



**Sales OTAB Report**  
**March 2017**  
**Reported April 25, 2017**

**March 2017 Leads:**

- 18 total leads requiring sleeping rooms
- 5,674 total room nights sent via leads (Up 1,355 room nights compared to 2016)
- Data not available for SFCCC space only leads without sleeping rooms

**March 2017 Confirmed Leads:**

- 9 Definite Booking
- 4,037 Definite Room Nights (Up 431 room nights from 2016)
- 18 Definite SFCCC space only events (Down 5 SFCCC bookings from 2016)

**March 2016 Leads:**

- 18 total leads requiring sleeping rooms
- 7,029 room nights sent via leads
- Data not available for SFCCC space only leads without sleeping rooms
- 

**March 2016 Confirmed Leads:**

- 14 Definite Booking
  - 3,606 Definite Room Nights
  - 23 Definite Groups without sleeping rooms
- 

**2017 YTD Leads:**

- 51 total leads requiring sleeping rooms (UP 9 leads compared to STLY 2016)
- 16,967 total room nights sent via leads (UP 1,537 room nights compared to STLY 2016)
- Data not available for SFCCC space only leads without sleeping rooms

**2017 YTD Definite:**

- 34 Definite Booking (UP 8 Confirmed booking to STLY 2016)
- 11,386 Definite Room Nights (Up 515 room nights over STLY 2016)
- 48 Definite SFCCC space only events (Down 7 SFCCC bookings STLY 2016)

**2016 YTD Leads:**

- 61 total leads requiring sleeping rooms
- 18,504 total room nights sent via leads
- Data not available for SFCCC space only leads without sleeping rooms

**2016 YTD Definite:**

- 39 Definite Booking
- 10,871 Definite Room Nights
- 55 Definite SFCCC space only events

#### **Tradeshow updates:**

- Justin Cox attended CONNECT California in San Jose, CA on March 22-23 and a Luxury Summit Meeting on March 24 in San Francisco, CA; 75 meeting and event planners, scheduled individual appointments with 19 meeting planners.
- Kim Harmon attended MIC in Denver, CO in mid-March 2017. Kim stayed in Denver for sales calls and to exhibit at the Travel & Adventure Tradeshow. In addition to TOURISM Santa Fe, a number of hotel partners attended and exhibited at MIC; 500 meeting and event planners.
- Randy and David attended the Dallas Travel & Adventure Show March 31-April 3, 2017; 12,000 registered attendees.
- April will be attending Connect NY and onto ConferenceDirect in Baltimore April 30- May 4, 2017.
- Justin and April will be attending MPI-NM/NMSAE 2017 Hospitality Showcase in Albuquerque April 20, 2017.

#### **Other news:**

- David will be attending the Phoenix and Scottsdale Blitz along with the Eldorado Hotel and Hotel Santa Fe the first week of May 2017.
- FAM dates are set for May, August, and October 2017

#### **Pace Report**

# TOURISM Santa Fe Sales Pace Report

Status Dates: 01/01/12 to 04/21/17

Event Start Dates From: 01/01/17

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite 2017</b>													
Event	9	12	11	11	7	15	7	4	16	7	5	0	104
STLY Event	23	21	25	33	26	17	14	9	14	14	4	4	204
Event Variance	-61%	-43%	-56%	-67%	-73%	-12%	-50%	-56%	14%	-50%	25%	-100%	-49%
Rooms	1,537	1,275	4,574	2,707	1,819	2,581	8,855	2,695	1,929	1,549	821	143	30,485
STLY Rooms	2,080	3,206	348	2,097	3,677	6,338	2,618	2,243	2,408	1,958	6,135	350	33,458
Rooms Variance	-26%	-60%	1214%	29%	-51%	-69%	238%	20%	-20%	-21%	-87%	-59%	-9%
<b>Lead 2017</b>													
Event	16	16	19	26	19	38	19	14	26	23	10	2	228
STLY Event	21	19	23	45	41	28	27	22	36	29	10	9	310
Event Variance	-24%	-16%	-17%	-42%	-54%	36%	-30%	-36%	-28%	-21%	%	-78%	-26%
Rooms	2,487	3,791	8,231	5,717	5,667	8,934	13,587	3,759	6,262	16,765	4,732	143	80,075
STLY Rooms	4,408	4,224	801	6,640	3,217	9,268	9,481	4,573	7,147	4,988	7,307	1,361	63,415
Rooms Variance	-44%	-10%	928%	-14%	76%	-4%	43%	-18%	-12%	236%	-35%	-90%	26%
<b>Tentative 2017</b>													
Event	3	4	2	3	5	9	3	3	11	6	4	1	54
STLY Event	0	1	1	0	0	0	1	0	2	0	0	0	5
Event Variance	100%	300%	100%	100%	100%	100%	200%	100%	450%	100%	100%	100%	980%
Rooms	0	0	630	56	94	1,342	90	56	581	1,425	920	0	5,194
STLY Rooms	0	0	0	0	0	0	0	0	200	0	0	0	200

Printed: 4/21/2017

Page: 1 of 7

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	191%	100%	100%	100%	2497%
<b>Definite 2018</b>													
Event	3	5	1	4	6	6	0	1	2	0	2	0	30
STLY Event	2	0	3	2	2	2	4	3	3	0	0	0	21
Event Variance	50%	100%	-67%	100%	200%	200%	-100%	-67%	-33%	100%	100%	100%	43%
Rooms	890	2,510	826	1,309	1,371	4,103	0	0	1,999	0	3,810	0	16,818
STLY Rooms	0	0	1,565	442	0	600	8,395	1,855	588	0	0	0	13,445
Rooms Variance	100%	100%	-47%	196%	100%	584%	-100%	-100%	240%	100%	100%	100%	25%
<b>Lead 2018</b>													
Event	8	16	7	13	11	18	8	4	3	4	5	1	97
STLY Event	11	9	11	9	5	15	11	9	7	8	6	1	102
Event Variance	-27%	78%	-36%	44%	120%	20%	-27%	-56%	-57%	-50%	-17%	%	-5%
Rooms	3,992	4,979	2,501	4,035	10,617	8,078	5,399	3,490	2,484	1,450	5,571	600	53,196
STLY Rooms	1,882	2,925	6,907	4,087	853	7,108	12,949	2,301	2,865	14,759	2,077	143	58,856
Rooms Variance	112%	70%	-64%	-1%	1145%	14%	-58%	52%	-13%	-90%	168%	320%	-10%
<b>Tentative 2018</b>													
Event	4	1	2	3	5	2	4	3	2	1	2	0	29
STLY Event	2	1	0	0	3	2	1	2	4	1	2	0	18
Event Variance	100%	%	100%	100%	67%	%	300%	50%	-50%	%	%	100%	61%
Rooms	970	0	0	571	497	903	590	3,395	1,630	0	6,360	0	14,916
STLY Rooms	0	0	0	0	0	1,020	0	0	0	600	0	0	1,620
Rooms Variance	100%	100%	100%	100%	100%	-11%	100%	100%	100%	-100%	100%	100%	821%
<b>Definite 2019</b>													
Event	0	0	0	3	0	0	0	0	0	0	0	0	3

	January	February	March	April	May	June	July	August	September	October	November	December	Total
STLY Event	1	0	1	1	3	1	0	0	0	0	0	0	7
Event Variance	-100%	100%	-100%	200%	-100%	-100%	100%	100%	100%	100%	100%	100%	-57%
Rooms	0	0	0	1,065	0	0	0	0	0	0	0	0	1,065
STLY Rooms	0	0	0	0	404	1,325	0	0	0	0	0	0	1,729
Rooms Variance	100%	100%	100%	100%	-100%	-100%	100%	100%	100%	100%	100%	100%	-38%
<b>Lead</b>	<b>2019</b>												
Event	0	1	1	6	1	4	2	1	3	2	0	1	22
STLY Event	3	1	2	4	5	6	2	2	2	0	2	1	30
Event Variance	-100%	%	-50%	50%	-80%	-33%	%	-50%	50%	100%	-100%	%	-27%
Rooms	0	0	1,512	2,824	2,276	1,995	120	407	3,996	3,527	0	0	16,657
STLY Rooms	2,015	0	0	557	3,191	1,975	760	0	2,115	0	876	410	11,899
Rooms Variance	-100%	100%	100%	407%	-29%	1%	-84%	100%	89%	100%	-100%	-100%	40%
<b>Tentative</b>	<b>2019</b>												
Event	1	0	1	2	1	1	3	1	1	0	0	0	11
STLY Event	1	1	2	0	2	0	2	1	2	0	0	0	11
Event Variance	%	-100%	-50%	100%	-50%	100%	50%	%	-50%	100%	100%	100%	%
Rooms	1,235	0	380	1,090	697	210	120	0	0	0	0	0	3,732
STLY Rooms	0	0	0	0	0	0	590	485	1,630	0	0	0	2,705
Rooms Variance	100%	100%	100%	100%	100%	100%	-80%	-100%	-100%	100%	100%	100%	38%
<b>Definite</b>	<b>2020</b>												
Event	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Event	0	0	0	1	0	0	0	0	0	0	0	0	1
Event Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0

	January	February	March	April	May	June	July	August	September	October	November	December	Total
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Lead</b>	<b>2020</b>												
Event	0	0	0	0	1	0	2	0	0	0	0	1	4
STLY Event	0	1	0	1	0	0	0	1	2	0	0	1	6
Event Variance	100%	-100%	100%	-100%	100%	100%	100%	-100%	-100%	100%	100%	%	-33%
Rooms	0	0	0	0	330	377	2,406	0	0	0	0	0	3,113
STLY Rooms	0	0	0	0	0	0	0	407	1,396	1,182	0	0	2,985
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	-100%	-100%	-100%	100%	100%	4%
<b>Tentative</b>	<b>2020</b>												
Event	1	0	0	0	2	0	2	3	1	0	0	0	9
STLY Event	0	0	0	0	0	1	1	0	1	0	0	0	3
Event Variance	100%	100%	100%	100%	100%	-100%	100%	100%	%	100%	100%	100%	200%
Rooms	1,235	0	0	0	1,250	377	0	0	0	0	0	0	2,862
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Definite</b>	<b>2021</b>												
Event	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Lead</b>	<b>2021</b>												

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	0	0	0	0	0	1	1
Event Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-100%	%
Rooms	2,470	0	0	0	0	0	0	0	0	0	0	0	2,470
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Tentative 2021</b>													
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	1	0	1	0	0	0	2
Event Variance	100%	100%	100%	100%	100%	100%	-100%	100%	-100%	100%	100%	100%	-50%
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Definite 2022</b>													
Event	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Lead 2022</b>													
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Rooms	4,940	0	0	0	0	0	0	0	0	0	0	0	4,940
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Tentative 2022</b>													
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Definite 2023</b>													
Event	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Lead 2023</b>													
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Tentative	2023	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event	1	0	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sale Team Monthly Production)

Status Date of 04/10/2017

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite</b>	<b>2017</b>												
Event	9	16	9										34
STLY Event	10	15	14										39
Event Variance	-10%	6%	-35%										-12%
Rooms	3,325	4,024	4,037										11,386
STLY Rooms	1,953	5,312	3,606										10,871
Room Variance	70%	-25%	11%										4%

<b>Lead</b>	<b>2017</b>												
Event	14	19	18										51
STLY Event	19	16	26										61
Event Variance	-27%	18%	-31%										-16%
Rooms	4,318	6,975	5,674										16,967
STLY Rooms	6,537	4,938	7,029										18,504
Room Variance	-32%	41%	-19%										-8%

2017 Goals      120 Definite Bookings      44,000 Definite Room Nights  
 2016 Goals      100 Definite Bookings      36,000 Definite Room Nights