



Agenda

CITY CLERK'S OFFICE

DATE 9-24-12 TIME 2:01pm

SERVED BY Cyndi C. Garza

RECEIVED BY [Signature]

OCCUPANCY TAX ADVISORY BOARD
SEPTEMBER 27, 2012
CITY COUNCIL CHAMBERS

-AMENDED-

8:30 a.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: August 30, 2012

II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

III. CVB Activity Reports:

- a. Jim Luttjohann – SFCVB Executive Director
- b. Christine Madden – SFCVB Sales
- c. Cynthia Delgado - SFCVB Marketing

IV. Committee Formation:

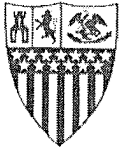
- a. Formation of Sports Tourism Committee
- b. Formation of committee to Establish events that will bring a new generation of travelers to Santa Fe

V. Meeting Schedule:

The next regularly scheduled meeting will be held on November 15, 2012 at 8:30 a.m. in the City Hall Council Chambers.

VI. Adjournment

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.



Agenda

CITY CLERK'S OFFICE

DATE 9-19-12 TIME 11:35am

SERVED BY Cyndi Pitarack

RECEIVED BY [Signature]

OCCUPANCY TAX ADVISORY BOARD
SEPTEMBER 27, 2012
CITY COUNCIL CHAMBERS – CITY HALL

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**CITY OF SANTA FE
OCCUPANCY TAX ADVISORY BOARD MEETING
September 27, 2012**

ITEM	ACTION	PAGE
I. PROCEDURES:		
a. Call to Order	Quorum	1
b. Approval of Agenda	Approved [as published]	1
c. Approval of Minutes: August 30, 2012	Approved [as submitted]	2
II. LODGERS' TAX UPDATE		2
III. CVB ACTIVITY REPORTS:		
a. Jim Lutjohann- SFCVB Executive Director	Information/discussion	2-3
b. Christine Madden-SFCVB Sales		3-4
c. Cynthia Delgado – SFCVB Marketing		4-6
IV. COMMITTEE FORMATION:		
a. Formation of Sports Tourism Committee		6
b. Formation of Committee to establish events that will bring a new generation of travelers to Santa Fe		6-7
V. MEETING SCHEDULE		
The next meeting will be held on October 25, 2012 at 8:30 a.m. in the City Hall Council Chambers.		7
X. ADJOURNMENT		7

**MINUTES OF THE
CITY OF SANTA FE
OCCUPANCY TAX ADVISORY BOARD
September 27, 2012**

I. PROCEDURES

a) CALL TO ORDER AND ROLL CALL

A regular meeting of the Occupancy Tax Advisory Board was called to order on September 27, 2012, at approximately 8:30 a.m. by Miguel Castillo, Chair at the City Council Chambers, City Hall, Santa Fe, New Mexico.

Roll indicated the presence of a quorum for conducting official business as follows:

MEMBERS PRESENT:

Miguel Castillo, Chair
Mary Bonney
Jon Hendry
Terrell White

MEMBERS ABSENT:

Paul Margetson, excused

STAFF PRESENT:

Jim Luttjohann, Executive Director, CVB
Cynthia Catanach, Administrative Assistant
Cynthia Delgado, CVB Marketing Director

OTHERS PRESENT:

Jo Ann G. Valdez, Stenographer

NOTE: All items in the Committee packets for all agenda items are incorporated herewith by reference. The original Committee packet is on file at the City Clerk's Office.

b) APPROVAL OF AGENDA

Ms. Bonney moved to approve the agenda as amended. Mr. White seconded the motion. The motion passed unanimously by voice vote.

c) APPROVAL OF MINUTES – August 30, 2012

Ms. Bonney moved to approve the Minutes of the August 30, 2012 meeting as submitted. Mr. Hendry seconded the motion. The motion passed unanimously by voice vote.

II. LODGERS' TAX UPDATE (DAVID TAPIA)

Mr. Tapia was absent; therefore there was no lodger's tax update.

III. CVB ACTIVITY REPORTS:

a. Jim Luttjohann- SFCVB Executive Director

[Copies of the written report were distributed. A copy is hereby incorporated to these Minutes as Exhibit "A".]

Mr. Luttjohann reported as follows:

- To date, staff members including Director of Sales, Director of Marketing and Mr. Luttjohann have visited 16 properties and met with their respective General Managers and Directors of Sales. They have interviewed each of them gathering a baseline of information that will be turned into background for a later stage of the Strategic Plan. Some of the questions they are asking include: What can the CVB do to make their job of running the hotels easier? What do they see as being Santa Fe's biggest challenge in attracting visitors? What do they see as being Santa Fe's biggest asset in attracting visitors? What is their mix between group and leisure business?
- Site tours are ongoing and they will be visiting the smaller properties, including the bed and breakfast properties.
- Mr. Luttjohann met with representatives from the State office of Tourism, LTAB, New Mexico Tourism Association, Santa Fe Chamber of Commerce, Mayor David Coss, and Mayor Pro-Tem Wurzbarger. He also met with the Downtown Association Board Members and the Railyard Management Group. Upcoming meetings are slated for the Gallery Association, Canyon Road merchants and New Mexico Tourism Region 5 representatives where he has been invited to apply for a seat.
- Mr. Luttjohann met with Bette Booth regarding a recently awarded EPA grant to fund a pilot program for green lodging certification. There are 18 participants in the program.

- Mr. Luttjohann has also been attending various meetings to include the Business and Quality of Life Committee meeting, Finance, Senior Staff meetings, Arts Commission and Asia committees. He has participated in a series of meetings with City and County leaders in conjunction with the visit of Bill Stafford, the international business consultant who was recently invited here by Mayor Pro-Tem Wurzbarger. Governor Rivera attended one of the meetings. Among the points raised by Mr. Stafford, were recommendations of regional marketing alliances.
- A phone consultation with PKF Consulting was held with hotel management groups from Bishop's Lodge, Eldorado Hotel, La Posada Hotel and La Fonda hotel. They are interested in revamping their properties and want to partner better with the CVB. PKF Consulting is conducting a feasibility study.
- Staff meetings have been set for the full set on alternating weeks with a team building exercise at the start of each meeting, followed by department reports or training. Staff will provide their observations on what is working or not working in their eyes. Manager meetings have focused on a few critical fixes (training on CRM, BEOs and local events) and a group of exercises of reviewing the key recommendations of the Radcliff Report. Important to note, the Radcliff Report includes points regarding the role of OTAB going forward, and Mr. Luttjohann will be incorporating the recommendations accordingly.
- Mr. Luttjohann gave an update on the strategic planning, which will be a 10-step process. Please see Exhibit "A" for the specifics on the process.

Mr. White mentioned that the medians on Cerrillos Road look disgraceful. He noted that he has contacted three different city groups about trying to address the weed and the trash but they have indicated that they do not have enough staff to take care of this. He suggested that they get students to clean the weeds and to pick up trash.

Mr. Hendry suggested that representatives from Santa Fe Beautiful be invited to the next meeting and give a report to the Board.

Mr. Luttjohann agreed to contact them.

b. Christine Madden- SFCVB Sales

[Copies of *Santa Fe Convention and Visitors Bureau Sales Activities for period: July 1, 2012-September 26, 2012* - {Exhibit B} were distributed.

Ms. Madden reviewed the information in Exhibit "B". Please see Exhibit "B" for the specifics of this presentation.

Ms. Madden reported as follows:

- The CVB continues to have major problems with the Simpleview software, particularly in the reports module.
- Confirmed bookings are ahead of the prior year. Per Simpleview, the Lead Conversion rate is 74% booked and 26% lost.
- The CVB lowered the expected peak nights for the "On Us" Promotion from 300 to 500 room nights. TKO and Studio X are on board for a September 10th email blast to 8000 Meeting Planners and an additional email blast will go out in October/November and December. Three more mailings are scheduled for October, November and December that will have a different look each time.
- The Promotion is targeting groups of 300 rooms on peak with a 3-night minimum stay.
- A meeting with the Department of Sales was held on September 21, 2012 and they finalized the travel, FAM and blitz schedule for 2013. The emphasis remains on Washington, DC and Chicago for association business.
- Two sales blitzes are scheduled for October (Chicago) and November (Washington, DC).
- The last FAM for the year is scheduled for the last week of October.
- An article on Santa Fe - that was written by Alexis Quinlan who was a FAM participant in the April 2012 arrangements – will be featured in the *Prevue Magazine*. Ms. Madden will send the link to the Board Members.
- Ms. Madden concluded her report noting that the CVB is booking as far out as 2017 with great success. A listing of the confirmed bookings is included with her report.

c. Cynthia Delgado – SFCVB Marketing Director

[Copies of the Marketing Report dated September 25, 2012 were distributed in the Members' packets. A copy is hereby incorporated to these Minutes as Exhibit "C"]

Ms. Delgado reported on the marketing efforts for the CVB as follows:

- Santa Fe continues to be down in terms of occupancy, according to the Rocky Mountain Lodging Report. The ADR is up slightly and the REVPAR is down slightly.
- The CVB in partnership with the New Mexico Tourism Department, through the New Mexico Coop program is launching a year-long promotional marketing campaign positioning Santa Fe as a top culinary destination. The campaign is called "Recipe to Adventure" and the CVB will be leveraging several community partners for the campaign. Some of participants include the Santa Fe School of Cooking, Inn of Loretto, La Fonda, Santa Fe Sage Inn, Farmer's Market, Santa Fe Wine and Chile, Heritage Properties, Bishop's Lodge, Santa Fe Restaurant Association and the Museum of International Folk Art –New World Cuisine Exhibit. The goal of the promotion is to maximize the culinary travel trend by increasing awareness among food enthusiasts that Santa Fe is the ideal travel destination of choice.

The CVB invites tourism related businesses to join in this tremendous effort by participating in the Recipe for Adventure Getaway Sweepstakes. The CVB will promote three unique Recipe for Adventure Sweepstakes packages, on per season.

- The CVB is working on updating the *Visitors Guide*. The guides will be printed on November 1, 2012.
- The CVB will be launching their dedicated sponsor page on *Trip Advisor*. The page averages 13,000 views a month and provides a valuable opportunity to connect, share and provide resources to *Trip Advisory* users.
- The CVB is cleaning up the website (SantaFe.org). Any listings that do not have a complete listing effective October 2, 2012 will be inactivated.
- The CVB will be doubling the amount of press releases that are sent out. Four articles were done on Santa Fe in the *Dallas Morning News* that is located Dallas, Texas but focus on a national level/market.
- The Managing Editor of *Private Clubs Magazine* will be in Santa Fe and will be looking for all that is new and noteworthy for their high-end readership.
- A writing team from the *Chicago Sun Times* will be coming to town this month for a destination story on Santa Fe.

- September was a really good month for the CVB in terms of media coverage. {Please see Exhibit "C" for the specifics of the recent press releases.}
- The CVB will be working on a FAM trip that is scheduled for the end of October. The CVB is partnering with the County LTAB on the FAM trip. The writers will be here for five days.
- The CVB had quite a bit of visiting press this last month.
- The CVB is partnering with the NM Department of Tourism on the Dallas Travel and Adventure Show. Some of the Dallas target publications are: *Fort Worth Star Telegram*, *Park Cities News*, *Dallas Voice*, *Dallas Brides*, *DMagazine*, *Turtle Creek News* and *360 West*.
- Six press releases were written and/or distributed in September. The CVB's goal is to do four releases every month.
- Santa Fe is scheduled to be included in the "World's Best Spas" issue of *Passport Magazine* after a writer visited Santa Fe. Santa Fe will also be featured in advertorial copy about the 50 states in a *New York Times* special edition.

Mr. Hendry noted that two major movies were recently filmed in Santa Fe.

IV. COMMITTEE FORMATION:

a. Formation of Sports Tourism Committee

Chair Castillo asked Mr. Luttjohann what the Board needs to do to move this forward.

Mr. Luttjohann suggested that the Board start with a small body of people, possibly five people, work diligently on mapping assets and availability that the City has, i.e. how many golf courses, basketball courts, tennis courts, etc., to identify venues and assets.

Mr. Hendry recommended that they ask for staff to assist the Committee.

b. Formation of Committee to establish events that will bring a new generation of travelers to Santa Fe

Chair Castillo said the Board would want to use the same model for an "entertainment" committee to map assets, etc.

Chair Castillo noted that Austin City Limits features local acts/musicians on their show. He said the public expressed an interest in having a venue like Austin City Limits for the local artists at the prior OTAB meeting.

Members were asked to think of prospective candidates that could serve on the Committee(s) as noted above. A suggestion was made that the Committee (s) include at least one OTAB Member.

V. MEETING SCHEDULE

The next meeting will be held on October 25, 2012 at 8:30 a.m. in the City Hall Council Chambers.

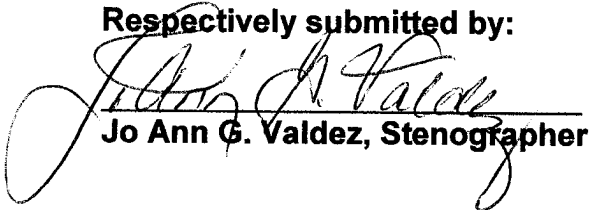
VI. ADJOURNMENT

Its business being completed, the meeting was adjourned at 10:00 a.m.

Approved by:

Miguel Castillo, Chair

Respectively submitted by:



Jo Ann G. Valdez, Stenographer



September 26, 2012

OTAB Report

Hotel, motel site tours:

To date staff members including Director of Sales, Director of Marketing and I have visited 16 properties and met with their respective General Managers and Directors of Sales. We have interviewed each of them gathering a baseline of information in an outline that will be turned into background for a later stage of the Strategic Plan.

Questions are:

- Property
- No Rooms
- What can we do to make your job of running this hotel easier?
- What do you see as being Santa Fe's biggest challenge in attracting visitors?
- What do you see as being Santa Fe's biggest asset in attracting visitors?
- What is your hotel/motel's top audience?
- Would you be able to provide a zip code analysis of your guests for the past 12 months?
- As group business goes, what is your most important segment?
- What is your mix between group and leisure business?
- Do you have an agency for Advertising or PR?
- Where do you spend most of your marketing dollars?
- Is your property pet friendly?
- Is there anything else you want to share with us?

Site tours are ongoing and will soon get into the smaller properties including B & Bs.

Meetings with civic leaders:

I have met with representatives of the State office of Tourism, LTAB, New Mexico Tourism Association, Santa Fe Chamber of Commerce, Mayor David Coss and Mayor Pro-tem Wurzburger. I have met with the Downtown Association board members and the Railyard management group. Upcoming meetings are slated for the Gallery Association, Canyon Road merchants and New Mexico Tourism region 5 representatives where I have also been invited to apply for a seat. I have had one of what will be several meetings with Bette Booth regarding a recently awarded EPA grant to fund a pilot program for green lodging certification. *-18 participants*

Other meetings:

I have attended City meetings including Business & Quality of Life, Finance, Senior Staff, Film, Arts Commission and Asia committees. I have also participated in a series of meetings with City and County leaders in conjunction with the visit of Bill Stafford, the international business consultant recently invited here by Mayor Pro-tem Wurzburger. One of the meetings also included Governor Rivera. Among the points raised by Stafford were recommendations of regional marketing alliances.

Hotel management groups have had representatives in town from Bishop's Lodge, Eldorado Hotel, La Posada Hotel and a phone consultation with PKF on the La Fonda renovations. I have met extensively with each of the management groups many with interests in revamping their properties and how to partner better with the Bureau.

Operations:

Staff meetings have been set for the full staff on alternating weeks with a team building exercise at the start of each meeting, followed by department reports or training. I have had one-on-one meetings with most of the CVB side and will start next on CCC side where we go through the job descriptions and I invite their observations on what is working or not working in their eyes. Manager meetings have focused on a few critical fixes (training on CRM, BEOs and local events) and a group exercise of reviewing the key recommendations of the Radcliffe Report. Important to note the Radcliffe report includes points regarding the role of OTAB going forward, and I will be tasked with incorporating the recommendations accordingly.

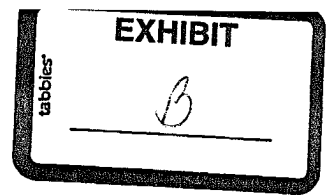
Strategic Planning, a ten step process:

1. Strategic Planning process: SWOT form will be sent to SFCVB Partners (next week)
2. Email with SWOT form sent to larger body of stakeholders (following week)

3. Convene a working session with key stakeholders for presentation of top focus areas gleaned from the SWOT exercise and prioritization of focus areas (October)
4. Establish a leader for each of four or five focus areas based on same for future committee structure and brainstorming (October)
5. Each focus group will go through exercises of applying key recommendations from the Radcliff report's Executive Summary
6. Survey same with key word exercises, deeper questions about structure and change (October)
7. Staff exercise applying DMAI measurements to objectives and goals that support all of the above and determined focus areas (November)
8. Throughout this process work with OTAB to recast roles, expectations and representative membership to be a DMO advisory board more in keeping with industry best practices
9. Present plan for adoption (December)
10. Implement Plan (January)

Respectfully submitted,

Jim Luttjohann
Executive Director



CONVENTION & VISITORS BUREAU

9/26/12

September Sales Activity

July 1, 2012 – September 26, 2012

A. Sales Reports:

		<u>FY'12-'13</u>	<u>FY'11-'12</u>
1. Confirmed Bookings	see attached	11,366	7,186
2. Tentative (pending signature)	see attached	2,239	cannot get history reading
3. Lost	see attached	8,352	2,339 (do not trust figure)
4. Turn Down	see attached	1,140	1,725 " " " "
	Leads Working: 18,328		cannot get history reading

Per Simpleview, our Lead Conversion Rate is: Booked = 74%
Lost = 26%

B. Site Inspections:

Completed Sites from July 1, 2012 until present:

<u>Jul</u>	Hogan	SPiR	Oct 2013	180rn-Cfmd
	Barker	Intl. Encaustic	Oct 2013	435rn-Cfmd
	Sollars	Soc.Rsch BioRhythms	May 2014	1325rn
	Wright	Natl Tax Assn.	Nov 2014	388rn**-Cfmd
	Resnick	NLIT	May 2013	1150rn**-Lost
	Williams	Optimus	Sep 2013	290rn-Cfmd
<u>Aug</u>	Fisher	TX Apt. Assn.	Jun 2013	55 rn
	Barker	Intl. Encaustic	Oct 2013	435 rn-Cfmd
	Flinchman	Nat.Gas Partners	Jul 2013	600 rn** may consider CC
	Holland	356 Registry (Porsche)	Sep 2013	1200 rn**
	Koonce/Becker	St. Bar of NM	Jun 2013	670 rn**-Cfmd
	Kealy	CAC	Apr 2013	1000 rn**-Partials Cfmd-to-date
<u>Sep</u>	Parker	College Music Soc.	Oct 2016	840 rn

*CC=Center related booking

C. Travel/Tradeshaw Reports:

Attended

<u>Jul</u>	None
<u>Aug</u>	None
<u>Sep</u>	None

D. FAM Trips/Blitzes Completed:

<u>Jul</u>	None
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Aug Minneapolis/St. Paul

as an historic untouched territory, Joellyn Baca booked appointments with 43 Meeting Planners. Our Hotel partner La Posada assisted and travelled with her. Potential business: ING, ACA International, TriStar Incentive, BI Worldwide, American Society of Neuroimaging, GED Testing Services, Docherty Incentives & Meetings, Land O'Lakes, Inc., The McKnight Foundation

Sep None

E. Other

- DOS Meeting July 19, 2012

Strategized new 'On Us' Promotion lowering expected peak nights to 300 from 500. TKO and StudioX are on board for a September 10 email blast to ~8000 Meeting Planners with the look changing and additional emailing in October/November and December.

- Sales Blitzes are coming up

in October: Chicago

In November - DC

- last FAM of this year

scheduled for the last week of October with many good names with large, citywide-size meetings to plan (plus Media representation)

- continuing efforts to have Simpleview work for us. There are still major problems in the Reports module.

- Launched 'On Us' Promotion II

email blast to over 7,000 Meeting Planners was accomplished on September 10 with an open rate of 33% tracked. 1970

Three more mailings for the Promotion (a different look each time) are scheduled for October, November and January.

The Promotion is targeting groups of 300 rooms on peak with a 3 night minimum stay. We are offering:

- A choice of one of 4 activities
- Comp Center Meeting Space
- Reimbursement of site inspection costs (if signed)
- Copies of the email are attached

- DOS Meeting Sep 21, 2012

Finalized Travel, FAM and Blitz schedule for 2013. The emphasis remains on DC and Chicago for Association business.

- Finalize planning for IMBA

IMBA has been a source of comprehensive Press coverage and unusual components that will engage throughout its 4 day official Summit. Signage was made available through the regular Partner Email Blast to acknowledge and include those businesses which display the sign at their business locations.

- Prevue Magazine

A very representative article on Santa Fe will be featured in their next Publication. It was written by Alexis Quinlan who was a FAM

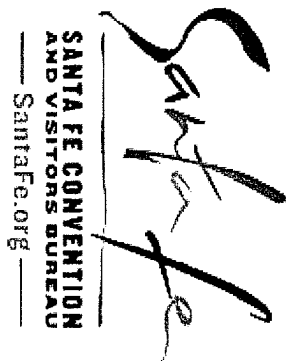
Participant on our April 2012 arrangements – she covers much of that experience for the reader. *Christine will send link to members -*

- Citywides

We are booking as far out as 2017 with great success. A listing of confirmed Citywides is included with this report.

Attachments:

- Detail of FY '12-'13 Sales Productivity
- Citywide Confirmed Bookings
- Promotion email blast examples



Prepared On: 09/26/2012
Prepared By: Christine Madden

*** Production Summary w/o Rep ***

Status	SUM: Requested Rooms
Confirmed	11366
Grand Totals	11366

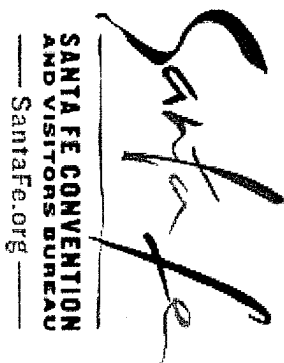
Status: Confirmed

Account Name	Lead ID	Lead Name	Request Room Block Begin	Status	Requested Rooms	Repeat Business	Convention Center
Measured Progress	1491	June 2012 IRC and Bias Review Committee Meetings (Option 1)	06/17/2012	Confirmed	118	No	No
Measured Progress	1510	June 2012 IRC and Bias Review Committee Meetings (Option 2)	06/24/2012	Confirmed	110	No	No
Integrated Vet Technologies	1669	Integrated Vet Technologies 2012 Board Meeting	08/21/2012	Confirmed	210	No	No
Krell Institute	1977	Admin Off of the US Courts - Train the Trainers 2012	09/19/2012	Confirmed	26	No	No
Administrative Office of the US Courts	1839	COMPLEX	10/31/2012	Confirmed	125	No	No
European Alliance for Innovation	1957	SAE A-5 Meeting	12/04/2012	Confirmed	450	No	Yes
SAE International	1955	Standing Committee on Paralegals - Winter Business Meeting	01/27/2013	Confirmed	94	Yes	No
American Bar Association	1944	2013 Annual Conference	02/14/2013	Confirmed	25	No	No
Association of College Educators for Deaf and Hard of Hearing	1591	2nd National Native Seed Conference	02/20/2013	Confirmed	270	No	No
Native Seed Network	1954		03/17/2013	Confirmed	620	No	No

American Bar Association, DC	2030	ABA-Section of Administrative Law and Regulatory Practice	04/11/2013	Confirmed	92	No	No
Center for Action and Contemplation	1877	CAC Intimacy: The Divine Ambush	04/22/2013	Confirmed	1000	No	Yes
You Go Girls Travel	1984	The Summit League	04/22/2013	Confirmed	60	No	No
Wilderness & Travel Medicine	1498	Wilderness & Travel Medicine	05/27/2013	Confirmed	1250	Yes	Yes
Association of Academic Health Centers	1910	AHHC Senior Administrative/Fiscal Officers (SAFO) Meeting	07/24/2013	Confirmed	155	No	No
American Institute of Medical Education	948	2013 Creativity and Madness	07/26/2013	Confirmed	1500	Yes	Yes
Association of Clean Water Administrators	868	ACWA Annual Meeting	08/10/2013	Confirmed	185	No	No
Optimus Meetings	1920	23rd Annual International Conference on Transport Theory	09/15/2013	Confirmed	290	No	No
Society for Pediatric Interventional Radiology	1882	2013 SPIR Meeting	10/10/2013	Confirmed	190	No	No
American Bar Association, DC	1905	GPSILD Council Meeting 2014	10/23/2013	Confirmed	73	No	No
The International Encaustic Artists Association	1925	2013 EncausticCon Annual Conference	10/30/2013	Confirmed	245	No	No
National Tax Association (NTA)	1842	NTA Annual Conference on Taxation 2014	11/11/2014	Confirmed	388	No	Yes
Rocky Mountain Mineral Law Foundation	225	RMML 2017	07/17/2017	Confirmed	3890	Yes	Yes

Status: Confirmed - Subtotal: SUM: Requested Rooms = 11366

Grand Total: SUM: Requested Rooms = 11366



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Prepared By: Christine Madden

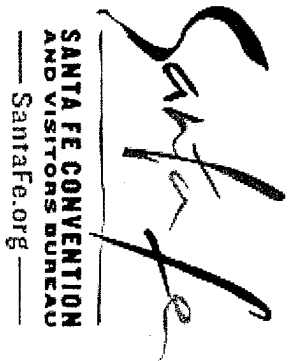
*** Production Summary w/o Rep ***

Status	SUM: Requested Rooms
Tentative	2239
Grand Totals	2239

Status: Tentative						
Account Name	Lead ID	Lead Name	Request Room Block Begin	Status	Requested Rooms	Repeat Business Convention Center
Optimus Meetings	2028	2012 NM Youth Alliance October Gathering	10/19/2012	Tentative	80	No No
Texas Apartment Association	1965	2013 Executive Committee Retreat	06/06/2013	Tentative	55	No No
The Ultimate Travel Company	2002	Opera Tour	07/08/2013	Tentative	50	No No
IEEE International Power Modulator & High Voltage Conference	1904	IEEE Int'l Power Modulator & High Voltage Conference	05/31/2014	Tentative	621	No Yes
Renal Physicians Association	2042	Renal Physicians 2014 Fall BOD Meeting	10/17/2014	Tentative	33	No No
American Physical Society	1681	Division of Nuclear Physics 2015	10/27/2015	Tentative	1400	Yes Yes

Status: Tentative - Subtotal: SUM: Requested Rooms = 2239

Grand Total: SUM: Requested Rooms = 2239



Prepared On: 09/26/2012
Prepared By: Christine Madden

*** Production Summary w/o Rep ***

Status	SUM: Requested Rooms
Lead	18328
Grand Totals	18328

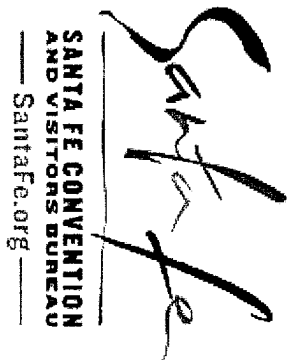
Status: Lead

Account Name	Lead ID	Lead Name	Request Room Block Begin	Status	Requested Rooms	Repeat Business	Convention Center
International College of Integrative Medicine	2047	International College of Integrative Medicine	01/04/2013	Lead	40	No	No
Neighbor Works America - Rocky Mountain District	2040	3rd Annual Rocky Mountain District Homeownership Center Managers Meeting	01/29/2013	Lead	60	No	No
New Mexico Nurses Association	2050	New Mexico Nurses Association Legislative Conference	02/06/2013	Lead	45	No	No
National Conference of State Legislatures	2033	ASLCS Spring Business Meeting	04/18/2013	Lead	65	No	No
Purpose Driven Tours	1979	Spring Tour	04/27/2013	Lead	20	Yes	No
Tade Family Reunion	1952	Tade Family Reunion	07/04/2013	Lead	80	No	No
American Association of Colleges of Nursing	1982	ARC/RRC Meeting	07/17/2013	Lead	125	No	No
American Institute of Architects	2021	AIA CRAN Symposium 2013 #1 HOLD	09/11/2013	Lead	0	No	Yes
American Institute of Architects	2022	AIA CRAN Symposium 2013 #2 HOLD	09/18/2013	Lead	0	No	Yes

DayTripper Tours	2053	DayTripper Tours - 2013 Balloon Fiesta Tour	10/07/2013	Lead	105	No	No
Porsche-West Coast Holiday	2031	West Coast Holiday 356 Registry	10/08/2013	Lead	1000	No	Yes
Emergency Management Accreditation Program (EMAP)	2039	2013 Fall Committee Meeting	10/08/2013	Lead	44	No	No
National Black Public Relations Society	1974	National Conference and Career Fair	10/09/2013	Lead	182	No	No
LANL-ISM Conference	1980	LANL-ISM Conference HOLD	10/20/2013	Lead	2100	No	Yes
Tourism Association of NM	2055	2013 TANM Research & Marketing Conference	11/04/2013	Lead	50	No	No
Bikers Against Child Abuse (BACA)	2054	Bikers Against Child Abuse International Conference	01/16/2014	Lead	750	No	No
Keystone Symposia	1960	Keystone 2014 TBD 1st Hold	02/03/2014	Lead	1600	Yes	Yes
Keystone Symposia	1962	Keystone 2014 TBD 2nd Hold	02/17/2014	Lead	1600	Yes	Yes
Soil Science Society of America	1981	SSSA-Soil's role in Restoring Ecosystem Services	03/08/2014	Lead	227	No	No
Spiritual Directors International (SDI)	2049	Spiritual Directors International 2014	04/23/2014	Lead	850	No	No
Wilderness & Travel Medicine	1108	Wilderness & Travel Medicine	05/26/2014	Lead	1600	Yes	Yes
American Institute of Medical Education	2014	2014 Creativity and Madness HOLD	07/26/2014	Lead	1600	Yes	Yes
Risk Management Association	1997	Risk Management Association 2014 - 2ndHOLD	09/14/2014	Lead	625	No	Yes
Council for Industrial Boiler Owners (CIBO)	1970	2014 Annual Meeting	10/20/2014	Lead	210	No	No
Dual Language of New Mexico	2023	La Cosecha 2014 HOLD	11/18/2014	Lead	1600	Yes	Yes
Bikers Against Child Abuse (BACA)	2056	Bikers Against Child Abuse International Conference	01/15/2015	Lead	750	No	No
American Institute of Medical Education	2015	2015 Creativity and Madness HOLD	07/26/2015	Lead	1500	Yes	Yes
Dual Language of New Mexico	2006	La Cosecha 2016 HOLD	11/01/2016	Lead	1500	Yes	Yes

Status: Lead - Subtotal: SUM: Requested Rooms = 18328

Grand Total: SUM: Requested Rooms = 18328



Prepared On: 09/26/2012
Prepared By: Christine Madden

*** Production Summary w/o Rep ***

Status	SUM: Requested Rooms
Lost	8352
Grand Totals	8352

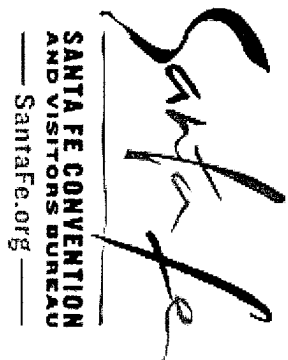
Status: Lost

Account Name	Lead ID	Lead Name	Request Room Block Begin	Status	Requested Rooms	Repeat Business	Convention Center
System Planning Corporation	1907	DARPA Living Foundries Kick Off 2012	07/09/2012	Lost	173	No	No
Aqua Blue Meetings, LLC	656	2012 CSDA Fall Board & Committee Meetings #1 of 2	09/05/2012	Lost	50	No	No
Inter Tribal Council of Arizona, Inc.	2008	UST Compliance Training for Owners and Operators	09/10/2012	Lost	10	No	No
US Department of Transportation - Volpe Center	1912	JWC Committee Meeting	09/19/2012	Lost	205	No	No
Aqua Blue Meetings, LLC	664	2012 CSDA Fall Board & Committee Meetings #2 of 2	11/28/2012	Lost	50	No	No
American Society of Clinical Pathology	1942	ASCP Board of Certification (BOC) Board of Governors Executive Committee Meeting	01/18/2013	Lost	24	No	No

National Guard	2027	National Guard--Mobilization Readiness Action Conference --#2HOLD	01/28/2013	Lost	1600	No	Yes
National Lipid Association	651	2013 NLA Clinical Lipid Update (National Lipid Association)	02/20/2013	Lost	500	No	Yes
La Fonda for Kiwanis	1999	Southwest District of Kiwanis	03/01/2013	Lost	0	No	No
International Sherwood Fusion Theory Conference	1687	2013 International Sherwood Fusion Theory Conference	03/15/2013	Lost	247	No	No
Family Leadership	2003	Family Leadership Conference 2013	03/19/2013	Lost	350	No	No
BlueCross BlueShield of Tennessee	1637	2013 Broker Conference	04/11/2013	Lost	375	No	No
American Society of Irrigation Consultants	1932	American Society of Irrigation Consultants 2013 Annual Conference	04/18/2013	Lost	324	No	No
Federal Business Council	1851	NLIT Summit 2013	05/13/2013	Lost	1150	No	Yes
Property Casualty Insurers Assn of America	1226	2013 Investment Seminar	09/08/2013	Lost	285	No	No
International College of Cranio-Mandibular Orthopedics	1845	24th Annual B. Jankelson Memorial Lecture Forum	09/25/2013	Lost	175	No	No
The Association for Legal Career Professionals	1868	NALP Board of Directors Meeting	11/07/2013	Lost	48	No	No
American Academy of Veterinary Dermatology	1650	AAVD 2014 North American Veterinary Dermatology Forum	04/07/2014	Lost	1080	No	Yes
National Roofing Contractors Association	1872	NRCA Executive Committee and National Roofing Council	04/30/2014	Lost	63	No	No
MAPPs	1278	Summer Meeting 2014	07/04/2014	Lost	468	No	No
Destination Source, LLC	1919	American Public Gas Association Annual Meeting 2015	07/24/2015	Lost	1175	No	No
The Art Fair Company / SOFA	691	SOFA West 2015	07/25/2015	Lost	0	Yes	Yes

Status: Lost - Subtotal: SUM: Requested Rooms = 8352

Grand Total: SUM: Requested Rooms = 8352



Prepared On: 09/26/2012
 Prepared By: Christine Madden

*** Production Summary w/o Rep ***

Status	SUM: Requested Rooms
Turndown	1140
Grand Totals	1140

Status: Turndown						
Account Name	Lead ID	Lead Name	Request Room Block Begin	Status	Requested Rooms	Repeat Business Convention Center
Leica Microsystems	1963	Annual Sales Meeting	01/13/2013	Turndown	1140	No No

Status: Turndown - Subtotal: SUM: Requested Rooms = 1140

Grand Total: SUM: Requested Rooms = 1140

4 Santa Fe Citywide Groups with space held at the convention center- 2012-2014

RED indicates group is tentative

Year	Group Name	Arr/Dep Date	Peak Rms	Total Rms	Confirmed Date
2012	Keystone Symposia (CVB not responsible for booking roomblock)	01/15-19/2012			
	Keystone Symposia (CVB not responsible for booking roomblock)	01/28-02/02/2012			
	Bead-Fest	03/15-03/18/2012	55	200	08/08/2011
	New Mexico Consortium	05/14-18/2012	120	765	07/29/2011
	Wilderness and Medicine	05/29-06/03/2012	240	1105	06/10/2011
	Texas Tech University	06/03-06/07/2012	100	500	06/03/2011
	Los Alamos National Laboratory	06/24-06/29/2012	250	984	07/29/2011
	Great Plains Laboratory	09/20-23/2012	500	145	03/18/2012
	International Mountain Bike Association	10/7-14/2012	250	1400	11/01/2011
	Center for Action and Contemplation	10/25-29/2012	345	1641	11/02/2011
	Dual Language of New Mexico	11/06-10/2012	452	1471	07/25/2011
	Count = 11		2,572	9236	
2013	Keystone Symposium	1/10-14/2013	335	1675	12/30/2011
	Keystone Symposium	1/15-21/2013	225	1125	12/30/2011
	Keystone Symposium	02/02-07/2013	340	1700	12/30/2011
	Bead-Fest	03/13-17/2013	50	200	12/21/2011
	Center for Action and Contemplation	04/24-28/2013	300	1000	
	Wilderness and Medicine	05/27-06/02/2013	129	598	08/27/2012
	State Bar of New Mexico	06/26-29/2013	200	670	02/22/2012
	Creativity and Madness	07/26-08/02/2013	250	1500	09/17/2012
	NOLTA	09/08-12/2013	120	580	04/24/2012
	Paleoamerican Odyssey	10/16-20/2013	610	2545	12/12/2011
	Count = 10		2559	11593	
2014	American Astronautical Society	1/26-30/2014	110	345	06/07/2012
	National Farmers Union	03/09-11/2014	268	1051	08/02/2011
	IEEE	5/31-6/6/14	180	621	
	Society for the Scientific Study of Reading	7/16-7/19/2014	190	750	
	American Folklore Society	11/04-09/2014	248	1028	09/02/2011
	National Tax Association	11/11-15/2014	135	388	08/30/2012
Count = 6			1131	4183	

Santa Fe Citywide Groups with space held at the convention center- 2012-2014

RED indicates group is tentative

Year	Group Name	Arr/Dep Date	Peak Rooms	Total Room	Confirmed Date
2015					
	American Physical Society	10/28-10/31/2015	300	1400	
	Count = 1		300	1400	
2016					
	SMASH	09/10-09/15/2016	240	950	
	Rocky Mountain Society of Orthodontists	09/15-09/18/2016	150	340	
	Count = 2		390	1290	
2017					
	Rocky Mountain Mineral Law Foundation	07/20-23/2017	895	3890	07/19/2012
	Count = 1		895	3890	

NOTE: All but 2 groups were booked in FY'11-'12 or FY'12-13



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- FLAMENCO PERFORMANCES
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- HISTORIC SCAVENGER HUNT



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Group must be booked by March 31, 2013

Group must have 300+ rooms per night and stay 3 nights or more.

Other restrictions may apply.



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- STARGAZING & CHAMPAGNE



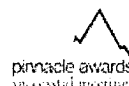
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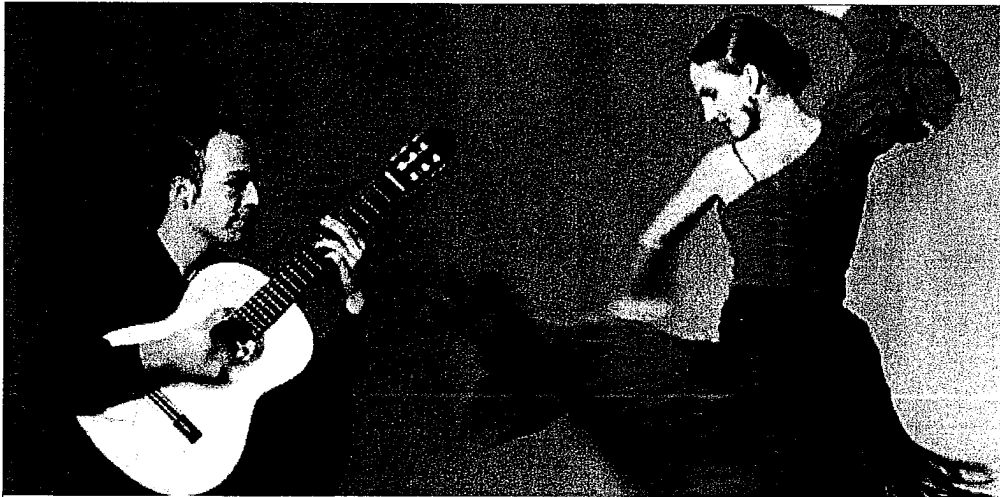
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SEND YOUR TEAM ON A DIFFERENT KIND OF FACT-FINDING MISSION.

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- HISTORIC SCAVENGER HUNT
- TEQUILA & CHILE TASTING
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- FLAMENCO PERFORMANCES



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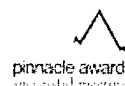
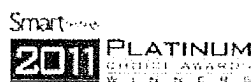


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**SANTA FE CONVENTION
AND VISITORS BUREAU**

SantaFe.org

Marketing Report September 25, 2012



Advertising/Promotion

Promotion COOP

Kickoff of "Santa Fe Your Recipe for Adventure:

New Mexico COOP with New Mexico Tourism Department

Participants:

- Santa Fe School of Cooking
- Inn of Loretto
- La Fonda
- Santa Fe Sage Inn
- Farmer's Market
- Santa Fe Wine & Chile
- Heritage Properties
- Bishop's Lodge
- Farmer's Market
- Santa Fe Restaurant Association
- Museum of International Folk Art- New World Cuisine Exhibit

Santa Fe "Recipe for Adventure" Promotional Campaign Coop

The Santa Fe Convention and Visitors Bureau, in partnership with the New Mexico Tourism Department, through the New Mexico COOP program is launching a year-long promotional marketing campaign positioning Santa Fe as a top culinary destination. The title of this campaign is "Recipe for Adventure".

Goal: Maximize the culinary travel trend by increasing awareness among food enthusiasts that Santa Fe is the ideal travel destination of choice.

Components of the promotion include:

- High-profile advertising partnership with Food & Wine Magazine and FoodandWine.com
- Recipe for Adventure Getaway Sweepstakes
- Custom Landing Page on SantaFe.org
- Downloadable Foodie Field Guides curated by Food & Wine
- Recipe for Adventure Facebook App
- Recipe for Adventure Pinterest Promotion
- Foodie focused email marketing to SFCVB database (65,000+)
- Promotion of Recipe for Adventure Sweepstakes across all SFVCB marketing outreach
- Participation in the opening of the Museum of International Folk Art exhibit "New World Cuisine...The History of Chocolate, Mate y Mas"

This integrated and highly targeted marketing effort will drive website traffic via print, online banners, and social media outreach. The promotion aims to increase conversions to the SFCVB opt-in email database and annual visitor guide requests, as well as grow overall visitation and promote local businesses. Businesses with vested interest in this campaign are:

- Restaurants
- Unique Coffee Shops
- Food Events
- Lodging
- Bars/lounges

- Wineries/Distilleries
- Food Retailers...olive oils, chile, salts etc.
- Experiential Culinary Activities
- Cooking Schools

Estimated Advertising Delivery:

- Print Advertising: 1.8 million readers
- Online Advertising: 1.6 million online impressions

Time Frame: December 2012 - September 2013

Business Partner Recipe for Adventure Getaway Sweepstakes Opportunity:

The Santa Fe Convention and Visitors Bureau invites tourism related businesses to join in this tremendous effort by participating in the Recipe for Adventure Getaway Sweepstakes. The prize packages will include hotel accommodations, dining, custom culinary experiences, and cultural excursions that highlight the best flavors of Santa Fe. The Santa Fe CVB will integrate and promote the final prize packages as noted above. The Santa Fe CVB will promote three unique Recipe for Adventure Sweepstakes packages, one per season; Winter/Spring, Summer, and Fall 2013. Businesses may participate in one, or all three of the sweepstakes with an in-kind offer. Three sponsorship levels are available to suit your businesses needs and budget.

Sponsor Packages: *Cost of package to be fulfilled through in-kind trade or a combination of cash and in-kind trade.*

- Silver: \$250
- Gold: \$750
- Platinum: \$1,500

***Deadline to Participate: September 30, 2012**

Industry Show

Attending the Dallas Travel and Adventure Show with the New Mexico Tourism Department November 10-11, 2012. Will be working with Business Partners regarding hotel ski packages and developing a Santa Fe SKI/Winter contest focused on the months of January and February....with a focus on easy air access to Santa Fe from the Dallas market.

Advertising

Trip Advisor DMO Page

We are excited to announce the launch of the Santa Fe Convention and Visitors Bureau dedicated sponsor page on Trip Advisor: www.tripadvisor.com/Tourism-g60958-Santa_Fe_New_Mexico-Vacations.html. The page averages 13,000 views a month and provides a valuable opportunity to connect, share and provide resources to Trip Advisor users.

National Geographic Traveler and O Magazine Advertising Campaign

Don't miss Santa Fe in the October issues of National Geographic Traveler and O Magazine. Combined these advertisements will reach over 3.3 million readers in the U.S.!

New York Times

Advertorial September 23, 2012

Advertising COOP

Time is running out to participate in the Texas Monthly special Santa Fe section. The section will be featured in the December issue and will reach over 800,000 readers. Remember, for every page of advertising space secured, Texas Monthly will provide a page of editorial coverage. Please help us make this a success! Call Kristin Belt for details: 512-320-6924.

Santa Fe Travel Planner

Working on the Santa Fe Travel Planner (otherwise known as the Visitor's Guide), will go to print on November 1, 2012.

SantaFe.org

Cleaning up the website...inactivating any listings that do not have a complete listing effective October 1, 2012:

- Name
- Contact Information
- Description
- Email/Web Link
- Photo

Public Relations

Recent Press

September has been a good month for Santa Fe coverage in the media. The city has been featured twice on **Frommers.com**, was listed in **Redbook Magazine** as one of America's Top 13 Most Romantic Date Spots, was part of a **New York Times** piece on an O'Keeffe workshop, was listed as a Top 10 International Destination for Art & Architecture by **Hotwire**, was featured in **Southern California Life After 50**, was showcased in a multi-page spread in **Art & Antiques**, and appeared in feature stories in the **Austin American Statesman**, **360 West** magazine, **Dallas Morning News**, the **Huffington Post**, and **Time** magazine. The city's skiing and winter attractions are featured in the Santa Fe section of **Slopes** magazine produced by Ski New Mexico, Harvest Festival at Rancho de Las Golondrinas was a featured fall festival on **Smarter Travel** after the story was pitched to the article's writer, and Santa Fe was named a top spot for fall color viewing on **CNN.com**.

Frommer's.com ran a Santa Fe photo essay featuring many of Dan Monaghan's images. Dan is a staff photographer/videographer with the New Mexico Tourism Department.

Redbook Magazine named Santa Fe one of America's Top 13 Most Romantic Date Spots.

Freelance writer Elaine Glusac is regularly in touch with the bureau about Santa Fe. Her most recent piece about an O'Keeffe fall painting session in Abiquiu came out in the **New York Times**.

Food writer and blogger Laurel Miller was in town two weeks ago for a series of stories. Here first was a tongue-in-cheek piece on **Gadling.com** about how to avoid looking like a tourist in Santa Fe.

In a list compiled by **Hotwire.com** Santa Fe was included as one of the Top 10 International Destinations for Art and Architecture.

LifeGoesStrong.com included Santa Fe as one of five top cities to explore on foot.

Travel editor and blogger Ed Boitano and photographer Deborah Roskamp were in Santa Fe during Spanish Market as part of a Northern New Mexico trip. They produced three pieces, one each for the **TravelingBoy.com** web site and another for **Southern California Life After 50**.

Long-time Santa Fe visitor and writer Linda Hayes talked with the bureau about Santa Fe for a recent roundup piece on New Mexico in *Association News*. <http://www.nxtbook.com/nxtbooks/associationnews/201209/#/46>

A short profile piece on the city's infrastructure appeared in *SportsEventsMagazine.com* as part of a New Mexico story about what various cities can offer sports organizations looking for event sites. <http://sportsevents.epubxp.com/i/80957/48>

Helen Anders with the *Austin American Statesman* wrote a nice piece about a recent visit to the city. <http://www.statesman.com/life/travel/the-consummate-santa-fe-day-sky-food-and-2458455.html>. She also produced a story on the state's centennial. <http://www.statesman.com/life/travel/new-mexico-looks-great-for-100-or-many-2458667.html>

A story about posole having the power of love appeared on the *San Francisco Chronicle's* web site complete with a tasty sounding recipe. The story was reposted on the bureau's Twitter site where it got the most re-Tweets for the whole week. <http://www.sfgate.com/default/article/Posole-has-the-power-of-love-3867358.php>

Judy Wiley, who lived in Santa Fe some years ago, was in town during June as part of a New Mexico Tourism Department press trip. Her "Savoring Santa Fe" story for *360 West* included many of the places she saw during her visit. <http://bluetoad.com/publication/?i=124167&p=120>

Travel writer Sucheta Rawal spent five days in the city in August and turned around a story about BODY from her visit. The piece appears on Sucheta's *GoEatGive.com* web site. <http://www.goatgive.com/celebrate-your-body-in-santa-fe/>

The Harvest Festival at El Rancho de Las Golondrinas was featured as one of 10 Great Fall Festivals after the bureau pitched the idea to writer Jamie Moore. <http://www.smartertravel.com/photo-galleries/editorial/10-great-fall-festivals.html?id=213>

Freelance writer, blogger, and all-around food person Ellise Pierce presented her own take on how to enjoy Santa Fe like a local in a *Dallas Morning News* story.

<http://www.dallasnews.com/travel/southwest/20120913-where-the-locals-go-in-santa-fe1.ece>

The New Mexico Business Weekly passed along a bureau release about the Santa Fe CVB being presented with a Gold Service Award by *Meetings & Conventions Magazine*. <http://www.bizjournals.com/albuquerque/blog/morning-edition/2012/09/meetings-conventions-magazine-again.html>

Kate Donnelly recreates a Santa Fe visit in her first-person story, "Land of Enchantment: A Weekend In Santa Fe" that appeared on *FathomAway.com* last week. The story was also picked up and published by the *Huffington Post*. <http://fathomaway.com/guides/usa/us-west/itineraries/weekend-trip-to-santa-fe-new-mexico/>

The Santa Fe National Forest was featured on *CNN.com* as a prime spot for seeing the fall colors in the West. <http://www.cnn.com/2012/09/21/travel/fall-leaf-peeping-autumn/index.html?iref=allsearch>

Just in time for the Wine and Chile Fiesta, *Fodor's* contributor Kristine Hansen posted a story last week at *Fodors.com* on "Where to Drink Wine in Santa Fe". <http://www.fodors.com/news/where-to-drink-wine-in-santa-fe-5997.html>

If you are a *Time Magazine* subscriber you can read the whole recent online article, "Five Reasons to Visit Santa Fe". <http://www.time.com/time/magazine/article/0,9171,2123700,00.html>

Budget Travel Adventures web writer Jeremy Branham just put up "A Budget Travel Guide—Santa Fe Travel Tips" on his web site, <http://www.budgettraveladventures.com/budget-travel-guides/usa-travel/budget-travel-guide-santa-fe-travel-tips/>

Visiting Press

Colin McAlpin and photographer Brenda Young will be visiting in September to produce stories for a series of Irish publications including the **News Letter**, **Northern Ireland Travel News**, the **Dublin Metro Herald** and possibly the **BBC**.

The Managing Editor of **Private Clubs** magazine will be in Santa Fe at the end of September looking for all that's new and noteworthy for his high-end readership.

A writing team from the *Chicago Sun Times*, Susanne Witt and Jennifer Mifflin, come to Santa Fe this month for a destination story on the city.

An online writer for **Cuisine Noir**, **Do It While You're Young**, and **Go Eat Give** was here earlier in the month and has already produced several web stories.

The editor of **SustainableKitchen.com** and a contributor to **Gadling** online was also here in early September and posted several stories about the city and its cuisine.

Santa Fe city and county will be bringing a small group of writers to the area in October to see what both the city and county have to offer travelers. Currently journalists from the *Vancouver Sun*, *Savuer.com*, *Examiner.com/Yahoo.com*, *New Mexico Journey*, and *SeriousEats.com* are scheduled to take part.

Santa Fe CVB will be doing Media Desk sides in the Dallas/Fort Worth area in conjunction with the Dallas Travel and Adventure Show. Target media are:

- Fort Worth Star Telegram
- Park Cities News
- Dallas Voice
- Dallas Brides
- DMagazine
- Turtle Creek News
- 360 West

Partner Opportunity

The bureau's web site, www.santafe.org, is the resource utilized most by travelers planning a Santa Fe visit. On the site is a page of Specials listing savings, packages, and deals offered by local businesses, http://santafe.org/Visiting_Santa_Fe/Specials/index.html. In addition to this being a great way to get your value promotions in front of the traveling public, each week the bureau's public relations partner, Lou Hammond & Associates, selects one of the listings from the Specials page to be part of its Value Blast; a weekly collection of savings sent to 500 travel editors and outlets nationally. Any business with a [santafe.org](http://www.santafe.org) business listing that has posted a promotion on the

Specials page is eligible for consideration. Simply make sure your specials listing includes your business name and contact information, all the details of the special, a link to your web site—preferably to the page that outlines the special—and when the opportunity is available; tip, if it's an ongoing special put some kind of end date on it anyway, you will automatically be reminded when it is about to expire so you can update the listing and the Value Blast listings have to have a definite time frame.

News Releases

Press releases have been written and/or distributed in September:

- International Mountain Bicycling Association's World Summit
- What's New in Santa Fe bi-monthly roundup
- Quarterly eblast newsletter –Autumn in Santa Fe
- New Mexico release on the CVB receiving a Gold Service award from **Meetings & Conventions** magazine
- Experience Santa... On Us promotion
- Artist's studio tours going on this fall release

The bureau has a new Experience Santa Fe... On Us promotion, this time aimed at smaller group meetings. Last year's successful promotion of the same name was aimed at groups of 500 peak room nights. This time around the promotion is for groups of 300 peak room nights. The package includes a choice of four culturally fun activities plus free use of the convention center and reimbursement of site visit expenses up to \$1,000 with a confirmed booking. Use this release to spread the word to your meeting partners.

Upcoming Press

- Santa Fe is scheduled to be included in the "World's Best Spas" issue of **Passport** magazine after being visited by a writer on assignment for the piece.
- **Southlake Style** magazine is planning a city story.
- American Airlines inflight magazine **Latitudes** is planning a winter feature on the city.
- Santa Fe will be featured in advertorial copy about the 50 states in a **New York Times** special edition.

Media Exposure: July 2012					
LH&A Generated Coverage					
Date	Publication	Location	Article Title	Ad Value	Total Reach
02-Jul-12	Examiner.com	National	Santa Fe Opera puts a different slant on Tosca	\$48, 522.47	7,278,370
10-Jul-12	New Mexico Business Weekly	Albuquerque, NM	Travel + Leisure: Santa Fe sixth 'most popular' travel city	\$12, 219	1,832,960
12-Jul-12	Vancouver Courier	Vancouver, Canada	Santa Fe equal parts historic, artsy, laid back and romantic	\$180	18,000
17-Jul-12	USA Today	National	The five best small towns in America: 2012	\$351,806	20,296,500
18-Jul-12	New Mexico Business Weekly	Albuquerque, NM	Santa Fe wins 'best food town' in national competition	\$12,219	1,832,960
20-Jul-12	KOB Eyewitness News 4-Online	Santa Fe, NM	Santa Fe tops paper's best food list	\$1,379.55	206,933
20-Jul-12	KOB Eyewitness News 4-Broadcast	Santa Fe, NM	Santa Fe tops paper's best food list	\$1,243.70	Broadcast Audience: 27473
23-Jul-12	Today Show Fourth Hour	New York, NY	Best of the Road Winners	\$10,000	2,200,000
23-Jul-12	Dallas Morning News	Dallas, TX	Santa Fe's Plaza Cafe is back in business	\$6,674	1,001,080
24-Jul-12	Forbes	Santa Fe, NM	The Way To Stay In Santa Fe: Seven Hotels For Every Kind Of Traveler	\$474,159	10,459,400
24-Jul-12	Santa Fe New Mexican	Santa Fe, NM	Santa Fe ponders how to attract younger tourists	\$989	84,748
25-Jul-12	New Mexico Business Weekly	Albuquerque, NM	Santa Fe Officials Targeting Younger Tourists	\$12,219	1,832,960
Total Circulation					47,043,911
Total Advertising Value				\$869,625.62	

Date	Publication	Location	Article Title	Ad Value	Total Reach
29-Jun-12	The Tennessean	Nashville, TN	Santa Fe a haven for art lovers	\$912	546,985
09-Jul-12	Travel + Leisure- Online	New York, NY	World's Best Awards	\$4,578	686,694
09-Jul-12	Travel + Leisure- Print	New York, NY	World's Best Awards	\$13,295	970,733
10-Jul-12	Dallas Morning News	Dallas, TX	Texas & Neighbors: Take the 'Breaking Bad' tour in Albuquerque	\$6,673.87	1,001,080
11-Jul-12	Huffington Post	New York, NY	'More Real? Art in the Age of Truthiness' Debuts at SITE Santa Fe	\$80, 475.75	31,151,900
13-Jul-12	TravelandLeisure.com	New York, NY	Santa Fe: 36% off Bishop's Lodge adventure	\$4,578	686,694
24-Jul-12	Meetings & Conventions	New York, NY	Santa Fe CVB Names New Director	\$70	10,249
25-Jul-12	Wall Street Journal	New York, NY	House of the Day: Calm and Clay in Santa Fe	\$142,010	6,656,700
26-Jul-12	Examiner.com	National	Four Seasons Resort Rancho Encantado giving guests a package to sing about	\$48,522.47	7,278,370
Total Circulation					48,989,405
Total Advertising Value				\$220,639	

The New York Times
In Transit
Expert Travel Advice

AUGUST 30, 2012, 1:00 PM

A Chance to Paint Where O'Keeffe Did

By *ELAINE GLUSAC*

The artist Georgia O'Keeffe made the high desert landscape around her home in Abiquiu, N.M., famous through her paintings of cottonwood trees and rock formations. Now less celebrated artists can bring their own art supplies and sketch or paint in her figurative shoes for one day, Sept. 24.

Santa Fe's Georgia O'Keeffe Museum, reprising a program it initially offered last spring, will hold the fall art session at Georgia O'Keeffe's Home and Studio in Abiquiu (above), about 60 miles north of Santa Fe. O'Keeffe bought the Spanish colonial-era adobe in 1945 and lived there for nearly 40 years.

Though tours of the house are offered regularly, only guests signing up for the art program will be allowed into the gardens and the driveway, which features the east-facing views onto the Chama Valley that the artist frequently painted.

Admission is limited to 10 people per four-hour session. Half-day tuition is \$375; full-day enrollment is \$700. Artists can request a look around the house, but they won't be allowed in with their potentially messy art supplies.

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includes 30,000 square feet of meeting space, a 2,500-seat multipurpose concert venue and a spa.

On the **Santa Ana Pueblo**, between Albuquerque and Santa Fe, the Hyatt Regency Tamaya Resort & Spa gives visitors an authentic Native American experience with pueblo-style guest rooms and a restaurant that serves regional cuisine. Meetings can be held indoors at its 21,650-square-foot confer-

ence center or outdoors amid an additional 50,000 square feet of event space.

SANTA FE & TAOS: JEWELS OF THE SOUTHWEST

To meet in **Santa Fe** is to enjoy adobe architecture, a vibrant food scene and a strong arts community known for opera, more than 200 galleries, Native American jewelry and, of course, the legacy of Georgia O'Keeffe. Attendees inclined to

explore can pick up free self-guided walking tours at the new visitors center within the Santa Fe Railyard.

In the wintertime, delegates can head to the slopes—Ski Santa Fe is just 16 miles away in the Sangre de Cristo Mountains—and during the more temperate months, hiking is a favorite pastime. Guided hikes and snowshoeing excursions can be arranged through the local outfitter Outspire.

In the heart of town, near the historic plaza, the LEED-certified Santa Fe Community Convention Center has 40,000 square feet of space and can host groups of up to 2,100. Laura Naide and Monica Rodgers, who plan meetings for the North American Brain Injury Society and have organized events at the convention center, were particularly impressed with the center's free Wi-Fi, its artistic décor and natural light. A few blocks away, gatherings for up to 700 can be arranged at the New Mexico History Museum, which includes the Palace of the Governors (dating back to the 17th century) among its several buildings.

Also a few blocks away, the Eldorado Hotel & Spa is the largest hotel with meeting space in the city. A new Drury Hotel is under construction downtown, which will convert the historic St. Vincent Hospital building and adjoining Marian Hall. At the Hilton/Santa Fe Historic Plaza, 100 guest rooms have been renovated as part of a property-wide upgrade. In the foothills, the Encantado Resort, formerly owned by Auberge Resorts, has become the Four Seasons Resort Rancho Encantado Santa Fe. With an emphasis on team-building, Bishop's Lodge Ranch Resort & Spa has introduced a new program called the Equus Experience.

Excellent traditional meeting space for small to mid-sized association gatherings can be found in the heart of **Taos**, about 70 miles north of Santa Fe. The Taos Convention Center features three grand halls, the largest of which can accommodate up to 700 people.



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Published on *Play Goes Strong* (<http://play.lifegoeststrong.com>)

<http://play.lifegoeststrong.com/article/walking-tours-five-cities-worth-exploring-foot>

Walking Tours: Five Cities Worth Exploring by Foot

By Irene Levine
Published Sep 10, 2012



A walking tour is a great way to find hidden gems in your own city or to explore a more distant locale, accessible by car or plane. In most areas of the country, autumn is a perfect time to get outdoors, and walking is a low impact activity that's good for you and good for the environment.

If you search online, entering the terms "walking tour" and "NAME OF CITY," whatever your destination, you are likely to find information about walking tours that are free or relatively inexpensive, often led by people who truly enjoy telling others about the places they know and love. Alternatively, many cities offer podcasts, apps, maps, and instructions to help you explore a place on your own.

You can go with friends or family, or go it alone. Here are five cities, among many across the country, that are well worth exploring by foot:

New York, New York

In New York City, there are so many places to see that you might not know where to start. As just one example, you can take a self-guided tour of the lower east of the Lower East Side (LES) of Manhattan with its rich history of immigration. If you have grandparents who came through Ellis Island, you may even want to trace their roots. You can even download free podcasts that point out some of the historical highlights of the area. Alternatively, also in the LES, you can participate in a free, guided walking tour, sponsored by the Lower

East Side Business Improvement District, held every Sunday at 11AM through the month of November. The group meets in front of Katz's Delicatessen.

New Haven, Connecticut

Home to Yale University, New Haven is filled with history, character, and great restaurants. You can walk the New Haven Green or pick up a free map at the campus Visitor Center for a self-guided walking tour that highlights architecture, public art, sustainability and women at Yale. Before you go, you may want to dig into some in-depth information online at Architecture of Yale, Public Art at Yale, Sustainability at Yale, and Women at Yale. Another option for walkers is to purchase a copy of the Blue Trail map, which includes another self-guided tour route, and provides a brief history of the University. A few lunch recommendations: Claire's Corner Copia (100 percent organic and sustainable), Louis' Lunch (home of the first American hamburger), and Miya's Sushi (the only sustainable sushi restaurant on the East Coast).

Santa Fe, New Mexico

The Atlantic has called Santa Fe America's #1 art city. It's a great place to wander in and out of galleries, shop for crafts, and savor the tastes and culture of the Southwest and contemporary fare available in the city. The Santa Fe School of Cooking offers four different restaurant walking tours that allow you to burn off a few of the calories you'll consume. Tours begin at the school where guests meet and greet a guide, and get to taste some treats before visiting four of Santa Fe's top restaurants. The Santa Fe Convention and Visitors Bureau has also put together a number of free walking tours, including a Chocolate Lover's Odyssey, a Coffee Lover's Tour, a Literary Landmarks Tour, and New Deal Art Legacy Tour.

Charleston, South Carolina

Aside from its southern charm and location on a beautiful peninsula, Charleston is laid out in an easy-to-navigate, pedestrian-friendly grid—just made for walking. Each October, the city's Preservation Society offers its annual Fall Tours of Homes and Gardens that guides walkers through history and highlights Charleston's unique architecture and colorful neighborhoods. The tours are self-paced and self-guided with volunteer guides stationed at each house or garden. Tickets sell out so they need to be reserved and paid for in advance. The website of the Charleston Convention and Visitors Bureau list a variety of other walking tours, including one that takes visitors to the city's oldest graveyard at night.

San Francisco, California

San Francisco City Guides is a group of volunteers who "love the city, its history, lore and legends." They offer an amazing number and range of walking tours including tours of Alfred Hitchcock's San Francisco, Billionaire's Row, Chinatown and the Golden Gate Bridge. There is a list of the tours online, organized by neighborhood and date. Many are seasonal but some run throughout the year.

Don't let this list limit you. October is National Walking Month, as good a time as any to get outdoors and explore the places around you.



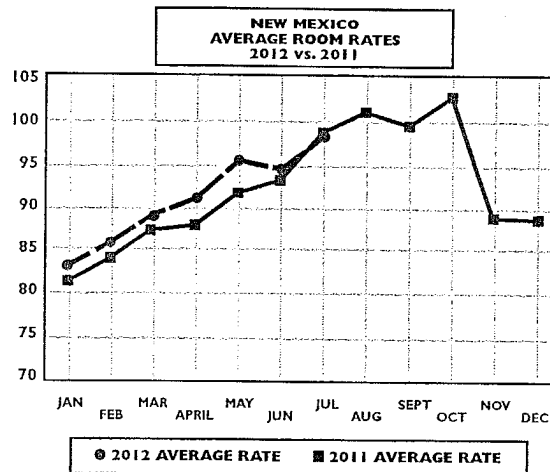
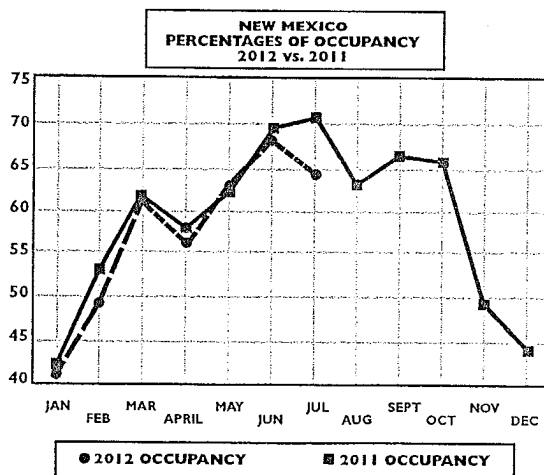
NEW MEXICO LODGING ASSOCIATION, INC.

ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

July 2012

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2012 YEAR-TO-DATE			2011 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
ALBUQUERQUE											
Downtown/Airport	64,418	42,771	66.4%	\$83.01	\$55.12	67.6%	\$88.05	\$59.49	68.2%	\$84.49	\$57.60
Interstate 40 Corridor	104,330	60,035	57.5%	\$79.66	\$45.84	54.1%	\$79.98	\$43.30	56.2%	\$79.15	\$44.47
Albuquerque North	68,386	43,930	64.2%	\$86.39	\$55.49	62.0%	\$101.08	\$62.67	65.2%	\$100.68	\$65.64
TOTAL	237,134	146,735	61.9%	\$82.65	\$51.14	60.0%	\$88.46	\$53.05	61.8%	\$86.78	\$53.66
SANTA FE											
DOWNTOWN	46,537	35,171	75.6%	\$188.16	\$142.21	63.5%	\$146.97	\$93.31	65.4%	\$144.87	\$94.71
CERRILLOS ROAD	47,554	34,312	72.2%	\$82.36	\$59.42	51.3%	\$69.66	\$35.70	55.0%	\$68.49	\$37.70
SANTA FE PERIPHERY	15,203	10,616	69.8%	\$112.55	\$78.59	53.7%	\$96.47	\$51.81	51.5%	\$96.72	\$49.79
TOTAL	109,294	80,099	73.3%	\$132.82	\$97.34	56.8%	\$110.11	\$62.57	58.9%	\$108.24	\$63.80
FARMINGTON	21,920	14,607	66.6%	\$86.08	\$57.37	62.1%	\$83.32	\$51.78	62.1%	\$76.94	\$47.76
LAS CRUCES	23,126	13,022	56.3%	\$78.28	\$44.08	57.8%	\$79.28	\$45.83	63.0%	\$77.21	\$48.68
TAOS	25,319	15,233	60.2%	\$105.42	\$63.43	45.1%	\$90.38	\$40.80	47.5%	\$91.77	\$43.56
OTHER NEW MEXICO	45,314	29,321	64.7%	\$80.37	\$52.00	55.2%	\$75.66	\$41.77	54.8%	\$73.03	\$40.04
TOTALS	462,107	299,018	64.7%	\$97.00	\$62.77	57.9%	\$91.57	\$53.04	59.7%	\$89.86	\$53.66



The Rocky Mountain Lodging Report is compiled by: Ehrhardt Keefe Steiner & Hottman, PC in cooperation with the New Mexico Lodging Association, Robert S. Benton & Associates, Inc. and W. R. Hopping & CO. Readers are advised that the above do not represent the data contained herein to be definitive. Neither should the contents of this publication be construed as a recommendation on policies or actions. This report is subject to copyright laws. Reproduction of this report, in whole or in part, without written permission, is prohibited.

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ROCKY MOUNTAIN LODGING REPORT
Summary of Occupancy and Average Daily Room Rates for the State of New Mexico

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2012	2011	2012	2011	2012	2011
JANUARY	41.7%	42.1%	\$83.37	\$81.47	\$34.81	\$34.27
FEBRUARY	49.9%	53.4%	\$85.57	\$84.75	\$42.69	\$45.21
MARCH	60.1%	61.2%	\$88.66	\$86.56	\$53.24	\$53.00
APRIL	56.0%	57.4%	\$90.90	\$87.21	\$50.91	\$50.09
MAY	63.7%	62.6%	\$95.52	\$91.57	\$60.87	\$57.35
JUNE	68.7%	69.4%	\$94.90	\$93.15	\$65.18	\$64.62
JULY	64.7%	70.9%	\$97.00	\$98.43	\$62.77	\$69.77
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	57.9%	59.7%	\$91.57	\$89.86	\$53.04	\$53.66