



**OTAB Marketing Report  
February 2019  
Reported March 27, 2019**

## **EXECUTIVE SUMMARY**

Key marketing highlights in **February and March**

### **1) Visual Arts & Museum Marketing Campaign Kick-Off Meetings**

TOURISM Santa Fe staff, along with key members from Team LOKA, conducted two meetings on March 13 and 14 at La Fonda on the Plaza to roll-out the campaign and generate excitement amongst the Visual Arts community

- This campaign has been created to be a bold, collaborative effort including TOURISM Santa Fe, Team LOKA, and Santa Fe's galleries and museums, and will feature local partners prominently.
- The campaign's success ultimately depends on local partner participation, so we'll be conducting at least one more discussion session in the coming weeks
- Galleries and Museums interested in becoming partners can submit interest here: <http://lokacreative.com/galleries>

### **2) Visiting Santa Fe for **Spring Break** is Receiving National Attention!**

Be sure to check out *The Travel Channel's* article, "**10 Spring Break Destinations for Families With Teens in Tow**" and *Oyster's.com's* article, "**The Best Spring Break Destinations for Families**," which features Santa Fe and highlights some of the offers!

If partners have not added their Kids Free Spring Break offer(s) yet, it's not too late to participate.

- To get started, [login to your business partner account](#) on [santafe.org](http://santafe.org) and from your dashboard, click on the blue button that says, "Add your Spring Break offers."

### **3) Giant **PR Win!****

This month we experienced the power of syndication in our earned media efforts.

- A widespread national syndication from Merissa Principe's CBS Local article amounted in \$2,417,686 worth of advertising value and 58 percent of this month's media coverage.

#### 4) 2019 Continues to See **Santa Fe Make Top Lists** in National Publications!

- Geronimo was awarded on **OpenTable's list** of 100 Most Romantic Restaurants in America for 2019.

#### 5) The Santa Fe Margarita Trail Adds **NEW Locations!**

- **15 new margarita locations (2 more Coming Soon!)** are now available on the Official Margarita Trail App.
- Do you have or know of a great Margarita that should be on the Margarita Trail? Get your bar or restaurant registered for the Trail by contacting Ryan Dodge at [rhododge@santafenm.gov](mailto:rhododge@santafenm.gov) or call 505-955-6232.

## HIGHLIGHTS

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### Santa Fe Margarita Trail

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The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

#### Cumulative Totals (as of 3/10/19)

- **2,145** Margarita Trail Apps have been downloaded onto Apple or Android phones
- **11,584** paper Passports have sold at our Visitor Centers and by partners
- **3,584** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **71** people are members of the Margarita Society
- **194** Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- **117** Bartender Kits have been redeemed by Passport holders

#### Public Relations (as of 3/19/19):

- **6** Press Releases
- **180** Journalist have experienced the Trail
- **\$5,558,450** amount of earned media

#### Social Media (as of 3/19/19)

- **446** Total Social Media Posts. This includes the following new posts since the last report: 3 Facebook, 2 Twitter, 1 Instagram.

## Partnership with Santa Fe County

To date in 2019, 778 **marketing collateral requests** for Santa Fe County have been processed and fulfilled.

## MONTHLY METRICS

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## WEBSITE & NEWSLETTERS

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### February 2019 Performance Metrics

#### Visits

- Total Sessions 94,559 (25.1% increase Y/Y)
- Unique Users 76,722 (24.4% increase Y/Y)
- Pages per Session 2.31 (8.5% decrease Y/Y)
- Average Time on Site 2:13 (20.2% decrease Y/Y)
- Conversion Rate 18.6% (19.8% increase Y/Y)

#### Visitor Gender

- 57.7% Female
- 42.3% Male

#### Visitor Age

- 5.1% 18 - 24
- 21.6% 25 - 34
- 17.5% 35 - 44
- 16.6% 45 - 54
- 20.2% 55 - 64
- 19.0% 65+

#### Newsletters

- Santa Fe Happenings
  - Sent: 02/05/2019
  - Number sent: 53,389
  - Number opened: 8,795
  - Open rate: 16.5%
- TOURISM Santa Fe Marketing Report
  - Sent: 02/13/2019
  - Number sent: 1,139
  - Number opened: 410
  - Open rate: 36.0%
- Santa Fe Deals and Specials
  - Sent: 02/21/2019

- Number sent: 36,727
  - Number opened: 6,796
  - Open rate: 18.5%
- Santa Fe: A Spring Break in Santa Fe
  - Sent: 02/26/2019
  - Number sent: 29,027
  - Number opened: 6,797
  - Open rate: 23.4%
- TOURISM Santa Fe Sales Report
  - Sent: 02/27/2019
  - Number sent: 1,148
  - Number opened: 398
  - Open rate: 34.7%

A younger audience visited the site this month when compared to February 2018 (the 55+ segment lost 15% of its traffic with most of that going to the 18-44 segment), buoyed by increasing interest in Santa Fe Kids Free Spring Break. The Kids Free Spring Break Promotional Landing page has experienced an increase in traffic of 61.3% Y/Y.

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

## SOCIAL MEDIA

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### Summary

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February saw a dip across most KPIs, primarily resulting from a drop in the performance of PulsePoint promoted content. Additionally, we are beginning to see fatigue among the audience with no new photo or video content developed recently. To counter this, we are looking to move forward with 2 new video projects, and new listicle-style content is being developed and published to refresh what is being promoted via PulsePoint.

The one platform that continued to see strong growth was Instagram, as follower and engagement numbers remain very strong.

### Facebook

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#### February 2019 Performance Metrics

- Total Page Followers: 67,661 (0.43% increase M/M)
- People Talking About This (PTAT): 8,368 (48.5% decrease M/M)
- Engagement: 28,140 (39.8% decrease M/M)
- Top Ranking Post: "A Snowy Morning in Downtown Santa Fe". Video: Luke Fitch & Enchantment Aerials
  - Reactions: 589
  - Comments: 26
  - Reach: 30,223

## Twitter

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### February 2019 Performance Metrics

- Followers: 14,125 (0.69% increase M/M)
- Monthly Impressions: 61,700 (5.65% decrease M/M)
- Engagement: 778 (12.8% decrease M/M)
- Top Ranking Post: "Santa Fe is famous for its red and green chile, but that's just the beginning. #TheCityDifferent"
  - Impressions: 2,909
  - Retweets: 14
  - Total engagements: 93

## Instagram

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### February 2019 Performance Metrics

- Followers: 25,093 (2.05% increase M/M)
- Top Performing Post: "Sunset and a storm in the distance. Photo @punkodelish #TheCityDifferent | SantaFe.org"
  - Likes: 1,942

## Pinterest

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### February 2019 Performance Metrics

- Followers: 2,575 (0.47% increase M/M)

## YouTube

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### February 2019 Performance Metrics

- Subscribers: 498 (1.01% increase M/M)
- Views: 2,608 (8.87% decrease M/M)

## Santa Fe Insider Blog

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### February 2019 Performance Metrics

- Total Blog Views: 14,322 (11.9% decrease M/M)
- Average Time on Blog: 0:53 minutes (67.5% decrease M/M)

## February 2019 Blog Posts

### Embark on a Spiritual Journey in Santa Fe

- Posted February 5, 2019
- Views: 183

### Getting To and Around Santa Fe

- Posted February 18, 2019
- Views: 298

### Tap Into 8 Unforgettable Santa Fe Beer Experiences

- Posted February 27, 2019
- Views: 75

## Top 5 Viewed Blog Posts in February

### Your 2019 Santa Fe Bucket List

- Posted December 20, 2018
- Views: 1,906

### A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 572

### How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 401

### Most Instagram-able Locations in The City Different

- Posted October 12, 2018
- Views: 263

### Santa Fe Artists in Residence

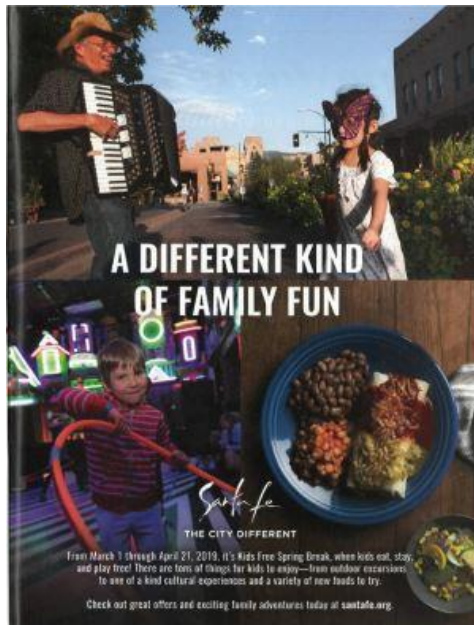
- Updated December 18, 2018
- Views: 235

## MEDIA PLACEMENTS – ADVERTISING

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### PRINT

New Mexico Magazine  
Target market: New Mexico  
Flight dates: 2/1/19-2/28/19  
Impressions: 300,000  
Media Cost: \$2,720.00

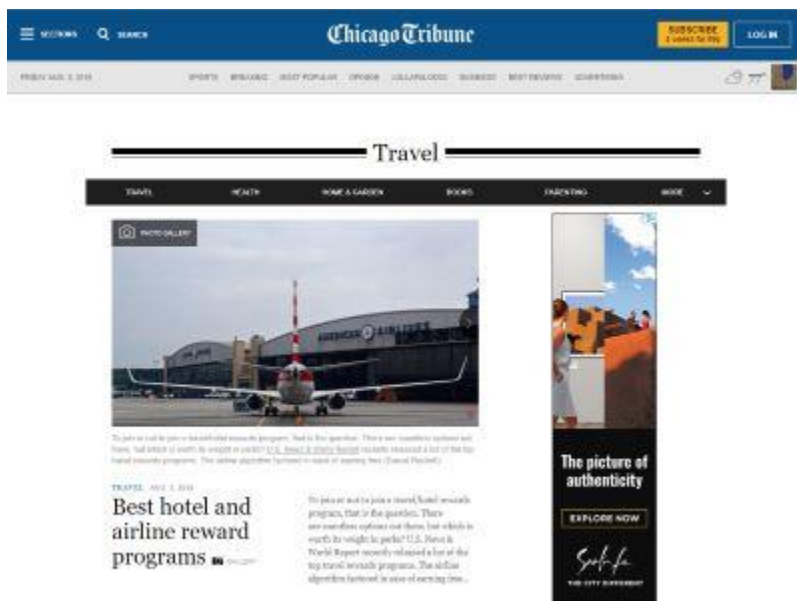


### DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

AdTheorent: Rich Media Mobile  
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York  
Flight dates: 2/1/19-2/28/19  
Impressions: 1,619,360  
Media Cost: \$10,000.00



Adara: Programmatic Desktop/Mobile  
 Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York  
 Flight dates: 2/1/19-2/28/19  
 Impressions: 850,932  
 Media Cost: \$4,999.99



Go-NewMexico.com: Lead Generation/Sponsorship Page  
 Target market: people interested in traveling to Santa Fe  
 Flight dates: 2/1/19-2/28/19  
 Impressions: 14,758  
 Go Travel Sites sent 293 names, emails and addresses to Santa Fe



Media Cost: \$208.33

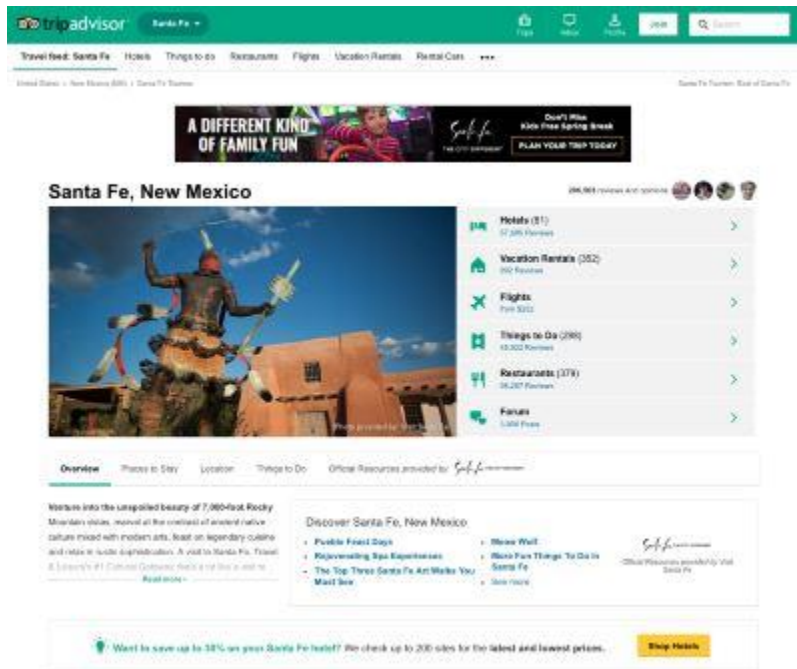
TripAdvisor: Sponsorship/Content

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

Flight dates: 2/1/19-2/28/19

Impressions: 357,081

Media Cost: \$4,843.86



Varick Media: Program/PMP

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

Flight Dates: 2/1/19-2/28/19

Impressions: 1,739,341

Media Cost: \$5,999.99



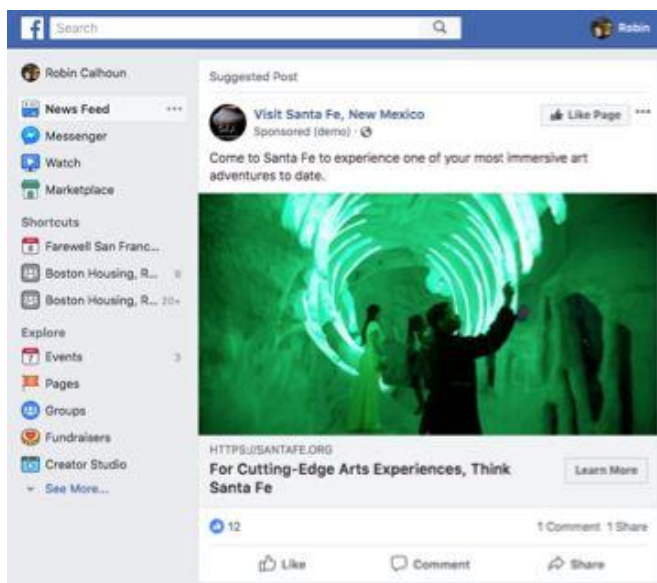
Pulsepoint: Native/Social

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

Flight dates: 2/1/19-2/28/19

Impressions: 890,954

Media Cost: \$9,333.33



## SEM

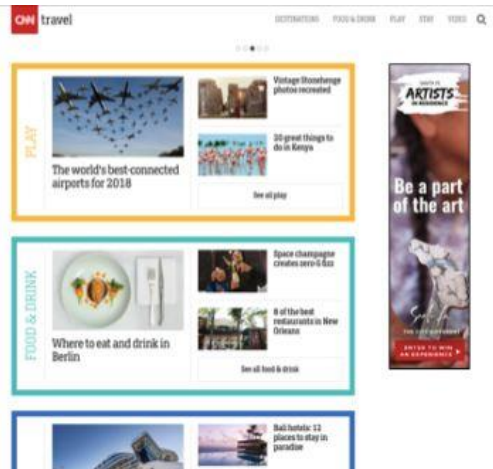
Google AdWords: Paid Search

Target market: National (Branded), Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight dates: 2/1/19-2/28/19

Impressions: 310,636  
Media Cost: \$14,695.98

## ARTISTS IN RESIDENCE



## KIDS FREE PROMO

Varick Media: Programmatic/PMP

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

Flight Dates: 2/1/19-2/28/19

Impressions: 1,154,494

Media Cost: \$6,222.22

Pressboard/Family Vacation Critic: Native/Sponsored Content

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

Flight Dates: 2/1/19-2/28/19

Impressions: 19,386

Media Cost: \$4,608.92



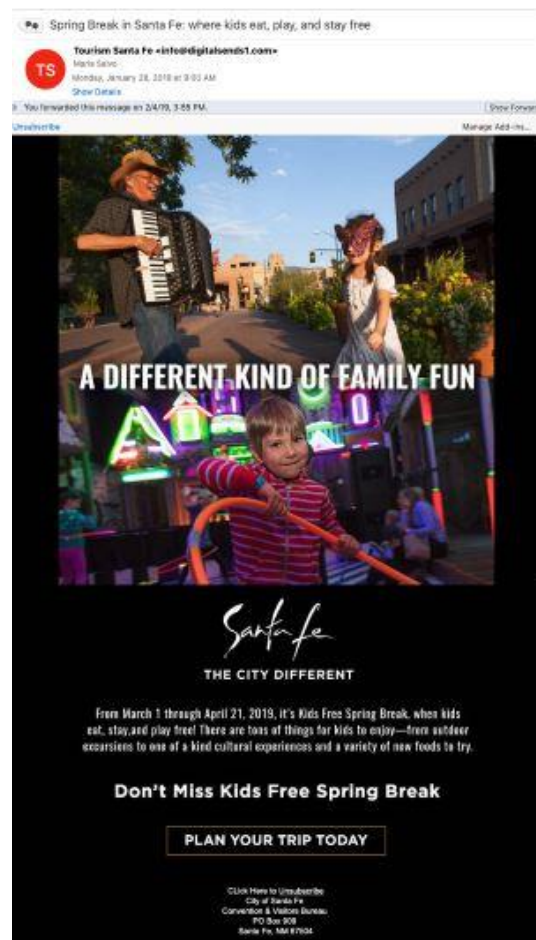
MediaMax: eNewsletter

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

Flight Dates: 2/1/19-2/28/19

Impressions: 836,511

Media Cost: \$9,545.45



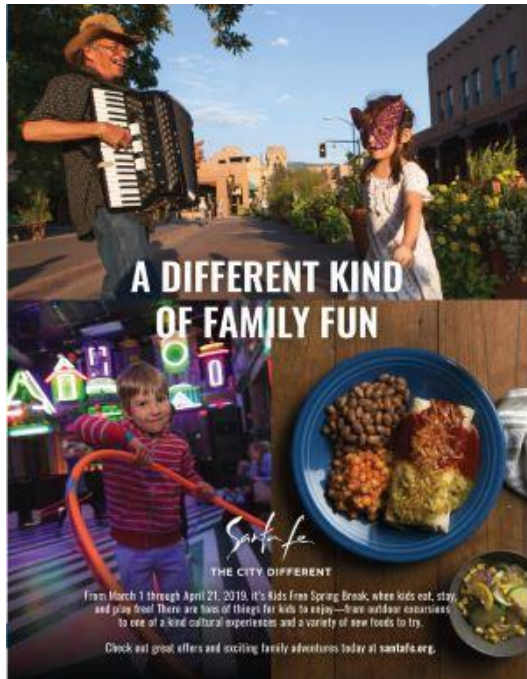
LA Parent Magazine

Target market: Los Angeles, CA

Flight dates: 2/1/19-2/28/19

Impressions: 55,000

Media Cost: \$2,000.00



## PUBLIC RELATIONS

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### Summary

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This month we experienced the power of syndication in our earned media efforts. A widespread national syndication from Merissa Principe's CBS Local article amounted in \$2,417,686 worth of advertising value and 58 percent of this month's media coverage. Syndication from the Simplemost article, "Jose Cuervo Has An All-You-Can-Drink Tequila Train" which mentioned the Santa Fe Margarita Trail amounted to six percent of this month's media coverage. Both articles were written by journalists that TSF previously hosted on an organized press trip.

TOURISM Santa Fe partnered with Ski Santa Fe to once again host a ski-meets-city press trip the last week of January/early February. We were excited to see some quick results hit from the trip, including four pieces of coverage that accounted for three percent of this month's media value. The decrease in media visits this month can be explained by the Ski Fam taking place January 30-February 3, which was tabulated in our January report for 2019 compared to the February report in 2018.

### Performance Metrics

#### February 2019

- **Pitches:** 51 (16% Increase Y/Y)
- **Press Releases:** 1 (50% Decrease Y/Y)
- **Media Visits:** 1 (90% Decrease Y/Y)

- **Media Contacts:** 190 (4% Increase Y/Y)
- **Total Impressions:** 501,424,592 (568% Increase Y/Y)
- **Earned Media:** \$4,147,749 (526% Increase Y/Y)

#### 2019 Year To Date

- **Pitches:** 311 (4% Increase Y/Y)
- **Press Releases:** 2 (50% Decrease Y/Y)
- **Media Visits:** 11 (26% Decrease Y/Y)
- **Media Contacts:** 373 (5% Increase Y/Y)
- **Total Impressions:** 633,425,397 (159% Increase Y/Y)
- **Earned Media:** \$5,149,338 (13% Decrease Y/Y)

#### Recent Accolades

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Geronimo was awarded on [OpenTable's list](#) of 100 Most Romantic Restaurants in America for 2019.

#### Visiting Press

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Mike Yardley, New Zealand based writer on assignment for **NZ Herald newspaper** and [\*\*www.fortheloveoftravel.net.nz\*\*](http://www.fortheloveoftravel.net.nz), visited the destination February 16-18, 2019.