



**OTAB Marketing Report
March 2016
Reported April 21, 2016**

TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Joy Rice, Marketing Manager
- Frank Cordero, Social Media Coordinator
- Phyllis Ortiz, Administrative Assistant

Fuseideas: Advertising & Paid Social Media

- Steve Mason, Strategic Director
- Duncan MacDonald, Vice President of Client Services
- CJ Kaplan, Creative Director
- Kelea Denmark, Account 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

2016 Q1 Marketing Metric Results Summary

- Occupancy & Room Rates [Y/Y change]
 - Occupancy Rate: 53.6% [DOWN 0.9]
 - Average Daily Rate: \$105.48 [UP 3.6%]
 - Revenue per Available Room: \$56.79 [UP 2.2%]
- Website [Y/Y change]
 - Visits: 347,992 [UP 32%]
 - Unique Visits: 283,874 [UP 33%]

- Pages per Session: 2.40 [DOWN 12%]
 - Average Time on Site: 2:32 [DOWN 17%]
 - Conversion Rate: 13.6% [DOWN 5.6]
- Blog [Y/Y change]
 - Page Views: 14,954 [UP 167%]
 - Average Time on Blog: 2:15 [UP 3%]
 - Website Referrals: 7.9% [UP 0.2]
- Email Newsletters (Averages) [Y/Y change]
 - Consumer: Happenings
 - Email List: 144,607 [UP 15%]
 - Happenings Open Rate: 17.8% [UP 0.1]
 - Consumer: Stay Another Day
 - Email List: 75,190 [UP 52%]
 - Open Rate: 20.1% [UP 0.9]
 - Industry: Marketing Report
 - Email List: 3,294 [UP 19%]
 - Open Rate: 31.6% [DOWN 1.9]
 - Industry: Sales Report
 - Email List: 3,304 [UP 19%]
 - Open Rate: 31.8% [DOWN 3.7]
- Public Relations [Y/Y growth]
 - Pitches: 71*
 - Press Releases: 9 [DOWN 87%]
 - Media Visits: 24 [DOWN 8%]
 - Media Contacts: 430 [UP 13%]
 - Earned Media: \$9,445,405 [UP 103%]
- Social Media [Y/Y change]
 - Facebook likes: 48,678 [UP 32%]
 - Facebook engagement: 197,205 [UP 162%]
 - Twitter followers: 10,372 [UP 23%]
 - Instagram followers: 7,880 [UP 370%]
 - Pinterest follower: 2,056 [UP 21%]
 - YouTube subscribers: 214 [UP 48%]
 - YouTube views: 9,259 [UP 228%]
 - Trip Advisor page views: 36,302 [DOWN 37%]
- Santa Fe Guide [Y/Y change]
 - Distributed guides: 101,743 [DOWN 7.1%]
- Visitors [Y/Y change]
 - Visitor center visits: 23,606 [UP 53%]**

Please see Q1 2016 Quarterly Report for more 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.

Santa Fe Visitor Survey

TOURISM Santa Fe has kicked off a Visitor Survey and Analysis project with DestiMetrics. It has been several years since we have completed a visitor survey. TOURISM Santa Fe and our business partners need updated visitor information to fine tune our marketing plans. To be successful in this effort we need our business partners to help get the Visitor online survey out to as many Santa Fe visitors as possible.

We have asked tourism business partners to send out the Visitor Survey to their databases. This effort does not require the business partner to provide us any of their database addresses.

We have provided a survey request and link to business partners to send out. TOURISM Santa Fe will be putting together a Santa Fe 2 night getaway sweepstake drawing prize to be used to entice visitors to complete the survey.

Vote and Show your Love for Santa Fe



The elite **Conde Nast Traveler Readers' Choice** is now live at www.cntraveler.com/rca/2016. Please take a moment to create an account to vote. You can vote once per email registration. Santa Fe is listed in the **Cities section**. Santa Fe scored #6 "Best City In The World" last year among *Conde Nast Traveler* readers, surpassing Paris, Rome and others. We need **your** help to reach achieve this again in 2016! There are 15 Santa Fe properties in **Hotels & Resorts** and Ski Santa Fe is in **Ski Resorts**. By voting in each category you get extra chances to win a "trip of a lifetime" to Europe.

As always, we're using email, social media and all communications channels to spread the word and we encourage you to do the same. Be sure to promote these voting opportunities to your colleagues, friends and family.

Instagram to Business Listings

Business partners now have the option to add their Instagram account to their business listings. They can login to your account on santafe.org; click on the **EDIT LISTING** button from the dashboard; add the Instagram URL in the appropriate section.

Santa Fe Margarita Trail on santafe.org



The official launch of the Santa Fe Margarita Trail is just around the corner. Beginning on May 5 Cinco de Mayo, trail adventurers will have the opportunity to discover Santa Fe's unique culture and culinary creativity by enjoying 31 specialty-crafted margaritas made famous by Santa Fe's most beloved restaurants and bars. This program is sure to become another signature Santa Fe adventure. Learn more at www.santafe.org/MargaritaTrail.

Who has the Best Green Chile Cheeseburger in New Mexico?

News alert! Santa Fe is represented in the nominee list for a **USA TODAY 10Best Readers' Choice** contest category which has just launched. The nominees for Best Green Chile Cheeseburger in New Mexico were announced on Monday, April 11, 2016, and Santa Fe represents 6 of the finalists competing for a spot in the winners list. I'm sure our Santa Fe nominees would appreciate the support of all of us during their campaign to win.

The Santa Fe nominees for Best Green Chile Cheeseburger in New Mexico are:

- Bang Bite Filling Station
- Blake's Lotaburger
- Del Charro Saloon
- Mine Shaft Tavern
- Santa Fe Bite
- Shake Foundation

Voting is open now, runs for four weeks only and **ENDS ON Monday, May 9th, 2016 at 11:59am EDT**. You can rock the vote at www.10best.com/awards/travel/ and of course we encourage you to share the contest URL with your social network. The public can vote once per day, per category. To follow live voting action (and discover the most active campaigns for award categories), search #10BestChoice on Twitter (we are @10Best).

Vote Santa Fe Best Small College Town

Santa Fe was recently named the #8 Best Small College Town in 10Best Readers' Choice travel award contest by USA TODAY. Winners are promoted in USA Today and on usatoday.com. The nominations were carefully made by an Expert panel and the public voted for this honor!

Spring Break 2016 Kids Free Wrap Up Meeting

TOURISM Santa Fe's Spring Break Kids Free Promotion came to an end on April 15th. We wanted to bring together the promotion participants and any other interested business partners to review the promotion results (advertising, social media, website and public relations). On Thursday, April 21st, 2016 at 3:30pm at the Santa Fe Community Convention Center in the DeVargas room we hosted a wrap up meeting. We reviewed the results with the participants and received feedback about the program.

MARKETING INFORMATION ITEMS

TSF Business Partner Meetings

TOURISM Santa Fe officials met with the following partners/organizations in March:

- La Fonda
- Georgia O'Keeffe, Tate Modern FAM
- Liveability, Jarek Swekosky
- Spy Tour-Los Alamos
- Eloisa, Social Media Event
- Landt-Speakers Bureau 986
- Robbi Firestone
- Santa Fe Century (volunteer appreciation)
- Lodger's Luncheon
- Anasazi Restaurant (meet and greet with Chef Edgar Beas)
- Meow Wolf
- Eric Martinez, Los Foodies
- The Fence NM
- Shelley Thompson, DCA
- Fiesta Status Meeting

TSF San Diego and Los Angeles Press Desk Sides

TOURISM Santa Fe met with a combination of writers during the Tate Modern & Georgia O'Keeffe Press Tour Luncheon:

- Bell Pollen, Vogue
- Alistair Sooke, Daily Telegraph
- Holly Williams, The Independent
- Michael Prodger, The New Statesman

TOURISM Santa Fe met with a combination of 15 travel writers and publications in San Diego and Los Angeles on March 10-15.

James Hill, Man Tripping Blog

Kristen Castillo, Freelance Travel Writer

Cynthia Dial, Freelance Travel Writer

Jen Leo, Freelance Travel and Family Writer

Steve Rohrlack, Editor Gay Travel

Archana Ram, Editor San Diego Magazine
Elizabeth Harryman, Editor Westways
Paul Lasley, Host of American Forces Radio Network (travel Podcast)
Anne Harnagel , Travel Editor LA Times
Emma Weissmann , Associate Editor TravelAge West
Jennifer Lee , Senior Associate Editor Association News
Elyse Glickman , Los Angeles Business Journal
Alain Gayot , Editor Gayot Publications
Sheila Marikar, Freelance Lifestyle Writer
Samantha Brooks, Editor in Chief Luxury Magazine

MONTHLY METRICS

Website & Newsletters

March 2016 Performance Metrics

Visits

- 167,251 Total Sessions (60.6% increase Y/Y)
- 75.5% New Sessions (3.1% increase Y/Y)
- 2.17 Pages per Session (21.3% decrease Y/Y)
- 2:11 Average Time on Site (30% decrease Y/Y)
- 357,254 Total Page Views (25.3% increase Y/Y)

Visitor Gender

- 54.3% Female
- 45.7% Male

Visitor Age

- 15.51% 18 - 24
- 19.04% 25 - 34
- 16.74% 35 - 44
- 14.81% 45 - 54
- 19.31% 55 - 64
- 14.60% 65+

Newsletters

Santa Fe Happenings

- Sent: March 4, 2016
- Number sent: 47,957
- Number opened: 8,802
- Open rate: 18.4%

Meet Different In Santa Fe

- Sent: March 4, 2016
- Number sent: 9,938

- Number opened: 1,380
- Open rate: 17.14%

TOURISM Santa Fe Marketing Report

- Sent: March 9, 2016
- Number sent: 1,105
- Number opened: 344
- Open rate: 32.27%

Santa Fe Deals and Specials

- Sent: March 18, 2016
- Number sent: 24,999
- Number opened: 4,857
- Open rate: 19.46%

Seasonal: Spring in the City Different

- Sent: March 21, 2016
- Number sent: 25,609
- Number opened: 5,064
- Open rate: 19.97%

TOURISM Santa Fe Sales Report

- Sent: March 23, 2016
- Number sent: 1,115
- Number opened: 378
- Open rate: 34.15%

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

SOCIAL MEDIA

Summary

Social Media Spotlight: Kira Randolph, Digital Media Specialist, Georgia O'Keeffe Museum

Georgia O'Keeffe's global fan base and exquisite artworks offer enormous benefit to Kira in her new role as Digital Media Specialist. Regular engagement and posts on the museum's social media platforms - Facebook, Instagram, Twitter and Pinterest - gives her the opportunity to see the ways in which the Georgia O'Keeffe namesake inspires people around the world.

Similarly, working in collaboration with TOURISM Santa Fe, allows her to leverage our city as a destination with abundant experiences beyond the Georgia O'Keeffe museum walls.

As always, we encourage all of our business partners to follow, share, and interact with us on social media!

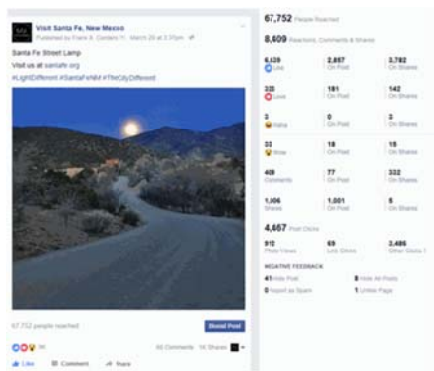
Facebook

March 2016 Performance Metrics

- Total Page Likes: 48,678 (2.1% increase M/M)
- People Talking About This: 16,738
- Engagement: 66,705

Top Ranking Post, Santa Fe Street Lamp - March 29, 2016 at 3:37 PM

- Likes: 6,639
- Shares: 3,782
- Comments: 409
- Reach: 67,752



Twitter

March 2016 Performance Metrics

- Followers: 10,372 (1.4% increase M/M)
- Monthly Impressions: 147.7K
- Engagement: 1,927

Top Performing Post, March: Allyn Perez and Gary Matthewman in Recital - March 10th at 8:16 AM

- Impressions: 2,208
- Favorites: 13
- Retweets: 7
- Total Engagements: 71



Instagram

March 2016 Performance Metrics

- Followers: 7,880 (10.8% increase M/M)
- Top Performing Post, March: Palace Avenue
485 Likes



Pinterest

March 2016 Performance Metrics

- Followers: 2,056 (2% increase M/M)

YouTube

March 2016 Performance Metrics

- Subscribers: 214 (5.4% increase M/M)
- Views: 4,535

Blog

March Blog Posts

Put A Santa Fe Spring In Your Step With Five April Events!

- Posted March 1, 2016
- Views: 378

Santa Fe Year Round Fun For All Ages

- Posted March 8, 2016
- Views: 313

Santuario de Guadalupe - Crown Jewel of Santa Fe

- Posted March 15, 2016
- Views: 257

A Kaleidoscope of Exhibits Opening This Spring

- Posted March 22, 2016
- Views: 216

Time To Plan a Mother's Day Santa Fe Getaway!

- Posted March 29, 2016
- Views: 227

March 2016 Performance Metrics

Total Blog Views: 6,201 (48.3% increase M/M)
Average Time on March Blog Posts: 1:30 minute

PAID MEDIA PLACEMENTS

Digital



DISPLAY

Target Market: Drive and Fly
Flight Dates: Mar 1 - Mar 31, 2016
20,579 clicks/4,406,020 impressions = .47% CTR
11,879 visits = 58%VR



PRE-ROLL Video and Mobile

Target Market: Drive and Fly
Flight Dates: Mar 1 - Mar 31, 2016

Adara

- 1,169 clicks/566,964 impressions = .21% CTR

- 1,230 visits = 105% VR

AdTheorent

- 118,782/5,416,001 impressions = 2.19% CTR
- 55,689 visits = 47% VR

SpotXchange:

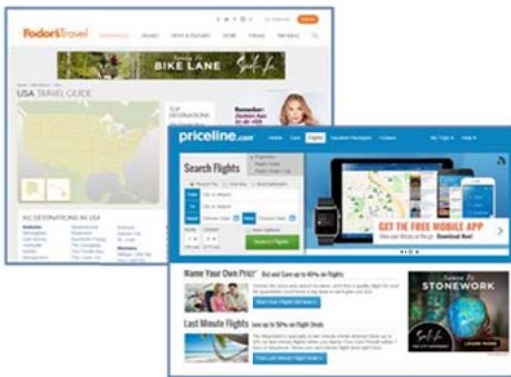
- 73 clicks/189,541 impressions = .04% CTR
- 101 visits = 70% VR

Tremor:

- 2,064 clicks/875,171 impressions = .24% CTR
- 2,001 visits = 97% VR

Quantcast:

- 1,079 clicks/875,171 impressions = .24% CTR
- 2,001 visits = 97% VR



3RD PARTY TRAVEL SITES

Target: National

Flight Dates: Mar 1 - Mar 31, 2016

TripAdvisor:

- 502 clicks/212,414 impressions = .24% CTR
- 400 visits = 80% VR

SEM

Target: National

Flight Dates: Mar 1 - Mar 31, 2016

- 4,614 clicks/529,227 impressions = .87% CTR
- Avg position = 2.6 and Avg CPC = \$1.57



MICE

Target: National

Flight Dates: Mar 1 - Mar 31, 2016

Smart Meetings (HP4C): 81,000 circ

Successful Meetings (HP4C): 37,859 circ

[Print](#)



PRINT

Target Market: Drive

Denver, Colorado Springs, Phoenix & N/W Texas

Flight Dates: Feb 1 - Mar 31, 2016

Circulation - 344,000

Publications:

Architectural Digest, Bon Appetit, Conde Nast Traveler, The New Yorker, Vanity Fair

[Out of Home](#)



OUT OF HOME (Denver, CO)

Target Market: Drive

Flight Dates: Feb 1 - Mar 31, 2016

3,699,108 impressions

PUBLIC RELATIONS

Summary

We had an exceptional March with \$ 4,836,043 in earned media on over a third of a billion impressions - our best month ever, surpassing even last February when we had over \$ 2M in earned media from coverage of The Bachelor alone. This is a 3,269% increase over March 2015.

The two big stories of The House Of Eternal Return by Meow Wolf and the new Santa Fe Margarita Trail were very big drivers, but we enjoyed a slew of coverage in all mediums across all key travel categories. Earned media is one general measurement, but the right story in the right outlet, regardless of value, can make a big difference.

We said yes to press and the both the quantitative and the qualitative results validate that ethic.

Check out the coverage highlights below and send the ones you like out via social media, email newsletters and web sites. We must leverage our coverage and accolades and make sure our own audiences—the people we know to be most interested in Santa Fe—see and read them. People respond to stories and you don't want to underestimate the power of the right story to inspire the right action.

We encourage business partners to review December's New Year's Resolutions document and support us proactively with high resolution images and videos, voting and getting out the vote in the critical **Conde Nast** and **Travel + Leisure** surveys, responding to PR Hot Tops and Saying Yes To Press.

News to Use, Utilize Our Press Releases

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

Recent Accolades

Thrillist named Santa Fe one of ten "**American Cities With The Coolest Architecture.**"

InfoGroup named Santa Fe a "**Top Foodie City in the U.S.**"

Spoon University named the Lavender Shake from Shake Foundation as the "**Best milkshake in New Mexico.**"

Visiting Press

Melanie Kaminski visited Santa Fe from March 2-5 to research for coverage in *LA Explorer*.

Freelancer **Jerry Dunn** visited Santa Fe from March 8-24.

Sarah Kuo from *Trekaroo* visited Santa Fe from March 16-19.

Anshula Varma visited Santa Fe in March to research for coverage on *Passport to Eden*.

Ray Rinaldi from the *Denver Post* visited Santa Fe from March 18-20 to research coverage on Meow Wolf.

Toni Dash from *Boulder Locavore* visited Santa Fe from March 22-26 to research for destination and Margarita Trail coverage.

Michael McMaster from *MnM Adventures* visited Santa Fe from March 23-26 to research for destination coverage.

Caramie Petrowsky from *Vail Daily* visited Santa Fe in March.

Holly Williams from *UK Independent* visited Santa Fe in March.

Andrew Collins from *New Mexico Magazine* visited Santa Fe on March 29.

Print & Online Articles

Here is a selection of March coverage. To see more, please visit **the Hot News page** at the santafe.org Media Center.

NEWSPAPER

As a result of TOURISM Santa Fe hosting Jill Fergus in the destination in early 2015, *AAA Northeast* published dedicated coverage in an article titled, "Where culture, raw beauty collide."

The Austin Chronicle included the Santa Fe Margarita Trail in an article titled, "**Day Trips & Beyond.**"

The Washington Post highlighted the Santa Fe Spring Break promotion in an article titled, "**The week's best travel deals from around the globe.**" Coverage ran in print and online.

Coverage was syndicated to the following outlets: Palm Beach Post, Atlanta Journal Constitution, Dayton Daily News, Austin American-Statesman, Napa Valley Register, Fresno Bee

El Paso Times posted a dedicated feature titled, "**Santa Fe tourism officials urge visit.**"

Dallas Morning News provided dedicated coverage of **Meow Wolf in Santa Fe.**

Chicago Tribune included the Hotel Santa Fe The Hacienda & Spa in a **round-up of travel news and deals.**

Orange County Register provided coverage of **the Santa Fe Spring Break promotion.**

Las Cruces Sun-News provided dedicated coverage of Meow Wolf in Santa Fe in an article titled, "**Staycations and must-see stops in New Mexico.**"

USA Today provided a **dedicated photo gallery of Meow Wolf.**

WEBSITES

U.S. News & World Report published an updated Santa Fe travel guide:

- travel.usnews.com/Santa_Fe_NM/Travel_Tips/
- travel.usnews.com/Santa_Fe_NM/Things_To_Do/
- travel.usnews.com/Santa_Fe_NM/When_To_Visit/
- travel.usnews.com/Santa_Fe_NM/Getting_Around/
- travel.usnews.com/Santa_Fe_NM/Neighborhoods/
- travel.usnews.com/Santa_Fe_NM/Pictures/

Food & Wine FWx posted a series of posts dedicated to Santa Fe. The articles were written by Kate Donnelly, who visited the destination in 2015. The series included:

- **"The Best Hotels in Santa Fe, N.M."**
- **"The Best Places to Drink Outdoors in Santa Fe."]**
- **"The Most Romantic Restaurants in Santa Fe, NM."**
- **"The Best Local Food in Santa Fe."**
- **"The Best Breakfasts in Santa Fe, NM."**

Luxury Travel Magazine provided dedicated coverage of **Santa Fe's new museum exhibits.**

As a result of hosting Jill Fergus on the March 2015 press trip, AAA published dedicated coverage of the destination in an article titled, "**Visiting Santa Fe, New Mexico.**"

As a result of hosting Berit Baugher in Santa Fe in April 2015, *Fathom* posted dedicated coverage of Hotel St. Francis in a piece titled, "**Live Like a Saint at This Historic Santa Fe Hotel.**"

MAGAZINES

Travel + Leisure included Santa Fe in an article titled, "**Wonderful Regional Christmas Traditions From Around the U.S.**"

VIA Magazine provided dedicated coverage of the Santa Fe Botanical Garden at Museum Hill in an article titled, "**Santa Fe's Botanical Beauty.**"

Smart Meetings provided coverage of the destination in an article titled, "**Land of Artistic Enchantment in Albuquerque and Santa Fe.**" Coverage ran in print and online.

Prevue provided coverage of Santa Fe in an article titled, "**Made for Dreaming.**" Coverage ran in print and online.

Lonely Planet published coverage of Santa Fe in an article titled, "Drive the High and Low Roads" in the Spring 2016 print issue.

Conde Nast Traveler provided a dedicated feature on **the opening of Meow Wolf in Santa Fe.**

Men's Journal included New York Deli in Santa Fe in a round-up of, "**Best Coffee Shops to Unplug.**"

As a result of Carri Wilbanks visiting the destination, *Better Homes & Gardens* included the Santa Fe Farmer's Market in an article titled, "**Farmer's Markets to Visit Before You Die.**"

T: The New York Times Style Magazine provided dedicated coverage of Santa Fe's Meow Wolf in an article titled, "**The House That Art, Fantasy and Mystery Built.**"

As a result of hosting Matt Gurry on the October press trip, *Metrosource* provided dedicated coverage of the destination in a piece titled, "**Santa Fe.**"

BROADCAST

I Am Cait featured Mayor Gonzales on the **March 13 episode.**