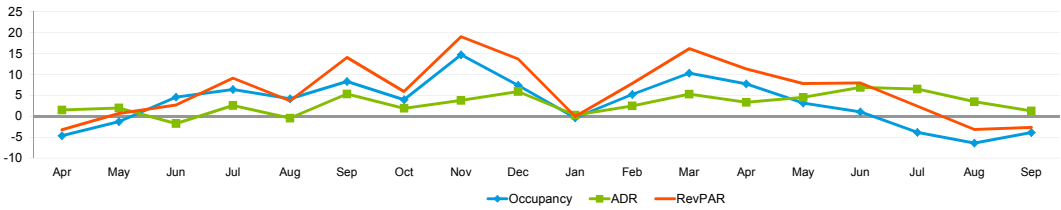


Tab 2 - Trend City Of Santa Fe, NM+

Santa Fe CVB
For the Month of September 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	58.3	68.6	78.5	82.5	83.7	80.2	77.3	57.5	57.6	40.1	50.5	69.5	62.8	70.7	79.3	79.4	77.1
	Last Year	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	80.2
Percent Change		-4.7	-1.3	4.5	6.4	4.2	8.3	3.9	14.7	7.4	-0.4	5.2	10.3	7.7	3.1	1.0	-3.9	-6.4

ADR	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	111.89	120.73	121.70	138.67	152.80	141.70	139.03	115.91	131.47	98.45	103.65	112.37	115.61	126.20	130.07	147.69	157.92
	Last Year	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	152.60
Percent Change		1.5	2.0	-1.8	2.6	-0.5	5.3	1.9	3.8	5.9	0.3	2.5	5.3	3.3	6.9	6.5	3.5	1.3

RevPAR	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	65.27	82.81	95.58	114.46	127.78	113.70	107.51	66.65	75.78	39.44	52.34	78.09	72.64	89.27	103.20	117.21	123.75
	Last Year	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	127.78
Percent Change		-3.2	0.7	2.7	9.1	3.7	14.1	5.9	19.0	13.7	-0.1	7.8	16.1	11.3	7.8	8.0	2.4	-3.2

Supply	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	141,750	146,475	141,750	146,475	146,475	141,630	146,351	141,630	146,351	146,351	132,188	146,351	139,200	143,840	139,200	143,840	139,200
	Last Year	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	141,630
Percent Change		-0.2	-0.2	-0.2	-0.2	-0.2	-0.3	-0.3	-0.3	-0.3	-0.1	-0.1	-0.1	-1.8	-1.8	-1.8	-1.8	-1.7

Demand	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	82,682	100,472	111,325	120,900	122,647	113,648	113,168	81,447	84,354	58,632	66,747	101,708	87,467	101,747	110,442	114,150	112,715
	Last Year	86,932	102,019	106,735	113,871	117,978	105,255	109,210	71,231	78,794	58,900	63,498	92,285	82,682	100,472	111,325	120,900	122,647
Percent Change		-4.9	-1.5	4.3	6.2	4.0	8.0	3.6	14.3	7.1	-0.5	5.1	10.2	5.8	1.3	-0.8	-5.6	-8.1

Revenue	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	9,251,697	12,130,173	13,548,809	16,765,210	18,716,029	16,103,518	15,734,262	9,440,140	11,090,153	5,772,389	6,918,578	11,428,719	10,112,143	12,840,181	14,365,307	16,859,335	17,800,039
	Last Year	9,583,558	12,078,908	13,223,668	15,395,969	18,087,988	14,160,643	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	18,716,029
Percent Change		-3.5	0.4	2.5	8.9	3.5	13.7	5.6	18.7	13.4	-0.2	7.7	16.0	9.3	5.9	6.0	0.6	-4.9

Census %	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	Census Props	56	56	56	56	56	56	56	56	56	56	56	55	55	55	55	55	55
	Census Rooms	4725	4725	4725	4725	4725	4721	4721	4721	4721	4721	4721	4640	4640	4640	4640	4640	4640
% Rooms Participants		81.1	81.1	81.1	81.1	81.1	81.1	79.4	79.4	79.4	78.9	78.9	78.9	77.3	80.2	80.2	80.2	80.2

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Santa Fe CVB
For the Month of September 2017

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Tab 4 - Multi-Segment

Santa Fe CVB

For the month of: September 2017

Currency: USD - US Dollar

	Current Month - September 2017 vs September 2016												Year to Date - September 2017 vs September 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms	
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Santa Fe, NM Downtown+	83.6	86.1	200.02	202.73	167.22	174.49	-2.9	-1.3	-4.2	-4.2	0.0	-2.9	73.2	71.6	176.95	174.59	129.49	124.92	2.3	1.3	3.7	3.7	0.0	2.3	23	12	2048	1559
Santa Fe, NM Cerrillos+	70.8	75.0	87.69	85.43	62.09	64.03	-5.5	2.6	-3.0	-6.4	-3.4	-8.8	62.2	62.9	82.79	79.90	51.52	50.26	-1.1	3.6	2.5	-0.0	-2.4	-3.5	27	20	2288	1919
Santa Fe, NM Periphery+																								6	2	427	245	

Tab 5 - Multi-Seg Raw

Santa Fe CVB

For the Month of September 2017

	Current Month - September 2017 vs September 2016									Year to Date - September 2017 vs September 2016									
	Supply			Demand			Revenue				Supply			Demand			Revenue		
	2017	2016	% Chg	2017	2016	% Chg	2017	2016	% Chg		2017	2016	% Chg	2017	2016	% Chg			
Santa Fe, NM Downtown+	61,440	61,440	0.0	51,365	52,882	-2.9	#####	#####	-4.2		559,104	559,104	C	409,142	400,044	2.3	#####	#####	3.7
Santa Fe, NM Cerrillos+	68,640	71,070	-3.4	48,601	53,269	-8.8	#####	#####	-6.4		631,914	647,709	#	393,222	407,479	-3.5	#####	#####	-0.0
Santa Fe, NM Periphery+																			

Tab 6 - Multi Running

Santa Fe CVB

For the month of: September 2017

	Running 3 Month - September 2017 vs September 2016												Running 12 Month - September 2017 vs September 2016												Participation				
	Occ %		ADR		RevPAR		Percent Change from September 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms		
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Rev	Avail	Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample	
	Santa Fe, NM Cerrillos+	75.9	79.9	93.09	89.18	70.68	71.28	-5.0	4.4	-0.8	-4.3	-3.5	-8.4	60.5	60.2	81.85	78.79	49.54	47.43	0.5	3.9	4.4	2.5	-1.9	-1.3	27	20	2,288	1,919
	Santa Fe, NM Downtown+	80.2	84.4	213.63	209.15	171.41	176.45	-4.9	2.1	-2.9	-2.9	0.0	-4.9	73.2	70.7	177.33	174.14	129.72	123.07	3.5	1.8	5.4	5.7	0.3	3.8	23	12	2,048	1,559
Santa Fe, NM Periphery+																								6	2	427	245		

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