



**OTAB Marketing Report  
October 2015  
Reported November 24<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

**Fusideas: Advertising & Social Media**

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

**StudioX: Website & Email Newsletters**

- Kyle Langan, Webmaster
- Jay Turley, Account Manager

**Lou Hammond & Associates: Press/Media**

- Terry Gallagher
- Carlyn Topkin
- Matt Sessions

**Bella Media: Santa Fe Guide**

- Bruce Adams, Publisher
- Bryan Cooper, Associate Publisher

## HIGHLIGHTS & ACTION ITEMS

---

### New Mexico Tourism Department Regional Board Chairs Named

---

**Cynthia Delgado** has been named to New Mexico Tourism Departments Regional Boards. Cynthia will be on the North Central Board that represents Santa Fe, Los Alamos, Rio Arriba, and Taos Counties. This is an exciting opportunity to partner with NMTD and Region partners to leverage visitor opportunities with all. She will be joined by:

**A. Karina Armijo**

Director of Marketing and Tourism, Town of Taos

**Barbara Cottam**

Mayor, Village of Angel Fire

**Wendi Gelfound**

Director of Marketing, Ojo Caliente Mineral Springs Resort & Spa & Sunrise Springs

**Ed Pulsifer**

Director of Sales, La Fonda on the Plaza

**Linda Seebantz**

Director of Marketing & Communications, Ghost Ranch Education & Retreat Center

**Kelly Stewart**

Marketing Specialist & Film Liaiso, Los Alamos County Economic Development Division

**Tina Whitegeese**

Sales Manager, Hilton Santa Fe Buffalo Thunder

## TSF Completes "The Great Outdoors" FAM Trip

---

TOURISM Santa Fe completed Santa Fe "The Great Outdoors" themed press FAM trip October 15th-19th, 2015 with the following writers and publications. It was 3 1/2 days packed with hiking, Canyon Road Paint Out, Outdoor dining, spa fun and much more.

**Metrosource, Matt Gurry**

- Based in New York
- Circ: 126,977; UMV: 41,284
- Outlet: Lifestyle magazine targeting an upscale gay and lesbian audience. Covers fashion, travel, arts and entertainment, interior design, health and fitness and other topics of interest to readers. Produces New York, Los Angeles and national editions.

**Gayot, Dan Mayfield**

- Based in Albuquerque
- UMV: 375,927
- Outlet: Editorial provides the latest up-to-date information on food, wine and travel. Offers top dining selections, the latest restaurant news and a searchable restaurant database with ratings, reviews and top ten lists. Also features the Tastes newsletter which showcases the latest restaurants and hotels, travel advice, top-end spas, hot cars, handcrafted wines and spirits and other pleasures.

**EDGE, Jill Gleason**

- Based in State College, Pennsylvania
- UMV: 42,369
- Outlet: EDGE is the largest network of local lesbian, gay bisexual and transgender news and entertainment publications in the world, serving a variety of readers from metropolitan areas around the United States and beyond on the web, mobile web and native apps.

**Examiner.com/CBS Local, Randy Yagi**

- Based in Santa Cruz, CA
- Examiner UMV: 18,371,429
- CBS Local UMV: 582,963
- Examiner: Site provides hyper localized content and serves as a daily news and entertainment hub comprised of several regional editions. Channels include arts & entertainment, food & drink, neighborhoods & culture, travel and more.
- CBS Local: A nationally distributed television network providing a variety of news, information and entertainment programming to over 200 local affiliates.

**AskMen, Spencer Edwards**

- Based in Montreal
- UMV: 8,055,902

- Outlet: An aspirational and self-help content site geared towards men covering all lifestyle aspects of a man's life. The outlet provides advice on fashion, money, travel, health, fitness and entertainment.

## Recent Accolades

---

*Conde Nast Traveler* named Santa Fe in three national Readers' Choice Awards 2015 and readers scored Santa Fe sixth highest of all the world's cities, up from tenth last year. Coverage of the awards ran online and in print.

- ["#2 Best Small City in the U.S."](#)
- ["Top 12 Hotels in the Southwest"](#)
- ["Top 25 Resorts in Texas & the Southwest"](#)

## Community Partner Meetings

---

### **TOURISM Santa Fe officials met with the following partners/organizations:**

Italian Cultural Center of New Mexico	Derailed
Georgia O'Keeffe Museum	Cocktails & Culture 2016
Winter Brew/Bike & Brew	Hotel Santa Fe
City Historian	Santa Fe Botanical Garden
Glorieta Day Camp	Kids Free Business Partner Meeting
Four Seasons Rancho Encantado	Okwaygine Restoration
Old Santa Fe Inn	Santa Fe Children's Museum
NDI New Mexico	

### **Press FAM Locations:**

Tomasita's	Santa Fe Independent Film Festival
Southwest Odyssey	Sweetwater's
Il Piatto	Bishop's Lodge
Lumineria	Santa Fe Farmer's Market
Museum Café	Julia - La Posada
Bar Alto	Santa Fe School Cooking
Skylight	Four Seasons Adventure Excursions
Terra	Ten Thousand Waves
Mine Shaft	

# MONTHLY METRICS

---

## Website & Newsletters

---

### October 2015 Performance Metrics

#### Visits

- 93,174 Total Visits
- 73.39% New Visits
- 2.42 Pages per Session
- 2:34 Average Time on Site
- 225,307 Total Page Views

#### Visitor Gender

- 60% Female
- 40% Male

#### Visitor Age

- 5.64% 18 - 24
- 16.53% 25 - 34
- 16.56% 35 - 44
- 15.58% 45 - 54
- 26.90% 55 - 64
- 18.79% 65+

#### Newsletters

- Santa Fe Happenings
  - Sent: October 16, 2015
  - Number sent: 49,125
  - Number opened: 8,531
  - Open rate: 17.47%
- TOURISM Santa Fe Marketing Report
  - Sent: October 14, 2015
  - Number sent: 1097
  - Number opened: 378
  - Open rate: 34.46%
- Stay Another Day in Santa Fe
  - Sent: October 29, 2015
  - Number sent: 25,458
  - Number opened: 4,957
  - Open rate: 19.47%
- TOURISM Santa Fe Sales Report
  - Sent: October 28, 2015
  - Number sent: 1106
  - Number opened: 402
  - Open rate: 36.35%

\*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

---

High flying for the month of October! Our October aerial shots of the aspens changing color garnered some of the highest likes and shares to date! The aerial shots were re-shared 598 times!

Once again, re-sharing of others content works! Our share of the Santa Fe Ski basin receiving its first snow was well received and liked. The thought behind social media re-sharing is that the more content you are putting out (without overwhelming your audience), the more chances you get to gain brand visibility when your users are online. A special shout to La Fonda Hotel for diligently re-sharing our and Santa Fe partners content.

Follow, share, and interact with us on social media! Don't forget to add **#SantaFe**, **#SantaFeNM** or **#TheCityDifferent** to your posts!

Facebook: [www.facebook.com/SantaFeTourism](http://www.facebook.com/SantaFeTourism)

Twitter: [twitter.com/CityofSantaFe/](https://twitter.com/CityofSantaFe/)

Pinterest: [pinterest.com/cityofsantafe/](http://pinterest.com/cityofsantafe/)

Instagram: [instagram.com/CityofSantaFe/](https://www.instagram.com/CityofSantaFe/)

YouTube: [youtube.com/user/santafeorg](https://www.youtube.com/user/santafeorg)

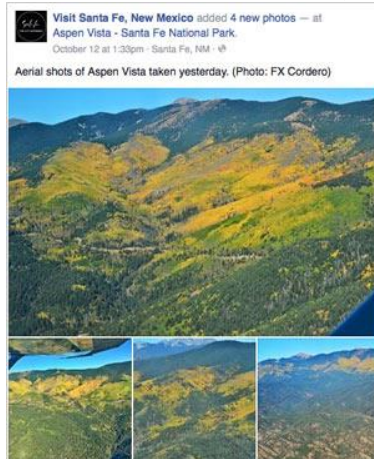
SantaFe.org Blog: [santafe.org/blog/](http://santafe.org/blog/)

## Facebook

---

### October 2015 Facebook Performance Metrics

- Total Fans: 41,168
- People Talking About This: 24,341
- Engagement: 70,795
- Top Ranking Post, October 12, 2015
  - Likes: 1.8k
  - Shares: 598
  - Comments: 63
  - Reach: 106,320



## Twitter

### October 2015 Performance Metrics

- Followers: 9,624
- Monthly Impressions: 44.5k
- Engagement: 344

Top Performing Post, October: Santa Fe Independent Film Festival

- Impressions: 2,180
- Favorites: 20
- Retweets: 18
- Total Engagements: 73

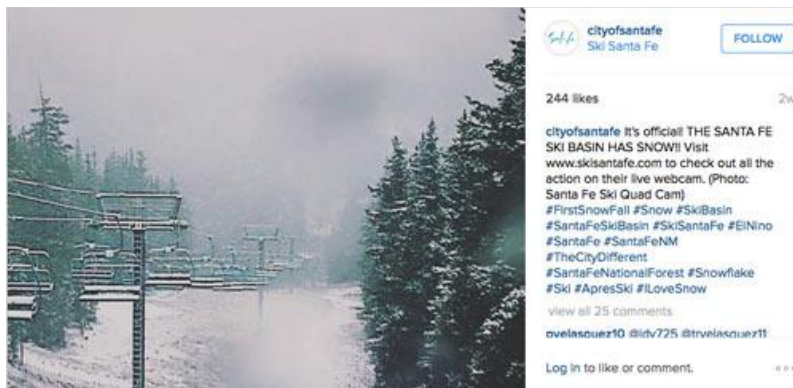


## Instagram

### October 2015 Performance Metrics

- Followers: 4,568

Top Performing Post in October, Snow at Ski Santa Fe: 244 Likes



## Pinterest

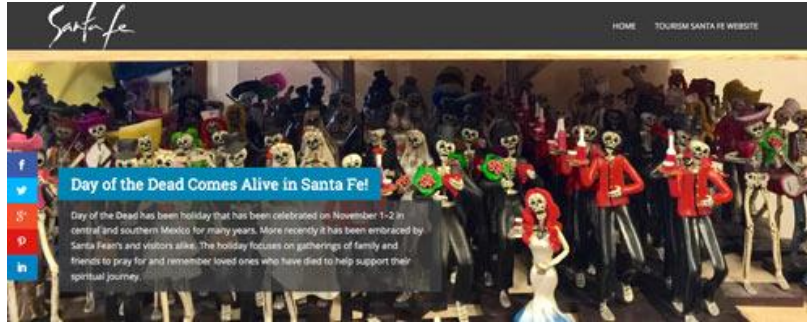
---

### October 2015 Performance Metrics

- Followers: 1,975

## Blog

---



### October Blog Posts

#### [Day of the Dead Comes Alive in Santa Fe](#)

- Posted October 27, 2015
- Views: 1248

#### [Ghost Stories to Scare You into Coming to Santa Fe](#)

- Posted October 20, 2015
- Views: 1416

#### [Tap Into Six Unforgettable Experiences](#)

- Posted October 13, 2015
- Views: 89

#### [Make This Your Santa Fe November to Remember](#)

- Posted October 6, 2015
- Views: 355

### October 2015 Performance Metrics

Total Blog Views: 6,607

Time on Blog: 3.03 minutes

## Trip Advisor

---

### October 2015 Performance Metrics

- Page Views: 10,746
- Interaction Rate: 7%

## MEDIA PLACEMENTS

---

### Digital

---

#### Search Engine Marketing

- Flight Dates: July 1, 2015–June 30, 2016
- Markets: Denver, Colorado Springs, Chicago, Seattle, NYC, Phoenix, Amarillo, Los Angeles, Philadelphia, Dallas, Houston

#### Art Info

- Flight Dates: September 1-November 30, 2015

#### iExplore & Travel Mindset

- Flight Dates: October 1-February 29, 2016
- Markets: N/A

#### Expedia/Travelocity

- Flight Dates: September 1-April 30, 2016
- Markets: N/A

#### Pandora

- September 1-November 30, 2015
- Markets: N/A

#### Afar

- Flight dates: October 1-January 31, 2016
- Markets: N/A

### Print

---

#### Hispanic Meetings Travel

- Flight Dates: September 1-November 30, 2015
- Markets: National

#### Smart Meetings

- Flight Dates: October 1-November 30, 2015
- Markets: National

#### Go New Mexico Travel Planner

- Flight Dates: September 1-June 31, 2016
- Markets: New Mexico

## PUBLIC RELATIONS

---

### Summary

---

Fourth Quarter began with a bang, continuing our record-smashing year for earned media. October totaled \$ 2,479,494 in value from 276,002,408 circulation + UMV. A 242% increase over October 2014.

Media visits were up 166 percent, and we issued a whopping 68 pitches, over half of the entire Q3 total, most of which were holiday gift related following our Hot Tip. Those who responded to us got significant free opportunity in a wide range of high profile media.



October included the accolade of the year, probably the story of the year with the Conde Nast Traveler Readers scoring Santa Fe higher than all but five cities on the planet, among other designations. When you drop the likes of Paris and Rome as if they were undrafted rookie slot receivers on ill-advised crossing routes through the flat, you are playing some big time ball. We have one of the most beloved and award-winning cities on earth. The only thing needed to go to higher levels of success is imaginative marketing and elbow grease.

For example, the fruits of our public relations efforts do not cross the finish line when we get coverage, win an award or distribute a press release. These achievements and assets are in fact the starting line. Share the accolades everywhere. Use the stories whether you're covered or not in your newsletters, social channels, web sites. Download our new holiday press release and share it with your guests, prospective guests, and again social media and newsletter audiences. The more people find out who we are and what we do, the more they'll want to come back. Guaranteed.

## Visiting Press

---

Don and Barb Laine visited Santa Fe the week of October 4 to research for coverage on **Frommers**.

Shauna Armitage from **Pure Wander** visited Santa Fe from October 8-11 to research for coverage of the 2015 Balloon Festival.

Mark Footer from **Brand USA** visited Santa Fe from October 8-9.

**Tourism Santa Fe** brought in the following six media to Santa Fe from October 15-19:

- **Metrosource**, Matt Gurry
- **AskMen.com**, Spencer Edwards
- **Examiner.com / CBS Local**, Randy Yagi
- **Edge Media / Gothamist**, Jill Gleeson
- **Gayot**, Dan Mayfield

**La Posada de Santa Fe Resort & Spa** brought in the following media to Santa Fe for an exclusive press trip on October 16:

- **AAA New Mexico**, Jessica Fender
- **Organic Spa**, Rona Berg
- **Freelance**, Julie Hatfield
- **Adventure Girl**, Kirsten Akens
- **Bride and Groom**, Janet Strassman Perlmutter
- **Freelance**, Carri Wilbanks

**Kath Usitalo**, a freelancer visited Santa Fe the week of October 19.

Frederik Brandstrom visited Santa Fe from October 19-20 to research for coverage for **Vagabond Magazine**.

**Donald Pile** and **Ray Williams** visited Santa Fe on October 25.

Greg Ward visited Santa Fe from October 26-28 to research for coverage for **Rough Guide Southwest USA**.

## Print & Online Articles

---

For more, please visit [the Hot News section](#) of [santafe.org](#)

Please share some of these links on your web site, social media, and email newsletters.

### NEWSPAPER

As a result of Rosemary McClure visiting the destination in August 2015, *Los Angeles Times* provided three dedicated articles on the destination.

- [Shop for world-class art in a laid-back setting in Santa Fe, NM](#)
- [Santa Fe - the art, the people, the food](#)
- [Reader response from Rosemary McClure article](#)
- 



The article from *Los Angeles Times* was also syndicated to the following outlets:

- [Baltimore Sun](#)
- [Chicago Tribune](#)
- [Hartford Courant](#)
- [Morning Call](#)
- [Orlando Sentinel](#)
- [Sun Sentinel](#)
- 

New York Post included Santa Fe in a round-up of "Most Romantic Hotels in America", highlighting **Four Seasons Resort Rancho Encantado**. Read the NY Times article [HERE](#).



## WEBSITES

USA Today included **La Fonda on the Plaza** in a round-up of beautiful hotel fireplaces around the USA. Read the USA Today coverage [HERE](#).

USA Today included the **Lensic Theatre** in Santa Fe in an article on “Majestic movie palaces across the U.S.” Read the USA Today article [HERE](#).



## MAGAZINE

Archaeology Southwest Magazine published a dedicated article on the destination titled, “Santa Fe Underground.” Read the Archaeology Southwest article [HERE](#).

As a result of hosting Adam McCulloch in the destination in April 2015, American Way published coverage of **Santa Fe’s Railyard District** in the publication’s ongoing “Maps & Legends” column.

As a result of securing a deskside with Elizabeth Sheldon in NYC in March 2015, Food & Wine published a dedicated feature on the destination titled, “**10 New Reasons to Love Santa Fe.**” Coverage ran online and in print. Read the Food and Wine article [HERE](#).



From Left: © Julien McRoberts; © Douglas Merriam; © Teresa Mascia

As a result of hosting freelance journalist Alex Schechter in the destination in September 2015, Travel + Leisure featured an interview with **Chef Matt Yohalem** and highlighted the top spots to eat in Santa Fe. Read the Travel + Leisure interview [HERE](#).

5280 Denver Magazine posted a dedicated article on the destination titled, “**First-Timer’s Guide: Santa Fe, New Mexico.**” Read the Denver Magazine article [HERE](#).

## **BROADCAST**

WISH-TV included Santa Fe in an interview with travel writer, Lyn Mettler on spots for fall foliage. Watch the Santa Fe segment [HERE](#).