



**OTAB Marketing Report
October 2019
Reported November 26, 2019**

EXECUTIVE SUMMARY

Key marketing highlights in **October and November**

1) [New] Add your Santa Fe Holiday and Winter Experiences to SantaFe.org

TOURISM Santa Fe is launching a dedicated landing page to promote Holiday and Winter Experiences.

Things to know:

- The experience must be offered through February 29, 2020.
- You may add multiple experiences but must submit a new form for each.
- Each submitted experience is limited to a single category (see form for the list of categories)

To get started, **login** to your Business Partner dashboard on santafe.org. Click on the purple button that says, “**Add your Holiday and Winter Experiences**” and then the red button that says, “**Add A New Experience.**” Please read all of the instructions and complete the form. Click “Add Experience” to submit the form.

2) 2020 Santa Fe Visitors Guide Updates

The 2020 Santa Fe Visitors Guide is scheduled to ship to the printer the week of November 25th with an expected delivery date of mid-December.

3) [Recent Awards] 2019 Top HAT Awards Gala

- **BEST NEW EXPERIENCE:** *Gran Fondo New York – Santa Fe*
- **BEST PRINT CAMPAIGN:** *2019 Santa Fe Visitors Guide/Augmented Reality (Rx2 Integration)*

4) Available Now – New Margarita Trail Paper Passports

Margarita Trail Participating Establishment:

[Order Additional Passports HERE \(https://bit.ly/2IV7IjD\)](https://bit.ly/2IV7IjD)

Santa Fe Businesses:

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

- We finally broke 12,000 paper Passport sales! (12,071)
- Our visitor centers have sold 110 new Passports in the last 60 days.
- Margarita Trail App downloads continue to climb with 5,664 to date.
- Redemption of awards continue to climb especially the Bartender Kits with 10 being earned in the last month!

5) [Sign Up] Google Workshops for Tourism Businesses

The New Mexico Tourism Department (NMTD) is happy to announce free, hands-on digital education workshops for the tourism industry on how businesses can expand exposure within Google's products and improve conversion of digital audiences to actual customers.

The Santa Fe workshop will take place on Thursday, December 12 from 3:30 – 5:30 pm at the Santa Fe Community Convention Center

RSVP, email brianna.gallegos@state.nm.us

6) Public Relations – TSF Attends Society of American Travel Writers Conference

TSF Public Relations Manager, Joanne Hudson, attended the 2019 SATW Annual Convention in El Paso, TX, October 20-24. During the event Joanne was able to network with and pitch Santa Fe to the travel media professional members of the society.

7) [Recent Accolades] 2019 Conde Nast Traveler Reader's Choice Awards

Santa Fe Recognized as #2 Small City in the United States, The Inn of the Five Graces named #1 Top Hotel in the USA/Southwest & West plus #4 Top Hotel in the USA

Additional honors for Santa Fe area properties include:

Top 10 Hotels in USA

- 4th – Inn of the Five Graces

Top 20 Hotels in USA/Southwest & West

- 1st – Inn of the Five Graces
- 2nd – La Fonda on the Plaza
- 9th – Eldorado Hotel & Spa
- 12th – Rosewood Inn of the Anasazi

Top 30 Resorts in USA/Southwest & Texas

- 7th – La Posada de Santa Fe, a Tribute Portfolio Resort & Spa
- 11th – Ojo Caliente Mineral Springs Resort & Spa
- 30th – Four Seasons Resort Rancho Encantado Santa Fe

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 11/18/19)

- 5,664 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,071 paper Passports have sold at our Visitor Centers and by partners
- 4,199 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 159 people are members of the Margarita Society
- 248 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 145 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 11/19/2019)

- 7 Press Releases
- 278 Journalist have experienced the Trail
- \$6,520,092 amount of earned media

Social Media (as of 11/18/19)

- 498 Total Social Media Posts. This includes the following new posts since the last report: 2 Facebook, 2 Twitter, 1 blog, 1 Pinterest pin

MONTHLY METRICS

WEBSITE & NEWSLETTERS

October 2019 Performance Metrics

Visits

- Total Sessions 136,017 (30.1% increase Y/Y)
- Unique Users 109,495 (31.1% increase Y/Y)
- Pages per Session 2.04 (4.5% decrease Y/Y)
- Average Time on Site 1:59 (15.0% decrease Y/Y)
- Conversion Rate 8.2% (42.5% decrease Y/Y)

Visitor Gender

- 61.2% Female
- 38.8% Male

Visitor Age

- 4.7% 18 - 24
- 20.3% 25 - 34
- 16.9% 35 - 44
- 16.9% 45 - 54
- 22.2% 55 - 64
- 18.9% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 10/01/2019
 - Number sent: 60,620
 - Number opened: 8,145
 - Open rate: 13.6%
- TOURISM Santa Fe Marketing Report
 - Sent: 10/09/2019
 - Number sent: 1,108
 - Number opened: 387
 - Open rate: 34.9%
- Santa Fe Deals and Specials
 - Sent: 10/17/2019
 - Number sent: 42,010
 - Number opened: 5,985
 - Open rate: 14.3%
- TOURISM Santa Fe Sales Report
 - Sent: 10/23/2019
 - Number sent: 1,110
 - Number opened: 353
 - Open rate: 31.8%
- Santa Fe Gift Guide
 - Sent: 10/29/2019
 - Number sent: 72,793
 - Number opened: 9,870
 - Open rate: 13.6%

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

††Rate limit changes at major email providers and spam filter changes that affected email deliverability took place in June/July. This affected open rates and newsletter list size/growth, with the effects still ongoing.

SOCIAL MEDIA

Summary

October was another strong month for social media efforts. Facebook engagement saw a 22.4% increase M/M, while PTAT hit a record high with a 25.8% increase M/M. Twitter engagement and reach slipped slightly from last month's record numbers (17.3% and 10.7% respectively). Pinterest and Instagram followings continue to grow steadily, while paid promotion of the new *Uncover Your Different* campaign creative drove all-time record views on the YouTube channel (930,205 views, 42.4% increase M/M) and website referrals via Pinterest.

Facebook

October 2019 Performance Metrics

- Total Page Followers: 72,506 (.66% increase M/M)
- People Talking About This (PTAT): 23,218 (25.8% increase M/M)
- Engagement: 47,357 (22.4% increase M/M)
- Top Ranking Post: "No arguments from us! #TheCityDifferent"
 - Reactions: 6327
 - Comments: 86
 - Reach: 51,274

Twitter

October 2019 Performance Metrics

- Followers: 14,862 (.67% increase M/M)
- Monthly Impressions: 79,500 (10.7% decrease M/M)
- Engagement: 1448 (17.3% decrease M/M)
- Top Ranking Post: "We do sunsets best. #TheCityDifferent | www.SantaFe.org"
 - Impressions: 2066
 - Retweets: 6
 - Total engagements: 140

Instagram

October 2019 Performance Metrics

- Followers: 29,166 (2.4% increase M/M)
- Top Performing Post: "Adventure behind every door. #TheCityDifferent | www.SantaFe.org photo: @where.my.mind.wonders"
 - Likes: 1865

Pinterest

October 2019 Performance Metrics

- Followers: 2762 (1.69% increase M/M)

YouTube

October 2019 Performance Metrics

- Subscribers: 593 (2.24% increase M/M)
- Views: 930,205 (42.4% increase M/M)

Santa Fe Insider Blog

October 2019 Performance Metrics

- Total Blog Views: 9,549 (7.7% decrease M/M)
- Average Time on Blog: 3:09 minutes (3.3% increase M/M)

October Blog Posts

7 of Santa Fe's Best November Events

- Updated October 30, 2019
- Views: 453

The Art Lover's guide to Santa Fe

- Published October 31, 2019
- Views: 24

Top Spots Where You Can Grab A Margarita in Santa Fe, NM

- Published October 31, 2019
- Views: 5

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 1

Locals Recommend - 5 Art Markets In Santa Fe

- Published October 31, 2019
- Views: 1

Santa Fe's Culinary Treasures

- Published October 31, 2019
- Views: 1

The New Santa Fe to Watch

- Published October 31, 2019
- Views: 12

The History Buff's Guide to Santa Fe

- Published October 31, 2019
- Views: 26

Top 5 Viewed Blog Posts in October

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 948

Five Things To Do During Your Santa Fe Thanksgiving Weekend

- Published October 18, 2016
- Views: 382

7 of Santa Fe's Best November Events

- Updated October 30, 2019
- Views: 453

Fall for these 11 October Events in Santa Fe

- Updated September 17, 2019
- Views: 287

How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 282

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine

Target Markets: New Mexico

Flight Dates: 10/1/19–10/31/19

Impressions: 70,000

Media Cost: \$4,430.00



Phoenix Magazine

Target Markets: Greater Phoenix Area

Flight Dates: 10/1/19–10/31/19

Impressions: 80,832

Media Spend: \$5,650.00



5280 Magazine
 Target Markets: Greater Denver Area
 Flight Dates: 10/1/19–10/31/19
 Impressions: 90,000
 Media Spend: \$9,735.00



Texas Monthly
 Target Market: Texas/National

Flight Dates: 10/1/19–10/31/19
 Impressions: 270,746
 Media Spend: \$9,850.00



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

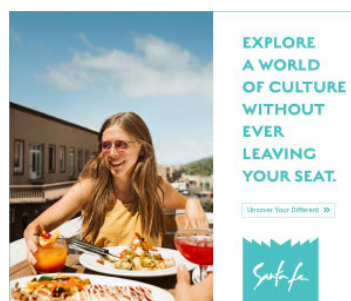
Google Display Network

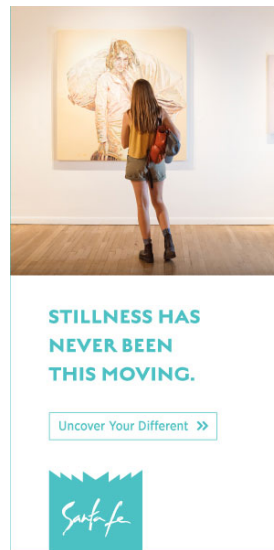
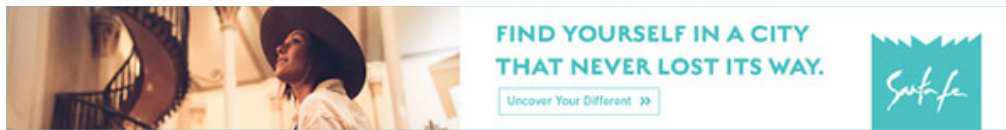
Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado

Springs, Phoenix, Tucson
Flight Dates: 10/1/19 – 10/31/19
Impressions: 1,513,422
Media Spend: \$3,827.77



The Trade Desk
Standard Display
Target Markets: National
Flight Dates: 10/1/19 – 10/31/19
Impressions: 10,959,240
Media Spend: \$19,606.00

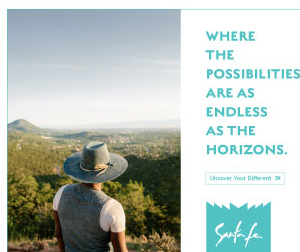




Refinery29
 Display
 Target Markets: National & Los Angeles + Chicago
 Flight Dates: 9/9/19–11/30/19
 Impressions: 724,867
 Media Spend: \$7,270.00

witnessed the iPad, the other flight attendants who reported the incident with her, as well as her husband, who is also a Southwest flight attendant.

ADVERTISEMENT



On February 27, 2017, Steinaker was one of four flight attendants flying from Pittsburgh, PA to Phoenix, AZ. Steinaker was asked to stand in the cockpit about two and a half hours into the flight in order to fulfill the policy that two people must remain in the cockpit at all times while Capt. Terry Graham went to the bathroom, according to her statement. Upon entering the cockpit,

REFINERY29 DISCOVER WATCH SHOP MORE

Story from POLICEMAN

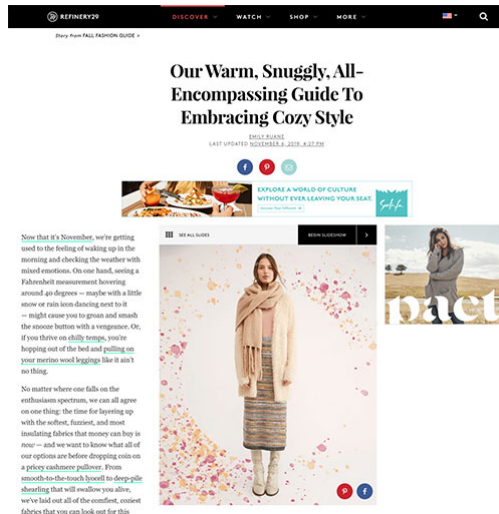
The Shoe Capsule By Celebrity Stylist Elizabeth Sulcer Is Perfect For The Holidays

ANANDA KATZDINE
LAST UPDATED: NOVEMBER 8, 2017, 11:28 PM

YOUR STORIES AREN'T THE ONLY ORIGINALS YOU'LL BE TAKING HOME.

As observers and admirers of the stellar looks donned by celebrities like Gigi and Bella Hadid, Sofia Muskoff, and Jasmine Sanders, we're quick to attribute their fashion prowess to an unexplained *je ne sais quel* — a French phrase that translates to "I don't know." But we're here to raise the proverbial curtain on this mystery, behind which stylist Elizabeth Sulcer resides and operates. Sulcer has long been cultivating her signature street-style-meets-rockstar aesthetic on the backs of today's sartorial set, and now she's taking her talent quite literally to new heights with a collection of boots and booties. Her holiday shoe capsule created in partnership with Marc Fisher drops today, and you don't need to know your way around a runway to rock a pair.

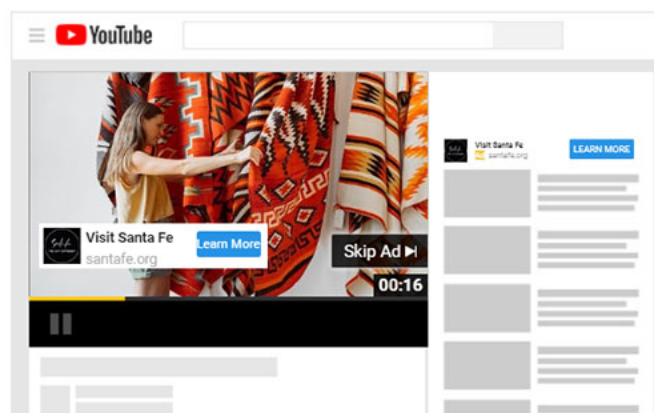
"I've always dreamed of designing a shoe collection and I'm so excited to collaborate with Marc Fisher, an



New Mexico Magazine
 Added Value E-Newsletters
 Target Markets: New Mexico
 Flight Dates: 10/9/19 & 10/23/19
 Opens: 16,147
[New Mexico Magazine 2020 Calendars](#)
[New Mexico Magazine October 2019 Newsletter](#)

YouTube TrueView
 Target Markets: National, Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson
 Flight Dates: 9/1/19 - 9/30/19
 Impressions: 1,272,172
 Media Spend: \$14,915.41
 Links to Videos:

- [The Largest Museum in Santa Fe, Is Santa Fe](#)
- [Endless Possibilities in Santa Fe](#)
- [Uncover Your Different in Santa Fe](#)
- [Visit Santa Fe, New Mexico](#)



Facebook & Instagram

Image Ads

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

Flight Dates: 10/1/19 – 10/31/19

Impressions: 1,170,922

Media Spend: \$ 10,865.84


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Find yourself in a city that never lost its way.




SANTAFE.ORG
Visit Santa Fe
Uncover Your Different

LEARN MORE

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LEARN MORE



Video Ads

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


Flight Dates: 10/1/19 – 10/31/19

Impressions: 745,360

Media Spend: \$8,421.40

**Visit Santa Fe, New Mexico**
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The largest museum in Santa Fe, is Santa Fe itself.



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BOOK NOW

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Sponsored · 

In Santa Fe, you'll experience a history lesson for all five senses.



SANTAFE.ORG
Visit Santa Fe
Uncover Your Different

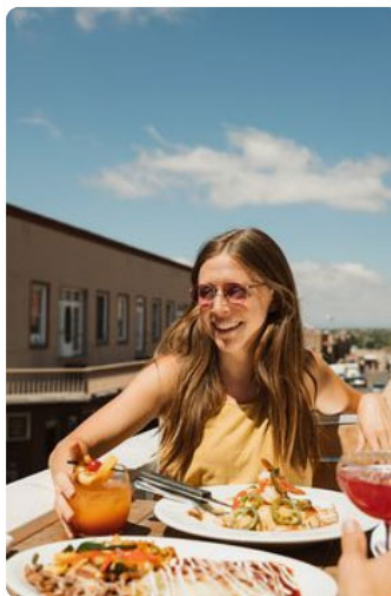
BOOK NOW

Pinterest Image Ads

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson
Flight Dates: 10/1/19 – 10/31/19
Impressions: 204,464
Media Spend: \$2,707.22



Visit Santa Fe



Cuisine in Santa Fe

Video Ads

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

Flight Dates: 10/1/19 – 10/31/19

Impressions: 251,678

Media Spend: \$4,903.41



► **Uncover Your Different—Visit ...**



► **Uncover Your Different—Visit ...**

New Mexico Magazine

Added Value Facebook Post

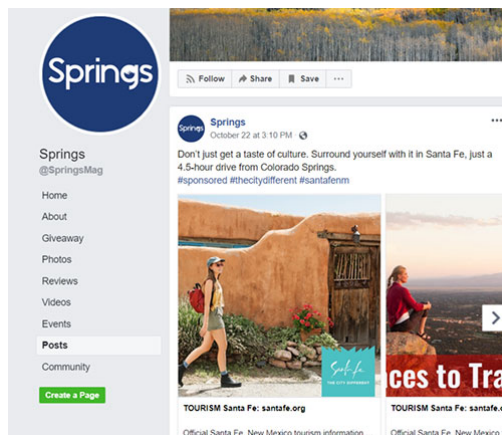
Target Market: New Mexico

Flight Dates: 10/1/19

Impressions: 3,216



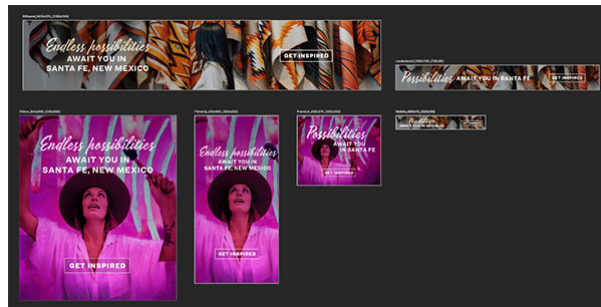
Springs Magazine
 Added Value Facebook Post
 Target Market: Colorado Springs
 Flight Dates: 10/22/19
 Impressions: 116



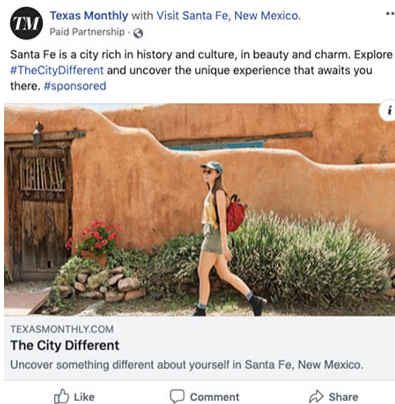
Texas Monthly
 Article Produced by Texas Monthly
 Target Market: Texas/National
 Flight Dates: 10/1/19 – 10/31/19
 ROS roadblocking landing page – 6,646
 Article Page Unique Pageviews – 1,162
 Media Spend: \$5,000
www.texasmonthly.com/promotion/the-city-different/

Texas Monthly
 Sponsored Trip Guide – Promotional ROS
 Target Market: Texas/National
 Flight Dates: 10/1/19 – 10/31/19

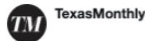
Impressions: 206,412
Media Spend: \$5,000



Texas Monthly
Sponsored Facebook Post
Target Market: Texas/National
Flight Dates: 10/10/19
Impressions: 44,981
Media Spend: Sponsored Trip Guide Package



Texas Monthly
Sponsored Twitter Post
Target Market: Texas/National
Flight Dates: 10/15/19
Impressions: 6,476
Media Spend: Sponsored Trip Guide Package



Your unique experience is waiting to be uncovered in Santa Fe, New Mexico.
[#TheCityDifferent](#) [#sponsored](#) by [@CityofSantaFe](#)



The City Different
Uncover something different about yourself in Santa Fe, New Mexico.
texasmonthly.com

1:29 PM - 15 Oct 2019



Texas Monthly
Trip Planner Newsletter
Target Market: Texas/National
Flight Dates: 10/23/19
Unique Opens: 3,420
Media Spend: Sponsored Trip Guide Package

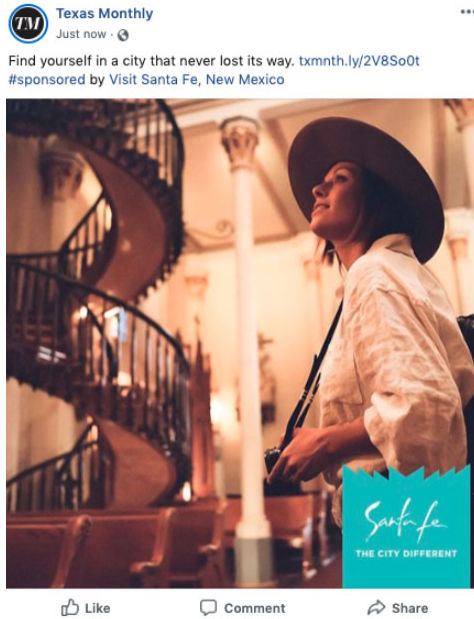


Visit Santa Fe and Uncover Your Different

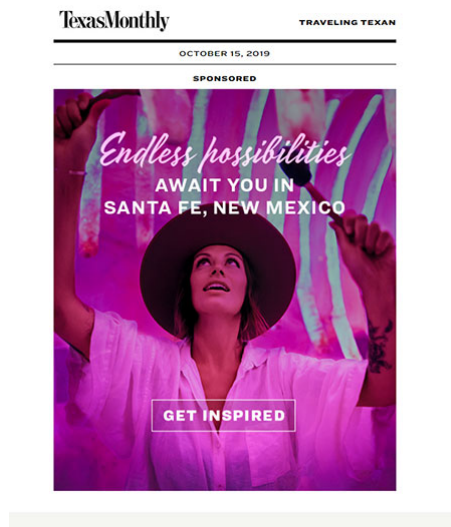
Santa Fe offers an art scene that spans from traditional to contemporary, one-of-kind keepsakes, and cuisine that's as inspired as it is sumptuous. And these are only some of the things that make The City Different, there's still so much more waiting to be uncovered.

[GET DETAILS](#)

Texas Monthly
Added Value Facebook Post
Target Market: Texas/National
Flight Dates: 10/22/19
Impressions: 44,203



Texas Monthly
 Added Value E-Newsletter - Traveling Texan
 Target Market: Texas/National
 Flight Dates: 10/15/19
 Impressions: 5,189



Outside Online
 Digital
 Target Market: National
 Flight Dates: 10/1/19 – 10/31/19
 Impressions: 293,664
 Total Spend: \$7,338.78



Promo: There's a reason we put our headquarters here.
(w/ @CityofSantaFe)



The Insider's Guide to Santa Fe
Open yourself to different worlds in this haven for the arts, culture, and the outdoors
outsideonline.com

3:04 PM · Oct 25, 2019 · [SocialFlow](#)

	HOW MUCH IT COSTS TO VISIT These Instafamous Places
	How to Fund Your Next Vacation with Credit Card Points
	800 Miles with Bears Ears Prayer Runners
	The North Face Base Camp Duffel is the Best Travel Bag
	<small>SPONSOR CONTENT</small> The Insider's Guide to Santa Fe

Outside What You Missed

The stories we're watching today:

Skier and activist Robb Gaffney, well known in the skiing community and around Tahoe for his work with the Keep Squaw True movement, was diagnosed with a rare form of bone marrow cancer this spring. He needs a bone marrow transplant, and his friends and family have **set up a GoFundMe campaign** to help with medical bills. [Tahoe Daily Tribune]

Swiss climber Dani Arnold **set a new speed record** on Cima Grande in Italy's Dolomites, free soloing the 1,804-foot route in 46 minutes and 30 seconds. [Explorersweb]

Australia is getting its own Surf Ranch. The World Surf League announced plans to build a wave pool with the Kelly Slater Wave System technology along with a "luxury ecolodge" near the Sunshine Coast. It will be one of the first such facilities located so close to the ocean. [Surfer]

Partner spotlight:

Sponsored by Santa Fe Tourism

With 300 days of sunshine, a 350-square-mile wilderness area right outside of downtown, world-class museums, and a vibrant art scene, **there's a reason Outside is headquartered in Santa Fe.**

The most interesting things we published recently:

I Was Flying to Montana to Bury My Son: On a plane ride over the Mountain West, a **grieving father retraces his adventurous youth** and searches for solace in the rugged landscapes that molded him.

The History of Beer Is the History of the World: Reconstructing the history of civilization **through beer labels.**

To Upgrade Your Leisure, Downgrade Your Phone: The author of *Digital Minimalism* explains **how you can maximize your free time.**

Heat Training Could Boost Your Cool-Weather Performance: New evidence bolsters the claim that adapting to hot weather gives an all-around fitness advantage—**but not right away.**

The gear we're obsessing over:

The Exped Mega Mat Duo—the **most comfortable mattress** we've used for car camping—is currently **21 percent off.**

And one more thing:

Alex Honnold "finally made it big," joining Pattie Gonia this weekend **for a little Instagram dance session.**

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SEM

Google Search
Target Markets: National
Flight Dates: 10/1/19 – 10/31/19
Impressions: 189,907
Media Spend: \$ 11,920.85

Bing Search
Target Markets: National
Flight Dates: 10/1/19 – 10/31/19
Impressions: 24,069
Media Spend: \$ 2,451.39

MEETINGS & GROUPS

Cvent

Display Retargeting

Target Market: National

Flight Dates: 10/1/19 – 10/31/19

Impressions: 7,611

Total Spend: \$ 338.91

Mountain Meetings

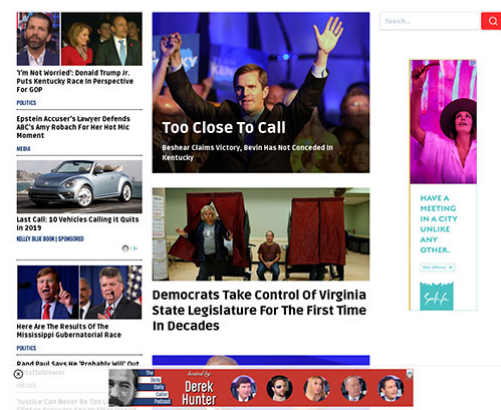
Prospecting Display & Remarketing

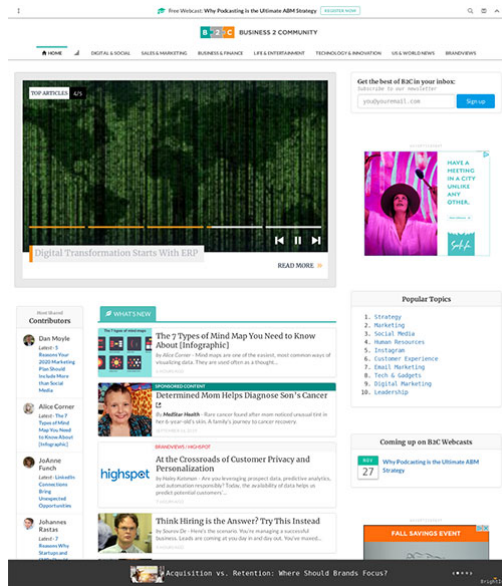
Target Markets: California, Colorado, Illinois, Mountain, Northeast, Texas

Flight Dates: 10/1/19 – 10/31/19

Impressions: 109,480

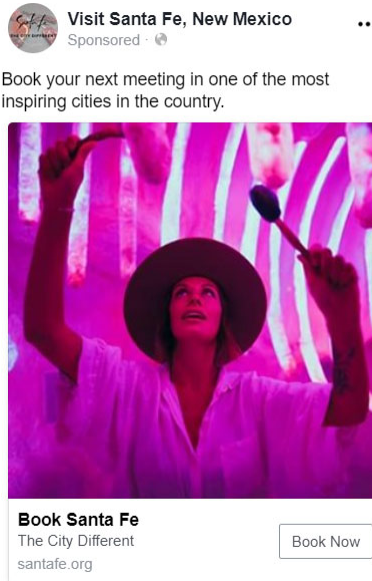
Total Spend: \$ 1,232





Mountain Meetings
 E-Newsletters
 Target Markets: Colorado, Illinois, Northeast, Texas
 Flight Dates: 10/1/19
 Unique opens: 1,988
 Total Spend: \$ 1,300
criticalimpact.com

Lead Generation
 Target Market: National
 Flight Dates: 10/1/19 – 10/31/19
 Impressions: 20,186
 Media Spend: \$315.23



LinkedIn

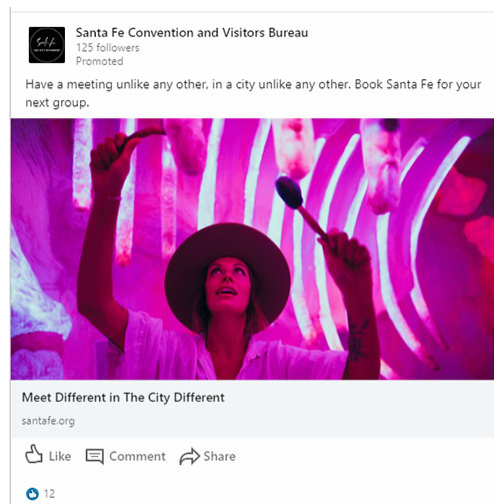
Image Ads

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

Flight Dates: 10/1/19 – 10/31/19

Impressions: 40,145

Media Spend: \$1,418.53



PUBLIC RELATIONS

Summary

TOURISM Santa Fe saw an increase of 50% in earned media value this month when compared to October 2018. The increase was driven by coverage in numerous top-tier outlets including MSN, USA Today's 10Best, Architectural Digest and the Los Angeles Times.

Most notably, after establishing an ongoing working relationship with Travel Editor, Catharine Hamm, the Los Angeles Times, which is a huge market for the destination, produced a Weekend Escape column on Santa Fe which included a collection of partnering hotels, restaurants and galleries. Another stand out article was the Architectural Digest piece produced by Kate Donnelly highlighting things to do and places to stay on a 3-day getaway in Santa Fe.

A major highlight this month was the release of the 2019 Conde Nast Traveler Reader's Choice Awards. Santa Fe was ranked the #2 U.S. city destination and our partners were ranked as follows:

Top 10 Hotels in USA

- 4th – Inn of the Five Graces

Top 20 Hotels in USA/Southwest & West

- 1st – Inn of the Five Graces
- 2nd – La Fonda on the Plaza
- 9th – Eldorado Hotel & Spa
- 12th – Rosewood Inn of the Anasazi

Top 30 Resorts in USA/Southwest & Texas

- 7th – La Posada de Santa Fe, a Tribute Portfolio Resort & Spa
- 11th – Ojo Caliente Mineral Springs Resort & Spa
- 30th – Four Seasons Resort Rancho Encantado Santa Fe

Performance Metrics

October 2019

- **Pitches:** 48 (Up 6%)
- **Press Releases:** 1 (No Change)
- **Media Visits:** 9 (Up 125%)
- **Media Contacts:** 159 (Up 10%)
- **Earned Media:** \$ 1,667,405 (Up 50%)
- **Total Impressions:** 111,753,980 (Down 31%)

Year to Date 2019

- **Pitches:** 604 (Up 8%)
- **Press Releases:** 11 (Down 31%)
- **Media Visits:** 73 (Up 11%)
- **Media Contacts:** 1609 (Up 6%)
- **Earned Media:** \$ 14,816,400 (Down 30%)
- **Total Impressions:** 1,498,427,970 (Down 32%)

Recent Accolades

Santa Fe and multiple partners were included in several categories in **Conde Nast Traveler's 2019 Reader's Choice Awards**.

Visiting Press

TOURISM Santa Fe hosted the following journalists in October:

- Ally Betker of Here Magazine, October 17-19
- Tracy Beard of Upscale Living Magazine, October 20-24
- Kate Hennessy, October 21-23
- Sandi Margolis of Rich Girl Network TV and Splash Magazines, October 24
- Larry Bleiberg of BBC Travel, October 24-27
- SATW Post Conference Tour media participants: Cheryl Crabtree, Meryl Pearlstein, Mary Bergin, Cory Lee Woodward, October 24-26