

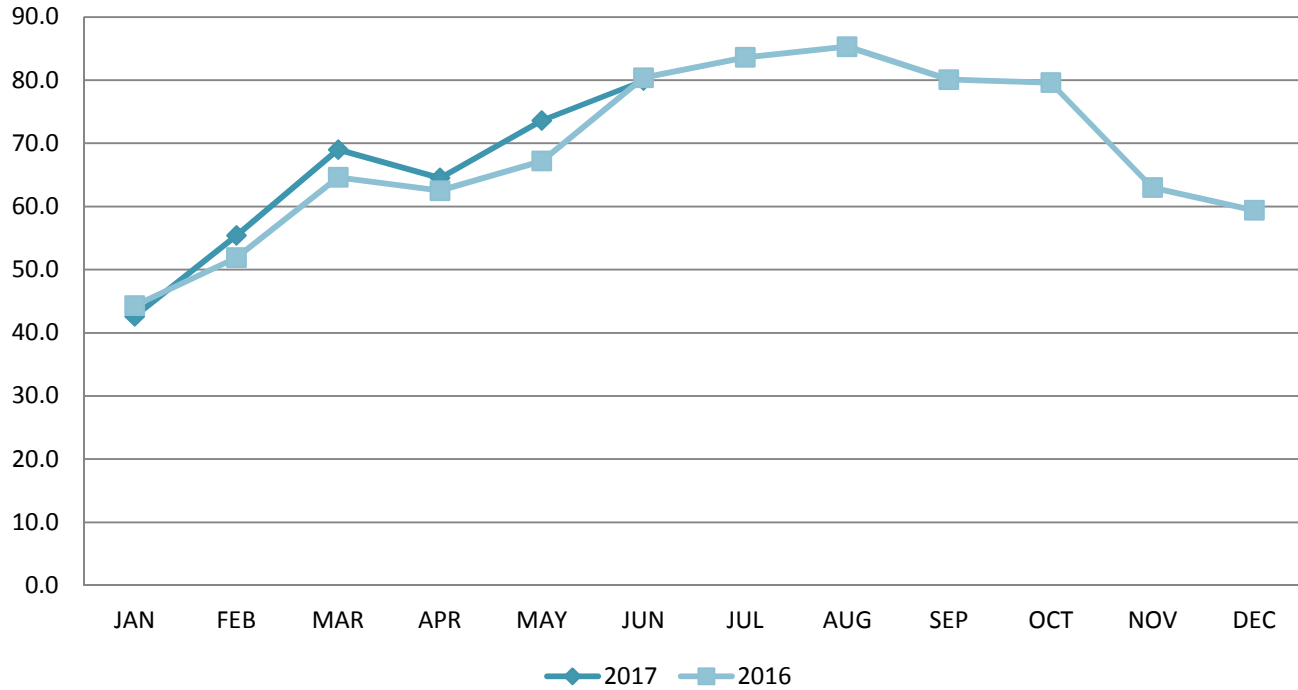


Quarterly Marketing Report

2017 Q2 | April — June

Occupancy & Room Rates

Occupancy Rate



Occupancy Rate Percentage

	Q1	Q2	Q3	Q4	YTD
2017	55.7	72.7			64.2
2016	53.6	70.0	83.0	67.3	61.8
(Y/Y)	2.1	2.6			2.4

Average Daily Rate

	Q1	Q2	Q3	Q4	YTD
2017	\$111.53	\$129.66			\$120.60
2016	\$107.25	\$112.14	\$149.92	\$131.43	\$109.69
(Y/Y)	4.0%	15.6%			9.9%

Revenue Per Available Room

	Q1	Q2	Q3	Q4	YTD
2017	\$65.26	\$94.61			\$79.93
2016	\$60.17	\$87.04	\$124.51	\$89.07	\$73.60
(Y/Y)	8.5%	8.7%			8.6%

Source: Rocky Mountain Lodging Report.

Visitors Guide Distribution

Summary:

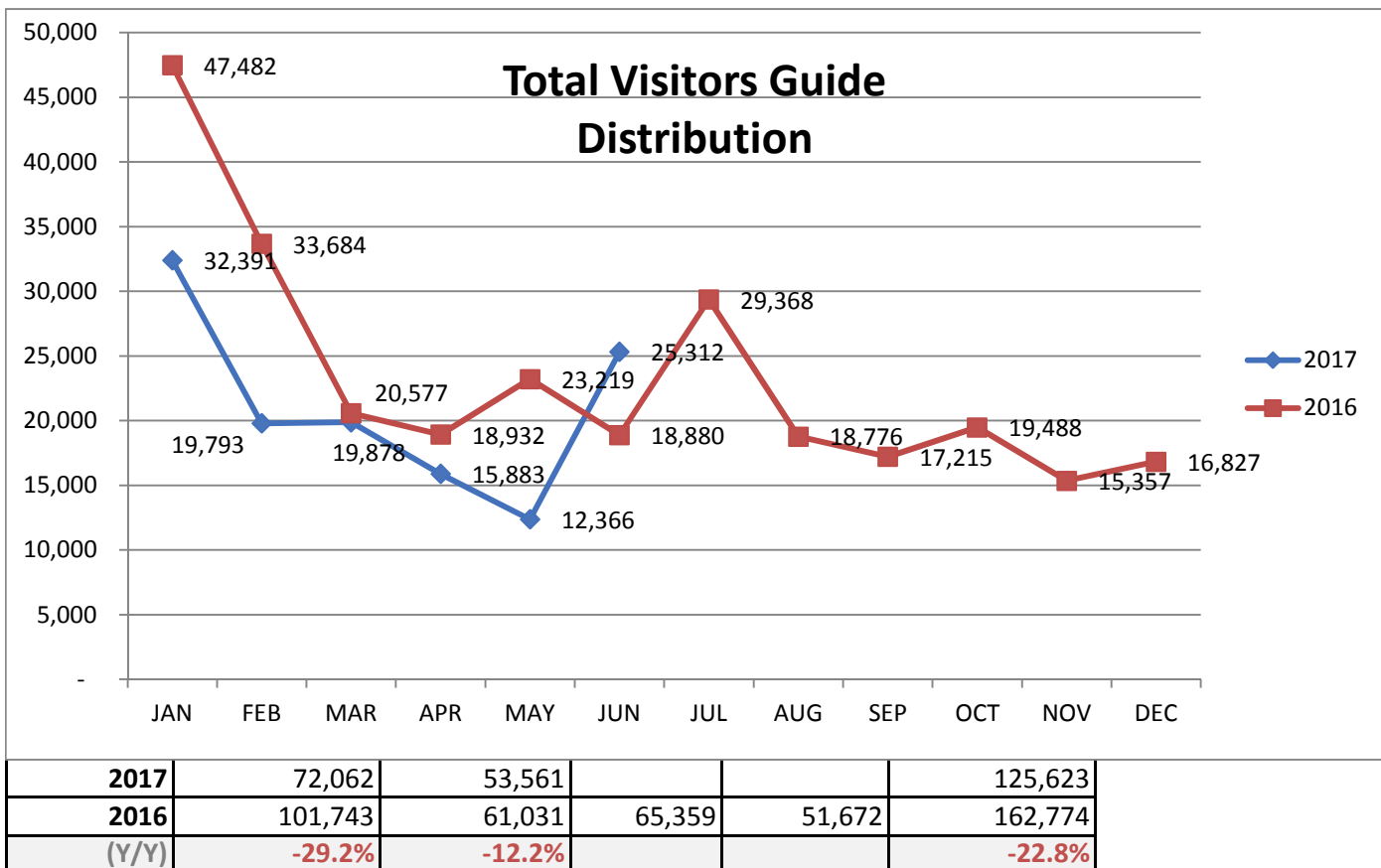
Distribution of the Guide is down 12% from last year, due to delays in getting guides to our Distributor in the drive market. There was a marked increase in June's distribution numbers, once the guides were received by Certified. Delivery was made to Certified warehouses on May 31 & June 1, 2017. There should be continued improvement in the next quarter, as we will be adding two more distribution locations in Arizona.

Key Insights:

- Certified Folder Display plays a key role in distribution, keeping them stocked with guides is critical.

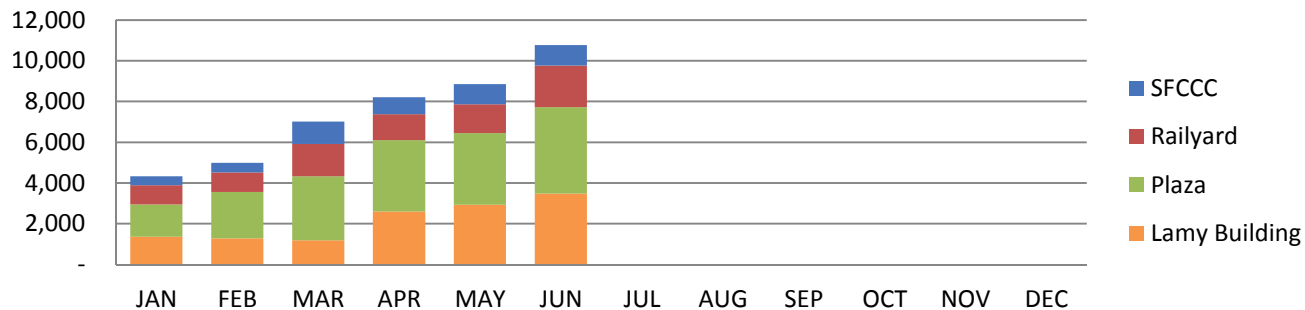
Action Items:

- Have pallets of guides shipped to the two new distribution centers in Flagstaff & Phoenix. I expect to have delivery by August 1, 2017.



Tourism Information Centers

Visits by Location



Visitor Information Centers					
	Q1	Q2	Q3	Q4	YTD
TSF - Convention Center					
2017	2,009	2,833			4,842
2016	1,807	3,474	3,468	2,706	5,281
(Y/Y)	11.2%	-18%			-8.3%
TSF - Railyard					
2017	3,493	4,736			8,229
2016	2,493	3,792	4,337	4,202	6,285
(Y/Y)	40.1%	25%			30.9%
TSF - Plaza					
2017	7,004	11,265			18,269
2016	6,859	12,794	16,388	11,423	19,653
(Y/Y)	2.1%	-12%			-7.0%
NMTD - Lamy					
2017	3,833	9,010			12,843
2016	6,453	7,668	8,343	10,524	14,121
(Y/Y)	-40.6%	18%			-9.1%
TOTAL Visitors					
2017	16,339	27,844			44,183
2016	23,606	29,002	32,536	28,855	52,608
(Y/Y)	-30.8%	-4%			-16.0%

In August, 2016 the Plaza Galeria opened the restrooms to the public. Previously at the Visitor Center, we were getting up to 100 requests a day (in season) for "where is the restroom?" These numbers were being tracked as "Walk In, No Info", as we did not ask where they were visiting from. Once the downstairs restrooms were open to the public, we posted a sign that can be read from the hallway that says "Restroom Downstairs". This has drastically lowered the number of "Walk-in, no info" patrons to the Plaza Visitor Center.

In January, 2016, we changed the tracking of some of the information being obtained at the Visitor Centers. This primarily affected the numbers at the Convention Center, where bulk mail and boxes are tracked. Previously, when a phone call or email came in requesting a box of Guides, it was being tracked as "60 contacts" for the 60 people who would eventually read the Guide, rather than the one contact to the Visitor Center. We changed this to track the contact as "1", and the number of Guides going out to "60". This has drastically changed the number of contacts at the Convention Center Visitor Center

Website

Summary:

Traffic was up, buoyed by digital advertising in April, May and June. Engagement decreased slightly partly due to digital advertising, which can result in lower engagement and conversion rates when compared to organic or direct traffic. The new site design - in conjunction with the digital advertising campaign - has affected visitor flow, changing the top pages on the site. The top ten now reflect advertising buy destinations and information about what is happening in Santa Fe.

Key Insights:

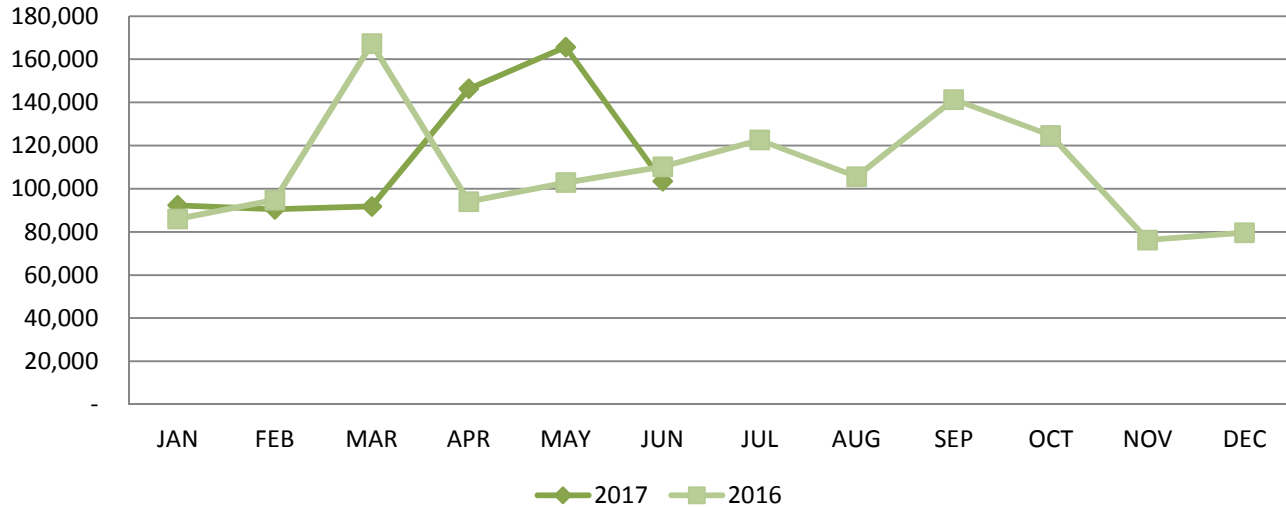
- Digital advertising in April, May and June led to greatly increased site traffic in Q2 Y/Y. Almost all digital advertising vendors were in market in April and May—leading to significant increases in year over year traffic for those months.
- In April and May 2017, TSF had two rich media digital advertising campaigns in market—AdTheorent and Undertone. Rich media units are very interactive and drive a lot of traffic. These campaigns contributed to the spike in Total Sessions and Unique Users during Q2 2017.
- With an increase in paid advertising can come a decrease on-site engagement metrics, especially with digital display executions as there is a higher propensity for accidental clicks. This is one factor contributing to the decrease in on-site engagement metrics like Pages per Session and Average Time on Site.
- A “Spring Getaway” digital advertising campaign linking to the 72 Hour Itineraries page significantly increased traffic to this page, moving it into the top ten pages for the quarter at #9. In Q1 it was #30, and a year ago it was #38.
- A “Margarita Trail” digital advertising campaign linking to the Margarita Trail page, moved it into the top ten pages for the quarter at #6. In Q1 it was #25, and a year ago it was #17.
- The All Lodging conversion rate was up 222% due to the new site design which funnels visitors to the main Accommodations page instead of Accommodations sub-pages.
- Social referrals fell slightly in Q2 by 1%, caused by a drop of about 10% in Facebook referrals. Referrals from other major social networks were up slightly, but Facebook accounts for about 90% of social referrals.
- Four landing pages hit the top ten this quarter: City Different (#1), Margarita Trail (#6), 72 Hour Itineraries (#9), and Santa Fe Celebrates Global Arts and Culture (#10). The Home Page is #3 (and #8), and Accommodations is #7. The remainder of the top ten pages focus on activities: Calendar (#2), Things To Do (#4), and What’s Happening (#5). The Dine page has fallen out of the top ten for the first time in recent memory along with Hiking, Historic Sites, and Indian Pueblos.
- May and June saw visitor age trending upward, but the slight increase in younger visitors is still occurring (though to a lesser degree than in 2016).
- The increase in male visitors continues, with males up 32% to almost 41% of visitors.
- The trend toward mobile continues, with mobile visitors making up 47% of site traffic, coming at the expense of desktop, which fell from 48% to 38% Y/Y.
- Despite a decrease in conversion rate, Q2 2017 did see a 13.93% increase in the overall number of conversions vs. Q1 (36,024 vs. 31,619). In general, digital advertising leads to higher number of conversions even as the conversion rate (conversions as a percentage of visitors) falls.

Action Items:

- ☐ Continue Phase 2 of the site redesign to improve user experience (especially for mobile)
- ☐ Continue to improve flow-to-conversion pipeline

[Website: SantaFe.org](http://SantaFe.org)

Total Visits



Website					
	Q1	Q2	Q3	Q4	YTD
Total Sessions					
2017	274,533	415,461			689,994
2016	347,992	307,076	369,539	280,552	655,068
(Y/Y)	-21.1%	35%			5.3%
Unique Users					
2017	230,769	356,065			586,834
2016	283,874	243,017	295,042	226,828	526,891
(Y/Y)	-18.7%	47%			11.4%
Average Pages Per Session					
2017	2.28	2.09			2.18
2016	2.40	2.62	2.35	2.12	2.51
(Y/Y)	-5.3%	-20%			-13.2%
Average Time on Site					
2017	2:20	1:55			2:07
2016	2:32	2:55	2:32	2:11	2:44
(Y/Y)	-7.9%	-34%			-22.1%
Conversion Rate Percentage					
2017	11.5	9.2			10.3
2016	13.6	14.1	11.2	8.3	13.9
(Y/Y)	-2.1	-5.0			-3.5

Website: Blog

Summary:

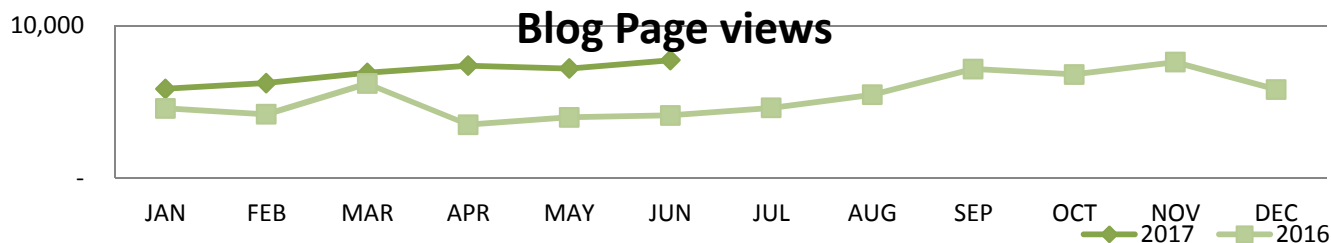
Blog traffic almost doubled year over year and every engagement metric is up. Referrals to the main site declined while exit rates increased, showing that visitor are coming for the blog content and leaving after consuming it. Conversions originating from the blog have dropped as a result.

Key Insights:

- Blog traffic made up 2.6% of site traffic in Q2, an increase of 185% over last quarter. This is slightly down from 3% in Q1, mainly because of the digital advertising which drove additional traffic to the main site, but not to the blog.
- The most viewed blogs continue to focus on Santa Fe activities and itineraries.
- The blog has become a direct resource of information for people looking for specific content. For example, "[Day Trip to Chimayo](#)" a blog posted in September 2015, was the most popular post during Q2 2017 with 3,301 views. The content coincided with the annual pilgrimage to Chimayo which took place in April. Other popular blogs were: "[Six in the City: 6 Tips For Your Santa Fe Girlfriend Getaway](#)" (Posted 4/18/17; 1,069 views), "[Ready for a Fun Filled Santa Fe Fourth of July Weekend?](#)" (Posted 5/31/16; 995 views), and "3 Top Santa Fe Easter Brunches" (Posted 2/23/16; 790 views)—each with about 4-5% of traffic.
- Referrals to the main site improved from Q1, but continue to fall when compared to last quarter. This represents an ongoing shift in the blog from a main site traffic driver to destination endpoint. Over 80% of blog traffic was search or direct, with social referrals making up another 13%, also reinforcing that the blog is being viewed as its own destination.

Action Items:

- ☐ Work to improve referrals to the main site by increasing visibility of "Order Travel Guide" and "Deals & Specials" CTAs.
- ☐ Continue improving user experience (especially for mobile)
- ☐ Continue to tag Industry Partners who are mentioned in the blog in social media posts.



Blog					
	Q1	Q2	Q3	Q4	YTD
Page Views					
2017	18,989	22,303			41,292
2016	14,954	11,597	17,225	20,228	26,551
(Y/Y)	27.0%	92%			55.5%
Average Time on Blog					
2017	3:03	3:16			3:09
2016	2:15	2:29	2:37	3:04	2:22
(Y/Y)	35.2%	32%			33.4%
Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)					
2017	6.1	6.7			6.4
2016	7.9	9.2	8.2	8.0	8.5
(Y/Y)	-1.8	-2.5			-2.1

Newsletters

Summary:

Consumer: newsletter engagement fell slightly in Q2. Deals & Specials was an outlier with increased reach and open rates. Targeted mailings succeed strongly.

Industry: newsletter engagement also fell slightly, though the open rates are still far above consumer newsletters.

Key Insights:

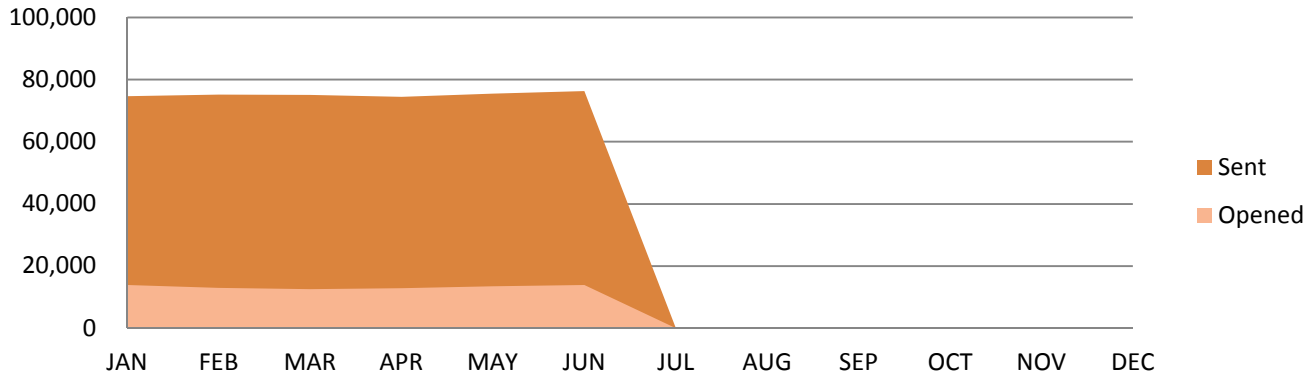
- List membership for Deals & Specials continued to grow Q/Q and Y/Y. List membership for What's Happening continued to fall slightly.
- The open rate was down slightly for Deals & Specials and What's Happening.
- One-off and less frequent consumer newsletters continue to have a slightly higher open rate than regular ones.
 - Vote for Santa Fe and Win a Viking Cruise had an open rate of 20%
 - Summer in Santa Fe had an open rate of 22%
 - Santa Fe Gift Guide had an open rate of 21%
 - Co-Branded with NM Magazine had an open rate of 16% (the only newsletter with a lower open rate than the regularly-scheduled ones)
 - The one-off sent to meeting planners had an abnormally low open rate at 13%
- As we saw last quarter, targeted mailing have much higher open rates. The Santa Fe Gift Guide had an open rate of 47% on the Gift Guide list (i.e. people who signed up specifically for it).
- Industry newsletter list sizes fell slightly, mainly due to clean up of the mailing database by removing bounced/non-deliverable addresses.
- Open rates decreased slightly for the Marketing Report and the Sales Report Q/Q and Y/Y.

Action Items:

- ☐ Investigate ways to increase open rates
- ☐ Investigate ways to increase list membership
- ☐ Continue to share Consumer newsletters on TSF social media channels
- ☐ Post regular "subscribe to our newsletter" links on social media channels
- ☐ Consistently share Consumer newsletters with Industry Partners who are featured and encourage them to share on their social media channels.

Newsletters: Consumer

Total Consumer Emails: Sent vs Opened

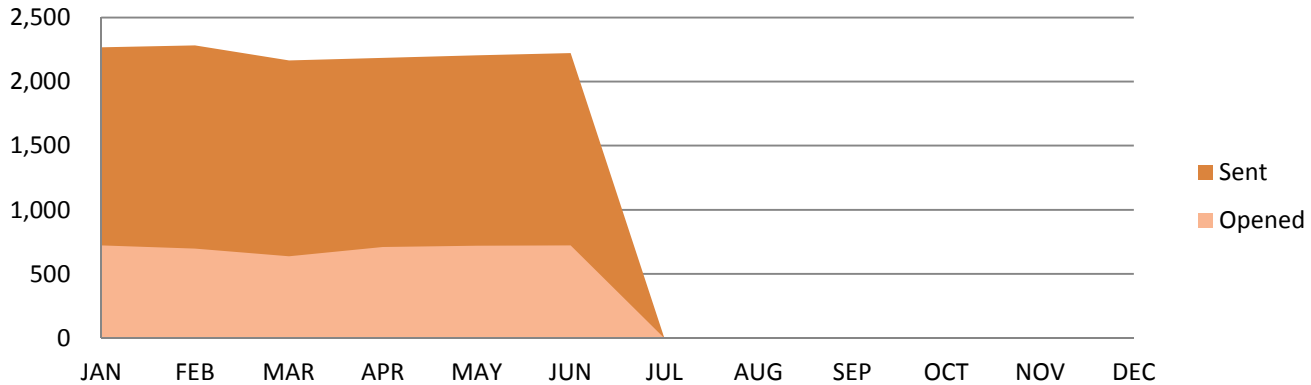


Email Consumer					
	Q1	Q2	Q3	Q4	YTD
Sent: Happenings					
2017	144,209	143,165			287,374
2016	144,607	146,015	146,783	145,514	290,622
(Y/Y)	-0.3%	-2%			-1.1%
Opened: Happenings					
2017	24,563	24,850			49,413
2016	25,717	25,910	24,777	24,781	51,627
(Y/Y)	-4.5%	-4%			-4.3%
Open Rate: Happenings (Quarterly Average Percentage)					
2017	17.0	17.4	#DIV/0!	#DIV/0!	17.2
2016	17.8	18.0	16.9	17.1	17.9
(Y/Y)	-0.8	-0.6			-0.7

Sent: Deals & Specials					
2017	80,577	83,075			163,652
2016	75,190	77,379	80,387	80,517	152,569
(Y/Y)	7.2%	7%			7.3%
Opened: Deals & Specials					
2017	14,897	15,428			30,325
2016	15,144	15,099	14,637	14,575	30,243
(Y/Y)	-1.6%	2%			0.3%
Open Rate: Deals & Specials (Quarterly Average Percentage)					
2017	18.5	18.6	#DIV/0!	#DIV/0!	18.5
2016	20.1	19.5	18.3	18.1	19.8
(Y/Y)	-1.6	-0.9			-1.3

Newsletters: Industry

Total Industry Emails: Sent vs Opened



Email Industry					
	Q1	Q2	Q3	Q4	YTD
Sent: Marketing Report					
2017	3,351	3,304			6,655
2016	3,294	3,369	3,428	3,449	6,663
(Y/Y)	1.7%	-2%			-0.1%
Opened: Marketing Report					
2017	964	1,071			2,035
2016	1,041	1,097	1,024	1,025	2,138
(Y/Y)	-7.4%	-2%			-4.8%
Open Rate: Marketing Report (Quarterly Average Percentage)					
2017	28.9	32.5	#DIV/0!	#DIV/0!	28.9
2016	31.6	33.4	30.2	30.6	32.5
(Y/Y)	-2.7	-0.9			-3.6

Sent: Sales Report					
2017	3,362	3,305			6,667
2016	3,304	3,376	3,433	3,448	6,680
(Y/Y)	1.8%	-2%			-0.2%
Opened: Sales Report					
2017	1,094	1,082			2,176
2016	1,051	1,121	1,100	1,035	2,172
(Y/Y)	4.1%	-3%			0.2%
Open Rate: Sales Report (Quarterly Average Percentage)					
2017	32.6	32.7	#DIV/0!	#DIV/0!	32.6
2016	31.8	33.4	32.1	30.2	32.6
(Y/Y)	0.8	-0.7			Flat

Public Relations

Summary:

TOURISM Santa Fe Public Relations metrics show a strong Q2, nearly doubling the impressions from the same period last year. (Total impressions for Q2 2017 are 1,017,956,312; compared to 551,934,369 in 2016), which can be attributed to placements in syndicated articles (Associated Press article on the topic of chocolate trails, a Santa Fe Margarita Trail story and another on historic cities, written by Randy Yagi). These three stories accounted for 40 placements, which represent 73% of the total impressions for Q2 and 72% of the total ad value.

Cinco de Mayo occurred over this period, which provided an opportunity to promote the Santa Fe Margarita Trail. 14% of the coverage from this period was focused on the Margarita Trail/the holiday.

The number of media visits and total pitches increased because of continued, personalized outreach. In an attempt to increase the return on TSF investment in media visits, the team plans to create an enhanced follow-up system to generate even more coverage from these visits.

Key Insights:

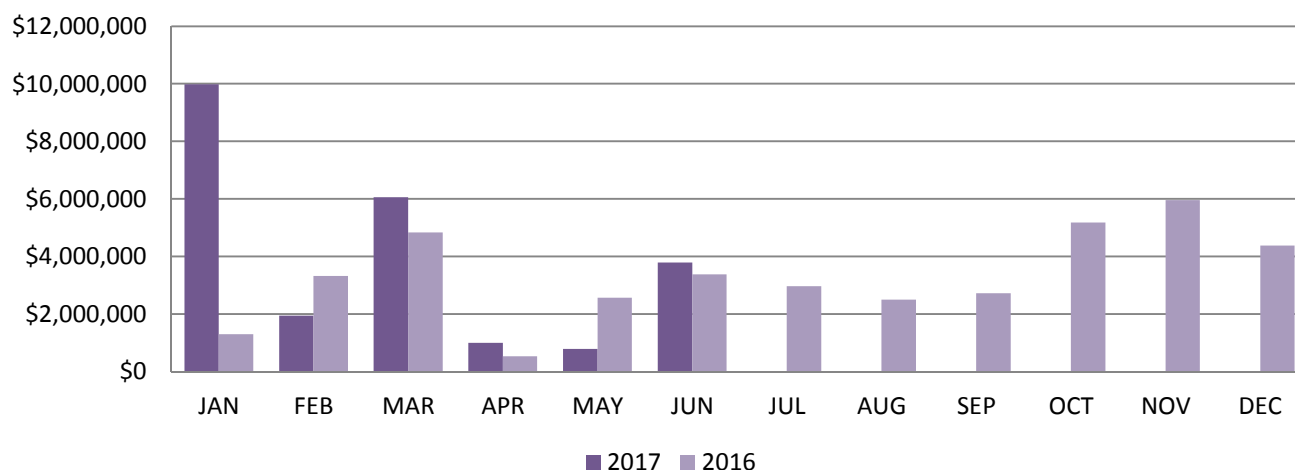
- *Decrease in earned media value can be explained in part due to Examiner.com ceasing operations in July 2016. In Q2 2016, there were 5 Examiner.com placements, valued at approximately \$155,000 each. During this period, there was also a New York Times feature, valued at over \$2 million dollars. In Q2 2017 there was simply not any comparable coverage.*
- *Santa Fe was featured in a CBS article written by Randy Yagi, which syndicated to 23 outlets and accounted for a total reach over 487,000,000 impressions and over \$3 million dollars. These placements accounted for 47% of the total impressions for Q2 and 58% of the total ad value.*
- *Santa Fe was featured in an Associated Press article about chocolate trails that syndicated to 17 outlets. As many were small, regional newspapers – the total placements only accounted for 2% of the total ad value for Q2, though the article accounts for 13% of the total impressions.*
- *10% of the total impressions were driven by three USA Today placements.*
- *In Q2 2017, 32 of the pieces of media coverage were the result of a writer attending a TSF group press trip or being supported on an individual press trip.*

Action Items:

- ☐ *LHG will continue to pitch Santa Fe offerings that are a fit for national holidays to capitalize on timely coverage.*
- ☐ *LHG will research additional writers that are frequent contributors to outlets that often syndicate.*
- ☐ *TSF will follow-up with all writers who visited in Q2 2017 to see if they need any additional photos or information. The team will also attempt to brainstorm additional story ideas with the writer to inspire even more coverage of the destination.*

Public Relations

Earned Media Value



Public Relations					
	Q1	Q2	Q3	Q4	YTD
Pitches					
2017	199	85			284
2016	71	74	167	145	145
(Y/Y)	180.3%	15%			95.9%
Press Releases					
2017	5	6			11
2016	9	10	12	11	19
(Y/Y)	-44.4%	-40%			-42.1%
Media Visits					
2017	25	20			45
2016	24	17	18	17	41
(Y/Y)	4.2%	18%			9.8%
Media Contacts					
2017	381	455			836
2016	430	416	428	428	846
(Y/Y)	-11.4%	9%			-1.2%
Earned Media					
2017	\$17,987,390	\$5,564,680			\$23,552,070
2016	\$9,445,405	\$6,477,152	\$8,178,108	\$15,510,907	\$15,922,557
(Y/Y)	90.4%	-14%			47.9%
Earned Media Impressions					
2017	17,987,390	5,564,680			23,552,070
2016					
(Y/Y)					

*Earned Media Impressions tracking began in January of 2017 and will normalize after a full year.

Social Media

Summary:

In the second quarter of 2017, TSF Social Media channels saw a steady gain in Followers compared to Q2 2016. Metrics for Q2 2017 are based on organic posts. The 2017 social media calendar is complete and we are now working on 2018 with events being entered through the middle of 2018.

Facebook followers saw a 14% increase over Q2 2016, as well as non-resident page followers with a 20% increase over last quarter. There was a 16% decrease in engagement when compared to Q2 2016. People Talking About This is up 34% over last quarter.

Twitter saw a 14% increase in followers over Q2 2016 and a 49% decrease in engagement. Impressions were also down 51% when compared to Q2 2016. Instagram saw a 66% increase in followers over s Q2 2016. Pinterest saw a 10% increase over Q2 2016. YouTube views were 45% over Q2 2016.

Key Insights:

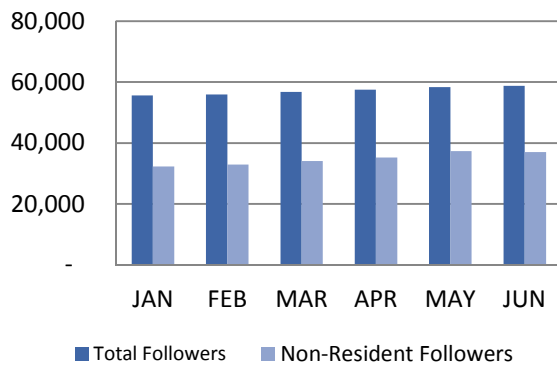
- Facebook engagement was down due to fewer posts and to low follower engagement. In the next quarter we will monitor number of posts and break down sub categories such as photos, organic posts, and shared posts to identify specific areas of weakness.
- Twitter impressions were down for Q2 2017. Impressions for Q2 2016 yielded 437,000 and Q2 2017 totaled 216,200. At this time we cannot retrieve number of tweets without purchasing an app. We will also monitor tweets and impressions for the next quarter.
- Instagram continues to be our fastest growing channel—with a 66% increase in followers over last quarter, bringing our total to 17,400. Facebook acquiring Instagram may be one reason for its increasing popularity.
- YouTube views were up 45% over Q2 2016.

Action Items:

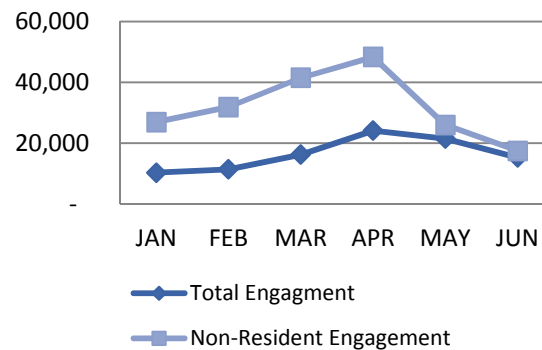
- ☐ Continue to cross promote on Twitter, Instagram and Pinterest
- ☐ Continue to post engaging Facebook content such as scenic photos.
- ☐ Will make concentrated effort to catch up on scheduling posts in Hootsuite and normalize scheduled posts in order to receive 100% engagement.
- ☐ Will continue to accelerate Twitter posts onto Hootsuite and post engaging content.
- ☐ Instagram photo contest will be implemented summer 2017.
- ☐ Continue to post native video onto our YouTube channel.

Social Media: Facebook

Page Followers



Engagement



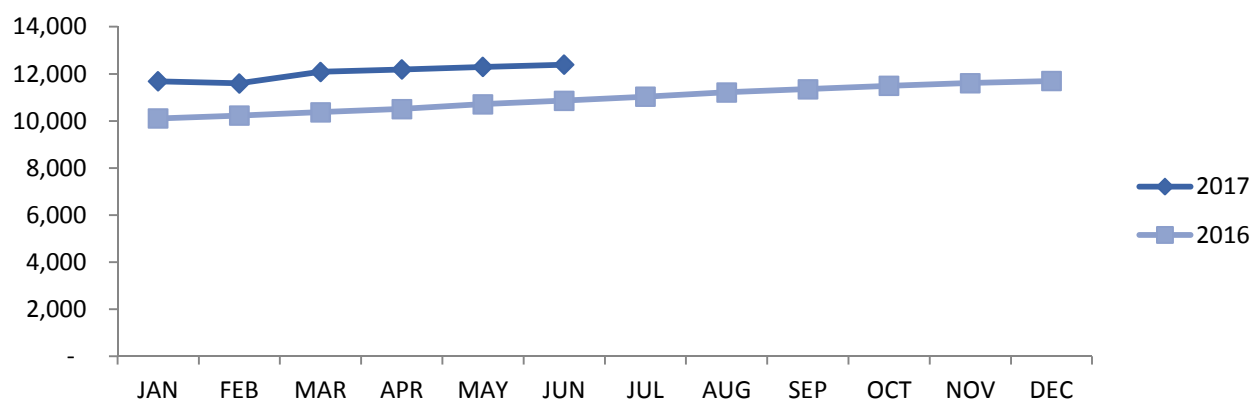
Facebook

	Q1	Q2	Q3	Q4	YTD
Page Followers					
2017	56,804	58,735			58,735
2016	48,678	51,373	53,327	55,065	51,373
(Y/Y)	16.7%	14%			14.3%
Non-Resident Page Followers *					
2017	34,082	37,003			37,003
2016	28,720	30,824	31,462	33,039	30,824
(Y/Y)	18.7%	20%			20.0%
People Talking About This					
2017	38,001	60,941			98,942
2016	56,198	45,343	42,342	37,899	101,541
(Y/Y)	-32.4%	34%			-2.6%
Engagement					
2017	141,908	146,318			288,226
2016	197,205	173,801	181,678	170,881	371,006
(Y/Y)	-28.0%	-16%			-22.3%
Non-Resident Engagement *					
2017	100,276	91,749			192,025
2016	109,016	107,253	103,952	110,537	216,269
(Y/Y)	-8.0%	-14%			-11.2%
Website Referrals					
2017	5,035	4,412			9,447
2016	5,692	4,893	6,014	6,196	10,585
(Y/Y)	-11.5%	-10%			-10.8%

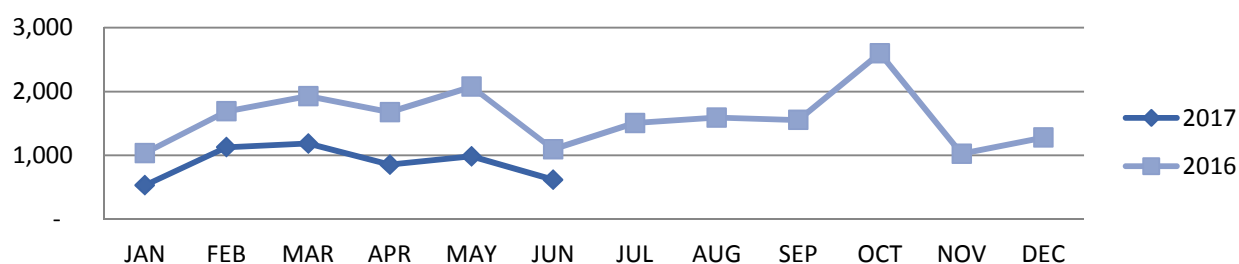
*Non-Residents defined as FB users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

Followers



Engagement

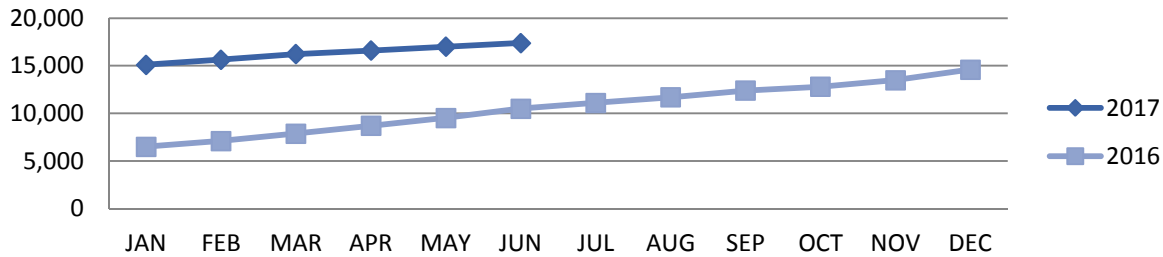


Twitter					
	Q1	Q2	Q3	Q4	YTD
Followers					
2017	12,088	12,388	-	-	12,388
2016	10,372	10,858	11,354	11,701	10,858
(Y/Y)	16.5%	14%			14.1%
Engagement*					
2017	2,846	2,461	-	-	5,307
2016	4,652	4,848	4,651	4,899	9,500
(Y/Y)	-38.8%	-49%			-44.1%
Impressions					
2017	236,900	212,500	-	-	449,400
2016	354,800	436,500	356,700	284,000	791,300
(Y/Y)	-33.2%	-51%			-43.2%
Website Referrals					
2017	249	406	-	-	655
2016	228	342	589	333	570
(Y/Y)	9.2%	19%			14.9%

*Engagement includes Retweets, Favorites, Replies, and Link Clicks.

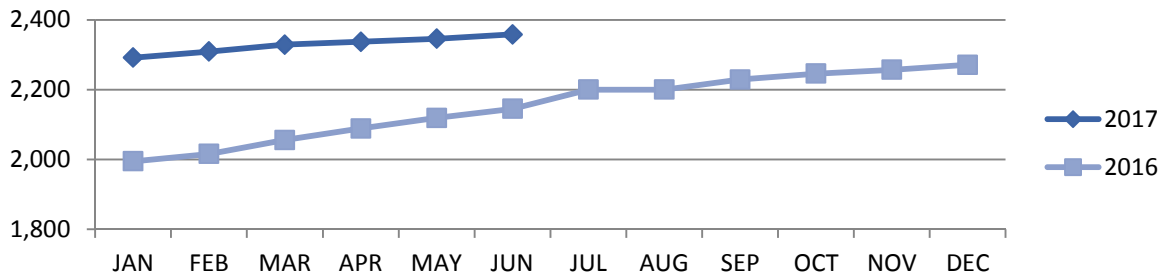
Social Media: Instagram & Pinterest

Instagram Followers



Instagram					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2017	16,234	17,400	-	-	17,400
2016	7,880	10,500	12,400	14,600	10,500
(Y/Y)	106.0%	66%			65.7%

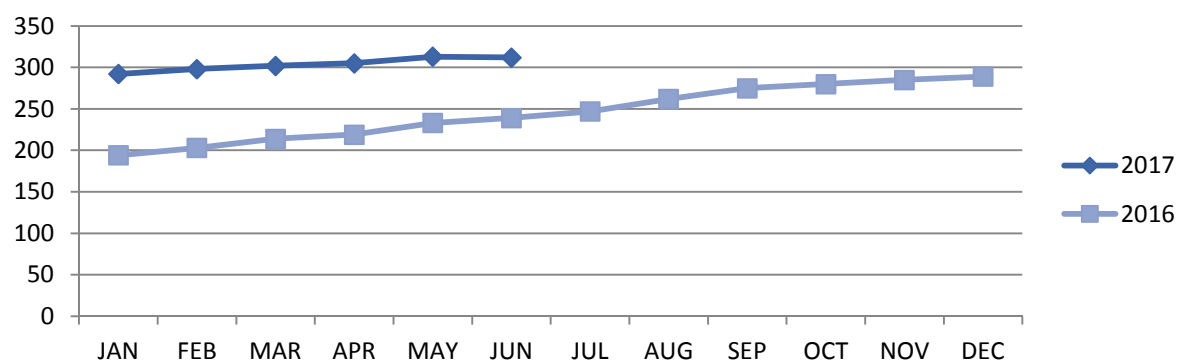
Pinterest Followers



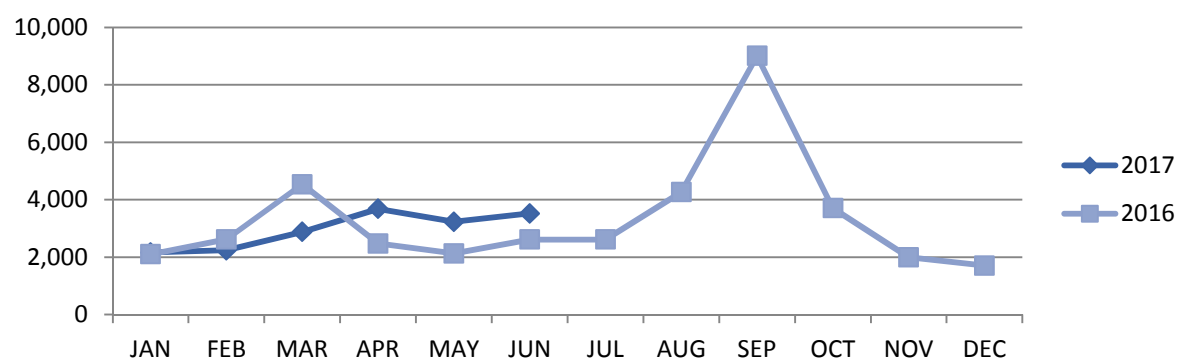
Pinterest					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2017	2,329	2,358	-	-	2,358
2016	2,056	2,145	2,229	2,271	2,145
(Y/Y)	13.3%	10%			9.9%
<i>Website Referrals</i>					
2017	348	365	-	-	713
2016	143	180	216	192	323
(Y/Y)	143.4%	103%			120.7%

Social Media: YouTube

YouTube Subscribers



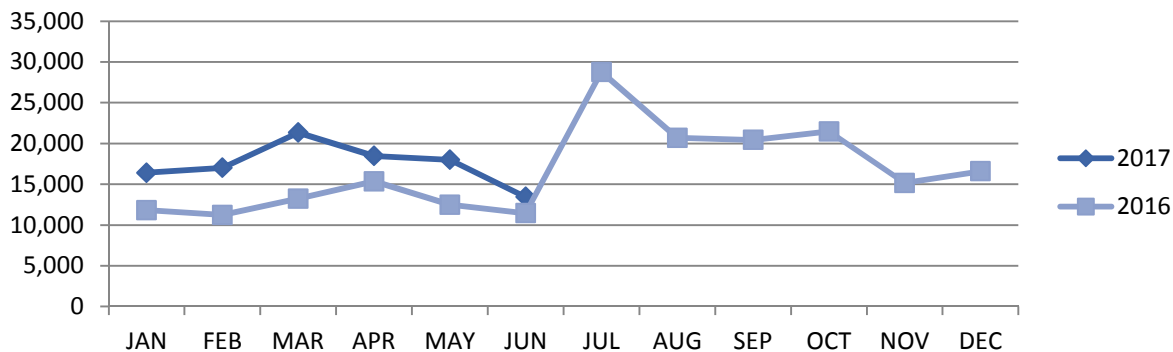
YouTube Views



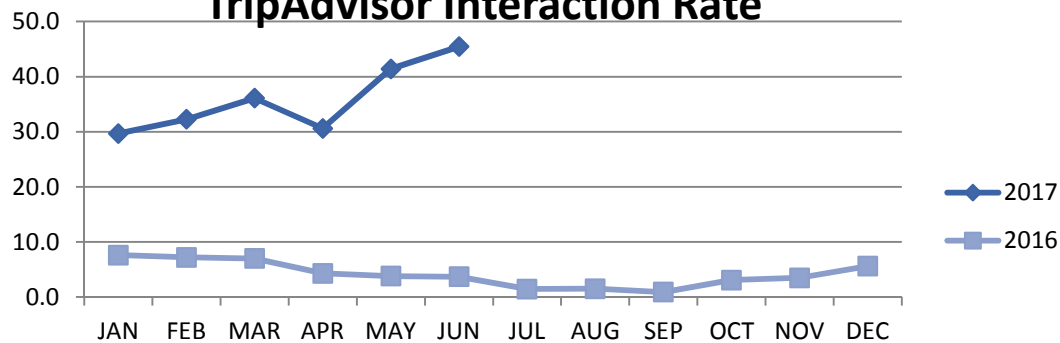
YouTube					
	Q1	Q2	Q3	Q4	YTD
Subscribers					
2017	302	312	-	-	312
2016	214	239	275	289	239
(Y/Y)	41.1%	31%			30.5%
Views					
2017	7,283	10,436	-	-	17,719
2016	9,259	7,219	15,885	7,399	16,478
(Y/Y)	-21.3%	45%			7.5%

Trip Advisor DMO Page

TripAdvisor Page views



TripAdvisor Interaction Rate



Trip Advisor					
	Q1	Q2	Q3	Q4	YTD
Pageviews					
2017	54,790	49,912	-	-	104,702
2016	36,302	39,266	69,882	53,223	75,568
Y/Y	50.9%	27%			38.6%
Interaction Rate Percentage					
2017	32.7	39.2			35.9
2016	7.3	3.9	1.3	4.1	5.6
Y/Y	25.4	35.2			30.3
Website Referrals					
2017	428	212			640
2016	1,439	131	37	110	1,570
Y/Y	-70.3%	62%			-59.2%

*In April 2016 Trip Advisor modified the method for tracking website referrals. The new method is not a cumulative total of referrals from desktop, mobile device and app, as was previously reported. Now only tracks desktop numbers.