TOURISM
SANTA FE

Sales OTAB Report
October 2017
Reported November 28, 2017

October 2017 Leads:

- 34 total leads requiring sleeping rooms (Up 21 leads from 2016)
- 10,468 total room nights sent via leads (Up 4,815 room nights compared to 2016)

October 2017 Confirmed Bookings:

- 14 Definite Booking (Up 9 confirmed bookings from 2016)
- 2,984 Definite Room Nights (Up 1,798 room nights from 2016)
- 16 Definite SFCCC space only events

October 2016 Leads:

- 13 total leads requiring sleeping rooms
- 5,653 room nights sent via leads

October 2016 Confirmed Bookings:

- 5 Definite Booking
- 1,186 Definite Room Nights
- 26 Definite Groups without sleeping rooms

2017 YTD Leads:

- 216 total leads requiring sleeping rooms (Up 43 leads compared to STLY 2016)
- 70,755 total room nights sent via leads (Up 7,759 room nights compared to STLY 2016)

2017 YTD Definite:

- 98 Definite Booking
- 30,349 Definite Room Nights (Up 4,528 room nights over STLY 2016)
- 185 Definite SFCCC space only events (Down 9 SFCCC bookings STLY 2016)

2016 YTD Leads:

- 173 total leads requiring sleeping rooms
- 62,996 total room nights sent via leads

2016 YTD Definite:

- 87 Definite Booking
- 25,821 Definite Room Nights
- 194 Definite SFCCC space only events

Tradeshow updates:

- Justin attended a Luxury Summit Meeting in San Francisco, CA and Silicon Valley on October 26-27, 2017.
- April attended Connect Medical in Cincinnati, OH on October 24-26, 2017.
- April attended a Luxury Summit Meeting in Boston, MA on November 6, 2017.
- Justin attended a Smart Meeting in Dallas, TX on November 9, 2017
- Justin will be attending Connect Pacific Northwest in Bellevue, WA from November 30 – December 1, 2017.
- David will be attending Connect Southwest in Palm Springs, CA on December 4-5, 2017.
- Kim will be attending Holiday Showcase 2017 in Chicago, Il from December 13-15, 2017.

Pace Report

IMM Update

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 10/31/2017

		January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	**2017**													
Event		9	16	9	10	7	7	10	8	8	14			98
STLY Event		10	15	14	9	8	5	7	8	6	5			87
Event Variance		-11%	6%	-43%	11%	-14%	21%	30%	0%	25%	250%			12%
Rooms		3,325	4,024	4,037	2,181	4,721	3,166	1,593	2,238	2,080	2,984			30,349
STLY Rooms		1,953	5,307	3,636	2,412	4,285	2,249	1,451	2,191	1,151	1,186			25,821
Room Variance		52%	-28%	11%	16%	-1%	28%	9%	3%	145%	250%			18%
Lead	**2017**													
Event		15	17	18	19	26	16	12	26	33	34			216
STLY Event		19	17	26	14	11	11	19	25	19	13			174
Event Variance		-30%	17%	-26%	25%	54%	27%	-72%	4%	43%	269%			26%
Rooms		4,318	7,145	6,158	4,709	5,393	4,981	2,578	12,081	12,924	10,468			70,755
STLY Rooms		6,537	4,938	7,029	6,804	1,855	4,796	5,437	13,369	6,578	5,653			62,996
Room Variance		-41%	34%	-12%	-37%	62%	-2%	-91%	-13%	49%	190%			12%

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

ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 11/16/2017

Contracted

Year	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2008	0	0	0	0	0	18	0	0	0	0	32	0	50
2009	0	0	67	190	950	0	57	1,755	78	2,201	298	0	5,596
2010	509	898	173	1,063	1,090	6,493	1,006	75	975	1,261	3,954	96	17,593
2011	740	960	1,160	296	2,225	4,319	3,907	438	827	3,385	945	60	19,262
2012	353	200	458	920	2,601	2,818	860	985	602	3,899	1,566	466	15,728
2013	2,991	1,998	603	1,440	1,330	1,002	2,967	893	1,498	4,503	480	0	19,705
2014	570	3,102	2,210	1,524	2,864	1,701	2,806	1,633	1,330	2,006	3,535	196	23,477
2015	4,649	1,702	804	2,684	1,825	3,379	2,122	843	2,496	3,930	2,682	68	27,184
2016	1,570	3,117	348	2,558	3,366	6,541	4,708	1,678	2,444	4,639	4,728	350	36,047
2017	2,435	2,240	5,041	1,281	2,886	1,729	10,680	2,649	2,794	2,061	1,524	179	35,499
2018	1,330	3,696	440	2,953	2,037	6,720	4,564	3,383	2,195	298	3,810	0	31,426
2019	0	0	0	1,299	0	475	120	0	0	0	0	0	1,894
2020	72	24	0	274	0	0	0	0	0	0	0	0	370

Rooms totaled in the month the event starts

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TOURISM Santa Fe Sales Pace Report

Status Dates: 01/01/06 to 11/16/17

Event Start Dates From: 01/01/17

		January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	**2017**													
Event		9	12	10	12	8	17	10	10	23	13	8	2	134
STLY Event		23	21	25	33	35	26	22	14	17	22	7	5	250
Event Variance		-61%	-43%	-60%	-64%	-77%	-35%	-55%	-29%	35%	-41%	14%	-60%	-46%
Rooms		2,435	1,575	3,856	2,666	2,269	2,556	9,480	3,849	2,705	2,305	1,451	352	35,499
STLY Rooms		1,570	3,117	348	2,349	3,575	6,391	2,642	3,554	2,543	2,645	6,963	350	36,047
Rooms Variance		55%	-49%	1008%	13%	-37%	-60%	259%	8%	6%	-13%	-79%	1%	-2%
Definite	**2018**													
Event		6	9	2	9	11	11	7	2	3	2	2	0	63
STLY Event		6	6	6	7	5	7	4	4	10	1	3	0	59
Event Variance		%	50%	-67%	29%	120%	57%	75%	-50%	-70%	100%	-33%	100%	7%
Rooms		1,330	3,220	1,226	2,449	1,843	7,258	4,279	3,868	2,195	278	3,830	0	31,776
STLY Rooms		2,435	750	2,694	2,346	1,670	1,299	8,434	2,755	1,331	677	251	143	24,785
Rooms Variance		-45%	329%	-55%	4%	10%	459%	-49%	40%	65%	-59%	1426%	-100%	28%
Definite	**2019**													
Event		0	0	0	4	0	1	1	0	0	0	0	0	6
STLY Event		1	0	1	3	5	2	0	1	0	0	1	0	14
Event Variance		-100%	100%	-100%	33%	-100%	-50%	100%	-100%	100%	100%	-100%	100%	-57%
Rooms		0	0	0	1,299	0	475	120	0	0	0	0	0	1,894
STLY Rooms		0	0	0	469	874	2,063	0	0	0	0	630	0	4,036

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Rooms Variance	100%	100%	100%	177%	-100%	-77%	100%	100%	100%	100%	-100%	100%	-53%
Definite 2020													
Event	1	1	0	1	0	0	0	0	0	0	0	0	3
STLY Event	0	0	0	1	0	0	0	0	0	0	0	0	1
Event Variance	100%	100%	100%	%	100%	100%	100%	100%	100%	100%	100%	100%	200%
Rooms	72	24	0	274	0	0	0	0	0	0	0	0	370
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%