



February 2018 OTAB Report Sales Report March 27, 2018

February 2018 Leads:

- 18 total leads requiring sleeping rooms (Down 1 from 2017)
- 8,133 total room nights sent via leads (Up 988 room nights compared to 2017)
- Data not available for SFCCC space only leads without sleeping rooms

February 2018 Confirmed Leads:

- 15 Definite Booking (Up 1 from 2017)
- 4,375 Definite Room Nights (Up 351 room nights from 2017)
- 19 Definite SFCCC space only (Up 7 SFCCC bookings from 2017)

February 2017 Leads:

- 19 total leads requiring sleeping rooms
- 7,145 room nights sent via leads
- Data not available for SFCCC space only leads without sleeping rooms

February 2017 Confirmed Leads:

- 16 Definite Booking
 - 4,024 Definite Room Nights
 - 12 Definite Groups without sleeping rooms
-

2018 YTD Leads:

- 43 total leads requiring sleeping rooms (Up 10 leads compared to STLY 2017)
- 24,339 total room nights sent via leads (Up 12,876 room nights compared to STLY 2017)
- Data not available for SFCCC space only leads without sleeping rooms

2018 YTD Definite:

- 25 Definite Booking (Down 1 from 2017)
- 7,791 Definite Room Nights (Up 442 room nights over STLY 2017)
- 38 Definite SFCCC space only events (Up 8 SFCCC bookings STLY 2017)

2017 YTD Leads:

- 33 total leads requiring sleeping rooms
- 11,463 total room nights sent via leads
- Data not available for SFCCC space only leads without sleeping rooms

2017 YTD Definite:

- 25 Definite Booking
- 7,349 Definite Room Nights
- 30 Definite SFCCC space only events

Tradeshow updates:

- Justin Cox attended Luxury Summit Meetings in Dallas, San Antonio and Austin Texas on February 5-10, 2018.
- April Gallegos attended Destinations Showcase on February 13, 2018 in Washington, DC.
- Kim Harmon attended MIC 2018 in Denver, Colorado March 13-14, 2018.
- Justin Cox and Ryan Dodge attended Dallas Travel & Adventure Show in Dallas, TX March 17-18, 2018.
- Randy Randall and David Carr attending Denver Travel & Adventure Show in Denver, CO March 24-25, 2018.
- David Carr attending Conference Direct in Los Angeles, CA March 24-29, 2018.

Other news;

- Randy and David attended the National Governors Association Event: Winter Meeting in Washington, DC on February 23-26, 2018.

Pace Report

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 3/2/2018

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2018												
Event	9	15											24
STLY Event	9	16	9	10	7	7	10	8	8	14	13	19	130
Event Variance	0%	-1%											
Rooms	3,416	4,375											7,791
STLY 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
Room Variance	3%	9%											

Lead	2018												
Event	25	18											43
STLY Event	14	19	18	19	26	16	12	26	34	34	32	25	275
Event Variance	78%	-5%											
Rooms	16,206	8,133											24,339
STLY 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
Room Variance	375%	13%											

2018 Goals	120 Definite Bookings	44,000 Definite Room Nights
2017 Goals	130 Definite Bookings	40,017 Definite Room Nights

Source: All

Printed: 3/22/2018
Page: 1 of 1

ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 3/22/2018

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	1,998	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	964	2,886	1,729	10,729	2,649	2,794	2,281	2,063	179	35,990
2018	1,380	4,387	972	3,618	3,132	7,519	4,934	4,330	3,062	1,892	3,861	0	39,087
2019	1,862	1,755	0	1,299	1,848	1,216	120	742	685	0	0	0	9,527
2020	72	24	0	274	0	0	0	0	0	0	0	0	370