



October 2018 OTAB Report Sales Report November 20, 2018

October 2018 Leads:

- 29 total leads requiring sleeping rooms (Down 4 from 2017)
- 8,070 total room nights sent via leads (Down 5,017 room nights compared to 2017)

October 2018 Confirmed Bookings:

- 13 Definite Booking
- 3,455 Definite Room Nights (Up 521 room nights from 2017)

October 2017 Leads:

- 33 total leads requiring sleeping rooms
- 13,087 room nights sent via leads

October 2017 Confirmed Bookings:

- 13 Definite Booking
 - 2,934 Definite Room Nights
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2018 YTD Leads:

- 255 total leads requiring sleeping rooms (Up 40 leads compared to STLY 2017)
- 105,283 total room nights sent via leads (Up 35,665 room nights compared to STLY 2017)

2018 YTD Definite:

- 139 Definite Booking (Up 43 from 2017)
- 31,890 Definite Room Nights (Up 1,344 room nights over STLY 2017)

2017 YTD Leads:

- 215 total leads requiring sleeping rooms
- 69,618 total room nights sent via leads

2017 YTD Definite:

- 96 Definite Booking
- 30,546 Definite Room Nights

Tradeshow updates:

- David Carr attended IMEX America 2018 in Las Vegas, NV October 13-15, 2018.
 - 1 Contract
 - 5 RFP's
 - 1 Site visit
- David Carr will attend Connect Georgia in Atlanta on November 26-30, 2018.

Other news:

- October FAM was successfully hosted by our Tourism Santa Fe Team on October 23-26, 2018. We had 22 planners attend.

Pace Report

Source: All

Change

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 10/2/2018

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2018												
Event	9	15	12	5	17	12	6	26	29				131
STLY Event	9	16	9	10	7	7	10	8	8				84
Event Variance	0%	-1%	25%	-50%	240%	71%	-40%	325%	362%				56%
Rooms	3,416	4,375	2,432	3,719	2,959	4,352	1,799	3,281	2,297				28,630
STLY Rooms	3,325	4,024	4,037	2,181	4,721	3,189	1,593	2,238	2,080				27,388
Room Variance	3%	9%	-60%	41%	-59%	36%	13%	46%	10%				5%

Lead	2018												
Event	25	18	24	16	21	20	27	44	26				221
STLY Event	14	19	18	19	26	16	12	26	34				184
Event Variance	78%	-5%	25%	-16%	-23%	25%	125%	69%	-30%				20%
Rooms	16,206	8,133	15,959	8,905	9,528	11,597	13,067	8,977	7,309				99,681
STLY Rooms	4,318	7,145	6,158	4,559	5,393	4,981	3,088	11,772	13,087				60,501
Room Variance	375%	13%	38%	51%	76%	232%	323%	-31%	-79%				64%

2018 Goals120 Definite Bookings

2017 Goals130 Definite Bookings

44,000 Definite Room Nights

40,017 Definite Room Nights