



May 2016 OTAB Report Sales Report June 28, 2016

May 2016 Leads:

- 11 total leads requiring sleeping rooms (Down 6 leads compared to 2015)
- 1,875 total room nights sent via leads (Down 5,256 room night compared to 2015)
- 30 total SFCCC space only leads without sleeping rooms (DOWN 1 SFCCC leads form 2015)

May 2016 Confirmed Leads:

- 8 Definite Booking (UP 1 Confirmed booking to 2015)
- 4,735 Definite Room Nights (UP 3,334 room night over 2015)
- 11 Definite SFCCC space only leads (Down 11 SFCCC bookings from 2015)

May 2015 Leads:

- 16 total leads requiring sleeping rooms
- 5,631 total room nights sent via leads
- 29 total SFCCC space only leads without sleeping rooms

May 2015 Confirmed Leads:

- 7 Definite Booking
- 1,401 Definite Room Nights
- 18 Definite Groups without sleeping rooms

2016 YTD Leads:

- 86 total leads requiring sleeping rooms (UP 20 leads compared to STLY 2015)
- 28,450 total room nights sent via leads (Down 215 room night compared to STLY 2015)
- 121 total SFCCC space only leads without sleeping rooms (Down 31 SFCCC leads STLY 2015)

2016 YTD Definite:

- 56 Definite Booking (Up 20 Confirmed booking to STLY 2015)
- 18,376 Definite Room Nights (UP 7,779 room night over STLY 2015)
- 102 Definite SFCCC space only leads (UP 41 SFCCC bookings STLY 2015)

2015 YTD Leads:

- 66 total leads requiring sleeping rooms
- 28,665 total room nights sent via leads
- 152 total SFCCC space only leads without sleeping rooms

2015 YTD Definite:

- 36 Definite Booking
- 10,597 Definite Room Nights
- 61 Definite SFCCC space only leads

Tradeshow updates:

June 18-22, 2016 | Cvent, Las Vegas, NV

- April Gallegos will be attending on behalf of the City. Janey Day will be attending on behalf of Hotel Santa Fe.
- We have 30 scheduled appointments at this reverse tradeshow
- Participating on the tradeshow floor.
- 1,200 planners will be attending.

August 13-16, 2016 | ASAE Annual Meeting & Expo, Salt Lake City, UT

- David Carr and Joellyn Baca will be attending
- Inn & Spa at Loretto, Eldorado, La Fonda, and Drury will be joining as well
- ASAE an organization comprised of various professional associations, which are a primary source of group business for Santa Fe. This event is ASAE's largest event of the year and brings together decision makers from association organizations and meeting and event planning professionals

Pace Report

FAM Update

- May
 - 8 hotel partners participated
 - 8 meeting and event planners attended as well as a client of a planner
 - The client who attended was from Stairbuilders and Manufactures Association. They have already requested a contract from a hotel partner. The request is for 230 room nights for 90 attendees in April 2018
 - The Mohawk Group is currently deciding between three SF hotels for 230 room nights
 - American Institute of Physics is preparing to close on 120 sleeping rooms
- July
 - 7 hotel partners scheduled to attend
 - 8 planners currently confirmed

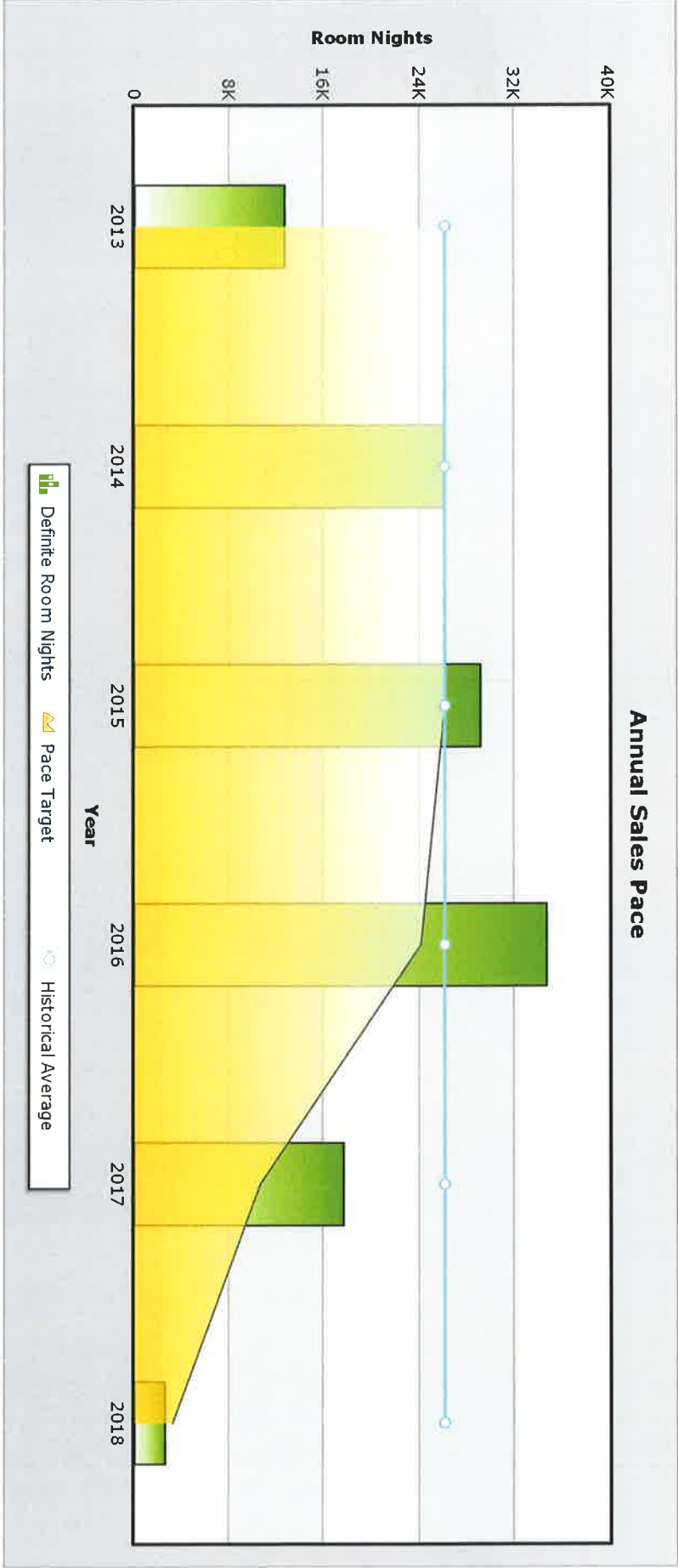
New CSM

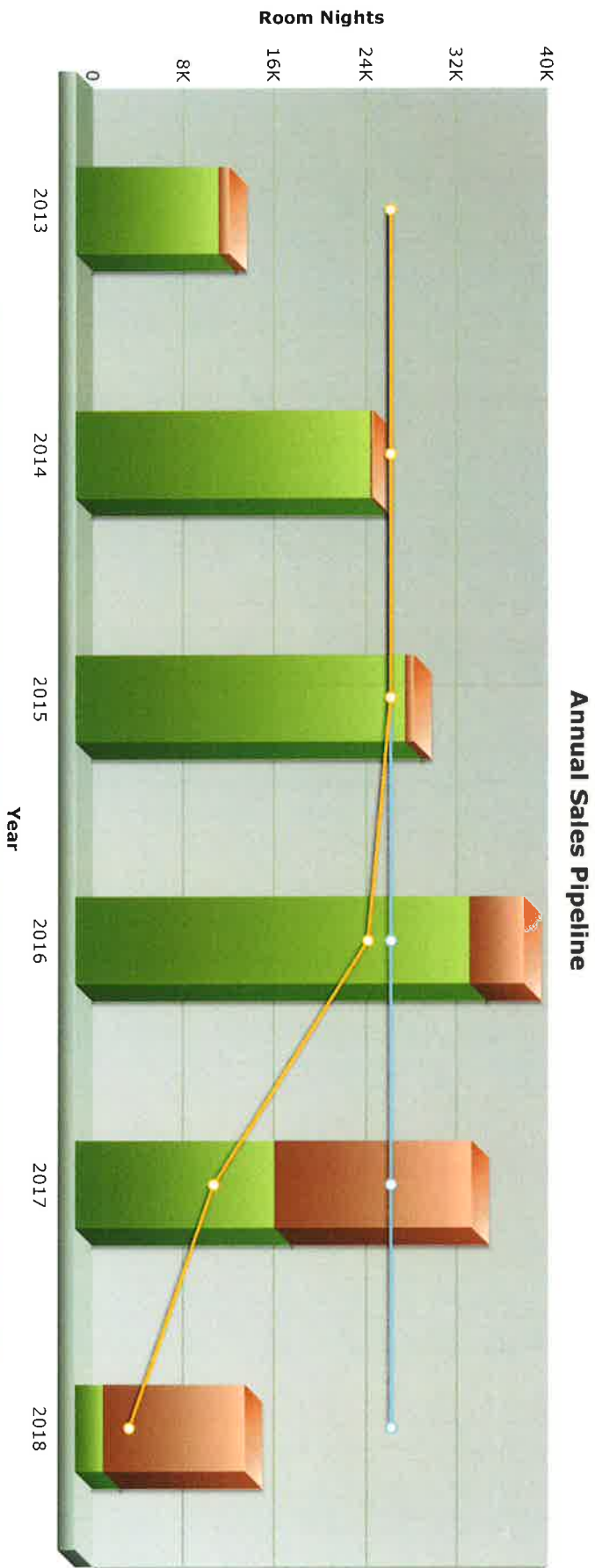
Group Promotion

TOURISM SANTA FE

Prepared On: 06/22/2016
Prepared By: ~~Shirley Spence~~ Justin Cox

Report: Simple Pace





Annual Pace	2013	2014	2015	2016	2017	2018	Total						
Consumption (Definite Room Nights)	12,577	25,970	29,072	34,641	17,605	2,467	122,332						
Definite Room Nights	26,162	26,162	26,162	24,147	10,614	3,193	116,441						
Target	-13,585	-192	2,910	10,494	6,991	-726	5,891						
Variance	26,162	26,162	26,162	26,162	26,162	26,162	156,972						
Historical Avg	178	254	235	214	24	4	909						
Events	48.07%	99.27%	111.12%	143.46%	165.86%	77.25%	105%						
Pace Percentage													
Demand													
Total RNS	52,204	64,140	67,794	71,703	63,338	16,155	335,334						
Target	69,119	69,119	69,119	49,934	24,058	5,369	286,718						
Variance	-16,915	-4,979	-1,325	21,769	39,280	10,786	48,616						
Historical Avg	69,119	69,119	69,119	69,119	69,119	69,119	414,714						
Conversion Percentage	24.54%	40.65%	43.37%	51.83%	38.25%	67.28%	41%						
Historical Avg	38	38	38	38	38	38	38						
2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	0	0	0	0	0	1,002	3,381	1,344	1,387	4,913	500	50	12,577
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	-2,929	-2,402	-1,420	-2,148	-2,571	-1,184	612	79	-1,008	1,204	-1,754	-64	-13,585
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	0.00%	0.00%	0.00%	0.00%	0.00%	45.84%	122.10%	106.25%	57.91%	132.46%	22.18%	43.86%	48%
Demand													
Total RNS	0	0	0	0	0	11,376	8,806	2,864	10,865	11,507	6,736	50	52,204
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	-5,427	-3,072	-4,333	-5,198	-4,726	4,017	1,644	-4,877	2,383	2,639	114	-79	-16,915
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	0	0	0	0	0	0	300	0	0	210	440	0	950
Lost Room Nights	0	0	0	0	0	10,374	5,125	1,520	9,478	6,384	5,796	0	38,677
Conversion Percentage	0.00%	0.00%	0.00%	0.00%	0.00%	8.80%	39.70%	46.90%	12.80%	43.50%	7.90%	100.00%	25%



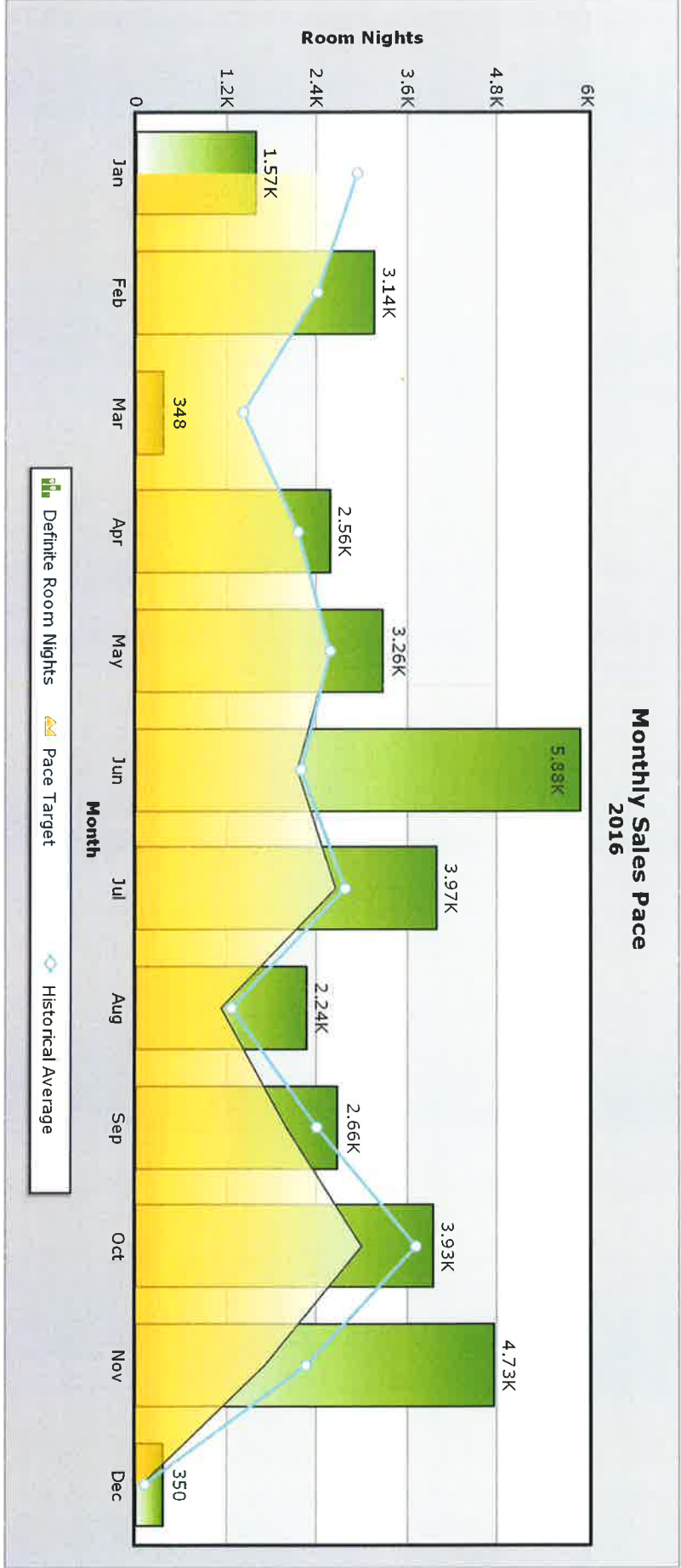
2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	2,570	2,792	2,514	1,202	2,702	2,178	2,806	1,633	1,803	2,039	3,535	196	25,970
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	-359	390	1,094	-946	131	-8	37	368	-592	-1,670	1,281	82	-192
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	87.74%	116.24%	177.04%	55.96%	105.10%	99.63%	101.34%	129.09%	75.28%	54.97%	156.83%	171.93%	99%
Demand													
Total RNS	5,416	3,032	4,700	3,917	6,750	3,178	7,240	9,288	8,416	8,472	3,535	196	64,140
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	-11	-40	367	-1,281	2,024	-4,181	78	1,547	-66	-396	-3,087	67	-4,979
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	0	0	0	0	0	0	0	0	310	0	0	0	310
Lost Room Nights	2,846	240	2,186	2,715	4,048	1,000	4,434	7,655	6,303	6,433	0	0	37,860
Conversion Percentage	47.50%	92.10%	53.50%	30.70%	40.00%	68.50%	38.80%	17.60%	22.20%	24.10%	100.00%	100.00%	41%



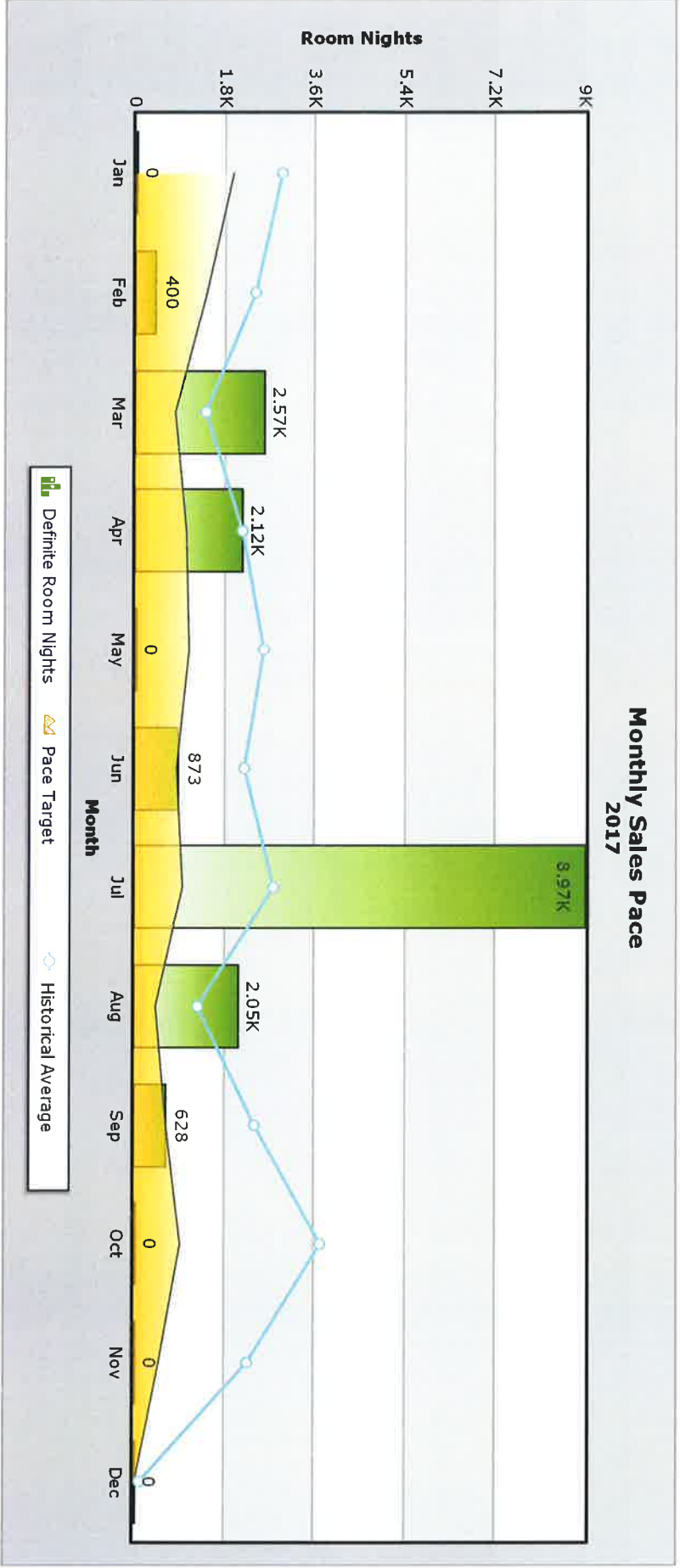
2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	4,649	1,272	1,399	2,684	1,751	3,379	2,122	818	3,996	4,177	2,727	98	29,072
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	1,720	-1,130	-21	536	-820	1,193	-647	-447	1,601	468	473	-16	2,910
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	158.72%	52.96%	98.52%	124.95%	68.11%	154.57%	76.63%	64.66%	166.85%	112.62%	120.98%	85.96%	111%
Demand													
Total RNS	6,967	1,672	5,288	3,964	3,336	7,524	5,441	11,071	6,166	6,626	9,596	143	67,794
Target	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Variance	1,540	-1,400	955	-1,234	-1,390	165	-1,721	3,330	-2,316	-2,242	2,974	14	-1,325
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	0	0	0	30	300	0	214	0	0	210	0	0	754
Lost Room Nights	2,318	400	3,889	1,250	1,285	4,145	3,105	10,253	2,170	2,239	6,869	45	37,968
Conversion Percentage	66.70%	76.10%	26.50%	68.20%	57.70%	44.90%	40.60%	7.40%	64.80%	65.10%	28.40%	68.50%	43%



2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	1,570	3,144	348	2,558	3,261	5,876	3,971	2,244	2,664	3,925	4,730	350	34,641
Target	2,929	2,402	1,420	2,148	2,571	2,137	2,644	1,126	1,993	2,987	1,709	81	24,147
Variance	-1,359	742	-1,072	410	690	3,739	1,327	1,118	671	938	3,021	269	10,494
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	53.60%	130.89%	24.51%	119.09%	126.84%	274.93%	150.19%	199.31%	133.68%	131.41%	276.76%	429.48%	143%
Demand													
Total RNS	3,898	4,512	3,013	7,715	4,094	8,672	10,849	4,369	7,403	9,500	6,317	1,361	71,703
Target	2,929	2,402	1,420	2,148	2,571	2,137	2,644	1,126	1,993	2,987	1,709	81	24,147
Variance	-1,529	1,440	-1,320	2,517	-632	4,163	6,505	-270	2,434	4,489	2,680	1,292	21,769
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	60	0	132	668	288	285	637	320	795	561	230	891	4,867
Lost Room Nights	2,268	1,368	2,533	4,489	545	2,511	6,241	1,805	3,944	5,014	1,357	120	32,195
Conversion Percentage	40.90%	69.70%	12.10%	36.30%	85.70%	70.10%	38.90%	55.40%	40.30%	43.90%	77.70%	74.50%	52%

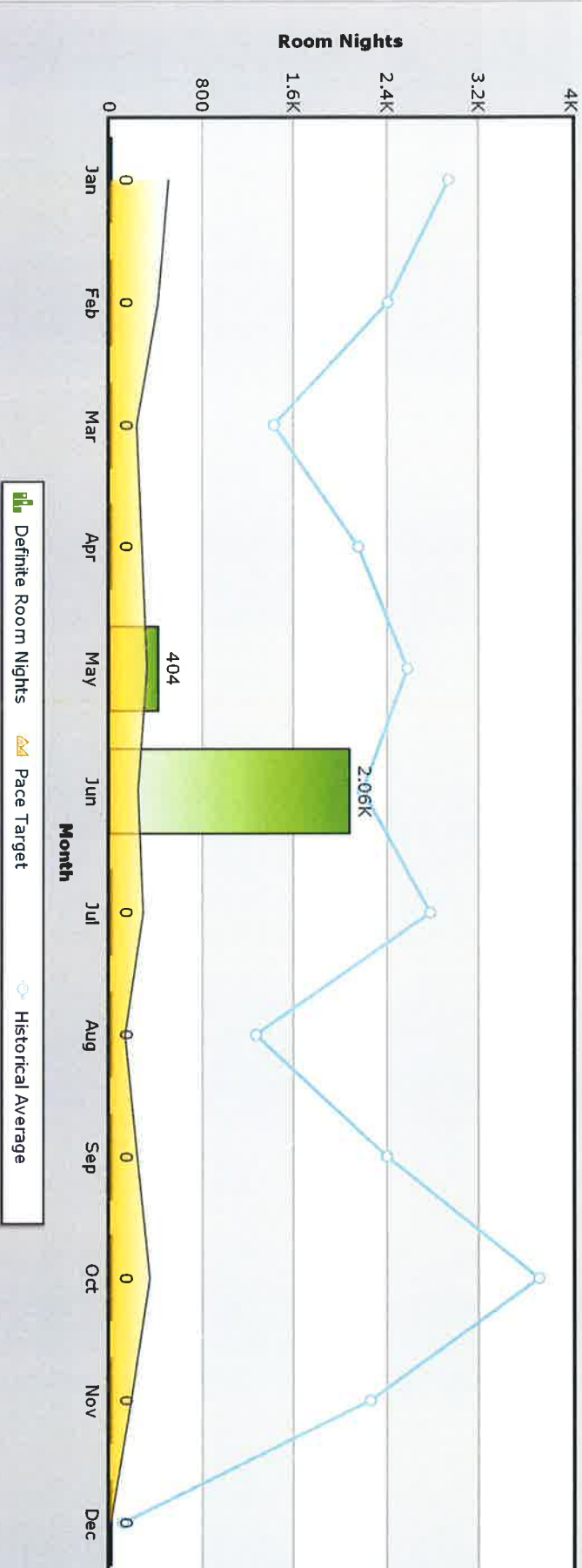


2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	0	400	2,568	2,117	0	873	8,969	2,050	628	0	0	0	17,605
Target	1,961	1,433	803	1,029	1,086	836	961	424	635	924	499	23	10,614
Variance	-1,961	-1,033	1,765	1,088	-1,086	37	8,008	1,626	-7	-924	-499	-23	6,991
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	0.00%	27.91%	319.75%	205.79%	0.00%	104.42%	932.99%	483.68%	98.85%	0.00%	0.00%	0.00%	166%
Demand													
Total RNS	2,122	2,925	7,221	5,254	450	7,416	14,596	2,756	2,650	16,747	1,201	0	63,338
Target	1,961	1,433	803	1,029	1,086	836	961	424	635	924	499	23	10,614
Variance	-709	1,391	5,103	2,909	-1,538	4,558	12,008	376	580	14,718	-94	-22	39,280
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	1,572	1,860	1,556	2,677	195	2,428	1,075	706	1,872	2,518	848	0	17,307
Lost Room Nights	550	665	3,097	460	255	4,115	4,552	0	150	14,229	353	0	28,426
Conversion Percentage	0.00%	37.60%	45.30%	82.10%	0.00%	17.50%	66.30%	100.00%	80.70%	0.00%	0.00%	0.00%	38%



2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consumption (Definite Room Nights)													
Definite Room Nights	0	0	0	0	404	2,063	0	0	0	0	0	0	2,467
Target	508	417	233	278	320	243	288	131	237	344	185	9	3,193
Variance	-508	-417	-233	-278	84	1,820	-288	-131	-237	-344	-185	-9	-726
Historical Monthly Avg	2,929	2,402	1,420	2,148	2,571	2,186	2,769	1,265	2,395	3,709	2,254	114	26,162
Pace Percentage	0.00%	0.00%	0.00%	0.00%	126.15%	847.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	77%
Demand													
Total RNS	2,360	0	0	1,390	3,191	3,918	760	520	1,955	805	1,256	0	16,155
Target	508	417	233	278	320	243	288	131	237	344	185	9	3,193
Variance	1,512	-450	-594	757	2,704	3,286	311	122	1,584	513	1,044	-4	10,786
Historical Avg	5,427	3,072	4,333	5,198	4,726	7,359	7,162	7,741	8,482	8,868	6,622	129	69,119
Conversion													
Tentative Room Nights	2,360	0	0	1,390	2,347	1,855	0	520	1,955	805	1,256	0	12,488
Lost Room Nights	0	0	0	0	440	0	760	0	0	0	0	0	1,200
Conversion Percentage	0.00%	0.00%	0.00%	0.00%	47.90%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	67%

Monthly Sales Pace
2018



Legend	
Conversion	Difference Between The Booked Room Nights And Your Pace Target.
Variance	Percent Of Your Target Met For The Given Year. A Number Over 100% Implies You Are Pacing Ahead Of Your Typical Demand For The Year.
Pace Percentage	Average Total Demand Per Year Based On An Analysis Of The Previous 3 Years Of Meetings
Historical Avg	Total Room Nights Requested For Events Beginning In The Given Month Or Year
Tentative	
Demand	
Variance	Difference Between Current Demand Figures And Your Demand Target
Pace Percentage	Percent Of Your Target Met For The Given Year. A Number Over 100% Implies You Are Pacing Ahead Of Your Typical Demand For The Year.
Historical Avg	Average Total Demand Per Year Based On An Analysis Of The Previous 36 Months Of Meetings.
Definite	Total Room Nights Requested For Events Beginning In The Given Month Or Year
Target	Total Room Nights Requested, Anticipated At This Time Based On An Analysis Of The Previous 3 Years Of Meetings, Accounting For What Percentage Of Your Business Typically Issues An Rfp That Far In Advance. For Example, If 28% Of Your Business Is Typically In The System 30 Months In Advance, Then Your Target For 30 Months From The Start Of The Current Month Would Be 28% Of Your Historical Average For That Month
Consumption	
Variance	Difference Between The Actual Room Nights Booked And Your Pace Target
Pace Percentage	Percent Of Your Target Met For The Given Period. A Number Over 100% Implies You Are Currently Pacing Ahead. A Number Under 100% Means That You Are Currently Behind Your Pace For That Period
Historical Avg	For The Annual Figures, This Is The Average Room Nights Booked Per 12 Month Period Based On An Analysis Of The Previous X Months Of Events. For The Monthly Figures, It Is The Average Room Nights Booked During That Month Over The Past 3 Years.
Definite	Booked Room Nights Associated With Events That Are Beginning In The Given Year/month
Target	Booked Room Nights Anticipated At This Time Based On An Analysis Of The Previous 3 Years Of Meetings, Accounting For What Percentage Of Your Business Typically Books That Far In Advance. For Example, If 28% Of Your Business Typically Books 30 Months In Advance, Then Your Target For 30 Months From The Start Of The Current Month Would Be 28% Of Your Historical Average For That Month

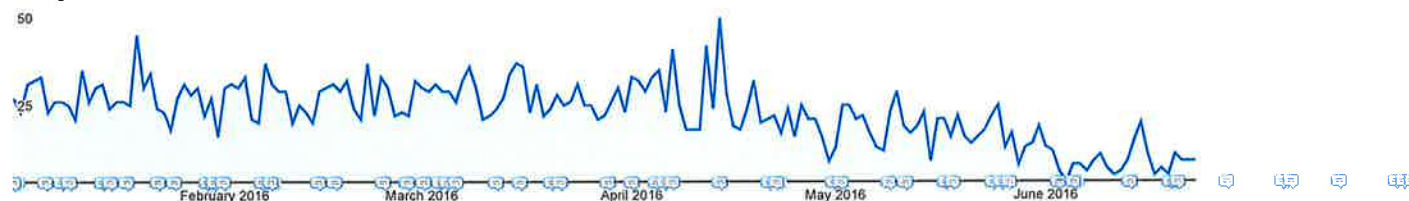
Pages

Jan 1, 2016 - Jun 23, 2016

This report is based on 243,560 sessions (38.81% of sessions). [Learn more](#)All Users
100.00% Pageviews

Explorer

Pageviews



This data was filtered using an advanced filter.

Page	City	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		3,571 % of Total: 0.23% (1,552,680)	3,192 % of Total: 0.28% (1,143,056)	00:01:05 Avg for View: 00:01:48 (-39.74%)	2,524 % of Total: 0.40% (626,451)	72.19% Avg for View: 56.84% (27.00%)	61.94% Avg for View: 40.35% (53.53%)	\$0.09 % of Total: 45.17% (\$0.20)
1. /Meeting_Services/index.html	(not set)	322 (9.02%)	304 (9.52%)	00:00:50	304 (12.04%)	96.71%	92.86%	\$0.00 (0.00%)
2. /Meeting_Services/index.html	Santa Fe	204 (5.71%)	170 (5.33%)	00:00:55	98 (3.88%)	63.27%	41.67%	\$0.09 (99.33%)
3. /Meeting_Services/index.html	New York	196 (5.49%)	155 (4.86%)	00:04:12	147 (5.82%)	78.91%	72.45%	\$0.00 (0.00%)
4. /Meeting_Services/index.html	Albuquerque	160 (4.48%)	144 (4.51%)	00:01:10	93 (3.68%)	63.44%	48.12%	\$0.06 (68.47%)
5. /Meeting_Services/index.html	Dallas	52 (1.46%)	39 (1.22%)	00:00:55	28 (1.11%)	17.86%	40.38%	\$0.08 (90.08%)
6. /Meeting_Services/index.html	Los Angeles	44 (1.23%)	41 (1.28%)	00:00:28	36 (1.43%)	72.22%	75.00%	\$0.00 (0.00%)
7. /Meeting_Services/index.html	Denver	44 (1.23%)	41 (1.28%)	00:00:31	31 (1.23%)	41.94%	47.73%	\$0.00 (0.00%)
8. /Meeting_Services/index.html	Udaipur	41 (1.15%)	36 (1.13%)	00:02:38	36 (1.43%)	77.78%	80.49%	\$0.00 (0.00%)
9. /Meeting_Services/index.html	Chicago	41 (1.15%)	36 (1.13%)	00:01:06	28 (1.11%)	64.29%	75.61%	\$0.09 (97.59%)
10. /Meeting_Services/index.html	Phoenix	33 (0.92%)	31 (0.97%)	00:00:45	23 (0.91%)	91.30%	63.64%	\$0.00 (0.00%)

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Santa Fe

THE CITY DIFFERENT

CONNECT WITH US:



SANTA FE COMMUNITY CONVENTION CENTER



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Meet Different in The City Different

Looking to make your meeting unforgettable? Santa Fe, New Mexico has it all. An incredible culinary scene, world-class art galleries, museums, handcrafted luxury shopping and rejuvenating spas make it the perfect place to inspire your attendees.

You meet, We treat!

Book your future meeting or conference by January 1, 2017 and receive a credit* towards your master account. Meetings held during the following months will receive the rebates below!

November – April 5% rebate

May – October 3% rebate

As an added incentive hold your meetings on a Sunday – Wednesday pattern and receive an additional 2% rebate

PLAN YOUR MEETING TODAY

When it's time to meet, the Santa Fe Community Convention Center provides 40,000 square feet of inviting space, including an 18,000 square foot, column-free ballroom. There's also state-of-the-art audio/visual technology with high-speed wireless internet throughout to ensure that every meeting and event will be flawless.

Getting to Santa Fe is easy as well. The Santa Fe Municipal Airport is serviced daily by American and United Airlines. Ten major air carriers have regularly scheduled flights into the Albuquerque International Airport, a one-hour scenic drive from



Santa Fe. Shuttle services operate more than 30 trips between Albuquerque and Santa Fe daily.

Successful meetings start in Santa Fe, The City Different.

LEARN MORE

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Have questions? Contact David A. Carr, Director of Sales, to learn about additional perks and concessions provided by the participating hotels.

*All meetings must be booked at the same time with a mutually signed, fully executed contract by January 1, 2017. Promotion applies to meetings held at individual participation hotels or held at the Santa Fe Community Convention Center. Promotion is based upon availability and applies for new groups bookings to Santa Fe. The promotion does not apply to repeat groups or to groups already contracted. Rebate amount will be based on guestroom revenue. Minimum group guest room revenue and minimum catered food and beverage may apply and vary by hotel. Commissions to third parties are subject to change.



Santa Fe
THE CITY DIFFERENT