



**OTAB Marketing Report  
January 2017  
Reported February 28, 2017**

**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
- Jon Meunier, Associate Media 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

## **EXECUTIVE SUMMARY**

Key marketing highlights in January and February:

**1) New Look on SantaFe.org**

- On February 21, an updated look to the homepage on santafe.org was launched.
- A 2<sup>nd</sup> phase of the redesign is now in process and will include design updates to the top level of secondary pages, including the **Category** pages, **Pillar** pages, and **Listings** pages. Larger advertising templates will also be created.

**2) Prado Santa Fe and Santa Fe Celebrates Global Art and Culture**

- A new landing page, pradosantafe.com, was launched. The page is being hosted on santafe.org.

- The landing page for Santa Fe Celebrates Global Art and Culture is scheduled to launch on Monday, April 3.
- Santa Fe Celebrates Global Art and Culture will be featured in the following upcoming print advertisements: Texas Monthly (Market: Texas, April issue), Springs Magazine (Market: Colorado Springs, April issue), 5280 Magazine (Market: Denver, May issue); Phoenix Magazine (Market: Phoenix, May issue).
- A separate Digital Media Advertising buy will be developed and executed by Fuseidea.

### 3) Mid-Fiscal Year Review with Fuseideas

- Dennis Franczak (CEO), Jon Meunier (Associate Media Director), and Lara Maskell (Account Manager) from Fuseideas were in Santa Fe on January 30-31 to review mid-fiscal year advertising results, as well as to review what's ahead for the second half of the fiscal year.
- Jon Meunier conducted a [Digital Marketing 101](#) presentation open to all Business Partners. 26 people from local businesses were in attendance to learn more about how to advertise online.
- Key Mid-Fiscal Year Accomplishments include:
  - An estimated \$180,000 in added value through print and digital channels
  - 11% increase in overall website traffic over last year
  - An improved work process and an advanced work schedule allowing for deliverable ahead of deadlines.
  - Development of Message Planning Grid
  - Launch of PDP TripAdvisor page
  - Highly successful Austin, TX campaign
  - Launch of 'History' Pillar Banner
  - Over 25 customized layouts of ad campaigns
  - Increased visibility of the Santa Fe Margarita Trail
  - New Kids Free Spring Break landing page and digital banners

### 4) Press Desk Sides, Ski Santa Fe FAM and Visiting Press

#### Ski Santa Fe FAM

In conjunction with Ski Santa Fe, TOURISM Santa Fe hosted a group press trip from January 18-22. The following media participated:

- Freelance, Brittany Anas (*The Denver Post*, *DenverLife*)
- *Texas Lifestyle*, Gabi De La Rosa
- *BigLife*, Jen Walton
- Weston Magazine Group, Paula Koffsky
- CBS, Randy Yagi

#### Phoenix Press Desk Sides

TOURISM Santa Fe conducted press desk sides in Phoenix, AZ from January 11 – 13 and met with the following publications, writers and organizations:

- Draft Magazine, Editor in Chief, Erika Rietz
- Teresa Bitler (Sherman's Travel, NM Journey, Sunset Magazine, and AAA Arizona Highroad)
- Destination, I Do, Editor in Chief Jennifer Stein
- Arizona Republic, Weldon Johnson
- Phoenix Home & Garden, Editor Karol Nickell
- Lynn O'Rourke Hayes (FamilyTravel.com, Dallas Morning News, Huffington Post)
- City of Phoenix, Aviation Department

### **Austin and San Antonio Desk Sides**

TOURISM Santa Fe conducted press desk sides in Austin, TX and San Antonio, TX from January 25-27 and met with the following publications and writers:

- San Antonio Express-News, Travel Editor Terry Bertling
- San Antonio Magazine, Editor Allison Vance
- San Antonio Woman, Editor Pamela Luttrell
- Mauri Elbel (Austin American-Statesman, Afar, Austin Monthly Magazine)
- Lynne Margolis (Music publications)
- Austin American-Statesman, Editor Pam LeBlanc
- Texas Lifestyles Magazine, Shawn Lively
- Veronica Meewes (Zagat, Austin360, CultureMap Austin, Austin Chronicle)

### **Visiting Press**

- **Weldon Johnson** and **Michael Chow** of *The Arizona Republic* visited Santa Fe the last week of January.
- Freelance writer **Teresa Bitler** visited Santa Fe on assignment from Jan 19 - 22.
- A group of six Japanese media from *Brand USA* visited Santa Fe from Jan 30 - 31.
- **Ann Braly** of the *Chattanooga Free Press* visited Santa Fe from January 30 - February 2.

### **5) Santa Fe Featured in ExOfficio Fall 2017 Global Marketing Campaign**

- ExOfficio, a travel apparel company based out of Seattle, will feature Santa Fe as the center of their Fall 2017 global marketing campaign, bringing Santa Fe to life for their customer from September 2017-March 2018.
- Santa Fe will be featured in the following ExOfficio marketing channels: product catalogs distributed to 185,000 subscribers; 12 months of full page ads in Alaska Airlines magazine; exposure on ExOfficio.com; Santa Fe destination specific e-newsletters and blogs; social media; product and brand signage in 6 U.S. retail locations and 400+ retail stores partner locations in the U.S. and worldwide.
- The ExOfficio team is in Santa Fe from February 22 – March 3 to scout locations and shoot lifestyle and product photography. Key Santa Fe business partners include: Inn & Spa at Loretto, El Rancho de las Golondrinas, and the New Mexico Museum of Art.

### **6) Northern New Mexico Air Alliance and Fly Santa Fe**

- An “outbound” advertising campaign is being developed to increase awareness of the Santa Fe airport as an alternative to the Albuquerque Sunport Airport. The “outbound” campaign will be targeted to Santa Fe, Taos, Los Alamos, and other northern New Mexico Communities.
- An “inbound” advertising campaign is being development to increase awareness of direct flights to/from Dallas, Denver, and Phoenix to Santa Fe—with an emphasis on the new American Airlines flight from Phoenix. The “inbound” campaign will consist of targeted print and digital media advertisements in local and national markets.
- We’re asking industry partners to let their guests know about these convenient non-stop flights by including the Fly Santa Fe logo on their websites, newsletters and other marketing material with a link to the Fly Santa Fe landing page.

## 7) Jackrabbit and Book Direct

- A total of 61 properties (out of 100) have been successfully implemented to date with rates now displaying on santafe.org as well as on Jackrabbit's Book Direct search results page. This update will improve the user experience making it easier to compare pricing and book accommodations. TSF and Jackrabbit will continue to work on the remaining properties that are not currently displaying rates.
- TSF, Jackrabbit and StudioX continue to work together diligently to get all of the Santa Fe Lodging properties into the Jackrabbit system and work continues to be done to gather accurate booking and conversion data for each of the properties.
- TSF and Jackrabbit will evaluate the results of the website integration which began in October 2016 to determine the project's success and how to proceed.

## HIGHLIGHTS

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### Travel + Leisure World's Best Awards

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There is still time to vote. The voting season for the 2017 World's Best Awards runs through March 6. Santa Fe is listed in the "Cities" category.

### 2017 Kids Free Spring Break

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- The campaign runs March 1 through April 15<sup>th</sup>, 2017.
- There are currently 42 Santa Fe business partners that have added offers to the landing page
- A rack card is being designed in-house for distribution at TSF Visitor Information Centers.
- Our marketing and public relations efforts are in full swing and our paid digital media campaign has begun. All traffic is being driven to the Kids Free Spring Break page.

### Santa Fe Margarita Trail

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

#### Cumulative Totals (as of 2/21/17)

- **996** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **3,100** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **896** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **52** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.

- **24** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

#### Public Relations

- 3 Press Releases
- 34 Journalist have experienced the Trail
- \$3,554,764 Total amount of earned media

#### Social Media

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

#### Additional Marketing Opportunities to promote the Margarita Trail

- Evaluating and developing a Santa Fe Margarita Trail Mobile Platform
- Partnering with the Cocktail & Culture Festival to host “The Margarita Trail Taco Wars” opening party on June 2 at the Santa Fe Community Convention Center.

## Partnership with Santa Fe County

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

2/21/17: [Discover These Hidden Gems Along the Turquoise Trail](#)

1/17/17: [Historic Cerrillos Mining Town—The Perfect Santa Fe Day Trip](#)

12/13/16: [Santa Fe County: A Ski and Spa Haven](#)

11/22/16: [Enjoy the Holiday Season in the Heart of Santa Fe County](#)

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](#)

## MARKETING INFORMATION ITEMS

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### TOURISM Santa Fe Press FAMs

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#### **Bluebird Days & Margarita Nights**

TOURISM Santa Fe hosted six journalists, including a photographer/videographer, as well as a Lou

Hammond Group account manager on the Ski Santa Fe sponsored “Santa Fe On The Mountain & On The Town” press tour this month. Outlets from Texas, New York, Denver, other western cities and nationally through CBS were in town, most for their first time, and simply blown away by the quality and diversity of Santa Fe offerings—and so close to sensational skiing. As is customary for all of our tours in recent years, the Weather Gods delivered the goods big time, including a healthy dollop of fresh powder on the second skiing day. We thank all of our partners for their superb presentations and hospitality, and Paul Thompson and the drivers at Santa Fe Valet for yet another excellent job.

## Discovering Japan

At the end of January, TOURISM Santa Fe hosted six visiting media from Tokyo through a Brand USA sponsored trip. Our guests were treated to a chile introduction, museum tours, downtown tours, retail outlets, indigenous culture, and visits to key neighborhoods such as Canyon Road, The Railyard and beyond. They were deeply impressed with the Santa Fe culinary scene, architecture, arts, and people. We even had to assure them that the sopaipillas at Tomasita’s were indeed fried! Special thanks to Meow Wolf for opening The House Of Eternal Return early on their grand reopening day so our guests could tour the complex in time before their departure. They loved it.

## TSF Business Partner Meetings

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

- Meow Wolf
- New Mexico Museum of Art
- New Mexico Department of Cultural Affairs
- Museum of Spanish Colonial Art
- Santa Fe Spirits
- Santa Fe Dining
- Jackrabbit Systems
- International Folk Art Alliance
- Heritage Hotels & Resorts
- Sunrise Springs
- New Mexico Magazine
- El Museo
- Santa Fe County
- New Mexico Tourism Department
- New Mexico Hospitality Association, TRENDS Conference
- Georgia O’Keeffe Museum

## MONTHLY METRICS

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### Website & Newsletters

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#### January 2017 Performance Metrics

##### Visits

- Total Sessions 92,286 (6.7% increase Y/Y)
- Unique Users 79,099 (11.1% increase Y/Y)
- Pages per Session 2.12 (16.2% decrease Y/Y)
- Average Time on Site 2:08 (22.5% decrease Y/Y)
- Conversion Rate 11.7% (32.7% decrease Y/Y)

#### Visitor Gender

- 60.3% Female
- 39.7% Male

#### Visitor Age

- 8.63% 18 - 24
- 19.08% 25 - 34
- 17.11% 35 - 44
- 16.80% 45 - 54
- 21.60% 55 - 64
- 16.78% 65+

#### Newsletters

- Santa Fe Happenings
  - Sent: January 5, 2017
  - Number sent: 47,816
  - Number opened: 8,847
  - Open rate: 18.50%
- TOURISM Santa Fe Marketing Report
  - Sent: January 11, 2017
  - Number sent: 1,131
  - Number opened: 326
  - Open rate: 28.82%
- Santa Fe Deals and Specials
  - Sent: January 19, 2017
  - Number sent: 26,849
  - Number opened: 5,067
  - Open rate: 18.87%
- TOURISM Santa Fe Sales Report
  - Sent: January 25, 2017
  - Number sent: 1,136
  - Number opened: 397
  - Open rate: 34.95%
- Travel+Leisure World's Best Awards - Vote Now
  - Sent: January 26, 2017
  - Number sent: 65,390
  - Number opened: 12,039
  - Open rate: 18.41%

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

January saw an increase in visitors and sessions Y/Y, though time spent and pages viewed on the site continue to trend downward. Conversion rates are down partially as a result of the loss of accommodations views from the JackRabbit booking pages as noted last month.

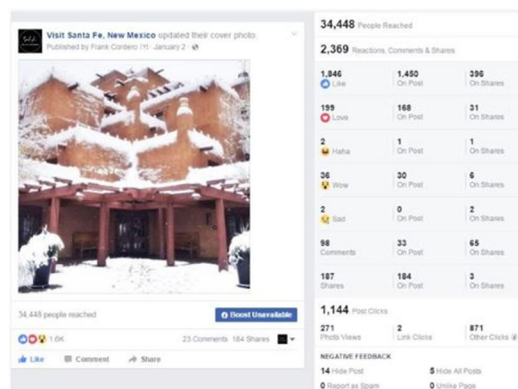
## SOCIAL MEDIA

### Summary

Starting off for the first month of January we continue to see an upswing in followers on the Instagram social media channel with a 3.42% increase. Facebook also saw a 1.06% increase in followers for the month of January. Instagram also saw its first photo to hit a record of 1,298 likes for a photo. Decreases were seen for monthly impressions and engagement on Facebook and Twitter. This was partly due to two projects the social media coordinator was working on. Also, not as many 'photo-centric' posts were posted on Facebook which usually garner high engagement and impressions. A greater effort will be made to get back on track.

The social media coordinator also presented a social media marketing presentation in February to the Santa Fe Restaurant Association. The title of the presentation was "Social Media Marketing for Restaurants 101". The social media channels that were focused on were Facebook and Instagram. Topics covered included target marketing, advertising, hashtags and best practices. Fifteen restaurant owners and employees attended the presentation at the Inn of the Governors. The presentation was well-received. You can download a copy of the presentation [here](#).

### Facebook

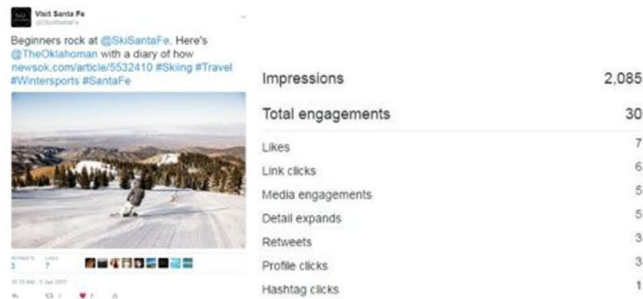


### January 2017 Performance Metrics

- Total Page Followers: 55,648 (1.06% increase M/M)
- People Talking About This: 10,331 (40% decrease M/M)
- Engagement: 45,648 (30.4% decrease M/M)
  - Top Ranking Post, January: Cover Photo (Inn and Spa at Loretto)
  - January 2, 2017 at 9:06 AM
  - Likes: 1,846
  - Comments: 98

- Reach: 34,448

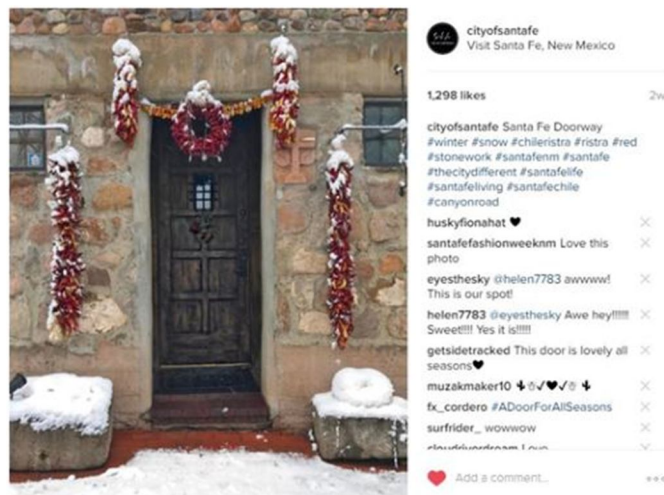
## Twitter



### January 2017 Performance Metrics

- Followers: 11,683 (0.15% decrease M/M)
- Monthly Impressions: 50,000 (45% decrease M/M)
- Engagement: 533 (58% decrease M/M)
  - Top Performing Tweet, January: Beginners Rock at @SkiSantaFe
  - January 5, 2017 at 10:19 AM
  - Impressions: 2,085
  - Favorites: 21
  - Retweets: 3
  - Total Engagements: 30

## Instagram



### January 2017 Performance Metrics

- Followers: 15,100 (3.42% increase M/M)

- Top Performing Post, January: Santa Fe Doorway
  - 1,298 Likes

## Pinterest

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### January 2017 Performance Metrics

- Followers: 2,292 (0.92% increase M/M)

## YouTube

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### January 2017 Performance Metrics

- Subscribers: 293 (1.03% increase M/M)
- Views: 2,165 (27.1% increase M/M)

## Blog

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### January Blog Posts

#### Five Santa Fe Events To Stimulate Your Senses This February

- Posted January 3, 2017
- Views: 270

#### Explore All The Ways Kids Stay and Play Free in Santa Fe This Spring Break

- Posted January 10, 2017
- Views: 61

#### Historic Cerrillos Mining Town -The Perfect Santa Fe Day Trip

- Posted January 17, 2017
- Views: 366

#### The Wonder of Taos Pueblo in Winter

- Posted January 24, 2017
- Views: 382

#### Enjoy Santa Fe Cuisine, Cocktails, Confessions and Croppers

- Posted January 31, 2017
- Views: 74

## January 2017 Performance Metrics

Total Blog Views: 5,850 (0.65% increase M/M)

Average Time on December Blog Posts: 2:59 minutes

## PAID MEDIA PLACEMENTS

### PRINT

New Mexico Magazine

Target Markets: New Mexico

Flight Dates: 1/1/17 - 1/31/17

Impressions: 70,000



Albuquerque Visitors Guide

Target Markets: Albuquerque, NM

Flight Dates: 1/1/17 - 12/31/17

Impressions: 300,000

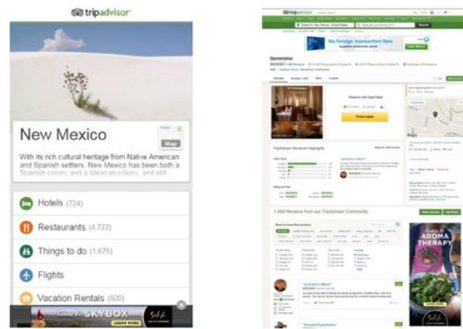
### DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

TripAdvisor: Sponsorship and Content

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

Flight Dates: 1/1/17 - 1/31/17

Impressions: 214,824



Go-NewMexico.com: Sponsorship

Target Markets: National

Flight Dates: 1/1/17 - 1/31/17

Impressions: 9,785; 281 people requested a Santa Fe Visitor Guide



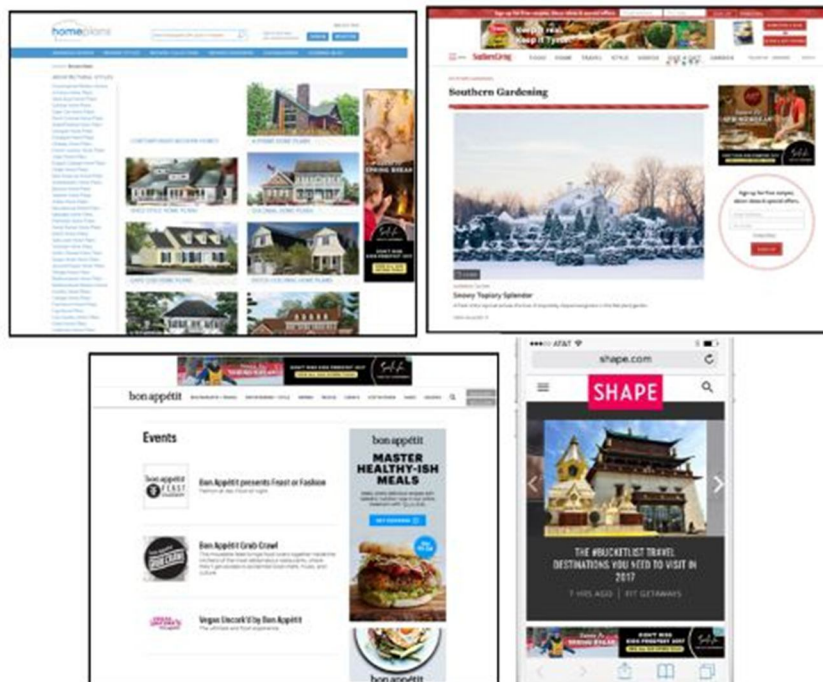
## SANTA FE KIDS FREE SPRING BREAK PROMOTION

Magnetic: Search Retargeting

Target Markets: Denver, Dallas, Phoenix, Colorado Springs-Pueblo, Amarillo, Lubbock, El Paso-Las Cruces

Flight Dates: 1/1/17 - 1/31/17

Impressions: 1,322,220

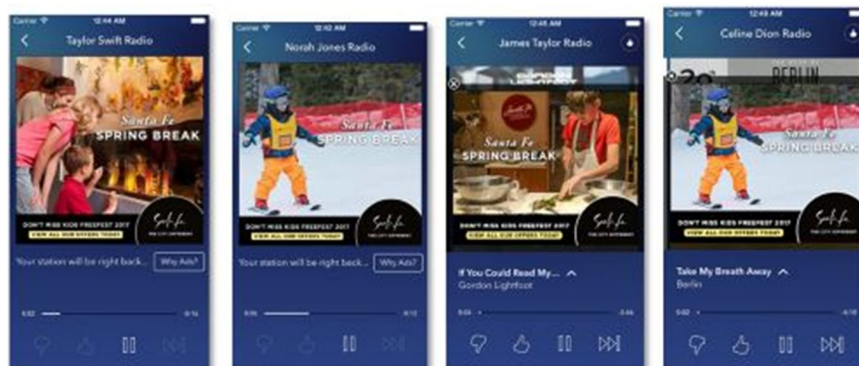


Pandora: Streaming Audio

Target Markets: El Paso-Las Cruces, Colorado Springs-Pueblo, Denver, Lubbock, Amarillo, Dallas-Ft Worth

Flight Dates: 1/1/17 - 1/31/17

Impressions: 1,934,162

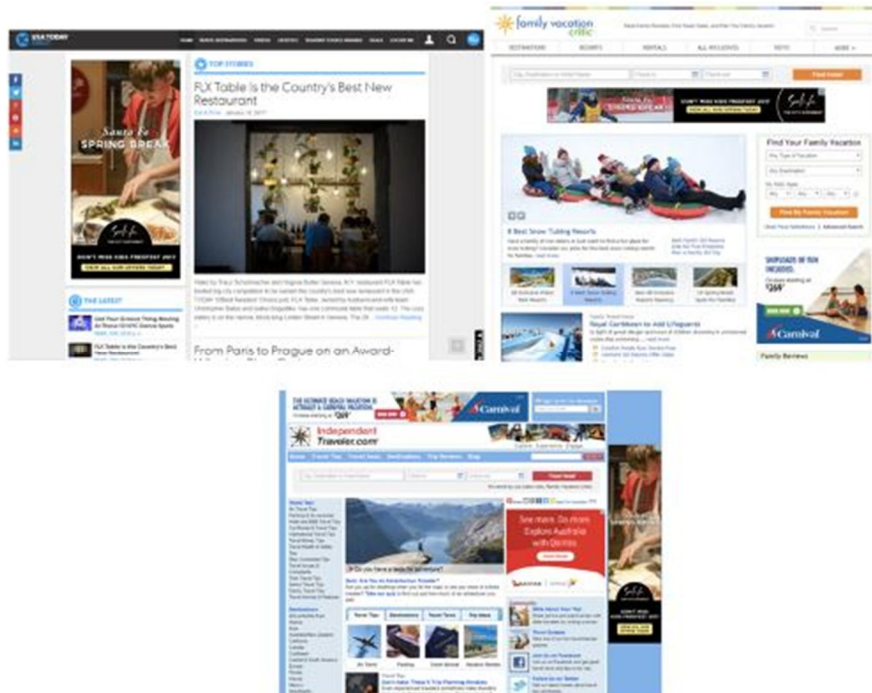


RGM Group: Programmatic Display

Target Markets: Denver, Dallas, Phoenix, Colorado Springs-Pueblo, Amarillo, Lubbock, El Paso-Las Cruces

Flight Dates: 1/1/17 - 1/31/17

Impressions: 842,850



## SEM

Publication: Google AdWords

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

Flight Dates: 1/1/17 - 1/31/17

Impressions: 34,287

<p>Visit Santa Fe, NM The City Different <a href="http://www.santafe.org">www.santafe.org</a> Ranked #2 Best Small City in the US by Conde Nast Traveler. Learn More!</p>	<p>Experience Culture in Santa Fe The City Different <a href="http://www.santafe.org">www.santafe.org</a> Ranked #1 Cultural Getaway by Travel + Leisure. Book Your Trip...</p>	<p>Santa Fe, NM History The City Different <a href="http://www.santafe.org">www.santafe.org</a> Ranked Top 10 Historic Cities in the US by USA Today 10Best. Learn...</p>
<p>Visit Santa Fe, NM The City Different <a href="http://www.santafe.org">www.santafe.org</a> Ranked #2 Best Small City in the US by Conde Nast Traveler. Learn More!</p>	<p>Art Galleries in Santa Fe, NM The City Different <a href="http://www.santafe.org">www.santafe.org</a> Ranked Top 10 City for Museums &amp; Galleries by Travel + Leisure. Lear...</p>	

# PUBLIC RELATIONS

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## Summary

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January served as a worthy follow through to our 2016 and set a high standard for 2017. For the month we received \$ 9,987,891 in earned media. Not only does this obliterate the previous all-time monthly record of \$ 5,959,988 by over 67 percent, but it is a 672 percent increase over January 2016 and very nearly the entire total for 2014.

In three of the past four months we have set all-time monthly records.

We had brilliant syndication all around the nation's largest cities in over a dozen CBS outlets thanks to a press tour writer with whom we kept in touch. We also syndicated throughout major metros in Canada from a press tour visitor in October. Previous writer visit relationships led to outstanding coverage in Forbes, AAA Northeast, and more. Our dedicated pitches led to booming hits in USA Today, About.com, The Daily Meal, and others. This doesn't even include work that led to coverage in Bloomberg, Curve, Thrillist and beyond.

We conducted exceptionally well-received tours with top quality media from around the U.S. for "Santa Fe On The Mountain & On The Town" and for Brand USA with a fine group all the way from Tokyo.

While all that was happening we also hosted two writers from Phoenix, where our new direct to SAF flight hails, including AAA High Roads and the state's paper of record The Arizona Republic.

In January we also conducted in-person desk side visits in Phoenix, San Antonio, and Austin, Texas.

## Press Releases

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### 1/17/17: WHAT'S NEW IN SANTA FE, NEW MEXICO

Check in with the **Current Releases section** of the [santafe.org](http://santafe.org) website for press releases.

## Performance Metrics

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### January 2017

- Pitches: 59 (84% increase Y/Y)
- Press Releases: 1 (66% decrease Y/Y)
- Media Visits: 14 (250% increase Y/Y)
- Media Contacts: 134 (18% decrease Y/Y)
- Earned Media: \$9,987,891 (672% increase Y/Y)

## Recent Accolades

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**MovieMaker Magazine** named Santa Fe the #2 "**Best Small City To Live and Work as a Filmmaker.**"

*Expedia Viewfinder* named Santa Fe as one of the “[14 Most Romantic US Getaways](#).”

## Print, Online & Broadcast Articles

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Here is a selection of December coverage. To see more, please visit [\*\*the Hot News page\*\*](#) at the [santafe.org](http://santafe.org) Media Center.

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### NEWSPAPER (Print/Online)

As a result of Travel Editor Robin Robinson attending the “Only In Santa Fe” group press trip in October 2016, **The Toronto Sun** provided **dedicated coverage of Santa Fe** in two feature articles—one entitled “Into a Mystery” and the other entitled “Santa Fe for Foodies”—both of which appeared in print on January 15. The first article is a feature on Meow Wolf and sits alongside a sidebar with an overview of Santa Fe.

\*\*Coverage was heavily syndicated to a number of outlets, including:

- **Edmonton Journal**
- **Montreal Gazette**
- **National Post**

The following outlets are a small sample of those who featured syndicated coverage of the Associated Press article “Where Should You Travel in 2017? A List of Top Travel Lists.” Travel website **Thrillist** previously highlighted Santa Fe as a “must visit” destination for 2017, in part due to the premiere of the highly anticipated “The (R)evolution of Steve Jobs at the Santa Fe Opera.” This coverage got rounded up by the A.P.:

- **Pittsburgh Tribune-Review**
- **Salt Lake Tribune**
- **Guelph Mercury Tribune** (Guelph, Ontario)
- **Hamilton Spectator** (Hamilton, Ontario)

**The Albuquerque Journal** featured Santa Fe’s San Miguel Mission, the Loretto Chapel and the Cathedral Basilica of St. Francis Assisi in an article entitled “**The state’s many historic churches draw thousands of visitors.**”

**USA Today** featured The Beestro’s delish pistachio green tea cookie in an article entitled “**Make way for matcha this winter.**”

**USA Today** provided syndicated coverage of the GoBankingRates article “**The Best Cities for Affordable Travel.**”

**USA Today** featured The New Mexico History Museum in an article entitled “**11 can’t-miss museum exhibits this winter.**”

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## MAGAZINES

Taylor Riggs of **Bloomberg** conducted an interview with Mayor Javier Gonzales, which appeared in the outlet's **Municipal Briefs** newsletter and is entitled "Santa Fe Mayor Tackles Budget With Spending Cuts, Film Economy."

As a result of TOURISM Santa Fe hosting contributor Angela Shah in conjunction with La Fonda on The Plaza, **Paper City Magazine** provided dedicated coverage of the destination in a feature article entitled "**Girlfriends' Guide to Santa Fe - The Best Restaurants, Hotels & Shopping For an Underrated Getaway.**"

As a result of Editor Merryn Johns' participation on a group press trip with Hyatt Regency Tamaya Resort and Spa, **Curve Magazine** provided coverage of the destination in a feature entitled "Simply Stunning Santa Fe" in the February/March issue.

As a result of hosting Jill Fergus on a group press trip in 2015, **AAA Northeast** provided dedicated coverage of the destination in a feature article entitled "Top 10 Things We Love in Santa Fe, N.M." in the outlet's January issue.

As a result of contributor Larry Olmstead visiting the destination, **Forbes** featured Santa Fe in an article entitled "**New Year's Resolutions For Travelers - Hottest Travel Trends 2017.**"

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## WEBSITES

**About.com** featured Santa Fe in an article entitled "**7 Unique Wellness Getaways in the USA.**"

**CBS San Francisco** featured Santa Fe in an article entitled "**Vacation With Your Valentine - America's Most Romantic Retreats.**"

\*\*Coverage was heavily syndicated to a number of regional affiliates, including:

- **CBS New York**
- **CBS Boston**
- **CBS Atlanta**
- **CBS Washington**
- **CBS Seattle**
- **CBS Philadelphia**
- **CBS Miami**
- **CBS Los Angeles**
- **CBS Houston**
- **CBS Dallas**
- **CBS Denver**
- **CBS Chicago**

Budget travel website **Cheapism** featured Santa Fe in an article entitled "**11 Affordable Wellness Getaways to Revitalize Your Life.**"

Budget travel website **Cheapism** featured Santa Fe's Harrell House Bug Museum in an article entitled "**Odd Tourist Attractions to Visit in All 50 States.**"

**The Daily Meal** featured Santa Fe in a story entitled “**Under-the-Radar Food Cities.**”

As a result of contributor Kate Kolenda visiting the destination, **The Daily Meal** provided dedicated coverage of Santa Fe in an article entitled “**Chef Edgar Beas Hones His Southwest Sensibilities in Santa Fe.**”

Family travel website **Taking the Kids** provided dedicated coverage of the Kids FreeFest 2017 in an article entitled “**Kids Discover Santa Fe, NM Free This 2017 Spring Break.**”

**Go World Travel** provided dedicated coverage of the destination in an article entitled “**Ski Santa Fe - Winter Adventure in “The City Different”.**”