



**OTAB Marketing Report  
April 2017  
Reported May 23, 2017**

**TOURISM Santa Fe Marketing Team**

- Cynthia Delgado, Director of Marketing
- Public Relations Manager (OPEN)
- Joy Rice, Marketing Manager
- Frank Cordero, Social Media Coordinator
- Phyllis Ortiz, Administrative Assistant

**Fuseideas:** Advertising & Paid Social Media

- Dennis Franczak, CEO
- Steve Mason, SVP Account Director/Strategist
- Alec Radzikowski, VP Client Services
- Darren Bult, Executive Creative Director
- Grady Winch, Executive Creative Director
- Jon Meunier, Associate Media Director
- Lara Maskell, Project Manager

**StudioX:** Website & Email Newsletters

- Nancy Brown, Web Development
- Kyle Langan, Webmaster/Programmer
- Jay Turley, Programmer/Account Manager
- Alexander Mazon, Asst. Web Development/Account Manager

**Lou Hammond Group:** Press/Media

- Terry Gallagher, President
- Carlyn Topkin, Account Supervisor
- Matt Sessions, Senior Account Executive
- Daylyn Weppner, Account Executive

**Bella Media:** Santa Fe Guide

- Bruce Adams, Publisher
- Amy Gross, Associate Publisher

## **EXECUTIVE SUMMARY**

Key marketing highlights in April and May:

**1) Conde Nast Traveler Readers' Choice Survey**

- Santa Fe is a contender in the "Cities" category in the 2017 Conde Nast Traveler's Readers' Choice survey.
- TSF will send a special e-blast to the consumer distribution lists on May 30 asking our fans to vote for Santa Fe.
- Santa Fe partners have been asked to share the survey on their social media accounts and to encourage their employees and guests to vote on the City's and properties' behalf.

- The following 12 Santa Fe lodging properties are also contenders in the “Hotels & Resorts” category:
  - Ten Thousand Waves
  - Four Seasons Resort Rancho Encantado Santa Fe
  - Rosewood Inn of the Anasazi
  - La Fonda on the Plaza
  - Inn of the Five Graces
  - Inn and Spa at Loretto
  - Eldorado Hotel & Spa
  - Hotel Santa Fe
  - Hacienda del Cerezo
  - Las Palomas
  - Inn on the Alameda
  - Hotel St. Francis

## 2) FY18 Media/Advertising Planning

- TSF and Fuseideas have begun planning the advertising buy for the next fiscal year. This month Fuseideas will present a recap of the FY17 media buy, along with a high-level strategy and media mix recommendations for FY18.

## 3) Santa Fe Margarita Trail App

- TSF continues to explore and evaluate options for creating an interactive, mobile platform for the Santa Fe Margarita Trail.

## 4) Prado Santa Fe and Santa Fe Celebrates Global Art and Culture

- The landing pages for Santa Fe Celebrates Global Arts and Culture and Prado Santa Fe are both being hosted on santafe.org.
- Since the launch of the Santa Fe Prado landing page on February 21, there have been 2,283 visits.
- A Digital Media Advertising plan for Santa Fe Celebrates Global Art and Culture is currently in market and will run through September 30—with all traffic being driven to the landing page. There have been 6,685 total sessions on this landing page since its launch on April 3.
- There are currently 30 events, performances and exhibitions listed on the landing page.

## 5) Northern New Mexico Air Alliance and Fly Santa Fe



- The “inbound” digital and out of home advertising campaign is currently in market through July 30.
- The airport signs in PHX Sky Harbor Airport launched on Monday, May 9.

#### 6) New Look on SantaFe.org

- Phase II of the santafe.org redesign continues 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.

#### 7) Visiting Press

- **Kate Bayless** of *Savvy Sassy Moms* visited Santa Fe from April 3-5.
- **Joe Guinto** visited Santa Fe on assignment for *Private Clubs* from April 9-12.
- **Archana Ram** visited Santa Fe on assignment for *San Diego Magazine* from April 20-23.
- **Archana Singh** of *Travel.See.Write* visited Santa Fe on assignment from April 28-May 1.
- Photo Shoot for Departure Magazine a follow up to the Jason Sheeler visit.
- TOURISM Santa Fe hosted a group press trip with a “Global Art & Culture” theme from April 19-23. The following media attended:
  - *Oyster.com* – **Alisha Prakash**
  - *ArtSlant* – **Natalie Hegert**
  - *American Art Collector* – **Joshua Rose**
  - *Art Market Monitor* – **Marion Maneker**
  - *AskMen.com* – **Spencer Edwards**
  - Freelance – **Rosalind Yeates**

#### 8) Jackrabbit Systems

- After evaluating the services provided by booking.com, it was determined that the Jackrabbit booking engine is the best option for TSF and our lodging partners.
- TSF has negotiated a flat annual fee to utilize the Jackrabbit system on santafe.org, allowing industry partners to use the system free of charge.
- TSF and Jackrabbit will continue to work together to optimize the system and increase conversions.

#### 9) New Public Relations Manager

TSF has offered the Public Relations Manager position to Joanne Hudson. Joanne comes to Santa Fe from the Flagstaff, AZ CVB. She joins the TOURISM Santa Fe team on May 30.

#### 10) Official Santa Fe Visitor Guide

TOURISM Santa Fe has released on RFP for the Official Santa Fe Visitor Guide the bid was advertised on May 5, 2017 and receipt of the bids are due on June 5, 2017

## HIGHLIGHTS

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### Santa Fe Margarita Trail

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On May 5, Cinco de Mayo, **the Santa Fe Margarita Trail celebrated its first anniversary.** To kick off the margarita season, TOURISM Santa Fe and participating Margarita Trail establishments joined us in a week-long celebration by posting photos of their signature margaritas and other Margarita Trail-related photos on their social media channels.

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

#### Cumulative Totals (as of 5/16/17)

- **1307** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **3325** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **1165** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **74** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **35** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

#### Public Relations

- **3** Press Releases
- **35** Journalist have experienced the Trail
- **\$4,128,119** amount of earned media

#### Social Media

- **299** 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

- TSF is 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. The following blogs were published in April and May.

5/9/17: [A Santa Fe Weekend of Biking Bliss, Crawfish, Blues & More](#)

4/11/17: [El Rancho de las Golondrinas: Come for the Festivals and Stay For The History](#)

TSF continues to process and fulfill marketing collateral requests for Santa Fe County.

## National Geographic World Legacy Award Badge

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Industry partners can now download the Santa Fe's NatGeo World Legacy award logo from [santafe.org](http://santafe.org) for use on their websites, newsletters, and other marketing materials.

# MARKETING INFORMATION ITEMS

## TSF Business Partner Meetings

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

- The Fence (Photography)
- Greater Santa Fe Restaurant Association
- Jackrabbit Systems
- Hilton Santa Fe
- Booking.com
- New Mexico Hospitality Association
- Visit Albuquerque
- Santa Fe Studio Tours
- New Mexico Tourism & North Central Region Board
- Santa Fe Railyard
- Hotel Santa Fe
- Santa Fe Reporter
- Rosewood Inn of The Anasazi

## MONTHLY METRICS

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### Website & Newsletters

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#### April 2017 Performance Metrics

##### Visits

- Total Sessions 146,340 (55.6% increase Y/Y)
- Unique Users 127,762 (69.7% increase Y/Y)
- Pages per Session 1.97 (25.3% decrease Y/Y)
- Average Time on Site 1:39 (42.6% decrease Y/Y)
- Conversion Rate 7.3% (53.1% decrease Y/Y)

##### Visitor Gender

- 59.5% Female
- 40.5% Male

##### Visitor Age

- 9.71% 18 - 24
- 19.18% 25 - 34
- 18.02% 35 - 44
- 16.87% 45 - 54
- 19.99% 55 - 64
- 16.24% 65+

##### Newsletters

- Santa Fe Happenings
  - Sent: April 4, 2017
  - Number sent: 47,438
  - Number opened: 8,159
  - Open rate: 17.2%
- TOURISM Santa Fe Marketing Report
  - Sent: April 12, 2017
  - Number sent: 1,087
  - Number opened: 348
  - Open rate: 32.0%
- Santa Fe Gift Guide
  - Sent: April 14, 2017
  - Number sent: 58,341
  - Number opened: 11,413
  - Open rate: 19.4%
- Santa Fe Deals and Specials
  - Sent: April 20, 2017
  - Number sent: 27,013
  - Number opened: 4,755
  - Open rate: 17.6%
- TOURISM Santa Fe Sales Report
  - Sent: April 26, 2017
  - Number sent: 1,097
  - Number opened: 367
  - Open rate: 33.5%
- Summer Seasonal (Summer in Santa Fe)
  - Sent: April 27, 2017
  - Number sent: 24,009
  - Number opened: 5,079
  - Open rate: 21.2%
- Summer Seasonal (Meeting Planners) NEW
  - Sent: April 28, 2017
  - Number sent: 3,173
  - Number opened: 395
  - Open rate: 12.5%

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

Changes in website visits and retention statistics represent a significant increase in the digital advertising spend for the month in 2017 vs. 2016.

## SOCIAL MEDIA

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### Summary

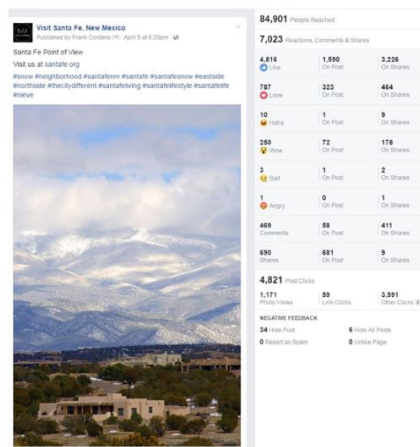
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Once again one photograph, “Santa Fe Point of View,” was the top performer for both Facebook and Instagram. This post is now our #1 Facebook performer of all time.

The month of April saw a 1.28% increase in new followers for Visit Santa Facebook bringing the total number of followers to 57,533. Facebook engagement also saw a 3.6% increase—translating to

A small increase was seen in Twitter followers; however, Twitter monthly impressions decreased 23% over last month with 71,600 impressions.

## Facebook



- Total Page Followers: 57,533 (1.28% increase M/M)
- People Talking About This: 24,139 (48.3% increase M/M)
- Engagement: 75,477 (3.6% increase M/M)
  - Top Ranking Post, April: Santa Fe Point of View
  - April 5, 2017 at 6:20 PM
  - Likes: 4,816
  - Comments: 469
  - Reach: 84,901

## Twitter

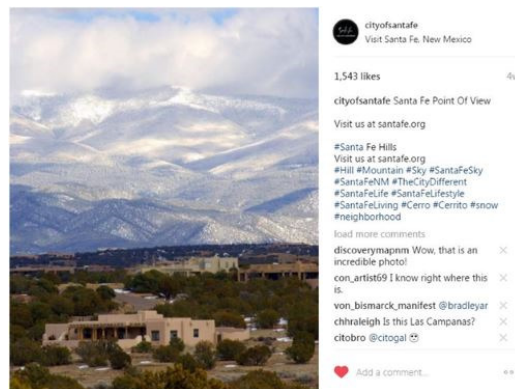


## April 2017 Performance Metrics

- Followers: 12,185 (0.8% increase M/M)
- Monthly Impressions: 71,600 (23% decrease M/M)
- Engagement: 855 (27% decrease M/M)
  - Top Performing Tweet, April: Mirror, Mirror: Photographs of Frida Kahlo
  - April 30, 2017 at 6:15 PM
  - Impressions: 705
  - Favorites: 12
  - Retweets: 3
  - Total Engagements: 18

## Instagram

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## April 2017 Performance Metrics

- Followers: 16,600 (2.25% increase M/M)
- Top Performing Post, April: Santa Fe Point of View
  - 1,543 Likes

## Pinterest

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## April 2017 Performance Metrics

- Followers: 2,339 (0.3% increase M/M)

## YouTube

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## April 2017 Performance Metrics

- Subscribers: 305 (1% increase M/M)
- Views: 3,683 (27.9% increase M/M)



## Blog

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### April 2017 Performance Metrics

- Total Blog Views: 7,375 (6.8% increase M/M)
- Average Time on Blog: 3:12 minutes

### 7 Reasons You'll Love Santa Fe In May

- Posted April 4, 2017
- Views: 289

### El Rancho de las Golondrinas - Come for the Festivals and Stay For The History

- Posted April 11, 2017
- Views: 138

### Six In The City - 6 Tips For Your Santa Fe Girlfriend Getaway

- Posted April 18, 2017
- Views: 478

### Your Eight Santa Fe June Secrets Revealed

- Posted April 25, 2017
- Views: 207

## PAID MEDIA PLACEMENTS

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### PRINT

D Magazine

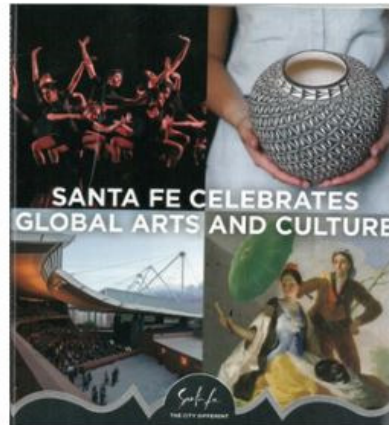
Target Markets: Dallas, TX

Flight Dates: 4/1/17 - 4/30/17

Impressions: 209,000



Texas Monthly  
Target Markets: Texas  
Flight Dates: 4/1/17 - 4/30/17  
Impressions: 2,935,000



Oklahoma Magazine  
Target Markets: Oklahoma  
Flight Dates: 4/1/17 - 4/30/17  
Impressions: 56,000  
Bonus Digital Impressions: 7,850



Horizon Magazine  
 Target Markets: National  
 Flight Dates: 4/1/17 - 4/30/17  
 Impressions: 100,000



Endless Vacation  
 Target Markets: West of MS  
 Flight Dates: 3/1/17 - 4/30/17  
 Impressions: 1,274,085  
 Bonus Digital Impressions: 537,230



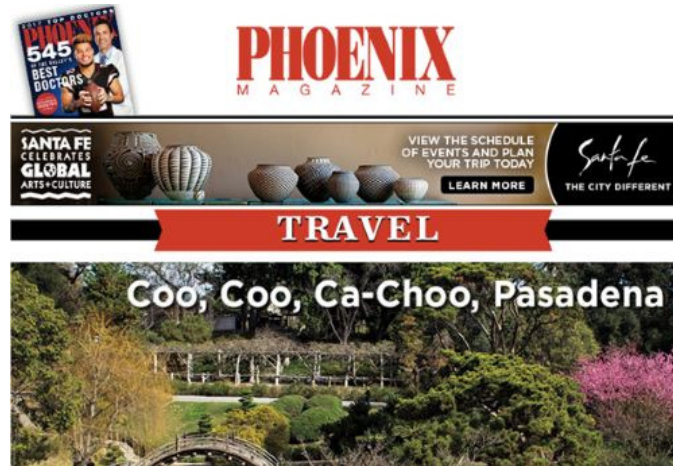
New Mexico Monthly  
 Target Markets: New Mexico  
 Flight Dates: 4/1/17 - 4/30/17  
 Impressions: 200,000



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

Phoenix Magazine: April 2017 eblast

Bonus Digital Impressions: 5,212



Springs Magazine: April 2017

Bonus Digital Impressions: 1,670



Adara: Programmatic Desktop and Mobile

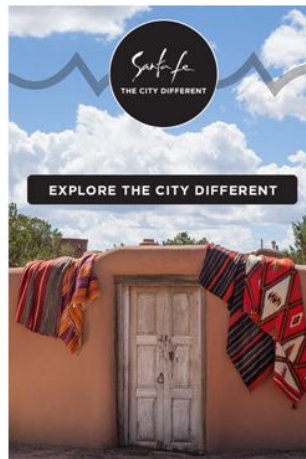
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York



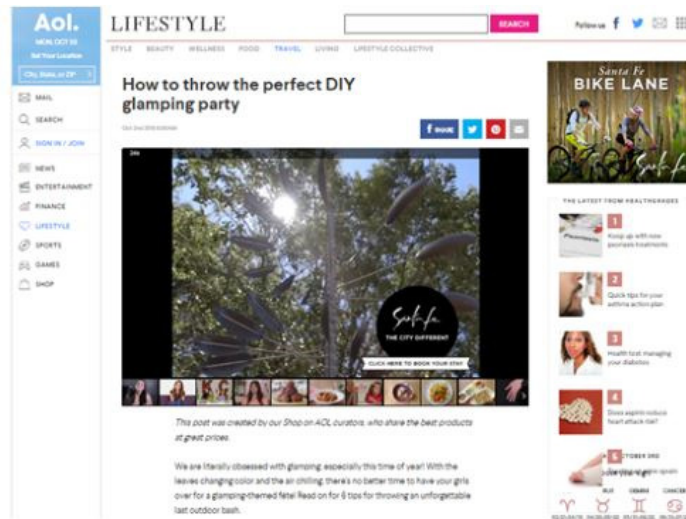
Flight Dates: 4/1/17 - 4/30/17  
Impressions: 1,032,110



AdTheorent: RM Mobile  
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York  
Flight Dates: 4/1/17 - 4/30/17  
Impressions: 3,384,611



Tremor: Pre-Roll Video  
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York  
Flight Dates: 4/1/17 - 4/30/17  
Impressions: 590,796



Undertone: RM Desktop

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

Flight Dates: 4/1/17 - 4/30/17

Impressions: 1,287,082



Amobee: Contextual Desktop and Mobile

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

Flight Dates: 4/1/17 - 4/30/17

Impressions: 3,136,818

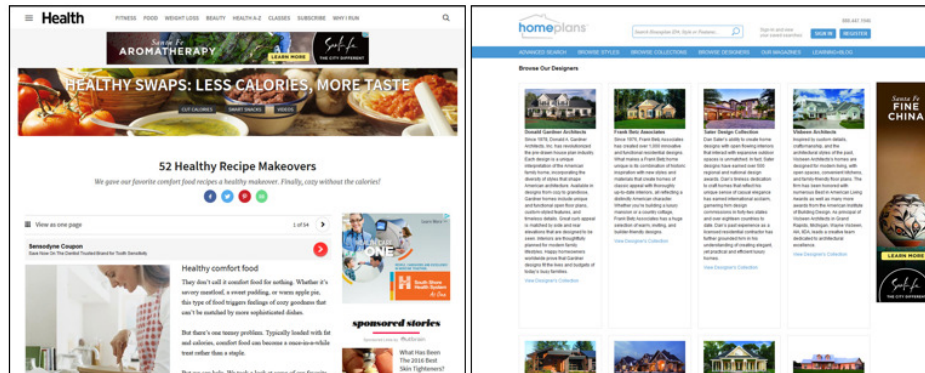


Magnetic: Search Retargeting

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

Flight Dates: 4/1/17 - 4/30/17

Impressions: 1,372,747

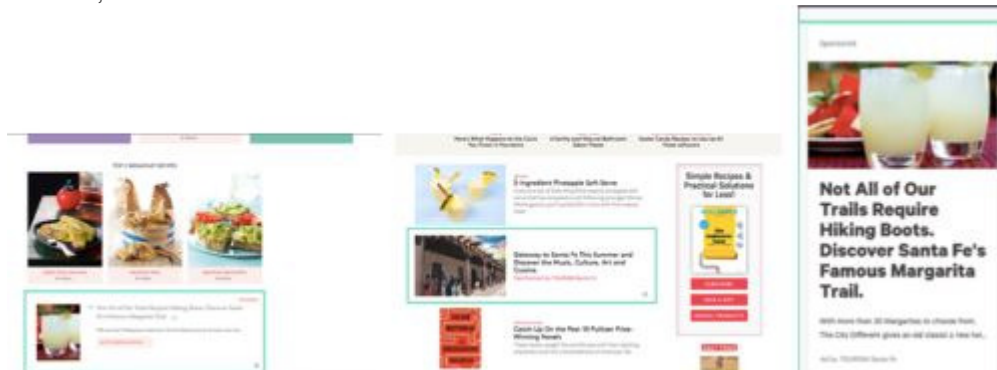


Sharethrough: Spring Native

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

Flight Dates: 4/1/17 - 4/30/17

Impressions: 715,424

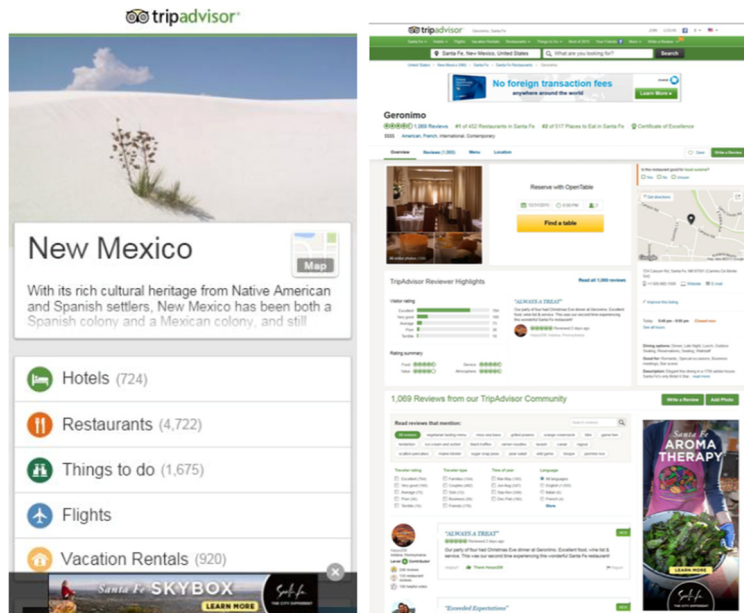


TripAdvisor: Sponsorship and Content

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

Flight Dates: 4/1/17 - 4/30/17

Impressions: 184,572



New Mexico Monthly: Banner  
 Target Markets: New Mexico  
 Flight Dates: 4/1/17 - 4/30/17  
 Impressions: 160,000



Go-NewMexico.com: Sponsorship  
 Target Markets: people interested in traveling to Santa Fe  
 Flight Dates: 4/1/17 - 4/30/17  
 Impressions: 16,539  
 Go Travel Sites sent 148 names, emails and addresses to TOURISM Santa Fe





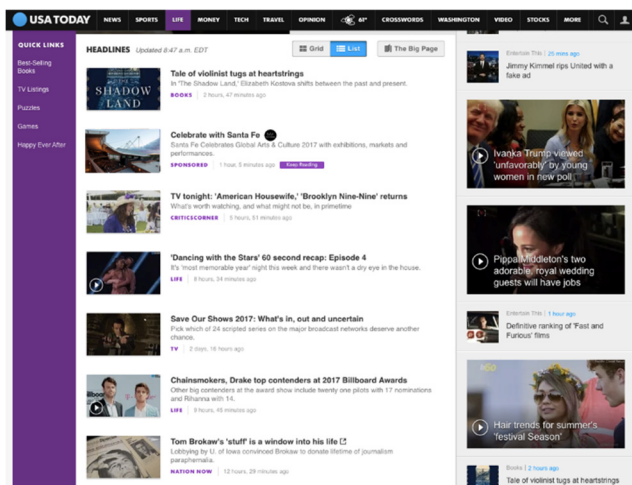
## Santa Fe Celebrates Global Arts and Culture

### RadiumOne: Programmatic Display/Native

Target market: Denver, Dallas, Phoenix, CO Springs, Amarillo, Lubbock, El Paso, New Mexico (except Santa Fe), NYC, LA, Chicago, San Francisco, Houston and Austin

Flight dates: 4/1/17 - 4/30/17

Impressions: 1,724,804



### Nectar Ads: Endemic Display/Content

Target market: National

Flight dates: 4/1/17 - 4/30/17

Impressions: 326,157



### Strong Solo Booths, Leo Lookalikes, and Plenty of Trends at Frieze New York

Benjamin Sutton 21 minutes ago



- 1 The Worst McMansion Sins, From Useless Planters to Hellish Transom Windows
- 2 Russian Artist Arrives Nude In Glass Box at Met Gala, Gets Arrested
- 3 Listen to a Rare Recording of an Eyewitness Account of Lincoln's Assassination
- 4 The Fern Camero of a Chaise Lounge Co-Designed by Le Corbusier
- 5 The Refreshingly Diverse Shortlist for the 2017 Turner Prize

## SEM

### Google AdWords

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

Flight dates: 4/1/17 - 4/30/17

Impressions: 134,368

Visit Santa Fe, New Mexico  
The City Different  
[www.santafe.org](http://www.santafe.org)  
Ranked the #2 Best Small City in the US by Conde Nast Traveler. Book...

Experience Culture in Santa Fe  
The City Different  
[www.santafe.org](http://www.santafe.org)  
Ranked #1 Cultural Getaway by Travel + Leisure. Book Your Trip...

Santa Fe, NM History  
The City Different  
[www.santafe.org](http://www.santafe.org)  
Ranked Top 10 Historic Cities in the US by USA Today 10Best. Learn...

Visit Santa Fe, NM  
The City Different  
[www.santafe.org](http://www.santafe.org)  
Ranked #2 Best Small City in the US by Conde Nast Traveler. Learn More!

## PUBLIC RELATIONS

### Summary

In April we continued to generate tremendous coverage in some of the country's leading publications, including the *NY Daily News*, *LUXURY* and *USA Today*. In celebration of our Santa Fe Celebrates Global Arts & Culture initiative, TOURISM Santa Fe hosted a group press trip that included a variety of journalists who specialize in the arts. Representatives from TSF have been busy – hitting the road and meeting with editors in key markets such as Austin, Texas.

### Press Releases

#### 4/25/17: TRADITIONAL BRICK-MAKING WORKSHOP IN SANTA FE, NEW MEXICO

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

### Performance Metrics

#### April 2017

- Pitches: 20 (23% increase Y/Y)

- Press Releases: 1 (no change)
- Media Visits: 10 (150% increase Y/Y)
- Media Contacts: 150 (11% increase Y/Y)
- Earned Media: \$992,389 (88% increase Y/Y)

## Recent Accolades

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SMU's National Center for Arts Research (NCAR) ranked Santa Fe #2 on the list of "[\*\*Top 10 Most Arts Vibrant Medium Communities\*\*](#)."

## Print, Online & Broadcast Articles

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

### NEWSPAPER (Print/Online)

As a result of hosting Jeanette Settembre on the February 2016 Ski Santa Fe group press trip, the **NY Daily News** provided dedicated coverage of the destination in an article entitled "[\*\*Eating the best New Mexican red and green chile in Santa Fe\*\*](#)" on April 8. Coverage appeared online and in print.

**USA Today** featured the Prado exhibit in a round-up of "[\*\*Spring's must-see Museum Exhibits\*\*](#)" on April 18.

As a result of La Fonda on the Plaza hosting contributor Jay Jones, **The Chicago Tribune** provided dedicated coverage of Santa Fe in an article entitled "[\*\*Santa Fe Margarita Trail raises the bar for tasty tequila\*\*](#)" on April 20.

\*\*Syndicated coverage appeared in the following outlets:

- [\*\*The Los Angeles Times\*\*](#)
- [\*\*Orlando Sentinel\*\*](#)
- [\*\*The Baltimore Sun\*\*](#)
- [\*\*The Hartford Courant\*\*](#)
- [\*\*South Florida Sun-Sentinel\*\*](#)

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## WEBSITES

As a result of hosting contributor Brittany Anas on the 2017 Ski Santa Fe group press trip, **Simplemost** featured Santa Fe in an article entitled "[\*\*18 Family Vacations To Take Before Your Kids Turn 18\*\*](#)" on April 3.

**MiniTime** featured Santa Fe in an article entitled "[\*\*5 Alternative Spring Break Destinations for Families\*\*](#)" on April 4.

**Racked** provided dedicated coverage in a feature story entitled "" on April 4.

**Reader's Digest** highlighted Santa Fe in an article entitled "[\*\*The Best Free Tourist Attraction in\*\*](#)

**Every State**” on April 6.

**Jetsetter** provided dedicated coverage of the destination in an article entitled “URL:<https://www.jetsetter.com/magazine/1451/things-to-do-in-santa-fe:8 Cool Things to Do in Santa Fe>” on April 19.

**DatingAdvice.com** provided dedicated coverage of the destination in a feature story entitled **“Escape to the Land of Enchantment — 6 Reasons Why Santa Fe is a Beautiful & Affordable Place for a Date”** on April 19.

As a result of hosting contributor Brittany Anas on the 2017 Ski Santa Fe group press trip **Don’t Waste Your Money** featured Santa Fe in an article entitled **“16 Awesome Freebies You Can Get From Hotels”** on April 25.

As a result of hosting Natalie Hegert on the 2017 Global Arts and Culture group press trip, **MutualArt** provided dedicated coverage of the destination in a feature story entitled **“An Art City Different” - What Santa Fe Has to Offer** on April 27.

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## **MAGAZINES (Print/Online)**

**Luxury** featured Santa Fe in an article entitled “Take Away Value” in the outlet’s Spring Issue.

As a result of Editor-in-Chief Daphne Nikolopoulos visiting the destination, **Palm Beach Illustrated** featured Santa Fe in an article entitled “Desert Rose” in the outlet’s April Issue.

As a result of contributor Adam Erace visiting the destination, **Martha Stewart Weddings** featured Santa Fe in a story entitled “Shoot for the (Mini) Moon” in the outlet’s Spring issue.

As a result of contributor Teresa Bitler visiting the destination, **AAA Arizona Highroads** provided dedicated coverage of Santa Fe in an article entitled **“Santa Fe’s House of Eternal Return”** on April 24.

As a result of contributor Gabi de la Rosa attending the 2017 Ski Santa Fe group press trip, **Texas Lifestyle** provided dedicated coverage of the destination in an article entitled **“Springtime In Santa Fe”** on April 4.