TOURISM
SANTA FE

April 2018 OTAB Report
Sales Report May 22, 2018

April 2018 Leads:

- 16 total leads requiring sleeping rooms (Down 2 from 2017)
- 8,905 total room nights sent via leads (Up 6,724 room nights compared to 2017)
- Data not available for SFCCC space only leads without sleeping rooms

April 2018 Confirmed Leads:

- 5 Definite Booking (Down 4 from 2017)
- 3,719 Definite Room Nights (Down 318 room nights from 2017)
- 26 Definite SFCCC space only (Up 8 SFCCC bookings from 2017)

April 2017 Leads:

- 18 total leads requiring sleeping rooms
- 2,181 room nights sent via leads
- Data not available for SFCCC space only leads without sleeping rooms

April 2017 Confirmed Leads:

- 9 Definite Booking
- 4,037 Definite Room Nights
- 18 Definite Groups without sleeping rooms

2018 YTD Leads:

- 83 total leads requiring sleeping rooms (Up 14 leads compared to STLY 2017)
- 49,203 total room nights sent via leads (Up 27,023 room nights compared to STLY 2017)
- Data not available for SFCCC space only leads without sleeping rooms

2018 YTD Definite:

- 41 Definite Booking (Down 2 from 2017)
- 13,942 Definite Room Nights (Up 375 room nights over STLY 2017)
- 77 Definite SFCCC space only events (Up 13 SFCCC bookings STLY 2017)

2017 YTD Leads:

- 69 total leads requiring sleeping rooms
- 22,180 total room nights sent via leads
- Data not available for SFCCC space only leads without sleeping rooms

2017 YTD Definite:

- 43 Definite Booking
- 13,567 Definite Room Nights
- 64 Definite SFCCC space only events

Tradeshow updates:

- Kim Harmon attended Smart Meetings Chicago and Smart Woman Summit in Chicago, IL April 18-19, 2018.
- April Gallegos attended HelmsBriscoe Annual Conference in Orlando, FL April 30-May 2, 2018.
- David Carr and Cynthia Delgado attending IPW 2018 in Denver, CO May 19-23, 2018.

Other news:

- Randy Randall and David Carr attending New Mexico Governor's Conference in Mescalero, NM May 6-8, 2018.
- May FAM Event-May 15-18, 2018

Pace Report

ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 5/17/2018

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	1,065	6,368	978	75	868	1,208	3,954	96	17,255
2011	740	960	1,160	294	2,225	4,217	3,907	438	695	3,385	945	60	19,026
2012	353	200	425	920	2,601	2,818	805	985	576	3,899	1,471	450	15,503
2013	2,991	1,998	603	1,440	1,290	882	2,807	875	1,486	4,503	480	0	19,355
2014	535	3,045	2,210	1,484	2,864	1,701	2,623	1,633	1,330	2,006	3,486	196	23,113
2015	4,649	1,702	804	2,684	1,825	3,379	2,122	800	2,436	3,930	2,682	68	27,081
2016	1,570	3,117	348	2,558	3,366	6,541	4,708	1,615	2,444	4,639	4,728	350	35,984
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	3,763	3,132	7,695	4,994	4,405	3,372	2,012	4,127	0	40,239
2019	2,222	2,319	0	1,299	1,877	1,216	530	1,367	995	0	0	0	11,825
2020	72	24	0	274	0	0	0	0	0	0	0	0	370
2024	0	0	0	0	0	0	2,700	0	0	0	0	0	2,700

Rooms totaled in the month the event starts

Copyright ©2013 iDSS. All Rights Reserved.

ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 5/17/2018

Request

Year	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2008	0	0	0	0	0	18	0	0	0	29	32	0	79
2009	0	0	68	342	1,344	1,920	198	2,530	228	1,932	350	100	9,012
2010	900	758	495	933	5,106	6,846	1,128	225	1,848	1,753	4,125	305	24,422
2011	756	1,370	1,930	689	2,646	4,548	4,410	689	2,495	4,593	5,080	100	29,306
2012	352	200	425	1,092	3,658	3,480	1,300	985	931	5,438	1,525	251	19,637
2013	3,336	2,099	1,223	2,072	1,614	1,092	3,797	1,060	2,099	3,837	490	50	22,769
2014	1,390	4,655	2,330	1,554	3,123	2,041	2,868	1,633	1,264	1,854	3,265	196	26,173
2015	4,649	1,891	804	2,912	1,749	3,334	1,946	800	4,417	4,628	2,658	98	29,886
2016	2,080	3,206	348	2,306	3,468	6,488	4,752	1,719	2,223	4,794	4,080	350	35,814
2017	1,537	1,725	6,109	835	2,432	1,830	10,649	1,904	2,882	2,084	1,379	179	33,545
2018	1,480	4,396	940	3,597	3,132	6,984	5,049	4,022	3,220	2,109	4,127	0	39,056
2019	2,225	2,429	0	1,505	1,877	1,216	530	1,601	1,033	0	0	0	12,416
2020	72	24	0	274	0	0	0	0	0	0	0	0	370
2024	0	0	0	0	0	0	2,700	0	0	0	0	0	2,700

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 5/1/2018

		January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	**2018**													
Event		9	15	12	5									41
STLY Event		9	16	9	10	7	7	10	8	8	14	13	19	130
Event Variance		0%	-1%	25%	-50%									
Rooms		3,416	4,375	2,432	3,719									13,942
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%	-60%	41%									
Lead	**2018**													
Event		25	18	24	16									83
STLY Event		14	19	18	19	26	16	12	26	34	34	32	25	275
Event Variance		78%	-5%	25%	-16%									
Rooms		16,206	8,133	15,959	8,905									49,203
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%	38%	51%									

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

Booking Pace Report

As of: 5/17/2018

Event Type: All

Source: All

	Actual 2007	Actual 2008	Actual 2009	Actual 2010	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017	Definite 2018	Tentative 2018	Definite 2019	Tentative 2019	Definite 2020	Tentative 2020	Definite 2021	Tentative 2021	Definite 2022	Tentative 2022	0	0	0	0	0	0	0	0	0
January	0	0	0	509	740	353	2,991	535	4,649	1,570	2,435	1,380	0	2,222	0	72	0	0	0	0	0	0	0	0	0	0	0	0	0	0
February	0	0	0	898	960	200	1,998	3,045	1,702	3,117	2,240	4,387	0	2,319	0	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	67	173	1,160	425	503	2,210	804	348	5,041	972	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
April	0	0	190	1,063	294	920	1,440	1,484	2,684	2,556	964	3,763	0	1,299	150	274	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
May	0	0	950	1,065	2,225	2,601	1,290	2,864	1,825	3,356	2,886	3,132	0	1,877	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
June	0	18	0	6,368	4,217	2,818	882	1,701	3,379	6,541	1,729	7,695	0	1,216	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	57	978	3,907	865	2,607	2,623	2,122	4,706	10,729	4,994	0	530	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
August	0	0	1,755	75	438	985	875	1,833	800	1,615	2,649	4,405	0	1,367	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
September	0	0	78	868	695	576	1,486	1,330	2,436	2,444	2,794	3,372	0	995	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
October	0	0	2,201	1,208	3,385	3,899	4,503	2,006	3,930	4,639	2,281	2,012	120	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
November	0	32	298	3,954	945	1,471	480	3,486	2,682	4,726	2,063	4,127	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
December	0	0	0	96	60	450	0	196	68	350	179	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	50	5,596	17,255	19,026	15,503	19,355	23,113	27,081	35,984	35,990	40,239	120	11,825	150	370	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LAST YEAR	0	0	50	5,596	17,255	19,026	15,503	19,355	23,113	27,081	35,984	35,990	0	40,239	120	11,825	150	370	0	0	0	0	0	0	0	0	0	0	0	0	0
Change	0	50	5,546	11,659	1,771	(3,523)	3,852	3,758	3,968	8,903	6	4,249	120	(28,414)	30	(11,455)	(150)	(370)	0	0	0	0	0	0	0	0	0	0	0	0	0

Copyright ©2015 iDSS. All Rights Reserved.