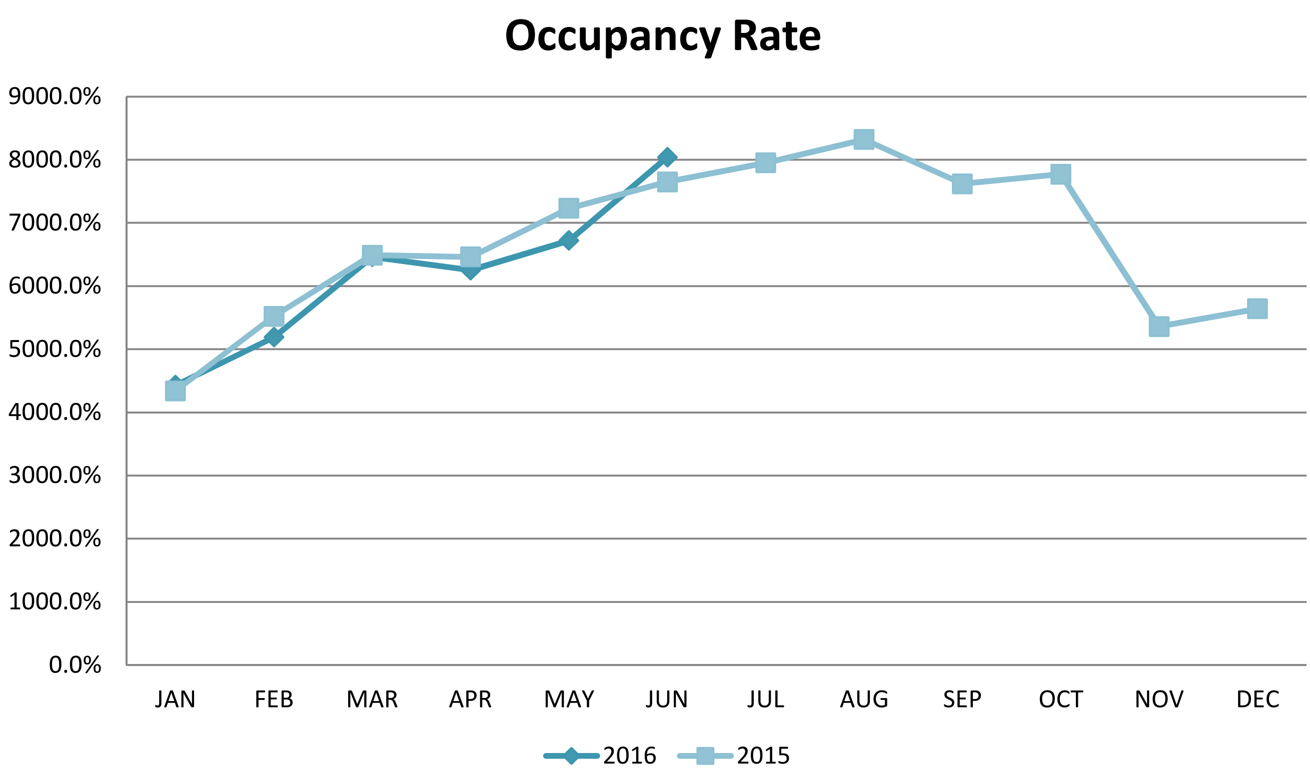
Quarterly Marketing Report

2016 Q2 | April - June

Occupancy & Room Rates



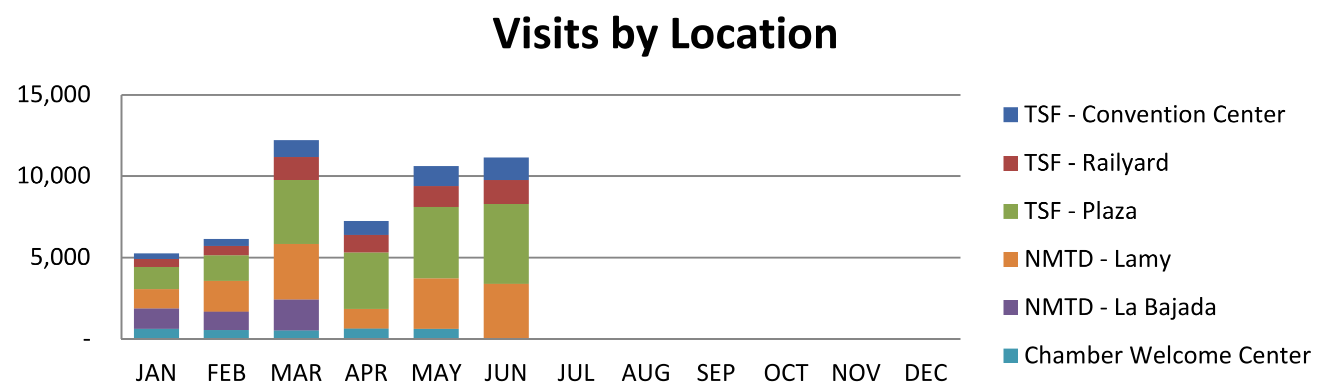
Occupancy Rate Percentage					
	Q1	Q2	Q3	Q4	YTD
2016	53.6	70.0			61.8
2015	54.5	71.1	79.6	62.6	62.8
(Y/Y)	-0.9	-1.1			-1.0

Average Daily Rate					
	Q1	Q2	Q3	Q4	YTD
2016	$107.25	$112.14			$109.69
2015	$101.80	$116.99	$145.27	$124.84	$109.40
(Y/Y)	5.4%	-4.2%			0.3%

Revenue Per Available Room					
	Q1	Q2	Q3	Q4	YTD
2016	$60.17	$87.04			$73.60
2015	$55.56	$83.63	$115.94	$79.15	$69.60
(Y/Y)	8.3%	4.1%			5.8%

Source: Rocky Mountain Lodging Report

Tourism Information Centers



Visitor Information Centers					
	Q1	Q2	Q3	Q4	YTD
TSF - Convention Center					
2016	1,807	3,474			5,281
2015	868	3,065	3,948	5,191	3,933
(Y/Y)	108%	13%			34%
TSF - Railyard					
2016	2,493	3,792			6,285
2015	1,345	3,021	6,901	8,505	4,366
(Y/Y)	85%	26%			44%
TSF - Plaza					
2016	6,859	12,794			19,653
2015		4,799	15,178	13,029	4,799
(Y/Y)		167%			310%
*NMTD - La Bajada**					
2016	4,302				4,302
2015	4,333	6,701	7,891	5,751	11,034
(Y/Y)	-1%				-61%
NMTD - Lamy					
2016	6,453	7,668			14,121
2015	7,080	14,080	13,019	8,707	21,160
(Y/Y)	-9%	-46%			-33%
*Chamber Welcome Center***					
2016	1,692	1,274			2,966
2015	1,843	2,095	2,801	1,565	3,938
(Y/Y)	-8%	-39%			-25%
TOTAL Visitors					
2016	23,606	29,002			52,608
2015	15,469	33,761	49,738	42,748	49,230
(Y/Y)	53%	-14%			7%

*La Bajada VIC closed entire 2nd quarter. **Chamber not providing info, 2nd Quarter reflects April & May info only.

Website

Summary

Traffic is up year over year, buoyed by the new Margarita Trail and Google Trekker content and ongoing marketing. Social media referrals are performing at higher levels. While site stickiness remains slightly down, there has been strong improvement in visit retention during Q2. Implementation of automated email reminders to industry partner about updating their event and business listings is improving the quality of third-party content on the site.

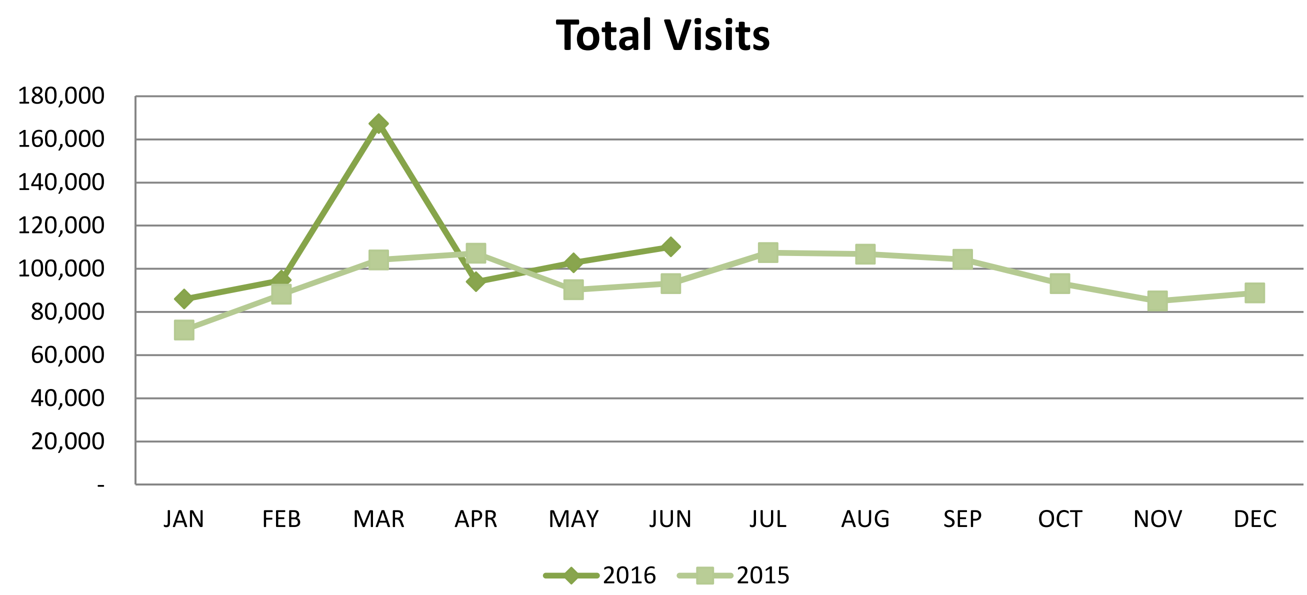
Key Insights

- The City Different page remains one of the most-visited pages (2.4% of traffic), continuing to showcase advertising campaign effectiveness in driving traffic to the site.
- Social media referrals continue improving traffic delivery, but have been slightly less effective at generating conversions, probably due to a broader base of referable URLs.
- The long-term trend of less traffic to the home page (replaced by more traffic to specific URLs) continues, likely due to advertising, inbound social linking, earned media links to the variety of new content, and mobile search.
- Individual conversions are still down slightly YOY, though All Lodging is up, indicating continuing traffic to the full set of accommodations pages.
- The ongoing demographic shift to a younger audience continues, with traffic up 5% below 45 and down 5% above 55.
- Mobile, which had been gaining for months, finally overtook Desktop as the leading traffic source; there is no expectation of this changing going forward.
- Page speed continues to stay performant, loading an average of .1 seconds faster than last year.

Action Items

- ☐ Investigate Conversions and modify/improve/create as necessary to match current site goals
- ☐ Continue to investigate and improve performance of pages with dynamic content
- ☐ Continue to improve business partner interaction and content generation tools
- ☐ Investigate mobile traffic quality and site usage in order to guide future development and content

Website: SantaFe.org



Website	Q1	Q2	Q3	Q4	YTD
Total Sessions					
2016	347,992	307,076			655,068
2015	264,121	290,688	318,721	267,186	554,809
(Y/Y)	**32%**	**6%**			**18%**
Unique Users					
2016	283,874	243,017			526,891
2015	213,548	233,326	254,039	216,892	446,874
(Y/Y)	**33%**	**4%**			**18%**
Average Pages Per Session					
2016	2.40	2.62			2.51
2015	2.72	2.73	2.64	1.64	2.73
(Y/Y)	**-12%**	**-4%**			**-8%**
Average Time on Site					
2016	2:32	2:55			2:44
2015	3:03	3:05	2:59	2:32	3:04
(Y/Y)	**-17%**	**-6%**			**-11%**
Conversion Rate Percentage					
2016	13.6	14.1			13.9
2015	19.2	15.8	14.1	10.4	17.5
(Y/Y)	**-5.6**	**-1.6**			**-3.6**

Website: Blog

Summary

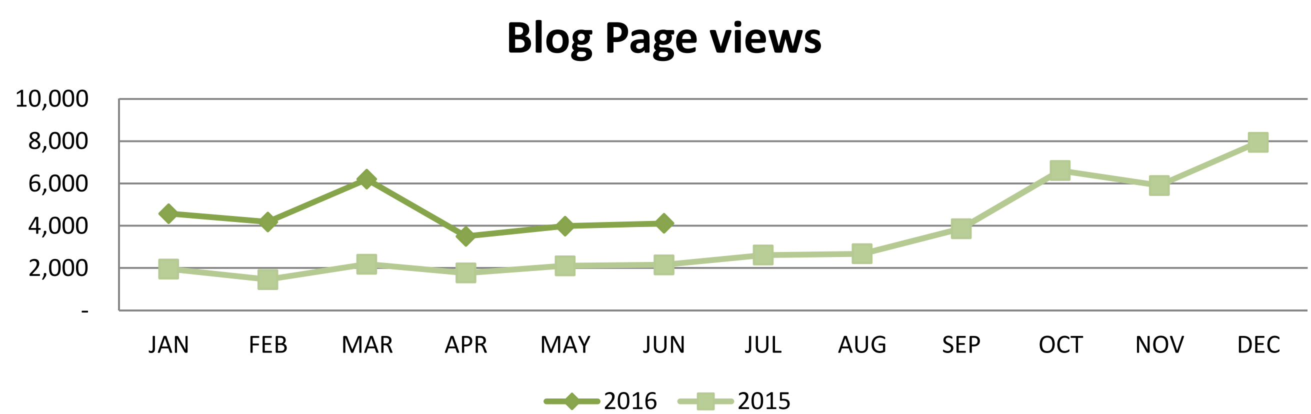
Dedicated blog content generation and publication is showing a generally positive effect. Year over year, pageviews are up 92%, the bounce rate is down about 1.5%, and the exit rate is down 1%. However, people are spending slightly less time on the blog pages overall – 2:29 vs. 3:10 – and referrals to the main site from the blog are down 2.4%.

Key Insights

- Links from the blog to pages other than the visitors guide, deals and specials, and the site home page has dropped. Reposting of the same links in the same places is probably responsible for the slight drop in referrals.
- Time on the blog home page year over year has dropped even more dramatically than on the overall blog – 1:17 vs. 3:34. As the bounce rate and exit rate show double-digit improvement year over year, this indicates people are hitting the home page of the blog and then quickly choosing a blog post to read, rather than leaving.

Action Items

- ☐ Investigate how to improve referral rates from the blog to the main site
- ☐ Continue to improve blog content and readability in order to increase average time on the blog



Blog					
	Q1	**Q2**	**Q3**	**Q4**	**YTD**
Page Views					
2016	14,954	11,597			26,551
2015	5,596	6,027	9,148	20,465	11,623
(Y/Y)	**167%**	**92%**			**128%**
Average Time on Blog					
2016	2:15	2:29			2:22
2015	2:12	3:10	2:42	2:56	2:41
(Y/Y)	**3%**	**-22%**			**-12%**
Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)					
2016	7.9	9.2			8.5
2015	7.7	11.6	9.2	6.7	9.7
(Y/Y)	**0.2**	**-2.4**			**-1.2**

Newsletters

Summary

Consumer – As with Q1, open rates are improved from last year. Deals and Specials continues to edge What's Happening in open rate. Open rates remain competitive with industry standards. One-off newsletters continue to have open rates just slightly higher than the regular consumer newsletters, but have led to a nominal increase in the numbers of unsubscribes and spam reports - on average ~0.4% - 0.5% of the distribution lists.

Industry – The open rate for the Marketing report is up slightly and definitely improved from Q1 and YOY. The Sales report open rate is an improvement over Q1, but is still down YOY.

Consumer Key Insights

- Consumer facing newsletters are performing, showing growth in subscriber base and open rate.
- Open rates still show opportunity for improvement

Consumer Action Items

- □ Continue improving the newsletter build process to accommodate multiple designs
- □ Continue building email template library

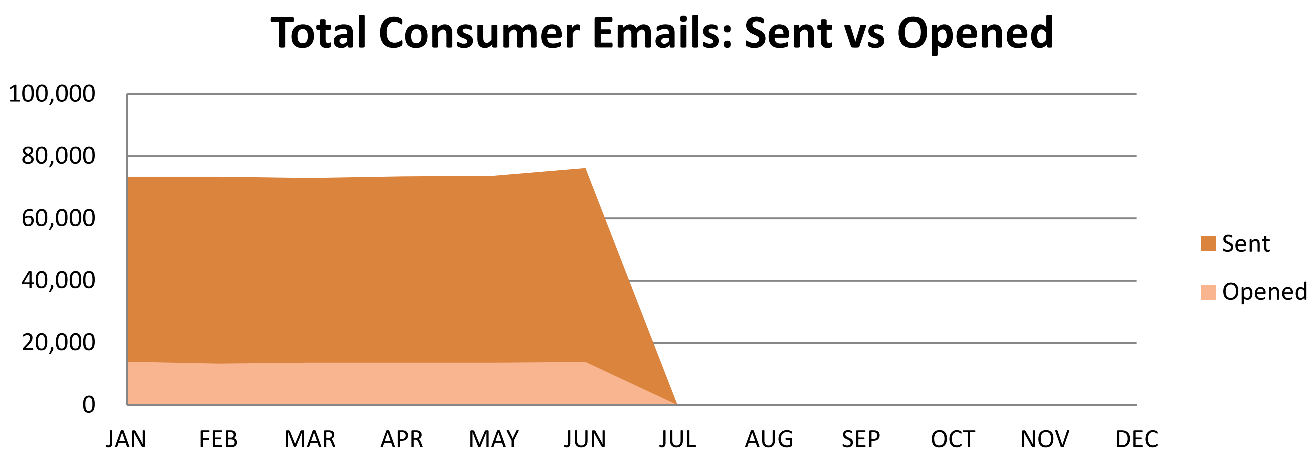
Industry Key Insights

- Recipient base continues to grow as the site gains more industry partners
- Both newsletters have improved on Q1's open rate, but there is room to improve

Industry Action Items

- □ Investigate how to continue improving industry newsletter open rates
- □ Continue improving the newsletter build process to increase newsletter creation speed
- □ Explore ways to track effectiveness of TSF Sales FAM, Tradeshow, and Promotion eblasts

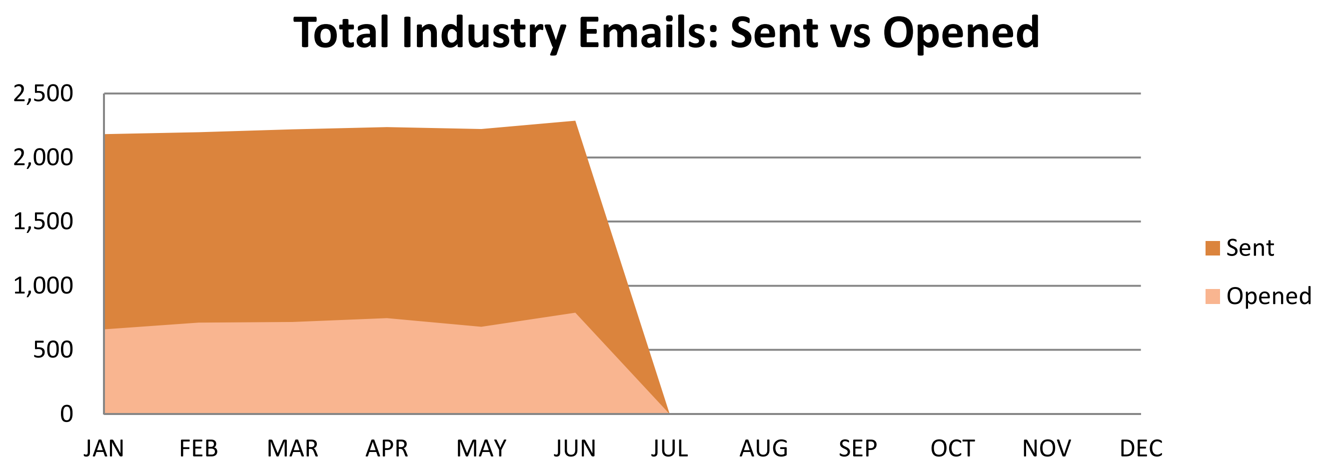
Newsletters: Consumer



Email Consumer					
	Q1	Q2	Q3	Q4	YTD
Sent: Happenings					
2016	144,607	146,015			290,622
2015	126,184	124,387	149,021	146,528	250,571
(Y/Y)	**15%**	**17%**			**16%**
Opened: Happenings					
2016	25,717	25,910			51,627
2015	22,264	21,261	27,482	25,772	43,525
(Y/Y)	**16%**	**22%**			**19%**
Open Rate: Happenings (Quarterly Average Percentage)					
2016	17.8	18.0			17.9
2015	17.6	17.1	18.4	17.6	17.7
(Y/Y)	**0.2**	**0.9**			**0.2**

Sent: Deals & Specials					
2016	75,190	77,379			152,569
2015	49,559	49,117	77,034	75,816	98,676
(Y/Y)	**52%**	**58%**			**55%**
Opened: Deals & Specials					
2016	15,144	15,099			30,243
2015	9,511	8,921	16,153	14,939	18,432
(Y/Y)	**59%**	**69%**			**64%**
Open Rate: Deals & Specials (Quarterly Average Percentage)					
2016	20.1	19.5			19.8
2015	19.2	18.2	21.0	19.7	18.7
(Y/Y)	**0.9**	**1.3**			**1.1**

Newsletters: Industry



Email Industry					
	Q1	Q2	Q3	Q4	YTD
Sent: Marketing Report					
2016	3,294	3,369			6,663
2015	2,777	3,181	3,334	3,256	5,958
(Y/Y)	19%	6%			12%
Opened: Marketing Report					
2016	1,041	1,097			2,138
2015	1,015	1,032	1,072	1,062	2,047
(Y/Y)	3%	6%			4%
Open Rate: Marketing Report (Quarterly Average Percentage)					
2016	31.6	33.4			32.5
2015	36.6	32.4	32.2	32.6	33.5
(Y/Y)	-5.0	1.0			-2.0

Sent: Sales Report					
2016	3,304	3,376			6,680
2015	2,766	3,190	3,355	3,281	5,956
(Y/Y)	19%	6%			12%
Opened: Sales Report					
2016	1,051	1,121			2,172
2015	1,025	1,139	1,212	1,081	2,164
(Y/Y)	3%	-2%			0%
Open Rate: Sales Report (Quarterly Average Pecentage)					
2016	31.8	33.4			32.6
2015	37.1	35.7	36.1	32.9	36.4
(Y/Y)	-5.3	-2.3			-3.8

Public Relations

Summary:

Insights and action items related to public relations are below. Overall numbers have increased from Q1 2016, specifically in the realm of pitches (4%) and press releases (11%). Numbers for media visits (-29%), media contacts (-3%), and earned media (-31%) all declined from Q1 2016, which are outlined below. TOURISM Santa Fe hosted a group press trip in May 2016 and with two pieces of coverage produced from the trip.

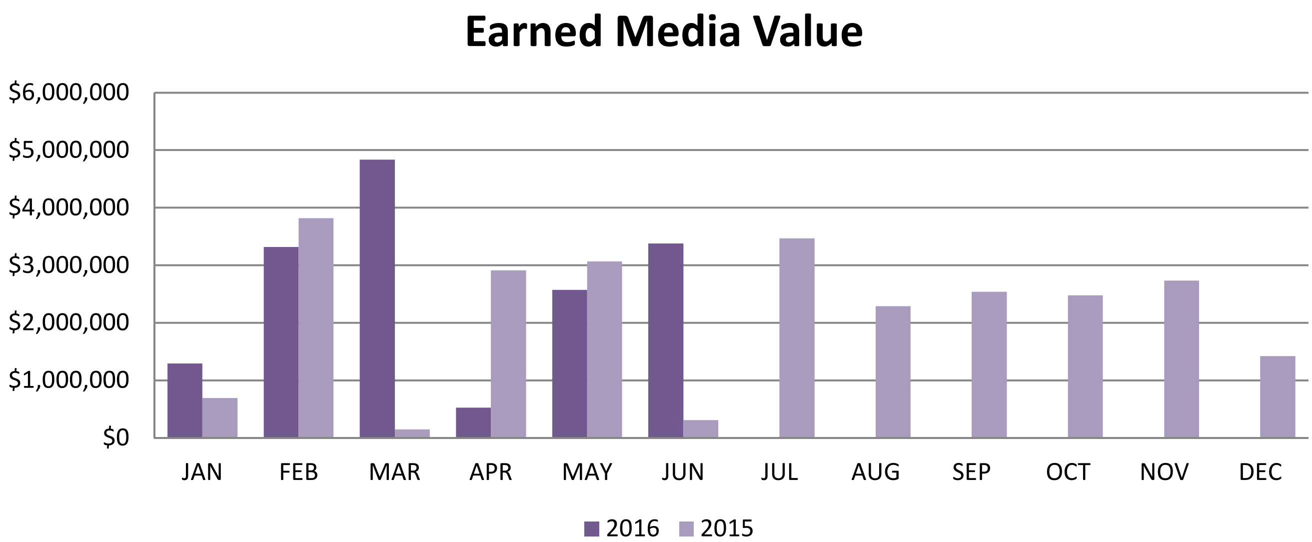
Key Insights:

- Earned media for Q2 2016 is on par with the same period in 2015 (+3%). The decrease in earned media from Q1 2016 (-31%) is due to major hits in The New York Times, 40+ syndicated placements of two CBS Local articles and a major broadcast hit on the E! reality show, "I Am Cait". TOURISM Santa Fe also worked with U.S. News & World Report on a comprehensive update to the Santa Fe City Guide, which resulted in multiple pages of fresh content.
- The media visits were slightly down, as a result of more reactive individual visits in Q1 2016.
- The number of written materials remained on par with Q1 2016 and reflects the increased and ongoing emphasis on HARO and targeted pitches to supplement press releases.
- TSF/LH&A continue to focus efforts in key markets with regional publications. Agency coordinated meetings with editors in target markets such as Phoenix, Flagstaff, Tucson, New York, San Francisco and Boston.
- A heavier emphasis has been placed on one-on-one media pitching rather than mass releases.
- Large differential in Q2 press releases due to multiple FuseIdeas announcements and lots of one-offs such as Great Race, new Visitor Center, American Idol in town, Stay Solar in Visitor Centers, and first place awards.

Action Items:

- [ ] Continue to reach out to journalists that covered Santa Fe without assistance from TSF/LH&A to make introduction and grow number of media contacts.
- [ ] Increase outreach and interaction with diverse outlets with targeted audiences to allow for new opportunities to showcase Santa Fe.
- [ ] Continue to pitch destination and its partners when possible in relevant HARO leads.
- [ ] Continue to co-brand local releases and utilize LH&A to distribute releases nationally.
- [ ] Seek one to two more large travel portal pages to offer updates
- [ ] Land at least one piece of broadcast coverage

Public Relations



Public Relations					
	Q1	Q2	Q3	Q4	YTD
Pitches					
2016	71	74			145
2015	57	49	120	177	106
(Y/Y)	25%	51%			37%
Press Releases					
2016	9	10			19
2015	10	19	14	13	29
(Y/Y)	-10%	-47%			-34%
Media Visits					
2016	24	17			41
2015	26	16	37	33	42
(Y/Y)	-8%	6%			-2%
Media Contacts					
2016	430	416			846
2015	380	419	705	432	799
(Y/Y)	13%	-1%			6%
Earned Media					
2016	$9,445,405	$6,477,152			$15,922,557
2015	$4,657,162	$6,283,711	$8,296,881	$6,635,488	$10,940,873
(Y/Y)	103%	3%			46%

Social Media

Summary:

We continue to see a constant upsurge across all our social media channels. The metrics for this second quarter are based on organic posts—as we did not use paid social advertising for the second quarter. Our usage of the #SantaFeNM and #TheCityDifferent hashtags continues and we consistently add supplemental hashtags to correspond with new and ongoing campaigns such as #GoogleTrekker and #MargaritaTrail.

The social media calendar continues to be an effective planning resource when promoting upcoming events, holiday weekends in Santa Fe, blog content, Deals & Specials, and general brand awareness.

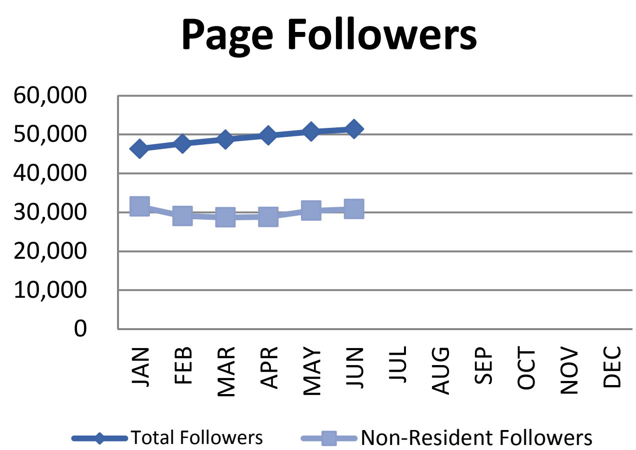
Key Insights:

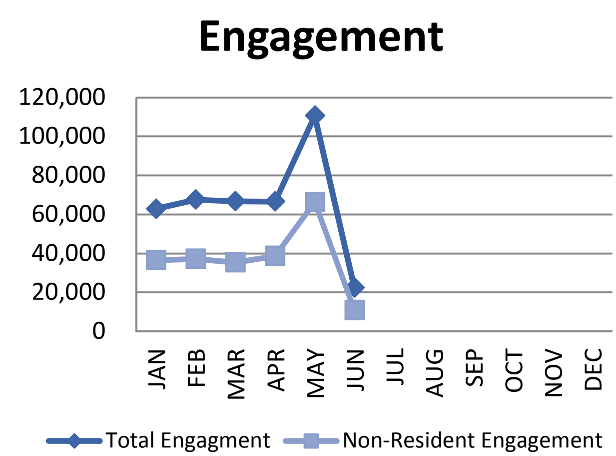
- Instagram continues to be our fastest growing social media channel—with a 268% increase in followers Y/Y.
- A significant increase in YouTube subscribers and views Y/Y shows the effectiveness of posting the new Google Trekker and Margarita Trail promotional videos and the quarterly City Hall Live video series on our channel. We continue to post these videos on our social media channels.
- The consistent sharing of top earned media stories and native photos have garnered significant engagement on Facebook—particularly in May 2016. An 80% M/M decrease in engagement in June 2016 was, in part, due to fewer media stories and native photos being posted.
- Engagement and impressions on Twitter show a decrease in part due to Twitter's introduction of the new algorithm in March 2016. Best tweets feature will content to user based on the accounts they follow and the tweets they interact with. Users are seeing less volume in their Twitter timelines thus decreasing organic reach. A similar algorithm was introduced to the Facebook newsfeed in June 2016.

Action Items:

- ☐ Continue to cross promote social media accounts on all social media platforms in order to gain more followers.
- ☐ Continue to use and engage with our business partners as resource to drive engagement.
- ☐ Balance the posting of native photos, earned media stories and organic "call to action" posts.
- ☐ Closely monitor engagement and impressions metrics in Twitter and Facebook to keep track of the effects of the new algorithm. Explore ways to adjust content.

Social Media: Facebook



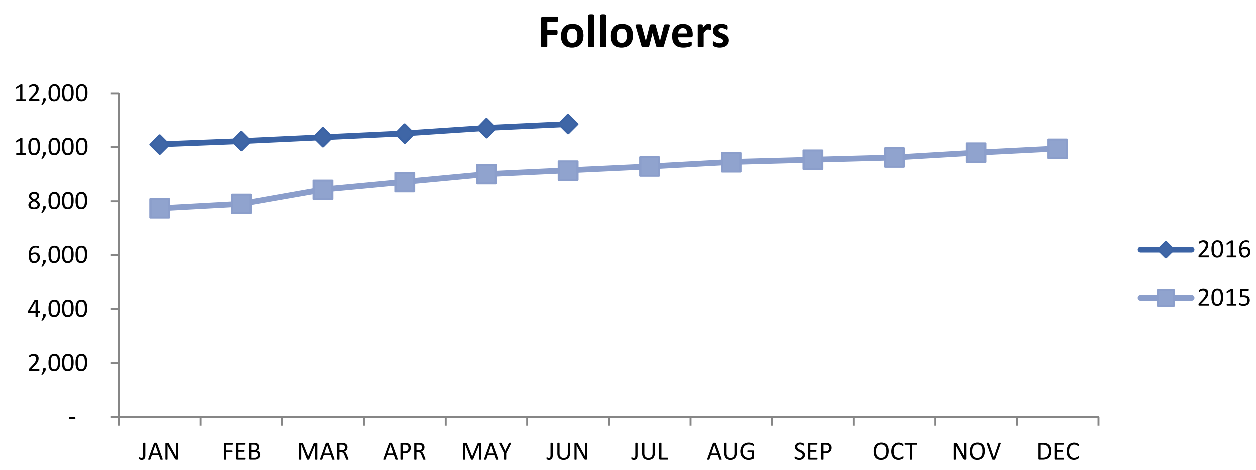


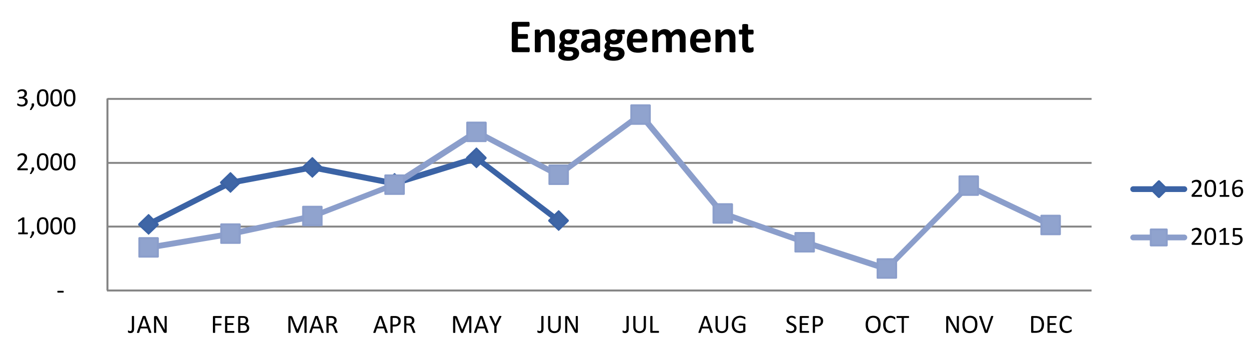
Facebook	Q1	Q2	Q3	Q4	YTD
Page Followers					
2016	48,678	51,373			51,373
2015	36,860	37,670	38,913	45,322	37,670
(Y/Y)	32%	36%			36.4%
Non-Resident Page Followers **					
2016	28,720	30,824			30,824
2015			21,791	28,552	
(Y/Y)					
People Talking About This					
2016	56,198	45,343			101,541
2015	16,874	15,970	22,293	86,546	32,844
(Y/Y)	233%	184%			209.2%
Engagement*					
2016	197,205	199,594			396,799
2015	75,155	72,529	77,843	264,060	147,684
(Y/Y)	162%	175%			168.7%
Non-Resident Engagement **					
2016	109,016	115,959			224,975
2015			49,041	145,334	
(Y/Y)					
Website Referrals					
2016	5,692	4,893			10,585
2015	3,165	2,151	15,149	11,448	5,316
(Y/Y)	80%	127%			99.1%

*TSF began reporting Engagement in Q3 of 2015, Y/Y will normalize after 1 year. Engagement includes total number of Facebook actions: likes, shares, clicks, or comments.

**Non-Residents are defined as Facebook users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

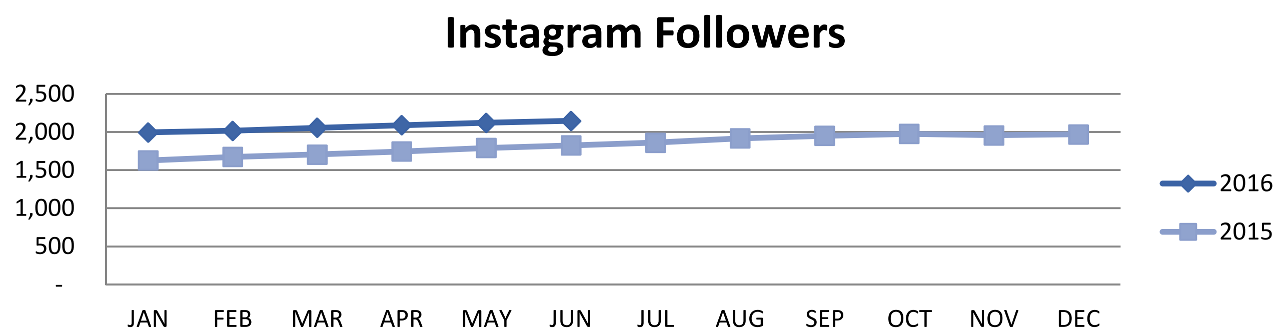




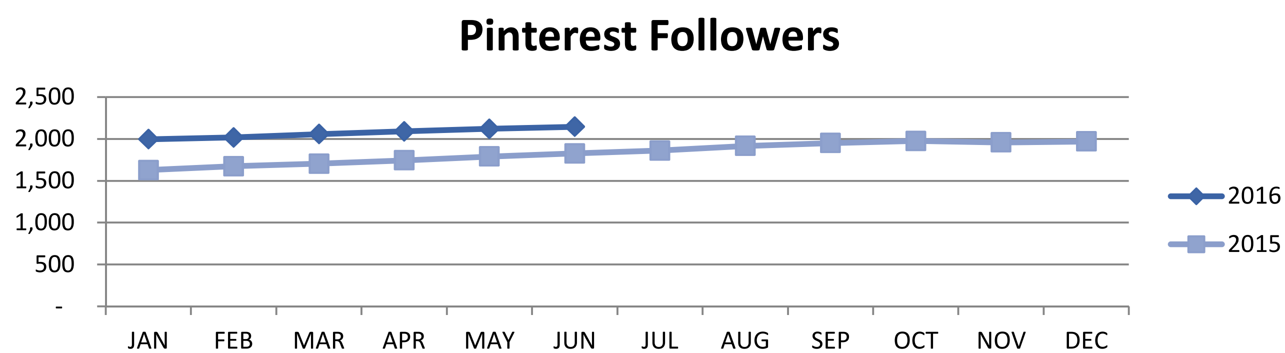
Twitter					
	Q1	Q2	Q3	Q4	YTD
Followers					
2016	10,372	10,858	-	-	10,858
2015	8,433	9,144	9,542	9,952	9,144
(Y/Y)	23%	19%			18.7%
*Engagement**					
2016	4,652	4,848	-	-	9,500
2015	2,724	5,948	4,716	3,008	8,672
(Y/Y)	71%	-18%			9.5%
Impressions					
2016	354,800	436,500	-	-	791,300
2015	223,000	525,000	359,100	430,000	748,000
(Y/Y)	59%	-17%			5.8%
Website Referrals					
2016	228	342	-	-	570
2015	99	159	136	163	258
(Y/Y)	130%	115%			120.9%

*Engagement includes Retweets, Favorites, Replies, and Link Clicks.

Social Media: Instagram & Pinterest

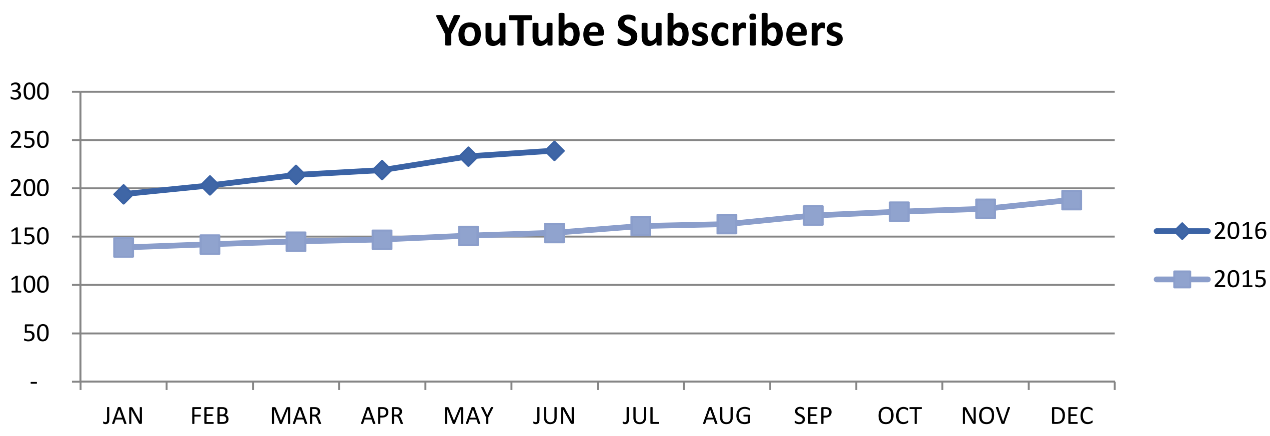


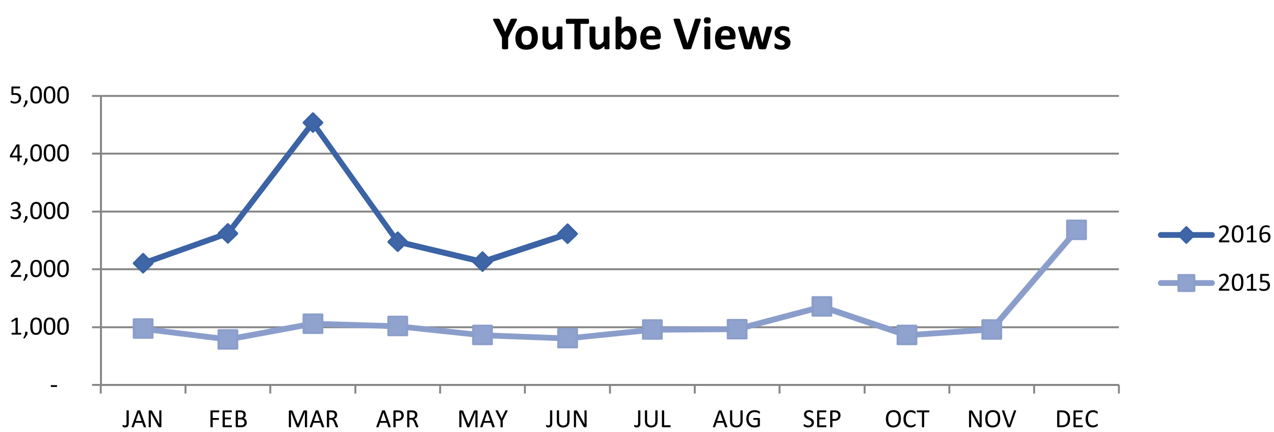
Instagram					
	Q1	Q2	Q3	Q4	YTD
Followers					
2016	7,880	10,500	-	-	10,500
2015	1,675	2,856	4,142	5,866	2,856
(Y/Y)	**370%**	**268%**			**267.6%**



Pinterest					
	Q1	Q2	Q3	Q4	YTD
Followers					
2016	2,056	2,145	-	-	2,145
2015	1,704	1,825	1,950	1,968	1,825
(Y/Y)	**21%**	**18%**			**17.5%**
Website Referrals					
2016	143	180	-	-	323
2015	116	116	140	109	232
(Y/Y)	**23%**	**55%**			**39.2%**

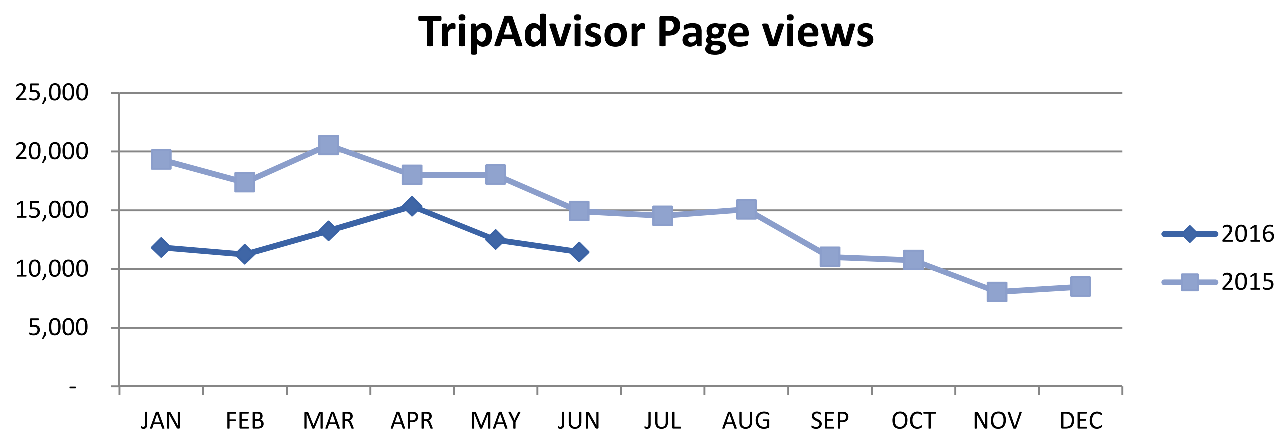
Social Media: YouTube

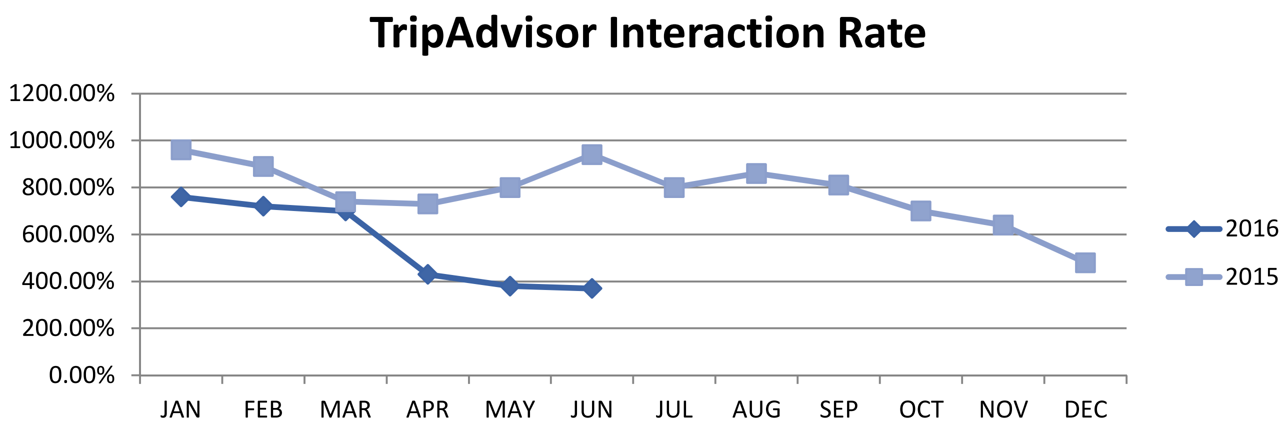




YouTube					
	Q1	**Q2**	**Q3**	**Q4**	**YTD**
Subscribers					
2016	214	239	-	-	239
2015	145	154	172	188	154
(Y/Y)	**48%**	**55%**			**55.2%**
Views					
2016	9,259	7,219	-	-	16,478
2015	2,819	2,685	3,276	4,499	5,504
(Y/Y)	**228%**	**169%**			**199.4%**

Trip Advisor DMO Page





Trip Advisor					
	Q1	Q2	Q3	Q4	YTD
Pageviews					
2016	36,302	39,266	-	-	75,568
2015	57,215	50,932	40,608	27,268	108,147
Y/Y	-37%	-23%			-30.1%
Interaction Rate Percentage					
2016	7.3	3.9			5.6
2015	8.6	8.2	8.2	6.1	8.4
Y/Y	-1.4	-4.3			-2.8
Website Referrals					
2016	1,439	131	-	-	1,570
2015	2,115	2,705	2,246	1,295	4,820
Y/Y	-32%	-95%			-67.4%

*In April 2016 Trip Advisor modified the method for tracking website referrals. The new method is not a cumulative total of referrals from desktop, mobile device and app, as was previously reported. Now only tracks desktop numbers.