



## **January 2017 OTAB Report Sales Report February 21, 2017**

### **January 2017 Leads:**

- 14 total leads requiring sleeping rooms (Down 5 from 2016)
- 4,318 total room nights sent via leads (Down 2,219 room nights compared to 2016)
- Data not available for SFCCC space only leads without sleeping rooms

### **January 2017 Confirmed Leads:**

- 9 Definite Booking (Down 1 compared to 2016)
- 3,217 Definite Room Nights (Up 1,264 room nights from 2016)
- 18 Definite SFCCC space only events with 4,947 attendees (Even SFCCC bookings from 2016)

### **January 2016 Leads:**

- 19 total leads requiring sleeping rooms
- 6,537 room nights sent via leads
- Data not available for SFCCC space only leads without sleeping rooms

### **January 2016 Confirmed Leads:**

- 10 Definite Booking
  - 1,953 Definite Room Nights
  - 18 Definite Groups without sleeping rooms with 7,090 attendees
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### **2017 YTD Leads:**

- 14 total leads requiring sleeping rooms (DOWN 5 leads compared to STLY 2016)
- 4,318 total room nights sent via leads (DOWN 2,219 room nights compared to STLY 2016)
- Data not available for SFCCC space only leads without sleeping rooms

### **2017 YTD Definite:**

- 9 Definite Booking (DOWN 1 Confirmed booking to STLY 2016)
- 3,217 Definite Room Nights (Up 1,264 room nights over STLY 2016)
- 18 Definite SFCCC space only events (Even SFCCC bookings STLY 2016)

### **2016 YTD Leads:**

- 19 total leads requiring sleeping rooms
- 6,537 total room nights sent via leads
- Data not available for SFCCC space only leads without sleeping rooms

### **2016 YTD Definite:**

- 10 Definite Booking

- 1,953 Definite Room Nights
- 18 Definite SFCCC space only events

#### **Tradeshow updates:**

- American Bus Association was first show of the year, happened in Cleveland in January 2017. David Carr attended
- Kim Harmon will attend CONNECT Chicago in mid-February 2017
- David Carr and Justin Cox will visit Phoenix, AZ in mid-February 2017. They will make sales calls and attend the Luxury Summit Meeting on 2/17/17. Justin is joining David for training purposes
- Kim Harmon and Justin Cox will attend MIC in Denver, CO in mid-March 2017. Kim will stay in Denver for sales calls and to exhibit at the Travel & Adventure Tradeshow with John Feins. Justin is joining Kim at MIC for training purposes. In addition to TOURISM Santa Fe five hotel partners will be attending and exhibiting at MIC with TOURISM Santa Fe
- FAM dates are set for May, August, and October 2017

#### **Other news:**

- Mona Baca has joined the Sales Team at TOURISM Santa Fe as the new Sales Assistant. Mona was previously with TOURISM Santa Fe as a Visitor Information Specialist.
- Justin Cox has moved from Sales Assistant to Sales Manager
- New territory map

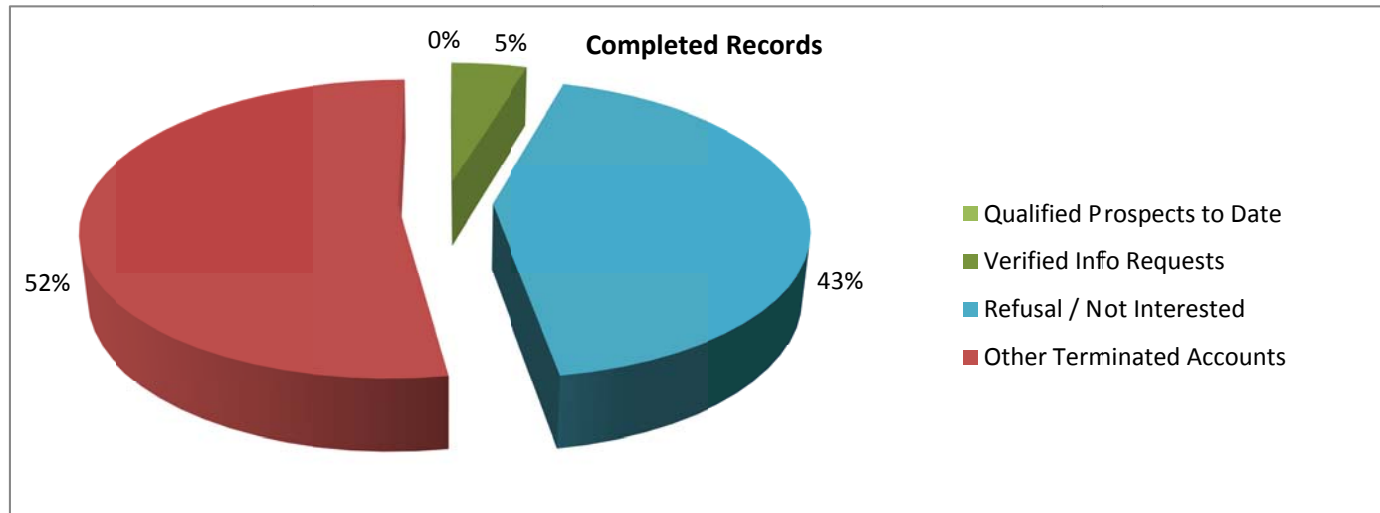
#### **Pace Report**

## Weekly Report

February 13, 2017



<b>Program Start Date</b>	<b>January, 2017</b>
<a href="#">Qualified Prospects to Date</a>	<b>0</b>
<a href="#">Verified Info Requests</a>	<b>24</b>
<b>Refusal / Not Interested</b>	<b>220</b>
<b>Other Terminated Accounts</b>	<b>270</b>



Verified Information Requests											
Company	Address	Address2	City	State	Zip	Firstname	Lastname	Title	Phone	Ext	Email
Cable One Inc	210 E Earle Dr	6th Floor	Phoenix	AZ	85012	Wanda	McMahon	Shared Services Administrator	6023646337		Wanda.McMahon@cableone.biz
Rag	1858 E Lafayette Ave		Gilbert	AZ	85298-0819	Howard	Rainwasser	Propretor	8477219337		howard.rainwasser@gmail.com
Brown & Brown of Arizona Inc	2800 N Cental Ave	Suite 1600	Phoenix	AZ	85005	Roni	Madrid	Executive Assistant	8002237840		madrid@bbphenix.com
MedeAnalytics	5858 Horton St		Emeryville	CA	94608	Paula	Ellison	Meeting Planner	6025026622		paula.ellison@medeanalytics.com
Global Cynergies, LLC	8080 E Gelding Dr	Suite 110	Scottsdale	AZ	85260-6983	Judy	Henrich	Director	4805130827	2	henrich@globalcynergies.com
Express Scripts	1 Expressway		St Louis	MO	63121	Taryn	Mobley	Associate Event Planner	3146846459		tmobley@express-scripts.com
Junior Achievement of Arizona	636 W Southern Ave		Tempe	AZ	85282-4508	Joss	Franchette	Senior Vice President Of Development & Events	4802190205		ossf@jaaz.org
Cox Communications	1550 W Deer Valley Rd		Phoenix	AZ	85027	Patti	Place	Assistant to Region Manager	6233283601		patti.place@cox.com
Harnett Company	10250 E Mountain View Rd	Suite 104	Scottsdale	AZ	85258-5302	Netty	Schlack	Owner	4806141810		netty@harnettcompany.com
Institute For Supply Management	2055 E Centennial Cir		Tempe	AZ	85284	Norman	Hannah	Director of Events and Sales	8008886276	3012	nhannah@instituteforsupplymanagement.org
International Fuel Tax Association	912 W Chandler Blvd	Suite B-7	Chandler	AZ	85225	Tammy	Trinker	Office And Events Administrator	4808394382		tdrinker@itach.org
Greenberg Traurig	2375 E Camelback Rd	Suite 700	Phoenix	AZ	85016	Mistie	Hague Weishaar	Marketing Manager	6024458000	8151	haguem@gtlaw.com
Schofield Chiropractic Training	4127 W Thunderbird Rd		Phoenix	AZ	85053	Susan	Mai	Meeting Planner	8005543260		schofieldtraining@gmail.com
Discount Tire	20225 N Scottsdale Rd		Scottsdale	AZ	85255	Eva	Mark	Senior Travel Consultant	4806066162		dtc_travel@discounttire.com
HPN Global	2833 E Pontiac Dr		Phoenix	AZ	85050	Cheryl	Cipriano	Account Executive	6022069190		ccipriano@hpnglobal.com
Mortgage	4800 N Scottsdale Rd	Suite 3800	Scottsdale	AZ	85251	Leann	Dvorsky	Meeting Event Specialist	8774310100		leann.dvorsky@mortgage.com
Harnett Company	10250 E Mountain View Rd	Suite 104	Scottsdale	AZ	85258	Netty	Schlack	Owner	8005440857		netty@harnettcompany.com
League For Innovation In The Community College	1333 S Spectrum Blvd	Suite 210	Chandler	AZ	85286	Robin	Piccinilli	Conference Director	4807058200	232	piccinilli@league.org
SOS-Association Management Solutions	7949 E Acoma Dr	Suite 207	Scottsdale	AZ	85260	Melody	King	Event Planner	4802895761		events@sossolutions.org
Evolution Beauty Technologies	1745 W Deer Valley Rd	Suite 124	Phoenix	AZ	85027-2111	Erick	Westcott	Owner	6024939043	102	erick@gelousy.com
Encore Creative	410 S Madisen Dr	Suite 4	Tempe	AZ	85281-7220	Ardy	Glanz	President	4807362800		aglanz@encorecreative.com
Wells Fargo Bank	8601 N Scottsdale Rd	Suite 200	Scottsdale	AZ	85253-2756	Katie	Vanderheydt	Meeting & Event Planner	4803485324		katie.vanderheydt@wellsfargo.com
Schofield Chiropractic	4127 W Thunderbird Rd		Phoenix	AZ	85053	Susan	Mai	Event Planning	6024398456		Schofieldtraining@gmail.com
KCA	107 S Southgate Dr		Chandler	AZ	85226-3222	Kate	Christensen	President	4808936110		kc@kc-a.com

# TOURISM Santa Fe

## Tentative & Definite Pace Report

Definite								Tentative							
		STLY			STLY					STLY			STLY		
		Event	Rooms	Events	RMS	Event Variance	Room Variance			Event	Rooms	Events	RMS	Event Variance	Room Variance
2017	Jan	8	1,537	21	2,080	-61.91%	-26.11%	2017	Jan	3	0	0	0	100.00%	100.00%
2017	Feb	11	1,275	21	3,206	-47.62%	-60.24%	2017	Feb	2	0	1	0	100.00%	100.00%
2017	Mar	9	4,574	14	348	-35.72%	1214.36%	2017	Mar	0	0	1	0	-100.00%	100.00%
2017	Apr	11	2,707	16	2,097	-31.25%	29.08%	2017	Apr	0	0	0	0	100.00%	100.00%
2017	May	5	1,819	7	2,200	-28.58%	-17.32%	2017	May	4	30	0	0	100.00%	100.00%
2017	Jun	12	2,240	12	5,092	0.00%	-56.01%	2017	Jun	3	910	0	0	100.00%	100.00%
2017	Jul	6	8,805	8	2,148	-25.00%	309.91%	2017	Jul	1	50	1	0	0.00%	100.00%
2017	Aug	3	2,695	6	1,940	-50.00%	38.91%	2017	Aug	2	0	0	0	100.00%	100.00%
2017	Sep	11	1,739	7	2,243	57.14%	-22.47%	2017	Sep	7	251	1	0	600.00%	100.00%
2017	Oct	4	1,345	13	1,943	-69.24%	-30.78%	2017	Oct	2	0	0	0	100.00%	100.00%
2017	Nov	4	801	2	6,075	100.00%	-86.82%	2017	Nov	3	900	0	0	100.00%	100.00%
2017	Dec	0	143	1	0	-100.00%	100.00%	2017	Dec	1	0	0	0	100.00%	100.00%
Totals		84	29,680	128	29,372	-34.38%	1.04%	Totals		28	2,141	4	0	600.00%	100.00%
Citywide		8	8,251	2	0	300.00%	100.00%								
2018	Jan	1	0	0	0	100.00%	100.00%	2018	Jan	2	1,235	2	0	0.00%	100.00%
2018	Feb	3	2,240	0	0	100.00%	100.00%	2018	Feb	1	0	0	0	100.00%	100.00%
2018	Mar	0	210	1	1,195	-100.00%	-82.43%	2018	Mar	1	0	0	0	100.00%	100.00%
2018	Apr	4	1,309	1	125	300.00%	947.20%	2018	Apr	3	571	0	0	100.00%	100.00%
2018	May	4	1,371	0	0	100.00%	100.00%	2018	May	3	0	2	0	50.00%	100.00%
2018	Jun	6	4,103	2	600	200.00%	583.83%	2018	Jun	2	493	1	675	100.00%	-26.97%
2018	Jul	0	0	4	8,395	-100.00%	-100.00%	2018	Jul	4	590	1	0	300.00%	100.00%
2018	Aug	1	0	2	1,855	-50.00%	-100.00%	2018	Aug	2	4,085	2	0	0.00%	100.00%
2018	Sep	2	1,999	0	0	100.00%	100.00%	2018	Sep	1	0	4	0	-75.00%	100.00%
2018	Oct	0	0	0	0	100.00%	100.00%	2018	Oct	1	0	0	0	100.00%	100.00%
2018	Nov	1	630	0	0	100.00%	100.00%	2018	Nov	2	3,180	2	0	0.00%	100.00%
2018	Dec	0	0	0	0	100.00%	100.00%	2018	Dec	0	0	0	0	100.00%	100.00%
Totals		22	11,862	10	12,170	120.00%	-2.54%	Totals		22	10,154	14	675	57.14%	1404.29%
Citywide		4	3,509	1	2,050	300.00%	71.17%								
2019	Jan	0	0	0	0	100.00%	100.00%	2019	Jan	1	1,235	1	0	0.00%	100.00%
2019	Feb	0	0	0	0	100.00%	100.00%	2019	Feb	0	0	1	0	-100.00%	100.00%
2019	Mar	0	0	0	0	100.00%	100.00%	2019	Mar	1	380	1	0	0.00%	100.00%
2019	Apr	2	415	1	0	100.00%	100.00%	2019	Apr	1	650	0	0	100.00%	100.00%
2019	May	0	0	1	404	-100.00%	-100.00%	2019	May	1	697	2	0	-50.00%	100.00%
2019	Jun	0	0	0	0	100.00%	100.00%	2019	Jun	1	210	0	0	100.00%	100.00%
2019	Jul	0	0	0	0	100.00%	100.00%	2019	Jul	2	0	2	590	0.00%	-100.00%
2019	Aug	0	0	0	0	100.00%	100.00%	2019	Aug	1	0	1	485	0.00%	-100.00%

Definite								Tentative							
		STLY			STLY					STLY			STLY		
		Event	Rooms	Events	RMS	Event Variance	Room Variance			Event	Rooms	Events	RMS	Event Variance	Room Variance
2019	Sep	0	0	0	0	100.00%	100.00%	2019	Sep	1	0	2	1,630	-50.00%	-100.00%
2019	Oct	0	0	0	0	100.00%	100.00%	2019	Oct	0	0	0	0	100.00%	100.00%
2019	Nov	0	0	0	0	100.00%	100.00%	2019	Nov	0	0	0	0	100.00%	100.00%
2019	Dec	0	0	0	0	100.00%	100.00%	2019	Dec	0	0	0	0	100.00%	100.00%
Totals		2	415	2	404	0.00%	2.72%	Totals		9	3,172	10	2,705	-10.00%	17.26%
Citywide		0	0	0	0	100.00%	100.00%								
2020	Jan	0	0	0	0	100.00%	100.00%	2020	Jan	1	1,235	0	0	100.00%	100.00%
2020	Feb	0	0	0	0	100.00%	100.00%	2020	Feb	0	0	0	0	100.00%	100.00%
2020	Mar	0	0	0	0	100.00%	100.00%	2020	Mar	0	0	0	0	100.00%	100.00%
2020	Apr	0	0	1	0	-100.00%	100.00%	2020	Apr	0	0	0	0	100.00%	100.00%
2020	May	0	0	0	0	100.00%	100.00%	2020	May	2	1,250	0	0	100.00%	100.00%
2020	Jun	0	0	0	0	100.00%	100.00%	2020	Jun	0	377	1	0	-100.00%	100.00%
2020	Jul	0	0	0	0	100.00%	100.00%	2020	Jul	2	0	1	0	100.00%	100.00%
2020	Aug	0	0	0	0	100.00%	100.00%	2020	Aug	0	0	0	0	100.00%	100.00%
2020	Sep	0	0	0	0	100.00%	100.00%	2020	Sep	1	0	1	0	0.00%	100.00%
2020	Oct	0	0	0	0	100.00%	100.00%	2020	Oct	0	0	0	0	100.00%	100.00%
2020	Nov	0	0	0	0	100.00%	100.00%	2020	Nov	0	0	0	0	100.00%	100.00%
2020	Dec	0	0	0	0	100.00%	100.00%	2020	Dec	0	0	0	0	100.00%	100.00%
Totals		0	0	1	0	-100.00%	100.00%	Totals		6	2,862	3	0	100.00%	100.00%
Citywide		0	0	0	0	100.00%	100.00%								
2021	Jan	0	0	0	0	100.00%	100.00%	2021	Jan	1	1,235	0	0	100.00%	100.00%
2021	Feb	0	0	0	0	100.00%	100.00%	2021	Feb	0	0	0	0	100.00%	100.00%
2021	Mar	0	0	0	0	100.00%	100.00%	2021	Mar	0	0	0	0	100.00%	100.00%
2021	Apr	0	0	0	0	100.00%	100.00%	2021	Apr	0	0	0	0	100.00%	100.00%
2021	May	0	0	0	0	100.00%	100.00%	2021	May	0	0	0	0	100.00%	100.00%
2021	Jun	0	0	0	0	100.00%	100.00%	2021	Jun	0	0	0	0	100.00%	100.00%
2021	Jul	0	0	0	0	100.00%	100.00%	2021	Jul	0	0	1	0	-100.00%	100.00%
2021	Aug	0	0	0	0	100.00%	100.00%	2021	Aug	0	0	0	0	100.00%	100.00%
2021	Sep	0	0	0	0	100.00%	100.00%	2021	Sep	0	0	1	0	-100.00%	100.00%
2021	Oct	0	0	0	0	100.00%	100.00%	2021	Oct	0	0	0	0	100.00%	100.00%
2021	Nov	0	0	0	0	100.00%	100.00%	2021	Nov	0	0	0	0	100.00%	100.00%
2021	Dec	0	0	0	0	100.00%	100.00%	2021	Dec	0	0	0	0	100.00%	100.00%
Totals		0	0	0	0	100.00%	100.00%	Totals		1	1,235	2	0	-50.00%	100.00%
Citywide		0	0	0	0	100.00%	100.00%								
2022	Jan	0	0	0	0	100.00%	100.00%	2022	Jan	1	1,235	0	0	100.00%	100.00%
2022	Feb	0	0	0	0	100.00%	100.00%	2022	Feb	0	0	0	0	100.00%	100.00%
2022	Mar	0	0	0	0	100.00%	100.00%	2022	Mar	0	0	0	0	100.00%	100.00%

Definite								Tentative							
		STLY			STLY					STLY			STLY		
		Event	Rooms	Events	RMS	Event Variance	Room Variance			Event	Rooms	Events	RMS	Event Variance	Room Variance
2022	Apr	0	0	0	0	100.00%	100.00%	2022	Apr	0	0	0	0	100.00%	100.00%
2022	May	0	0	0	0	100.00%	100.00%	2022	May	0	0	0	0	100.00%	100.00%
2022	Jun	0	0	0	0	100.00%	100.00%	2022	Jun	0	0	0	0	100.00%	100.00%
2022	Jul	0	0	0	0	100.00%	100.00%	2022	Jul	0	0	0	0	100.00%	100.00%
2022	Aug	0	0	0	0	100.00%	100.00%	2022	Aug	0	0	0	0	100.00%	100.00%
2022	Sep	0	0	0	0	100.00%	100.00%	2022	Sep	0	0	0	0	100.00%	100.00%
2022	Oct	0	0	0	0	100.00%	100.00%	2022	Oct	0	0	0	0	100.00%	100.00%
2022	Nov	0	0	0	0	100.00%	100.00%	2022	Nov	0	0	0	0	100.00%	100.00%
2022	Dec	0	0	0	0	100.00%	100.00%	2022	Dec	0	0	0	0	100.00%	100.00%
Totals		0	0	0	0	100.00%	100.00%	Totals		1	1,235	0	0	100.00%	100.00%
Citywide		0	0	0	0	100.00%	100.00%								
2023	Jan	0	0	0	0	100.00%	100.00%	2023	Jan	1	1,235	0	0	100.00%	100.00%
Totals		0	0	0	0	100.00%	100.00%	Totals		1	1,235	0	0	100.00%	100.00%
Citywide		0	0	0	0	100.00%	100.00%								