



Sales OTAB Report
July 2017
Reported August 22, 2017

July 2017 Leads:

- 11 total leads requiring sleeping rooms (Down 8 leads from 2016)
- 2,848 total room nights sent via leads (Down 2,589 room nights compared to 2016)

July 2017 Confirmed Bookings:

- 10 Definite Booking (Up 3 definite booking from 2016)
- 1,593 Definite Room Nights (Up 142 room nights from 2016)
- 16 Definite SFCCC space only events

July 2016 Leads:

- 19 total leads requiring sleeping rooms
- 5,437 room nights sent via leads

July 2016 Confirmed Bookings:

- 7 Definite Booking
 - 1,451 Definite Room Nights
 - 16 Definite Groups without sleeping rooms
-

2017 YTD Leads:

- 123 total leads requiring sleeping rooms (Up 7 leads compared to STLY 2016)
- 35,282 total room nights sent via leads (Down 2,114 room nights compared to STLY 2016)

2017 YTD Definite:

- 68 Definite Booking
- 23,690 Definite Room Nights (Up 2,392 room nights over STLY 2016)
- 128 Definite SFCCC space only events (Down 5 SFCCC bookings STLY 2016)

2016 YTD Leads:

- 116 total leads requiring sleeping rooms
- 37,396 total room nights sent via leads

2016 YTD Definite:

- 68 Definite Booking
- 21,298 Definite Room Nights
- 133 Definite SFCCC space only events

Tradeshow updates:

- Kim attended the American Bar Association (ABA) Annual Meeting in New York City with hotel partner, La Fonda on the Plaza August 10-15. Exhibited and networked with over 2,000 attendees that are decision makers for their firms. Santa Fe values ABA business, based out of Chicago, and welcomes approximately a dozen of the different Section and Division Meetings each year.
- David attended 2017 ASAE Annual Meeting & Expo August 12-15 in Toronto, Canada. David received 6 leads and met with 135 planners.

Other news:

- David and Justin are attending Connect Marketplace New Orleans August 21-23.
- Randy and David are attending Inntopia DestiMetrics Destination Round Table & Users Group September 22 in Colorado.
- David will be attending IMEX America 2017 October 10-12, 2017 in Las Vegas, NV.
- Justin will be attending Luxury Summit Meetings October 26-27 in San Francisco and Silicon Valley.
- FAM dates are set for October 17-20, 2017.

Pace Report**IMM Update****SDR Update**



THE CITY DIFFERENT

Potential Room Nights	17,402
Potential Revenue	\$2,175,250.00
Future Decision Dates	21

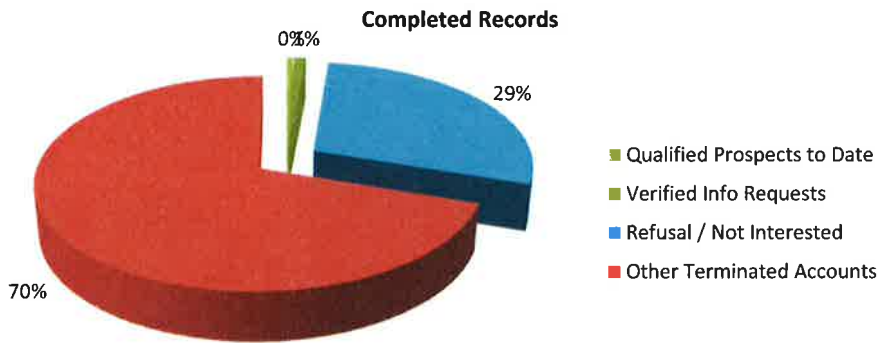
Weekly Report

August 14, 2017

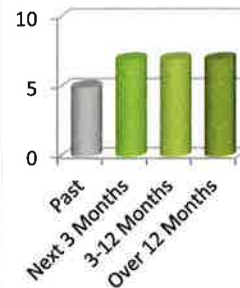


Program Start Date	January, 2017
--------------------	---------------

Qualified Prospects to Date	27
Verified Info Requests	55
Refusal / Not Interested	1,559
Other Terminated Accounts	3,799
Prospect Qualification Rate	0.5%
Average Rooms Peak Night	166



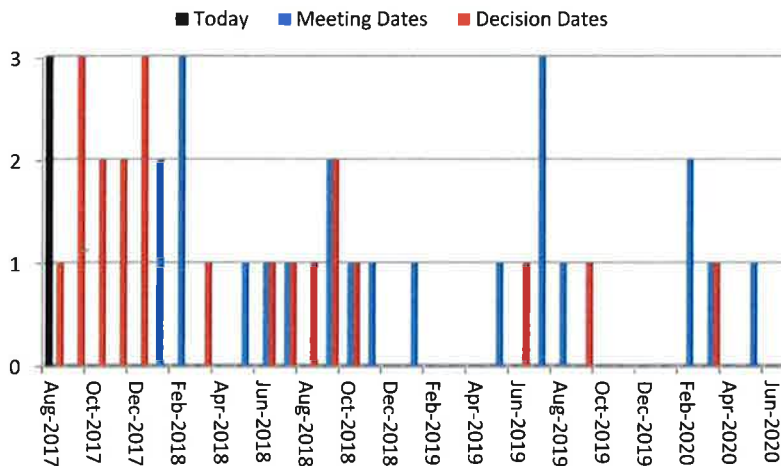
Decision Dates Timeline



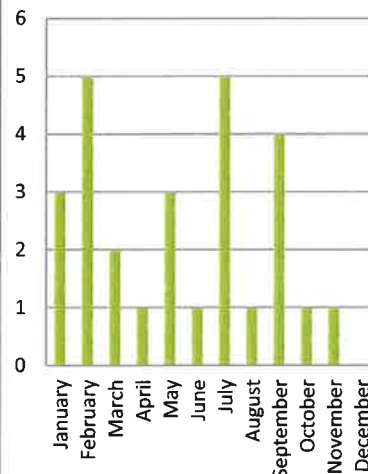
Upcoming Decision Dates

1	AFL-CIO	Aug-2017
2	American Association Of Community Theater	Sep-2017
3	National Association Of University Women	Sep-2017
4	Professional Bail Agents of the United States	Sep-2017
5	Association for Professionals in Infection Control & Epidemiology	Oct-2017
6	American Society Of Landscape Architects	Oct-2017

Follow-Up Activity Timeline



Meeting Month Frequency



TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sale Team Monthly Production)

Status Date of 07/1/2017

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2017												
Event	9	16	9	10	7	7	10						68
STLY Event	10	15	14	9	8	5	7						68
Event Variance	-11%	6%	-43%	11%	-14%	21%	30%						0%
Rooms	3,325	4,024	4,037	2,824	4,248	3,166	1,593						23,217
STLY Rooms	1,953	5,312	3,606	2,412	4,285	2,249	1,451						21,268
Room Variance	52%	-28%	11%	16%	-1%	28%	9%						9%

Lead	2017												
Event	14	19	20	18	24	15	11						121
STLY Event	19	16	26	14	11	11	19						116
Event Variance	-30%	17%	-26%	25%	54%	27%	-72%						5%
Rooms	4,318	6,975	6,234	4,663	4,905	4,696	2,848						34,639
STLY Rooms	6,537	4,938	7,029	6,804	1,855	4,796	5,437						37,396
Room Variance	-41%	34%	-12%	-37%	62%	-2%	-91%						-8%

2017 Goals	120 Definite Bookings	44,000 Definite Room Nights
2016 Goals	100 Definite Bookings	36,000 Definite Room Nights

TOURISM Santa Fe Sales Pace Report

Status Dates: 01/01/13 to 07/31/17

Event Start Dates From: 01/01/17

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite 2017													
Event	8	11	8	12	6	16	9	5	17	9	6	0	107
STLY Event	21	21	24	32	34	26	22	14	16	18	5	5	238
Event Variance	-62%	-48%	-67%	-63%	-82%	-38%	-59%	-64%	6%	-50%	20%	-100%	-55%
Rooms	1,537	1,725	4,054	2,952	1,635	2,627	6,759	1,631	2,827	1,809	1,604	0	29,160
STLY Rooms	2,080	3,206	348	2,306	3,468	6,338	4,086	2,258	2,423	4,223	4,080	350	35,166
Rooms Variance	-26%	-46%	1065%	28%	-53%	-59%	65%	-28%	17%	-57%	-61%	-100%	-17%
Lead 2017													
Event	16	16	18	26	18	38	21	16	31	26	10	4	240
STLY Event	21	19	22	45	42	33	28	23	40	36	11	11	331
Event Variance	-24%	-16%	-18%	-42%	-57%	15%	-25%	-30%	-23%	-28%	-9%	-64%	-28%
Rooms	2,487	3,941	8,411	5,534	5,250	8,946	11,121	2,724	7,675	17,224	3,590	410	77,313
STLY Rooms	4,408	4,224	801	7,250	2,841	9,034	7,271	4,383	5,978	9,239	5,667	1,361	62,457
Rooms Variance	-44%	-7%	950%	-24%	85%	-1%	53%	-38%	28%	86%	-37%	-70%	24%
Tentative 2017													
Event	3	4	2	3	5	9	4	3	11	8	4	2	58
STLY Event	0	1	1	0	0	0	3	3	3	0	0	0	11
Event Variance	100%	300%	100%	100%	100%	100%	33%	%	267%	100%	100%	100%	427%
Rooms	0	0	630	120	30	1,342	584	56	581	1,585	760	20	5,708
STLY Rooms	0	0	0	0	0	0	0	0	200	0	0	0	200

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	191%	100%	100%	100%	2754%
Definite 2018													
Event	2	5	0	7	7	8	1	2	3	1	2	0	38
STLY Event	2	3	3	4	1	4	4	2	4	1	0	0	28
Event Variance	%	67%	-100%	75%	600%	100%	-75%	%	-25%	%	100%	100%	36%
Rooms	890	3,336	0	2,135	2,332	4,398	1,470	2,910	2,063	180	3,810	0	23,524
STLY Rooms	0	750	3,040	2,141	790	873	8,950	1,300	913	670	0	0	19,427
Rooms Variance	100%	345%	-100%	%	195%	404%	-84%	124%	126%	-73%	100%	100%	21%
Lead 2018													
Event	8	18	12	18	15	23	11	6	9	7	8	2	135
STLY Event	13	10	14	19	12	25	14	10	13	13	6	1	150
Event Variance	-38%	80%	-14%	-5%	25%	-8%	-21%	-40%	-31%	-46%	33%	100%	-10%
Rooms	3,612	6,254	3,489	4,649	10,629	9,571	6,341	3,720	4,389	3,445	5,940	0	62,039
STLY Rooms	2,122	3,030	7,481	4,620	705	7,840	14,577	2,181	3,700	15,320	1,195	0	62,771
Rooms Variance	70%	106%	-53%	1%	1408%	22%	-57%	71%	19%	-78%	397%	100%	-1%
Tentative 2018													
Event	5	2	2	3	7	1	4	3	3	1	2	0	32
STLY Event	2	2	0	0	3	3	1	2	4	4	2	0	23
Event Variance	150%	%	100%	100%	133%	-67%	300%	50%	-25%	-75%	%	100%	39%
Rooms	1,270	300	0	571	1,198	230	1,075	2,910	1,880	0	3,180	0	12,614
STLY Rooms	0	0	0	0	0	1,020	0	0	0	1,090	0	0	2,110
Rooms Variance	100%	100%	100%	100%	100%	-77%	100%	100%	100%	-100%	100%	100%	498%
Definite 2019													
Event	0	0	0	4	0	1	1	0	0	0	0	0	6

	January	February	March	April	May	June	July	August	September	October	November	December	Total
STLY Event	0	0	0	2	3	2	0	0	0	0	0	0	7
Event Variance	100%	100%	100%	100%	-100%	-50%	100%	100%	100%	100%	100%	100%	-14%
Rooms	0	0	0	1,505	0	475	120	0	0	0	0	0	2,100
STLY Rooms	0	0	0	237	874	1,675	0	0	0	0	0	0	2,786
Rooms Variance	100%	100%	100%	535%	-100%	-72%	100%	100%	100%	100%	100%	100%	-25%
Lead 2019													
Event	1	1	1	6	1	5	2	1	3	2	0	1	24
STLY Event	4	2	3	8	6	9	2	3	2	1	3	1	44
Event Variance	-75%	-50%	-67%	-25%	-83%	-44%	%	-67%	50%	100%	-100%	%	-45%
Rooms	150	0	1,512	2,824	2,276	2,250	120	407	5,178	2,345	0	0	17,062
STLY Rooms	2,015	0	0	1,723	3,404	3,905	760	520	2,115	805	1,676	0	16,923
Rooms Variance	-93%	100%	100%	64%	-33%	-42%	-84%	-22%	145%	191%	-100%	100%	1%
Tentative 2019													
Event	1	0	1	2	1	2	3	1	1	0	0	0	12
STLY Event	1	1	2	1	3	0	2	1	2	1	0	0	14
Event Variance	%	-100%	-50%	100%	-67%	100%	50%	%	-50%	-100%	100%	100%	-14%
Rooms	1,235	0	380	1,090	907	475	120	0	0	0	0	0	4,207
STLY Rooms	0	0	0	0	907	0	1,075	0	1,630	0	0	0	3,612
Rooms Variance	100%	100%	100%	100%	%	100%	-89%	100%	-100%	100%	100%	100%	16%
Definite 2020													
Event	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Event	0	0	0	1	0	0	0	0	0	0	0	0	1
Event Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0

	January	February	March	April	May	June	July	August	September	October	November	December	Total
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Lead 2020													
Event	0	0	0	2	1	1	2	0	0	0	0	1	7
STLY Event	0	1	0	3	1	1	1	1	2	0	0	1	11
Event Variance	100%	-100%	100%	-33%	%	%	100%	-100%	-100%	100%	100%	%	-36%
Rooms	0	0	0	1,809	707	293	2,406	0	0	0	0	0	5,215
STLY Rooms	0	0	0	1,090	2,276	60	0	407	2,578	0	0	0	6,411
Rooms Variance	100%	100%	100%	66%	-69%	388%	100%	-100%	-100%	100%	100%	100%	-19%
Tentative 2020													
Event	1	0	0	0	2	0	2	3	1	0	0	0	9
STLY Event	0	0	0	0	1	1	1	0	1	0	0	0	4
Event Variance	100%	100%	100%	100%	100%	-100%	100%	100%	%	100%	100%	100%	125%
Rooms	1,235	0	0	0	1,627	0	0	0	0	0	0	0	2,862
STLY Rooms	0	0	0	0	907	0	0	0	0	0	0	0	907
Rooms Variance	100%	100%	100%	100%	79%	100%	100%	100%	100%	100%	100%	100%	216%
Definite 2021													
Event	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Lead 2021													

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	1	0	0	0	0	1	2
Event Variance	100%	100%	100%	100%	100%	100%	-100%	100%	100%	100%	100%	-100%	-50%
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tentative 2021													
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	1	0	1	0	1	0	0	0	3
Event Variance	100%	100%	100%	100%	-100%	100%	-100%	100%	-100%	100%	100%	100%	-67%
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	920	0	0	0	0	0	0	0	920
Rooms Variance	100%	100%	100%	100%	-100%	100%	100%	100%	100%	100%	100%	100%	34%
Definite 2022													
Event	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Lead 2022													
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tentative 2022													
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definite 2023													
Event	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	%	%	%	%	%	%	%	%	%	%	%	%	%
Lead 2023													
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Tentative 2023													
Event	1	0	0	0	0	0	0	0	0	0	0	0	1
STLY Event	0	0	0	0	0	0	0	0	0	0	0	0	0
Event Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rooms	1,235	0	0	0	0	0	0	0	0	0	0	0	1,235
STLY Rooms	0	0	0	0	0	0	0	0	0	0	0	0	0
Rooms Variance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%