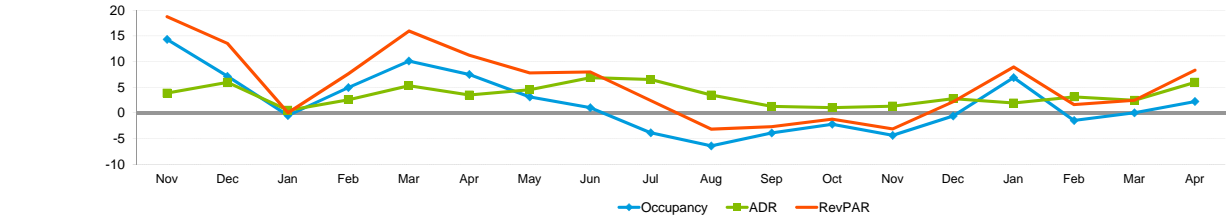


Santa Fe CVB  
For the Month of April 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016			2017												2018			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	This Year	57.3	57.5	39.9	50.4	69.4	62.7	70.7	79.3	79.4	78.4	77.1	75.5	54.8	57.2	42.7	49.6	69.4	64.1
	Last Year	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	62.7
	Percent Change	14.3	7.1	-0.5	5.0	10.1	7.5	3.1	1.0	-3.9	-6.4	-3.9	-2.2	-4.4	-0.6	6.9	-1.5	0.0	2.2
ADR	2016			2017												2018			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	This Year	115.99	131.56	98.53	103.76	112.38	115.80	126.20	130.07	147.69	157.92	143.50	140.92	117.53	135.22	100.43	107.00	115.14	122.71
	Last Year	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	115.80
	Percent Change	3.9	6.0	0.5	2.6	5.3	3.5	4.5	6.9	6.5	3.5	1.3	1.0	1.3	2.8	1.9	3.1	2.5	6.0
RevPAR	2016			2017												2018			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	This Year	66.50	75.65	39.35	52.26	77.96	72.61	89.27	103.20	117.21	123.75	110.67	106.35	64.44	77.30	42.87	53.11	79.89	78.66
	Last Year	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	72.61
	Percent Change	18.7	13.5	0.0	7.6	15.9	11.2	7.8	8.0	2.4	-3.2	-2.7	-1.2	-3.1	2.2	8.9	1.6	2.5	8.3
Supply	2016			2017												2018			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	This Year	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	141,630
	Last Year	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	139,200
	Percent Change	-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	1.7
Demand	2016			2017												2018			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	This Year	81,196	84,157	58,447	66,582	101,524	87,283	101,747	110,442	114,150	112,715	107,352	108,547	76,324	82,231	62,469	65,613	101,551	90,791
	Last Year	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	87,283
	Percent Change	14.0	6.8	-0.6	4.9	10.0	5.6	1.3	-0.8	-5.6	-8.1	-5.5	-3.9	-6.0	-2.3	6.9	-1.5	0.0	4.0
Revenue	2016			2017												2018			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	This Year	9,418,025	11,072,034	5,758,671	6,908,315	11,408,927	10,107,150	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	11,692,212	11,140,772
	Last Year	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	10,107,150
	Percent Change	18.4	13.2	-0.1	7.6	15.9	9.2	5.9	6.0	0.6	-4.9	-4.3	-2.9	-4.8	0.4	8.9	1.6	2.5	10.2
Census %	2016			2017												2018			
	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
	Census Props	56	56	56	56	56	55	55	55	55	55	55	55	55	55	56	56	56	56
	Census Rooms	4721	4721	4721	4721	4721	4640	4640	4640	4640	4640	4640	4640	4640	4640	4721	4721	4721	4721
	% Rooms Participants	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	80.6

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Santa Fe CVB  
For the Month of April 2018

[illegible]

Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB  
For the Month of April 2018

								2016												2017												2018													
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	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		
								<div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																					

A blank row indicates insufficient data.

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Santa Fe CVB

For the month of: April 2018

	Current Month - April 2018 vs April 2017												Year to Date - April 2018 vs April 2017												Participation					
	Occ %		ADR		RevPAR		Percent Change from April 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		
	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		
	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 Downtown+	74.9	71.8	165.01	155.44	123.61	111.66	4.3	6.2	10.7	10.7	0.0	4.3	66.8	64.5	147.25	142.19	98.34	91.65	3.6	3.6	7.3	7.3	0.0	3.6	23	12	2048	1559		
Santa Fe, NM Cerrillos+	53.8	54.8	74.97	71.77	40.35	39.36	-1.9	4.5	2.5	6.2	3.5	1.6	47.3	47.9	72.72	71.30	34.43	34.14	-1.1	2.0	0.8	1.7	0.9	-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 April 2018

	Current Month - April 2018 vs April 2017										Year to Date - April 2018 vs April 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 Downtown+	61,440	61,440	0.0	46,023	44,137	4.3	7,594,384	6,860,480	10.7		245,760	245,760	#	164,130	158,407	3.6	24,167,586	22,523,409	7.3	
Santa Fe, NM Cerrillos+	71,070	68,640	3.5	38,257	37,646	1.6	2,868,017	2,701,673	6.2		284,280	281,850	#	134,586	134,974	-0.3	9,786,764	9,623,328	1.7	
Santa Fe, NM Periphery+																				

Tab 6 - Multi Running

Santa Fe CVB

For the month of: April 2018

	Running 3 Month - April 2018 vs April 2017												Running 12 Month - April 2018 vs April 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample
Santa Fe, NM Cerrillos+	51.7	52.9	74.02	72.24	38.27	38.19	-2.2	2.5	0.2	1.4	1.2	-1.1	59.9	61.6	82.48	80.13	49.44	49.38	-2.7	2.9	0.1	-2.0	-2.1	-4.7	28	21	2,369	2,000
Santa Fe, NM Downtown+	71.9	70.4	152.37	146.30	109.62	103.06	2.1	4.1	6.4	6.4	0.0	2.1	73.5	73.7	178.87	175.51	131.54	129.30	-0.2	1.9	1.7	1.7	0.0	-0.2	23	12	2,048	1,559
Santa Fe, NM Periphery+																								6	2	427	245	

A blank row indicates insufficient data.

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