

TOURISM

SANTA FE

April 2019 OTAB Report Sales Report May 28, 2019

April 2019 Leads:

- 32 total leads requiring sleeping rooms
- 9,190 total room nights sent via leads
- 20 leads SFCCC space only events

April 2019 Confirmed Bookings:

- 12 Definite Booking
- 2,882 Definite Room Nights
- 26 Definite SFCCC space only events

April 2018 Leads:

- 16 total leads requiring sleeping rooms
- 8,905 room nights sent via leads

April 2018 Confirmed Bookings:

- 5 Definite Booking
 - 3,719 Definite Room Nights
 - 26 Definite SFCCC space only events
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2019 YTD Leads:

- 106 total leads requiring sleeping rooms
- 36,878 total room nights sent via leads
- leads SFCCC space only events

2019 YTD Definite:

- 44 Definite Booking
- 13,829 Definite Room Nights
- 63 Definite SFCCC space only events

2018 YTD Leads:

- 83 total leads requiring sleeping rooms
- 49,203 total room nights sent via leads

2018 YTD Definite:

- 41 Definite Booking
- 13,942 Definite Room Nights
- 77 Definite SFCCC space only events

Tradeshow updates:

- Justin Cox attended Connect California on April 22-23, 2019 in Oakland, CA.
- April Gallegos attended Smart Meetings Southwest on April 23, 2019 in Dallas, TX.

Other news;

Pace Report

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 5/1/2019

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2019												
Event	6	13	13	12									44
STLY Event	9	12	12	4									37
Event Variance	-50%	8%	8%	300%									19%
Rooms	3,623	4,406	2,918	2,882									13,829
STLY Rooms	3,416	4,160	2,432	3,719									13,727
Room Variance	6%	6%	19%	-29%									1%

Lead	2019												
Event	18	28	22	32									100
STLY Event	25	16	24	16									81
Event Variance	-28%	47%	-9%	200%									23%
Rooms	8,755	10,633	5,859	9,190									34,437
STLY Rooms	16,206	7,983	15,959	8,751									48,899
Room Variance	-46%	48%	-272%	5%									-41%

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

