



TOURISM SANTA FE
2017 KIDS FREE SPRING BREAK PROMOTION



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KIDS FREE SANTA FE SPRING BREAK – INTRODUCTION

GOAL:

Capture families planning their Spring Break vacations. To increase Santa Fe's visibility and desirability as a family-friendly destination and to increase their length of stay and overall spend in Santa Fe.

APPROACH:

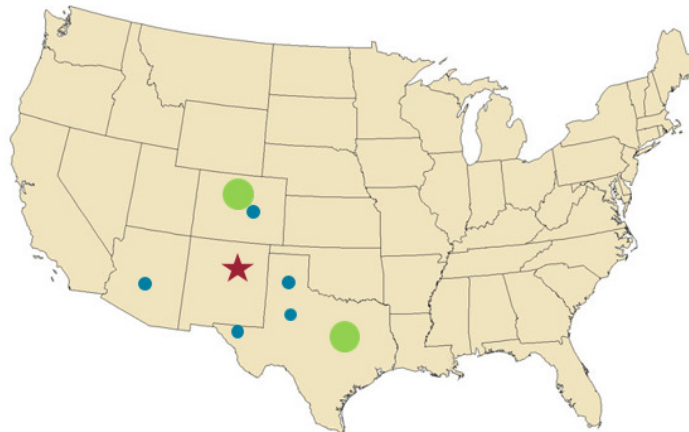
Kids Free Santa Fe Spring Break was promoted through paid, earned, social, and organic media, along with public relations efforts with all tactics driving traffic to the *Kids Free Santa Fe Spring Break* landing page.

Target Audience: Parents with children aged 12 or younger in household, who are most likely to book a family vacation.

Target Markets:

● Priority Markets: Denver, Dallas/Ft. Worth

● Drive Markets: Phoenix, Colorado Springs/Pueblo, Amarillo, Lubbock, El Paso/Las Cruces





PROMOTION TIMEFRAME

- **August 2016:** Promotion planning began
- **September 2016:** Kick-off meeting with Industry Partners & online submission form open on santafe.org
- **November 1, 2016 -April 15, 2017:** Website landing page is live
- **November 1, 2016 – April 15, 2017:** Social Media & Public Relations campaign
- **January 1 – March 15, 2017:** Paid advertising campaign
- **April 15, 2017:** Promotion ended

PROMOTIONAL OFFERS – BY THE NUMBERS

45 specials offered

Breakdown by category:

- | | |
|-------------------------|-------------------------|
| • 17 Accommodations | • 3 Workshops & Classes |
| • 7 Restaurants | • 3 Wellness |
| • 5 Attractions | • 3 Art & Culture |
| • 5 Sports & Recreation | • 2 Tours |

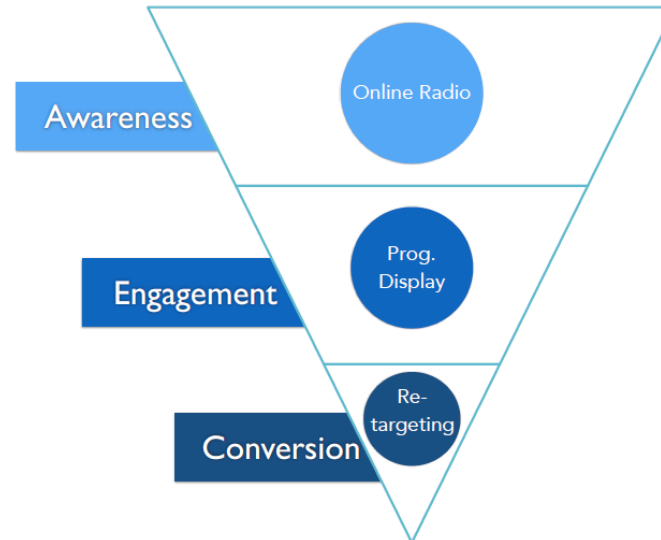


PAID ADVERTISING → DIGITAL MEDIA BUY

TOTAL SPEND: \$45,000

	Vendor	Placement	Jan	Feb	Mar	Total Net Cost
KIDS PROMO			\$20,000	\$20,000	\$5,000	\$45,000.00
	Pandora	Streaming Audio	\$10,000	\$10,000		\$20,000.00
	RGM	Prog. Display	\$5,000	\$5,000		\$10,000.00
	Magnetic	Re-targeting	\$5,000	\$5,000	\$5,000	\$15,000.00

APPROACH → INTEGRATED DIGITAL MEDIA FUNNEL



PAID ADVERTISING → CAMPAIGN SUMMARY

Period	Investment	Impressions	eCPM	Clicks	CTR	Visits	CVR
FY17	\$45,000	9,477,774	\$4.75	23,771	0.25%	18,135	0.19%
FY16	\$42,300	6,263,789	\$6.75	5,383	0.09%	3,642	0.06%
Y/Y	6%	51%	-30%	342%	178%	398%	217%

- With a 6% increase in overall budget and a shift to 100% digital media strategy this year, the Spring Break 2017 promotion resulted in marked Y/Y increases across all measured KPIs*
- A 50% increase in digital media spend Y/Y resulted in a 64% increase in digital impression delivery

*Key Performance Indicators



PAID ADVERTISING → PANDORA

Timeframe: 1/1/17 – 2/28/17

- Streaming Audio & Banners
- Targeting: Females with children in HH ages 6-11
- Target Market: El Paso-Las Cruces, Colorado Springs-Pueblo, Denver, Lubbock, Amarillo, Dallas-Ft Worth
- Investment: \$20,000
- Impressions: 2,477,760
- eCPM: \$8.07
- Visits: 1,343 (0.05% CVR)
- CVR: 0.05%



PAID ADVERTISING → RGM

Timeframe: 1/1/17 – 2/28/17

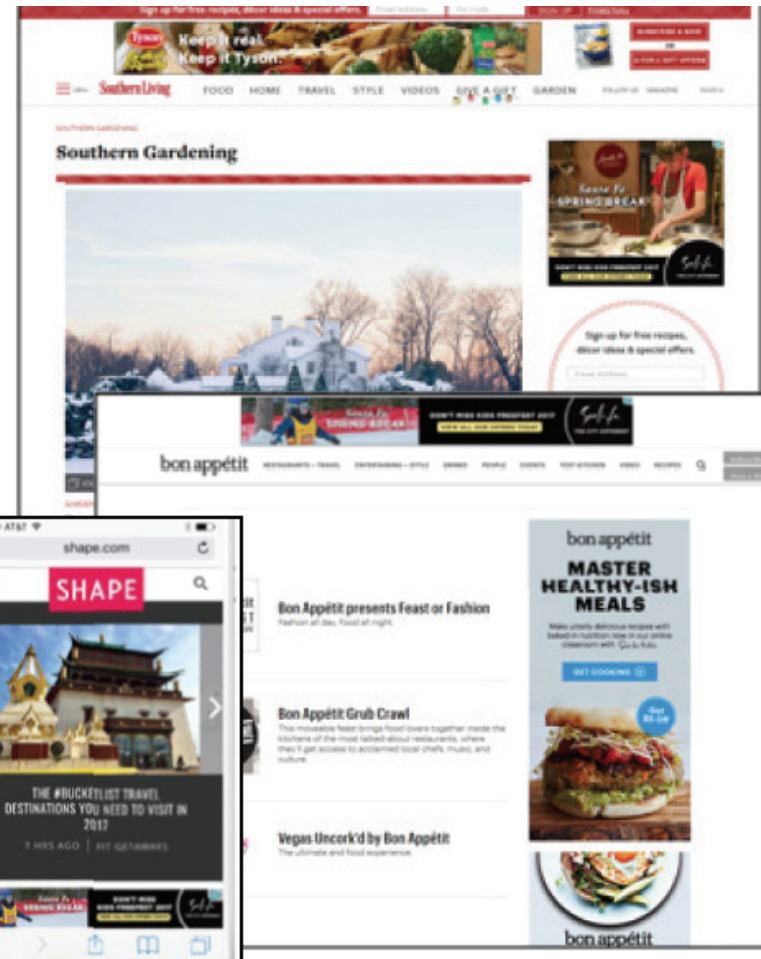
- Desktop Display Banners
- Targeting: Moms with children under 17; Travel and epicurean content targeting
- Target Market: El Paso-Las Cruces, Colorado Springs-Pueblo, Denver, Lubbock, Amarillo, Dallas-Ft Worth
- Investment: \$10,000
- Impressions: 1,943,090
- eCPM: \$5.15
- Visits: 9,177 (0.47% CVR)
- CVR: 0.47%



PAID ADVERTISING → MAGNETIC

Timeframe: 1/1/17 – 3/15/17

- Desktop/Mobile display banners
- Targeting: Search RT Keywords from Consumer Campaign
- Target Market: El Paso-Las Cruces, Colorado Springs-Pueblo, Denver, Lubbock, Amarillo, Dallas-Ft Worth
- Investment: \$15,000
- Impressions: 3,870,467
- eCPM: \$3.88 (-5% Q/Q)
- Visits: 7,615 (0.20% CVR)
- CVR: 0.20% (+66% Q/Q)



PAID ADVERTISING → NEW MEXICO MAGAZINE

One of our 12 annual buys in New Mexico Magazine was used to advertise the promotion.



New Mexico Magazine Print Ad
January 2017 issue
Circulation: 70,000



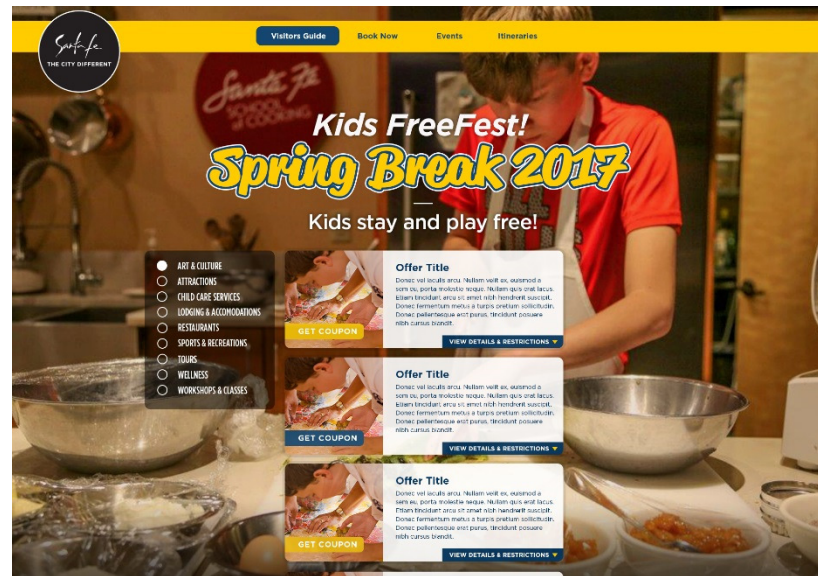
Facebook Sponsored Post
@NewMexicoMagazine
February 7, 2017
Post Reach: 7,494



WEBSITE

TOP GEO-LOCATIONS DRIVING TRAFFIC (Nov. 1, 2016 – April 15, 2017)

- Dallas
- Houston
- Phoenix
- Denver
- Albuquerque
- Santa Fe
- Colorado Springs
- El Paso
- Fort Worth



TOTAL PAGE VIEWS (Period: Nov. 1, 2016 – April 15, 2017)

→ 28,118 (+79.7% Y/Y)

REFERRALS TO SANTAFE.ORG (Period: Nov. 1, 2016 – April 15, 2017)

→ 4,813 (+3.22% Y/Y)



SOCIAL MEDIA AND BLOGS

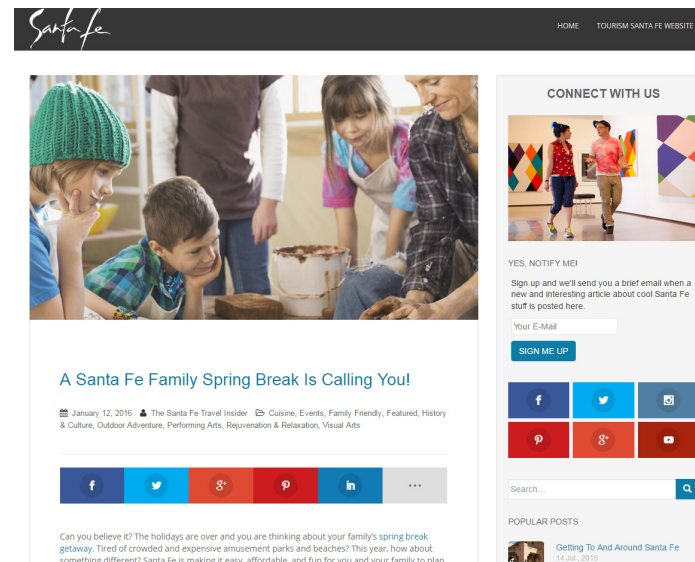
20 Facebook Posts → Total Reach 39,108 (+22.7% Y/Y)

33 Twitter Posts → Total Impressions 16,045 (+116.2% Y/Y)

Blog Posts:

Jan 10, 2017 “Explore All The Ways Kids Stay and Play Free” (61 Views)

Feb 14, 2017 “Santa Fe Spring Break: Kids Play Free” (112 Views)



PUBLIC RELATIONS

PRESS RELEASE

November 30, 2016: "Kids Freefest Returns to Santa Fe for City-Wide Spring Break Promotion"

PITCHES:

93 individual pitches, desktide pitches and HARO's

- | | |
|---|---|
| 1. Taking the Kids (UMV: 25,069 Media Value: \$167) | 14. Budget Travel (UMV: 1,472,498 Media Value: \$7,362) |
| 2. Budget Travel (UMV: 1,472,498 Media Value: \$7,362) | 15. Colorado Parent (UMV: 11,945 Media Value: NA) |
| 3. Hartford Courant (UMV: 2,106,793 Media Value: \$5,618) | 16. CNBC (UMV: 26,071,340 Media Value: \$217,261) |
| 4. Sun- Sentinel (UMV: 4,765,589 Media Value: \$63,541) | 17. The Week (UMV: 580,229 Media Value: \$3,336) |
| 5. WN (UMV: 3,325,560 Media Value: \$22,170) | 18. Texas Lifestyle Magazine (UMV: 13,252 Media Value: NA) |
| 6. Top Stories Break (UMV: 6,510 Media Value: NA) | 19. MiniTime (UMV: 137,837 Media Value: \$918) |
| 7. Vacation Getaways (UMV: NA Media Value: NA) | 20. NBC News (UMV: 9,581,131 Media Value: \$63,874) |
| 8. Chicago Tribune (UMV: 23,926,081 Media Value: \$119,630) | 21. Chattanooga Times Free Press (UMV: 1,524,175 Media Value: \$15,241) |
| 9. Chicago Tribune (Circ: 670,322 Media Value: \$734) | 22. Santa Fe Travelers (UMV: 9,270 Media Value: NA) |
| 10. Orlando Sentinel (UMV: 4,765,718 Media Value: \$45,274) | 23. The Oklahoman (Circ: 96,885 Media Value: \$384) |
| 11. Denver Life (UMV: 6,282 Media Value: NA) | 24. Weekend Jaunts (UMV: 10,880 Media Value: NA) |
| 12. EyeOpener (Audience: 2,000,000 Media Value: \$2,500) | 25. Santa Fe New Mexican (UMV: 262,267 Media Value: \$3,060) |
| 13. Houston Moms Blog (UMV: 203,670 Media Value: \$1,357) | 26. Santa Fe Hometown News (UMV: 2,160 Media Value: NA) |



PROMOTIONAL FLYER

500 Flyers distributed to TOURISM Santa Fe Visitor Information Centers



Kids FreeFest!
Spring Break
2017

Do Spring Break Different This Year in Santa Fe!

Santa Fe welcomes families throughout March and through the middle of April by providing a fun selection of Spring Break deals and specials! Oh and did we mention—**KIDS 12 AND UNDER ARE FREE!** Tour a chocolate factory, create your own art and try some of our famous Northern New Mexico cuisine.

Turn over for a list of offers, for full details see www.santafe.org/SpringBreak.



OFFERS

ART & CULTURE

- Kids Visit For Free: Museum of International Folk Art
- Spring Break Spectacular: Santa Fe Children's Museum
- Treasure Hunt Experience: Shiprock Santa Fe
- Kids Free Death Event: The New Mexico Performing Arts Society

LODGING & ACCOMMODATIONS

- Spring Break Get Away: Casita de Guadalupe
- Place and Mingle! Courtyard by Marriott Santa Fe
- Junior Artist Package: Drury Plaza Hotel Santa Fe
- Kid's Quail Package: Drury Plaza Hotel Santa Fe
- Kids Adventure Pack: Eldorado Hotel & Spa
- Spring Break Room Offer: Four Seasons Resort Rancho Encantado
- Golf-Spa-Get-Fun: Hilton Santa Fe Buffalo Thunder
- 3rd Night Free: Hotel Chimayo de Santa Fe
- Spring Suite Dreams: Hotel Santa Fe
- Lovely Lovess Kid! Inn and Spa at Lovells
- FREE Night FREE Breakfast: Inn at Santa Fe
- Santa Fe Kid's Creek Inn of the Governors
- Mesa Wolf & La Fonda La Fonda on the Plaza
- Linger Longer - Save 15%: La Placita de Santa Fe, a Tribute Portfolio Resort & Spa

RESTAURANTS

- Free Kids Meal! 5 Star Burgers
- Child +12 Free w/Adult: Casco Santa Fe
- Kids Adventure Pack: Eldorado Hotel & Spa
- Kids Eat Free! Hotel Santa Fe
- Kids Eat Free! Inn at Santa Fe
- Kids Eat Free: L'Oliver
- Kids Eat Free: Rosewood Inn of the Anasazi
- Free drink for all kids: Ten Thousand Waves
- Kids Eat Free at Terra Terra Restaurant

SPORTS & RECREATION

- Kids Free in Private Tub: Ten Thousand Waves
- Free Skateboard Lesson: Skate School
- Fun! Park Art for Kids! Estrella Del Norte Vineyard
- Easter Egg Hunt: Santa Fe Botanical Garden
- Free Kids Admission: Whistling Willow Nature Park

TOURS

- Canyon Road Gallery Tour: Santa Fe Art Tours
- Overlook Scavenger Hunt: Santa Fe Walkabouts LLC

WELLNESS

- 50% off Tween Custom Facial: Four Seasons Resort Rancho Encantado
- Free Manicure-12 & Under: The Spa at Lovells
- Spa Spring Break: Hilton Santa Fe Buffalo Thunder

WORKSHOPS & CLASSES

- Free Youth Flamenco Dance: El Flamenco, Entretenimiento
- Creative Family Fun! Shirley A. Crow



Santa Fe
THE CITY DIFFERENT

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TOURISM SANTA FE
THANKS YOU!