

TOURISM

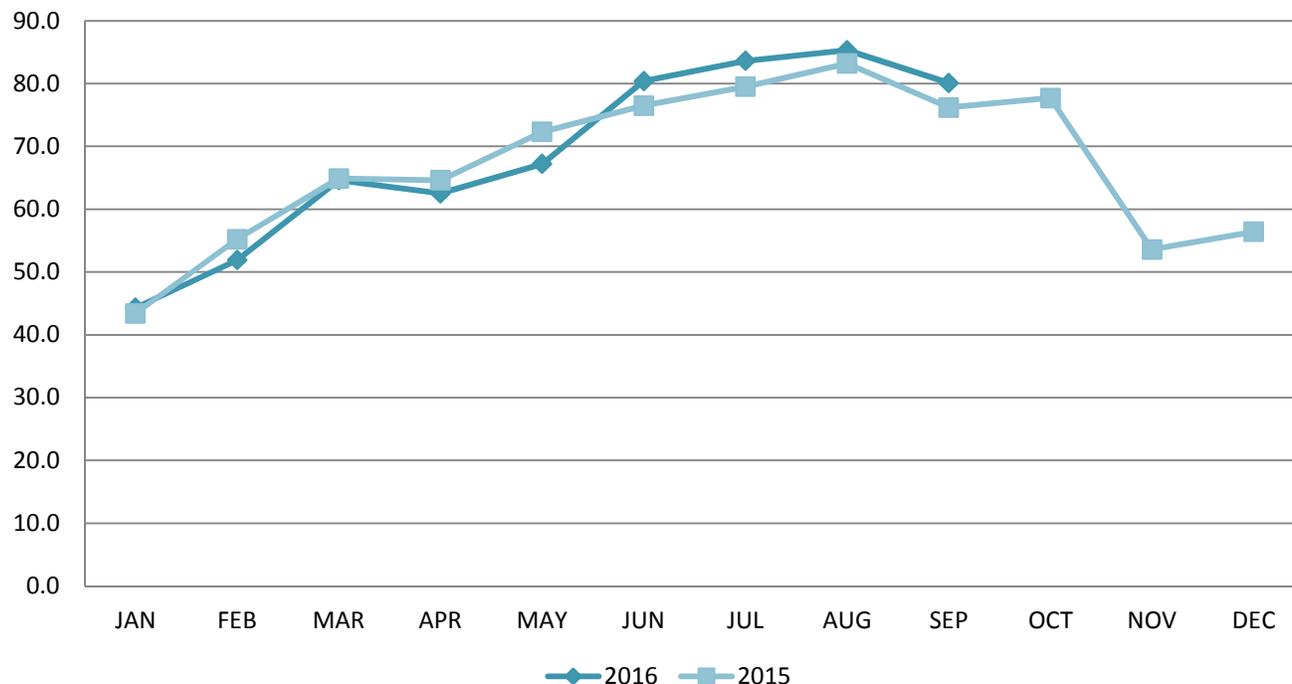
SANTA FE

Quarterly Marketing Report

2016 Q3 | July — September

Occupancy & Room Rates

Occupancy Rate



Occupancy Rate Percentage					
	Q1	Q2	Q3	Q4	YTD
2016	53.6	70.0	83.0		68.9
2015	54.5	71.1	79.6	62.6	68.4
(Y/Y)	-0.9	-1.1	3.4		0.5

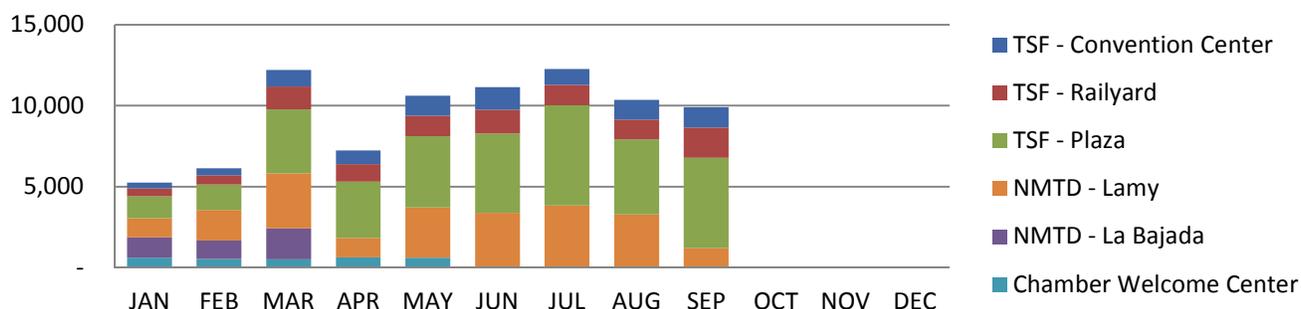
Average Daily Rate					
	Q1	Q2	Q3	Q4	YTD
2016	\$107.25	\$112.14	\$149.92		\$123.10
2015	\$101.80	\$116.99	\$145.27	\$124.84	\$121.35
(Y/Y)	5.4%	-4.2%	3.2%		1.4%

Revenue Per Available Room					
	Q1	Q2	Q3	Q4	YTD
2016	\$60.17	\$87.04	\$124.51		\$90.57
2015	\$55.56	\$83.63	\$115.94	\$79.15	\$85.04
(Y/Y)	8.3%	4.1%	7.4%		6.5%

Source: Rocky Mountain Lodging Report

Tourism Information Centers

Visits by Location



Visitor Information Centers					
	Q1	Q2	Q3	Q4	YTD
TSF - Convention Center					
2016	1,807	3,474	3,468		8,749
2015	868	3,065	3,948	5,191	7,881
(Y/Y)	108%	13%	-12%		11%
TSF - Railyard					
2016	2,493	3,792	4,337		10,622
2015	1,345	3,021	6,901	8,505	11,267
(Y/Y)	85%	26%	-37%		-6%
TSF - Plaza					
2016	6,859	12,794	16,388		36,041
2015		4,799	15,178	13,029	19,977
(Y/Y)		167%	8%		80%
NMTD - La Bajada*					
2016	4,302				4,302
2015	4,333	6,701	7,891	5,751	18,925
(Y/Y)	-1%				-77%
NMTD - Lamy					
2016	6,453	7,668	8,343		22,464
2015	7,080	14,080	13,019	8,707	34,179
(Y/Y)	-9%	-46%	-36%		-34%
Chamber Welcome Center**					
2016	1,692	1,274			2,966
2015	1,843	2,095	2,801	1,565	6,739
(Y/Y)	-8%	-39%			-56%
TOTAL Visitors					
2016	23,606	29,002	32,536		85,144
2015	15,469	33,761	49,738	42,748	98,968
(Y/Y)	53%	-14%	-35%		-14%

*La Bajada VIC closed entire 2nd & 3rd quarter. **Chamber not providing info, 2nd Quarter reflects April & May info only.

Website

Summary:

Traffic and visitors are up year over year, due in part to ongoing marketing. Visitor retention was not as strong as in Q2, but remains up from Q1. Visitors trended slightly younger than Q3 2015 and used mobile devices to visit the site in far greater numbers. Total conversions fell slightly from last year.

Key Insights:

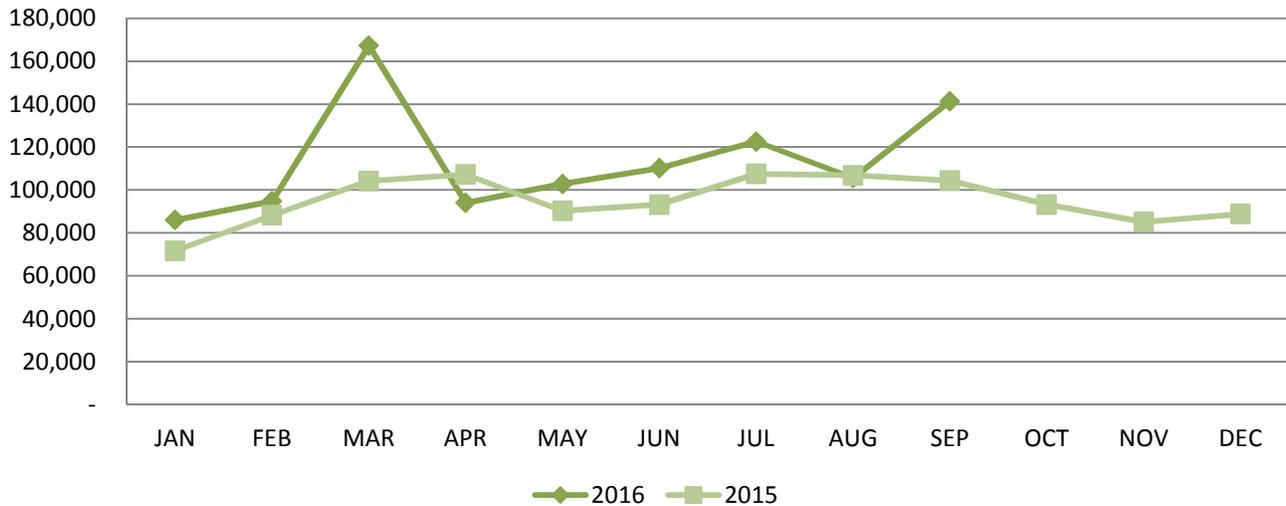
- Ad words and display traffic drove over 10% of the site traffic (0% in Q3 2015)
 - Paid advertising, especially digital marketing, did not start to ramp up until Sept/Oct of 2015 and The City Different landing page was not in use until January 2016
- Social referrals were up 33%, driving 2% of the site traffic.
- Desktop traffic fell from 48% to 40%; mobile grew from 35% to 43%; tablet traffic dropped slightly from 18% to 17%.
- The conversion rate fell almost 23%; new traffic does not convert as reliably as old traffic.
- Page load time improved 11% over last year.
- The City Different page improved performance over Q2, receiving 6% of site traffic.
 - All digital marketing with the exception of the Sharethrough Native campaign and a portion of the AdWords campaign is using The City Different page as the primary landing page
- The Calendar and Home Page continue to be the top destinations, with about 12% of site traffic each. Things To Do and What's Happening are also popular. Hotels and Motels, Dining, and the Visitor's Guide round out the top 10.
- The top ten pages receive about 43% of site traffic, but half of them receive less than 2% of traffic, indicating that the trend of traffic going directly to specific pages continues.

Action Items:

- Continue to investigate conversion rate drop and improve site goals.
- Monitor and maintain site performance as UI, advertising, and content undergo significant changes in Q4 2016.
- Work to integrate partner technology with as little friction as possible.

Website: SantaFe.org

Total Visits



Website					
	Q1	Q2	Q3	Q4	YTD
Total Sessions					
2016	347,992	307,076	369,539		1,024,607
2015	264,121	290,688	318,721	267,186	873,530
(Y/Y)	32%	6%	16%		17%
Unique Users					
2016	283,874	243,017	295,042		821,933
2015	213,548	233,326	254,039	216,892	700,913
(Y/Y)	33%	4%	16%		17%
Average Pages Per Session					
2016	2.40	2.62	2.35		2.46
2015	2.72	2.73	2.64	1.64	2.70
(Y/Y)	-12%	-4%	-11%		-9%
Average Time on Site					
2016	2:32	2:55	2:32		2:40
2015	3:03	3:05	2:59	2:32	3:02
(Y/Y)	-17%	-6%	-15%		-12%
Conversion Rate Percentage					
2016	13.6	14.1	11.2		13.0
2015	19.2	15.8	14.1	10.4	16.3
(Y/Y)	-5.6	-1.6	-2.9		-3.4

Website: Blog

Summary:

Regular and meaningful blog content continues to improve traffic and performance. Page views are up, bounce rate is improved, and more visitors are clicking through to the main site. However, visitors are spending slightly less time on the blog than last year.

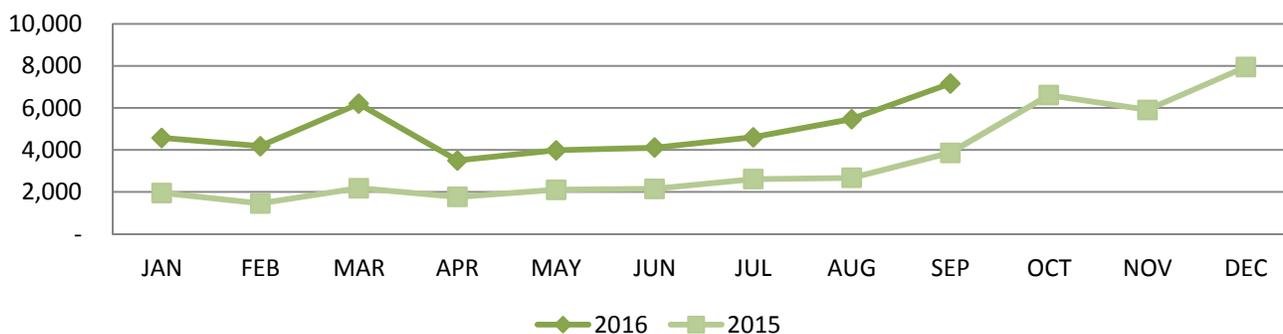
Key Insights:

- Far fewer people are clicking through to the main site from the blog home page (down 85%). Instead they are clicking through from individual blog posts.
- The most popular posts focus on listing and describing things to do in Santa Fe.

Action Items:

- Work to improve retention, referrals, and user experience.
- Continue to maintain and upgrade site.

Blog Page views



Blog					
	Q1	Q2	Q3	Q4	YTD
Page Views					
2016	14,954	11,597	17,225		43,776
2015	5,596	6,027	9,148	20,465	20,771
(Y/Y)	167%	92%	88%		111%
Average Time on Blog					
2016	2:15	2:29	2:37		2:27
2015	2:12	3:10	2:42	2:56	2:41
(Y/Y)	3%	-22%	-3%		-9%
Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)					
2016	7.9	9.2	8.3		8.4
2015	7.7	11.6	9.2	6.7	9.5
(Y/Y)	0.2	-2.4	-1.0		-1.1

Newsletters

Summary:

Consumer – Open rates were slightly lower year over year but are still industry-competitive. List sizes continue to increase slowly but surely.

Industry – Open rates were slightly lower year over year, but remain industry-competitive.

Key Insights:

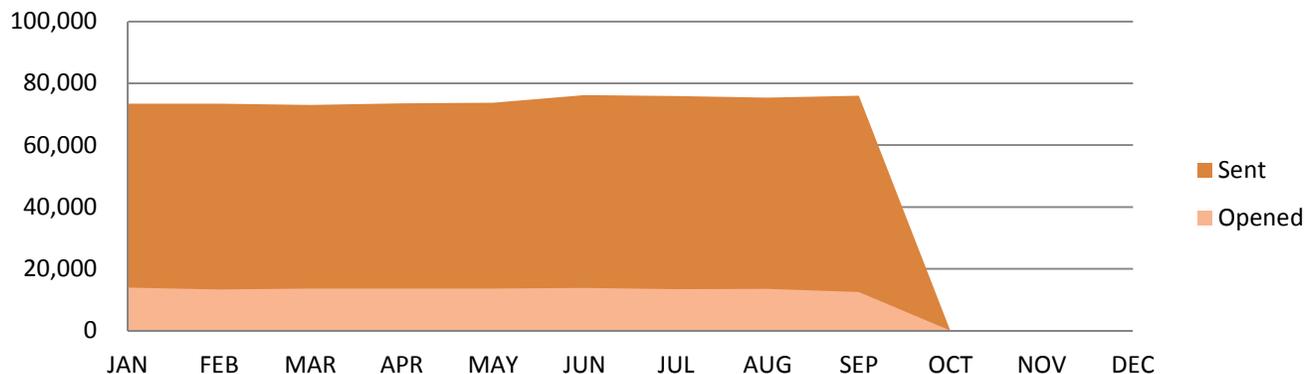
- The two Q3 “to all” consumer e-blasts also had lower open rates than those sent in Q2. The lower open rate is a cross-cutting trend for this quarter.
- Email remained the second-largest source of campaign traffic to the site, though it did not perform as well as last year.
- The Autumn seasonal newsletter, "Santa Fe is a different kind of fall getaway," was sent in mid-August and had an open rate of 22.9% - up 1% year over year. This bucked the downward trend for all other consumer-facing newsletters during Q3 and compares favorably with open rates from the previous seasons (22% Winter 2015, 21% Spring 2016, and 23% Summer 2016).

Action Items:

- Implement new newsletter templates with better mobile friendliness and new social sharing functionality.
- Investigate falling open rates on both consumer and industry-facing emails.

Newsletters: Consumer

Total Consumer Emails: Sent vs Opened

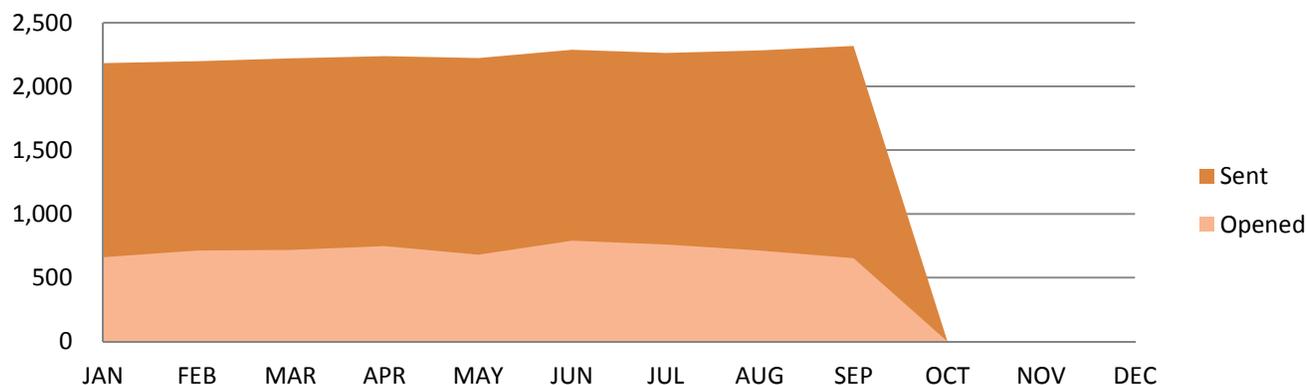


Email Consumer					
	Q1	Q2	Q3	Q4	YTD
<i>Sent: Happenings</i>					
2016	144,607	146,015	146,783		437,405
2015	126,184	124,387	149,021	146,528	399,592
(Y/Y)	15%	17%	-2%		9%
<i>Opened: Happenings</i>					
2016	25,717	25,910	24,777		76,404
2015	22,264	21,261	27,482	25,772	71,007
(Y/Y)	16%	22%	-10%		8%
<i>Open Rate: Happenings (Quarterly Average Percentage)</i>					
2016	17.8	18.0	16.9		17.6
2015	17.6	17.1	18.4	17.6	17.7
(Y/Y)	0.2	0.9	-1.5		-0.1

<i>Sent: Deals & Specials</i>					
2016	75,190	77,379	80,387		232,956
2015	49,559	49,117	77,034	75,816	175,710
(Y/Y)	52%	58%	4%		33%
<i>Opened: Deals & Specials</i>					
2016	15,144	15,099	14,637		44,880
2015	9,511	8,921	16,153	14,939	34,585
(Y/Y)	59%	69%	-9%		30%
<i>Open Rate: Deals & Specials (Quarterly Average Percentage)</i>					
2016	20.1	19.5	18.3		19.8
2015	19.2	18.2	21.0	19.7	19.5
(Y/Y)	0.9	1.3	-2.7		0.3

Newsletters: Industry

Total Industry Emails: Sent vs Opened



Email Industry					
	Q1	Q2	Q3	Q4	YTD
Sent: Marketing Report					
2016	3,294	3,369	3,428		10,091
2015	2,777	3,181	3,334	3,256	9,292
(Y/Y)	19%	6%	3%		9%
Opened: Marketing Report					
2016	1,041	1,097	1,024		3,162
2015	1,015	1,032	1,072	1,062	3,119
(Y/Y)	3%	6%	-4%		1%
Open Rate: Marketing Report (Quarterly Average Percentage)					
2016	31.6	33.4	30.2		31.7
2015	36.6	32.4	32.2	32.6	33.7
(Y/Y)	-5.0	1.0	-2.0		-2.0

Sent: Sales Report					
2016	3,304	3,376	3,433		10,113
2015	2,766	3,190	3,355	3,281	9,311
(Y/Y)	19%	6%	2%		9%
Opened: Sales Report					
2016	1,051	1,121	1,100		3,272
2015	1,025	1,139	1,212	1,081	3,376
(Y/Y)	3%	-2%	-9%		-3%
Open Rate: Sales Report (Quarterly Average Percentage)					
2016	31.8	33.4	32.1		32.4
2015	37.1	35.7	36.1	32.9	36.3
(Y/Y)	-5.3	-2.3	-4.0		-3.9

Public Relations

Summary:

Insights and action items related to public relations are below. Overall, 282 placements were tabulated, with a total reach of 962,392,019 impressions for Q3 2016. The corresponding media value is \$8,178,108. Over the same period in 2015, 158 placements were tabulated with a total reach of 700,101,942 impressions, with a media value of \$8,304,347. The number of pitches has increased 39% from Q3 2015 and press releases have declined 14% from Q3 2015. Media visits have decreased 51% from Q3 2015.

Key Insights:

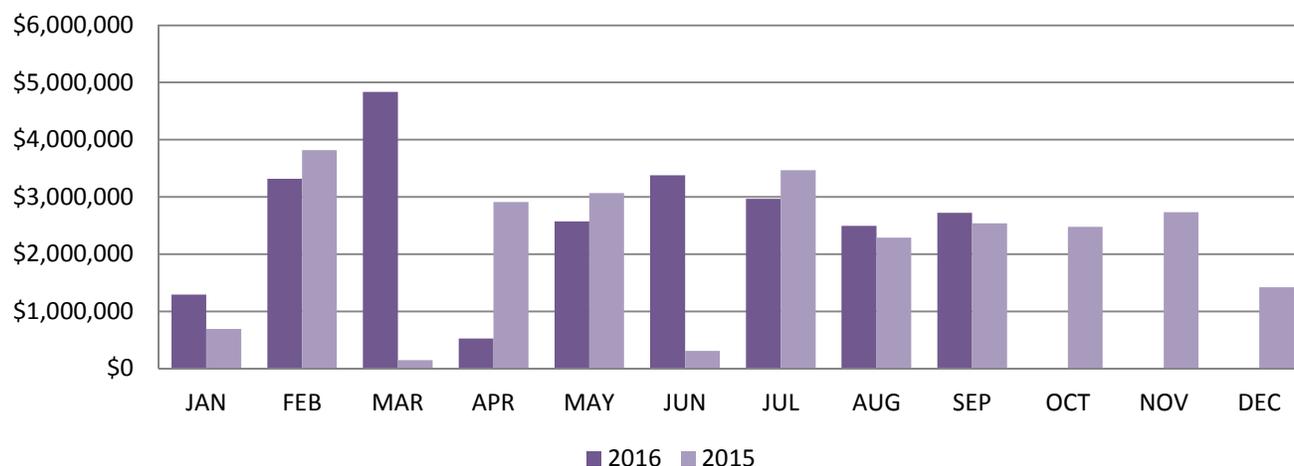
- The discrepancy in earned media from Q3 2015 is due in part, to a high volume of placements with relatively low media values in Q3 2016 (primarily syndications and regional outlets). Additionally, TSF placed eight clips in the media outlet Examiner.com in Q3 2015, valued at \$101,606 each. Examiner.com ceased operations in July of 2016
- Q3 2016 saw a 135% increase in pitches from Q1 2016 and 125% from Q2 2016. This was as a result of increased efforts toward strategic pitching.
- Press releases increased 33% from Q1 2016 and 20% from Q2 2016—reflecting the increased activity of peak season
- Regarding the decrease in media visits from Q3 2016 to Q3 2015, in 2015 there was a group press trip coordinated by TOURISM Santa Fe.
- Strong number of placements in round-ups; four USA Today articles including a placement that syndicated to 15+ outlets (breakfast bowl).
- Release of multiple outlet's reader's choice surveys:
 - Travel + Leisure's World's Best Awards – Best Cities in the U.S.
 - Travel + Leisure's World's Best Awards – Best Cities for Culture
 - Travel + Leisure's World's Best Awards – Best Cities for Shopping
 - Conde Nast Traveler – Friendliest Cities
 - Sunset Travel Awards – Best Microbrewery or Distillery
 - Sunset Travel Awards – Best Girlfriends Getaway Destination
 - Sunset Travel Awards – Best Food Town
 - Sunset Travel Awards – Best Shopping Destination
- Top placements (By media value)
 - The Independent, Explore Georgia O'Keeffe's world: from New Mexico to New York (\$1,380,000)
 - USA Today, Great food and beverage subscriptions for last-minute gifts (\$441,077)
 - USA Today, The Ultimate Urban Food Tours in Delicious Destinations (\$441,077)
- Top placements (By impressions)
 - Yahoo!, 10 Places to See Golden Aspens This Fall (69,081,091) (Syndicated from U.S. News & World Report, original hit as a result of a HARO)
 - The Independent, Explore Georgia O'Keeffe's world: from New Mexico to New York (69,000,000)
 - Yahoo! Finance, 10 Places to See Golden Aspens This Fall (50,957,537) (Syndicated from U.S. News & World Report, original hit as a result of a HARO)

Action Items:

- Increase "get out the vote" tactics to place higher in Reader' Choice Surveys. TSF and LHG to brainstorm ideas to engage tourism partners past Santa Fe visitors.
- Continue to target HARO leads with nationally recognized outlets with prospect for syndication such as USA Today, U.S. News & World Report and Fox News.
- Get out in front of Spring Break Kids Free pitching
- Seek ways to revitalize Margarita Trail and Meow Wolf press activity

Public Relations

Earned Media Value



Public Relations					
	Q1	Q2	Q3	Q4	YTD
<i>Pitches</i>					
2016	71	74	167		312
2015	57	49	120	177	226
(Y/Y)	25%	51%	39%		38%
<i>Press Releases</i>					
2016	9	10	12		31
2015	10	19	14	13	43
(Y/Y)	-10%	-47%	-14%		-28%
<i>Media Visits</i>					
2016	24	17	18		59
2015	26	16	37	33	79
(Y/Y)	-8%	6%	-51%		-25%
<i>Media Contacts</i>					
2016	430	416	428		1,274
2015	380	419	705	432	1,504
(Y/Y)	13%	-1%	-39%		-15%
<i>Earned Media</i>					
2016	\$9,445,405	\$6,477,152	\$8,178,108		\$24,100,665
2015	\$4,657,162	\$6,283,711	\$8,296,881	\$6,635,488	\$19,237,754
(Y/Y)	103%	3%	-1%		25%

Social Media

Summary:

Organic posts are the base for our third quarter 2016 metrics. We continue to see a steady level of growth across all of our social media channels. Paid social media advertising was not utilized for this third quarter.

In addition to the continued use of the social media editorial calendar, Hootsuite is still being used as a scheduling tool for Facebook, Twitter and Google+. Scheduling posts in Hootsuite has been accelerated greatly and has helped allot time for more efficient planning and production of social media posts.

Key Insights:

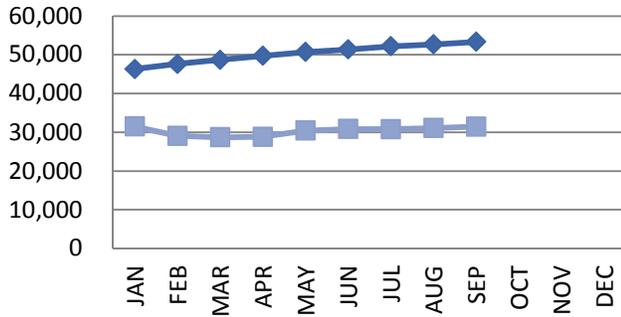
- Facebook saw a 133% increase in engagement over last quarter primarily due to the Burning of Zozobra videos that were posted in August and September. This indicates to TSF that page followers gravitate toward native and captivating video content..
- Facebook followers grew 37% over last quarter to a total of 53,327.
- Twitter saw a 19% increase in followers over Q3 2015 to a total of 10,858,
- Instagram continues to be our fastest growing channel, with a 199% increase in followers year over year—bringing our total followers to 12,400.
- Pinterest saw a 14% increase in followers over Q3 2015 for a total of 2,229 followers.
- YouTube saw a 385% increase in views over Q3 2015. This was partly due to the Burning of Zozobra videos which garnered high engagement numbers and reach. TSF's native Zozobra video is now the highest performing post on Facebook.

Action Items:

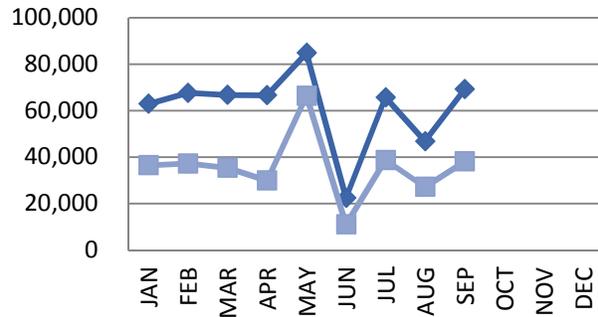
- Continue to post engaging native videos onto Facebook.
- Continue to promote and schedule posts to encourage the social media public to “\Follow us on Facebook, Twitter, Instagram and Pinterest.
- Due to the popularity of Instagram, we anticipate to see a continued rise in followers through the implementation of an Instagram holiday photo contest in the 2016 fourth quarter.
- Post more content onto Pinterest such as popular editorial content. Post Instagram holiday contest as well. Post weekly blogs across different Pinterest boards.
- Continue to produce and post native video around some of our major events in Santa Fe onto our YouTube channel.

Social Media: Facebook

Page Followers



Engagement



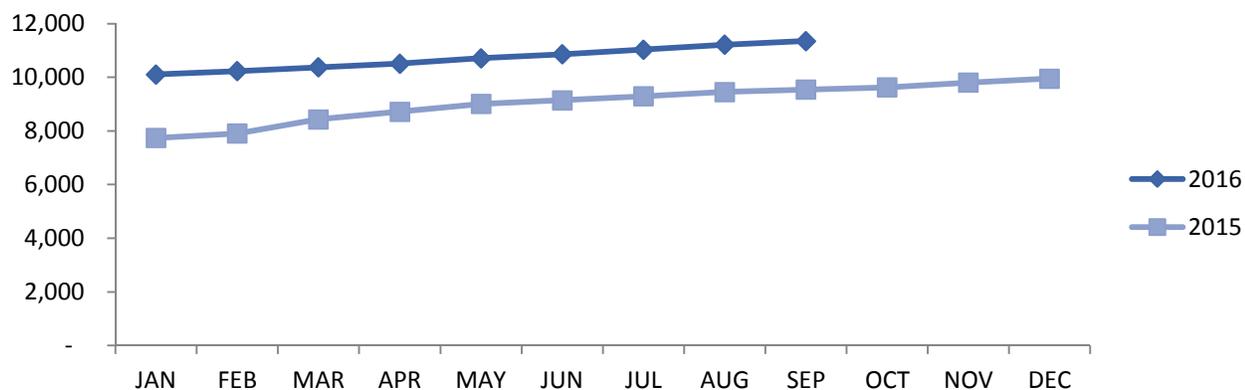
◆ Total Followers
 ■ Non-Resident Followers
 ◆ Total Engagement
 ■ Non-Resident Engagement

Facebook					
	Q1	Q2	Q3	Q4	YTD
Page Followers					
2016	48,678	51,373	53,327		53,327
2015	36,860	37,670	38,913	45,322	38,913
(Y/Y)	32%	36%	37%		37.0%
Non-Resident Page Followers **					
2016	28,720	30,824	31,462		31,462
2015			21,791	28,552	21,791
(Y/Y)			44%		44.4%
People Talking About This					
2016	56,198	45,343	42,342		143,883
2015	16,874	15,970	22,293	86,546	55,137
(Y/Y)	233%	184%	90%		161.0%
Engagement*					
2016	197,205	173,801	181,678		552,684
2015	75,155	72,529	77,843	264,060	225,527
(Y/Y)	162%	140%	133%		145.1%
Non-Resident Engagement **					
2016	109,016	107,253	103,952		320,221
2015			49,041	145,334	49,041
(Y/Y)			112%		553.0%
Website Referrals					
2016	5,692	4,893	6,014		16,599
2015	3,165	2,151	15,149	11,448	20,465
(Y/Y)	80%	127%	-60%		-18.9%

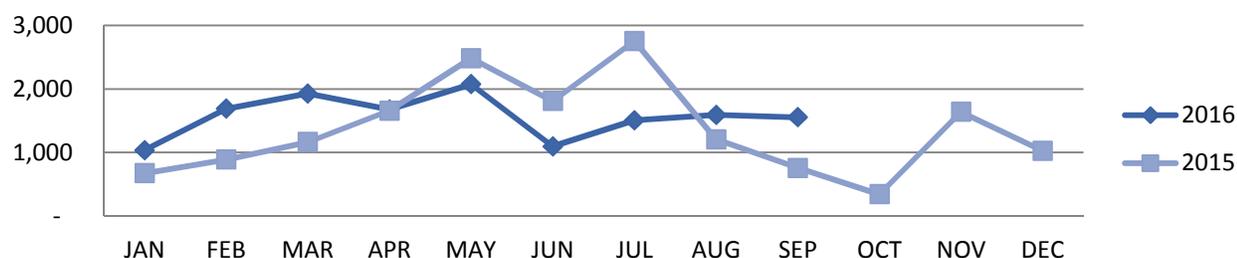
*Non-Residents defined as FB users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

Followers



Engagement

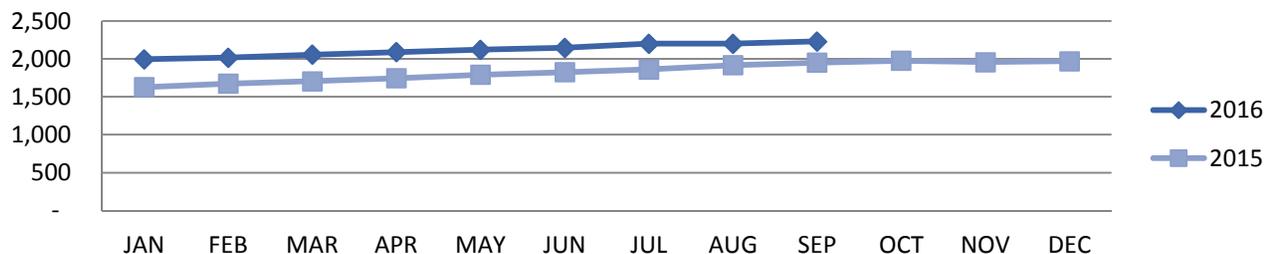


Twitter					
	Q1	Q2	Q3	Q4	YTD
Followers					
2016	10,372	10,858	11,354	-	11,354
2015	8,433	9,144	9,542	9,952	9,542
(Y/Y)	23%	19%	19%		19.0%
Engagement*					
2016	4,652	4,848	4,651	-	14,151
2015	2,724	5,948	4,716	3,008	13,388
(Y/Y)	71%	-18%	-1%		5.7%
Impressions					
2016	354,800	436,500	356,700	-	1,148,000
2015	223,000	525,000	359,100	430,000	1,107,100
(Y/Y)	59%	-17%	-1%		3.7%
Website Referrals					
2016	228	342	589	-	1,159
2015	99	159	136	163	394
(Y/Y)	130%	115%	333%		194.2%

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

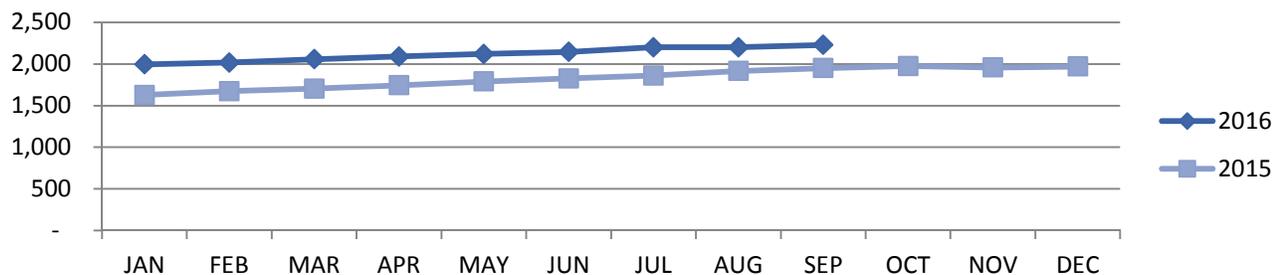
Social Media: Instagram & Pinterest

Instagram Followers



Instagram					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2016	7,880	10,500	12,400	-	12,400
2015	1,675	2,856	4,142	5,866	4,142
(Y/Y)	370%	268%	199%		199.4%

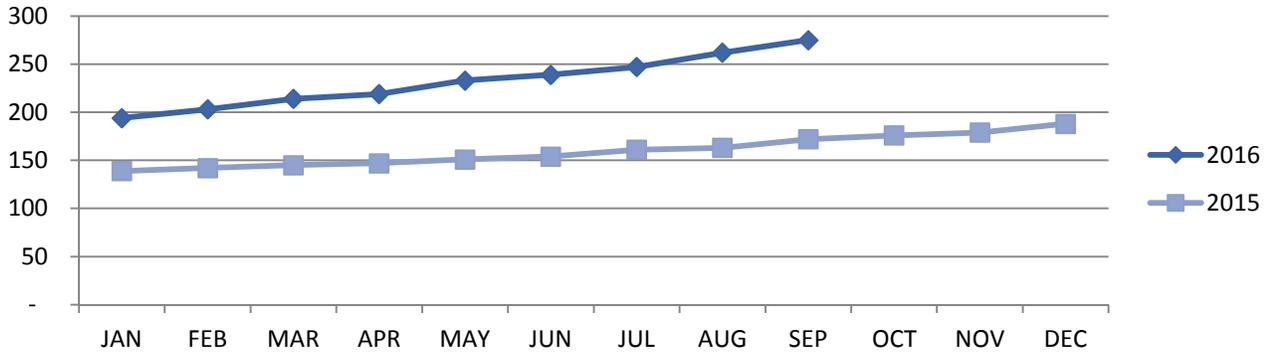
Pinterest Followers



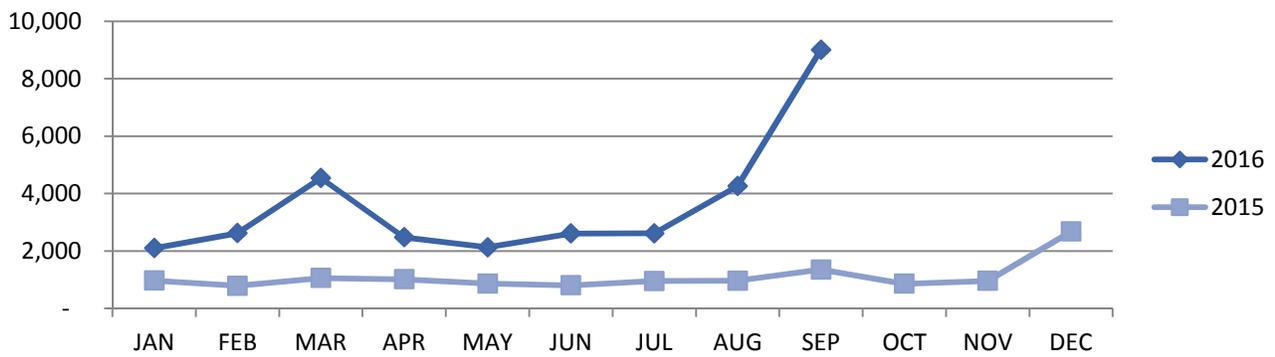
Pinterest					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2016	2,056	2,145	2,229	-	2,229
2015	1,704	1,825	1,950	1,968	1,950
(Y/Y)	21%	18%	14%		14.3%
<i>Website Referrals</i>					
2016	143	180	216	-	539
2015	116	116	140	109	372
(Y/Y)	23%	55%	54%		44.9%

Social Media: YouTube

YouTube Subscribers

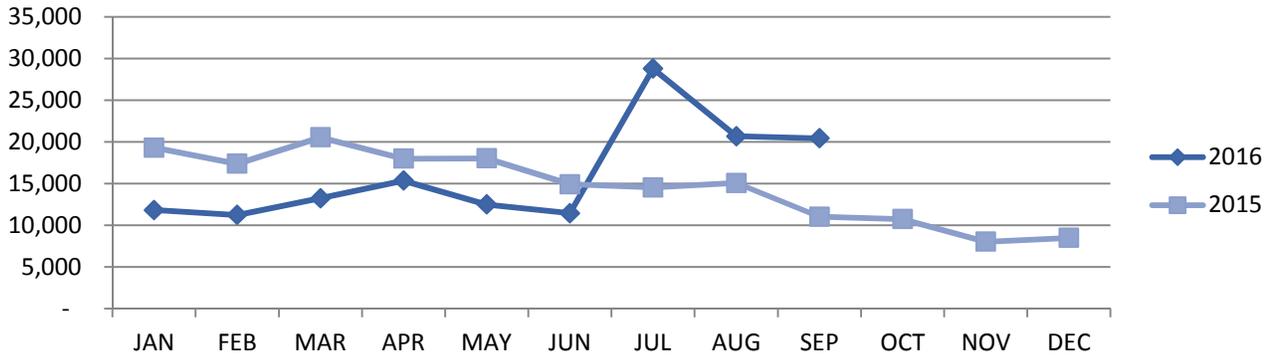


YouTube Views

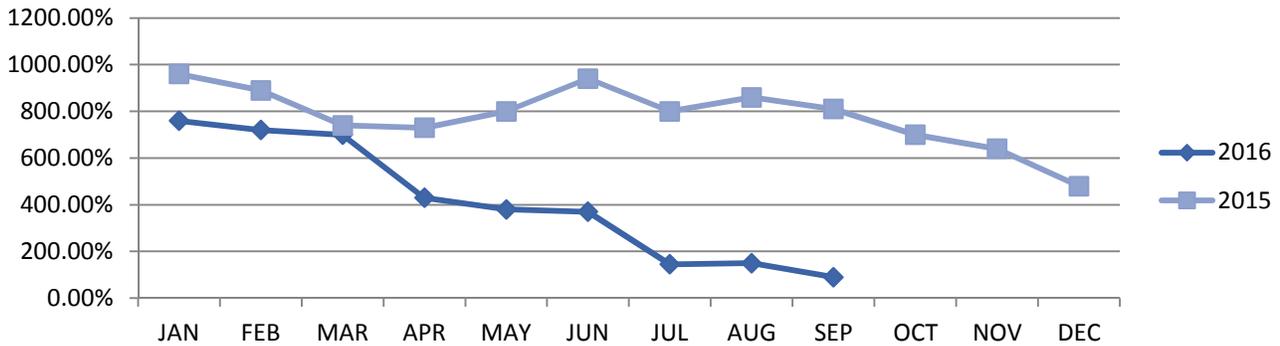


YouTube					
	Q1	Q2	Q3	Q4	YTD
Subscribers					
2016	214	239	275	-	275
2015	145	154	172	188	172
(Y/Y)	48%	55%	60%		59.9%
Views					
2016	9,259	7,219	15,885	-	32,363
2015	2,819	2,685	3,276	4,499	8,780
(Y/Y)	228%	169%	385%		268.6%

TripAdvisor Page views



TripAdvisor Interaction Rate



Trip Advisor					
	Q1	Q2	Q3	Q4	YTD
Pageviews					
2016	36,302	39,266	69,882	-	145,450
2015	57,215	50,932	40,608	27,268	148,755
Y/Y	-37%	-23%	72%		-2.2%
Interaction Rate Percentage					
2016	7.3	3.9	1.3		4.2
2015	8.6	8.2	8.2	6.1	8.4
Y/Y	-1.4	-4.3	-7.0		-4.2
Website Referrals					
2016	1,439	131	37	-	1,570
2015	2,115	2,705	2,246	1,295	7,066
Y/Y	-32%	-95%	-98%		-77.8%

cumulative total of referrals from desktop, mobile device and app, as was previously reported. Now only tracks desktop numbers. We are currently working with TripAdvisor on the best method to report metrics.

FUSEIDEAS

SANTA FE QUARTERLY REPORT
JULY - SEPTEMBER 2016



SUMMARY

- This report includes performance and results from the first quarter of TOURISM Santa Fe's FY17 campaign (July 1, 2016 - September 30, 2016), including an incremental buy that ran in Austin from June to July



KEY INSIGHTS

- The digital campaign from July 1 to September 30 generated 23.4M impressions and 87,242 clicks - an overall .37% click rate (0.10% benchmark)
- "Arts" was the best performing creative generating a 0.40% click rate, followed by "Cuisine" and "Retail" with 0.24% click rates
- AdTheorent generated the best performing CTR at 0.88%, followed by Sharethrough with 0.52% CTR, then Tremor Video with a 0.46% CTR



PRINT

AUSTIN MONTHLY - JULY & AUGUST

- Buy Summary:

- FP4C in Travel section, custom editorial, e-blast, digital banners, and custom digital editorial
- Target Market: Austin, TX
- Impressions: 272,000
- Digital Impressions: 151,655
- Investment: \$8,200

TRAVEL
DESERT ROSE
Experience the cultural finds of enchanting Santa Fe
BY BROCKANNLEY

With a central plaza as its heartbeat, evocative mountainside desert terrain, white structures galore and a penchant for southwestern flair that challenges tourists alike for Tex-Mex, Santa Fe dazzles visitors and residents alike. As the nation's oldest state capital, with more than 400 years of history, the New Mexico city boasts Native American, Spanish explorers, Wild West cowboys and the likes of Georgia O'Keefe among its former inhabitants.

COFFEE At the edge of the national forest, **Tea Thousand Wares** from Japanese Zen with the otherworldliness of New Mexican terrain. Just 30 minutes from town, this long-owned shop with graceful, Arco-andersonian bar outdoor bar table and open kitchen tucked amid the pine trees. Treatments from Japanese-obsessed manager to organic fabric underscore the area's well-acknowledged alternative healing culture.

ICE Always elegant and thought-provoking, the **Georgia O'Keefe Museum** further sheds light on the artist's genius with *For White Texas*, a display of rarely seen watercolors on display through October. Painted by O'Keefe in the Lone Star State from 1936 to 1938, these were the first works to garner her global acclaim. Now shown only once a generation due to their fragility and sensitivity to light, they include abstracts, robes and landscapes. To delve into Santa Fe's rich tapestry of history, visit the **Wild West** museum at **La Fonda**, the city's most

Historic hotel, enchants guests with a third-floor, hand-carved furniture. Another **Discoveries**, painted headboards, unique and stunning works of art. Sign up for free. About half town of the property's eye-catching masterpieces, and while your day with a cocktail in the **Red Tower Bar**.

LEISURE Join the throngs of opera aficionados who make the pilgrimage each season to experience the **Santa Fe Opera House**. Featuring world-class stages, the opera takes place in a contemporary industrial-style theater set atop a hill, with people meandering and dining tables as a backdrop. This month, be wowed by such favorites as *Don Giovanni* and *Bohème*.

WINE Start your day with a Santa Fe classic. **Discoveries Cafe** **Prosecco**, located just one block off the plaza, feels like walking in your abuelita's kitchen. Dedicated with wine, full art and colorful murals, this cozy restaurant serves breakfast until 2 p.m. Dig into *bruschetta*, topped with *mozzarella* and *olive oil*.

DRINK Get in the beautiful spirit with a postcard on the **Santa Fe Margarita Trail**. If guided via a passport, available for \$2 at **Troutman Santa Fe** visitor center, you can stroll from bar to restaurant sampling the city's top-rated margaritas. Collect stamps from each stop, then turn in your completed passport at a visitor center to receive prizes.

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COME SEE WHY SANTA FE IS THE CITY DIFFERENT

Santa Fe
THE CITY DIFFERENT

#1 Cultural Getaway - TRAVEL + LEISURE
PLAN YOUR ESCAPE AT SANTAFE.ORG

Travel

ENCHANTED ROCKS
See the majestic beauty of the Black Hills region of South Dakota.
PAGE 100

15 ICE CREAM AND GELATO SHOPS OUR ANNUAL TOP SINGLES IN THE CITY

AUSTIN
MONTHLY

HOW WILL CAMPUS CARRY CHANGE UT?

6

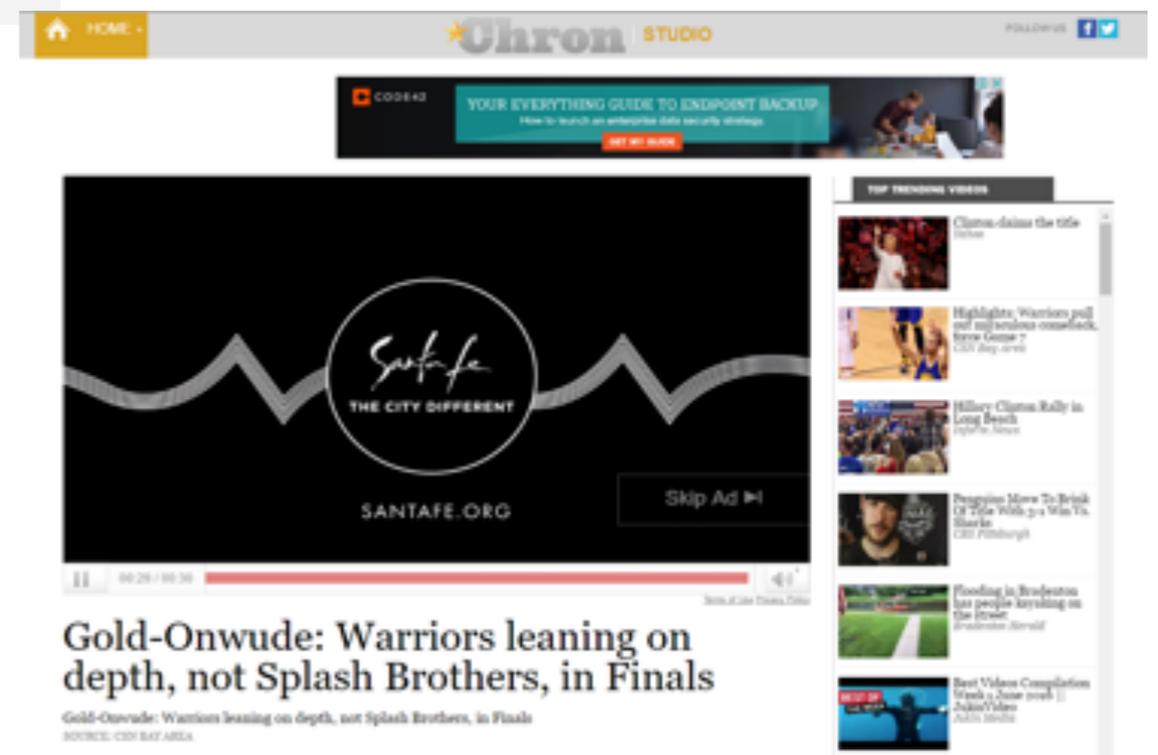
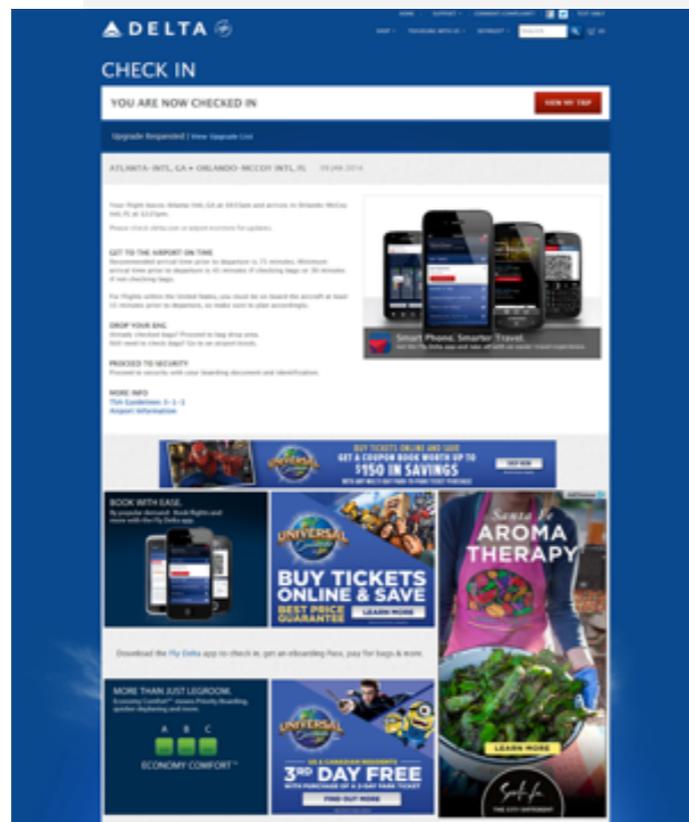
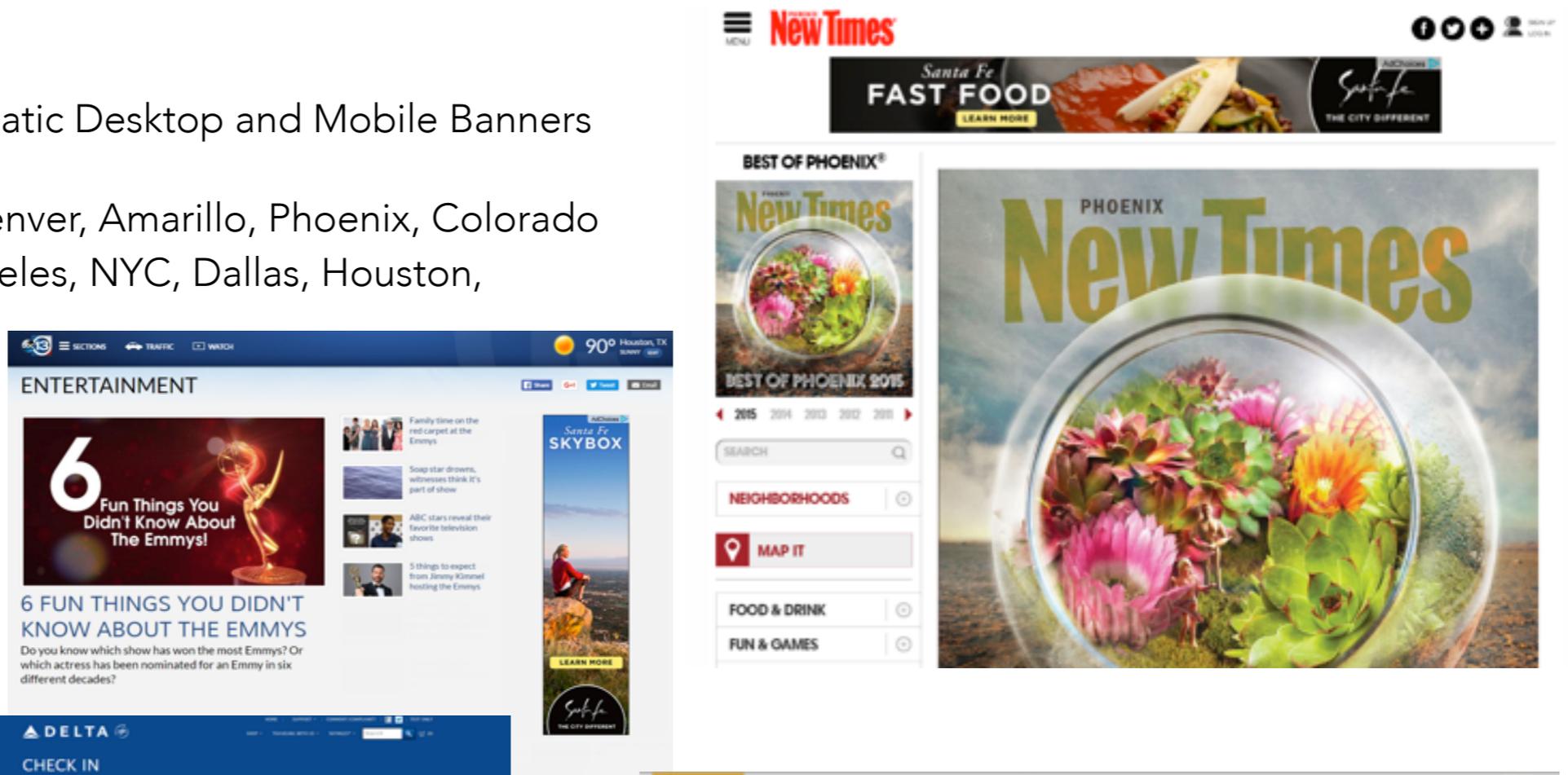
* Please note numbers include data from Austin Initiative

DIGITAL

ADARA - JULY TO SEPTEMBER

- Buy Summary

- Pre-roll Video, Programmatic Desktop and Mobile Banners
- Target Market: Austin, Denver, Amarillo, Phoenix, Colorado Springs, Seattle, Los Angeles, NYC, Dallas, Houston, Chicago
- Impressions: 5,778,347
- Investment: \$50,467.33
- eCPM: \$8.73

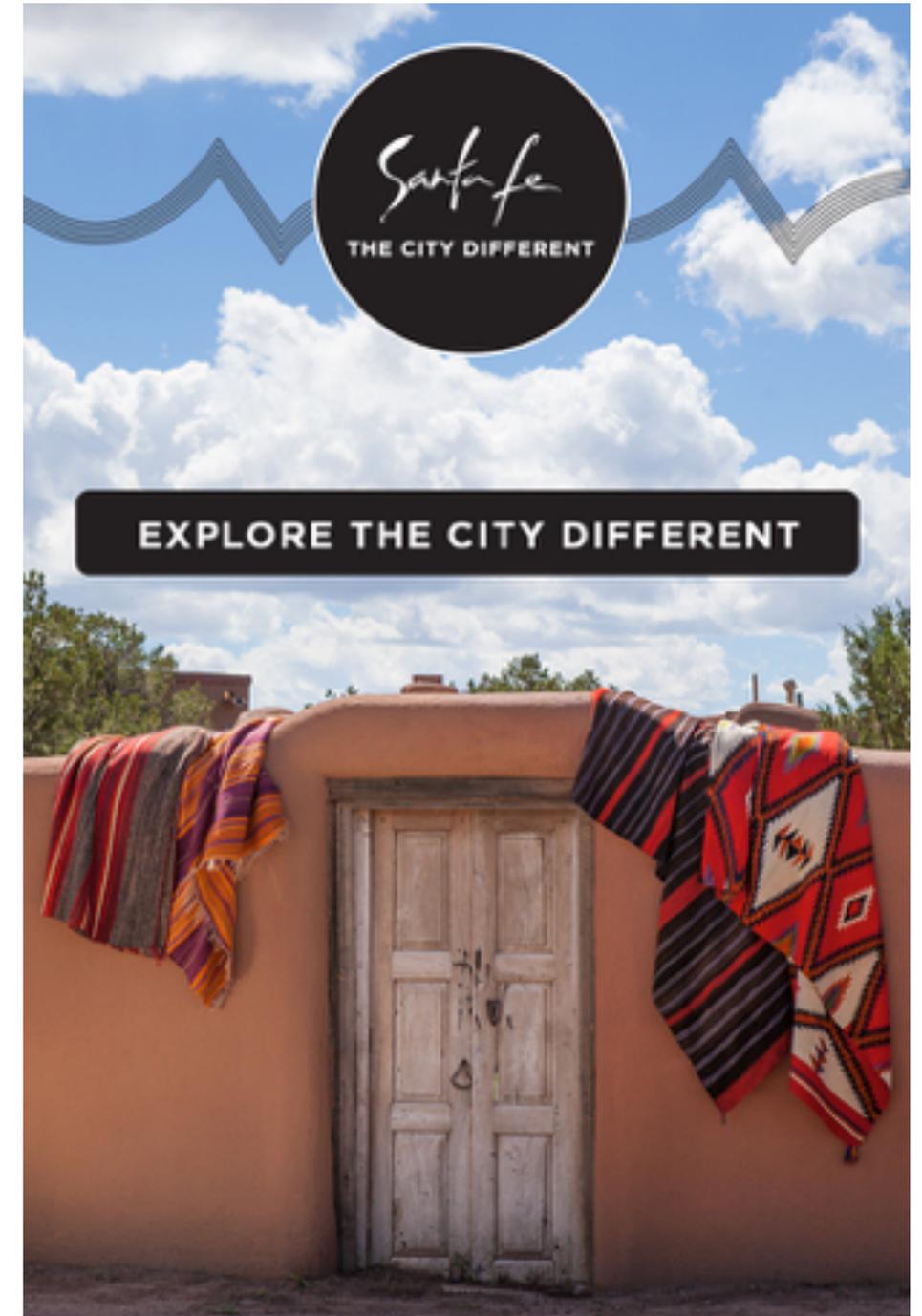
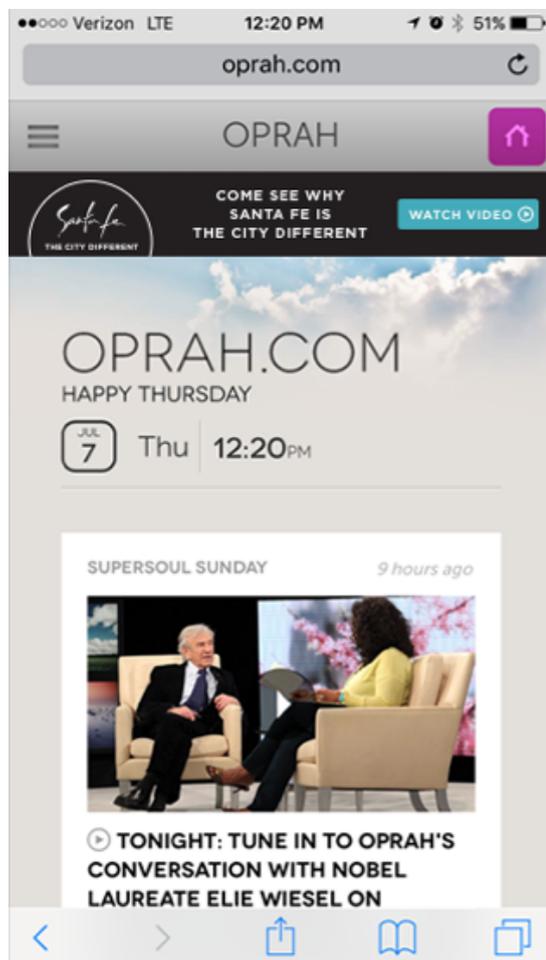
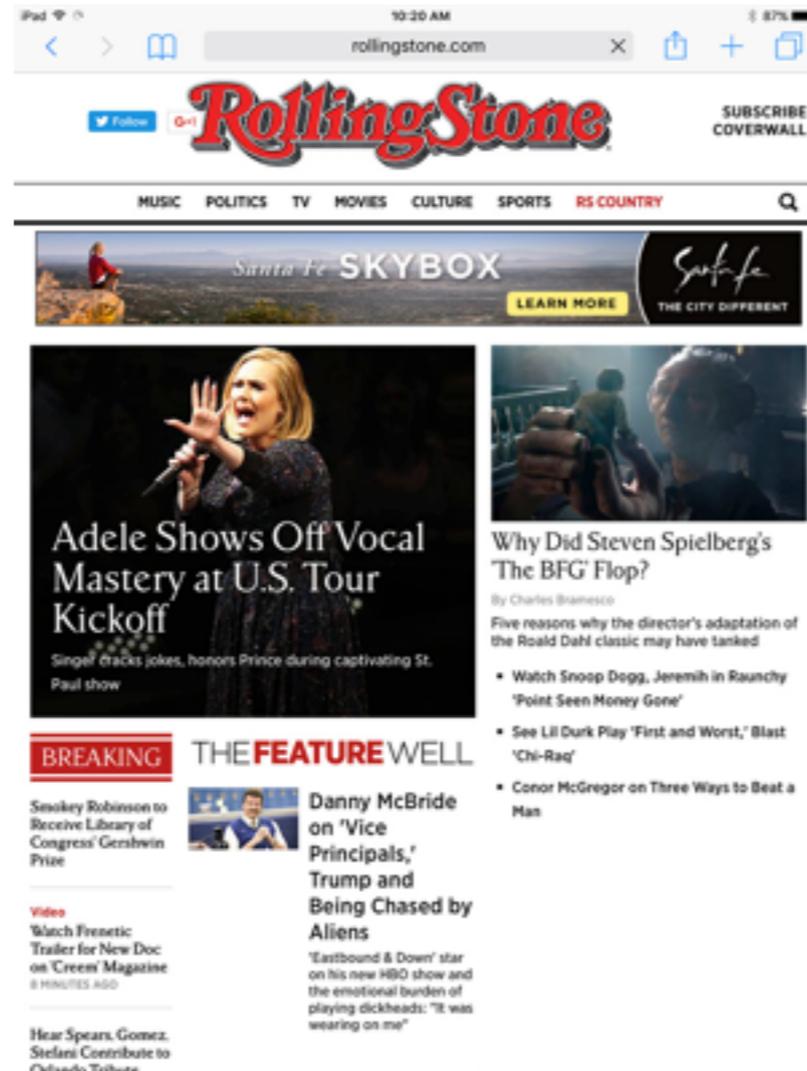


* Please note numbers include data from Austin Initiative

ADTHEOARENT - JULY AND SEPTEMBER

- Buy Summary

- Rich Media Mobile Expandable and Interstitial Units
- Target Market: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Impressions: 6,606,896
- Investment: \$41,111.12
- eCPM: \$6.22



* Please note numbers include data from Austin Initiative

AMOBEE - AUGUST & SEPTEMBER

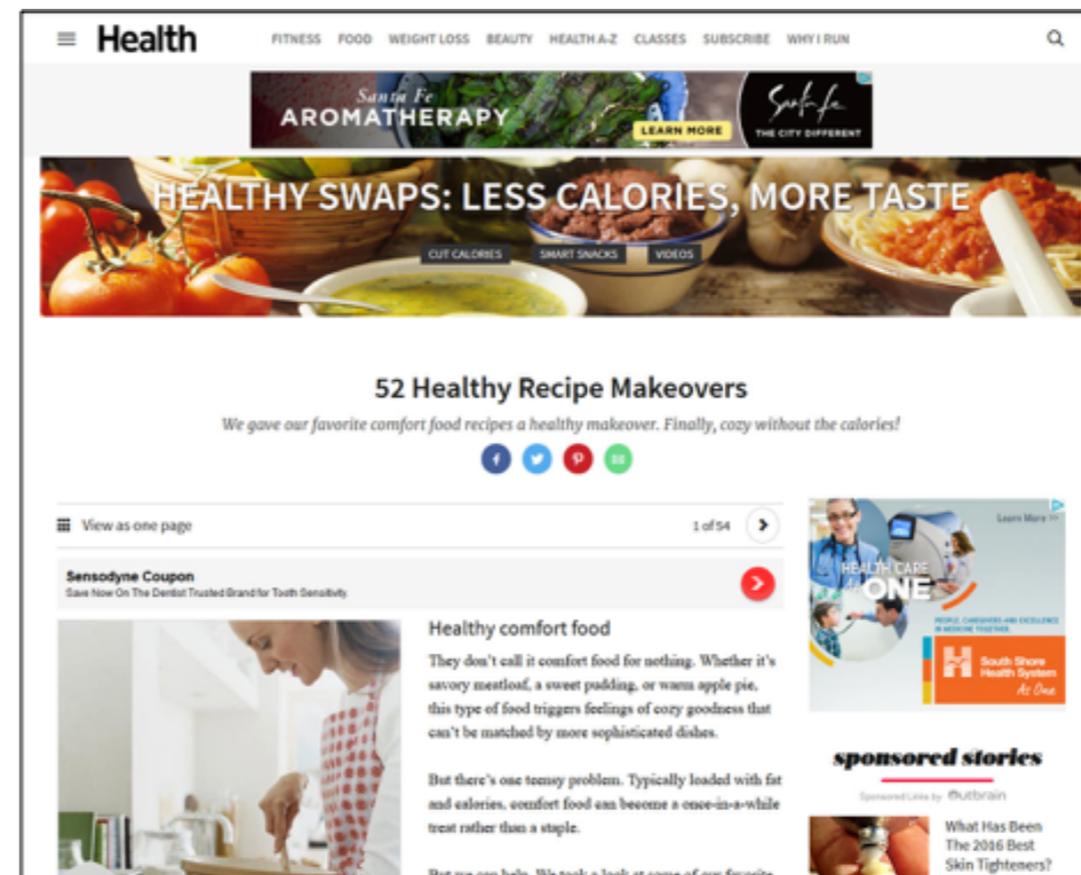
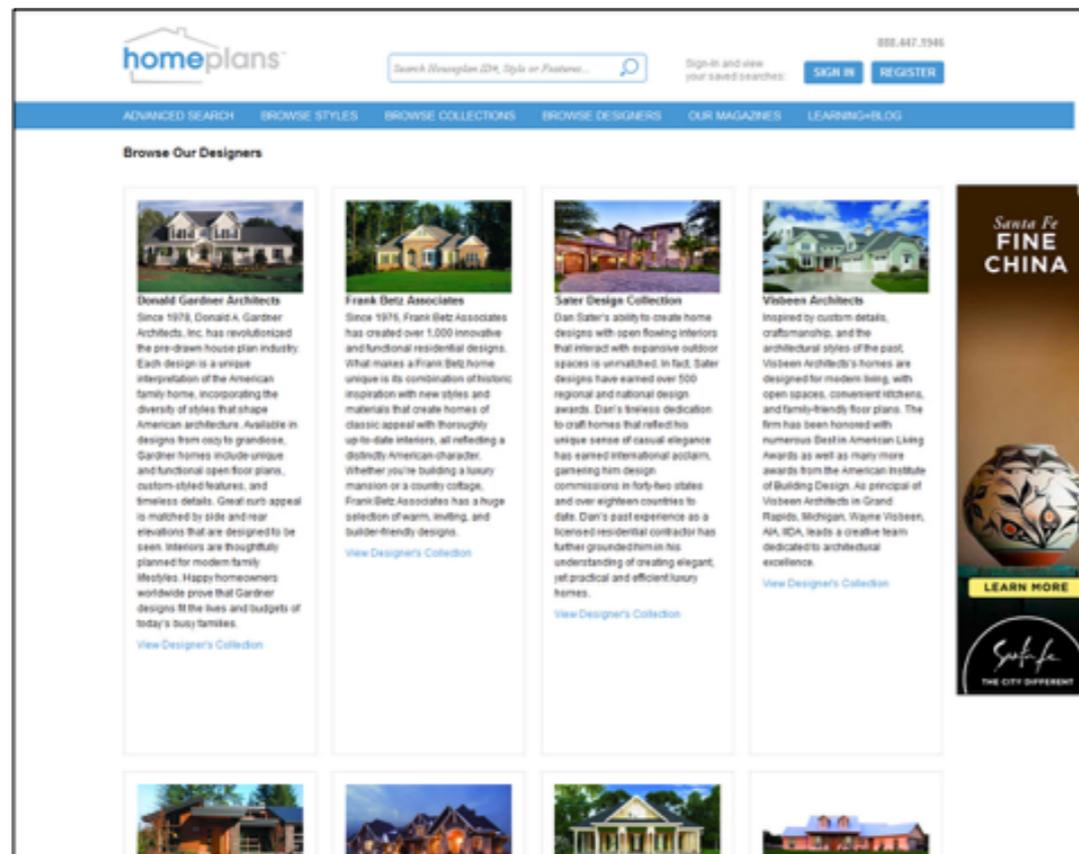
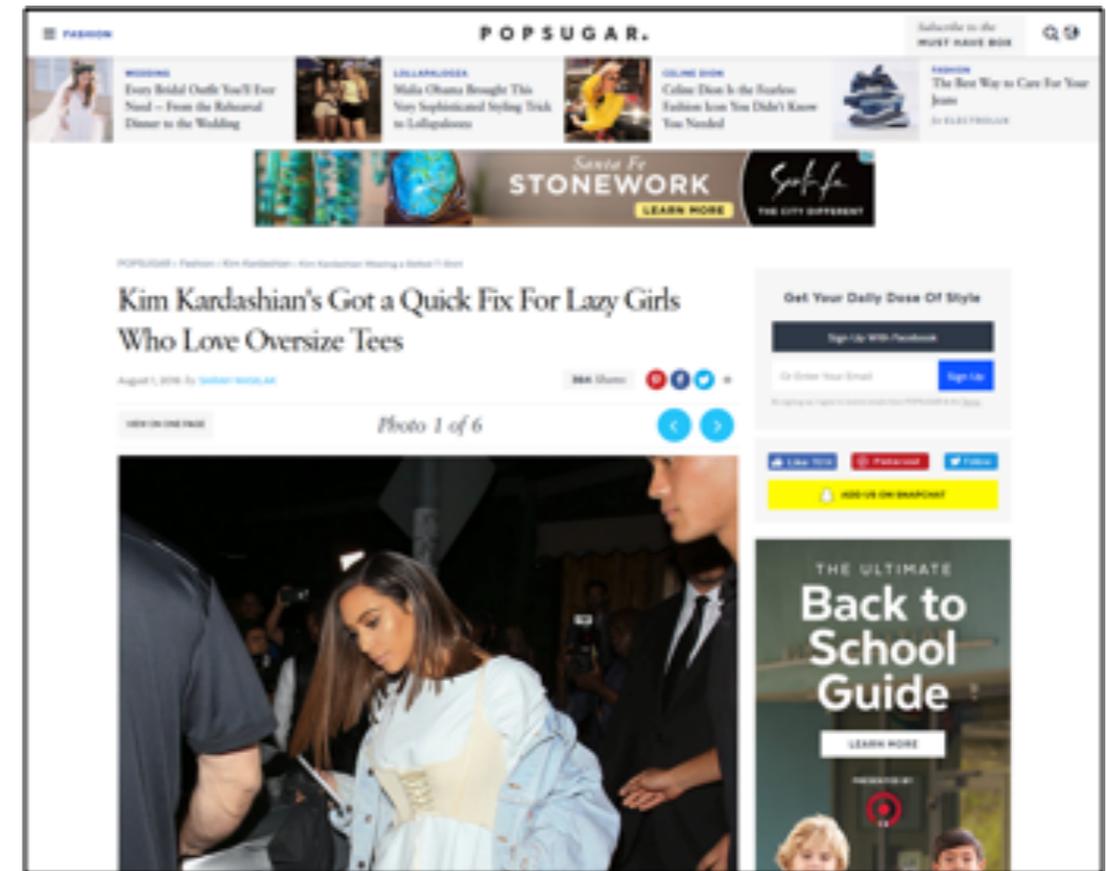
- Buy Summary
 - Contextually Targeted Desktop and Mobile Banners
 - Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 - Impressions: 6,126,246
 - Investment: \$20,000
 - eCPM: \$3.26



MAGNETIC - AUGUST & SEPTEMBER

- Buy Summary

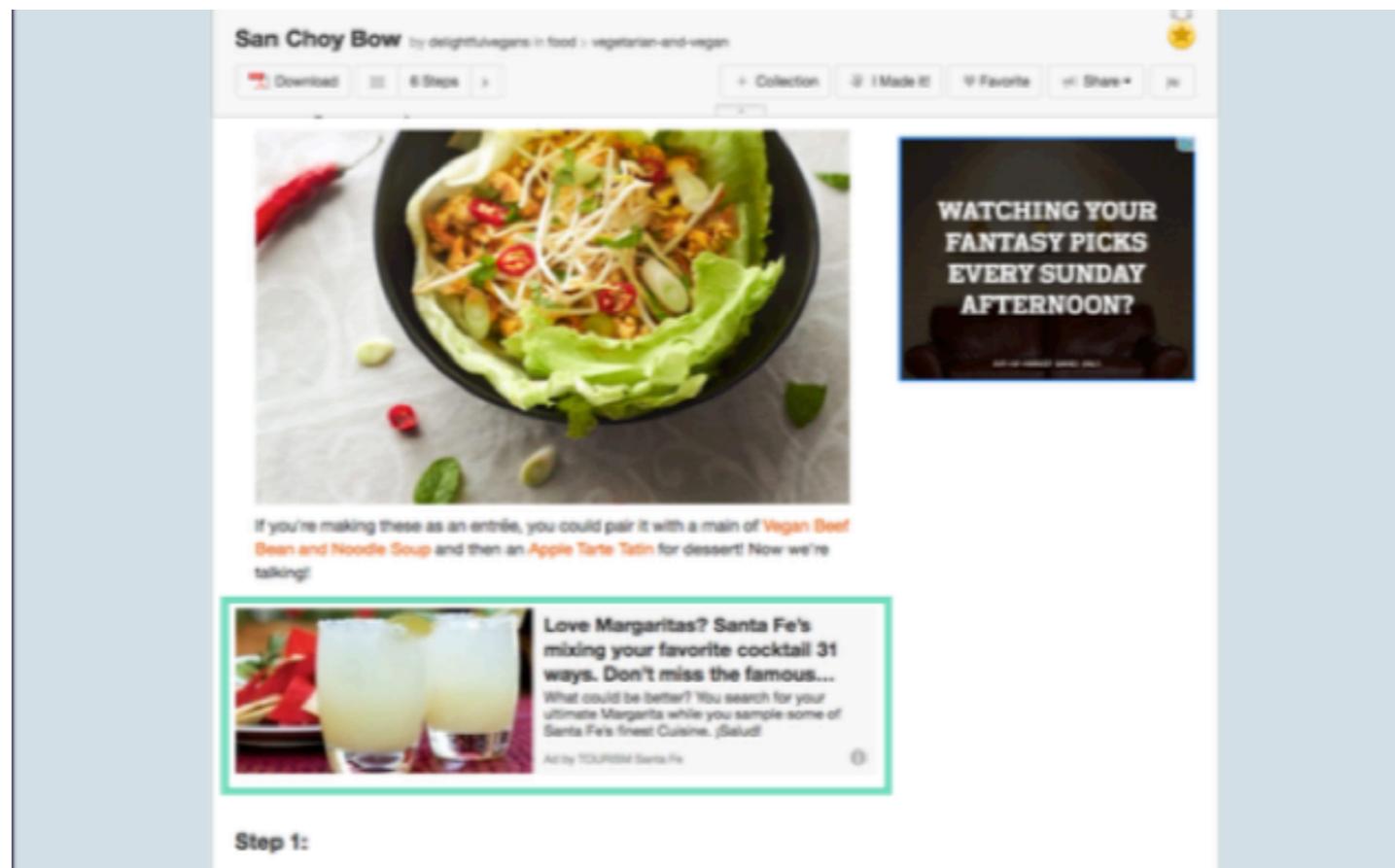
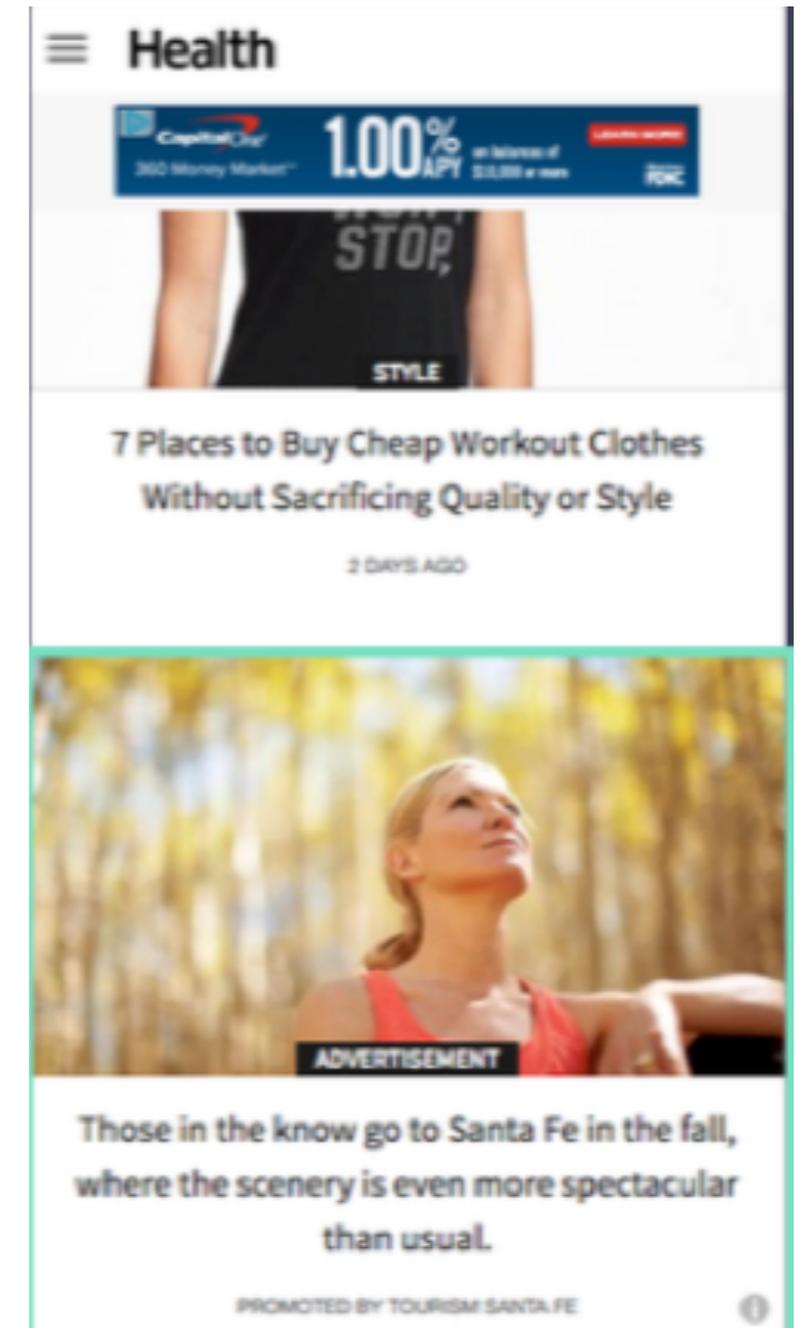
- Search Retargeting; Desktop and Mobile Banners
- Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Impressions: 2,538,523
- Investment: \$10,000
- eCPM: \$3.94



SHARETHROUGH - SEPTEMBER

- Buy Summary

- Native in-feed units promoting Margarita Trail and Fall Getaway
- Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Impressions: 1,131,901
- Investment: \$20,000
- eCPM: \$17.67
- Campaign extended through 10/10, full performance metrics to be completed in October



TREMOR VIDEO - SEPTEMBER

- Buy Summary

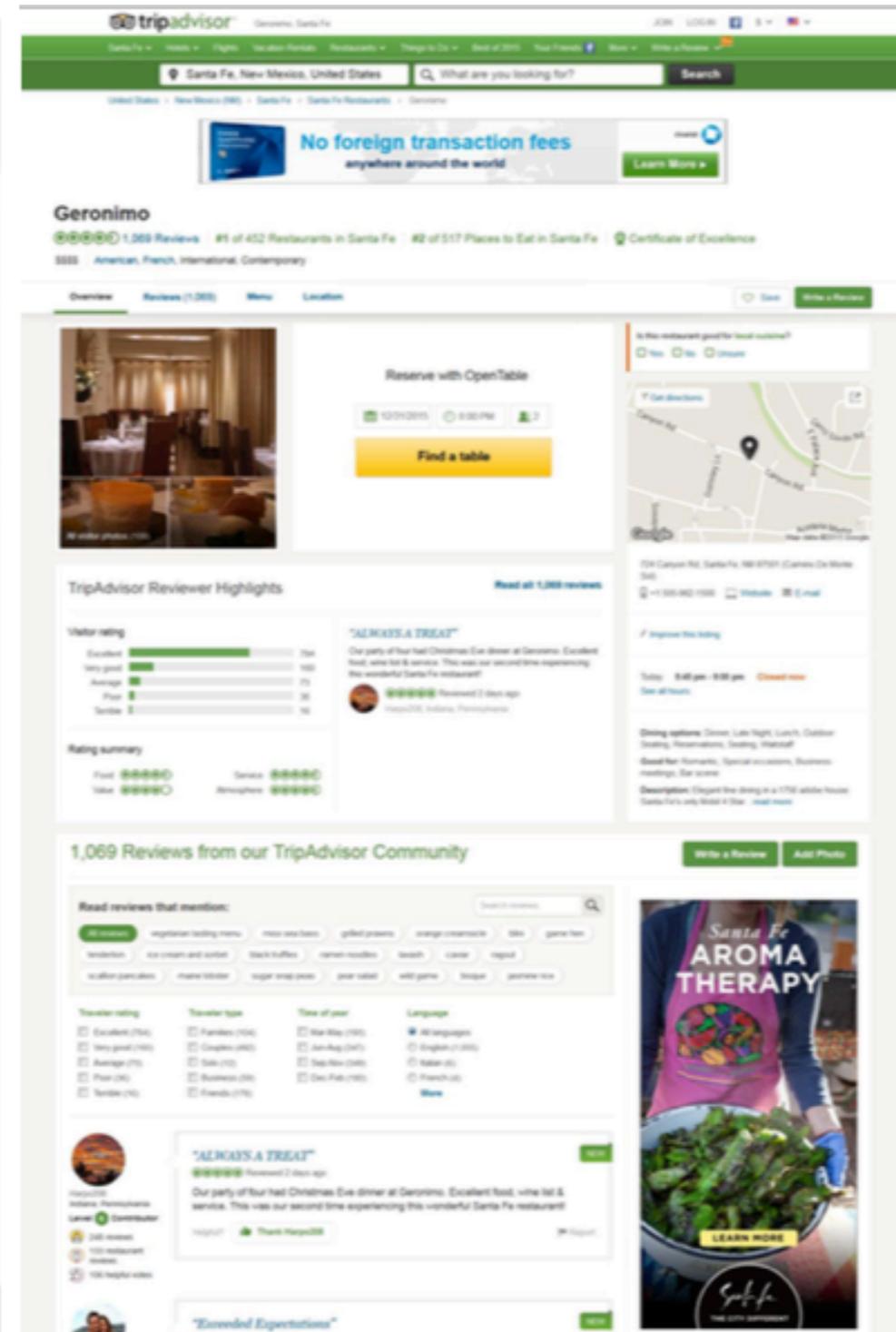
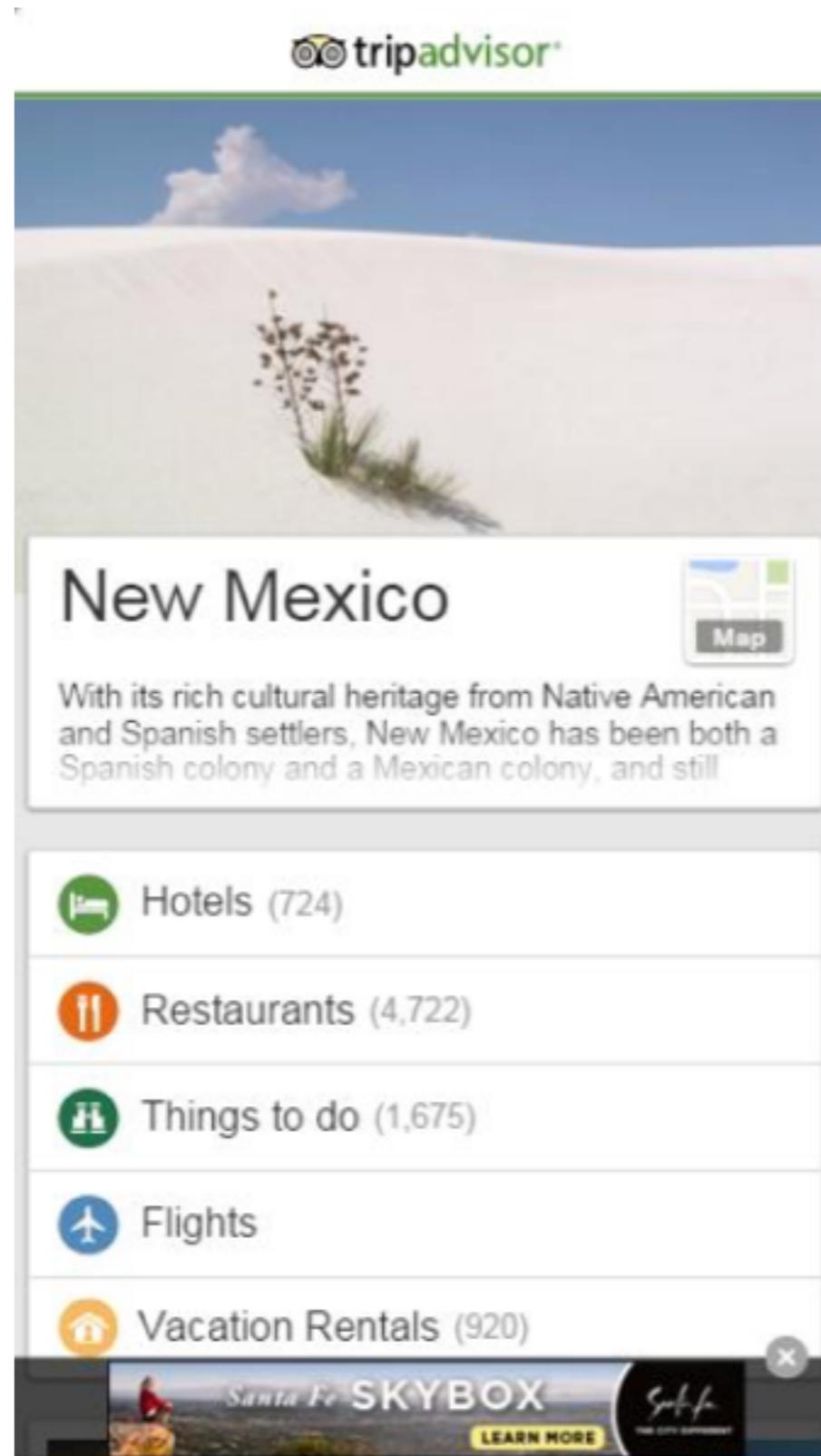
- Pre-roll video with graphic bug
- Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Impressions: 426,840
- Investment: \$10,000
- eCPM: \$23.43

The screenshot shows an AOL Lifestyle article page. The header includes the AOL logo, the date 'MON OCT 03', and a search bar. The main title is 'How to throw the perfect DIY glamping party' with a sub-date of 'Oct 2nd 2015 6:00AM'. The article features a large video player with a 'Santa Fe THE CITY DIFFERENT' logo and a 'CLICK HERE TO BOOK YOUR STAY' button. Below the video is a row of small thumbnail images. The text below the video reads: 'This post was created by our Shop on AOL curators, who share the best products at great prices.' and 'We are literally obsessed with glamping, especially this time of year! With the leaves changing color and the air chilling, there's no better time to have your girls over for a glamping-themed fête! Read on for 6 tips for throwing an unforgettable last outdoor bash.' On the right side, there is a sidebar with a 'Santa Fe BIKE LANE' image and a section titled 'THE LATEST FROM HEALTHGRADES' containing five numbered health tips: 1. Keep up with new psoriasis treatments, 2. Quick tips for your asthma action plan, 3. Health test: managing your diabetes, 4. Does aspirin reduce heart attack risk?, and 5. TOBER 280: Do you get a sprain. At the bottom of the sidebar are zodiac signs and dates.

TRIP ADVISOR - JULY TO SEPTEMBER

- Buy Summary

- Standard Display, Sponsorship and Content
- Target Market: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
- Impressions: 665,270
- Investment: \$22,500
- eCPM: \$33.82



S E M

CONSUMER & MICE (JULY - SEPTEMBER)

- Buy Summary
 - Santa Fe Related Keywords across 12 different campaigns
 - Target Market: Denver, Amarillo, Phoenix, Colorado Springs, Seattle, Las Angeles, NYC, Dallas, Houston, Chicago and Austin
 - Impressions: 1,230,496
 - Investment: \$23,779.49
 - eCPC: \$1.77

Santa Fe Art Galleries

From Contemporary to Traditional
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Santa Fe's Culinary Arts Scene is
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Keyword	Campaign
Native American Art	Art
attractions in santa fe new mexico	Branded
santa fe new mexico calendar of events	Events
historic santa fe	History
Sculpture Art Galleries	Art
visiting santa fe new mexico	Branded
Indian Art	Art
Art Museums	Museums
sightseeing in santa fe	Activities
restaurant in santa fe new mexico	Restaurant

OTHER

GO NEW MEXICO TRAVEL PLANNER

- Buy Summary
 - 492 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
 - 24,785 impressions
 - 189 clicks to <http://santafe.org/>



[Market](#) (August 20–21)

Santa Fe Indian Market celebrates its 95th anniversary in 2016 and is the largest event of its kind. The market draws more than 100,000 collectors and gallery owners to Santa Fe's historic downtown plaza along with thousands of

artists representing dozens of tribes. Artwork includes a wide selection of jewelry, textiles, baskets, beadwork, quillwork, pueblo wooden carvings, sculptures, drums, hides, leather goods, and more. The market also includes a Native American fashion show, Native Cinema Showcase, and performances of indigenous music, dance, storytelling, and comedy. [Read our "Market Pride, Market Joy" story from last year on both IFAM and the Santa Fe Indian Market for a good overview.](#)

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Santa Fe (pop 60,000), the capital of New Mexico, is the quintessential southwestern town for art, culture and history. Dominated by adobe buildings and pueblo style architecture, Santa Fe is home to hundreds of galleries, artisans and museums all of which are heavily influenced by the beauty and immensity of the landscapes which surround town.

Located in the foothills of the Sangre de Cristo Mountains and only a short distance from the Jemez & San Juan Mountain Ranges, Santa Fe is situated perfectly for prime recreational opportunity. In addition, Santa Fe is ripe with pioneer history as the end point of the Santa Fe trail, a wagon train trail which connected Missouri and New Mexico during the 1800s, though with origins much more ancient. The Santa Fe area

social networking IN PUDOSO

Discover/Build.ooo.co.uk

Santa Fe FINE CHINA

LEARN MORE

Santa Fe THE CITY DIFFERENT

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

AUSTIN INITIATIVE RESULTS

- During the flight dates of June 1 to July 31, Austin TX was the #3 market for incoming website traffic after Albuquerque-Santa Fe NM and Dallas, TX (compared to #12 in June/July 2015)
- June/July 2016 experienced a 421% increase in web sessions from Austin compared to June/July 2015
- 62% of the web traffic being driven by AdTheorent Rich Media mobile units during June/July push
- Direct traffic from Austin is up 173% YoY, and Organic Search traffic is up 19% YoY for the 2 month period



NEXT STEPS

- Consider auto-optimizing banner rotations based on best performing in new Google DCM ad server
- Continue to optimize SEM towards most efficient CPC
- Rotate in new History banners





THANK YOU