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## Santa Fe CVB

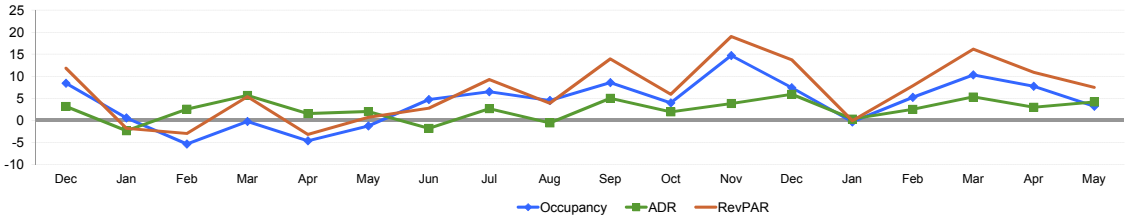
For the Month of May 2017

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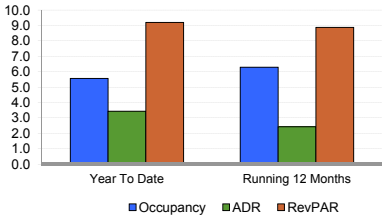
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Santa Fe CVB  
For the Month of May 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	53.7	40.2	48.0	63.0	58.3	68.6	78.6	82.6	84.0	80.4	77.3	57.5	57.6	40.1	50.5	69.5	62.8	70.8										
	Last Year	49.5	40.0	50.7	63.2	61.2	69.5	75.1	77.6	80.4	74.1	74.4	50.1	53.7	40.2	48.0	63.0	58.3	68.6										
Percent Change	8.4	0.5	-5.4	-0.3	-4.7	-1.3	4.7	6.5	4.5	8.5	3.9	14.7	7.4	-0.4	5.2	10.3	7.7	3.2											
ADR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	124.16	98.17	101.16	106.72	111.89	120.73	121.60	138.75	152.40	141.22	139.03	115.91	131.47	98.45	103.65	112.37	115.18	125.74										
	Last Year	120.40	100.57	98.66	101.03	110.24	118.40	123.90	135.21	153.32	134.54	136.45	111.68	124.16	98.17	101.16	106.72	111.89	120.73										
Percent Change	3.1	-2.4	2.5	5.6	1.5	2.0	-1.9	2.6	-0.6	5.0	1.9	3.8	5.9	0.3	2.5	5.3	2.9	4.2											
RevPAR	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	66.65	39.48	48.55	67.24	65.27	82.81	95.64	114.60	127.87	113.58	107.51	66.65	75.78	39.44	52.34	78.09	72.36	89.98										
	Last Year	59.61	40.23	50.05	63.83	67.45	82.27	93.08	104.90	123.23	99.69	101.52	56.00	66.65	39.48	48.55	67.24	65.27	82.81										
Percent Change	11.6	-1.9	-3.0	5.3	-3.2	0.7	2.7	9.2	3.8	13.9	5.9	19.0	13.7	-0.1	7.8	16.1	10.9	7.4											
Supply	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	146,785	146,475	132,300	146,475	141,750	146,475	141,750	146,475	146,475	141,630	146,351	141,630	146,351	146,351	132,188	146,351	141,630	146,351										
	Last Year	146,971	146,816	132,608	146,816	142,080	146,816	142,080	146,785	146,785	142,050	146,785	142,050	146,785	146,475	132,300	146,475	141,750	146,475										
Percent Change	-0.1	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.3	-0.3	-0.3	-0.3	-0.1	-0.1	-0.1	-0.1	-0.1											
Demand	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	78,794	58,900	63,498	92,285	82,682	100,472	111,484	120,980	122,996	113,911	113,168	81,447	84,354	58,632	66,747	101,708	88,978	103,566										
	Last Year	72,772	58,725	67,272	92,760	86,932	102,019	106,745	113,879	117,981	105,258	109,210	71,231	78,794	58,900	63,498	92,285	82,682	100,472										
Percent Change	8.3	0.3	-5.6	-0.5	-4.9	-1.5	4.4	6.2	4.3	8.2	3.6	14.3	7.1	-0.5	5.1	10.2	7.6	3.1											
Revenue	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	9,783,216	5,782,411	6,423,266	9,848,425	9,251,697	12,130,173	13,556,386	16,785,729	18,744,179	16,086,800	15,734,262	9,440,140	11,090,153	5,772,303	6,918,578	11,428,719	10,248,824	13,022,820										
	Last Year	8,761,553	5,905,734	6,637,128	9,371,886	9,583,558	12,078,908	13,225,443	15,397,571	18,088,654	14,161,221	14,901,215	7,955,127	9,783,216	5,782,411	6,423,266	9,848,425	9,251,697	12,130,173										
Percent Change	11.7	-2.1	-3.2	5.1	-3.5	0.4	2.5	9.0	3.6	13.6	5.6	18.7	13.4	-0.2	7.7	16.0	10.8	7.4											
Census %	2015												2016												2017				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	Census Props	58	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56										
	Census Rooms	4735	4725	4725	4725	4725	4725	4725	4725	4725	4721	4721	4721	4721	4721	4721	4721	4721	4721										
% Rooms Participants	81.1	81.1	81.1	81.1	81.1	81.1	81.1	81.1	81.1	81.1	81.1	79.4	79.4	78.9	78.9	78.9	76.0	78.9											

Santa Fe CVB  
For the Month of May 2017

- - Monthly data received by STR
- - Monthly and daily data received by STR

# Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB  
For the Month of May 2017

								2015				2016				2017																											
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	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
								Blank - No data received by STR																																			
								Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																			

A blank row indicates insufficient data.

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Source 2017 STR, Inc.

Tab 4 - Multi-Segment

Santa Fe CVB

For the month of: May 2017

	Current Month - May 2017 vs May 2016												Year to Date - May 2017 vs May 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms	
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room				2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room					
										Rev	Room Avail	Room Sold	Rev										Room Avail	Room Sold				
Santa Fe, NM Downtown+	77.5	73.8	173.60	169.09	134.48	124.79	5.0	2.7	7.8	7.8	0.0	5.0	67.3	62.0	149.77	147.32	100.86	91.37	8.6	1.7	10.4	10.4	0.0	8.6	18	12	1883	1559
Santa Fe, NM Cerrillos+	64.3	64.2	79.29	76.56	50.98	49.18	0.1	3.6	3.7	3.5	-0.2	-0.1	51.1	49.8	73.46	71.14	37.54	35.45	2.5	3.3	5.9	5.7	-0.2	2.4	25	19	2193	1871
Santa Fe, NM Periphery+	72.6	72.9	131.69	124.36	95.66	90.64	-0.3	5.9	5.5	5.5	0.0	-0.3	63.5	62.1	120.42	114.82	76.43	71.27	2.3	4.9	7.2	7.2	0.0	2.3	10	5	1090	784

Tab 5 - Multi-Seg Raw

Santa Fe CVB

For the Month of May 2017

	Current Month - May 2017 vs May 2016								
	Supply			Demand			Revenue		
	2017	2016	% Chg	2017	2016	% Chg	2017	2016	% Chg
Santa Fe, NM Downtown+	58,373	58,373	0.0	45,219	43,080	5.0	7,850,139	7,284,309	7.8
Santa Fe, NM Cerrillos+	67,983	68,107	-0.2	43,713	43,749	-0.1	3,465,985	3,349,492	3.5
Santa Fe, NM Periphery+	33,790	33,790	0.0	24,544	24,628	-0.3	3,232,319	3,062,841	5.5

	Year to Date - May 2017 vs May 2016								
	Supply			Demand			Revenue		
	2017	2016	% Chg	2017	2016	% Chg	2017	2016	% Chg
	284,333	284,333	#	191,485	176,357	8.6	28,678,660	25,980,760	10.4
	331,143	331,747	#	169,211	165,317	2.4	12,430,656	11,760,042	5.7
	164,590	164,590	#	104,460	102,154	2.3	12,579,476	11,729,572	7.2

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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## Tab 6 - 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](mailto: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.

### Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.  
Rooms sold under such allotments should be classified as transient.

### 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.

### Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

### 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), ARI – 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  $(\text{Sample Rooms} / \text{Census Rooms}) * 100$

### 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.

### Transient Rooms

Transient rooms include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.  
Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

### Twelve Month Moving Average