

Date Created: Aug 16, 2017

Santa Fe CVB

For the Month of July 2017



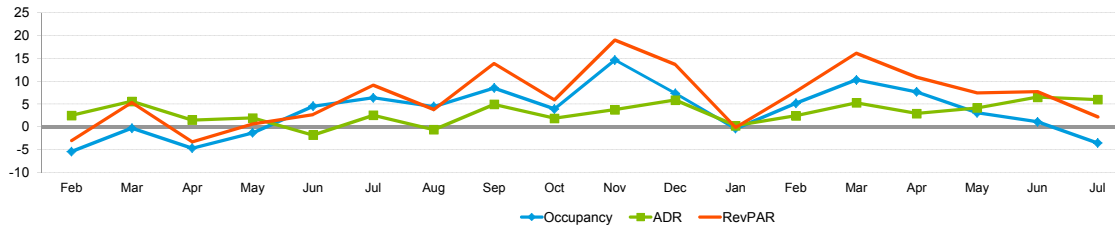
Table Of Contents	1
Trend City Of Santa Fe, NM+	2
Response City Of Santa Fe, NM+	3
Multi-Segment	4
Multi-Seg Raw	5
Multi Running	6
Help	7

735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
support@str.com www.str.com

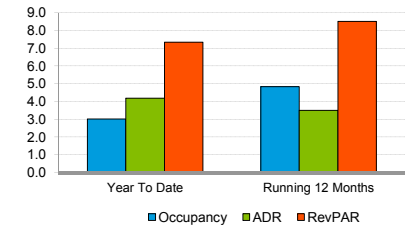
Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
hotelinfo@str.com www.str.com

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately.
Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Monthly Percent Change



Overall Percent Change



Occupancy (%)													2016						2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	48.0	63.0	58.3	68.6	78.5	82.5	84.0	80.4	77.3	57.5	57.6	40.1	50.5	69.5	62.8	70.7	79.4	79.6						
Last Year	50.7	63.2	61.2	69.5	75.1	77.6	80.4	74.1	74.4	50.1	53.7	40.2	48.0	63.0	58.3	68.6	78.5	82.5						
Percent Change	-5.4	-0.3	-4.7	-1.3	4.5	6.4	4.5	8.5	3.9	14.7	7.4	-0.4	5.2	10.3	7.7	3.1	1.1	-3.6						

ADR													2016						2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	101.16	106.72	111.89	120.73	121.70	138.67	152.40	141.22	139.03	115.91	131.47	98.45	103.65	112.37	115.18	125.80	129.67	146.98						
Last Year	98.66	101.03	110.24	118.40	123.89	135.21	153.32	134.54	136.45	111.68	124.16	98.17	101.16	106.72	111.89	120.73	121.70	138.67						
Percent Change	2.5	5.6	1.5	2.0	-1.8	2.6	-0.6	5.0	1.9	3.8	5.9	0.3	2.5	5.3	2.9	4.2	6.5	6.0						

RevPAR													2016						2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	48.55	67.24	65.27	82.81	95.58	114.46	127.97	113.58	107.51	66.65	75.78	38.44	52.34	78.09	72.36	88.97	103.00	117.01						
Last Year	50.05	63.83	67.45	82.27	93.07	104.89	123.23	99.69	101.52	56.00	66.65	39.48	48.55	67.24	65.27	82.81	95.58	114.46						
Percent Change	-3.0	5.3	-3.2	0.7	2.7	9.1	3.8	13.9	5.9	19.0	13.7	-0.1	7.8	16.1	10.9	7.4	7.8	2.2						

Supply													2016						2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	132,300	146,475	141,750	146,475	141,750	146,475	146,475	141,630	146,351	141,630	146,351	146,351	132,188	146,351	141,630	146,351	141,630	146,351						
Last Year	132,608	146,816	142,080	146,816	142,080	146,785	146,785	142,050	146,785	142,050	146,785	146,475	132,300	146,475	141,750	146,475	141,750	146,475						
Percent Change	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.3	-0.3	-0.3	-0.3	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1						

Demand													2016						2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	63,498	92,285	82,682	100,472	111,325	120,900	122,996	113,911	113,168	81,447	84,354	58,632	66,747	101,708	88,978	103,501	112,495	116,509						
Last Year	67,272	92,760	86,932	102,019	106,735	113,871	117,981	105,258	109,210	71,231	78,794	58,900	63,498	92,285	82,682	100,472	111,325	120,900						
Percent Change	-5.6	-0.5	-4.9	-1.5	4.3	6.2	4.3	8.2	3.6	14.3	7.1	-0.5	5.1	10.2	7.6	3.0	1.1	-3.6						

Revenue													2016						2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	6,423,266	9,848,425	9,251,697	12,130,173	13,548,809	16,765,210	18,744,179	16,086,800	15,734,262	9,440,140	11,090,153	5,772,303	6,918,578	11,428,719	10,248,824	13,020,171	14,587,577	17,124,084						
Last Year	6,637,128	9,371,886	9,583,558	12,078,908	13,223,668	15,395,969	18,088,654	14,161,221	14,901,215	7,955,127	9,783,216	5,782,411	6,423,266	9,848,425	9,251,697	12,130,173	13,548,809	16,765,210						
Percent Change	-3.2	5.1	-3.5	0.4	2.5	8.9	3.6	13.6	5.6	18.7	13.4	-0.2	7.7	16.0	10.8	7.3	7.7	2.1						

Census %													2016						2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
Census Props	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56	56						
Census Rooms	4725	4725	4725	4725	4725	4725	4725	4721	4721	4721	4721	4721	4721	4721	4721	4721	4721	4721						
% Rooms Participants	81.1	81.1	81.1	81.1	81.1	81.1	81.1	81.1	79.4	79.4	79.4	78.9	78.9	78.9	76.0	78.9	78.9	75.8						

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB
 For the Month of July 2017

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2015												2016												2017											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
								• - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																			

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 4 - Multi-Segment

Currency: USD - US Dollar

Santa Fe CVB

For the month of: July 2017

	Current Month - July 2017 vs July 2016											
	Occ %		ADR		RevPAR		Percent Change from July 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Santa Fe, NM Downtown+	76.8	80.8	215.91	202.57	165.91	163.59	-4.8	6.6	1.4	1.4	0.0	-4.8
Santa Fe, NM Cerrillos+	81.1	84.7	94.13	89.19	76.33	75.53	-4.3	5.5	1.1	0.9	-0.2	-4.4
Santa Fe, NM Periphery+	83.9	89.2	155.73	144.21	130.72	128.71	-5.9	8.0	1.6	1.6	0.0	-5.9

	Year to Date - July 2017 vs July 2016											
	Occ %		ADR		RevPAR		Percent Change from YTD 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	70.8	67.3	165.40	161.14	117.05	108.42	5.2	2.6	8.0	8.0	0.0	5.2
	59.1	58.8	79.78	76.56	47.12	45.05	0.4	4.2	4.6	4.4	-0.2	0.2
	69.7	69.4	130.62	123.72	91.10	85.90	0.5	5.6	6.1	6.1	0.0	0.5

Participation				
Properties			Rooms	
Census	Sample		Census	Sample
18	12		1883	1559
25	18		2193	1726
10	5		1090	784

Tab 5 - Multi-Seg Raw

Santa Fe CVB

For the Month of: July 2017

	Current Month - July 2017 vs July 2016								
	Supply			Demand			Revenue		
	2017	2016	% Chg	2017	2016	% Chg	2017	2016	% Chg
Santa Fe, NM Downtown+	58,373	58,373	0.0	44,855	47,141	-4.8	9,684,451	9,549,520	1.4
Santa Fe, NM Cerrillos+	67,983	68,107	-0.2	55,122	57,676	-4.4	5,188,874	5,143,860	0.9
Santa Fe, NM Periphery+	33,790	33,790	0.0	28,365	30,157	-5.9	4,417,150	4,348,982	1.6

	Year to Date - July 2017 vs July 2016								
	Supply			Demand			Revenue		
	2017	2016	% Chg	2017	2016	% Chg	2017	2016	% Chg
	399,196	399,196	0.0	282,496	268,596	5.2	46,726,029	43,280,676	8.0
	464,916	465,764	-0.2	274,572	274,074	0.2	21,906,357	20,983,563	4.4
	231,080	231,080	0.0	161,158	160,429	0.5	21,050,569	19,848,887	6.1

Tab 6 - Multi Running

Santa Fe CVB

For the month of: July 2017

	Running 3 Month - July 2017 vs July 2016											
	Occ %		ADR		RevPAR		Percent Change from July 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Rev	Room Avail	Room Sold
Santa Fe, NM Cerrillos+	73.9	75.5	86.81	82.44	64.15	62.20	-2.1	5.3	3.1	2.9	-0.2	-2.3
Santa Fe, NM Downtown+	78.6	78.1	190.10	181.68	149.49	141.91	0.7	4.6	5.3	5.3	0.0	0.7
Santa Fe, NM Periphery+	81.0	82.7	144.06	134.88	116.71	111.51	-2.0	6.8	4.7	4.7	0.0	-2.0

	Running 12 Month - July 2017 vs July 2016											
	Occ %		ADR		RevPAR		Percent Change from YTD 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Rev	Avail	Sold
	61.7	59.5	81.76	77.62	50.43	46.17	3.7	5.3	9.2	9.0	-0.2	3.5
	74.0	69.7	178.28	174.04	131.87	121.35	6.1	2.4	8.7	9.3	0.6	6.7
	72.9	69.6	132.52	130.36	96.56	90.68	4.8	1.7	6.5	2.9	-3.4	1.2

Participation				
Properties			Rooms	
Census	Sample		Census	Sample
25	18		2,193	1,726
18	12		1,883	1,559
10	5		1,090	784

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".



How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click [here](#) or visit www.str.com/resources/faq

Please visit our website at www.str.com, or if you need additional assistance please reach out to our Customer Support team.

North America:

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

support@str.com

International:

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

hotelinfo@str.com

Asia Pacific:

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850

apinfo@str.com

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.