



**July 2019 OTAB Report
Sales Report August 27, 2019**

July 2019 Leads:

- 26 total leads requiring sleeping rooms
- 6,584 total room nights sent via leads
- 14 leads SFCCC space only events

July 2019 Confirmed Bookings:

- 15 Definite Booking
- 1,733 Definite Room Nights
- 9 Definite SFCCC space only events

July 2018 Leads:

- 27 total leads requiring sleeping room
- 13,067 room nights sent via leads

July 2018 Confirmed Bookings:

- 6 Definite Booking
 - 1,799 Definite Room Nights
 - 20 Definite SFCCC space only events
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2019 YTD Leads:

- 182 total leads requiring sleeping rooms
- 61,538 total room nights sent via leads
- 178 leads SFCCC space only events

2019 YTD Definite:

- 85 Definite Booking
- 20,566 Definite Room Nights
- 112 Definite SFCCC space only events

2018 YTD Leads:

- 148 total leads requiring sleeping rooms
- 82,297 total room nights sent via leads

2018 YTD Definite:

- 71 Definite Booking
- 22,857 Definite Room Nights
- 126 Definite SFCCC space only events

ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 8/21/2019

Contracted

Year	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
2008	0	0	0	0	0	18	0	0	0	0	32	0	50
2009	0	0	67	190	950	0	57	1,755	78	2,201	298	0	5,596
2010	509	898	173	1,063	1,065	6,368	978	75	868	1,208	3,954	96	17,255
2011	740	960	1,160	294	2,225	4,217	3,907	438	695	3,385	945	60	19,026
2012	353	200	425	920	2,601	2,818	805	985	576	3,899	1,471	450	15,503
2013	2,991	1,998	603	1,440	1,290	882	2,807	875	1,486	4,503	480	0	19,355
2014	535	3,045	2,210	1,484	2,864	1,701	2,623	1,633	1,330	2,006	3,486	196	23,113
2015	4,649	1,702	804	2,684	1,825	3,379	2,122	800	2,436	3,675	2,682	68	26,826
2016	1,570	3,117	348	2,558	3,366	6,541	4,708	1,615	2,444	4,639	4,728	350	35,984
2017	2,435	2,240	5,041	964	2,886	1,729	10,729	2,649	2,794	2,281	2,063	179	35,990
2018	1,380	4,387	972	3,944	3,132	7,930	5,434	4,655	3,576	2,556	5,342	0	43,308
2019	2,853	3,762	1,914	3,778	3,910	2,422	3,271	2,489	4,447	2,135	773	290	32,044
2020	3,692	2,913	1,587	2,263	2,923	500	1,357	1,330	434	3,630	675	250	21,554
2021	0	125	250	821	0	0	1,250	0	0	2,708	0	0	5,154
2022	0	0	0	790	0	0	0	0	0	0	0	0	790
2023	0	0	0	0	791	0	0	0	0	0	0	0	791
2024	0	0	0	0	0	0	2,700	0	0	0	0	0	2,700

Rooms totaled in the month the event starts

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Booking Pace Report
As of: 8/21/2019
Event Type: All
Source: All

	Actual 2007	Actual 2008	Actual 2009	Actual 2010	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017	Actual 2018	Definite 2019	Tentative 2019	Definite 2020	Tentative 2020	Definite 2021	Tentative 2021	Definite 2022	Tentative 2022	Definite 2023	Tentative 2023	Definite 2024	Tentative 2024	0	0	0	0	0	0
January	0	0	0	509	740	353	2,991	535	4,649	1,570	2,435	1,380	2,853	0	3,692	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
February	0	0	0	898	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	0	2,913	0	125	0	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	67	173	1,160	425	603	2,210	804	348	5,041	972	1,914	0	1,587	0	250	0	0	0	0	0	0	0	0	0	0	0	0	0
April	0	0	190	1,063	294	920	1,440	1,484	2,684	2,558	964	3,944	3,778	0	2,263	0	821	0	790	0	0	0	0	0	0	0	0	0	0	0
May	0	0	950	1,065	2,225	2,601	1,290	2,864	1,825	3,366	2,886	3,132	3,910	0	2,923	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
June	0	18	0	6,368	4,217	2,818	882	1,701	3,379	6,541	1,729	7,930	2,422	0	500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	57	978	3,907	805	2,807	2,623	2,122	4,708	10,729	5,434	3,271	0	1,357	0	1,250	0	0	0	0	0	2,700	0	0	0	0	0	0	0
August	0	0	1,755	75	438	985	875	1,633	800	1,515	2,649	4,655	2,489	0	1,330	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
September	0	0	78	868	695	576	1,486	1,330	2,436	2,444	2,794	3,576	4,447	0	434	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
October	0	0	2,201	1,208	3,385	3,899	4,503	2,006	3,675	4,939	2,201	2,556	2,135	0	3,630	0	2,708	0	0	0	0	0	0	0	0	0	0	0	0	0
November	0	32	298	3,954	945	1,471	480	3,486	2,682	4,728	2,063	5,342	773	0	675	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
December	0	0	0	96	60	450	0	196	68	350	179	0	290	0	250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	50	5,596	17,255	19,026	15,503	19,355	23,113	26,826	35,994	35,990	43,308	32,044	0	21,554	0	5,154	0	790	0	791	0	2,700	0	0	0	0	0	0	0
LAST YEAR	0	0	50	5,596	17,255	19,026	15,503	19,355	23,113	26,826	35,984	35,990	43,308	0	32,044	0	21,554	0	5,154	0	790	0	2,700	0	0	0	0	0	0	0
Change	0	50	5,546	11,659	1,771	(3,523)	3,852	3,758	3,713	9,158	6	7,318	(11,264)	0	(10,490)	0	(16,400)	0	(4,354)	0	1	0	1,909	0	0	0	0	0	0	0

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 8/5/2019

Definite	2019	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event		6	13	13	12	16	10	15						85
STLY Event		9	12	12	4	16	12	6						71
Event Variance		-50%	8%	8%	300%	0%	-20%	250%						19%
Rooms		3,623	4,406	2,918	2,882	3,031	1,973	1,733						20,566
STLY Rooms		3,416	4,160	2,432	3,719	2,979	4,352	1,799						22,857
Room Variance		6%	6%	19%	-29%	1%	-220%	-3%						-11%

Lead	2019	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event		18	28	22	32	21	35	26						182
STLY Event		25	16	24	16	21	19	27						148
Event Variance		-28%	47%	-9%	200%	0%	84%	-3%						23%
Rooms		9,751	10,148	5,859	9,190	6,673	13,333	6,584						61,538
STLY Rooms		16,206	7,983	15,959	8,751	8,734	11,597	13,067						82,297
Room Variance		-46%	48%	-272%	5%	-30%	15%	-98%						-33%

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