TOURISM
SANTA FE

December 2018 OTAB Report
Sales Report January 22, 2019

December 2018 Leads:

- 22 total leads requiring sleeping rooms (Down 3 from 2017)
- 6,960 total room nights sent via leads (Down 8,332 room nights compared to 2017)

December 2018 Confirmed Bookings:

- 16 Definite Booking (Down 3 from 2017)
- 6,491 Definite Room Nights (Up 1,518 room nights from 2017)

December 2017 Leads:

- 25 total leads requiring sleeping rooms
- 15,292 room nights sent via leads

December 2017 Confirmed Bookings:

- 19 Definite Booking
- 4,973 Definite Room Nights

2018 YTD Leads:

- 303 total leads requiring sleeping rooms (Up 39 leads compared to STLY 2017)
- 121,665 total room nights sent via leads (Up 28,223 room nights compared to STLY 2017)

2018 YTD Definite:

- 165 Definite Booking (Up 35 from 2017)
- 42,043 Definite Room Nights (Up 2,026 room nights over STLY 2017)

2017 YTD Leads:

- 264 total leads requiring sleeping rooms
- 93,442 total room nights sent via leads

2017 YTD Definite:

- 130 Definite Booking
- 40,017 Definite Room Nights

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 1/1/2019

		January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	**2018**													
Event		9	12	12	4	16	12	6	26	29	13	10	16	165
STLY Event		9	16	9	10	7	7	10	8	8	14	13	19	130
Event Variance		0%	-1%	25%	-50%	240%	71%	-40%	325%	362%	-7%	-30%	-18%	39%
Rooms		3,416	4,160	2,432	3,719	2,959	4,352	1,799	3,281	2,297	3,455	3,662	6,491	42,023
STLY Rooms		3,325	4,024	4,037	2,181	4,721	3,166	1,593	2,238	2,080	2,984	4,695	4,973	40,017
Room Variance		3%	9%	-60%	41%	-59%	36%	13%	46%	10%	16%	-31%	30%	1%
Lead	**2018**													
Event		25	16	24	16	21	19	27	44	34	29	26	22	303
STLY Event		14	19	18	19	26	16	12	26	34	25	34	25	268
Event Variance		78%	-5%	25%	-16%	-23%	25%	125%	69%	-30%	28%	-30%	-13%	11%
Rooms		16,206	7,983	15,959	8,751	8,734	11,597	13,067	8,977	7,246	8,070	8,115	6,960	121,665
STLY Rooms		4,318	6,895	6,158	4,709	5,393	4,981	3,088	11,772	12,870	7,660	10,306	15,292	93,442
Room Variance		375%	13%	38%	51%	76%	232%	323%	-31%	-79%	13%	-26%	-219%	48%

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