

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

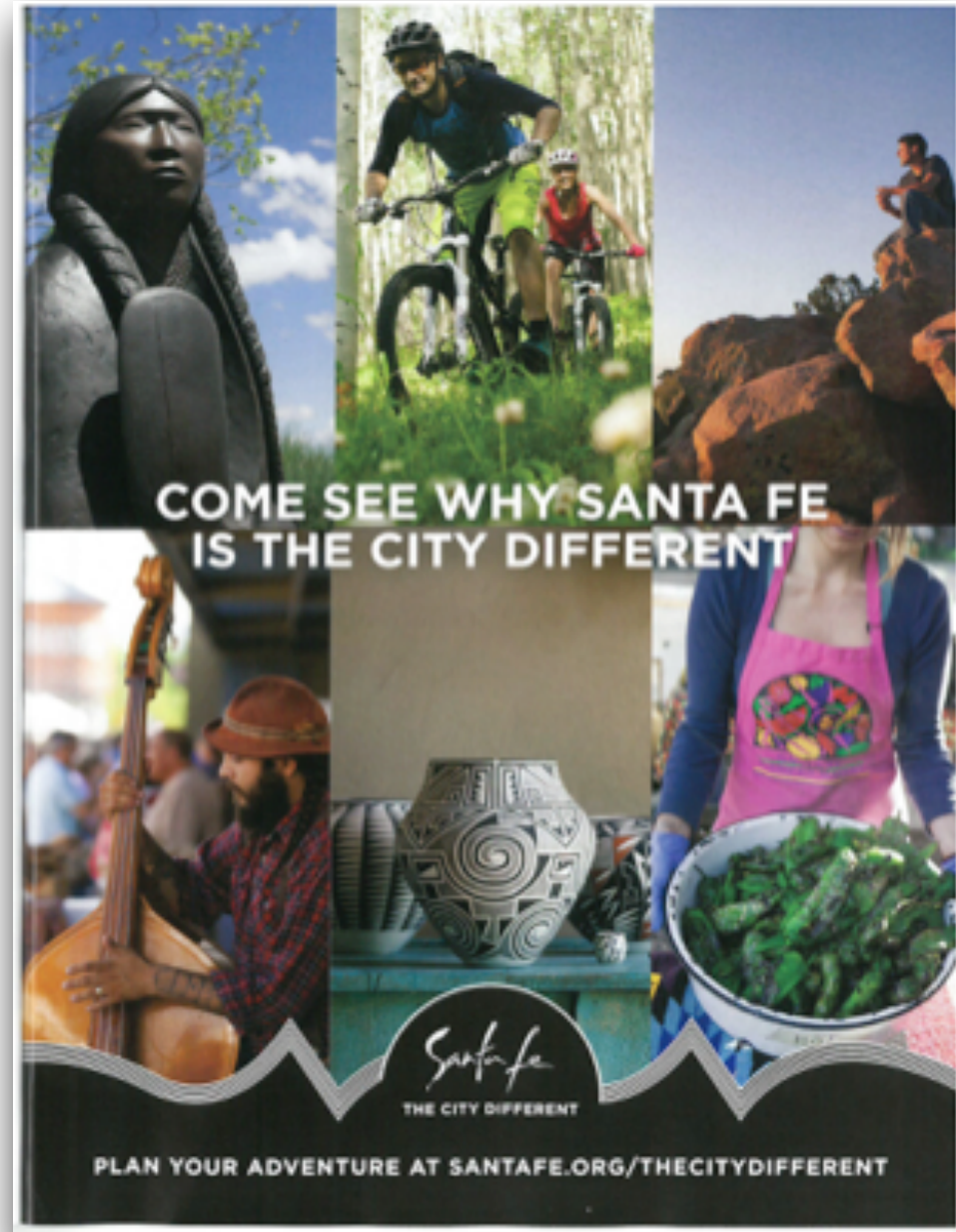


CONSUMER PRINT



# 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*

**K**nown 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 the historic city and the celebrated Santa Fe Opera kicking off its season on July 1.

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

Santa Fe is justly famous for its chili peppers, which are said to bring health and good luck. They also add zest to the local cuisine, a blend of Mexican, Spanish and Southwestern influences. Sign up for a class at the Santa Fe School of Cooking, or take one of the city's culinary walking tours, 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](http://santafe.org/thecitydifferent).

*Santa Fe*

## HOT SPOTS

*Santa Fe*  
THE CITY DIFFERENT

WEL, THE PALACE OF THE GOVERNORS  
IN SANTA FE, NEW MEXICO.

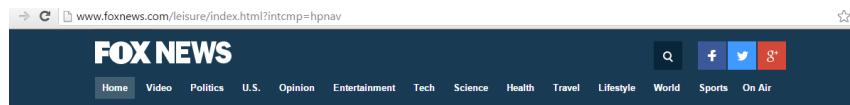
CONSUMER DIGITAL



# ADARA - APRIL

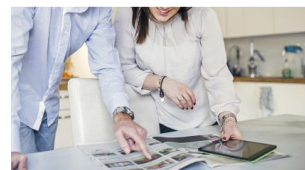
- Buy Summary

- 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



## Lifestyle

Lifestyle Home Auto Food & Drink Real Estate Recipes



**So You Wanna Sell Your Home? Step 5: Create an Eye-Catching Ad**

1



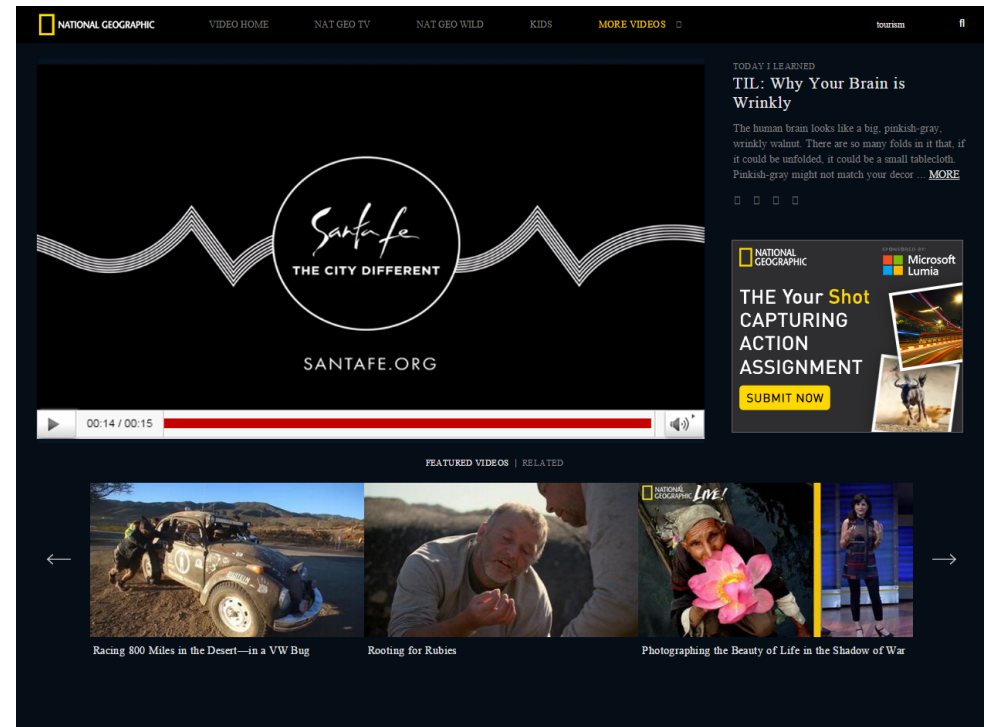
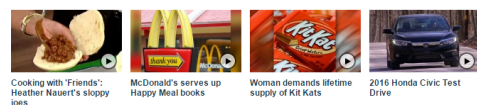
Can We Talk? Let's Discuss These 6 Homes With Conversation Pits



World's first lab-grown meatball revealed

4

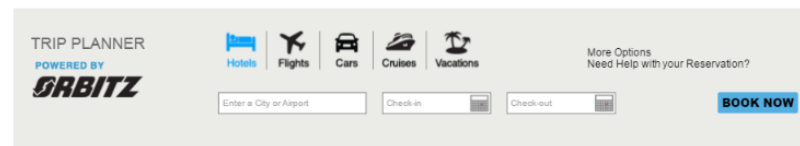
### LIFESTYLE VIDEO



## Aol Travel.

Main Book a Trip Deals Ideas & Interests Destinations Disney Vacations

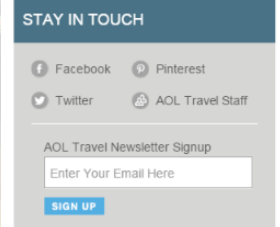
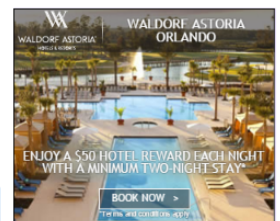
Send us feedback



### TRAVEL STORIES

**The U.S. Interstate Highways, Ranked**

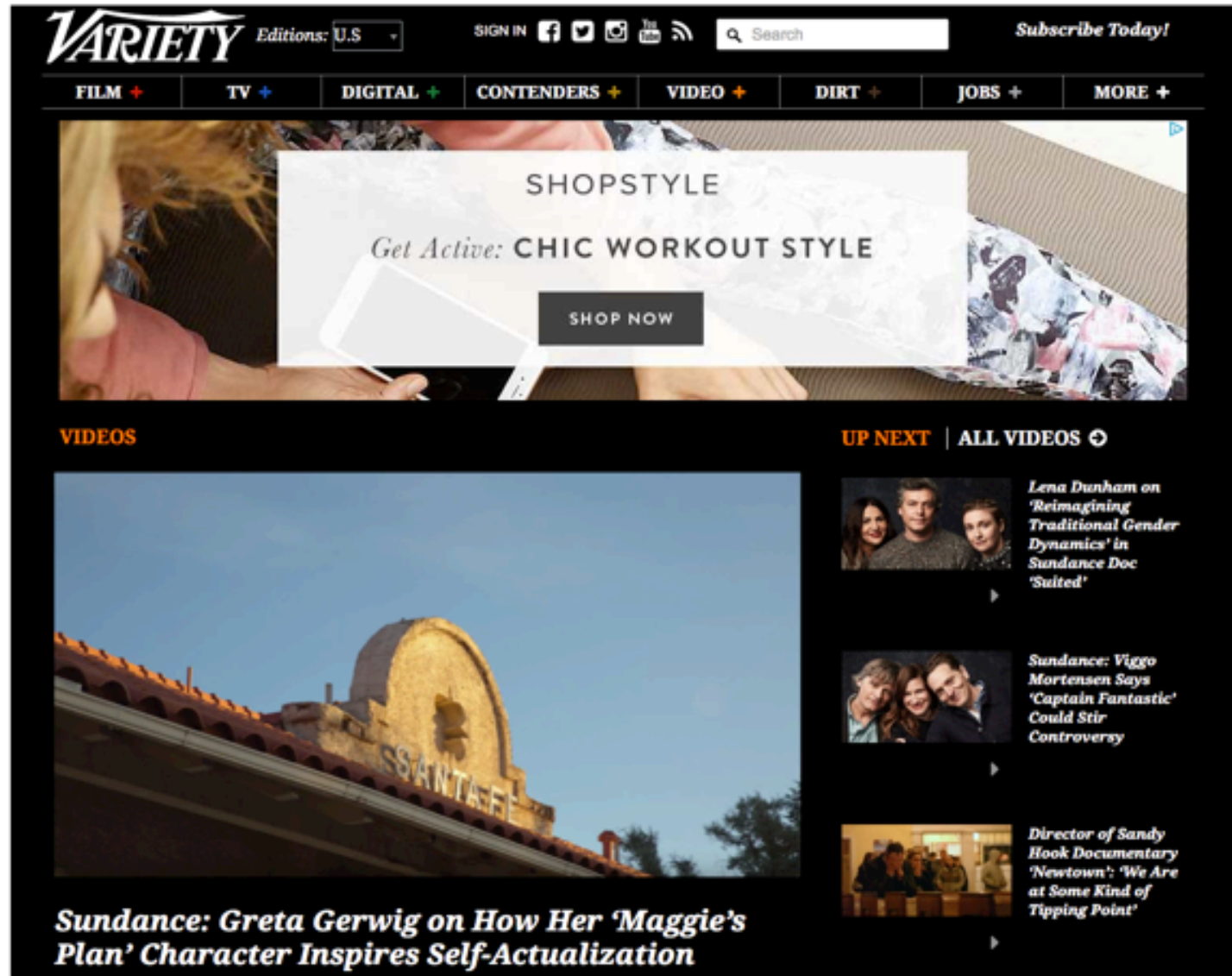
by Robert Reid





# SPOTXCHANGE - APRIL & MAY

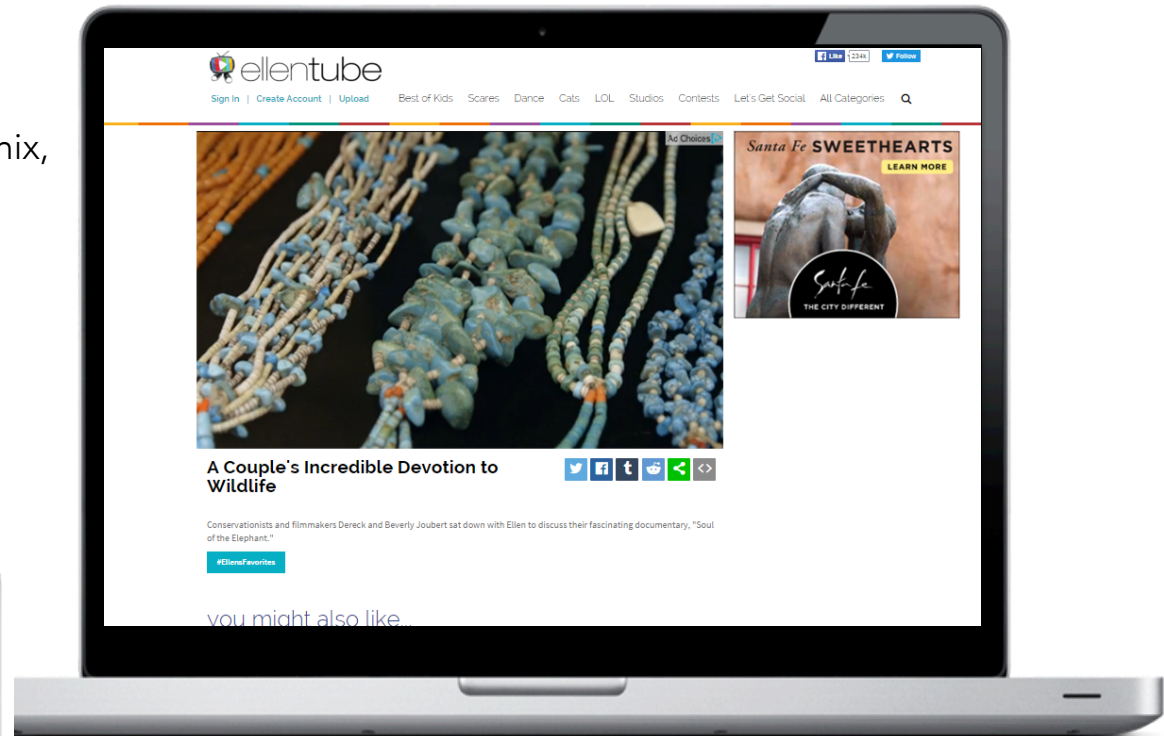
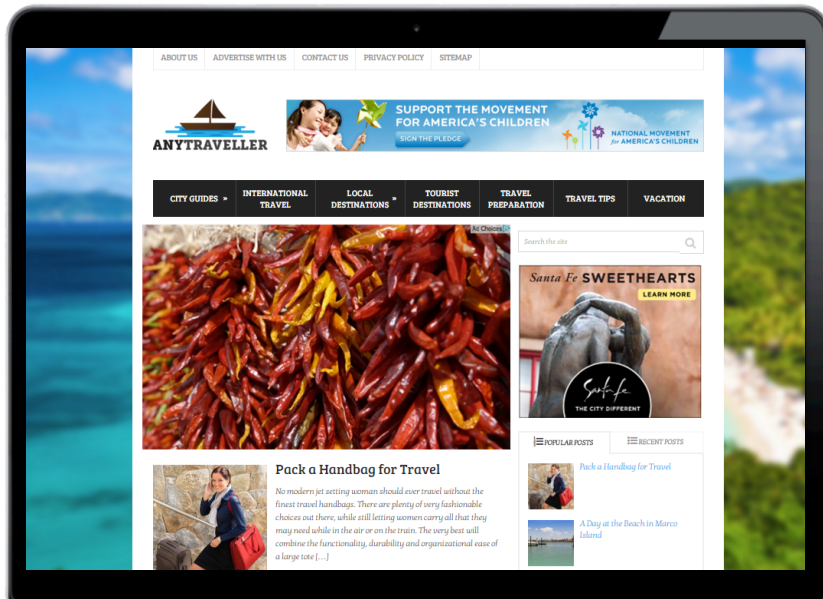
- Buy Summary
  - PreRoll Video with Companion Banner
  - Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
  - Impressions: 547,386
  - Investment: \$6,049.59
  - eCPM: \$37.34 with 0.03% CTR YTD





# 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

The screenshot shows the Orbitz website interface. At the top, there's a navigation bar with links for Hotels, Flights, Vacation Packages, Cars, Cruises, Deals, and Activities. A 'My Trips' icon is on the right. Below the navigation bar, there's a blue box with search filters for Flight only, Hotel only, Car only, Activities, and Cruises. A 'Packages save you money' callout points to 'Flight + Hotel', 'Flight + Car', 'Hotel + Car', and 'Flight + Hotel + Car'. The main search area includes fields for Cruise Destination, Cruise Length, Departure Month, and Day. There are also checkboxes for 'Include Discounts' (US Resident, Zip Code, Anyone Over 55, Anyone cruised before) and 'Additional Options' (Cruise Line, Cruise Ship, Cruise Departure Port). A 'Search' button is prominently displayed. To the right, there's a large promotional banner for Carnival Cruises with the text 'Exclusive offer just for you! Up to \$850 to Spend at Sea' and 'Ends soon'. Below this, there's another banner for 'It's the Spring Savings Event' with 'Up to \$750 to spend at sea, book with no deposit + more!' and 'Ends soon'. At the bottom, there's a section for 'Norwegian Cruise Line' with a 'From \$279' offer and an 'EXCLUSIVE OFFER: Guaranteed Low Rates! - Call Only Offer! ACT NOW: Get TWO Free at Sea Extras including Dining, Drinks & More - Call Only Offer!'. A sidebar on the right features an advertisement for 'Santa Fe RETAIL THERAPY'.

The screenshot shows the Priceline.com website interface. At the top, there's a navigation bar with links for Hotels, Cars, Flights, Vacation Packages, Cruises, My Trips, and Help. Below the navigation bar, there's a 'Search Flights' section with filters for Round-Trip, One-Way, and Multi-Destination. The search area includes fields for From, To, Depart, and Return, along with a 'Search Flights' button. To the right, there's a large promotional banner for 'GET THE FREE MOBILE APP' with the text 'View your itinerary on the go - Download Now!'. Below the search section, there's a 'Name Your Own Price' section with the text 'Bid and Save up to 40% on Flights' and a 'Start Your Flights Bid Now' button. To the right of this, there's an advertisement for 'Santa Fe STONEWORK' with the text 'THE CITY DIFFERENT' and a 'LEARN MORE' button. Below the 'Name Your Own Price' section, there's a 'Last Minute Flights' section with the text 'Save up to 50% on Flight Deals' and a 'Find Last Minute Flight Deals' button. To the right of this, there's an advertisement for 'Santa Fe SKYBOX' with the text 'LEARN MORE'.

The screenshot shows the Walmart mobile app interface. At the top, there's a status bar with 'No SIM', '10:01 AM', and '40%' battery. Below the status bar, there's a 'walmart.com' header with a search bar and a shopping cart icon. The main content area features a 'FREE store pickup as soon as today' banner, followed by a 'Reward yourself with a new 4G LTE smartphone' promotion with a '29.99' price tag. Below this, there's a 'Santa Fe SKYBOX' advertisement with a 'LEARN MORE' button. At the bottom, there's a 'Featured products' section with a 'Rollback' promotion on a product. The app interface is clean and user-friendly, with clear navigation and promotional elements.

# TRAVEL DIGITAL & E-NEWSLETTERS



# EXPEDIA/TRAVELOCITY - APRIL & MAY

- Buy Summary

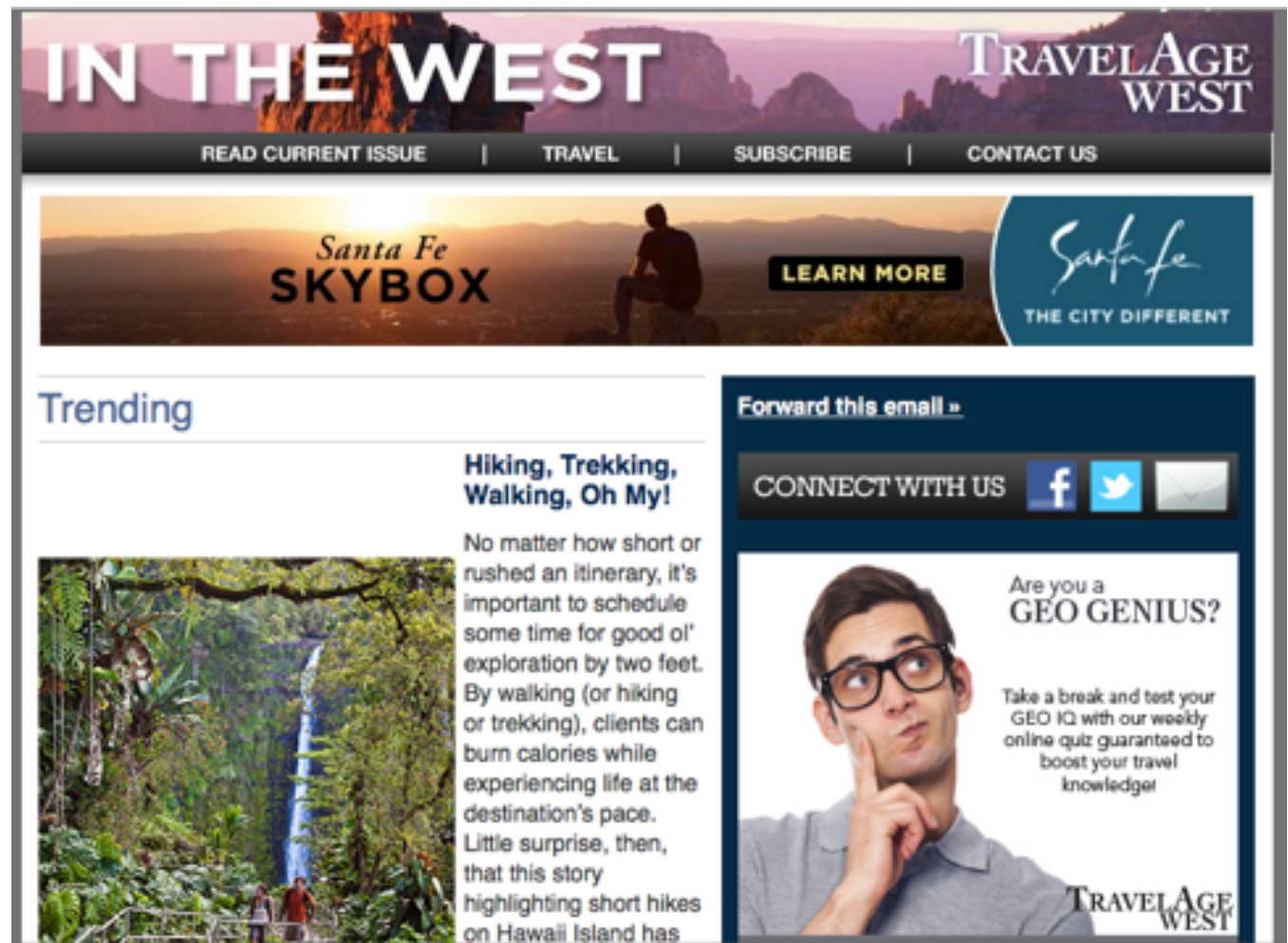
- Standard Banners and ROS Search Marquee
- Target Market: Colorado, Arizona, Texas, California, Illinois, New York, Washington, California, Illinois, New York, Washington
- Impressions: 768,319
- Investment: \$12,055.13
- eCPM: \$12.15

The screenshot shows the Travelocity website interface. At the top, there's a navigation bar with links like Home, Vacation Packages, Hotels, Cars, Flights, Cruises, Things to Do, Travel Deals, Get Inspired, and Mobile. Below this, a search bar is set for a round trip from Oklahoma City (OKC-All Airports) to Phoenix (PHX-All Airports) on 11/27/2015. The results section is titled 'Select your departure to Phoenix Fri, Nov 27'. It lists several flight options with details like departure time, duration, stops, and price. For example, one option is a 6:44p - 11:14p flight on United for \$278.80. Another is a 1:37p - 5:28p flight on United for \$328.80. There are also 'Recently added to your Scratchpad' and 'Sponsored Listings' on the right side.

The screenshot shows the Expedia website interface. At the top, there's a navigation bar with links like Home, Bundle and Save, Hotels, Cars, Flights, Cruises, Things to Do, Deals, Rewards, and Mobile. Below this, a search bar is set for a vacation package search. The search criteria include 'Flying from' (City or airport), 'Flying to' (Brodaway - Times Square, New York, United), 'Departing' (05/12/2015), 'Returning' (05/12/2015), 'Rooms' (1), 'Adults (18+)' (2), and 'Children (0-17)' (0). The results section shows a 'Search Vacation Packages' section with a 'Get Results' button. Below this, there are three promotional banners: 'Search over 435,000 hotels and 400 airlines worldwide', 'Secure incredible value with Expedia's Best Price Guarantee', and 'No Expedia cancellation fee to change or cancel almost any hotel reservation'. At the bottom, there's a 'Santa Fe THE CITY DIFFERENT' banner with a 'BOOK NOW' button.

# 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



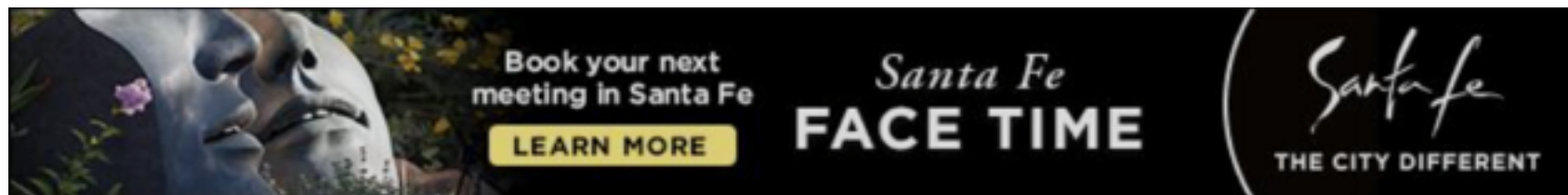
# TRAVEL PULSE - MAY & JUNE

- 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

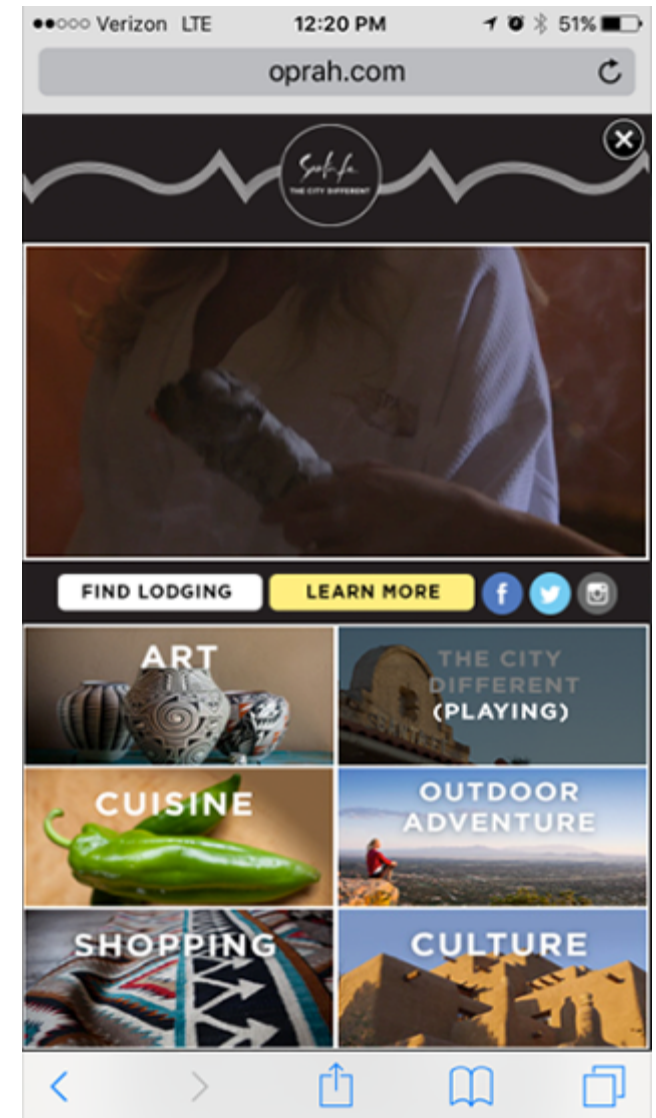
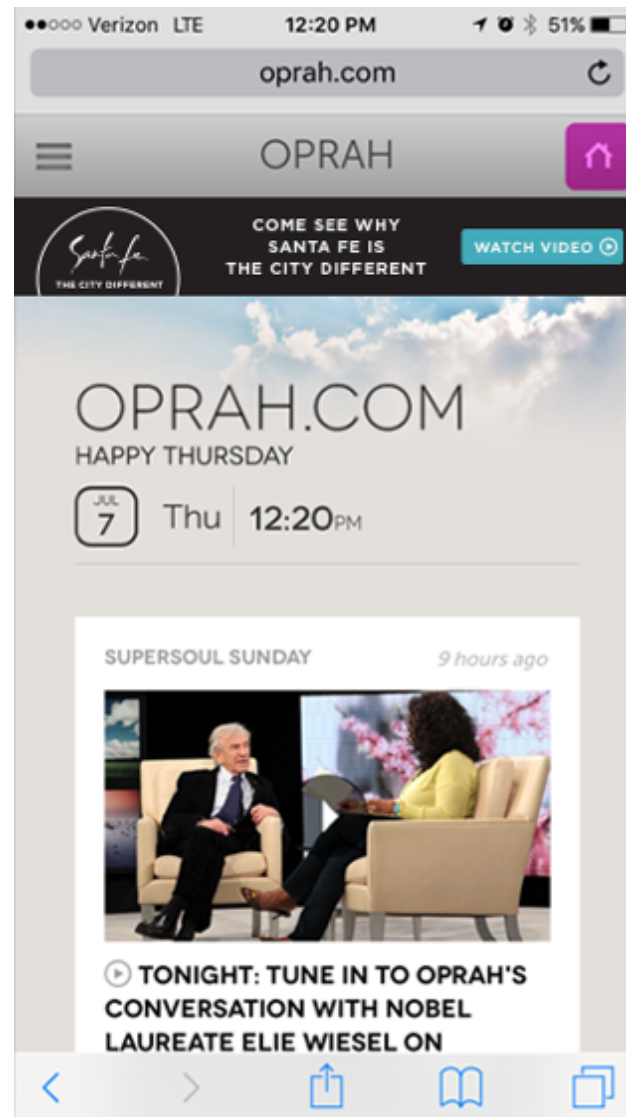
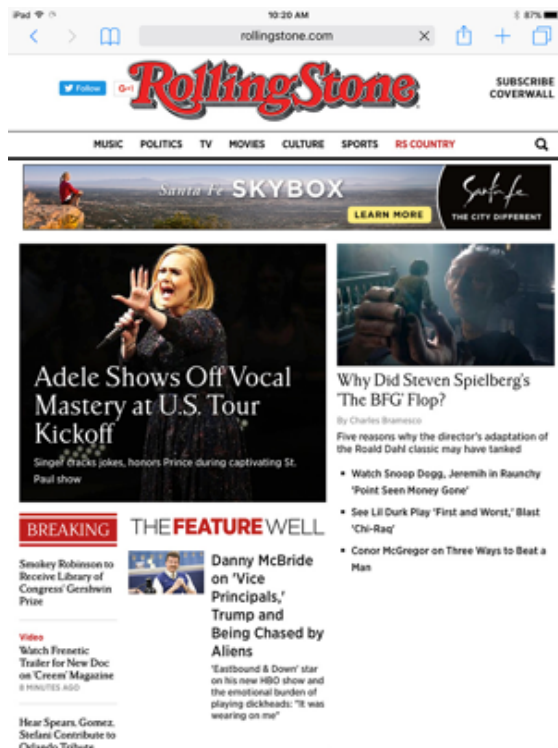


- Buy Summary
  - "The Dossier" eNewsletter
  - Target Market: National
  - Number of Sends: 272,000
  - Impressions: 60,861
  - Open Rate: 22.38%
  - Investment: \$4,000
  - Flat Rate: \$500

# 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





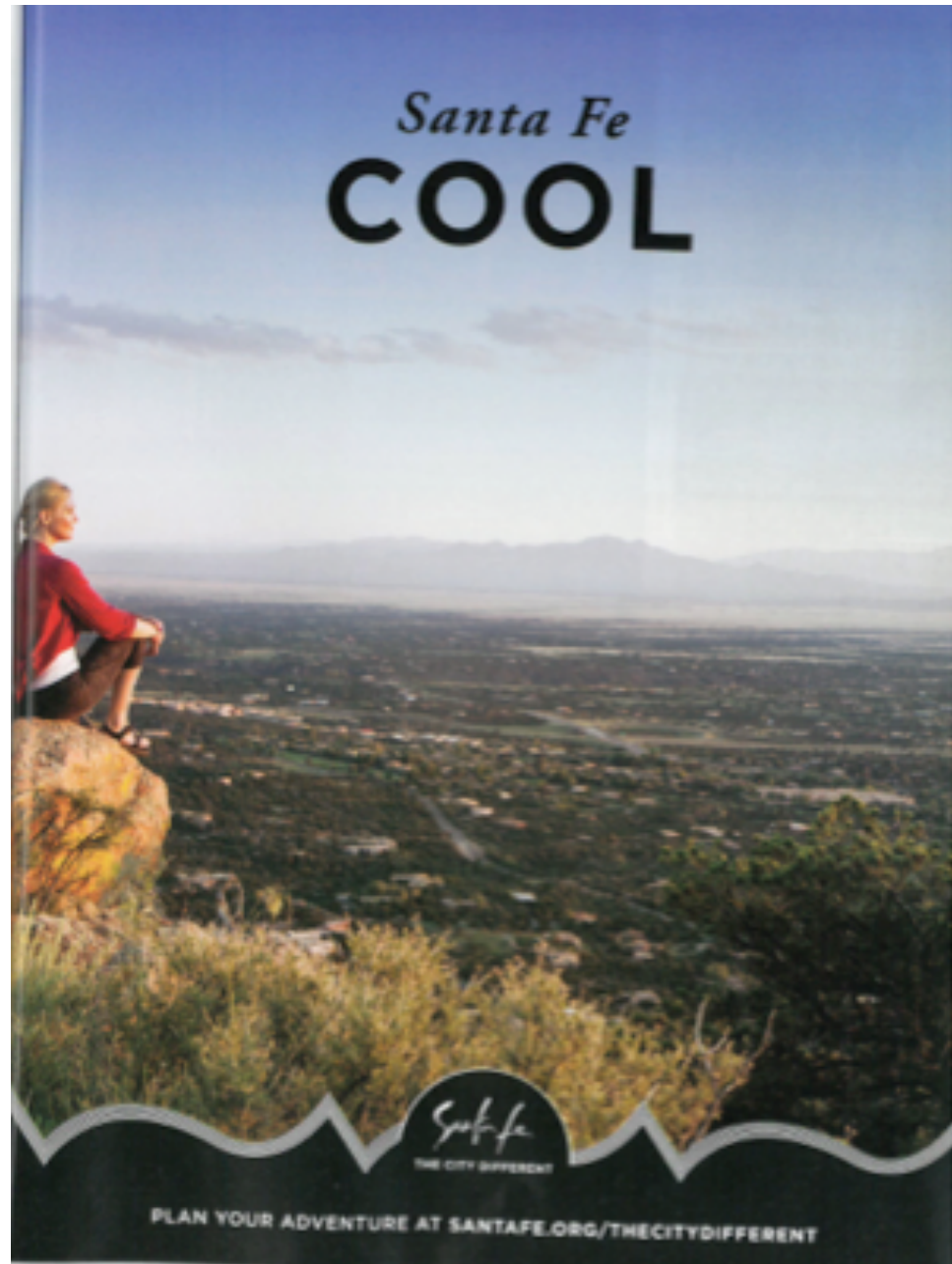
# AUSTIN - OUT OF HOME

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



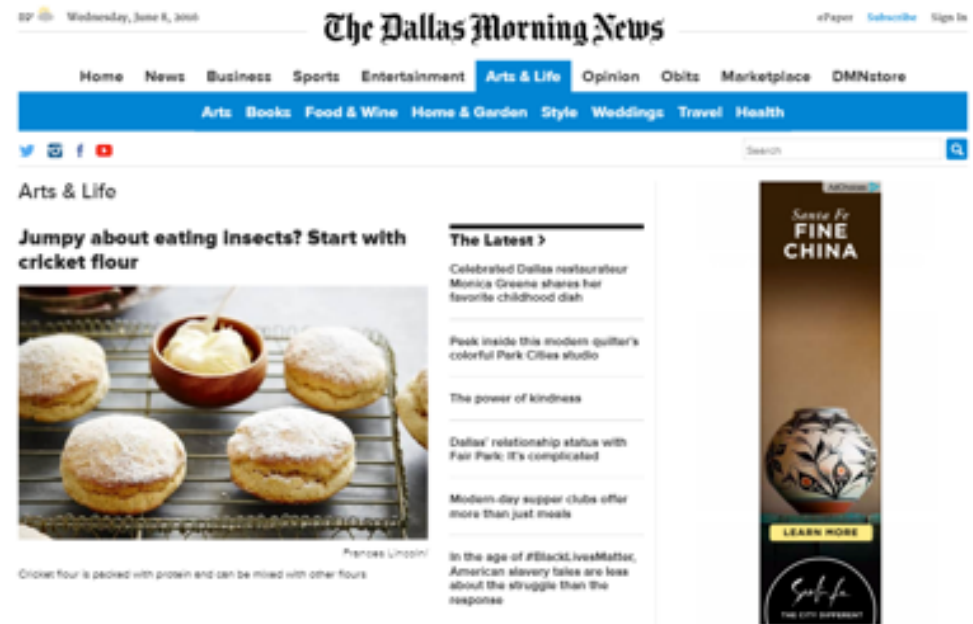
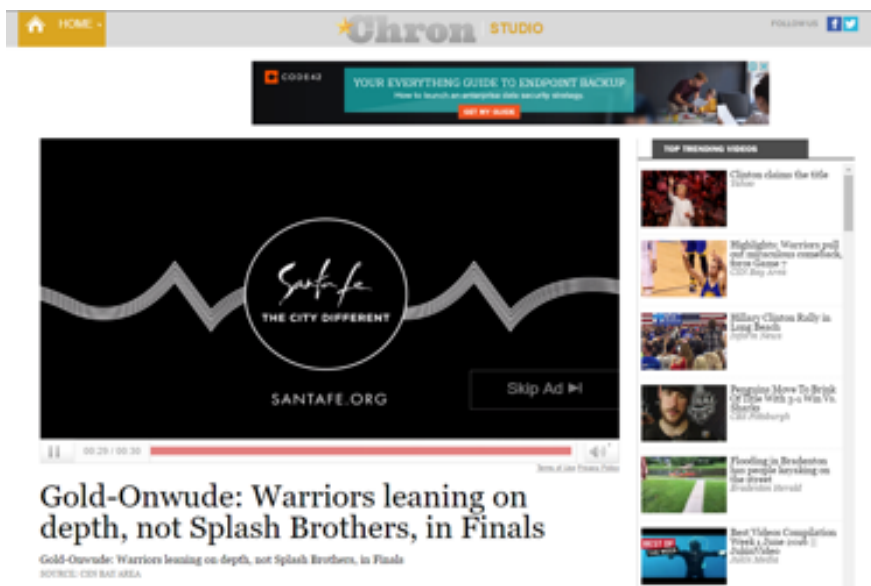
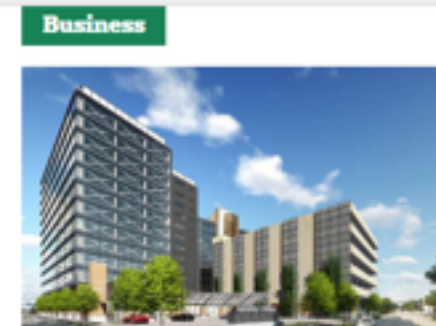
# AUSTIN MONTHLY - PRINT

- 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

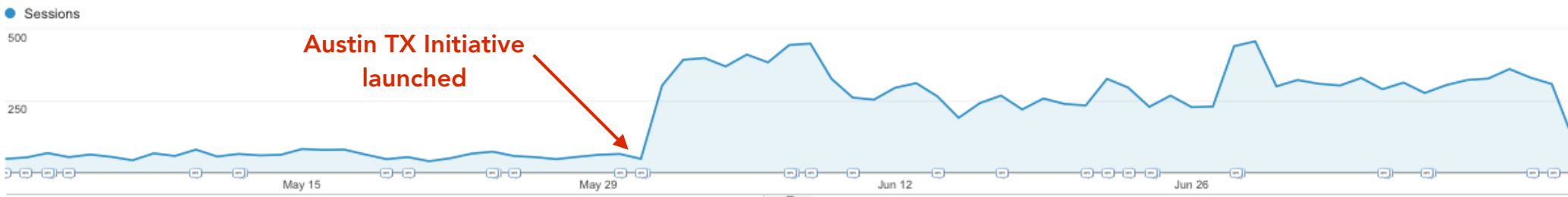
- Buy Summary
  - Desktop, Mobile and Tablet Rich Media Banners with PreRoll Video and Rising Star Premium Reserve
  - Target Market: Austin, TX
  - Impressions: 919,936
  - Investment: \$6,666.67
  - eCPM: \$8.50





# 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



S E M

# 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

## Santa Fe Meetings

Make your next meeting unforgettable. Learn More  
[www.santafe.org/Meetings](http://www.santafe.org/Meetings)

## Visit Santa Fe

Visit The City Different.  
 Book your Santa Fe trip today!  
[www.santafe.org/Visit](http://www.santafe.org/Visit)

## Santa Fe Art Galleries

From Contemporary to Traditional  
 Explore our Art Galleries Today!  
[www.santafe.org/ArtGalleries](http://www.santafe.org/ArtGalleries)

## To Do in Santa Fe

There's more to see and do.  
 Check out Santa Fe attractions!  
[www.santafe.org/Attractions](http://www.santafe.org/Attractions)

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



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/>

The screenshot displays the Go-New Mexico website. The header includes the site logo, navigation links (PLACES TO GO, THINGS TO DO, SLEEP + EAT, TRAVEL PLANNING, PHOTOS + VIDEOS, MAP IT!), a search bar, and a 'REQUEST FREE VISITOR GUIDES' button. A large banner image of a desert landscape is featured with the text 'Breathtaking Beauty' and location breadcrumbs: North America • New Mexico • Santa Fe. The main heading is 'Santa Fe, New Mexico Travel Guide' with the subtitle 'Complete Vacation, Recreation and Tourism Information'. On the left, there's a sidebar with 'Santa Fe In Depth', 'FREE VISITOR GUIDES', and a menu with 'INTRODUCTION', 'ORIENTATION', 'ARTICLES', and 'WHERE TO STAY'. The main content area includes a 'SAVE NOW' button for 'Americas Best Value Inn', a 'BOOK NOW' button for 'Southwest Safaris', and a 'Natural History Adventures' section. A paragraph describes Santa Fe as the capital of New Mexico, highlighting its art, culture, and history. On the right, there are promotional banners for 'Americas Best Value Inn' (1,200 Hotels), 'Canadas Best Value Inn', 'NEW! VANTAGE REWARDS', and 'social networking IN RUIDOSO'.

# 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](http://SantaFe.org/CN)  
800.777.2489



CONNECT WITH US:  


THE CITY DIFFERENT



Santa Fe offers a far more sophisticated shopping experience than a typical travel destination. Collectors of all kinds can find treasures ranging from fine art to high fashion.

LEARN MORE ABOUT SHOPPING IN SANTA FE

No matter what you're looking for, chances are you'll find it in Santa Fe. Antique hunters can discover everything from Spanish furniture to Native American pottery. While fashion followers can check out the latest style trends, one-of-a-kind outfits and magnificent jewelry. Shoppers will light up when they see all the beautiful, locally-made items there are to browse and buy in Santa Fe.



For those in the market for fine art, Santa Fe's chic galleries and elegant boutiques offer a wide-ranging selection of work from local, national and international painters, sculptors and photographers. Visitors to Santa Fe can stroll internationally famous Canyon Road or the dynamic Railyard District to discover the latest pieces from today's best artists.

From unique jewelry, clothing and furniture to truly inspiring artwork, there's something for everyone in Santa Fe. The City Different.

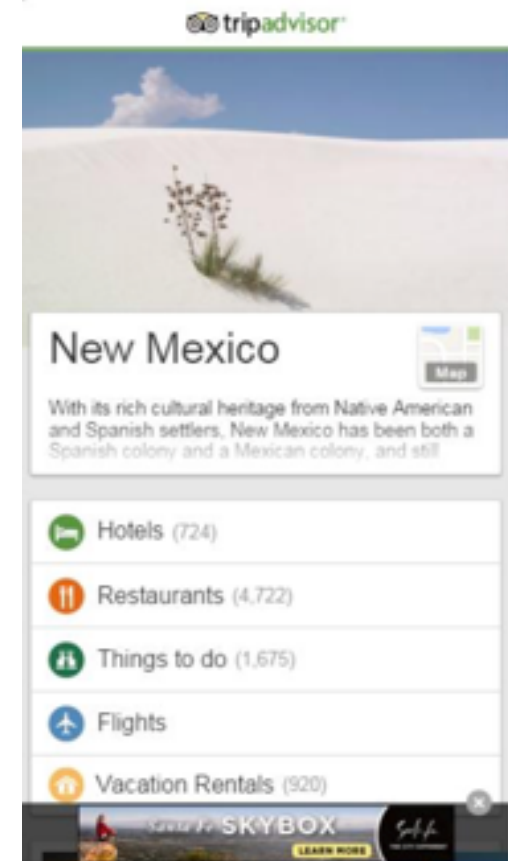
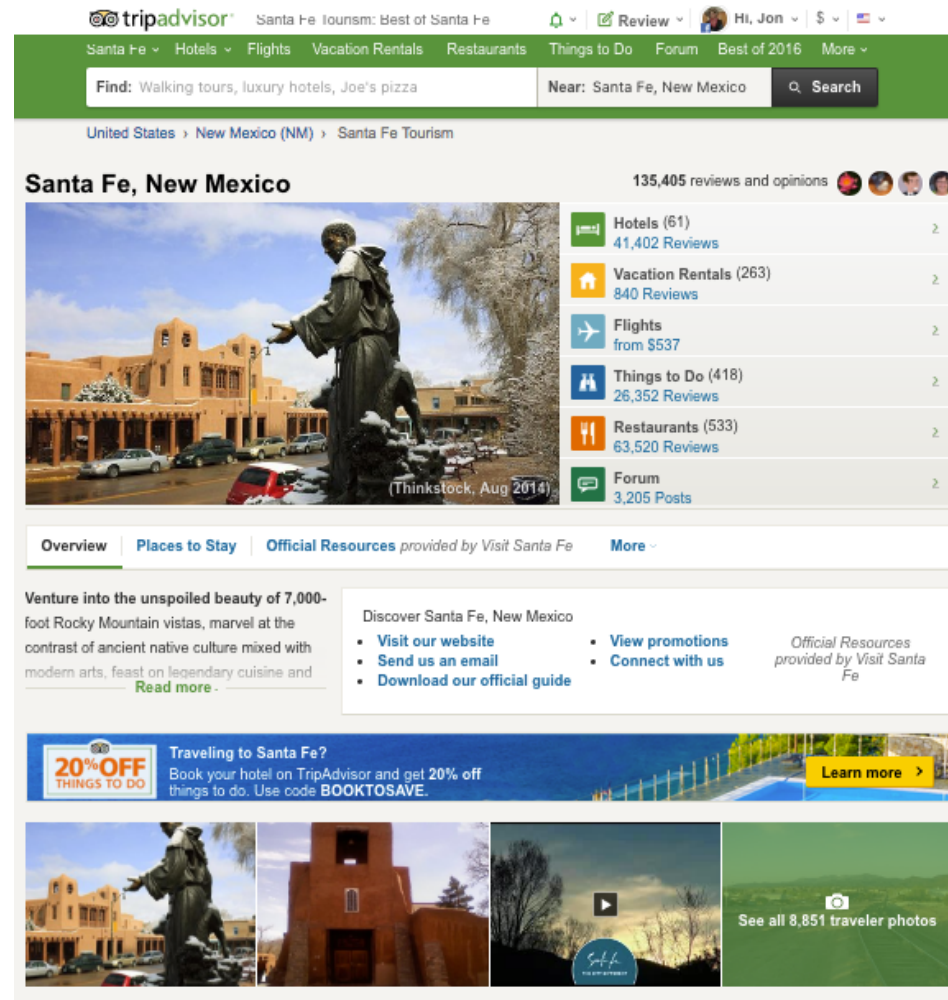
Book your adventure. [VISIT SANTAFE.ORG](http://VISIT.SANTAFE.ORG)



# 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





A photograph of a desert canyon wall. The rock face is reddish-brown and textured with numerous cracks and small holes. A horizontal line of small, circular openings runs across the middle of the cliff. Below this line, there are several larger, dark, arched openings, likely cave entrances. The foreground is filled with green desert shrubs and large, light-colored rocks. The text "THANK YOU" is overlaid in white, sans-serif capital letters in the center of the image.

THANK YOU