



**OTAB Marketing Report  
January 2018  
Reported February 27, 2018**

## **EXECUTIVE SUMMARY**

Key marketing highlights in January and February

### **1) SantaFe.org Business Listings**

- The new card-based business listing design was launched on February 6.
- Business listings now feature a larger image and visual enhancements for improved readability of business descriptions.
- Business partners have been notified of the design updates and are being asked to edit their listings to meet the requirements of the new layout by February 28.

### **2) Ski Santa Fe Group Press FAM**

- TOURISM Santa Fe, in partnership with Ski Santa Fe, hosted a group press FAM from February 7 – 11.
- The following journalists were in attendance:
  - New Mexico Magazine, Gwyneth Doland
  - MyDomaine, Megan Beauchamp
  - Uptown.com, Brandon Schultz
  - The Advocate, Daniel Reynolds
  - Freelance, Caleigh Alleyne
  - Freelance, Fredric Hamber

### **3) New York Press Desk Sides**

TSF representatives are conducting press desk sides in New York City from February 27 – March 1 and will meet with the following journalists and publications:

- International Association of Culinary Professionals, Martha Holmberg
- Travel + Leisure, Jennifer Salerno
- Departures, Jason Sheeler
- Family Traveler USA, Lissa Poirot
- Freelance, Michele Herrmann
- Freelance, Lisa Cheng
- Freelance, Ayesha Khan
- BestProducts.com, Jill Fergus
- Freelance, Jeff Heilman
- Freelancers: Clint Brownfield, Kelsy Chauvin, Brandon Schultz, Kyle McCarthy
- Sherman's Travel, Laura Motta

### **4) Recent Accolades**

- Santa Fe was named the Runner-Up in "**Best Food/Beverage Destination Experience**" category in the 2018 FoodTrekking Awards, an annual competition driven by The World Food Travel Association. Santa Fe was one of only two cities worldwide recognized in the "Best Food/Beverage Destination Experience" category.

- Santa Fe was named “**One of the Top 30 Cities to Visit in 2018**” by TripAdvisor.

#### 5) Travel + Leisure World’s Best Awards

- Voting is open through March 5 for the Travel + Leisure 2018 World’s Best Awards. Santa Fe is listed in the “Cities” category.
- A dedicated e-newsletter to our consumer e-mail list was sent on January 30 encouraging them to vote.
- Reminders are being sent Industry partners, encouraging them to vote and share with their networks of friends, family and customers.
- It’s also being promoted weekly on TSF social media channels.

#### 6) 2018 Santa Fe Kids Free Spring Break

- The landing page is live at [santafe.org/springbreak](http://santafe.org/springbreak).
- Digital advertising (programmatic display through Varick and RGM) and Pandora streaming audio ads are in market through March 2018.
- To date, 32 offers have been added— ranging from lodging specials, skiing, meals, indoor rock climbing and flamenco classes.
- TSF is designing a flyer to be distributed at the TSF Visitor Centers.

#### 7) Margarita Trail App

- The app is live on the Apple Store and on Google Play.
- Ryan Dodge has conducted training for all of the Margarita Trail establishments and TSF Visitor Information Specialists.
- The “official” launch of the app will be celebrated on February 22 (National Margarita Day)

## HIGHLIGHTS

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### Santa Fe Margarita Trail

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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 2/22/18)

- **2,466** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **3,508** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **2,389** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **128** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **72** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

#### Public Relations

- **4** Press Releases
- **89** Journalist have experienced the Trail
- **\$4,199,279** amount of earned media

#### Social Media

- 362 Total Social media posts. This total includes all organic posts to Facebook, Twitter, Instagram, Pinterest, YouTube, Google+ and blog posts.

## Partnership with Santa Fe County

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Monthly Blogs are being written by Santa Fe County and published on TSF's blog page. The following blog was published in January:

### **1/16/18: Savor the Flavor: Four Must Stop Food Spots in Santa Fe County**

To date in 2018, a total of 841 marketing collateral requests for Santa Fe County were processed and fulfilled.

## MONTHLY METRICS

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### Website & Newsletters

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#### January 2018 Performance Metrics

##### Visits

- Total Sessions 81,065 (12.6% decrease Y/Y)
- Unique Users 66,073 (16.47% decrease Y/Y)
- Pages per Session 2.47 (16.63% increase Y/Y)
- Average Time on Site 2:39 ( 24.03% increase Y/Y)
- Conversion Rate 17.00% ( 45.67% increase Y/Y)

Metrics show a decrease in terms of site visits as a product of overall paid advertising. Some of that decrease can be attributed to the 2018 Kids Free Spring Break digital advertising campaign that is underperforming against last year's benchmark – most notably, Pandora streaming audio, which resulted in about 1,800 visits last year and 322 visits this year. This is a trend being seen with Pandora after they switched their ad delivery model last year.

As a result, remaining funds currently allocated for the Pandora campaign are being shifted to another TSF digital advertising partner, Varick. Steps are also being taken to optimize our current Kids Free digital advertising campaigns with both Varick and RGM.

Site traffic stemming from the core digital advertising campaign was up 293% Y/Y, and since we typically see higher engagement from this audience, this could potentially be contributing to an increase in engagement overall for the month of January. Paid search traffic, which also typically has better engagement statistics, was up 227% Y/Y in January.

##### Visitor Gender

- 60.88% Female
- 39.12% Male

## Visitor Age

- 7.45% 18 - 24
- 19.52% 25 - 34
- 17.26% 35 - 44
- 16.63% 45 - 54
- 22.02% 55 - 64
- 17.11% 65+

## Newsletters

- Santa Fe Happenings
  - Sent: 1/3/18
  - Number sent: 48,389
  - Number opened: 8,400
  - Open rate: 17.64%
- TOURISM Santa Fe Marketing Report
  - Sent: 1/10/18
  - Number sent: 1,104
  - Number opened: 338
  - Open rate: 31.04%
- Santa Fe Deals and Specials
  - Sent: 1/19/18
  - Number sent: 28,995
  - Number opened: 5,433
  - Open rate: 18.76%
- TOURISM Santa Fe Sales Report
  - Sent: 1/25/18
  - Number sent: 1,098
  - Number opened: 352
  - Open rate: 32.15%
- Santa Fe Spring Break: Where Kids Stay and Play for Free!
  - Sent: 1/12/18
  - Number sent: 20,877
  - Number opened: 3,786
  - Open rate: 18.57%
- Vote for Santa Fe and Win!
  - Sent: 1/31/18
  - Number sent: 66,930
  - Number opened: 13,842
  - Open rate: 20.68%

†Open rate is only counted for users who have images enabled in their email or if a user clicks on a link.

## SOCIAL MEDIA

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### Summary

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Visit Santa Fe's Facebook page saw a .7% increase in followers totaling 62,430. "People talking about this" experienced a -71% decrease over last month. This was partly due to new algorithm that was introduced by Facebook. The algorithm is being tweaked to prioritize posts that spark conversations and meaningful interactions between people. TSF will need to enhance content so as to encourage engagement. Facebook engagement saw a 3.7% increase. The top ranking post for January was the TSF video "Santa Fe Outdoors". Videos continue to reach in the thousands and bring in hundreds of comments and shares. Twitter saw a 2% decrease in followers bringing the total to 13,186. Monthly Twitter impressions saw a 2.7% decrease. Engagement was also down -11%. The twitter video also did very well. It received 6,120 impressions. A photo by one of our Instagram followers also took the top performing photograph honor for the month of January. Instagram followers are up by 2% bringing the total to 19,800. YouTube views shot up 30%.

## Facebook

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### January 2018 Performance Metrics

- Total Page Followers: 62,439 (.7% increase M/M)
- People Talking About This: 3,873 (-71% decrease M/M)
- Engagement: 44,866 (3.7% increase M/M)
- Top Ranking Post : Santa Fe Outdoors on January 25, 2018 at 4:26 pm
  - Comments: 884
  - Reach: 18,756

## Twitter

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### January 2018 Performance Metrics

- Followers: 13,186 (2% increase M/M)
- Monthly Impressions: 90,900 (-2.7% decrease M/M)
- Engagement: 808 (-11% decrease M/M)
  - Top Ranking Post: Santa Fe is a genuine feast ...on January 4, 2018 at 2:30 PM
  - Impressions: 6,120
  - Favorites: 50
  - Retweets: 3
  - Total engagements: 23

## Instagram

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### January 2018 Performance Metrics

- Followers: 19,800 (2% increase M/M)
- Top Performing Post for Instagram: Santa Fe Santa Fe Church Tower on January 23, 2018 by 13 Pieces
  - 1,249 likes

## Pinterest

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### January 2018 Performance Metrics

- Followers: 2,407 (.3% increase M/M)

## YouTube

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### January 2018 Performance Metrics

- Subscribers: 349 (.2% increase M/M)
- Views: 3,184 (30% increase M/M)

## Santa Fe Blog

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### January 2018 Blog Performance Metrics

Total Blog Views: 4,470 (39.94% decrease M/M)

Average Time on Blog: 2:47 minutes

January 2018 Blog Posts

#### **5 Santa Fe Events to Fall in Love With in February**

- Posted January 2, 2018
- Views: 121

#### **Spend Spring Break in Santa Fe and the Kids Are Free**

- Posted January 9, 2018
- Views: 55

#### **Four Must Stop Food Spots in Santa Fe County**

- Posted January 16, 2018
- Views: 95

#### **A Feast for all Seasons**

- Posted January 23, 2018
- Views: 60

#### **Taste the Flavors of Santa Fe During Restaurant Week**

- Posted January 30, 2018
- Views: 57

## MEDIA PLACEMENTS – ADVERTISING

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### PRINT

New Mexico Monthly  
Target market: New Mexico  
Flight dates: 1/1/18-1/31/18  
Impressions: 300,000  
Digital Impressions: 17,075

Horizon Magazine  
Target market: New Mexico  
Flight dates: 1/1/18-1/31/18  
Impressions: 226,000

### DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

Adara: Programmatic Desktop/Mobile  
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York  
Flight dates: 1/1/18-1/31/18  
Impressions: 734,202

Go-NewMexico.com: Lead Generation/Sponsorship Page  
Target market: people interested in traveling to Santa Fe  
Flight dates: 1/1/18-1/31/18  
Impressions: 17,297  
Go Travel Sites sent 310 names, emails and addresses to Santa Fe

TripAdvisor: Sponsorship/Content  
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York  
Flight dates: 1/1/18-1/31/18  
Impressions: 265,670

Matador: Social Content/Banners  
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York  
Flight dates: 1/1/18-1/31/18  
Impressions: 14,835

### Fly Santa Fe/NNMAA

Undertone: Desktop & Mobile Display w/ Inbound RM  
Target market: Phoenix/Scottsdale metro, CA markets (LAX, ONT, SBA, SAN, BUR, SNA), Northern New Mexico (Santa Fe, Los Alamos, Taos, etc.)  
Flight dates: 1/1/18-1/31/18  
Impressions: 1,117,460

Adara: Desktop & Mobile Display

Target market: Phoenix/Scottsdale metro, CA markets (LAX, ONT, SBA, SAN, BUR, SNA), Northern New Mexico (Santa Fe, Los Alamos, Taos, etc.)

Flight dates: 1/1/18-1/31/18

Impressions: 1,254,249

### **Artists in Residence**

Amobee: Standard Display

Target markets: Austin, Colorado Springs, Denver, Phoenix, Amarillo, Lubbock, El Paso, Dallas

Flight dates: 1/1/18-1/31/18

Impressions: 2,872,515

### **Kids Free Spring Break Promotion**

Pandora – Streaming Audio

Target Markets: Parents in Denver, Dallas, Phoenix, Colorado-Spring, El Paso, Amarillo, Lubbock, Austin

Flight Dates 1/1/18-1/31/18

Impressions: 442,986

RGM – Programmatic Display

Target Markets: Parents in Denver, Dallas, Phoenix, Colorado-Spring, El Paso, Amarillo, Lubbock, Austin

Flight Dates: 1/1/18-1/31/18

Impressions: 965,439

Varick Media – Program/PMP

Target Markets: Parents in Denver, Dallas, Phoenix, Colorado-Spring, El Paso, Amarillo, Lubbock, Austin

Flight Dates: 1/1/18-1/31/18

Impressions: 1,298,542

### **SEM**

Google AdWords

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

Flight dates: 1/1/18-1/31/18

Impressions: 102,634

## **PUBLIC RELATIONS**

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### **Summary**

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We had some impactful media coverage for Santa Fe this month and saw a strong start to the year when reviewing the January 2018 earned media results. However, January 2017 was one of the best months the TOURISM Santa Fe PR team has ever had, so the year over year comparisons don't tell the whole story. In the January "In the News" section we do have several high value clips,



including two from USA Today, one from Conde Nast, one from Forbes and one from the London Telegraph. The five placements make up 55% of the total Earned media value for the month.

You will also notice that this month we sent 256 pitches to media, an increase of 333% over 2017. This year we made a strong effort to pitch the Kids FreeFest Spring Break story, which resulted in the significant increase. On January 10-12, Public Relations Manager, Joanne Hudson conducted desk side media appointments in Phoenix; meeting with the following nine journalists:

- David Brown (Freelance) Western Art and Architecture, Highline Autos, The Entertainer! Magazine
- Kara Morrison, Editor, Raising Arizona Kids Magazine
- Wes Bolyard (Freelance) Arizona Fairways Magazine
- Jill Schildhouse (Freelance) Oxygen, Phoenix Home & Garden, TheGlobalGlutton.com
- Lynn O'Rourke Hayes, Owner/Editor, FamilyTravel.com
- Jackie Dishner (Freelance) Saturday Evening Post, Phoenix Magazine, Phoenix Home & Garden
- Teresa Bitler (Freelance) AAA Publications, Sherman's Travel, WanderWithWonder.com
- Kevin Wierzbicki (Freelance) AXS.com, Antimusic.com
- Colleen Lanin, Founder/Editor, TravelMamas.com

## Press Releases

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**1/8/18:** THE INN OF THE FIVE GRACES OFFERS NEW LUXURY GETAWAY PACKAGE

**1/29/18:** WORLD FOOD TRAVEL ASSOCIATION HONORS SANTA FE IN 2018 FOODTREKKING AWARDS

## Performance Metrics

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### January 2018

- **Pitches:** 256 (333% increase Y/Y)
- **Press Releases:** 2 (50% decrease Y/Y)
- **Media Visits:** 5 (64% decrease Y/Y)
- **Media Contacts:** 172 (28% increase Y/Y)
- **Earned Media:** \$5,305,025 (46% decrease Y/Y)
- **Total Impressions:** 168,341,609 (75% decrease Y/Y)

## Visiting Press

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- Dawn Darnell visited the destination on January 2.
- Carrie Bell and Kristen Hansen visited on January 10-15 and stayed at Four Seasons Rancho Encantado.
- Cacinda Maloney visited the destination January 11-14.