

TOURISM SANTA FE

August 2018 OTAB Report Sales Report September 25, 2018

August 2018 Leads:

- 44 total leads requiring sleeping rooms (Up 18 from 2017)
- 8,977 total room nights sent via leads (Down 2,795 room nights compared to 2017)

August 2018 Confirmed Bookings:

- 26 Definite Booking (Up 18 from 2017)
- 3,281 Definite Room Nights (Up 1043 room nights from 2017)

August 2017 Leads:

- 26 total leads requiring sleeping rooms
- 11,772 room nights sent via leads

August 2017 Confirmed Bookings:

- 8 Definite Booking
 - 2,238 Definite Room Nights
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2018 YTD Leads:

- 193 total leads requiring sleeping rooms (Up 45 leads compared to STLY 2017)
- 90,424 total room nights sent via leads (Up 44,211 room nights compared to STLY 2017)

2018 YTD Definite:

- 97 Definite Booking (Up 4 from 2017)
- 26,138 Definite Room Nights (Down 213 room nights over STLY 2017)

2017 YTD Leads:

- 148 total leads requiring sleeping rooms
- 46,213 total room nights sent via leads

2017 YTD Definite:

- 75 Definite Booking
- 26,020 Definite Room Nights

Tradeshow updates:

- David Carr attended ASAE Annual Meeting in Chicago, IL August 18-21, 2018.
 - Eldorado Hotel and Drury Plaza Hotel attended meeting as well.
 - Met with over 160 Attendees
 - We produced 2 FAM Attendees; 4 RFP's and 10 prospective groups.
- April Gallegos and Kim Harmon attended Connect Marketplace in Salt Lake City, UT August 23-25, 2018.
 - Corporate Appointments with 36 Meeting Planners
 - Association Appointments with 37 Meeting Planners
 - Produced 3 FAM Attendees and 3 RFP's
- Justin will attend Smart Meetings in Austin, TX September 20, 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 9/1/2018

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2018												
Event	9	15	12	5	17	12	6	26					102
STLY Event	9	16	9	10	7	7	10	8					76
Event Variance	0%	-1%	25%	-50%	240%	71%	-40%	325%					34%
Rooms	3,416	4,375	2,432	3,719	2,959	4,352	1,799	3,281					26,333
STLY Rooms	3,325	4,024	4,037	2,181	4,721	3,189	1,593	2,238					25,308
Room Variance	3%	9%	-60%	41%	-59%	36%	13%	46%					4%

Lead	2018												
Event	25	18	24	16	21	20	27	44					195
STLY Event	14	19	18	19	26	16	12	26					150
Event Variance	78%	-5%	25%	-16%	-23%	25%	125%	69%					130%
Rooms	16,206	8,133	15,959	8,905	9,528	11,597	13,067	8,977					92,372
STLY Rooms	4,318	7,145	6,158	4,559	5,393	4,981	3,088	11,772					47,414
Room Variance	375%	13%	38%	51%	76%	232%	323%	-31%					194%

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

Source: All

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