Santa Fe CVB For the Month of February 2018

## **Monthly Percent Change**



# Overall Percent Change



Occupancy (%)		201	16							20	17						20	18		Year To Date		Rui	nning 12 Months	
Occupancy (78)	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
This Year	80.2	77.2	57.3	57.5	39.9	50.4	69.5	62.8	70.7	79.3	79.4	78.4	77.1	75.5	54.8	57.2	42.7	49.6	43.9	44.9	46.0	64.1	66.6	66.5
Last Year	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	50.4	45.1	43.9	44.9	61.6	64.1	66.6
Percent Change	8.3	3.7	14.3	7.1	-0.5	5.0	10.3	7.7	3.1	1.0	-3.9	-6.4	-3.9	-2.2	-4.4	-0.6	6.9	-1.4	-2.7	2.3	2.5	4.1	3.9	-0.1

DDAD		201	46								47						04	40		Year To Date		D	ning 12 Months	
Percent Change	5.3	2.2	3.9	6.0	0.5	2.6	5.3	3.3	4.5	6.9	6.5	3.5	1.3	1.0	1.3	2.8	1.9	3.1	0.1	1.7	2.4	1.8	2.5	3.0
Percent Change	F 0	0.0	2.0	0.0	0.5	26	F 0	3.3	4.5	0.0	0.5	3.5	4.0	1.0	4.0	2.8	1.9	0.4	0.4	4.7	0.4	4.0	0.5	2.0
Last Year	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	103.76	99.55	99.65	101.31	121.31	123.50	126.63
This Year	141.70	139.49	115.99	131.56	98.53	103.76	112.37	115.61	126.20	130.07	147.69	157.92	143.50	140.92	117.53	135.22	100.43	106.98	99.65	101.31	103.79	123.50	126.63	130.43

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
This Year	113.70	107.63	66.50	75.65	39.35	52.26	78.09	72.64	89.27	103.20	117.21	123.75	110.67	106.35	64.44	77.30	42.87	53.11	43.71	45.48	47.73	79.13	84.27	86.71
Last Year	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	52.26	44.89	43.71	45.48	74.69	79.13	84.27
Percent Change	14.1	6.0	18.7	13.5	0.0	7.6	16.1	11.3	7.8	8.0	2.4	-3.2	-2.7	-1.2	-3.1	2.2	8.9	1.6	-2.6	4.0	5.0	5.9	6.5	2.9
Cumply		20	116							20	17						20	018		Year To Date		Rur	nning 12 Months	

* * 111. 2	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
This Year	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	132,188	278,775	278,539	278,539	1,727,807	1,723,901	1,700,890
Last Year	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	132,188	279,424	278,775	278,539	1,702,967	1,727,807	1,723,901
Percent Change	-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	0.0	-0.2	-0.1	0.0	1.5	-0.2	-1.3

Demand		20	116							20	17						20	18		Year To Date		Run	nning 12 Months	
Demand	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
This Year	113,648	112,917	81,196	84,157	58,447	66,582	101,708	87,467	101,747	110,442	114,150	112,715	107,352	108,547	76,324	82,231	62,469	65,626	122,278	125,029	128,095	1,107,053	1,147,258	1,130,778
Last Year	105,255	109,205	71,231	78,789	58,783	63,495	92,285	82,682	100,472	111,325	120,900	122,647	113,648	112,917	81,196	84,157	58,447	66,582	125,997	122,278	125,029	1,048,563	1,107,053	1,147,258
Percent Change	8.0	3.4	14.0	6.8	-0.6	4.9	10.2	5.8	1.3	-0.8	-5.6	-8.1	-5.5	-3.9	-6.0	-2.3	6.9	-1.4	-3.0	2.2	2.5	5.6	3.6	-1.4

Revenue		20	716							20	J17						20	18		rear to Date		Rui	nning 12 Months	
Revenue	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2016	2017	2018	2016	2017	2018
This Year	16,103,518	15,751,250	9,418,025	11,072,034	5,758,671	6,908,315	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	7,020,786	12,184,812	12,666,986	13,294,557	136,725,214	145,272,156	147,491,777
Last Year	14,160,643	14,900,283	7,955,127	9,782,372	5,761,767	6,423,045	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	6,908,315	12,542,862	12,184,812	12,666,986	127,202,652	136,725,214	145,272,156
Percent Change	13.7	5.7	18.4	13.2	-0.1	7.6	16.0	9.3	5.9	6.0	0.6	-4.9	-4.3	-2.9	-4.8	0.4	8.9	1.6	-2.9	4.0	5.0	7.5	6.3	1.5

80.2

80.2

80.6

Percent Change	13.7	5.7	18.4	13.2	-0.1	7.6	16.0	9.3	5.9	6.0	0.6	-4.9	-4.3	-2.9	-4.8	0.4	8.9	1.6	-2.9	4.0	5.0	7.5
Census %		20	116							20	17						20	118				
Census %	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb				
Census Props	56	56	56	56	56	56	56	55	55	55	55	55	55	55	55	55	56	56				
Census Rooms	4721	4721	4721	4721	4721	4721	4721	4640	4640	4640	4640	4640	4640	4640	4640	4640	4721	4721				

80.2

% Rooms Participants

79.4

78.9

78.9

77.3

For the Month of February 2018

				1	1		Chg in	2016						T		2017		Т	т		$\neg$	$\top$	$\Box$	$\neg$	$\top$	$\top$	$\top$	$\top$	$\Box$	$\top$	op		f
Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	M	ΑМ	J	JA	s	οΝ	Ы,	J F	M	AM	ЛJ	$ _{\mathbf{J}} $	A :	s o	N	D	J	FIN	ΜА	<b>ы</b>	ı   ၂	J /	A s	0	,
	losed - Fairmont Heritage Place El Corazon De Santa Fe		87501	Jan 2016	Nov 2011	0	Υ					-																				Ť	Ì
52454 C	losed - Independent Territorial Inn @ The Marcy	Santa Fe, NM	87501	Dec 2010		0	Υ													П							Т				Т		
58288 C	losed - Independent The Hacienda @ Hotel Santa Fe	Santa Fe, NM	87501	Jan 2016	Jan 2007	0	Υ																										
41279 C	losed Alexanders Inn	Santa Fe, NM	87501	Aug 2001	Jun 1903	0	Υ													П					Т						Т	Г	1
41244 C	losed Casa Pueblo Inn	Santa Fe, NM	87501	Feb 2009	Jun 1998	0	Υ																										
43564 C	losed Otra Vez En Sante Fe	Santa Fe, NM	87501	Jun 1982	Jun 1930	0	Υ													П					Т						Т	Г	
	losed Pueblo Hermosa	Santa Fe, NM	87501	Aug 1994		0	Y																										
	rury Plaza Hotel Santa Fe	Santa Fe, NM	87501	Aug 2014	Aug 2014	182																											
	I Paradero Bed & Breakfast Inn	Santa Fe, NM	87501	7 tag 20 1 1	rag zo	15								-			-	-  -	-	-		-	-	-									
	Idorado Hotel	Santa Fe, NM	87501	Sep 2004	Mar 1986	219																									-		
	ort Marcy Hotel Suites	Santa Fe, NM	87501	Jun 1973	Jun 1973	88	V	•		_	,	_	•	_	•	_		•	-	-	•		•	•	-1	_		-			-		
	carrett's Desert Inn	Santa Fe, NM	87501	May 1989		83	T																		-								
	ilton Santa Fe				Jun 1966																				_	_	_	_		_	_	Н	
		Santa Fe, NM	87501	Jan 1973	Jan 1973	158		•	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	• (	• •	•			4				
	otel Chimayo de Santa Fe	Santa Fe, NM	87501	Jun 2000	Jun 1990	56		• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	• (	• •	•			ш			L	
	otel Santa Fe	Santa Fe, NM	87501	Apr 1991	Apr 1991	162	Y	• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	• (	•							
13867 H	otel St Francis	Santa Fe, NM	87501	Jun 1923	Jun 1923	79	Υ	• •	•	•	•	•  •	• •	•	• •	•	•	•  •	•	•	• •	•	•	•	•	•							
3200 lr	nn & Spa @ Loretto	Santa Fe, NM	87501	Apr 2016	May 1975	136	Υ	• •	•	•		•	• •	•	• •	•	•	•	•	•	•	•	•	•	• (	•							
62826 Ir	nn @ Vanessie	Santa Fe, NM	87501	Jun 2012	Jun 2012	18																											
16153 Ir	nn Of The Governors	Santa Fe, NM	87501	Jun 1965	Jun 1965	100		0 0	0 0	0	0 0	0	0 0	0	0 0	0	0	0 0	0	0	0 0	0	0	0 0	0 (	0							
	nn On The Alameda	Santa Fe, NM	87501	Jun 1986	Jun 1986	72														•				•			-		П				
	n On The Paseo	Santa Fe, NM	87501	Jun 1991	Jun 1991	18								-			-	-  -	-	-		-	1										
	a Fonda On the Plaza	Santa Fe, NM	87501	Jun 1922	Jun 1922	180	Υ																								-		
	as Palomas	Santa Fe, NM	87501	Juli 1922	Juli 1922	63	Y	•					•	_	•	•		•	-	•	•		•	•	-	-		-					
				l 0040	l 0040		T																		-								
	uxx Boutique Hotel	Santa Fe, NM	87501	Jun 2010	Jun 2010	16																			_	_	_	_	$\perp$	_	_		
	lotel 6 Santa Fe Plaza Downtown	Santa Fe, NM	87501	May 2010		48		• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	• •	•			4				
	ld Santa Fe Inn	Santa Fe, NM	87501	Jun 2002	Jun 2002	43																			_			$\perp$	$\perp$				
	ueblo Bonito Bed & Breakfast	Santa Fe, NM	87501	Jun 1985	Jun 1985	18																											
	osewood Inn Of The Anasazi	Santa Fe, NM	87501	Oct 2005	Jul 1991	58		• •	•	•	•	•  •	• •	•	• •	•	•	•  •	•	•	• •	•	•	•	•	•							
41246 S	anta Fe Motel & Inn	Santa Fe, NM	87501	Jun 1950	Jun 1950	23																											
20417 S	anta Fe Sage Inn	Santa Fe, NM	87501	Jun 1984	Jun 1984	145	Υ	0 0	0 0	0	0 0	0	0 0	0	0 0	0	0 0	0 0	0	0	• •		•	• (	• (	•							
43542 T	he Inn Of The Five Graces	Santa Fe, NM	87501	Jun 1996	Jun 1996	24		0 0	0 0	0	0 0	0	0 0	0	0																		
1744 T	he Lodge Of Santa Fe	Santa Fe, NM	87501	Nov 2005	Jun 1976	125	Υ																•	•		•			П		т	П	
	ribute Portfolio La Posada De Santa Fe	Santa Fe, NM	87501	Oct 2016	Jun 1940	157	Υ																•										
29757 V	illas De Santa Fe	Santa Fe, NM	87501	Feb 1998	Feb 1994	105											П								т		-		П				
	mericas Best Value Inn Lamplighter Inn Of Santa Fe	Santa Fe, NM	87505	Jan 2006	Jun 1962	80																											
	losed Cactus Lodge Motel	Santa Fe, NM	87505	Jul 2005	Juli 1302	0	Υ																								-		
						0	I V																			-		-			-	Н	
	losed Warren Inn	Santa Fe, NM	87505	Jun 2001		ı •	Y																		4								
	l Rey Inn	Santa Fe, NM	87505	Jun 1930	Jun 1930	86	Υ	0 0	0 0	0	0	•	• •	•	• •	•	•	• •	•	•	•	•	•	• (	• •	•	_	_	$\perp$	_	_	L	
	n @ Santa Fe	Santa Fe, NM	87505	Nov 2006	Nov 1998	99		0 0	0 0	0	0 0	0	0 0	0	0 0	0	0 0	0 0	0	0	0 0	0	0	0	0 0	٥			4				
	n Of The Turquoise Bear	Santa Fe, NM	87505	Jun 1996	Jun 1996	11																			_	_			ш			L	
52455 K	ings Rest Court	Santa Fe, NM	87505			18																											
50069 P	ecos Trail Inn	Santa Fe, NM	87505	Jun 1965	Jun 1965	23	Υ																										
22549 R	esidence Inn Santa Fe	Santa Fe, NM	87505	Jul 1986	Jul 1986	120		• •		•		•		•		•		• •	•	•			•		• (	•							
37083 S	anta Fe Suites	Santa Fe, NM	87505	Jun 1998	Jun 1998	123											П								Т				П			П	
	hunderbird Inn	Santa Fe, NM	87505			44																											
	/estern Scene Motel	Santa Fe, NM	87505			32																											
	losed Rancho Encantado	Santa Fe, NM	87506	Jan 2002	Jun 1932	0	V																										
	aymont Inn & Suites Santa Fe	Santa Fe, NM	87507	Jul 2015	Aug 1994	51	Ý																_								-		
	est Western Plus Inn Of Santa Fe	Santa Fe, NM	87507	Apr 2011	Jun 1990	95																	•					-			-	Н	
								•	•	•	• •	•	•	•	•	•	•	• •	•	•	• •	•	•	• '	•	•							
	losed - Independent Adobe Inn & Studios	Santa Fe, NM	87507	Apr 2013	Jun 1981	0	Y																		_	_	_	_	$\perp$	_	_		
	omfort Inn Santa Fe	Santa Fe, NM	87507	Jul 1994	Jul 1994	83	Y	• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	• •	•			4				
	omfort Suites Santa Fe	Santa Fe, NM	87507	Apr 1996	Apr 1996	60		• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	• •	•	•	• •	• •	•		$\perp$	$\perp$				
	ourtyard Santa Fe	Santa Fe, NM	87507	May 1999	Apr 1985	209		• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	• •	•							
4969 D	ays Inn Santa Fe New Mexico	Santa Fe, NM	87507	Jul 1997	Jun 1965	83		• •	•	•	•	•  •	• •	•	• •	•	•	•  •	•	•	• •	•	•	•	•	•							
23337 🗅	oubletree Santa Fe	Santa Fe, NM	87507	Dec 2011	May 1986	130		• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	• (								
	cono Lodge Inn & Suites Santa Fe	Santa Fe, NM	87507	Dec 2012		48	Υ	• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	• •								
30088 F	airfield Inn & Suites Santa Fe	Santa Fe, NM	87507		Aug 1994	81	Υ					•	•																				
	oliday Inn Express Santa Fe Cerrillos	Santa Fe, NM	87507		Mar 1996	76						•		•		•			•	•			•	•	• .	•							
	yatt Place Santa Fe	Santa Fe, NM	87507		May 2010	92																											
	a Quinta Inns & Suites Santa Fe	Santa Fe, NM	87507		Nov 1986	131	Υ																										
	lotel 6 Santa Fe	Santa Fe, NM	87507		Jan 1974	104	'							_					-														
														•						-		•		. "									
	lotel 6 Santa Fe	Santa Fe, NM	87507		Jun 1995	76		• •	•	•	•	•	• •	•	•	•	• 1	• •	•	•	•	•	•	•	٠.	•		_					
	lotel 6 Santa Fe Cerrillos Road South	Santa Fe, NM	87507	Dec 2006		118		• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	• (	•							
	luality Inn Santa Fe	Santa Fe, NM	87507	Mar 2013	May 1987	98		• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	• •	•	•	•	• (	•							
	ilver Saddle Motel	Santa Fe, NM	87507			25																											
	uper 8 Santa Fe	Santa Fe, NM	87507	Mar 1984	Mar 1984	87		• •	•	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	• •	•							
28969 T	ranquilla Inn	Santa Fe, NM	87507	Feb 2013	Jun 1990	47																											
			Total Prope	t.	67	4721				le e al a	4		by S	TD																		_	

## Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB

For the Month of February 2018

				2016	2017	2018
STR Code	Name of Establishment	City & State	Zip Code Aff Date Open D	Chg in ate Rooms Rms J F M A M J J	ASONDJFMAMJ	J A S O N D J F M A M J J A S O N D
		-		Blank - No data receiv	ed by STR	
				Y - (Cha in Rms) Pro	perty has experienced a room addition	or drop during the time period of the report

A blank row indicates insufficient data.

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Santa Fe CVB

For the month of: February 2018

				C	Current Month	ı - Februar	y 2018 vs Feb	ruary 201	7							Year	to Date - Febr	uary 2018	vs Febru	iary 201						Parti	cipation	
	Осс	%	ADF	R	RevP/	AR	Pe	rcent Cha	nge from	Februar	y 2017		Осс	%	ΑI	DR	RevPA	AR.		Percer	t Change	from YT	D 2017		Proper	ties	Room	ns
										Room	Room											Room	Room	Room				
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Rev	Avail	Room Sold	2018	2017	2018	2017	2018	2017	Осс	ADR	RevPAR	Rev	Avail	Sold	Census S	Sample	Census	Sample
Santa Fe, NM Downtown+	62.3	62.6	136.05	131.31	84.76	82.16	-0.4	3.6	3.2	3.2	0.0	-0.4	56.9	54.5	131.65	128.25	74.87	69.94	4.3	2.6	7.1	7.1	0.0	4.3	23	12	2048	1559
Santa Fe, NM Cerrillos+	38.7	39.6	68.36	66.95	26.43	26.49	-2.3	2.1	-0.2	-0.2	0.0	-2.3	36.6	36.5	67.77	67.03	24.83	24.48	0.3	1.1	1.4	1.4	0.0	0.3	28	21	2369	2000
Santa Fe NM Periphery+																									6	2	427	245

### Tab 5 - Multi-Seg Raw

Santa Fe CVB

For the Month of February 2018

			Curre	ent Month	- February	2018 vs Fel	oruary 2017		
		Supply			Demand		ı	Revenue	
	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg
Santa Fe, NM Downtown+	57,344	57,344	0.0	35,725	35,879	-0.4	4,860,252	4,711,344	3.2
Santa Fe, NM Cerrillos+	66,332	66,332	0.0	25,649	26,245	-2.3	1,753,384	1,757,228	-0.2
Santa Fe NM Perinhery+									

	١	e/	ar to Dat	e - Febru	uary 2018	vs February	2017	
Su	pply			Demand	i		Revenue	
2018	2017	С	2018	2017	% Chg	2018	2017	% Chg
120,832	120,832	#	68,721	65,889	4.3	9,047,179	8,450,480	7.1
139,771	139,771	#	51,221	51,048	0.3	3,470,995	3,421,950	1.4

#### Tab 6 - Multi Running

Santa Fe CVB

For the month of: February 2018

	Running 3 Month - February 2018 vs February 2017												Running 12 Month - February 2018 vs February 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2017					Occ %		ADR		RevPAR		Percent Change from YTD 2017				Properties		Rooms				
	2018	2017	2018	2017	2018	2017	Осс	ADR	RevPAR	Rev	Avail	Room Sold	2018	2017	2018	2017	2018	2017	Осс	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample
Santa Fe, NM Cerrillos+	41.4	41.2	72.55	71.70	30.03	29.52	0.5	1.2	1.7	0.5	-1.2	-0.6	60.2	60.9	82.15	79.76	49.46	48.56	-1.1	3.0	1.9	-0.8	-2.7	-3.7	28	21	2,369	2,000
Santa Fe, NM Downtown+	59.4	58.4	152.36	148.65	90.47	86.82	1.7	2.5	4.2	4.2	0.0	1.7	73.2	72.5	177.88	175.12	130.15	127.02	0.9	1.6	2.5	2.5	0.0	0.9	23	12	2,048	1,559
Santa Fe, NM Periphery+																									6	2	427	245

A blank row indicates insufficient data.

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