



**OTAB Marketing Report
July 2019
Reported August 27, 2019**

EXECUTIVE SUMMARY

Key marketing highlights in **July and August**

1) Completed a 3-day video/photo production shoot with new Ad Agency (new campaign creative set to launch on September 9)

- **Uncover Your Different** - To invite people to come visit The City Different, we created a campaign called Uncover Your Different. The campaign is centered around the idea that there truly is something for everyone in Santa Fe, and you may be quite surprised to find what exactly that something is for you. It's a blend of education and self-discovery and it sheds light on all the things that make The City Different.
- Video will include:
 - One (1) (:60) Anthem spot (HISTORY + FOOD + ART + CITY + OUTDOORS + SHOPPING)
 - One (1) :30 spot
 - Three (3) :15 spots
 - ART + HISTORY + FOOD + OUTDOORS + CITY + SHOPPING
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2) Santa Fe Ranks #1 on the list of the "Top 10 Most Arts Vibrant Medium Communities"

Santa Fe's arts scene is no secret, but now its unique appeal is backed by science. SMU DataArts, the National Center for Arts Research at Southern Methodist University in Dallas announced **Santa Fe is at the top of their fifth annual Arts Vibrancy Index Report**, which ranks more than 900 communities across the nation, examining the level of supply, demand, and government support for the arts.

Full report can be read here: <https://culturaldata.org/pages/arts-vibrancy-index-2019/>

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 Underway**

- We're extremely excited about the line-up for the 2nd Annual Santa Fe Music Week is a success!
- Santa Fe Music Week page/microsite is LIVE and the schedule is set: <http://santafemusicweek.com>
- **New for 2019**, music lovers can pick up a free **Santa Fe Music Week lanyard** that gets you drink discounts at many of the music venues around town. It also waves any cover charge for live music and has a calendar of events on the back where the lanyard is valid. You can get a free lanyard at any of the Santa Fe Visitor Centers or participating lanyard locations.

5) **Available Now – 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.

Margarita Trail Participating Establishment: [Order Additional Passports HERE](#)

Santa Fe Businesses [Order Passports for your business HERE](#)

6) **Submit Your Top HAT Nominations**

Nominations are now open to select the "Top HAT" in the field of New Mexico hospitality and tourism. The Top HAT (Hospitality and Tourism) Awards celebrate and recognize outstanding teams or individuals who have shown exceptional dedication to their company or organization's brand promise.

The nomination process is open now through Sunday, September 15.

Awards include:

- **Marketing Awards** (Best Print Campaign, Best Digital Campaign, Best Social Media Campaign, Best Broadcast Campaign, Most Innovative Campaign)
- **Product Development Awards** (Outstanding Event, Outstanding Attraction, Best New Experience)
- **Personnel Awards** (Front-of-House Food & Beverage, Front-of-House Hospitality, Back-of-House Food & Beverage, and Back-of-House Hospitality)
- **Premier Awards** (Hospitality Professional of the Year, Tourism Professional of the Year, Full Service Hotel of the Year, Limited Service Hotel of the Year, Supplier/Vendor of the Year).

Nominate your Top HAT today and let's represent Santa Fe! [Click here](#) to learn more.

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 8/18/19)

- **4,481** Margarita Trail Apps have been downloaded onto Apple or Android phones
- **11,587** paper Passports have sold at our Visitor Centers and by partners
- **3,953** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **108** people are members of the Margarita Society
- **219** Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- **127** Bartender Kits have been redeemed by Passport holders

Public Relations (as of 8/20/19)

- **7** Press Releases
- **195** Journalist have experienced the Trail
- **\$6,013,437** amount of earned media

Social Media (as of 8/20/19)

- **484** Total Social Media Posts. This includes the following new posts since the last report: 4 Facebook, 4 Twitter.

Partnership with Santa Fe County

To date in 2019, **6,409 marketing collateral requests** for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

July 2019 Performance Metrics

Visits

- Total Sessions 107,724 (23.8% decrease Y/Y)
- Unique Users 84,241 (26.0% decrease Y/Y)
- Pages per Session 2.17 (4.7% increase Y/Y)
- Average Time on Site 2:29 (15.8% increase Y/Y)
- Conversion Rate 11.1% (19.6% increase Y/Y)

Visitor Gender

- 60.0% Female
- 40.0% Male

Visitor Age

- 4.4% 18 - 24
- 20.1% 25 - 34
- 17.1% 35 - 44
- 16.9% 45 - 54
- 21.5% 55 - 64
- 20.0% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 07/03/2019
 - Number sent: 58,068
 - Number opened: 7,333
 - Open rate: 12.7%
- TOURISM Santa Fe Marketing Report
 - Sent: 07/11/2019
 - Number sent: 1,165
 - Number opened: 429
 - Open rate: 36.8%
- Santa Fe Deals and Specials
 - Sent: 07/18/2019
 - Number sent: 42,792
 - Number opened: 5,850
 - Open rate: 13.7%
- TOURISM Santa Fe Sales Report
 - Sent: 07/24/2019
 - Number sent: 1,169
 - Number opened: 364
 - Open rate: 31.1%

†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.

†††Open rates are down across the board for July 2019 due to rate limit changes at major email providers that incorrectly classified opt-in newsletters as spam.

SOCIAL MEDIA

Summary

After a strong June, July continued strong growth across most all platforms. A bit of content fatigue saw a slight drop in Engagement and PTAT (3.5%M/M and 11.7%M/M respectively), though that can mainly be attributed to local SF residents as non-resident engagement saw growth of 12.3%. Twitter saw a 2.8% increase in engagement despite a slight drop in reach. Paid push behind new Brand Anthem video saw a massive spike in views on YouTube.

Facebook

July 2019 Performance Metrics

- Total Page Followers: 70,642 (.93% increase M/M)
- People Talking About This (PTAT): 18,242 (11.7% decrease M/M)
- Engagement: 48,614 (3.5% decrease M/M)
- Top Ranking Post: "Santa Fe Skyline. #TheCityDifferent Photo: @drmnewmexico"
 - Reactions: 7069
 - Comments: 65
 - Reach: 56,255

Twitter

July 2019 Performance Metrics

- Followers: 14,609 (.55% increase M/M)
- Monthly Impressions: 88,900 (3.3% decrease M/M)
- Engagement: 1315 (2.8% increase M/M)
- Top Ranking Post: "Take A Hike. #TheCityDifferent"
 - Impressions: 3630
 - Retweets: 9
 - Total engagements: 210

Instagram

July 2019 Performance Metrics

- Followers: 27,469 (1.44% increase M/M)
- Top Performing Post: "Sunsets are our favorite color. #TheCityDifferent Photo: @andrewrichardhara"
 - Likes: 2228

Pinterest

July 2019 Performance Metrics

- Followers: 2666 (.64% increase M/M)

YouTube

July 2019 Performance Metrics

- Subscribers: 542 (2.85% increase M/M)
- Views: 165,100 (9611.8% increase M/M)

Santa Fe Insider Blog

July 2019 Performance Metrics

- Total Blog Views: 10,730 (10.0% decrease M/M)
- Average Time on Blog: 3:24 minutes (9.1% increase M/M)

July Blog Posts

Hey, Santa Fe

- Updated July 27, 2019
- Views: 29

Join Thousands as We Burn Zozobra and Our Gloom

- Updated July 29, 2019
- Views: 33

Top 5 Viewed Blog Posts in July

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 1050

9 Must Have Experiences at Santa Fe Indian Market

- Posted July 3, 2018
- Views: 499

How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 319

4 Don't-Miss Trails in Santa Fe County

- Posted March 19, 2019
- Views: 282

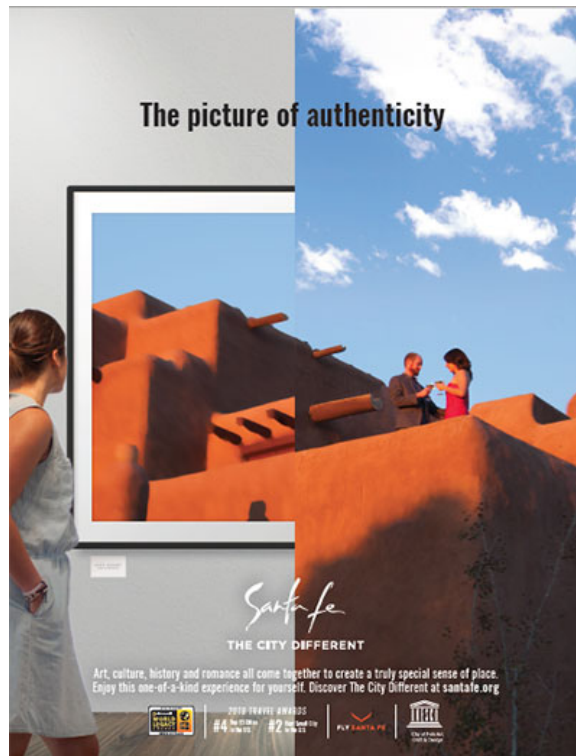
9 Events You Can't Miss in Santa Fe This September

- Posted August 14, 2018
- Views: 241

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
Target Markets: New Mexico
Flight Dates: 7/1/19-7/31/19
Impressions: 300,000
Media Cost: \$2,720.00



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

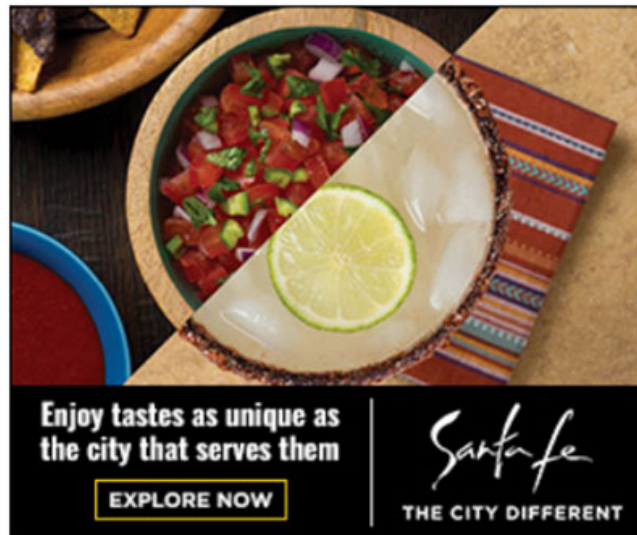
Google Display Network

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

Flight Dates: 7/15/19–7/31/19

Impressions: 1,156,559

Media Cost: \$600.51



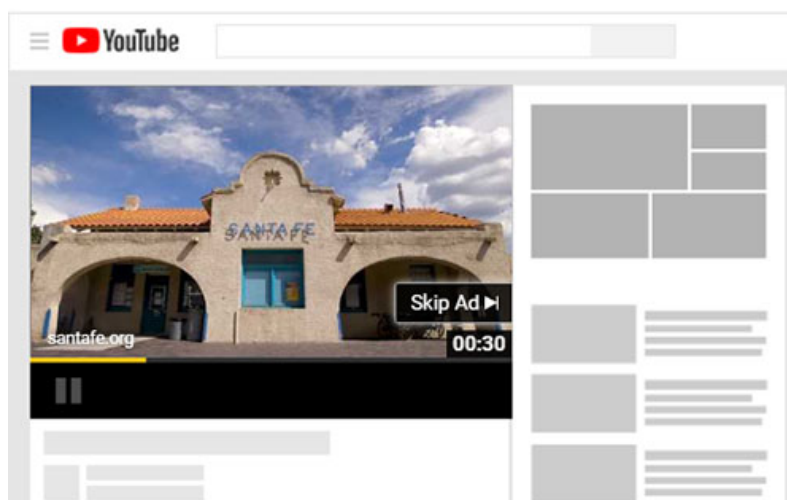
YouTube TrueView

Target Markets: National, Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

Flight Dates: 7/16/19–7/31/19

Impressions: 329,375

Media Cost: \$4,953.13



SEM

Google Search

Target market: National
Flight dates: 7/1/19–7/31/19
Impressions: 197,794
Media Cost: \$ 8,789.97

Bing Search

Target market: National
Flight dates: 7/1/19–7/31/19
Impressions: 15,989
Media Cost: \$ 1,269.38

PUBLIC RELATIONS

Summary

Most prominently in July, Santa Fe was included in Travel + Leisure’s “Best City in the World” and “Best City in the Country” list due to get out and vote outreach. This accolade allowed for further coverage in The Santa Fe New Mexican, Yahoo News, INSIDER, USA Today, TODAY, Travel Market Report, The Santa Fe Reporter and Culturemap San Antonio.

In 2018 a high number of partner press releases were distributed by TOURISM Santa Fe, leading to the decrease this year.

In addition, syndicated coverage was produced in several Calgary Herald affiliates as a result of hosting Chris Nelson to the destination. Additional coverage that resulted from hosting included Arizona Foothills Magazine, Wherever Family, Women’s Health and The Snowboarder’s Journal.

Santa Fe was also named on lists such as “50 Reasons To Travel This Summer” produced by Forbes and Ask Men’s “50 Weekend Trip Ideas for an Unforgettable Summer Vacation” due to outreach efforts.

Performance Metrics

July 2019

- **Pitches:** 42 (5% increase Y/Y)
- **Press Releases:** 1 (80% decrease Y/Y)
- **Media Visits:** 3 (25% decrease Y/Y)
- **Media Contacts:** 170 (5% increase Y/Y)
- **Total Impressions:** 120,516,463 (4% increase Y/Y)
- **Earned Media:** \$ 1,038,739 (23% increase Y/Y)

Year to Date 2019

- **Pitches:** 488 (7.5% increase Y/Y)
- **Press Releases:** 5 (62% decrease Y/Y)
- **Media Visits:** 43 (4% decrease Y/Y)
- **Media Contacts:** 970 (7.5% decrease Y/Y)
- **Total Impressions:** 1,139,589,549 (33% decrease Y/Y)
- **Earned Media:** \$ 10,795,899 (39% decrease Y/Y)

Recent Accolades

Travel + Leisure readers rank Santa Fe **"No. 2 City in the USA"**

Travel + Leisure readers rank Santa Fe **"No. 14 City in the World"**

2019 Southern Methodist University (SMU) National Center for Arts Research (NCRA) Arts Vibrancy Index ranked Santa Fe #1 on the list of the **"Top 10 Most Arts Vibrant Medium Communities"**

Visiting Press

TOURISM Santa Fe hosted the following journalists in July:

- Jonathon Thompson of Conde Nast Traveler on July 5-7
- Leeyong Soo of International Folk Market on July 11-17
- John Thomason of Boca Magazine visited July 7-12