

TOURISM SANTA FE

January 2019 OTAB Report Sales Report February 26, 2019

January 2019 Leads:

- 25 total leads requiring sleeping rooms
- 11,776 total room nights sent via leads

January 2019 Confirmed Leads:

- 6 Definite Booking
- 3,623 Definite Room Nights
- 12 Definite SFCCC space only

January 2018 Leads:

- 25 total leads requiring sleeping rooms
- 16,206 room nights sent via leads

January 2018 Confirmed Leads:

- 9 Definite Booking
 - 3,416 Definite Room Nights
 - 20 Definite Groups without sleeping rooms
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2019 YTD Leads:

- 25 total leads requiring sleeping rooms
- 11,776 total room nights sent via leads

2019 YTD Definite:

- 7 Definite Booking
- 3,623 Definite Room Nights
- 20 Definite SFCCC space only events

2018 YTD Leads:

- 25 total leads requiring sleeping rooms
- 16,206 total room nights sent via leads

2018 YTD Definite:

- 9 Definite Booking
- 3,416 Definite Room Nights
- 20 Definite SFCCC space only events

Tradeshow updates:

- Justin Cox attended Smart Meetings Northern California on January 23, 2019.
 - Smart NorCal – Private appointments with 13 planners. Over 50 planners in attendance. 3 RFPs so far
- Justin Cox attended Luxury Summit February 5-8, 2019 in Dallas, San Antonio and Austin, TX.
 - Luxury Meetings Dallas – Private appointments with all 10 planners in attendance. 1 RFP so far;
 - Luxury Meetings Houston – Private appointments with all 5 planners in attendance. 1 RFP so far; another likely to come in the next couple months when group sources their next board meeting. 1 person has verbally committed to FAM
- April Gallegos attended Destinations Showcase on February 13, 2019 in Washington, DC.
 - Met with ConferenceDirect planner with active RFP for 2023 citywide program and 72 prospects for future business.
- Randy Randall and David Carr will attend Travel & Adventure Show in Denver, CO February 23-24, 2019.
- David Carr will attend Connect Chicago February 25-26, 2019 in Chicago, IL.

Other news;

Pace Report

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 2/1/2019

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2017												
Event	4												4
STLY Event	9	16	9	10	7	7	10	8	8	14	13	19	130
Event Variance	-56%												
Rooms	3,378												3,378
STLY Rooms	3,416	4,024	4,037	2,181	4,721	3,166	1,593	2,238	2,080	2,984	4,695	4,973	40,108
Room Variance	-1%												

Lead	2017												
Event	18												18
STLY Event	25	19	18	19	26	16	12	26	34	34	32	25	286
Event Variance	-28%												
Rooms	8,755												8,755
STLY Rooms	16,206	7,145	6,158	4,559	5,393	4,981	2,578	11,321	13,066	10,468	10,030	15,292	107,197
Room Variance	-46%												

2019 Goals	190 Definite Bookings	46,000 Definite Room Nights
2018 Goals	165 Definite Bookings	42,043 Definite Room Nights