

TOURISM

SANTA FE

May 2019 OTAB Report Sales Report June 25, 2019

May 2019 Leads:

- 21 total leads requiring sleeping rooms
- 6,673 total room nights sent via leads
- 17 leads SFCCC space only events

May 2019 Confirmed Bookings:

- 16 Definite Booking
- 3,031 Definite Room Nights
- 24 Definite SFCCC space only events

May 2018 Leads:

- 21 total leads requiring sleeping rooms
- 8,734 room nights sent via leads

May 2018 Confirmed Bookings:

- 16 Definite Booking
 - 2,979 Definite Room Nights
 - 31 Definite SFCCC space only events
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2019 YTD Leads:

- 121 total leads requiring sleeping rooms
- 41,621 total room nights sent via leads
- leads SFCCC space only events

2019 YTD Definite:

- 60 Definite Booking
- 16,860 Definite Room Nights
- 86 Definite SFCCC space only events

2018 YTD Leads:

- 102 total leads requiring sleeping rooms
- 57,633 total room nights sent via leads

2018 YTD Definite:

- 53 Definite Booking
- 16,706 Definite Room Nights
- 95 Definite SFCCC space only events

Tradeshow updates:

- David Carr attended SMART Meetings West National in Las Vegas, NV May 5-7.
 - 25 Appointments
 - 1 RFP; 3 planners have requested that we contact them in Q4 2019 and Q1 2020 when they will be sending out their RFP's.
 - 4 FAM attendees
 - 3 follow up's when they will be submitting RFP's.
- Kim Harmon attended HelmsBriscoe Annual Partner Meeting in Houston, TX May 29-31.

Other news:

- Our May FAM was a great success. We hosted eleven attendees from around the United States.

Pace Report

ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 6/20/2019

Contracted

Year	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2008	0	0	0	0	0	18	0	0	0	0	32	0	50
2009	0	0	67	190	950	0	57	1,755	78	2,201	298	0	5,596
2010	509	898	173	1,063	1,065	6,368	978	75	868	1,208	3,954	96	17,255
2011	740	960	1,160	294	2,225	4,217	3,907	438	695	3,385	945	60	19,026
2012	353	200	425	920	2,601	2,818	805	985	576	3,899	1,471	450	15,503
2013	2,991	1,998	603	1,440	1,290	882	2,807	875	1,486	4,503	480	0	19,355
2014	535	3,045	2,210	1,484	2,864	1,701	2,623	1,633	1,330	2,006	3,486	196	23,113
2015	4,649	1,702	804	2,684	1,825	3,379	2,122	800	2,436	3,675	2,682	68	26,826
2016	1,570	3,117	348	2,558	3,366	6,541	4,708	1,615	2,444	4,639	4,728	350	35,984
2017	2,435	2,240	5,041	964	2,886	1,729	10,729	2,649	2,794	2,281	2,063	179	35,990
2018	1,380	4,387	972	3,944	3,132	7,930	5,434	4,655	3,576	2,556	5,342	0	43,308
2019	2,853	3,762	1,914	3,778	3,780	2,396	2,353	1,977	4,182	1,963	773	290	30,021
2020	3,591	2,229	1,497	2,079	2,923	500	1,237	1,045	375	3,630	675	250	20,031
2021	0	125	250	375	0	0	1,250	0	0	2,708	0	0	4,708
2023	0	0	0	0	791	0	0	0	0	0	0	0	791
2024	0	0	0	0	0	0	2,700	0	0	0	0	0	2,700

Rooms totaled in the month the event starts

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Booking Pace Report As of: 6/11/2019 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	509	740	353	2,991	535	4,649	1,570	2,435	1,380	2,853	0	3,591	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
February	0	0	0	898	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	0	2,229	0	125	0	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	0	67	173	1,160	425	603	2,210	804	5,041	972	1,914	0	1,497	0	250	0	0	0	0	0	0	0	0	0	0	0	0	0
April	0	0	190	1,063	294	920	1,440	1,484	2,884	2,558	964	3,944	3,778	0	2,079	0	375	446	0	0	0	0	0	0	0	0	0	0	0	0
May	0	0	950	1,065	2,225	2,601	1,290	2,864	1,825	3,366	2,886	3,132	3,137	0	2,923	0	0	0	0	0	791	0	0	0	0	0	0	0	0	0
June	0	18	0	6,368	4,217	2,818	882	1,701	3,379	6,541	1,729	7,930	2,396	0	500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	57	978	3,907	805	2,807	2,823	2,122	4,708	10,729	5,434	2,353	0	1,237	120	1,250	0	0	0	0	0	0	2,700	0	0	0	0	0	0
August	0	0	1,755	75	438	985	875	1,633	800	1,615	2,649	4,655	1,977	0	1,045	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
September	0	0	78	868	695	576	1,486	1,330	2,436	2,444	2,794	3,576	4,182	70	375	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
October	0	0	2,201	1,208	3,385	3,899	4,503	2,006	3,675	4,639	2,281	2,556	1,963	0	3,630	0	2,708	0	0	0	0	0	0	0	0	0	0	0	0	0
November	0	32	298	3,954	945	1,471	480	3,486	2,682	4,728	2,063	5,342	773	0	675	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
December	0	0	0	96	60	450	0	196	68	350	179	0	290	0	250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	50	5,596	17,255	19,026	15,503	19,355	23,113	26,826	35,984	35,990	43,308	29,378	70	20,031	120	4,708	446	0	0	791	0	2,700	0	0	0	0	0	0	0
LAST YEAR	0	0	50	5,596	17,255	19,026	15,503	23,113	26,826	35,984	35,990	43,308	29,378	70	20,031	120	4,708	446	0	0	791	0	2,700	0	0	0	0	0	0	0
Change	0	50	5,546	11,659	1,771	(3,523)	3,852	3,758	3,713	9,158	6	7,318	(13,930)	70	(9,347)	50	(15,323)	326	(4,708)	(446)	791	0	1,999	0	0	0	0	0	0	0