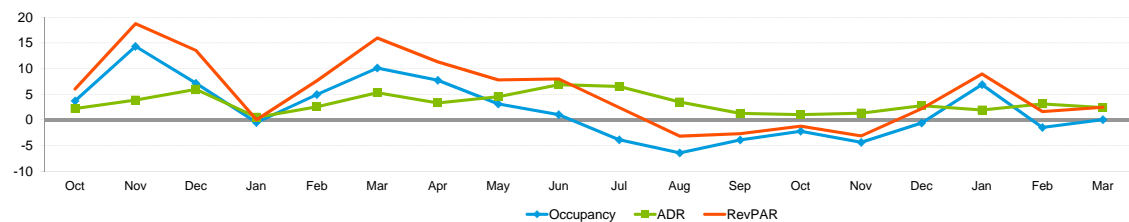
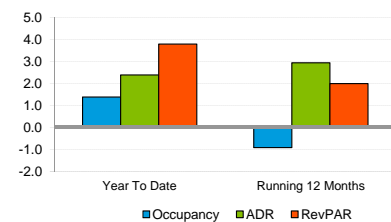


Santa Fe CVB
For the Month of March 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016			2017												2018		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	77.2	57.3	57.5	39.9	50.4	69.4	62.8	70.7	79.3	79.4	78.4	77.1	75.5	54.8	57.2	42.7	49.6	69.4
Last Year	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	69.4
Percent Change	3.7	14.3	7.1	-0.5	5.0	10.1	7.7	3.1	1.0	-3.9	-6.4	-3.9	-2.2	-4.4	-0.6	6.9	-1.5	0.1

ADR	2016			2017												2018		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	139.49	115.99	131.56	98.53	103.76	112.38	115.61	126.20	130.07	147.69	157.92	143.50	140.92	117.53	135.22	100.43	107.00	115.10
Last Year	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	112.38
Percent Change	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	2.4

RevPAR	2016			2017												2018		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	107.63	66.50	75.65	39.35	52.26	77.96	72.64	89.27	103.20	117.21	123.75	110.67	106.35	64.44	77.30	42.87	53.11	79.89
Last Year	101.51	56.00	66.64	39.34	48.55	67.23	65.27	82.81	95.58	114.46	127.78	113.70	107.63	66.50	75.65	39.35	52.26	77.96
Percent Change	6.0	18.7	13.5	0.0	7.6	15.9	11.3	7.8	8.0	2.4	-3.2	-2.7	-1.2	-3.1	2.2	8.9	1.6	2.5

Supply	2016			2017												2018		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	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	146,351
Last Year	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	146,351
Percent Change	-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	0.0

Demand	2016			2017												2018		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	112,917	81,196	84,157	58,447	66,582	101,524	87,467	101,747	110,442	114,150	112,715	107,352	108,547	76,324	82,231	62,469	65,613	101,586
Last Year	109,205	71,231	78,789	58,783	63,495	92,282	82,682	100,472	111,325	120,900	122,647	113,648	112,917	81,196	84,157	58,447	66,582	101,524
Percent Change	3.4	14.0	6.8	-0.6	4.9	10.0	5.8	1.3	-0.8	-5.6	-8.1	-5.5	-3.9	-6.0	-2.3	6.9	-1.5	0.1

Revenue	2016			2017												2018		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	15,751,250	9,418,025	11,072,034	5,758,671	6,908,315	11,408,927	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	7,020,469	11,692,232
Last Year	14,900,283	7,955,127	9,782,372	5,761,767	6,423,045	9,847,999	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	11,408,927
Percent Change	5.7	18.4	13.2	-0.1	7.6	15.9	9.3	5.9	6.0	0.6	-4.9	-4.3	-2.9	-4.8	0.4	8.9	1.6	2.5

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

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Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB
 For the Month of March 2018

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

A blank row indicates insufficient data.

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

Santa Fe CVB

For the month of: March 2018

	Current Month - March 2018 vs March 2017											
	Occ %		ADR		RevPAR		Percent Change from March 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Santa Fe, NM Downtown+	77.8	76.2	152.39	149.08	118.54	113.60	2.1	2.2	4.3	4.3	0.0	2.1
Santa Fe, NM Cerrillos+	61.5	63.0	76.36	75.62	46.95	47.65	-2.4	1.0	-1.5	-1.5	0.0	-2.4
Santa Fe, NM Periphery+												

	Year to Date - March 2018 vs March 2017											
	Occ %		ADR		RevPAR		Percent Change from YTD 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	64.1	62.0	140.32	137.07	89.92	84.98	3.4	2.4	5.8	5.8	0.0	3.4
	45.2	45.6	71.80	71.12	32.45	32.46	-1.0	1.0	-0.0	-0.0	0.0	-1.0

Participation				
Properties		Rooms		
Census	Sample	Census	Sample	
23	12	2048	1559	
28	21	2369	2000	
6	2	427	245	

Tab 5 - Multi-Seg Raw

Santa Fe CVB

For the Month of March 2018

	Current Month - March 2018 vs March 2017					
	Supply		Demand		Revenue	
	2018	2017	% Chg	2018	2017	% Chg
Santa Fe, NM Downtown+	63,488	63,488	0.0	49,386	48,381	2.1
Santa Fe, NM Cerrillos+	73,439	73,439	0.0	45,156	46,280	-2.4
Santa Fe, NM Periphery+						

	Year to Date - March 2018 vs March 2017					
	Supply		Demand		Revenue	
	2018	2017	% Chg	2018	2017	% Chg
	184,320	184,320	0.0	118,107	114,270	3.4
	213,210	213,210	0.0	96,364	97,328	-1.0

Tab 6 - Multi Running

Santa Fe CVB

For the month of: March 2018

	Running 3 Month - March 2018 vs March 2017											
	Occ %		ADR		RevPAR		Percent Change from March 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Rev	Room Avail	Room Sold
Santa Fe, NM Cerrillos+	45.2	45.6	71.80	71.12	32.45	32.46	-1.0	1.0	-0.0	-0.0	0.0	-1.0
Santa Fe, NM Downtown+	64.1	62.0	140.32	137.07	89.92	84.98	3.4	2.4	5.8	5.8	0.0	3.4
Santa Fe, NM Periphery+												

	Running 12 Month - March 2018 vs March 2017											
	Occ %		ADR		RevPAR		Percent Change from YTD 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Rev	Avail	Sold
	60.1	61.3	82.24	79.99	49.39	49.03	-2.0	2.8	0.7	-1.9	-2.6	-4.6
	73.3	73.3	178.12	175.33	130.56	128.46	0.0	1.6	1.6	1.6	0.0	0.0

Participation				
Properties		Rooms		
Census	Sample	Census	Sample	
28	21	2,369	2,000	
23	12	2,048	1,559	
6	2	427	245	

A blank row indicates insufficient data.

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