

TOURISM

SANTA FE

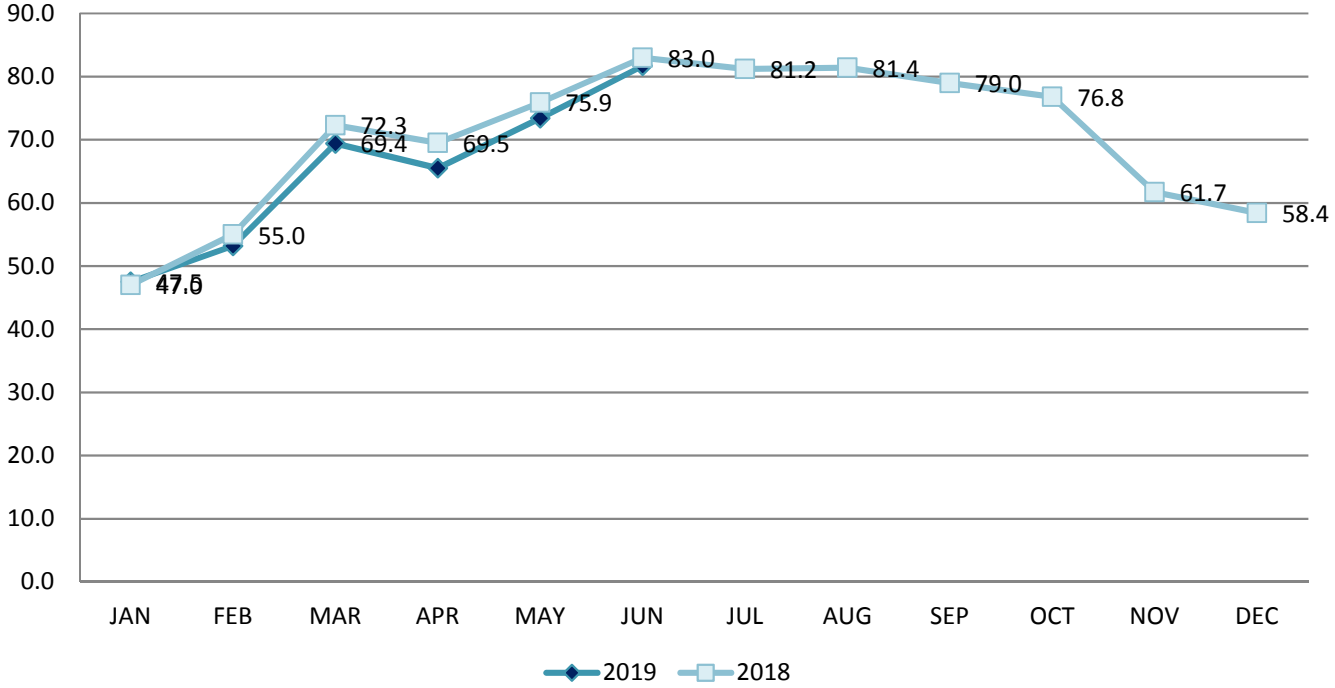


Quarterly Marketing Report

2019 Q2 | April-June

Occupancy & Room Rates

Occupancy Rate



Occupancy Rate Percentage					
	Q1	Q2	Q3	Q4	YTD
2019	56.7	73.5			65.1
2018	58.1	76.1	80.5	65.6	67.1
(Y/Y)	-1.4	-2.6			-2.0

Average Daily Rate					
	Q1	Q2	Q3	Q4	YTD
2019	\$116.82	\$140.83			\$128.83
2018	\$117.04	\$138.68	\$166.41	\$142.60	\$127.86
(Y/Y)	-0.2%	1.6%			0.8%

Revenue Per Available Room					
	Q1	Q2	Q3	Q4	YTD
2019	\$66.77	\$104.16			\$85.47
2018	\$72.26	\$106.02	\$134.11	\$94.18	\$89.14
(Y/Y)	-7.6%	-1.7%			-4.1%

Source: Rocky Mountain Lodging Report.

Website

Summary:

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.

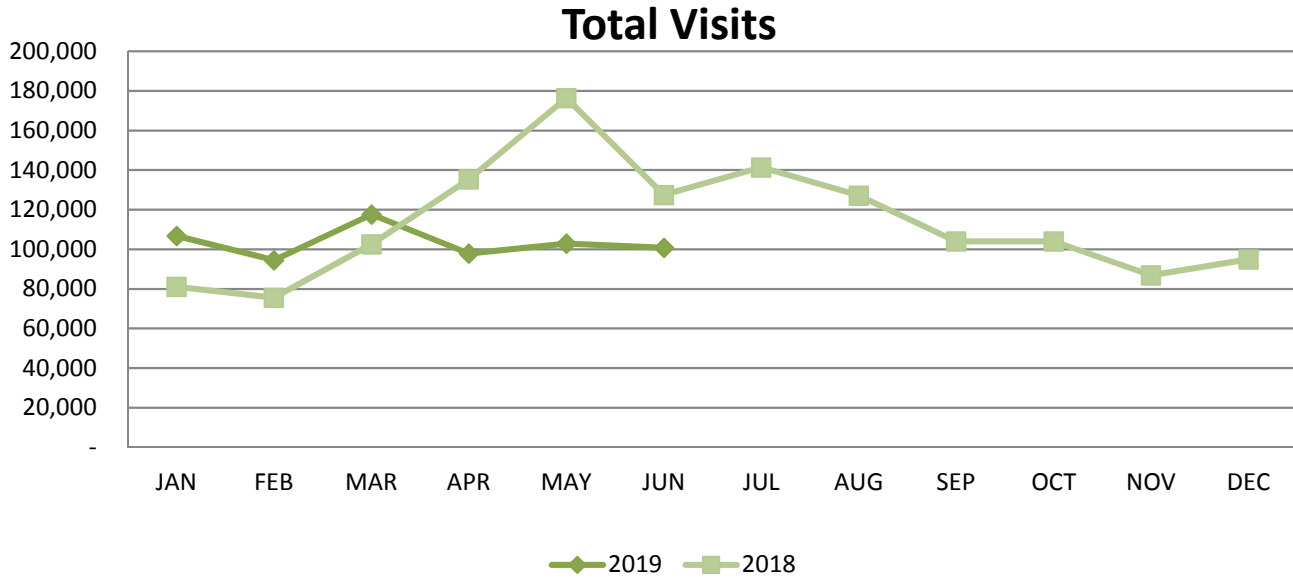
Key Insights:

- Display re-marketing showed huge gains Y/Y, delivering 11% of site traffic in Q2.
- Social Traffic was up 75% Y/Y, but Referrals dropped by 60%.
- The Margarita Trail continues to remain popular, making an appearance in the top 10 pages at #8. The new Pueblo Tribes and Nations page was the 14th most popular page on the site, showing the rework to the Native American content is providing value. While still popular, the City Different page is now firmly out of the top 10. The Pillars in general continue to have slightly elevated levels of traffic Y/Y.
- Only the top 4 pages received more than 2% of site traffic, with Things to Do and Visiting Santa Fe capturing 4% and 2% of the traffic respectively. All pages after the top 13 received less than 1% of site traffic.
- Search queries “santa fe” and “santa fe new mexico” made up 23% of search traffic, while variations including terms like “plaza”, “events”, “tourism”, “things to do”, and “visit” fleshed out the top 10 queries. “Margarita trail santa fe” made up 1.5% of search traffic, the highest percentage seen yet.
- As noted in the previous 2 quarters, Accommodations conversions continue to drop, falling 75% Y/Y.

Action Items:

- Continue working with TOURISM Santa Fe to improve the content, presentation and usefulness of the site, including the current projects: Navigation improvements, Community Convention Center migration, Promotional pages, Calendar improvements, Advertising, and UX improvements.

Website: SantaFe.org



Website					
	Q1	Q2	Q3	Q4	YTD
Total Sessions					
2019	318,880	301,530			620,410
2018	259,187	439,248	372,359	285,859	698,435
(Y/Y)	23.0%	-31%			-11.2%
Unique Users					
2019	259,677	240,858			500,535
2018	210,072	356,147	298,964	231,438	566,219
(Y/Y)	23.6%	-32%			-11.6%
Average Pages Per Session					
2019	2.20	2.17			2.18
2018	2.46	2.00	2.15	2.08	2.23
(Y/Y)	-10.6%	8%			-2.2%
Average Time on Site					
2019	2:10	2:16			2:13
2018	2:39	2:00	2:21	2:11	2:20
(Y/Y)	-18.0%	13%			-4.5%
Conversion Rate Percentage					
2019	22.9	20.7			21.8
2018	15.0	9.2	10.2	14.9	12.1
(Y/Y)	7.8	11.5			9.7

Website: Blog

Summary:

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.

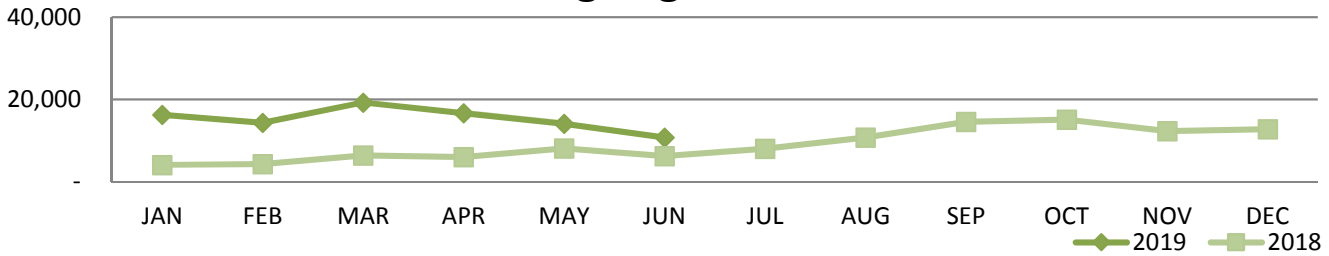
Key Insights:

- The most popular blog posts in Q2 consisted primarily of recently published evergreen content.
- The main traffic driver for the blog remains Organic Search. Native content and social referrals also saw increases Y/Y.
- The blog made up 13.8% of total site traffic in Q2.
- Referral ratio decreased from 11.1 to 6.8.

Action Items:

- Move blog into main site.
- Integrate search results with main site search results.
- Continue to develop both Long Form and Short Form blog content optimized for Native and Social.
- Integrate more video into blog content to increase engagement and time on site

Blog Page views



Blog					
	Q1	Q2	Q3	Q4	YTD
Page Views					
2019	49,831	41,471			91,302
2018	14,645	20,194	33,234	40,074	34,839
(Y/Y)	240.3%	105%			162.1%
Average Time on Blog					
2019	2:08	3:00			2:34
2018	3:17	2:58	3:00	3:16	3:07
(Y/Y)	-34.8%	1%			-17.7%
Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)					
2019	5.8	6.8			6.3
2018	9.0	11.1	16.3	13.8	10.0
(Y/Y)	-3.2	-4.2			-3.7

Newsletters

Summary:

Consumer: newsletter list sizes grew more than expected, with What's Happening growing by 78% and Deals and Specials growing by 28% Y/Y. 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.

Key Insights:

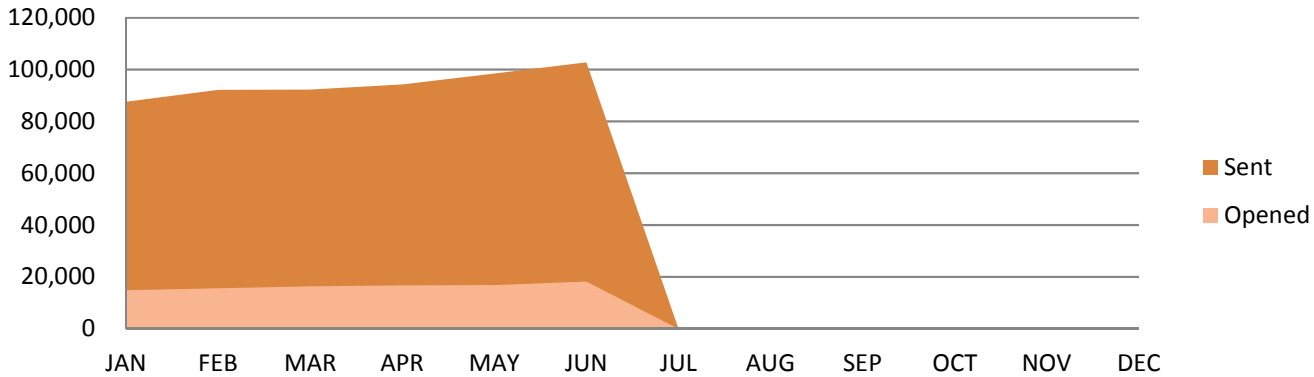
- What's Happening apparent growth is driven by the lack of June 2018 email data. Actual list growth based on historical data is likely in the 19%-20% range, slightly lower than Deals and Specials.
- Growth in consumer newsletter lists is being driven by two things:
 - The Plaza WiFi Captive Portal which went live April 3, 2019.
 - 4,007 leads
 - 1,150 valid subscribers
 - 38% local / 62% outside NM
 - More leads coming in from Santa Fe County than previously received
- Newsletter campaigns delivered 50% more of campaign traffic Y/Y.
- Deals and Specials was the most effective traffic driver of all consumer newsletters, delivering 10% more referrals than What's Happening.
- For the first time, one-off newsletters had open rates similar to the scheduled consumer newsletters, with open rates averaging around 18%.
 - Even the Santa Fe Gift Guide had an open rate of 22%, a drop from the previous one.

Action Items:

- Work with TSF to improve newsletter engagement and functionality.
- Continue improving the opt-in and subscription user experience.
- Improve consistency of mailing times for industry newsletters for maximum engagement.

Newsletters: Consumer

Total Consumer Emails: Sent vs Opened



Email Consumer					
	Q1	Q2	Q3	Q4	YTD
Sent: Happenings*					
2019	162,233	175,303			337,536
2018	144,978	98,315	150,411	154,965	243,293
(Y/Y)	11.9%	78%			38.7%
Opened: Happenings*					
2019	26,989	29,703			56,692
2018	25,300	16,663	26,849	25,368	41,963
(Y/Y)	6.7%	78%			35.1%
Open Rate: Happenings (Quarterly Average Percentage)*					
2019	16.8	17.4			17.1
2018	17.5	17.0	18.0	16.4	17.3
(Y/Y)	-0.7	0.4			-0.1

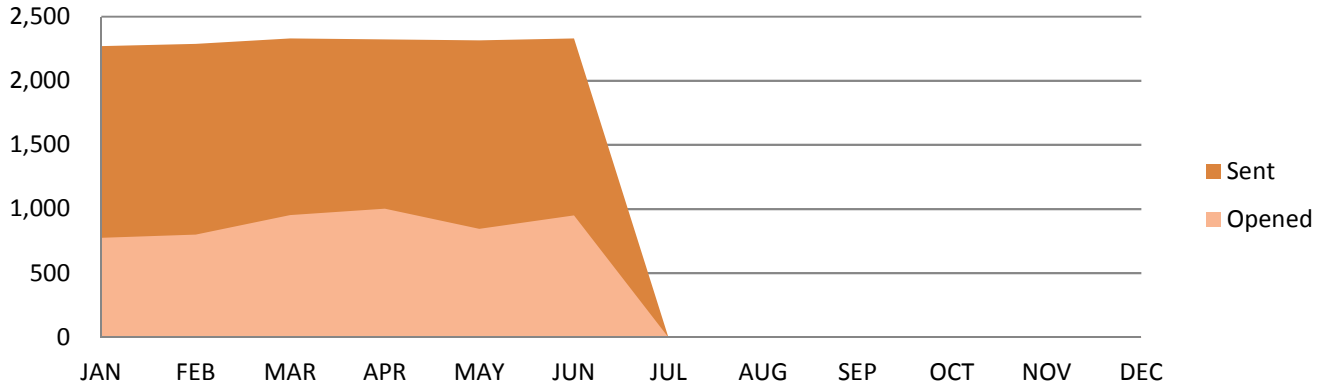
Sent: Deals & Specials					
2019	109,781	120,238			230,019
2018	88,849	93,718	96,663	101,698	182,567
(Y/Y)	23.6%	28%			26.0%
Opened: Deals & Specials					
2019	19,707	22,036			41,743
2018	16,177	17,322	18,123	17,605	33,499
(Y/Y)	21.8%	27%			24.6%
Open Rate: Deals & Specials (Quarterly Average Percentage)					
2019	18.0	18.3			18.2
2018	18.6	18.5	18.8	17.4	18.5
(Y/Y)	-0.6	-0.1			-0.4

*Metrics for the June 2018 Happenings email are not available due to a reporting error that month.

Q2 2018 Happening numbers reflect metrics for the April & May emails only.

Newsletters: Industry

Total Industry Emails: Sent vs Opened



Email Industry					
	Q1	Q2	Q3	Q4	YTD
Sent: Marketing Report					
2019	3,433	3,493			6,926
2018	3,374	3,405	3,401	3,401	6,779
(Y/Y)	1.7%	3%			2.2%
Opened: Marketing Report					
2019	1,237	1,506			2,743
2018	1,022	1,113	1,073	1,130	2,135
(Y/Y)	21.0%	35%			28.5%
Open Rate: Marketing Report (Quarterly Average Percentage)					
2019	36.0	43.5			39.8
2018	30.8	32.7	31.7	33.4	31.7
(Y/Y)	5.2	10.8			8.0

Sent: Sales Report					
2019	3,451	3,474			6,925
2018	3,362	3,420	3,393	3,400	6,782
(Y/Y)	2.6%	2%			2.1%
Opened: Sales Report					
2019	1,289	1,291			2,580
2018	1,078	1,191	1,117	1,097	2,269
(Y/Y)	19.6%	8%			13.7%
Open Rate: Sales Report (Quarterly Average Percentage)					
2019	37.4	37.2			37.3
2018	32.1	34.9	33.0	32.3	33.5
(Y/Y)	5.3	2.3			3.8

Public Relations

Summary:

The successes of Q1 continued in to Q2 for 2019, finishing the quarter with 289,156,026 impression pushing the total YTD impressions over the 1 billion mark. Major placements over the quarter include 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.

Key Insights:

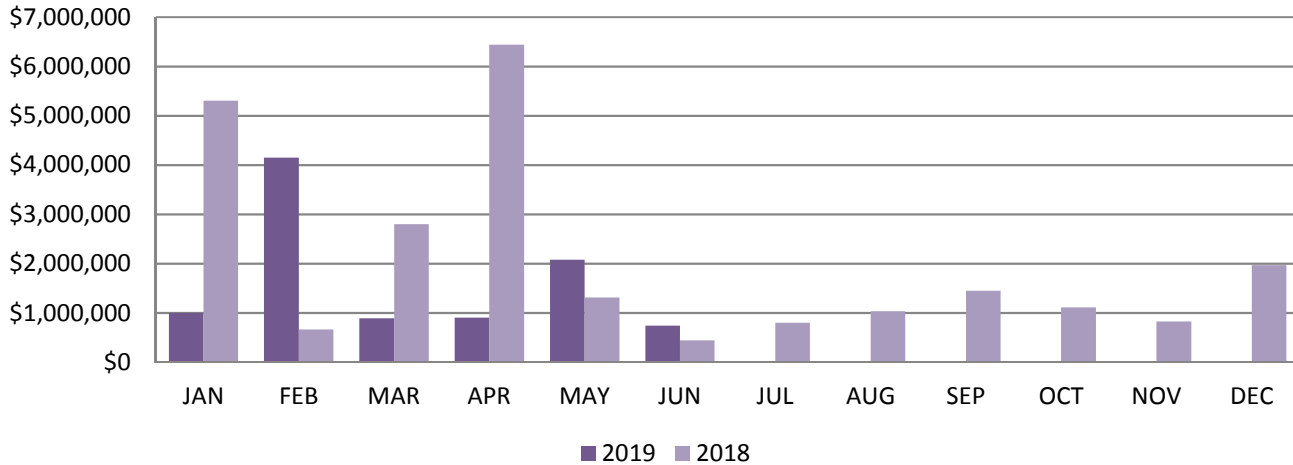
- *Santa Fe was featured in a number of regional outlets; despite having a smaller reach the stories were multi-pages, with color photography. These articles have a major impact in key drive markets like Phoenix, Denver, and Texas.*
- *TSF hosted a group press trip in May that included three social media influencers; as a result coverage reach was a bit smaller but also led to engaging content across Instagram and several blogs.*

Action items:

- *The number of columns for "Where to Go" continues to rise; Santa Fe does well in the summer months and is an area we will continue to pursue*

Public Relations

Earned Media Value



Public Relations					
	Q1	Q2	Q3	Q4	YTD
Pitches					
2019	366	80			446
2018	352	62	97	114	414
(Y/Y)	4.0%	29%			7.7%
Press Releases					
2019	3	3			6
2018	4	4	7	3	8
(Y/Y)	-25.0%	-25%			-25.0%
Media Visits					
2019	19	23			42
2018	18	23	21	17	41
(Y/Y)	5.6%	Flat			2.4%
Media Contacts					
2019	524	421			945
2018	497	390	490	344	887
(Y/Y)	5.4%	8%			6.5%
Earned Media					
2019	\$6,037,071	\$3,720,089			\$9,757,160
2018	\$8,763,474	\$8,194,283	\$3,280,739	\$3,899,904	\$16,957,757
(Y/Y)	-31.1%	-55%			-42.5%
Earned Media Impressions					
2019	729,917,060	289,156,026	-	-	1,019,073,086
2018	476,774,236	1,105,681,835	452,827,759	328,086,642	1,582,456,071
(Y/Y)	53%	-74%			-36%

Social Media

Summary:

The second quarter of the 2019 calendar year saw social media efforts continue to build on a strong foundation. Key Performance Indicators (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.

Key Insights:

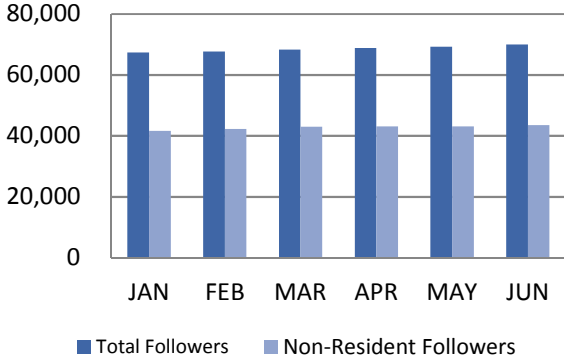
- Facebook Page Followers have increased 8.8% year over year (5636 new followers)
- Facebook PTAT (People Talking About This) & Engagement saw strong increases year over year (1671% & 403%)
- Website referrals from Facebook and Twitter are both up considerably, growing 87% and 48% respectively year over year.
- Instagram followers have grown 27% Y/Y (5779 new followers).
- Pinterest followers are up 9% Y/Y. Website Referrals are down 7.5% Y/Y.
- YouTube Video views are down (-97.5%) with a large spend taking place in 2018 and no new video content being created or uploaded for the quarter.

Action Items:

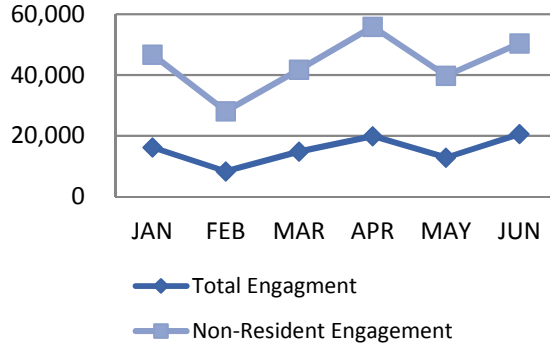
- Continue to develop a comprehensive social media plan designed to support overall Brand Messaging while reaching across each of the identified brand pillars.
- Create more content specifically designed for social media and native distribution, particularly focused on video.
- Partner with content creators to freshen available video and photo assets
- Develop highly targeted paid social plan to augment larger organic strategy and boosting positioning within Facebook's algorithm.

Social Media: Facebook

Page Followers



Engagement

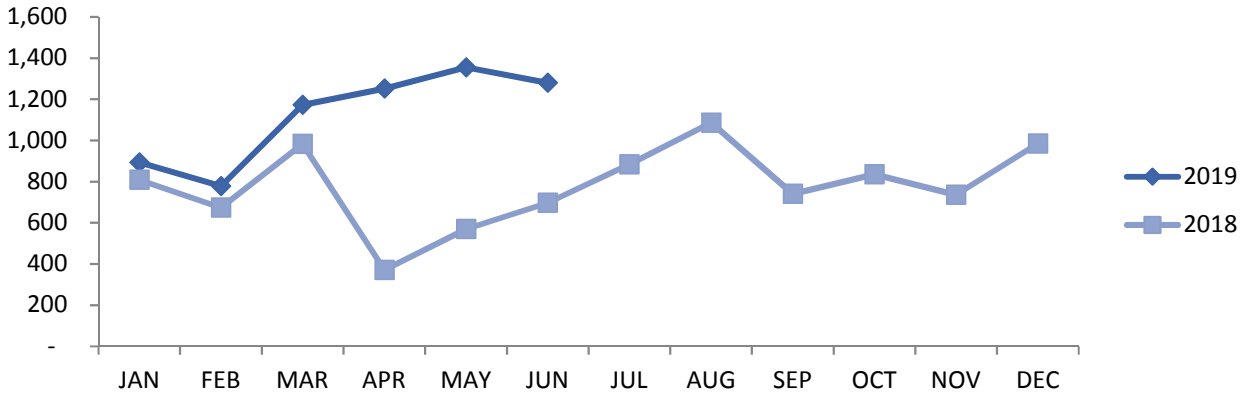


Facebook					
	Q1	Q2	Q3	Q4	YTD
Page Followers					
2019	68,284	69,994			69,994
2018	63,429	64,358	65,829	66,913	64,358
(Y/Y)	7.7%	8.8%			8.8%
Non-Resident Page Followers *					
2019	42,942	43,508			43,508
2018	39,575	39,862	40,950	41,324	39,862
(Y/Y)	8.5%	9%			9.1%
People Talking About This					
2019	39,484	53,450			92,934
2018	20,803	3,018	8,530	12,803	23,821
(Y/Y)	89.8%	1671%			290.1%
Engagement					
2019	116,754	146,049			262,803
2018	87,918	29,040	77,050	103,128	116,958
(Y/Y)	32.8%	403%			124.7%
Non-Resident Engagement *					
2019	68,763	83,521			152,284
2018	45,146	6,315	15,297	20,245	51,461
(Y/Y)	52.3%	1223%			195.9%
Website Referrals					
2019	12,243	6,234			18,477
2018	2,858	3,325	8,281	9,807	6,183
(Y/Y)	328.4%	87%			198.8%

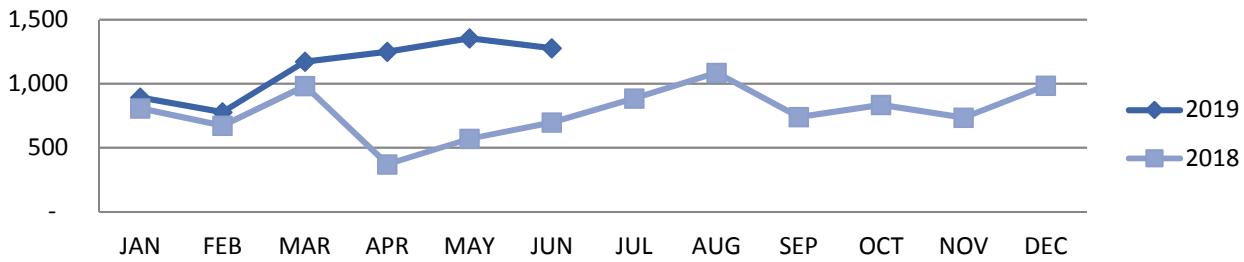
*Non-Residents defined as FB users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

Followers



Engagement

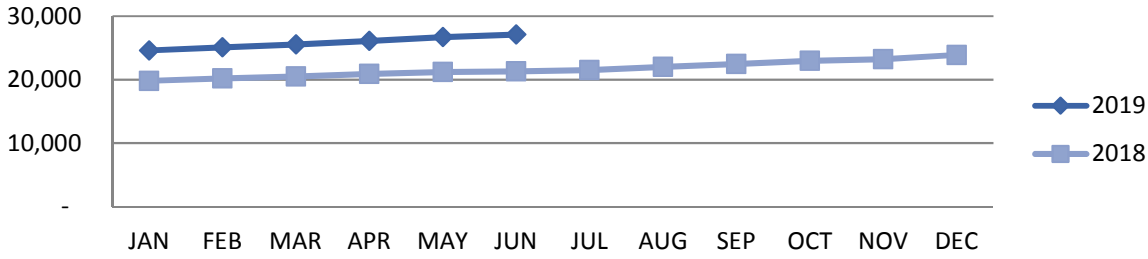


Twitter					
	Q1	Q2	Q3	Q4	YTD
Followers					
2019	14,203	14,529	-	-	14,529
2018	13,410	13,511	13,732	13,959	13,511
(Y/Y)	5.9%	8%			8%
Engagement*					
2019	2,842	3,885	-	-	6,727
2018	2,027	2,150	2,711	2,555	4,177
(Y/Y)	40.2%	81%			61.0%
Impressions					
2019	207,900	258,500	-	-	466,400
2018	198,800	245,000	255,800	197,500	443,800
(Y/Y)	4.6%	6%			5.1%
Website Referrals					
2019	298	351	-	-	649
2018	202	237	310	353	439
(Y/Y)	47.5%	48%			47.8%

*Engagement includes Retweets, Favorites, Replies, and Link Clicks.

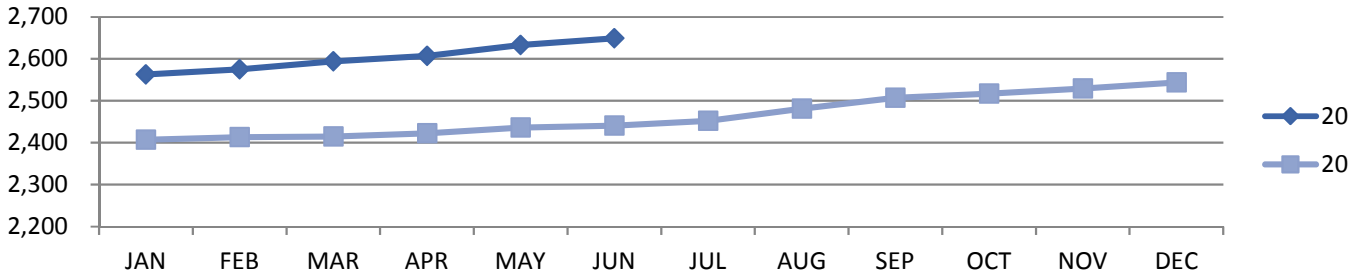
Social Media: Instagram & Pinterest

Instagram Followers



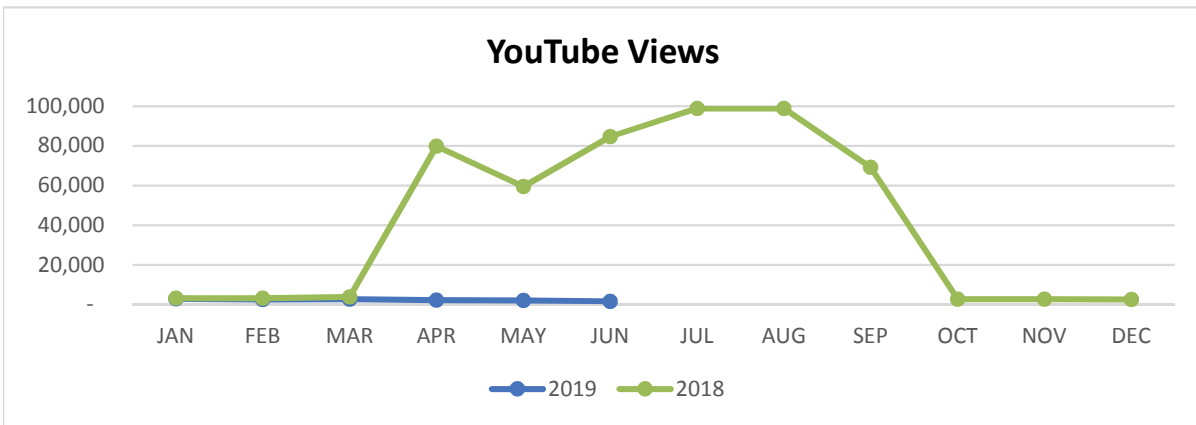
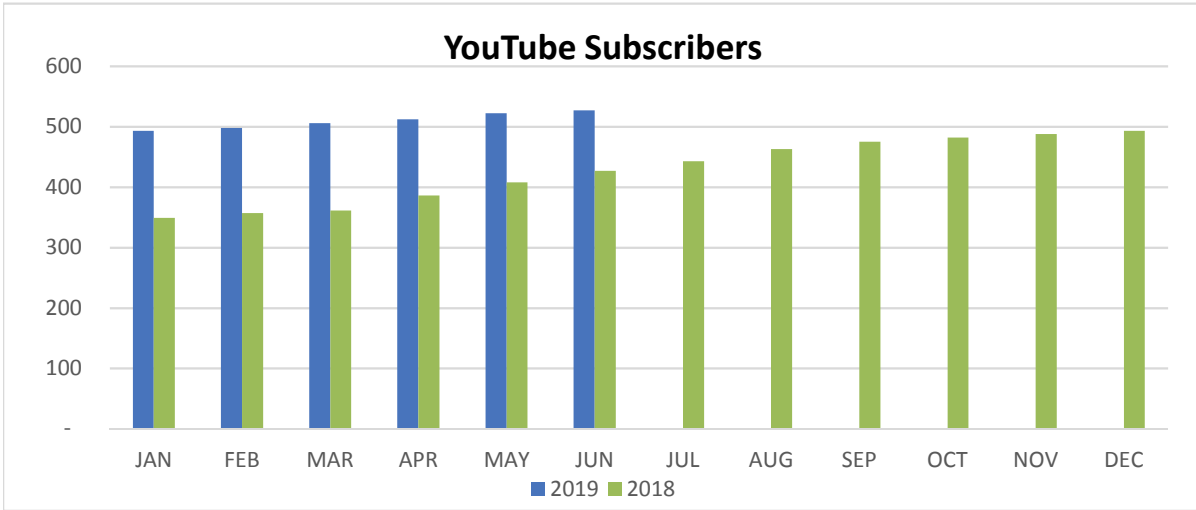
Instagram					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2019	25,543	27,079	-	-	27,079
2018	20,500	21,300	22,461	23,884	21,300
(Y/Y)	24.6%	27%			27.1%

Pinterest Followers



Pinterest					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2019	2,594	2,649	-	-	2,649
2018	2,415	2,441	2,507	2,544	2,441
(Y/Y)	7.4%	9%			8.5%
<i>Website Referrals</i>					
2019	494	471	-	-	965
2018	546	509	502	372	1,055
(Y/Y)	-9.5%	-7.5%			-8.5%

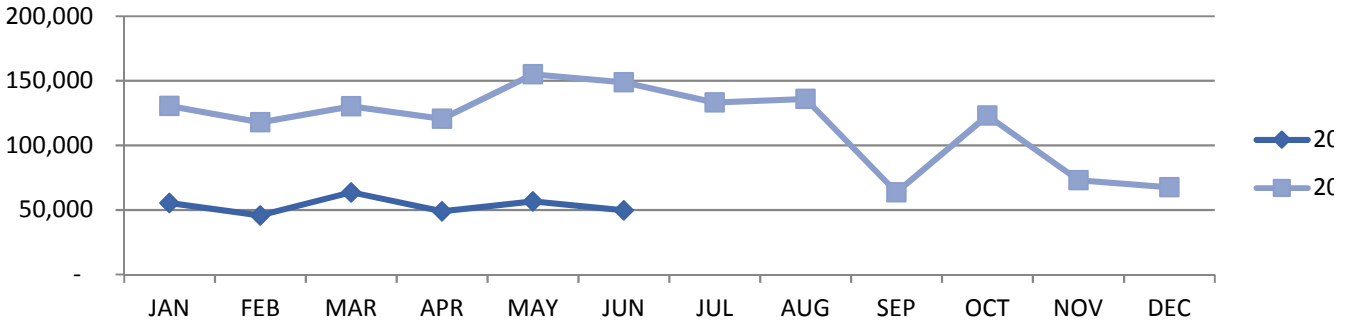
Social Media: YouTube



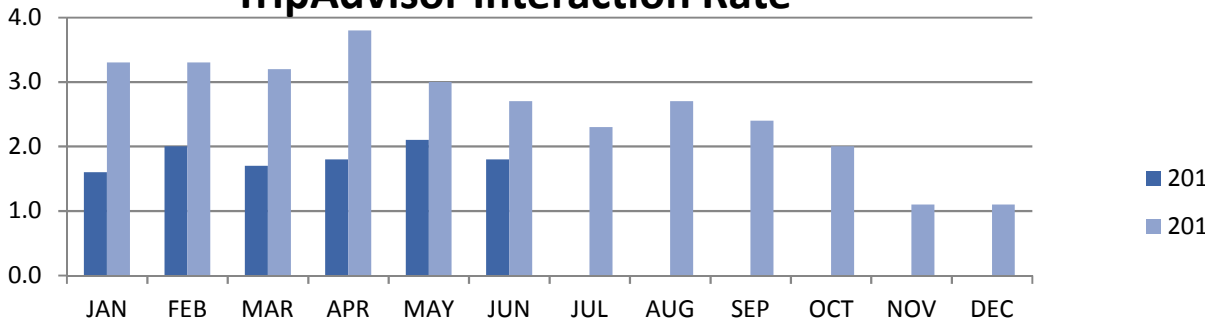
YouTube					
	Q1	Q2	Q3	Q4	YTD
Subscribers					
2019	506	527	-	-	527
2018	361	427	475	493	427
(Y/Y)	28.7%	19.0%			19.0%
Views					
2019	8,170	6,000	-	-	14,170
2018	10,288	243,180	267,063	8,077	253,468
(Y/Y)	-20.6%	-97.5%			-94.4%

Trip Advisor DMO Page

TripAdvisor Page views

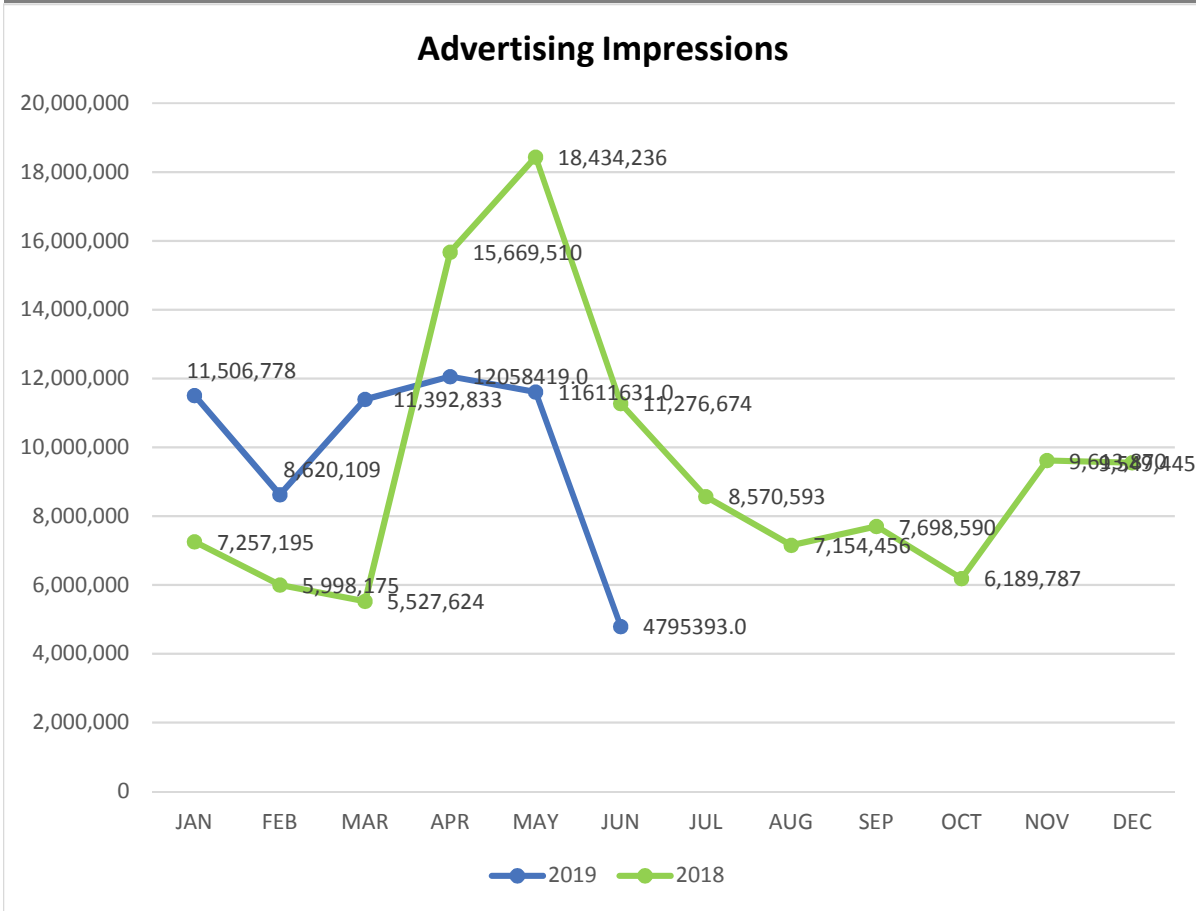


TripAdvisor Interaction Rate



Trip Advisor					
	Q1	Q2	Q3	Q4	YTD
Pageviews					
2019	164,670	155,270	-	-	319,940
2018	378,557	424,586	332,748	263,659	803,143
Y/Y	-56.5%	-63%			-60.2%
Interaction Rate Percentage					
2019	1.8	1.9			1.8
2018	3.3	3.2	2.5	4.2	3.2
Y/Y	-1.5	-1.3			-1.4
Website Referrals					
2019	654	353	-	-	1,007
2018	825	245	282	321	1,070
Y/Y	-20.7%	44%			-5.9%

Advertising Impressions



Advertising Impressions					
	Q1	Q2	Q3	Q4	YTD
Ad Spend					
2019	\$259,301	\$262,388			\$521,689
2018	\$142,821	\$383,385	\$170,476	\$188,105	\$526,206
Y/Y	81.6%	-32%			-0.9%
Ad Impressions					
2019	31,519,720	28,465,443			59,985,163
2018	18,782,994	45,380,420	23,423,639	25,353,102	64,163,414
Y/Y	40.4%	-59.4%			-7.0%
CPM*					
2019	\$8.23	\$9.22			\$8.72
2018	\$7.60	\$8.45	\$7.28	\$7.42	\$8.03
Y/Y	8.2%	9.1%			8.7%

* CPM = "Cost per thousand impressions" and is a measurement used to determine the cost efficiency of the ad sp

*Due to the transition of advertising agencies, June media impressions are only being reported through June 15, 2019. Q2 metrics reflect April, May and half of June.