



August 2019 OTAB Report Sales Report September 24, 2019

August 2019 Leads:

- 14 total leads requiring sleeping rooms
- 8,784 total room nights sent via leads
- 10 leads SFCCC space only events

August 2019 Confirmed Bookings:

- 7 Definite Booking
- 3,243 Definite Room Nights
- 2 Definite SFCCC space only events

August 2018 Leads:

- 44 total leads requiring sleeping room
- 8,977 room nights sent via leads

August 2018 Confirmed Bookings:

- 26 Definite Booking
 - 3,281 Definite Room Nights
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2019 YTD Leads:

- 203 total leads requiring sleeping rooms
- 71,607 total room nights sent via leads
- 188 leads SFCCC space only events

2019 YTD Definite:

- 92 Definite Booking
- 23,809 Definite Room Nights
- 81 Definite SFCCC space only events

2018 YTD Leads:

- 193 total leads requiring sleeping rooms
- 90,424 total room nights sent via leads

2018 YTD Definite:

- 97 Definite Booking
- 26,138 Definite Room Nights

Tradeshow updates:

- David Carr attended ASAE 2019 in Columbus, OH August 10-13, 2019. The Drury Plaza and Eldorado Hotel & Spa attended the show.
 - 105 Planners stopped by the booth.
 - 2 RFP's received
 - 12 planners provided meeting space and are interested in Santa Fe.
 - 5 potential FAM attendees.
- Kim Harmon attended ABA Annual Meeting in San Francisco, CA August 8-12, 2019.
 - Met with Legal Professionals from all over the world that influence chapter meeting location decisions.
 - Appointments with 3 key ABA Sourcing Managers; 2 large Leads for Santa Fe with decision being made in September.
- April Gallegos and Justin Cox attended Connect Corporate and Connect Association in Louisville, KY August 26-28, 2019.
 - Corporate:**
 - April met 35 corporate meeting planners-all with potential business in Santa Fe.
 - Three planners have booked in Santa Fe.
 - Association:**
 - Justin met with 43 meeting planners.
 - Discussed opportunities ranging in size from board meetings to city wide conferences.

Other news:

Tracking Groups that require more sleeping rooms or meeting space than we can accommodate.

- Create "Tabs" in the Lost Business Report. "Turndown Not Enough Sleeping Rooms" and "Turndown Not Enough Meeting Space."

Pace Report

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 9/1/2019

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2019												
Event	6	13	13	12	16	9	15	7					91
STLY Event	9	12	12	4	16	12	6	26					97
Event Variance	-50%	8%	8%	300%	0%	-20%	250%	-73%					-6%
Rooms	3,623	4,406	2,918	2,882	3,031	1,973	1,733	3,243					23,809
STLY Rooms	3,416	4,160	2,432	3,719	2,979	4,352	1,799	3,281					26,138
Room Variance	6%	6%	19%	-29%	1%	-45%	-3%	-1%					-9%

Lead	2019												
Event	24	27	22	32	21	35	26	14					201
STLY Event	25	16	24	16	21	19	27	44					192
Event Variance	-28%	47%	-9%	200%	0%	84%	-3%	-68%					5%
Rooms	9,751	10,148	5,859	9,190	6,673	13,333	6,584	8,784					70,322
STLY Rooms	16,206	7,983	15,959	8,751	8,734	11,597	13,067	8,977					91,274
Room Variance	-46%	48%	-272%	5%	-30%	15%	-98%	-2%					-30%

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

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