

# TOURISM

## SANTA FE

### July 2015 OTAB Report Sales Report August 27, 2015

#### July 2015 Leads:

- 24 total leads requiring sleeping rooms (UP 19 leads compared to 2014)
- 9,281 total room nights sent via leads (UP 5,677 room night compared to 2014)
- 15 total SFCCC space only leads without sleeping rooms (Down 5 SFCCC leads from 2014)
- 13,439 total attendees anticipated (UP 5,628 attendees from 2014)

#### June 2015 Confirmed Leads:

- 8 Definite Booking (Up 3 Confirmed booking to 2014)
- 5,102 Definite Room Nights (UP 1,820 room night over 2014)
- 17 Definite SFCCC space only leads (UP 1 SFCCC bookings from 2014)
- 5,936 Estimated Attendees (UP 1,902 anticipated attendees from 2014)

#### June 2014 Leads:

- 5 total leads requiring sleeping rooms
- 3,604 total room nights sent via leads
- 20 total SFCCC space only leads without sleeping rooms
- 7,811 total attendees anticipated

#### June 2014 Confirmed Leads:

- 5 Definite Booking
- 3,282 Definite Room Nights
- 16 Definite Groups without sleeping rooms
- 4,034 Estimated Attendees

#### Tradeshaw updates:

**July 30 – August 2, 2015** | American Bar Association (ABA) Annual Conference: Chicago Illinois

- The city attended the tradeshow with the Eldorado Hotel & Spa and the La Fonda.
- Meet with the sourcing team of ABA and 55 attorneys who decide the locations of their chapter meetings.
- We have one program that we are working on for 2017.

**August 5, 2015** | Luxury Meeting Summit: Denver Colorado

- The city attended the tradeshow on the 5<sup>th</sup> representing the city of Santa Fe.
- Denver Luxury Meetings Summit brought in 44 qualified meeting planners, ranging from 3<sup>rd</sup> party meeting planners (HelmsBriscoe) to end user clients. Approximately 5 minutes was spent face to face with each planner.
- Received 1 RFP and have another 4 being sent to TOURISM Santa Fe.

**August 8-11, 2015** | American Society of Association Executives (ASAE): Detroit Michigan

- The city attended the tradeshow with the Drury, Eldorado Hotel & Spa, Inn & Spa at Loretto and the La Fonda.

- This was a very successful trip with over 130 meeting planners stopping by the two booths that TOURISM Santa Fe had on the tradeshow floor.
- We received 6 RFP's and 22 leads from the show.

**August 27-29, 2015 | Connect Marketplace: Pittsburgh Pennsylvania**

- The city will be attending the tradeshow

**September 8-10, 2015 | Hospitality Sales and Marketing Association International (HSMAI): Washington DC**

- The city will be attending the tradeshow with the Drury, Inn & Spa at Loretto (TBD) and the La Fonda.

**September 20-23, 2015 | FAM**

- The City of Santa Fe is partnering with 8 hotel partners (Drury Plaza, Eldorado Hotel & Spa, Four Seasons, Hotel Santa Fe Hacienda and Spa, Inn & Spa at Loretto, Hilton Historic Plaza, La Fonda and La Posada).
- At this time we have 22 confirmed meeting planners with Helmesbriscoe attending.

**October 20-23, 2015 | FAM**

- We are targeting independent planners and planners who we have met with at tradeshow who have showed interest.
- We will be sending the invitations out on Friday, August 21, 2015.

**CRM Review**

**Survey Company**

**Sales Position**



Camilla Mandler (1)	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<b>Academy for the Love of Learning</b>					
<a href="#">Academy for the Love of Learning</a> [3400]	07/08/2015	07/02/2015	25	0	250
<a href="#">For the Love of Learning</a> [3285]	10/17/2015	07/17/2015	0	0	0
<b>Big Brothers Big Sisters Mountain Region</b>					
<a href="#">Little Gala for a Big Cause 2015</a> [3207]	10/08/2015	04/01/2015	100	0	0
<b>Contemporary Hispanic Market</b>					
<a href="#">Contemporary Hispanic Market Preview 2015</a> [2992]	07/23/2015	07/01/2015	0	0	0
<a href="#">Contemporary Hispanic Market Preview 2015</a> [2992]	07/24/2015	07/01/2015	800	0	52,000
<b>Kitchen Angels</b>					
<a href="#">Kitchen Angels Collectable Box Auction 2015/Mayors Ball 2015</a> [2871]	10/02/2015	07/20/2015	350	0	8,750
<b>Nick Salazar</b>					
<a href="#">Salazar Wedding Reception</a> [3384]	09/26/2015	07/08/2015	150	0	3,750
<b>Presbyterian Healthcare Services</b>					
<a href="#">Governor's Prayer Breakfast 2016</a> [3232]	01/27/2016	07/06/2015	500	0	32,500
<b>Rosalina Grace Pre-cons</b>					
<a href="#">Nick Salazar</a> [3406]	09/19/2015	07/08/2015	1	0	25
<b>Santa Fe Association of Realtors</b>					
<a href="#">Task Force Meeting on Affordable Housing</a> [3174]	12/03/2015	07/28/2015	250	0	2,500
<b>Santa Fe Chamber of Commerce</b>					
<a href="#">Legislative Reception 2016</a> [3317]	01/25/2016	07/01/2015	1,000	0	25,000
<b>Santa Fe Community Orchestra</b>					
<a href="#">SF Community Orchestra Concert &amp; Dance Gala 2015</a> [425]	02/14/2015	01/13/2015	0	0	0
<b>Santa Fe Fiesta, Inc</b>					
<a href="#">Fiestacita 2015</a> [905]	09/08/2015	09/14/2010	-1,200	0	0
<b>Total for Manager</b>			<b>1,976</b>	<b>0</b>	<b>124,775</b>
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<b>Grand Total(27)</b>			<b>6,268</b>	<b>5,032</b>	<b>1,797,550</b>

# TOURISM SANTA FE

Prepared On: 08/20/2015  
Prepared By: Phyllis Ortiz

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8916

## Leads By User

For Lead Status from Jul 1, 2015 to Jul 31, 2015

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>David A. Carr (12)</b>					
<b>DivaFiva International</b>					
<a href="#">"DivaFiva" Ladies Night-out Overnight-Out Slumber Party S.P.A.</a> [3414]	09/25/2015	07/15/2015	200	70	22,750
<b>Family Reunion</b>					
<a href="#">Blackletter - Wolfe Family Reunion</a> [3403]	07/14/2016	07/07/2015	50	60	19,500
<b>Genoveva Chavez Community Center</b>					
<a href="#">Cactus Cup</a> [3435]	07/07/2016	07/30/2015	60	100	32,500
<b>Go West Summit</b>					
<a href="#">Go West Summit 2017</a> [3431]	02/19/2017	07/29/2015	500	1,260	409,500
<b>Harley Owners Group (HOG)</b>					
<a href="#">2016 Open Road West</a> [3412]	09/07/2016	07/13/2015	750	840	273,000
<b>Los Alamos National Laboratory</b>					
<a href="#">International Free Electron Laser Conference</a> [2999]	08/20/2017	07/27/2015	0	1300	0
<b>New Mexico Academy of Nutrition and Dietetics</b>					
<a href="#">NMAND Annual Conference</a> [3427]	04/21/2016	07/27/2015	120	80	26,000
<b>New Mexico Finance Authority</b>					
<a href="#">State Revolving Fund State to State Meeting Region 6</a> [3428]	09/20/2015	07/27/2015	50	50	16,250
<b>New Mexico Jewish Historical Society</b>					
<a href="#">2016 Fall Conference</a> [3411]	10/28/2016	07/13/2015	30	60	19,500
<b>New Mexico State University</b>					
<a href="#">International Symposium for Personal and Commercial Spaceflight</a> [3424]	10/10/2016	07/22/2015	300	206	66,950
<b>Shores Destinations</b>					
<a href="#">National Park Service</a> [3413]	09/20/2015	07/14/2015	25	106	34,450
<b>University of New Mexico UNM</b>					
<a href="#">National Association of College &amp; University Food Services (NACUFS)</a> [3432]	03/12/2017	07/29/2015	600	1,350	438,750
<b>Total for Manager</b>			<b>2,685</b>	<b>4,182</b>	<b>1,359,150</b>

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>Joellyn Baca (7)</b>					
<b>Administrative Office of the US Courts</b>					
<a href="#">Criminal Justice Act Program - Public Hearing</a> [3416]	11/15/2015	07/15/2015	100	24	7,800
<b>American Public Transportation Association</b>					
<a href="#">2016 Legal Affairs Seminar</a> [3415]	02/19/2016	07/15/2015	125	210	68,250
<b>Association of American Medical Colleges</b>					
<a href="#">2016 APPD Fall Roundtable</a> [3425]	09/14/2016	07/22/2015	40	85	27,625
<b>Association of Structural Pest Control Regulatory Officials</b>					
<a href="#">ASPCRO Annual Meeting</a> [2605]	08/26/2016	11/03/2013	0	0	0
<b>Offering Envelope Association</b>					
<a href="#">Offering Envelope Association</a> [3399]	05/03/2016	07/01/2015	18	30	9,750
<b>The Group Travel Family</b>					
<a href="#">Agritourism World Summit/Boomers in Groups Conference</a> [3436]	11/01/2017	07/30/2015	180	368	119,600
<a href="#">Going on Faith Conference</a> [3437]	08/25/2019	07/30/2015	300	407	132,275
<b>Total for Manager</b>			<b>763</b>	<b>1,124</b>	<b>365,300</b>

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>Kim Harmon (5)</b>					
<b>Attorneys' Title Guaranty Fund, Inc. (ATGF)</b>					
<a href="#">Fall Board of Directors 2016</a> [3422]	09/21/2016	07/21/2015	40	51	16,575
<b>LISTI</b>					
<a href="#">Leading Producers 2016</a> [3401]	05/09/2016	07/07/2015	50	104	33,800
<b>National Onion Association</b>					
<a href="#">National Onion Association Annual Conference 2017</a> [3402]	11/26/2017	07/07/2015	175	400	130,000

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>David A. Carr (12)</b>					
<b>Southwest Chemistry Workshop 2017</b>					
<a href="#">Southwest Chemistry Workshop 2017</a> [3421]	06/19/2017	07/17/2015	200	225	73,125
<b>The Linux Foundation</b>					
<a href="#">Linux Plumbers Conference &amp; Linux Kernel Summit 2016</a> [3418]	10/14/2016	07/15/2015	400	1,530	497,250
<b>Total for Manager</b>			<b>865</b>	<b>2,310</b>	<b>750,750</b>
<b>Melanie Moore (2)</b>					
<b>City of Santa Fe</b>					
<a href="#">Matt Ross</a> [3417]	08/17/2015	07/15/2015	100	0	0
<b>Fire Department / City of Santa Fe</b>					
<a href="#">SFFD Cadet Graduation - Class 30</a> [3408]	09/10/2015	07/09/2015	150	0	0
<b>Total for Manager</b>			<b>250</b>	<b>0</b>	<b>0</b>
<b>Rosalina Grace (13)</b>					
<b>Academy For Technology and the Classics</b>					
<a href="#">ATC Graduation 2016</a> [3405]	05/20/2016	07/10/2015	800	0	0
<b>Academy for the Love of Learning</b>					
<a href="#">Academy for the Love of Learning</a> [3400]	07/08/2015	07/02/2015	25	0	250
<b>Alicia Montoya</b>					
<a href="#">Wedding Reception Alicia &amp; Mike Montoya</a> [3394]	05/21/2016	06/29/2015	250	0	6,250
<b>Amanda Maes &amp; Jon Cordova</b>					
<a href="#">Maes &amp; Cordova Wedding Reception</a> [3398]	07/02/2016	07/01/2015	450	0	11,250
<b>Contemporary Hispanic Market</b>					
<a href="#">Contemporary Hispanic Market Preview 2016</a> [2993]	07/28/2016	08/12/2014	0	0	0
<b>Heritage Productions</b>					
<a href="#">Santa Fe Foodie Classic</a> [3407]	01/16/2016	07/10/2015	0	0	0
<b>Presbyterian Healthcare Services</b>					
<a href="#">Governor's Prayer Breakfast 2016</a> [3232]	01/27/2016	07/06/2015	500	0	32,500
<b>Rosalina Grace Pre-cons</b>					
<a href="#">Nick Salazar</a> [3406]	09/19/2015	07/08/2015	1	0	25
<b>Santa Fe Community Orchestra</b>					
<a href="#">SF Community Orchestra Concert &amp; Dance Gala 2016</a> [2854]	02/27/2016	05/22/2014	0	0	0
<b>Santa Fe Japanese Inter-Cultural Network</b>					
<a href="#">Japanese Cultural Festival 12th Annual Santa Fe JIN 2016</a> [3071]	04/15/2016	04/24/2015	0	0	0
<b>Somos Un Pueblo Unido</b>					
<a href="#">20th Anniversary Banquet</a> [3420]	12/05/2015	07/15/2015	300	0	19,500
<b>St. Elias The Prophet Greek Orthodox Church</b>					
<a href="#">Greek Festival 2016</a> [3080]	06/17/2016	07/10/2015	1,000	0	65,000
<b>William Trujillo</b>					
<a href="#">Wedding Reception</a> [3409]	07/23/2016	07/10/2015	300	0	19,500
<b>Total for Manager</b>			<b>3,626</b>	<b>0</b>	<b>154,275</b>
<b>Grand Total(39)</b>			<b>8,189</b>	<b>7,616</b>	<b>2,629,475</b>

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# TOURISM SANTA FE

Prepared On: 08/20/2015  
Prepared By: Phyllis Ortiz

## Leads By User

For Tentative Status from Jul 1, 2015 to Jul 31, 2015

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<b>David A. Carr (7)</b>					
<b>DiyaFiva International</b>					
<a href="#">"DiyaFiva" Ladies Night-out Overnight-Out Slumber Party S.P.A.</a> [3414]	09/25/2015	07/14/2015	200	0	22,750
<b>Go West Summit</b>					
<a href="#">Go West Summit 2017</a> [3431]	02/19/2017	07/29/2015	500	0	409,500
<b>Harley Owners Group (HOG)</b>					
<a href="#">2016 Open Road West</a> [3412]	09/07/2016	07/13/2015	750	0	273,000
<b>New Mexico Academy of Nutrition and Dietetics</b>					
<a href="#">NMAND Annual Conference</a> [3427]	04/21/2016	07/27/2015	120	0	26,000
<b>New Mexico Jewish Historical Society</b>					
<a href="#">2016 Fall Conference</a> [3411]	10/28/2016	07/13/2015	30	0	19,500
<b>New Mexico State University</b>					
<a href="#">International Symposium for Personal and Commercial Spaceflight</a> [3424]	10/10/2016	07/22/2015	300	0	66,950
<b>Tourism Santa Fe CVB/City of Santa Fe</b>					
<a href="#">DOS Meeting</a> [3423]	07/22/2015	07/22/2015	22	0	0
<b>Total for Manager</b>			<b>1,922</b>	<b>0</b>	<b>817,700</b>

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<b>Joellyn Baca (5)</b>					
<b>Administrative Office of the US Courts</b>					
<a href="#">Criminal Justice Act Program - Public Hearing</a> [3416]	11/15/2015	07/15/2015	100	0	7,800
<b>American Public Transportation Association</b>					
<a href="#">2016 Legal Affairs Seminar</a> [3415]	02/19/2016	07/14/2015	125	0	68,250
<b>Association of American Medical Colleges</b>					
<a href="#">2016 APPD Fall Roundtable</a> [3425]	09/14/2016	07/22/2015	40	0	27,625
<b>Offering Envelope Association</b>					
<a href="#">Offering Envelope Association</a> [3399]	05/03/2016	07/01/2015	18	0	9,750
<b>The Group Travel Family</b>					
<a href="#">Going on Faith Conference</a> [3437]	08/25/2019	07/30/2015	300	0	132,275
<b>Total for Manager</b>			<b>583</b>	<b>0</b>	<b>245,700</b>

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<b>Melanie Moore (7)</b>					
<b>Adan Araiza</b>					
<a href="#">Araiza 25th Anniversary</a> [3429]	01/21/2017	07/28/2015	250	0	16,250
<b>Hilton of Santa Fe</b>					
<a href="#">Hilton Meeting / Michelln North America</a> [3410]	09/01/2015	07/10/2015	16	0	400
<a href="#">Hilton Meeting / NOV</a> [3426]	11/02/2015	07/23/2015	100	0	2,500
<b>Housing &amp; Community Development / City of Santa Fe</b>					
<a href="#">Film Summit</a> [3434]	09/22/2015	07/30/2015	20	0	0
<b>Mayor's Office / City of Santa Fe</b>					
<a href="#">Councilor's Bushee + Lindell Meeting</a> [3433]	08/11/2015	07/30/2015	50	0	0
<b>National Latino Behavioral Health Association</b>					
<a href="#">NLBHA Scholarship Luncheon</a> [3430]	09/25/2015	07/28/2015	100	0	6,500
<b>Transportation / City of Santa Fe</b>					
<a href="#">Transportation / Blue Bus Meeting</a> [3404]	07/23/2015	07/08/2015	450	0	0
<b>Total for Manager</b>			<b>986</b>	<b>0</b>	<b>25,650</b>

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<b>Rosalina Grace (8)</b>					
<b>Academy For Technology and the Classics</b>					

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<b>David A. Carr (7)</b>					
<a href="#">ATC Graduation 2016</a> [3405]	05/20/2016	07/08/2015	800	0	0
<b>Academy for the Love of Learning</b>					
<a href="#">Academy for the Love of Learning</a> [3400]	07/08/2015	07/02/2015	500	0	5,000
<b>Amanda Maes &amp; Jon Cordova</b>					
<a href="#">Maes &amp; Cordova Wedding Reception</a> [3398]	07/02/2016	07/01/2015	450	0	11,250
<b>Francisco Diaz</b>					
<a href="#">Diaz Quincenera</a> [3419]	02/25/2017	07/15/2015	300	0	7,500
<b>Heritage Productions</b>					
<a href="#">Santa Fe Foodie Classic</a> [3407]	01/16/2016	07/08/2015	300	0	7,500
<b>Rosalina Grace Pre-cons</b>					
<a href="#">Nick Salazar</a> [3406]	09/19/2015	07/08/2015	120	0	3,000
<b>Somos Un Pueblo Unido</b>					
<a href="#">20th Anniversary Banquet</a> [3420]	12/05/2015	07/15/2015	300	0	19,500
<b>William Trujillo</b>					
<a href="#">Wedding Reception</a> [3409]	07/23/2016	07/10/2015	300	0	19,500
<b>Total for Manager</b>			<b>3,070</b>	<b>0</b>	<b>73,250</b>
<hr/>					
<b>Grand Total(27)</b>			<b>6,561</b>	<b>0</b>	<b>1,162,300</b>

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Prepared On: 08/20/2015  
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## Leads By User

For Confirmed Status from Jul 1, 2014 to Jul 31, 2014

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<b>Camilla Mandler (1)</b>					
<b>National Neurotrauma Society</b>					
<a href="#">Neurotrauma National Symposium 2015</a> [2919]	06/26/2015	07/17/2014	600	1,354	440,050
<b>Total for Manager</b>			<b>600</b>	<b>1,354</b>	<b>440,050</b>
<b>Kim Harmon (4)</b>					
<b>New Mexico Association of Counties</b>					
<a href="#">NMAC 2015</a> [2283]	01/19/2015	07/25/2014	900	1,235	401,375
<b>New Mexico EMS Region 1</b>					
<a href="#">New Mexico EMS Region 1 Hotel Lead</a> [2751]	06/22/2014	07/08/2014	250	130	42,250
<b>United States Courts for the Tenth Circuit</b>					
<a href="#">United States Courts for the Tenth Circuit 2015 Conference</a> [2764]	05/17/2015	07/24/2014	200	545	177,125
<b>Young Presidents' Organization ~ Iowa</b>					
<a href="#">Iowa YPO Retreat</a> [2890]	10/22/2014	07/10/2014	17	18	5,850
<b>Total for Manager</b>			<b>1,367</b>	<b>1,928</b>	<b>626,600</b>
<b>Melanie Moore (5)</b>					
<b>Arts Commission / City of Santa Fe</b>					
<a href="#">Arts Comm: Theatre Grottesco</a> [2958]	08/05/2014	07/23/2014	6	0	0
<a href="#">Sister Cities - Signage Committee</a> [2938]	07/09/2014	07/09/2014	6	0	0
<b>Tourism Santa Fe CVB/City of Santa Fe</b>					
<a href="#">CRM Training</a> [2952]	08/19/2014	07/18/2014	30	0	0
<a href="#">CVB - RFP Review Process</a> [2941]	07/10/2014	07/09/2014	12	0	0
<a href="#">Destination Marketing Meeting</a> [2942]	07/17/2014	07/09/2014	30	0	0
<b>Total for Manager</b>			<b>84</b>	<b>0</b>	<b>0</b>
<b>Rosalina Grace (11)</b>					
<b>Gene Valencia</b>					
<a href="#">Valencia Birthday Party</a> [2810]	07/26/2014	07/08/2014	180	0	4,500
<b>Georgia O'Keeffe Museum</b>					
<a href="#">Discussion for Modern Art Collectors</a> [2850]	07/24/2014	07/23/2014	20	0	200
<b>Pueblo of Tesuque</b>					
<a href="#">Pueblo of Tesuque 17th Annual Foot Race</a> [2946]	08/09/2014	07/17/2014	50	0	0
<b>Santa Fe Fiesta, Inc</b>					
<a href="#">2015 Baile de Mayo</a> [925]	05/07/2015	09/14/2010	0	0	0
<a href="#">2015 Offices for Fiestas</a> [893]	09/03/2015	09/14/2010	0	0	0
<a href="#">Mariachi Extravaganza 2014</a> [2569]	08/31/2014	07/31/2014	600	0	0
<a href="#">Youth Mariache Workshops 2015</a> [940]	03/29/2015	07/07/2014	400	0	0
<a href="#">Youth Mariache Workshops 2016</a> [941]	03/28/2016	07/07/2014	400	0	0
<a href="#">Youth Mariache Workshops 2017</a> [942]	03/27/2017	09/15/2010	0	0	0
<a href="#">Youth Mariache Workshops 2018</a> [943]	03/26/2018	09/15/2010	0	0	0
<b>Spanish Colonial Arts Society</b>					
<a href="#">2014 Judging and Preview for Spanish Market</a> [570]	07/23/2014	07/08/2014	1,000	0	65,000
<b>Total for Manager</b>			<b>2,650</b>	<b>0</b>	<b>69,700</b>
<b>Grand Total(21)</b>			<b>4,701</b>	<b>3,282</b>	<b>1,136,350</b>

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## Leads By User

For Lead Status from Jul 1, 2014 to Jul 31, 2014

Manager	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>Camilla Mandler (2)</b>					
<b>American Electric Power</b>					
<a href="#">Pipeline Energy Group Conference</a> [2943]	04/28/2015	07/09/2014	165	220	71,500
<b>Professional Association of Innkeepers International(PAII)</b>					
<a href="#">Innkeeping Conference &amp; Trade Show 2016</a> [2945]	01/23/2016	07/11/2014	700	1,414	459,550
<b>Total for Manager</b>			<b>865</b>	<b>1,634</b>	<b>531,050</b>
<b>David A. Carr (1)</b>					
<b>Society for Applied Anthropology</b>					
<a href="#">77th Annual Meeting</a> [2965]	03/13/2017	07/31/2014	1,400	1,320	429,000
<b>Total for Manager</b>			<b>1,400</b>	<b>1,320</b>	<b>429,000</b>
<b>Kim Harmon (2)</b>					
<b>New Mexico EMS Region 1</b>					
<a href="#">New Mexico EMS Region 1</a> [2939]	07/14/2015	07/08/2014	500	200	65,000
<b>NM Association of Counties</b>					
<a href="#">NMAC BIPO</a> [2957]	12/08/2014	07/22/2014	120	0	0
<b>Total for Manager</b>			<b>620</b>	<b>200</b>	<b>65,000</b>
<b>Melanie Moore (1)</b>					
<b>Arts Commission / City of Santa Fe</b>					
<a href="#">Arts Comm: Theatre Grottesco</a> [2958]	08/05/2014	07/23/2014	6	0	0
<b>Total for Manager</b>			<b>6</b>	<b>0</b>	<b>0</b>
<b>Rosalina Grace (19)</b>					
<b>915 Live Production</b>					
<a href="#">Concert</a> [2956]	09/20/2014	07/21/2014	0	0	0
<a href="#">Concert</a> [2956]	09/20/2014	07/21/2014	0	0	0
<b>Antonio Lopez</b>					
<a href="#">Tantonio &amp; Devonne Wedding Reception</a> [2967]	10/10/2015	07/31/2014	180	0	4,500
<b>Crystal Lucero</b>					
<a href="#">Lucero Wedding Reception</a> [2949]	03/07/2015	07/14/2014	0	0	0
<b>Espanola High School</b>					
<a href="#">Espanola High School Prom 2015</a> [2937]	03/07/2015	07/03/2014	250	0	6,250
<b>Guermo Solis</b>					
<a href="#">Solis Quincenera</a> [2926]	07/04/2015	06/26/2014	0	0	0
<b>Jeanette Arellano</b>					
<a href="#">Arellano Wedding Reception</a> [2960]	07/25/2015	07/25/2014	0	0	0
<b>Laurene Barela</b>					
<a href="#">Barela Reception</a> [2940]	11/02/2014	07/09/2014	0	0	0
<b>M &amp; J Boutique</b>					
<a href="#">Wedding Reception</a> [2814]	04/18/2015	04/11/2014	0	0	0
<b>Maria Vigil</b>					
<a href="#">Vigil Wedding Reception</a> [2951]	12/20/2014	07/17/2014	0	0	0
<b>Mayra Solis</b>					
<a href="#">Solis Quincinera</a> [2948]	08/08/2015	07/14/2014	0	0	0
<b>Modrall &amp; Sperling</b>					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>Camilla Mandler (2)</b>					
<a href="#">Mondrall &amp; Perling Mediation</a> [2934]	07/21/2014	07/01/2014	0	0	0
<b>National Latino Behavioral Health Association</b>					
<a href="#">Jerry Lopez Benefit Concert</a> [2964]	09/12/2014	07/31/2014	2,000	0	50,000
<a href="#">NLBHA 2014 JTR Scholarship LuncheonLuncheon</a> [2935]	09/12/2014	07/02/2014	0	0	0
<b>Public Banking Institute - WeArePeopleHere!</b>					
<a href="#">Banking on New Mexico - WeArePeopleHere.org</a> [2944]	09/27/2014	07/09/2014	700	0	17,500
<b>Pueblo of Tesuque</b>					
<a href="#">Pueblo of Tesuque 17th Annual Foot Race</a> [2946]	08/09/2014	07/11/2014	50	0	0
<b>Santa Fe School for the Arts &amp; Sciences</b>					
<a href="#">LitQuest 2015/Partners in Education</a> [2966]	03/07/2015	07/31/2014	400	0	26,000
<b>Sarahy Garcia</b>					
<a href="#">Garcia Wedding Reception</a> [2962]	06/06/2015	07/29/2014	0	0	0
<b>Shannon Maxwell</b>					
<a href="#">Maxwell Reception</a> [2936]	07/26/2014	07/02/2014	0	0	0
<b>Vince Kadlubek</b>					
<a href="#">After ZoZobra Dance</a> [2955]	08/29/2014	07/21/2014	0	0	0
<b>Total for Manager</b>			<b>3,580</b>	<b>0</b>	<b>104,250</b>
<b>Grand Total(25)</b>			<b>6,471</b>	<b>3,154</b>	<b>1,129,300</b>

# TOURISM SANTA FE

Prepared On: 08/20/2015  
Prepared By: Phyllis Ortiz

## Leads By User

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For Tentative Status from Jul 1, 2014 to Jul 31, 2014

	Meeting Date	Date Definite	Delegates	Total Room Nights	Econ Value
<b>Camilla Mandler (1)</b>					
<b>American Land Title Association</b>					
<a href="#">Board of Governors Meeting</a> [2897]	02/18/2015	07/17/2014	15	41	13,325
<b>Total for Manager</b>			<b>15</b>	<b>41</b>	<b>13,325</b>
<b>Melanie Moore (5)</b>					
<b>Arts Commission / City of Santa Fe</b>					
<a href="#">Sister Cities - Signage Committee</a> [2938]	07/09/2014	07/07/2014	6	0	0
<b>Kesselman Jones Inc.</b>					
<a href="#">BBER Research Meeting</a> [2961]	08/14/2014	07/28/2014	110	0	0
<b>Tourism Santa Fe CVB/City of Santa Fe</b>					
<a href="#">CRM Training</a> [2952]	09/08/2014	07/18/2014	30	0	0
<a href="#">CVB - RFP Review Process</a> [2941]	07/10/2014	07/09/2014	12	0	0
<a href="#">Destination Marketing Meeting</a> [2942]	07/17/2014	07/09/2014	30	0	0
<b>Total for Manager</b>			<b>188</b>	<b>0</b>	<b>0</b>
<b>Rosalina Grace (6)</b>					
<b>Bianca Zamora</b>					
<a href="#">Zamora Wedding REception</a> [2876]	06/06/2015	07/23/2014	150	0	3,750
<b>Contemporary Hispanic Market</b>					
<a href="#">2015 Judging Art Work</a> [2947]	02/14/2015	07/14/2014	100	0	1,000
<b>Georgia O'Keeffe Museum</b>					
<a href="#">Descussion for Modern Art Collectors</a> [2850]	07/24/2014	07/15/2014	20	0	200
<b>Modrall &amp; Sperling</b>					
<a href="#">Mondrall &amp; Perling Mediation</a> [2934]	07/21/2014	07/01/2014	10	0	100
<b>National Latino Behavioral Health Association</b>					
<a href="#">NLBHA 2014 JTR Scholarship LuncheonLuncheon</a> [2935]	09/12/2014	07/02/2014	0	0	0
<b>Public Banking Institute - WeArePeopleHere!</b>					
<a href="#">Banking on New Mexico - WeArePeopleHere.org</a> [2944]	09/27/2014	07/09/2014	700	0	17,500
<b>Total for Manager</b>			<b>980</b>	<b>0</b>	<b>22,550</b>
<b>Grand Total(12)</b>			<b>1,183</b>	<b>41</b>	<b>35,875</b>

July occupancy was disappointing for most. While the city wide results, as documented by the Star Report, are not yet available, the Rocky Mountain Lodging Report reflects an overall decline in occupied rooms of close to 5%. Downtown room nights dropped by 3.9% while Cerrillos Road declined by 5.5%. And average rate slipped as well. While we are not sure that all of the same hotels are reporting year to year, we still experienced an overall unwelcomed decline in business. One to the primary reasons, I feel, is the lack of a proper sales effort a couple of years ago which we are just feeling now. Lead time on groups varies greatly, but the more important meetings are generally looking two to three years out. It also appears that the Sunday to Wednesday pattern was where we felt the greatest decline – again where we need to be sure to have group business to provide a city wide occupancy base. This is not just a TOURISM Santa Fe responsibility; however we do understand the critical importance of our efforts. Weekend business was not the issue and our popularity with the individual traveler seems to remain strong. But as that traveler continues to take shorter but more frequent get away trips, early week group business becomes even more critical.

The other factor that we sometimes overlook is the ever increasing amount of inventory in the short term rental offering within the city. While there are few new hotels coming in to Santa Fe (although the Drury Plaza has added over 10% to the downtown inventory), the number of short term rentals has grown by over 15% annually for the past couple of years. While it is not properly documented as to the exact number of rentals, a well-researched estimate brings the availability to over 1,200 units representing as many as 2,500 guest rooms. If 80% of those are located in or near the historic district, that represents 25% more short term rental rooms than we have hotel rooms! This is something that we must give increased focus to and hope to have some recommendations to Council within the next six months. From our perspective at TOURISM Santa Fe, it is not something we can eliminate, but something we must harness to allow this segment of our tourism business to properly support the overall city tourism efforts.

I promise you will hear much more about this in the months to come. In the meanwhile, if you have comments you would like to share, please do not hesitate contacting me at [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov) or giving me a call at 955-6209.

## July 2015

### July 2015- Convention Center /who's in house /June 25-Aug. 3, 2015

6/26	Tourism SF - Randy's Meeting	16
6/26-28	Friends of Dorothy & Santa Fe Pride	200
6/26-7/1	Neurotrauma National Symposium 2015	600
7/16	City of SF-Art in Public Places - July 2015	12
7/17	Georgia O'Keeffe Museum -Panel Discussion	30
7/21	Zozobra w/ Downtown Merchants	40
7/22	Tourism SF-DOS Meeting	22
7/23-24	Contemporary Hispanic Market Preview 2015	800
7/26-8/1	Creativity and Madness 2015	600
7/3-4	Quincinera Varela	400
7/6-13	Art Santa Fe Contemporary and International Art Fair - 2015	1000
7/8-9	Academy for the Love of Learning	25
8/1	Fiesta Council 2015 Royal Ball	400

**July 2015- Hotels Only/ who's in house/June 25-Aug. 3, 2015**

7/12-17	Los Alamos National Laboratory - INFO 2015	40	La Fonda on the Plaza
7/20-24	Dow Agro Sciences/T&O Kickoff Meeting 2015	50	Hilton Santa Fe Historic Plaza
7/30-31	Lubbock Chamber of Commerce/Board Retreat	25	Drury Plaza Hotel in Santa Fe
7/31-8/7	NSBA Executive Directors Summer Institute 2015	90	Eldorado Hotel & Spa
7/7-13	ASBMT 2015 Clinical Research Training Course	28	Hotel Santa Fe
8/3-4	Sandia National Laboratory/3D Printing & Digital Rocks	50	Drury Plaza Hotel in Santa Fe

**Upcoming Meetings-Community Convention Center/who's in house no hotels/August 1- October. 3, 2015**

8/1	Santa Fe Fiesta, Inc - Royal Ball	400
8/6	Lethality Assessment Program Training	30
8/7-8	Christus / Fire Department Family Fun Festival 2015	2500
8/10-19	Whitehawk	1500
8/21	Airport Manager Interviews	3
8/21-23	Southwest Association of Indian Arts	2000
8/25-29	American Society of Plastic Surgeons Symposium 2015	400
8/28	BOR - Water Division Meeting	10
9/1	Hilton Meeting / Michelin North America	16
9/2	City Attorney's: Vehicle Forfeiture Conference	130
9/2	Summer Tourism Update	50
9/3	Naturalization Swearing-in Ceremony 2015	500
9/3-13	Santa Fe Fiesta, Inc 94th Summer Preview	200
9/4	Wedding Reception Tania & Jose Tania Tavaréz	350
9/5	Padilla Wedding Reception	300
9/8	Santa Fe Fiesta, Inc-Fiestacita	800
9/10	SFFD Cadet Graduation - Class 30	150
9/11	Caballeros Breakfast	0
9/12	Santa Fe Fiesta, Inc -Gran Baile	700
9/12-20	Migration 2015	400
9/17-20	Santa Fe Trail Association	300
9/22	Film Summit	20
9/22	"ERP Project Kick Off and Project Team Meeting	40
9/23-27	2015 Santa Fe Wine & Chile Fiesta	1500
9/26	Salazar Wedding Reception	150
9/29-30	Children's Water Fiesta - FALL 2015	600
10/2	Kitchen Angels Collectable Box Auction 2015/Mayors Ball	350
10/2	Small Business Summit	50
10/3	Ruddy & Franco Wedding Reception	300

**Upcoming Events-Hotels Only /who's in House (August 1-October. 3, 2015)**

8/3-4	Sandia Lab-3D Printing and Digital Rocks Physics	50	Drury Plaza Hotel in Santa Fe
8/19-23	LUGPA 2015 August Strategic Meeting	34	Four Seasons Resort Rancho Encantado
8/30-9/4	UNM-COSIT International Conference-HOLD #1	400	La Fonda on the Plaza
9/1-5	LANL-Grand Challenges in Geological Fluid Mechanics	85	La Posada de Santa Fe Resort and Spa
9/9-12	Santa Fe Mystery Tour 2015	50	Drury Plaza Hotel in Santa Fe
9/10-13	Turner Legueri Wedding	120	Inn and Spa at Loretto
9/16-18	NAGTRI Negotiations Skills & Depositions Skills Trainings	100	Hilton Santa Fe Historic Plaza
9/20-25	National Park Service	25	Eldorado Hotel & Spa
9/27-10/3	Saint Bernard Club of America National Dog Show & Conf.	200	The Lodge at Santa Fe
9/27-10/1	ABA Journal's September Board of Editors Meeting	25	Inn and Spa at Loretto
9/28-10/2	India XVI-50th Reunion	80	La Fonda on the Plaza

**Sales Leads Sent Out-with Sleeping Rooms/July 1-30, 2015**

9/20-25/15	National Park Service	25
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9/20-21/15	State Revolving Fund State to State Meeting Region 6	50
9/25-26/15	"DivaFiva" Ladies Night-out Overnight-Out Slumber Party	200
11/15-17/15	Criminal Justice Act Program - Public Hearing	100
2/19-24/16	Am Public Transportation Assoc./Legal Affairs Seminar	125
4/21-22/16	NMAND Annual Conference	120
5/3-5/16	Offering Envelope Association	18
5/9-15/16	Leading Producers 2016	50
7/7-10/16	Genoveva Chavez/Cactus Cup	60
7/14-17/16	Blackketter - Wolfe Family Reunion	50
9/7-11/16	HOG/2016 Open Road West	750
9/14-19/16	APPD Fall Roundtable	40
9/23-24/16	ATGF/Fall Board of Directors 2016	40
10/10-13/16	Int'l Symposium for Personal and Commercial Spaceflight	300
10/14-23/16	Linux Plumbers Conference & Linux Kernel Summit 2016	400
10/28-30/16	NM Jewish Historical Society/Fall Conference	30
2/19-24/17	Go West Summit 2017	500
3/12-17/17	National Association of College & University Food Services	600
6/19-22/17	Southwest Chemistry Workshop 2017	200
8/20-25/17	LANL-International Free Electron Laser Conference	500
11/1-5/17	Agritourism World Summit/Boomers in Groups Conference	180
11/26-12/4/17	National Onion Association Annual Conference 2017	175
8/25-29/19	Going on Faith Conference	300

#### Social Leads Out- (July 1-30, 2015)

7/8-9/15	Academy for the Love of Learning	25
7/23/15	Transportation / Blue Bus Meeting	450
08/11/2015	Councilor's Bushee + Lindell Meeting	50
08/12/2015	City of Santa Fe - Matt	100
09/01/2015	Hilton Meeting / Michelin North America	16
09/10/2015	SFFD Cadet Graduation - Class 30	150
09/22/2015	Film Summit	20
09/25/2015	NLBHA Scholarship Luncheon	100
11/2-3/15	Hilton Meeting / NOV	100
12/05/2015	Somas un Pueblo Unido/20th Anniversary Banquet	300
01/16/2016	Santa Fe Foodie Classic	1000
1/27-28/16	Governor's Prayer Breakfast 2016	500
05/20/2016	ATC Graduation 2016	800
6/17-18/16	Greek Festival 2016	1000
07/02/2016	Maes & Cordova Wedding Reception	450
07/23/2016	William Trujillo Wedding	300
01/21/2017	Araiza 25th Anniversary	250
2/25-26/17	Diaz Quincenera	300

#### Sales Closures by Sales Manager (July 1-30, 2015)

9/20-25/15	National Park Service	25	Eldorado Hotel & Spa
9/23-27/15	Santa Fe Wine & Chile Fiesta	1500	SFCCC
10/13-16/15	U.S. Dept. of Energy - ARPA-E ALPHA Program Kickoff	60	Eldorado Hotel & Spa
10/15-16/15	Grandparents Raising Grandchildren Program	350	SFCCC
11/10-13/15	2015 International Associates Meeting	50	Hotel Santa Fe
2/21-25/16	Keystone Symposia 2016 _ Q5 & Q6	425	Eldorado Hotel & Spa
7/22-30/17	Meteoritical Society Annual Conference 2017	600	La Fonda on the Plaza

#### Social Closures (July 1-30, 2015)

7/8-9/15	Academy for the Love of Learning	25
07/21/2015	Zozobra w/ Downtown Merchants	40
7/23-24/15	Contemporary Hispanic Market Preview 2015	800
08/11/2015	Councilor's Bushee + Lindell Meeting	50
09/10/2015	SFFD Cadet Graduation - Class 30	150
09/22/2015	Film Summit	20

09/26/2015	Salazar Wedding Reception	150
10/02/2015	Kitchen Angels Collectable Box Auction 2015/Mayors Ball	350
10/17/2015	For the Love of Learning	200
12/03/2015	Task Force Meeting on Affordable Housing	250
01/25/2016	Legislative Reception 2016	1000
1/27-28/16	Governor's Prayer Breakfast 2016	500
2/5-6/16	11th Annual Sweetheart Auction	1000

## Tradeshows

### **July 30 – August 2, 2015 | American Bar Association (ABA) Annual Conference: Chicago Illinois**

- The city will be attending the tradeshow with the Eldorado Hotel & Spa and the La Fonda.
- Meet with the sourcing team of ABA and 55 attorneys who decide the locations of their chapter meetings.
- We have one program that we are working on for 2017.

### **August 5, 2015 | Luxury Meeting Summit: Denver Colorado**

- The city will be attending the tradeshow on the 5<sup>th</sup> representing the city of Santa Fe.
- Denver Luxury Meetings Summit brought in 44 qualified meeting planners, ranging from 3<sup>rd</sup> party meeting planners (HelmsBriscoe) to end user clients. Approximately 5 minutes was spent face to face with each planner.
- Received 1 RFP and have another 4 being sent to TOURISM Santa Fe.

### **August 8-11, 2015 | American Society of Association Executives (ASAE): Detroit Michigan**

- The city will be attending the tradeshow with the Drury, Eldorado Hotel & Spa, Inn & Spa at Loretto and the La Fonda.
- This was a very successful trip with over 130 meeting planners stopping by the two booths that TOURISM Santa Fe had on the tradeshow floor.
- We received 6 RFP's and 22 leads from the show.

### **August 27-29, 2015 | Connect Marketplace: Pittsburgh Pennsylvania**

- The city will be attending the tradeshow

### **September 8-10, 2015 | Hospitality Sales and Marketing Association International (HSMIAI): Washington DC**

- The city will be attending the tradeshow with the Drury, Inn & Spa at Loretto (TBD) and the La Fonda.

**September 20-23, 2015 | FAM**

- The City of Santa Fe is partnering with 8 hotel partners (Drury Plaza, Eldorado Hotel & Spa, Four Seasons, Hotel Santa Fe Hacienda and Spa, Inn & Spa at Loretto, Hilton Historic Plaza, La Fonda and La Posada).
- At this time we have 18 confirmed meeting planners with Helmesbriscoe attending.

**October 20-23, 2015 | FAM**

- We are targeting independent planners and planners we have met with at recent tradeshow who have showed qualified interest in Santa Fe.
- We will be sending the invitations out on Friday, August 21, 2015.