

TOURISM

SANTA FE

June 2018 OTAB Report Sales Report July 24, 2018

June 2018 Leads:

- 20 total leads requiring sleeping rooms (Up 4 from 2017)
- 11,597 total room nights sent via leads (Up 6,616 room nights compared to 2017)

June 2018 Confirmed Leads:

- 12 Definite Booking (Up 5 from 2017)
- 4,352 Definite Room Nights (Up 1163 room nights from 2017)
- 20 Definite SFCCC space only

June 2017 Leads:

- 16 total leads requiring sleeping rooms
- 4,981 room nights sent via leads

June 2017 Confirmed Leads:

- 7 Definite Booking
 - 3,189 Definite Room Nights
 - 14 Definite Groups without sleeping rooms
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2018 YTD Leads:

- 123 total leads requiring sleeping rooms (Up 12 leads compared to STLY 2017)
- 69,155 total room nights sent via leads (Up 36,601 room nights compared to STLY 2017)

2018 YTD Definite:

- 65 Definite Booking (Up 8 from 2017)
- 21,141 Definite Room Nights (Down 336 room nights over STLY 2017)
- 126 Definite SFCCC space only events (Up 18 SFCCC bookings STLY 2017)

2017 YTD Leads:

- 111 total leads requiring sleeping rooms
- 32,554 total room nights sent via leads
- Data not available for SFCCC space only leads without sleeping rooms

2017 YTD Definite:

- 57 Definite Booking
- 21,477 Definite Room Nights
- 108 Definite SFCCC space only events

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 7/1/2018

Definite	2018	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event		9	15	12	5	17	12							70
STLY Event		9	16	9	10	7	7							58
Event Variance		0%	-1%	25%	-50%	240%	71%							
Rooms		3,416	4,375	2,432	3,719	2,959	4,352							21,253
STLY Rooms		3,325	4,024	4,037	2,181	4,721	3,189							21,477
Room Variance		3%	9%	-60%	41%	-59%	36%							

Lead	2018	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event		25	18	24	16	21	20							124
STLY Event		14	19	18	19	26	16							112
Event Variance		78%	-5%	25%	-16%	-23%	25%							
Rooms		16,206	8,133	15,959	8,905	9,528	11,597							70,328
STLY Rooms		4,318	7,145	6,158	4,559	5,393	4,981							32,554
Room Variance		375%	13%	38%	51%	76%	232%							

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

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