



**OTAB Marketing Report
August 2016
Reported September 20, 2016**

EXECUTIVE SUMMARY

Key marketing projects in August and September

1) Santa Fe Margarita Trail and Social Media Crawl

- Ongoing passport order fulfillment, prize inventory management, social media posts, PR efforts, updates and reminders to Margarita Trail participants.
- Through September 30, TSF is offering a special discount for participating establishments on the purchase of Margarita Trail Passports. Passports will be discounted to \$2 each with a minimum order of 50.

Cumulative Totals (as of 9/20/16)

- 751 Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- 1130 Additional passports ordered by 12 establishments to sell or use in promotions.
- 676 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 30 Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- 7 Bartender Kits redeemed by Passport holders earning all 31 stamps

Public Relations

- 3 Press Releases
- 15 Journalist have experienced the Trail
- \$3.47M Total amount of earned media
- A bartender [video series](#) highlighting Trail participating establishments is ongoing. This month bartenders from Luminaria and Del Charro were filmed and the footage is currently being edited. The series will be broadcast on City Hall Live and used in press pitches, newsletters, social media and web.
- The Margarita Trail was featured in 303 Magazine's (Denver, CO) "A Weekend Guide to the Magic of Santa Fe." [Click here](#) to read the entire story.

Social Media

- 211 Total Social media posts

2) Direct air service from Phoenix to Santa Fe airport

- New non-stop flight service from Phoenix to Santa Fe was announced. An integrated marketing plan in the Phoenix area will be executed over the next two years promoting the service. Evaluation of marketing plan proposals have begun.
- Working with NMTD on Out of Home (OOH) Media buy in the Phoenix Market

3) Digital Asset Management System

- The first batch of 3274 photos have been uploaded and categorized. Image uploads to the system will be an ongoing process—as TSF currently has an additional 2,000 photos in our current inventory.
- The system went live on September 21.

4) 2017 Visitor Guide

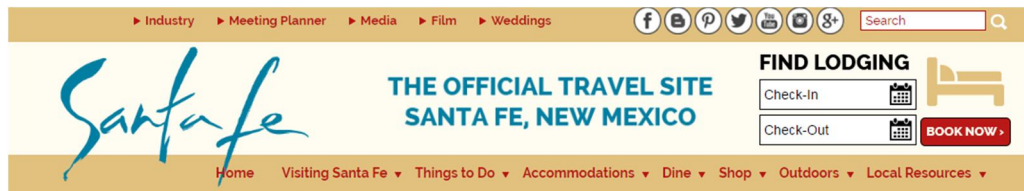
- Content review
- Ad sales
- Lodging partners information
- Delivery of 2017 Visitor Guide, mid-December

5) SantaFe.Org Website Update

- Ongoing updates and improvements are being made to santafe.org with intent to improve user (consumer and industry partner) experience and interface:
 - New content, photos, 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 Santa Fe District) and Surrounding Areas (Los Alamos, Madrid, Espanola, Ojo Caliente, Abiquiu) are in process.
 - Santa Fe Realtors and area Casinos can now have a free business listing on the website.
 - Updates are being made to better integrate the Jackrabbit and Book Direct features for improved functionality and higher visibility on the site.

6) Jackrabbit and Book Direct

- TSF will offer all lodging partners a 3-month free trial to use the Book Direct widget and booking function which will appear next to their business listing on the Accommodations page.
- “Find Lodging” widget to be placed in the header section of the website for higher visibility.



- Design changes to the Accommodations page will improve the user experience making it easier to compare pricing and book accommodations through the Book Direct widget.

7) Partnership with Santa Fe County

- Monthly Blogs are being written by Santa Fe County and published on TSF's blog page. To date, the following blogs have been published:

9/20/16: [An Insider's Guide to Walking Ancient Paths and Rock Art](#)

8/26/16: [4 Don't Miss Trails in Santa Fe County](#)

7/12/16: [Immersive Experiences Await You at El Rancho de las Golondrinas](#)

- Processed and fulfilled 2,782 marketing collateral requests since the beginning of the year.

8) Value Card

- 47 Industry Partners will include special offers, in the following categories:
 - Attractions: 3
 - Lodging: 2
 - Restaurants: 17
 - Services: 4
 - Shopping: 11
 - Spas: 5
 - Tours/Classes: 5
- Value cards and brochures are expected arrive mid-October.

9) 2017 Santa Fe Kids Free Spring Break Promotion

- TSF is launching the Santa Fe Kids Free Spring Break campaign 45 days ahead of last year's launch.

Key Dates

September 29: Kickoff meeting with business partners and website portal is open for partners to enter offers.

November 1: The Kids Free Spring Break landing page goes live. PR and Social Media promotional efforts begin.

January – March 2017: Paid Digital Media campaign period

March 1 – April 15: Partners offers must be valid during this entire promotion period

10) 2016 Top Hat Nominations

- TSF will submit the following nominations for the 2016 Top HAT Awards. Winners will be announced on November 17.
 - **Marketing Awards, Best Print Campaign:** Austin, TX Initiative in June and July 2016
 - **Marketing Awards, Most Innovative Campaign:** 2016 Santa Fe Kids Free Spring Break
 - **Product Development Awards, Best New Experience:** Santa Fe Margarita Trail
 - **Premier Awards, Destination of the Year:** Santa Fe

11) TOURISM Santa Fe Wins Gold Service Award



TOURISM Santa Fe has been recognized by readers of Meetings & Conventions (M&C) as a 2016 Gold Service Award winner in the southwestern region.

M&C's Gold Service Award recognizes Convention & Visitors Bureaus that have excelled in servicing meeting and event professionals. Relying on their extensive industry experience in both corporate and association markets, M&C's readers voted for the top CVBs based on key criteria including professionalism of staff; support on hotels and site inspections; assistance with ground transportation planning; guidance on local attractions; and liaison with local vendors and services.

All winners will be listed in M&C's annual Gold Awards special issue, published in November 2016 and online.

Summary of August 2016 Results

Website & E-blasts—SantaFe.org

- 105,595 Total Sessions (1.16% decrease Y/Y)
- 84,453 Unique Users (0.68% decrease Y/Y)
- Consumer emails delivered an average open rate of 19.5%

Social Media

- Facebook followers: 52,671 (0.9% increase M/M)
- Twitter followers: 11,214 (1.6% increase M/M)
- Instagram followers: 11,700 (5.4% increase M/M)
- Pinterest followers: 2,200 (no change)
- YouTube subscribers: 262 (6% increase M/M)
- Total Blog Views: 5,468 (18.79% increase M/M)

Advertising

- **Print:** Austin Monthly
- **Out of Home:** Digital Billboards (Albuquerque, Las Cruces, Amarillo)
- **Digital Display, Preroll and Mobile:** Adara, TripAdvisor, Amobee, Magnetic
- **SEM:** In the following markets—Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Public Relations

Santa Fe received several Top Ten awards from Travel + Leisure's prestigious World's Best and was named one of the Friendliest Cities In The World by Conde Nast Traveler readers. The Inn & Spa At Loretto took fourth in a deeply competitive Best Hotel Spa race in USA Today that had a split Santa Fe vote.

Earned media was a strong \$ 2,493,762, a ten percent increase last August. Highlights include: The Chicago Tribune, USA Today, The Evening Standard, Orbitz, Sunset Magazine, AAA Journey, Phoenix Magazine, and Men's Journal

Other Accolades:

Travel + Leisure ranked Santa Fe #8 in the "Best Cities in the United States for Shopping" World's Best Awards.

Travel + Leisure ranked Santa Fe #4 in the "Best Cities for Culture" World's Best Awards.

Travel + Leisure ranked Santa Fe #7 in the "Best Cities for Food" World's Best Awards.

Conde Nast Traveler Readers' Choice named Santa Fe as one of the "Friendliest Cities In The World."

USA Today 10Best named the Spa at Loretto #4 in the "Top 10 Best Hotel Spa."

Visiting Press:

- **Daphne Nikolopoulos** of *Palm Beach Illustrated* visited Santa Fe from August 7 - 9.
- **Sarah Stapley** of *303 Magazine* visited Santa Fe August 11 - 14 on assignment. Coverage was published August 25.
- **Lindsey Cuomo** of *MetroFamily Magazine* visited Santa Fe from August 8 – 12
- **Alex Postman** of *Conde Nast Traveler* visited Santa Fe from August 9 - 10.

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

Nominate Santa Fe as 'Best Historic Destination'



U.S. News & World Report is ranking the **Best Historic Destinations in the U.S.A.** There is a list of 12, with four cities available to be added by vote, one of which is Santa Fe. We're encouraging industry partners to nominate Santa Fe.

2017 Kids Free Spring Break Promotion



Following the success of the 2016 Kids Free Spring Break promotion, TOURISM Santa Fe will once again promote Santa Fe as the perfect destination for families traveling during their 2017 Spring Break vacations.

Santa Fe Kids Free Spring Break will be promoted through paid, earned and organic media with the goal of promoting and pushing traffic to the Kids Free Spring Break landing page on santafe.org.

The offer submission page will be available to partners by September 29 so that they will be able to load offers that will be posted when the landing page goes live on November 1.

A kickoff meeting will be held September 29 at 3:30 pm in the Sweeney Ballroom at the Santa Fe Community Convention Center.

[Realtors & Casinos: Add your listings on santafe.org](http://santafe.org)

Realtors and Casinos in Northern New Mexico now have the opportunity to sign up for an Industry Partner account on santafe.org. This account will allow these businesses to add a free business listing, along with any special events and promotional offers.

E-mail communications have been sent to these partners with instructions on how to sign up.

MARKETING INFORMATION ITEMS

[2015 Santa Fe Visitor Information Survey](#)

The full report can now be downloaded from the Industry page on santafe.org. Highlights include:

- The average age of our visitor is 59. The average age in 2010 was 59. We are not losing our visitor as they grow older; instead others are taking their place as they mature.
- Denver has moved ahead of Dallas as to strongest individual city for our out of state market. Texas remains the strongest state.
- 89% of the visitors surveyed had been to Santa Fe more than once. 39% over 10 times.
- The two most preferred months to visit Santa Fe are September and October, even though other months are more visited.
- 76% of visitation is strictly leisure.
- 72% now make their reservation by calling the hotel directly or from the hotel website. Online travel agencies have dropped to only 11% of hotel bookings.
- The visitor's favorite attraction in now Dining Out, followed by Art Galleries, Markets and Festivals, Museums and Shopping. Definitely no change in our core attractions.
- 37% book within a month of arrival. 62% within 2 months, and 32% over ten weeks.
- The average length of stay is now up to 4.2 days. By car – 4 days. By air – 4.6 days. Those arriving via the Santa Fe airport stay the longest at 5.2 days.
- The average spend per visit per travel party has increased to \$2,658. 43.4% for lodging, 16.2% food and beverage, 18.7% shopping, 7.9% for a rental car, and 7% each for attractions and entertainment.

[TSF Business Partner Meetings](#)

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

- Santa Fe Opera
- Encore Santa Fe
- NM Department of Cultural Affairs
- Santa Fe Community College
- Ski Santa Fe
- City Tribal Roundtable

- Festival of the Arts
- Indian Market Edge Press Preview
- International Folk Art Alliance
- Xynergy

New Non-Stop Flight Service from Phoenix to Santa Fe



Beginning December 15, 2016, American Airlines will launch new service, running once a day in each direction between the Santa Fe Airport and Phoenix Sky Harbor International Airport. Tickets are now available for purchase.

This service is made possible thanks to the hard work of the Northern New Mexico Air Alliance, a partnership of public and private stakeholders that are contributing funds to match federal and state air service development grants. Alliance partners include TOURISM Santa Fe, Santa Fe Chamber, Santa Fe County, Taos Ski Valley, and Angel Fire.

An integrated marketing plan in the Phoenix area will be executed over the next two years promoting this new service. [Click here](#) to read the entire press release.

MONTHLY METRICS

Website & Newsletters

August 2016 Performance Metrics

Visits

- Total Sessions 105,595 (1.16% decrease Y/Y)
- Unique Users 84,453 (0.68% decrease Y/Y)
- Pages per Session 2.53 (3.86% decrease Y/Y)
- Average Time on Site 2:52 (4.30% decrease Y/Y)
- Conversion Rate 13.51% (5.72% decrease Y/Y)

The surge in mobile traffic (organic and paid) continues to impact 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. Continual updates are being made to improve the mobile user experience. A few examples include: increased font size and spacing throughout the site; making updates to the fixed headers to allow for easier navigation on mobile devices.

As stated last month, The YOY decrease overall conversion can be attributed to a few factors.

1 While 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. 2) Digital media campaigns generally do not convert as well as organic and direct traffic to the site.

Note: 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). 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

- 61.7% Female
- 38.3% Male

Visitor Age

- 8.60% 18 - 24
- 16.30% 25 - 34
- 15.81% 35 - 44
- 17.32% 45 - 54
- 23.43% 55 - 64
- 18.54% 65+

Newsletters

- Santa Fe Happenings
 - Sent: August 2, 2016
 - Number sent: 48,660
 - Number opened: 8,394
 - Open rate: 17.27%
- ASAE Attendees: Plan your Santa Fe Meeting Now (Sales)
 - Sent: August 9, 2016
 - Number sent: 7,620
 - Number opened: 1,232
 - Open rate: 16.17%
- TOURISM Santa Fe Marketing Report
 - Sent: August 10, 2016
 - Number sent: 1,140
 - Number opened: 351
 - Open rate: 30.79%
- Santa Fe Deals and Specials
 - Sent: August 18, 2016
 - Number sent: 26,720
 - Number opened: 5,191
 - Open rate: 19.43%
- 2016 ASAE Attendees: Now's the time to plan your Santa Fe meeting (Sales)
 - Sent: August 24, 2016
 - Number sent: 967
 - Number opened: 196
 - Open rate: 20.27%
- TOURISM Santa Fe Sales Report
 - Sent: August 24, 2016
 - Number sent: 1,142
 - Number opened: 364
 - Open rate: 31.87%

- Santa Fe is a different kind of fall getaway (Seasonal)
 - Sent: August 25, 2016
 - Number sent: 24,947
 - Number opened: 5,441
 - Open rate: 21.81%

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

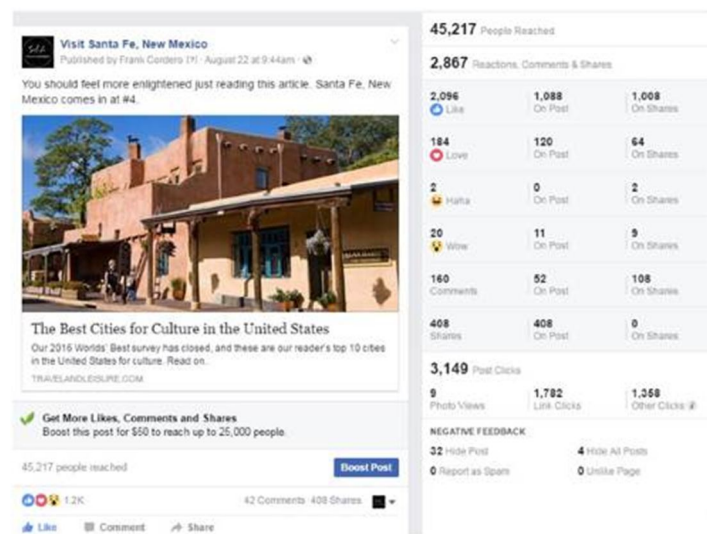
SOCIAL MEDIA

Summary

In August, Visit Santa Fe's YouTube page saw the largest increase—with a 63% M/M increase in views. The "Zozobra Summer 2016" video alone received 1,071 views. Our Instagram page continues to increase, with 600 new followers—a 5.4% increase over last month and our Facebook page saw 477 new followers in August. Twitter also saw an uptick in monthly impressions at a 39% increase M/M.

Facebook

August 2016 Performance Metrics



- Total Page Followers: 52,671 (0.9% increase M/M)
- People Talking About This: 10,9132 (28% decrease M/M)
- Engagement: 46,814 (28% decrease M/M)
 - Top Ranking Post, August: The Best Cities for Culture
 - August 22, 2016 at 9:44 AM
 - Likes: 2,096
 - Shares: 1,008
 - Comments: 160

- Reach: 45,217

Twitter

August 2016 Performance Metrics



- Followers: 11,214 (1.6% increase M/M)
- Monthly Impressions: 139,700 (39.4% increase M/M)
- Engagement: 1,591 (5.6% increase M/M)
 - Top Performing Tweet, August: The Best Cities for Culture
 - August 8, 2016 at 11:10 AM
 - Impressions: 2,744
 - Favorites: 18
 - Retweets: 16
 - Total Engagements: 74

Instagram

August 2016 Performance Metrics



- Followers: 11,700 (5.4% increase M/M)
- Top Performing Post, August: Santa Fe Curtain
 - 563 Likes

Pinterest

August 2016 Performance Metrics

- Followers: 2,200 (no change M/M)

YouTube

August 2016 Performance Metrics

- Subscribers: 262 (6% increase M/M)
- Views: 4,261 (63% increase M/M)

Blog

August 2016 Blog Posts

September “Viva Santa Fe” Fever Is Spreading!

- Posted August 2, 2016
- Views: 289

There’s No Room For Gloom This September

- Posted August 9, 2016
- Views: 464

4 Don’t-Miss Trails in Santa Fe County

- Posted August 16, 2016
- Views: 336

September Is Chile Month In Santa Fe

- Posted August 23, 2016
- Views: 132

Time To Take An Autumn Three Day Weekend

- Posted August 30, 2016
- Views: 313

August 2016 Performance Metrics

Total Blog Views: 5,468 (18.79% increase M/M)
Average Time on August Blog Posts: 2:43 minutes

PAID MEDIA PLACEMENTS

August 2016

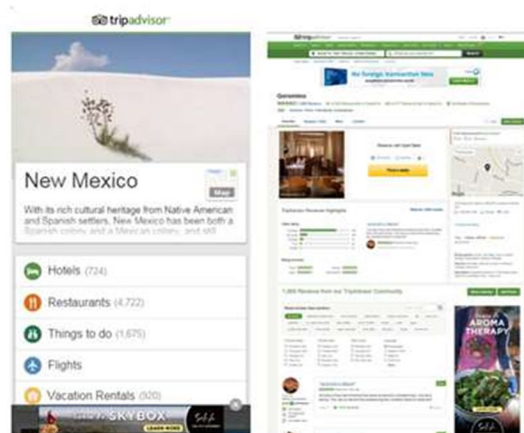
PRINT

Publication: Austin Magazine
Target Markets: Austin, TX
Flight Dates: 8/1/16 - 8/31/16
Impressions: 286,000
Digital Impressions: 84,643



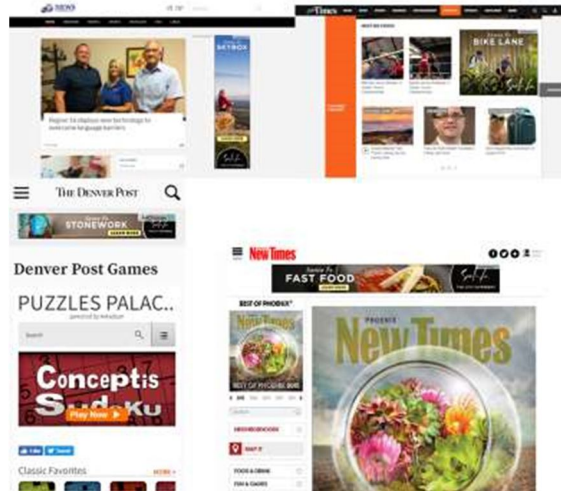
DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

TripAdvisor: mobile and digital display sponsorship
Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 8/1/16 - 8/31/16
Impressions: 215,883



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: 8/1/16 - 8/31/16
 Impressions: 682,961



Amobee: mobile and preroll

Target Markets: Denver, Dallas, Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso, NYC, Los Angeles, Chicago, San Francisco, Seattle, Houston, Austin
 Flight Dates: 8/1/16 - 8/24/16
 Impressions: 1,755,821



Magnetic: mobile and preroll

Target Markets: Denver, Dallas, Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso, NYC, Los Angeles, Chicago, San Francisco, Seattle, Houston, Austin
 Flight Dates: 8/1/16 - 8/24/16
 Impressions: 1,419,074



SEM

Publication: Google AdWords

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

Flight Dates: 8/1/16 - 8/31/16

Impressions: 330,452 Consumer & MICE 49,720



OTHER

Digital Displays—Billboards

Target Markets: Albuquerque, Las Cruces, and Amarillo

Dates: August 15 – October 27, 2016

Impressions: N/A



* All billboard designs can be found on the [“Our Advertising”](#) page on [santafe.org](#).

PUBLIC RELATIONS

Summary

August was an outstanding month. Santa Fe received a slew of Top Ten awards from Travel + Leisure's prestigious World's Best and was named one of the Friendliest Cities In The World by Conde Nast Traveler readers. The Inn & Spa At Loretto took fourth in a deeply competitive Best Hotel Spa race in USA Today that had a split Santa Fe vote.

Earned media was a strong \$2,493,762, a ten percent hike over last August's sizable figure.

Here's just a selection of how that turned out in August. The Chicago Tribune, USA Today, The Evening Standard, Orbitz, Sunset Magazine, AAA Journey, Phoenix Magazine, and Men's Journal are examples. Most of these stories are simply superb, the result of skilled journalists who brought a trained reporter's eye to our press tours and visits. In particular, check out Orbitz and Phoenix Magazine.

Press Releases

8/9/16: [INAUGURAL EDITION OF THE SANTA FE ART PROJECT](#)

8/16/16: [INAUGURAL NEW BALANCE ULTRA SANTA FE MARATHON SET TO GO](#)

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

Performance Metrics

August 2016

- Pitches: 34 (3% decrease Y/Y)
- Press Releases: 5 (no change Y/Y)
- Media Visits: 4 (43% decrease Y/Y)
- Press Contacts: 143 (26% increase Y/Y)
- Earned Media: \$2,493,762 (9% increase Y/Y)

Recent Accolades

Travel + Leisure ranked Santa Fe #8 in the "Best Cities in the United States for Shopping" World's Best Awards.

Travel + Leisure ranked Santa Fe #4 in the "Best Cities for Culture" World's Best Awards.

Travel + Leisure ranked Santa Fe #7 in the "Best Cities for Food" World's Best Awards.

Conde Nast Traveler Readers' Choice named Santa Fe as one of the "Friendliest Cities In The World."

USA Today 10Best named the Spa at Loretto #4 in the "Top 10 Best Hotel Spa."

Visiting Press

Daphne Nikolopoulos of Palm Beach Illustrated visited Santa Fe from August 7 - 9.

Sarah Stapley of 303 Magazine visited Santa Fe August 11 - 14 on assignment. Coverage was published August 25.

Lindsey Cuomo of MetroFamily Magazine visited Santa Fe from August 8 - 12

Alex Postman of Conde Nast Traveler visited Santa Fe from August 9 - 10.

Print, Online & Broadcast Articles

Here is a selection of August coverage. To see more, please visit [the Hot News page](#) at the santafe.org Media Center.

NEWSPAPER

The Chicago Tribune featured syndicated coverage of the Travel + Leisure World's Best Award for "**Best Music Cities.**"

USA Today included Sweetwater Harvest Kitchen's House-Made Crunchy Buckwheat Granola in a round-up article entitled "**The benefits and beauty of breakfast bowls.**" The article was syndicated to 70 websites.

As a result of writer Holly Williams visiting the destination, U.K. publication *Evening Standard* produced dedicated coverage of Georgia O'Keeffe in an article entitled **New Mexico - painting a picture of O'Keeffe Country.**"

The El Paso Times provided dedicated coverage of Meow Wolf in an article entitled "**Meow Wolf's sensation in Santa Fe.**" Representatives from TOURISM Santa Fe met with the publication in March.

WEBSITES

USA Today 10Best ranked the Spa at Loretto #4 in the "**Top 10 Best Hotel Spa.**"

Coverage was syndicated to the following outlets:

- *Albuquerque Business Journal*
- *The Santa Fe New Mexican*

Hemmings Motor News provided dedicated coverage of the **lowrider exhibits** at the New Mexico History Museum and the New Mexico Museum of Art. Representatives from TOURISM Santa Fe coordinated an interview for the writer with curators Daniel Kosharek and Kate Ware.

As a result of TOURISM Santa Fe hosting writer Sheryl Nance-Nash, *Orbitz* provided dedicated

coverage of Santa Fe in an article entitled “**Santa Fe is a city we can’t stop loving and here’s why.**”

As a result of a Lance Longwell visiting the destination, *Travel Addicts* produced coverage on Ski Santa Fe in the article, “**Rediscovering My Youth At Ski Santa Fe.**”

As a result of TOURISM Santa Fe hosting Amanda Ide, *Aussie Globetrotter* featured dedicated coverage of the destination in an article entitled “**48 Hours in Santa Fe.**”

Business Insider featured syndicated coverage of the Travel + Leisure World’s Best Award for “**Best Cities for Food in the United States.**”

Luxury Travel Magazine featured syndicated coverage of the Travel + Leisure World’s Best Award for “**Best Cities for Shopping in the United States.**”

Market Watch included Santa Fe in a round-up of “**8 best American trips for solo travelers.**”

My Recipes provided **syndicated coverage** of the Sunset Magazine article regarding the Pollo Asado’s Chicken Tortas.

The Jewish Chronicle outlet included Santa Fe in an article entitled “**Down New Mexico Way.**”

As a result of Sheryl Nance-Nash visiting the destination, *U.S. News & World Report* included Santa Fe in a round-up of “**10 Underrated Cities for Art Lovers.**”

MAGAZINES

As a result of Sarah Stapley visiting the destination, *303 Magazine* produced dedicated coverage of Santa Fe in an article entitled “**A Weekend Guide to The Magic of Santa Fe.**”

AAA New Mexico Journey produced dedicated coverage on Meow Wolf in an article entitled “**Meow Wolf.**”

As a result of Editor Siobhan Higgins attending the “Native Roots” group press trip, a feature article was included in *LAX magazine* and *Air Chicago* entitled “Indian Arts in Santa Fe” in the summer issue.

AAA Washington Journey Magazine featured Santa Fe in an article entitled “3 Days In Santa Fe” in the September-October issue of the magazine.

As a result of Amy Drohen visiting the destination, *Austin Food Magazine* produced dedicated coverage in an article entitled “**Where to Eat, Drink and Stay in Santa Fe.**”

Austin Monthly produced a feature article in the August 2016 issue entitled “**Desert Rose, Experience the cultural finds of enchanting Santa Fe.**”

As a result of Teresa Traverse visiting the destination, *Dogster Magazine* included Santa Fe as #1 in a round-up entitled “**Top 5 Pet-Friendly Destinations in the Southwest**” in the October/November 2016 issue.

Men’s Journal included the Smoked Sage Margarita at Secreto Lounge in a round-up article entitled “**11 Margaritas for Serious Tequila Drinkers.**”

As result of a Laurie Wallace-Lynch attending the 2015 “Living History” group press trip, The Mississauga News provided dedicated coverage of Santa Fe in an article entitled “**Sensational Santa Fe**”

Out Traveler featured an interview coordinated by TOURISM Santa Fe with Santa Fe Mayor Javier Gonzales in an article entitled “**A Proustian Travel Guide**.”

As a result of Leah LeMoine attending the September 2015 “Living History” group press trip, *Phoenix Magazine* produced dedicated coverage of the destination in an article entitled “**Santa Fe in September**.”

As a result of dedicated voter support, Santa Fe placed #8 in the Travel + Leisure’s “**Best Cities in the United States for Shopping**” World’s Best Awards.

As a result of dedicated voter support, Santa Fe placed #4 in Travel + Leisure’s “**Best Cities for Culture**” World’s Best Awards.

As a result of dedicated voter support, Santa Fe placed #7 in Travel + Leisure’s World’s Best Awards in the “**Best Cities for Food in the United States**” category.

As a result of TOURISM Santa Fe hosting the SATW Western Chapter Conference and media outreach, Travel + Leisure included Sunrise Springs Resort in a round-up entitled “**17 Life-Changing Spiritual Retreats Around the World**.”

As a result of dedicated voter support, Santa Fe placed 13th in Condé Nast Traveler’s Readers’ Choice Awards survey for the “**Friendliest Cities in the World**.”

Coverage was syndicated to the following outlets:

- The Connecticut Post
- The Scotsman
- The Daily Sentinel
- The Sun
- The Telegraph
- Realtor Magazine
- Smart Meetings
- Successful Meetings
- Albuquerque Business Journal
- Albuquerque Express
- BUZZBRY
- Mountain Xpress
- Travel With Val
- 9 TOM-FM
- Charity Owl
- com
- Classifinity
- The Huffington Post
- ie
- com
- WCBD-TV
- OffBeat

Sunset Magazine included Chicken Tortas from the Pollo Asado food truck in a round-up article entitled **“38 tasty sandwiches”**