



**OTAB Marketing Report
August 2019
Reported September 24, 2019**

EXECUTIVE SUMMARY

Key marketing highlights in **August and September**

1) Completed a 3-day video/photo production shoot with new Ad Agency & Campaign Launch on 9/16

- **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: <https://vimeo.com/vladimirjones>
 - One (1) (:60) Anthem spot:
 - One (1) :30 spot
 - Three (3) :15 spots

2) 2020 Santa Fe Visitors Guide Updates

Work has started on next year's Official Santa Fe Visitors Guide and now is the time to send us your updated information for the Guide.

Lodgers: [Click here](https://bit.ly/2kIJDwp) (<https://bit.ly/2kIJDwp>) to submit your property information. Completing this process ensures that your property's information in the Visitors Guide is up to date and accurate. If you represent more than one property, please fill out one survey for each property. If you do not respond, we will publish the information that was listed in the **2019 Visitors Guide**.

Annual Events: [Click here](https://bit.ly/2kv65cc) (<https://bit.ly/2kv65cc>) to submit the dates for your 2020 Annual Events. Please fill out one form per event.

3) Add Your Fall/Winter 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 Fall/Winter 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) 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The paper passport that came out in 2016 has become outdated with many locations closing or changing names.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 \(https://bit.ly/2IV7ljD\)](https://bit.ly/2IV7ljD)

Santa Fe Businesses:

[Order Passports for your business HERE \(https://bit.ly/2kqf6mN\)](https://bit.ly/2kqf6mN)

5) OTAB Grant Application Process - Now Open

TOURISM Santa Fe announces the opening of the application period for Occupancy Tax Advisory Board (OTAB) grants for use in calendar year 2020.

TOURISM Santa Fe will accept 2020 applications **from September 15 through November 15, 2019 at 5:00 PM**. Review of all grant applications will be conducted prior to the end of the year and funds will be available on a reimbursement basis during 2020.

6) PR – TSF Press Desk Sides in San Francisco

TSF Public Relations Manager, Joanne Hudson, conducted press desk sides in San Francisco from August 8-14 and met with the following journalists and publications:

- *Diablo Magazine*, Editorial Director, Deborah Kirk
- *Marina Times Writer*, Patty Burness
- Freelance Writer, Frederic Hamber
- Freelance Writer, Amy Sherman
- Content Creators, Shelbi Okumura and Catarina Mello
- Freelance Writer, Kathy Chin Leong
- *Bay Area Reporter*, Arts & Culture Editor, Roberto Friedman
- *Red Tricycle*, Bay Area Editor, Kate Loweth

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 9/18/19)

- **4,870** Margarita Trail Apps have been downloaded onto Apple or Android phones
- **11,592** paper Passports have sold at our Visitor Centers and by partners
- **4,017** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **130** people are members of the Margarita Society
- **227** Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- **130** Bartender Kits have been redeemed by Passport holders

Public Relations (as of 9/18/19)

- **7** Press Releases
- **199** Journalist have experienced the Trail
- **\$6,017,970** amount of earned media

Social Media (as of 9/18/19)

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

MONTHLY METRICS

WEBSITE & NEWSLETTERS

August 2019 Performance Metrics

Visits

- Total Sessions 111,889 (12.0% decrease Y/Y)
- Unique Users 87,473 (14.7% decrease Y/Y)
- Pages per Session 2.17 (0.2% decrease Y/Y)
- Average Time on Site 2:30 (2.7% increase Y/Y)
- Conversion Rate 13.9% (13.2% increase Y/Y)

Visitor Gender

- 60.0% Female
- 40.0% Male

Visitor Age

- 4.4% 18 - 24
- 20.2% 25 - 34
- 15.3% 35 - 44
- 16.0% 45 - 54
- 22.5% 55 - 64
- 21.6% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 08/07/2019
 - Number sent: 57,389
 - Number opened: 7,817
 - Open rate: 13.7%
- TOURISM Santa Fe Marketing Report
 - Sent: 08/14/2019
 - Number sent: 1,166
 - Number opened: 408
 - Open rate: 35.0%
- Santa Fe Deals and Specials
 - Sent: 08/22/2019
 - Number sent: 42,421
 - Number opened: 6,381
 - Open rate: 15.2%
- TOURISM Santa Fe Sales Report
 - Sent: 08/28/2019
 - Number sent: 1,142
 - Number opened: 328
 - Open rate: 28.7%
- Autumn Days the Santa Fe Way
 - Sent: 08/28/2019
 - Number sent: 30,190
 - Number opened: 5,941
 - Open rate: 19.7%

†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.

†††Open rates are still depressed for August 2019. This is due to rate limit changes at major email providers that incorrectly classified opt-in newsletters as spam as well as spam filter changes that affected email deliverability that took place in June/July.

SOCIAL MEDIA

Summary

August continued to build on the momentum generated by a strong June and July, and saw growth across all KPIs, many reaching all-time high levels. Facebook Engagement and PTAT both saw double-digit growth (32.9% & 13.2% increase M/M respectively), both reaching record numbers for the channel. Twitter engagement also reached an all-time high, growing 26.8% M/M. Pinterest and Instagram followings continue to grow steadily, while a paid Brand Anthem push drove all-time record views on the YouTube channel, generating over 174k views for the month.

Facebook

August 2019 Performance Metrics

- Total Page Followers: 71,393 (1.1% increase M/M)
- People Talking About This (PTAT): 20,647 (13.2% increase M/M)
- Engagement: 64,593 (32.9% increase M/M)
- Top Ranking Post: "Santa Fe Skyline. #TheCityDifferent Photo: @drmnewmexico"
 - Reactions: 6694
 - Comments: 57
 - Reach: 52,563

Twitter

August 2019 Performance Metrics

- Followers: 14,868 (.53% increase M/M)
- Monthly Impressions: 89,400 (.56% increase M/M)
- Engagement: 1315 (26.8% increase M/M)
- Top Ranking Post: "Santa Fe Skyline. #TheCityDifferent | www.SantaFe.org photo: @drmnewmexico"
 - Impressions: 2432
 - Retweets: 8
 - Total engagements: 109

Instagram

August 2019 Performance Metrics

- Followers: 27,960 (1.79% increase M/M)
- Top Performing Post: "Not your typical skyline. #TheCityDifferent | www.SantaFe.org"
 - Likes: 1918

Pinterest

August 2019 Performance Metrics

- Followers: 2686 (.75% increase M/M)

YouTube

August 2019 Performance Metrics

- Subscribers: 555 (2.40% increase M/M)
- Views: 174,100 (5.5% increase M/M)

Santa Fe Insider Blog

August 2019 Performance Metrics

- Total Blog Views: 11,524 (19.4% increase M/M)
- Average Time on Blog: 3:15 minutes (4.4% decrease M/M)

August Blog Posts

9 Must Have Experiences at Santa Fe Indian Market

- Updated August 6, 2019
- Views: 1495

7 Must-See August Events in The City Different

- Updated August 8, 2019
- Views: 29

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

- Updated August 8, 2019
- Views: 685

Top 5 Viewed Blog Posts in August

9 Must Have Experiences at Santa Fe Indian Market

- Updated August 6, 2019
- Views: 1495

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 915

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

- Updated August 8, 2019
- Views: 685

Five Santa Fe October Events You Shouldn't Miss

- Posted September 6, 2016
- Views: 685

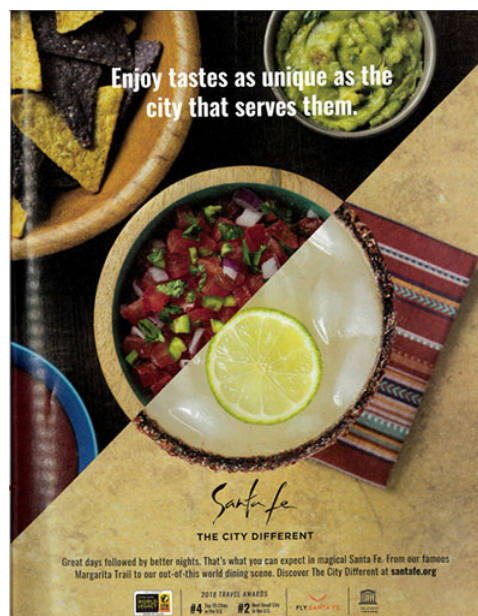
How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 363

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
 Target Markets: New Mexico
 Flight Dates: 8/1/19 - 8/31/19
 Impressions: 70,000
 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: 8/1/19 - 8/31/19

Impressions: 495,786

Media Cost: \$597.48



YouTube TrueView

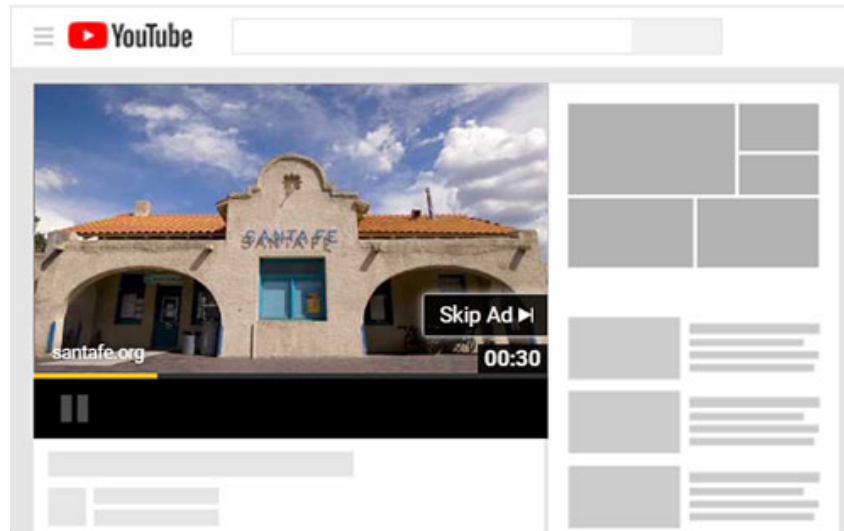
Target Markets: National, Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

Flight Dates: 8/1/19 - 8/31/19

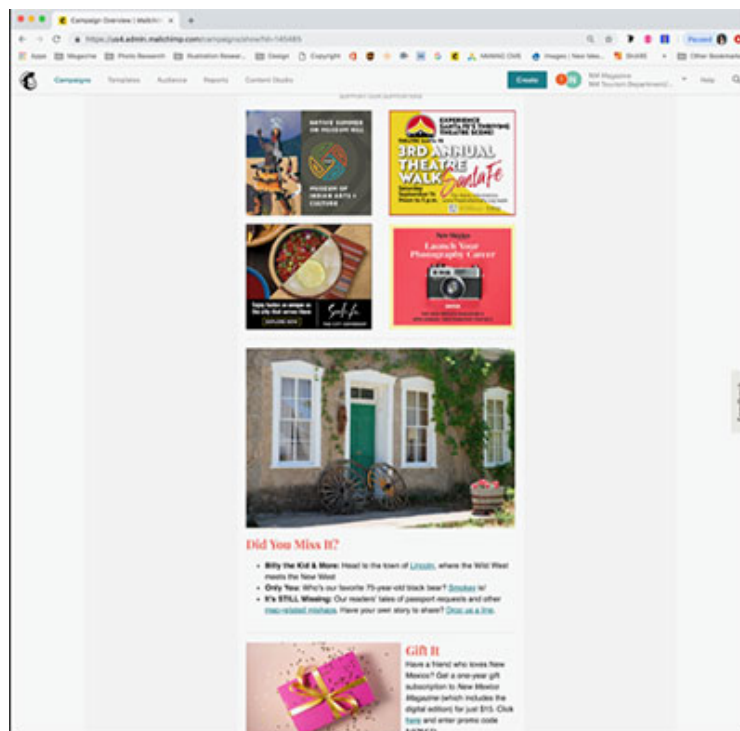
Impressions: 347,928

Media Cost: \$4,929.92

Link to Video: [youtube.com](https://www.youtube.com)



New Mexico Magazine E-newsletter
 Target Market: New Mexico
 Send Date: 8/2/19
 Opens: 8,295



SEM

Google Search
 Target market: National
 Flight dates: 8/1/19 - 8/31/19

Impressions: 161,038
Media Cost: \$ 9,136.24

Bing Search
Target market: National
Flight dates: 8/1/19 - 8/31/19
Impressions: 12,312
Media Cost: \$ 1,202.89

PUBLIC RELATIONS

Summary

Throughout August 2019, Santa Fe was featured in several national and international publications including USA Today, Forbes, Real Simple, National Geographic Traveller UK, The Independent and Reader's Digest among others. Most notably, Santa Fe Wine & Chile Fiesta finished at third place in USA Today's 10Best Wine Festivals list and was also promoted in a Forbes article highlighting "9 U.S. Fall Festivals Worth Traveling For."

Santa Fe was also a topic of conversation in multiple television and podcast interviews including one with PBS News Hour that discussed the International Folk Art Market and another on KOAT highlighting Santa Fe Music Week. In a separate interview with Big Blend Radio, Santa Fe's dining scene was emphasized for its variety of drinks and multicultural-inspired menus as well as to promote the upcoming International Food Wine Travel Writers Association (IFWTWA) conference that will be held in Santa Fe in November 2019.

Performance Metrics

August 2019

- **Pitches:** 38 (Up 18% Y/Y)
- **Press Releases:** 2 (Up 200% Y/Y)
- **Media Visits:** 7 (Down 22% Y/Y) TSF limited press visits in the first half of August due to hotel hosting availability
- **Media Contacts:** 175 (Up 3% Y/Y)
- **Total Impressions:** 191,930,604 (Up 56% Y/Y)
- **Earned Media:** \$ 1,278,188 (Up 23% Y/Y)

Year to Date 2019

- **Pitches:** 536 (Up 10% Y/Y)
- **Press Releases:** 7 (Down 46% Y/Y)
- **Media Visits:** 44 (Down 4% Y/Y)
- **Media Contacts:** 1,145 (Down 6% Y/Y)
- **Total Impressions:** 1,331,520,153 (Down 26% Y/Y)
- **Earned Media:** \$ 12,074,087 (Down 36% Y/Y)

Recent Accolades

The National Center for Arts Research at Southern Methodist University in Dallas ranked Santa Fe, New Mexico as the **#1 Most Arts-Vibrant Medium-Sized Community in America**.

Visiting Press

TOURISM Santa Fe hosted the following journalists in August:

- Leeyong Soo returned to Santa Fe after initially visiting in July, August 10-12.
- Native Max Magazine for SWAIA Indian Market, August 15-19.
- Cori Solomon and Andrew Harris of IFWTWA, August 25-28.
- Catherine Marshall of Sydney Morning Herald/The Age, August 26 -30.
- Marye Audet of Restless Chipotle, August 28.