



SUMMARY OF ACHIEVEMENTS & ACCOMPLISHMENTS

TOURISM SANTA FE

MEDIA MARKETS

- ▶ Priority - Denver, Dallas
- ▶ Drive - Colorado Springs, Lubbock, Amarillo, El Paso, Las Cruces
- ▶ Fly - Austin, Houston, San Francisco, Chicago, NYC, Los Angeles

MEDIA SPEND

▶ Digital Media	\$465,000
▶ Print	\$135,772.36
▶ Paid Search	\$80,000
▶ Kids Promo	\$45,000
▶ Contingency	\$177,727.64
▶ AdServing	\$20,000
▶ MICE*	\$26,500
▶ Total	\$950,000
▶ *Booked by TSF	

DEVELOPMENT OF STRATEGIC MARKETING CALENDAR



TOURISM SANTA FE MESSAGE PLANNING GRID



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Prospective Visitors are Planning for:	+45 TO 90 DAYS: MARCH - APRIL	+45 TO 90 DAYS: APRIL - MAY	+45 TO 90 DAYS: MAY - JUNE	+45 TO 90 DAYS: JUNE - JULY	+45 TO 90 DAYS: JULY - AUGUST	+45 TO 90 DAYS: AUGUST - SEPT	+45 TO 90 DAYS: SEPT - OCT	+45 TO 90 DAYS: OCT - NOV	+45 TO 90 DAYS: NOV - DEC	+45 TO 90 DAYS: DEC - JAN	+45 TO 90 DAYS: JAN - FEB	+45 TO 90 DAYS: FEB - MAR
Season to be Promoted	SPRING			SUMMER			FALL			WINTER		
Vibe/ Experience	Renewal, Spring Awakening, Getting Outside!, Nature, Exploring Santa Fe, Fun Activities			Markets, Art Exhibitions, Music, History, Culture, Performing Arts, Events and Adventure			Farmers Market, Green Chile Roasting, Sightseeing, Balloon Fiesta, Fall Aspens, Celebration of the Senses			Santa Fe Holiday Magic, Farolitos, Beauty of Light, Cozy Up By A Fire, Thrill of Winter Sports & Rec.		
Brand Pillars	<Promote throughout the year, all seasons > Visual Arts, Performing Arts, Cuisine, Shopping, Outdoor Adventure, History, Culture <Promote throughout the year, all seasons >											
Events & Activities to be Featured	MARCH: Spring Break/Kids Free (thru mid-April)	APRIL: Spring Break/Kids Free (thru mid-April)	MAY: Outside Bike & Brew. Canyon Road Spring Art Festival. Native Treasures Indian Arts Festival.	JUNE: ARTFeast Edible Art Tour. Rodeo De Santa Fe. Santa Fe Studio Tour.	JULY: International Folk Art Market Santa Fe. HIPICO Santa Fe Summer Series Equestrian Event. Traditional Spanish Market. Contemporary Hispanic Arts & Crafts.	AUGUST: Santa fe Indian Market. Whitehawk Annual Antique & Ethnographoc Art Show. Object of Art Santa Fe. Santa Fe Chamber Music Festival.	SEPTEMBER: Santa Fe Wine & Chile Fiesta Burning of Zozobra. Santa Fe Fiesta. Fiestas De Santa Fe.	OCTOBER: Historic Canyon Road Paint & Sculpt Out. Santa Fe Independent Film Festival.	NOVEMBER: Fall Foliage Ski Lift Rides. Annual Holiday Lighting. Ski Santa Fe Opens.	DECEMBER: Canyon Road Farolito Walk. New Year's Eve on the Plaza. Santa Fe Film Festival.	JANUARY: Souper Bowl	FEBRUARY: ArtFeast Art of Home Tour. Santa Fe Restaurant Week.
	Santa Fe Celebrates Global Arts & Culture featuring the Exhibition El Museo del Prado in Santa Fe -- Many Santa Fe institutions and organizations have joined together to showcase first class art and culture from around the world throughout 2017											
		Saturdays, April through December -- Santa Fe Artists Market - Santa Fe Railyard near Farmers Market]										
						Santa Fe Opera Festival Season.....]						
Throughout the Year	Pueblo Feast Days and Dances, Lensic Performing Arts Center Events, Museum Exhibitions and Events, Multiple Studio Tours, Other Music Festivals and Events, Guided Historic Tours, Classes and Workshops, Margarita Trail											
2017 Themes/ Focus	Santa Fe Celebrates Global Arts & Culture featuring the Exhibition El Museo del Prado in Santa Fe (March throughout 2017)											
	SPRING BREAK - KIDS FREE		SANTA FE CELEBRATES GLOBAL ARTS & CULTURE ALONG WITH EVENTS AND ACTIVITIES				VISUAL ARTS, FOOD & WINE, GOLDEN ASPENS			SANTA FE HOLIDAY MAGIC, WINTER GETAWAYS & SHOPPING		ROMANCE/ VALENTINES DAY

EXCITING NEW KIDS FREE LANDING PAGE & DIGITAL BANNERS



LAUNCHED HISTORY PILLAR BANNER



CUSTOMIZED AD CAMPAIGNS

OVER 25 CUSTOMIZED
LAYOUTS

**DISCOVER WHAT MAKES
US DIFFERENT**

Santa Fe
THE CITY DIFFERENT

Escape the mundane as you explore the Fall festivities and flavors.
Plan your getaway today at santafe.org

Santa Fe
HOLIDAY TRADITIONS

Santa Fe
THE CITY DIFFERENT

CELEBRATE THE HOLIDAYS IN SANTA FE STYLE.
START WORKING ON YOUR WISHLIST AT SANTAFE.ORG

**SEE WHY SANTA FE IS
THE CITY DIFFERENT**

Santa Fe, New Mexico has it all. An incredible culinary scene, world-class art galleries and museums, high-end shopping, luxury spas and a full complement of outdoor activities make it the ideal destination for anyone with a sense of adventure. See firsthand why *Condé Nast Traveler* ranked Santa Fe The Best Small City In America. Santa Fe. The City Different.

**ONLY IN SANTA FE
ANNUAL EVENTS**

JANUARY	JULY
Ceremonial Pueblo Dances WinterBrew Souper Bowl	Santa Fe Opera Season Opens Santa Fe International Folk Art Market Traditional & Contemporary Spanish Markets
FEBRUARY	AUGUST
ARTfeast Santa Fe Restaurant Week Santa Fe Pro Musica Events	SWAIA Indian Market Whitehawk Antique Shows Summer Festival & Frontier Days at Rancho de las Golondrinas
MARCH	SEPTEMBER
Santa Fe Symphony Event Santa Fe Farmer's Market (yearlong)	Burning of Zozobra Fiestas de Santa Fe Santa Fe Wine & Chile Fiesta
APRIL	OCTOBER
Santa Fe Japanese Cultural Festival Aspen Santa Fe Ballet Season Opens Battlefields & Homefronts New Mexico: The Civil War & More	Santa Fe Independent Film Festival Historic Canyon Road Paint Out & Sculpt Out Harvest Festival at Rancho de las Golondrinas
MAY	NOVEMBER
Native Treasures Outside Magazine Bike & Brew Festival Canyon Road Spring Art Festival	Ski Santa Fe Opens Recycle Santa Fe Art Festival Christmas Tree Lighting on the Plaza
JUNE	DECEMBER
New Mexico Cocktail Week Currents New Media Festival Fantase Fest	Christmas at the Palace Canyon Road Christmas Eve Farolito Walk New Year's Eve on the Plaza

Santa Fe
HOT SPOTS

Santa Fe
THE CITY DIFFERENT

#1 Cultural Getaway - Travel + Leisure PLAN YOUR ESCAPE AT SANTAFE.ORG

CREATIVE CONT...

Santa Fe BREAKOUT SESSION

BEST SMALL CITY IN AMERICA - CONDE NAST TRAVELER
GO TO SANTAFE.ORG TO PLAN YOUR MEETINGS

Santa Fe SWEETHEARTS

TRAVEL + LEISURE
ON TRAVEL.

DISCOVER

WHAT MAKES SANTA FE THE CITY DIFFERENT

As the snow begins to fall and the scent of pinon wood fires fill the air, Santa Fe welcomes visitors with exciting activities for winter. Whether you're skiing the majestic mountains of the Santa Fe National Forest or strolling amidst the glowing farolitos during our annual celebration of light, wintertime in Santa Fe is an experience of a lifetime.

For the adventure lovers out there, some of the country's best skiing is just 16 miles outside the city, along with countless outdoor adventures

like snowshoeing, snowmobiling, and cross-country skiing. Visitors find ample opportunity to immerse themselves in the majestic landscape that surrounds us.

Hungry for a taste of the city's famous Northern New Mexican cuisine? Winter is the perfect time to enjoy warming traditional stews laced with green or red chile. As local chefs take traditional fare in distinctively different directions, the result of their labor and creativity is a delicious dining experience.

And speaking of creativity, winter is also the perfect time to pursue your love of world-class artwork. Whether you're 7 or 70 years old, you'll be inspired by a rich blend of history, art and cultural heritage with more than a dozen museums throughout Santa Fe, including the renowned Georgia O'Keeffe Museum.

Experience all that The City Different has to offer and you'll soon agree that Santa Fe is indeed a winter wonderland. Start planning your visit today at santafe.org.

EXPERIENCE EVERYTHING THAT MAKES SANTA FE THE CITY DIFFERENT.

#1 Cultural Getaway - *Travel + Leisure*
PLAN YOUR ESCAPE AT SANTAFE.ORG

Santa Fe STILL LIFE

SAVOR THE SOLITUDE OF A WINTER SOJOURN TO SANTA FE.
PLAN YOUR JOURNEY TODAY AT SANTAFE.ORG

INCREASED VISIBILITY OF THE MARGARITA TRAIL



START THE MARGARITA TRAIL
ON THIS VISIT TO SANTA FE.
GET YOUR PASSPORT AND
USE IT EVERY TRIP.

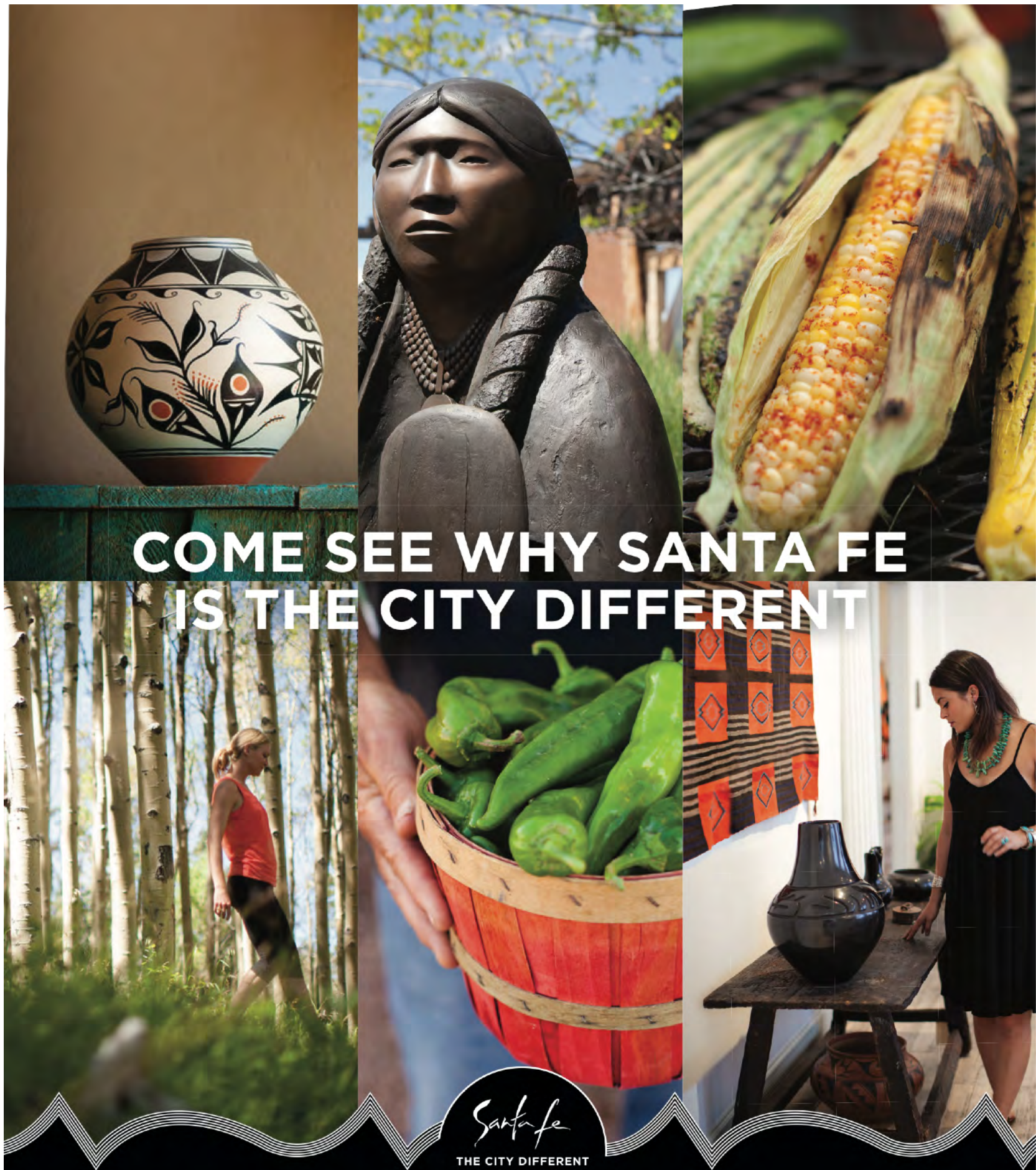




DISCOVER FUN AND 31 TASTE SENSATIONS
ALONG THE MARGARITA TRAIL.
TAKE THE FIRST STEP TODAY AT SANTAFE.ORG



HIGHLY SUCCESSFUL AUSTIN CAMPAIGN

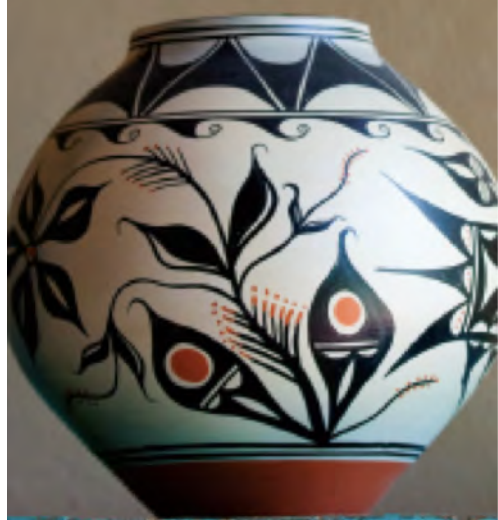


COME SEE WHY SANTA FE
IS THE CITY DIFFERENT

Santa Fe
THE CITY DIFFERENT

#1 Cultural Getaway - TRAVEL + LEISURE
PLAN YOUR ESCAPE AT [SANTAFE.ORG](https://www.santafe.org)


Santa Fe
**FINE
CHINA**



Santa Fe
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Santa Fe
COOL




Santa Fe
THE CITY DIFFERENT

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LAUNCHED PDP TRIPADVISOR

Santa Fe, New Mexico


156,429 reviews and opinions




(Photo provided by: Visit Santa Fe)




Hotels (60)
46,552 Reviews




Vacation Rentals (231)
772 Reviews




Flights
from \$391



Things to Do (450)
31,961 Reviews



Restaurants (553)
73,708 Reviews




Forum
3,349 Posts

Overview

Places to Stay

Location

Things to Do

Official Resources provided by  THE CITY DIFFERENT

Venture into the unspoiled beauty of 7,000-foot Rocky Mountain vistas, marvel at the contrast of ancient native culture mixed with modern arts, feast on legendary cuisine and relax in rustic sophistication. A visit to Santa Fe, Travel & Leisure's #1 Cultural Getaway, feels a lot like a visit to Europe. The Spanish Colonial charm of this historic destination has been enchanting travelers for over 400 years. And Santa Fe shows no signs of slowing down.

Read less

Discover Santa Fe, New Mexico

• [Top 10 Things To Do in Santa Fe](#)

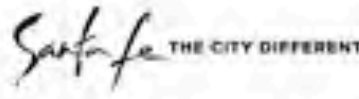
• [Spring Break 2017 Kids Free](#)

• [Santa Fe: Families Rekindled](#)


• [Artfeast Edible Art Tour](#)

• [Art Santa Fe](#)

• [See more](#)






Official Resources provided by Visit Santa Fe

 FUSE IDEAS

THE MOST IMPORTANT ACHIEVEMENT OVER THE PAST 6 MONTHS

▶ YOY:

- ▶ Occupancy Rate  2.5%
- ▶ Average Daily Rate  2.3%
- ▶ Rev Par Data  9.5%

NEXT 6 MONTHS

- ▶ Continue working ahead of schedule on all deliverables
- ▶ Continue to increase traffic to The City Different Landing Page
- ▶ Keeping the Occupancy Rate, Average Daily Rate, and the RevPar Data percentages high