



**OTAB Marketing Report  
December 2015  
Reported January 22<sup>nd</sup>, 2016**

**TOURISM Santa Fe Marketing Team**

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Joy Rice, Marketing Coordinator (Interim)
- Frank Cordero, Social Media Coordinator

**Fuseideas: Advertising & Social Media**

- Steve Mason, Senior Vice President
- CJ Kaplan, Chief Creative Officer
- Kelea Denmark, Project Manager
- Michael Durwin, Social Media

**StudioX: Website & Email Newsletters**

- Kyle Langan, Webmaster
- Jay Turley, Account Manager

**Lou Hammond & Associates: Press/Media**

- Terry Gallagher, Vice President
- Carlyn Topkin, Lead Account Manager
- Matt Sessions, Lead Account Manager

**Bella Media: Santa Fe Guide**

- Bruce Adams, Publisher
- Bryan Cooper, Associate Publisher

## HIGHLIGHTS & ACTION ITEMS

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### 2015 Q4 Marketing Metric Results Summary

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- Occupancy & Room Rates [Y/Y change]
  - Occupancy Rate: 64.6% [▲ 3.8%]
  - Average Daily Rate: \$125.79 [▲ 6.2%]
  - Revenue per Available Room: \$81.26 [▲ 11.7%]
- Website [Y/Y change]
  - Visits: 267,186 [▲ 3%]
  - Unique Visits: 216,892 [▲ 6%]
  - Pages per Session: 1.64 [▼ 38%]
  - Average Time on Site: 2:32 [▼ 11%]
  - Conversion Rate: 10.4% [▼ 1.5%]

- Blog [Y/Y change]
  - Page Views: 20,465 [▲ 225%]
  - Website Referrals: 29.3% [▼ 8.8%]
- Email Newsletters (Averages) [Y/Y change]
  - Consumer: Happenings
    - Email List: 48,843 [▲ 14%]
    - Happenings Open Rate: 17.6% [▲ 0.9%]
  - Consumer: Stay Another Day
    - Email List: 25,272 [▲ 52%]
    - Open Rate: 19.7% [▲ 1.2%]
  - Industry: Marketing Report
    - Email List: 1,085 [▲ 4%]
    - Open Rate: 32.6% [▼ 2.7%]
  - Industry: Sales Report
    - Email List: 1,094 [▲ 5%]
    - Open Rate: 32.9% [▼ 0.8%]
- Public Relations [Y/Y growth]
  - Pitches: 177\*
  - Press Releases: 13 [▼ 19%]
  - Media Visits: 33 [▲ 3%]
  - Media Contacts: 432 [▲ 7%]
  - Earned Media: \$6,635,488 [▲ 62%]
- Social Media [Y/Y change]
  - Facebook likes: 45,322 [▲ 24.3%]
  - Facebook engagement: 264,060 [▲ 38%]
  - Twitter followers: 9,952 [▲ 31%]
  - Instagram followers: 5,866 [▲ 501%]
  - Pinterest follower: 1,968 [▲ 24%]
  - YouTube subscribers: 188 [▲ 39%]
  - YouTube views: 4,499 [▲ 106%]
  - Trip Advisor page views: 27,268 [▼ 43%]
- Santa Fe Guide [Y/Y change]
  - Distributed guides: 40,605 [▲ 91%]
- Visitors [Y/Y change]
  - Visitor center visits: 42,748 [▲ 174%]\*\*

Please see 2015 4<sup>th</sup> Quarter and end of year Marketing Report for details.

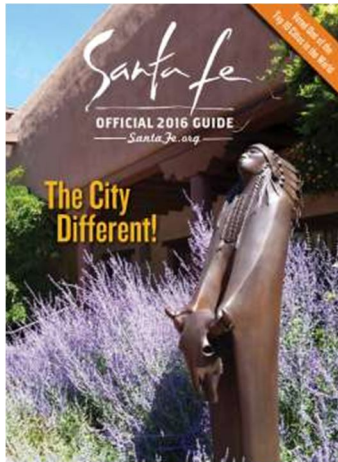
\*TOURISM Santa Fe began separating pitches from press releases in Q3 of 2015.  
Note that Y/Y figures will normalize after 1 year.

\*\*Includes numbers from new Plaza visitor center, resulting in large Y/Y change.

## 2016 Santa Fe Guide in the House

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The 2016 Santa Fe Guide is now available! This is a terrific resource for visitors and staff; please make sure that you have copies available.



At the beginning of the year we do bulk deliveries to key locations and distributors. The following locations and services are an example:

- Santa Fe Lodging
- NMTD Visitor Centers
- State Visitor Centers and Chambers
- AAA Offices throughout the US
- Fun & Games
- Certified Distributors
- Meeting Planners

## March Kids Free Spring Break Campaign

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The City of Santa Fe's **Spring Break 2016** promotion is live. We currently have 25 offers on the website that are a collection of lodging, restaurants, attractions and activities. There's still time to add special offers through partners' business listings pages.

**SANTA FE COMMUNITY CONVENTION CENTER**  
 Added Feb. 16, 2007    Lifetime #2373  
<http://communityconventioncenter.com>  
 Contact: David Carr    Phone: (505) 955-6206    Email: [dcarr@santafem.gov](mailto:dcarr@santafem.gov)

**EDIT LISTING**

**SPECIALS** (0)

**MEETING PLANNER SERVICES** (1)

**NEW: 2016 SPRING BREAK PROMOTION**

**ADD YOUR SPRING BREAK OFFERS** (0)

✓ VISIBLE ON SITE



The Santa Fe Convention Center is a highly adaptable, state-of-the-art facility in which to gather and work. Features of the 72,000 square foot center include outdoor meeting areas, fireplaces in some rooms, 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 area, breakout rooms, and meal function space.

Just **log in** and click on the green button!

## Vote for Santa Fe as one of Travel + Leisure's World's Best

The **Travel + Leisure's World's Best Awards Survey** runs through February 29, 2016. Categories include cities, destination spas, hotels and more.

Voters can only vote once for each entry, but we all know how excellent Santa Fe is in all things travel, so of course please rate "Excellent." This is an important program to maintain Santa Fe's status as a world class destination.

The link to the survey is **[www.tlworldsbest.com](http://www.tlworldsbest.com)**.

## Remember to add 2016 Event Dates

The most updated **2016 Calendar of Events** is now available for your utilization and planning purposes. The SantaFe.org calendar is constantly being updated with tourism-related events. Potential visitors use this as a resource when checking out what is happening in Santa Fe in 2016 and in planning their Santa Fe adventure!

## New Mexico Film Office - Survey

As businesses involved in New Mexico's tourism industry, we invited partners to participate in an important survey that will help form a better understanding of the relationship between the film and television industry and the tourism industry in New Mexico. More specifically, the input will inform an assessment of the extent to which films and television series produced in New Mexico have had an impact on tourism in the state.

This survey is being conducted on behalf of the State of New Mexico and the New Mexico Film Office and should take about 10 to 15 minutes to complete. Participation is voluntary and the information provided is for the purpose of this study only. A high response rate is crucial to this study's success and participation is greatly appreciated.

Take the survey now by following this link:

**[mnp.fluidsurveys.com/surveys/economics/new-mexico-film-study-tourism/](http://mnp.fluidsurveys.com/surveys/economics/new-mexico-film-study-tourism/)**

Please note that the deadline to provide your input is *January 31, 2016*.

For more information on this project, please refer to the study overview available at the above link or contact Jessica Courtney at [jessica.courtney@mnp.ca](mailto:jessica.courtney@mnp.ca).

## TRENDS Conference - New Mexico Hospitality Association

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Grow your business and destination with marketing and research intelligence! The **New Mexico Hospitality & Tourism TRENDS Conference** is the annual "marketing & research" conference held annually in Santa Fe, NM by the **New Mexico Hospitality Association**. This year's conference will be held at the Eldorado Hotel & Spa from February 8-10, 2016 and features incredible speakers including Airbnb, Travelocity, and Ernst & Young (to name a few) with topics including shared economy & short-term rentals, using research to stay ahead of industry trends, the latest developments in marketing and social media, and emerging trends that will most impact the tourism and hospitality industry for the upcoming year.

Don't miss your chance to hear from visionary speakers in the hospitality and tourism industry. The 2015 conference was SOLD OUT. This year, over 250 attendees are expected to attend; including C-level executives and business owners, DMO leaders, General Managers, Director of Sales, and Director of Marketing from Las Cruces to Farmington to Albuquerque. In addition, get more exposure to this group, please consider donating an item to the **silent auction** which will be held throughout the conference and will close after the Travel & Tourism Unity Dinner on February 9th, 2016. For questions please call or email Khanh-Thy Gonzales at 505-600-1051 or [khanh-thy@newmexicohospitality.org](mailto:khanh-thy@newmexicohospitality.org).

## Community Meetings

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TOURISM Santa Fe officials met with the following business partners and organizations over the month of December:

- Santa Fe Spirits
- Hotel Santa Fe
- Quail Run-Legislative Preview
- Hospitality Breakfast Meeting
- Cowgirl Hall of Fame
- NMTD Central Region Meeting
- Anasazi
- New Mexico Tourism Department (Jordan Guenther)
- Four Seasons Marketing Update
- La Fonda (Christmas Spirit Video Shoot)
- Santa Fe Foodie Classic
- OTAB Grant Reviews

- Desert Chorale
  - Entreflamenco
  - Artsmart
  - SWAIA
  - Cinafesta Italia
- La Posada (GM welcome reception)
- Bike & Brew Update Meeting
- JLH Media
- Santa Fe Lodgers Lunch
- Will McGough, Travel Writer
- Jen Fields, Denver Post

## MONTHLY METRICS

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### Website & Newsletters

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#### December 2015 Performance Metrics

##### Visits

- 88,852 Total Visits
- 72.5% New Visits
- 2.37 Pages per Session
- 2:26 Average Time on Site
- 210,646 Total Page Views

##### Visitor Gender

- 58% Female
- 42% Male

##### Visitor Age

- 8.06% 18 - 24
- 18.76% 25 - 34
- 18.61% 35 - 44
- 17.2% 45 - 54
- 21.53% 55 - 64
- 15.84% 65+

##### Newsletters

- Santa Fe Happenings
  - Sent: December 9, 2015
  - Number sent: 48,502
  - Number opened: 8,865
  - Open rate: 18.28%

- TOURISM Santa Fe Marketing Report
  - Sent: December 9, 2015
  - Number sent: 1,081
  - Number opened: 316
  - Open rate: 29.23%
- Santa Fe Deals and Specials
  - Sent: December 17, 2015
  - Number sent: 25,124
  - Number opened: 4,875
  - Open rate: 19.40%
- TOURISM Santa Fe Sales Report
  - Sent: December 23, 2015
  - Number sent: 1,091
  - Number opened: 354
  - Open rate: 32.45%

\*Open rate is only counted for users who have images enabled in their email or if a user clicks on a link.

## SOCIAL MEDIA

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### Summary

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2015 is now behind us and we are now looking forward to 2016 (which we know will be a great social media year!)

2015 saw our social media channels grow exponentially. Compared to 2014, we gained 8,864 more followers on Facebook; 2,346 more people liked our Twitter page and 1,931 users liked our Pinterest page. Our Instagram account saw the second largest leap gaining 4,890 followers.

We are encouraging partners to engage and grow their own fan base by leveraging the city's increasing social media presence. Follow, share, and interact with us on social media! Don't forget to add #SantaFeNM or #TheCityDifferent to your posts!

Facebook: [www.facebook.com/SantaFeTourism](http://www.facebook.com/SantaFeTourism)

Twitter: [twitter.com/CityofSantaFe/](https://twitter.com/CityofSantaFe/)

Pinterest: [pinterest.com/cityofsantafe/](http://pinterest.com/cityofsantafe/)

Instagram: [instagram.com/CityofSantaFe/](https://www.instagram.com/CityofSantaFe/)

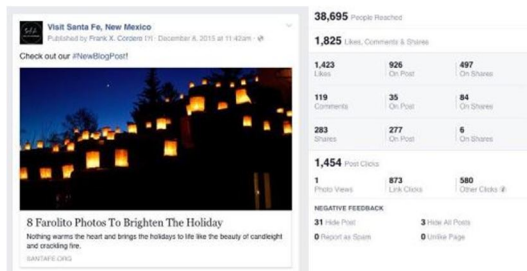
YouTube: [youtube.com/VisitSantaFeNM](https://www.youtube.com/VisitSantaFeNM)

SantaFe.org Blog: [santafe.org/blog/](http://santafe.org/blog/)

## Facebook

### December 2015 Facebook Performance Metrics

- Total Page Likes: 45,322 (2.5% increase)
- People Talking About This: 19,922
- Engagement: 73,418
- Top Ranking Post, December 8th, 2015 at 11:42AM
  - Likes: 926
  - Shares: 277
  - Comments: 33
  - Reach: 38,695



## Twitter

### December 2015 Performance Metrics

- Followers: 9,952 (1.5% increase)
- Monthly Impressions: 90,700
- Engagement: 1,026

Top Performing Post- December: Some cities drop things to say goodbye to the old year. #SantaFeNYE will raise a surprise UP to greet the new one!: December 12th at 6:12 PM

- Impressions: 1,957
- Favorites: 13
- Retweets: 11
- Total Engagements: 54





## Instagram

### December 2015 Performance Metrics

- Followers: 5,866 (14.8% increase)

Top Performing Post, December: (Repost) Beautiful shot! #CanyonRoadFarolitoWalk

- 342 Likes



## Pinterest

### December 2015 Performance Metrics

- Followers: 1,968 (0.6% increase)

## YouTube

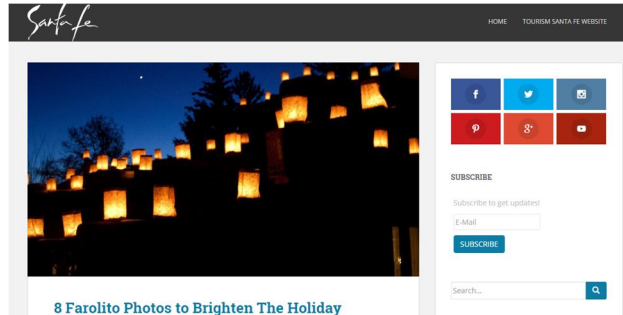
### December 2015 Performance Metrics

- Subscribers: 188 (5% increase)
- Views: 2,678

## Blog

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### December Blog Posts



### Start the New Year Off Right with These Santa Fe Events

- Posted December 1, 2015
- Views: 84

### 8 Farolito Photos to BrightenThe Holiday

- Posted December 8, 2015
- Views: 1,909

### 8 AccoladesTo Put Santa Fe At The Top Of Your Travel List

- Posted December 15, 2015
- Views: 1,334

### The Top Ten Santa Fe Instagram Photos of 2015

- Posted December 22, 2015
- Views: 486

### December 2015 Performance Metrics

Total Blog Views: 3,813 (66% Increase)  
Average Time on December Blog Posts: 3:31 minutes

## PAID MEDIA PLACEMENTS

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### Digital

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#### **Search Engine Marketing:**

- Flight Dates: July 1-June 30, 2016
- Markets: Denver, Colorado Springs, Chicago, Seattle, NYC, Phoenix, Amarillo, Los Angeles, Philadelphia, Dallas, Houston

#### **iExplore & Travel Mindset:**

- Flight Dates: October 1, 2015-February 29, 2016
- Markets: National-Interest Based

#### **Expedia/Travelocity:**

- Flight Dates: September 1, 2015-April 30, 2016
- Markets: National-Interest Based

#### **Afar:**

- Flight dates: October 1, 2015-January 31, 2016
- Markets: National-Interest Based

### Print

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#### **Go New Mexico Travel Planner:**

- Flight Dates: September 1, 2015-June 31, 2016
- Markets: NM

#### **Santa Fe Visitors Guide:**

- Flight Dates: December 1-December 31, 2015

- Markets: NM

## PUBLIC RELATIONS

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### Summary

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**December was another strong month, closing a strong Q4 and strong 2015.** Earned media for the quarter was \$ 6,635,488—a 61 percent increase from 2014. For the year, earned media was \$ 25,873,242—a 257 percent increase over 2014. That figure includes \$ 3.2M in earned media from The Bachelor episodes coverage, but even without that bounty, we were 225 percent over 2014.

**As we need to stay on these points all year**, here again are the Public Relations resolutions we'd like everyone to pursue actively:

- **Say Yes To Press**
  - Offer to host visiting media when possible
  - Follow reporters' social media channels and support posts before, during & after visits
  - Produce updated media kit with hi-res images - Provide to TSF
- **Share Santa Fe Media Coverage**
  - Via newsletter, web, email, & social media
- **Vote & Get Out The Vote**
  - Set automatic reminders for entire voting period on your company calendar
  - Promote all votes via each communication channel you use
- **Respond To PR Hot Tips**
  - Answer PR Hot Tips as soon as possible, create promotions as needed to reply

### News to Use, Utilize Our Press Releases

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Check in with the **Current Releases section** of the santafe.org website for press releases that you can use, redistribute or reference.

## Recent Accolades

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As a result of the Reader's Choice Survey, *Travel + Leisure* named Santa Fe one of **America's Best Cities For Winter Travel**.

*Santa Fe New Mexican* posted **coverage of Santa Fe** in Travel + Leisure Reader's Choice Awards for the Best Cities for Winter Travel.

*USA Today* named Radish & Rye in Santa Fe the **#5 Best New Restaurant in the Reader's Choice Best of 2015**.

*USA Today 10 Best* provided coverage of Radish & Rye in the **Reader's Choice Best of 2015 for Best New Restaurant**.

As a result of the World's Best Awards, *Travel + Leisure* selected the Rosewood Inn of the Anasazi in a round-up of **Best Hotels in Every State**.

*Conde Nast Traveler* ranked Ski Santa Fe as the **#4 "Best Ski Resort in the U.S. and Canada" in the Readers' Choice Awards**.

## Visiting Press

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Freelancers **Marilyn Jones** and **Cacinda Maloney** visited Santa Fe from December 8-11.

**Darla Murray** from **Life & Style Weekly** visited Santa Fe from December 13-16.

**Lance** and **Laura Longwell** visited Santa Fe from December 21-26 to research for coverage on **Travel Addicts**.

**Liz Laing** visited Santa Fe from December 29-31 to research for coverage for **Wandermelon**.

## Print & Online Articles

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Here is a selection of December coverage. To see more, please visit **the Hot News page** at the [santafe.org](http://santafe.org) Media Center.

### NEWSPAPER

*Albuquerque Journal* provided coverage of Santa Fe in an article on **enchanted holidays in New Mexico**. Coverage ran online and in print.

*USA Today* included the Santa Fe School of Cooking's "Taste of Santa Fe" basket in their **holiday gift guide round-up**.

The holiday gift guide was also syndicated to:

- Visalia Times Delta
- Hattiesburg American
- Oshkosh Northwestern

*Chicago Tribune* included the Santa Fe International Folk Art Market in the outlet's **annual events calendar**.

Coverage was syndicated to the following seven outlets: Baltimore Sun, Orlando Sentinel, Sun-Sentinel, Morning Call, Daily Press, Los Angeles Times, Hartford Courant.

*USA Today* included Santa Fe Spirits in an article titled, **"2016 Spirits Preview-New Release And Tasting Rooms"**.

## WEBSITES

As a result of TOURISM Santa Fe hosting Mary Anne Been on the Living History press trip in September 2015, *JetSet Extra* posted dedicated coverage of the destination in an article titled, **"In a Santa Fe State of Mind"**.

As a result of TOURISM Santa Fe hosting Randy Yagi on the Santa Fe outdoor press trip in October, *CBS Local* included Santa Fe in an article titled, "5 U.S. Destinations For a Winter Honeymoon". Coverage was nationally syndicated to the following 23 CBS Local Affiliates:

- **Atlanta**
- Baltimore, Boston, Chicago, Cleveland, Connecticut, Dallas, Denver, Detroit, Houston, Las Vegas, Los Angeles, Miami, Minnesota, New York, Philadelphia, Pittsburgh, Sacramento, San Francisco, Seattle, St. Louis, Tampa, Washington

*Trip Dreaming* included Santa Fe in a round-up of **"5 Underrated Ski Resorts in the USA"**, highlighting Ski Santa Fe.

*Cheapism.com* included GLOW at the Santa Fe Botanical Garden in a **round-up of top light displays in every state**.

*Cheese Rank* provided dedicated coverage of Santa Fe in an article, **"Cheese City Shout Out"**.

As a result of hosting Dan Mayfield on the outdoor press trip, *Gayot* provided coverage of Santa Fe's restaurants in five pieces:

- **Il Piatto**
- **Derailed**
- **Sweetwater Harvest Kitchen**
- **Terra Restaurant at Four Seasons Resort Rancho Encantado**
- **Mine Shaft Tavern in Madrid**

*USA Today* 10 Best included La Fonda on the Plaza in a **round-up of best hotel fireplaces this winter**.

As a result of TOURISM Santa Fe hosting Cacinda Maloney in December, *Yahoo! Travel* included Santa Fe in a round-up titled, **"Expert Opinions-16 Places Everyone Will Be Talking About in 2016"**.

As a result of TOURISM Santa Fe hosting Marilyn Jones in December, *Grit* posted a dedicated feature entitled, **"Santa Fe During the Holidays"**.

*Lonely Planet* provided syndicated coverage of the Santa Fe New Mexican article promoting **the new Margarita Trail in Santa Fe**.

*Liftopia* included Santa Fe in a round-up of **"Best Ski Towns to Ring in the New Year"**, highlighting Ski Santa Fe.

As a result of TOURISM Santa Fe hosting Spencer Edwards on the October outdoor press trip, *Ask Men* provided dedicated coverage in an article titled, **"Ways to Experience Santa Fe"**.

As a result of TOURISM Santa Fe hosting Cacinda Maloney in the destination earlier in December, *Travelocity* provided dedicated coverage in an article titled, **"Santa Fe Plaza-Where Cultures Collide"**.

## MAGAZINES

*Travel World Magazine* posted dedicated coverage on **the holidays in Santa Fe**.

As a result of TOURISM Santa Fe hosting Irene Lacher during the 2015 September press trip, *Pasadena Weekly* posted an article titled, **"Spicy Holidays in Santa Fe"**.

*Canadian Traveller* provided coverage of Santa Fe in an article titled, "A Tale of Two (Snowbird) Cities".

*Kiplinger* included Santa Fe in the publication's annual Best List under "Places to Retire".

As a result of TOURISM Santa Fe hosting Irene Lacher on the September press trip, *Arroyo Monthly* published dedicated coverage of Santa Fe in a three-page spread titled, "Spicy Holidays in Santa Fe".

As a result of TOURISM Santa Fe hosting Christina Pellegrini in the destination during the annual Santa Fe Wine & Chile Fiesta, *Wine Enthusiast* published dedicated coverage on Santa Fe.

*New Mexico Magazine* published a twelve-page spread on Santa Fe.

As a result of TOURISM Santa Fe hosting Alex Schechter in September 2015, *AFAR* included Santa

Fe in the publication's "Where to Go 2016" issue.

*Dorado Magazine* included Barrio Brinery in its **"2015 Dorado Gift Guide-The Food Fanatic"**.