



January 2020 OTAB Report
Sales Report February 25, 2020

January 2020 Leads:

- 23 total leads requiring sleeping rooms
- 5,852 total room nights sent via leads

January 2020 Confirmed Leads:

- 13 Definite Booking
- 3,487 Definite Room Nights
- 8 Definite SFCCC space only

January 2019 Leads:

- 24 total leads requiring sleeping rooms
- 9,751 room nights sent via leads

January 2019 Confirmed Leads:

- 6 Definite Booking
 - 3,623 Definite Room Nights
 - 11 Definite Groups without sleeping rooms
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Actual	Definite	Tentative
10	2000	2000

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TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 2/1/2020

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2020												
Event		13											13
STLY Event		6											6
Event Variance		216%											216%
Rooms		3,487											3,487
STLY Rooms		3,623											3,623
Room Variance		-3%											-3%

Lead	2020												
Event		23											23
STLY Event		24											24
Event Variance		-4%											-4%
Rooms		5,852											5,852
STLY Rooms		9,751											9,751
Room Variance		-66%											-66%

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