



2018 SALES PLAN

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### **SALES TEAM**

David A. Carr, Director of Sales  
Kim Harmon, Sales Manager  
April Gallegos, Sales Manager  
Justin Cox, Sales Manager  
Stephanie Scrimshaw, Catering and Conference Services  
Melissa Glick, Catering and Conference Services  
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### **TOURISM SANTA FE MISSION**

To promote economic development through tourism by positioning Santa Fe, New Mexico as a destination offering travelers world-class contemporary amenities in an authentic, beautiful setting that is culturally and historically significant.

### **TOURISM SANTA FE VISION**

To increase the overall occupancy of Santa Fe hotels through an aggressive sales and marketing effort coordinated with industry partners using the Community Convention Center as a tool to accomplish the result.

# SANTA FE OVERVIEW

Santa Fe embodies a rich history, melding Hispanic, Anglo and Native American cultures whose influences are apparent in everything including the architecture, the food and the arts. Conde Nast Traveler's Readers just named Santa Fe the number 1 Best Small City and top 10 destination in the world. Santa Fe has long been a center for arts and culture; as the country's third largest art market with 13 museums and where there are almost to 300 galleries to explore. Santa Fe boasts the 3rd largest state museum system in the country which features culture, history and the traditions of this region and the world. At an elevation of 7,000 feet, with the stunning backdrop of the Sangre de Cristo Mountains and 320 sunshine-filled days each year provides the perfect weather for hiking, biking, horseback riding, fishing, rafting and golf,. There are over 250 restaurant choices ranging from traditional New Mexican flavors to creative Southwestern and authentic world cuisines. The accommodations are equally diverse, as one can choose from an array of resorts, hotels, bed & breakfasts, motels, vacation rentals, campgrounds and RV parks. From the great outdoors and open sky where the visitor can enjoy white water river rafting, horseback riding or fly-fishing, to the nurturing indoors, all are invited to indulge in their favorite past-times in this stunning gem of a city.





# OUR FACILITIES

The Santa Fe Convention Center is a highly adaptable, state-of-the-art facility in which to gather for work or play. Features of the 72,000 square foot center include outdoor meeting areas, underground parking, an open interior courtyard, wireless connectivity, high-speed data lines, and 40,000 square-feet of interior flexible meeting space to provide multiple events with their own exhibition areas, breakout rooms and meal functions. The Sweeney Ballroom is the largest meeting room with 18,000 square feet. There are twenty additional rooms that offer a range of configurations. Santa Fe City and County offer 5,147 hotel rooms with 2,048 downtown, 1,927 on Cerrillos Road and 1,072 in the surrounding area. Individual meeting space ranges from a couple hundred square feet up to several thousand square feet at the largest properties.



# GROUP POSITIONING

TOURISM Santa Fe is at the heart of the “City Different” and promotes to groups both nationally and internationally. The city’s arts, culture, cuisine and diverse history makes for a unique and desirable group destination. The city offers a wide range of accommodations, including newly built, historic and branded hotels. These options make the “City Different” appeal to all customers and can accommodate a range of services and budget.

Santa Fe is a walking town with 320 days of marvelous sunshine. Multiple hotel use for large groups allows full enjoyment of the uniqueness of Santa Fe while also presenting a variety of cost options and a range of accommodations.

TOURISM Santa Fe’s Group Sales efforts will be most successful by working closely with the marketing team and hotel sales teams to create a consistent message regarding Santa Fe as a destination. The sales team is committed to attracting more business to Santa Fe hotels, galleries, shops and restaurants. Effective communication and accountability will ensure that these goals are achieved.





# SANTA FE ECONOMY

- Santa Fe County's current population is estimated at 148,651 as of July 1, 2016. It grew by 3.1% since the last census in 2010.
- The unemployment rate in Santa Fe County is below both the US and New Mexico averages.
  - Santa Fe County is at 9.0% in April 2017; the City of Santa Fe is 4.9% down, .07% from March 2014
  - The US average unemployment rate is 4.2% through September 2017 and New Mexico's unemployment rate is 6.7% which is the highest in the Nation. New Mexico has had the highest unemployment rate for more than a year.
- Santa Fe attracts close to 2 million visitors per year.
- 5,147 sleeping rooms.
- 2,048 sleeping rooms located in the downtown area alone.
- 3<sup>rd</sup> Largest Art Market in the US.
- Travel + Leisure Readers Choice named Santa Fe #1 destination in the World.
- World Renowned for its annual festivals and Art Shows:
  - Indian Market
  - Spanish Market
  - Santa Fe Opera
  - Santa Fe Chamber Music
  - Santa Fe Wine & Chile
  - International Folk Art Market



# RMLR AND STR REPORTS

## Rocky Mountain Lodgers Report (RMLR)

Item	2017 Forecast	2016 Actuals	2015 Actuals	2014 Actuals	2013 Actuals
Occupancy %	69.00%	68.80%	67.00%	65.20%	63.60%
Overall Average Rate	\$135.00	\$130.04	\$125.04	\$123.48	\$118.83
RevPAR	\$91.00	\$89.44	\$83.81	\$80.45	\$75.62

Item	2017 Forecast	2017 Actuals	2016 Actuals
Downtown Only			
Occupancy %	70.00%	72.50%	72.10%
Overall Average Rate	\$181.00	\$183.54	\$177.27
RevPAR	\$133.00	\$133.12	\$127.84

From 2013 to 2016 we experienced strong growth in all three categories. In 2017 we have seen a slow down in occupancy but have seen growth in both ADR and RevPar. In 2017 we anticipate to be flat in Occupancy, a \$4.00 - \$5.00 increase in Average Rate and a slight growth in RevPAR. Looking at 2018 we are forecasting the same trends as 2017. With the increase in the short-term rental market our hotels have more competition; we are estimating roughly 1,200 rental units in Santa Fe with one or more sleeping rooms. As rates increase, overnight guests are looking at alternative accommodations which directly impacts our occupancy growth.

We have included the Smith Travel report for informational purposes only; however we feel that the Rocky Mountain Lodgers Report provides more accurate data due to higher participation by our hotel partners.

## Smith Travel Report (STR)

Item	2017 Forecast	2016 Actuals	2015 Actuals	2014 Actuals	2013 Actuals
Occupancy %	66.00%	66.80%	64.30%	61.40%	59.50%
Overall Average Rate	\$128.00	\$126.56	\$123.29	\$121.08	\$114.88
RevPAR	\$85.00	\$84.50	\$79.24	\$74.31	\$68.41

Item	2017 Forecast	2017 Actuals	2016 Actuals
Downtown Only			
Occupancy %	71.00%	73.00%	70.90%
Overall Average Rate	\$175.00	\$177.19	\$174.73
RevPAR	\$128.00	\$129.40	\$123.84

Due to flattening of market and presence from the ever increasing number of STR, group sales, both at the city wide level and individual hotels is the most important key to increasing hotel occupancy.

# SANTA FE LODGING MARKET

The Rocky Mountain Lodgers Association reports there are 1,891 guestrooms in Downtown Santa Fe, 2,084 guestrooms on Cerrillos Road and 962 guestrooms in the Santa Fe Periphery. Per night, the Santa Fe Market offers 4,931 guestrooms.

Santa Fe's Lodgers have been feeling the impact of the Short Term Rental Market, as it has increased significantly over the past several years. There are estimated to be roughly 1,200 units available for short term rental and many of them include two or more bedrooms. At this time there are roughly 750 permits which have been issued but we know there are an extra 400-500 units that are not compliant/permitted. As anticipated we have seen an increase in Lodgers Tax from the short-term rental market as the tax collection through Airbnb began in August of 2016 for units rented after August 1<sup>st</sup>; no collection on units rented prior to August 1<sup>st</sup>. But this is just about half the total STR market. We will continue to see this segment grow and are working on getting the majority of the short-term rental market compliant.

The Lodging community in general saw strong growth in Occupancy, ADR and RevPar during the 1<sup>st</sup> and 2<sup>nd</sup> quarters. However, during the 3<sup>rd</sup> and beginning of the 4<sup>th</sup> quarters we saw a decline in Occupancy; with an increase in both ADR and RevPar. The increased number of short-term rentals may have played a role in the reduction in Occupancy as the number of visitors appeared to be the same as the previous year.

## Hotel Updates

- The La Fonda Hotel will complete the renovation of the Lumpkins Ballroom in the 1<sup>st</sup> quarter of 2018.
- In 2019 we anticipate that the Bishop's Lodge will have completed their estimated 60 million renovation. It will be managed by Auberge Resorts Collection and will include 120 guestrooms over 317 acres. This will be a nice addition to Santa Fe's upscale resort properties.

# HOTEL GUESTROOM BREAKDOWN

Downtown	1891	40.58%
Cerrillos	2084	38.18%
Periphery	962	21.24%
Total	4937	

Downtown		Cerrillos		Periphery	
Eldorado	219	Lamplighter	70	Bishops Lodge	0
Drury Plaza	182	Best Western Plus	95	Cities of Gold	50
El Corazon	22	Comfort Inn	83	Four Seasons Encantado	65
Fort Marcy Suites	70	Cottonwood Court	14	Pecos Trail Inn	23
Garrett's Dessert Inn	83	Comfort Suites	60	Ten Thousand Waves	13
Hilton	158	Courtyard	209	The Lodge at SF	127
Hotel Chimayo	56	Days Inn	80	Buffalo Thunder	398
Hotel Santa Fe	163	Doubletree	130	Residence Inn	120
Hotel St Francis	80	Econo Lodge	48	Santa Fe Suites	120
Inn at Loretto	136	El Rey	86	Hacienda del Cerezo	10
Inn of 5 Graces	10	Fairfield Inn	56	El Pueblo Bonito	18
Inn of Governors	100	Hampton Inn	81	Inn on the Paseo	18
Inn on the Alameda	71	HI Express	76		
Luxx Boutique	16	Hyatt Place	92		
La Fonda	180	Inn at Santa Fe	98		
Las Palomas	63	King's Rest Court	19		
La Posada	158	La Quinta	130		
Rosewood Anasazi	58	Motel 6	46		
Santa Fe Motel & Inn	23	Motel 6	118		
Old Santa Fe Inn	43	Quality Inn	96		
		Red Roof Inn	43		
		Sage Inn	157		
		Silver Saddle Motel	27		
		Super 8	96		
		Thunderbird Inn	44		
		Western Scene Motel	30		
<b>Total</b>	<b>1891</b>		<b>2084</b>		<b>962</b>

# AIRPORTS

The Santa Fe Regional Airport (SAF) is serviced by American Airlines (operating as American Eagle) and United Airlines. American offers non-stop flights to and from Dallas (three daily) and daily flights to and from Phoenix. United Airlines provides two daily flights to and from Denver. Flight costs directly into Santa Fe vs. ABQ are typically \$50.00 to \$100.00 more per ticket, however, some of this cost is off-set by lower transportation costs from the airport to accommodation. There were a total of 141,193 passengers(Enplane and Deplane) in 2016.

The Albuquerque International Sunport Airport (ABQ) welcomed 4,775,098 passengers in 2016, 29,842 more passengers than in 2015. This is the first increase over previous years since 2013. The Sunport is currently serviced by seven major commercial carriers: Alaska, Allegiant, American, Delta, JetBlue, Southwest, and United. It offers nonstop service to 24 cities, including: Alamosa, Atlanta, Austin, Baltimore (BWI), Chicago (Midway/O'Hare), Dallas (DFW/ Love Field), Denver, Houston (Bush/Hobby), Kansas City, Las Vegas, Los Angeles, Minneapolis/St. Paul, New York (JFK), Oakland, Orange County, Orlando, Phoenix, Portland, Salt Lake City, San Diego, San Francisco, Seattle/Tacoma. Nonstop in-state service is offered to Carlsbad and Silver City. Southwest Airlines is ABQ's largest carrier; it handled over 55% of ABQ's 2015 passengers.



# SANTA FE AIRPORT STATISTICS 2016

<u>American Eagle</u>				<u>United</u>			
Enplanements/Deplanements				Enplanements/Deplanements			
2016				2016			
Month	Enplane	Deplane	Total	Month	Enplane	Deplane	Total
Jan	2262	2191	4453	Jan	1204	1196	2400
Feb	2856	2958	5814	Feb	1166	1154	2320
March	3493	3582	7075	March	2081	2128	4209
April	3772	3870	7642	April	2195	2302	4497
May	3510	3542	7052	May	2551	2507	5058
June	3503	4522	8025	June	2385	2481	4866
July	2923	4179	7102	July	2779	2477	5256
Aug	3953	4503	8456	Aug	2660	2533	5193
Sept	3770	4519	8289	Sept	2708	2692	5400
Oct	4109		4109	Oct	4649	4163	8812
Nov	3875	3907	7782	Nov	2318	2216	4534
Dec	4973	5353	10326	Dec	1220	1303	2523
Total	42999	9260	86125	Total	27916	27152	55068



# SALES TEAM DEPLOYMENT AND GOALS

TOURISM Santa Fe's sales team deployment is shown on the following map. The United States is divided geographically into thirds (West, Central and East) with the international market being handled by the Director of Sales (DOS). The top five producing states are New Mexico, Colorado, Illinois, Texas and DC (Virginia, Maryland). The sales team is responsible for all market segments within their geographical region and works with all groups having a need for 10 or more guestrooms per night.

The annual goal of the sales team is to generate 125 definite bookings with a total of 44,000 definite room nights. Below is the deployment of the Sales team.

The Director of Sales is responsible for the Arizona market (promoting the new flight from Phoenix to Santa Fe), tour and travel, incentive and international segments with an annual goal of 10 definite bookings and 2,000 definite room nights.

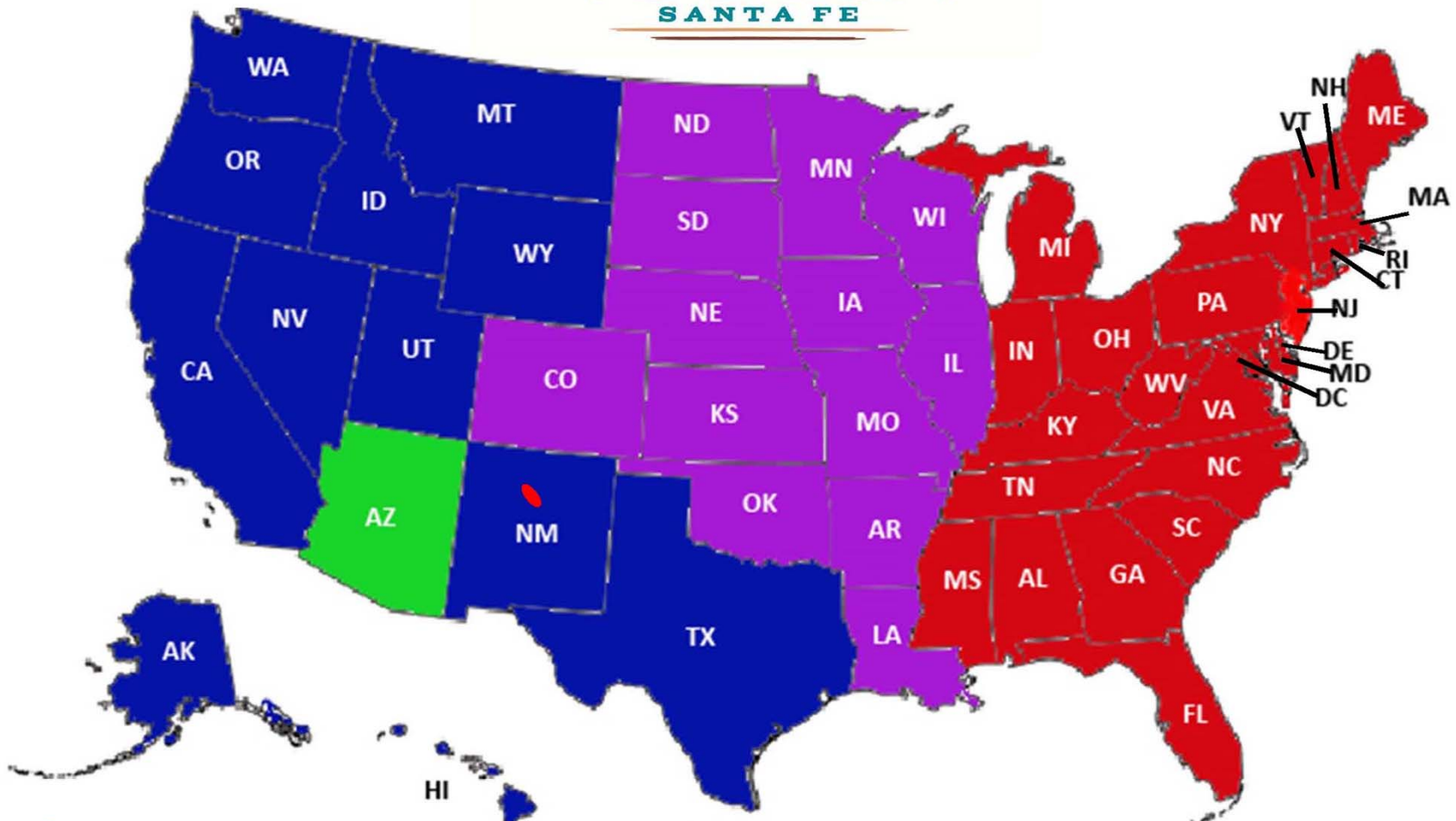
The Central US Sales Manager is responsible for the Central US market with an annual goal of 45 definite bookings and 16,000 definite room nights.

The Eastern US Sales Manager is responsible for the East Market, Los Alamos National Laboratory and Sandia National Laboratories with an annual goal of 43 confirmed bookings and 16,000 definite room nights.

The Western US Sales Manager is responsible for the West Market with an annual goal of 24 confirmed bookings and 12,000 definite room nights.

# TOURISM

## SANTA FE



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- April Gallegos (505)955-6231, [ajgallegos@santafenm.gov](mailto:ajgallegos@santafenm.gov)  
East, LANL, SNL & NM Consortium
- Justin Cox (505)955-6218, [jrmcox@santafenm.gov](mailto:jrmcox@santafenm.gov)  
West

PR

Sales Territory Map

# SALES TEAM GOALS

	West		Central		East			
Definites	Number of bookings	Number of Room nights	Number of bookings	Number of Room nights	Number of bookings	Number of Room nights	Totals	
2015	52	11,878	26	14,946	14	2,235	92	29,059
2016	44	15,728	30	14,287	30	7,119	104	37,134
2017	47	15,173	19	7,853	33	7,888	99	30,914
Average	48	14,260	25	12,362	26	5,747	98	32,369
10%	52	15,686	28	13,598	28	6,322	108	35,606
Goal 2018	55	18,000	35	17,000	35	10,000	125	44,000
QTR Goal	13.5	4,500	9	4,250	9	2,500	31.25	11,000
Monthly Goal	4.5	1500	3	1,416	3	833	10.4	3,667
Leads	Number of Leads	Number of Lead Room Nights	Number of Leads	Number of Lead Room Nights	Number of Leads	Number of Lead Room Nights	Total	
2015	98	25,427	50	19,000	45	10,635	193	55,062
2016	127	53,942	59	24,488	26	7,830	212	86,260
2017	106	31,607	55	19,406	75	24,705	236	75,718
Average	110	36,992	55	20,965	49	14,390	214	72,347
10%	121	40,691	60	23,061	54	15,829	235	79,581
2018	130	55,000	70	30,000	90	30,000	290	115,000
QTR Goal	32.5	13,750	17.5	7,500	22.5	7,500	72.5	28,750
Monthly Goal	11	4,583	6	2,500	7.5	2,500	24.5	9,583

# GROUP SALES OBJECTIVES

## **Group Sales Objectives and Action Plan**

The primary objective of the group sales team is to market Santa Fe as a premiere destination to groups, meetings and conventions of 10 or more rooms per night. By successfully marketing Santa Fe as a group destination, the sales team creates compression in the Santa Fe hotel market, helping hotel partners achieve greater year-round occupancy and higher average daily rates. The sales team focused on bringing group business to Santa Fe without regard to overall size or need to use the Community Convention Center.

Over the past three years the sales team has achieved a steady growth of 10% or more per year in both lead generation and confirmed bookings.

### **The sales team objective will be measured as follows:**

- Increase group room night production by 10% to 44,000 definite group room nights by focusing on national association, continuing medical and legal education, scientific and corporate groups.
- Increase overall City occupancy to 70% in 2018.
- Each sales manager is responsible for prospecting calls; a minimum of 25 outbound calls per week. The sales team will increase the number of leads and booking through prospecting.
- Increase the number of leads to hotels from 212 in 2017 to 240 in 2018.
- Increase participation in national and regional tradeshow by 10% to 20 tradeshow.
- Increase stories in industry publications with at least two trade publication writers attending each FAM visit in 2018.
- Establish new social media presence for “Meet Santa Fe”.
- Quarterly promotion sent to existing database.

# GROUP SALES OBJECTIVES, CONTINUED

## **The sales team objective will be achieved through the following action items:**

- Create an identity for groups in Santa Fe, “Meet Santa Fe”. All promotions, campaigns, collateral, social media, and sales team correspondence will utilize the “Meet Santa Fe” identity.
- Create “Meet Santa Fe” identities on social media platforms (Facebook, Instagram, Twitter) specifically targeting group business decision makers and influencers.
- Redesign the meeting planner website on santafe.org to match the new creative and visually impactful santafe.org design.
- Redesign the community convention center website (santafecommunityconventioncenter.com) to match the new creative and visually impactful santafe.org design.
- Create a quarterly newsletter to be sent out through our iDSS database of group clients that have met in Santa Fe or sent a past RFP and prospective groups that we have met at tradeshow, posted on social media platforms, and shared on third-party group websites.
- Develop a group-focused video to be utilized on santafe.org, third party group booking websites such as Cvent. A professionally-produced and engaging video is necessary to capture the attention of decision makers and influencers. This will enable our group sales team to attract new business and close prospective accounts.
  - The video will be highly-visually and engaging, not to exceed two minutes, that showcases Santa Fe as a premier group destination to all market segments.
  - The video will include captions so viewers may view the full content if the sound is muted.
  - The sales team will also have the ability to customize the video with an introduction and conclusion to target specific groups.
- Work with our hotel partners to focus on selling the destination through use of our accolades.
- Work on cleaning up our prospecting lists in iDSS from the tradeshow we have attended.

# GROUP SALES OBJECTIVES, CONTINUED

- Create a Group Destination Guide, which will be produced as a co-op with our partner hotels. The Group Destination Guide will be a full-color, professionally-produced guide that will be printed in short-run quantities with a pdf featured on santafe.org, third-party websites and email. In addition to location, weather and airlift information, the Group Destination Guide will include Only in Santa Fe attractions and events, individual hotel specs from the participating hotels, and the new illustrated downtown Santa Fe map highlighting the proximity of hotels to the Santa Fe Community Convention Center and the overall walkability of Santa Fe for group attendees.
- Work with Integrative Marketing Media (IMM); a 3<sup>rd</sup> party prospecting company to develop a stronger campaign to target new planners and groups.
- Attend 18+ tradeshow and events in 2018 and take advantage of every pre-marketing and post-marketing opportunity available ( see page 21 for schedule). Each sales manager is responsible for providing a trip report along with a list of contacts within 5 days of their return from an event. They are responsible for reaching out to each person they met with and making the appropriate introductions to other sales team members when appropriate. Those hotel partners that participate will have access to the leads immediately following the event. One weeks later the partners that did not participate will receive the list.
- Regional tradeshow and events focus on our key markets: Colorado, New Mexico, Texas, Illinois, and greater DC area. There will be a focus on maintaining a presence in these markets, and the team will continue to work on generating new business. We will be attending Luxury Summit Meetings which are one-day reverse tradeshow which expose Santa Fe to 20-45 qualified planners. The team will conduct two FAM visits in 2018 and will work on increasing the quality of attendees and primarily focusing on third party planners.
- Continue cultivating our relationships with repeat groups by the sales team making quarterly contact.
- Identify additional third party prospecting companies and /or other marketing companies to increase inbound leads.
- Create promotions for ConferenceDirect, HelmsBriscoe, association and corporate meetings.
- Ensure SOP's are being utilized for lead follow up, RFP submissions, prospecting and tradeshow follow up.
- Increased prospecting through solicitation calls, e-mail campaigns and promotions.

# GROUP SALES OBJECTIVES, CONTINUED

Our strongest segment is the association market which is also Santa Fe's top producing market segment comprising 65% of our group business. The association market typically books 18 months in advance so we will target corporate and incentive segments in our drive markets to increase short-term business. We have focused on increasing group business on the non-peak season which TSF will continue to pursue but we have room to grow in our peak season as well. We will continue to focus on increasing the city's occupancy during the peak months as these yield higher rates. During the peak season there are more shows, festivals and activities for both transient and group guests. We noticed a decrease in occupancy June – September 2017 and plan to promote those months in 2018. Once we create higher occupancy and compression (maintaining a steady growth in ADR) during our peak months we will maintain the level of achievement and shift our focus to our shoulder seasons.

We are creating new promotions for ConferenceDirect, HelmsBriscoe, association market and corporate and incentive Markets. We are going to create a quarterly newsletter that will be sent to our database of roughly 5,000 planners. We are looking into creating a sales focused video that we can customize and e-mail to prospective clients along with a group destination guide.

# GROUP SALES OBJECTIVES, CONTINUED

The table below is the group sales production year over year. New Mexico is one of the strongest producing markets with several repeat local and State Associations and Los Alamos National Laboratories. Chicago and Denver continually book Association business in Santa Fe which include American Bar Association, Rocky Mountain Mineral Law Foundation, Cedar/Gem and Keystone Symposium.

Group Booking Production Year over Year				
	Leads	Lead Rooms	Definites	Definite Rooms
2014	66	57,876	120	20,731
2015	88	65,041	181	31,287
2016	105	89,138	213	34,607
2017*	98	70,755	216	30,349

YTD numbers as of 10/31/2017



# SALES / EVENT SCHEDULE

- **National Tradeshows in 2018**

- MIC, March 13-14, 2018 (Denver)
- ConferenceDirect, March 24-29, 2018 (Los Angeles)
- HelmsBriscoe, April 30-May 2, 2018 (Orlando)
- IPW, May 19-23, 2018 (Denver)
- Cvent, June 2018 (Las Vegas)
- Connect Marketplace, August 2018 (Salt Lake City)
- ASAE: Expo, August 8-11, 2018 (Chicago)
- ABA, August 8-11, 2018 (Chicago)
- IMEX, October 13-15, 2018 (Las Vegas)



# SALES / EVENT SCHEDULE



- **Regional Tradeshows**

- Luxury Meetings Summit, February 6-9, 2018 (Dallas, Houston, Austin)
- Destination Showcase, February 13, 2018 (Washington, DC)
- Luxury Meetings Summit, February 23, 2018 (Phoenix)
- Connect Chicago, March 5-6, 2018 (Chicago)
- MIC, March 13-14, 2018 (Denver)
- Luxury Meetings Summit, May 1, 2018 (Atlanta)
- Luxury Meetings Summit, July 11-12, 2018 (St. Louis and Kansas City)
- Luxury Meetings Summit, August 7-9, 2018 (Milwaukee and Chicago)
- ABA, August 8-11, 2018 (TBD)
- Luxury Meetings Summit, November 14-15, Philadelphia and Washington, DC)

- **FAMS**

- Client event, February 28, 2018 (Albuquerque)
- Tentative FAM visit for Albuquerque planners, April 2018
- FAM, May 15-18, 2018
- FAM, October 23-26, 2018



Meetings Industry Council of Colorado  
Educational Conference and Trade Show

# LEAD PRODUCTION

The table below shows the definite room nights, definite bookings, number of leads and lead room nights year over year. We have maintained roughly a 10% increase over last year in both leads and confirmed bookings.

## TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 10/30/2017

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite</b>	<b>2017</b>												
Event	9	16	9	10	7	7	10	8	8	14			98
STLY Event	10	15	14	9	8	5	7	8	6	5			87
Event Variance	-11%	6%	-43%	11%	-14%	21%	30%	0%	25%	250%			12%
Rooms	3,325	4,024	4,037	2,181	4,721	3,166	1,593	2,238	2,080	2,984			30,349
STLY Rooms	1,953	5,307	3,636	2,412	4,285	2,249	1,451	2,191	1,151	1,186			25,821
Room Variance	52%	-28%	11%	16%	-1%	28%	9%	3%	145%	250%			18%
<b>Lead</b>	<b>2017</b>												
Event	14	19	18	19	26	16	12	26	33	25			208
STLY Event	19	16	26	14	11	11	19	25	19	13			173
Event Variance	-30%	17%	-26%	25%	54%	27%	-72%	4%	43%	92%			20%
Rooms	4,318	6,895	6,158	4,709	5,393	4,981	3,088	11,772	12,924	7,660			67,898
STLY Rooms	6,537	4,938	7,029	6,804	1,855	4,796	5,437	13,369	6,578	5,653			62,996
Room Variance	-41%	34%	-12%	-37%	62%	-2%	-91%	-13%	49%	35%			7%

# ANNUAL EVENTS

Annual Events	
<u>Annual Art Shows</u>	
Native Treasures	May (Always the week after Memorial Day)
Art Santa Fe	July (always the same week as IFAM)
Contemporary Hispanic Market	July (Thur and Fri before last weekend)
Whitehawk	August (1 <sup>st</sup> or 2 <sup>nd</sup> week, week before SWAIA)
SWAIA	August (2 <sup>nd</sup> or 3 <sup>rd</sup> week)
<u>Events/Markets</u>	
Spanish Market	July (last weekend)
Indian Market	August (3 <sup>rd</sup> weekend)
Santa Fe Wine & Chile	September (wed – fri before last Saturday)
<u>Repeat groups</u>	
New Mexico Association of Counties	January (first of legislative session)
Keystone	January – March (books 18 months out)
Midschool Math	February (3 <sup>rd</sup> or 4 <sup>th</sup> week)
Creativity and Madness	July-Aug (last wk of July or 1 <sup>st</sup> wk Aug)
Wilderness	May (last weekend in August)

# TERRITORY BREAKDOWN

The table below shows the breakdown of leads and conversion by territory. The top producing territory as defined by the new deployment map is the Central Market with the most confirmed booking. The East Market generated the most leads but had the lowest conversion rate. The key states are New Mexico, Maryland, DC, and Virginia. Second is the West Coast Market with Colorado and Illinois producing the most followed up by California and Arizona. Texas is the second largest market in the Central Market. We anticipate that the Central Market will most likely provide the highest number of leads and confirmed room nights as New Mexico provides the greatest number of leads and confirmed booking.

Leads by Territory						
	2013 Leads	2013 Confirmed	2014 Leads	2014 Confirmed	2015 Leads*	2015 Confirmed*
East	34	18	44	17	67	28
Central	54	34	36	26	56	38
West	47	19	32	20	41	24
Totals	135	71	112	63	164	90

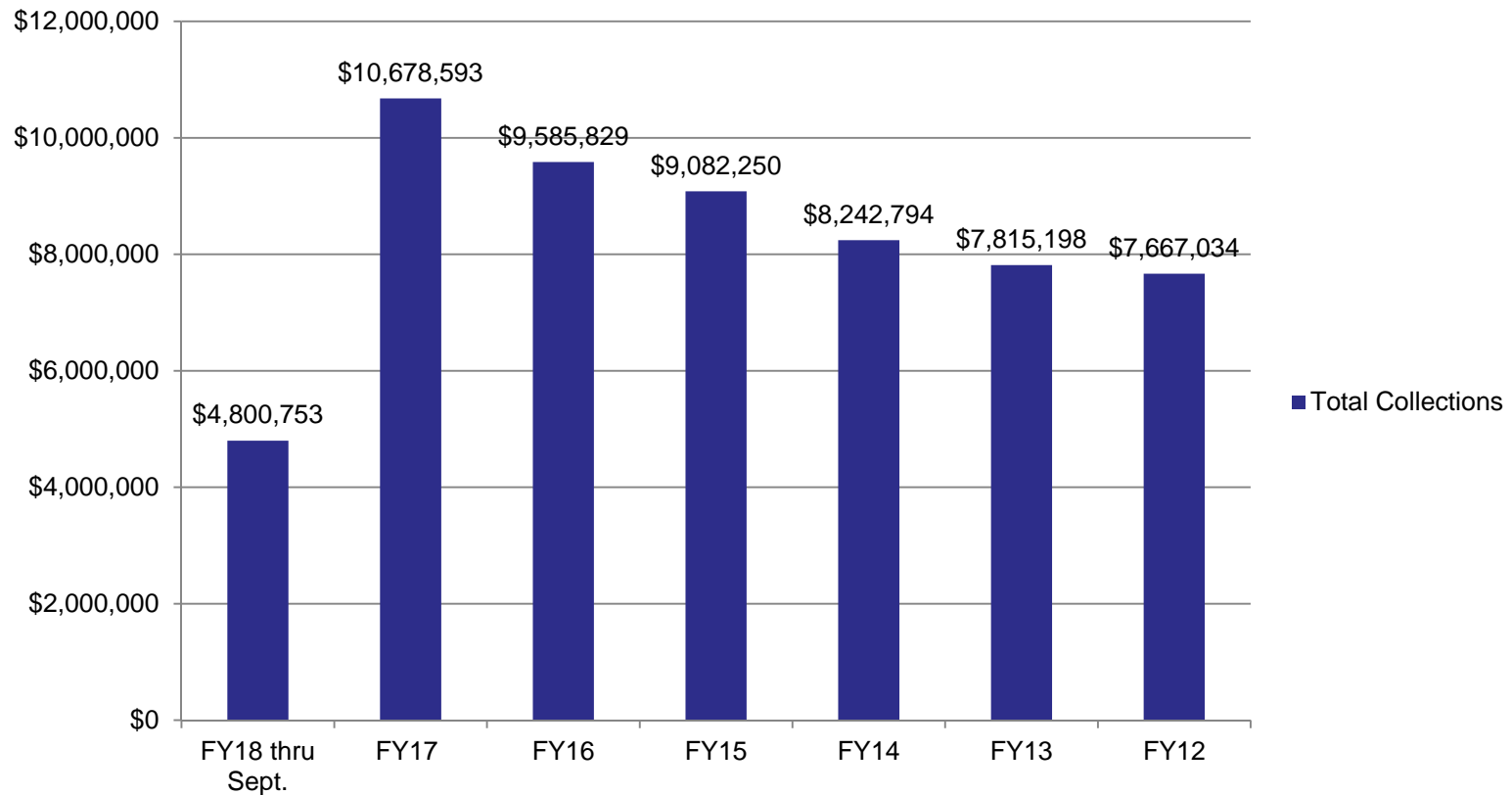
\* Goal

To increase production and service levels the sales team will be creating Standard Operating Procedures (SOP's). There have not been any SOP's in place which has led to continuous inconsistency in production and procedures. The focus is to create a streamlined system from initial contact to final execution. Once the team is working with the same guidelines and parameters, productivity will increase.

TOURISM Santa Fe's main goal is to increase occupancy for hotel partners. The team's focus will be on filling the hotels whether or not this involves use of the Convention Center and this will be accomplished through attending tradeshow and increased prospecting efforts. The addition of a new sales manager will free up more time for increased prospecting.

# LODGING TAX BY YEAR

## Occupancy Tax Collections



The report shows Fiscal Year lodgers tax and a forecasted growth of 10.05% for 2017-2018.

# TOP ACCOUNTS

Our top accounts generate more than 8000 room nights per year.

- Keystone Symposium
- Wilderness Medicine
- Creativity and Madness
- LANL
- New Mexico Association of Counties
- Dual Language of New Mexico
- American Society of Plastic Surgeons
- BeadFest
- Native Seed
- City and Local Meetings
- Fiesta Council
- Food Depot
- Santa Fe Chamber of Commerce
- New Mexico Cancer Foundation
- Whitehawk
- London International
- Santa Fe Recycle
- Christus St. Vincent's Community Day
- SWAIA
- Acequia Madre Elementary School
- Santa Fe Spanish Colonial Art Society
- Contemporary Hispanic Market
- Baile de los Cascarones
- Santa Fe Janpenese Festival
- Santa Fe Area Home Builders
- New Mexico Farm and Livestock Bureau
- Santa Fe Community Orchestra
- New Mexico Association of Counties

# TARGET SEGMENTS

- Association 60%
- Corporate/Incentive 25%
- Government 10%
- Tour/Travel, Leisure Group 5%

# GEOGRAPHICAL ANALYSIS

## Geographical Analysis:

Most of the visitors to Santa Fe come from our drive markets; Texas, New Mexico and Colorado account for 43.4% of all visitors. The two charts below show the geographical feeder by both State and City. When looking at our group business we find that New Mexico generates the most leads mainly from Los Alamos National Laboratories, Local and State Associations and the University of New Mexico.

In 2017 we saw good growth in both the number of Leads and Definite bookings out of the East Coast Market. The West Coast market produced ahead of 2016 with an increased number of LANL bookings. There was a decline in production out of the Central market and we plan on focusing our sales efforts in Illinois and Colorado. We will be attending Connect meetings; Smart meetings, and the 3<sup>rd</sup> party (Conferencedirect and HelmesBriscoe) tradeshow. We will be working with IMM increase our e-mail promotions and are reevaluating our participation in Luxury Meeting Summits.

**Top Geographic Feeders by State 2017**

<i>State</i>	<i>Total Room Nights %</i>
<i>Texas</i>	<i>18.8%</i>
<i>New Mexico</i>	<i>13.2%</i>
<i>Colorado</i>	<i>11.4%</i>
<i>California</i>	<i>10.8%</i>
<i>Arizona</i>	<i>4.0%</i>
<i>Washington</i>	<i>3.6%</i>
<i>New York</i>	<i>3.3%</i>
<i>Illinois</i>	<i>2.5%</i>
<i>Oklahoma</i>	<i>2.5%</i>
<i>Florida</i>	<i>2.3%</i>

**Top Geographic Feeders by City 2017**

<i>City</i>	<i>Total Room Nights %</i>
<i>Albuquerque</i>	<i>4.7%</i>
<i>Denver</i>	<i>2.9%</i>
<i>Dallas</i>	<i>2.2%</i>
<i>Bellevue</i>	<i>2.0%</i>
<i>Austin</i>	<i>2.0%</i>
<i>Houston</i>	<i>1.8%</i>
<i>New York</i>	<i>1.3%</i>
<i>Norwalk</i>	<i>1.2%</i>
<i>Washington</i>	<i>1.2%</i>
<i>Colorado Springs</i>	<i>0.9%</i>

\*Information provided through Southwest Planning



# SANTA FE COMMUNITY CONVENTION CENTER

- 2,048 guest rooms within a five block radius
- Close proximity to nature, fitness & adventure opportunities
- Cultural wealth in walking/short driving distance (museums, ancient civilizations)
- Culinary treasures, 250 of restaurants, cooking school
- Community Gallery and Public Art collections
- 35,000 square feet of indoor meeting space
- In-floor electrical, internet and phone boxes
- LEED certified facility—Green Meetings
- 1 hour from Albuquerque Sunport
- 20 minutes from Santa Fe Airport
- Onsite parking for 500 vehicles
- Over 200 art galleries nearby
- Column free ball room(s)
- Mountain View terraces
- Large courtyard
- Two blocks from Plaza
- Free Wifi

# AVAILABLE COLLATERAL

- Media Kit
- Sales Kit
- Visitor Guides
- One Sheet Profiles
  - Meetings
  - Leisure
  - Tour & Travel
- 3-D Santa Fe Maps
- Videos and Photos on Barberstock
- Give Aways
  - Pens / Pins / Water Bottles / Journals / Cell Phone Stands / Sunglass Cords
  - See Current Inventory
- Brochures on everything...from tours to restaurants to hiking and biking trails
- Value Cards (discounts from participating industry partners)

# COMPETITIVE ANALYSIS

## Southwest Region

	Santa Fe - city	Sedona – non-profit	Tucson - non-profit (Includes Pima County)	Scottsdale	Colorado Springs	Denver	Savannah
Population	71,061 Santa Fe, 125,00 Santa Fe County	10,400	526,000 Tucson, 985,000 Greater Tucson	217,385 Scottsdale, 4,574,351 Greater Phoenix	473,984	682,545 Denver; 2,853,077 Greater Denver	136,286 Savannah, 347,611 Greater Savannah
Marketing Budget	\$1.2M	\$2M	\$9,074,000	\$4,997,626	\$2.9M	\$23.2M	\$2.8M
Top Meetings Target Markets	All New Mexico, Washington D.C., Denver, Dallas, Chicago	AZ, CA	AZ, CA, Chicago (but mid-west in general), DC area, FL (3° -parties)	AZ, CA, DC area, Chicago, NY/NJ	Denver, Dallas, Chicago, Atlanta, Orlando	Phoenix, Dallas, Kansas City, Rocky Mountain Region	NE Corridor (DC) area, SE (Atlanta(Largest Market)) and mid-west
Annual Occupancy %	67%	69%	65%	68.2	69.4	76.8%	72%, Historic District 80%
Total # of rooms	5,147	4,000	15,698	13,400+	14,500	45,000	15,600, 5K in Historic
Annual Lodgers Tax Revenue	\$11,000,000.00 Includes 3mm debt service, 7% combined taxes	\$2,090,324 6.5% GRT 3% and 3.5% Lodgers Tax	\$190M 12.05% city bed tax, plus \$4 per room per night surcharge	\$18,980,951 5% lodgers tax	\$5,000,000 3.12% GRT, 2% lodgers tax	\$58,000,000 10.75% Lodgers Tax, plus 4% from Denver County	\$9 M 6% Lodgers tax, 1/3 goes to CVB
Convention Center	Yes	No	Yes	No	Yes	Yes	Yes, with Chamber and non-profit
Convention Center Hotel(s)	No	No (Largest hotel has 14.4K meeting space)	No	Resort	No	Yes	Yes
Sales Staff	7	3 (1 Dir., 1 sales, 1 admin)	8 (5 group sales, 1 admin, 2 for Tucson Sports sales)	10 (7 sales, 1 admin support, 1 project manager, 1 DMC)	7	36	11
Airport	Dallas, Denver & Phoenix (Santa Fe) Domestic, limited service (Albuquerque)	No (Flagstaff – half hour, flights only to PHX. Phoenix – 2 hour drive, international)	Yes, International	No (Scottsdale – private only. Phoenix – .5 hour, international)	12 gates, 19 non-stop cities, 5 carriers	International, full service	International, full service
Season	June - October	March – May September – October	Mid-Jan – Mid-May	January –April	June – October	April - October	Year round

# COMPETITIVE ANALYSIS

## Local/CCC

	SFCCC	Buffalo Thunder	Sandia Resort	ABQ CC	Tamaya
AV	Needed repair	State of the Art	State of the Art	\$23 mil in 2014	Scheduled for 2018
Catering Options	List of Approved Caterers	Customized Menu	Customized Menu	Exclusive/in-house	In house no outside vendors
Ceiling Mounted Projectors	Yes, but intermittent functionality	Yes	In Breakouts	Y	Yes
Coat Room	1	Yes	Yes	As needed	Yes
Colum free ballroom	17,836	66,000	27,000	31,640	Yes
Complimentary Wi-Fi	Yes	Yes	Yes	Yes	Yes
Cultural / Art Connection	Yes	Yes	Historical Photos	Yes	Yes
Executive Board Room	1	1	1	1 dedicated	2
Dedicated Exhibit Hall	No	No	No	106,200	No
Flexible Ballrooms	5	14	4	3	8
Flexible Breakout Rooms	10	9	6	27	6
Hardwired LAN Ports	Cat 5	Cat 6 & Fiber Optic	Cat 5	Cat 5	Cat 5e/6
In Floor Tech Panels	Yes	Power Only	On the Wall	On the Wall	On the Wall
In House AV Team	Approved Vendors	Yes, PSAV	Approved Vendors	Yes, Alliance AV	Yes
In House Catering Team	Approved Vendors	Hilton Banquet Menu	Approved Vendors	Savor	Hyatt
Kitchen Facilities	(2) commercial kitchens, (1) community kitchen	none for hire	None for hire	11,00sq main kitchen, none for hire	none for hire
LEEDS Qualification	Yes	Sustainable practices, but not LEEDs qualified	None	Sustainable practices, but not LEEDs qualified	Sustainable practices, but not LEEDs qualified
Loading Dock	Yes	Yes	Yes	Yes	Yes
Location	Heart of Downtown	Pojoaque Pueblo	NE ABQ	Heart of Downtown	Santa Ana Pueblo
Meeting Space	40,000	66,000	50,000	270k sf	27,000
Onsite Recreation	No	Yes	Yes	No	Yes
Outdoor Space	11,000	30,000	Amphitheatre 4600 seats	Patio for 250 people, post renovations	10,000
Parking	512 spaces underground	1000 spaces + Valet	1500 spaces + Valet	1500 convenience spaces	Outdoor and Valet
Prefunction Space	8,850	25,000	20,000	10,000	5,600
Rate Structure	Yes	\$1 / sq. foot	No	Yes, but not public	Yes
Rigging Points in the Ballroom	Yes	Yes	Yes	Yes	Yes
Show Offices	0	Yes	Business Center	12	Business Center
Water Fountains	Yes, Un-Filtered (3)	Fountains + Water Service	Fountains + Water Service	Yes, Filtered, (10)	Yes, 1 filtered 1 unfiltered

# SITUATION ANALYSIS

## National Trends

- Conference and tradeshow attendance anticipated to increase 1.8% in 2018 <sup>(1)</sup>
- The rising group rates for hotel rooms (3.5% increase) and increasing air fares (4.7% increase) means budget limitations <sup>(1)</sup>
- Demand for nontraditional facilities for meetings has the highest demand with 3.8% <sup>(1)</sup>
- 52% of respondents said its important that the meeting venue be located near an airport <sup>(1)</sup>
- Anticipate a 4.3% increase in app usage in 2018 <sup>(1,2)</sup>
- 72% of the meetings are predicted to go to large cities, second-tier cites expect 23% and other locations will attract 5% <sup>(1)</sup>

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### Primary Locations for Meetings

2018 vs. 2017

#### NORTH AMERICA

Large city locations	72%
Second-tier city locations	23%
Other	5%

*(Source: American Express Meetings & Events North American Survey, August 2017)*

(1) American Express Meetings & Events Forecast: 2018

(2) PCMA: Convene Meetings Market Survey: March 2018

# SITUATION ANALYSIS

## North American Trends in 2018

### ✓ SURVEY RESULTS

#### Cost Area Cut First in Meeting Budget

(and still maintain customer experience)

NORTH AMERICA	
Number of nights	16%
Registration site	1%
Ground transportation	4%
Communication	1%
Off site evening events	18%
Off site optional activities	21%
Audio visual	2%
Food/beverage	16%
Onsite travel staff	5%
Room drops	7%
Use of Destination Management Company (DMC)	9%

(Source: American Express Meetings & Events North American Survey, August 2017)

# SITUATION ANALYSIS

## Preferred Area of Investment

(if overall meetings budget increased 10%)

NORTH AMERICA	
Increase number of meetings	16%
Increase number of attendees at meetings	20%
Increase number of days for meetings	3%
Increase activities	11%
Increase F&B budget	16%
Cover additional travel costs for attendees (air, transfers, upgrades, etc.)	8%
Increase budget for meeting content and production	24%
Other	3%

(Source: American Express Meetings & Events North American Survey, August 2017)

# SITUATION ANALYSIS

## ✓ SURVEY RESULTS

### Top 10 U.S. Cities based on Meetings/Events Activity

1. Orlando, FL
2. Las Vegas, NV
3. Chicago, IL
4. Atlanta, GA
5. San Diego, CA
6. Washington, DC
7. Nashville, TN
8. Dallas, TX
9. New York, NY
10. Phoenix, AZ

(Source: Cvent, 2017)

### The Meeting Magazines Trends and tips to improve M&E in 2018: September 2017

Going beyond statistics to the root of what it means to hold a meeting or event, this report also explores the latest industry trends and recommendations: The top five being:

1. Focus on “Why” — Set clear objectives from the start and use them to define your budget. Put a major emphasis on attendee engagement and then measure.
2. Budget — Always start with the value the meeting or event can generate. A clear ROI for all to see is key to continued investment and successful meetings.
3. Attendee experience — Make the whole process as simple as possible.
4. Technology — Use technology to make conversations easier, and create user-friendly personalized attendee experiences.
5. Safety and security — Plan in line with the amount of risk for each situation for both physical and cyber security, and do not inconvenience attendees.



# SITUATION ANALYSIS

## American Express Meetings & Events Forecast: 2018

- Optimistic, yet Steady Forecast for 2018
  - Meetings viewed as growth enablers within organizations
  - Increase in competition with suppliers
  - Technology will continue to make an impact on meetings and events
  - More short-term bookings
  - Awareness of Sellers' Market, with hotel and air rates rising faster than meetings budgets
    - Hotel Room Rates predicted to increase by 3.5% in North America
  - Focus on the attendee experience
    - Short & Sweet meeting...ensuring attendees are fully engaging with the meeting content

## PCMA Convene Meetings and Market Survey: March 2017

- Size of 2016 convention/meeting budget vs. 2015 convention/meeting budget: +1.7 percent. In last year's survey: +2.9 percent.
- 2016 attendance vs. 2015 attendance: +3.6 percent. In the 2015 survey: +5.3 percent.
- 2017 attendance vs. 2016 attendance (projected): +4.9 percent. In the 2015 survey: +3.3 percent.
- Number of 2016 exhibitors vs. 2015 exhibitors: +4.6 percent. In the 2015 survey: +2.7 percent.
- Number of 2017 exhibitors vs. 2016 exhibitors (projected): +1.5 percent. In the 2015 survey: +2.3 percent.
- Overall 2016 meeting budget compared to 2015 meeting budget: +1.7 percent. In the 2015 survey: +2.9 percent.
- 28 percent expect to plan more meetings in 2017; only 3 percent expect to plan fewer meetings.

# GOALS / METRICS OF EVALUATION

- **Definite Bookings**
  - Increase definite bookings by 10% (114)
  - Average definite bookings 104
- **Leads**
  - Increase leads generated 10% (236)
  - Average leads 214
- **Room Nights**
  - Hotel Occupancy (NMLA -2017 averages Sept 2017)
    - Downtown: (71.2%)
    - Cerrillos: (65.1%)
    - Santa Fe Periphery (71.6%)
    - Total: 69.1% in 2017 flat to last year
- **CCC Occupancy**
  - Segments: track and report (Establish Baseline)
- **Delegates/Attendees**
  - Segments: track and report (Establish Baseline)
- **Lost Opportunities\*\***
  - Segments: track and report
  - EEI: track and report
- **Revenue**
  - Track and report
    - EEI Leads
    - EEI Converted
    - CCC Facility Rental
    - CCC Commissions
    - CCC Waivers
    - Rebates
    - Lodgers Tax (FY 16-17 Baseline \$10,678,592)
    - RevPar (NMLA-Rocky Mountain Lodging Report)
      - Downtown (\$129.29 2017) up \$3 from 2016
      - Cerrillos (\$53.57 2017) up \$3 from 2016
      - Santa Fe Periphery (\$84.84 2017) up \$.50 to 2016
    - ADR (NMLA-Rocky Mountain Lodging Report)
      - Downtown (\$181.50 2017) up \$6 from 2016
      - Cerrillos (\$82.28 2017) up \$1 from 2016
      - Santa Fe Periphery (\$118.47 2017) up \$8 from 2016

# TRAVEL AND TRADESHOWS

Tourism Santa Fe Travel and Tradeshow Budget FY 2017-2018; Q3 and Q4 2018																					
		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	2017-2018 totals	July	Aug	Sep	Oct	Nov	Dec	2018 Total
Travel Expense														\$ -							\$ -
	NGA travel 7/12-16/2017 RR and DC	\$2,000.00												\$ 2,000.00							\$ -
	ASAE travel costs 8/11-16/2017 DC		\$4,000.00											\$ 4,000.00							\$ -
	Connect Marketplace New Orleans August 8/21-24/2017 DC		\$3,000.00											\$ 3,000.00							\$ -
	American Bar Assn 8/9-13/2017 KH		\$2,000.00											\$ 2,000.00							\$ -
MDSM	MDSM 9/18-21/2017 Dallas and Houston JH			\$ 2,500.00										\$ 2,500.00							\$ -
	Destinetics 9/21-23/2017 RR and DC			\$1,700										\$ 1,700.00							\$ -
	Luxury Summit Meeting TX 9/19-22/2017			\$3,000										\$ 3,000.00							\$ -
	Connect Medical Cincinnati 10/24-26/2017 AG				\$ 2,000.00									\$ 2,000.00							\$ -
	IMEX 10/10-14/2017 DC				\$ 4,000.00									\$ 4,000.00							\$ -
MDSM	MDSM 10/29-11/1/2017 Portland JH				\$ 2,500.00									\$ 2,500.00							\$ -
MDSM	MDSM 10/16-19/2017 DC CD				\$ 4,000.00									\$ 4,000.00							\$ -
	Luxury Summit Meeting San Fran Silicon 10/25-27/2017 JC				\$ 2,500.00									\$ 2,500.00							\$ -
	Smart Meetings Dallas 11/9/2017 JC					\$ 2,000.00								\$ 2,000.00							\$ -
	Connect TX 11/6-8/2017 JC					\$ 2,000.00								\$ 2,000.00							\$ -
	Luxury Meeting Summit Boston 11/6/2017 AG					\$ 2,000.00								\$ 2,000.00							\$ -
	Connect Pacific Northwest Seattle 11/30-12/1/2017 JC					\$ 2,500.00								\$ 2,500.00							\$ -
	Connect Southwest Palm Desert 12/4-5/2017 JC						\$ 2,500.00							\$ 2,500.00							\$ -
	Connect DC 12/13/2017						\$ 2,000.00							\$ 2,000.00							\$ -
MDSM	MDSM 1/11-13/2018 SEATTLE JH						\$ 2,500.00							\$ 2,500.00							\$ -
	Holiday Showcase 12/12-16/2017 KH						\$ 1,500.00							\$ 1,500.00							\$ -
MDSM	MDSM 1/11-13/2018 PHX JH							\$1,500.00						\$ 1,500.00							\$ -
	Destination Showcase 2/13/2017 AG								\$ 2,000.00					\$ 2,000.00							\$ -
	Luxury Summit Meeting TX 2/6-9/2018 JC								\$ 3,500.00					\$ 3,500.00							\$ -
MDSM	MDSM 2/26-3/1/2018 NYC CD								\$ 4,000.00					\$ 4,000.00							\$ -
	NGA Winter Meeting 2/23-26/2018 RR and DC								\$ 4,000.00					\$ 4,000.00							\$ -
	Luxury Summit Meeting PHX 2/23/2018 DC								\$ 1,500.00					\$ 1,500.00							\$ -
	Connect Chicago 3/5-6/2018 KH									\$ 2,000.00				\$ 2,000.00							\$ -
	Denver MIC 3/13-14/2018 KH									\$ 2,000.00				\$ 2,000.00							\$ -
	ConferenceDirect Los Angeles 3/24-29/2018 DC									\$ 2,500.00				\$ 2,500.00							\$ -
MDSM	MDSM 4/11-13/2018 San Francisco JH										\$ 3,000.00			\$ 3,000.00							\$ -
	IPW-Denver 5/19-23/2017 DC and CD											\$ 3,500.00		\$ 3,500.00							\$ -
	Helms Broscoe 4/30-5/2/2018 DC											\$ 2,500.00		\$ 2,500.00							\$ -
	Event TBD AG												\$ 2,500.00	\$ 2,500.00							\$ -
	Luxury Meeting Summit St Louis & Kansas 7/11-12/2018 KH													\$ -	\$ 2,500.00						\$ 2,500.00
	Luxury Meeting Summit Denver 7/17/2018 KH													\$ -	\$ 1,000.00						\$ 1,000.00
	Luxury Meeting Summit Minn, Milw, Chicago 8/7-9/2018 KH													\$ -		\$ 2,500.00					\$ 2,500.00
	Connect Marketplace August TBD													\$ -		\$ 2,000.00					\$ 2,000.00
	ASAE 8/8-11/2018 AG													\$ -		\$ 2,500.00					\$ 2,500.00
	HSMIA September CM													\$ -			\$ 2,000.00				\$ 2,000.00
	IMEX 10/13-15/2018 DC													\$ -				\$ 2,500.00			\$ 2,500.00
	Luxury Summit Meeting Dallas 10/23/2018 JC													\$ -				\$ 1,000.00			\$ 1,000.00
	Luxury Summit Meeting Phil & DC 11/14-15/2018													\$ -					\$ 2,500.00		\$ 2,500.00
														\$ 84,700.00							\$ 18,500.00



# SFCCC BOOKING POLICIES



## **Santa Fe Community Convention Center (SFCCC) Booking Policies:**

The Santa Fe Convention and Visitors Bureau (hereby known as TOURISM Santa Fe) exercises booking control of the facility and adheres to the following guidelines:

- **Facility Rentals for Events with 250 or More Room Nights**

These are treated as Long Term Bookings, eligible to book anytime and may be booked as far out as 5 years. Groups/Events that do not contribute 250 or more room nights will not be allowed to contract until 10 months from event date(s); this applies to all social events (weddings, birthdays etc).

*Room blocks are supported by a TOURISM Santa Fe or Hotel generated lead.*

- **Recurring Annual Tradeshow/events**

Tradeshow/events with an established history of drawing 1,000 or more visitors to Santa Fe may be eligible to book use of the Community Convention Center at 3 years prior to event date. Criteria establishing proof of attendance and economic impact must be discussed with TOURISM Santa Fe staff prior to initiating a contract. The TOURISM Santa Fe staff will be happy to place a second option hold on the space and discuss the details of the event(s) more than 3 years months in advance, but cannot issue a confirmed contract until that time.

- **Facility Rentals without room blocks**

These are treated as Social Events (weddings, birthdays, gala's, etc.) and are eligible to book 10 months or less from event date. The TOURISM Santa Fe staff will be happy to place a second option hold on the space and discuss the details of the event(s) more than 10 months in advance, but cannot issue a confirmed contract until that time.

- **Nonprofit One Day Fundraisers**

A Santa Fe Based nonprofit will receive a discount of 20% off current pricing for a one day fundraising event. Events may be booked six months or less prior to the event date and are subject to all regular contract terms regarding facility rental, security, cleaning and damages. Details may be found on [SantaFe.org](http://SantaFe.org). The TOURISM Santa Fe staff will be happy to place a second option hold on the space and discuss the details of the event(s) more than 10 months in advance, but cannot issue a confirmed contract until that time.

The SFCCC reserves the right to accept, modify, refuse or terminate bookings in accordance with all guidelines. Additionally, TOURISM Santa Fe may solicit, develop or promote any event consistent with TOURISM Santa Fe and SFCCC objectives and the interests of the City of Santa Fe. The TOURISM Santa Fe will consider the following factors in evaluating potential bookings:

- Projected economic benefit to the City of Santa Fe
- Seasonal factors and repeat booking potential
- Client's performance with respect to prior events at the SFCCC and/or similar facilities
- Clients history with respect to actual room night booking requirements
- Value of the event to the community
- Projected direct revenue to the SFCCC

Bookings are made on a first-come, first-served basis. The issuance of contracts further out than Three (3) years, will be at the discretion of the TOURISM Santa Fe. Contracts, when issued, are not valid unless accompanied by the required rental deposit amount. When space is available, the TOURISM Santa Fe reserves the right to rent to two or more parties during the same dates and times, using different parts of the Center. Exclusivity is only available when a group rents the entire facility. Should two or more parties engaged in the same type of business desire to rent the facility at the same time, preference will be given to the group currently under contract. We will make every attempt to avoid conflict to book both parties, in order for TOURISM Santa Fe to issue the second contract for the remaining space. Rental rates are based on current market indicators, such as, time of year, holidays and number of room nights booked. Local and New Mexico non-profit rates are available as is a special rate structure for City meetings. A premium rate may be charged for use of the facility between mid-night and 7:00AM and during major holidays. All rates are subject to change.

The SFCCC accepts cash, business checks, cashier's checks, money orders, most major credit cards, and wire transfers for the payment of all deposits and fees. Please make checks payable to the Santa Fe Community Convention Center/City of Santa Fe.

