



**OTAB Marketing Report
May 2019
Reported June 25, 2019**

EXECUTIVE SUMMARY

Key marketing highlights in **May and June**

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

Voting is still 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

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 115+ 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) **Coming Soon – New Margarita Trail Paper Passports**

The Margarita Trail program just celebrated its 3rd year of success on May 5th this year with nearly **12,000** paper passports sold, over **3,250** people that have downloaded the app and over **4,000** participants earning prizes along the way.

The paper passport that came out in 2016 has become outdated with many locations closing or changing names. Because of this, TSF will reprint the paper passport and create an updated version that includes the new locations and updated margaritas. The passports will be ready to distribute towards the end of July.

6) **Recent Santa Fe Accolades**

Santa Fe was named by Afar as one of the "**10 Best Places to Travel in July**".

Collected Works in Santa Fe represented New Mexico's selection in a new accolade on "**Best Bookstore in Every State**" by Mental Floss.

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 6/17/19)

- **3,568** Margarita Trail Apps have been downloaded onto Apple or Android phones
- **11,589** paper Passports have sold at our Visitor Centers and by partners
- **3,796** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **95** people are members of the Margarita Society
- **208** Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- **122** Bartender Kits have been redeemed by Passport holders

Public Relations (as of 6/19/19)

- **7** Press Releases
- **194** Journalist have experienced the Trail
- **\$5,999,425** amount of earned media

Social Media (as of 6/19/19)

- **470** 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, **3,638 marketing collateral requests** for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

May 2019 Performance Metrics

Visits

- Total Sessions 102,813 (41.7% decrease Y/Y)
- Unique Users 81,809 (43.6% decrease Y/Y)
- Pages per Session 2.17 (12.0% increase Y/Y)
- Average Time on Site 2:14 (20.1% increase Y/Y)
- Conversion Rate 21.3% (142.4% increase Y/Y)†

Visitor Gender

- 58.3% Female
- 41.7% Male

Visitor Age

- 4.3% 18 - 24
- 21.4% 25 - 34
- 16.2% 35 - 44
- 15.7% 45 - 54
- 21.6% 55 - 64
- 20.9% 65+

Newsletters

- Show your love for Santa Fe! Vote for your chance to win a dream vacation.
 - Sent: 05/01/2019
 - Number sent: 59,755
 - Number opened: 11,220
 - Open rate: 18.8%††
- Santa Fe Happenings
 - Sent: 05/07/2019
 - Number sent: 58,625
 - Number opened: 9,750
 - Open rate: 17.6%
- TOURISM Santa Fe Marketing Report
 - Sent: 05/08/2019
 - Number sent: 1,158
 - Number opened: 411
 - Open rate: 35.9%
- Santa Fe Deals and Specials
 - Sent: 05/16/2019
 - Number sent: 39,771
 - Number opened: 7,098
 - Open rate: 18.0%
- TOURISM Santa Fe Sales Report
 - Sent: 05/22/2019
 - Number sent: 1,157
 - Number opened: 434
 - Open rate: 37.8%
- Savor Summer in Santa Fe (Summer Seasonal)
 - Sent: 05/29/2019
 - Number sent: 31,136
 - Number opened: 7,687
 - Open rate: 24.9%

†Conversion rates are showing a dramatic improvement as a result of recent goal changes, and will continue to do so until the data normalizes.

††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

May numbers continued to be strong, with continued growth across most all platforms. Facebook engagement and PTAT could not match a record-breaking April (28.8% and 35% decreases M/M), though remain very strong overall (265% & 344% increase Y/Y). Twitter saw a 12.5% increase in reach and 8.3% increase in engagement M/M. Instagram continues to be the quickest growing platform, with a 2.34% increase in followers this month.

Facebook

May 2019 Performance Metrics

- Total Page Followers: 69,227 (0.65% increase M/M)
- People Talking About This (PTAT): 12,893 (35% decrease M/M)
- Engagement: 39,758 (28.8% decrease M/M)
- Top Ranking Post: "A good place to hang for a while. #TheCityDifferent | SantaFe.org"
 - Reactions: 2,472
 - Comments: 15
 - Reach: 23,310

Twitter

May 2019 Performance Metrics

- Followers: 14,401 (.85% increase M/M)
- Monthly Impressions: 88,200 (12.5% increase M/M)
- Engagement: 1,355 (8.31% increase M/M)
- Top Ranking Post: "@MeowWolf started as a loose group of penniless punks. Now it's a multimillion-dollar dream factory" - @nytimes
 - Impressions: 6,935
 - Retweets: 18
 - Total engagements: 160

Instagram

May 2019 Performance Metrics

- Followers: 26,680 (2.34% increase M/M)
- Top Performing Post: “Take a hike. #TheCityDifferent | SantaFe.org”
 - Likes: 2,396

Pinterest

May 2019 Performance Metrics

- Followers: 2,633 (1.00% increase M/M)

YouTube

May 2019 Performance Metrics

- Subscribers: 522 (1.95% increase M/M)
- Views: 2,100 (4.55% decrease M/M)

Santa Fe Insider Blog

May 2019 Performance Metrics

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

May Blog Posts

Take a Tour of Santa Fe's Historic Sites

- Posted May 7, 2019
- Views: 133

Santa Fe Gardens in Bloom

- Posted May 13, 2019
- Views: 202

June Events in The City Different

- Posted May 14, 2019
- Views: 164

Santa Fe Margarita Trail Expands

- Posted May 14, 2019
- Views: 146

Top 5 Viewed Blog Posts in May

Most Instagram-able Locations in The City Different

- Posted December 20, 2018
- Views: 3485

The Ultimate Santa Fe Weekend for Any Foodie

- Posted June 26, 2018
- Views: 1245

Can't Miss Santa Fe Experiences

- Posted October 16, 2018
- Views: 1035

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 987

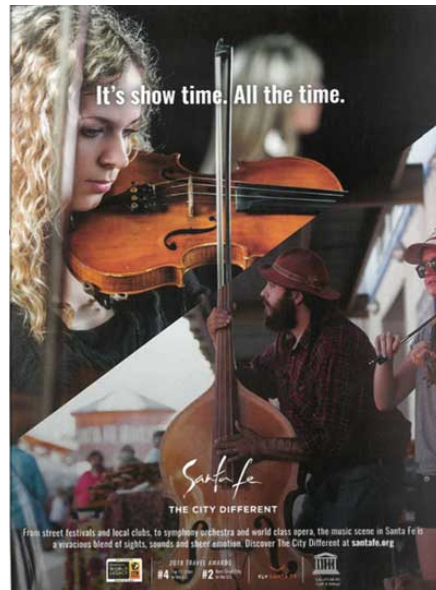
4 Don't-Miss Trails in Santa Fe County

- Posted March 19, 2019
- Views: 293

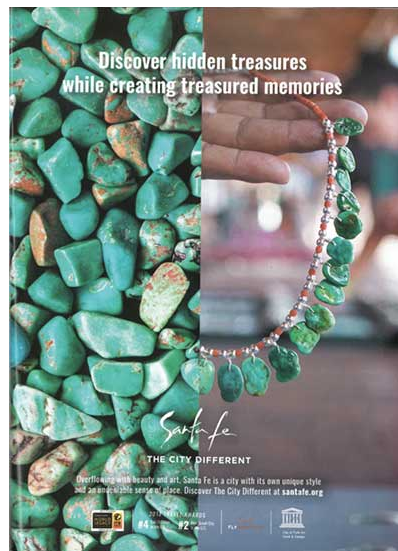
MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
Target market: New Mexico
Flight dates: 5/1/19-5/31/19
Impressions: 300,000
Media Cost: \$2,720.00



5280 Traveler
 Target market: Colorado
 Flight dates: 5/1/19-5/31/19
 Impressions: 85,000
 Digital Impressions: 12,767
 Media Cost: \$4,631.00



Austin Monthly
 Target market: Texas
 Flight dates: 5/1/19-5/31/19
 Impressions: 142,872
 Media Cost: \$3,500.00



Phoenix Magazine
 Target market: Arizona
 Flight dates: 5/1/19-5/31/19
 Impressions: 87,000
 Digital Impressions: 11,082
 Media Cost: \$5,650.00



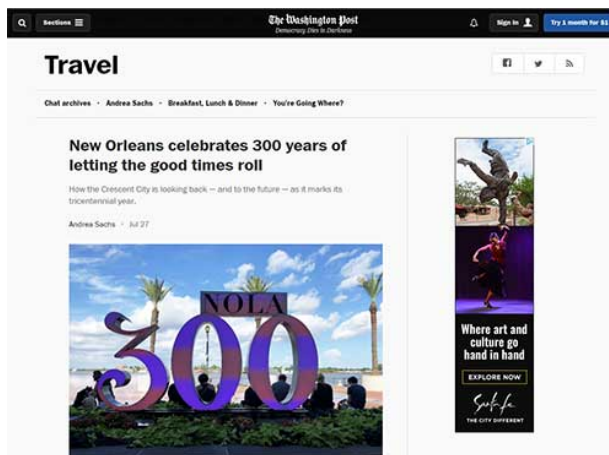
DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

AdTheorent: Rich Media Mobile
 Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 Flight dates: 5/1/19-5/31/19
 Impressions: 1,799,285

Media Cost: \$22,499.97



Adara: Programmatic Desktop/Mobile
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 5/1/19-5/31/19
Impressions: 782,964
Media Cost: \$4,999.99



Go-NewMexico.com: Lead Generation/Sponsorship Page
Target market: people interested in traveling to Santa Fe
Flight dates: 5/1/19-5/31/19
Impressions: 14,890
Go Travel Sites sent 225 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: 5/1/19-5/31/19
Impressions: 341,187

Media Cost: \$5,363.04

Varick Media: Program/PMP

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

Flight Dates: 5/1/19-5/31/19

Impressions: 2,812,847

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: 5/1/19-5/31/19

Impressions: 3,532,264

Media Cost: \$10,333.33



VideoAmp: OTT/CTV

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

Flight dates: 5/1/19-5/31/19

Impressions: 1,541,205

Media Cost: \$26,887.74

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: 5/1/19-5/31/19

Impressions: 148,268

Media Cost: \$7,268.08

PUBLIC RELATIONS

Summary

During the month of May, feature placements in Sunset Magazine, PENTA (which syndicated to Market Watch) and Buick Magazine drove a large portion of coverage. We had a Santa Fe hotel, El Rey Court, featured in New York Times' ongoing hotel review column, which appeared in print and online. These placements contributed to more than doubling our earned media value year over year.

It was a busy month for media hosting and we hosted five individual press visits as well as seven journalists on the "Native Roots FAM" May 1-5. The group FAM attendees were a mix of social media influencers and traditional journalists.

Performance Metrics

May 2019

- **Pitches:** 35 (26% increase Y/Y)
- **Press Releases:** 2 (200% increase Y/Y)
- **Media Visits:** 12 (100% increase Y/Y)
- **Media Contacts:** 156 (18% increase Y/Y)
- **Total Impressions:** 184,614,837 (35% increase Y/Y)
- **Earned Media:** \$2,075,322 (58% increase Y/Y)

2019 Year To Date

- **Pitches:** 425 (7% increase Y/Y)
- **Press Releases:** 3 (57% decrease Y/Y)
- **Media Visits:** 33 (18% increase Y/Y)
- **Media Contacts:** 680 (12% decrease Y/Y)
- **Total Impressions:** 927,474,100 (39% decrease Y/Y)
- **Earned Media:** \$9,017,142 (45% decrease Y/Y)

Recent Accolades

Santa Fe was named by Afar as one of the “**10 Best Places to Travel in July**”.

Collected Works in Santa Fe represented New Mexico’s selection in a new accolade on “**Best Bookstore in Every State**” by Mental Floss.

Visiting Press

TOURISM Santa Fe hosted the Native Roots FAM, May 1-5, featuring a mix of journalists and social media influencers:

- Arizona Foothills, Suzanne Koch
- Instinct Magazine, Justin Parker
- Unearth Woman, Jenna Kunze
- PaperCity Houston/Dallas/Ft. Worth, Tarra Gaines
- Lone Star Looking Glass, Alice Kerley + photographer (she paid for her photographer's
- New York to Anywhere, Lauren McGill
- Fashion Travel Repeat, Victoria Rutwind

Steve La Rosa, The Travel Guys Radio (May 12-14)

Chris Nelson, Calgary Herald (May 16-20)

National Geographic Traveller UK, Christie Dietz (May 17-20)

Dallas Magazine, Fred Mays (May 20-23)

FamilyTravel.com, Lynn O'Rourke Hayes, (May 22-25)