



**OTAB Marketing Report
April 2019
Reported May 28, 2019**

EXECUTIVE SUMMARY

Key marketing highlights in **April and May**

1) [VOTING ALERT] 2019 Condé Nast Traveler Readers' Choice Awards — Vote Now for Santa Fe!

Voting is now open in the **Condé Nast Traveler 2019 Readers' Choice Awards** and Santa Fe is a nominee in the "**Cities**" category. Last year Santa Fe took the #2 spot as the "Best Small City in the U.S." We need your help to get to #1. Please be share this voting opportunity with your employees, friends and family and **vote now** [www.cntraveler.com/rca/vote].

A few pointers for voting for Santa Fe:

1. Go to cntraveler.com/rca/vote and click on the "Cities" section. You will then be prompted to sign in with an existing account or to create a new account.
2. Once signed in, search for "**Santa Fe**".
3. When the Santa Fe survey appears, rate the city on several characteristics. Be sure to rank Santa Fe "excellent" in all categories.
4. Continue through the voting form and answer a few additional questions to share your thoughts on Santa Fe.

In addition to Santa Fe, the following local businesses are also nominated.

Hotels:

- Eldorado Hotel & Spa
- Four Seasons Resort Rancho Encantado Santa Fe
- Hacienda del Cerezo
- Hilton Santa Fe Buffalo Thunder
- Hilton Santa Fe Historic Plaza
- Hotel St. Francis
- Hotel Santa Fe
- Inn and Spa at Loretto
- Inn of the Five Graces
- Inn on the Alameda
- La Fonda on the Plaza
- La Posada de Santa Fe, a Tribute Portfolio Resort & Spa
- Rosewood Inn of the Anasazi
- Sunrise Springs Spa Resort
- Ten Thousand Waves

Destination Spas:

- Ten Thousand Waves

Ski Resorts:

- Ski Santa Fe

2) Add Your **Summer Events & Specials** to SantaFe.org

The **Event Calendar** is one of the Top 3 most visited pages on santafe.org. Be sure to add your summer events and any other events you have planned for the rest of the year.

The **Deals & Specials** page is a great place to promote special offers for the season or for the year! Thousands of people visit the Deals & Specials page weekly. You will also have the opportunity to be featured in our monthly Deals & Specials e-newsletter, which is sent to more than 37,000 subscribers. If you do not have an offer listed – you are missing out.

3) Santa Fe Music Week

- We're extremely excited about the progress that is being made to ensure that the 2nd Annual Santa Fe Music Week is a success!
- Updating landing page/microsite is LIVE and the schedule is constantly updating:
<http://santafemusicweek.com>

4) Santa Fe art Week

- **Over 100+ individual events** have been created to support the 1st Annual Santa Fe Art Week
- Full event schedule can be found on http://santafe.org/Santa_Fe_Art_Week
- **Canyon Road Art & Wine Stroll** will take place on Wednesday, July 17 from 4-6PM
- In conjunction with SFAW, the Canyon Road Art & Wine Stroll will be held from Delgado to Camino del Monte Sol.
- Most galleries have agreed to stay open until 7pm

5) Recent Santa Fe Accolades

- 24/7 Wall Street awarded the Georgia O'Keeffe Museum New Mexico's museum of choice for "**The best museum in every state**" on April 29.

HIGHLIGHTS

Santa Fe Margarita Trail

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 5/22/19)

- **2,975** Margarita Trail Apps have been downloaded onto Apple or Android phones
- **11,585** paper Passports have sold at our Visitor Centers and by partners
- **3,713** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **92** people are members of the Margarita Society
- **202** Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- **119** Bartender Kits have been redeemed by Passport holders

Public Relations (as of 5/22/19)

- **7** Press Releases
- **194** Journalist have experienced the Trail
- **\$5,858,843** amount of earned media

Social Media (as of 5/22/19)

- **465** Total Social Media Posts. This includes the following new posts since the last report: 2 Pinterest, 5 Facebook, 5 Twitter, 2 Blog mentions.

Partnership with Santa Fe County

To date in 2019, **1,243 marketing collateral requests** for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

April 2019 Performance Metrics

Visits

- Total Sessions 97,873 (27.7% decrease Y/Y)
- Unique Users 79,051 (27.7% decrease Y/Y)
- Pages per Session 2.17 (9.6% increase Y/Y)
- Average Time on Site 2:08 (8.2% increase Y/Y)
- Conversion Rate 28.0% (201.2% increase Y/Y)

Visitor Gender

- 57.9% Female
- 42.1% Male

Visitor Age

- 1.8% 18 - 24
- 21.0% 25 - 34
- 16.4% 35 - 44

- 15.7% 45 - 54
- 20.9% 55 - 64
- 21.2% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 04/03/2019
 - Number sent: 55,578
 - Number opened: 9,620
 - Open rate: 17.6%
- TOURISM Santa Fe Marketing Report
 - Sent: 04/10/2019
 - Number sent: 1,171
 - Number opened: 574
 - Open rate: 50.2%
- Santa Fe Gift Guide
 - Sent: 04/10/2019
 - Number sent: 68,928
 - Number opened: 13,900
 - Open rate: 20.2%
- Santa Fe Deals and Specials
 - Sent: 04/18/2019
 - Number sent: 38,714
 - Number opened: 7,023
 - Open rate: 18.2%
- TOURISM Santa Fe Sales Report
 - Sent: 03/27/2019
 - Number sent: 1,151
 - Number opened: 431
 - Open rate: 37.5%

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

SOCIAL MEDIA

Summary

April continued to build on March's strong performance with continued gains across most all KPIs. Facebook engagement grew 33.6% M/M, while PTAT saw a similar increase of 34% M/M (807% and 781% increases Y/Y respectively). Twitter reach took a slight dip of 2.97% M/M, though engagement was up 6.74% M/M (increases of 67% and 237% Y/Y). Instagram continued to be the quickest growing platform, with a 2.07% increase in followers this month.

Facebook

April 2019 Performance Metrics

- Total Page Followers: 68,779 (0.72% increase M/M)
- People Talking About This (PTAT): 14,852 (34% increase M/M)
- Engagement: 41,835 (33.6% increase M/M)
- Top Ranking Post: Living here means being surrounded by desert vistas, sunshine, cultural traditions and an abundance of visual and performing arts. #TheCityDifferent
 - Reactions: 2822
 - Comments: 69
 - Reach: 37,755

Twitter

April 2019 Performance Metrics

- Followers: 14,280 (.54% increase M/M)
- Monthly Impressions: 80,800 (2.97% decrease M/M)
- Engagement: 1172 (6.74% increase M/M)
- Top Ranking Post: Welcome to Santa Fe. A place where art is our culture. With experiences you'll never forget and treasures you can bring home. Where a sense of adventure extends from the outdoors onto your plate. Where you can let your spirit free and let your stress fade away. #TheCityDifferent
 - Impressions: 2794
 - Retweets: 13
 - Total engagements: 107

Instagram

April 2019 Performance Metrics

- Followers: 26071 (2.07% increase M/M)
- Top Performing Post: ❤️❤️❤️ #TheCityDifferent | SantaFe.org
 - Likes: 1490

Pinterest

April 2019 Performance Metrics

- Followers: 2607 (0.50% increase M/M)

YouTube

April 2019 Performance Metrics

- Subscribers: 512 (1.19% increase M/M)
- Views: 2700 (18.52% decrease M/M)

Santa Fe Insider Blog

April 2019 Performance Metrics

- Total Blog Views: 16,664 (13.4% decrease M/M)
- Average Time on Blog: 2:50 minutes (flat)

April Blog Posts

The Insiders Guide to Visiting Santa Fe's Museum Hill

- Posted April 5, 2019
- Views: 150

Santa Fe's Art Scene Hits Full Bloom in May

- Posted April 9, 2019
- Views: 631

The Ultimate Santa Fe Weekend For Any Foodie

- Posted April 17, 2019
- Views: 271

This Summer's Must See Markets, Festivals & Exhibitions

- Posted April 19, 2019
- Views: 109

Top 5 Viewed Blog Posts in April

Your 2019 Santa Fe Bucket List

- Posted December 20, 2018
- Views: 4291

How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 2421

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015

- Views: 989

Most Instagram-able Locations in The City Different

- Updated December 18, 2018
- Views: 699

Can't Miss Santa Fe Experiences

- Posted October 16, 2018
- Views: 579

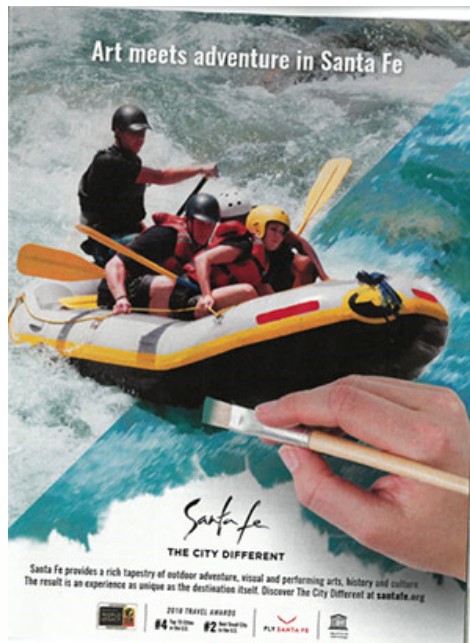
MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
 Target market: New Mexico
 Flight dates: 4/1/19-4/30/19
 Impressions: 300,000
 Media Cost: \$ 2,720.00



Texas Monthly
 Target market: Texas
 Flight dates: 4/1/19-4/30/19
 Impressions: 270,000
 Media Cost: \$ 9,585.00



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: 4/1/19-4/30/19

Impressions: 2,040,293

Media Cost: \$ 10,000.00



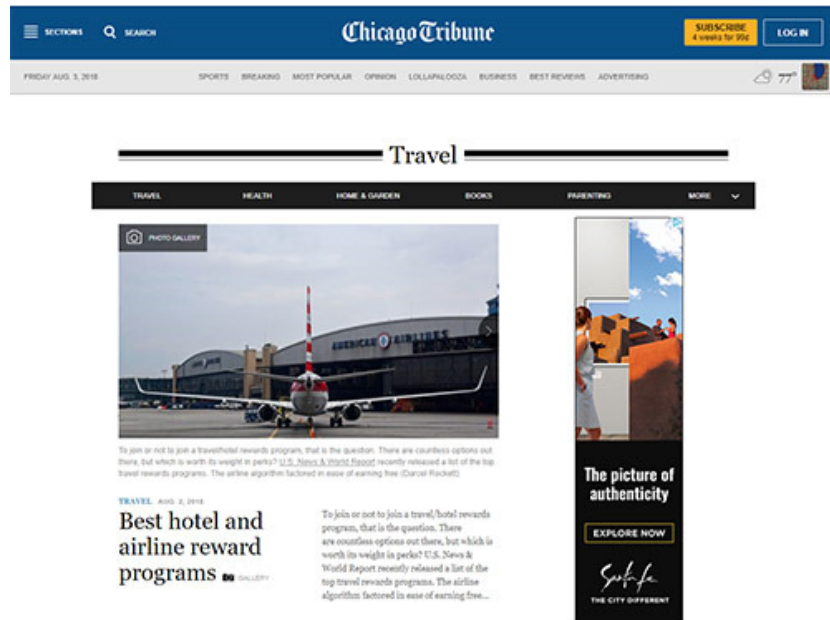
Adara: Programmatic Desktop/Mobile

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

Flight dates: 4/1/19-4/30/19

Impressions: 772,963

Media Cost: \$4,999.99



Go-NewMexico.com: Lead Generation/Sponsorship Page

Target market: people interested in traveling to Santa Fe

Flight dates: 4/1/19-4/30/19

Impressions: 14,956

Go Travel Sites sent 175 names, emails and addresses to Santa Fe

Media Cost: \$208.33

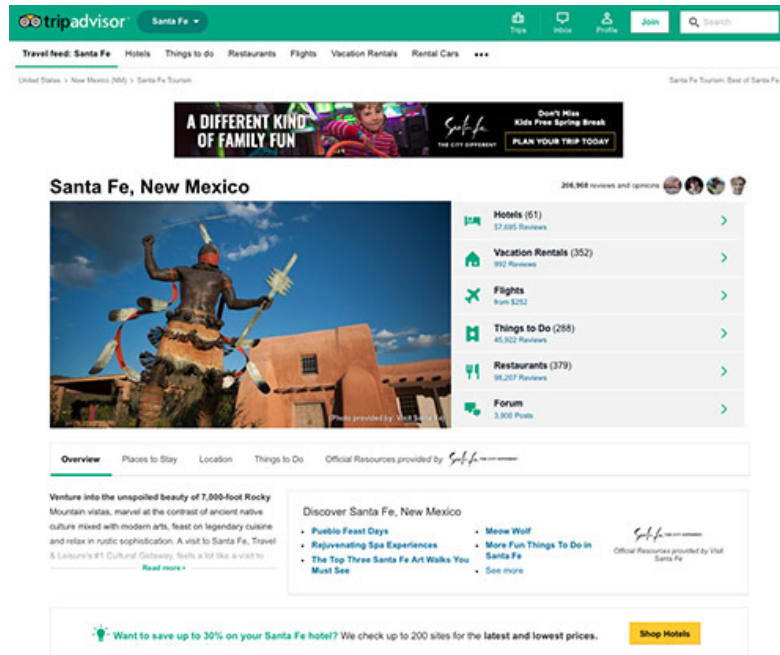
TripAdvisor: Sponsorship/Content

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

Flight dates: 4/1/19-4/30/19

Impressions: 338,187

Media Cost: \$5,189.99



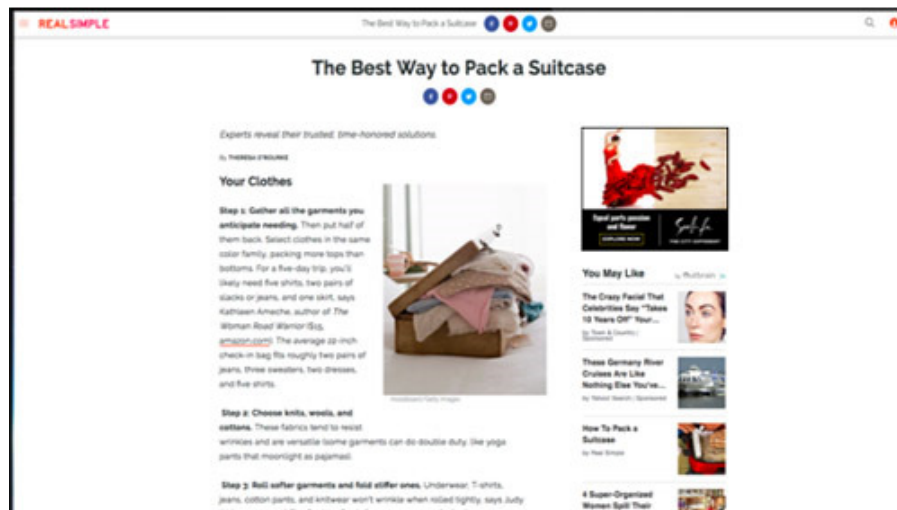
Varick Media: Program/PMP

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

Flight dates: 4/1/19-4/30/19

Impressions: 3,246,404

Media Cost: \$ 5,999.99



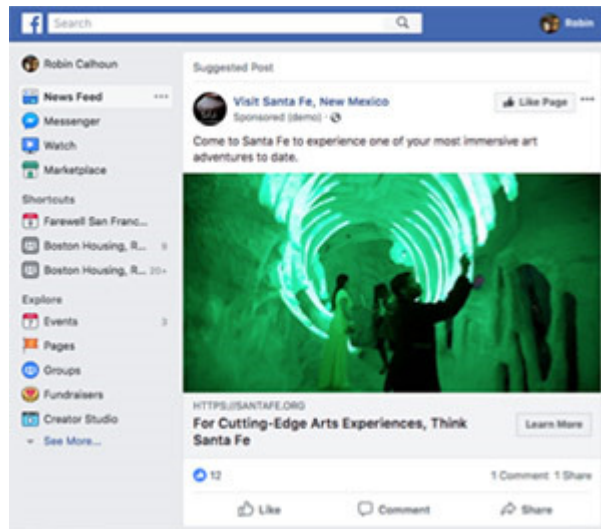
Pulsepoint: Native/Social

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

Flight dates: 4/1/19-4/30/19

Impressions: 2,853,709

Media Cost: \$ 10,000.00



VideoAmp: OTT/CTV

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

Flight dates: 4/1/19-4/30/19

Impressions: 1,511,288

Media Cost: \$26,020,39

Link to video: youtu.be/wTf1XQjIN4k



SEM

Google AdWords: Paid Search

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

Flight dates: 4/1/19-4/30/19

Impressions: 174,338

Media Cost: \$ 7,386.84

KIDS FREE PROMO

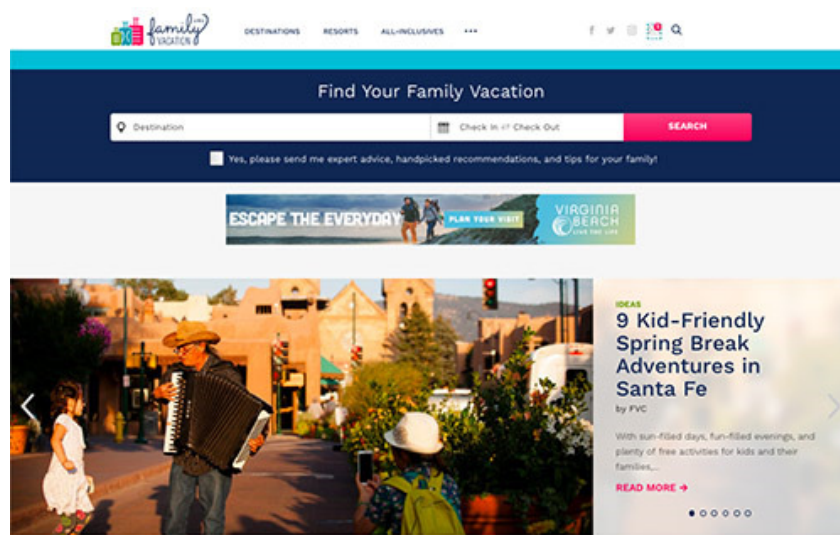
Pressboard/Family Vacation Critic: Native/Sponsored Content

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

Flight dates: 4/1/19-4/30/19

Impressions: 36,281

Media Cost: \$ 0.00 (added value)



PUBLIC RELATIONS

Summary

This month we had a major feature article published in American Way magazine that spanned multiple pages and highlighted Meow Wolf, in addition to Santa Fe as a vacation destination with mentions of “where to stay” and “where to eat” in the city. The placement resulted from a TOURISM Santa Fe email pitch to the publication’s editor last fall and hosting the assigned writer in January 2019. This article appeared in the print edition and was also available online. Santa Fe has seen great publicity in the airline inflight publications this spring; with another Meow Wolf feature in the March 2019 issue of Southwest Airline’s magazine and a May 2019 cover story in American Airline’s “Celebrated Living” magazine distributed exclusively in premium cabins.

When comparing this month to April 2018, we saw a decrease year over year in impressions and earned media, however, we note the following outliers:

- In April 2018, a CBS article syndicated to 23 outlets and accounted for more than 470 million impressions and three million dollars in advertising value.
- A writer from The Telegraph also visited and provided nine hotel reviews – each of which were valued at more than \$250,000 dollars and had a reach of more than 38 million.

Performance Metrics

April 2019

- **Pitches:** 24 (26% increase Y/Y)
- **Press Releases:** 0 (300% decrease Y/Y)
- **Media Visits:** (50% decrease Y/Y)
- **Media Contacts:** 145 (2% increase Y/Y)
- **Total Impressions:** 12,942,203 (98% decrease Y/Y)
- **Earned Media:** \$904,749 (85% decrease Y/Y)

2019 Year To Date

- **Pitches:** 390 (5% increase Y/Y)
- **Press Releases:** 3 (57% decrease Y/Y)
- **Media Visits:** 19 (6% increase Y/Y)
- **Media Contacts:** 524 (6% increase Y/Y)
- **Total Impressions:** 742,859,263 (53% increase Y/Y)
- **Earned Media:** \$6,941,820 (31% decrease Y/Y)

Recent Accolades

24/7 Wall Street awarded the Georgia O'Keeffe Museum New Mexico's museum of choice for "**The best museum in every state**" on April 29.

Visiting Press

Anastasia Healy visited the destination April 13 and 14 on assignment for **Frommers.com**.

Eileen Gunn, editor of **FamiliesGo!**, an online family travel site, visited the destination April 24-26.