

# TOURISM SANTA FE

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## February 2019 OTAB Report Sales Report March 27, 2019

### February 2019 Leads:

- 27 total leads requiring sleeping rooms
- 10,228 total room nights sent via leads
- 65 leads for space only

### February 2019 Confirmed Leads:

- 13 Definite Booking
- 4,406 Definite Room Nights
- 9 Definite SFCCC space only

### February 2018 Leads:

- 17 total leads requiring sleeping rooms
- 7,983 room nights sent via leads

### February 2018 Confirmed Leads:

- 12 Definite Booking
  - 4,160 Definite Room Nights
  - 19 Definite Groups without sleeping rooms
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### 2019 YTD Leads:

- 45 total leads requiring sleeping rooms
- 19,388 total room nights sent via leads

### 2019 YTD Definite:

- 17 Definite Booking
- 7,784 Definite Room Nights
- 21 Definite SFCCC space only events

### 2018 YTD Leads:

- 43 total leads requiring sleeping rooms
- 24,199 total room nights sent via leads

### 2018 YTD Definite:

- 21 Definite Booking
- 7,7576 Definite Room Nights
- 38 Definite SFCCC space only events

### Tradeshow updates:

- Randy Randall and David Carr attended Travel & Adventure Show in Denver, CO February 23-24, 2019.
  - 15,000 people attended the show
  - Attended with Carlsbad, Farmington, Gallup and Taos
- April Gallegos attended Conference Direct Annual Partner Meeting 2019 March 4-6, 2019 in Atlanta, GA.
- David Carr attended Connect Chicago February 25-26, 2019 in Chicago, IL.
  - Met with 20 planners
  - 2 confirmed FAM attendees
  - 2 RFP's (500 rooms for October/November 2019; 60 rooms spring 2020 high-end group)
- Justin Cox attended Connect Rockies March 4-5, 2019 in Denver, CO.
  - 30 planners in attendance
  - One-on-one appointment with 25 planners plus networking opportunities
  - Planners were from all over US with interest in meeting in the Rocky Mountain region
  - Continuing to educate the market that Santa Fe is not desert and Phoenix-like but at the base of mountains with a climate similar to Denver (host city)
- Kim Harmon attended MIC 2019 March 12-13, 2019 in Denver, CO.
  - Trade Show with 4 Hotel Partners
  - Over 400 Meeting Planners
- Kim Harmon attended Connect Financial March 4-7, 2019 in Denver, CO.
  - Appointments with 22 Meeting Planners
- Justin Cox attended Smart Meeting Pacific Northwest March 13-14, 2019 in Seattle, WA.
  - 30 planners in attendance
  - One-on-one appointments with 15 planners plus networking opportunities
  - Attendees were exclusively from Pacific Northwest
  - High initial interest in Santa Fe due to arts and Native American culture. However, transportation is a significant challenge. Only one direct flight between Seattle and New Mexico (ABQ - Alaska Airlines) and only one direct flight between Portland and New Mexico (ABQ - Alaska Airlines). Both direct flights are expensive. As recently as 2016 Southwest operated direct flights between ABQ and both Seattle and Portland. Many people in Seattle only fly Alaska (HQ in Seattle) or Delta (new hub in Seattle)
  - Met with a planner for Facebook. High interest due to the new data processing center in Los Lunas

### Other news;

### Pace Report

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

(Sales Team Monthly Production)

Status Date of 3/1/2019

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite</b>	<b>2017</b>												
Event	4	13											17
STLY Event	9	12											21
Event Variance	-56%	8%											-23%
Rooms	3,378	4,406											7,784
STLY Rooms	3,416	4,160											7,576
Room Variance	-1%	6%											2%

<b>Lead</b>	<b>2017</b>												
Event	18	28											46
STLY Event	25	19											44
Event Variance	-28%	47%											4%
Rooms	8,755	10,633											19,388
STLY Rooms	16,206	7,145											23,351
Room Variance	-46%	48%											-20%

2019 Goals	190 Definite Bookings	46,000 Definite Room Nights
2018 Goals	165 Definite Bookings	42,043 Definite Room Nights

**Booking Pace Report**  
As of: 3/25/2019  
Event Type: All  
Source: All

	Actual 2007	Actual 2008	Actual 2009	Actual 2010	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017	Actual 2018	Definite 2019	Tentative 2019	Definite 2020	Tentative 2020	Definite 2021	Tentative 2021	Definite 2022	Tentative 2022	Definite 2023	Tentative 2023	Definite 2024	Tentative 2024	0	0	0	0	0	0	
January	0	0	0	900	756	352	3,336	1,390	4,649	2,090	1,537	1,480	2,954	0	3,857	0	0	1,235	0	1,235	0	1,235	0	0	0	0	0	0	0	0	0
February	0	0	0	758	1,370	200	2,099	4,655	1,891	3,206	1,725	4,396	3,908	0	2,179	387	125	0	0	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	66	495	1,930	425	1,223	2,330	804	348	6,109	940	1,589	390	850	0	250	0	0	0	0	0	0	0	0	0	0	0	0	0	0
April	0	0	342	933	689	1,092	2,072	1,554	2,912	2,306	835	3,563	3,956	16	874	1,095	375	0	0	0	0	0	0	0	0	0	0	0	0	0	0
May	0	0	1,344	5,106	2,646	3,658	1,614	3,123	1,749	3,468	2,432	3,132	2,932	0	2,082	707	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
June	0	18	1,920	6,846	4,548	3,480	1,092	2,041	3,334	6,488	1,830	7,174	2,297	2,125	125	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	198	1,128	4,410	1,300	3,797	2,868	1,946	4,752	10,649	5,049	2,491	207	1,075	0	0	0	0	0	0	0	2,700	0	0	0	0	0	0	0	0
August	0	0	2,530	225	689	985	1,060	1,633	800	1,719	1,904	4,322	1,701	0	1,225	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
September	0	0	228	1,948	2,495	931	2,099	1,264	4,417	2,223	2,892	3,424	4,234	0	375	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
October	0	29	1,932	1,753	4,593	5,438	3,837	1,654	4,628	4,794	2,064	2,735	634	250	3,630	0	1,693	0	0	0	0	0	0	0	0	0	0	0	0	0	0
November	0	32	350	4,125	5,080	1,525	490	3,265	2,658	4,080	1,379	4,709	585	242	800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
December	0	0	100	305	100	251	50	198	98	350	179	0	290	0	250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	79	9,012	24,422	29,306	19,637	22,769	26,173	29,886	35,814	33,545	40,924	27,571	3,220	17,322	2,189	2,443	1,235	0	1,235	0	2,026	2,700	0	0	0	0	0	0	0	0
LAST YEAR	0	79	9,012	24,422	29,306	19,637	22,769	26,173	29,886	35,814	33,545	40,924	0	27,571	3,220	17,322	2,189	2,443	1,235	0	1,235	0	2,026	2,700	0	0	0	0	0	0	0
Change	0	79	8,933	15,410	4,884	(9,669)	3,132	3,404	3,713	5,928	(2,269)	7,379	(13,353)	3,220	(10,249)	(1,031)	(14,879)	(954)	(2,443)	0	0	791	2,700	(2,026)	0	0	0	0	0	0	0