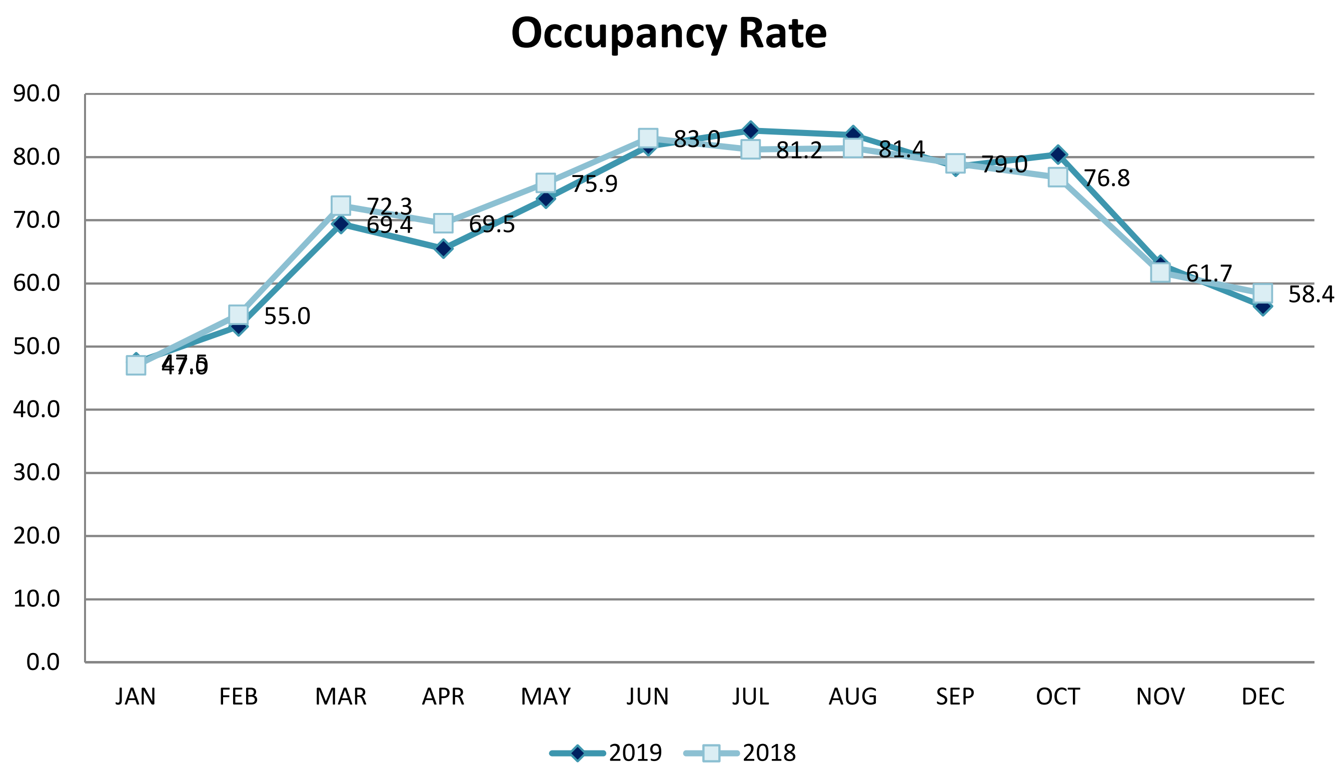
TOURISM SANTA FE

Quarterly Marketing Report

2019 Q4 | October-December

Occupancy & Room Rates



Occupancy Rate Percentage					
	Q1	Q2	Q3	Q4	YTD
2019	56.7	73.5	82.1	66.6	69.7
2018	58.1	76.1	80.5	65.6	71.6
(Y/Y)	-1.4	-2.6	1.5	1.0	-1.9

Average Daily Rate					
	Q1	Q2	Q3	Q4	YTD
2019	$116.82	$140.83	$168.84	$147.06	$143.39
2018	$117.04	$138.68	$166.41	$142.60	$140.71
(Y/Y)	-0.2%	1.6%	1.5%	3.1%	1.9%

Revenue Per Available Room					
	Q1	Q2	Q3	Q4	YTD
2019	$66.77	$104.16	$138.62	$98.82	$102.10
2018	$72.26	$106.02	$134.11	$94.18	$104.13
(Y/Y)	-7.6%	-1.7%	3.4%	4.9%	-2.0%

Source: Rocky Mountain Lodging Report

Website

Summary:

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%.

Key Insights:

- Despite the drop in Calendar traffic, visitors want to know what's happening in Santa Fe. Things To Do, What's Happening, and Must-See Events were up by 54%, 53%, and 20% respectively Y/Y. Paid and organic search queries both had multiple event-related terms in the top 10.
- Calendar traffic fell for the second quarter in a row, while traffic to the event pages strongly increased again. This may indicate the calendar is not serving visitor needs as effectively as it did in the past.
- Long tail content continues to be popular. The home page and calendar received 29% of site traffic (no change from Q3), while Things to Do got 6+% of the site traffic by itself and What's Happening and Must See pulled in 5% combined. 9 other pages received >1% of site traffic, and traffic is up slightly to most non-primary pages.
- Traffic to the new Community Convention Center site remained low as expected (0.7% of site traffic) but was up about 40% Y/Y and the CCC index page was the 22nd most popular page on the site.
- All Pillar traffic was up Y/Y; 4 pillars were once again in the top 50 pages, with Shopping replacing Performing Arts. (The other 3 were History, Outdoors, and Cuisine.)
- Accommodations conversions continue falling, down 63% Y/Y.

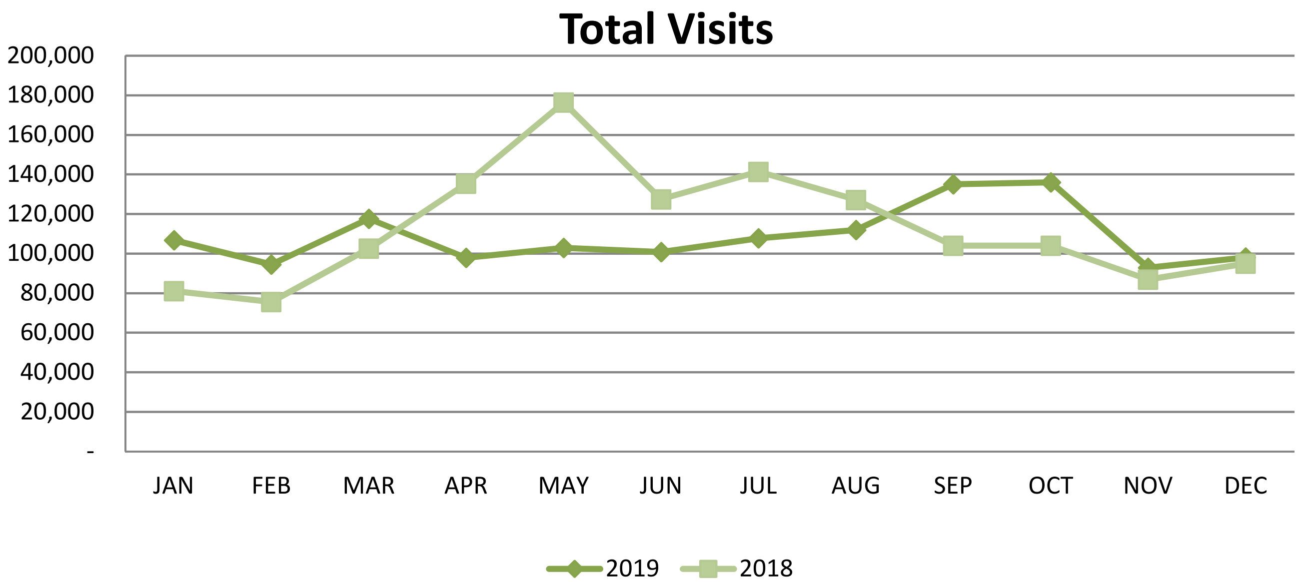
Previous Quarter Action Items:

- ☐ Menu changes in work that will open up new ad placement (in work)
- ✓ ~~Ongoing mobile improvements/fixes~~
- ✓ ~~Implemented improvements to advertising tracking and reporting (ongoing through Q4)~~
- ☐ Continue working with TOURISM Santa Fe to improve the content, presentation and usefulness of the site, including the current projects: ~~Navigational improvements,~~ ~~Promotional pages~~, Calendar improvements, ~~Advertising, and UX improvements~~.
- ☐ Update server and CMS (in work)

Current Action Items:

- ☐ Include and emphasize visual content
- ☐ Update the presentation of the Things To Do page
- ☐ Calendar Improvements (potential new integration)
- ☐ Evergreen as much content as possible, continuing work started in Q4.

Website: SantaFe.org



Website					
	Q1	**Q2**	**Q3**	**Q4**	**YTD**
Total Sessions					
2019	318,880	301,530	354,649	326,962	1,302,021
2018	259,187	439,248	372,359	285,859	1,356,653
(Y/Y)	**23.0%**	**-31%**	**-5%**	**14%**	**-4.0%**
Unique Users					
2019	259,677	240,858	279,904	264,713	1,045,152
2018	210,072	356,147	298,964	231,438	1,096,621
(Y/Y)	**23.6%**	**-32%**	**-6%**	**14%**	**-4.7%**
Average Pages Per Session					
2019	2.20	2.17	2.14	2.00	2.12
2018	2.46	2.00	2.15	2.08	2.17
(Y/Y)	**-10.6%**	**8%**	**-1%**	**-4%**	**-2.3%**
Average Time on Site					
2019	2:10	2:16	2:22	1:58	2:11
2018	2:39	2:00	2:21	2:11	2:18
(Y/Y)	**-18.0%**	**13%**	**1%**	**-10%**	**-4.5%**
Conversion Rate Percentage					
2019	22.9	20.7	10.2	7.9	15.4
2018	15.0	9.2	10.2	14.9	12.3
(Y/Y)	**7.8**	**11.5**	**0.0**	**-6.9**	**3.1**

Website: Blog

Summary:

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

Key Insights:

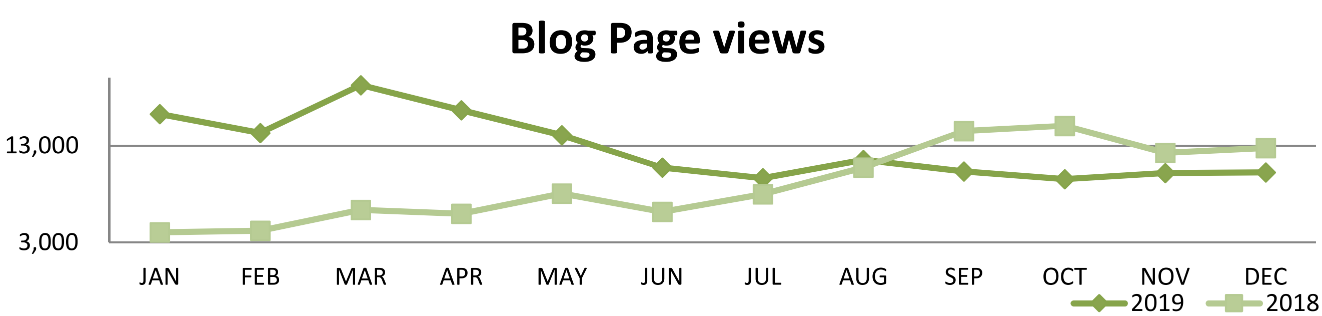
- The most popular blog posts in Q4 consisted primarily of events-based content.
- The main traffic driver for the blog remains Organic Search.
- The blog made up 9.16% of total site traffic in Q4.
- Referral ratio decreased from 13.8 to 11.1.

Previous Quarter Action Items:

✓ ~~Publish There They Go Blog content to site~~

Current Action Items

☐ Analyze previous years organic search patterns to make sure any popular legacy content is updated for the current year.



Blog					
	Q1	**Q2**	**Q3**	**Q4**	**YTD**
Page Views					
2019	49,831	41,471	31,530	29,966	152,798
2018	14,645	20,194	33,234	40,074	108,147
(Y/Y)	**240.3%**	**105%**	**-5%**	**-25%**	**41.3%**
Average Time on Blog					
2019	2:08	3:00	3:14	3:11	2:53
2018	3:17	2:58	3:00	3:16	3:08
(Y/Y)	**-34.8%**	**1%**	**8%**	**-3%**	**-7.7%**
Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)					
2019	5.8	6.8	10.9	11.1	8.7
2018	9.0	11.1	16.3	13.8	12.5
(Y/Y)	**-3.2**	**-4.2**	**-5.4**	**-2.7**	**-3.9**

Newsletters

Summary:

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.

Key Insights:

- Email is delivering a smaller percentage of site visitors than in the past. This may be due to the issues in Q3, or it may be an indication of a trend that needs to be addressed. We have added monitoring this to the action items for Q1 2020.
- The small Industry list size drop in Q4 is due to the cleaning of the lists that occurred as part of the Q3 remediation. This list is only open to partners/associates, so recovery will continue to be slower than with the consumer lists.
- Consumer open rates improved slightly from Q3 as expected, but did not grow as much as was hoped.
- Industry open rates were mixed; the Marketing Report was down from Q3, but the Sales Report was up.
- Email newsletters delivered 2.4% of site traffic in Q4, down from 2.7% in Q3 2019.
- Two Q4 consumer newsletters sent in the afternoon (vs. morning) had unexpectedly high open rates.

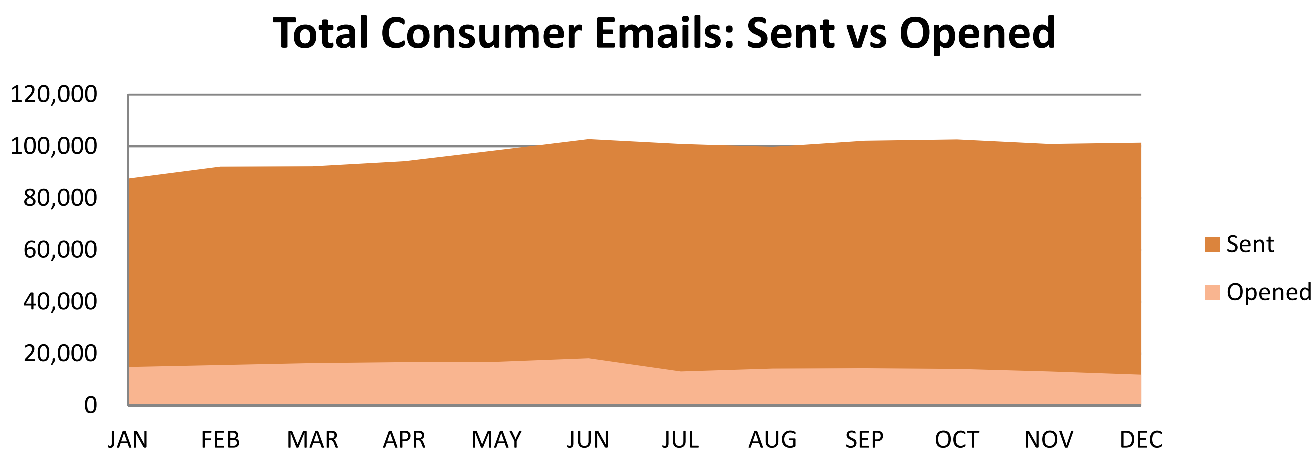
Previous Quarter Action Items:

- ☐ Work with TSF to improve newsletter engagement and functionality. (ongoing)
- ✓ ~~Continue improving the opt-in and subscription user experience.~~
- ☐ Continue monitoring email spam reporting and perform remediation as needed. (ongoing)
- ☐ Newsletter templates/updates
- ✓ ~~Opt-in improvements scheduled for Q4 (dropped)~~

Current Action Items:

- ☐ Update newsletter templates and production processes
- ☐ Monitor email → site conversions and suggest action as necessary
- ☐ Switch consumer newsletter send times to afternoon and compare open rates

Newsletters: Consumer

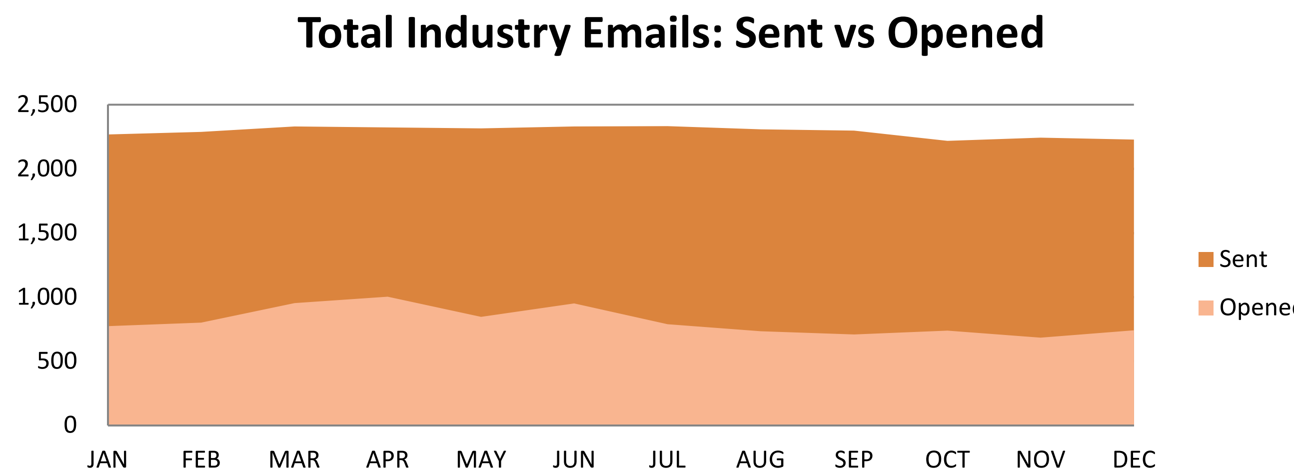


Email Consumer					
	Q1	Q2	Q3	Q4	YTD
*Sent: Happenings**					
2019	162,233	175,303	173,762	178,040	689,338
2018	144,978	98,315	150,411	154,965	548,669
(Y/Y)	11.9%	78%	16%	14.9%	25.6%
*Opened: Happenings**					
2019	26,989	29,703	23,046	22,114	101,852
2018	25,300	16,663	26,849	25,368	94,180
(Y/Y)	6.7%	78%	-14%	-13%	8.1%
*Open Rate: Happenings (Quarterly Average Percentage)**					
2019	16.8	17.4	13.2	13.4	15.2
2018	17.5	17.0	18.0	16.4	17.2
(Y/Y)	-0.7	0.4	-4.7	-3.0	-2.0

Sent: Deals & Specials					
2019	109,781	120,238	129,072	126,863	485,954
2018	88,849	93,718	96,663	101,698	380,928
(Y/Y)	23.6%	28%	34%	25%	27.6%
Opened: Deals & Specials					
2019	19,707	22,036	18,577	16,920	77,240
2018	16,177	17,322	18,123	17,605	69,227
(Y/Y)	21.8%	27%	3%	-4%	11.6%
Open Rate: Deals & Specials (Quarterly Average Percentage)					
2019	18.0	18.3	14.4	13.4	16.0
2018	18.6	18.5	18.8	17.4	18.3
(Y/Y)	-0.6	-0.1	-4.4	-4.0	-2.3

*Metrics for the June 2018 Happenings email are not available due to a reporting error that month. Q2 2018 Happening numbers reflect metrics for the April & May emails only.

Newsletters: Industry



Email Industry					
	Q1	Q2	Q3	Q4	YTD
Sent: Marketing Report					
2019	3,433	3,493	3,472	3,347	13,745
2018	3,374	3,405	3,401	3,401	13,581
(Y/Y)	1.7%	3%	2%	-2%	1.2%
Opened: Marketing Report					
2019	1,237	1,506	1,216	1,098	5,057
2018	1,022	1,113	1,073	1,130	4,338
(Y/Y)	21.0%	35%	13%	-3%	16.6%
Open Rate: Marketing Report (Quarterly Average Percentage)					
2019	36.0	43.5	35.0	33.4	37.0
2018	30.8	32.7	31.7	33.4	32.2
(Y/Y)	5.2	10.8	3.3	0.0	4.8

Sent: Sales Report					
2019	3,451	3,474	3,468	3,339	13,732
2018	3,362	3,420	3,393	3,400	13,575
(Y/Y)	2.6%	2%	2%	-2%	1.2%
Opened: Sales Report					
2019	1,289	1,291	1,011	1,063	4,654
2018	1,078	1,191	1,117	1,097	4,483
(Y/Y)	19.6%	8%	-9%	-3%	3.8%
Open Rate: Sales Report (Quarterly Average Pecentage)					
2019	37.4	37.2	29.2	31.8	33.9
2018	32.1	34.9	33.0	32.3	33.1
(Y/Y)	5.3	2.3	-3.8	-0.5	0.8

Public Relations

Summary: 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)

Key Insights:

- 46 pieces of coverage were tabulated in Q4 2019
- Although there was a decrease in placements, the quality of the placements should not be overlooked. During this period Santa Fe was featured in the Los Angeles Times (dedicated article), Forbes (dedicated article), USA Today, Fodor's Travel, Thrillist, AARP, Texas Lifestyle and many others.
- Two major groups held conferences in/near Santa Fe during this period, which led to a spike in media visits during this quarter and should create for a strong Q1 2020. We have already seen several clips resulting from the IFWTWA attendees.

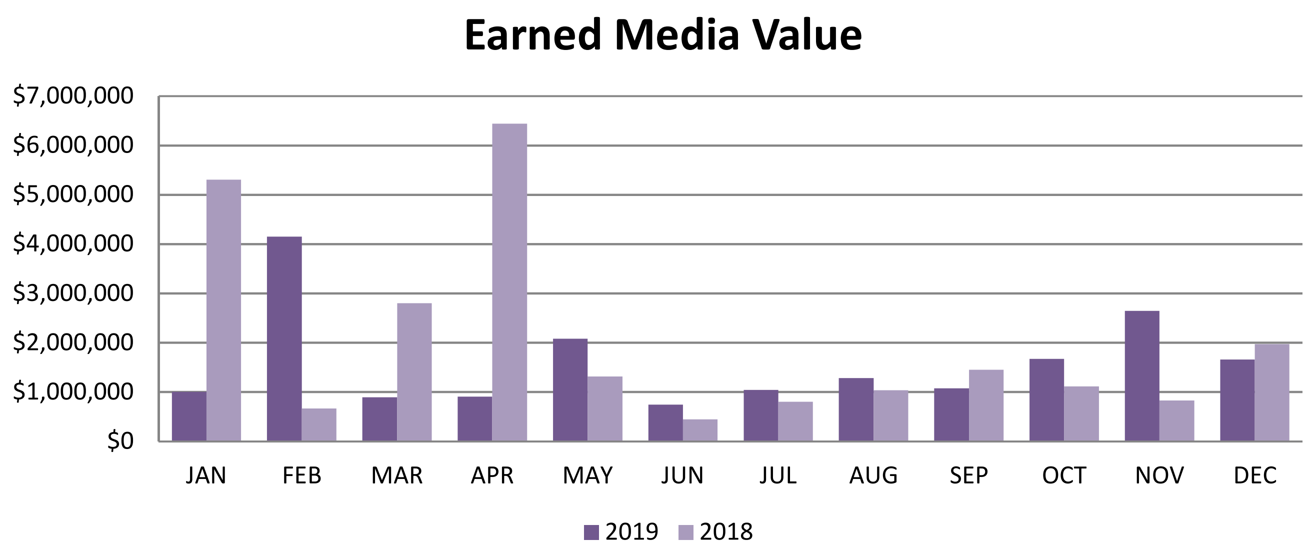
Previous Quarter Action Items:

- ✓ ~~The number of columns for "where to go in MONTH" continues to rise; Santa Fe does well in the summer months in these articles and is an area we will continue to pursue.~~
- ☐ Schedule desk side missions in Q1 of 2020 at times that will allow for inviting media on the spring 2020 group press trip
- ☐ Re-evaluate the Press Release vs. Pitch Email strategy LHG has been using since 2017
- ☐ Go live on www.santafe.org with the "Santa Fe Art Form" created by LHG to collect information from Santa Fe Art Galleries
- ☐ Create and adhere to distribution schedule for "What's New in Art in Santa Fe" quarterly press releases
- ☐ IDSS – establish and start new process for PR record keeping in IDSS

Current Action Items:

- ☐ LHG developed "Where to Go" column for 2020 – in Q1 2020 group will discuss format and make any necessary changes.
- ☐ Secure individual visits that will result in quick producing coverage or has the chance to be syndicated
- ☐ Identify 2020 dates for group press trip and media missions

Public Relations



Public Relations					
	Q1	Q2	Q3	Q4	YTD
Pitches					
2019	366	80	110	148	704
2018	352	62	97	114	625
(Y/Y)	4.0%	29%	13%	30%	12.6%
Press Releases					
2019	3	3	4	2	12
2018	4	4	7	3	18
(Y/Y)	-25.0%	-25%	-43%	-33%	-33.3%
Media Visits					
2019	19	23	22	28	92
2018	18	23	21	17	79
(Y/Y)	5.6%	Flat	5%	65%	16.5%
Media Contacts					
2019	524	421	505	488	1,938
2018	497	390	490	344	1,721
(Y/Y)	5.4%	8%	3%	42%	12.6%
Earned Media					
2019	$6,037,071	$3,720,089	$3,391,835	$5,965,452	$19,114,447
2018	$8,763,474	$8,194,283	$3,280,739	$3,899,904	$24,138,400
(Y/Y)	-31.1%	-55%	3%	53%	-20.8%
Earned Media Impressions					
2019	729,917,060	289,156,026	367,600,904	383,035,880	1,769,709,870
2018	476,774,236	1,105,681,835	452,827,759	328,086,642	2,363,370,472
(Y/Y)	53%	-74%	-19%	17%	-25%

Social Media

Summary:

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.

Key Insights:

- Facebook Page Followers have increased 10.1% year over year (6762 new followers)
- Facebook PTAT (People Talking About This) & Engagement saw strong increases year over year. (101.2% & 106%)
- Website referrals from Facebook up considerably, growing 232% year over year.
- Instagram followers have grown 28% Y/Y (6675 new followers).
- Pinterest website referrals are up 961% Y/Y.
- YouTube Video views are up 272% and nearing 1 million views for the quarter.

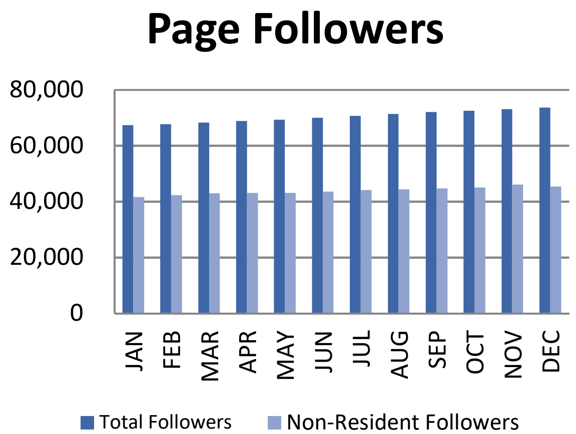
Previous Quarter Action Items:

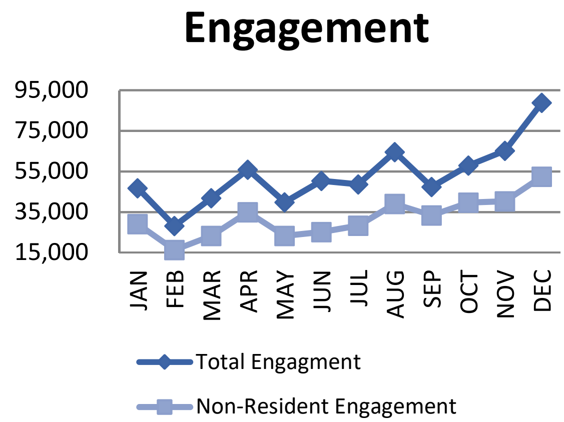
- ☐ Continue to build User-Generated asset library
- ✓ ~~Introduce new video creative~~
- ☐ Lean on local partners to share content through their channels.

Current Action Items:

- ☐ Continue to develop a comprehensive social media plan designed to support overall Brand Messaging while reaching across each of the identified brand pillars.
- ☐ Create more content specifically designed for social media and native distribution, particularly focused on video.
- ☐ Partner with content creators to freshen available video and photo assets
- ☐ Integrate There They Go video into Instagram Stories

Social Media: Facebook

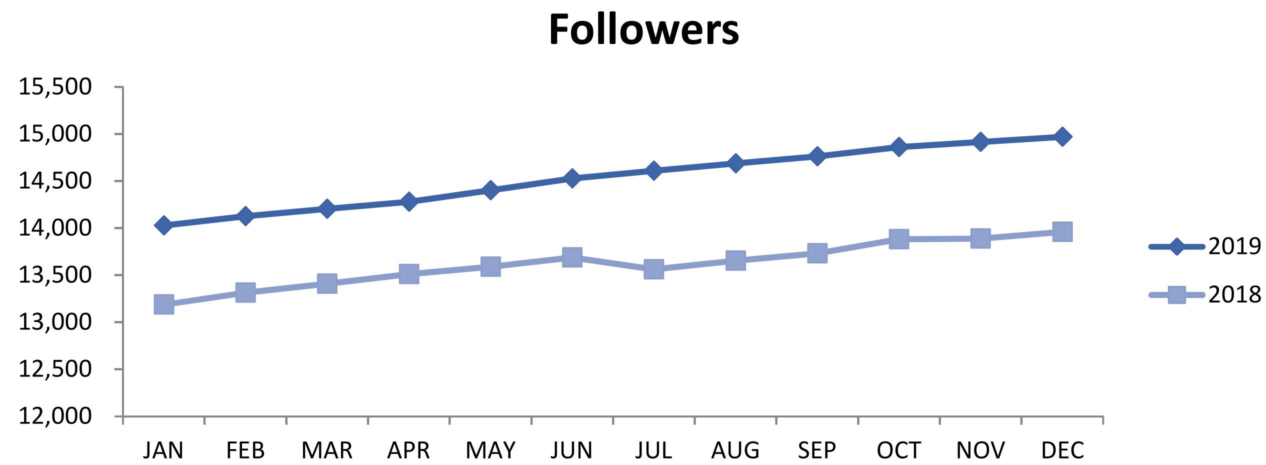


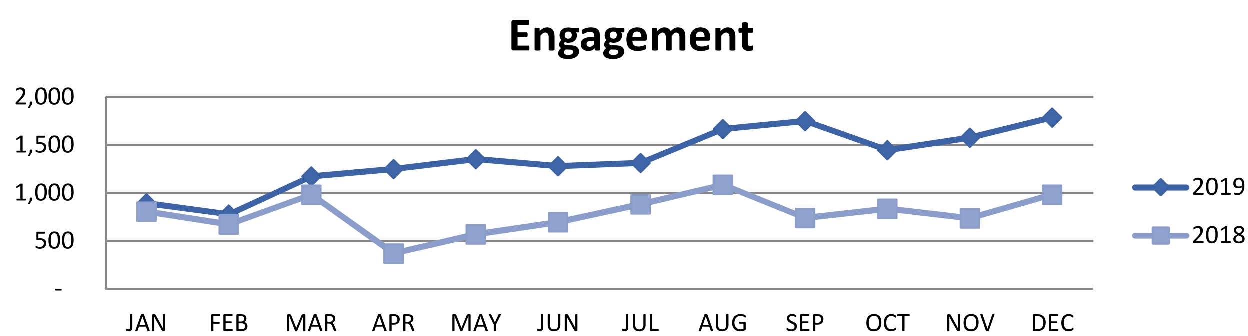


Facebook	Q1	Q2	Q3	Q4	YTD
Page Followers					
2019	68,284	69,994	72,029	73,675	73,675
2018	63,429	64,358	65,829	66,913	66,913
(Y/Y)	7.7%	8.8%	9.4%	10.1%	10.1%
*Non-Resident Page Followers **					
2019	42,942	43,508	44,715	45,309	45,309
2018	39,575	39,862	40,950	41,324	41,324
(Y/Y)	8.5%	9%	9%	10%	10%
People Talking About This					
2019	39,484	53,450	57,338	77,282	227,554
2018	20,803	9,054	25,590	38,409	93,856
(Y/Y)	89.8%	490%	124.1%	101%	142.5%
Engagement					
2019	116,754	146,049	160,564	212,090	635,457
2018	87,918	29,040	77,050	103,128	297,136
(Y/Y)	32.8%	403%	108%	106%	113.9%
*Non-Resident Engagement **					
2019	68,763	83,521	100,796	132,442	385,522
2018	45,146	18,946	45,890	60,736	170,718
(Y/Y)	52.3%	341%	120%	118%	125.8%
Website Referrals					
2019	12,243	6,234	18,950	32,571	69,998
2018	2,858	3,325	8,281	9,807	24,271
(Y/Y)	328.4%	87%	129%	232%	188.4%

*Non-Residents defined as FB users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

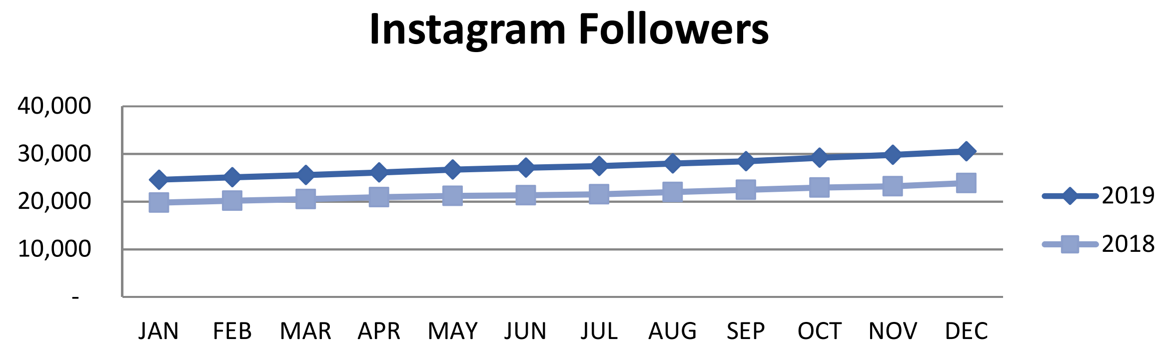




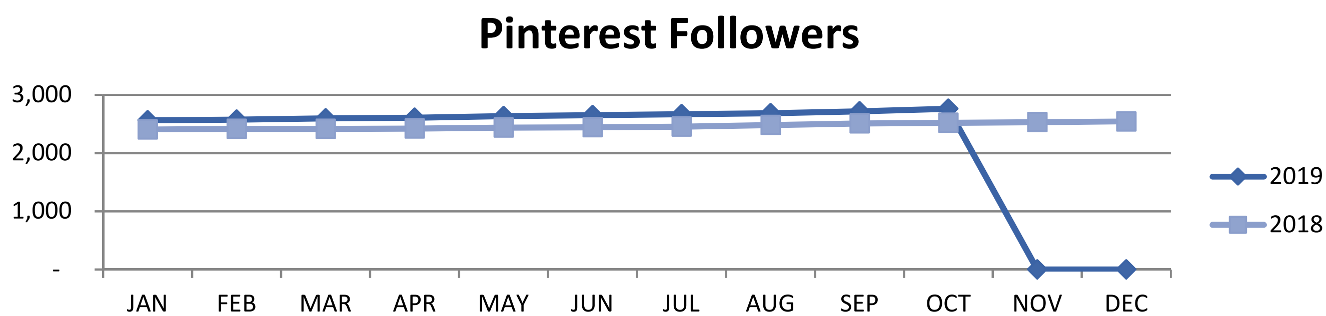
Twitter	Q1	Q2	Q3	Q4	YTD
Followers					
2019	14,203	14,529	14,763	14,970	14,970
2018	13,410	13,511	13,732	13,959	13,959
(Y/Y)	**5.9%**	**8%**	**8%**	**7%**	**7%**
Engagement*					
2019	2,842	3,885	4,732	4,813	16,272
2018	2,027	2,150	2,711	2,555	9,443
(Y/Y)	**40.2%**	**81%**	**75%**	**88%**	**72.3%**
Impressions					
2019	207,900	258,500	267,400	278,300	1,012,100
2018	198,800	245,000	255,800	197,500	897,100
(Y/Y)	**4.6%**	**6%**	**5%**	**41%**	**12.8%**
Website Referrals					
2019	298	351	333	285	1,267
2018	202	237	310	353	1,102
(Y/Y)	**47.5%**	**48%**	**7%**	**-19%**	**15.0%**

*Engagement includes Retweets, Favorites, Replies, and Link Clicks.

Social Media: Instagram & Pinterest



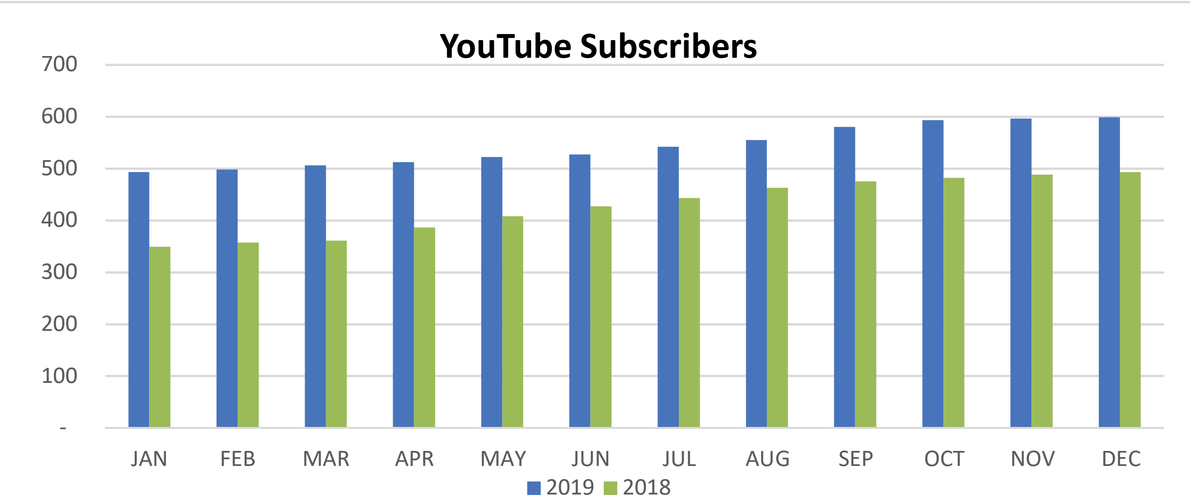
Instagram					
	Q1	Q2	Q3	Q4	YTD
Followers					
2019	25,543	27,079	28,484	30,559	30,559
2018	20,500	21,300	22,461	23,884	23,884
(Y/Y)	24.6%	27%	27%	28%	27.9%

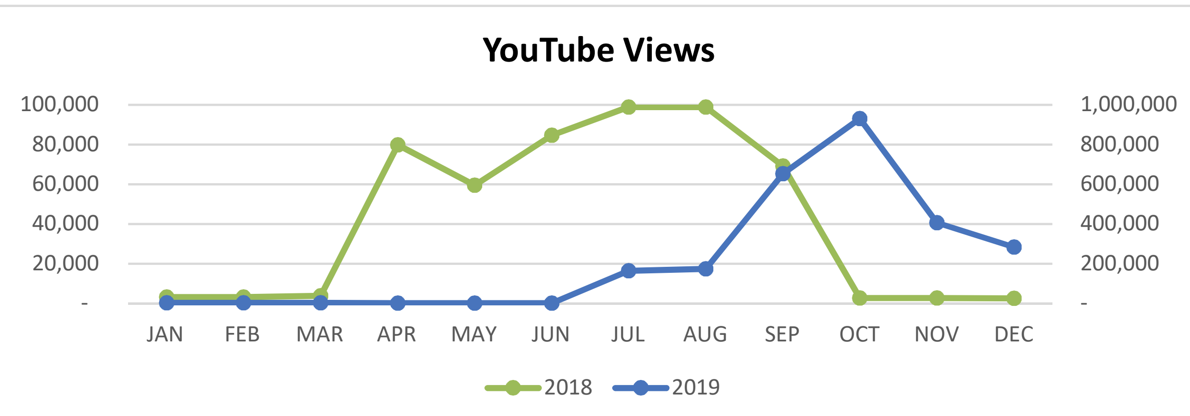


Pinterest					
	Q1	Q2	Q3	Q4	YTD
Followers					
2019	2,594	2,649	2,716	2,762	2,762
2018	2,415	2,441	2,507	2,544	2,544
(Y/Y)	7.4%	9%	8%	9%	8.6%
Website Referrals					
2019	494	471	508	3,948	5,421
2018	546	509	502	372	1,929
(Y/Y)	-9.5%	-7.5%	1.2%	961.3%	181.0%

*As of November 2019 is Pinterest is no longer reporting the number of Followers. Q4 2019 numbers reflect Octob

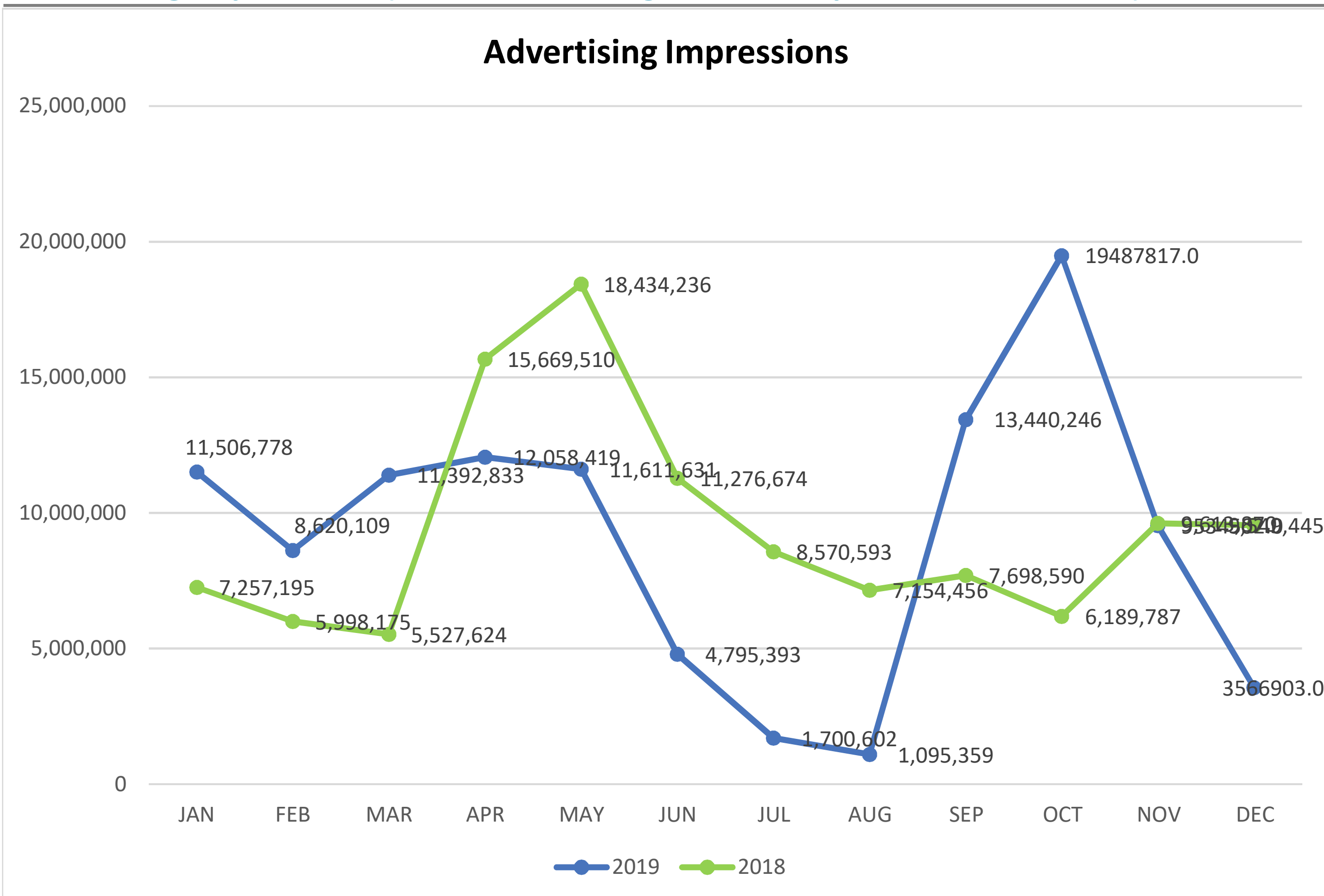
Social Media: YouTube





YouTube					
	Q1	Q2	Q3	Q4	YTD
Subscribers					
2019	506	527	580	599	599
2018	361	427	475	493	493
(Y/Y)	**28.7%**	**19.0%**	**18.1%**	**17.7%**	**17.7%**
Views					
2019	8,170	6,000	992,341	1,621,166	2,627,677
2018	10,288	243,180	267,063	8,077	528,608
(Y/Y)	**-20.6%**	**-97.5%**	**271.6%**	**19971.4%**	**397.1%**

Advertising Impressions (see the following detailed report for Paid Media)



Advertising Impressions					
	Q1	**Q2**	**Q3**	**Q4**	**YTD**
Ad Spend					
2019	$259,301	$262,388	$166,914	$241,609	$930,212
2018	$142,821	$383,385	$170,476	$188,105	$884,787
Y/Y	**81.6%**	**-32%**	**-2%**	**28%**	**5.1%**
Ad Impressions					
2019	31,519,720	28,465,443	16,236,207	32,589,222	108,810,592
2018	18,782,994	45,380,420	23,423,639	25,353,102	112,940,155
Y/Y	**40.4%**	**-59.4%**	**-44.3%**	**22.2%**	**-3.8%**
CPM*					
2019	$8.23	$9.22	$10.28	$7.41	$8.78
2018	$7.60	$8.45	$7.28	$7.42	$7.69
Y/Y	**8.2%**	**9.1%**	**41.3%**	**-0.1%**	**14.3%**

* CPM = "Cost per thousand impressions" and is a measurement used to determine the cost efficiency of the ad sp

*Due to the transition of advertising agencies, June media impressions are only being reported through June 15, 2(
Q2 metrics reflect April, May and half of June.

*TSF transitioned to new AOR in July which resulted in some downtime of paid media presence in Q3.

Website Analytics

Oct 1, 2019 - Dec 31, 2019

Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
326,962	250,747	62%	2.00	00:01:58
14.4%	17.1%	1.1%	-3.8%	-10.2%

*Comparisons are vs. previous **year**.*

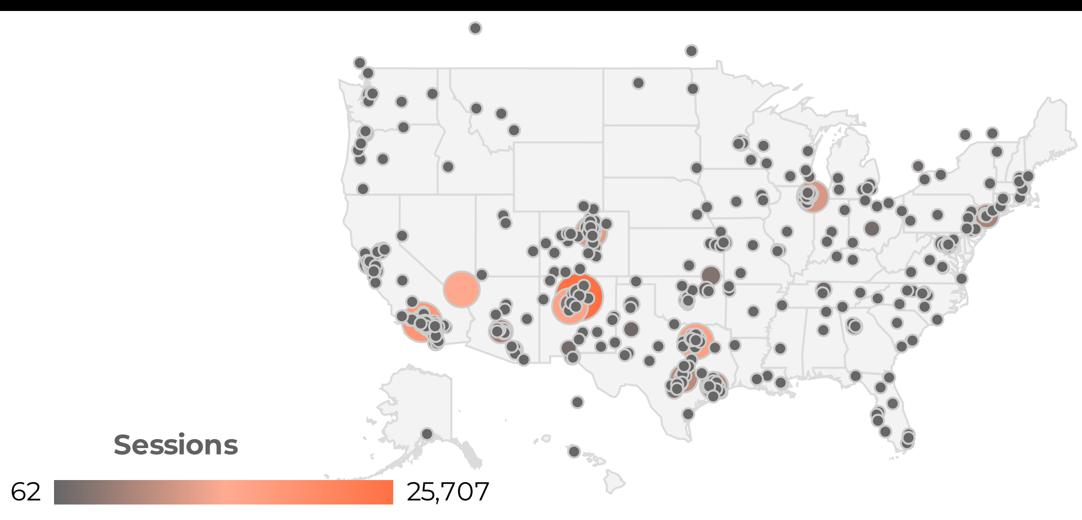
Conversions

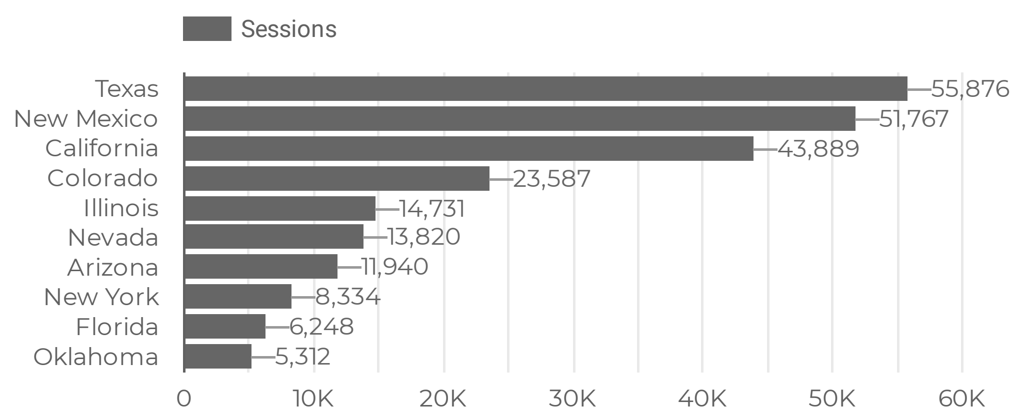
Visitor Guide Conversion	Newsletter Subscriptions	15 Page Sessions
2,587	374	2,101
11.7% from previous year	17.2%	-29.5%

Accommodation Outbound Clicks	Non- Accommodation Outbound Clicks
5,552	15,329
-19.4%	-28.4%

*Comparisons are vs. previous **period**, except for Visitors Guide Conversions.*

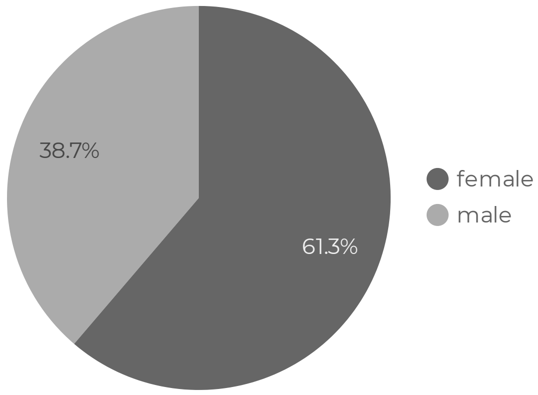
Geo Data



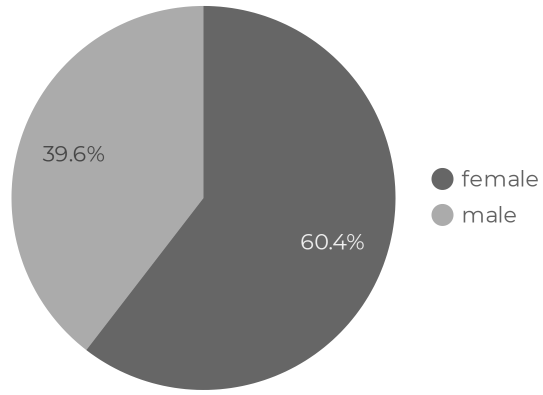


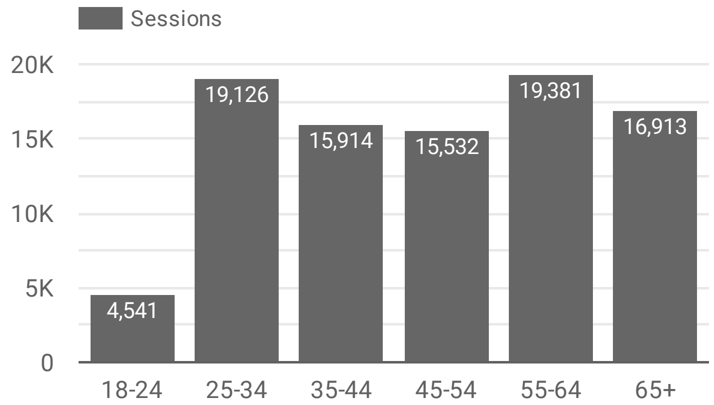
Demographic Data

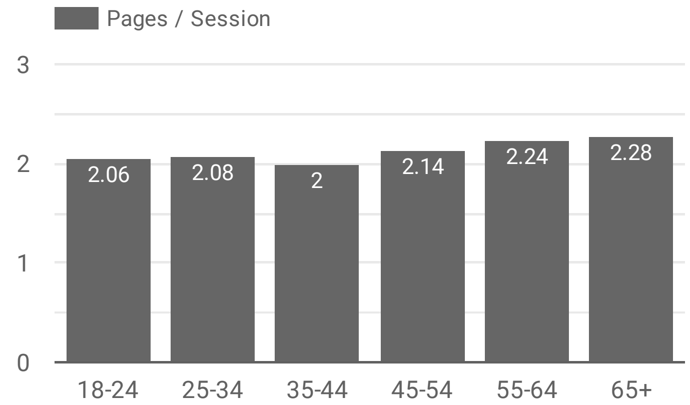
Sessions

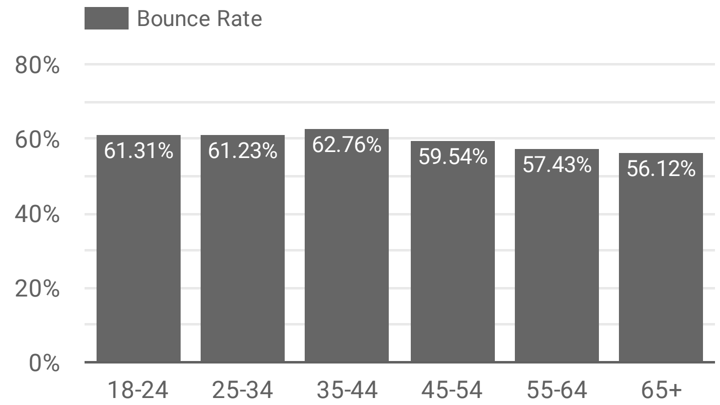


New Users









Channel Breakdown

Source / Medium	Sessions ▾	Pages / Session	Bounce Rate	Avg. Session Duration
google / organic	150,358	2.19	56.06%	00:02:29
google / cpc	42,754	2.11	59.01%	00:01:49
(direct) / (none)	38,188	1.8	68.84%	00:01:39
facebook / vj-social	27,640	1.46	74.84%	00:00:20
TTD / vj-media	12,154	1.23	86.36%	00:00:15
bing / organic	7,533	3.15	41.9%	00:03:52
yahoo / organic	5,115	2.54	46.51%	00:03:07
pinterest / vj-social	3,538	1.21	87.22%	00:00:20
m.facebook.com / referral	2,921	1.44	71.55%	00:00:40
duckduckgo.com / referral	2,009	2.35	53.76%	00:02:47
bing / cpc	1,865	2.72	47.67%	00:02:59
gatewaylogin.info:9988 / referral	1,740	1.04	95.29%	00:00:15
googleads.g.doubleclick.net / referral	1,643	1.02	99.15%	00:00:01
facebook.com / referral	1,603	1.23	87.65%	00:00:37
santafe.org / referral	1,568	1.31	29.91%	00:03:01
blog / header	1,343	3.09	40.66%	00:03:31
2019-Nov-Happenings / email	1,150	1.45	73.91%	00:01:18
refinery_29 / vj-media	1,071	1.13	94.77%	00:00:09
2019-Sep-Happenings / email	1,047	1.54	71.06%	00:01:36
newmexico.org / referral	944	2.48	49.89%	00:03:23

Paid Search

Oct 1, 2019 - Dec 31, 2019

On Site Metrics

Campaign (Google & Bing combined)	Sessions ▾	New Users	Pages / Session	Avg. Session Duration	Conversions
VJ - Search - Santa Fe Branded	17,484	12,566	2.46	00:02:25	2,040
VJ - Search - New Mexico Branded	7,496	5,439	2.58	00:02:26	884
VJ - Search - Brand Pillars	3,379	2,262	2.22	00:02:20	470
VJ - Search - Competitors	1,803	1,403	2.12	00:01:45	171
VJ - Search - Southwest Non Branded	5	4	1	00:00:00	0

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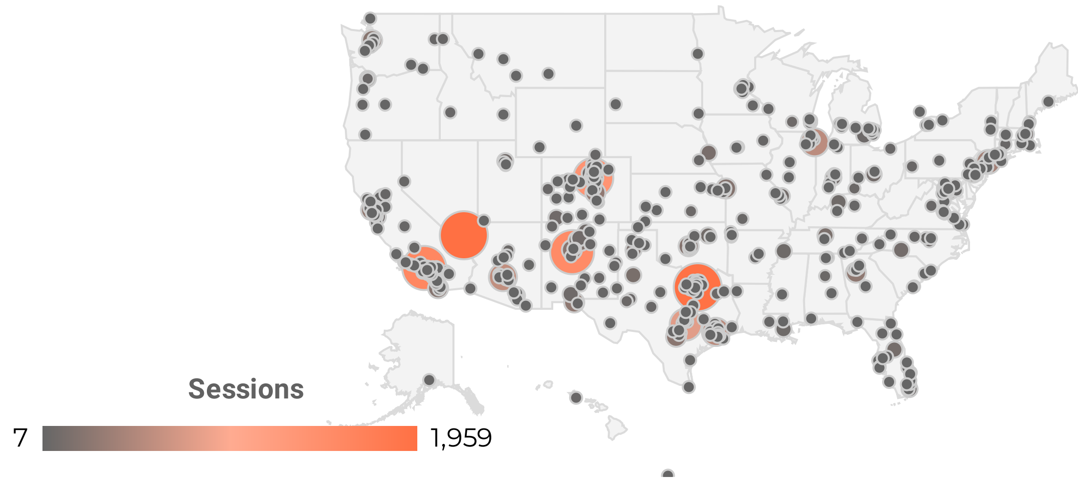
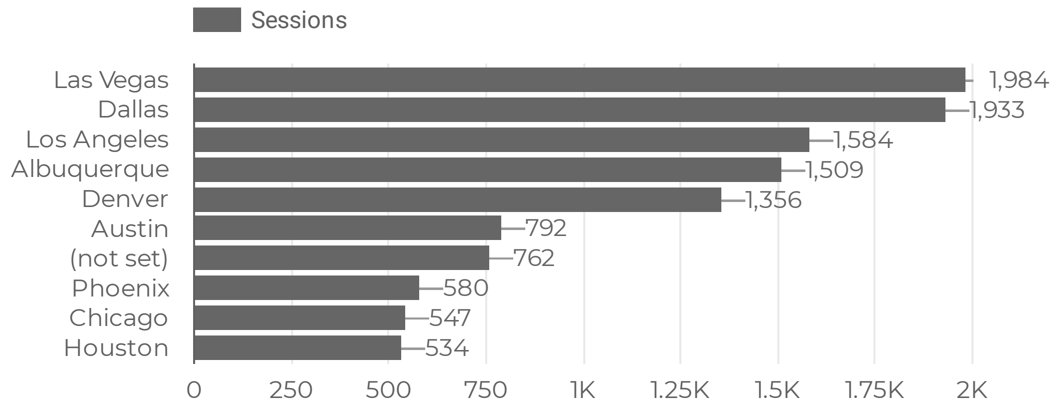
Geo Data





Google Ads

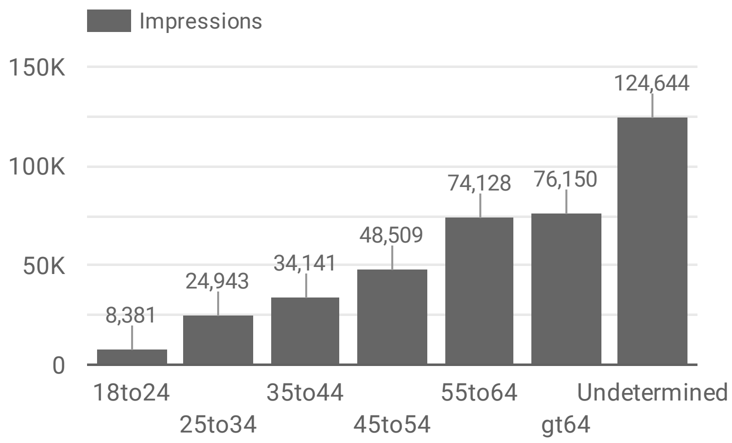
Impressions	Clicks	CTR	Cost
390,896	39,079	10.00%	$21,993
↓ -64.2%	↑ 161.8%	↑ 630.4%	↓ -41.5%

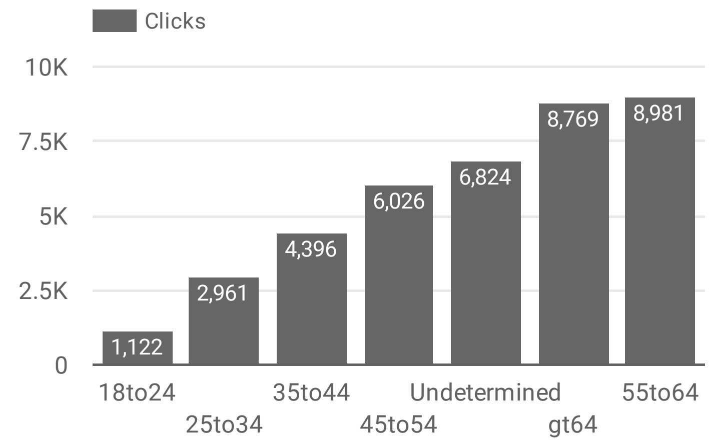
Conversions	Cost per conversion
3,496	$6.29
↑ 91.0%	↓ -69.4%

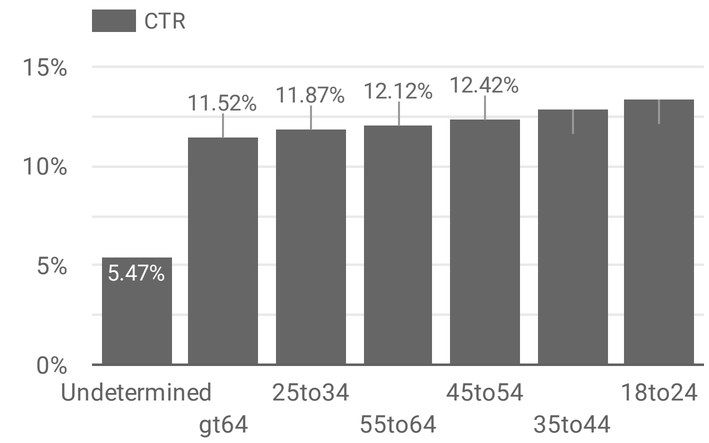
*Comparisons are vs. previous **year**.*

Campaign and Demographic Data

Campaign	Impressions	Clicks ▾	CTR	Conversions	Cost	Cost / conv.
VJ - Search - Santa Fe Branded	162,278	22,114	13.63%	2,018	$10,856.71	$5.38
VJ - Search - New Mexico Branded	76,688	9,985	13.02%	854	$5,031.36	$5.89
VJ - Search - Brand Pillars	85,031	4,920	5.79%	459	$3,178.02	$6.92
VJ - Search - Competitors	66,634	2,055	3.08%	165	$2,914.96	$17.67
VJ - Search - Southwest Non Branded	265	5	1.89%	0	$12.3	-







Bing Ads

Impressions
30,242
-42.3%

Clicks
1,938
-42.7%

CTR
6.41%
-0.8%

Cost
$3,140
-36.2%

Conversions
742
-51.1%

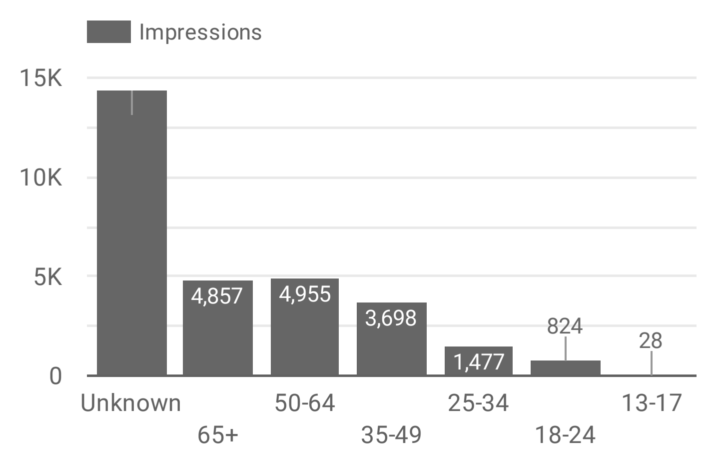
Cost/Conv
$4.23
30.4%

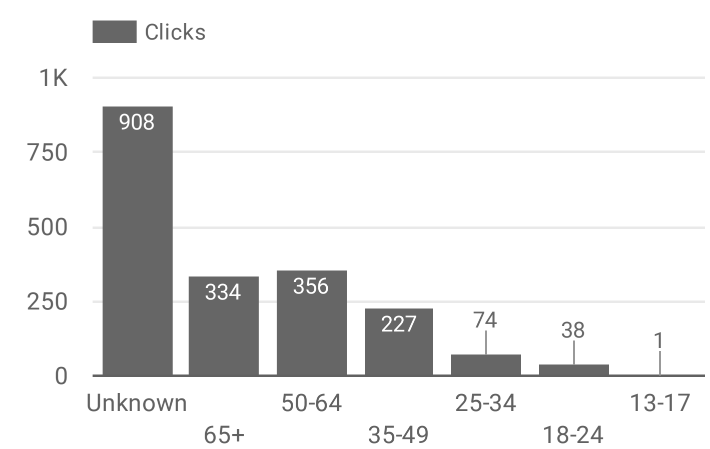
*Comparisons are vs. previous **period**.*

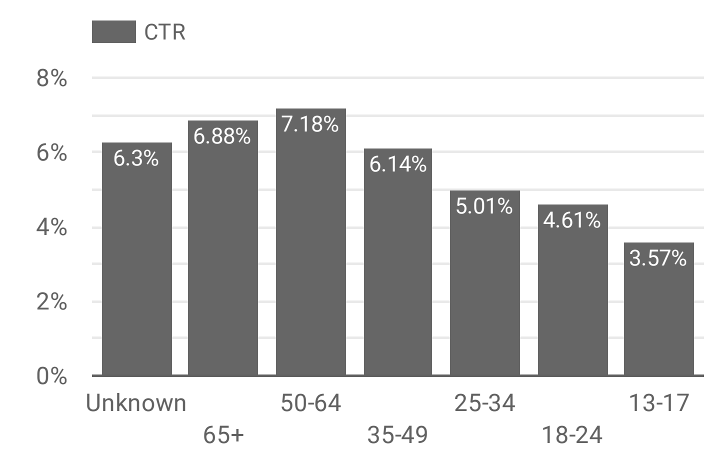
Campaign and Demographic Data

Campaign name	Impressions	Clicks ▾	CTR	Conversions	Cost	Cost / conv.
VJ - Search - Santa Fe Branded	13,868	1,079	7.78%	398	$1,791.74	$4.5
VJ - Search - New Mexico Branded	10,485	517	4.93%	190	$895.81	$4.71
VJ - Search - Brand Pillars	5,889	342	5.81%	154	$452.92	$2.94

1 - 3 / 3







Insights

- 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 Media

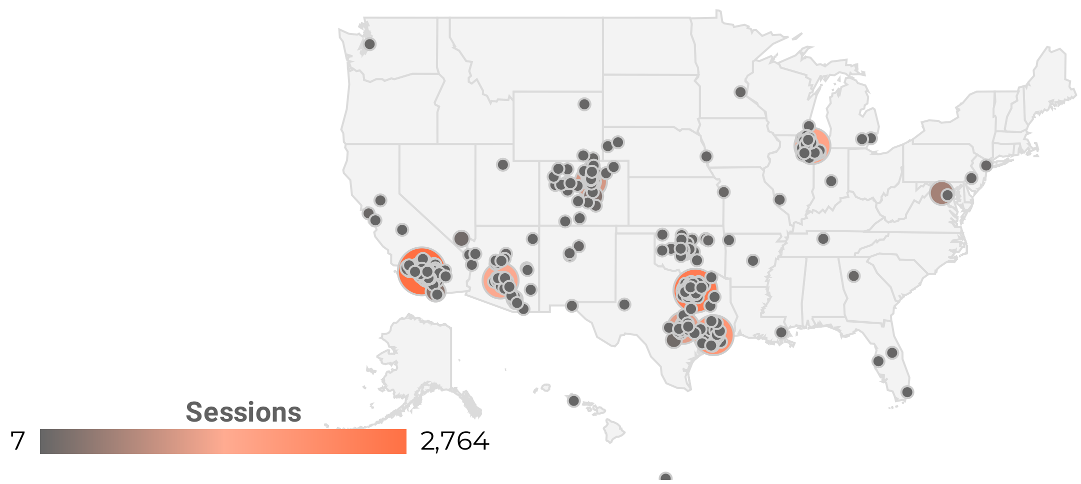
Oct 1, 2019 - Dec 31, 2019

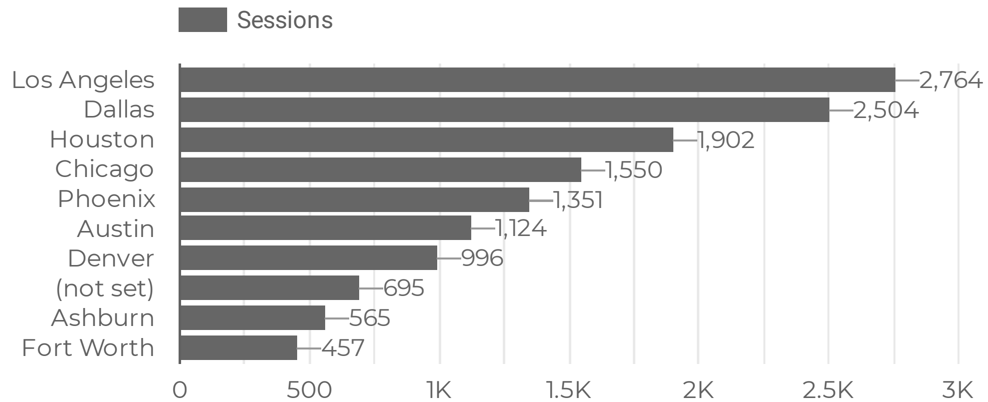
On Site Metrics

Sessions	New Users	Pages / Session	Avg. Session Duration	Conversions
31,210	25,092	1.43	00:00:20	291
211.2%	175.3%	5.2%	-9.9%	153.0%

*Comparisons are vs. previous **period**.*

Geo Data





Facebook & Instagram

Impressions	LPVs	LPV Rate	Conversions	Cost
3,092,524	27,646	0.89%	290	$32,422
248.6%	191.3%	-16.4%	437.0%	284.2%

*Comparisons are vs. previous **period**.*

Campaign name	Impressions ▾	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost / Conv
VJ - CTS - 2019/20	1,725,198	12,966	0.75%	$1.30	185	1.43%	$90.77
VJ - Video - 2019/20	1,367,326	14,680	1.07%	$1.06	105	0.72%	$148.86

Pinterest

Impressions	LPVs	LPV Rate	Conversions	Spend
994,681	3,470	0.35%	162	$14,629
⬆ 293.2%	⬆ 400.0%	⬆ 27.2%	⬆ 575.0%	⬆ 334.0%

*Comparisons are vs. previous **period**.*

Campaign name	Impressions ▾	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost / Conv	Pin Saves	Cost / Save
VJ - Video - FY20	475,408	265	0.06%	$31.65	2	0.75%	$4,193.99	145	$57.85
VJ - CTS - FY20	233,998	1,754	0.75%	$1.74	144	8.21%	$21.22	165	$18.52
VJ - Carousel - FY20	173,551	1,030	0.59%	$2.10	11	1.07%	$196.34	110	$19.63
VJ - Video - FY20 - Traffic	111,724	421	0.38%	$2.44	5	1.19%	$205.11	36	$28.49

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Insights

- 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

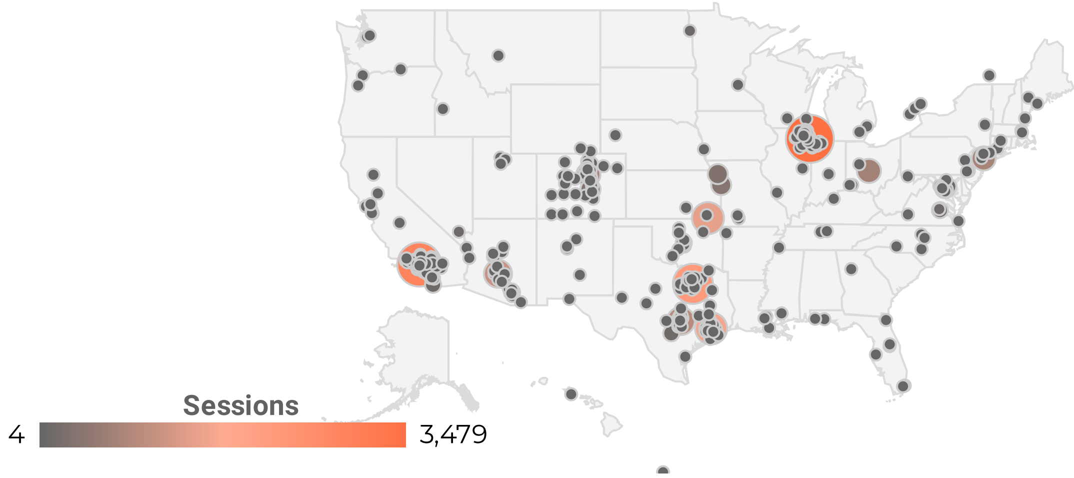
Oct 1, 2019 - Dec 31, 2019

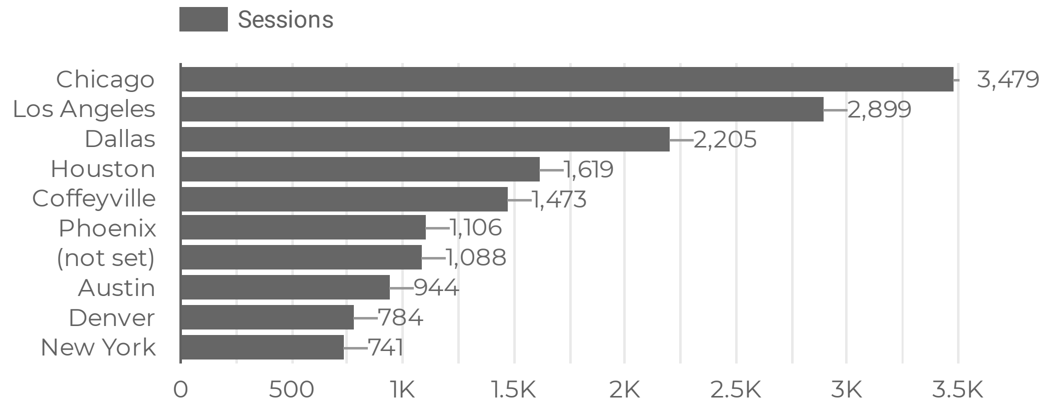
On Site Metrics

Sessions	New Users	Pages / Session	Avg. Session Duration	Conversions
27,720	22,542	1.26	00:00:21	187
15.0%	27.8%	5.4%	-15.0%	65.5%

*Comparisons are vs. previous **period**.*

Geo Data





Display Banners

Impressions	Clicks	Click-Through Rate	Conversions
20,324,287	18,876	0.09%	57
311.6%	288.9%	-5.5%	14.0%

*Comparisons are vs. previous **period**.*

Site (DCM)	Impressions ▾	Clicks	Click-Through Rate	Total Conversions
The Trade Desk	17,917,199	12,305	0.07%	0
Refinery29.com 1	1,660,246	5,349	0.32%	0
Texas Monthly Online	354,902	348	0.1%	0
Outside Online	293,664	619	0.21%	0

1 - 6 / 6

GDN + Discovery

Impressions	Clicks	CTR	Conversions
2,114,762	31,947	1.51%	119
-21.8%	101.5%	157.7%	108.8%

*Comparisons are vs. previous **period**.*

Campaign	Impressions ▼	Clicks	CTR	Avg. CPC	Conversions
VJ - GDN - 2019/20 RM	1,948,557	4,039	0.21%	$0.92	42
VJ - Discovery Ads 2019/20	166,205	27,908	16.79%	$0.10	73

1 - 2 / 2

TrueView

Impressions	CTR	Video view rate	Conversions
3,044,680	0.27%	53%	9
▲ 56.2%	▲ 30.9%	▲ 4.6%	▲ 50.0%

Comparisons are vs. previous ***period****.*

Campaign	Impressions ▼	Clicks	CTR	Video view rate	Avg. CPV	Conversions
VJ - TrueView - 2019/20 Protect	1,316,213	3,637	0.28%	51%	$0.019	4
VJ - TrueView - 2019/20 RM	907,221	2,392	0.26%	61%	$0.014	1
VJ - TrueView - 2019/20 Convert	821,246	2,072	0.25%	49%	$0.021	4

1 - 3 / 3

Insights

- 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.

Oct 1, 2019 - Dec 31, 2019

Groups & Meetings

Overall Site Metrics for Meetings Pages

Sessions	New Users	Pages / Session	Avg. Session Duration	Conversions
5,394	4,096	2.22	00:02:05	94
628.9%	662.8%	-48.7%	-64.6%	

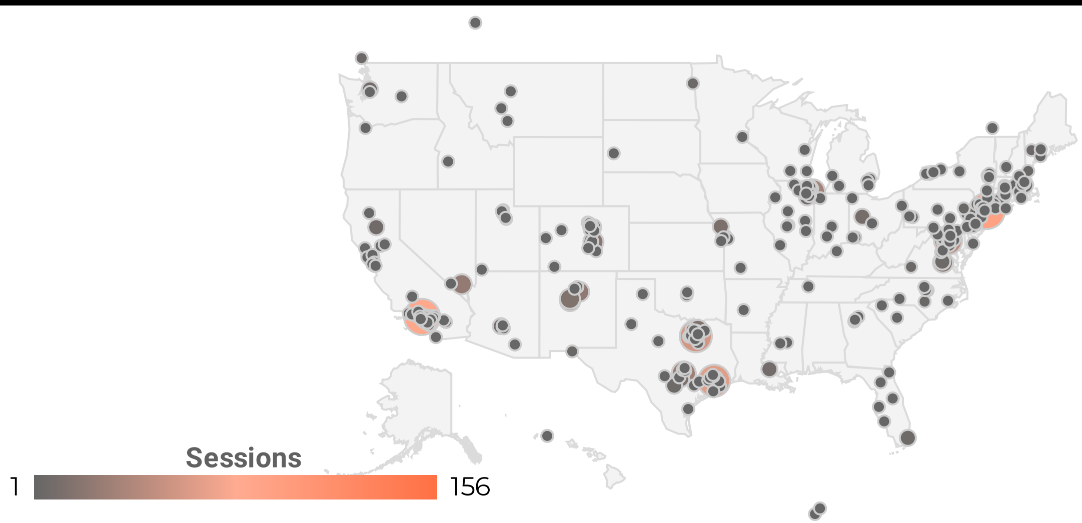
*Comparisons are vs. previous **year**.*

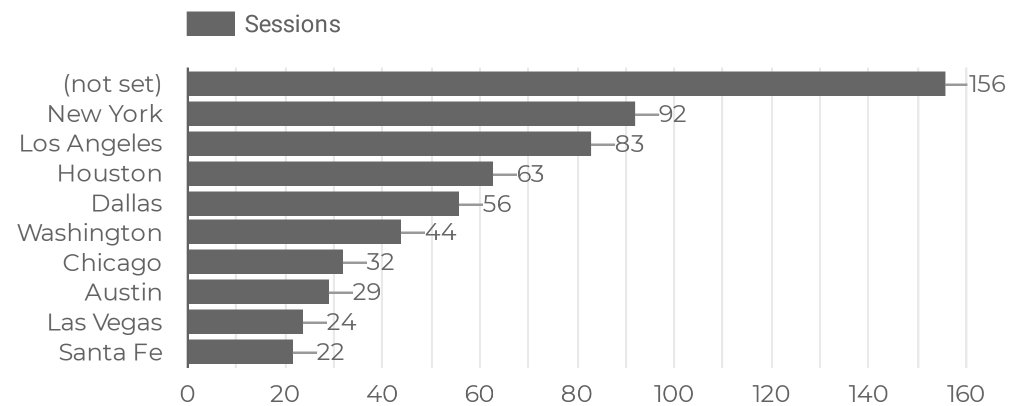
VJ Driven Traffic

Sessions	New Users	Pages / Session	Avg. Session Duration	Conversions
1,560	1,091	1.31	00:00:22	3
106.1%	59.0%	-2.9%	-0.8%	-40.0%

*Comparisons are vs. previous **period**.*

Geo Data





Display Banners

Site (DCM)	Impressions ▾	Clicks	CTR	Conversions
Mountain Meetings and Events	320,186	208	0.06%	0
Cvent, Inc	82,344	244	0.30%	0

GDN

Campaign	Impressions ▼	Clicks	CTR	Avg. CPC	Conversions
VJ - GDN - Groups RM	125,647	313	0.25%	$3.13	0

1 - 1 / 1 < >

Search

Campaign	Impressions ▼	Clicks	CTR	Avg. CPC	Conversions
VJ - Search - Groups & Meetings	4,934	284	5.76%	$3.44	3

1 - 1 / 1 < >

LinkedIn

Campaign name	Impressions ▼	Clicks	CTR	Avg. CPC	Conversions
VJ - CTS - Titles - FY20	85,258	266	0.31%	$13.56	0
VJ - CTS - RM - FY20	10,004	43	0.43%	$11.33	0

1 - 2 / 2 < >

Facebook

Campaign name	Impressions ▼	Clicks	CTR	Avg. CPC	Leads
VJ - Group Sales - Lead Ads 2019/20	46,028	197	0.43%	$4.80	1

1 - 1 / 1 < >

Insights

- 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.

The data on this page is from Oct 1 - Dec 31, 2019.

Print Media

Print Spend & Impressions

Publication	Impressions ▲	Cost (USD)
Springs Magazine	25,000	2,900
Phoenix Magazine	80,832	5,650
5280 Magazine	90,000	9,735
Galerie Magazine	100,000	7,500
USA Today	100,000	6,000
New Mexico Magazine	210,000	13,290
Texas Monthly	541,222	9,850
Grand total	**1,147,054**	**54,925**

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New Mexico Magazine

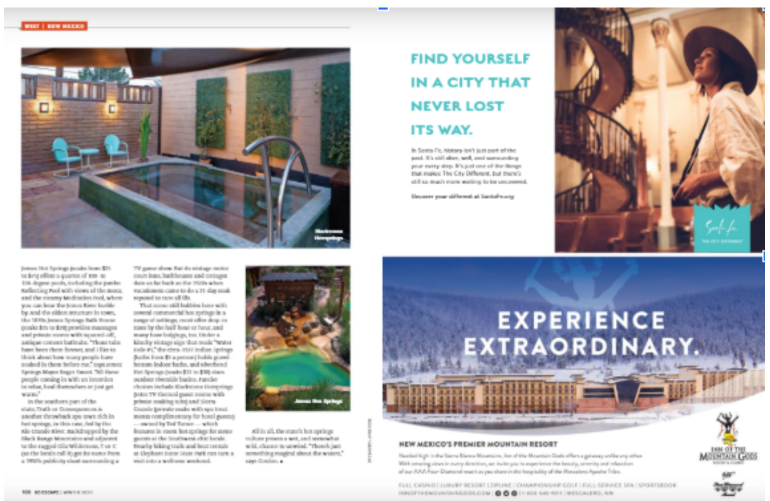
Galerie Magazine

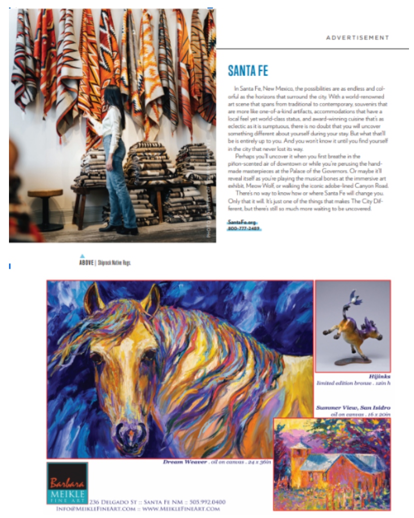
Phoenix Magazine

5280 Magazine

Texas Monthly

USA Today





Miscellaneous Digital

The data on this page is from Oct 1 - Dec 31, 2019.

Digital Spend & Impressions

Placement	Impressions	Cost
New Mexico Magazine E-Newsletters	60768	N/A
New Mexico Magazine Social Post	3216	N/A
Refinery29 Custom Sweepstakes Feature	256067	$4,925
Refinery29 Dedicated E-Blast	100976	N/A
Springs Magazine Social Post	116	N/A
Texas Monthly Article	-	-
Texas Monthly E-Newsletter	12048	N/A
Texas Monthly Social Posts	95660	N/A
Total	528851	$4,925

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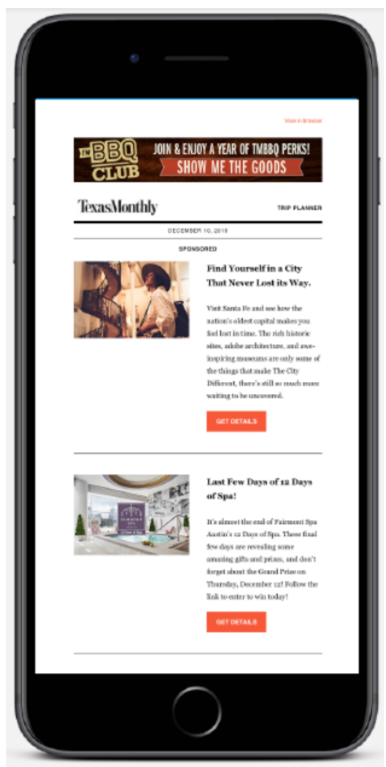
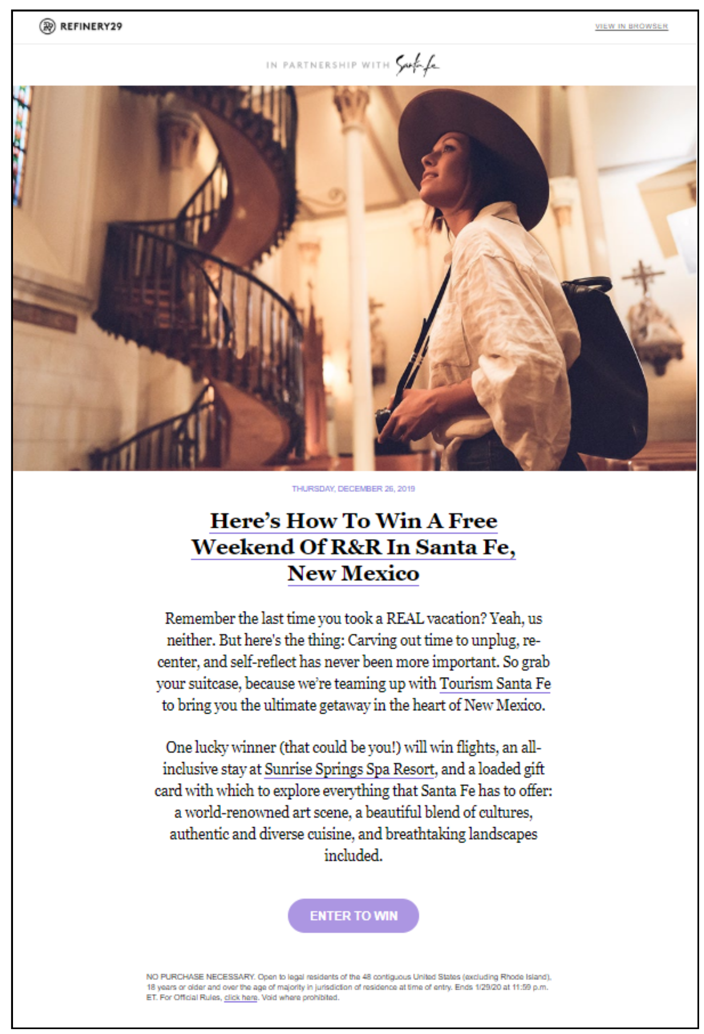
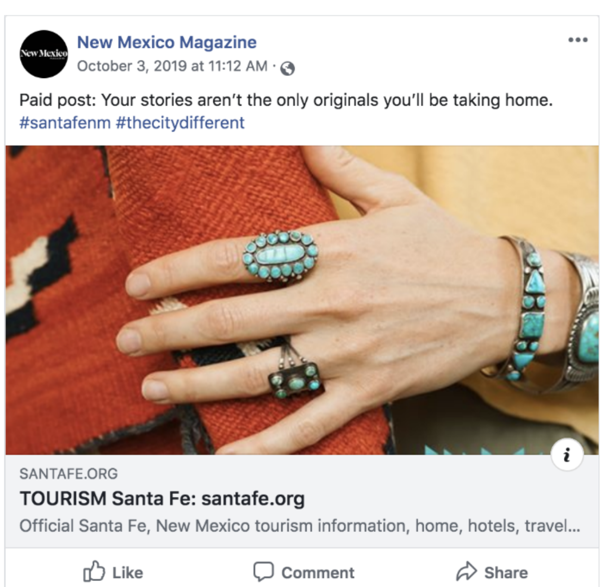
Texas Monthly



Refinery 29



New Mexico Magazine



Springs Magazine

The data on this page is from Oct 1 - Dec 31, 2019.

Adara Impact

Insights

- 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.

Dashboards

October 2019

Dashboard | Activity Breakdown | Media Referrals | Origin Breakdown | Traveler Profile | Trip Planning | Markets | Overlap & Uniques

$ 52,149

Hotel Revenue Generated

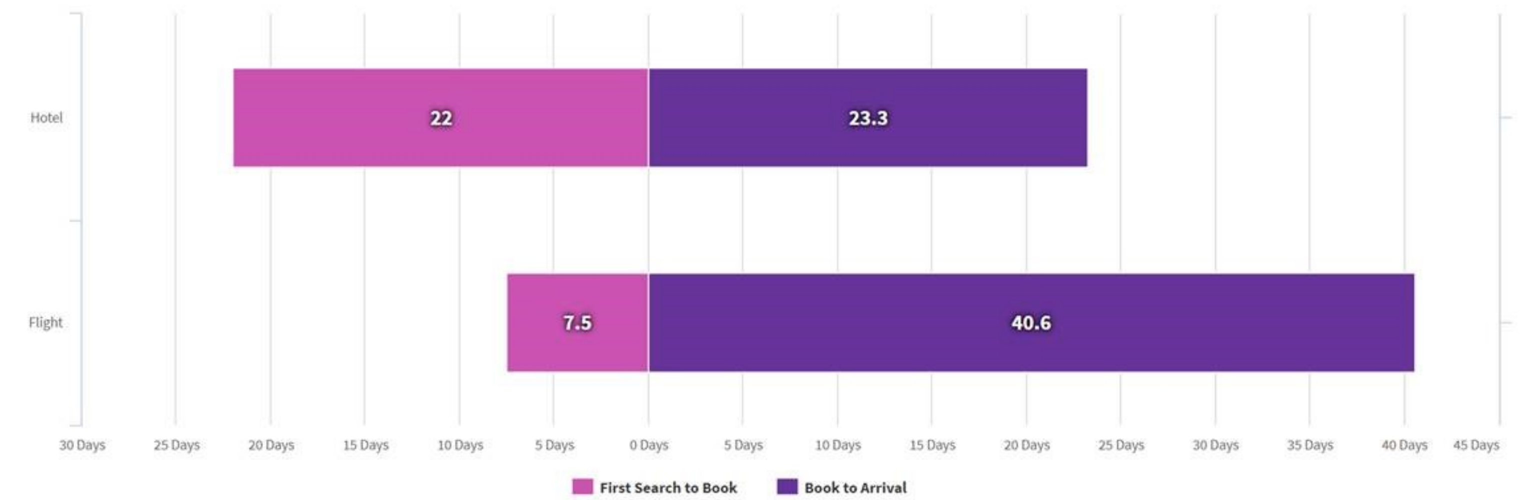
169
Hotel Bookings

46,554
Hotel Searches

524
Flight Bookings

7,641
Flight Searches

Trip Planning Window



Top Origin Markets - Hotel Bookers

Market	Percentage of Travelers
Denver	15.3
Los Angeles	13.8
Dallas-Ft Worth	10.6
Colorado Springs	9.0
Chicago	5.8
Albuquerque	5.3
San Francisco Bay Area	4.8
Houston	4.2
Phoenix	3.7
Ottawa	3.2

November 2019

Dashboard | Activity Breakdown | Media Referrals | Origin Breakdown | Traveler Profile | Trip Planning | Markets | Overlap & Uniques

$ 41,606

Hotel Revenue Generated

135 Hotel Bookings

26,006 Hotel Searches

243 Flight Bookings

3,614 Flight Searches

Trip Planning Window

Top Origin Markets - Hotel Bookers

Market	Percentage of Travelers
Denver	16.0
Dallas-Ft Worth	12.5
Los Angeles	11.8
Colorado Springs	9.7
San Francisco Bay Area	6.3
Phoenix	5.6
Houston	4.9
Austin	3.5
Chicago	3.5
Albuquerque	2.8

December 2019

Dashboard | Activity Breakdown | Media Referrals | Origin Breakdown | Traveler Profile | Trip Planning | Markets | Overlap & Uniques

$ 18,847

Hotel Revenue Generated

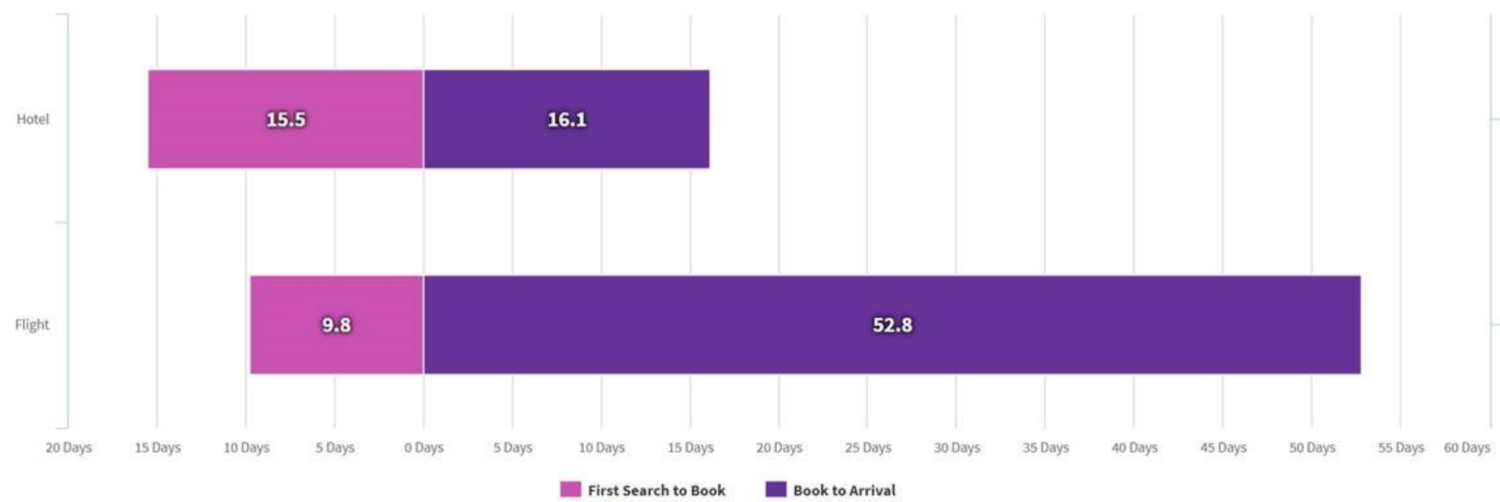
61 Hotel Bookings

16,639 Hotel Searches

54 Flight Bookings

965 Flight Searches

Trip Planning Window



Top Origin Markets - Hotel Bookers

Market	Percentage of Travelers
Dallas-Ft Worth	12.5
Los Angeles	7.8
Phoenix	7.8
Denver	6.3
San Francisco Bay Area	4.7
Austin	4.7
Chicago	4.7
Colorado Springs	4.7
Philadelphia	3.1
Albuquerque	3.1