

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 1/15/2025

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite 2023													
Event	6	8	14	13	8	6	7	5	6	2	14	2	91
STLY Event	10	5	14	10	2	12	7	7	5	5	2	2	81
Event Variance	60%	160%	100%	130%	400%	50%	100%	71%	120%	40%	700%	100%	112%
Rooms	1,424	6,817	2,210	2,024	756	1,312	1,937	2,697	998	621	2,809	1,135	24,740
STLY Rooms	4,120	3,780	3,074	1,811	120	2,658	2,583	1,303	2,315	4,023	150	720	26,657
Room Variance	35%	180%	72%	112%	630%	49%	75%	207%	43%	15%	1873%	158%	93%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Lead 2023													
Event	37	44	24	52	39	49	40	44	16	17	28	17	407
STLY Event	11	30	36	30	30	35	44	32	27	32	15	16	338
Event Variance	336%	147%	67%	173%	130%	140%	91%	138%	59%	53%	187%	106%	120%
Rooms	24,818	14,413	4,378	23,469	8,037	22,891	15,352	24,072	9,524	5,800	11,130	5,892	169,776
STLY Rooms	7,503	8,612	11,656	7,318	11,536	17,852	15,945	13,141	7,125	9,761	5,510	7,311	123,270
Room Variance	331%	167%	38%	321%	70%	128%	96%	183%	134%	59%	202%	81%	138%

TOURISM

SANTA FE

December 2024 OTAB Report Sales Report January 24, 2024

December 2024 Leads:

- 17 total leads requiring sleeping rooms
- 5,892 total room nights sent via leads

December 2024 Confirmed Bookings:

- 2 Definite Bookings
- 1,135 Definite Room Nights
- 10 Definite SFCCC space only events

December 2023 Leads:

- 16 total leads requiring sleeping rooms
- 7,311 room nights sent via leads

December 2023 Confirmed Bookings:

- 2 Definite Bookings
 - 720 Definite Room Nights
 - 13 Definite SFCCC space only events
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2024 YTD Leads:

- 407 total leads requiring sleeping rooms
- 169,776 total room nights sent via leads

2024 YTD Definite:

- 91 Definite Booking
 - 24,740 Definite Room Nights
 - 173 Definite SFCCC space only events
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2023 YTD Leads:

- 338 total leads requiring sleeping rooms
- 123,270 total room nights sent via leads

2023 YTD Definite:

- 81 Definite Booking
- 26,657 Definite Room Nights
- 166 Definite SFCCC space only events

