FUSEIDEAS

SANTA FE QUARTERLY REPORT

APRIL - JUNE 2016

SUMMARY

- This report includes performance and results from the last quarter of TOURISM Santa Fe's FY16 campaign (April 1, 2016 - June 30, 2016), including incremental buys that ran in Austin and Denver

KEY INSIGHTS

- The digital campaign from April 1 to June 30 generated 13.7M impressions and 35,643 clicks - an overall 0.26% click rate (0.10% benchmark)

- "Arts" was the best performing creative generating a 0.39% click rate, followed by "Outdoor" and "Cuisine" with 0.16% click rates

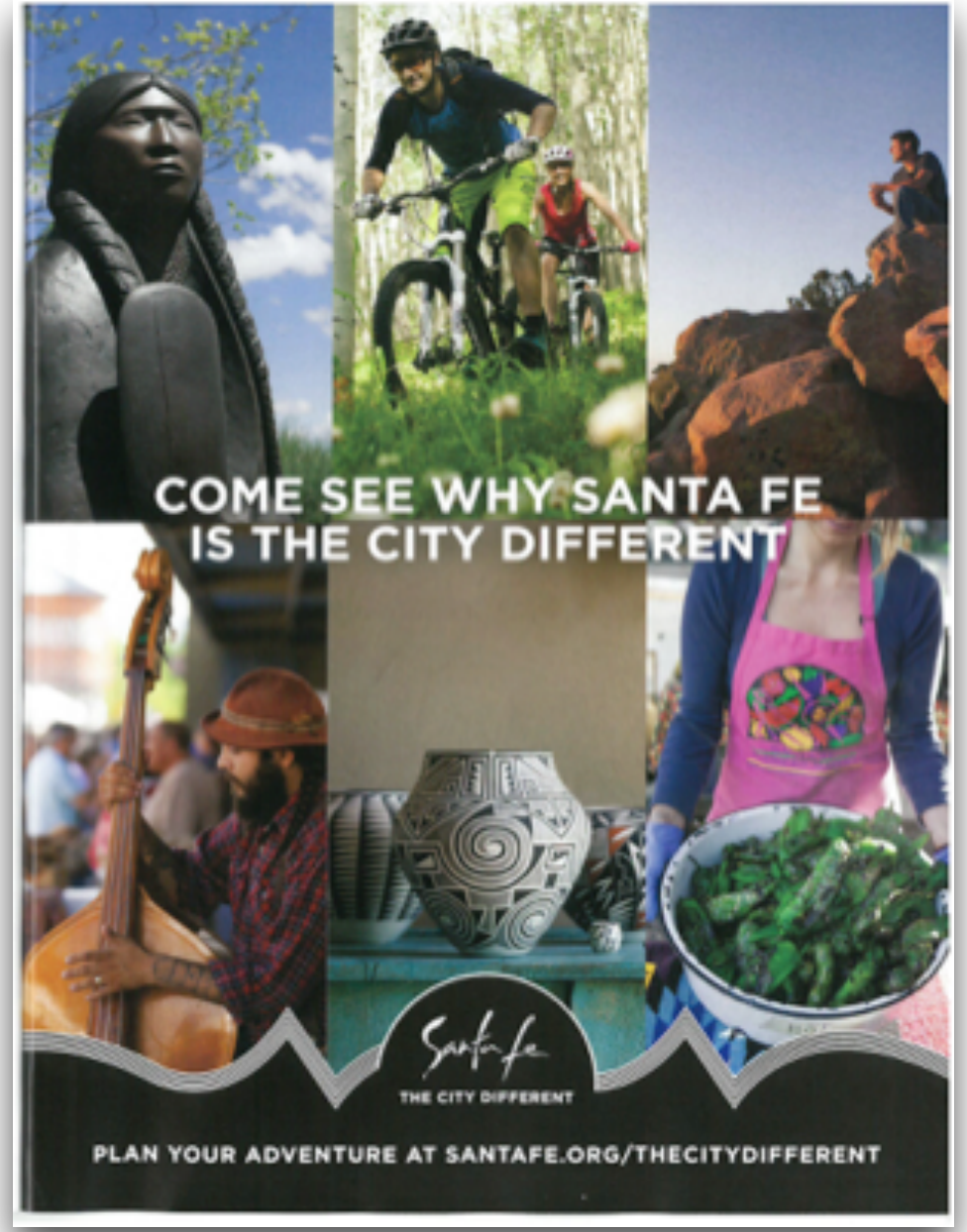
- AdTheorent (Austin campaign) generated the best performing CTR at 0.77%, followed by Adara (Consumer campaign) with 0.38% CTR, then TripAdvisor with a 0.23% CTR

- The Austin initiative generated 28.21% of total digital impressions- that is almost a third of total digital impressions in just the month of June

CONSUMER PRINT

5280 TRAVELER - JUNE

- Buy Summary:
  - FP4C RHP in New Mexico section of Summer 2016 5280 Traveler, supplement to Denver's 5280 Magazine
  - Target Market: Denver, CO
  - Impressions: 90,000
  - Investment: $3,200



NY TIMES T TRAVEL - MAY

- Buy Summary:
  - HP4C and HP editorial in "Discover America" issue, May 22nd
  - Target Market: National
  - Impressions: 2,326,000
  - Investment: $10,000

ADVERTISEMENT

SANTA FE, NEW MEXICO

Innovative cuisine; galleries galore; and outdoor summer markets all around town

Known for its authentic adobe architecture, vibrant arts scene, and earthy vibe, Santa Fe takes on a whole new aspect come summertime — with markets popping up across e historic city and the celebrated Santa Fe Opera kicking its season on July 1.

Start your journey through the city's visual arts th a visit to Canyon Road — home to more than 80 leries showcasing artwork from painting to photography to sculpture. The up-and-coming Railyard strict is home to contemporary galleries tucked ide warehouse-style buildings. Both areas host gular Friday art walks.

Santa Fe is justly famous for its chili peppers, which said to bring health and good luck. They also add st to the local cuisine, a blend of Mexican, Spanish and uthwestern influences. Sign up for a class at the Santa School of Cooking, or take one of the city's culinary walking urs, which introduce you to Santa Fe's dynamic restaurant scene.

Don't miss shopping at the many outdoor markets that sprout up all around town during the summer months. The Contemporary Spanish Market (July 30—31) presents original paintings, ceramics and more, while traditional and contemporary art, pottery and jewelry are featured at the Santa Fe Indian Market, held in August. Or head to the Railyard District on Saturdays to find the Santa Fe Artists Market, a weekly juried art show, as well as the Farmers Market, with locally produced products.

The Santa Fe Opera is known for its passionate fan base; some devotees are known to plan their summer vacation around the company's season. If you're lucky enough to score a ticket to one of its five productions, which this year includes "Don Giovanni" and "Romeo and Juliet," come dressed to the nines and ready to sip champagne, as the locals do.

For more information, call 800-777-2489 and go to santafe.org/thecitydifferent.

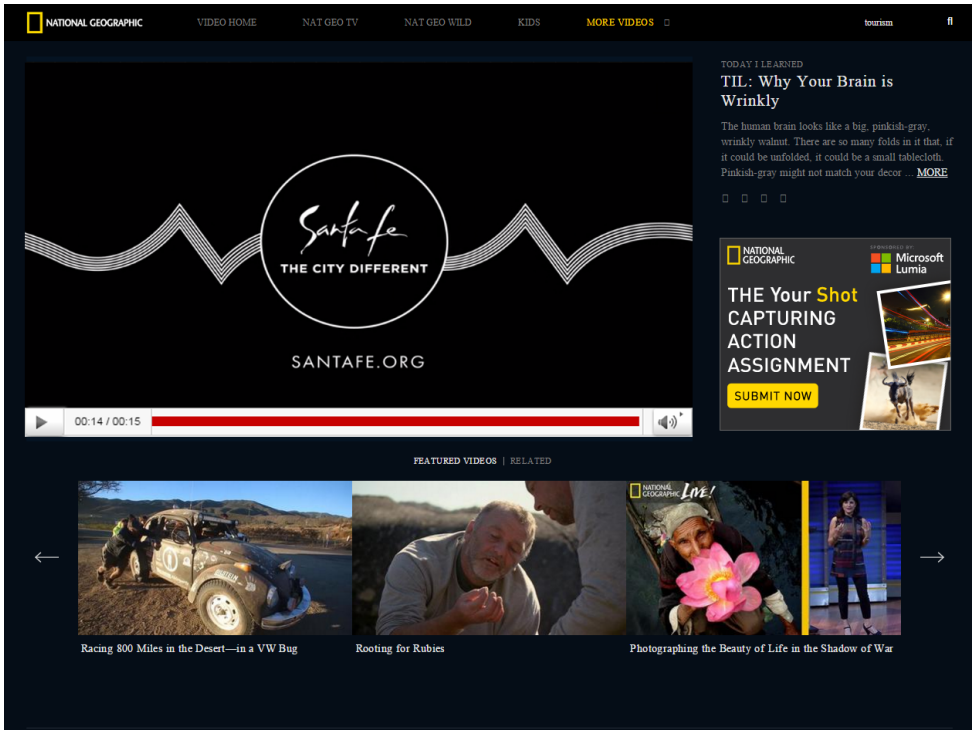
INSET: *THE PALACE OF THE GOVERNORS IN SANTA FE, NEW MEXICO.*

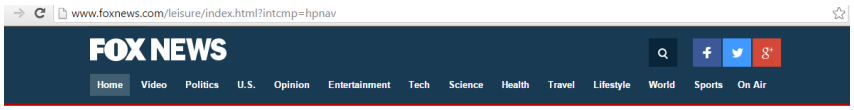
Santa Fe
HOT SPOTS
Santa fe
THE CITY DIFFERENT

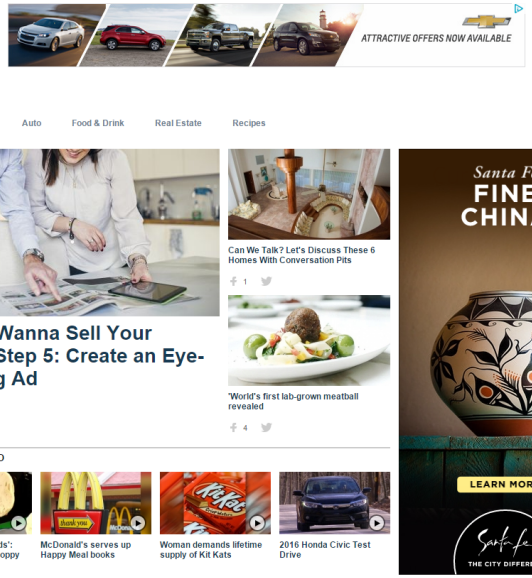
CONSUMER DIGITAL

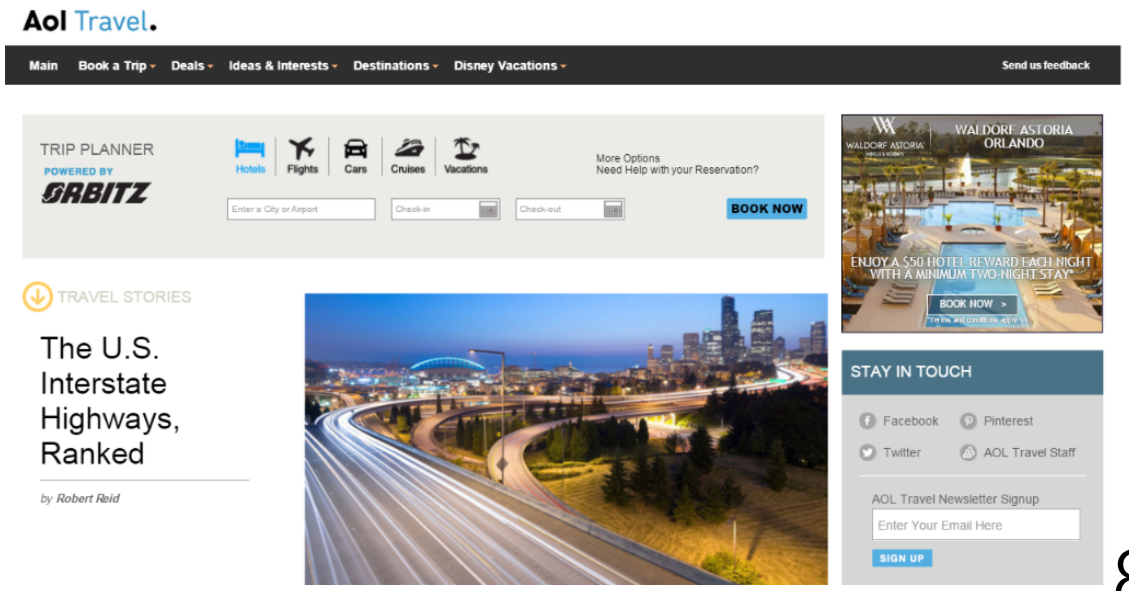
ADARA - APRIL

- Buy Summary
  - Desktop, Mobile and Tablet Rich Media Banners with PreRoll Video and Rising Star Premium Reserve
  - Target Market: Denver, Amarillo, Phoenix, Colorado Springs, Seattle, Las Angeles, NYC, Dallas, Houston, Chicago
  - Impressions: 257,172
  - Investment: $3,000.01
  - eCPM: $3.09, with 0.25% CTR YTD



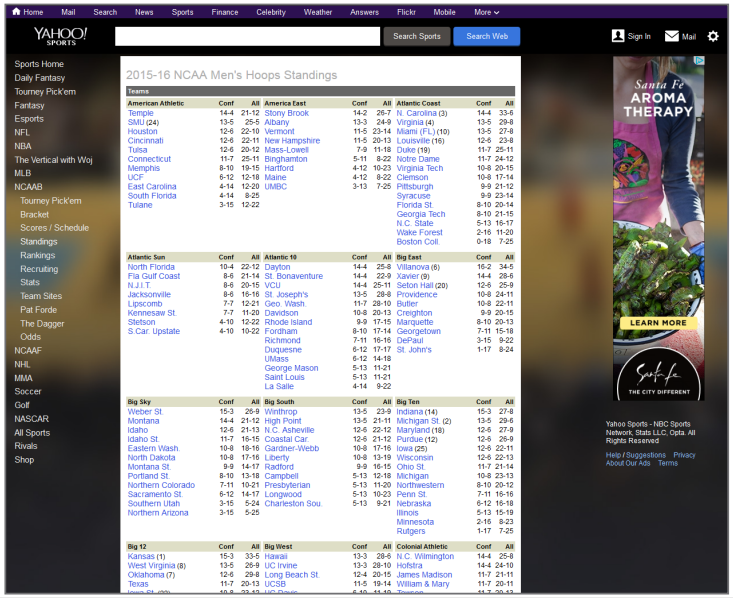


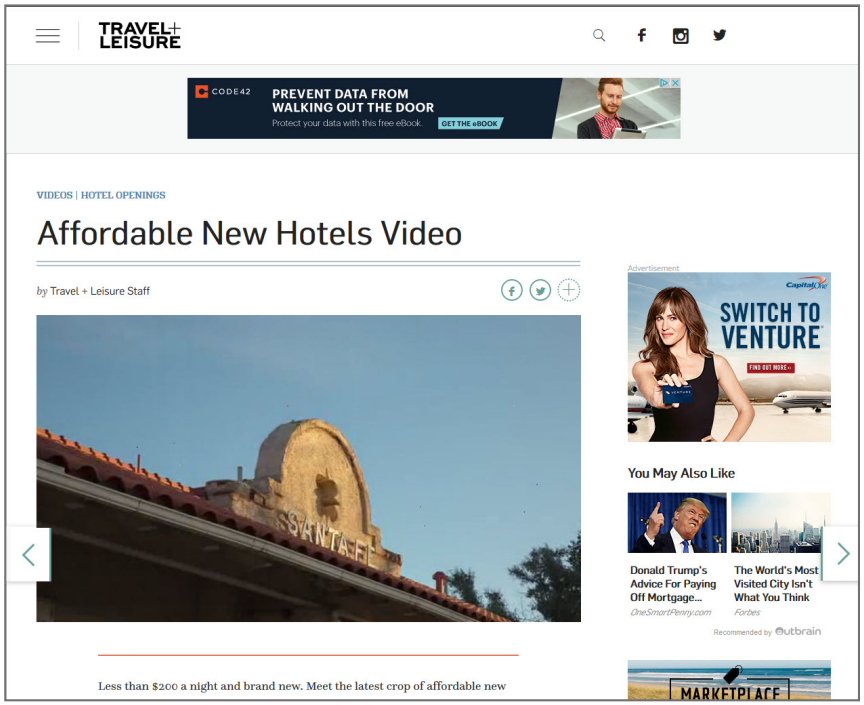


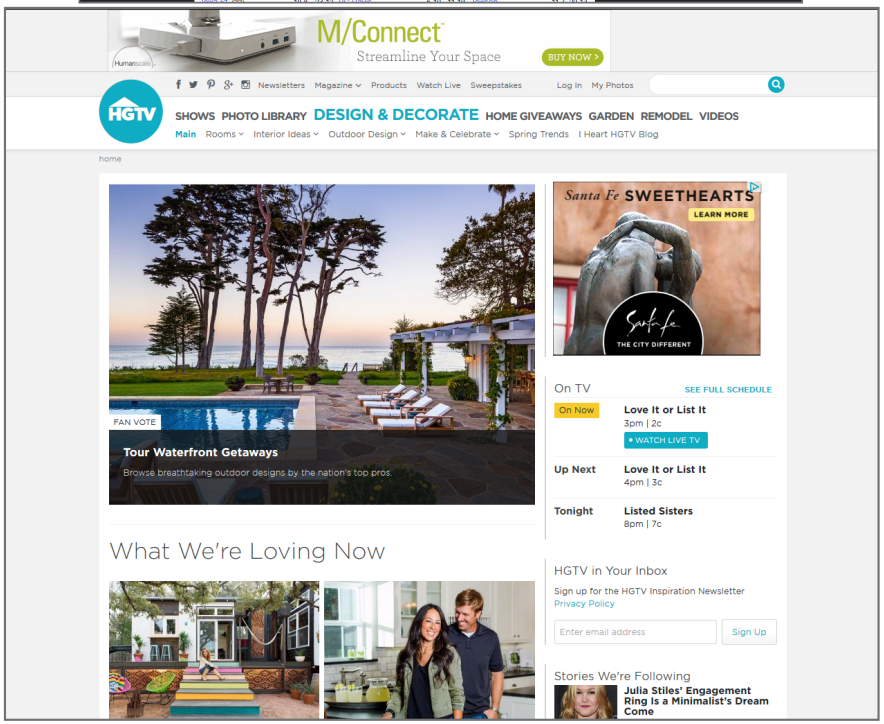


MAGNETIC - APRIL TO JUNE

- Buy Summary
  - Standard Banner Package with PreRoll Video
  - Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
  - Impressions: 3,328,909
  - Investment: $30,000.02
  - eCPM: $4.61, with 0.20% CTR YTD

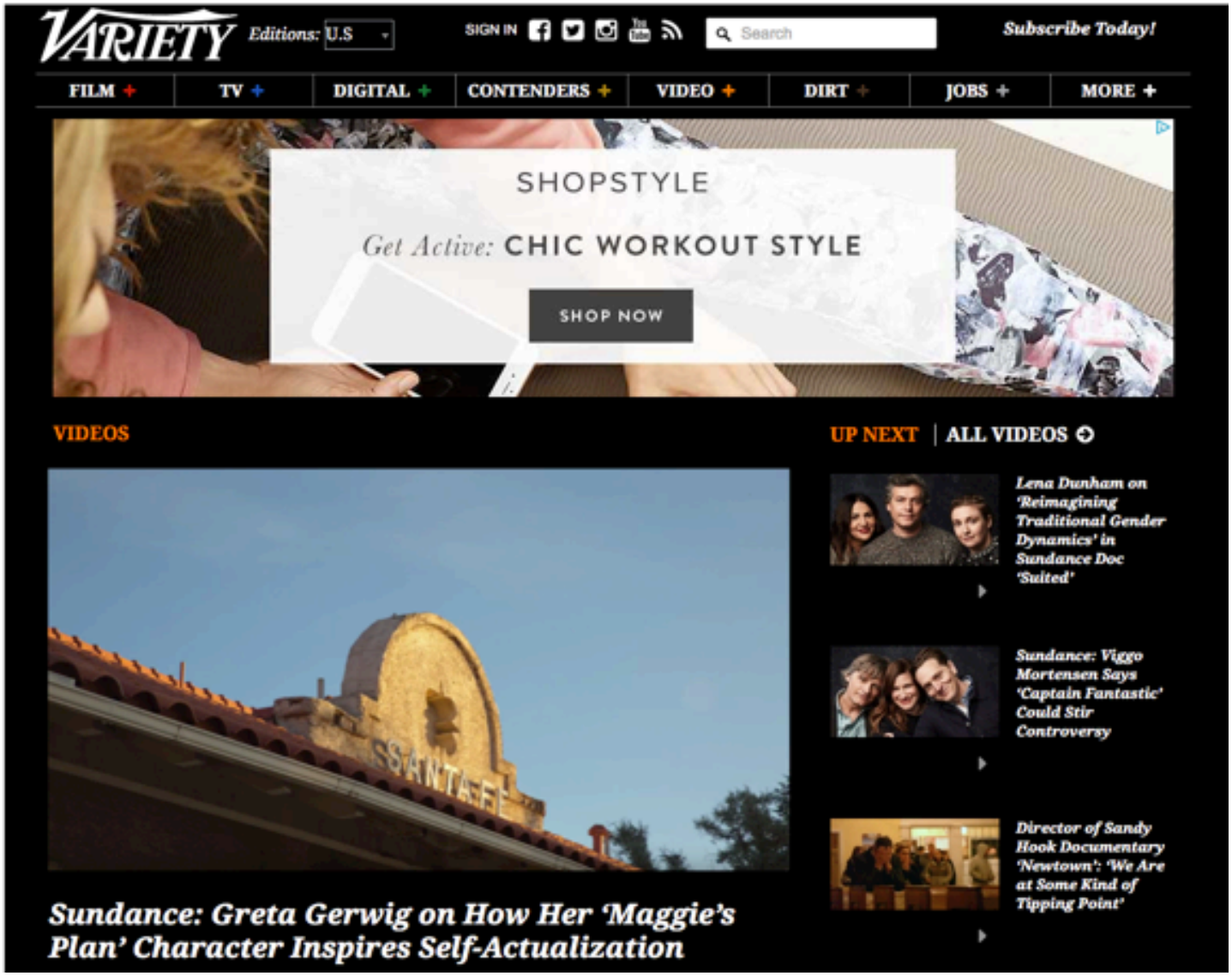






SPOTXCHANGE - APRIL & MAY

- Buy Summary
  - PreRoll Video with Companion Banner
  - Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
  - Impressions: 547,386
  - Investment: $6,049.59
  - eCPM: $37.34 with 0.03% CTR YTD

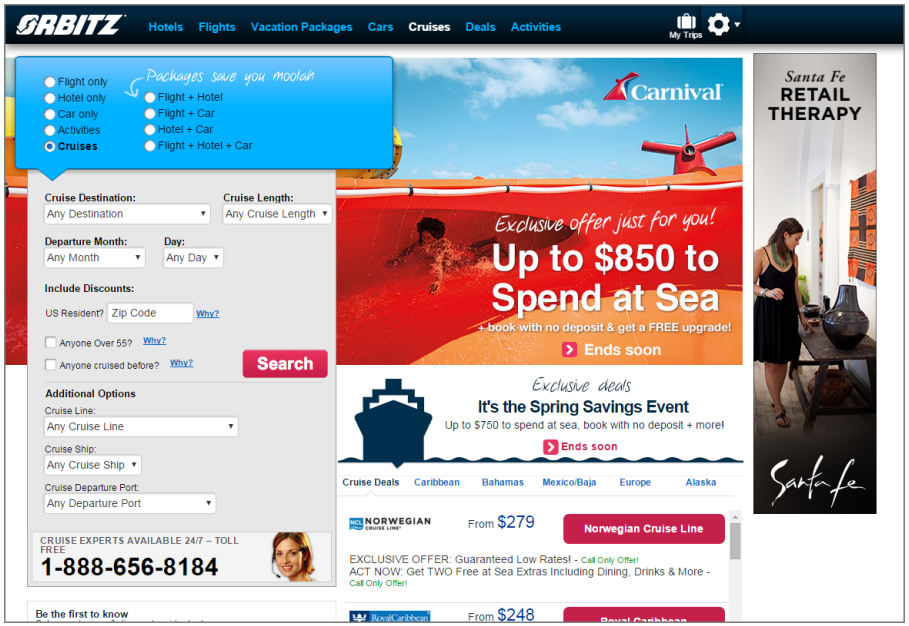


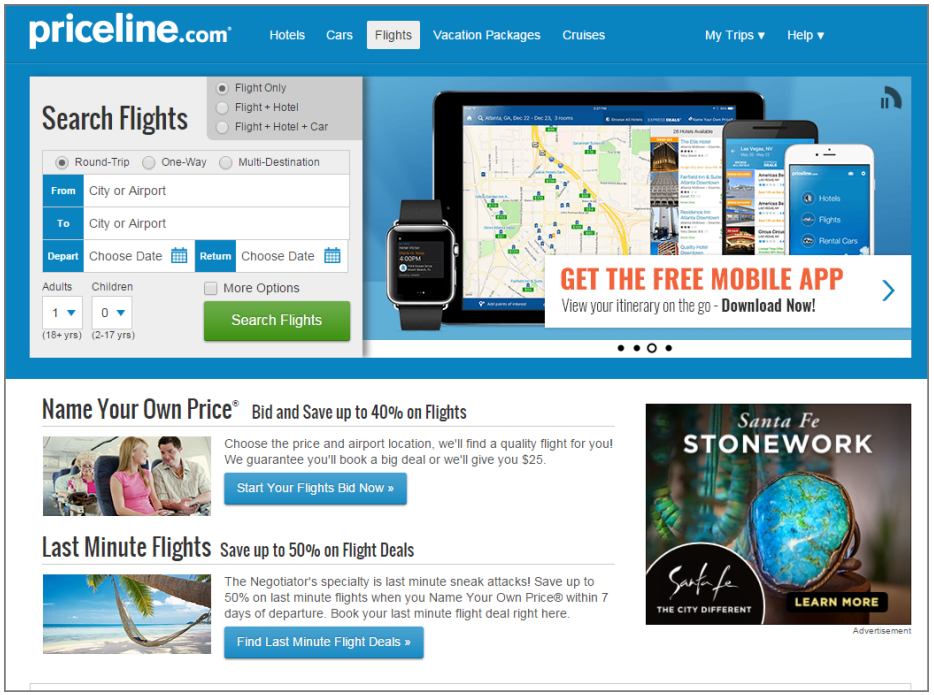
TREMOR VIDEO - APRIL

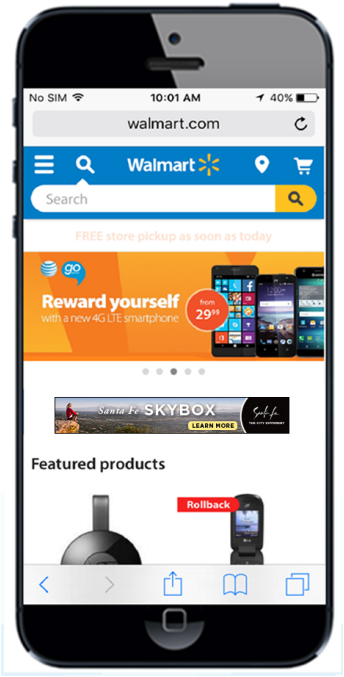
- Buy Summary
  - Geotargeted Desktop PreRoll with Companion Banner
  - Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
  - Impressions: 781,281
  - Investment: $10,000
  - eCPM: $13.87, with 0.19CTR YTD

QUANTCAST - APRIL & MAY

- Buy Summary
  - Mobile, Web, Tablet and Smart Phone Banners with PreRoll Video
  - Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
  - Impressions: 3,594,024
  - Investment: $19,891.30
  - eCPM: $8.64, with 0.06% CTR YTD



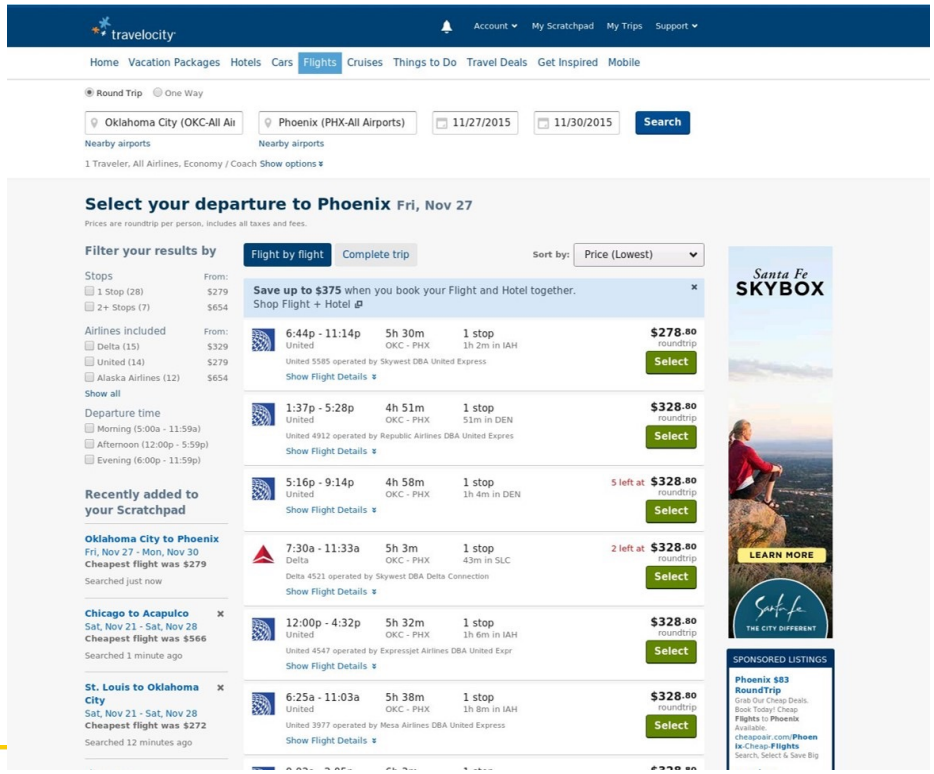


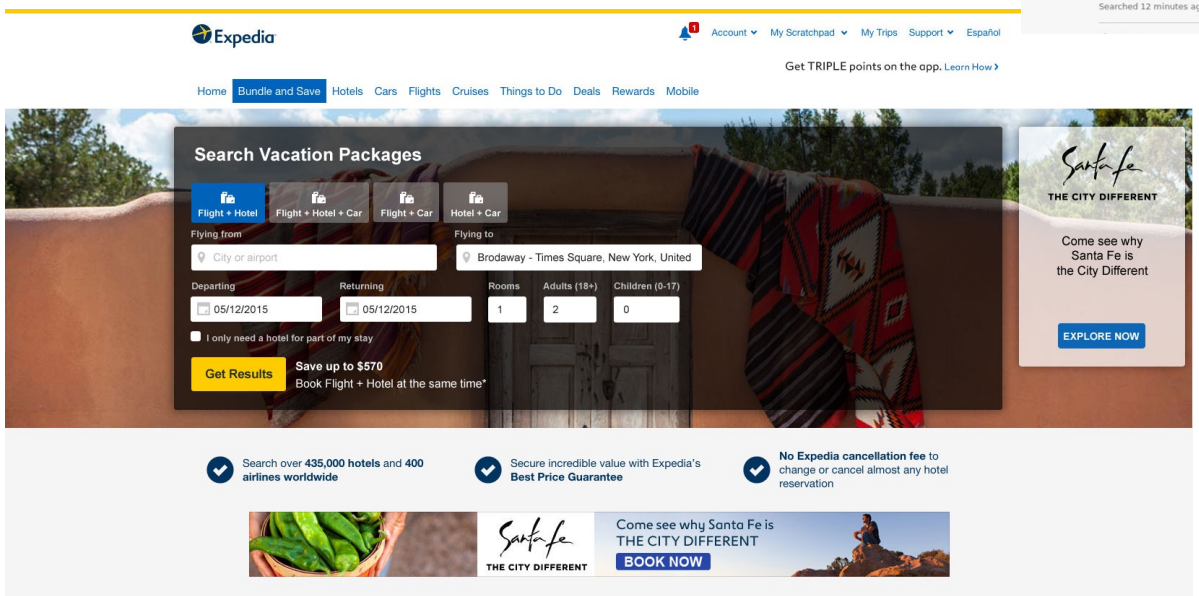


TRAVEL DIGITAL & E-NEWSLETTERS

EXPEDIA/TRAVELOCITY - APRIL & MAY

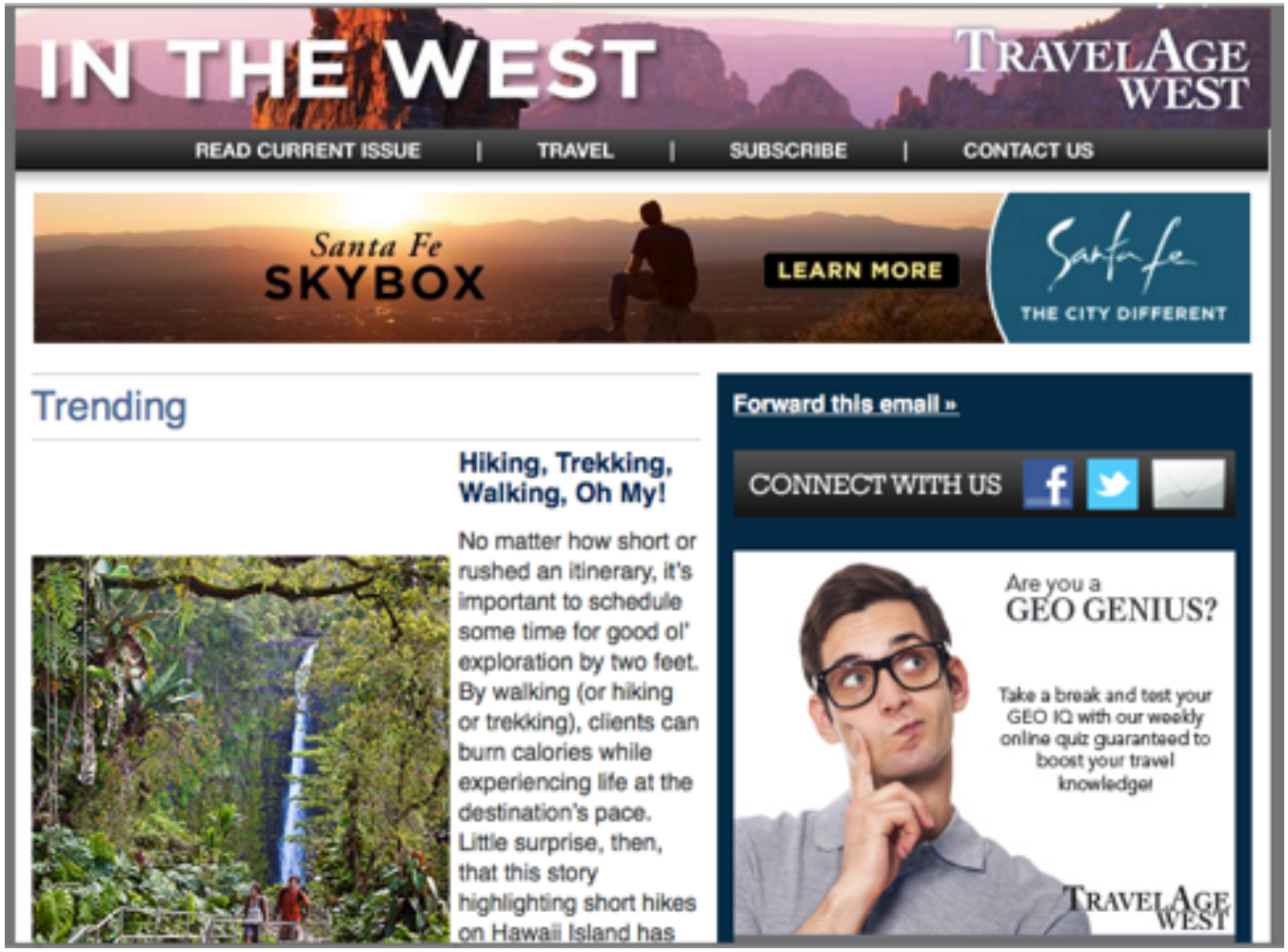
- Buy Summary
  - Standard Banners and ROS Search Marquee
  - Target Market: Colorado, Arizona, Texas, California, Illinois, New York, Washington, California, Illinois, New York, Washington
  - Impressions: 768,319
  - Investment: $12,055.13
  - eCPM: $12.15





TRAVEL AGE WEST - MAY & JUNE

- Buy Summary
  - "In The West" eNewsletter
  - Target Market: National
  - Number of Sends: 36,987
  - Impressions: 7,498
  - Open Rate: 20.27%
  - Investment: $2,739.99
  - Flat Rate: $913.33



TRAVEL PULSE - MAY & JUNE

- Buy Summary
  - "1-2-1" eNewsletters
  - Target Market: National
  - Number of Sends: 89,555
  - Impressions: 11,150
  - Open Rate: 12.45%
  - Investment: $2,000
  - Flat Rate: $1,000

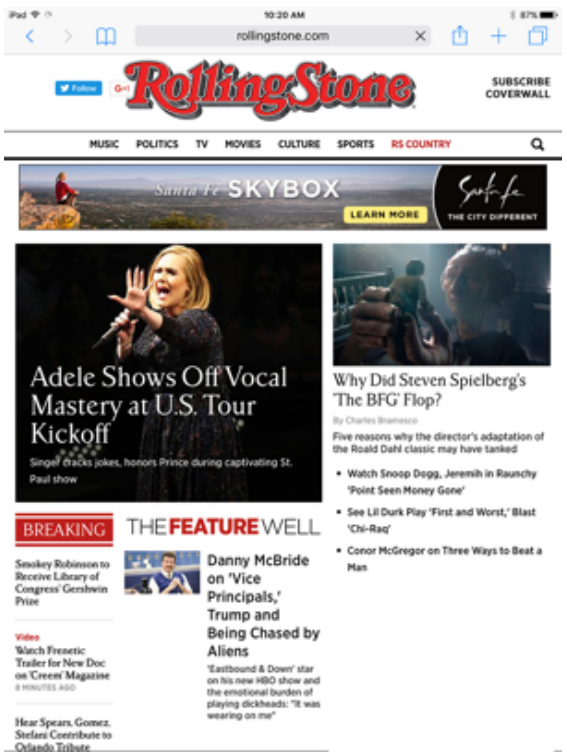
QUESTEX TRAVEL GROUP - APRIL TO JUNE

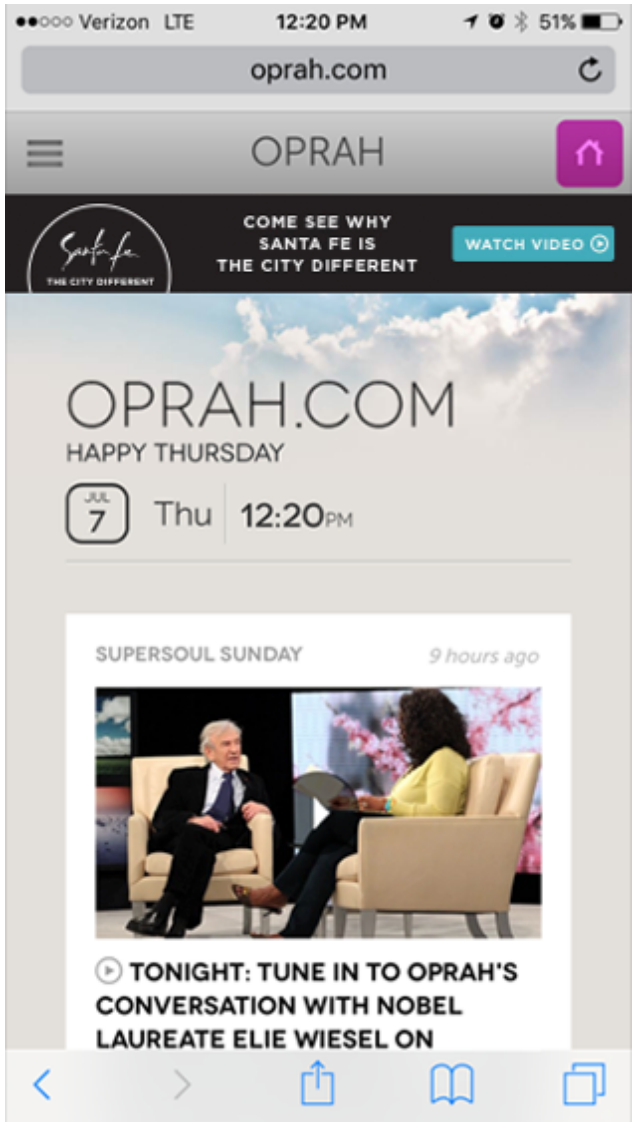
- Buy Summary
  - "The Dossier" eNewsletter
  - Target Market: National
  - Number of Sends: 272,000
  - Impressions: 60,861
  - Open Rate: 22.38%
  - Investment: $4,000
  - Flat Rate: $500

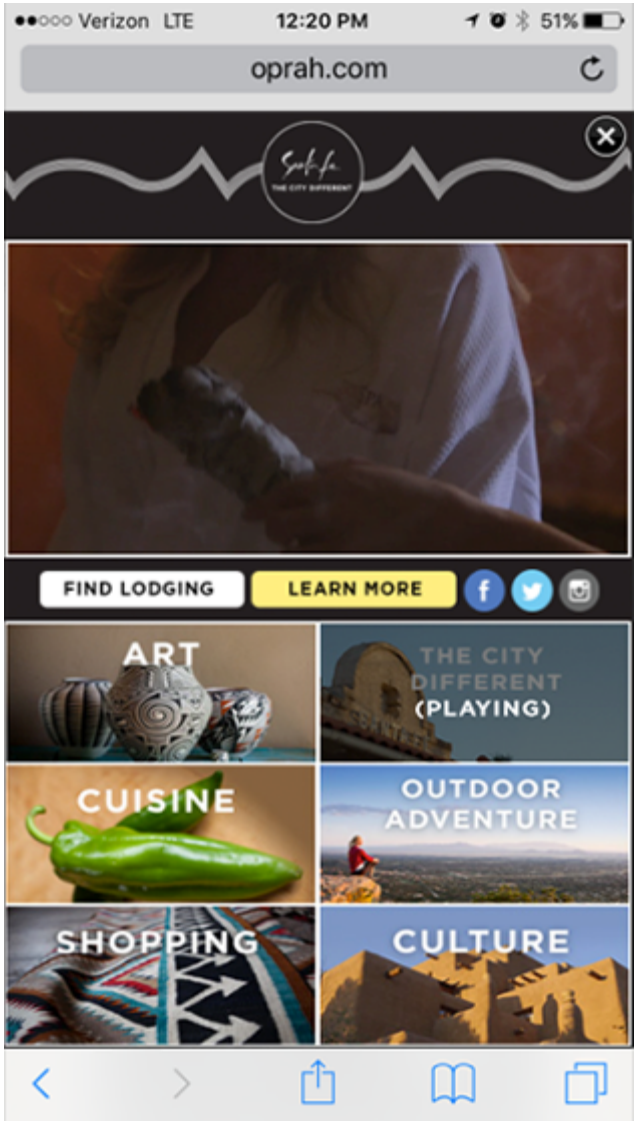
JUNE AUSTIN INITIATIVE

ADTHEORENT - DIGITAL

- Buy Summary
  - Mobile Display Rich Media
  - Target Market: Austin, TX
  - Impressions: 1,970,533
  - Investment: $13,888.88
  - eCPM: $0.91





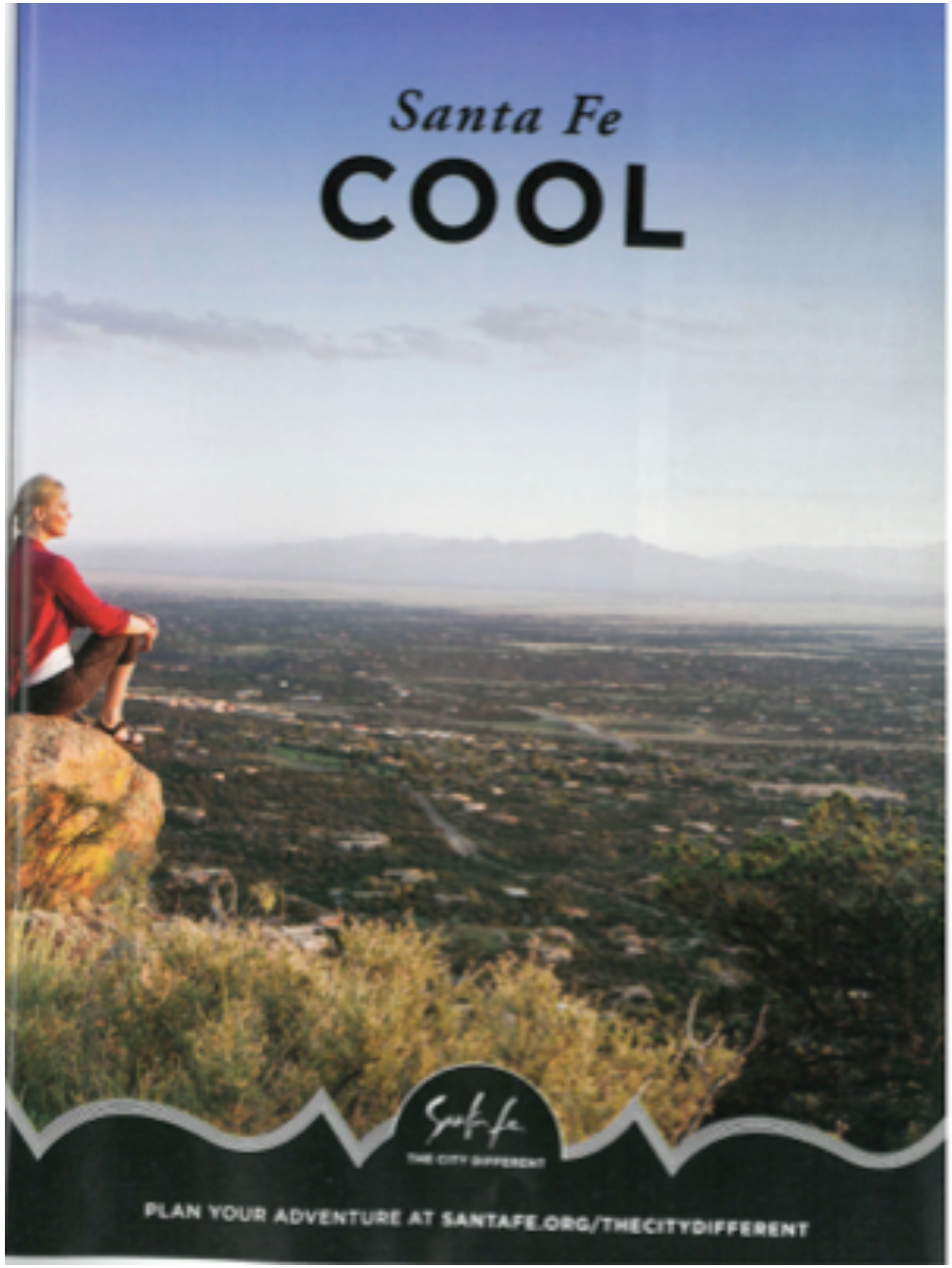


AUSTIN - OUT OF HOME

- Buy Summary
  - Bus King Kongs
  - Target Market: Austin, TX
  - Impressions: 1,575,000
  - Investment: $43,712.50

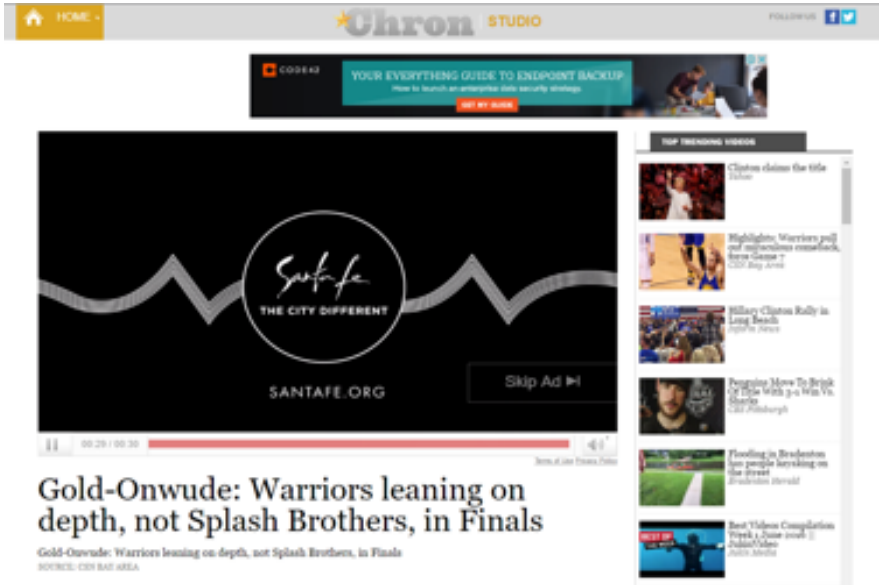
AUSTIN MONTHLY - PRINT

- Buy Summary
  - FP4C, 1/3 pg Advertorial, Custom Editorial and eNewsletter in Travel Section of "Great Destinations" issue
  - Target Market: Austin, TX
  - Impressions: 161,000
  - Investment: $3,500



ADARA - DIGITAL

- Buy Summary
  - Desktop, Mobile and Tablet Rich Media Banners with PreRoll Video and Rising Star Premium Reserve
  - Target Market: Austin, TX
  - Impressions: 919,936
  - Investment: $6,666.67
  - eCPM: $8.50



AUSTIN INITIATIVE ANALYSIS

- Since initiative launch on June 1, Austin TX has been the #2 market for incoming website traffic after Albuquerque-Santa Fe NM
- June 2016 experienced a 405% increase in web sessions from Austin compared to prior month (May 2016), and a 422% increase year-over-year (June 2015)
- 66% of the web traffic being driven by AdTheorent Rich Media mobile units
- Direct traffic from Austin is up 121% M/M and Organic Search traffic is up 13% M/M

SEM

CONSUMER, MICE & AUSTIN (APRIL - JUNE)

- Buy Summary
  - Santa Fe Related Keywords across 13 different campaigns
  - Target Market: Denver, Amarillo, Phoenix, Colorado Springs, Seattle, Las Angeles, NYC, Dallas, Houston, Chicago and Austin
  - Impressions: 1,268,886
  - Investment: $23,123.93
  - eCPM: $1.77

Keyword	Campaign
attractions in santa fe new mexico	Branded
Native American Art	Art
attractions santa fe	Branded
santa fe new mexico calendar of events	Events
Sculpture Art Galleries	Art
historic santa fe	History
santa fe new mexico tourism	Meetings
visiting santa fe new mexico	Branded
visit santa fe new mexico	Branded
travel to santa fe new mexico	Branded

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Visit The City Different.
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To Do in Santa Fe
There's more to see and do.
Check out Santa Fe attractions!
www.santafe.org/Attractions

OTHER

GO NEW MEXICO TRAVEL PLANNER

- Buy Summary
  - 647 names, emails and addresses of people requesting Santa Fe information
  - Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
  - 23,098 impressions
  - 156 clicks to http://santafe.org/

MEDIAMAX (CONDE NAST) - ADDED VALUE

- Target Market: Denver, Colorado Springs, Phoenix, NW Texas, Minneapolis/St Paul, Rhode Island, Houston, San Francisco East Bay, Atlanta, Charlotte, Central/Costal Virginia, Chicago City/North Suburbs, Cleveland/ Akron/Canton, Los Angeles/ West LA, Manhattan, Long Island and Northern New Jersey

- Out of 6,000 eNewsletters deployed on 4/13/16, a total of 1,112 people opened it: this is a 18.53% Open Rate

- "Roadtrip to The City Different" appeared in June 2016 editions of Architectural Digest, Bon Appetit, Conde Nast Traveler, Golf Digest and GQ (in select markets)

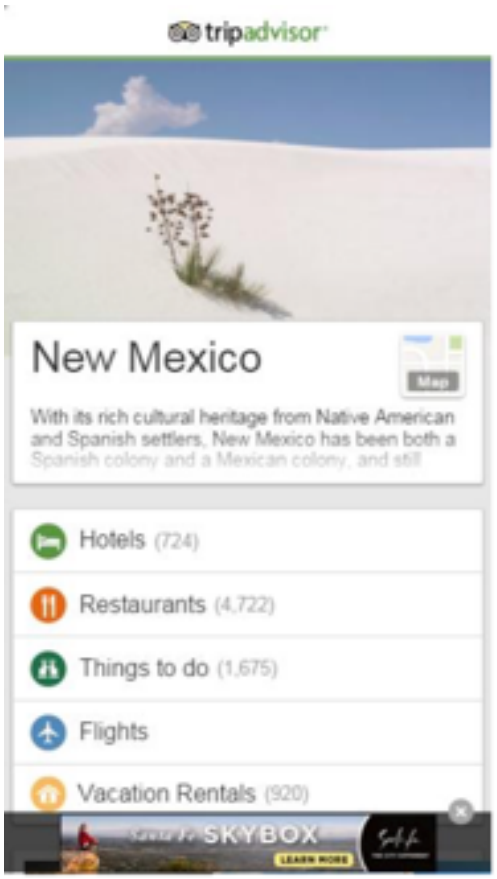
Roadtrip to The City Different

Santa Fe, New Mexico has it all. An incredible culinary scene, world-class art galleries and museums, high-end shopping, luxury spas and a full complement of outdoor activities make it the ideal destination for anyone with a sense of adventure. This is no ordinary getaway. This is The City Different.

SantaFe.org/CN
800.777.2489

TRIP ADVISOR DMO PAGE - APRIL TO JUNE

- Buy Summary
  - PDP Sponsorship
  - Target Market: Denver, Colorado Springs, Phoenix, Seattle, Los Angeles, Amarillo, New York, Dallas, Houston and Chicago IP's
  - Impressions: 526,622
  - Investment: $16,791.78
  - eCPM: $13.72, with 0.20% CTR YTD



NEXT STEPS

- Approve and process FY17 media buys
- Optimize SEM for all campaigns based on recommendations
- Work to clarify TripAdvisor reporting changes

THANK YOU