



**OTAB Marketing Report  
August 2015  
Reported September 22<sup>nd</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**

---

### **Google Trekker Project**

---

We are at the end of the project; we worked with dozens of volunteers from the following organizations:

- New Mexico Tourism Department
- City of Santa Fe Parks & Recreation
- Santa Fe County
- Santa Fe Conservation Trust

- Santa Fe Walkabouts
- Outspire Hiking
- Santa Fe Opera
- Randall Davey Audubon Center and Sanctuary
- El Rancho de las Golondrinas
- Individual Volunteers and Outdoor Enthusiasts

Over the three months we trekked the following outdoor adventures:

Santa Fe Botanical Garden  
 Santa Fe Railyard Park  
 El Santuario de Chimayo  
 Estrella Del Norte Vineyard  
 Dale Ball: Sierra Del Norte  
 The Nature Conservancy's Santa Fe Canyon Preserve  
 Pecos National Historic Park  
 Tsankawi  
 Caja Del Rio Trails  
 Dale Ball Trails: Central (North Half)  
 Randall Davey Audubon Center and Sanctuary  
 Rancho De Las Golondrinas  
 Dale Ball Trails: Central (South Half)  
 La Cieneguilla Petroglyph Site  
 Kasha-Katuwe Tent Rocks National Monument  
 Shidoni Foundry and Galleries Sculpture Garden  
 Allan Houser Sculpture Garden  
 Dale Ball South and Dorothy Stewart Trail  
 Santa Fe Opera  
 Atalaya at Wilderness Gate  
 Big Tesuque  
 Norski  
 Winsor Trail  
 Arroyo Hondo  
 Galisteo Basin Preserve  
 Aspen Vista  
 River Trail and Acequia Trail w/ Frenchy's field, Cielo Vista  
 Park, Maclovia Park, Ashbaugh Park, Alto Park  
 City Rail Trail at Rabbit Rd.  
 Winsor Trail  
 Arroyo Chamiso Urban Trail  
 La Piedra Trail  
 Little Tesuque Trail  
 Camino de los Montoyas

The project was lead and managed by Blake Jackson, Marketing Coordinator and Frank Cordero, Social Media Coordinator. All imagery was delivered back to Google for processing; we hope to get an update in 6 to 8 months.

---

## Get Santa Fe Guides for Your Visitors

Don't get caught short of Santa Fe Guides for visitors. Just a quick visit to [santafe.org](http://santafe.org) and you can arrange to pick up Santa Fe Guides for the upcoming Fall Season. There is still a lot happening in Santa Fe!

**On September 2<sup>nd</sup> TOURISM Santa Fe hosted an end of season update session and kicked off the Santa Fe Guide advertising season. ADVERTISE WITH US!** Advertising opportunities are available in the 2016 Santa Fe Guide. Contact Bruce Adams for information, [badams@santafean.com](mailto:badams@santafean.com) or call 505-690-5904.

---

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

We are asking business partners to show their love for Santa Fe with the official Santa Fe website badge—which comes in two styles and sizes. By sharing [santafe.org](http://santafe.org) with larger audiences, 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!](#)

---

## Vote Santa Fe for Best Shopping, Culture & Outdoor Adventure

Competing for the USA Today 10Best for Culture, Shopping and Outdoor adventure, voting ended on September 14<sup>th</sup>, 2015. In addition, USA Today 10Best again nominated Santa Fe with a new Reader's Choice vote for best fall Harvest Festival—El Rancho de las Golondrinas!

Voting for the Harvest Festival ends **Monday, Sept. 28, Noon EST**

### [Best Fall Harvest Festival](#)

When we vote together as a community we get results—even against major metropolitan populations. USA Today 10Best Reader's Choice recently selected Santa Fe for #1 and #4 Best Art Festivals—The International Folk Art Market and ART Santa Fe respectively—and three of the top ten Best Hotel Spas: La Posada, Inn & Spa At Loretto, and Four Seasons Rancho Encantado. Earlier in the year, The Santa Fe Railyard Arts District was voted #6 Best U.S. Arts District.

## Recent Accolades

---

**Conde Nast Traveler Online named Santa Fe as the #6 Friendliest City in the United States in the Reader's Choice Survey**

**Travel + Leisure selected Santa Fe as one of the "World's Friendliest Cities"**

**USA Today 10Best named the Green Chile Cheeseburger Trail as the #1 Best Food Trail**

**USA Today 10Best selected the Santa Fe Farmers Market as the #6 Best Farmers Market**

**Thrillist selected Santa Fe Bite's Green Chile Cheeseburger as a Final Four Best Burger In America**

**FindTheHome named Santa Fe #24 "Cities to Visit If You Really Love Ice Cream"**

**FindTheHome also names Santa Fe #5 in their "50 Most Zen Cities in America"**

## Viva Santa Fe — Highlights September Events

---

Based on the event packed September we marketed the month as VIVA Santa Fe

- 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 FAM Trip

---

### October 15-19, 2015

There will be an outdoor themed press Fam trip. We are currently working on reviewing possible participants. This trip is partially funded by Santa Fe County. It will include hiking, horseback riding, Canyon Road Paint Out and the Santa Fe Independent Film Festival to name just a few of the activities.

## Community Partner Meetings

---

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

Site Santa Fe  
Edible - Green Chile Cheeseburger Smackdown  
Santa Fe Opera  
Waxlander Gallery  
The Lensic  
Things Finer  
Sunrise Springs  
Inn & Spa at Loretto  
ELOISA  
Greenhouse Grocery  
Rancho de Chimayo  
Santa Fe Spirits  
Indian Market  
IFAM  
Los Alamos County  
Los Alamos Meeting & Visitors Bureau  
Café Greco  
Red Sage  
Santa Fe Botanical Garden  
New Mexico National Guard Museum

## MONTHLY METRICS

---

### Website & Newsletters

---

#### August 2015 Performance Metrics

##### Visits

- 106,832 Total Visits
- 71.64% New Visits
- 2.63 Pages per Session
- 2:59 Average Time on Site
- 280,787 Total Pageviews

##### Visitor Gender

- 60.8% Female
- 39.2% Male

- 6.40% 18 - 24
- 15.08% 25 - 34
- 14.95% 35 - 44
- 16.85% 45 - 54
- 26.43% 55 - 64
- 20.30% 65+

## Newsletters

- Santa Fe Happenings
  - Sent August 5, 2015
  - Number sent: 49,565
  - Number opened: 9,293
  - Open rate: 18.75%
- TOURISM Santa Fe Marketing Report
  - Sent August 12, 2015
  - Number sent: 1136
  - Number opened: 381
  - Open rate: 33.54%
- Stay Another Day in Santa Fe
  - Sent August 25, 2015
  - Number sent: 25,665
  - Number opened: 5,595
  - Open rate: 21.80%
- TOURISM Santa Fe Sales Report
  - Sent August 26, 2015
  - Number sent: 1140
  - Number opened: 410
  - Open rate: 35.96%
- ASAE Meeting Planners Eblast
  - Sent August 3, 2015
  - Number sent: 3661
  - Number opened: 572
  - Open rate: 15.96%

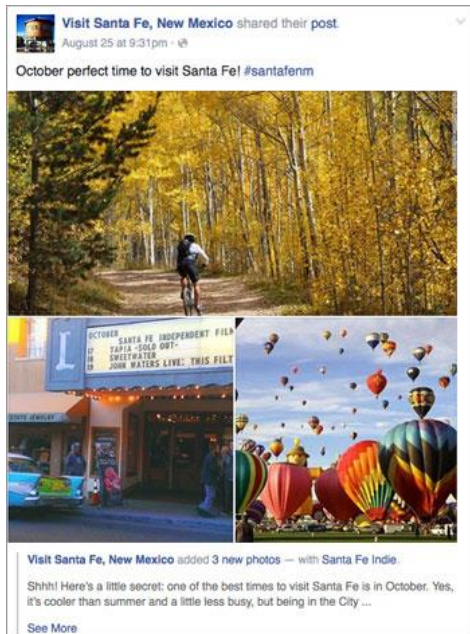
\*Open rate is only counted for users who have images enabled in their email or if a user clicks on a link.

## Facebook

---

### August 2015 Facebook Performance Metrics

- Total Fans: 38,675
- Top Ranking Post, August 25, 2015
  - Likes: 1455
  - Shares: 249
  - Comments: 119
  - Reach: 22,777



## [Twitter](#)

---

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

### August 2015 Performance Metrics

- Followers: 9,469
- Monthly Impressions: 94,300
- Average Daily Impressions: 2,300/day
- Highest Organic Impressions: August 25 (2,586)
- Link Clicks: 298
- Retweets (earned): 223
- Favorites (earned): 207
- Replies: 10

## [Pinterest](#)

---

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

### August 2015 Performance Metrics

- Followers: 1,916
- Pins: 1,566

- Average Daily Impressions: 34,853
- Average Daily Viewers: 26,987
- Average Daily Repins: 17

## [Instagram](#)

---

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

### August 2015 Performance Metrics

- Followers: 3,803 (July: 3,259)

Top Performing Post in August: St. Francis Cathedral, July: 291 Likes



## [Blog](#)

---

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.

### August 2015 Performance Metrics

[Must-See October Events in Santa Fe](#), posted August 25, 2015

- Pageviews: 55

[Make Summer Last in Santa Fe](#), posted August 18, 2015

- Pageviews: 5



**Viva National Tequila Day!**, posted August 11, 2015

- Pageviews: 50

**Que Viva Santa Fe!**, posted August 4, 2015

- Pageviews: 50

## Trip Advisor

---

### August 2015 Performance Metrics

- Pageviews: 15,066
- Link Clicks: 85
- Promo Clicks: 303
- Event Clicks: 0
- Photo Views: 2,134
- Video Views: 724
- Map Views: 119
- Interaction Rate: 9%

## MEDIA PLACEMENTS

---

### Digital

---

#### Search Engine Marketing

- Flight Dates: July 1 - July 31, 2016
- Markets: Denver, Colorado Springs, Chicago, Seattle, NYC, Phoenix, Amarillo, Los Angeles, Philadelphia, Dallas, Houston

#### Paid Social - Facebook

- Flight Dates: August 10 - 23, 2015\*
- Markets: Texas, Colorado, California, Washington, New York

Impressions: 130,000

## Print

---

### Endless Vacation

- Flight Date: August 1 - October 31, 2015
- Market: West of the Mississippi
- Impressions: 723,899

\*Includes media placements live during reported month

## PUBLIC RELATIONS

---

### Summary

---

**August was another strong month in what's shaping up to be a very strong quarter and year for Santa Fe public relations.**

**40 press releases and written copy were distributed, a 700 percent increase from August 2014.** There were seven media visits to the city, a 250 percent increase over last August. Media contacts, santafe.org Media Center access, and other metrics were also up.

**There was \$2,290,655 of earned media with 162,383,480 overall impressions, a 139.6 percent increase over August 2014.** We're well past last year's annual total, ahead of this year's target, and off to a strong start in September with many media visits coming this month, and quite a number of media who have visited recently but yet to file stories. Just Say Yes To Press.

### Print & Online Articles

---

#### NEWSPAPER

**Santa Fe Reporter** published this article on the Google Street View Trekker device being used in Santa Fe. Coverage ran online and in print. Read more about the Google Trekker in the Santa Fe Reporter [HERE](#).



**Desert Sun** provided dedicated coverage of the destination in this article, “Discover Treasure in Santa Fe.” Coverage ran in print and online. Read the Desert Sun article [HERE](#).

**The New York Times** published this dedicated article on the **Santa Fe Indian Market** and the **Indigenous Fine Art Market**. Coverage ran in print and online. Read the New York Times article [HERE](#).



**Mountain Democrat** published this dedicated article on the life of **Doña Tules** in Santa Fe. Coverage ran in print and online. Read the Mountain Democrat article [HERE](#).

## WEBSITES

As a result of TOURISM Santa Fe release distribution and media outreach, Departures included Santa Fe in the following two different features:

- [Outlet posted a destination overview titled, “Summer in Santa Fe.”](#)
- [Outlet included the International Folk Art Market in the monthly ‘Culture Calendar’ column as a top activity to do in July.](#)

Due to TOURISM Santa Fe hosting Eric Wagnon on the Ski New Mexico press trip, **Examiner.com** provided coverage of **Ski Santa Fe's new shuttle bus service**. Read the Examiner article [HERE](#).

Due to Naomi Robinson visiting the destination as part of **New Mexico's True Flavors** campaign trip, Bakers Royale posted this three-part series on Santa Fe:

- [Part 1](#)
- [Part 2](#)
- [Part 3](#)



**She Knows** included Santa Fe in this round-up of “Incredible, scenic places to take a yoga class,” highlighting **YogiHiker**. Read all about YogiHiker [HERE](#).

**Thrillist** posted coverage on Santa Fe's Conde Nast Traveler's Reader Choice Award for “Friendliest City in the U.S.” Read the Thrillist article [HERE](#).

Due to TOURISM Santa Fe hosting Natalie Compagno during the press trip in June 2014, **Salt & Wind** posted this article on **Tia Sophia's**. Read the Salt & Wind article [HERE](#).

Due to Hope Philbrick visiting the destination in April, **Getaways for Grownups** provided this coverage of the destination, spotlighting **Inn of the Alameda**. Read the article [HERE](#).

Due to TOURISM Santa Fe hosting Divina Infusino in 2014, the **Huffington Post** posted this dedicated article on Santa Fe's **Burning of Zozobra**. Read the Huffington Post article [HERE](#).

KRQE News provided this coverage of the Huffington Post article on Santa Fe's Burning of Zozobra. Read the KRQE coverage [HERE](#).



**RoamRight** included **Ten Thousand Waves** in this round-up of “Best Wellness Retreats around the U.S.” Read the RoamRight article [HERE](#).

As a result of TOURISM Santa Fe hosting Kelsy Chauvin in the destination, **The Points Guy** included **La Posada de Santa Fe** in this round-up of the most “LGBT-Friendly Hotels in America.” Read The Points Guy article [HERE](#).



As a result of a TOURISM Santa Fe pitch, **The Richest** included Santa Fe in this round-up of “10 Great Places to Go to After a Divorce.” Read The Richest article [HERE](#).

**Time** posted coverage on Santa Fe’s Travel + Leisure Award for “World’s Friendliest Cities.” Read the Time article [HERE](#).

## MAGAZINES

As a result of TOURISM Santa Fe outreach, **Successful Meetings** published this dedicated article on Santa Fe as a meetings destination. Coverage ran in print and online. Read the Successful Meetings article [HERE](#).



**SportsEvents Magazine** included Santa Fe in this New Mexico guide. Read the SportsEvents Magazine article [HERE](#).



Due to TOURISM Santa Fe hosting Joanna Muenz in from May 7- 10, **Latina Magazine** included Santa Fe's **Museum of International Folk Art** The Red That Colored The World in the August 2015 print issue.

As a result of a TOURISM Santa Fe pitch, **Saturday Evening Post** included the **Harvest Festival at El Rancho de las Golondrinas** in Santa Fe.

As a result of TOURISM Santa Fe outreach, **Successful Corporate & Incentive Travel** included Santa Fe in this article titled, "The Great Southwest." Coverage ran online and in print. Read the travel article [HERE](#).

As a result of TOURISM Santa Fe outreach, **Luxury Travel Magazine** provided dedicated coverage of **Viva Santa Fe**. Read the **Luxury Travel Magazine** article [HERE](#).



## BROADCAST

As a result of visiting the destination, **CBS News Sunday Morning** included Santa Fe in this documentary on **Forrest Fenn's treasure**, which aired on July 12. Read the CBS News Sunday Morning coverage [HERE](#).

As a result of a TOURISM Santa Fe desk side visit earlier this year, actress Van Ann was interviewed as Dona Tules and spoke in character about present day Santa Fe on the **"Voices From The Past"** radio program broadcast to 2.5 million listeners around the world on the Armed Forces Radio Network.

## Visiting Press

---

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

Rosemary McClure from the **Los Angeles Times** visited Santa Fe with La Posada de Santa Fe.

Lanee Lee visited Santa Fe on August 10 to research for **Sunset Magazine** and American Way.

Jay Jones of the **Tribune Services** visited Santa Fe from August 12-14 to research for destination coverage.

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

Erika Finch from **Sedona Monthly** visited Santa Fe from August 19-23.

Kate Donnelly visited Santa Fe from August 19-27 to research for coverage for **Fodor's**, highlighting wellness.

Jeff Waddle of **EscapeHere** visited Santa Fe from August 24-26.

**Mountain News** editor Mary-Justine Lanyon will be in Santa Fe from September 5-15

Patrick Mreyen of **Tripdreaming** and Silvia Lucero of **latrotamundos.com** will be in Santa Fe from September 6-8

Belinda Jones of **Bodie on the Road** and other outlets will be in Santa Fe from September 9-11

The **"Living History" Santa Fe Press Tour** is from September 10-14 and will include:

- Irene Lacher, Editor-in-Chief Arroyo Monthly
- Mary Anne Been, Editor-in-Chief JetSet Extra
- Laurie Wallace-Lynch, Contributor Goodlife Magazine
- Leah Lemoine, Associate Editor Phoenix Magazine
- Alexandra Pecci, Contributor Northshore Magazine
- Marieve Inoeu, Contributor Divine.ca

Alex Schechter of **Monocle**, **AFAR**, and **Travel + Leisure** will be in Santa Fe September 15-19

Christina Pelligrini of **Wine Enthusiast** will be in Santa Fe from September 23-27

**Speck on the Globe's** Abbie Synan will be in Santa Fe from September 24-29

**Travellina** editor Eva Kisgyory will be in Santa Fe from September 25-27