



**Sales OTAB Report
September 2017
Reported October 24, 2017**

September 2017 Leads:

- 33 total leads requiring sleeping rooms (Up 1 lead from 2016)
- 12,924 total room nights sent via leads (Up 6,346 room nights compared to 2016)

September 2017 Confirmed Bookings:

- 8 Definite Bookings
- 2,080 Definite Room Nights (Up 929 room nights from 2016)
- 33 Definite SFCCC space only events

September 2016 Leads:

- 19 total leads requiring sleeping rooms
- 6,578 room nights sent via leads

September 2016 Confirmed Bookings:

- 6 Definite Booking
 - 1,151 Definite Room Nights
 - 25 Definite Groups without sleeping rooms
-

2017 YTD Leads:

- 183 total leads requiring sleeping rooms (Up 23 leads compared to STLY 2016)
- 60,238 total room nights sent via leads (Up 2,895 room nights compared to STLY 2016)

2017 YTD Definite:

- 84 Definite Booking
- 27,365 Definite Room Nights (Up 2,257 room nights over STLY 2016)
- 160 Definite SFCCC space only events (Down 8 SFCCC bookings STLY 2016)

2016 YTD Leads:

- 160 total leads requiring sleeping rooms
- 57,343 total room nights sent via leads

2016 YTD Definite:

- 82 Definite Booking
- 24,635 Definite Room Nights
- 168 Definite SFCCC space only events

Tradeshow updates:

- David attended IMEX 2017 in Las Vegas, NV October 10-12, 2017.
 - Had 24 appointments
 - 2 RFP's, as of now (2 more expected)
 - 5 FAM requests
 - 5 possible incentive meetings (not at the planning stage yet)
- Justin is attending a Luxury Summit Meeting in San Francisco, CA and Silicon Valley on October 26-27, 2017.
- April is attending Connect Medical in Cincinnati, OH on October 24-26, 2017.

Other news:

- April will be attending a Luxury Summit Meeting in Boston, MA and New York on November 6-8, 2017.
- Justin will be attending a Smart Meeting in Dallas, TX on November 9, 2017

Pace Report

IMM Update

SDR Update

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 10/04/2017

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2017												
Event	9	16	9	10	7	7	10	8	8				84
STLY Event	10	15	14	9	8	5	7	8	6				82
Event Variance	-11%	6%	-43%	11%	-14%	21%	30%	0%	25%				1%
Rooms	3,325	4,024	4,037	2,181	4,721	3,166	1,593	2,238	2,080				27,365
STLY Rooms	1,953	5,307	3,636	2,412	4,285	2,249	1,451	2,191	1,151				24,635
Room Variance	52%	-28%	11%	16%	-1%	28%	9%	3%	45%				10%

Lead	2017												
Event	14	19	18	19	26	16	12	26	33				183
STLY Event	19	16	26	14	11	11	19	25	19				160
Event Variance	-30%	17%	-26%	25%	54%	27%	-72%	4%	43%				13%
Rooms	4,318	6,895	6,158	4,709	5,393	4,981	3,088	11,772	12,924				60,238
STLY Rooms	6,537	4,938	7,029	6,804	1,855	4,796	5,437	13,369	6,578				57,343
Room Variance	-41%	34%	-12%	-37%	62%	-2%	-91%	-13%	49%				5%

2017 Goals	120 Definite Bookings	44,000 Definite Room Nights
2016 Goals	100 Definite Bookings	36,000 Definite Room Nights

ROOM NIGHTS REPORT

All Event Types

DEFINITE BOOKINGS REPORT BY MONTH

Report Date: 10/4/2017

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	1,090	6,493	1,006	75	975	1,261	3,954	96	17,593
2011	740	960	1,160	296	2,225	4,319	3,907	438	827	3,385	945	60	19,262
2012	353	200	458	920	2,601	2,818	860	985	602	3,899	1,566	466	15,728
2013	2,991	1,998	603	1,440	1,330	1,002	2,967	893	1,498	4,503	480	0	19,705
2014	570	3,102	2,210	1,524	2,864	1,701	2,806	1,633	1,330	2,006	3,535	196	23,477
2015	4,649	1,702	804	2,684	1,825	3,379	2,122	843	2,496	3,930	2,682	68	27,184
2016	1,570	3,117	348	2,558	3,366	6,541	4,708	1,678	2,444	4,639	4,728	350	36,047
2017	2,435	2,240	5,041	1,281	2,691	1,729	10,680	2,404	2,704	2,033	984	20	34,242
2018	1,190	3,611	40	2,953	1,917	5,222	3,630	3,383	2,195	180	3,810	0	28,131
2019	0	0	0	1,299	0	475	120	0	0	0	0	0	1,894
2020	0	0	0	274	0	0	0	0	0	0	0	0	274

Rooms totaled in the month the event starts

Copyright ©2013 IDSS. All Rights Reserved.

Printed: 10/4/2017

TOURISM Santa Fe Pace Report

(Sales Manager Production year over year)

Status Date of 10/04/2017

	2012	2013	2014	2015	2016	2017	2018	2019
Definite						YTD		
Definite Bookings	85	77	70	92	105	84	40	6
Definite Room Nights	25,682	26,699	18,938	29,017	37,134	26,892	28,131	1,894
Lead								
2017								
Leads Sent	169	155	138	193	212	182		
Lead Room Nights	69,691	68,984	70,045	58,532	88,290	60,063		



THE CITY DIFFERENT

Potential Room Nights	21,429
Potential Revenue	\$2,678,625.00
Future Decision Dates	29

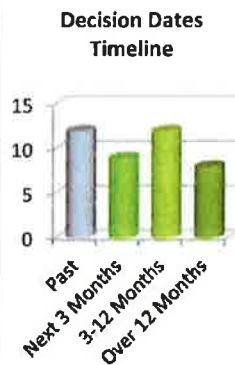
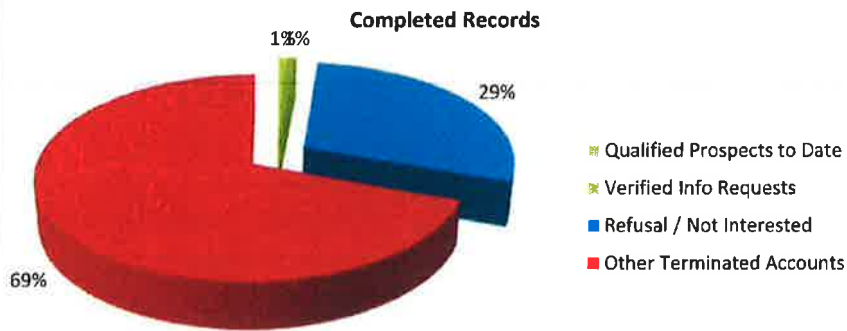
Weekly Report

October 9, 2017



Program Start Date	January, 2017
--------------------	---------------

Qualified Prospects to Date	44
Verified Info Requests	63
Refusal / Not Interested	2,095
Other Terminated Accounts	5,012
Prospect Qualification Rate	0.6%
Average Rooms Peak Night	138



Upcoming Decision Dates

1	Association for Professionals in Infection Control & Epidemiology	Oct-2017
2	American Society Of Landscape Architects	Oct-2017
3	Parks Associates Market Research	Oct-2017
4	Focus	Oct-2017
5	Snac International	Nov-2017
6	Consumer Data Industry Association	Nov-2017

