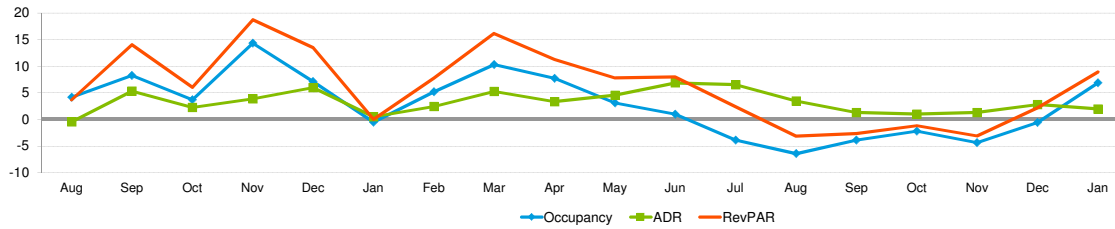
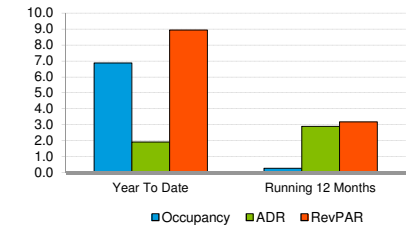


### Monthly Percent Change



### Overall Percent Change



Occupancy (%)	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	83.7	80.2	77.2	57.3	57.5	39.9	50.5	69.5	62.8	70.7	79.3	79.4	78.4	77.1	75.5	54.8	57.2	42.7
Last Year	80.4	74.1	74.4	50.1	53.7	40.1	48.0	63.0	58.3	68.6	78.5	82.5	83.7	80.2	77.2	57.3	57.5	39.9
Percent Change	4.2	8.3	3.7	14.3	7.1	-0.5	5.2	10.3	7.7	3.1	1.0	-3.9	-6.4	-3.9	-2.2	-4.4	-0.6	6.9

ADR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	152.60	141.70	139.49	115.99	131.56	98.53	103.65	112.37	115.61	126.20	130.07	147.69	157.92	143.50	140.92	117.53	135.22	100.43
Last Year	153.32	134.54	136.44	111.68	124.16	98.02	101.16	106.72	111.89	120.73	121.70	138.67	152.60	141.70	139.49	115.99	131.56	98.53
Percent Change	-0.5	5.3	2.2	3.9	6.0	0.5	2.5	5.3	3.3	4.5	6.9	6.5	3.5	1.3	1.0	1.3	2.8	1.9

RevPAR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	127.78	113.70	107.63	66.50	75.65	39.35	52.34	78.09	72.64	89.27	103.20	117.21	123.75	110.67	106.35	64.44	77.30	42.87
Last Year	123.23	99.69	101.51	56.00	66.64	39.34	48.55	67.24	65.27	82.81	95.58	114.46	127.78	113.70	107.63	66.50	75.65	39.35
Percent Change	3.7	14.1	6.0	18.7	13.5	0.0	7.8	16.1	11.3	7.8	8.0	2.4	-3.2	-2.7	-1.2	-3.1	2.2	8.9

Supply	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	146,475	141,630	146,351	141,630	146,351	146,351	132,188	146,351	139,200	143,840	139,200	143,840	143,840	139,200	143,840	139,200	143,840	146,351
Last Year	146,785	142,050	146,785	142,050	146,785	146,475	132,300	146,475	141,750	146,475	141,750	146,475	146,475	141,630	146,351	141,630	146,351	146,351
Percent Change	-0.2	-0.3	-0.3	-0.3	-0.3	-0.1	-0.1	-0.1	-1.8	-1.8	-1.8	-1.8	-1.8	-1.7	-1.7	-1.7	-1.7	0.0

Demand	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	122,647	113,648	112,917	81,196	84,157	58,447	66,747	101,708	87,467	101,747	110,442	114,150	112,715	107,352	108,547	76,324	82,231	62,469
Last Year	117,978	105,255	109,205	71,231	78,789	58,783	63,498	92,285	82,682	100,472	111,325	120,900	122,647	113,648	112,917	81,196	84,157	58,447
Percent Change	4.0	8.0	3.4	14.0	6.8	-0.6	5.1	10.2	5.8	1.3	-0.8	-5.6	-8.1	-5.5	-3.9	-6.0	-2.3	6.9

Revenue	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	18,716,029	16,103,518	15,751,250	9,418,025	11,072,034	5,758,671	6,918,578	11,428,719	10,112,143	12,840,181	14,365,307	16,859,335	17,800,039	15,405,010	15,296,859	8,970,104	11,119,523	6,273,771
Last Year	18,087,988	14,160,643	14,900,283	7,955,127	9,782,372	5,761,767	6,423,266	9,848,425	9,251,697	12,130,173	13,548,809	16,765,210	18,716,029	16,103,518	15,751,250	9,418,025	11,072,034	5,758,671
Percent Change	3.5	13.7	5.7	18.4	13.2	-0.1	7.7	16.0	9.3	5.9	6.0	0.6	-4.9	-4.3	-2.9	-4.8	0.4	8.9

Census %	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	56	56	56	56	56	56	56	56	55	55	55	55	55	55	55	55	55	56
Census Rooms	4725	4721	4721	4721	4721	4721	4721	4721	4640	4640	4640	4640	4640	4640	4640	4640	4640	4721
% Rooms Participants	81.1	81.1	79.4	79.4	79.4	78.9	78.9	78.9	77.3	80.2	80.2	80.2	80.2	80.2	80.2	80.2	80.2	80.6

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## Tab 4 - Multi-Segment

Currency: USD - US Dollar

Santa Fe CVB

For the month of: January 2018

	Current Month - January 2018 vs January 2017											Year to Date - January 2018 vs January 2017											Participation					
	Occ %		ADR		RevPAR		Percent Change from January 2017					Occ %		ADR		RevPAR		Percent Change from YTD 2017					Properties		Rooms			
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Santa Fe, NM Dntown+	52.0	47.3	126.89	124.60	65.95	58.90	10.0	1.8	12.0	12.0	0.0	10.0	52.0	47.3	126.89	124.60	65.95	58.90	10.0	1.8	12.0	12.0	0.0	10.0	23	12	2048	1559
Santa Fe, NM Cerrillos+	34.8	33.8	67.17	67.12	23.39	22.67	3.1	0.1	3.2	3.2	0.0	3.1	34.8	33.8	67.17	67.12	23.39	22.67	3.1	0.1	3.2	3.2	0.0	3.1	28	21	2369	2000
Santa Fe, NM Periphery+																												

## Tab 5 - Multi-Seg Raw

Santa Fe CVB

For the Month of January 2018

	Current Month - January 2018 vs January 2017									Year to Date - January 2018 vs January 2017								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg
Santa Fe, NM Dntown+	63,488	63,488	0.0	32,996	30,010	10.0	4,186,927	3,739,136	12.0	63,488	63,488	#	32,996	30,010	10.0	4,186,927	3,739,136	12.0
Santa Fe, NM Cerrillos+	73,439	73,439	0.0	25,572	24,803	3.1	1,717,611	1,664,722	3.2	73,439	73,439	#	25,572	24,803	3.1	1,717,611	1,664,722	3.2
Santa Fe, NM Periphery+																		

## Tab 6 - Multi Running

Santa Fe CVB

For the month of: January 2018

	January 2018 vs January 2017													January 2018 vs January 2017													Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2017					Occ %		ADR		RevPAR		Percent Change from YTD 2017					Properties		Rooms					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Rev	Avail	Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample		
Santa Fe, NM Cerrillos+	42.9	43.5	73.35	73.27	31.50	31.91	-1.4	0.1	-1.3	-3.5	-2.3	-3.6	60.3	60.9	82.06	79.69	49.47	48.55	-1.0	3.0	1.9	-0.8	-2.7	-3.7	28	21	2,369	2,000		
Santa Fe, NM Dntown+	61.0	60.2	157.69	155.97	96.25	93.91	1.4	1.1	2.5	2.5	0.0	1.4	73.2	72.0	177.54	175.45	129.95	126.41	1.6	1.2	2.8	2.8	0.0	1.6	23	12	2,048	1,559		
Santa Fe, NM Periphery+																														

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