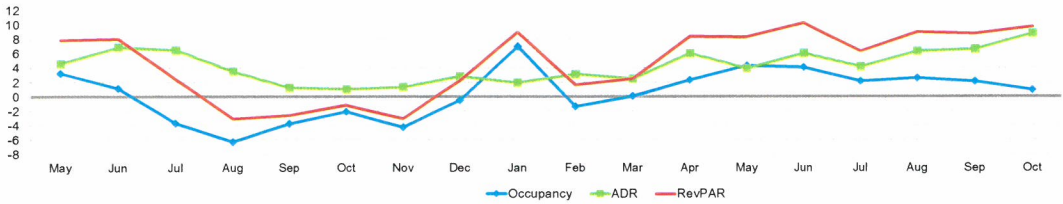


Tab 2 - Trend City Of Santa Fe, NM+

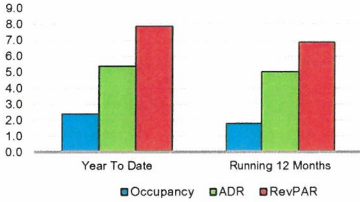
Santa Fe CVB
For the Month of October 2018

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017									2018										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	70.8	79.4	79.4	78.5	77.3	75.6	55.0	57.3		42.8	49.8	69.5	64.2	73.8	82.6	81.1	80.4	78.9	76.3
	Last Year	68.7	78.6		83.8	80.3	77.3	57.5	57.6		40.0	50.5	69.5	62.8	70.8	79.4	79.4	78.5	77.3	75.6
Percent Change	3.2	1.1	-3.8	-6.4	-3.8	-2.2	-4.3	-0.6		6.9	-1.4	0.0	2.2	4.2	4.0	2.1	2.5	2.0	0.9	
ADR	2017									2018										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	126.72	130.59	148.23	158.58	144.04	141.48	117.91	135.78		100.76	107.33	115.55	123.18	131.64	138.42	154.33	168.52	153.49	153.87
	Last Year	121.22	122.22	139.28	153.28	142.29	140.07	116.40	132.12		98.89	104.11	112.77	116.24	126.72	130.59	148.23	158.58	144.04	141.48
Percent Change	4.5	6.9	6.4	3.5	1.2	1.0	1.3	2.8		1.9	3.1	2.5	6.0	3.9	6.0	4.1	6.3	6.6	8.8	
RevPAR	2017									2018										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	89.77	103.73	117.74	124.41	111.31	106.96	64.85	77.75		43.09	53.42	80.30	79.11	97.20	114.35	125.12	135.54	121.04	117.34
	Last Year	83.24	96.03	114.96	128.41	114.31	108.24	66.91	76.09		39.55	52.57	78.36	73.01	89.77	103.73	117.74	124.41	111.31	106.96
Percent Change	7.9	8.0	2.4	-3.1	-2.6	-1.2	-3.1	2.2		9.0	1.6	2.5	8.4	8.3	10.2	6.3	8.9	8.7	9.7	
Supply	2017									2018										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	142,476	137,880	142,476	142,476	137,880	142,476	137,880	142,476		144,987	130,956	144,987	140,310	144,987	140,310	144,987	144,274	139,020	144,274
	Last Year	145,111	140,430	145,111	145,111	140,310	144,987	140,310	144,987		144,987	130,956	144,987	137,880	142,476	137,880	142,476	142,476	137,880	142,476
Percent Change	-1.8	-1.8	-1.8	-1.8	-1.7	-1.7	-1.7	-1.7		0.0	0.0	0.0	1.8	1.8	1.8	1.8	1.3	1.3	1.3	
Demand	2017									2018										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	100,932	109,516	113,166	111,774	106,548	107,713	75,834	81,589		62,008	65,183	100,753	90,111	107,062	115,913	117,551	116,039	110,101	110,020
	Last Year	99,646	110,338	119,773	121,565	112,724	112,035	80,647	83,497		57,993	66,122	100,746	86,604	100,932	109,516	113,166	111,774	106,548	107,713
Percent Change	1.3	-0.7	-5.5	-8.1	-5.5	-3.9	-6.0	-2.3		6.9	-1.4	0.0	4.0	6.1	5.8	3.9	3.8	3.3	2.1	
Revenue	2017									2018										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	12,790,482	14,302,195	16,775,143	17,724,830	15,347,391	15,230,114	8,941,382	11,078,099		6,248,006	6,996,120	11,641,907	11,099,838	14,093,331	16,044,197	18,141,483	19,554,828	16,899,784	16,929,232
	Last Year	12,078,702	13,485,562	16,682,282	18,633,126	16,039,473	15,692,829	9,367,531	11,031,862		5,734,742	6,884,075	11,361,020	10,066,545	12,790,482	14,302,195	16,775,143	17,724,830	15,347,391	15,230,114
Percent Change	5.9	6.1	0.6	-4.9	-4.3	-2.9	-4.8	0.4		9.0	1.6	2.5	10.3	10.2	12.2	6.1	10.3	10.1	11.1	
Census %	2017									2018										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	Census Props	54	54	54	54	54	54	54	54		55	55	55	55	55	55	55	55	55	55
	Census Rooms	4596	4596	4596	4596	4596	4596	4596	4596		4677	4677	4677	4677	4677	4677	4677	4654	4654	4654
% Rooms Participants	81.0	81.0	81.0	81.0	81.0	81.0	81.0	81.0		81.3	81.3	81.3	81.3	81.3	81.3	81.3	80.9	83.0	83.0	

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Santa Fe CVB
For the Month of October 2018

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

Santa Fe CVB
For the month of: October 2018

	Currency		Current Month - October 2018 vs October 2017												Year to Date - October 2018 vs October 2017												Participation			
			Occ %		ADR		RevPAR		Percent Change from October 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	ISO Code	Rate	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+	USD	1	83.9	83.6	208.78	195.04	175.22	163.14	0.3	7.0	7.4	7.4	0.0	0.3	77.0	74.2	187.29	179.08	144.29	132.89	3.8	4.6	8.6	8.6	0.0	3.8	23	12	2048	1559
Santa Fe, NM Cerrillos+	USD	1	69.2	67.9	97.80	85.19	67.67	57.86	1.9	14.8	17.0	20.0	2.6	4.5	63.4	62.8	88.91	83.31	56.40	52.35	1.0	6.7	7.7	10.1	2.2	3.2	27	22	2302	2057
Santa Fe, NM Periphery+	USD	1																									6	2	427	245

Tab 5 - Multi-Seg Raw

Currency: USD - US Dollar

Santa Fe CVB
For the Month of October 2018

	Currency		Current Month - October 2018 vs October 2017										Year to Date - October 2018 vs October 2017								
			Supply			Demand			Revenue				Supply			Demand			Revenue		
	ISO Code	Rate	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	2018	2017	% Chg	
Santa Fe, NM Downtown+	USD	1	63,488	63,488	0.0	53,283	53,103	0.3	11,124,235	10,357,373	7.4	622,592	622,592	0.0	479,659	462,010	3.8	89,834,916	82,734,485	8.6	
Santa Fe, NM Cerrillos+	USD	1	71,362	69,564	2.6	49,376	47,244	4.5	4,828,799	4,024,777	20.0	704,684	689,466	2.2	447,031	433,223	3.2	39,745,609	36,090,611	10.1	
Santa Fe, NM Periphery+	USD	1																			

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Santa Fe CVB
For the Month of October 2018

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Tab 7 - Response Cerrillos+

Santa Fe CVB
For the Month of October 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										
7414	Motel 6 Santa Fe Plaza Downtown	Santa Fe, NM	87501	May 2010		48		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
20417	Santa Fe Sage Inn	Santa Fe, NM	87501	Jun 1984	Jun 1984	145	Y	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○			
5627	Closed - Independent Thunderbird Inn	Santa Fe, NM	87505	Sep 2013	Jan 1970	0	Y																																														
16151	El Rey Inn	Santa Fe, NM	87505	Jun 1930	Jun 1930	86	Y	○	○	○	○	○	○	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
52455	Kings Rest Court	Santa Fe, NM	87505	Jun 1980	Jun 1980	18																																															
3201	Rodeway Inn Santa Fe	Santa Fe, NM	87505	Jul 2018	Jun 1962	58	Y																																														
37083	Santa Fe Suites	Santa Fe, NM	87505	Jun 1998	Jun 1998	123																																															
37636	SureStay Collection Inn at Santa Fe	Santa Fe, NM	87505	Aug 2018	Nov 1998	98	Y	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○		
45976	Western Scene Motel	Santa Fe, NM	87505	Jan 1980	Jan 1980	32																																															
30304	Baymont Inn & Suites Santa Fe	Santa Fe, NM	87507	Jul 2015	Aug 1994	51	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
27536	Best Western Plus Inn Of Santa Fe	Santa Fe, NM	87507	Apr 2011	Jun 1990	95		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
29677	Comfort Inn Santa Fe	Santa Fe, NM	87507	Jul 1994	Jul 1994	83	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
32594	Comfort Suites Santa Fe	Santa Fe, NM	87507	Apr 1996	Apr 1996	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
3199	Courtyard Santa Fe	Santa Fe, NM	87507	May 1999	Apr 1985	209		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
4969	Days Inn Santa Fe New Mexico	Santa Fe, NM	87507	Jul 1997	Jun 1965	83		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
23337	Doubletree Santa Fe	Santa Fe, NM	87507	Dec 2011	May 1986	130		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
29172	Econo Lodge Inn & Suites Santa Fe	Santa Fe, NM	87507	Dec 2012	Jun 1990	48	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
30088	Fairfield Inn & Suites Santa Fe	Santa Fe, NM	87507	Jan 2018	Aug 1994	81	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
30001	Holiday Inn Express Santa Fe Cerrillos	Santa Fe, NM	87507	Dec 2004	Mar 1996	76		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
59502	Hyatt Place Santa Fe	Santa Fe, NM	87507	May 2010	May 2010	92		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
5160	La Quinta Inns & Suites Santa Fe	Santa Fe, NM	87507	Nov 1986	Nov 1986	131	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
6490	Motel 6 Santa Fe	Santa Fe, NM	87507	Jan 1974	Jan 1974	104		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
31302	Motel 6 Santa Fe Central	Santa Fe, NM	87507	Nov 2012	Jun 1995	76		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
5945	Motel 6 Santa Fe Cerrillos Road South	Santa Fe, NM	87507	Dec 2006		118		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•</							

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Tab 8 - Response Periphery+

Santa Fe CVB
For the Month of October 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				
16158	Closed - Independent Bishops Lodge Ranch Resort & Spa	Santa Fe, NM	87501	Jan 2016	May 1918	0	Y																																								
59480	Inn On The Paseo	Santa Fe, NM	87501	Jun 1991	Jun 1991	18																																									
41280	Pueblo Bonito Bed & Breakfast	Santa Fe, NM	87501	Jun 1985	Jun 1985	18																																									
1744	The Lodge Of Santa Fe	Santa Fe, NM	87501	Nov 2005	Jun 1976	125	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
50069	Pecos Trail Inn	Santa Fe, NM	87505	Jun 1965	Jun 1965	23	Y																																								
22549	Residence Inn Santa Fe	Santa Fe, NM	87505	Jul 1986	Jul 1986	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
37083	Santa Fe Suites	Santa Fe, NM	87505	Jun 1998	Jun 1998	123																																									
			Total Properties:		7	427	○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																								

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