

TOURISM SANTA FE

Sales OTAB Report December 2017 Reported January 23, 2017

December 2017 Leads:

- 25 total leads requiring sleeping rooms (Up 10 leads from 2016)
- 15,292 total room nights sent via leads (Up 10,045 room nights compared to 2016)

December 2017 Confirmed Bookings:

- 19 Definite Booking (Up 11 confirmed bookings from 2016)
- 4,973 Definite Room Nights (Up 653 room nights from 2016)
- 14 Definite SFCCC space only events

December 2016 Leads:

- 15 total leads requiring sleeping rooms
- 5,247 room nights sent via leads

December 2016 Confirmed Bookings:

- 8 Definite Booking
- 4,320 Definite Room Nights
- 13 Definite Groups without sleeping rooms

2017 YTD Leads:

- 275 total leads requiring sleeping rooms (Up 63 leads compared to STLY 2016)
- 95,305 total room nights sent via leads (Up 7,755 room nights compared to STLY 2016)

2017 YTD Definite:

- 130 Definite Booking
- 40,017 Definite Room Nights (Up 2,834 room nights over STLY 2016)
- 207 Definite SFCCC space only events (Down 1 SFCCC bookings STLY 2016)

2016 YTD Leads:

- 212 total leads requiring sleeping rooms
- 87,550 total room nights sent via leads

2016 YTD Definite:

- 105 Definite Booking
- 37,183 Definite Room Nights
- 208 Definite SFCCC space only events

Tradeshow updates:

- April attended Connect DC in Washington, DC on December 13, 2017.
- Justin attended Connect Pacific Northwest in Bellevue, WA from November 30 – December 1, 2017.
- David attended Connect Southwest in Palm Springs, CA on December 4-5, 2017; 20 appointments; 2 prospective groups.
- Kim attended Holiday Showcase 2017 in Chicago, IL from December 13-15, 2017.
- Justin will be attending SMART Meetings in San Francisco, CA on January 25, 2018.

Pace Report

IMM Update

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 11/28/2017

	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	13	19	130
STLY Event	10	15	14	9	8	5	7	8	6	5	10	8	105
Event Variance	-11%	6%	-43%	11%	-14%	21%	30%	0%	25%	250%	30%	237%	23%
Rooms	3,325	4,024	4,037	2,181	4,721	3,166	1,593	2,238	2,080	2,984	4,695	4,973	40,017
STLY Rooms	1,953	5,307	3,636	2,412	4,285	2,249	1,451	2,191	1,151	1,186	7,042	4,320	37,183
Room Variance	52%	-28%	11%	16%	-1%	28%	9%	3%	145%	250%	-49%	15%	8%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Lead	2017												
Event	14	19	18	19	26	16	12	26	34	34	32	25	275
STLY Event	19	17	26	14	11	11	19	25	19	13	23	15	212
Event Variance	-30%	17%	-26%	25%	54%	27%	-72%	4%	43%	269%	39%	67%	30%
Rooms	4,318	7,145	6,158	4,559	5,393	4,981	2,578	11,321	13,066	10,468	10,030	15,292	95,309
STLY Rooms	6,537	4,938	7,029	6,804	1,855	4,796	5,437	13,369	6,578	5,653	19,307	5,247	87,550
Room Variance	-41%	34%	-12%	-37%	62%	-2%	-91%	-13%	49%	190%	-92%	292%	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: 1/10/2018

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	1,996	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	964	2,886	1,729	10,729	2,649	2,794	2,061	1,669	179	35,376
2018	1,380	4,087	972	2,953	2,637	6,928	4,934	4,158	2,665	893	3,861	0	35,468
2019	975	1,375	0	1,299	941	475	120	0	685	0	0	0	5,870
2020	72	24	0	274	0	0	0	0	0	0	0	0	370