

# TOURISM SANTA FE

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## April 2025 OTAB Report Sales Report May 23, 2025

### April 2025 Leads:

- 34 total leads requiring sleeping rooms
- 14,910 total room nights sent via leads

### April 2025 Confirmed Bookings:

- 11 Definite Bookings
- 2,132 Definite Room Nights
- 10 Definite SFCCC space only events

### April 2024 Leads:

- 41 total leads requiring sleeping rooms
- 14,214 room nights sent via leads

### April 2024 Confirmed Bookings:

- 8 Definite Bookings
  - 824 Definite Room Nights
  - 5 Definite SFCCC space only events
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### 2025 YTD Leads:

- 146 total leads requiring sleeping rooms
- 50,194 total room nights sent via leads

### 2025 YTD Definite:

- 36 Definite Bookings
  - 10,718 Definite Room Nights
  - 38 Definite SFCCC space only events
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### 2024 YTD Leads:

- 151 total leads requiring sleeping rooms
- 31,782 room nights sent via leads

### 2024 YTD Definite:

- 35 Definite Bookings
- 11,732 Definite Room Nights
- 34 Definite SFCCC space only events



# Booking Pace Report

As of: 5/6/2025

Event Type: All

Source: All

## Contracted Rooms

### Calendar Year

|           | Actual 2007 | Actual 2008 | Actual 2009 | Actual 2010 | Actual 2011 | Actual 2012 | Actual 2013 | Actual 2014 | Actual 2015 | Actual 2016 | Actual 2017 | Actual 2018 | Actual 2019 | Actual 2020 | Actual 2021 | Actual 2022 | Actual 2023 | Actual 2024 | Actual 2025 | Actual 2026 | Actual 2027 | Actual 2028 | Actual 2029 | Actual 2030 |       |       |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|-------|
| January   | 0           | 0           | 0           | 599         | 740         | 225         | 2,991       | 535         | 4,549       | 1,570       | 2,435       | 1,360       | 2,753       | 4,526       | 3,342       | 53          | 2,931       | 2,390       | 1,226       | 0           | 0           | 0           | 0           | 0           | 0     |       |
| February  | 0           | 0           | 0           | 750         | 980         | 200         | 1,988       | 3,045       | 1,702       | 3,117       | 2,240       | 4,397       | 3,762       | 3,133       | 925         | 1,944       | 647         | 2,693       | 1,751       | 0           | 0           | 0           | 0           | 0           | 0     |       |
| March     | 0           | 0           | 67          | 173         | 1,160       | 425         | 603         | 2,210       | 804         | 348         | 5,041       | 972         | 1,814       | 1,859       | 1,212       | 20          | 1,557       | 2,325       | 2,378       | 0           | 0           | 0           | 0           | 0           | 0     |       |
| April     | 0           | 0           | 190         | 1,053       | 294         | 1,440       | 1,484       | 2,584       | 2,558       | 964         | 3,944       | 3,778       | 2,592       | 882         | 2,090       | 773         | 2,396       | 723         | 0           | 94          | 128         | 0           | 0           | 0           | 0     |       |
| May       | 0           | 0           | 950         | 1,055       | 2,225       | 2,601       | 1,290       | 2,864       | 1,825       | 3,386       | 2,886       | 2,872       | 3,910       | 2,577       | 1,417       | 1,775       | 1,898       | 2,986       | 900         | 197         | 0           | 1,174       | 0           | 0           | 0     |       |
| June      | 0           | 18          | 0           | 6,368       | 4,217       | 2,818       | 862         | 1,701       | 3,379       | 6,541       | 1,729       | 7,964       | 2,422       | 1,581       | 64          | 4,786       | 2,086       | 2,669       | 3,130       | 159         | 0           | 0           | 0           | 0           | 0     |       |
| July      | 0           | 0           | 57          | 903         | 3,907       | 805         | 2,807       | 2,623       | 2,122       | 4,708       | 10,729      | 5,434       | 3,515       | 2,429       | 1,450       | 574         | 377         | 4,905       | 2,823       | 341         | 0           | 0           | 0           | 1,922       | 0     |       |
| August    | 0           | 0           | 1,755       | 75          | 416         | 985         | 875         | 1,633       | 800         | 1,615       | 2,649       | 4,655       | 2,562       | 1,426       | 760         | 1,078       | 1,005       | 138         | 940         | 0           | 0           | 0           | 0           | 0           | 0     |       |
| September | 0           | 0           | 0           | 868         | 695         | 576         | 1,466       | 1,330       | 2,458       | 2,444       | 2,794       | 3,576       | 4,447       | 2,742       | 265         | 285         | 2,474       | 2,857       | 1,448       | 544         | 0           | 0           | 0           | 0           | 0     |       |
| October   | 0           | 0           | 2,201       | 1,208       | 3,385       | 3,899       | 4,503       | 2,006       | 3,975       | 4,639       | 2,281       | 2,556       | 2,177       | 3,748       | 1,319       | 5,447       | 1,666       | 3,205       | 1,150       | 0           | 785         | 0           | 0           | 0           | 0     |       |
| November  | 0           | 32          | 148         | 3,954       | 945         | 1,471       | 480         | 3,486       | 2,682       | 4,728       | 2,063       | 5,342       | 853         | 675         | 4,314       | 1,781       | 1,238       | 6,010       | 510         | 275         | 0           | 0           | 0           | 0           | 0     |       |
| December  | 0           | 0           | 0           | 96          | 60          | 450         | 0           | 196         | 68          | 350         | 179         | 0           | 375         | 250         | 552         | 0           | 0           | 66          | 0           | 0           | 0           | 0           | 0           | 0           | 0     |       |
| TOTAL     | 0           | 0           | 50          | 5,368       | 17,032      | 19,004      | 15,375      | 19,355      | 23,113      | 26,826      | 35,990      | 43,092      | 32,468      | 27,508      | 16,492      | 19,833      | 16,652      | 32,050      | 16,979      | 1,606       | 94          | 2,087       | 0           | 0           | 1,922 |       |
| LAST YEAR | 0           | 0           | 50          | 5,368       | 17,032      | 19,004      | 15,375      | 19,355      | 23,113      | 26,826      | 35,984      | 43,082      | 32,468      | 27,508      | 16,482      | 19,833      | 16,652      | 32,050      | 16,979      | 1,606       | 94          | 2,087       | 0           | 0           | 1,922 |       |
| Change    | 0           | 0           | 50          | 5,318       | 11,664      | 1,972       | 3,629       | 3,758       | 3,713       | 9,158       | 6           | 7,052       | 10,614      | 4,960       | 11,016      | 3,341       | 3,181       | 15,398      | 15,071      | 1,606       | 16,885      | 481         | 94          | 2,087       | 0     | 1,922 |