



**OTAB Marketing Report
July 2016
Reported August 18, 2016**

EXECUTIVE SUMMARY

Key marketing projects in July:

- Santa Fe Margarita Trail
- Digital Asset Management System
- 2017 Visitor Guide
- 2015 Visitor Study with DestiMetrics
- Partnership with Santa Fe County
- Digital Billboards in Albuquerque, Las Cruces, and West TX
- Value Card
- New Mexico Magazine co-branded Eblast—"Not to Miss Events in Santa Fe"

Summary of July 2016 Results

Website & E-blasts—SantaFe.org

- 122,585 Total Sessions (10.04% increase Y/Y)
- 95,429 Unique Users (13.37% increase Y/Y)
- Consumer emails delivered an average open rate of 17.8%

Social Media

- Facebook followers: 52,194 (1.6% increase M/M)
- Twitter followers: 11,032 (1.6% increase M/M)
- Instagram followers: 11,100 (5.7% increase M/M)
- Pinterest followers: 2,200 (2.5% increase M/M)
- YouTube subscribers: 247 (3.3% increase M/M)
- Total Blog Views: 4,603 (11.9% increase M/M)

Advertising

The integrated paid media campaign that ran in Austin, TX in June and July concluded with successful results. The goal of the campaign was to leverage Southwest Airlines and Allegiant Air flights direct to Albuquerque and to generate a high level of awareness for Santa Fe through the placement of bus wraps, print advertising, and a highly targeted digital campaign utilizing mobile banners, digital ads and SEM. The results of the initiative are summarized below:

- Since the initiative launch on June 1 and through the end of July, Austin TX was the #2 market for incoming website traffic after Albuquerque-Santa Fe NM. Post-campaign Austin traffic is beginning to flatten out but traffic from Austin was still up 138% YOY as reported on August 16. To date, Austin remains in the top 10 ranking of geo visitors by city for 2016.
- 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). While July 2016 experienced a 14% decrease in web sessions from Austin compared to the prior month (June 2016), there was a 348% increase year-over-year (July 2015). Note: the Digital Media and OOH campaigns ended on July 24 and did not run the entire month of July.
- 66% of the web traffic from the Austin, TX market came from the AdTheorent Rich Media mobile units.
- Direct traffic from Austin is up 121% M/M and Organic Search traffic is up 13% M/M

Advertising in July

- **Print:** Austin Monthly; HIPICO Santa Fe Souvenir Program
- **Out of Home:** Bus Wraps (Austin, TX)
- **E-blasts:** New Mexico Magazine Co-Branded eblast
- **Digital Display, Preroll and Mobile:** Adara, TripAdvisor, AdTheorant (Austin, TX)
- **SEM:** In the following markets—Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Public Relations

Travel + Leisure ranked Santa Fe #4 in the 2016 “The Best Cities In The U.S. readers’ survey. Sunset Magazine declared Santa Fe the “Best Shopping Destination,” in the outlet’s 2016 Travel Awards. Three million dollars in earned media was produced in all sorts of key outlets in the U.S. and abroad from the Independent to the Dallas Morning News, USA Today, Los Angeles Times, Huffington Post, Redbook, Fox News, and more. Our earned media total for the year is outpacing last year by thirty percent.

Other Accolades:

USA Today 10Best named New Mexico’s Cumbres and Toltec Scenic Railroad as the number 1 “American Train Ride.”

Visiting Press:

- Freelance writer **Sheryl Nance-Nash** visited Santa Fe on assignment for *Upscale Magazine* to cover the International Folk Art Market from July 9-13.
- **Karen Kenyon** of *Creators.com* visited Santa Fe from July 15-17.
- **Laurel Miller** of the *Huffington Post* visited Santa Fe from July 24-26.

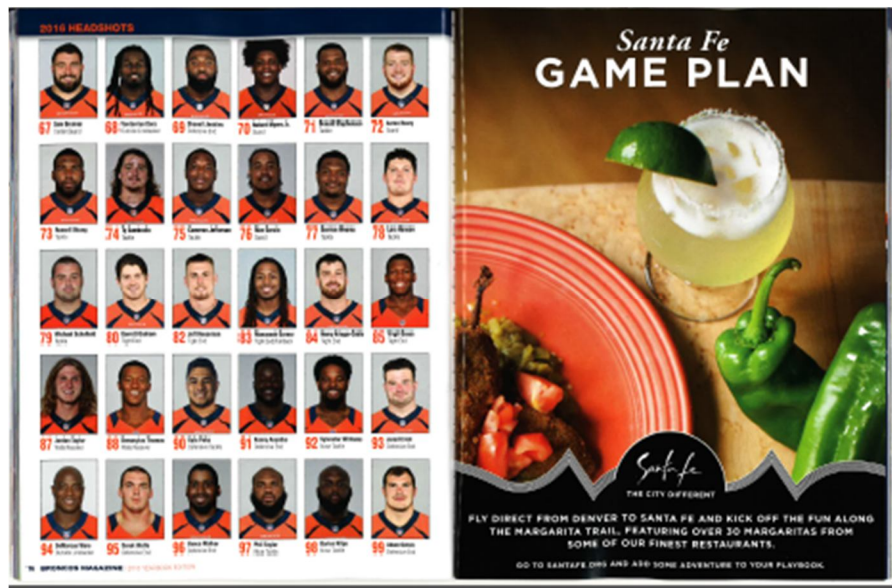
Miscellaneous Updates

- Ongoing updates and improvements are being made to santafe.org with intent to improve user (consumer and industry partner) experience and interface:
 - Updates to the History and Cuisine Pillar pages were recently made to refine the content and to highlight recent accolades and press articles.

- New content and organization of the Native American Culture pages is in process.
- New landing pages highlighting Santa Fe Neighborhoods (Museum Hill, Canyon Road, Historic Downtown, Railyard, Midtown Innovation District, South Innovation District) and Surrounding Areas (Los Alamos, Madrid, Espanola, Ojo Caliente, Abiquiu) are in process.
- FY17 (Fuseideas) Paid Media Buy plan has been approved by TSF.

Margarita Trail Update

- TSF hosted a Margarita Trail Social Media Crawl on August 3 with 13 stops at participating Margarita Trail establishments. 11 social media influencers were in attendance and posting to their popular social media channels resulting in 43 posts promoting the Margarita Trail.
- An ad in the Broncos Magazine (the official publication of The Denver Broncos) was placed promoting the Margarita Trail and direct flights from Denver to Santa Fe.



- Ongoing: passport order fulfillment, prize inventory management, social media posts, PR efforts, updates and reminders to Margarita Trail participants

Cumulative Totals (as of 8/15/16)

- 648 Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- 981 Additional passports ordered by 12 establishments to sell or use in promotions.
- 494 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 13 Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- 3 Bartender Kits redeemed by Passport holders earning all 31 stamps.

Public Relations

- 3 Press Releases
- 9 Journalist who experienced the Trail

- \$3.261M Total amount of earned media
- Bartender [video series](#) highlighting Trail participating establishments is ongoing and will continue in September. To be broadcast on City Hall Live and used in press pitches, newsletters, social media and web.

Social Media

- 191 Total Social media posts

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
- Darren Bult, Creative Director
- Lara Maskell, 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
- Elia Jaques-Francis, Account Executive

Bella Media: Santa Fe Guide

- Bruce Adams, Publisher
- Amy Gross, Associate Publisher

HIGHLIGHTS

Advertise in the 2017 Official Santa Fe Visitors Guide

One of the most impactful statistics from the visitors survey was that **72% of visitors to Santa Fe used the Visitors Guide for decision making when planning their trips.**

Key Reasons why businesses should advertise in the 2017 Santa Fe Guide:

- More than 1,000,000 readers will see the ad
- 80% plan on visiting art galleries
- 93% plan to shop
- 95% will dine out
- 51% will take a trip to Taos
- Nearly 100% will need a place to stay
- 74% of visitors will see your ad on SantaFe.org

We're getting the word out that now is the opportunity for businesses to advertise in the 2017 Official Santa Fe Visitors Guide. Rates and availability can now be found on santafe.org/advertise.

NM Hospitality Association Top Hat Nominations Now Open



Nominations are now open to select a “Top HAT” in the field of hospitality and tourism. The Top HAT (Hospitality and Tourism) Awards celebrate an outstanding team or individual that has shown exceptional dedication to their company’s brand promise. TSF will submit nominations in the following categories:

- Marketing: “*Best Print Campaign*”—Austin, TX initiative; “*Best Digital Campaign*”—The City Different Pillar Videos; “*Most Innovative Campaign*”—2016 Kids Free Spring Break
- Product Development: “*Best New Experience*”—Santa Fe Margarita Trail
- Premier Awards: “*Destination of the Year*”—Santa Fe

MARKETING INFORMATION ITEMS

Digital Billboard Campaign



TOURISM Santa Fe has purchased a media package at the New Mexico Hospitality Association 2016 Governor’s Conference consisting of three digital billboards in the following locations—Albuquerque, Las Cruces and West Texas. The 10-week billboard campaign began on August 15 and will feature Santa Fe events and activities like the Santa Fe Margarita Trail, outdoor recreation, Meow Wolf, Zozobra, Fiestas and HIPICO, among others.

TSF Business Partner Meetings

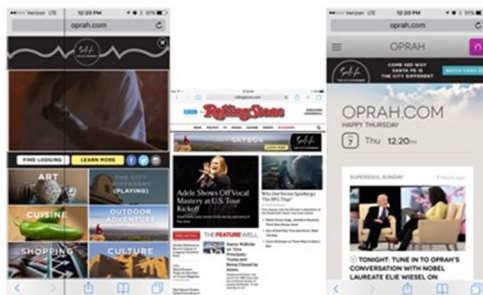
TOURISM Santa Fe officials met with the following partners/organizations in July:

- Meow Wolf
- Edible, Green Chile Cheeseburger Smackdown
- The Fence
- SWAIA
- Eloisa
- Santa Fe Restaurant Association
- Santa Fe Lodgers Association
- International Art Summer
- International Folk Art Alliance
- New Mexico Public Relations Society of America
- Santa Fe Wine & Chile
- Buffalo Thunder
- Pojoaque Pueblo
- Georgia O'Keeffe Museum
- Zuum Social
- DestiMetrics

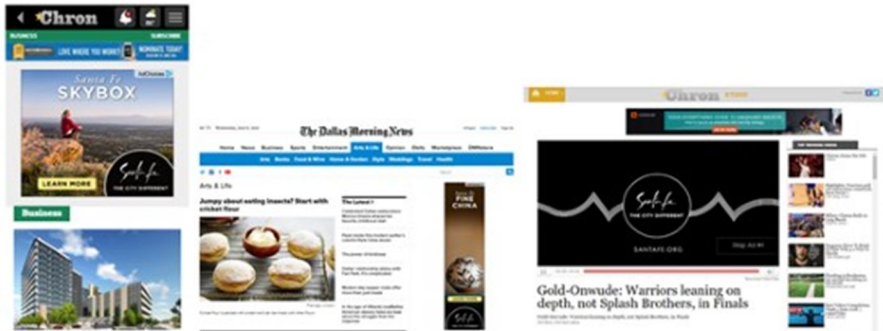
Paid Media Campaign in Austin, TX

In June and July, TSF ran an incremental media buy in Austin, TX leveraging Southwest Airlines and Allegiant Air flights direct to Albuquerque. The goal of the integrated media campaign was to generate a high level of awareness for Santa Fe through the placement of bus wraps, print advertising, and a highly targeted digital campaign utilizing mobile banners, digital ads and SEM. The results of the initiative are below:

Digital Media



- Ad Theorent: Mobile Display Rich Media
- Flight Dates: 6/1/16 - 7/24/16
- Total Impressions: 3,389,607
- Investment: \$25,000



- Adara: Desktop, Mobile and Tablet Rich Media Banners with PreRoll Video and Rising Star Premium Reserve
- Flight Dates: 6/1/16 – 7/24/16
- Total Impressions: 1,477,886
- Investment: \$ 12,000

Out of Home



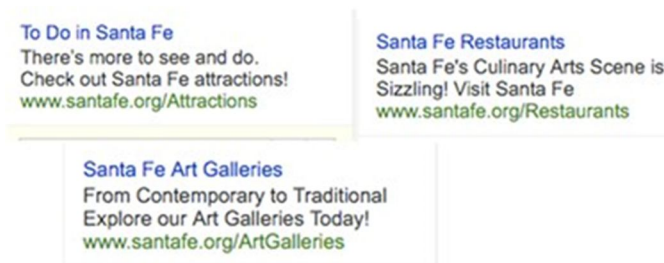
- Wilkins: Bus Wraps
- Flight Dates: 6/1/16 – 7/24/16
- Total Impressions: 3,150,000
- Investment: \$ 43,712.50

Print



- Austin Monthly
- Flight Dates: 6/1/16 – 6/30/16 & 7/1/16 – 7/31/16
- Full page color ads, 1/3 page Advertorial, Custom Editorial and eNewsletter in Travel Section of “Great Destinations” issue
- Total Impressions: 322,000
- Added Value Digital Impressions: 46,548
- Investment: \$7,000

SEM



- Google AdWords
- Flight Dates: 6/1/16 – 7/31/16
- Total Impressions: 116,986
- Investment: \$2,287.50

Analysis

- Since the initiative launch on June 1 and through the end of July, Austin TX was the #2 market for incoming website traffic after Albuquerque-Santa Fe NM. Post-campaign Austin traffic is beginning to flatten out but traffic from Austin was still up 138% YOY as reported on August 16. To date, Austin remains in the top 10 ranking of geo visitors by city for 2016.
- 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). While July 2016 experienced a slight 14% decrease in web sessions from Austin compared to the prior month (June 2016), there was a 348% increase year-over-year (July 2015). Note: the Digital Media and OOH campaigns ended on July 24 and did not run the entire month of July.
- 66% of the web traffic from the Austin, TX market came from the AdTheorent Rich Media mobile units
- Direct traffic from Austin is up 121% M/M and Organic Search traffic is up 13% M/M

SantaFe.org Updates

Be on the lookout for new content coming to SantaFe.org. A landing page highlighting the distinctive and numerous Santa Fe neighborhoods such as Canyon Road, Santa Fe Railyard, Historic Downtown, Museum Hill, Mid Town Innovation District and South Santa Fe will be introduced, along

with a page featuring towns surrounding the Santa Fe area. The new content will be a useful planning resource for Santa Fe visitors before and during their stays.

Updates to the History and Cuisine Pillar pages were recently made to refine the content and to highlight recent accolades and press articles. New content and organization of the Native American Culture pages is in process.

In addition, industry partners now have the option to categorize their business or service as an “Attraction.” The listing will appear on santafe.org under the “Things to Do” menu.

Margarita Trail Update



The Santa Fe Margarita Trail is going strong thanks to the support of the local businesses partners! To date, close to 650 Passports have been sold at the TSF Visitor Centers; 494 t-shirts have been redeemed; 13 Passport holders have earned 20 stamps and a copy of The Great Margarita Book; and 3 people have completed the entire Trail!

We continue to get great regional and national press about the Margarita Trail. **Check out** the recent coverage in The Dallas Morning News.

More information on the Margarita Trail can be found at santafe.org/margaritatrail.

MONTHLY METRICS

Website & Newsletters

July 2016 Performance Metrics

Visits

- Total Sessions 122,585 (10.04% increase Y/Y)
- Unique Users 95,429 (13.37% increase Y/Y)
- Pages per Session 2.47 (9.84% decrease Y/Y)
- Average Time on Site 2:45 (14.45% decrease Y/Y)
- Conversion Rate 12.04% (22.11% decrease Y/Y)

Santafe.org conversion goals are defined as a user completing a task on the website (such as completing the Visitors Guide order form) or visiting specific web pages (such as an Accommodations page).

The 22% YOY drop in overall conversion can be attributed to a few factors. While the digital media campaigns are successful in driving traffic to the website, not all of those campaigns are set up to complete the tasks that are defined as a conversion goal. Also, digital media campaigns generally do not convert as well as organic and direct traffic to the site.

The surge in mobile traffic (organic and paid) is impacting website metrics. While mobile users are not spending as much time on the site as desktop users, actual goal completion numbers from mobile are up from last year.

Note: Conversion rates are based on PERCENTAGE OF TOTAL VISITORS. And Total Visitors has been increased through advertising and media buys which did not take place in 2015 with the startup of Fuseideas City Different Campaign.

Visitor Gender

- 61.2% Female
- 38.8% Male

Visitor Age

- 10.44% 18 - 24
- 17.71% 25 - 34
- 17.26% 35 - 44
- 16.79% 45 - 54
- 21.31% 55 - 64
- 16.49% 65+

Newsletters

- Santa Fe Happenings
 - Sent: July 5, 2016
 - Number sent: 49,194
 - Number opened: 8,572
 - Open rate: 17.52%
- Santa Fe Summer Must-See Events (NM Magazine Co-Branded)
 - Sent: July 12, 2016
 - Number sent: 60,652
 - Number opened: 9,788
 - Open rate: 16.14%
- TOURISM Santa Fe Marketing Report
 - Sent: July 13, 2016
 - Number sent: 1,129
 - Number opened: 345
 - Open rate: 31.48%
- Why is Santa Fe Voted Among the Best? (Accolades)
 - Sent: July 19, 2016
 - Number sent: 63,682
 - Number opened: 12,223
 - Open rate: 19.14%
- Meet Different in the City Different (Sales)
 - Sent: July 19, 2016
 - Number sent: 9,914
 - Number opened: 1,197
 - Open rate: 15.26%
- Santa Fe Deals and Specials
 - Sent: July 21, 2016
 - Number sent: 26,653
 - Number opened: 4,933
 - Open rate: 18.59%
- Visit Santa Fe (Sales)
 - Sent: July 26, 2016

- Number sent: 9,782
 - Number opened: 1,402
 - Open rate: 18.23%
- TOURISM Santa Fe Sales Report
 - Sent: July 27, 2016
 - Number sent: 1,133
 - Number opened: 428
 - Open rate: 37.94%

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

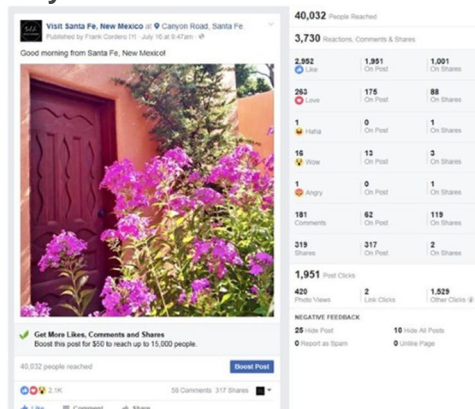
SOCIAL MEDIA

Summary

The month of July saw an increase of 821 new followers for Visit Santa Fe on Facebook — a 1.2% increase. Instagram saw a 5.7% increase with 600 new followers on this ever popular social media app.

Facebook

July 2016 Performance Metrics



- Total Page Followers: 52,194 (1.6% increase M/M)
 - People Talking About This: 15,302 (86.7% increase M/M)
 - Engagement: 65,654 (193.1% increase M/M)
- Last month (June) TSF saw a significant decrease in M/M Engagement and People Talking About Us numbers—in part due to fewer media stories and native photos consistently being posted, as well as a new algorithm that was introduced in June. July 2016 metrics have begun to normalize due to more regular and consistent postings.*
- Top Ranking Post, July: Good morning from Santa Fe, New Mexico
 - July 16, 2016 at 9:47 AM
 - Likes: 2,952
 - Shares: 1,001
 - Comments: 181

- Reach: 40,032

Twitter

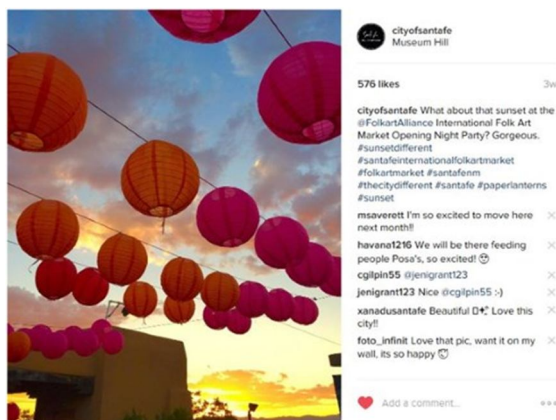
July 2016 Performance Metrics



- Followers: 11,032 (1.6% increase M/M)
- Monthly Impressions: 100,200 (6.7% decrease M/M)
- Engagement: 1,506 (37.2% increase M/M)
See notes in Facebook reporting regarding the decreased engagement and the new algorithm. A similar algorithm in which users newsfeeds are populated based on the accounts users follow and interact was also introduced to Twitter. July 2016 Engagement metrics have now started to normalize.
- Top Performing Tweet, July: Congrats Santa Fe! Sunset Magazine Names Santa Fe as Best Shopping Destination
 - July 20, 2016 at 10:37 AM
 - Impressions: 2,492
 - Favorites: 10
 - Retweets: 5
 - Total Engagements: 21

Instagram

July 2016 Performance Metrics



- Followers: 11,100 (5.7% increase M/M)
- Top Performing Post, July: What about that sunset at the International Folk Art Opening Night Party?

- 576 Likes

Pinterest

July 2016 Performance Metrics

- Followers: 2,200 (2.5% increase M/M)

YouTube

July 2016 Performance Metrics

- Subscribers: 247 (3.3% increase M/M)
- Views: 2,614 (0.3% increase M/M)

Blog

July 2016 Blog Posts

Nine Santa Fe Must Go August Events

- Posted July 5, 2016
- Views: 374

Immersive Experiences Await You At El Rancho De Las Golondrinas

- Posted July 12, 2016
- Views: 137

Strike A Yoga Pose While In Santa Fe

- Posted July 19, 2016
- Views: 305

Five Santa Fe Events To Set Fire To Your Labor Day Weekend Getaway

- Posted July 26, 2016
- Views: 265

July 2016 Performance Metrics

Total Blog Views: 4,603 (11.9% increase M/M)
Average Time on July Blog Posts: 2:28 minutes

PAID MEDIA PLACEMENTS

July 2016

PRINT

Publication: Austin Magazine

Target Markets: Austin, TX

Flight Dates: 7/1/16 - 7/31/16

Impressions: 161,000

Added Value Digital Impressions: 46,458



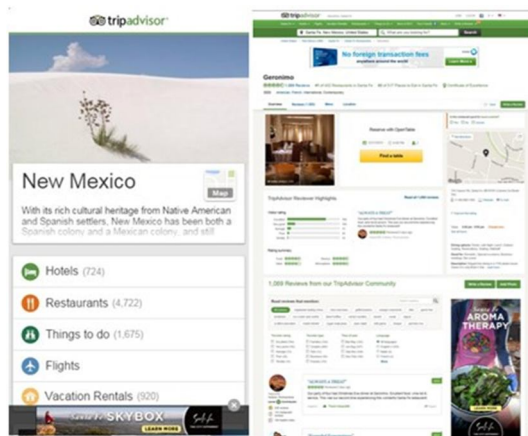
DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

TripAdvisor: mobile and digital display sponsorship

Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight Dates: 7/1/16 - 7/31/16

Impressions: 188,080

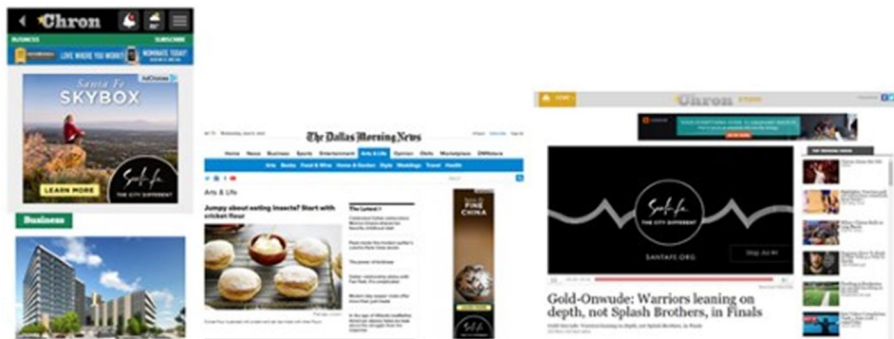


Adara: mobile, preroll and desktop display

Target Markets: Austin, TX DMA

Flight Dates: 7/1/16 - 7/24/16

Impressions: 557,950

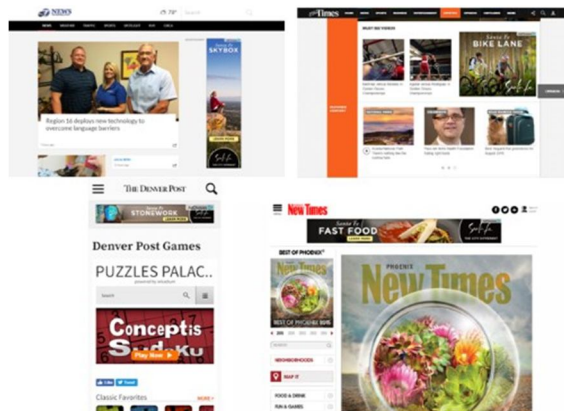


Adara: mobile, preroll and desktop display

Target Markets: Denver, Dallas, Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso, NYC, Los Angeles, Chicago, San Francisco, Seattle, Houston, Austin

Flight Dates: 7/1/16 - 7/31/16

Impressions: 3,751,581

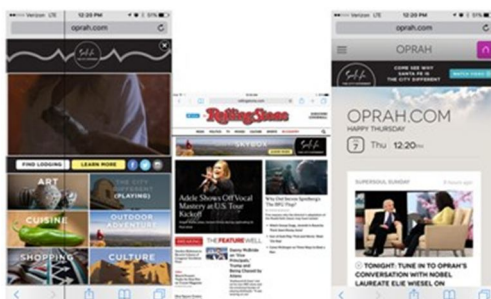


AdTheorent: mobile and preroll

Target Markets: Austin, TX DMA

Flight Dates: 7/1/16 - 7/24/16

Impressions: 1,419,074



OUT OF HOME

Wilkins:Bus Wraps

Target Markets: Austin, TX

Flight Dates: 7/1/16 - 7/24/16

Impressions: 1,575,000



SEM

Publication: Google AdWords

Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight Dates: 7/1/16 - 7/31/16

Impressions: 316,073 Consumer / 89,388 Austin

To Do in Santa Fe

There's more to see and do.
Check out Santa Fe attractions!
www.santafe.org/Attractions

Santa Fe Restaurants

Santa Fe's Culinary Arts Scene is
Sizzling! Visit Santa Fe
www.santafe.org/Restaurants

Santa Fe Art Galleries

From Contemporary to Traditional
Explore our Art Galleries Today!
www.santafe.org/ArtGalleries

OTHER

New Mexico Monthly Magazine Co-Branded e-blast

Target Markets: New Mexico Magazine Subscribers

Send Dates: 7/7/16

Impressions: N/A

[The Antique American Indian Art Show \(August 16-19\)](#)

The Antique American Indian Art Show
Santa Fe is the most anticipated show and sale of historic Indian art of the summer art season and brings together nearly 70 of the world's most knowledgeable experts in American Indian art and thousands of select historic art objects from indigenous cultures throughout North America. The show is in its third year and is the largest of its kind in the world.

[Santa Fe FINE CHINA](#) [LEARN MORE](#) 

For the most up-to-date listings of what's going on in the nation's oldest capital city, follow
TOURISM Santa Fe:

HIPICO Santa Fe Souvenir Program (Summer and Fall Series)

Target Markets: Santa Fe, NM

Flight Date: 7/27/16 - 9/25/16

Impressions: Event Publication



PUBLIC RELATIONS

Summary

July is what it's all about: Travel + Leisure ranked Santa Fe #4 in the "The Best Cities In The U.S." Sunset Magazine declared Santa Fe the "Best Shopping Destination," we produced three million dollars in earned media in all sorts of key outlets in the U.S. and abroad from the Independent to the Dallas Morning News, USA Today, Los Angeles Times, Huffington Post, Redbook, Fox News, and more. Our earned media total for the year is outpacing last year by thirty percent.

In July we also produced an excellent **City Hall Live show** that included a dynamite interview with **Ray Sandoval of Zozobra**. In USA Today Readers' Choice Awards, Cumbres & Toltec Railroad won #1 Best Train Ride and Inn & Spa At Loretto took #4 Best Hotel Spa. A win is key to Santa Fe branding as a destination for everyone. A win for one is a win for all.

Here are just some of the media hits from the month's bounty.

Press Releases

July 29, 2016: [COUPLE ARE FIRST TO COMPLETE NEW SANTA FE MARGARITA TRAIL](#)

July 26, 2016: [HORSE SENSE: HIPICO SANTA FE SUMMER AND FALL SERIES STARTS JULY 27](#)

July 21, 2016: [SUNSET MAGAZINE DECLARES SANTA FE BEST SHOPPING DESTINATION](#)

July 19, 2016: [SANTA FE TO HOST SILVER ANNIVERSARY ZIA REGIONAL RODEO](#)

Check in with the **Current Releases section** of the santafe.org website for press releases.

Performance Metrics

July 2016

- Pitches: 108 (200% increase Y/Y)
- Press Releases: 5 (16% decrease Y/Y)
- Media Visits: 3 (70% decrease Y/Y)
- Media Contacts: 143 (63.5% decrease Y/Y)
- Earned Media: \$2,965,343 (14% decrease Y/Y)

Recent Accolades

Santa Fe ranked #4 in the 2016 *Travel + Leisure* “Best Cities in the U.S.” readers’ survey.

Sunset Magazine recognized Santa Fe as the “Best Shopping Destination” in the outlet’s 2016 Travel Awards.

USA Today 10Best named New Mexico’s Cumbres and Toltec Scenic Railroad as the number 1 “American Train Ride.”

Visiting Press

Freelance writer **Sheryl Nance-Nash** visited Santa Fe on assignment for *Upscale Magazine* to cover the International Folk Art Market from July 9-13.

Karen Kenyon of *Creators.com* visited Santa Fe from July 15-17.

Laurel Miller of the *Huffington Post* visited Santa Fe from July 24-26.

Print, Online & Broadcast Articles

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

NEWSPAPER

U.K. publication *The Independent* included Santa Fe in an article on the life and inspirations of Georgia O’Keeffe entitled “**Explore Georgia O’Keeffe’s world - from New Mexico to New York.**”

U.K. publication *The Sunday Telegraph* included Santa Fe in an article about the life and inspirations of Georgia O’Keeffe entitled “**Journey into the Painted Desert.**”

As a result of freelance journalist **Ellise Pierce** visiting the destination, *The Fort Worth Star-Telegram* published two dedicated articles about the Santa Fe Opera and what’s new in the destination.

- www.star-telegram.com/living/indulge/indulge-in-focus/article87973952.html
- www.star-telegram.com/living/travel/article87950247.html

As a result of La Fonda on the Plaza hosting a group press trip, the *Dallas Morning News* provided coverage of the Santa Fe Margarita Trail in an article entitled **“When it comes to margaritas, Santa Fe really gets it.”**

As a result of TOURISM Santa Fe hosting writer **Jay Jones**, *The Los Angeles Times* provided dedicated coverage of Meow Wolf in an article entitled **“Is Meow Wolf an Art complex? Maybe, but it’s more like an immersive Twilight Zone in Santa Fe.”**

USA Today included the Flamenco exhibit at the Museum of International Folk Art in a round-up article entitled **“12 must-see museum exhibits in the U.S. this summer.”**

WEBSITES

Lifestyle website *Gayot* revamped its Santa Fe City Guide as a result of TOURISM Santa Fe’s efforts including press desk side visit.

- www.gayot.com/travel/citytrips/santa_fe/day1.html
- www.gayot.com/travel/citytrips/santa_fe/attractions.html
- www.gayot.com/travel/citytrips/santa_fe/restaurants.html
- www.gayot.com/travel/citytrips/santa_fe/hotels.html

As a result of hosting writer James Hills, *Type-A Parent* provided dedicated coverage of Santa Fe in an article entitled **“Ten Things for Guys (and Gals) in Santa Fe.”**

As a result of TOURISM Santa Fe hosting writer **Berit Baugher**, *Fathom* included Santa Fe in a round-up article entitled **“Make Room at the Farm-to-Table - 12 Foodie Cities in the U.S.”**

As a result of TOURISM Santa Fe hosting writer **Christine Wei**, *ShermansTravel* provided dedicated coverage of Santa Fe’s summer art markets in an article entitled **“On the Ground - Santa Fe’s 10 (Yes, 10) Summer Art Markets & Festivals.”**

The Travel Channel included Santa Fe in an article about New Mexico attractions entitled **“New Mexico - From Pueblos to Bat Dwellings.”**

FoxNews.com included Santa Fe in a round-up article entitled **“8 Vacation hot spots for serious treasure hunters.”**

Santa Fe Hometown News provided **coverage of local residents Joe & Audrey Gonzales** – the first couple to complete the new Santa Fe Margarita Trail.

Santa Fe Hometown News provided **coverage of the 2016 Sunset Travel Awards**, in which Santa Fe was awarded the “Best Shopping Destination.”

MAGAZINES

Destinations Magazine included Santa Fe in an article entitled **“Silence of the Trams.”**

Connect Faith Magazine included Santa Fe in the Spring issue in an article entitled “Memory Lane.”

Local Flavor Magazine provided dedicated coverage of the Santa Fe Margarita Trail in an article entitled “Straight—well, mixed—off the Margarita Trail.”

Dorado Magazine provided dedicated coverage of the Santa Fe Margarita Trail in an article entitled

“Weekend Plans - Exploring the Santa Fe Margarita Trail.”

So *Scottsdale Magazine* produced a feature article entitled “Sojourn in Santa Fe.”

Sunset Magazine recognized Santa Fe in the following categories in the outlet’s 2016 Travel Awards:

- Winner - **Best Shopping Destination**
- Finalist - **Best Microbrewery or Distillery**
- Finalist - **Best Girlfriends’ Getaway Destination or Spa**
- Finalist - **Best Food Town**

Smart Meetings included Santa Fe in an article entitled “**Albuquerque & Santa Fe Feature Colorful, Enchanting Hotels & Resorts.**”

As a result of TOURISM Santa Fe hosting writer **Erika Finch** and photographer **Deb Weinkauff**, *Sedona Monthly* provided dedicated coverage of the Santa Fe Indian Market in an article entitled “Modern Love” in the July/August 2016 issue.

Hotel Management magazine provided dedicated coverage of Santa Fe in an article entitled “**Santa Fe hotels share restaurant hirings, renovations.**”

As a result of TOURISM Santa Fe hosting writer **Kirsten Dobroth**, *Elevation Outdoors* produced a feature article entitled “**Visit New Mexico - The Guide to Enchantment.**”

AAA Go Magazine provided dedicated coverage of Santa Fe’s attractions.

What’s Up magazine provided dedicated coverage of Meow Wolf in an article entitled “**Meow Wolf (Santa Fe).**”

Redbook magazine included Santa Fe in an article entitled “Totally terrific road trips.”

Travel + Leisure **ranked Santa Fe #4** in the “The Best Cities in the U.S.” survey. Coverage was syndicated to the following outlets:

- Fox28Media.com
- NewOrleansCityBusiness.com
- SavannahNow.com
- WLOS.com
- WTOC.com
- CCRA.com
- WJBF.com
- You May Be Wandering
- WSPA.com
- Mix 105.1 CBS Local
- Nashville Music City
- Nashville Business Journal
- New Orleans Business Journal
- 973 The Dawg
- San Antonio Express-News

- The Tennessean
- TravelPulse
- Times Picayune
- Time Out
- Williamson Source
- Santa Fe New Mexican
- City-Data
- WJEZ.com