

TOURISM SANTA FE

July 2018 OTAB Report Sales Report August 28, 2018

July 2018 Leads:

- 27 total leads requiring sleeping rooms (Up 16 from 2017)
- 13,127 total room nights sent via leads (Up 10,789 room nights compared to 2017)

July 2018 Confirmed Bookings:

- 6 Definite Booking (Down 4 from 2017)
- 1,799 Definite Room Nights (Up 206 room nights from 2017)

July 2017 Leads:

- 11 total leads requiring sleeping rooms
- 2,338 room nights sent via leads

July 2017 Confirmed Bookings:

- 10 Definite Booking
 - 1,593 Definite Room Nights
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2018 YTD Leads:

- 150 total leads requiring sleeping rooms (Up 28 leads compared to STLY 2017)
- 82,317 total room nights sent via leads (Up 47,425 room nights compared to STLY 2017)

2018 YTD Definite:

- 71 Definite Booking (Up 4 from 2017)
- 22,857 Definite Room Nights (Down 213 room nights over STLY 2017)

2017 YTD Leads:

- 122 total leads requiring sleeping rooms
- 34,892 total room nights sent via leads

2017 YTD Definite:

- 67 Definite Booking
- 23,074 Definite Room Nights
- 124 Definite SFCCC space only events

Tradeshow updates:

- Justin Cox attended CVENT in Las Vegas, NV July 23-26, 2018.
 - Tradeshow and networking events
 - Breakout sessions
 - Met with 24 appointments.
 - Janey Day from Drury Plaza attended
- Kim Harmon attended ABA Annual Meeting in Chicago, IL August 2-5, 2018.
 - Networking with Meeting influence as Sponsor
 - Presentation for 18 meeting planners
 - Janey Day from Drury Plaza and Jenny Cintron from La Fonda attended
- David Carr will attend ASAE Annual Meeting in Chicago, IL August 18-21, 2018.
- April Gallegos and Kim Harmon will attend Connect Marketplace in Salt Lake City, UT August 23-25, 2018.

Other news:

- October FAM is scheduled for October 23-26, 2018.

Pace Report

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 8/1/2018

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2018												
Event	9	15	12	5	17	12	6						76
STLY Event	9	16	9	10	7	7	10						68
Event Variance	0%	-1%	25%	-50%	240%	71%	-40%						
Rooms	3,416	4,375	2,432	3,719	2,959	4,352	1,799						23,052
STLY Rooms	3,325	4,024	4,037	2,181	4,721	3,189	1,593						23,070
Room Variance	3%	9%	-60%	41%	-59%	36%	13%						
Lead	2018												
Event	25	18	24	16	21	20	27						151
STLY Event	14	19	18	19	26	16	12						124
Event Variance	78%	-5%	25%	-16%	-23%	25%	125%						
Rooms	16,206	8,133	15,959	8,905	9,528	11,597	13,067						83,395
STLY Rooms	4,318	7,145	6,158	4,559	5,393	4,981	3,088						35,642
Room Variance	375%	13%	38%	51%	76%	232%	323%						

2018 Goals120 Definite Bookings44,000 Definite Room Nights

2017 Goals130 Definite Bookings40,017 Definite Room Nights

Booking Pace Report
As of: 8/27/2018
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	Definitive 2018	Tentative 2018	Definitive 2019	Tentative 2019	Definitive 2020	Tentative 2020	Definitive 2021	Tentative 2021	Definitive 2022	Tentative 2022	Definitive 2023	Tentative 2023	Definitive 2024	Tentative 2024	0	0	0	0	0
January	0	0	0	509	740	353	2,961	535	4,649	1,570	2,435	1,380	0	2,422	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	3,452	0	524	0	0	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	67	173	1,160	425	603	2,210	804	348	5,041	972	0	641	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	2,558	964	3,992	0	1,559	0	484	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	2,684	1,825	3,566	2,886	3,132	0	2,277	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	7,830	0	1,276	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	57	978	3,907	805	2,807	2,623	2,122	4,708	10,729	6,142	0	1,664	0	1,075	0	0	0	0	0	0	0	2,700	0	0	0	0	0	0
August	0	0	1,755	75	438	985	875	1,633	800	1,615	2,649	4,655	0	1,367	0	0	855	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	2,784	3,576	0	2,033	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	2,518	120	100	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	2,662	4,728	2,093	4,247	0	466	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
TOTAL	0	50	5,596	17,255	19,026	15,503	19,355	23,113	27,081	35,984	35,990	42,931	120	17,257	0	2,155	855	0	0	0	0	0	0	2,700	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	42,931	120	17,257	0	2,155	855	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	6,941	120	(25,674)	(120)	(15,102)	855	(2,155)	(855)	0	0	0	0	2,700	0	0	0	0	0	0

