/2015	200	0	13,000
Miriam Cano					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
Cano Quinceanera [3329]	04/30/2016	04/29/2015	300	0	7,500
Molly Fields					
Fields & Martinez Wedding Reception [3069]	04/23/2016	02/17/2015	0	0	0
Fields & Martinez Wedding Reception [3069]	04/16/2016	02/17/2015	0	0	0
Monte del Sol Charter School					
Monte del Sol Graduation 2016 [3378]	05/25/2016	10/23/2015	800	0	20,000
Naomi Martinez					
Martinez Reception [3381]	06/03/2016	06/19/2015	0	0	0
Nelly Burrola					
Burrola Quince [3563]	07/30/2016	11/03/2015	0	0	0
New Mexico Department of Indian Affairs					
American Indian Day Reception [3136]	02/04/2016	11/14/2014	0	0	0
American Indian Day Reception [3136]	02/05/2016	11/14/2014	200	0	13,000
Indian Day at the Round House Banquet [3201]	02/02/2017	01/23/2015	300	0	19,500
New Mexico Farm & Livestock Bureau					
New Mexico Farm & Livestock Bureau 2016 [2634]	01/26/2016	11/20/2013	0	0	0
New Mexico Highlands					
Alumni Event [3562]	12/02/2015	11/02/2015	0	0	0
New Mexico Injury Prevention Coalition					
NM Injury Prevention [3294]	05/20/2015	04/07/2015	0	0	0
New Mexico School for the Arts					
NM School for the Arts Graduation 2015 [2927]	06/01/2015	02/19/2015	600	0	15,000
NM School for the Arts Graduation 2016 [3379]	05/24/2016	10/23/2015	600	0	15,000
Nick Salazar					
Salazar Wedding Reception [3384]	09/26/2015	06/24/2015	150	0	3,750
Noelle Maestas					
Maestas Wedding Reception [3373]	09/26/2015	06/09/2015	300	0	7,500
Northern New Mexico Quilt Guild					
Quilt Guild Show 2016 [3447]	10/06/2016	08/12/2015	500	0	5,000
Pajarito Valley High School					
Pajarito Valley High School Prom 2016 [3464]	04/30/2016	08/20/2015	350	0	22,750
Presbyterian Healthcare Services					
Annual Provider Education Conference [3299]	08/25/2015	04/13/2015	50	0	0
Governor's Prayer Breakfast 2016 [3232]	01/27/2016	07/06/2015	500	0	32,500
Pueblo of Tesuque					
Pueblo of Tesuque 19th Annual Foot Race 2016 [3015]	08/06/2016	08/21/2014	0	0	0
Representative Brian Egoff					
Town Hall Meeting [3247]	02/21/2015	02/25/2015	100	0	1,000
Rivers Family Funerals & Cremations					
Charlie Maxwell Funeral Services [3243]	02/22/2015	02/19/2015	500	0	0
Rosalina Grace Pre-cons					
Nick Salazar [3406]	09/19/2015	07/08/2015	1	0	25
Sandia National Laboratory					
Rattlesnake Handling Training [3361]	06/09/2015	05/27/2015	50	0	500
Santa Fe Animal Shelter & Humane Society					
Barkin' Ball 2016 [3497]	09/23/2016	09/17/2015	450	0	29,250
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
Task Force Meeting on Affordable Housing [3581]	12/08/2016	11/18/2015	250	0	2,500
Santa Fe Chamber of Commerce					
Legislative Reception 2016 [3317]	01/25/2016	05/20/2015	1,000	0	25,000
Santa Fe Community Convention Center					
Back up for New Years Eve Event on Plaza [3556]	12/31/2015	10/28/2015	10	0	0
Santa Fe Community Orchestra					
SF Community Orchestra Concert & Dance Gala 2016 [2854]	02/27/2016	05/22/2014	0	0	0
Santa Fe Desert Corale					
Desert Corale Community Sings [3524]	05/21/2016	10/05/2015	0	0	0
Santa Fe Fiesta, Inc					
2016 Royal Ball [2976]	08/06/2016	10/02/2015	400	0	0
Cahalleos Breakfast [3454]	09/11/2015	08/17/2015	0	0	0
Cahalleos Breakfast [3570]	09/11/2015	11/08/2015	250	0	6,250

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
Elasticita 2016 [906]	09/06/2016	11/08/2015	500	0	0
Gran Baile 2016 [911]	09/10/2016	11/08/2015	800	0	52,000
New Years Eve Party [3521]	12/31/2015	10/02/2015	700	0	45,500
Youth Mariache Workshops 2016 [941]	03/28/2016	11/08/2015	400	0	0
Santa Fe Habitat for Humanity					
Kentucky Durby Day 2016 [3365]	05/07/2016	05/29/2015	350	0	8,750
Santa Fe Institute					
BNet Symposium [3363]	11/05/2015	05/28/2015	120	0	3,000
Santa Fe Japanese Inter-Cultural Network					
Japanese Cultural Festival 12th Annual Santa Fe JIN 2016 [3071]	04/15/2016	04/24/2015	0	0	0
Japanese Cultural Festival 12th Annual Santa Fe JIN 2016 [3071]	04/15/2016	04/24/2015	0	0	0
Japanese Cultural Festival 12th Annual Santa Fe JIN 2016 [3071]	04/08/2016	04/24/2015	2,000	0	0
Santa Fe Preparatory Parents Association					
Dance With the Santa Fe Stars [3503]	04/29/2016	09/22/2015	0	0	0
Dance With the Santa Fe Stars [3503]	04/29/2016	09/22/2015	0	0	0
Dance With the Santa Fe Stars [3503]	04/22/2016	09/22/2015	0	0	0
Santa Fe Preventions Alliance					
Prescription Opioids and the Overdose Epidemic Conference [3569]	05/07/2016	11/08/2015	0	0	0
Santa Fe Public Schools					
Capital High School Prom 2015 [880]	05/01/2015	01/26/2015	400	0	0
Capital High School Prom 2016 [3322]	04/30/2016	04/23/2015	400	0	0
Parent Academy Winter Class Banquet [3212]	02/03/2015	01/29/2015	0	0	0
Santa Fe & Capital High Awards Banquet 2015 [2905]	05/12/2015	04/14/2015	500	0	32,500
Santa Fe High School Robing 2015 [325]	05/18/2015	03/11/2015	300	0	19,500
Santa Fe High School Robing 2016 [2914]	05/16/2016	06/17/2014	0	0	0
Santa Fe Public Schools Volunteer Banquet 2015 [3189]	04/17/2015	01/15/2015	500	0	32,500
State of the School Address [3534]	12/10/2015	10/14/2015	0	0	0
State of the School Address [3534]	12/20/2015	10/14/2015	175	0	0
Santa Fe Wisdom Healing Qigong					
Awaken Vitality [3560]	01/30/2016	11/02/2015	0	0	0
Awaken Vitality [3560]	01/31/2016	11/02/2015	50	0	500
Somos Un Pueblo Unido					
20th Anniversary Banquet [3420]	12/04/2015	07/15/2015	0	0	0
20th Anniversary Banquet [3420]	12/05/2015	07/15/2015	300	0	19,500
Southwest Regional Education Center #10					
SW Regional Education Workshop [3289]	06/01/2015	04/02/2015	0	0	0
SW Regional Education Workshop [3290]	06/25/2015	04/02/2015	0	0	0
Southwestern College					
Annual Transformation & Healing Conference 2016 [3367]	08/27/2016	06/03/2015	500	0	0
Spanish Colonial Arts Society					
2015 Judging and Preview for Spanish Market [571]	07/21/2015	01/21/2015	1,000	0	65,000
St Michaels High School					
St. Mikes High School Prom 2015 [3011]	04/18/2015	03/24/2015	0	0	0
St. Elias The Prophet Greek Orthodox Church					
Greek Festival 2016 [3080]	06/11/2016	07/10/2015	0	0	0
Greek Festival 2016 [3080]	06/11/2016	07/10/2015	0	0	0
Greek Festival 2016 [3080]	06/17/2016	07/10/2015	1,000	0	65,000
Greek Festival 2017 [3081]	06/09/2017	09/01/2015	1,000	0	65,000
Greek Festival 2018 [3082]	06/15/2018	09/01/2015	1,000	0	65,000
St. Elizabeth Shelter					
St Elizabeth Shelter Gala [3175]	10/15/2016	01/05/2015	400	0	26,000
St. Michaels Foundation					
Blue Stampede Fundraiser [3339]	04/30/2016	05/06/2015	300	0	19,500
State of New Mexico					
Children Youth & Family Dept [3210]	02/23/2015	01/27/2015	400	0	0
Stein & Brockmann					
Deposition [3250]	03/11/2015	02/27/2015	20	0	200
The Food Depot					
Souper Bowl 2016 [2715]	01/30/2016	02/20/2015	1,000	0	25,000
Thomas X. Vigil					
Vigil & Wright Wedding Reception [3488]	10/28/2016	09/09/2015	300	0	7,500

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
April Gallegos (9)					
Tierra Encantada Charter School @ Alford					
Tierra Encantada Charter School Graduation 2015 [3209]	05/15/2015	01/27/2015	200	0	0
Tierra Encantada Charter School Graduation 2016 [3344]	05/11/2016	05/11/2015	200	0	0
Tourism Santa Fe CVD/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
Naturalization Swearing-in Ceremony 2016 [3360]	09/02/2016	05/21/2015	500	0	12,500
Valerie Sandoval					
Sandoval Graduation [3319]	06/05/2015	04/21/2015	300	0	7,500
Wendy Katzman Wedding					
Wendy Katzman Wedding [3078]	10/11/2015	01/28/2015	100	0	6,500
WESST					
WESST Santa Fe [2909]	12/05/2015	06/13/2014	0	0	0
WESST Santa Fe [3281]	04/23/2015	03/30/2015	20	0	1,300
William Trujillo					
Anaya and Gallegos Wedding Reception [3409]	07/23/2016	07/10/2015	300	0	19,500
YouthWorks					
Mayors Ball YouthWorks & Boys & Girls Club [3264]	11/14/2015	03/16/2015	550	0	35,750
Total for Manager			44,387	30	1,488,140
Grand Total(372)			92,528	65,741	22,989,357

TOURISM SANTA FE

Prepared On: 01/22/2016
Prepared By: David A. Carr

Leads By User

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

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
Wilkinson School					
Wilkinson School Culture Tour [3546]	04/27/2016	11/04/2015	55	50	16,250
Total for Manager			55	50	16,250
Camilla Handler (7)					
Carnegie Learning					
Math Leadership Summit [3178]	03/18/2015	01/13/2015	85	0	0
Dow AgroSciences					
T&O Kickoff Meeting 2015 [3166]	07/20/2015	04/02/2015	50	180	58,500
National School Boards Association					
NSBA Executive Directors Summer Institute 2015 [2131]	07/31/2015	08/16/2013	0	0	0
Outdoor Power Equipment Institute					
OPEI Annual Meeting 2015 [2126]	06/21/2015	12/31/2012	0	0	0
Plumbing-Heating-Cooling Contractors Association					
Construction Contractors' Alliance Winter Meeting [3113]	02/24/2015	01/12/2015	40	60	19,500
Rug Hooking Organization					
Rug Hooking Workshop [3196]	04/24/2016	03/30/2015	70	175	56,875
Society of International Business Fellows					
SIBF Annual Summit [2555]	10/04/2015	09/26/2013	0	125	40,625
Total for Manager			245	340	175,500
David A. Carr (56)					
AECOM Technology Corporation					
AECOM - HPT Leadership Planning [3218]	03/10/2015	03/03/2015	40	124	40,300
American Educational Research Association (AERA)					
AERA Scholar Retreat [3485]	10/02/2015	09/21/2015	50	184	59,800
American Express Meetings & Incentives					
UnitedHealthcare Medicare & Retirement 2016 Champions Club West [3575]	04/30/2016	11/10/2015	100	213	69,225
American Massage Therapy Association (AMTA)					
American Massage Therapy Association, New Mexico Chapter (AMTA-NM) [3438]	03/18/2016	09/04/2015	100	120	39,000
Battle of the Books, New Mexico					
BOB, Battle of the Books [3256]	04/17/2015	03/31/2015	400	160	52,000
Center for Action and Contemplation					
CAC -The Next 25 [753]	10/28/2012	11/02/2011	0	0	0
Dual Language of New Mexico					
La Cosecha 2016 [2006]	11/08/2016	02/10/2015	2,600	2,800	910,000
Flow Science, Inc.					
2015 International Associates Meeting [3233]	11/10/2015	07/13/2015	50	45	14,625
Harley Owners Group (HOG)					
2016 Open Road West [3412]	09/07/2016	10/30/2015	750	855	277,875
Heartland Financial					
Heartland Retail Conference [3217]	04/20/2015	03/03/2015	0	75	24,375
Independent Petroleum Association of New Mexico					
Annual Meeting 2016 [3476]	08/02/2016	11/30/2015	150	210	68,250
Institute of Electrical and Electronics Engineers					
IEEE LTSW 2016 [3239]	02/07/2016	05/21/2015	0	180	58,500

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
Kairos Productions					
Bringing the Overview Effect Down to Earth [3452]	12/04/2015	09/08/2015	20	45	14,625
Land Trust Alliance					
Land Trust Alliance Annual Meeting [3211]	04/28/2015	04/01/2015	50	100	32,500
Las Cumbres Community Services					
Grandparents Raising Grandchildren Program [3275]	10/15/2015	07/17/2015	350	0	3,500
Los Alamos National Laboratory					
Addressing Common Challenges [3501]	06/20/2016	11/18/2015	60	150	48,750
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
Electronic Structure Approaches and Applications to Quantum Matter [3253]	05/17/2015	03/24/2015	70	175	56,875
Emergent Paradigms in Nonlinear Complexity [3274]	06/07/2015	05/05/2015	50	120	0
Grand Challenges in Geological Fluid Mechanics [3276]	09/01/2015	05/05/2015	85	200	65,000
INFO 2015 [3238]	07/12/2015	03/05/2015	40	150	48,750
NHMF Users Committee Meeting [3466]	10/27/2015	08/31/2015	100	255	82,875
Physics Informed Machine Learning [3463]	01/18/2016	09/09/2015	100	250	81,250
Santa Fe Jets and Heavy Flavor Workshop [3498]	01/10/2016	11/03/2015	50	105	34,125
Sensitivity Analysis of Model Output (SAMO) [3565]	10/30/2016	11/03/2015	100	540	175,500
SHIELDS [3544]	04/03/2016	11/10/2015	50	150	48,750
Workshop on Inelastic Neutrons Scattering 2016 [3543]	04/12/2016	11/10/2015	40	60	19,500
Lubbock Chamber of Commerce					
Board Retreat [3248]	07/30/2015	05/12/2015	25	61	19,825
Melissa G. Rael & Associates					
Boys at Risk: Indicators from Early Childhood [3185]	11/05/2015	01/30/2015	300	210	68,250
Migration 2015					
Migration Conference 2015 [1055]	09/12/2015	02/09/2014	0	0	0
National Association of Attorneys General					
NAGTRI Negotiations Skills and Depositions Skills Trainings [3337]	09/16/2015	06/22/2015	100	0	0
NAGTRI Negotiations Skills and Depositions Skills Trainings [3337]	09/16/2015	06/22/2015	0	158	51,350
National Math Association/Imagine Education					
2015 MidSchool Math National Conference-Stop The Drop [2728]	02/25/2015	10/31/2014	0	291	94,575
MidSchool Math 2016 [3187]	02/16/2016	05/14/2015	500	505	164,125
New Mexico Academy of Nutrition and Dietetics					
NMAND Annual Conference [3427]	04/21/2016	11/03/2015	120	80	26,000
New Mexico Association of Counties					
NMAC 2016 [2294]	01/18/2016	08/31/2015	900	1,070	347,750
New Mexico Consortium					
20 Years of Quantum Dots at Los Alamos [2901]	04/12/2015	02/04/2015	170	430	139,750
New Mexico Dental Foundation					
New Mexico Mission of Mercy [3036]	04/06/2016	05/29/2015	0	50	16,250
New Mexico Mission of Mercy [3036]	04/06/2016	05/29/2015	1,500	275	89,375
New Mexico Finance Authority					
State Revolving Fund State to State Meeting Region 6 [3428]	09/20/2015	08/27/2015	50	50	16,250
New Mexico Hospitality Association					
2015 Governor's Conference on Tourism [2755]	04/27/2015	02/06/2015	-103	0	0
2015 Governor's Conference on Tourism [2755]	04/27/2015	02/06/2015	353	550	178,750
New Mexico Jewish Historical Society					
2016 Fall Conference [3411]	10/28/2016	09/21/2015	30	30	9,750
New Mexico School Board					
New Mexico School Board Association Annual Meeting [2973]	02/18/2015	02/04/2015	350	260	0
North American Society for the Sociology of Sport					
NASSS Conference 2015 [2087]	11/02/2015	03/28/2013	0	0	0
Sandia National Laboratory					
3D Printing and Digital Rocks Physics [3314]	08/03/2015	08/03/2015	50	25	8,125
Sandia Labs Shale Science Conference Workshop [3213]	06/08/2015	04/16/2015	50	120	39,000
Santa Fe Public Schools					
Choir Overnight Camp [3461]	10/02/2015	09/14/2015	62	17	5,525
Santa Fe Wine & Chile					
2015 Santa Fe Wine & Chile Fiesta [3118]	09/23/2015	07/17/2015	1,500	0	0
Shores Destinations					
National Park Service [3413]	09/20/2015	07/28/2015	25	105	34,125
Society for Applied Anthropology					

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
77th Annual Meeting [2965]	03/13/2017	11/30/2015	1,400	1,943	631,475
Southwest Airlines					
Claims Review Meeting [3228]	04/13/2015	03/19/2015	15	45	14,625
Texas Society of Architects					
Past President Parley/Palaver/Soiree/Shindig [3455]	10/12/2016	09/14/2015	25	100	32,500
Tourism Santa Fe CVB/City of Santa Fe					
DOS Meeting [3423]	07/22/2015	07/22/2015	22	0	0
Mayor's Conference on Entrepreneurship [3480]	10/09/2015	09/14/2015	10	20	0
True Blue, Inc.					
Wild West Regional Sales Meeting [3533]	11/29/2015	11/03/2015	22	63	20,475
University of New Mexico UNM					
American Quaternary Association 2016 Biannual Meeting [3025]	06/23/2016	03/19/2015	0	-225	-73,125
American Quaternary Association 2016 Biannual Meeting [3025]	06/23/2016	03/19/2015	250	225	73,125
Wedding					
Turner Legueri Wedding [3325]	09/10/2015	08/03/2015	120	60	7,800
Total for Manager			13,286	13,979	4,484,975

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Joellyn Saca (11)					
American Public Transportation Association					
2016 Legal Affairs Seminar [3415]	02/19/2016	08/25/2015	125	240	78,000
Booz Allen Hamilton					
U.S. Dept. of Energy - ARPA-E ALPHA Program Kickoff [3396]	10/13/2015	07/21/2015	60	135	43,875
Engineering Conferences International (ECI)					
ECI NSC (Non-Stoichiometric Compounds) [3292]	09/04/2016	10/26/2015	90	340	110,500
Garcia Street Club					
Garcia Street Club 70th Anniversary Celebration & Christmas Concert [3443]	12/02/2015	10/05/2015	150	0	3,750
National Council of State Boards of Examiners for Speech-Language Pathology and Audiology					
29th Annual NCSB 2016 Conference [3479]	10/12/2016	11/13/2015	60	129	41,925
NCSB 2016 Board Meeting [3579]	03/04/2016	11/13/2015	10	20	6,500
Phenom Jet Association					
PHENOMENAL 2016 [3530]	05/17/2016	12/30/2015	200	595	193,375
Physician Insurers Association of America					
2016 PIAA Corporate Counsel Workshop [3366]	10/19/2016	06/22/2015	40	86	27,950
Southwest Regional Health Equality Council					
Regional VL ARPS for the RHEC [3559]	12/15/2015	11/30/2015	32	68	22,100
The Arc of New Mexico					
2016 Disability Rights Awareness Day [3525]	01/24/2016	11/05/2015	200	125	40,625
The National Association of College & University Food Services (NACUFS)					
Board Meeting [3474]	04/17/2016	11/03/2015	25	65	21,125
Total for Manager			992	1,883	689,725

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
Kim Harmon (30)					
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 Bar Association					
ABA Journal's September Board of Editors Meeting [3186]	09/27/2015	05/28/2015	25	60	19,500
American Institute of Medical Education					
Creativity and Madness 2015 [2015]	07/26/2015	11/26/2014	0	360	117,000
Creativity and Madness Winter 2016 [3131]	02/10/2016	01/24/2015	0	100	32,500
Creativity and Madness Winter 2016 [3131]	02/10/2016	01/24/2015	200	480	156,000
American Society of Plant Biologists (ASPB)					
5th Pan American Plants and Bioenergy Conference [3318]	08/03/2016	10/16/2015	0	24	7,800
5th Pan American Plants and Bioenergy Conference [3318]	08/03/2016	10/16/2015	300	552	179,400
American Society of Plastic Surgeons					
ASPS Symposium 2015 [2544]	08/25/2015	08/06/2015	400	775	251,875
CEDAR-Coupling, Energetics and Dynamics of Atmospheric R					

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
CEDAR-GEM Joint Workshop 2016 [3017]	06/19/2016	10/16/2015	600	1,292	419,900
Friends of SaddleBrooke Libraries					
Santa Fe Tour 2016 [3343]	04/25/2016	06/26/2015	50	108	21,492
Health Agencies of the West, Inc.					
The Competitive Edge - Lawyer's Risk Management Seminar [3478]	11/10/2015	09/30/2015	100	1	1,000
International Mountain Bicycling Association					
2012 IMBA World Summit [1569]	10/07/2012	11/01/2011	0	0	0
Keystone Symposia					
Keystone Symposia 2016 __Q5 & Q6 [3075]	02/21/2016	07/28/2015	0	80	26,000
Keystone Symposia 2016 __Q5 & Q6 [3075]	02/21/2016	07/28/2015	0	80	26,000
Keystone Symposia 2016 __Q5 & Q6 [3075]	02/21/2016	07/28/2015	0	-400	-130,000
Keystone Symposia 2016 __Q5 & Q6 [3075]	02/21/2016	07/28/2015	425	1,600	520,000
Large Urology Group Practice Association (LUGPA)					
LUGPA 2015 August Strategic Meeting [3148]	08/19/2015	01/12/2015	34	0	0
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
National Atmospheric Deposition Program					
NADP Fall Meeting and Symposium 2016 [3291]	10/23/2016	11/18/2015	150	465	151,125
Rocky Mountain Mineral Law Foundation					
RMML Oil and Gas Agreements [3286]	05/10/2016	04/15/2015	200	384	124,800
Santa Fe Trail Association					
Santa Fe Trail Association 2015 Annual Meeting [1403]	09/17/2015	05/14/2013	0	330	107,250
Scentsy					
Scentsy Santa Fe 2016 [3535]	02/04/2016	12/03/2015	250	30	9,750
Simplified Technology Company					
2015 GE 7FA Users Group Annual Conference [2995]	11/09/2015	03/25/2015	400	923	299,975
Wartsila Reciprocating Engine (WRE) Users Group Annual Conference 2015 [3330]	11/15/2015	04/29/2015	50	87	28,275
South West Transit Association					
SWTA Annual Conference & EXPO [2740]	03/01/2015	09/22/2014	0	0	0
Steel Founders Society of America (SFSA)					
Fall Leadership Meeting 2016 [3336]	09/09/2016	10/01/2015	100	155	50,375
The Linux Foundation					
Linux Plumbers Conference & Linux Kernel Summit 2016 [3418]	10/28/2016	10/16/2015	0	2	650
Linux Plumbers Conference & Linux Kernel Summit 2016 [3418]	10/28/2016	10/16/2015	400	1,093	355,225
The Meteoritical Society					
Meteoritical Society Annual Conference 2017 [3079]	07/22/2017	07/28/2015	0	340	110,500
Meteoritical Society Annual Conference 2017 [3079]	07/22/2017	07/28/2015	600	3,050	991,250
The Standard					
The Standard - Annual Service Conference [3323]	03/14/2016	08/19/2015	65	208	67,600
The Wells Group of Durango, Inc.					
The Wells Group of Durango, Inc. Broker Retreat [3206]	10/23/2015	04/30/2015	80	80	26,000
Tourism Santa Fe CVB/City of Santa Fe					
FAM Welcome Reception [3332]	06/23/2015	06/01/2015	30	0	0
Valdez Productions Inc. - Santa Fe Comedy Festival					
Santa Fe Comedy Festival ~ Initial Inquiry [3164]	10/15/2015	04/29/2015	0	97	0
Santa Fe Comedy Festival ~ Initial Inquiry [3164]	10/15/2015	04/29/2015	500	320	12,500
Wilderness & Travel Medicine					
Wilderness & Travel Medicine 2016 [3091]	05/23/2016	06/08/2015	500	598	194,350
Women Writing the West					
Women Writing the West Conference 2016 [3288]	10/13/2016	04/13/2015	120	210	68,250
Total for Manager			5,959	14,252	4,488,192
Melanie Moore (96)					
Arts Commission / City of Santa Fe					
Art In Public Places - DEC 2015 [3311]	12/17/2015	05/07/2015	12	0	0
Art In Public Places - July 2015 [3302]	07/16/2015	05/07/2015	12	0	0
Art In Public Places - June 2015 [3301]	06/18/2015	05/07/2015	12	0	0
Art In Public Places - May 2015 [3300]	05/21/2015	04/29/2015	12	0	0

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
Art In Public Places - NOV 2015 [3303]	11/19/2015	05/07/2015	12	0	0
Arts Commission - Grant Panel [3224]	04/29/2015	02/10/2015	30	0	0
Arts Commission Meeting [3261]	10/13/2015	03/16/2015	13	0	0
Arts Commission Strategic Organization Gathering [3244]	03/05/2015	02/20/2015	70	0	0
Arts Commission Strategic Organization Gathering [3244]	03/05/2015	02/20/2015	5	0	0
Arts Commission/ Workshop for REQs [3177]	01/26/2015	01/06/2015	40	0	0
Mayor's Recognition For Excellence in The Arts 2015 [3002]	10/14/2015	03/11/2015	250	0	0
NAMP Workshop [3598]	04/04/2016	12/07/2015	50	0	0
New Mexico Arts Public Art [3552]	11/17/2015	10/26/2015	20	0	0
Sister Cities Meetings [3589]	12/15/2015	11/25/2015	13	0	0
Ben Rountree					
7th Grader Film Project - Ben Rountree [3222]	02/13/2015	02/12/2015	7	0	70
Blue Rooster					
Friends of Dorothy & Santa Fe Pride [2928]	06/26/2015	06/02/2015	0	0	0
Friends of Dorothy & Santa Fe Pride [2928]	06/27/2015	06/02/2015	200	0	5,000
Christus St Vincent Regional Medical Center					
Christus Holiday Party 2015 [3173]	12/17/2015	02/12/2015	1,200	0	78,000
Christus St. Vincent Ethic Conference [3502]	12/05/2015	11/11/2015	200	0	2,000
City Attorney's Office / City of Santa Fe					
Arbitration Hearing [3195]	04/13/2015	02/02/2015	12	0	0
Arbitration Hearing [3441]	11/09/2015	08/05/2015	10	0	0
Attorney Meeting [3268]	03/18/2015	03/17/2015	12	0	0
City Attorney's: Vehicle Forfeiture Conference [3326]	09/02/2015	04/28/2015	130	0	0
ICRC [3338]	05/14/2015	05/07/2015	40	0	0
Strength Based Leadership Training [3489]	11/13/2015	09/11/2015	4	0	0
Strength Based Leadership Training [3489]	11/13/2015	09/11/2015	10	0	0
City Clerks Office/City of Santa Fe					
Inauguration Councilors & Judge [2845]	03/07/2016	11/16/2015	500	0	0
Community Services / City of Santa Fe					
CPR / First Aid / AED [3359]	06/03/2015	05/20/2015	18	0	0
Economic Development / City of Santa Fe					
Santa Fe Export Seminar - Workshop to Mexico [3225]	04/22/2015	03/09/2015	20	0	0
Fire Department / City of Santa Fe					
Christus / Fire Department Family Fun Festival 2015 [3135]	08/07/2015	02/12/2015	2,500	0	0
Fire Dept/Mitigation Awards Review [3572]	12/01/2015	11/10/2015	12	0	0
SFFD Cadet Graduation - Class 30 [3408]	09/10/2015	07/10/2015	150	0	0
SFFD: Cadet Testing [3220]	03/05/2015	02/16/2015	12	0	0
SFFD: Cadet Testing [3220]	03/05/2015	02/16/2015	-20	0	0
SFFD: Cadet Testing [3220]	03/05/2015	02/16/2015	200	0	0
Hilton of Santa Fe					
Hilton Meeting / Michelin North America [3410]	09/01/2015	08/10/2015	16	0	400
Housing & Community Development / City of Santa Fe					
Broadband Summit [3449]	11/19/2015	08/17/2015	0	0	0
Broadband Summit [3449]	10/21/2015	08/17/2015	50	0	0
Film Summit [3434]	09/22/2015	07/30/2015	0	0	0
Film Summit [3434]	09/22/2015	07/30/2015	20	0	0
Hospital Study Group [3615]	01/12/2016	12/22/2015	50	0	0
Small Business Summit [3465]	10/02/2015	08/20/2015	50	0	0
Human Resources / City of Santa Fe					
HR Benefits Advisory Meeting [3328]	05/28/2015	04/28/2015	0	0	0
HR Benefits Advisory Meeting [3328]	05/13/2015	04/28/2015	50	0	0
HR Open Enrollment [3345]	06/08/2015	05/11/2015	50	0	0
RFP Interviews [3255]	03/12/2015	03/05/2015	20	0	0
Union Negotiations [3219]	02/04/2015	02/04/2015	8	0	0
Union Negotiations [3221]	02/11/2015	02/05/2015	8	0	0
ITT / City of Santa Fe					
ERP Project Kick Off Meetings & Interviews [3456]	09/22/2015	08/17/2015	0	0	0
ERP Project Kick Off Meetings & Interviews [3456]	09/22/2015	08/17/2015	25	0	0
ERP Project Kick Off Meetings & Interviews [3456]	09/22/2015	08/17/2015	40	0	0
ERP Project Meeting [3592]	01/12/2016	12/04/2015	12	0	0
ERP Strategy Presentation [3573]	12/01/2015	11/16/2015	30	0	0

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
ITT Governance Committee [3312]	05/12/2015	04/15/2015	25	0	0
ITT Process Improvement Training [3216]	02/09/2015	02/02/2015	15	0	0
ITT Strategy Workshop [3263]	03/23/2015	03/16/2015	20	0	0
Keep Santa Fe Beautiful					
Recycle Santa Fe Art Festival 2015 [2636]	11/20/2015	01/21/2015	4,000	0	0
Land Use Department / City of Santa Fe					
H Board Meeting - 10/13/2015 [3170]	10/13/2015	08/24/2015	30	0	0
H Board Meeting - 11/10/2015 [3171]	11/10/2015	08/25/2015	30	0	0
H Board Meeting - 5/26/2015 [3167]	05/26/2015	03/09/2015	30	0	0
H Board Meeting - 9/22/2015 [3169]	09/22/2015	08/24/2015	30	0	0
H Board Meeting - 9/8/2015 [3168]	09/08/2015	08/24/2015	30	0	0
Planning Commission Meeting [3262]	04/02/2015	03/16/2015	300	0	0
Planning Commission Study Session [3566]	11/19/2015	11/04/2015	50	0	0
Mayor's Office / City of Santa Fe					
City Council Meeting - JULY 22 [3368]	07/22/2015	06/26/2015	500	0	0
City Council Meeting - JUNE 24 [3308]	06/24/2015	05/26/2015	300	0	0
Councilor's Bushee + Lindell Meeting [3433]	08/11/2015	07/30/2015	50	0	0
Legislative Breakfast [3594]	12/21/2015	12/01/2015	30	0	0
Mayor's Strategy Meeting with LANL [3254]	03/20/2015	03/05/2015	16	0	0
New Year's Eve Celebration Meeting [3576]	11/17/2015	11/16/2015	50	0	0
State Of The City Address 2015 [3143]	02/03/2015	01/05/2015	0	0	0
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
State Of The City Address 2016 [3259]	02/09/2016	11/16/2015	200	0	0
Museum of New Mexico Foundation / Native Treasures					
2016 Native Treasures Indian Arts Festival [2477]	05/26/2016	09/09/2015	4,500	0	0
Police Department / City of Santa Fe					
Lethality Assessment Program Training [3357]	08/06/2015	05/19/2015	30	0	0
SFPD Promotional Assessments [3231]	03/23/2015	02/18/2015	15	0	0
Public Utilities Department / City of Santa Fe					
BQR - Water Division Meeting [3440]	08/28/2015	08/05/2015	10	0	0
Children's Water Fiesta - FALL 2015 [3355]	09/29/2015	06/01/2015	600	0	0
Jemez Y Sangre Steering Committee Meeting [3280]	04/16/2015	04/01/2015	75	0	0
Public Works / City of Santa Fe					
ENN E. Alameda Improvements pt. 1 [3237]	03/09/2015	02/17/2015	50	0	0
ENN E. Alameda Improvements pt. 1.5 [3296]	04/30/2015	04/08/2015	100	0	0
Santa Fe Fashion Week					
Santa Fe Fashion Week 2015 [3144]	10/16/2015	08/06/2015	400	0	10,000
Santa Fe Restaurant Association					
Santa Fe Restaurant Assoc. Meeting [3557]	12/01/2015	10/29/2015	50	0	500
Southwest Association of Indian Arts					
SWATA 94th Summer Indian Market Preview 2015 [794]	08/21/2015	05/08/2015	2,000	0	0
SWATA Winter Indian Market 2015 [806]	11/25/2015	11/04/2015	2,000	0	130,000
The Cancer Foundation For New Mexico					
11th Annual Sweetheart Auction [3005]	02/05/2016	07/02/2015	1,000	0	65,000
The Kiwanis Club of Santa Fe					
Zozobra w/ Downtown Merchants [3397]	07/21/2015	07/01/2015	40	0	400
Tourism Santa Fe CVB/City of Santa Fe					
Beth Kerpon Celebration of Life [3588]	12/06/2015	12/01/2015	300	0	3,000
Celebrate Santa Fe Tourism - Expo 2015 [3020]	04/30/2015	08/22/2014	0	0	0
Hearing Assessments [3527]	11/18/2015	10/06/2015	12	0	0
Internal Gathering for Mary [3508]	10/02/2015	09/30/2015	12	0	0
March Family Promotion [3529]	10/14/2015	10/06/2015	0	0	0
March Family Promotion [3529]	10/13/2015	10/06/2015	50	0	0
Marketing/Advertising RFP [3204]	02/05/2015	01/26/2015	12	0	0
OTAB Meeting (Special) [3269]	04/01/2015	03/17/2015	6	0	0
OTAB Meeting (Special) [3269]	04/01/2015	03/17/2015	18	0	0
OTAB Meetings [3258]	04/30/2015	03/09/2015	25	0	0
Randy's Meeting [3279]	06/26/2015	03/27/2015	-14	0	0
Randy's Meeting [3279]	04/07/2015	03/27/2015	30	0	0
SantaFe.org Training Part 1 [3226]	02/23/2015	02/10/2015	20	0	0

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
SantaFe.org Training Part 2 [3227]	03/09/2015	02/10/2015	-8	0	0
SantaFe.org Training Part 2 [3227]	03/09/2015	02/10/2015	20	0	0
Short Term Rental Meeting [3601]	01/07/2016	12/10/2015	100	0	0
Summer Tourism Update [3445]	09/02/2015	08/07/2015	0	0	0
Summer Tourism Update [3445]	08/26/2015	06/07/2015	50	0	0
Transportation / City of Santa Fe					
ADA Sensitivity & Passenger Suspension Policies [3013]	05/14/2015	03/09/2015	45	0	0
Airport Manager Interviews [3462]	08/21/2015	08/19/2015	3	0	0
NMPTA Board of Directors [3385]	01/14/2016	11/16/2015	13	0	0
Transit Board Meeting [3600]	01/08/2016	12/10/2015	35	0	0
Transit Supervisors for Rural Agencies [3458]	01/07/2016	11/16/2015	45	0	0
Transportation / Attorney Meeting [3324]	04/27/2015	04/24/2015	6	0	0
Whitehawk					
2017 Whitehawk Show [2476]	08/07/2017	04/07/2015	3,000	0	75,000
Total for Manager			26,753	0	369,378
Randy Randall (1)					
Great Race					
Great Race [3240]	06/23/2015	03/02/2015	400	0	26,000
Total for Manager			400	0	26,000
Rosalina Grace (86)					
Academy for the Love of Learning					
Academy for the Love of Learning [3400]	07/08/2015	07/02/2015	475	0	4,750
Academy for the Love of Learning [3400]	07/08/2015	07/02/2015	25	0	250
For the Love of Learning [3285]	10/17/2015	07/17/2015	0	0	0
Amanda Maes & Jon Cordova					
Maes & Cordova Wedding Reception [3398]	07/02/2016	09/16/2015	450	0	11,250
Art Smart					
ArtFeast [2986]	02/20/2015	09/08/2014	350	0	8,750
Association of Commerce and Industry					
Association of Commerce & Industry Breakfast 2015 [2895]	02/03/2015	01/09/2015	100	0	2,500
Association of Commerce & Industry Breakfast 2016 [3364]	01/26/2016	05/28/2015	120	0	3,000
Bianca Zamora					
Zamora Wedding Reception [2876]	06/06/2015	09/18/2014	50	0	1,250
Big Brothers Big Sisters Mountain Region					
Big Brothers Big Sisters Staff Meeting [3266]	03/27/2015	03/27/2015	30	0	0
Little Gala for a Big Cause 2015 [3207]	10/08/2015	04/01/2015	100	0	0
Little Gala for a Big Cause 2015 [3207]	10/08/2015	04/01/2015	500	0	0
Cardenas Marketing Network, Inc					
Juan Gabriel Concert [3358]	12/08/2015	11/16/2015	0	0	0
Carmela Aldels					
Aldels Retirement Reception [3205]	03/07/2015	02/13/2015	300	0	7,500
Aldels Retirement Reception [3205]	03/07/2015	02/13/2015	0	0	0
Celina Gonzales					
Gonzales Reception [3295]	03/27/2015	04/07/2015	350	0	8,750
CENTER					
Photographic Exposition [3272]	06/12/2015	05/21/2015	500	0	12,500
City Attorney's Office / City of Santa Fe					
City Attorney's: Vehicle Forfeiture Conference [3375]	09/02/2015	08/18/2015	130	0	0
Contemporary Hispanic Market					
Contemporary Hispanic Market Preview 2015 [2992]	07/23/2015	07/01/2015	0	0	0
Contemporary Hispanic Market Preview 2015 [2992]	07/24/2015	07/01/2015	800	0	52,000
Cumbre Court Reporting					
Cumbre Court Reporting Deposition [3356]	06/03/2015	05/19/2015	16	0	160
Cumbre Court Reporting Deposition [3356]	06/03/2015	05/19/2015	0	0	0
Danette V. Trujillo					

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
<u>Trujillo Graduation Party [3346]</u>	06/18/2016	10/16/2015	300	0	7,500
Department of Public Safety					
<u>New Mexico State Police Graduation [3260]</u>	05/08/2015	04/13/2015	500	0	0
<u>NM State Police Banquet & Graduation [3304]</u>	12/03/2015	11/17/2015	500	0	0
Diana Sotelo					
<u>Sotelo & Gardea Wedding Reception [3475]</u>	06/25/2016	10/06/2015	300	0	7,500
Donna Ruddy					
<u>Ruddy & Franco Wedding Reception [3249]</u>	10/03/2015	02/25/2015	300	0	7,500
Elda Varela					
<u>Quincinera Varela [2998]</u>	07/03/2015	09/24/2014	400	0	10,000
Employee Benefit Committee / City of Santa Fe					
<u>City of Santa Fe Holiday Party 2015 [2625]</u>	12/11/2015	10/09/2015	700	0	45,500
Environmental New Mexico					
<u>Environmental New Mexico [3150]</u>	01/08/2015	04/23/2015	100	0	1,000
Florence Sena					
<u>Sena Graduation [2894]</u>	06/13/2015	03/18/2015	150	0	9,750
Georgia O'Keefe Museum					
<u>Lecture [3134]</u>	05/08/2015	04/13/2015	250	0	2,500
<u>Panel Discussion [3246]</u>	07/17/2015	05/21/2015	30	0	300
Heritage Productions					
<u>Santa Fe Foodie Classic [3407]</u>	01/16/2016	11/02/2015	300	0	7,500
Hotel Santa Fe					
<u>Christus St. Vincent [3183]</u>	01/15/2015	01/09/2015	150	0	3,750
Housing & Community Development / City of Santa Fe					
<u>18th Community Summit [3450]</u>	11/18/2015	09/16/2015	300	0	0
Idalia Granillo					
<u>Granillo Quincenera [3499]</u>	06/03/2016	10/16/2015	0	0	0
Isaac Pino					
<u>Pino Graduation Party [3138]</u>	06/06/2015	01/21/2015	80	0	2,000
<u>Pino Graduation Party [3138]</u>	06/06/2015	01/21/2015	0	0	0
Jose Ortega					
<u>Ortega Quincenera [2878]</u>	05/16/2015	08/12/2014	400	0	10,000
Karen Padilla					
<u>Padilla Wedding Reception [3142]</u>	09/05/2015	03/19/2015	300	0	19,500
Kitchen Angels					
<u>Kitchen Angels Collectable Box Auction 2015 [2871]</u>	10/02/2015	07/20/2015	350	0	8,750
La Sociedad Folklorica de Nuevo Mexico					
<u>Baile de los Cascarnes 2018 [3230]</u>	04/27/2019	02/11/2015	400	0	0
Los Alamos Women In Science					
<u>LAWIS/EYH 2015 [2872]</u>	03/06/2015	01/26/2015	250	0	0
M & J Boutique					
<u>Wedding Reception Tania & Jose Tania Tavaraz [3199]</u>	09/04/2015	04/24/2015	350	0	22,750
Mario Salbidez					
<u>Salbidez Quincinera [2968]</u>	04/18/2015	09/12/2014	350	0	8,750
Marna & Alex Rivera					
<u>Rivera Wedding Reception [3555]</u>	12/06/2015	11/18/2015	0	0	0
Marta Lazaro					
<u>Lazaro Quincinera [3053]</u>	05/02/2015	10/01/2014	450	0	29,250
Mayor's Office / City of Santa Fe					
<u>Mayor's Senior Volunteer Recognition Celebration 2015 [2342]</u>	05/05/2015	03/23/2015	400	0	26,000
Monte del Sol Charter School					
<u>Monte del Sol Graduation 2015 [3059]</u>	05/19/2015	04/17/2015	500	0	12,500
Nelly Burrola					
<u>Burrola Quince [3563]</u>	07/30/2016	11/23/2015	0	0	0
New Mexico Department of Indian Affairs					
<u>Indian Day at the Round House Banquet [2994]</u>	02/05/2015	12/05/2014	500	0	32,500
<u>Indian Day at the Round House Banquet [2994]</u>	02/05/2015	12/05/2014	0	0	0
<u>NM Department of Indian Affairs [2227]</u>	01/31/2013	01/24/2013	250	0	16,250
New Mexico Farm & Livestock Bureau					
<u>New Mexico Farm & Livestock Bureau 2016 [2634]</u>	01/26/2016	05/29/2015	400	0	10,000
New Mexico School for the Arts					
<u>NM School for the Arts Graduation 2015 [2927]</u>	06/01/2015	04/06/2015	600	0	15,000

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
April Gallegos (1)					
Nick Salazar					
Salazar Wedding Reception [3384]	09/26/2015	07/08/2015	150	0	3,750
Northern New Mexico Quilt Guild					
Quilt Guild Show 2016 [3447]	10/06/2016	10/22/2015	500	0	5,000
Presbyterian Healthcare Services					
Governor's Prayer Breakfast 2016 [3232]	01/27/2016	07/06/2015	500	0	32,500
Representative Brian Egoff					
Town Hall Meeting [3247]	02/21/2015	02/25/2015	100	0	1,000
Rivera Family Funerals & Cremations					
Charlie Maxwell Funeral Services [3243]	02/22/2015	02/19/2015	500	0	0
Rosalina Grace Pre-cons					
Nick Salazar [3406]	09/19/2015	07/08/2015	1	0	25
Sandia National Laboratory					
Rattlesnake Handling Training [3361]	06/09/2015	08/03/2015	50	0	500
Santa Fe Area Home Builders Association					
Santa Fe Home & Remodeling Show 2016 [2778]	03/11/2016	11/30/2015	2,000	0	130,000
Santa Fe Association of Realtors					
Task Force Meeting on Affordable Housing [3174]	12/03/2015	07/28/2015	250	0	2,500
Santa Fe Chamber of Commerce					
Legislative Reception 2016 [3317]	01/25/2016	07/01/2015	1,000	0	25,000
Santa Fe Community Orchestra					
SF Community Orchestra Concert & Dance Gala 2015 [425]	02/14/2015	01/13/2015	0	0	0
SF Community Orchestra Concert & Dance Gala 2015 [425]	02/14/2015	01/13/2015	500	0	0
SF Community Orchestra Concert & Dance Gala 2016 [2854]	02/27/2016	10/23/2015	600	0	15,000
Santa Fe Fiesta, Inc					
2015 Balle de Mayo [925]	05/09/2015	09/14/2010	0	0	0
2015 Fiesta Court Selection [2788]	05/07/2015	03/26/2014	0	0	0
2016 Offices for Fiestas [894]	08/31/2016	09/14/2010	0	0	0
Caballeos Breakfast [3454]	09/11/2015	08/17/2015	50	0	1,250
Caballeos Breakfast [3454]	09/11/2015	08/17/2015	0	0	0
Fiestacita 2015 [905]	09/08/2015	09/14/2010	-1,200	0	0
Santa Fe Japanese Inter-Cultural Network					
Japanese Cultural Festival 12th Annual Santa Fe JIN 2016 [3071]	04/15/2016	09/03/2015	2,000	0	0
Santa Fe Neighborhood Law Center					
Law & Policy for Neighborhoods Conference 2015 [2862]	12/03/2015	04/24/2015	175	0	0
Santa Fe Public Schools					
Capital High School Prom 2015 [880]	05/01/2015	04/14/2015	400	0	0
Parent Academy Winter Class Banquet [3212]	02/03/2015	03/17/2015	300	0	0
Santa Fe & Capital High Awards Banquet 2015 [2905]	05/12/2015	05/11/2015	500	0	32,500
Santa Fe High School Robing 2015 [525]	05/18/2015	04/15/2015	300	0	19,500
Santa Fe Public Schools Volunteer Banquet 2015 [3189]	04/17/2015	04/15/2015	500	0	32,500
Somos Un Pueblo Unido					
20th Anniversary Banquet [3420]	12/04/2015	09/21/2015	300	0	19,500
St Michaels High School					
St. Mikes High School Prom 2015 [3011]	04/18/2015	03/25/2015	200	0	5,000
St. Michaels Foundation					
Blue Stampede Fundraiser [3339]	04/30/2016	09/21/2015	300	0	19,500
State of New Mexico					
Children Youth & Family Dept [3210]	02/23/2015	02/10/2015	400	0	0
Stein & Brockmann					
Deposition [3250]	03/11/2015	03/12/2015	20	0	200
The Cancer Foundation For New Mexico					
10th Annual Sweetheart Auction [833]	02/06/2015	04/24/2014	0	0	0
The Food Depot					
Souper Bowl 2016 [2715]	01/30/2016	11/02/2015	1,000	0	25,000
Tierra Encantada Charter School @ Alford					
Tierra Encantada Charter School Graduation 2015 [3209]	05/15/2015	05/06/2015	200	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
United States District Court					
Naturalization Swearing-In Ceremony 2015 [3198]	09/03/2015	06/30/2015	500	0	12,500

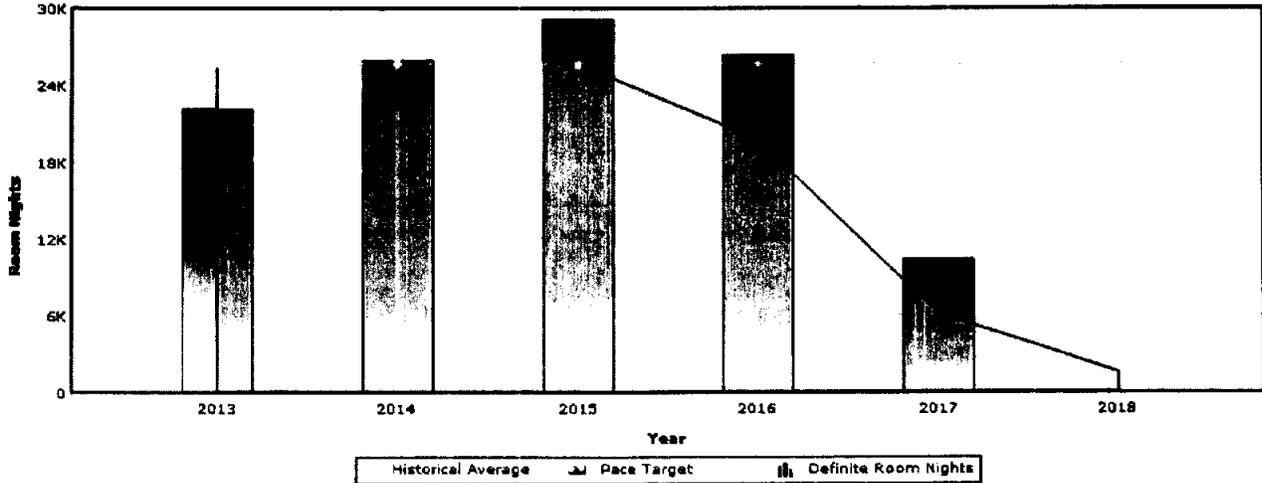
	Meeting Date	Date Definite	Delegates	Total Room Nights	Icon Value
April Gallegos (1)					
Valerie Sandoval					
Sandoval Graduation [3319]	06/05/2015	05/01/2015	300	0	7,500
Wendy Katzman Wedding					
Wendy Katzman Wedding [3078]	10/11/2015	02/18/2015	0	0	0
Wendy Katzman Wedding [3078]	10/11/2015	02/18/2015	100	0	6,500
William Trujillo					
Anaya and Gallegos Wedding Reception [3409]	07/23/2016	10/15/2015	300	0	19,500
YouthWorks					
Mayors Ball YouthWorks & Boys & Girls Club [3264]	02/13/2016	06/17/2015	0	0	0
Mayors Ball YouthWorks & Boys & Girls Club [3264]	11/14/2015	06/17/2015	0	0	0
Mayors Ball YouthWorks & Boys & Girls Club [3264]	11/14/2015	06/17/2015	550	0	35,750
Total for Manager			27,827	0	89,693
Grand Total(268)			75,217	36,824	10,930,697

TOURISM SANTA FE

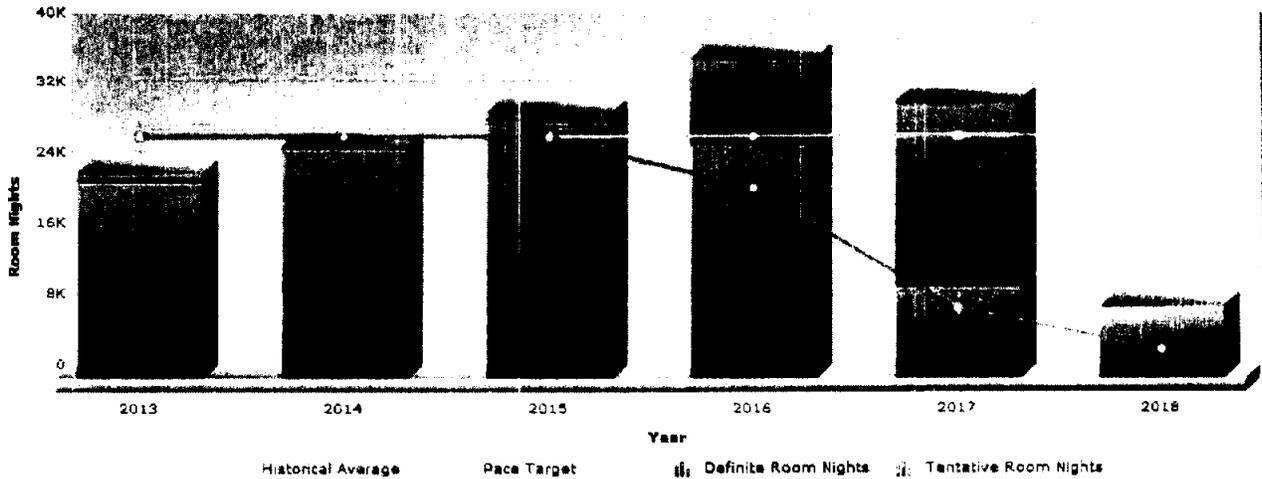
Prepared On: 01/22/2016
Prepared By: David A. Carr

Report: Simple Pace

Annual Sales Pace



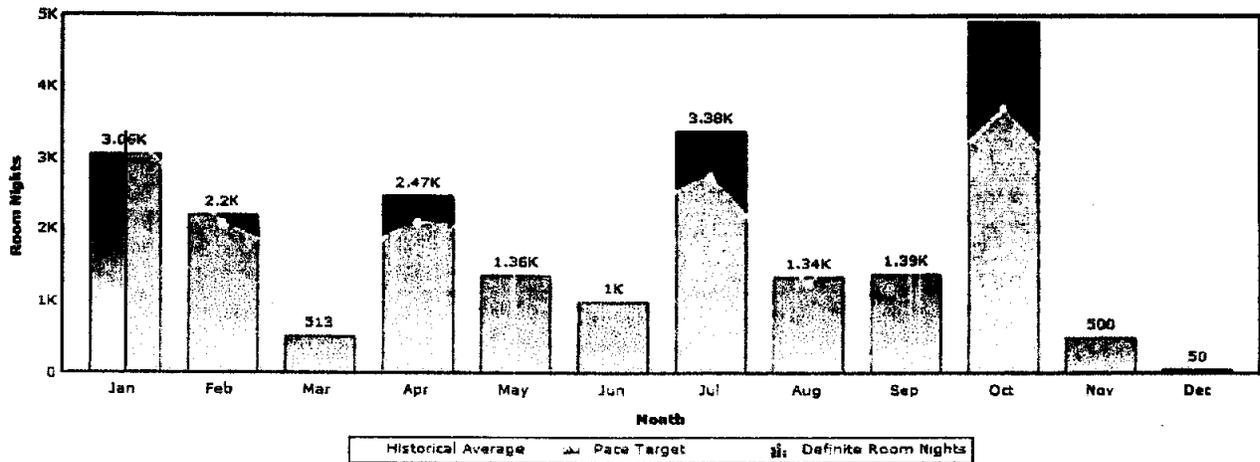
Annual Sales Pipeline



	2013	2014	2015	2016	2017	2018	Total
Annual Pace							
Consumption (Definite Room Nights)							
Definite Room Nights	22,179	25,954	29,117	26,416	10,387	0	114,053
Target	25,746	25,746	25,746	19,828	6,188	1,625	104,879
Variance	-3,567	208	3,371	6,588	4,199	-1,625	9,174
Historical Avg	25,746	25,746	25,746	25,746	25,746	25,746	154,476
Events	311	254	237	84	6	1	893
Pace Percentage	86.15%	100.81%	113.09%	133.22%	167.87%	0.00%	109%
Demand							
Total RNA	78,435	64,124	67,794	65,712	52,428	8,774	337,267
Target	70,114	70,114	70,114	34,040	12,650	2,265	259,297
Variance	8,321	-5,990	-2,320	31,672	39,778	6,509	77,970
Historical Avg	70,114	70,114	70,114	70,114	70,114	70,114	420,684
Conversion Percentage	28.62%	40.67%	43.48%	47.23%	32.83%	0.00%	38%
Historical Avg	37	37	37	37	37	37	37

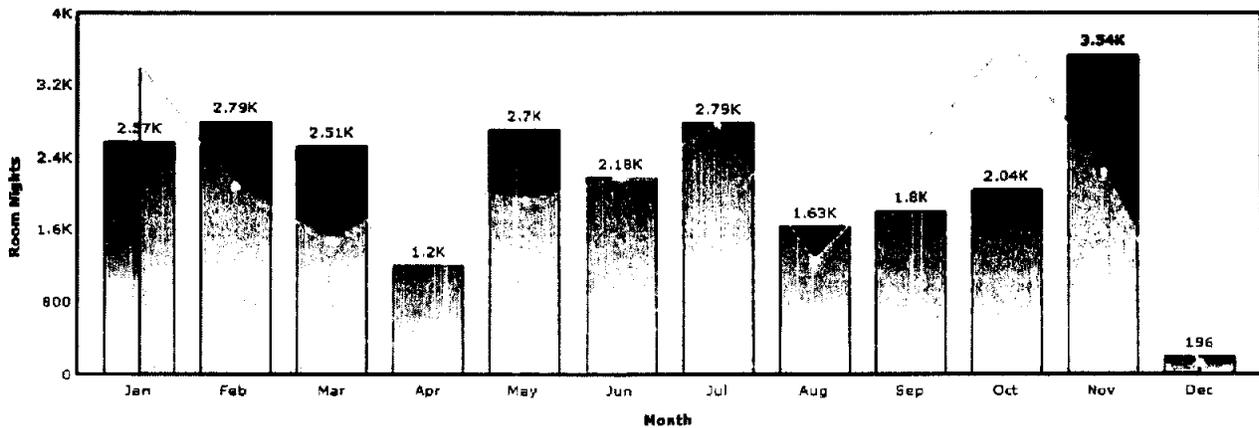
2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	3,060	2,200	513	2,467	1,362	1,002	3,381	1,344	1,387	4,913	500	50	22,179
Target	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Variance	-366	112	-962	350	-575	-1,184	617	79	-1,008	1,204	-1,754	-79	-3,567
Historical Monthly Avg	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Pace Percentage	89.32%	105.36%	34.78%	116.53%	70.28%	45.84%	122.32%	106.25%	57.91%	132.46%	22.18%	38.76%	86%
Demand													
Total RNs	7,725	3,075	5,247	6,740	3,444	11,376	8,806	2,864	10,865	11,507	6,736	50	78,435
Target	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Variance	1,023	482	169	1,867	-1,066	4,017	1,649	-4,877	2,383	2,639	114	-79	8,321
Historical Avg	6,702	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	70,114
Conversion													
Tentative Room Nights	0	0	0	0	0	0	300	0	0	210	440	0	950
Lost Room Nights	4,665	875	4,734	4,273	2,082	10,374	5,125	1,520	9,478	6,384	5,796	0	55,306
Conversion Percentage	39.60%	71.50%	9.80%	36.60%	39.50%	8.80%	39.70%	46.90%	12.80%	43.50%	7.90%	100.00%	29%

Monthly Sales Pace
2013



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	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Variance	-856	704	1,039	-915	764	-8	26	368	-592	-1,670	1,281	67	208
Historical Monthly Avg	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Pace Percentage	75.01%	133.72%	170.44%	56.78%	139.42%	99.63%	100.94%	129.09%	75.28%	54.97%	156.83%	151.94%	101%
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	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Variance	-1,286	439	-378	-956	2,240	-4,181	67	1,547	-66	-396	-3,087	67	-5,990
Historical Avg	6,702	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	70,114
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%

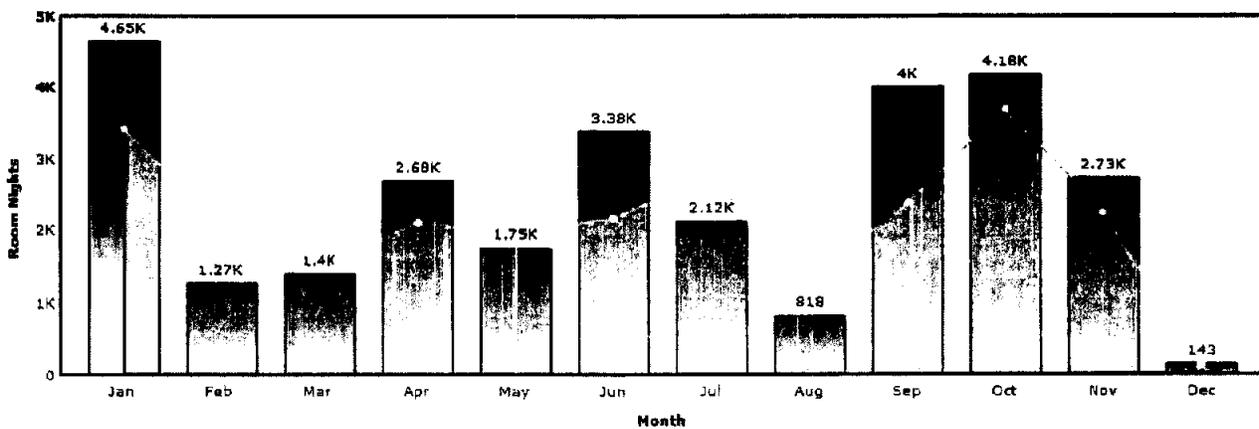
Monthly Sales Pace
2014



Historical Average Pace Target Definite Room Nights

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	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Variance	1,223	-816	-76	567	-187	1,193	-642	-447	1,601	468	473	14	3,371
Historical Monthly Avg	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Pace Percentage	135.70%	60.92%	94.85%	126.78%	90.35%	154.57%	76.77%	64.56%	166.85%	112.62%	120.98%	110.85%	113%
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	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Variance	265	-921	210	-909	-1,174	165	-1,716	3,330	-2,316	-2,242	2,974	14	-2,320
Historical Avg	6,702	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	70,114
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%

Monthly Sales Pace
2015

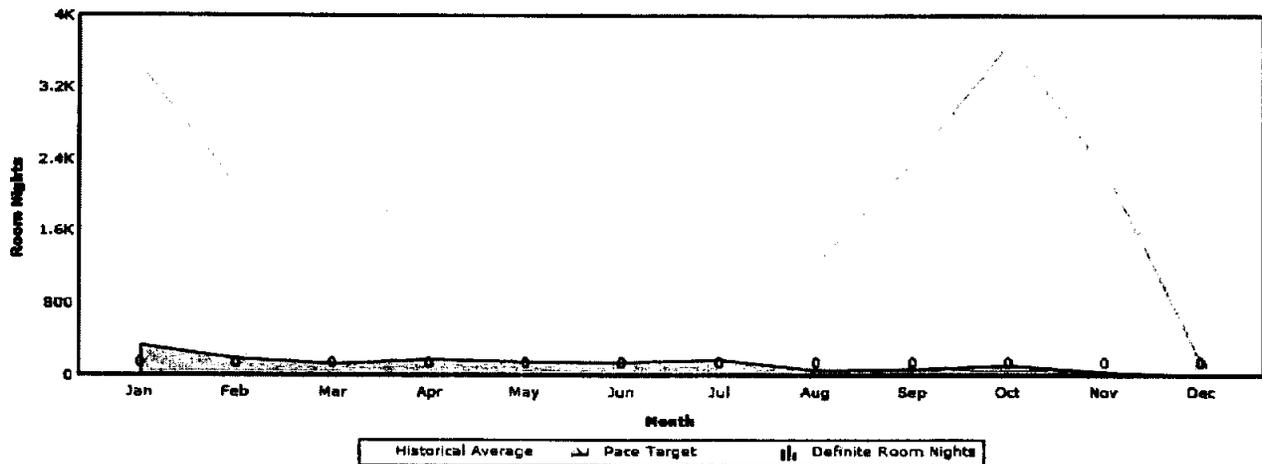


Historical Average Pace Target Definite Room Nights

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	1,550	2,895	348	2,326	1,899	4,462	1,357	786	2,218	3,925	4,650	0	26,416
Target	3,353	1,999	1,329	1,796	1,596	1,759	2,111	910	1,526	2,233	1,156	60	19,828
Variance	-1,803	896	-981	530	303	2,703	-754	-124	692	1,692	3,494	-60	6,588
Historical Monthly Avg	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Pace Percentage	46.22%	144.81%	26.19%	129.51%	119.00%	253.62%	64.27%	86.37%	145.36%	175.81%	402.24%	0.00%	133%
Demand													
Total RNs	3,898	3,739	3,013	6,985	2,975	8,107	8,937	4,189	7,297	9,864	5,947	761	65,712

2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	0
Target	339	191	135	183	155	151	180	62	75	116	40	0	1,625
Variance	-339	-191	-135	-183	-155	-151	-180	-62	-75	-116	-40	0	-1,625
Historical Monthly Avg	3,426	2,088	1,475	2,117	1,938	2,186	2,764	1,265	2,395	3,709	2,254	129	25,746
Pace Percentage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0%
Demand													
Total RNs	1,235	0	0	0	2,494	1,885	760	0	1,800	0	600	0	8,774
Target	339	191	135	183	155	151	180	62	75	116	40	0	1,625
Variance	689	-152	-241	-195	2,362	1,675	556	-209	1,609	-120	535	0	6,509
Historical Avg	6,702	2,593	5,078	4,873	4,510	7,359	7,157	7,741	8,482	8,868	6,622	129	70,114
Conversion													
Tentative Room Nights	1,235	0	0	0	2,494	1,885	0	0	1,800	0	600	0	8,014
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%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0%

Monthly Sales Pace
2018



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

- 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

TOURISM

SANTA FE

OTAB Marketing Report December 2015 Reported January 22nd, 2016

TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Joy Rice, Marketing Coordinator (Interim)
- Frank Cordero, Social Media Coordinator

Fuseideas: Advertising & Social Media

- Steve Mason, Senior Vice President
- CJ Kaplan, Chief Creative Officer
- Kelea Denmark, Project Manager
- Michael Durwin, Social Media

StudioX: Website & Email Newsletters

- Kyle Langan, Webmaster
- Jay Turley, Account Manager

Lou Hammond & Associates: Press/Media

- Terry Gallagher, Vice President
- Carlyn Topkin, Lead Account Manager
- Matt Sessions, Lead Account Manager

Bella Media: Santa Fe Guide

- Bruce Adams, Publisher
- Bryan Cooper, Associate Publisher

HIGHLIGHTS & ACTION ITEMS

2015 Q4 Marketing Metric Results Summary

- Occupancy & Room Rates [Y/Y change]
 - Occupancy Rate: 64.6% [▲ 3.8%]
 - Average Daily Rate: \$125.79 [▲ 6.2%]
 - Revenue per Available Room: \$81.26 [▲ 11.7%]
- Website [Y/Y change]
 - Visits: 267,186 [▲ 3%]
 - Unique Visits: 216,892 [▲ 6%]
 - Pages per Session: 1.64 [▼ 38%]
 - Average Time on Site: 2:32 [▼ 11%]
 - Conversion Rate: 10.4% [▼ 1.5%]

- **Blog [Y/Y change]**
 - Page Views: 20,465 [▲ 225%]
 - Website Referrals: 29.3% [▼ 8.8%]

- **Email Newsletters (Averages) [Y/Y change]**
 - Consumer: Happenings
 - Email List: 48,843 [▲ 14%]
 - Happenings Open Rate: 17.6% [▲ 0.9%]
 - Consumer: Stay Another Day
 - Email List: 25,272 [▲ 52%]
 - Open Rate: 19.7% [▲ 1.2%]
 - Industry: Marketing Report
 - Email List: 1,085 [▲ 4%]
 - Open Rate: 32.6% [▼ 2.7%]
 - Industry: Sales Report
 - Email List: 1,094 [▲ 5%]
 - Open Rate: 32.9% [▼ 0.8%]

- **Public Relations [Y/Y growth]**
 - Pitches: 177*
 - Press Releases: 13 [▼ 19%]
 - Media Visits: 33 [▲ 3%]
 - Media Contacts: 432 [▲ 7%]
 - Earned Media: \$6,635,488 [▲ 62%]

- **Social Media [Y/Y change]**
 - Facebook likes: 45,322 [▲ 24.3%]
 - Facebook engagement: 264,060 [▲ 38%]
 - Twitter followers: 9,952 [▲ 31%]
 - Instagram followers: 5,866 [▲ 501%]
 - Pinterest follower: 1,968 [▲ 24%]
 - YouTube subscribers: 188 [▲ 39%]
 - YouTube views: 4,499 [▲ 106%]
 - Trip Advisor page views: 27,268 [▼ 43%]

- **Santa Fe Guide [Y/Y change]**
 - Distributed guides: 40,605 [▲ 91%]

- **Visitors [Y/Y change]**
 - Visitor center visits: 42,748 [▲ 174%]**

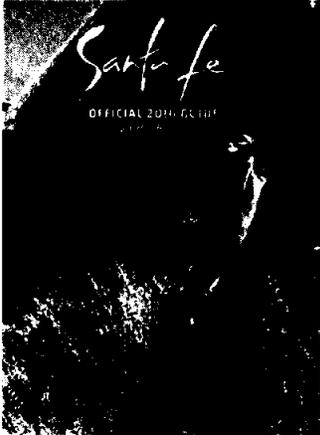
Please see 2015 4th Quarter and end of year Marketing Report for details.

*TOURISM Santa Fe began separating pitches from press releases in Q3 of 2015.
 Note than Y/Y figures will normalize after 1 year.

**Includes numbers from new Plaza visitor center, resulting in large Y/Y change.

2016 Santa Fe Guide in the House

The 2016 Santa Fe Guide is now available! This is a terrific resource for visitors and staff; please make sure that you have copies available.



At the beginning of the year we do bulk deliveries to key locations and distributors. The following locations and services are an example:

- Santa Fe Lodging
- NMTD Visitor Centers
- State Visitor Centers and Chambers
- AAA Offices throughout the US
- Fun & Games
- Certified Distributors
- Meeting Planners

March Kids Free Spring Break Campaign



The City of Santa Fe's **Spring Break 2016** promotion is live. We currently have 25 offers on the website that are a collection of lodging, restaurants, attractions and activities. There's still time to add special offers through partners' business listings pages.

SANTA FE TRAVEL NEWS SERVICE
ANNOUNCING THE 2016 TRAVEL + LEISURE'S
WORLD'S BEST AWARDS SURVEY

ADVERTISEMENT

BEST LISTING

SPECIALS

MEET AND PLANNING SERVICES

NEW 2016 SPRING BREAK PROMOTION



TRAVEL + LEISURE'S WORLD'S BEST AWARDS SURVEY IS NOW OPEN FOR VOTING. THE SURVEY IS THE MOST IMPORTANT TRAVEL INDUSTRY SURVEY IN THE WORLD. IT DETERMINES THE BEST CITIES, DESTINATION SPAS, HOTELS AND MORE. VOTERS CAN ONLY VOTE ONCE FOR EACH ENTRY, BUT WE ALL KNOW HOW EXCELLENT SANTA FE IS IN ALL THINGS TRAVEL, SO OF COURSE PLEASE RATE "EXCELLENT." THIS IS AN IMPORTANT PROGRAM TO MAINTAIN SANTA FE'S STATUS AS A WORLD CLASS DESTINATION.

Just log in and click on the green button!

Vote for Santa Fe as one of Travel + Leisure's World's Best

The **Travel + Leisure's World's Best Awards Survey** runs through February 29, 2016. Categories include cities, destination spas, hotels and more.

Voters can only vote once for each entry, but we all know how excellent Santa Fe is in all things travel, so of course please rate "Excellent." This is an important program to maintain Santa Fe's status as a world class destination.

The link to the survey is www.tiworldsbest.com.

Remember to add 2016 Event Dates

The most updated **2016 Calendar of Events** is now available for your utilization and planning purposes. The SantaFe.org calendar is constantly being updated with tourism-related events. Potential visitors use this as a resource when checking out what is happening in Santa Fe in 2016 and in planning their Santa Fe adventure!

New Mexico Film Office - Survey

As businesses involved in New Mexico's tourism industry, we invited partners to participate in an important survey that will help form a better understanding of the relationship between the film and television industry and the tourism industry in New Mexico. More specifically, the input will inform an assessment of the extent to which films and television series produced in New Mexico have had an impact on tourism in the state.

This survey is being conducted on behalf of the State of New Mexico and the New Mexico Film Office and should take about 10 to 15 minutes to complete. Participation is voluntary and the information provided is for the purpose of this study only. A high response rate is crucial to this study's success and participation is greatly appreciated.

Take the survey now by following this link:
mnp.fluidsurveys.com/surveys/economics/new-mexico-film-study-tourism/

Please note that the deadline to provide your input is *January 31, 2016*.

For more information on this project, please refer to the study overview available at the above link or contact Jessica Courtney at jessica.courtney@mnp.ca.

TRENDS Conference - New Mexico Hospitality Association

Grow your business and destination with marketing and research intelligence! The **New Mexico Hospitality & Tourism TRENDS Conference** is the annual "marketing & research" conference held annually in Santa Fe, NM by the **New Mexico Hospitality Association**. This year's conference will be held at the Eldorado Hotel & Spa from February 8-10, 2016 and features incredible speakers including Airbnb, Travelocity, and Ernst & Young (to name a few) with topics including shared economy & short-term rentals, using research to stay ahead of industry trends, the latest developments in marketing and social media, and emerging trends that will most impact the tourism and hospitality industry for the upcoming year.

Don't miss your chance to hear from visionary speakers in the hospitality and tourism industry. The 2015 conference was SOLD OUT. This year, over 250 attendees are expected to attend; including C-level executives and business owners, DMO leaders, General Managers, Director of Sales, and Director of Marketing from Las Cruces to Farmington to Albuquerque. In addition, get more exposure to this group, please consider donating an item to the **silent auction** which will be held throughout the conference and will close after the Travel & Tourism Unity Dinner on February 9th, 2016. For questions please call or email Khanh-Thy Gonzales at 505-600-1051 or khanh-thy@newmexicohospitality.org.

Community Meetings

TOURISM Santa Fe officials met with the following business partners and organizations over the month of December:

- Santa Fe Spirits
- Hotel Santa Fe
- Quail Run-Legislative Preview
- Hospitality Breakfast Meeting
- Cowgirl Hall of Fame
- NMTD Central Region Meeting
- Anasazi
- New Mexico Tourism Department (Jordan Guenther)
- Four Seasons Marketing Update
- La Fonda (Christmas Spirit Video Shoot)
- Santa Fe Foodie Classic
- OTAB Grant Reviews

- Desert Chorale
- Entreflamenco
- Artsmart
- SWAIA
- Cinafesta Italia
- La Posada (GM welcome reception)
- Bike & Brew Update Meeting
- JLH Media
- Santa Fe Lodgers Lunch
- Will McGough, Travel Writer
- Jen Fields, Denver Post

MONTHLY METRICS

Website & Newsletters

December 2015 Performance Metrics

Visits

- 88,852 Total Visits
- 72.5% New Visits
- 2.37 Pages per Session
- 2:26 Average Time on Site
- 210,646 Total Page Views

Visitor Gender

- 58% Female
- 42% Male

Visitor Age

- 8.06% 18 - 24
- 18.76% 25 - 34
- 18.61% 35 - 44
- 17.2% 45 - 54
- 21.53% 55 - 64
- 15.84% 65+

Newsletters

- Santa Fe Happenings
 - Sent: December 9, 2015
 - Number sent: 48,502
 - Number opened: 8,865
 - Open rate: 18.28%

- TOURISM Santa Fe Marketing Report
 - Sent: December 9, 2015
 - Number sent: 1,081
 - Number opened: 316
 - Open rate: 29.23%
- Santa Fe Deals and Specials
 - Sent: December 17, 2015
 - Number sent: 25,124
 - Number opened: 4,875
 - Open rate: 19.40%
- TOURISM Santa Fe Sales Report
 - Sent: December 23, 2015
 - Number sent: 1,091
 - Number opened: 354
 - Open rate: 32.45%

*Open rate is only counted for users who have images enabled in their email or if a user clicks on a link.

SOCIAL MEDIA

Summary

2015 is now behind us and we are now looking forward to 2016 (which we know will be a great social media year!)

2015 saw our social media channels grow exponentially. Compared to 2014, we gained 8,864 more followers on Facebook; 2,346 more people liked our Twitter page and 1,931 users liked our Pinterest page. Our Instagram account saw the second largest leap gaining 4,890 followers.

We are encouraging partners to engage and grow their own fan base by leveraging the city's increasing social media presence. Follow, share, and interact with us on social media! Don't forget to add #SantaFeNM or #TheCityDifferent to your posts!

Facebook: www.facebook.com/SantaFeTourism

Twitter: twitter.com/CityofSantaFe/

Pinterest: pinterest.com/cityofsantafe/

Instagram: [instagram.com/CityofSantaFe/](https://www.instagram.com/CityofSantaFe/)

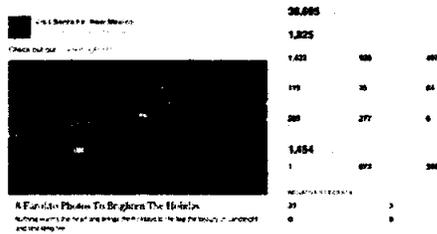
YouTube: youtube.com/VisitSantaFeNM

SantaFe.org Blog: santafe.org/blog/

Facebook

December 2015 Facebook Performance Metrics

- Total Page Likes: 45,322 (2.5% increase)
- People Talking About This: 19,922
- Engagement: 73,418
- Top Ranking Post, December 8th, 2015 at 11:42AM
 - Likes: 926
 - Shares: 277
 - Comments: 33
 - Reach: 38,695



Twitter

December 2015 Performance Metrics

- Followers: 9,952 (1.5% increase)
- Monthly Impressions: 90,700
- Engagement: 1,026

Top Performing Post- December: Some cities drop things to say goodbye to the old year. #SantaFeNYE will raise a surprise UP to greet the new one!: December 12th at 6:12 PM

- Impressions: 1,957
- Favorites: 13
- Retweets: 11
- Total Engagements: 54



What Santa Fe
Some great things to try before to the old
year. You'll see it all again & surprise US to greet the new year!

Instagram

December 2015 Performance Metrics

- Followers: 5,866 (14.8% increase)

Top Performing Post, December: (Repost) Beautiful shot! #CanyonRoadFarolitoWalk

- 342 Likes



artchismo

Pinterest

December 2015 Performance Metrics

- Followers: 1,968 (0.6% increase)

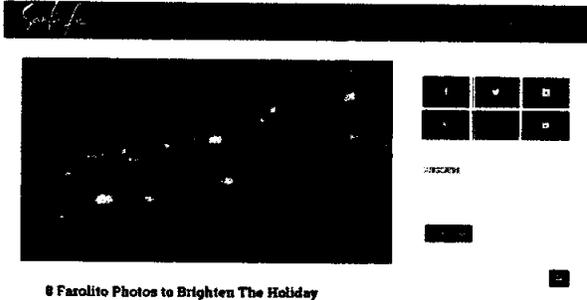
YouTube

December 2015 Performance Metrics

- Subscribers: 188 (5% increase)
- Views: 2,678

Blog

December Blog Posts



Start the New Year Off Right with These Santa Fe Events

- Posted December 1, 2015
- Views: 84

8 Farolito Photos to Brighten The Holiday

- Posted December 8, 2015
- Views: 1,909

8 Accolades To Put Santa Fe At The Top Of Your Travel List

- Posted December 15, 2015
- Views: 1,334

The Top Ten Santa Fe Instagram Photos of 2015

- Posted December 22, 2015
- Views: 486

December 2015 Performance Metrics

Total Blog Views: 3,813 (66% Increase)
Average Time on December Blog Posts: 3:31 minutes

PAID MEDIA PLACEMENTS

Digital

Search Engine Marketing:

- Flight Dates: July 1-June 30, 2016
- Markets: Denver, Colorado Springs, Chicago, Seattle, NYC, Phoenix, Amarillo, Los Angeles, Philadelphia, Dallas, Houston

iExplore & Travel Mindset:

- Flight Dates: October 1, 2015-February 29, 2016
- Markets: National-Interest Based

Expedia/Travelocity:

- Flight Dates: September 1, 2015-April 30, 2016
- Markets: National-Interest Based

Afar:

- Flight dates: October 1, 2015-January 31, 2016
- Markets: National-Interest Based

Print

Go New Mexico Travel Planner:

- Flight Dates: September 1, 2015-June 31, 2016
- Markets: NM

Santa Fe Visitors Guide:

- Flight Dates: December 1-December 31, 2015

- Markets: NM

PUBLIC RELATIONS

Summary

December was another strong month, closing a strong Q4 and strong 2015. Earned media for the quarter was \$ 6,635,488—a 61 percent increase from 2014. For the year, earned media was \$ 25,873,242—a 257 percent increase over 2014. That figure includes \$ 3.2M in earned media from The Bachelor episodes coverage, but even without that bounty, we were 225 percent over 2014.

As we need to stay on these points all year, here again are the Public Relations resolutions we'd like everyone to pursue actively:

- **Say Yes To Press**
 - Offer to host visiting media when possible
 - Follow reporters' social media channels and support posts before, during & after visits
 - Produce updated media kit with hi-res images - Provide to TSF
- **Share Santa Fe Media Coverage**
 - Via newsletter, web, email, & social media
- **Vote & Get Out The Vote**
 - Set automatic reminders for entire voting period on your company calendar
 - Promote all votes via each communication channel you use
- **Respond To PR Hot Tips**
 - Answer PR Hot Tips as soon as possible, create promotions as needed to reply

News to Use, Utilize Our Press Releases

Check in with the **Current Releases** section of the santafe.org website for press releases that you can use, redistribute or reference.

Recent Accolades

As a result of the Reader's Choice Survey, *Travel + Leisure* named Santa Fe one of **America's Best Cities For Winter Travel**.

Santa Fe New Mexican posted **coverage of Santa Fe** in Travel + Leisure Reader's Choice Awards for the Best Cities for Winter Travel.

USA Today named Radish & Rye in Santa Fe the **#5 Best New Restaurant in the Reader's Choice Best of 2015**.

USA Today 10 Best provided coverage of Radish & Rye in the **Reader's Choice Best of 2015 for Best New Restaurant**.

As a result of the World's Best Awards, *Travel + Leisure* selected the Rosewood Inn of the Anasazi in a round-up of **Best Hotels in Every State**.

Conde Nast Traveler ranked Ski Santa Fe as the **#4 "Best Ski Resort in the U.S. and Canada" in the Readers' Choice Awards**.

Visiting Press

Freelancers **Marilyn Jones** and **Cacinda Maloney** visited Santa Fe from December 8-11.

Darla Murray from **Life & Style Weekly** visited Santa Fe from December 13-16.

Lance and **Laura Longwell** visited Santa Fe from December 21-26 to research for coverage on **Travel Addicts**.

Liz Laing visited Santa Fe from December 29-31 to research for coverage for **Wandermelon**.

Print & Online Articles

Here is a selection of December coverage. To see more, please visit **the Hot News page** at the santafe.org Media Center.

NEWSPAPER

Albuquerque Journal provided coverage of Santa Fe in an article on **enchanting holidays in New Mexico**. Coverage ran online and in print.

USA Today included the Santa Fe School of Cooking's "Taste of Santa Fe" basket in their **holiday gift guide round-up**.

The holiday gift guide was also syndicated to:

- Visalia Times Delta
- Hattiesburg American
- Oshkosh Northwestern

Chicago Tribune included the Santa Fe International Folk Art Market in the outlet's **annual events calendar**.

Coverage was syndicated to the following seven outlets: Baltimore Sun, Orlando Sentinel, Sun-Sentinel, Morning Call, Daily Press, Los Angeles Times, Hartford Courant.

USA Today included Santa Fe Spirits in an article titled, "**2016 Spirits Preview-New Release And Tasting Rooms**".

WEBSITES

As a result of TOURISM Santa Fe hosting Mary Anne Been on the Living History press trip in September 2015, *JetSet Extra* posted dedicated coverage of the destination in an article titled, "**In a Santa Fe State of Mind**".

As a result of TOURISM Santa Fe hosting Randy Yagi on the Santa Fe outdoor press trip in October, *CBS Local* included Santa Fe in an article titled, "5 U.S. Destinations For a Winter Honeymoon". Coverage was nationally syndicated to the following 23 CBS Local Affiliates:

- **Atlanta**
- Baltimore, Boston, Chicago, Cleveland, Connecticut, Dallas, Denver, Detroit, Houston, Las Vegas, Los Angeles, Miami, Minnesota, New York, Philadelphia, Pittsburgh, Sacramento, San Francisco, Seattle, St. Louis, Tampa, Washington

Trip Dreaming included Santa Fe in a round-up of "**5 Underrated Ski Resorts in the USA**", highlighting Ski Santa Fe.

Cheapism.com included GLOW at the Santa Fe Botanical Garden in a **round-up of top light displays in every state**.

Cheese Rank provided dedicated coverage of Santa Fe in an article, "**Cheese City Shout Out**."

As a result of hosting Dan Mayfield on the outdoor press trip, *Gayot* provided coverage of Santa Fe's restaurants in five pieces:

- **Il Piatto**
- **Derailed**
- **Sweetwater Harvest Kitchen**
- **Terra Restaurant at Four Seasons Resort Rancho Encantado**
- **Mine Shaft Tavern in Madrid**

USA Today 10 Best included La Fonda on the Plaza in a **round-up of best hotel fireplaces this winter**.

As a result of TOURISM Santa Fe hosting Cacinda Maloney in December, *Yahoo! Travel* included Santa Fe in a round-up titled, **"Expert Opinions-16 Places Everyone Will Be Talking About in 2016"**.

As a result of TOURISM Santa Fe hosting Marilyn Jones in December, *Grit* posted a dedicated feature entitled, **"Santa Fe During the Holidays"**.

Lonely Planet provided syndicated coverage of the Santa Fe New Mexican article promoting the **new Margarita Trail in Santa Fe**.

Liftopia included Santa Fe in a round-up of **"Best Ski Towns to Ring in the New Year"**, highlighting Ski Santa Fe.

As a result of TOURISM Santa Fe hosting Spencer Edwards on the October outdoor press trip, *Ask Men* provided dedicated coverage in an article titled, **"Ways to Experience Santa Fe"**.

As a result of TOURISM Santa Fe hosting Cacinda Maloney in the destination earlier in December, *Travelocity* provided dedicated coverage in an article titled, **"Santa Fe Plaza-Where Cultures Collide"**.

MAGAZINES

Travel World Magazine posted dedicated coverage on **the holidays in Santa Fe**.

As a result of TOURISM Santa Fe hosting Irene Lacher during the 2015 September press trip, *Pasadena Weekly* posted an article titled, **"Spicy Holidays in Santa Fe"**.

Canadian Traveller provided coverage of Santa Fe in an article titled, "A Tale of Two (Snowbird) Cities".

Kiplinger included Santa Fe in the publication's annual Best List under "Places to Retire".

As a result of TOURISM Santa Fe hosting Irene Lacher on the September press trip, *Arroyo Monthly* published dedicated coverage of Santa Fe in a three-page spread titled, "Spicy Holidays in Santa Fe".

As a result of TOURISM Santa Fe hosting Christina Pellegrini in the destination during the annual Santa Fe Wine & Chile Fiesta, *Wine Enthusiast* published dedicated coverage on Santa Fe.

New Mexico Magazine published a twelve-page spread on Santa Fe.

As a result of TOURISM Santa Fe hosting Alex Schechter in September 2015, *AFAR* included Santa

Fe in the publication's "Where to Go 2016" issue.

Dorado Magazine included Barrio Brinery in its **"2015 Dorado Gift Guide-The Food Fanatic"**.