



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

EXECUTIVE SUMMARY

Key marketing projects in September and October:

1) Summary of Q3 2016 Results

Website & E-blasts—SantaFe.org

- 369,539 Total Sessions (16% increase Y/Y)
- 295,042 Unique Users (16% increase Y/Y)
- Consumer emails continue to deliver an average open rate of 18%

Social Media

- 53,327 Facebook followers: (37% increase Y/Y)
- 11,354 Twitter followers: (19% increase Y/Y)
- 12,400 Instagram followers: (199% increase Y/Y)
- 2,229 Pinterest followers: (14% increase Y/Y)
- 275 YouTube subscribers: (60% increase Y/Y)
- 17,225 Total Blog Views: (88% increase Y/Y)

Advertising

- 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

Public Relations

- 167 Pitches (39% increase Y/Y)
- 12 Press Releases (14% decrease Y/Y)
- 18 Media Visits (51% decrease Y/Y)
- 428 Media Contacts (39% decrease Y/Y)
- \$8,178,108 Earned Media (1% decrease Y/Y)

2) TopHAT Nomination Finalist

TSF has been named as a finalist for the following Top HAT awards by the New Mexico Hospitality Association. We were named finalists in all categories for which a

nomination was submitted. Winners will be announced at the Awards Gala 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

3) Santa Fe Margarita Trail

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

Cumulative Totals (as of 10/19/16)

- 837 Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- 1230 Additional passports ordered by 12 establishments to sell or use in promotions.
- 749 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 35 Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- 16 Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

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. The videos from Luminaria and Del Charro have been produced and released. The series will be broadcast on City Hall Live and used in press pitches, newsletters, social media and web.

Social Media

- 224 Total Social media posts. This total includes all organic posts to Facebook, Twitter, Instagram, Pinterest, YouTube, Google+ and blog posts.

Other

- TSF is participating in the Margarita Festival at Buffalo Thunder Resort and Casino on Saturday, November 19. We will have a booth to promote the Margarita Trail.
- TSF is meeting with Southern Wine & Spirits to discuss new ways in which we can work together to continually promote the Margarita Trail.

2) Direct air service from Phoenix to Santa Fe airport

- An integrated marketing plan in the Phoenix area will be executed over the next two years promoting the new non-stop service. Evaluation of marketing plan proposals have begun.
- TSF is partnering with NMTD to finalize the details regarding an Out of Home (OOH) media buy in the Phoenix Market.
- The OOH media buy consists of three digital and static billboards around Phoenix Sky Harbor airport and will run during the winter months.

3) Digital Asset Management System

- The system is live and training for the TSF team has been conducted.
- Image uploads to the system is ongoing.
- Approximately 3,500 images have currently been uploaded to the system

4) 2017 Visitor Guide

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

5) SantaFe.Org Website Update

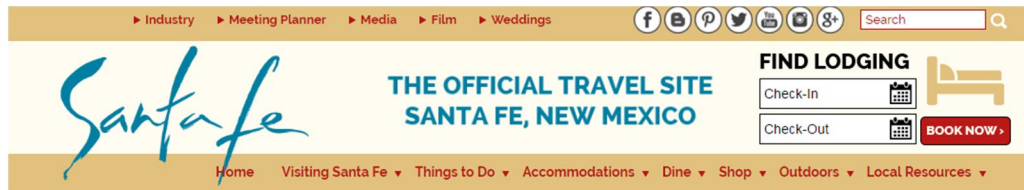
- Ongoing updates and improvements are being made to santafe.org with intent to improve user (consumer and industry partner) experience and interface:
 - StudioX has presented to TSF design concepts for an updated look to santafe.org. A follow-up meeting will take place this week to finalize design elements.
 - 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 is offering 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.
- The booking solution will run through January 31, 2017 free of charge to all lodging participants. Beginning in February 2017, Jackrabbit will ask for an annual flat fee

from lodging partners for continued participation in the program.

- “Find Lodging” widget has been placed in the header section of the website for higher visibility on the desktop and mobile versions of the website.



- Design changes to the Accommodations page are in process and 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:

10/11/16: [Fall Destination: Tesuque](#)

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 2,790 marketing collateral requests since the beginning of the year.

8) Value Card

- Value cards and brochures have arrived in the TSF office and are ready for distribution.
- 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

9) 2017 Santa Fe Kids Free Spring Break Promotion

- TSF hosted a kickoff meeting on September 29 with business partners to give an overview of the promotion, demonstrate how to add offers through the online portal and to answer any questions.
- TSF is launching the Santa Fe Kids Free Spring Break campaign on November 1—45 days ahead of last year's launch. On November 1, the landing page will go live and shortly thereafter PR and Social Media promotional efforts will begin.

Other Key Dates:

January – March 2017: Paid Digital Media campaign period

March 1 – April 15 2017: Partners offers must be valid during this entire promotion period

Summary of September 2016 Results

Website & E-blasts—SantaFe.org

- 141,359 Total Sessions (35.4% increase Y/Y)
- 115,160 Unique Users (35.8% increase Y/Y)
- Consumer emails delivered an average open rate of 16.5%

Social Media

- Facebook followers: 53,327 (1.2% increase M/M)
- Twitter followers: 11,354 (1.2% increase M/M)
- Instagram followers: 12,400 (5.9% increase M/M)
- Pinterest followers: 2,229 (1.3% increase M/M)
- YouTube subscribers: 275 (4.9% increase M/M)
- Total Blog Views: 7,154 (131% increase M/M)

Advertising

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

Public Relations

Santa Fe finished the third quarter with \$ 2.7 Million in earned media, an increase of seven percent over last September. Media coverage includes features in the following publications: USA Today, U.S. News & World Report, The Sydney Morning Herald, The Sacramento Bee, Gayot, Yahoo!, Sherman's Travel, About.com, Upscale, AAA New Mexico Journey and more.

In the accolades department, Conde Nast Traveler 2016 World's Best Awards has named Santa Fe the #5 Best Shopping City In The World, ahead of Paris, Florence, London and Tokyo. This goes along with a slew of recent #1 in the U.S. shopping awards.

Other Accolades:

Conde Nast Traveler 2016 Readers' Choice Awards named Santa Fe the **#3 Top Small City in the U.S.**

Conde Nast Traveler World's Best Awards named Santa Fe the **#5 Best Shopping City in The World.**

CollegeRank ranked Santa Fe among the "**Best Small College Towns in America.**"

U.S. Census Bureau rated Santa Fe **#15 in the country and #1 in New Mexico** for startups.

Visiting Press:

Scripps Food Network Digital VP **Angela Moore** and husband **Arthur Bovino** of *Mouth.com* visited Santa Fe from September 8-11

Representatives from TOURISM Santa Fe met with media on a group press trip coordinated by Hyatt Regency Tamaya Resort & Spa on September 14. The group included:

- *Curve Magazine*, **Merryn Johns**
- *About.com/Budget Savvy Bride*, **Jessica Leahy Bishop**
- *Dallas Voice*, **Arnold Wayne Jones**
- *Bay Area Reporter & Outward Magazine*, **Ed Walsh**
- *Huffington Post & Brides Magazine*, **Sandra Nelson Malone & William Henry Malone**

Departures Editor-in-Chief **Richard Story** visited Santa Fe from September 22-26.

Jessica and Laurence Norah of *Finding The Universe* and *Independent Travel Cats* were in Santa Fe from September 28 to October 2.

Freelancer **Ann Cochran** was in Santa Fe researching stories from September 29 to October 3.

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

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

2016 Q3 Marketing Metric Results Summary

- Occupancy & Room Rates [Y/Y change]
 - Occupancy Rate: 83.0% [UP 3.4]
 - Average Daily Rate: \$149.92 [UP 3.2%]
 - Revenue per Available Room: \$124.51 [UP 7.4%]
- Website [Y/Y change]
 - Total Sessions: 369,539 [UP 16%]
 - Unique Users: 295,042 [UP 16%]
 - Average Pages per Session: 2.35 [DOWN 11%]
 - Average Time on Site: 2:32 [DOWN 15%]
 - Conversion Rate: 11.2% [DOWN 2.9]
- Blog [Y/Y change]
 - Page Views: 17,225 [UP 88%]
 - Average Time on Blog: 2:37 [DOWN 3%]
 - Referrals to Website (click-throughs to a non-blog page): 8.3% [DOWN 1.0]
- Email Newsletter (Averages) [Y/Y change]
 - Consumer: Happenings
 - Number Sent: 146,783 [DOWN 2%]
 - Open Rate: 16.9% [DOWN 1.5]
 - Consumer: Deals & Specials
 - Number Sent: 80,387 [UP 4%]
 - Open Rate: 18.3% [DOWN 2.7]
 - Industry: Marketing Report
 - Number Sent: 3,428 [UP 3%]
 - Open Rate: 30.2% [DOWN 2.0]
 - Industry: Sales Report
 - Number Sent: 3,433 [UP 2%]
 - Open Rate: 32.1% [DOWN 4.0]
- Public Relations [Y/Y change]
 - Pitches: 167 [UP 39%]
 - Press Releases: 12 [DOWN 14%]
 - Media Visits: 18 [DOWN 51%]
 - Media Contacts: 428 [DOWN 39%]
 - Earned Media: \$8,178,108 [DOWN 1%]

- Social Media [Y/Y change]
 - Facebook followers: 53,327 [UP 37%]
 - Facebook engagement: 181,678 [UP 133%]*
 - Twitter followers: 11,354 [UP 19%]
 - Instagram followers: 12,400 [UP 199%]
 - Pinterest followers: 2,229 [UP 14%]
 - YouTube subscribers: 275 [UP 60%]
 - YouTube views: 15,885 [UP 385%]
 - Trip Advisor page views: 69,882 [UP 72%]

- Santa Fe Guide [Y/Y change]
 - Distributed guides: 65,359 [DOWN 19.8%]

- Visitors [Y/Y change]**
 - TSF Visitor center visits: 24,193 [DOWN 7%]

Please see Q3 2016 Quarterly Report for more details.

* Engagement includes the total number of Facebook actions: likes, shares, clicks or comments.

** La Bajada VIC was closed during Q2 and Q3 2016. Additionally, as of June 2016, the Chamber Welcome Center is no longer providing information. Q3 2016 reflects numbers only from the three TSF Visitor Information Centers.

2017 Kids Free Spring Break Offers

Industry partners can now add their 2017 Kids Free Spring Break offers! The promotional landing page goes live on November 1. TSF is launching the page one month earlier than last year in order to reach families who are planning their 2017 Spring Break vacations early. TSF is encouraging partners to post Kids Free Spring Break offers now to maximize your exposure. During the 2016 campaign, the offers that were posted earliest, received the most interaction with the visitor.

To learn more, [click here](#) to view the presentation from our kickoff meeting.

Advertising opportunities on SantaFe.org and in the 2017 Visitors Guide



The deadline to reserve advertising space in the 2017 Santa Fe Visitors Guide is quickly approaching. According the Visitor Study, 72% of visitors to Santa Fe used the Visitors Guide for decision making when planning their trips.

There are also many opportunities for partners to advertise on santafe.org and in our eblasts:

- **Header Ads** on one of the high-profile Top Ten pages or on a Target Specific page.
- **Tower Ads** in our bi-monthly consumer eblasts and a special opportunity to advertise in our new “Santa Fe Gift Guide” eblast to be distributed in November.

Santa Fe TripAdvisor “Collections”



As part of the FY17 paid media plan, TOURISM Santa Fe has purchased a Premium Destination Partnership page on TripAdvisor. The new, expanded page gives Santa Fe enhanced visibility and the opportunity for TSF to provide custom, curated content to travelers through a new feature called “Collections.” The Collections are a great way to provide travelers with a curated list of things to do in Santa Fe around a theme of our choice.

Each Collection can contain up to 10 points of interest including restaurants, attractions, accommodations and more. In order to be considered, businesses must have a free listing on TripAdvisor and have client reviews that put them in the top ten of the category. TSF has asked partners to ensure they have a listing and client reviews.

Be on the lookout later this month for Santa Fe's enhanced **TripAdvisor page**.

Updated Event Listings and Specials for the Holiday and Winter Season

The holiday and winter travel season will be here soon. Business partners have been encouraged to add their holiday and winter events now, along with any promotions on the santafe.org calendar and Deals & Special page. Now's the time to reach visitors who are already planning their winter trips to Santa Fe.

MARKETING INFORMATION ITEMS

Relaunch of JackRabbit Sysyems Book>Direct



TOURISM Santa Fe is excited to relaunch the JackRabbit Systems Book>Direct system, as we reposition JackRabbit's booking solution for ideal results. This exciting booking solution allows visitors of SantaFe.org to search lodging by travel dates, immediately view the lowest available rates and availability, refine the lodging list using easy-to-use sorting and filtering mechanisms, and finally, book directly through the lodging properties.

When JackRabbit Systems was originally introduced in January 2009, it had a broad participation and generated an estimated 17,429 reservations and through 384,742 referrals from 2009-2012. Today this would represent over \$ 750,000 in annual hotel volume. With this partnership we want to rejuvenate this level of success to the benefit of our hotel partners at a very low cost to participate.

The booking solution will run through January 31 free of charge to all lodging participants! Starting in February, we will ask for an annual flat fee for continued participation in the program. The flat fee will be determined by the number of referrals received as a whole during our 90-day free trial.

All Lodging Partner have been contacted via email with information on how to participate. To learn more, [click here](#).

New Webinars from NM Hospitality Association



The NMHA has just announced their new webinar series, HATedu. The webinars are FREE to NMHA members and only \$ 45 for non-members. Topics include: “Managing Your Online Reputation” and “Avoiding the Pitfalls of Conducting Market and Visitor Surveys In-House.” For more information, visit newmexicohospitality.org/events.

Santa Fe Accolades



Conde Nast Traveler 2016 World's Best Awards has named Santa Fe the **#5 Best Shopping City In The World**, ahead of Paris, Florence, London and Tokyo. **Sunset Magazine** and **Travel + Leisure** also ranked Santa Fe in the Top 10 shopping destinations in the U.S. Other recent accolades to note:

- Travel + Leisure World's Best Awards 2016: Santa Fe **#4 Top City In The United States**
- America Unraveled: Santa Fe **#1 Top Five Farmers Markets**
- CITI IO: Santa Fe **#2 America's Top 10 Secret Wine Regions**
- Meetings & Conventions Gold Service Award: Santa Fe Convention & Visitors Bureau
- USA Today 10Best Readers' Choice: **Cumbres & Toltec Railroad #1 Best Train Ride**
- The Daily Meal: Santa Fe Bite **#1 20 Best Burgers In The West**
- Travel + Leisure World's Best Awards: Santa Fe **#7 Best Food Cities**
- Sunset Travel Awards: Santa Fe **Final Four Best Food Town**
- USA Today 10Best Readers' Choice: Inn & Spa At Loretto **#4 Best Hotel Spa**
- Conde Nast Traveler 2016 Readers' Choice: Santa Fe **#13 Friendliest Cities In The World**
- Travel + Leisure World's Best Awards: Santa Fe **#4 Best Cities for Culture**
- MarketWatch: **Eight Best Trips For Solo Travelers**
- Holiday Lettings from TripAdvisor - **America's Coolest Distilleries**

TSF Business Partner Meetings

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

- North Central Region Tourism Board
- Edible, Green Chile Cheeseburger Smackdown
- Museum of International Folk Art
- Santa Fe Chamber of Commerce
- Santa Fe Lodgers Association
- JLH Media
- Greater Santa Fe Restaurant Association
- Jackrabbit
- Ski Santa Fe, Worldwide Instameet
- Rosewood Inn of The Anasazi
- Skylight
- Drury Plaza Hotel
- Heritage Hotels

Check out the Margarita Trail playlist on the [Visit Santa Fe YouTube channel](#), featuring our bartender series and a short promotional video. More information on the Margarita Trail can be found at santafe.org/margaritatrail.

MONTHLY METRICS

Website & Newsletters

September 2016 Performance Metrics

Visits

- Total Sessions 141,359 (35.4% increase Y/Y)
- Unique Users 115,160 (35.8% increase Y/Y)
- Pages per Session 2.04 (19.7% decrease Y/Y)
- Average Time on Site 1:59 (28.2% decrease Y/Y)
- Conversion Rate 7.99% (35.4% decrease Y/Y)

Visitor Gender

- 59.6% Female
- 40.4% Male

Visitor Age

- 9.22% 18 - 24
- 17.56% 25 - 34
- 16.23% 35 - 44
- 16.50% 45 - 54
- 22.85% 55 - 64
- 17.65% 65+

Newsletters

- Santa Fe Happenings
 - Sent: September 7, 2016
 - Number sent: 48,929
 - Number opened: 7,847
 - Open rate: 16.04%
- TOURISM Santa Fe Marketing Report
 - Sent: September 14, 2016
 - Number sent: 1,159
 - Number opened: 332
 - Open rate: 28.65%
- Santa Fe Deals and Specials
 - Sent: September 22, 2016
 - Number sent: 27,014
 - Number opened: 4,590
 - Open rate: 16.99%
- TOURISM Santa Fe Sales Report
 - Sent: September 28, 2016
 - Number sent: 1,158
 - Number opened: 322
 - Open rate: 27.81%

*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

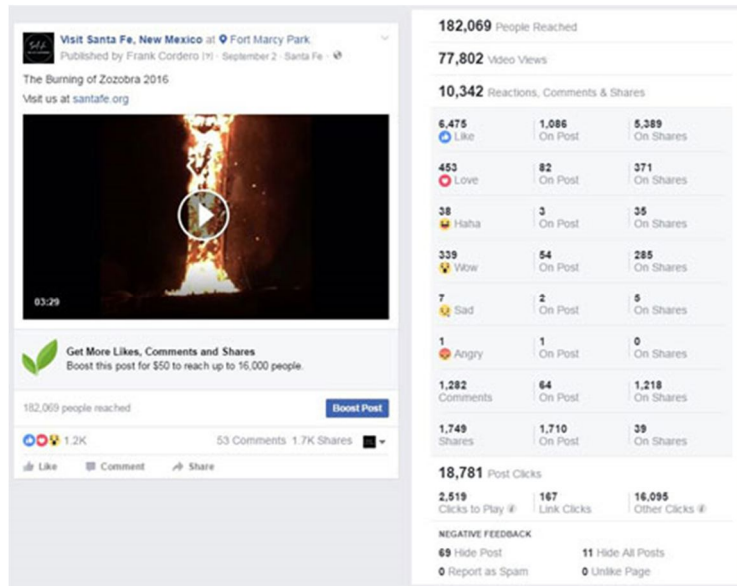
September saw an increase of 656 new followers for Visit Santa Fe on our social media channel, Facebook. Our top ranking post in September is the "Burning of Zozobra" video that received 77,802 views reaching 182,069 people. Instagram saw a 5.9% increase from last month with 700 new followers. Twitter saw an increase of 140 new followers. Pinterest saw a 1.3% increase from August. YouTube video views increased by 111.4% from last month.

Facebook

September 2016 Performance Metrics

- Total Page Followers: 53,327 (1.2% increase M/M)
- People Talking About This: 16,127 (47.8% increase M/M)
- Engagement: 69,210 (47.8% increase M/M)

- Top Ranking Post, September: The Burning of Zozobra 2016 (video)
- September 2, 2016 at 11:20 PM
- Likes: 6,475
- Shares: 5,389
- Comments: 1,282
- Reach: 181,069



Twitter

September 2016 Performance Metrics

- Followers: 11,354 (1.2% increase M/M)
- Monthly Impressions: 116,800 (16.4% decrease M/M)
- Engagement: 1,554 (2.3% increase M/M)
 - Top Performing Tweet, September: The 10 Best US Cities for foodies, according to travelers.
 - September 7, 2016 at 7:01 PM
 - Impressions: 2,138
 - Favorites: 19
 - Retweets: 12
 - Total Engagements: 53

 <p>Visit Santa Fe @CityofSantaFe The 10 best US cities for foodies, according to travelers. http://read.bi/2bVfIdkH #SantaFeNM #Foodies pic.twitter.com/xh9facIQUa</p>	Impressions 2,138
<p>Promote your Tweet Your Tweet has 19 total link clicks so far. Get more link clicks on this Tweet!</p> <p>Promote your Tweet</p>	Total engagements 53 Link clicks 19 Retweets 12 Likes 12 Media engagements 4 Hashtag clicks 4 Detail expands 2

Instagram

September 2016 Performance Metrics

- Followers: 12,400 (5.9% increase M/M)
- Top Performing Post, September: #Repost @hexenkult I'm at the burning of Zozobra in Santa Fe...
 - 766 Likes



Pinterest

September 2016 Performance Metrics

- Followers: 2,229 (1.3% increase M/M)

YouTube

September 2016 Performance Metrics

- Subscribers: 275 (4.9% increase M/M)
- Views: 9,010 (111.4% increase M/M)

Blog

September Blog Posts

Five Santa Fe October Events You Shouldn't Miss

- Posted September 6, 2016
- Views: 1,699

Feast for the Senses

- Posted September 13, 2016
- Views: 206

An Insider's Guide to Walking Ancient Paths and Rock Art

- Posted September 20, 2016
- Views: 182

You Can't See All of Santa Fe In Three Days

- Posted September 27, 2016
- Views: 155

September 2016 Performance Metrics

Total Blog Views: 7,154 (131% increase M/M)

Average Time on September Blog Posts: 2:42 minutes

PAID MEDIA PLACEMENTS

September 2016

PRINT

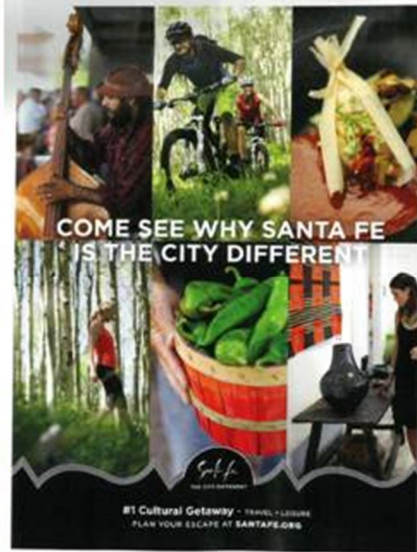
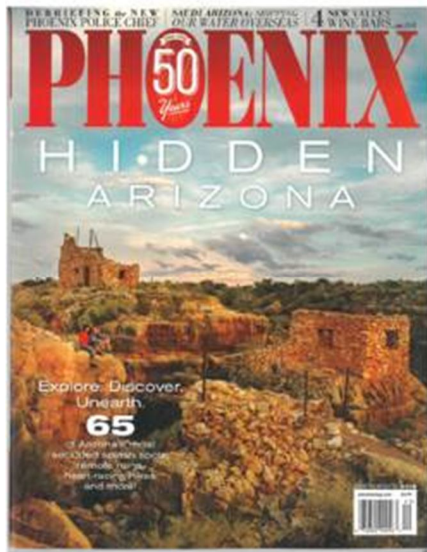
Publication: Phoenix Magazine

Target Markets: Phoenix, AZ

Flight Dates: 9/1/16 - 9/30/16

Impressions: 78,000

Digital Impressions: 84,643



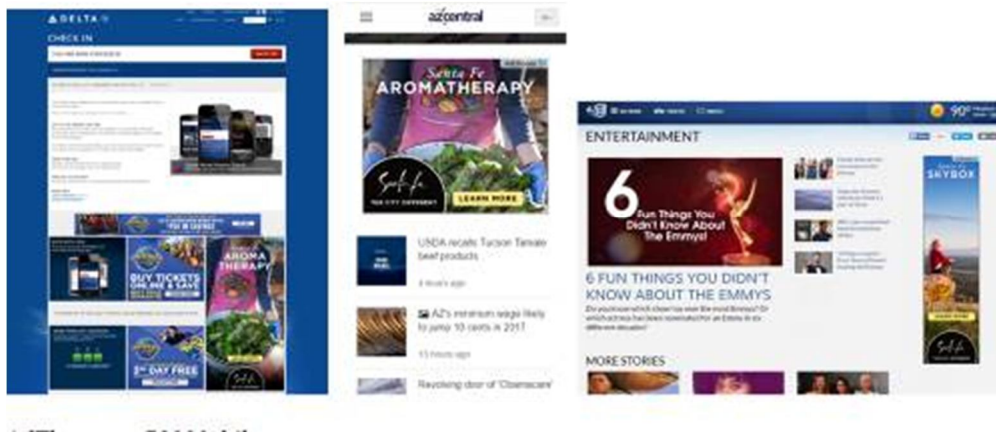
DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

Adara: Programmatic Desktop and Mobile

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

Flight Dates: 9/1/16 - 9/30/16

Impressions: 785,981

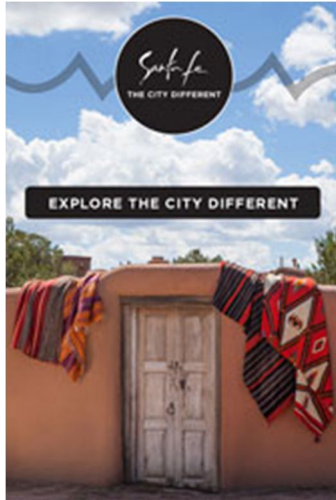


AdTheorent: RM Mobile

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

Flight Dates: 9/1/16 - 9/30/16

Impressions: 5,187,820



Amobee: Contextual Desktop and Mobile

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

Flight Dates: 9/1/16 - 9/30/16

Impressions: 4,369,683

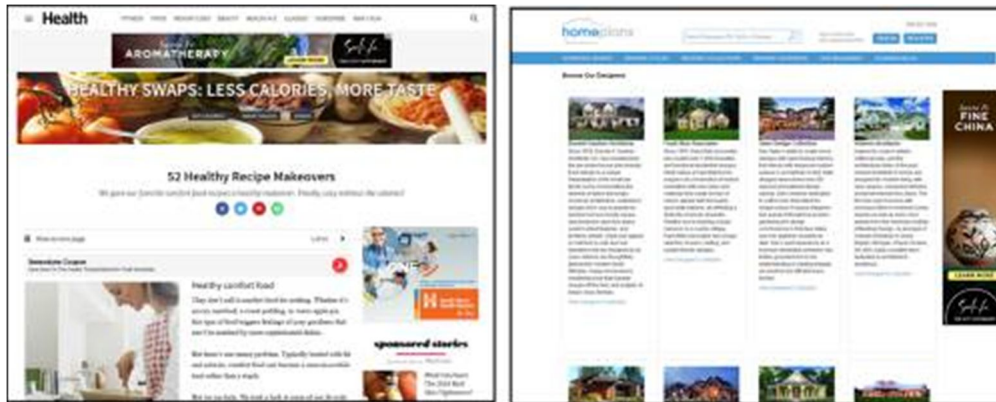


Magnetic: Search Retargeting

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

Flight Dates: 9/1/16 - 9/30/16

Impressions: 1,430,593

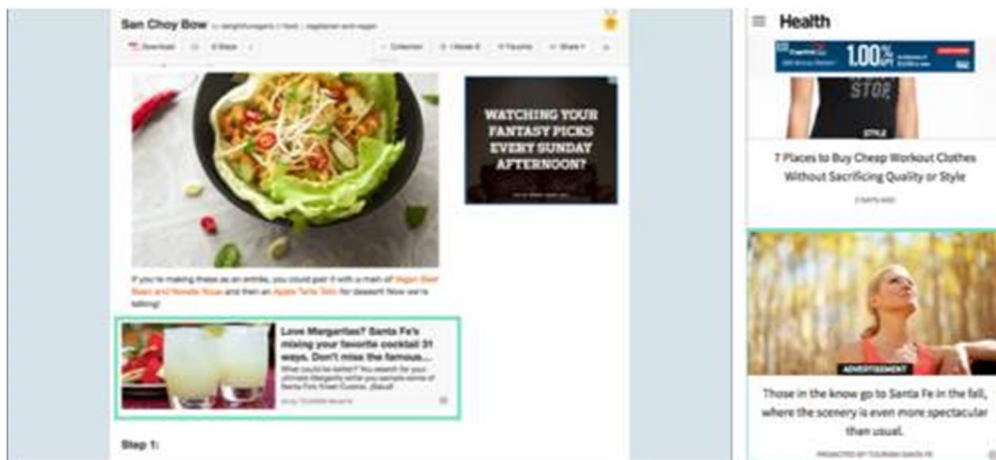


Sharethrough: Native Content

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

Flight Dates: 9/1/16 - 9/30/16

Impressions: 1,131,901

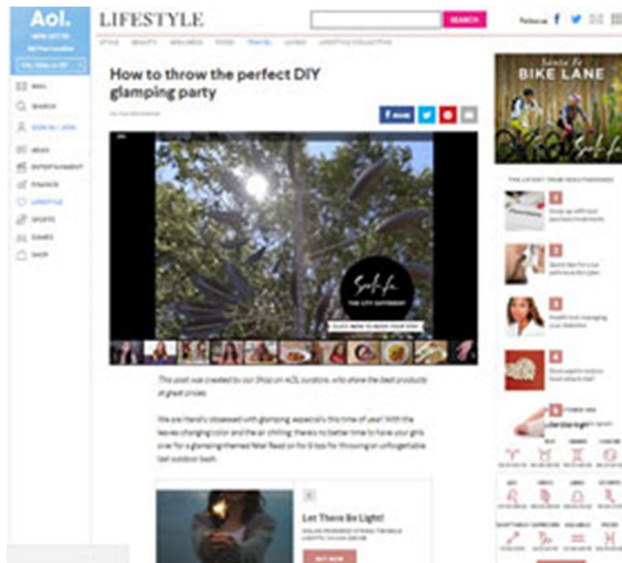


Tremor: Pre-Roll Video

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

Flight Dates: 9/1/16 - 9/30/16

Impressions: 426,842

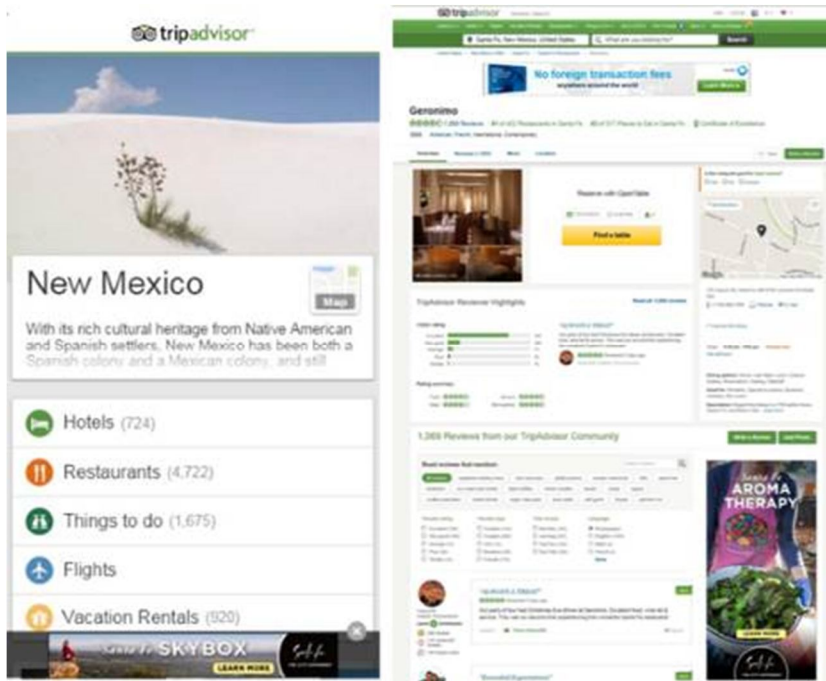


TripAdvisor: Sponsorship and Content

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

Flight Dates: 9/1/16 - 9/30/16

Impressions: 228,995



SEM

Publication: Google AdWords

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

Flight Dates: 9/1/16 - 9/30/16
Impressions: Consumer 402,506 & MICE 42,357

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

Explore Santa Fe
Events Occuring All Year Long
Learn More
www.santafe.org/Events

Santa Fe Meetings
Make your next meeting
unforgettable. Learn More
www.santafe.org/Meetings

PUBLIC RELATIONS

Summary

Santa Fe finished the third quarter with yet another bang of \$ 2.7 Million in earned media, an increase of seven percent over last September's strong figure. Numbers never tell the quality story though, and you can read samples of the city's coverage below, including highly positive pieces from USA Today, U.S. News & World Report, The Sydney Morning Herald, The Sacramento Bee, Gayot, Yahoo!, Sherman's Travel, About.com, Upscale, AAA New Mexico Journey and more.

We also enjoyed broadcast coverage on some big radio stations and hosted our edition of **City Hall Live** with a VIP roster of guests and two new Santa Fe Margarita Trail videos.

As you'll also see below we hosted some new VIP media and are looking forward to more great coverage soon. In fact, just two business days into October and we are off to a rip roaring start having very nearly equaled the entire total for September.

In the accolades department, Conde Nast Traveler 2016 World's Best Awards has named Santa Fe the #5 Best Shopping City In The World, ahead of Paris, Florence, London and Tokyo. This goes along with a slew of recent #1 in the U.S. shopping awards.

Press Releases

9/6/16: [**SANTA FE & AMERICAN AIRLINES ANNOUNCE LAUNCH OF DAILY PHOENIX SERVICE**](#)

9/20/16: [**WHAT'S NEW IN SANTA FE, NEW MEXICO**](#)

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

Performance Metrics

September 2016

- Pitches: 25 (48% decrease Y/Y)
- Press Releases: 2 (33% decrease Y/Y)
- Media Visits: 12 (40% decrease Y/Y)
- Press Contacts: 142 (28% increase Y/Y)

- Earned Media: \$2,719,730 (7% increase Y/Y)

Print, Online & Broadcast Articles

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

NEWSPAPER

Australian publication *The Sydney Morning Herald Traveller* included Santa Fe in a round-up article entitled **"Cities with altitude - The world's best cities on mountains."**

USA Today included the Santa Fe School of Cooking in a round-up article of **"The Ultimate Urban Food Tours in Delicious Destinations."**

USA Today included the Santa Fe School of Cooking in a round-up article of **"Last minute food and beverage subscriptions."**

The Sacramento Bee included Santa Fe's museums and Native American culture in a destination-focused round-up entitled, **"Travel Trending with Kathy Witt - Recharge with a mega micro vacation."**

Coverage was syndicated to the following outlets:

- The Bellingham Herald
- BOOM!
- Toshiba TV (Website)
- Wow! (Website)
- Mature Focus
- 50+ Living (Website)

As a result of contributor Alex Jacobs attending the March 2016 "Native Roots" group press trip, *Indian Country Today* provided feature coverage of Santa Fe in an article entitled **"Santa Fe Food Conference and Cookbook To Celebrate 'What Our Ancestors Ate.'"**

WEBSITES

Travel Writer Rants and Raves provided dedicated coverage of **the new airlift between Phoenix Sky Harbor International Airport and Santa Fe Airport.**

City guide website *Gayot* included the Santa Fe Wine & Chile Fiesta in a **round-up article of September events.**

USA Today 10Best included Santa Fe's El Rey Inn as a Readers' Choice 2016 survey nominee for **"Best Hotel Under \$150"** category.

U.S. News & World Report included Santa Fe in a destination round-up article entitled **"10 Places to See Golden Aspens This Fall."**

Coverage was syndicated to:

Yahoo!

- **Yahoo! Finance**
- **Yahoo! Canada Finance**

Trade outlet *ETB Travel news* provided dedicated coverage of **the new airlift between Phoenix Sky Harbor International Airport and Santa Fe Airport.**

Garden Destinations produced dedicated coverage of the Santa Fe Botanical Garden in an article entitled **"A Visit to the Santa Fe Botanical Garden."**

Sherman's Travel Blog provided dedicated coverage of Santa Fe Fiesta in an article entitled **"On The Ground at The Santa Fe Fiesta."** Writer Alex Pecci attended the September 2015 "Living History" group press trip.

About.com provided **dedicated coverage of Santa Fe property The Inn of The Five Graces** in the website's luxury travel section.

MAGAZINES

As a result of Sheryl Nance-Nash visiting Santa Fe, *Upscale Magazine* provided dedicated coverage of the International Folk Art Market in the outlet's September issue.

Albuquerque The Magazine provided dedicated coverage of Santa Fe in an article "The Albuquerquean's Guide to Santa Fe" in the outlet's September issue. Representatives from TOURISM Santa Fe provided the outlet with suggestions and are quoted throughout the article.

New Mexico Journey provided dedicated coverage of Meow Wolf and the House of Eternal Return in the outlet's September issue.

Private Clubs included the New Mexico History Museum's "Lowriders Exhibit" in a round-up article entitled **"More Need-To-Know Travel Tidbits"** in the outlet's September issue.

Military Officers Association of America included several Santa Fe properties in a round-up article of **"Southwest destinations with military discounts."**

As a result of TOURISM Santa Fe hosting the SATW Western Chapter conference, *Pique Magazine* provided dedicated coverage of Santa Fe in an article entitled **"Santa Fe Sampler."**

BROADCAST

TOURISM Santa Fe's John Feins and David Eichholz of the David Richard Gallery appeared on *Weekly Edition* with KKOZ News Director Pat Allen to discuss The Santa Fe Art Project, Santa Fe tourism and other upcoming Santa Fe autumn events. The program aired on seven stations with broadcast coverage throughout the entire southwest.

TOURISM Santa Fe's John Feins discussed Santa Fe tourism and upcoming autumn events on *KSWV* in Santa Fe.