

TOURISM SANTA FE

June 2019 OTAB Report Sales Report July 23, 2019

June 2019 Leads:

- 35 total leads requiring sleeping rooms
- 13,333 total room nights sent via leads
- 16 leads SFCCC space only events

June 2019 Confirmed Bookings:

- 10 Definite Booking
- 1,973 Definite Room Nights
- 18 Definite SFCCC space only events

June 2018 Leads:

- 20 total leads requiring sleeping room
- 11,597 room nights sent via leads

June 2018 Confirmed Bookings:

- 12 Definite Booking
 - 4,352 Definite Room Nights
 - 20 Definite SFCCC space only events
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2019 YTD Leads:

- 163 total leads requiring sleeping rooms
- 57,139 total room nights sent via leads
- 60 leads SFCCC space only events

2019 YTD Definite:

- 70 Definite Booking
- 18,833 Definite Room Nights
- 102 Definite SFCCC space only events

2018 YTD Leads:

- 123 total leads requiring sleeping rooms
- 69,155 total room nights sent via leads

2018 YTD Definite:

- 65 Definite Booking
- 21,141 Definite Room Nights
- 126 Definite SFCCC space only events

Tradeshow updates:

- Justin Cox attended Destination West in Denver, CO July 14-16, 2019.

Other news:

Pace Report

Booking Pace Report
As of: 7/18/2019
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	Define 2019	Tentative 2019	Define 2020	Tentative 2020	Define 2021	Tentative 2021	Define 2022	Tentative 2022	Define 2023	Tentative 2023	Define 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	3,692	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
February	0	0	0	888	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	0	2,561	0	125	0	0	0	0	0	0	0	0	0	0	0	0	0	
March	0	0	67	173	1,160	425	603	2,210	804	348	5,041	972	1,914	0	1,542	0	250	0	0	0	0	0	0	0	0	0	0	0	0	0	
April	0	0	190	1,063	294	920	1,484	2,694	2,559	564	3,944	3,778	3,778	0	2,263	0	821	0	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	3,566	2,886	3,132	3,910	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	26	500	0	0	0	0	0	0	0	2,700	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	2,514	0	1,357	0	1,250	0	0	0	0	0	0	0	0	0	0	0	0	0	
August	0	0	1,755	75	438	985	875	1,633	800	1,615	2,649	4,655	2,463	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	1,300	2,438	2,444	2,794	3,576	4,362	0	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	2,135	0	3,630	0	2,708	0	0	0	0	0	0	0	0	0	0	0	0	0	
November	0	32	258	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	791	0	2,700	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	31,140	26	20,813	0	5,154	0	0	0	791	0	2,700	0	0	0	0	0	0	0	0
LAST YEAR	0	0	50	5,596	17,255	19,026	15,503	19,355	23,113	35,984	35,990	43,308	31,140	26	20,813	0	5,154	0	0	0	791	0	2,700	0	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	(12,168)	26	(10,327)	(26)	(15,659)	0	(5,154)	0	791	0	1,909	0	0	0	0	0	0	0	0

ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 7/17/2019

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	3,910	2,396	2,514	2,463	4,352	2,135	773	290	31,140
2020	3,692	2,561	1,542	2,263	2,923	500	1,357	1,045	375	3,630	675	250	20,813
2021	0	125	250	821	0	0	1,250	0	0	2,708	0	0	5,154
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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ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 7/17/2019

Pickup

Year	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2008	0	0	0	0	0	0	0	0	0	0	0	0	0
2009	0	0	11	29	29	0	53	0	32	150	103	0	407
2010	649	901	50	381	324	462	166	48	299	364	506	236	4,386
2011	360	193	551	214	623	720	485	187	319	528	757	0	4,937
2012	0	210	174	1,124	2,268	1,937	809	56	285	1,897	1,290	88	10,138
2013	1,845	1,565	361	1,459	1,360	828	1,582	666	764	3,218	510	0	14,158
2014	582	3,251	1,687	1,944	2,382	1,735	2,032	1,093	1,104	1,054	3,721	275	20,860
2015	4,118	1,438	534	1,323	1,035	3,030	1,405	583	1,729	3,195	2,117	61	20,568
2016	872	2,450	324	1,010	2,053	3,128	2,210	1,161	1,105	2,940	3,629	437	21,319
2017	1,289	1,311	2,688	170	1,573	1,281	5,734	1,117	503	268	1,461	0	17,395
2018	958	1,209	324	1,467	1,383	949	2,665	891	1,573	1,070	3,741	0	16,230
2019	1,133	1,026	507	1,260	1,795	110	7	0	0	0	0	0	5,838
2020	0	0	0	0	0	0	0	0	0	0	0	0	0
2021	0	0	0	0	0	0	0	0	0	0	0	0	0
2023	0	0	0	0	0	0	0	0	0	0	0	0	0
2024	0	0	0	0	0	0	0	0	0	0	0	0	0

Rooms totaled in the month the event starts

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ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 7/17/2019

Request

Year	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2008	0	0	0	0	0	18	0	0	0	29	32	0	79
2009	0	0	68	342	1,344	1,920	198	2,530	228	1,932	350	100	9,012
2010	900	758	495	933	5,106	6,846	1,128	225	1,848	1,753	4,125	305	24,422
2011	756	1,370	1,930	689	2,646	4,548	4,410	689	2,495	4,593	5,080	100	29,306
2012	352	200	425	1,092	3,658	3,480	1,300	985	931	5,438	1,525	251	19,637
2013	3,336	2,099	1,223	2,072	1,614	1,092	3,797	1,060	2,099	3,837	490	50	22,769
2014	1,390	4,655	2,330	1,554	3,123	2,041	2,868	1,633	1,264	1,854	3,265	196	26,173
2015	4,649	1,891	804	2,912	1,749	3,334	1,946	800	4,417	4,628	2,658	98	29,886
2016	2,080	3,206	348	2,306	3,468	6,488	4,752	1,719	2,223	4,794	4,080	350	35,814
2017	1,537	1,725	6,109	835	2,432	1,830	10,649	1,904	2,882	2,084	1,379	179	33,545
2018	1,480	4,396	940	3,563	3,132	7,174	5,049	4,322	3,424	2,815	4,709	0	41,004
2019	2,954	3,908	1,589	3,956	2,957	2,377	2,709	2,689	4,959	1,857	827	290	31,072
2020	4,040	2,549	1,571	2,215	2,913	725	1,395	1,225	375	3,630	800	250	21,688
2021	0	125	250	945	0	0	1,245	0	0	2,643	0	0	5,208
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

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