



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 28, 2021
10:00 AM
ATTEND VIRTUALLY

SPECIAL PROCEDURES FOR VIRTUAL ATTENDANCE AND PUBLIC COMMENT:

Attendance: In response to the risks identified in the State’s declaration of a Public Health Emergency and the Mayor’s Proclamation of Emergency and the emergency orders issued to reduce those health risks, the Occupancy Tax Advisory Board meeting will be conducted virtually.

Attending on Zoom: Members of the public may attend the Zoom meeting on a computer, mobile device, or phone. The video conference link and teleconference number will be posted at <https://santafe.primegov.com/public/portal> at least seventy-two (72) hours before the meeting.. The direct Zoom link is: <https://us02web.zoom.us/j/87289396655?pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09> and use password: **6w89VT**.

Attending by Phone: Members of the public can attend the Zoom meeting by phone by dialing:
US: **(253) 215-8782** or **(346) 248-7799** or **(929) 205-6099**
Webinar ID: 872 8939 6655.

Public Comment:

- By video: A person attending the Zoom meeting by video conference (using a computer, mobile device, or smart phone) may provide public comment during the meeting. Attendees should use the “Raise Hand” function to be recognized by the chair to speak at the appropriate time.
- By phone: A person attending the Zoom meeting by phone may provide public comment during the meeting. Phone attendees should press *9 to use the “Raise Hand” function to be recognized at the appropriate time.
- In writing: A person may submit written public comments by 5pm the Monday prior to the meeting via the virtual comment “button” at <https://santafe.primegov.com/public/portal>.

1. CALL TO ORDER



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 28, 2021
10:00 AM
ATTEND VIRTUALLY

2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. OTAB Minutes – August 24, 2021
5. **PRESENTATION**
 - a. Lodger's Association Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
 - b. County and City Cooperative and Collaboration on issues related to Tourism & Marketing (Joseph Montoya, jrmontoya@santafecountynm.gov & Alex Fitzgerald, amfitzgerald@santafecountynm.gov)
 - c. Vladimir Jones Report (Cody Gore, Director of Account Services, cgore@vladimirjones.com)
 - d. Lou Hammond Report (Michelle Kelly, Senior Vice President, michellek@louhammond.com & Chris Marino, Account Executive, chrism@louhammond.com)
6. **MATTERS FROM STAFF**
 - a. TOURISM Santa Fe Reports
7. **MATTERS FROM THE BOARD**
8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING: Tuesday, October 26, 2021**
10. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 24, 2021

1. CALL TO ORDER

Meeting called to order at 10:04 A.M.

2. ROLL CALL

Members Present:

Chair Rik Blyth
Member Bonnie Bennett
Member Carlos Medina
Voting Member Lutz Arnhold

Members Excused:

Member Ray Sandoval

Others Attending:

Randy Randall, Tourism Director
Shirley Spencer, Clerk
Jordan Guenther, Attendee
David Carr, Attendee

3. APPROVAL OF AGENDA

MOTION: Member Bennett moved, seconded by Voting Member Arnhold, to approve the Agenda as presented.

VOTE: The motion was approved on the following Roll Call vote:

For: Chair Blyth, Member Bennett, Member Medina, Voting Member Arnhold

Against: None

Abstain: None

4. APPROVAL OF MINUTES

- a. OTAB Minutes – July 27, 2021



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 24, 2021

MOTION: Member Bennett moved, seconded by Voting Member Arnhold, to approve the Minutes as presented.

VOTE: The motion was approved on the following Roll Call vote:

For: Member Bennett, Chair Blyth, Member Medina, Voting Member Arnhold

Against: None

Abstain: None

5. PRESENTATION

- a. Lodger's Association Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
- b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
- c. Santa Fe County Tourism Report (Alex Fitzgerald, Santa Fe County, amfitzgerald@santafenm.gov)

6. MATTERS FROM STAFF

- a. TOURISM Santa Fe Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
- b. TOURISM Santa Fe Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- c. TOURISM Santa Fe Executive Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
- d. Discussion of Use of Available OTAB Funds (Rik Blyth, La Fonda VP & GM, rblyth@lafondasantafe.com)

MOTION: Member Bennett moved, seconded by Voting Member Arnhold, to Approval to use OTAB funds for use for Lodgers Association and review the success of events that were not funded in 2020.



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 24, 2021

VOTE: The motion was approved on the following Roll Call vote:

For: Chair Blyth, Member Bennett, Member Medina, Voting Member Arnhold

Against: None

Abstain: None

7. **MATTERS FROM THE BOARD**
8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING: September 28 2021**
10. **ADJOURN**

Meeting adjourned at 11:19 A.M.

Shirley Spencer

Liaison

Chair



**OTAB Marketing Report
August 2021
Reporting for September 28, 2021 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for August & September

1. [AWARDS & ACCOLADES]

- **Travel + Leisure** announced the results of its annual World's Best Awards with Santa Fe securing the #2 spot on the "Top 15 Cities in the U.S." list. This placement is the highest ranking for any western U.S. destination, making The City Different the best in the west according to readers of the magazine.
- **Conde Nast Traveler** ranked Santa Fe as the #4 city in their Reader's Choice Awards for the category of "Top 10 Small Cities in the U.S." The results are under strict embargo until October 5, 2021 at 8 AM EST when it will be publicly announced by Condé Nast Traveler.
 1. Aspen, Colorado
 2. Charleston, South Carolina
 3. Alexandria, Virginia
 4. Santa Fe, New Mexico
 5. Greenville, South Carolina

2. [ATTN: RETAILERS] Join the New Santa Fe Marketplace

Tourism Santa Fe and the Chamber of Commerce are excited to announce a new Santa Fe online marketplace that creates a unique shopping experience for both locals and tourists wanting to shop local in Santa Fe.

With online commerce becoming essential to local retail survival, we recognize how important e-commerce readiness is for our community. It's critical that we have a platform for locals and tourists to shop locally from the comfort of their home. Customers will be able to discover all that the area businesses have to offer and easily buy from multiple businesses online, with options to choose local pickup, delivery, and shipping (as available by each vendor). There's no commission fee on the website, so aside from credit card processing fees, every dollar on the site goes back to local businesses.

Check out all the great local products at santafemarketplace.com.

If you are a small local business and interested in more information, please visit santafe.shopwhereilive.com/sell/ to learn more and register your business.

3. **[ADD DEALS & SPECIALS] Promote Your Re-Opening Specials on SantaFe.org**

Now is the time to promote your re-opening specials on santafe.org. In the last month, our Paid Search advertising data has seen a large surge in response to advertising relating to hotels in Santa Fe. This is a strong indication that there is increased interest in traveling to Santa Fe. Travelers are moving from the dreaming phase of travel to actual logistics of travel.

Adding your Deals & Specials is easy. Follow these steps:

1. [Click here \(https://santafenm.extranet.simpleviewcrm.com/login/#/login\)](https://santafenm.extranet.simpleviewcrm.com/login/#/login) to sign-in to the new Partner Portal.
2. Once you are logged in, click **Collateral > Special Offers** from the navigation Menu on the left-hand side of the screen.
3. Click the blue button that says, **Add Offer**.
4. Complete the form and **Save**.
 - a. All partners with a listing on santafe.org should have received an email with your new username and password for the Partner Portal. If you did not receive an email, contact us at business@santafe.org and our team will help to get you started.

For detailed instructions on managing your Deals & Specials, Business Listing, and Events, refer to the [Quick Start Guide](#) that is available upon login.

4. **[2022 SANTA FE VISITORS GUIDE] Reserve Your Spot!**

It's that time again! We're busy at work on the 2022 Official Santa Fe Visitor Guide, and look forward to seeing your business promoted in its 100+ pages. Seventy percent (1.3 million total visitors) of all Santa Fe-bound visitors use the [Official Santa Fe Visitors Guide](#) for their travel plans, so make sure your business has a presence in the 2022 Guide.

There are a range of advertising options, and new for 2022, a free yearlong Featured Business Listing on [Santafe.org](https://santafe.org) with any full-page ad.

The deadline to reserve your space is September 30.

Visit: https://issuu.com/visitsantafe/docs/vq_media_kit_2022 to download the media kit or reach out to visitorsguidesales@santafe.org.

HIGHLIGHTS

Santa Fe Margarita Trail

The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

Cumulative Totals (as of 9/15/21)

- 9,911 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,912 paper Passports have sold at our Visitor Centers and by partners
- 4,931 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 225 people are members of the Margarita Society
- 287 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 180 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 9/17/21)

- 7 Press Releases
- 308 Journalist have experienced the Trail
- \$10,280,021 amount of earned media

Social Media (as of 9/17/21)

- 579 Total Social Media Posts - 2 new posts (1 Facebook, 1 Twitter)

Santa Fe Retail Marketplace

The TSF team continues to work with the *Shop Where I Live* team to maximize efficiencies and develop additional promotional campaigns to support the Santa Fe Marketplace.

Month	Pageviews	Unique Visits	First Time	Returning	Gross Sales	Orders	Items Purchased	Inquiries	Published Products	Businesses
Dec '20	3,658	703	436	267	\$0.00	0	0	0	40	18
Jan '21	13,600	2,857	2,065	792	\$349.00	1	1	1	284	41
Feb '21	19,381	5,946	4,718	1,228	\$95.43	1	1	4	539	54
Mar '21	35,428	10,049	8,016	2,033	\$1,104.95	15	23	8	611	65
Apr '21	25,405	9,999	7,991	2,008	\$3,524.77	21	27	16	709	71
May '21	21,888	8,440	6,735	1,705	\$2,365.06	10	20	12	737	75
Jun '21	22,884	10,558	8,653	1,905	\$505.38	6	6	6	751	76
Jul '21	19,395	9,790	7,894	1,896	\$994.88	8	9	5	764	77
Aug '21	22,593	7,815	6,101	1,714	\$2,583.72	24	32	4	1,014	78

MONTHLY METRICS

WEBSITE & NEWSLETTERS

August 2021 Website Performance Metrics

VISITS:

- Total Sessions 149,820 (116% increase Y/Y)
- Unique Users 115,811 (103.5% increase Y/Y)
- Pages per Session 4.07† (28% increase Y/Y)
- Average Time on Site 5:06† (4.1% increase Y/Y)
- Conversion Rate 15.25% (77.3% increase Y/Y)

†Bounces have been removed from pages/session and time on site to deliver a more accurate picture of visitor activity in the top site KPIs.

VISITOR GENDER:

- 60.9% Female (74.3% increase Y/Y)
- 39.1% Male (57% increase Y/Y)

VISTOR AGE:

- 9.4% 18 - 24 (60.8% increase Y/Y)
- 18.9% 25 - 34 (57.9% increase Y/Y)
- 15.5% 35 - 44 (82.5% increase Y/Y)
- 18.1% 45 - 54 (82.1% increase Y/Y)
- 21.1% 55 - 64 (67.6% increase Y/Y)
- 17% 65+ (53.5% increase Y/Y)

Newsletters

TOURISM Santa Fe Marketing Report

- Sent: 8/11/21
- Number sent: 1,447
- Number opened: 345
- Open rate: 24%

SOCIAL MEDIA

Summary

August was a strong month across all channels as summer events took full swing. Facebook engagement and PTAT saw double digit increases, growing 13.0% and 23.6% M/M respectively. Instagram followers increased 1.3% M/M, adding 629 followers for the month. Twitter impressions rose 13.4% M/M while engagement was down 4.6% M/M. Organic Pinterest views were up 17.6% M/M, while YouTube views were down 44.1% M/M as paid efforts were scaled back.

Facebook

August 2021 Performance Metrics

- Total Page Followers: 81,349 (.32% increase M/M)
- People Talking About This (PTAT): 15,719 (23.6% increase M/M)
- Engagement: 43,751 (13% increase M/M)

- Top Ranking Post: ““Did somebody say road trip? When you stay in Santa Fe, it's so easy to hit the road for day trips to nearby Taos, Abiquiú, Chama, Los Alamos, Madrid, Pecos or Las Vegas which are just a hop, skip and a jump away. #TheCityDifferent | SantaFe.org”
 - Reactions: 4,490
 - Comments: 407
 - Reach: 87,838

Twitter

August 2021 Performance Metrics

- Followers: 15,835 (.41% increase M/M)
- Monthly Impressions: 57,600 (13.4% increase M/M)
- Engagement: 1227 (4.6% decrease M/M)

- Top Ranking Post: “Fall colors are beginning to show.” #TheCityDifferent | <http://SantaFe.org>
 - Impressions: 3,577
 - Retweets: 17
 - Total engagements : 171

Instagram

August 2021 Performance Metrics

- Followers: 48,176 (1.3% increase M/M)

- Top Performing Post: ““Did somebody say road trip? When you stay in Santa Fe, it's so easy to hit the road for day trips to nearby Taos, Abiquiú, Chama, Los Alamos, Madrid, Pecos or Las Vegas which are just a hop, skip and a jump away. #TheCityDifferent | SantaFe.org
 - Likes: 5,483

Pinterest

August 2021 Performance Metrics

- Organic Impressions: 46,910 (17.6% increase M/M)

YouTube

August 2021 Performance Metrics

- Subscribers: 780 (0.4% increase M/M)
- Views: 1,073,531 (44.1% decrease M/M)

Santa Fe Insider Blog

August 2021 Performance Metrics

- Total Blog Views: 17,754 (24.6% increase M/M)
- Average Time on Blog: 3:01 minutes (0.5% decrease M/M)

August Blog Posts

8 Must Have Experiences at Santa Fe Indian Market

- Published August 17, 2021
- Views: 962

The Complete Guide to Santa Fe Wine & Chile Fiesta

- Published August 19, 2021
- Views: 93

10 Events You Can't Miss in Santa Fe this September

- Published August 19, 2021
- Views: 2465

Burn Zozobra and Our 2021 Gloom

- Published August 19, 2021
- Views: 1086

Experience Balloon Fiesta in a "Different" Way

- Published August 24, 2021
- Views: 115

Fall for these 10 October Events in Santa Fe

- Published August 25, 2021
- Views: 721

Top 5 Viewed Blog Posts in August

10 Events You Can't Miss in Santa Fe this September

- Published August 19, 2021
- Views: 2465

11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 1712

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 1632

Outdoor Dining in Santa Fe: 8 Top Patio Restaurants

- Published May 17, 2021
- Views: 1383

Burn Zozobra and Our 2021 Gloom

- Published August 19, 2021
- Views: 1086

PUBLIC RELATIONS

Summary

In August, public relations efforts focused on promoting Santa Fe's compelling fall travel offerings and generating interest in destination press visits throughout fall and winter. With the return of the Wine & Chile Fiesta, the team crafted and distributed a press release spotlighting top seasonal celebrations to a broad list of national and regional consumer lifestyle and travel media. Resulting from these efforts were many productive conversations for future press trips and feature coverage, with strong feedback received regarding the availability and willingness to travel at the moment given an increased rise in Covid cases across the country.

While traveler sentiment worldwide represents a challenge, the public relations team is committed to finding creative solutions to continue generating positive coverage of travel in Santa Fe. Each month the team is securing quality coverage in major national publications; yet, the quantity of clips remains lower than past years.

Performance Metrics

August 2021

- Pitches: 326 (increase 280% Y/Y)
- Press Releases: 1 (increase 100% Y/Y)
- Media Visits: 2 (no change Y/Y)
- Media Contacts: 350 (increase 40% Y/Y)
- Earned Media: \$126,138 (decrease 89% Y/Y)
- Total Impressions: 18,971,204 (decrease 73% Y/Y)

Year-to-Date 2021

- Pitches: 872 (increase 16% Y/Y)

- Press Releases: 3 (decrease 40% Y/Y)
- Media Visits: 8 (decrease 53% Y/Y)
- Earned Media: \$5,788,680 (decrease 50% Y/Y)
- Total Impressions: 673,274,329 (decrease 7% Y/Y)

Visiting Press

- George Thomas, Editor/Travel Writer for Valley News Group of Southern California
- Hillary Atkin, Owner/Editor of The Atkin Report and freelance for Emmy Magazine

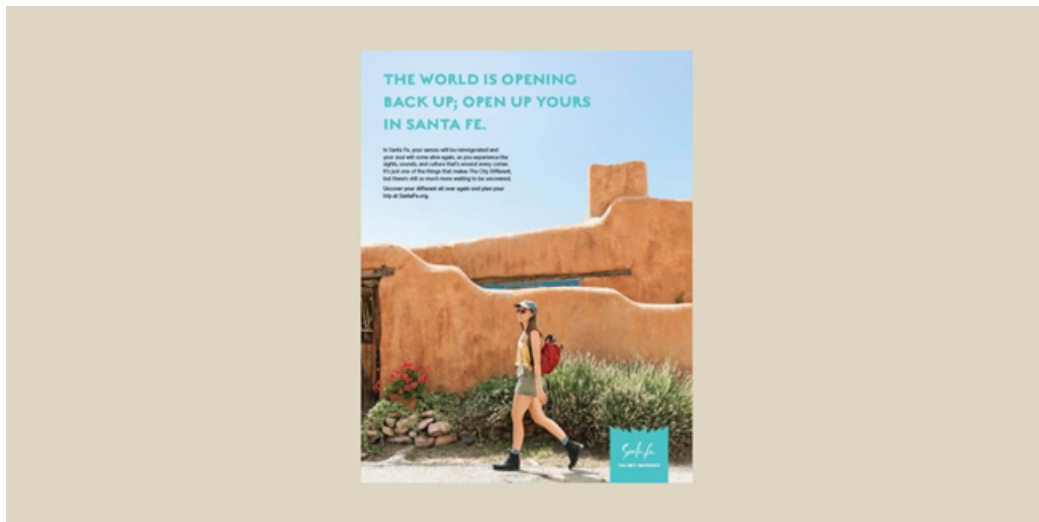
MEDIA PLACEMENTS – ADVERTISING

August 2021 Performance Metrics

PRINT

New Mexico Magazine - Full Page

- Target Market: CORE Markets
- Flight Dates: 8/1/21-8/31/21
- Impressions: 67,500
- Media Spend: \$3,094



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

The Trade Desk CORE Standard Display & Remarketing

Target Market: CORE Markets

Flight Dates: 8/1/21-8/31/21

Impressions: 1,015,704

Media Spend: \$2,649.08

**The Trade Desk CORE
CTV**

Target Market: CORE Markets

Flight Dates: 8/1/21-8/31/21

Impressions: 396,394

Media Spend: \$10,158.36

**The Trade Desk OPP
Standard Display & Remarketing**

Target Market: OPP Markets

Flight Dates: 8/1/21-8/31/21

Impressions: 1,509,277

Media Spend: \$2,646.60

**The Trade Desk OPP
CTV**

Target Market: OPP Markets

Flight Dates: 8/1/21-8/31/21

Impressions: 381,919

Media Spend: \$10,120.14

**See Source Core
Display**

Target Market: CORE Markets

Flight Dates: 8/23/21-8/31/21

Impressions: 136,807

Media Spend: \$5,000 (Flat Rate)

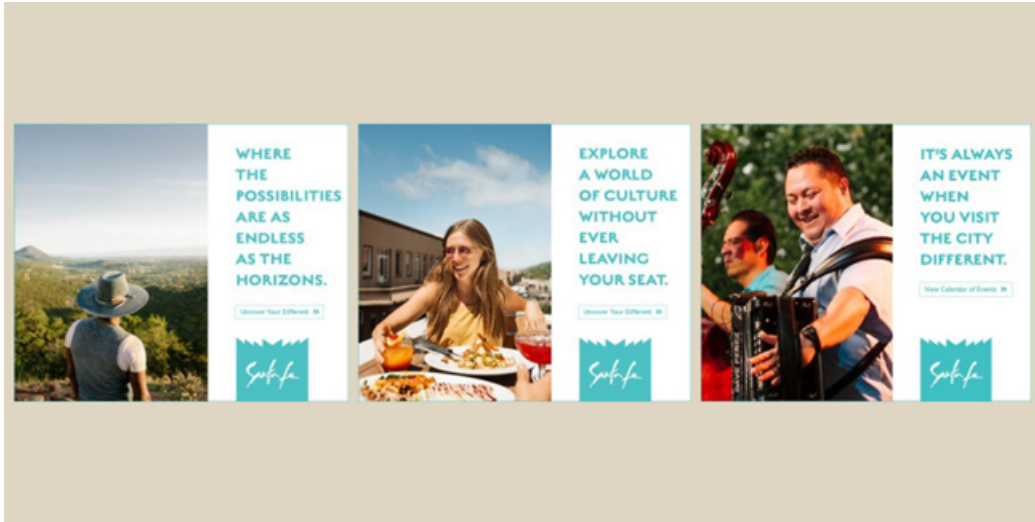
**See Source OPP
Display**

Target Market: OPP Markets

Flight Dates: 8/23/21-8/31/21

Impressions: 136,383

Media Spend: \$\$5,000 (Flat Rate)



Google Discovery Ads

Target Market: CORE Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 139,576
Media Spend: \$1,736.10

Google Discovery Ads

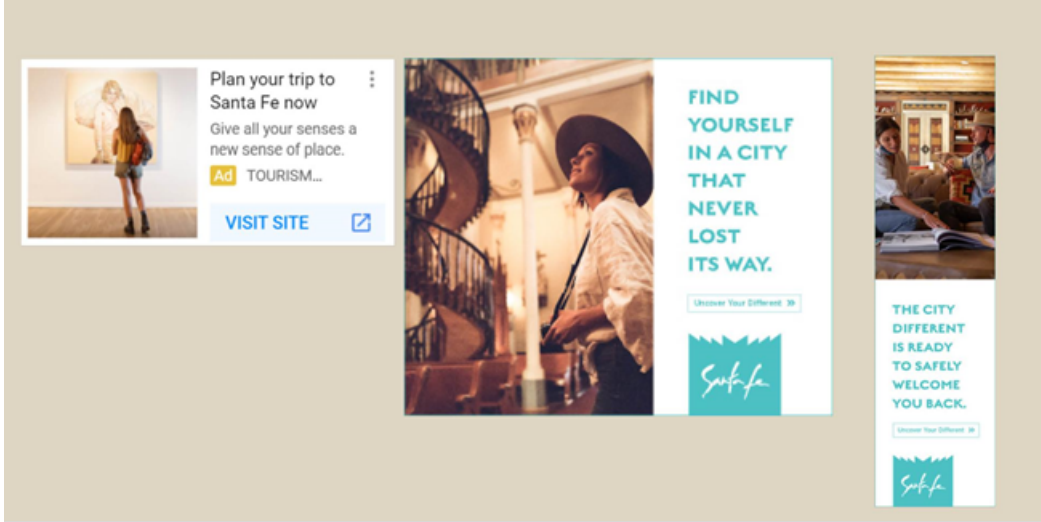
Target Market: OPP Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 130,232
Media Spend: \$1,098.77

Google Display Network Remarketing

Target Market: CORE Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 183,824
Media Spend: \$711.96

Google Display Network Remarketing

Target Market: OPP Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 108,743
Media Spend: \$494.97



YouTube TrueView

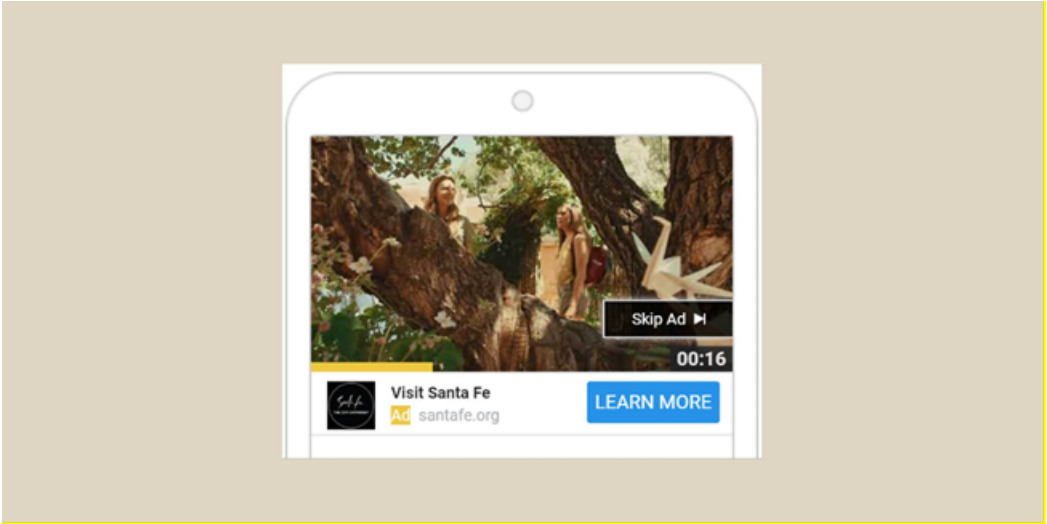
Target Market: CORE Markets
 Flight Dates: 8/1/21 - 8/31/21
 Impressions: 820,112
 Media Spend: \$4,780.39

YouTube TrueView

Target Market: OPP Markets
 Flight Dates: 8/1/21 - 8/31/21
 Impressions: 585,373
 Media Spend: \$3,187.78

Link to Video:

<https://www.youtube.com/watch?v=cF5ds5YSW5I>



YouTube TrueView Remarketing

Target Market: CORE Markets

Flight Dates: 8/1/21 - 8/31/21

Impressions: 238,770

Media Spend: \$1,593.93

YouTube TrueView Remarketing

Target Market: OPP Markets

Flight Dates: 8/1/21 - 8/31/21

Impressions: 156,053

Media Spend: \$1,098.33

Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



ADVERTISING PLACEMENTS

MEDIA PLACEMENTS - ADVERTISING

PRINT

New Mexico Magazine - Full Page

- Target Market: CORE Markets
- Flight Dates: 8/1/21-8/31/21
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DIGITAL DISPLAY, E-BLASTS, PRE-ROLL VIDEO & MOBILE

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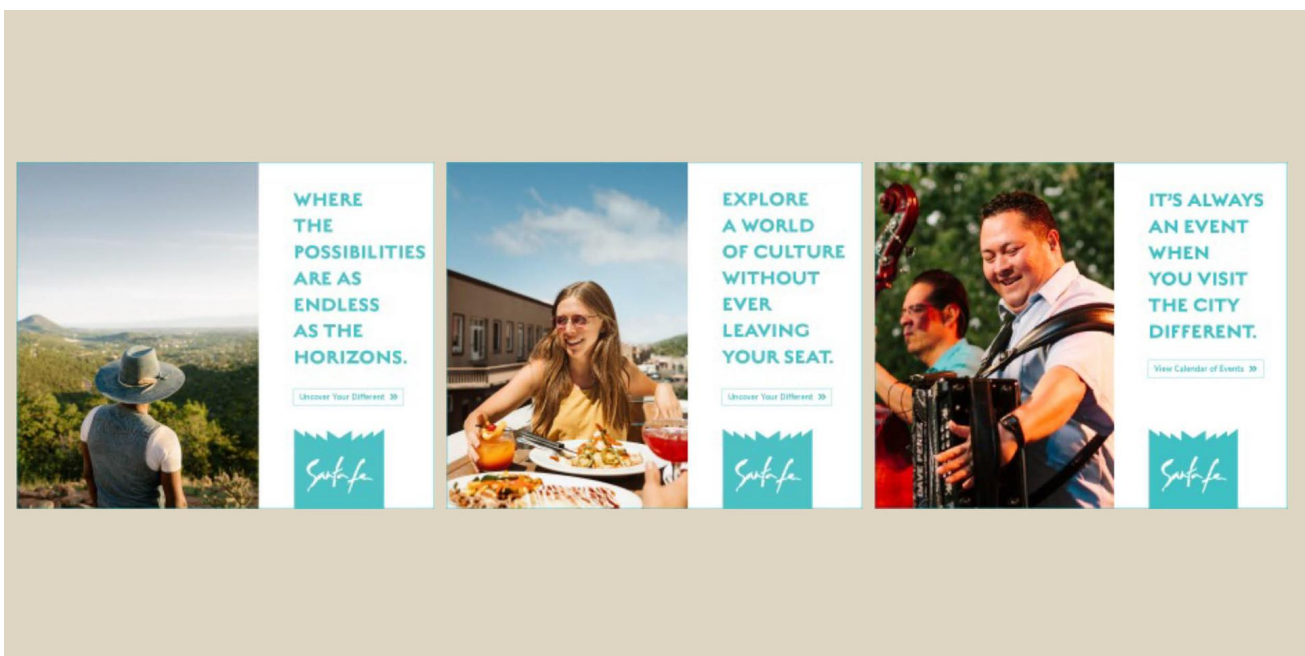
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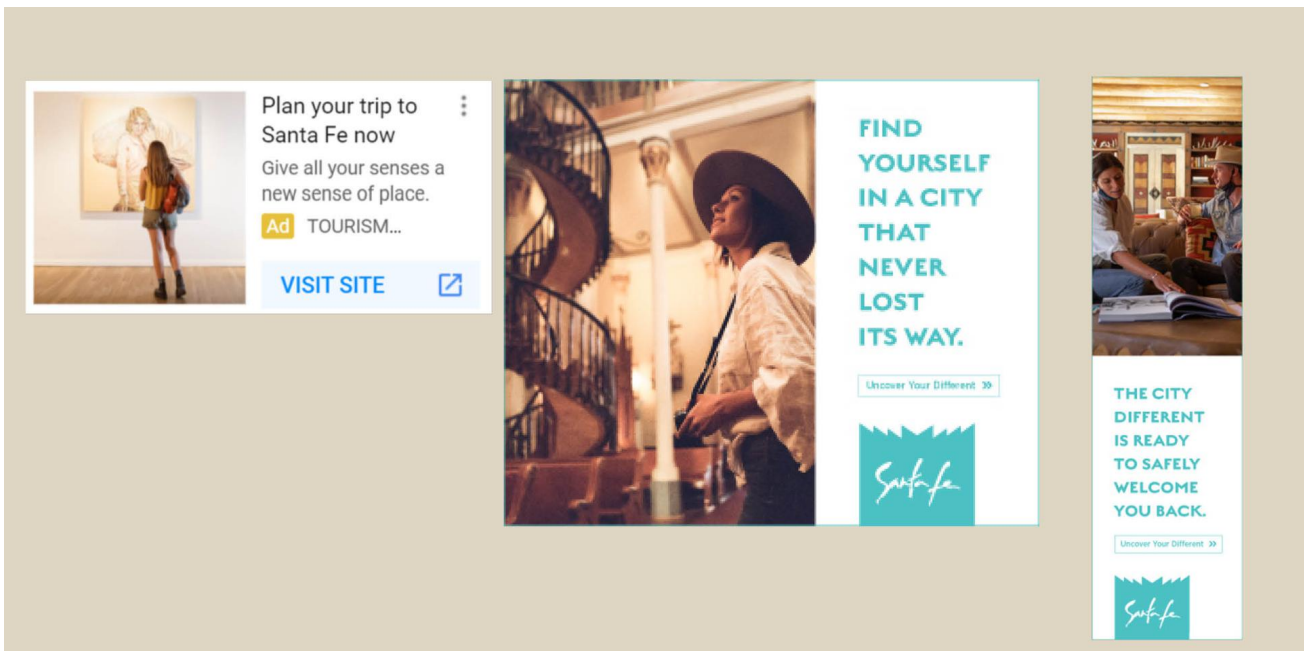
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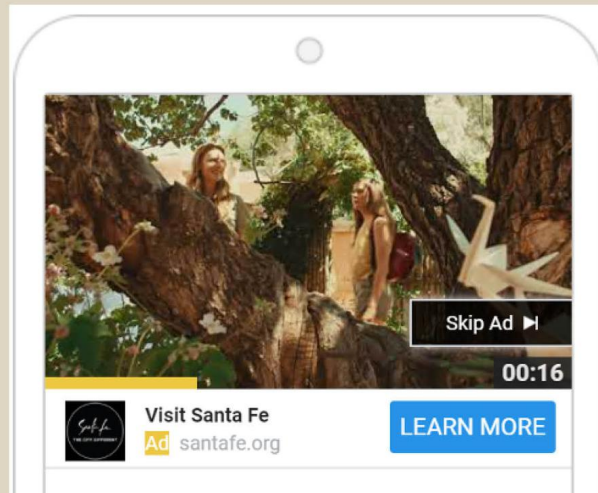
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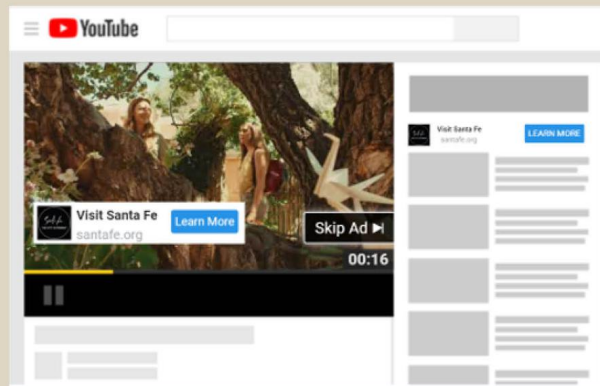
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Paid Social

Facebook & Instagram Traffic Conversions

Target Market: CORE Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 358,814
Media Spend: \$5,811.45

Facebook & Instagram Traffic Conversions

Target Market: OPP Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 278,541
Media Spend: \$3,843.53

Facebook & Instagram Virtual Marketplace

Target Market: All Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 393,400
Media Spend: \$4,146.89

Facebook & Instagram Video Ads

Target Market: CORE Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 275,583
Media Spend: \$4,752.81

Facebook & Instagram Video Ads

Target Market: OPP Markets
Flight Dates: 8/1/21 - 8/31/21

Impressions: 192,978
Media Spend: \$3,203.75

Pinterest Image Ads

Target Market: CORE Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 242,511
Media Spend: \$2,550.03

Pinterest Image Ads

Target Market: OPP Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 219,639
Media Spend: \$1,719.91

Pinterest Video Ads

Target Market: CORE Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 172,679
Media Spend: \$2,113.03

Pinterest Video Ads

Target Market: OPP Markets
Flight Dates: 8/1/21 - 8/31/21
Impressions: 115,827
Media Spend: \$1,388.42

The image displays five social media advertisements for Visit Santa Fe, New Mexico. Each ad is a sponsored post from the official account, featuring different scenic and lifestyle images of Santa Fe. The ads include text such as 'Give all five of your senses a new sense of place. Santa Fe is open for safe travel.' and 'The City Different has returned to a safe, new normal. Plan your trip today.' Each ad also has a 'LEARN MORE' button and engagement metrics like likes, comments, and shares.

SEM

Google Search

- Target Markets: National
- Flight Dates: 8/1/21 - 8/31/21
- Impressions: 2,538
- Media Spend: \$329.74

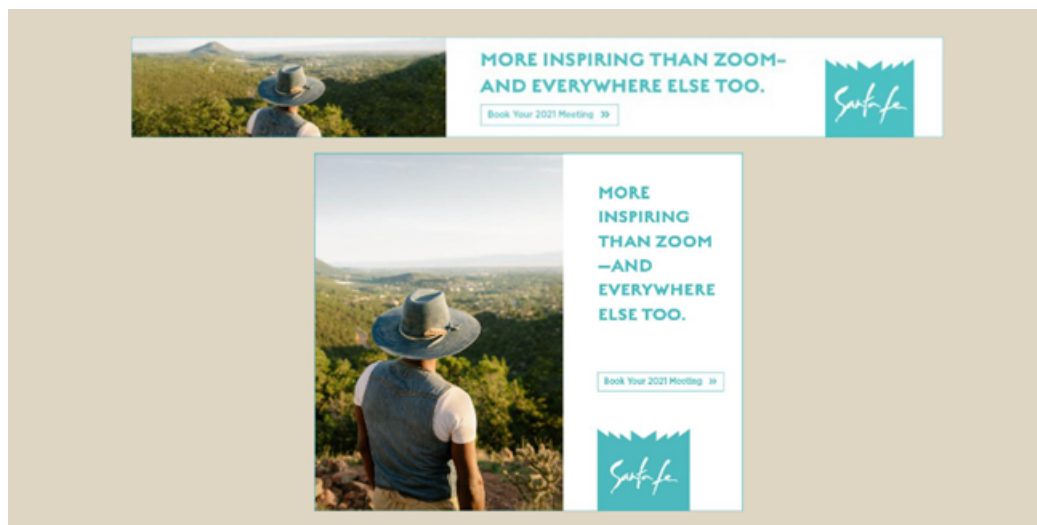
Bing Search

- Target Markets: National
- Flight Dates: 8/1/21 - 8/31/21
- Impressions: 91,176
- Media Spend: \$3,266.48

MEETINGS & GROUPS

CVENT - Remarketing Display

- Target Market: National
- Flight Dates: 8/21/21-8/31/21
- Impressions: 213
- Media Spend: \$40,000 (Package)



TOURISM SANTA FE

August 2021 OTAB Report Sales Report September 28, 2021

August 2021 Leads:

- 16 total leads requiring sleeping rooms
- 1,849 total room nights sent via leads

August 2021 Confirmed Bookings:

- 4 Definite Bookings
- 417 Definite Room Nights
- 3 Definite SFCCC space only events

August 2020 Leads:

- 4 total leads requiring sleeping rooms
- 3,638 room nights sent via leads

August 2020 Confirmed Bookings:

- 1 Definite Booking
 - 2,765 Definite Room Nights
-

2021 YTD Leads:

- 127 total leads requiring sleeping rooms
- 28,165 total room nights sent via leads

2021 YTD Definite:

- 13 Definite Booking
- 4,992 Definite Room Nights
- 23 Definite SFCCC space only events

2020 YTD Leads:

- 108 total leads requiring sleeping rooms
- 57,946 total room nights sent via leads

2020 YTD Definite:

- 35 Definite Booking
- 8,236 Definite Room Nights
- 31 Definite SFCCC space only events

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 9/22/2021

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2021												
Event	3	0	1	1	1	0	3	4					13
STLY Event	13	15	4	1	2	0	0	1					36
Event Variance	-433%	-	-400%	0%	-50%								-277%
Rooms	3,003	-	61	600	676	-	235	417					4,992
STLY Rooms	3,487	2,840	1,141	647	118	-	-	2,745					10,978
Room Variance	-16%		-187%	-7%	572%								-219%

	2021												
Lead	2021												
Event	3	10	15	5	16	33	29	16					127
STLY Event	23	42	15	11	5	3	5	3					107
Event Variance	-766%	55%	0%	-220%	320%	1100%							18%
Rooms	747	2,852	4,112	749	5,881	8,241	3,734	1,849					28,165
STLY Rooms	5,852	13,846	6,786	14,016	2,577	546	860	3,478					47,961
Room Variance	-783%	-485%	-65%	-187%	228%	1509%							-170%

2019 Goals	190 Definite Bookings	46,000 Definite Room Nights
2018 Goals	165 Definite Bookings	42,043 Definite Room Nights

