



**OTAB Marketing Report  
April 2016  
Reported May 19, 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

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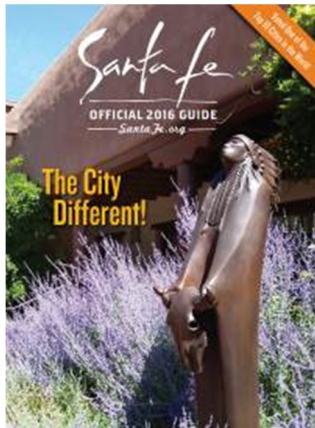
### Visitor Information Study

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TOURISM Santa Fe is conducting a Visitor Information Study in order to improve our marketing efforts. To date we've had close to 4,100 responses. With better data our campaigns and promotions will be more effective and we will increase visitation to Santa Fe. In order to communicate effectively with past guests and potential new customers, we must first understand why they visit Santa Fe and their travel behaviors.

## Order 2016 Santa Fe Visitor Guides and Get Ready for Summer

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The 2016 Santa Fe Visitor Guide is a great resource for visitors and staff. Be sure you have guides available for the summer travel season. Order your copies today.

## Santa Fe Profile Sheets

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Santa Fe Profile sheets are great marketing tools that are available for businesses' use. Partners can include them in press kits and proposals. There are three versions for the following markets—**Tours**, **Meetings** and **Leisure**. Each profile sheet contains event and attraction highlights in an easy to use PDF format.

## Vote for Santa Fe in the Conde Nast Traveler Awards

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Voting is still open for the elite **Conde Nast Traveler Readers' Choice** at [www.cntraveler.com/rca/2016](http://www.cntraveler.com/rca/2016). Please take a moment to create an account to vote. You can vote once per email registration. If you have already voted—thank you! Santa Fe is listed in the **Cities** section. 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. Deadline is June 1, 2016.

## Newly-launched Santa Fe Margarita Trail

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The newly launched Santa Fe Margarita Trail is off to a great start! TOURISM Santa Fe has asked businesses to be prepared to answer questions about the program. The Trail features 31 amazing margaritas around Santa Fe. A Social Media crawl was scheduled for May 1<sup>st</sup>, highlighting Cinco De Mayo. Learn more at [santafe.org/MargaritaTrail](http://santafe.org/MargaritaTrail). We have sold over 200 passports out the three Tourism Santa Fe Visitor Centers and 57 t-shirts have been redeemed by Passport holders.

## Update Business Listings on [santafe.org](http://santafe.org)

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TOURISM Santa Fe has implemented a new system on [santafe.org](http://santafe.org) allowing us to remind our business partners to update their listings if the account has been inactive for more than 6 months. We will send partners bi-annual reminders. We've encouraged them to login to add upcoming specials, events, update photos, and freshen up their descriptions in order to be ready for visitors planning their upcoming Santa Fe adventures.

## MARKETING INFORMATION ITEMS

### TSF Business Partner Meetings

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

- KSFR, Clines Corner Radio Show
- Katie Mustard & Brent Morris (film producer)
- Santa Fe Chamber of Commerce, Downtown Merchants
- Tricia Ware, Santa Fe Gallery Association
- Meow Wolf-Hospitality Breakfast
- International Folk Art Alliance
- Lodger's Luncheon
- PhotoSummer and The Fence
- Drury Marketing Session
- Cowgirl BBQ
- Los Alamos Tourism Presentation
- Anasazi Restaurant
- Woorster Polytech Institute Intern Program
- Stranger's Collective
- Hotel Chimayo, Low 'n Slow

- Las Golindrin
- La Fonda Hotel
- Santa Fe Dining
- Hutton Broadcasting, Cheryl Alters Jamison Radio Show (Margarita Trail)
- Georgia O'Keeffe Museum
- Santa Fe Spirits

## Western Chapter of the Society of American Travel Writers

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TOURISM Santa Fe with several hotels, restaurants and other key partners hosted the 2016 annual meeting of the Western Chapter of the Society of American Travel Writers from Sunday April 24 to Wednesday April 27. A large number of familiarization activities were scheduled for the week as well as pre and post activities. There were 46 guests representing media from all over the west.

## MONTHLY METRICS

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### Website & Newsletters

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#### April 2016 Performance Metrics

##### Visits

- 94,030 Total Sessions (12.3% decrease Y/Y)
- 72.3% New Sessions (5.3% decrease Y/Y)
- 2.64 Pages per Session (5.4% increase Y/Y)
- 2:53 Average Time on Site (5.7% increase Y/Y)
- 248,254 Total Page Views (7.5% decrease Y/Y)

##### Visitor Gender

- 61.4% Female
- 38.6% Male

##### Visitor Age

- 6.66% 18 - 24
- 16.70% 25 - 34
- 15.85% 35 - 44
- 16.41% 45 - 54
- 24.95% 55 - 64
- 19.43% 65+

##### Newsletters

- Santa Fe Happenings
  - Sent: April 5, 2016
  - Number sent: 48,190

- Number opened: 8,668
  - Open rate: 18.06%
- Show Your Love for Santa Fe
  - Sent: April 12, 2016
  - Number sent: 65,242
  - Number opened: 12,998
  - Open rate: 19.92%
- TOURISM Santa Fe Marketing Report
  - Sent: April 13, 2016
  - Number sent: 1,118
  - Number opened: 375
  - Open rate: 34.69%
- Santa Fe Deals and Specials
  - Sent: April 21, 2016
  - Number sent: 25,297
  - Number opened: 4,959
  - Open rate: 19.66%
- TOURISM Santa Fe Sales Report
  - Sent: April 27, 2016
  - Number sent: 1,120
  - Number opened: 378
  - Open rate: 34.24%

\*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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April was another great month for social media and we once again continue to see an increase in followers across our channels. The Visit Santa Fe Facebook fan base grew by 1,028 followers and Instagram gained 827 followers!

Our largest reach in April was a Facebook post of John Wayne Haynes, his horse Misty and dogs—reaching 151,786 Facebook users. This is our top performing post of all time.

As always, we encourage all of our business partners to follow, share, and interact with us on social media! Don't forget to add #SantaFeNM or #TheCityDifferent to your posts!

### Facebook

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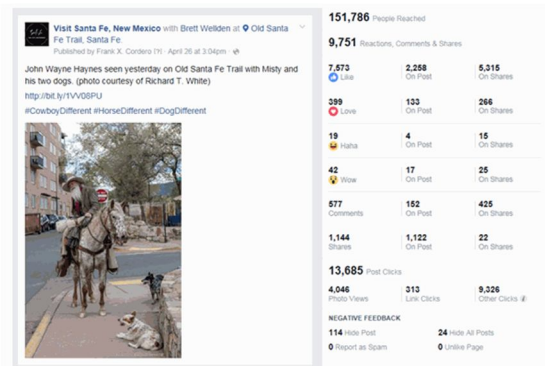
#### April 2016 Performance Metrics

- Total Page Likes: 49,706 (2.1% increase M/M)
- People Talking About This: 18,574
- Engagement: 66,582

Top Ranking Post: John Wayne Haynes, Horse & Dogs - April 26, 2016 at 3:04 PM

- Likes: 7,573

- Shares: 1,144
- Comments: 577
- Reach: 151,786



## Twitter

### April 2016 Performance Metrics

- Followers: 10,507 (1.3% increase M/M)
- Monthly Impressions: 125,200
- Engagement: 1,676

Top Performing Post: Here's A Sneak Peek of the NM Magazine July Issue! - April 4, 2016 at 2:03 PM

- Impressions: 2,275
- Favorites: 9
- Retweets: 3
- Total Engagements: 28

<p>Visit Santa Fe @CityofSantaFe Here's A Sneak Peek of the @NMMMagazine July Issue! @santafeopera @NMMuseumofArt #MagazineDifferent #SantaFeNM pic.twitter.com/MScJ9Zk1Ux</p>	Impressions	2,275
	Total engagements	28
	Media engagements	8
	Likes	6
	Link clicks	5
	Retweets	3
	Detail expands	3
	Profile clicks	2
	Replies	1

## Instagram

### April 2016 Performance Metrics

- Followers: 8,707 (10.5% increase M/M)

Top Performing Post, April: Palace Avenue

- 472 Likes



cityofsantafe  
Old Santa Fe Trail, Santa Fe

472 likes 1w

cityofsantafe John Wayne Haynes seen yesterday on Old Santa Fe Trail with Misty and his two dogs.

Photo courtesy of Richard T. White

#JohnWayneHaynes #Apaloosa  
#SantaFeNM #SantaFe  
#TheCityDifferent #SantaFeCulture  
#SantaFeLiving #SantaFeLife  
#TheCityDifferent #Horse  
#OldSantaFeTrail #Caballo  
#mansbestfriend #dog

view all 22 comments

vickylondres Don Quixote? ×

jeanwright\_studios I saw him riding on St. Michael's this morning! Wished I could have stopped for a visit! Awesome! ×

christimares @callowayrbastien remember this guy at the McDonalds ×

Add a comment...

## Pinterest

### April 2016 Performance Metrics

- Followers: 2,089 (1.6% increase M/M)

## YouTube

### April 2016 Performance Metrics

- Subscribers: 219 (2.3% increase M/M)
- Views: 2,476

## Blog

### April Blog Posts

#### Discover Santa Fe in the Month of May

- Posted April 5, 2016
- Views: 307

#### Santa Fe Passion For All Things Flamenco

- Posted April 12, 2016
- Views: 280

#### Santa Fe's Top Biking Events In May

- Posted April 19, 2016
- Views: 212

#### Make Santa Fe Memories This Memorial Day Weekend!

- Posted April 26, 2016
- Views: 277

### April 2016 Performance Metrics

Total Blog Views: 3,498 (43.6% decrease M/M)  
Average Time on April Blog Posts: 2:26 minutes

## PAID MEDIA PLACEMENTS

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### Digital

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#### DISPLAY

Target: Drive and Fly  
Flight Dates: April 1 - April 30, 2016

Magnetic:  
2,602 clicks/1,168,105 impressions = .22% CTR; 1,509 visits = 58% VR



#### PRE-ROLL VIDEO and MOBILE

Target: Drive and Fly  
Flight Dates: April 1 - April 30, 2016

Adara  
969 clicks/257,167 impressions = .38% CTR; 918 visits = 95% VR

SpotXchange:  
62 clicks/284,897 impressions = .02% CTR; 51 visits = 82% VR

Tremor:  
721 clicks/781,280 impressions = .09% CTR; 486 visits = 65% VR

Quantcast:  
1,545 clicks/1,919,294 impressions = .08% CTR; 1,445 visits = 94% VR

#### 3RD PARTY TRAVEL SITES

Target: National  
Flight Dates: April 1 - April 30, 2016

Expedia/Travelocity:  
287 clicks/211,387 impressions = .14% CTR  
(3rd party landing page; visit rate not calculated)

TripAdvisor:  
426 clicks / 183,712 imp = .23% CTR; 334 visits = 78% VR



## SEM (CONSUMER)

Target: National

Flight Dates: April 1 - April 30, 2016

4,147 clicks/ 423,863 impressions = .98% CTR

Avg position = 2.4

Avg CPC = \$ 1.44

## MICE

Target: National

Audience: Meeting and Incentive Trip Planners

Flight Dates: April 1 - April 30, 2016

SEM: 372 clicks/ 78,054 impressions = .48% CTR

Avg position = 1.8

Avg CPC = \$6.11

# PUBLIC RELATIONS

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## Summary

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April earned media numbers were \$527,359. We enjoyed nice coverage in great outlets, but lacked that home run ball that drives the numbers higher. By May 6 we've already passed the entire total for April. While media is at least as much a quality game as it is quantity, and we need to make new pushes and pitches every day.

## 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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*USA Today* 10 Best named Santa Fe "**#8 Best College Small Town.**"

*Conde Nast Traveler* named Santa Fe one of "**15 Best U.S. Cities for Vegetarians**" in the Readers' Choice Awards.

AARP named Santa Fe "**#1 Top Cities For Art Lovers.**"

## Visiting Press

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**Melissa McGibbon** from *Outdoor Sports Guide Magazine* visited Santa Fe from April 14-17.

**Graeme Croser** visited Santa Fe from April 21-23 to research for coverage for the *Scottish Mail* on Sunday.

**James Hills** visited Santa Fe from April 25-27 to research for coverage on *Man Tripping*.

**Kristen Dobroth** from *Elevation Outdoors* visited the destination from April 26-27.

## Print, Online & Broadcast Articles

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

### NEWSPAPER

As a result of Ray Rinaldi visiting the destination in March, *Denver Post* provided dedicated coverage in an article titled, “**15 new things to do, see and eat in Santa Fe.**”

Rinaldi also produced a dedicated feature titled, “**In Meow Wolf’s house, the future of art is already on the table.**”

As a result of TOURISM Santa Fe hosting Toni Dash in the destination, *Boulder Locavore* provided dedicated coverage in an article titled, “**Discovering Santa Fe’s Margarita Trail.**”

*Santa Fe New Mexican* posted a dedicated feature titled, “**The Margarita Trail map is real, and it is spectacular.**”

*Albuquerque Journal* featured dedicated coverage of the Santa Fe Margarita Trail in an article entitled, “**Celebrating tequila, sunshine on margarita trail.**”

As a result of TOURISM Santa Fe hosting Caramie Petrowsky in the destination in March, *Vail Daily* provided dedicated coverage in an article titled, “**Road Trip to Santa Fe.**”

*Dallas Morning News* posted an article titled, “**Where Texpats hang out in Santa Fe.**”

### WEBSITES

As a result of Christopher Hall visiting the destination, *AARP Travel Blog* ranked Santa Fe first in a round-up entitled, “**10 Top U.S. Cities for Art Lovers.**”

As a result of TOURISM Santa Fe hosting Christine Wei in April 2015, *Shermans Travel* included Santa Fe in an article titled, “**How to Experience Albuquerque & Santa Fe in One Trip (Part II).**”

*Gogobot* featured a **Q&A with Randy Randall.**

As a result of Janice Nieder visiting the destination, *Examiner* provided dedicated coverage in a piece titled, “**7 hot tips for exploring Santa Fe in style.**”

As a result of TOURISM Santa Fe hosting Anshula Varna in the destination, *Passport to Eden* posted three dedicated articles covering Santa Fe and its partners.

- Outlet posted an article titled, “**Under The Painted Sky - Guide to Canyon Road.**”
- Outlet provided dedicated **coverage on the Loretto Chapel.**
- Outlet posted an article titled, “**All the Yesterdays - Day Trip From Santa Fe,**” highlighting Bandelier National Monument.

## MAGAZINES

As a result of TOURISM Santa Fe hosting Arlene Stacey during the March 2015 press trip, *Zoomer Magazine* provided dedicated coverage of Santa Fe in an article titled, “**Country & Western.**” Coverage ran in print and online.

*Sunset Magazine* included the Santa Fe Opera in an article titled, “Best Summer Ever.” TOURISM Santa Fe assisted with outreach.

As a result of TOURISM Santa Fe hosting Greg Garry on the February 2016 press trip, *Out Traveler* published dedicated coverage of Santa Fe in the May 2016 issue.

As a result of TOURISM Santa Fe hosting Jessica Fender on the March 2015 press trip, *New Mexico Journey* provided coverage of Santa Fe in two articles in the May/June issue.

*Successful Meetings* posted an article titled, “**5 Questions for Tourism Santa Fe’s Randy Randall.**”

*The Week* included the opening of Meow Wolf in a travel round-up in the April 11th issue.

*National Geographic* posted a Q&A titled, “**George R.R. Martin Talks Santa Fe, Interactive Art and Game of Thrones.**”

*Vogue* included chef John Sedlar and ELOISA in an article titled, “**8 Easy Spring Recipes From Our Favorite Top Chefs.**”

*Money Magazine* included Santa Fe in an article titled, “**7 Best Domestic Destinations.**”

## BROADCAST

*KSFR Cline’s Corner* conducted an **interview with TOURISM Santa Fe’s John Feins** on Santa Fe and what’s new including Meow Wolf’s House Of Eternal Return and the Santa Fe Margarita Trail.

*KVSF 101.5* conducted an **interview with TOURISM Santa Fe’s Cynthia Delgado** about the new Margarita Trail and summer events.