



**OTAB Marketing Report
June 2019
Reported July 23, 2019**

EXECUTIVE SUMMARY

Key marketing highlights in **June and July**

1) Summary of Q2 2019 (CY) Marketing Results (Full report is included in the packet.)

Paid Media/Advertising [Q2 Y/Y Change]

- Ad Spend: \$262,388 [DOWN 32% Y/Y]
- Ad Impressions: 28,465,443 [DOWN 59% Y/Y]
- CPM: \$9.22 [DOWN 9.1%]

Key Insights

- Q1 2019 marked the final quarter of TSF FY19 fiscal budget
- Q2 media spend through June 15th was \$261,763 (+1% Q/Q, -34% Y/Y) and total impressions delivered were 23.6M (-25% Q/Q, -45% Y/Y); Q/Q and Y/Y comparisons are being made based on previous reporting, even though this report does not cover the full quarter (April 1 - June 15, 2019)
- All paid print insertions, including New Mexico Magazine (x3), Texas Monthly, Austin Monthly, 5280 Magazine (x2) and Phoenix Magazine, resulted in an estimated 879,872 impressions
- The digital campaign, in general, generated 26M impressions in market (+29% Q/Q) but KPI performance has trended down from last quarter (-33% CTR, -42% CVR) and last year (-12% CTR, -53% CVR). The lower KPI performance could be the result of a few factors:
 - The core display ads may be starting to fatigue in the market as the creatives have been in the market for more than a year
 - AdTheorent's rich media units are resulting in higher in-banner engagement performance but fewer click throughs
 - The articles running through Pulsepoint may be experiencing fatigue as click-rates have dropped from 1.49% to 0.83% Q/Q
- The new Spring 2019 CTV/OTT campaign through VideoAmp launched on March 27 with a new version of the :30 video spot and targeted to in-market travelers in priority and drive markets who are more likely to have been exposed to the NMTD "True" campaign
 - The VideoAmp campaigns has delivered 1,729,527 completed views and a 84% video completion rate (80% benchmark, -2% Q/Q)
 - June has been the best performing month in terms of completion rate, and has delivered the most views across mobile devices
- The new "Choose Your Own Adventure" mobile rich media unit involving the quiz began in Q2 and has been performing extremely well with a 35.5% engagement rate (compared

- to 11.47% ER from Spring 2018 rich media campaign) and 20s avg time spent (vs. 18s from Spring 2018 RM)
 - Most users have engaged with the Culture video (1,058), followed by Outdoor (832) and Retail (673)
- The native display campaign, which is running through Pulsepoint and promoting the Santa Fe blog content, has resulted in over 103K engagements, over 55K clicks and a 2:38 avg time on page (1:01 benchmark)
 - Article scroll depth - which measures how far down the page a user scrolls – is over 51% which is higher than the 43% benchmark, meaning the content has been engaging enough to the users visiting the site
- Paid Search performance continues to excel with ongoing optimizations, with a +29% increase in CTR Q/Q (2.25% in Q2 vs. 1.75% in Q1)
- GoNewMexicoTravel lead generation page showed a decrease in inquiries Q/Q (1.40% IR in Q2 vs. 1.86% IR) likely due to the fact that this report does not include the final 15 days in Q2
- The Kids Free article on Family Vacation Critic generated an additional 36,777 impressions in April as the campaign completed this month
- Adara Impact Analytics has reported 746 hotel bookings and 1,007 flight bookings in Q2 with an estimated \$263,709 in hotel revenue generated by attributable advertising efforts this quarter (-9% Q/Q)
- Adara Analytics points out the couples travelers spent the most per night on average (\$169) and made up the highest percentage of hotel booking itineraries (54% of total travelers) in Q2 2019
 - *Note: The ADARA Impact reporting solution has the ability to directly connect all of TSF's digital marketing efforts with airline and hotel reservations for Santa Fe. The summary highlights the direct impacts of our digital advertising efforts as it relates to Hotel Revenue and Flight Bookings to the Santa Fe Regional Airport and the Albuquerque Sunport Airport. Please note: At this time, Hotel Revenue only includes hotel properties that are part of the Adara data partnership. The Adara and TSF teams are working to onboard more downtown properties in order to provide a comprehensive look at Hotel Revenue.*

Website [Q2 Y/Y Change]

- Total Sessions: 301,530 [DOWN 31% Y/Y]
- Unique Users: 240,858 [DOWN 32% Y/Y]
- Average Pages Per Session: 2.17 [UP 8% Y/Y]
- Average Time on Site: 2:16 [UP 13% Y/Y]
- Conversion Rate: 20.7% [UP 11.5 Y/Y]

Overall traffic and unique users were down and engagement statistics were up Y/Y as advertising spending fell. Age and gender demographics trended in line with historical performance as well, with gains in the 55+ age groups at the expense of the younger groups and gender back to approximately 60% female. Organic search remained the top traffic driver, delivering 57% of visitors (up 3% Q/Q). The top 2 pages (Home and Calendar) made up 31% of all traffic. Mobile/tablet traffic made up 60% of visitors. NM visitors made up 16% of the traffic, up from 13% in 2018, and NV and FL had slight gains as well, while traffic from other states fell slightly.

Public Relations [Q2 Y/Y Change]

- Pitches: 80 (UP 29% Y/Y)

- Press Releases: 3 (DOWN 25% Y/Y)
- Media Visits: 23 (no change)
- Media Contacts: 421 (UP 8% Y/Y)
- Earned Media: \$3,720,089 (DOWN 55% Y/Y)
- Earned Media Impressions: 289,156,026 (DOWN 74% Y/Y)

The successes of Q1 continued in to Q2 for 2019, finishing the quarter with 289,156,026 impressions and pushing the total YTD impressions over the 1 billion mark. Major placements over the quarter included a hotel feature on El Rey Court in the New York Times, multiple USA Today hits, MSN, Yahoo! and a delayed tabulation from the Washington Post featuring our Kids Free promotion, originally published in March.

The Q2 2019 numbers were down compared to the same period in 2018; despite May and June 2019 being up over those months last year. April 2018 was an abnormally higher month due to a syndicated CBS Local story that accounted for 3.5 million in publicity value and a series of hotel review articles that ran in the UK publication, The Telegraph that accounted for 2.3 million in value. We did not see the same type of coverage this year in Q2.

There were 71 total earned media placements over the three months in 2019 compared with 100 total in 2018.

Social Media [Q2 Y/Y change]

- Facebook Followers: 69,994 [UP 8.8% Y/Y]
- Facebook Engagement: 146,049 [UP 403% Y/Y]
- Twitter Followers: 14,529 [UP 8% Y/Y]
- Twitter Engagement: 3,885 [UP 81% Y/Y]
- Twitter Impressions: 258,500 [UP 6% Y/Y]
- Instagram Followers: 27,079 [UP 27% Y/Y]
- Pinterest Followers: 2,649 [UP 9% Y/Y]
- YouTube Subscribers: 527 [UP 19% Y/Y]
- YouTube Views: 6,000 [DOWN 97.5% Y/Y]

The second quarter of the 2019 calendar year saw social media efforts continue to build on a strong Q1. KPIs saw very strong year over year jumps across most all indexes, with the exception of the YouTube platform. Facebook PTAT and Engagement saw the most marked increase, growing 1671% and 403% respectively year over year. Social Media also continues to drive more traffic to santafe.org, with referrals from Facebook and Twitter up 87% and 48% year over year as well.

Blog [Q2 Y/Y change]

- Page Views: 41,471 [UP 105% Y/Y]
- Average Time on Blog: 3:00 [UP 1% Y/Y]
- Website Referrals: 6.8% [DOWN 4.2 Y/Y]

Blog traffic is up 105% Y/Y. Time on site has increased by 1%. The Top Instagram Locations blog was the most visited post, with 5,350 visits for the quarter, though traffic saw a much more equal distribution among several pages this quarter as compared to the last.

Email Newsletter (Averages) [Q2 Y/Y change]

- **Consumer: Happenings***

Number Sent: 175,303 [UP 78% Y/Y]

Happenings Open Rate: 17.4% [UP 0.4% Y/Y]

- **Consumer: Deals & Specials**

Number Sent: 120,238 [UP 28% Y/Y]

Deals & Specials Open Rate: 18.3% [DOWN 0.1%]

- **Industry: Marketing Report**

Number Sent: 3,433 [UP 1.7% Y/Y]

Marketing Report Open Rate: 43.5% [UP 10.8% Y/Y]

- **Industry: Sales Report**

Number Sent: 3,474 [UP 2% Y/Y]

Sales Report Open Rate: 37.2% [UP 2.3% Y/Y]

**Due to a reporting error in June 2018, the Q2 2018 Happenings numbers reflect metrics for the April and May emails only. This explains the unusually high Y/Y increase in the number of Happenings emails sent in Q2 2019.*

Consumer: newsletter list sizes grew more than expected, with What's Happening growing by 78% and Deals and Specials growing by 28% Y/Y. What's Happening apparent growth is driven by the lack of June 2018 email data. Actual list growth based on historical data is likely in the 19%-20% range, slightly lower than Deals and Specials. Engagement increased on What's Happening, but fell slightly on Deals and Specials, with open rates rising 0.4% and dropping 0.1% respectively.

Industry: newsletter list sizes grew slightly while engagement increased significantly with open rates rising 35% on the Marketing Report and 8% on the Sales Report.

Newsletters delivered 3.9% of site traffic, up from 1.9% in Q2 2018.

2) **Santa Fe Takes Top Honors** in Travel + Leisure's Annual World's Best Survey

The **City of Santa Fe** has been recognized as the number two city on the "Top 15 Cities in the United States" list in the **2019 Travel + Leisure World's Best Awards**. The city also ranked at number 14 on the "Top 15 Cities in the World" list; making this the city's fourth consecutive year as one of the most desired American travel destinations.

The Inn of the Five Graces

earned top honors ranking as the number one hotel on the "15 Best City Hotels in the Continental United States" list. The Inn's first place ranking beats its previous rank at number 9 in the same category last year. The Inn also ranked number 33 on the "Top 100 Hotels in the World" list.

Additional honors for Santa Fe area properties include:

- Top 10 Destination Spas in the United States – Sunrise Springs Spa Resort (#3)
- Top 10 Destination Spas in the United States – Ojo Caliente Mineral Resort Springs & Spa (#5)
- Top 10 Destination Spas in the United States – Ten Thousand Waves Japanese Spa (#8)

3) 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.

4) **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>
- **We've created an Event Submission Form** to submit your live music events/happenings to: <https://forms.gle/1K1ps3Az6zg3UijY9>

5) **Coming This Week – 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 **4,000** people that have downloaded the app and over **4,300** prizes handed out 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 later this week.

6) **Recent Santa Fe Accolades**

TripSavvy named Santa Fe one of **“The Best LGBT Friendly Destinations of 2019”**

MarketWatch named Santa Fe one of the **“The best little cities to live if you love the outdoors”**

Travel + Leisure named La Posada de Santa Fe as one of the **“Best Dog-Friendly Hotels in the U.S.”**

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 7/17/19)

- **4,045** Margarita Trail Apps have been downloaded onto Apple or Android phones
- **11,585** paper Passports have sold at our Visitor Centers and by partners
- **3,881** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **108** people are members of the Margarita Society
- **215** Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- **124** Bartender Kits have been redeemed by Passport holders

Public Relations (as of 7/17/19)

- **7** Press Releases
- **194** Journalist have experienced the Trail
- **\$6,012,437** amount of earned media

Social Media (as of 7/17/19)

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

Partnership with Santa Fe County

To date in 2019, **5,128 marketing collateral requests** for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

June 2019 Performance Metrics

Visits

- Total Sessions 100,844 (20.9% decrease Y/Y)
- Unique Users 79,998 (21.4% decrease Y/Y)
- Pages per Session 2.16 (3.0% increase Y/Y)
- Average Time on Site 2:28 (11.3% increase Y/Y)
- Conversion Rate 12.6% (35.0% increase Y/Y)

Visitor Gender

- 60.0% Female
- 40.0% Male

Visitor Age

- 4.5% 18 - 24
- 20.0% 25 - 34
- 16.4% 35 - 44
- 17.0% 45 - 54
- 21.4% 55 - 64
- 20.1% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 06/05/2019
 - Number sent: 61,100
 - Number opened: 10,346
 - Open rate: 18.0%
- TOURISM Santa Fe Marketing Report
 - Sent: 06/12/2019
 - Number sent: 1,164
 - Number opened: 522
 - Open rate: 44.9%
- Santa Fe Deals and Specials
 - Sent: 06/21/2019
 - Number sent: 41,753
 - Number opened: 7,938
 - Open rate: 19.0%
- TOURISM Santa Fe Sales Report
 - Sent: 06/26/2019
 - Number sent: 1,166
 - Number opened: 428
 - Open rate: 36.7%
- Final Days To Vote For Santa Fe! (One Off)
 - Sent: 06/27/2019
 - Number sent: 62,763
 - Number opened: 9,860
 - Open rate: 15.7%

†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

After a slight dip in a couple KPIs in May, June saw most all indexes rebound near or past April's record numbers. Facebook engagement and PTAT both saw strong growth of 26.7% and 60.2% M/M. Twitter reach continued to grow (4.2% increase M/M), though engagement did see a slight 5.6% decrease. Instagram continued to be the quickest growing platform (2.34% increase M/M), though Facebook saw a surprisingly strong growth of 1.11% M/M as well.

Facebook

June 2019 Performance Metrics

- Total Page Followers: 69,994 (1.11% increase M/M)
- People Talking About This (PTAT): 20,655 (60.2% increase M/M)
- Engagement: 50,387 (26.7% increase M/M)
- Top Ranking Post: "Santa Fe Skyline. #TheCityDifferent | www.SantaFe.org

Twitter

June 2019 Performance Metrics

- Followers: 14,529 (.89% increase M/M)
- Monthly Impressions: 91,900 (4.2% increase M/M)
- Engagement: 1279 (5.6% decrease M/M)
- Top Ranking Post: "Santa Fe Skyline. #TheCityDifferent | www.SantaFe.org

Instagram

June 2019 Performance Metrics

- Followers: 27,079 (2.34% increase M/M)
- Top Performing Post: "Santa Fe Skyline. #TheCityDifferent | www.SantaFe.org

Pinterest

June 2019 Performance Metrics

- Followers: 2,649 (.61% increase M/M)

YouTube

June 2019 Performance Metrics

- Subscribers: 527 (.96% increase M/M)
- Views: 1,700 (19.05% decrease M/M)

Santa Fe Insider Blog

June 2019 Performance Metrics

- Total Blog Views: 10,730 (23.8% decrease M/M)
- Average Time on Blog: 3:07 minutes (1.6% increase M/M)

June Blog Posts

Hey, Santa Fe

- Posted June 5, 2019
- Views: 97

July is Festival Season in The City Different

- Posted June 19, 2019
- Views: 82

First-Timers Guide to Santa Fe

- Posted June 26, 2019
- Views: 138

Top 5 Viewed Blog Posts in June

Most Instagram-able Locations in The City Different

- Posted October 12, 2018
- Views: 1,286

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 927

The Ultimate Santa Fe Weekend for Any Foodie

- Posted April 17, 2019
- Views: 926

Can't Miss Santa Fe Experiences

- Posted October 16, 2018
- Views: 421

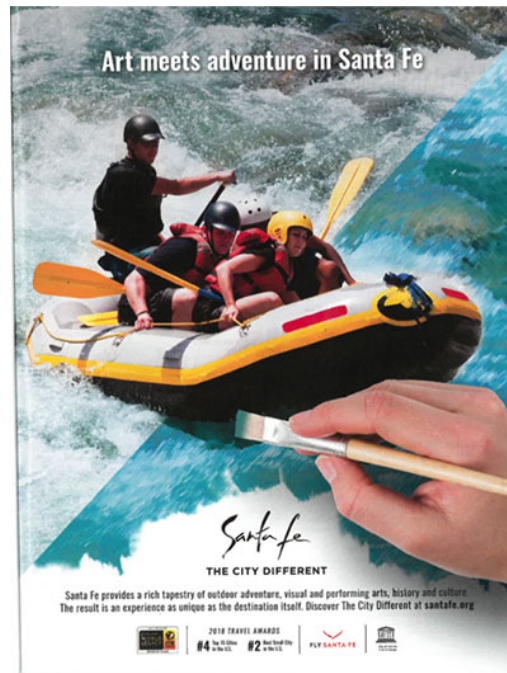
4 Don't-Miss Trails in Santa Fe County

- Posted March 19, 2019
- Views: 395

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
Target market: New Mexico
Flight dates: 6/1/19-6/30/19
Impressions: 300,000
Media Cost: \$2,720.00



5280 Traveler
Target market: Colorado
Flight dates: 6/1/19-6/30/19
Impressions: 85,000
Media Cost: \$4,631.00



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

†Note: Due to the transition of advertising agencies, June media impressions are only being reported through June 15, 2019.

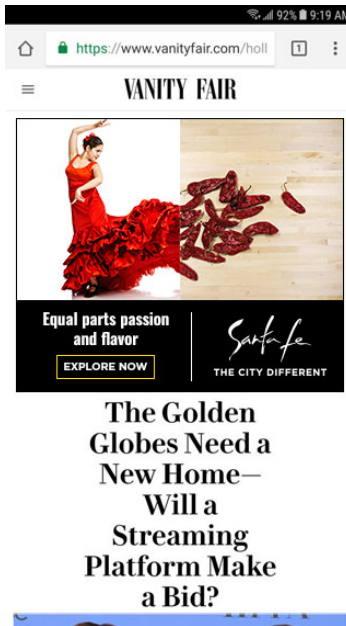
AdTheorent: Rich Media Mobile

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

Flight dates: 6/1/19-6/15/19

Impressions: 1,068,532

Media Cost: \$ 18,333.35



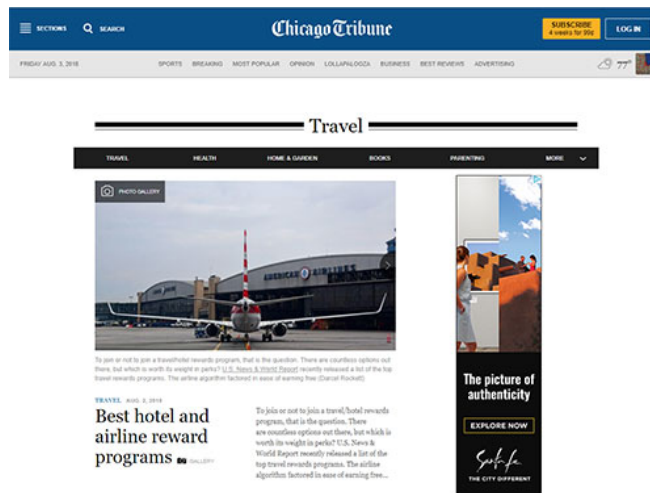
Adara: Programmatic Desktop/Mobile

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

Flight dates: 6/1/19-6/15/19

Impressions: 455,783

Media Cost: \$5,000.09



Go-NewMexico.com: Lead Generation/Sponsorship Page

Target market: people interested in traveling to Santa Fe

Flight dates: 6/1/19-6/15/19

Impressions: 7,987

Go Travel Sites sent 131 names, emails and addresses to Santa Fe

Media Cost: \$208.33

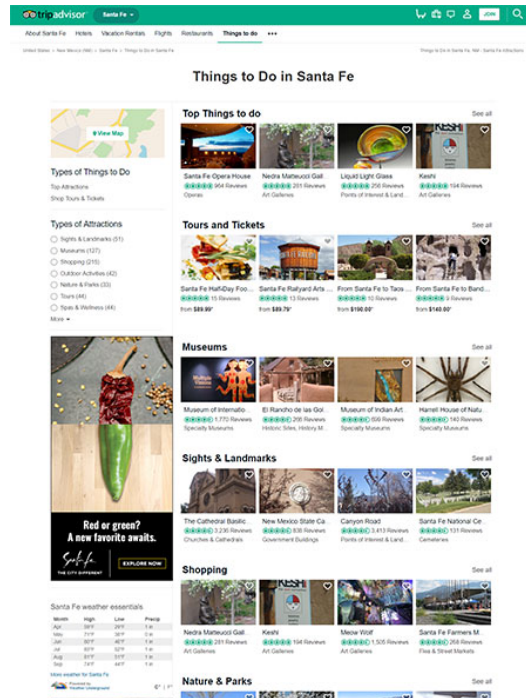
TripAdvisor: Sponsorship/Content

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

Flight dates: 6/1/19-6/15/19

Impressions: 160,555

Media Cost: \$5,193.16



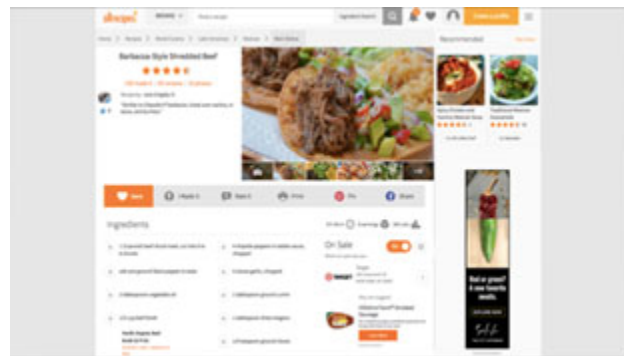
Varick Media: Program/PMP

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

Flight Dates: 6/1/19-6/15/19

Impressions: 1,166,058

Media Cost: \$6,000.11



Pulsepoint: Native/Social

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

Flight dates: 6/1/19-6/15/19
Impressions: 723,873
Media Cost: \$26,020.48



VideoAmp: OTT/CTV
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 5/6/19-6/15/19
Impressions: 775,952
Media Cost: \$10,000.01
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: 6/1/19-6/15/19
Impressions: 51,653
Media Cost: \$2,110.18

PUBLIC RELATIONS

Summary

During the month of June, the destination was included in round-up stories in a number of our target outlets including Travel + Leisure, USA Today, Architectural Digest and syndicated coverage resulted in placements in Yahoo! and MSN. These major pieces of coverage pushed us over the one billion impressions mark as we reach the mid-point of the year. Santa Fe continued to be featured on lists recommending “Where to Travel in July,” including Architectural Digest and TravelZoo. This will continue to be a theme that the PR team pushes out as many outlets are producing these types of regular monthly columns.

PR Manager Joanne Hudson traveled to Houston and Dallas June 17-21, where she met with 13 travel writers and social media influencers to pitch the destination and solicit future media coverage.

Another recent media trend of note, is that Santa Fe has assisted several international journalists with press trips to the destination this summer. This assistance will result in forthcoming earned media coverage in Canada, France, the UK and Australia.

Performance Metrics

June 2019

- **Pitches:** 21 (31% increase Y/Y)
- **Press Releases:** 1 (Same as 2018)
- **Media Visits:** 9 (18% decrease Y/Y)
- **Media Contacts:** 120 (3% increase Y/Y)
- **Total Impressions:** 91,598,986 (40% increase Y/Y)
- **Earned Media:** \$740,018 (67% increase Y/Y)

Year to Date 2019

- **Pitches:** 446 (8% increase Y/Y)
- **Press Releases:** 6 (25% decrease Y/Y)
- **Media Visits:** 42 (2% increase Y/Y)
- **Media Contacts:** 945 (6.5 % increase Y/Y)
- **Total Impressions:** 1,019,073,086 (35% decrease Y/Y)
- **Earned Media:** \$9,757,160 (42% decrease Y/Y)

Recent Accolades

TripSavvy named Santa Fe one of **“The Best LGBT Friendly Destinations of 2019”**

MarketWatch named Santa Fe one of the **“The best little cities to live if you love the outdoors”**

Travel + Leisure named La Posada de Santa Fe as one of the **“Best Dog-Friendly Hotels in the U.S.”**

Visiting Press

TOURISM Santa Fe hosted the following journalists in June:

- Glenda Winders on assignment for Indy South Magazine on 6/3-7
- Marika Flatt of Texas Lifestyles on 6/4-7
- Brand USA France Group Press Trip on 6/9-11, media participants included:
 - Valentin Portier - Madame Figaro
 - Camille Veillard - Anousparis.fr
 - Thomas Le Gourriec - Grand Seigneur
 - Sasha Reins - Paris Match
- Lisa Smith and Nancy of Big Blend Media on 6/17-21
- Amelia Duggan, for National Geographic Traveller UK on 6/23-26