



**Sales OTAB Report
May 2017
Reported June 27, 2017**

May 2017 Leads:

- 24 total leads requiring sleeping rooms (Up 13 leads from 2016)
- 4,905 total room nights sent via leads (Up 3,050 room nights compared to 2016)

May 2017 Confirmed Bookings:

- 7 Definite Booking (Down 1 definite booking from 2016)
- 4,248 Definite Room Nights (Down 37 room nights from 2016)
- 32 Definite SFCCC space only events (Up 5 SFCCC bookings from 2016)

May 2016 Leads:

- 11 total leads requiring sleeping rooms
- 1,855 room nights sent via leads

May 2016 Confirmed Bookings:

- 8 Definite Booking
 - 4,285 Definite Room Nights
 - 27 Definite Groups without sleeping rooms
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2017 YTD Leads:

- 95 total leads requiring sleeping rooms (Up 9 leads compared to STLY 2016)
- 27,095 total room nights sent via leads (Down 83 room nights compared to STLY 2016)

2017 YTD Definite:

- 51 Definite Booking (Down 5 Confirmed booking to STLY 2016)
- 18,458 Definite Room Nights (Up 890 room nights over STLY 2016)
- 96 Definite SFCCC space only events (Down 4 SFCCC bookings STLY 2016)

2016 YTD Leads:

- 86 total leads requiring sleeping rooms
- 27,163 total room nights sent via leads

2016 YTD Definite:

- 56 Definite Booking
- 17,568 Definite Room Nights
- 100 Definite SFCCC space only events

Tradeshow updates:

- David attended the International Pow Wow in Washington, DC June 3-7.
- Kim is attending Cvent CONNECT 2017 in Las Vegas, NV June 12-16, 2017 along with Janey Day from Drury Plaza Hotel.
- April is attending MPI-WEC 2017 in Las Vegas, NV June 19-22.

Other news:

- May FAM was a success!! Thank you to all of the Hotel Partners that participated!
- July FAM is scheduled for July 11-14
- FAM dates are set for October 2017

Pace Report

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sale Team Monthly Production)

Status Date of 06/1/2017

Definite	2017												Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Event	9	16	9	10	7								51
STLY Event	10	15	14	9	8								56
Event Variance	-11%	6%	-43%	11%	14%								-9%
Rooms	3,325	4,024	4,037	2,824	4,248								18,458
STLY Rooms	1,953	5,312	3,606	2,412	4,285								17,568
Room Variance	52%	-28%	11%	16%	-1%								5%

Lead	2017												
Event	14	19	20	18	24								95
STLY Event	19	16	26	14	11								86
Event Variance	-30%	17%	-26%	25%	54%								9%
Rooms	4,318	6,975	6,234	4,663	4,905								27,095
STLY Rooms	6,537	4,938	7,029	6,804	1,855								27,163
Room Variance	-41%	34%	-12%	-37%	62%								-1%

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



THE CITY DIFFERENT

Potential Room Nights	16,182
Potential Revenue	\$2,022,750.00
Future Decision Dates	17

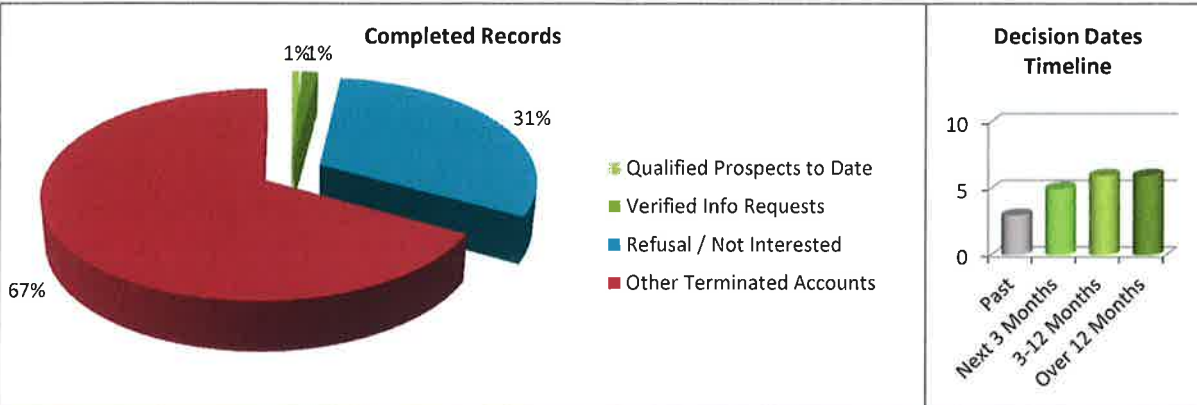
Weekly Report

June 17, 2017



Program Start Date	January, 2017
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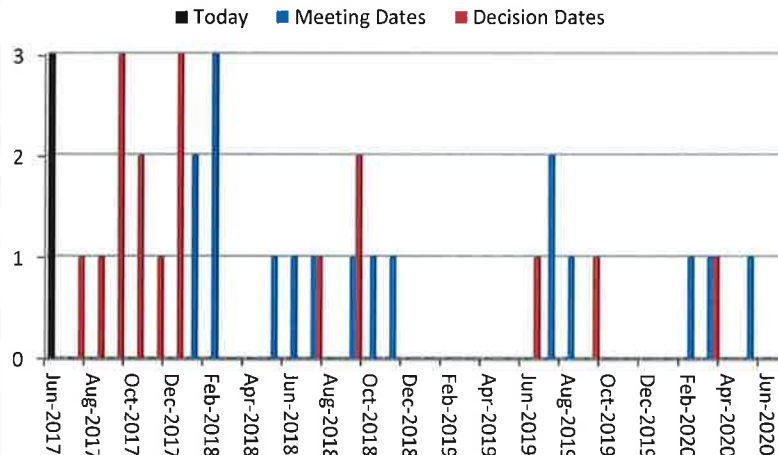
Qualified Prospects to Date	21
Verified Info Requests	48
Refusal / Not Interested	1,037
Other Terminated Accounts	2,241
Prospect Qualification Rate	0.6%
Average Rooms Peak Night	214



Upcoming Decision Dates

1	National Association for Environmental Management	Jul-2017
2	AFL-CIO	Aug-2017
3	American Association Of Community Theater	Sep-2017
4	National Association Of University Women	Sep-2017
5	Professional Bail Agents of the United States	Sep-2017
6	Association for Professionals in Infection Control & Epidemiology	Oct-2017

Follow-Up Activity Timeline



Meeting Month Frequency

