

TOURISM SANTA FE

March 2019 OTAB Report Sales Report April 23, 2019

March 2019 Leads:

- 22 total leads requiring sleeping rooms
- 5,859 total room nights sent via leads
- 39 leads SFCCC space only events

March 2019 Confirmed Bookings:

- 13 Definite Booking
- 2,918 Definite Room Nights
- 17 Definite SFCCC space only events

March 2018 Leads:

- 24 total leads requiring sleeping rooms
- 15,959 room nights sent via leads

March 2018 Confirmed Bookings:

- 12 Definite Booking
 - 2,432 Definite Room Nights
 - 15 Definite SFCCC space only events
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2019 YTD Leads:

- 68 total leads requiring sleeping rooms
- 25,247 total room nights sent via leads
- 39 leads SFCCC space only events

2019 YTD Definite:

- 30 Definite Booking
- 10,702 Definite Room Nights
- 37 Definite SFCCC space only events

2018 YTD Leads:

- 65 total leads requiring sleeping rooms
- 40,148 total room nights sent via leads

2018 YTD Definite:

- 33 Definite Booking
- 10,008 Definite Room Nights
- 51 Definite SFCCC space only events

Tradeshow updates:

- David Carr and Ryan Dodge attended Travel & Adventure Show in Dallas, TX March 29-31, 2019.
 - 15,000 people attended the show
 - Attended with Carlsbad, Farmington, Gallup and Taos

Other news:

Pace Report

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 4/1/2019

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2017												
Event	4	13	13										30
STLY Event	9	12	12										33
Event Variance	-56%	8%	8%										-10%
Rooms	3,378	4,406	2,918										10,702
STLY Rooms	3,416	4,160	2,432										10,008
Room Variance	-1%	6%	19%										7%

Lead	2017												
Event	18	28	22										68
STLY Event	25	16	24										65
Event Variance	-28%	47%	-9%										0%
Rooms	8,755	10,633	5,859										25,247
STLY Rooms	16,206	7,983	15,959										40,148
Room Variance	-46%	48%	-272%										-155%

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: 4/22/2019 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	Definite 2018	Tentative 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	2,080	1,537	1,480	2,954	0	3,857	0	1,235	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	0
March	0	0	68	495	1,930	425	2,330	2,330	804	348	6,109	940	1,589	0	850	0	250	0	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	1,714	255	375	570	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	791	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	0
July	0	0	198	1,128	4,410	1,300	3,797	2,868	1,946	4,752	10,649	5,049	2,286	87	1,075	0	0	0	0	0	0	0	2,700	0	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	2,096	0	1,225	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
September	0	0	228	1,848	2,495	931	2,099	1,264	4,417	2,223	2,882	3,424	4,464	0	375	0	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	1,854	4,628	4,794	2,084	2,735	804	250	3,630	0	1,683	525	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	827	0	800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
December	0	0	100	305	100	251	50	196	98	350	179	0	290	0	250	0	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	28,393	2,478	16,162	1,349	2,443	2,330	0	1,235	791	1,235	2,700	0	0	0	0	0	0	0	0	0
LAST YEAR	0	0	79	9,012	24,422	29,306	19,637	22,769	26,173	29,886	35,814	40,924	0	28,393	2,478	16,162	1,349	2,443	2,330	0	1,235	791	1,235	2,700	0	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)	7,378	(12,531)	2,478	(10,231)	(1,129)	981	(2,443)	(1,095)	791	0	1,909	(1,235)	0	0	0	0	0	0	0	0	0



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- \$250 Gift Card for meetings with 25 rooms on peak or less
- \$500 Gift Card for meetings with 50 rooms on peak or less
- \$1,000 Gift Card for meetings with 100 rooms on peak or less

*All meetings must be booked and consumed by April 30, 2020 with a fully executed contract. Promotion applies to meetings held at individual participation hotels or held at the Santa Fe Community Convention Center. Promotion is based upon availability and blackout dates. The promotion does not apply to groups already contracted.