



**OTAB Marketing Report  
July 2015  
Reported August 27<sup>th</sup>, 2015**

**TOURISM Santa Fe Marketing Team**

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Blake Jackson, Marketing Coordinator
- Frank Cordero, Social Media Coordinator

**Advertising & Social Media**

- Fuseideas
  - Steve Mason, Senior Vice President
  - CJ Kaplan, Chief Creative Officer
  - Geenamarie Shuttleworth, Account Executive
  - Michael Durwin, Social Media

**Website & Email Newsletters**

- Studio X
  - Kyle Langan, Webmaster
  - Trudy Gibson, Project Manager

**Press/Media**

- Lou Hammond & Associates
  - Terry Gallagher
  - Carlyn Topkin
  - Matt Sessions

**Santa Fe Guide**

- Bella Publishing
  - Bruce Adams, Publisher
  - Bryan Cooper, Editor

## HIGHLIGHTS & ACTION ITEMS

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### Add The Official SANTAFE.ORG Badge to Your Site

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Show your love for Santa Fe with the official Santa Fe badge for your website in one of two styles and sizes. By sharing santafe.org with your audience, you are sharing all the reasons why Santa Fe is one of the top travel destinations in the world.

The badge is available from the [Industry Partners Page](#) or you can [Get Your Badge Now!](#)

## Join Us: Summer Tourism Update September 2

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**When:** September 2, 4:00pm

**Where:** Santa Fe Community Convention Center, Nambe Room

Please join TOURISM Santa Fe and our valued business partners for a Santa Fe Guide and Summer Tourism Update on September 2, 2015 at 4:00pm at the Community Convention Center in the Nambe room. TOURISM Santa Fe will give an update on our efforts and the overall summer tourist season. We'll also take time to discuss the opportunities related to the publishing of the 2016 Santa Fe Guide. Following will be a reception in the Community Gallery at 5:00pm to celebrate the summer.

### Recent Accolades

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Travel + Leisure recognized Santa Fe in the 2015 World's Best Awards:

- **[#4 World's Best Cities](#)**
- **[#3 World's Best Destination Spas – Ten Thousand Waves Japanese Spa & Resort](#)**
- **[#7 World's Best Continental Small City U.S. Hotels – Rosewood Inn of the Anasazi](#)**

The Today Show featured a dedicated segment on Travel + Leisure World's Best Award's. Coverage aired during the morning broadcast and was posted online, both of which spotlighted Santa Fe. Watch the Travel + Leisure segment **[HERE](#)**.

The following outlets also provided coverage of Santa Fe's placement in the Travel + Leisure awards:

- **[Albuquerque Journal](#)**
- **[Santa Fe New Mexican](#)**

Huffington Post ran this syndicated coverage of Conde Nast Traveler's Reader's Choice Awards. Read the Huffington Post article **[HERE](#)**.

In the last USA Today 10Best contests Santa Fe Farmers Market was named the # 6 and the New Mexico Green Chile Cheeseburger Trail was the #1.

TripAdvisor rated Santa Fe as the #1 “Cant' Miss Summer Travel Hotspots” with a ranking of 4.71 out of a possible 5. Read the TripAdvisor article **[HERE](#)**.

FlipKey ranked Santa Fe as the #2 of “Top-Rated, Off the Beaten Path Vacation Rental Destinations,” based on their vacation rental reviews for the past 18 months. Read the FlipKey article **[HERE](#)**.

**On Monday, August 17th USA TODAY 10Best Nominated Santa Fe in Three New Categories—  
Please Vote Every Day Until September 14**

**Best Destination For Culturephiles**

<http://www.10best.com/awards/travel/best-destination-for-culturephiles/santa-fe/>

**Best Destination For Outdoor Enthusiasts**

<http://www.10best.com/awards/travel/best-destination-for-outdoor-enthusiasts/santa-fe/>

**Best Destination For Shopaholics**

<http://www.10best.com/awards/travel/best-destination-for-shopaholics/santa-fe/>

## Viva Santa Fe — Highlights September Events

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- Zozobra
- Fiesta Fine Arts & Craft Market
- Green Chile Cheeseburger Smackdown
- Santa Fe Fiestas
- Three Trails Conference
- Renaissance Fair at El Rancho de las Golondrinas
- Santa Fe Thunder Half Marathon
- Santa Fe Wine and Chile Fiesta

## Santa Fe - General FAM Trip

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### September 10-14, 2015

There will be a History and Culture Press Fam September 10-14. Six writers/publications are confirmed this includes 2 Canadian publications. The coverage includes 4 print publications and 2 online magazines.

- 1) **Irene Lacher, Editor-in-Chief**  
**Arroyo Monthly (Circulation: 25,000 / UMV: N/A)**

Arroyo Monthly is the Pasadena area's original home and lifestyle magazine. Sections highlight the arts, home, real estate, food and wine, health and beauty, travel, etc. The Travel section introduces readers to great values and tips on a variety of adventures, whether a backyard getaway or an exotic cruise.

- 2) **Mary Anne Been, Editor-in-Chief**  
**JetSet Extra (UMV: 70,013)**

JetSet Extra is the go-to online travel hub for industry professionals and seasoned and aspiring travelers looking for inspirational vacation ideas. Content includes exemplary in-house professional video production, as well as entertaining and informative articles.

**3) Laurie Wallace-Lynch, Contributor**  
**Goodlife Magazine (Circ: 51,018 / UMV: N/A)**

A luxury, lifestyle magazine for high-end readers based out of Mississauga, Ontario that will be expanding to Toronto in coming months. Outlet is produced bi-monthly.

**4) Leah Lemoine, Associate Editor**  
**Phoenix Magazine (Circ: 77,291 / UMV: 71,139)**

Written for the residents of and visitors to the metropolitan Phoenix area. Covers the local culture and entertainment scenes, travel, political and historical articles.

**5) Alexandra Pecci, Contributor**  
**Northshore Magazine (Circ: 40,000 / UMV: 56,233)**

A regional lifestyle magazine exclusively for the North Shore of Boston. Regular features emphasized a variety of interests, including real estate, business, family, cultural events, fine dining, travel and shopping.

**6) Marieve Inoeu, Contributor**  
**Divine.ca (UMV: 95,507)**

Website designed for Canadian women. Editorial contains feature articles, contests, quizzes, Q&As, advertorials, discussion forums and blogs. Topics of interest include fashion, beauty, food, decor, fitness, nutrition, health, career, money, relationships, sex, entertainment, pregnancy and parenting.

## Rail Runner Offers Service to 2015 Balloon Fiesta

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Consider this for marketing opportunities, special packages, or promotions to attract visitors to stay in Santa Fe during Balloon Fiesta:

The New Mexico Rail Runner Express is partnering with the Albuquerque International Balloon Fiesta to create a special Balloon Fiesta & Rail Pass, which will be available for both weekends (October 3-4 and 10-11) of this year's Fiesta which begins Saturday, October 3rd. Pass holders will be able to ride the train to the Los Ranchos/Journal Center station, where they can hop on a shuttle bus that will take them right onto Balloon Fiesta field.

## Community Partner Meetings

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**TOURISM Santa Fe officials met with the following partners/ organizations during the past month:**

- Bella Media
- Santa Fe Opera
- SWAIA — Santa Fe Indian Market
- JLH Media
- Story Portrait Media
- International Folk Art Market
- Tomasita's
- New Mexico American Marketing Association
- Georgia O' Keeffe Museum
- New Mexico Museum of Art
- Restaurant Martin
- Storefront Docs
- Santa Fe Brewing Company
- Design Corps of Santa Fe
- Chiaroscuro Gallery
- David Richard Gallery
- Evoke Contemporary
- Blue Rain Gallery

## MONTHLY METRICS

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### Website & Newsletters

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#### July 2015 Performance Metrics

##### Visits

- 107,490 Total Visits
- 70.29% New Visits
- 2.74 Pages per Session
- 3:13 Average Time on Site
- 294,946 Total Pageviews

##### Visitor Gender

- 60.6% Female

- 39.4% Male

### Visitor Age

- 6.94% 18 - 24
- 16.46% 25 - 34
- 16.74% 35 - 44
- 17.30% 45 - 54
- 25.03% 55 - 64
- 17.52% 65+

### Newsletters

- Santa Fe Happenings
  - Sent July 17, 2015
  - Number sent: 50,052
  - Number opened: 9,486
  - Open rate: 19.15%
- TOURISM Santa Fe Marketing Report
  - Sent July 8, 2015
  - Number sent: 1111
  - Number opened: 331
  - Open rate: 29.82%
- Stay Another Day in Santa Fe
  - Sent July 30, 2015
  - Number sent: 25,850
  - Number opened: 5,306
  - Open rate: 20.79%
- TOURISM Santa Fe Sales Report
  - Sent July 22, 2015
  - Number sent: 1118
  - Number opened: 400
  - Open rate: 35.81%

### Meeting E-Blasts

- Spice Up Your Meetings in Santa Fe
  - Sent July 27, 2015
  - Number sent: 3661
  - Number opened: 675
  - Open rate: 19.34%
- Spice Up Your Meetings in Santa Fe
  - Sent August 3, 2015
  - Number sent: 3584
  - Number opened: 584
  - Open rate: 16.29%

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

## Facebook

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### July 2015 Facebook Performance Metrics

- Total Fans: 38,131
- Top Ranking Post, July 7, 2015
  - Likes: 1192
  - Shares: 242
  - Comments: 98
  - Reach: 28,774



## Twitter

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**Add #SantaFe, #SantaFeNM or #TheCityDifferent to your own tweets and retweet TOURISM Santa Fe's tweets to keep your followers engaged and informed.**

### July 2015 Performance Metrics

- Followers: 9,346
- Monthly Impressions: 192,100
- Average Daily Impressions: 6,200/day
- Highest Organic Impressions: July 14 (5,737)
- Link Clicks: 900
- Retweets (earned): 812

- Favorites (earned): 897
- Replies: 60

## [Pinterest](#)

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Please make sure you are following our Pinterest page as we continue to add content to our boards.

### July 2015 Performance Metrics

- Followers: 1,860
- Pins: 1,562
- Average Daily Impressions: 1,702
- Average Daily Viewers: 694
- Average Daily Repins: 13

## [Instagram](#)

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Follow us @[CityofSantaFe](#) and include #SantaFe and #SantaFeNM or #CityDifferent hashtags on your posts.

### July 2015 Performance Metrics

- Followers: 3,259 (June: 2,856)

Top Performing July Post: Inn and Spa at Loretto 218 Likes





## [Blog](#)

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Every Tuesday we post a new blog, please share via Facebook and Twitter with your followers. Below are links to our last four entries for your sharing pleasure.

### **July 2015 Performance Metrics**

**[Why We Love August and You Should Too](#)**, posted July 7, 2015

- Likes: 169
- Shares: 41
- Comments: 4
- Pageviews: 102

**[Getting To and Around Santa Fe](#)**, posted July 14, 2015

- Likes: 106
- Shares: 20
- Comments: 1
- Pageviews: 48

**[Viva National Tequila Day!](#)**, posted July 20, 2015

- Likes: 83
- Shares: 9
- Comments: 5
- Pageviews: 70

**[The Great Ladies of Santa Fe](#)**, posted July 28, 2015

- Likes: 215
- Shares: 29
- Comments: 23
- Pageviews: 116

## [Trip Advisor](#)

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### **July 2015 Performance Metrics**

- Pageviews: 14,527
- Link Clicks: 70
- Promo Clicks: 323
- Event Clicks: 0
- Photo Views: 1,848
- Video Views: 520
- Interaction Rate: 8%

# MEDIA PLACEMENTS

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## Digital

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### Search Engine Marketing

- Flight Dates: July 1 - July 31
- Markets: Denver, Colorado Springs, Chicago, Seattle, NYC, Phoenix, Amarillo, Los Angeles, Philadelphia, Dallas, Houston

\*Includes media placements live during reported month

## Print

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### Colorado Expressions

- In Market: July 2015
- Markets: Colorado
- Impressions: 780,000

### Opera Ad

- In Market: July 2015
- Markets: Santa Fe, New Mexico

### Georgia O' Keefe

- In Market: June-September 2015
- Markets: Member Publication

\*Includes media placements live during reported month

# PUBLIC RELATIONS

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## Summary

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**July was an exceptional month for Santa Fe public relations.** The city earned over \$3.4 Million in media value, a 724 percent increase from July 2014, and now three of our four best earned media months ever have occurred in the last four months.

July media had a combined circulation + UMV total of 234,692,152 which puts us just under a total reach of one billion for the year, not including the huge reach achieved during The Bachelor episodes.

Our press releases and written copy were up 950 percent from last July and media visits and other indicators were all up as well.

**Beyond the numbers, we earned high quality too**, from a superb piece in The New York Times and multiple features in key meetings trade publications to a fantastic chile video from Zagat.

**Most notably, the awards and accolades continued to roll in with very high honors from some of the top travel outlets in the world including Travel + Leisure, Conde Nast, and TripAdvisor.**

These awards were all reader-based and it's vital that we all continue to vote in Santa Fe polls, submit in Santa Fe surveys, and encourage customers to write reviews online in social media. This "user-generated content" is playing a rapidly-increasing role travel decision-making and Santa Fe, with so much quality across the board, is ideally positioned to continue leading.

## Desk Side/Media Visits

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**TOURISM Santa Fe officials met with the following travel writers, media and publications to share Santa Fe news:**

- Chris Parente, Fox 31 Denver KDVR-CW2
- Remy Spreeuw, Daliah Singer, and Andrea Bott, 5280 Magazine

## Print & Online Articles

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### NEWSPAPER (print/online)

As a result of TOURISM Santa Fe hosting Steve Bergsman in Santa Fe from May 9-11, **East Valley Tribune** provided this coverage of the destination, highlighting Hotel St. Francis. Read the Tribune article [HERE](#).

The article was then syndicated to Ahwatukee Foothills News which you can also read [HERE](#).

As a result of TOURISM Santa Fe hosting Larry Olmstead in the destination in April 2014, **USA Today** included **Santa Fe Bite** in this round-up of “Best Hot Dogs and Hamburgers Across America.” Read about Santa Fe Bite in the USA Today article [HERE](#).



As a result of TOURISM Santa Fe hosting Terry Richard, **The Oregonian** posted this article, “20 Reasons in Photos to Love Santa Fe.” Read the list of reasons [HERE](#).

**Newsday** featured Santa Fe in this article titled, “New Mexico: Authentic cuisine, historic landmarks and more.” See which Santa Fe landmarks made the list [HERE](#).

**USA Today** included **La Posada de Santa Fe Resort & Spa** in this round-up of inspiring art hotels. Read the USA Today article [HERE](#).

**New York Times** posted this article titled, “In Santa Fe: City, Sky and History.” Read the New York Times article [HERE](#).

Santa Fe New Mexican provided this coverage of Santa Fe as finalists in the USA Today 10 Best polls. See which local businesses made the USA Today list [HERE](#).

Los Alamos Monitor provided this coverage of Santa Fe’s Summer Series Horse Show. Read the Los Alamos review [HERE](#).

## WEBSITES

As a result of TOURISM Santa Fe hosting Kim McHugh and ongoing outreach, Everett Potter’s Travel Report posted coverage of the destination in this article, “Native American Dances & Ancient Ruins in Santa Fe.” Read Everett Potter’s Travel Report [HERE](#).

The outlet also posted this coverage of Santa Fe’s golf courses which you can also read [HERE](#).

As a result of hosting Neil Wolkodoff in the destination from May 17-25, **Examiner.com** provided

dedicated coverage in an article, “Santa Fe: Exceptional dining, diverse history and amazing golf.” Read about Santa Fe's golf scene [HERE](#).

**Zagat** visited the destination in April with TOURISM Santa Fe support and posted this video titled, “Red, Hot & Green: Behind New Mexico’s Chile Obsession” to their site. Watch the video [HERE](#).



Coverage followed on Zagat's YouTube channel which you can also watch [HERE](#).

**Nasdaq** ran syndicated coverage of Santa Fe in an article, “10 Great Places to Retire in 2015.” See which Santa Fe places made the list [HERE](#).

**Home Wet Bar** included The Matador in Santa Fe in this round-up of “Coolest Bars You Never Knew Existed.” Read more about The Matador [HERE](#).

**JetSet Extra** included Santa Fe Art Trifecta in this round-up of Travel News, Deals and Events for July 2015. Read the JetSet Extra article [HERE](#).

## MAGAZINES

As a result of TOURISM Santa Fe supporting Jennifer Thornton in the destination, Bask Magazine provided this dedicated feature of Santa Fe in the summer 2015 issue. Read the Bask Magazine article [HERE](#).

As a result of TOURISM Santa Fe hosting PJ Thomas during the ‘Only In Santa Fe’ press trip in March, **Pathfinders Travel** published this dedicated article on the destination titled, “Santa Fe, New Mexico: Where the Earth Speaks in Colors” in the summer 2015 issue.

Smart Meetings published a dedicated feature on Santa Fe in this article which you can read [HERE](#).

**Southwest: The Magazine** included Santa Fe in the “Where to Go Next” column, highlighting Santa Fe Indian Market. Read all about Santa Fe Indian Market [HERE](#).

**Meetings Focus** included Santa Fe in an article, “New Mexico spotlights performing arts venues.” Coverage ran online and in print. See which businesses were mentioned [HERE](#).

**Kiplinger** featured Santa Fe in this article titled, “10 Great Places to Retire in 2015.” Coverage ran in print and online. Read the Kiplinger article [HERE](#).

**TravelAge West** included Santa Fe Railyard Arts District in this article, “5 Arts Districts to Suggest in the U.S.” Read all about the Railyard Arts District [HERE](#).

As a result of TOURISM Santa Fe hosting Jessica Fender during the March press trip, **AAA New Mexico Journey** included Santa Fe in this article, “Mexican Drinking Chocolate,” highlighting Kakawa Chocolate House. Read the AAA article [HERE](#).

**Ion Oklahoma** published this dedicated article on Santa Fe in print and online, read the article [HERE](#).

As a result of TOURISM Santa Fe hosting Elissa Garay in Santa Fe in January 2015, **Four Seasons Magazine** published this dedicated article on the destination titled, “Uncover the Spicy Side of Santa Fe.” See which restaurants were highlighted [HERE](#).



Travel + Leisure online included Santa Fe in a round-up of “Weekly Travel Deals,” spotlighting La Posada de Santa Fe. Read the Travel + Leisure article [HERE](#).

## Visiting Press

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**Val D'Elia from New York 1's 'Travel with Val'** segment visited Santa Fe from July 1 through 2.

**Adrienne Jordan from WashingtonTimes.com and TravelandLeisure.com** visited Santa Fe from July 10 through 13. Coverage will focus on the destination's active adventures, spas and the International Folk Art Festival.

**Charlie Chul Jung from Korea Times** visited Santa Fe from July 12 through 15 to research Santa Fe's culture and history.

**Kelsy Chauvin from Passport** visited Santa Fe July 16-19, extending her group trip through La Posada de Santa Fe to further explore the LGBT offerings and business and civic leaders in Santa Fe.

**The Daily Meal's Teresa Traverse** visited Santa Fe from July 19-22 to research for coverage on the culinary scene.

**La Posada de Santa Fe** hosted four additional media from July 16-19 including:

- Freelance, Cynthia Dial
- Freelance, Leslie Long
- Vetta Magazine, Olga Czarkowski
- Adventures of a Carry On, Penny Sadler

**Kelly Schwark** visited Santa Fe from August 6-7 to research for coverage on 1000Museums.com.

**Jay Jones of the Tribune Services** will be visiting Santa Fe from August 13-14 to research for destination coverage.

**Steve Cohen** from Broad Street Review, Total Theater and The Opera Critic will be visiting Santa Fe from August 16-21.

**Erika Finch** from Sedona Monthly will be visiting Santa Fe from August 19-23.

## News to Use, Utilize Our Press Releases

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Check in with the [\*\*Current Releases section\*\*](#) of the santafe.org website for press releases that you can use, redistribute or reference.