



**Sales OTAB Report
August 2017
Reported September 26, 2017**

August 2017 Leads:

- 26 total leads requiring sleeping rooms (Up 1 lead from 2016)
- 11,772 total room nights sent via leads (Down 1,597 room nights compared to 2016)

August 2017 Confirmed Bookings:

- 8 Definite Booking
- 2,238 Definite Room Nights (Up 47 room nights from 2016)
- 17 Definite SFCCC space only events

August 2016 Leads:

- 25 total leads requiring sleeping rooms
- 13,369 room nights sent via leads

August 2016 Confirmed Bookings:

- 8 Definite Booking
- 2,191 Definite Room Nights
- 10 Definite Groups without sleeping rooms

2017 YTD Leads:

- 149 total leads requiring sleeping rooms (Up 8 leads compared to STLY 2016)
- 47,193 total room nights sent via leads (Down 2,114 room nights compared to STLY 2016)

2017 YTD Definite:

- 76 Definite Booking
- 25,285 Definite Room Nights (Up 1,801 room nights over STLY 2016)
- 144 Definite SFCCC space only events (Up 2 SFCCC bookings STLY 2016)

2016 YTD Leads:

- 141 total leads requiring sleeping rooms
- 50,765 total room nights sent via leads

2016 YTD Definite:

- 76 Definite Booking
- 23,484 Definite Room Nights
- 142 Definite SFCCC space only events

Tradeshow updates:

- David and Justin attended Connect Marketplace New Orleans August 21-23.
- 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.
- April will be attending Connect Medical October 24-26, 2017 in Cincinnati, OH.

Other news:

- Randy and David are attending Inntopia DestiMetrics Destination Round Table & Users Group September 22 in Colorado.
- FAM dates are set for October 17-20, 2017.

Pace Report

IMM Update

SDR Update

Booking Pace Report

As of: 9/12/2017

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	Definite 2017	Tentative 2017	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
January	0	0	0	900	756	352	3,336	1,425	4,649	2,080	1,537	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
February	0	0	0	758	1,370	200	2,099	4,712	1,891	3,206	1,725	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	189	495	1,930	458	1,223	2,330	804	348	6,109	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
April	0	0	342	933	689	1,092	2,072	1,594	2,912	2,306	1,152	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
May	0	0	1,344	5,131	2,646	3,658	1,684	3,123	1,749	3,468	2,432	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
June	0	18	1,920	7,061	4,659	3,480	1,208	2,041	3,334	6,488	1,830	685	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	198	1,156	4,410	1,355	3,938	3,035	1,946	4,752	10,649	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
August	0	0	2,530	225	689	985	1,078	1,633	843	1,782	1,659	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
September	0	0	228	1,925	2,627	957	2,105	1,264	4,477	2,223	2,792	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
October	0	29	1,932	1,806	4,593	5,438	3,837	1,887	4,628	4,794	1,809	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
November	0	32	350	4,125	5,080	1,620	490	3,313	2,658	4,080	864	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
December	0	0	100	305	100	267	50	196	98	350	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	79	9,133	24,820	29,549	19,862	23,120	26,553	29,989	35,877	32,558	745	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LAST YEAR	0	0	79	9,133	24,820	29,549	19,862	23,120	26,553	29,989	35,877	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Change	0	79	9,054	15,687	4,729	(9,687)	3,258	3,433	3,436	5,888	(3,319)	745	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0



Weekly Report

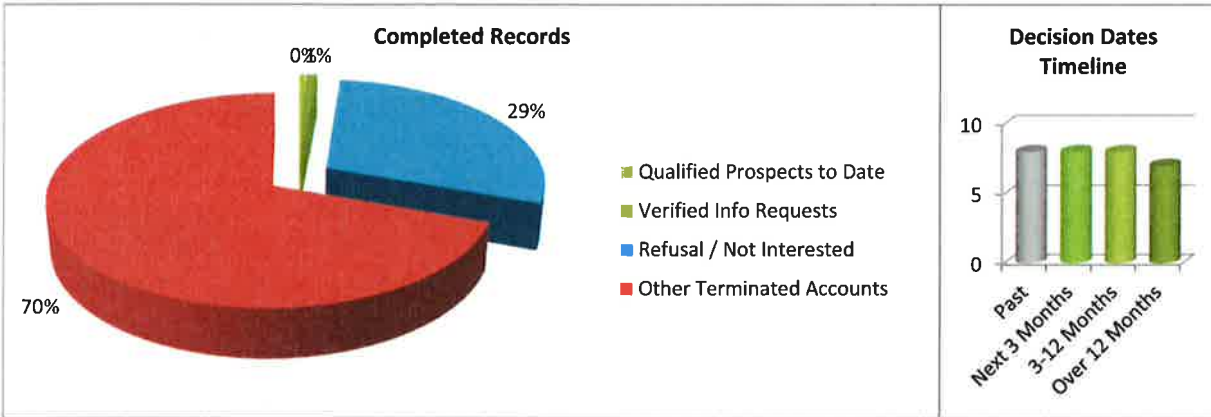
September 18, 2017



THE CITY DIFFERENT

Potential Room Nights	19,334
Potential Revenue	\$2,416,750.00
Future Decision Dates	23

Program Start Date	January, 2017
Qualified Prospects to Date	33
Verified Info Requests	63
Refusal / Not Interested	1,943
Other Terminated Accounts	4,656
Prospect Qualification Rate	0.5%
Average Rooms Peak Night	150



Upcoming Decision Dates

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

