



**OTAB Marketing Report  
November 2015  
Reported December 15<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

**Fuseideas: Advertising & Social Media**

- Steve Mason, Senior Vice President
- CJ Kaplan, Chief Creative Officer
- Kelly Dipientrantonio, Account Coordinator
- 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**

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### **2016 Santa Fe Guide in the House**

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The 2016 Santa Fe Guide is completed and will be delivered the week of December 14. Once received distribution will begin to the following locations and services:

- Santa Fe Lodging
- NMTD Visitor Centers
- State Visitor Centers and Chambers
- AAA Offices throughout the US
- Fun & Games
- Certified Distributors
- Meeting Planners

## Marketing Team Staff Changes

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TOURISM Santa Fe Marketing Coordinator, Blake Jackson, has accepted an opportunity to relocate to the United Kingdom and will be leaving the marketing team as of December 22<sup>nd</sup>. The team is sad to see him go, but is excited for his future.

Joy Rice has joined the team to help in the transition. She brings to TOURISM Santa Fe several years of experience in marketing, communications, and public relations. Please join us in welcoming her to the team. She can be reached at [jlrice@santafenm.gov](mailto:jlrice@santafenm.gov).

## March Kids Free Spring Break Campaign


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The City of Santa Fe's **Spring Break 2016** promotion is live. Don't be left out; add your offer now through [your business listings page](#). Just log in and click on the green button!

SANTA FE COMMUNITY CONVENTION CENTER  
Added Fri, Nov 16 2007 | Latitude: 3647  
<http://communityconventioncenter.com>  
Contact: David Carr | Phone: (505) 955-8206 | Email: [dacarr@santafenm.gov](mailto:dacarr@santafenm.gov) ✓ VISIBLE ON SITE

[EDIT LISTING](#)  
[SPECIALS](#) (0)  
[MEETING PLANNER SERVICES](#) (1)

NEW: 2016 SPRING BREAK PROMOTION  
[ADD YOUR SPRING BREAK OFFERS](#) (0)



The Santa Fe Convention Center is a highly adaptable, state-of-the-art facility in which to gather and work. Features of the 72,000 square foot center include outdoor meeting areas, fireplaces in some rooms, underground parking, an open interior courtyard, wireless connectivity, high speed data lines, and 40,000 square feet of interior flexible meeting space to provide multiple events with their own exhibition area, breakout rooms, and meal function space.

## New Year's Eve on the Plaza

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Please help promote this first-ever event and share it on social media! Round up your family and friends to lift your spirits in welcoming a New Year to the City Different! Be among the first to usher in 2016 at the inaugural Santa Fe, New Mexico, New Year's Eve celebration on the Santa Fe Plaza.

View [more information](#) on [santafe.org](http://santafe.org)  
[Download a printable PDF flyer](#)

### [View and share the event on Facebook](#)

Contact: Ray Sandoval  
505-428-9013  
rayzozobra@gmail.com  
Recent Accolades

## Sunset Travel Awards Accepting Entrants for 2016

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The second annual Sunset Travel Awards, produced by Sunset Magazine, are currently accepting entries for paid categories. The awards recognize achievement in lodging, dining, cultural tourism, outdoor adventure, and other categories. Entries will be accepted through January 18, 2016 and finalists will be announced by the end of February 2016.

Winners will be announced online in August 2016 and appear in the September print issue of the publication.

**TOURISM Santa Fe will be entering 4 categories, we have also sent out to Santa Fe business partners to encourage them to get in the contest.**

#### **Categories:**

- Best Adventure Town
- Best Food Town
- Best Girlfriends Getaway Destination/Spa
- Best Shopping Destination/Street/Center

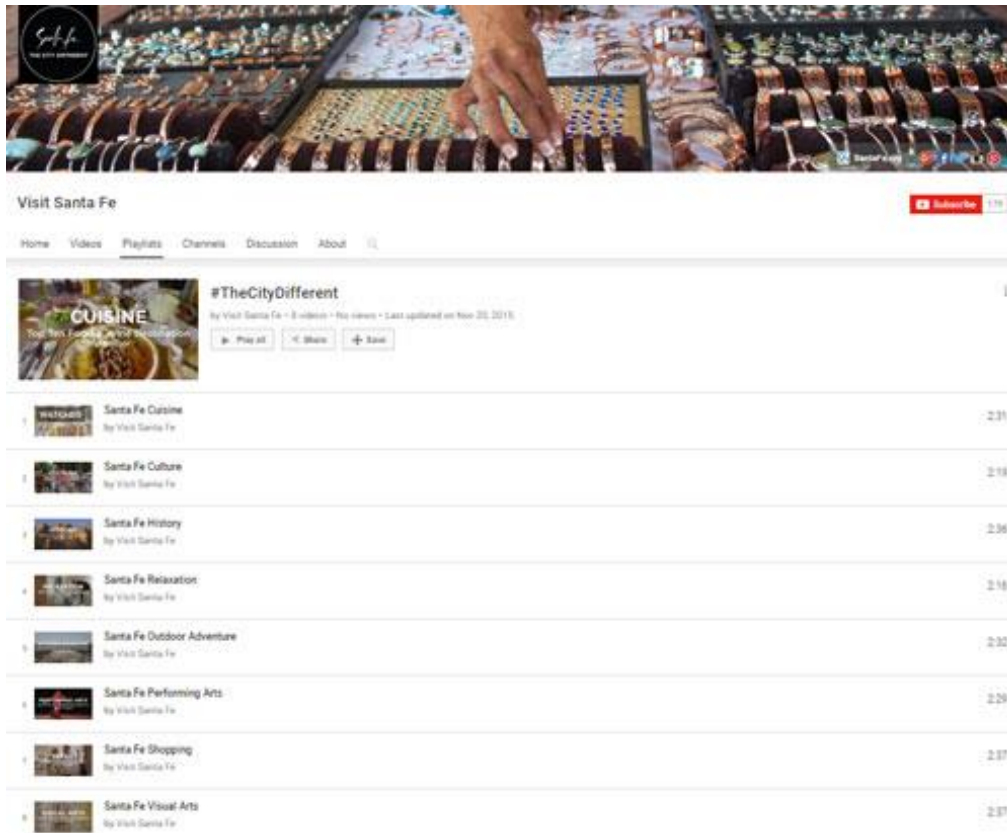
**About Sunset Magazine:** Sunset Magazine focuses on travel destinations in the 13 Western states, home design and outdoor living ideas suited to the region, and recipes and menus that celebrate the West. The publication is written for educated, affluent homeowners who lead active lives and are interested in cooking and taking great trips.

**Circulation:** 1,262,543 UMV: 867,501

## New Santa Fe Videos on YouTube

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Brand new videos have been produced to use as part of The City Different campaign. Watch these videos on our YouTube channel: [YouTube.com/VisitSantaFeNM](https://www.youtube.com/VisitSantaFeNM). The new videos are under the section title and playlist #TheCityDifferent. Please be sure to watch, like, and share these videos. These videos are perfect to embed on your website or share on your social media profiles.



## Travel + Leisure's World's Best Survey

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**Travel + Leisure's World's Best Survey** runs through February 29, 2016. By completing the you'll be entered into a giveaway for a chance to win a 15-Day Grand European Tour for two from Viking Cruises among other tantalizing prizes.

[Complete the survey here.](#)

## Community Meetings

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TOURISM Santa Fe officials met with the following business partners and organizations over the month of November:

- Sweetwater Harvest Kitchen
- Lensic Performing Arts Center
- New Mexico Magazine
- Santa Fe School of Cooking
- Santa Fe Film Festival
- Hospitality Meeting

- Santa Fe County Economic Development Department
- Sorrel Sky Gallery
- Meow Wolf
- New Mexico Cocktails & Culture 2016
- New Mexico Tourism Department Regional Board
- Roseta Santiago (Artist)
- Ski Santa Fe
- Bella Media
- NMHA Trends Conference
- Santa Fe Lodger's Association
- Santa Fe New Year's Eve Planners
- Summer of Color
- Wendy 92 LLC
- New Mexico Museum of Art
- Legislative Finance Committee

## MONTHLY METRICS

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### Website & Newsletters

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#### November 2015 Performance Metrics

##### Visits

- 85,160 Total Visits
- 74.3% New Visits
- 2.38 Pages per Session
- 2:27 Average Time on Site
- 203,079 Total Page Views

##### Visitor Gender

- 60% Female
- 40% Male

##### Visitor Age

- 7.55% 18 - 24
- 17.82% 25 - 34
- 16.92% 35 - 44
- 16.36% 45 - 54
- 24.29% 55 - 64
- 17.06% 65+

##### Newsletters

- Santa Fe Happenings
  - Sent: November 3, 2015
  - Number sent: 48,901
  - Number opened: 8,874

- Open rate: 18.14%
- TOURISM Santa Fe Marketing Report
  - Sent: November 11, 2015
  - Number sent: 1078
  - Number opened: 402
  - Open rate: 37.29%
- Santa Fe Deals & Specials
  - Sent: November 18, 2015
  - Number sent: 25,234
  - Number opened: 5,185
  - Open rate: 20.55%
- TOURISM Santa Fe Sales Report
  - Sent: November 25, 2015
  - Number sent: 1084
  - Number opened: 360
  - Open rate: 33.21%

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

## SOCIAL MEDIA

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### Summary

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While all social media numbers and engagement continue to grow year over year, Facebook continues to be the 800-lb gorilla driving traffic to the website and creating conversions. As TOURISM Santa Fe continues to grow the city's social media presence, this is not expected to change.

Follow, share, and interact with us on social media! Don't forget to add **#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://instagram.com/CityofSantaFe/)

YouTube: [youtube.com/VisitSantaFeNM](https://youtube.com/VisitSantaFeNM)

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

### Facebook

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#### November 2015 Facebook Performance Metrics

- Total Page Likes: 44,219 (7.4% increase)
- People Talking About This: 42,283
- Engagement: 119,847

- Top Ranking Post, November 16th, 2015 at 10:18AM
  - Likes: 2,278
  - Shares: 1,660
  - Comments: 147
  - Reach: 179,753



## Twitter

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### November 2015 Performance Metrics

- Followers: 9,803 (1.9% increase)
- Monthly Impressions: 294.8K
- Engagement: 1,638

Top Performing Post, November: First Images of New Mexico's Godzilla El Nino - All Shot on an iPhone

- Impressions: 2,558
- Favorites: 11
- Retweets: 6
- Total Engagements: 109



## Instagram

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### November 2015 Performance Metrics

- Followers: 5,110 (11.9% increase)
- Top Performing Post, November: Inn and Spa at Loretto

- 455 Likes



## Pinterest

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### November 2015 Performance Metrics

- Followers: 1,975 (0% increase)

## YouTube

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### November 2015 Performance Metrics

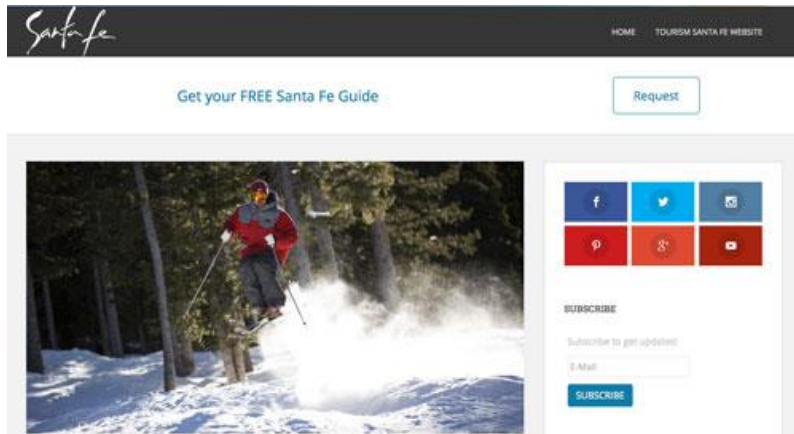
- Subscribers: 179 (1.7% increase)
- Views: 473



## Blog

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### November Blog Posts



#### **Santa Fe - The Holiday Different**

- Posted November 3, 2015
- Views: 933

#### **A Perfect Day in Santa Fe**

- Posted November 10, 2015
- Views: 608

#### **Six Santa Fe Reasons To Get Out Of The Kitchen This Thanksgiving**

- Posted November 17, 2015
- Views: 515

#### **One-of-a-Kind Gifts You Can Find in The City Different**

- Posted November 24, 2015
- Views: 237

### November 2015 Performance Metrics

Total Blog Views: 2,293

Average Time on November Blog Posts: 3:39 minutes

## PAID MEDIA PLACEMENTS

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## Digital

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### 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
- Markets: National-Interest Based

**iExplore & Travel Mindset:**

- Flight Dates: October 1, 2015-February 29, 2016
- Markets: National-Interest Based

**Expedia/Travelocity:**

- Flight Dates: September 1, 2015-April 30, 2016
- Markets: National-Interest Based

**Pandora:**

- September 1, 2015-November 30, 2015
- Markets: National-Interest Based

**Afar:**

- Flight dates: October 1, 2015-January 31, 2016
- Markets: National-Interest Based

## Print

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**Hispanic Meetings Travel:**

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

**Smart Meetings:**

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

**NM Hospitality - NM Mag:**

- Flight Dates: November 1-November 30, 2015
- Markets: NM

**Go New Mexico Travel Planner:**

- Flight Dates: September 1-June 31, 2016
- Markets: NM

## Paid Social Media

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**Facebook:**

- Flight Dates: November 6-November 20, 2015
- Markets: TX, CO, CA, WA, NY

# PUBLIC RELATIONS

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## Summary

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**Santa Fe earned \$ 2,735,981 in media coverage this November** — 218 percent increase from November 2014 — putting the month in the top five largest ever, with the other four being this February, April, May, and July. The first two months of Q4 already total more than 50 percent of last year's entire amount.

**We produced another huge amount of dedicated pitches, 65** — over three per day — the big preponderance of them being Christmas gift related, with over 100 media opportunities in the October and November — and several already in December.

**The qualitative is always at least as important as the quantitative.** November saw excellent coverage in The New York Times, the Canadian Auto Association magazine that circulates to over 1.5 million, and strong coverage in outlets including The Daily Meal, Wine Enthusiast, Forbes, True West, Travel Channel, Peter Greenberg, Fathom, Meetings Today, and CBS Local outlets from coast to coast.

We also issued press releases on Santa Fe Holidays, Holiday Packages, the sensational Ski Santa Fe opening, and the upcoming new Foodie Classic festival among others.

## Recent Accolades

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*Travel + Leisure* Reader's Choice Awards named Santa Fe one of [America's Best Cities For Winter Travel](#).

*Vacation Idea* named Santa Fe in the top [22 Best Small Town Family Weekend Destinations](#).

*Windows & Siding* noted Santa Fe as [the 10th most architecturally impressive small town in America](#).

*Trivago* named Santa Fe in the [2016 Top 50 Best Ranked Cities to Stay in the United States](#).

## Visiting Press

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**Karen Tina Harrison** visited Santa Fe the week of November 6 to research for coverage on About.com.

**Terry Zinn** and **MJ Van Deventer** visited Santa Fe from November 1-6 to research for coverage on the blog, **Real Travel Adventures**.

**Veronica Pasfield** from **OKC Magazine** visited Santa Fe from November 27-29.

## Print & Online Articles

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Here is a selection of November coverage. To see more, please visit [the Hot News page](#) at the santafe.org Media Center.

### NEWSPAPER

As a result of hosting Andrea Guthmann on the group press trip in 2013, *Daily Herald* provided coverage in an article titled, ["Get Into The Spirits Of Santa Fe During The Holidays"](#).

The *New York Times* provided coverage of the inaugural Santa Fe Foodie Classic in a round-up of ["Resort and Tour News"](#).

### WEBSITES

As a result of TOURISM Santa Fe hosting Teresa Traverse, *The Daily Meal* posted a dedicated article on the destination titled, ["Your Guide To Charming Santa Fe, New Mexico"](#).

*Travel Writer Rants and Raves* provided [coverage of Santa Fe holiday events](#).

*Wine Enthusiast* included Inn and Spa at Loretto in a round-up of ["Haunted Watering Holes"](#).

As a result of Maria Perez visiting the destination, *Sew Travel Inspired* posted an article, ["Santa Fe's Season of Joy - Come Celebrate the Holidays in Santa Fe, New Mexico"](#).



*Guest Post - Santa Fe's Season of Joy –  
Come Celebrate the Holidays in Santa Fe,  
New Mexico*

As a result of TOURISM Santa Fe hosting Michael Morcos on the Ski Santa Fe press trip in February 2015, *Canadian World Traveller* posted [dedicated coverage of Ski Santa Fe](#).

Forbes included Rosewood Inn of the Anasazi in a round-up of ["5 Unique Thanksgiving Dinners to Consider"](#).

As a result of TOURISM Santa Fe hosting Shauna Armitage in the destination, *Pure Wander* posted three dedicated articles on Santa Fe:

- Outlet posted an article, ["Teens Will Relish The Art Scene In Santa Fe"](#).
- Outlet posted a [review on the Drury Plaza Hotel In Santa Fe](#).
- Outlet posted an article, ["5 Shops That Will Sell Your Kid On Santa Fe"](#).

*Travel Channel* included La Posada de Santa Fe and Inn & Spa at Loretto in a round-up of ["Unique Places To Spend Thanksgiving"](#).

*The Daily Meal* included Santa Fe in a round-up entitled, ["You Can Enjoy Thanksgiving 2015 At These Restaurants"](#).

*Peter Greenberg* included multiple Santa Fe hotels in a [round-up of Black Friday and Cyber Monday travel deals](#).

*Meetings Today* featured TOURISM Santa Fe's Director of Sales David Carr in a CVB Superstars article, ["Bureau Reps Step Up Big For Planners And Events"](#).

*Bay Area Family Travel* included Santa Fe's holiday packages in a [round-up of hotel deals](#).

As a result of TOURISM Santa Fe hosting Berit Baugher in Santa Fe in April, *Fathom* posted a dedicated article on the destination titled, ["What's New In Santa Fe, The Oldest Capital In The USA"](#).

As a result of TOURISM Santa Fe hosting Randy Yagi on the Santa Fe outdoor press trip in October, *CBS Local* included Santa Fe in an article titled, "Best Winter Break Destinations In The U.S." Coverage was nationally syndicated to the following 23 CBS Local Affiliates in major cities all over the country.

## MAGAZINES

*Chile Pepper Magazine* included the Santa Fe School of Cooking in the publication's "Gift Guide 2015."

As a result of TOURISM Santa Fe hosting Adam McCulloch in Santa Fe in April 2015, *CAA Magazine* published a [dedicated three-page feature on Santa Fe](#).

*Smart Meetings* included Santa Fe in an article titled, ["Small Meetings, Big Impact"](#).

*True West Magazine* posted an article on Santa Fe's history titled, ["City Of Destiny"](#).