



City of Santa Fe  
Request for Proposals  
RFP #15/17/P  
QUESTIONS & ANSWERS

General Comment to all Bidders: TOURISM Santa Fe wants each bidder to really provide their own unique perspective and creativity versus leveraging past efforts.

Do you have a creative or assignment brief for this RFP? An assessment of the current situation or challenge?

Yes we will post the creative brief.

What kind of success to see with non-drive markets, (including the Santa Fe airport passenger volume)?

The flights we have into Santa Fe are from Denver, Los Angeles, Dallas...based on our understanding we run at about 80% capacity. In addition, the importance of flights into Albuquerque is an important component. We estimate that 70% of our current businesses is drive, but at this time we do not have current data to verify.

We do not have current visitor information available. Based on website traffic top States are New Mexico, Texas, Colorado, California and Arizona.

Are there any areas in particular where Santa Fe performs well? And, have you implemented different messaging or media plans outside of the top DMAs.

All messaging has been the same, like other destinations the drive market and direct flight markets are important.

Do you know what % of this Target Female is planning a family trip with kids vs. with spouse/partner vs. with friends?

No

Have you seen any key messages really resonate better than others with this target?

Messaging has been the same for target markets.

Also, have you seen any seasonal drivers and/or events that tend to really attract this target consumer?

Santa Fe has many destination events; Santa Fe Indian Market, Spanish Market, Santa Fe International Folk Art Market, Santa Fe Opera Festival, Santa Fe Chamber of Music Festival, Santa Fe Outside Bike and Brew, Santa Fe Wine & Chile Fiesta to name a few.

If you had to expand the target beyond her, who would be tier 2 and tier 3 targets for leisure travel and why?

Young couple travel for romantic and adventure get aways.

Why do you think the typical Santa Fe visitor is getting older?

We actually do not have current visitor data so actually we do not know this to be true.

If you had to choose a competitor city to emulate or aspire to "be like" in terms of tourism - which city would that be and why?

Charleston, South Carolina it is similar in size and historic assets with a regional influence. Its difference is the proximity to large drive markets.

What is your current media budget? Can we get an idea of how it's being spent?

The current budget is approximately \$850,000 with about a 50% digital and 50% print. We are interested in seeing what each bidder would recommend at various investment levels:

\$700,000

\$900,000

\$1,000,000

If our assessment, taking into consideration budget and target, leads us to recommend a Media strategy that is heavy Digital, Social and PR, are we required to still required to meet traditional media agency mandatories in the RFP?

We have separate social media and PR contractors. We want to hear your recommendations regarding media placement.

Do you have any Target and Psychographic info on your business target? And do you have any success measures on recent messaging or sales tactics?

We have a new Director of Sales David Carr and are just beginning to work on this market. We are interested in evaluating ideas on addressing this market.

Do you know many agencies are participating in the pitch and is TKO the incumbent?

We do not know who will be bidding; we do know TKO will not be bidding.

Do you allow jump drives, video or ftp's in the initial submission, or must the submission consist of printed materials only?

That is your choice based on what you are most comfortable with knowing that the committee prefers printed materials.

Is the advertising budget expected to remain the same, increase or decrease from what is in the 2014-2015 marketing plan?

TOURISM Santa Fe's budget is tied to Lodger's Tax, as this revenue source increases the probability of budget increase.

Why are you issuing an RFP at this time?

Our current contractor is terminating the contract.

Do you handle any social media in-house (e.g. execution, social listening, responding, etc) or are you looking for the agency to handle all social media efforts?

Currently we are evaluating social media regarding contracting or in-house resources. We would encourage any firm that has social media expertise to include in their proposal. Please delineate the

work for the evaluation committee.

Please clarify what you're looking for with regard to "creative impact (the "WOW" factor) on page 16 within the evaluation criteria-is this related to case studies we will provide?

This is left up to the bidder; sample campaigns, case studies, proposed Santa Fe campaigns etc. are encouraged.

Where in the response do you want this information included?

This can be included in the actual document to highlight a given sections or as an appendix.

Also, within that same section, you're asking for samples of creative and media schedules for leisure and meetings. Is this also related to our previous case studies or are you asking us to develop sample/spec advertising campaigns/media schedules for Santa Fe?

Either chose is acceptable...we are interested to see what your organization thinks is the ideal media mix for the destination and their knowledge of media outlets.

Could you confirm when your fiscal year begins and what your budget will be for the upcoming year?

Fiscal year begins on July 1, 2015 as for budget see previous answers.

Do we need to use only current client references or can we include ex-clients?

Your choice, please insure that we can reach the provided organization and individual by email and phone.



## Santa Fe, New Mexico Creative Brief

The creative development pertaining to any advertising and marketing activities for TOURISM Santa Fe must adhere to and bring to life the following creative brief, which was developed during the summer of 2014.

The findings below were structured to be similar to the synopses presented by the New Mexico Tourism Department for their “New Mexico True” advertising campaign.

### a. Current Santa Fe Situation and Misconceptions:

- Low Visitation: Although Santa Fe has national visibility it stills needs an increase of visitors throughout the year with special emphasize during weekdays and shoulder seasons (November-May). Based on the New Mexico rank of 38<sup>th</sup> in visitation nationally, and a statewide 1% market share (\$) it is imperative that we raise our market share both as a state and as the City Different.
- Low Intent to Visit: 2.3% of US population intends to visit New Mexico, vs. the mountain state average of 4.7%. However, Santa Fe does enjoy destination status within the state of New Mexico.
- Limited Reach: 71% of visitors (statewide) are from only five states (neighboring states and CA); an indicator of a weak national reach.
- Low Visitor Spend: New Mexico Average \$/trip/night = \$149.16, well below the national average of \$198.32. We believe that Santa Fe’s spend is higher but lack recent data.
- Older Traveler Base: Average age = 48.1 vs. national average of 45.7 years old. Santa Fe’s average visitor age tends to skew even a bit older.
- MARKETING CHALLENGE: Santa Fe misconceptions
  - We are a desert
  - There is just a lot of artwork
  - All of our food contains chile
  - How much shopping can a person do?
  - No music or nightlife
  - Lack of awareness of outdoor activities
- NMTD reports that New Mexico has low awareness and is wrought with misperceptions, ranging from its exclusion from the United States to it being a miserably hot, dry desert. Probably the most damaging of misperceptions is that “there is nothing to do” in New Mexico, especially for youth and young adults.

With the misconceptions and challenges stated above, we now outline our clear vision for success. We also outline the primary economic objective and marketing objective that our creative deliverables need to portray.

**b. Vision and Objectives:**

- **Vision:** Put Santa Fe on the “must visit” list for a wider demographic and debunk some of the myths surrounding the city that it is a hot, dry desert and there is nothing to do.
- **Economic Objective:** Accelerate Santa Fe’s tourism economy, driving unprecedented revenue growth and occupancy rates.
- **Marketing Objective:** Make Santa Fe a **primary travel destination** by building a brand that compels “Active Cultural Seekers” to choose Santa Fe’s “adventure steeped in culture” as their next great travel experience.

The brand positioning statement below becomes the foundation upon which the logo, tagline and creative deliverables are all built upon. The essence is shorthand for what the positioning statement is communicating.

**b. Brand:**

- **Brand Essence:** “Adventure Steeped in Culture”
- **Positioning Statement:** *To travelers with an adventurous spirit and thirst for authentic culture, Santa Fe is the destination that inspires their imagination and captures their spirit.*

We have established Santa Fe as a destination that inspires and connects travelers to authentic adventures that capture their imagination and spirit. With the brand essence in mind, we define our target traveler profile as “Active Cultural Seekers”. These travelers are looking for adventures, but also want to be inspired by the rich history and culture found here in Santa Fe.

**c. Consumer Target:**

- “Active Cultural Seekers,” a segment that is similar to NMTD’s psychographic “Venturesome” traveler profile. These “active cultural seekers” are identified as active and energetic leaders who like to explore ideas and places, prefer varying activities and challenges and – importantly – spend discretionary income readily.
- Age 40-65.
- Female skew (based on a strong role in travel decision making and booking)
- Breadth of appeal to both couples and families with children.
- Income \$110,000+.

Using the above definition of our target visitor, we now look to establish a frame of reference in which we can understand Santa Fe’s position compared to other destinations.

**d. Frame of Reference:**

- The target's frames of reference for Santa Fe currently include:
  - LOCATION: Tucson, AZ  
Perception: Santa Fe is a hot and dry desert like Tucson, Arizona, but lacks the famous desert spas and variety of entertainment for younger people.
  - LOCATION: MEXICO  
Perception: Santa Fe is hot and dry like Mexico, but without the beautiful beaches and water.
  - AGE MISPERCEPTION  
Perception: Santa Fe is only for older, retired people. It is a dated city with nothing to offer younger people.
- We must shift the frame of reference to places like Charleston, SC and San Miguel de Allende, Mexico:
  - Break down the misperceptions of excessive heat, no greenery, and no water.
  - Reinforce abundant mountain attractions and activities, but with a much richer, sophisticated and diverse cultural undercurrent.
  - Reinforce imagery such as fall in the mountains with aspens turning yellow and abundant mountain trails.
  - Present Santa Fe as a destination in its own right for its unusual architecture (much like Charleston) and cozy, walkable city center.
  - Present Santa Fe as an artistic destination with preserved cultural traditions that translate into experiences difficult to duplicate anywhere else (like San Miguel de Allende).

**We need to reinforce Santa Fe as a place full of authentic experiences in a setting full of natural beauty and rich heritage. The culture, architecture and cuisine all reflect a city with a creative spirit. Our creative deliverables must speak to this point of difference and reference the key brand values outlined below.**

**e. Point of Difference and Reason to Believe:**

- **POD: Santa Fe vacations "capture your spirit."** Santa Fe has the richness and depth of experience afforded by our rich culture and awe-inspiring natural beauty. Santa Fe captures people's imagination. It has a very real and lasting uniquely personal impact.
- **Authentic experiences = memorable adventures**  
People travel because they are in search of something. We can speak to various journeys in our marketing campaign (i.e. artistic pursuits, culinary pursuits, cultural pursuits and the thrillseekers who come for the outdoor recreation opportunities).

The creative deliverables all need to capture the imagination and reflect these authentic

experiences in the same manner and motivate audiences to act.

**RTB: Santa Fe uniquely delivers “Adventure Steeped in Culture.”**

Santa Fe’s many adventures immerse you in its rich and creative environment that celebrates our history and culture.

**f. Key Brand Values:**

- Authenticity: Experiences in Santa Fe are very real, personal, connected to culture and human spirit.
- Discovery: Travel in Santa Fe is about the delight of discovery - off-the-beaten path places, unexpected treasures of history, science, art, and cuisine, and self-discovery through a sense of place, purpose, people and peace.
- Connection: Santa Fe is about a refreshing sense of connectedness -with the past, the land, family, and self.
- Adventure: Santa Fe is a physical and cultural landscape with adventures with a depth of experience that capture the spirit.
- Creative Culture: Santa Fe connects travelers to a living, breathing legacy of artistic expression and personal experiences that feeds the spirit and the imagination.