



**OTAB Marketing Report
December 2019
Reported January 28, 2020**

EXECUTIVE SUMMARY

Key marketing highlights in **December and January**

1) Summary of Q4 2019 (CY) Marketing Results (Full report is included in the packet).

Paid Media/Advertising [Q4 Y/Y and Year End Change]

- Ad Spend: \$241,609 [UP 28% Y/Y]
- Ad Impressions: 32,589,222 [UP 22.2% Y/Y]
- CPM: \$7.41 [DOWN 0.1% Y/Y]

Key Insights

Paid Search

- Combined, our Google Ads & Bing search campaigns have driven 40,017 clicks this quarter. This represents a 168% increase in clicks vs. 2018, and it was achieved with a decrease in spend.
 - These huge performance boosts are primarily the result of improved text ad copy and refined keyword targeting.
 - The campaigns have become much more cost-effective as the decrease in spend paired with the increase in clicks resulted in a 78% overall decrease in CPC.
 - We are happy to see that not only quantity, but overall quality of traffic from search has also improved. Pages per session, an important engagement metric, saw a 26% increase in Q4 2019 compared to 2018.
- Comparing Q4 vs. Q3, despite a 21% decrease in spend, traffic from our Google Ads search campaigns has increased sessions by 11% and increased clicks by 9%.
 - Ongoing keyword optimizations translated into a 28% decrease in CPC (cost per click) this quarter compared to last quarter, meaning our search campaigns are continuing to get more cost efficient.
 - While across the board CTRs increased quarter/quarter, our Santa Fe Branded campaign has the highest CTR at 14% and has the lowest cost per conversion as well.
 - Chasing that success, the New Mexico branded campaign, which was set up in July as an additional mid-funnel tactic, is also at over a 13% CTR. Furthermore, 73% of the sessions from this campaign are new, meaning this is valuable incremental traffic.
- Bing campaign performance declined period/period, likely due to seasonality for the platform, but the CTR remained consistent & Bing continues to bring a significant number of new users to the website.

- Notably, 75% of this audience were new sessions this quarter, meaning Bing is bringing in an audience we may not be finding elsewhere. In addition, these users are staying an average of just under three minutes on the site once we land them there, which is more than a minute longer than the Google search campaign session duration average.

Paid Social

- Facebook advertising in the quarter led to significant increases in overall favorability and willingness to recommend Santa Fe.
 - The increases were 14% in favorability and 12% in willingness to recommend, which are more than 3x the benchmark for the travel industry.
 - Ad recall was up 27%, which is also 3x the travel benchmark. This shows that our ad creative is truly hitting home and creating a lasting impression on our audience.
- Facebook campaigns are generating a high volume of traffic at a low cost.
 - Video assets are prospecting well, bringing new users into the mix at an 18% lower cost per LPV than the CTS campaign.
 - The CTS campaign is staying in front of those prospects and driving them towards conversion, with 2x the conversion rate of the video campaign. The site visitor and video viewer remarketing audiences are producing the bulk of this performance.
- Pinterest campaigns have higher costs but attract very engaged users both on-platform and onsite.
 - Pinterest CTS campaigns have a 45% greater cost per LPV than Facebook.
 - However, the traffic is extremely engaged, producing nearly 4x the conversion rate of Facebook and a 63% lower cost per conversion.
- Audience and creative asset testing are part of ongoing optimizations.
 - In Facebook, we're testing narrower parameters for our Prizm interest targeting.
 - In Pinterest, the act-alike audience based on the SF email list proved to be the best prospecting method. It is now being tested against an act-alike audience of website converters.
 - The traffic objective is being tested for the Pinterest video campaign to see if it can drive down costs vs. the video views objective.

Display & Video

- While The Trade Desk as a whole has generated a CTR of 0.07%, Trade Desk remarketing has generated a much stronger CTR of 13% indicating increased awareness and interest in Tourism Santa Fe. In addition, bounce rates decreased from 89% in Q3 to 86% in Q4 and conversions increased from 7 to 20 in Q4.
 - Chicago and Los Angeles were the strongest performing markets in Q4 accounting for 33% of the total Trade Desk sessions and 45% of conversions.
- Outside Online and Refinery29 generated strong CTRs in Q4 with 0.21% and 0.32% respectively.

- As we continue to utilize GDN remarketing to stay top of mind with our consideration audience, we've seen a slight decrease in CTR, but we have had 14% more conversions period/period.
 - The best performing ad group for Q4 was the general remarketing set, which is geared toward all website visitors despite which page they've visited. This ad group drove 30 of the 42 conversions from our GDN campaigns.
- While having higher costs than GDN, Google's new Discovery ad campaign had an impressive conversion rate of 8%. Similar to Bing, it also brought in a unique audience with 90% of the traffic being new sessions.
 - To note, the clicks shown in the table above for Discovery campaigns are inflated, as these ad types can be clicked/engaged with without clicking through to the landing page. This quarter, the campaign generated 920 clicks to the landing page, which translates to a 167% higher CTR than the GDN campaign.
 - The CPC in the Discovery campaign is significantly higher than that of GDN. However, Discovery ads are driving more engaged users to the website. Discovery ad traffic bounced 38% less often, stayed 300% longer on the website, and visited 66% more pages compared to GDN traffic.
 - Looking to social media for an alternate comparison, the cost per conversion was 56% less for Discovery ads than our Facebook CTS campaigns in Q4.
- Our TrueView campaigns have become more efficient in Q4 vs. Q3, with a 30% decrease in CPV (cost per view).
 - Having our new campaign video assets in the market is the primary cause of the increased performance. With just 15% more spend than the previous quarter, these campaigns were able to generate 63% more views this quarter at a 4% improved view rate.
 - We continue to see good performance as far as overall view rates for these video campaigns. At a 53% average view rate, we are surpassing the 35% benchmark by far. Across the video campaigns, the :30 brand video holds the best view rate while the Chamisa video is the top :15 version.

Groups & Meetings

- Overall traffic to the groups and meetings pages increased more than six-fold in Q4 vs. 2018.
 - The number of sessions grew by 4,654. While VJ-media directly drove 1,560 of those new sessions, it is clear that the media in market is building awareness that is in turn boosting organic search and direct traffic.
- Google search became 31% more cost-effective in bringing high-quality visitors to the meetings pages.
 - The groups search campaign delivered a bounce rate of 58% and 2.7 pages per session, which are comparable to search campaigns for personal travelers.
 - Ongoing optimizations produced a 44% better CTR and 31% lower CPC in Q4 vs. Q3.

- LinkedIn has proven to be relatively expensive in prospecting as well as remarketing.
 - Media has been temporarily paused while we await new creative to see if it will drive down costs.
- New creative assets for groups are being developed as a result of the recent research project.
 - These new assets will be utilized across all channels and tested against existing assets.

Adara Impact

- Flight and hotel bookings in October & November are primarily attributed to the display campaign in VJ's Trade Desk.
- In October, site visitors and specifically those who booked after seeing or clicking through from our campaign are as follows:
 - GDN – 39 flights, 54 hotel bookings
 - Google Search – 22 flights, 18 hotel bookings
 - VJ Trade Desk – 358 flights, 86 hotel bookings
 - Outside – 31 flights, 5 hotel bookings
 - Refinery29 – 46 flights, 8 hotel bookings
 - Mountain Meetings – 30 flights, 15 hotel bookings
- In November, site visitors and specifically those who booked after seeing or clicking through from our campaign are as follows:
 - GDN – 36 flights, 56 hotel bookings
 - Google Search – 19 flights, 13 hotel bookings
 - VJ Trade Desk – 160 flights, 57 hotel bookings
 - Outside – 1 flight, 0 hotel bookings (concluded October)
 - Refinery29 – 20 flights, 6 hotel bookings
 - Mountain Meetings – 16 flights, 9 hotel bookings
- Flight and hotel bookings in December were driven by Google as other campaigns had concluded.
- In December, site visitors and specifically those who booked after seeing or clicking through from our campaign are as follows:
 - GDN – 25 flights, 35 hotel bookings
 - Google Search – 14 flights, 21 hotel bookings
 - VJ Trade Desk – 7 flights, 2 hotel bookings (concluded November)
 - Refinery29 – 3 flights, 2 hotel bookings
 - Mountain Meetings – 7 flights, 2 hotel bookings
- The top origin markets for booking continue to align with our Core & Opportunity target markets.

Website [Q4 Y/Y Change]

- Total Sessions: 326,962 [UP 14% Y/Y]
- Unique Users: 264,713 [UP 14% Y/Y]
- Average Pages Per Session: 2 [DOWN 4%]

- Average Time on Site: 1:58 [DOWN 10%]
- Conversion Rate: 7.9 [DOWN 6.9]

Q4 sessions and users were up Y/Y buoyed by the energy of new advertising campaigns. Q4 engagement was down slightly as expected, with the biggest drop in Time on Site – down 10%. While there was initially a slight uptick in the 18-24 age range, overall demographics were flat for the quarter. Organic search remained the main traffic driver in Q4, though it was down 6% Y/Y. Direct traffic was up 25%, (Other) traffic was up 158%, and Paid Search was up 211% Y/Y. Home page traffic was up 32% Y/Y, while calendar traffic was down 28% to the lowest point in years (9.8%). Mobile + tablet traffic made up 61% of traffic, slightly down from last quarter. Geo-traffic from nearby markets was up across the board Y/Y: NM 4%, TX 17%, CA 33%, CO 3%, AZ 31%, OK 52%, and UT 27%.

For 2019 as a whole, traffic and engagement was slightly down. The 55+ demographic had a slight upturn at the expense of the <24 group. Traffic from nearby markets was down slightly across the board, with the exception of OK and UT—both low-traffic markets. Organic search delivered 54% of all site traffic. Home page traffic was up 20% Y/Y with Calendar traffic down 20%.

Public Relations [Q4 Y/Y Change]

- Pitches: 148 [UP 30%]
- Press Releases: 2 [DOWN 33%]
- Media Visits: 28 [UP 65%]
- Media Contacts: 488 [UP 42%]
- Earned Media: \$5,965,452 [UP 53%]
- Earned Media Impressions: 383,035,880 [UP 17%]

The quarter finished with approximately 213 million impressions and an advertising equivalency of approximately \$3.3 million dollars. The holiday season was once again a major driver for the destination and generated many articles in top national and regional outlets.

Major pitch topics included the return of the Artist in Residence program, the holiday season, what's new for 2020, ski season previews and innovative hotel packages. Coverage was slightly lower than in previous years, which could have been influenced by the natural disasters that consumed much of the media landscape, including wildfires in Northern and Southern California, as well as Hurricane Dorian, both of which happened during Q4.

LHG did not organize a press trip during this quarter, as SATW was held in El Paso and TSF coordinated a post-conference trip to Santa Fe, which included seven participants. The International Food Wine Travel Writers Association met in Santa Fe in November bringing more than 50 travel media to the city, followed by hosting a post-conference tour for six participants of the association.

Major placements in national outlets included:

- Los Angeles Times (Media Value: \$479,507)
- MarketWatch (Media Value: \$472,148)
- Forbes (Media Value: \$460,806)

Social Media [Q4 Y/Y Change]

- Facebook Followers: 73,675 [UP 10.1% Y/Y]
- Facebook Engagement: 212,090 [UP 106% Y/Y]

- Twitter Followers: 14,970 [UP 7%]
- Twitter Engagement: 4,813 [UP 88% Y/Y]
- Twitter Impressions: 278,300 [UP 41% Y/Y]
- Instagram Followers: 30,559 [UP 28% Y/Y]
- Pinterest Followers: 2,762 [UP 9% Y/Y]
- YouTube Subscribers: 599 [UP 17.7% Y/Y]
- YouTube Views: 1,621,166 [UP 19,971% Y/Y]

The fourth quarter of the 2019 calendar year saw social media efforts have their strongest results to date. KPIs saw very strong year over year jumps across all indexes. Facebook PTAT and Engagement grew 101.2% and 106% respectively year over year. Twitter engagement grew 88.4% Y/Y while impressions rose 40.7% Y/Y. Social Media also continues to drive more traffic to santafe.org, with referrals from Facebook up 232% and Pinterest up 961.3% year over year.

Blog [Q4 Y/Y Change]

- Page Views: 29,966 [DOWN 25% Y/Y]
- Average Time on Blog: 3:11 [DOWN 3% Y/Y]
- Referrals to Website Percentage: 11.1% [DOWN 2.7 Y/Y]

Blog traffic is down about 25% Y/Y, primarily as a result of moving away from paid promotions through PulsePoint. Time on site has decreased by 3%. The December Events Blog was the most visited page with 2,561 visits for the quarter.

Email Newsletter [Q4 Y/Y change]

- Consumer: Happenings
Number Sent: 178,040 [UP 14.9% Y/Y]
Happenings Open Rate (Average): 13.4% [DOWN 3% Y/Y]
- Consumer: Deals & Specials
Number Sent: 126,863 [UP 25% Y/Y]
Deals & Specials Open Rate (Average): 13.4% [DOWN 4 Y/Y]
- Industry: Marketing Report
Number Sent: 3,347 [DOWN 2% Y/Y]
Marketing Report Open Rate (Average): 33.4% [no change Y/Y]
- Industry: Sales Report
Number Sent: 3,339 [DOWN 2% Y/Y]
Sales Report Open Rate (Average): 31.8% [DOWN 0.5 Y/Y]

The spam issue with major email providers in Q3 continues to impact both consumer and industry open rates. The fixes put in place during Q3 have strongly improved deliverability and lowered the incidence of spam reporting, but the open rates have not yet recovered from the initial hit. Consumer list sizes continued to grow Q/Q and Y/Y, while Industry list size fell slightly (2%) from Q3. Email newsletters drove 8% of total campaign traffic, down from 9% in Q3 and from 15% in Q4 2018. As in Q3, What's Happening delivered more traffic than Deals and Specials – this time 45% more. One-off emails had higher open rates than regularly scheduled newsletters, but experienced a small overall

drop as well, with the Holiday Seasonal newsletter open rate at 19% and the Santa Fe Gift Guide at 14% (25% for the targeted list).

For 2019 as a whole, despite the Q3 issues, consumer newsletters improved in everything but open rate, while industry newsletters improved in all metrics. The largest impact to the year-end goals was on the open rate, as expected. Newsletters delivered 3.2% of site traffic in 2019.

2) **[Reminder] Add your Kids Free Spring Break Offers to SantaFe.org**

It is not too late to add your 2020 Santa Fe Kids Free Spring Break offers.

The dedicated landing page promoting Kids Free Spring Break is live and can be found via the homepage of SantaFe.org. **The digital advertising campaign began the first week of January**, so be sure to submit your offers now in order to get the most exposure for your business.

3) **2020 Santa Fe Visitors Guide Updates**

We're hoping to have the printed guide available the first week of February.

Please place your bulk orders now using our **online order form** and we will notify you as soon as they are ready to be picked up:

https://www.santafe.org/perl/page.cgi?p=order_travelplanner

4) **[VOTE] 2020 Travel + Leisure World's Best Awards**

Don't forget to vote for Santa Fe in the 2020 Travel + Leisure World's Best Awards. Last year, Santa Fe was ranked the #2 city in the U.S. and the #14 city in the world. We need your help to get to #1!

<https://wba.m-rr.com/home>

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 1/21/2020)

- 6,076 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,172 paper Passports have sold at our Visitor Centers and by partners
- 4,262 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 190 people are members of the Margarita Society
- 255 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 159 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 1/21/2020)

- 7 Press Releases
- 289 Journalist have experienced the Trail
- \$6,915,900* amount of earned media
 - **NOTE:** We had some great earned media numbers this month for the Margarita Trail, specifically with it being mentioned in the Conde Nast, "Where to go in January" article that was picked up by Yahoo! Up almost \$400,000.

Social Media (as of 1/22/2020)

- 505 Total Social Media Posts. This includes the following new posts since the last report: 3 Facebook, 4 Twitter

MONTHLY METRICS

WEBSITE & NEWSLETTERS

December 2019 Performance Metrics

Visits

- Total Sessions 98,073 (3.2% increase Y/Y)
- Unique Users 79,735 (2.9% increase Y/Y)
- Pages per Session 1.93 (4.2% decrease Y/Y)
- Average Time on Site 1:56 (7.3% decrease Y/Y)
- Conversion Rate 7.4% (53.0% decrease Y/Y)

Visitor Gender

- 59.5% Female
- 40.5% Male

Visitor Age

- 5.2% 18 - 24
- 21.4% 25 - 34
- 17.5% 35 - 44
- 16.8% 45 - 54
- 20.5% 55 - 64
- 18.7% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 12/03/2019
 - Number sent: 58,670
 - Number opened: 6,490
 - Open rate: 13.9%
- TOURISM Santa Fe Marketing Report
 - Sent: 12/11/2019
 - Number sent: 1,118
 - Number opened: 359
 - Open rate: 32.5%
- Santa Fe Deals and Specials
 - Sent: 12/19/2019
 - Number sent: 42,738
 - Number opened: 5,436
 - Open rate: 12.8%
- TOURISM Santa Fe Sales Report
 - Sent: 12/26/2019
 - Number sent: 1,109
 - Number opened: 389
 - Open rate: 35.1%

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

SOCIAL MEDIA

Summary

December capped off a strong 2019 with continued gains across most every KPI. Facebook engagement hit a record high, with a very strong 36.1% increase M/M, while PTAT posted yet another record high with a 30.2% increase M/M over last month's previous record. Twitter engagement saw a 14.2% increase M/M while reach grew 19.4% as well. Instagram following continues to grow steadily. Pinterest organic reach saw 71,400 impressions. YouTube views are down 30.3% as paid promotion of the Vladimir Jones video creative tapers off.

Facebook

December 2019 Performance Metrics

- Total Page Followers: 73,675 (.90% increase M/M)
- People Talking About This (PTAT): 30,577 (30.2% increase M/M)
- Engagement: 88,852 (36.1% increase M/M)
- Top Ranking Post: "Santa Fe is being called not only one of the best cities in the country but the world"
 - Reactions: 12,284
 - Comments: 135
 - Reach: 45,593

Twitter

December 2019 Performance Metrics

- Followers: 14,970 (.37% increase M/M)
- Monthly Impressions: 108,200 (19.4% increase M/M)
- Engagement: 1,788 (14.2% increase M/M)
- Top Ranking Post: "It is beginning to look a lot like Christmas. #TheCityDifferent | www.SantaFe.org @food.drunk"
 - Impressions: 2,349
 - Retweets: 6
 - Total engagements: 263

Instagram

December 2019 Performance Metrics

- Followers: 30,559 (2.57% increase M/M)
- Top Performing Post: "Let it snow. #TheCityDifferent | www.SantaFe.org"
 - Likes: 2,501

Pinterest

December 2019 Performance Metrics

- Organic Impressions: 71,400

YouTube

December 2019 Performance Metrics

- Subscribers: 599 (.50 increase M/M)
- Views: 483,800 (30.3% decrease M/M)

Santa Fe Insider Blog

December 2019 Performance Metrics

- Total Blog Views: 10,241 (.64% increase M/M)
- Average Time on Blog: 3:05 minutes (7% decrease M/M)

December Blog Posts

6 January Events to Start the New Year Off Right

- Updated December 7, 2019
- Views: 59

Santa Fe Spa Getaways for the New Year

- Updated December 11, 2019
- Views: 45

Top 5 Viewed Blog Posts in December

December Events You Just Can't Miss

- Updated November 11, 2019
- Views: 1589

Eight Reasons to Spend NYE in Santa Fe

- Posted June 26, 2018
- Views: 791

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 652

Santa Fe Winter Must-Dos

- Published January 22, 2013
- Views: 400

8 Farolito Photos to Brighten the Holiday

- Published December 8, 2015
- Views: 380

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
Target Market: New Mexico
Flight Dates: December 2019
Impressions: 70,000
Media Spend: \$4,430



Texas Monthly
Target Market: Texas
Flight Dates: December 2019
Impressions: 270,746
Media Spend: AV



Galerie Magazine
Target Market: National
Flight Dates: December 2019
Impressions: 100,000
Media Spend: \$7,500



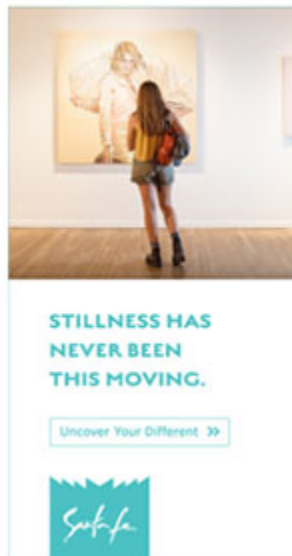
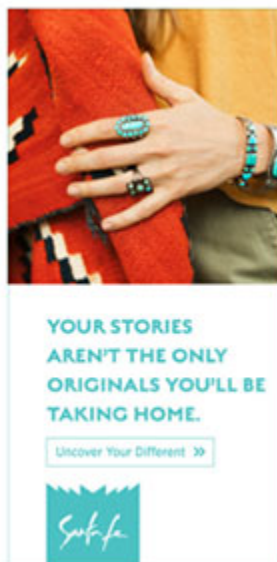
DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

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

Flight Dates: 12/1/19–12/31/19
Impressions: 309,063
Media Spend: \$ 1,857.73

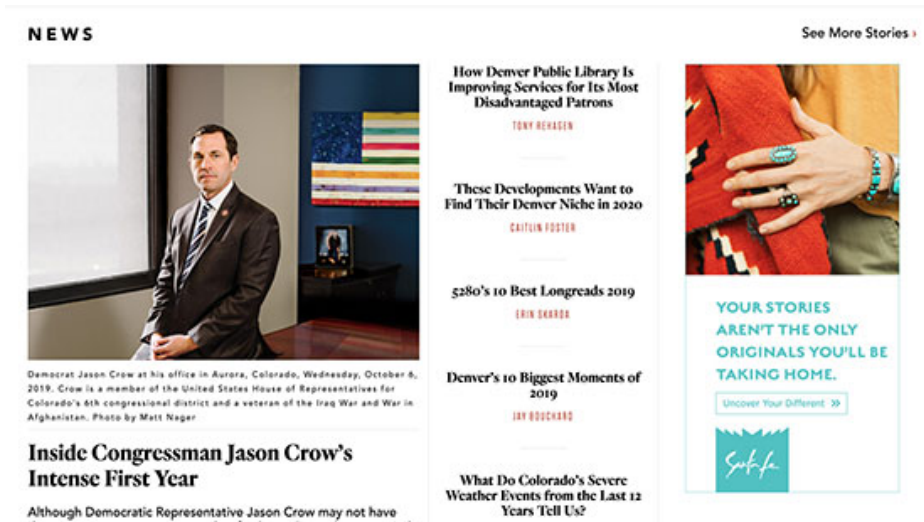


The Trade Desk
Standard Display
Target Markets: National
Flight Dates: 12/1/19-12/31/19
Impressions: 243,029
Media Spend: \$ 859.98

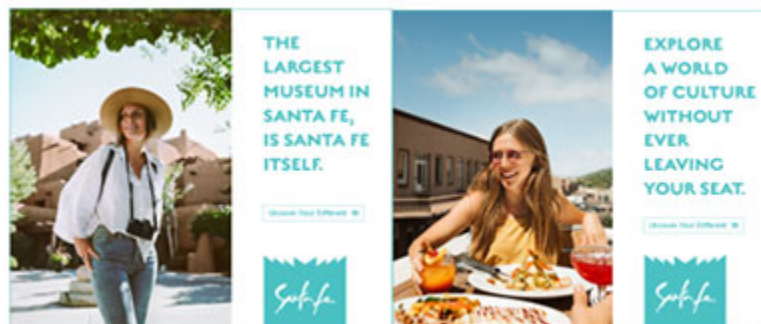


5280 Magazine
Display
Target Markets: Greater Denver Area
Flight Dates: 12/1/19-12/31/19

Impressions: 7,268
Media Cost: AV



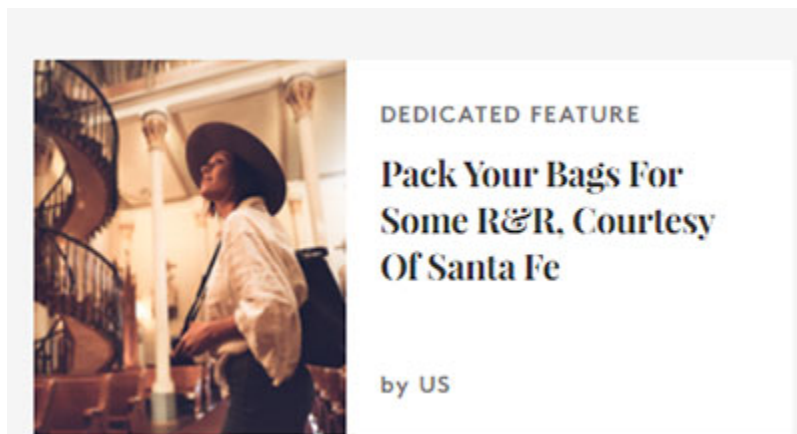
Texas Monthly
Display
Target Markets: Texas
Flight Dates: 12/1/19-12/31/19
Impressions: 148,370
Media Cost: Added Value



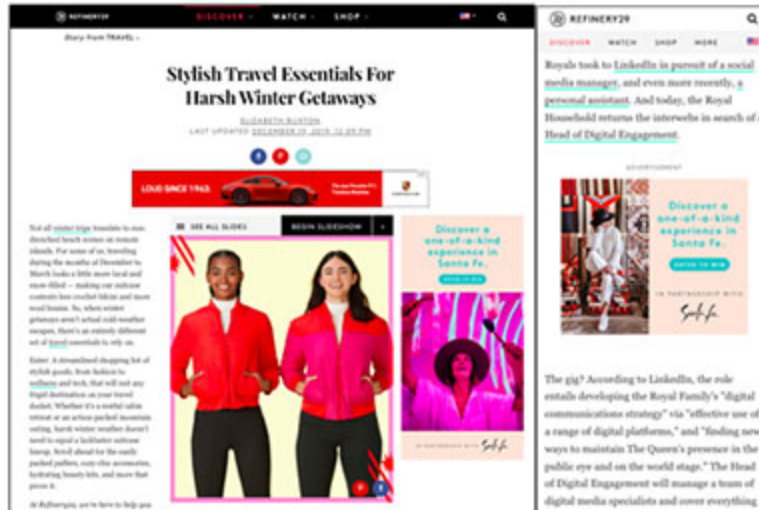
Refinery29
Display
Target Markets: National & Los Angeles + Chicago
Flight Dates: 12/1/19-12/31/19
Impressions: 318,194
Media Cost: \$3,208.21



Custom Sweepstakes Feature
 Target Markets: National & Los Angeles + Chicago
 Flight Dates: 12/1/19-12/31/19
 Impressions: 256,067
 Media Cost: \$4,924.35



Co-Branded Sweepstakes Banners:



Dedicated Sweepstakes Email:

jump.refinery29.com/...

New Mexico Magazine

Added Value E-Newsletters

Target Market: New Mexico

Flight Dates: 12/4/19, 12/13/19, 12/26/19

Opens: 35,947



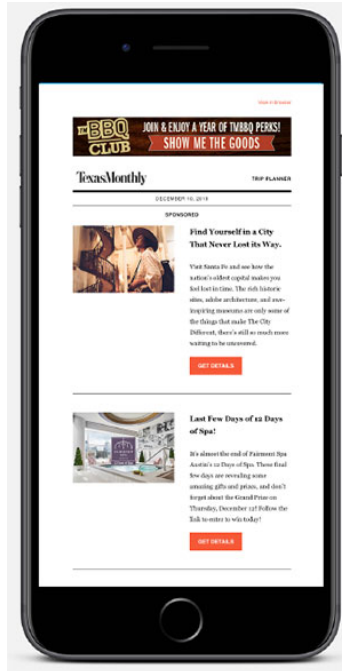
Texas Monthly

Added Value Traveling Texan E-Newsletter - Trip Planner

Target Market: Texas

Flight Dates: 12/11/19

Opens: 3,439



YouTube TrueView

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

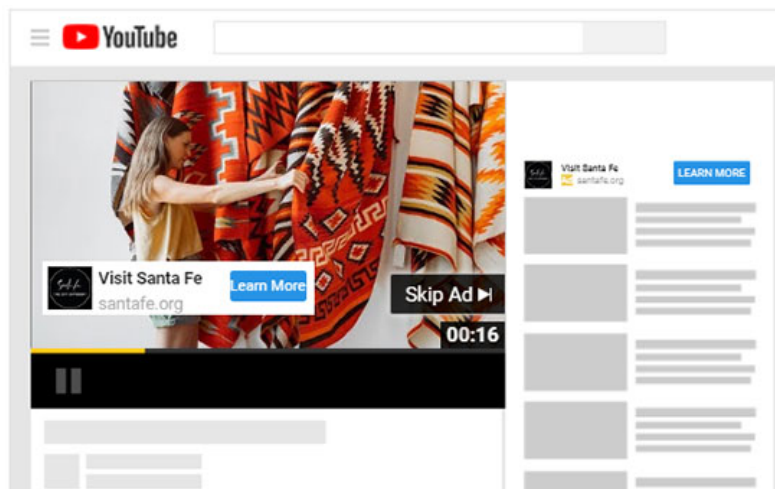
Flight Dates: 12/1/19–12/31/19

Impressions: 572,452

Media Spend: \$6,205.69

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

5280 Magazine

Instagram

Target Markets: Greater Denver Area

Flight Dates: 12/6/19

Impressions: 16,582

Media Cost: Added Value



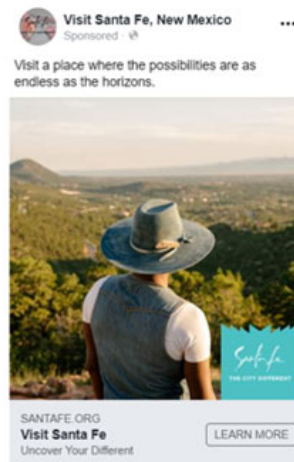
Image Ads

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

Flight Dates: 12/1/19–12/31/19

Impressions: 315,569

Media Spend: \$2,946.44



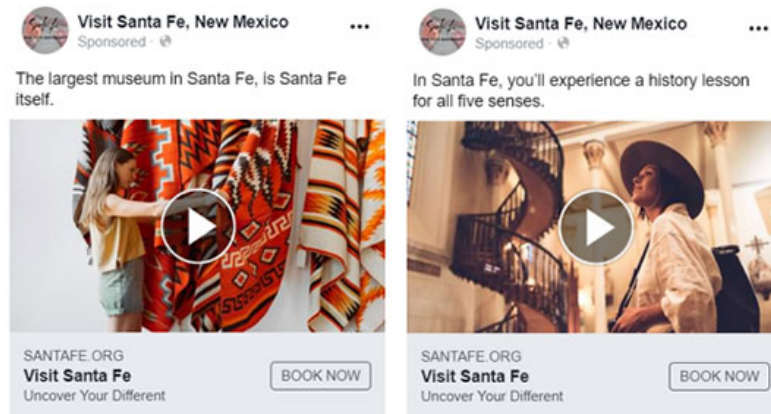
Video Ads

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

Flight Dates: 12/1/19–12/31/19

Impressions: 319,684

Media Spend: \$3,609.14



Pinterest

Image Ads

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

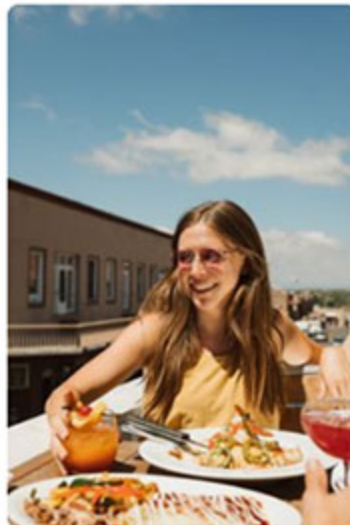
Flight Dates: 12/1/19–12/31/19

Impressions: 112,592

Media Spend: \$1,250.70



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: 12/1/19–12/31/19

Impressions: 200,801

Media Spend: \$2,256.33



► Uncover Your Different—Visit ...



► Uncover Your Different—Visit ...

SEM

Google Search

Target Markets: National

Flight Dates: 12/1/19–12/31/19

Impressions: 98,770

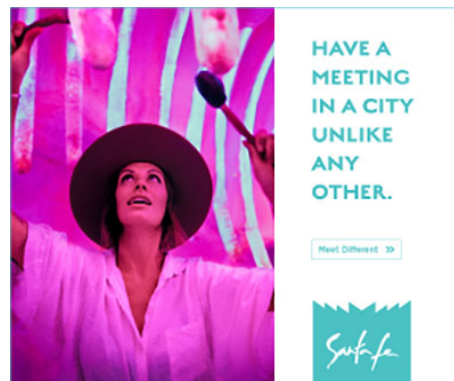
Media Spend: \$5,431.0

Bing Search
Target Markets: National
Flight Dates: 12/1/19–12/31/19
Impressions: 7,264
Media Spend: \$ 743.24

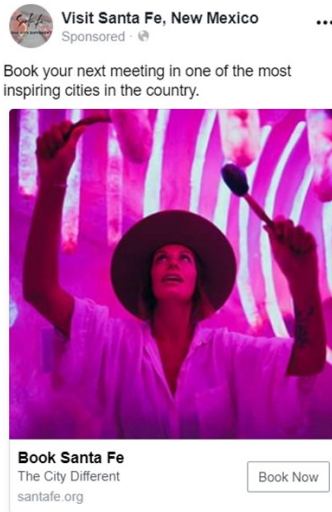
MEETINGS & GROUPS

Cvent
Display Retargeting
Target Market: National
Flight Dates: 12/1/19–12/31/19
Impressions: 15,278
Total Spend: \$677.82

Mountain Meetings
Prospecting Display & Remarketing
Target Markets: California, Colorado, Illinois, Mountain, Northeast, Texas
Flight Dates: November
Impressions: 102,847
Total Spend: \$ 1,234.16



Facebook
Lead Generation
Target Market: National
Flight Dates: 12/1/19–12/31/19
Impressions: 12,717
Media Spend: \$316.09



LinkedIn

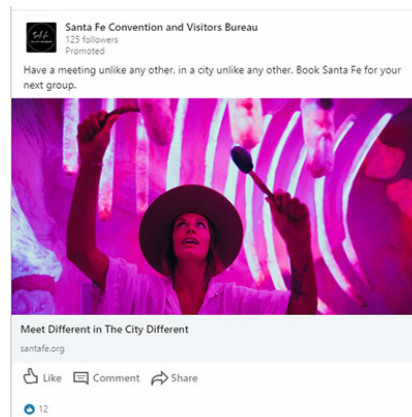
Image Ads

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

Flight Dates: 12/1/19–12/31/19

Impressions: 30,224

Media Spend: \$ 1,410.55



PUBLIC RELATIONS

Summary

Our 2019 public relations efforts ended with several major outlets including Santa Fe in their coverage. Among these outlets were the Los Angeles Times, Forbes, Fodor's Travel, Matador Network and Yahoo News among others. The coverage featured in the Los Angeles Times came as a result of media desksides conducted, while Matthew Meltzer's Matador Network coverage came as a result of hosting him almost a year ago on the 2019 Santa Fe Ski FAM trip. Additionally, after hosting Fyllis Hockman in September 2019, her initial article from Creators.com continues to see syndication across numerous travel outlets.

Through media outreach, LHG continued its efforts in pitching Santa Fe as one of the best destinations for the holidays. Pieces that resulted from this targeted pitching included the Fodor's Travel article that focused on Santa Fe as a romantic destination for the holidays and the breathtaking tradition known as the Farolito Walk. Though there have been decreases in the earned media and impressions metrics, the quality of the outlets that have featured Santa Fe has certainly been at a high level throughout 2019.

Performance Metrics

December 2019

- Pitches: 49 (Up 20%)
- Press Releases: 0 (Down 100%)
- Media Visits: 5 (Up 25%)
- Media Contacts: 166 (Up 7%)
- Earned Media: \$ 1,658,022 (Down 16%)
- Total Impressions: 101,265,690 (Down 14%)

Year to Date 2019

- Pitches: 656 (Up 8%)
- Press Releases: 12 (No Change)
- Media Visits: 80 (Up 7%)
- Media Contacts: 1,623 (Up 1%)
- Earned Media: \$ 19,381,638 (Down 20%)
- Total Impressions: 1,802,144,545 (Down 24%)

Visiting Press

TOURISM Santa Fe hosted the following journalists in December:

- Cynthia Calvert, Tribune Newspapers & Elly DeVries, Group Tour Media – December 3-6
- Linda Cabasin, FATHOM – December 10-13
- Amber Gibson, Forbes – December 16-20
- Djani Schafer, JustLuxe.com – December 31 – January 3