

TOURISM SANTA FE

OTAB Marketing Report January 2016 Reported February 23, 2016

TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Joy Rice, Marketing Coordinator (Interim)
- Frank Cordero, Social Media Coordinator

Fuseideas: Advertising & Paid Social Media

- Steve Mason, Senior Vice President
- Duncan MacDonald, Vice President of Client Services
- CJ Kaplan, Chief Creative Officer
- Kelea Denmark, Project Manager
- Michael Durwin, Social Media

StudioX: Website & Email Newsletters

- Kyle Langan, Webmaster
- Jay Turley, Account Manager

Lou Hammond & Associates: Press/Media

- Terry Gallagher, Vice President
- Carlyn Topkin, Lead Account Manager
- Matt Sessions, Lead Account Manager

Bella Media: Santa Fe Guide

- Bruce Adams, Publisher
- Bryan Cooper, Associate Publisher

HIGHLIGHTS & ACTION ITEMS

TOURISM Santa Fe is excited to announce the Santa Fe Margarita Trail



Through the efforts of TOURISM Santa Fe, we will be rolling out an official Santa Fe Margarita Trail where aficionados of this fabled libation will be able to enjoy specialty designed offerings that take

them all around town and give them keepsakes to take home. This is sure to become a new and future must-do activity in Santa Fe! Participation is guaranteed to the first 30 paid restaurants for who sign up.

Confirmed Santa Fe Margarita Trail participants will be announced on February 22 (National Margarita Day) during a by invitation press reception to formally announce the Santa Fe Margarita Trail and all participating restaurants. We plan to have passports available by the end of April and publicly kick off the program on Cinco de Mayo! Based on the press release we have already received digital coverage in the New York Times, Albuquerque Business First, Luxury Travel Magazine, Lonely Planet, MyInforms, Group Meetings, and Very International. The following partners have joined the Margarita Trail:

- AGAVE Lounge at Eldorado Hotel
- Agoyo Lounge at Inn on the Alameda
- Amaya at Hotel Santa Fe
- Anasazi Restaurant
- Bar Alto (at Eloisa Santa Fe)
- Blue Corn Café
- Cowgirl BBQ
- Coyote Cantina
- Del Charro & Inn of the Governors
- Derailed at the Sage
- Georgia
- Iguana Café, Buffalo Thunder
- La Choza
- La Fonda on the Plaza
- Low 'n Slow Lowrider Bar
- Luminaria Restaurant & Patio
- Maria's New Mexican Kitchen
- Mine Shaft Tavern
- Ortiz at The Hilton Santa Fe Historic Plaza
- Osteria d'Assisi
- Pranzo Italian Grill
- Santa Fe Bar and Grill
- Sazon
- Secreto Lounge
- Terra Restaurant, Four Seasons Resort Rancho Encantado Santa Fe
- The Shed
- The Staab House Bar, La Posada de Santa Fe
- Tomasita's

Recent Accolades

Housebeautiful.com: [The Most Romantic Restaurants In Every State](#): Santa Café

MovieMaker: [Best Places To Live And Work As A Filmmaker](#): Santa Fe #4

The Daily Meal: [101 Best Casual Restaurants In America](#) – includes The Shed and Santa Fe Bite

Open Table: [Top 25 Most Romantic Cities in America](#) Santa Fe #5

U.S. News Travel: 50 Best Hotels In The U.S.A. – Santa Fe's Inn Of The Five Graces #17

Gear Patrol: [The Adventure List: 25 Best Places To Travel In 2016](#)

Tripping.com [Best Farmers Markets In The U.S.A.](#)

Kids Free Spring Break Campaign is in full swing



The City of Santa Fe's [2016 Kids Free Spring Break](#) promotion is in full swing! The press release has been distributed; the promotional page is live; radio and digital advertising campaigns have been launched; and we've already received national and local press coverage on [Chicago Tribune](#), [Stuffed Suitcase](#), [The Santa Fe New Mexican](#), and [Santa Fe Hometown News!](#)

We currently have 38 offers on the website that are a collection of lodging, restaurants, attractions and activities. We're encouraging industry partners to promote their offers on social media and include #SpringBreakDifferent! Twitter posts that include #SpringBreakDifferent will appear on the live Twitter feed located on the [Kids Free Spring Break page](#). Partners can still add offers.

SANTA FE COMMUNITY CONVENTION CENTER
Address: Fe, New 18 2007 - Phone: 505 372-2722
<http://communityconventioncenter.com>
Contact: David Carr - Phone: (505) 955-4208 - Email: dcarr@santafem.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 outdoor 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.

Just **log in** and click on the green button.

Last-Chance Travel + Leisure's World's Best Survey

Travel + Leisure's World's Best Survey runs through February 29, 2016. Please insure that all your employees, friends and family give Santa Fe top marks in all categories.

[Complete the survey here.](#)

The World's First Food and Beverage Tourism Competition

The World Food Travel Association has announced the world's first food and beverage tourism awards. The 2016 FoodTrekkers Awards are the world's first global competition for recognition of excellence in food and beverage experiences for travelers. Our business partners are a crucial part of the traveler experience and travelers need to know about them.

We invited partners to enter for the chance to win one grand prize and two runners-up for each category. There are 5 categories this year. Winners will gain tremendous global recognition for an entire year, as they are announced in the World Food Travel Association's newsletter (24,000 readers), its Founder's Blog, and on social media groups (13,000 followers), as well as a dedicated press release to their list of 2,000 media contacts around the world. The visibility potential for businesses is huge!

The deadline to enter is March 1, 2016. [Click here](#) to learn more.

Partnership with Santa Fe University of Art & Design

TOURISM Santa Fe has partnered for the 2nd year with the Santa Fe University of Art and Design in an internship program that focuses on creative writing, photography, and videography designed to offer interns hands-on experience and exposure to the world of advertising and destination marketing.

Rebecca Buchleiter is a Senior Photography major who is assisting the department in shooting, editing and cataloging photography centered on our core messaging pillars.

Iancu "Bunee" Tomlinson is a Junior Film Production major working with TOURISM Santa Fe to edit existing video footage and to film and produce new promotional videos. He is currently working on a "behind-the-scenes" video to promote the upcoming launch of the Santa Fe Google Trekker page.

Implementation of Digital Asset Management System

The City of Santa Fe and TOURISM Santa Fe released a Request for Proposal for a Digital Asset Management System (DAMS). The system will manage an inventory of more than 40,000 image files and will be an effective tool to categorize, label, sort, and share photos with external parties including: marketing contractors, business partners, press and publications. We received 11 vendor proposals and have set up product demonstration and discussion appointments with the top three vendors.

TOURISM Santa Fe to conduct Visitor Study

TOURISM Santa Fe released a Request for Quotation for a visitor study and in-depth market research and analysis. The comprehensive collection of data will be instrumental in support of the marketing plan and measuring the effectiveness of promotional campaigns. The data will also provide valuable information about hotel reservation activity providing a fact base for informed decision-making.

Ski Santa Fe is having a record year of snow



Did you know that Ski Santa Fe was recently named the #4 “[Best Ski Resort in the U.S. and Canada](#)” in the Condé Nast Traveler Readers’ Choice Awards? Officials are reporting one of the largest bases in New Mexico!

TOURISM Santa Fe is continuing to highlight the amazing Santa Fe ski season through social media and paid advertising. We are encouraging businesses to tell visitors what Ski Santa Fe has to offer – 77 trails to experience with a variety of downhill and cross-country trails that provide thrills and challenges for winter sports enthusiasts of every level. Also sharing how easy and affordable for visitors to get there on the new RTD Mountain Trail Bus!

Community Meetings

TOURISM Santa Fe officials met with the following business partners and organizations over the month of January.

- ASLO
- Meow Wolf
- Liza Suzanne, Parks & Rec Department, Genoveva Chavez Community Center
- Al Lucero, Southern Wine & Spirits
- CineFesta Italia
- Santa Fe County
- Sazon
- TRENDS Conference Committee-New Mexico Hospitality Association
- Public Funding Committee
- Skate School
- Santa Fe Lodger’s Luncheon
- Juliet White, Writer, Only in Your State
- Adobe Theatre
- Santa Fe Gallery Association
- New Mexico Magazine
- Cathy and Dan Barber, Travel Writer
- Winter Brew
- Santa Fe Foodie Classic
- Creative Tourism
- New Mexico Cocktail Festival Planning Meeting
- Hilton Buffalo Thunder Santa Fe Opens Its Gates
- Stephanie Cameron, Edible Magazine

- International Folk Art Alliance
- Society of American Travel Writers
- Chamber Legislative Reception
- OTAB
- Santa Fe Fiesta Council
- Santa Fe Railyard Update
- SWAIA
- Georgia O’Keeffe Museum

MONTHLY METRICS - January

Website & Newsletters

Visits

- 86,508 Total Visits
- 75% New Visits
- 2.53 Pages per Session
- 2:46 Average Time on Site
- 218,921 Total Page Views

Visitor Gender

- 60.8% Female
- 39.2% Male

Visitor Age

- 7.80% 18 – 24
- 17.64% 25 – 34
- 16.46% 35 – 44
- 16.49% 45 – 54
- 23.03% 55 – 64
- 18.57% 65+

Newsletters

- Santa Fe Happenings
 - Sent: January 7, 2016
 - Number sent: 48,458
 - Number opened: 8,567
 - Open rate: 17.83%
- TOURISM Santa Fe Marketing Report
 - Sent: January 14, 2016
 - Number sent: 1,086
 - Number opened: 323
 - Open rate: 29.74%
- Santa Fe Deals and Specials
 - Sent: January 21, 2016

- Number sent: 25,089
- Number opened: 5,299
- Open rate: 21.12%

- Eblast: “Order your 2016 Santa Fe Travel Guide”
 - Sent: January 25, 2016
 - Number Sent: 38,621
 - Number Opened: 9,165
 - Open Rate: 24.03%

- TOURISM Santa Fe Sales Report
 - Sent: January 27, 2016
 - Number sent: 1,095
 - Number opened: 343
 - Open rate: 31.32%

*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

January was a great month for social media and we continue to see an increase in followers across our channels. The Visit Santa Fe Facebook fan base grew by 999 followers and Instagram gained 633 new followers. Our largest reach in January was our New Year's Eve countdown video — reaching 137,639 Facebook users.

We are encouraging partners to engage and grow their own fan base by leveraging the city's increasing social media presence by following, sharing, and interacting with us on social media! Don't forget to add #SantaFeNM or #TheCityDifferent to posts!

Facebook: www.facebook.com/SantaFeTourism

Twitter: twitter.com/CityofSantaFe/

Pinterest: pinterest.com/cityofsantafe/

Instagram: instagram.com/CityofSantaFe/

YouTube: youtube.com/VisitSantaFeNM

SantaFe.org Blog: santafe.org/blog/

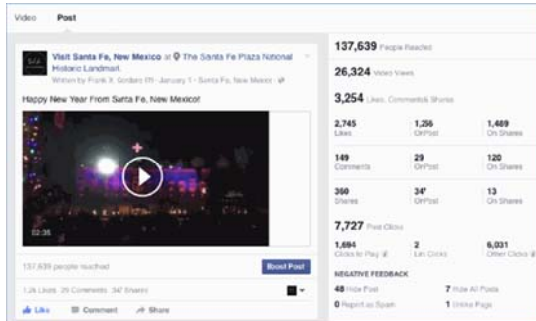
Facebook

January 2016 Facebook Performance Metrics

- Total Page Likes: 46,321 (2.2% increase)
- People Talking About This: 16,633
- Engagement: 62,901

Top Ranking Post, January: Happy New Year, Santa Fe, New Mexico! - January 1, 2016 at 2:32 AM

- Likes: 2,745
- Shares: 1,489
- Comments: 149
- Reach: 137,639



Twitter

January 2016 Performance Metrics

- Followers: 10,108 (1.6% increase)
- Monthly Impressions: 88.9K
- Engagement: 1,030

Top Performing Post, January: New Mexico Named Top Travel Destination for 2016 - January 4th at 7:51 AM

- Impressions: 1,696
- Favorites: 14
- Retweets: 9
- Total Engagements: 51



Instagram

January 2016 Performance Metrics

- Followers: 6,499 (10.8% increase)

Top Performing Post, January: (Repost from @rav_santafe)

- 395 Likes



Pinterest

January 2016 Performance Metrics

- Followers: 1,995 (1.4% increase)

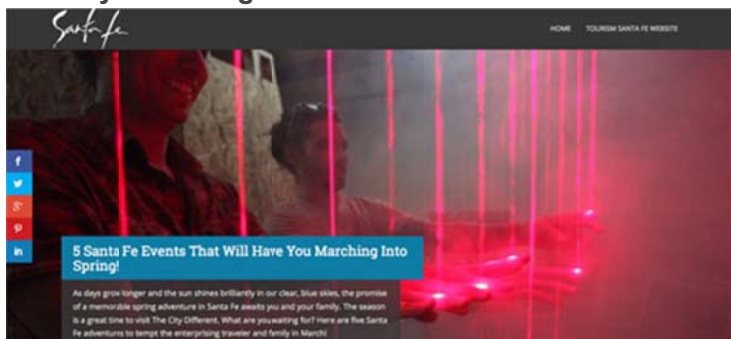
YouTube

January 2016 Performance Metrics

- Subscribers: 194 (3.2% increase)
- Views: 2,103

Blog

January 2016 Blog Posts



Five Fab Santa Fe Events In February

- Posted January 5, 2016
- Views: 921

A Santa Fe Family Spring Break Is Calling You!

- Posted January 12, 2016
- Views: 208

5 Inspiring Instagram Photos For A Santa Fe Winter Escape

- Posted January 19, 2016
- Views: 321

It's Soup Soup Super Time in Santa Fe!

- Posted January 26, 2016
- Views: 679

January 2016 Performance Metrics

Total Blog Views: 4,571 (20% Increase)

Average Time on January Blog Posts: 2:31 minutes

PAID MEDIA PLACEMENTS

Digital

CONSUMER DISPLAY ADS

TARGET: Affluent, Demo-and interest-based messaging to users who have expressed interest in either Santa Fe, Southwest travel and/or have visited SantaFe.org to learn more about and/or book travel to Santa Fe.

PERFORMANCE: Outdoors, Culture, Retail and Cuisine are currently the top performing banner ads, with all units generating Visit Rates over 60%.



Outdoor

- Impressions: 771,597
- Clicks: 3,255
- Landing Page Visits: 2,407
- Visit Rate: 74%
- Time in Market: Oct 9th to date



Culture

- Impressions: 643,332
- Clicks: 866
- Landing Page Visits: 172
- Visit Rate: 71%
- Time in Market: Oct 9th to date



Retail

- Impressions: 348,841
- Clicks: 554
- Landing Page Visits: 512
- Visit Rate: 92%
- Time in Market: Oct 13th to date



Cuisine

- Impressions: 428,758
- Clicks: 646
- Landing Page Visits: 610
- Visit Rate: 94%
- Time in Market: Oct 9th to date

SEM:

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

THIRD-PARTY TRAVEL PARTNERS

Audience: In-Market Consumers, currently planning trip to Santa Fe

iExplore & Travel Mindset:

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

Expedia/Travelocity:

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

Afar:

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

Travel Pulse (e-newsletter):

- Flight dates: January 4, 2016 & February 18, 2016
- Markets: National

Questex Travel Group:

- Flight dates: January 4, 2016
- Markets: National

Print

Go New Mexico Travel Planner:

- Flight Dates: September 1, 2015-June 31, 2016
- Target Markets: NM
- 2016 Visitor Guide Referrals: 246

Successful Meetings:

- Flight Dates: January 1-January 31, 2016
- Target Markets: National

Smart Meetings:

- Flight Dates: January 1-January 31, 2016
- Target Markets: National

PUBLIC RELATIONS

Summary

January was the right kind of start with \$1,294,195 of earned media, a 187 percent increase over January 2015. More important is the quality of the media, from coverage of our March Spring Break promotion and a profile of Mayor Gonzales to excellent pieces in Parade, USA Today, U.S. News & World Report, over 20 CBS Local outlets, and the leading travel publications Condé Nast Traveler, Travel + Leisure, and AFAR Magazine.

Press Releases

The following press releases were distributed in January.

- [Kids Discover Santa Fe for Free This 2016 Spring Break](#)
- [Santa Fe to Host First Annual Foodie Classic this Weekend](#)
- [Meow Wolf Art Complex & House of Eternal Return Opens in March](#)

Check in with the **Current Releases section** of the santafe.org website for a list of current press releases that you can use, redistribute or reference.

Visiting Press

Lynser Dyer, KT Miller, Leslie Hittmeir and Caroline Gleich visited the destination from January 11-15 to research for coverage in *Skiing Magazine*. TOURISM Santa Fe assisted NMTD with this visit.

Print & Online Articles

Here is a selection of January coverage. To see more, please visit **the Hot News page** at the santafe.org Media Center.

NEWSPAPER

San Diego Union Tribune included the Lodge at Santa Fe in a **round-up of Travel Deals**.

Dallas Morning News included dedicated coverage of Sunrise Springs in Santa Fe in an **article on 2016 destination spas**. Coverage ran online and in print.

USA Today included Santa Fe Spirits in a round-up entitled, "**2016 Spirits Preview - New Releases and Tasting Rooms**."

WEBSITES

As a result of hosting Julie Hatfield in the destination, *Examiner* provided dedicated coverage in an article titled, "**Cooking, dining and eating are all equally great Santa Fe activities**."

As a result of hosting Cacinda Maloney in December 2015, *Trip Advisor* included Santa Fe in a round-up of "**Best Family Getaways in America**."

U.S. News & World Report included Santa Fe in a round-up of "**Top 7 Destinations for a Digital Detox in 2016**."

FWx included Santa Fe in an article titled, "**Where to Splurge and Budget in the New Year in U.S., Central America and Mexico**."

As a result of hosting Randy Yagi on the Santa Fe outdoor press trip in October, *CBS Local* included Santa Fe in an article titled, "Best Backpacking Trails in the Continental U.S." Coverage was nationally syndicated to the following 22 CBS Local affiliates.

- **Atlanta**
- Baltimore, Boston, Chicago, Cleveland, Connecticut, Dallas, Denver, Detroit, Houston, Las Vegas, Los Angeles, Miami, Minnesota, New York, Philadelphia, Pittsburgh, Sacramento, San Francisco, Seattle, St. Louis, Washington

Famadillo included Santa Fe in a round-up of "**Top Kid Friendly Winter Destinations.**"

As a result of hosting Belinda Jones in the destination, *Bodie on the Road* posted a dedicated feature titled, "**Dog-Friendly Shopping in Santa Fe.**"

Physician's Money Digest provided dedicated coverage on **Spring Break in Santa Fe.**

As a result of hosting Rachel Weingarten on the "Only in Santa Fe" press trip in March 2015, *Parade* published a dedicated feature on the destination in an article titled, "**Santa Fe aka the City Different - Arts, Architecture and Chiles.**"

MAGAZINES

As a result of hosting Steve Larese on the Ski New Mexico press trip, *AAA Westways* included Santa Fe in a piece, "Under the Bluebird Sky."

Modern Luxury San Diego provided syndicated coverage of the destination in an article titled, "**Seeking Santa Fe.**"

Endless Vacation Magazine provided dedicated coverage in an article titled, "**Recharge in Santa Fe.**"

As a result of hosting Alexandra Pecci on the September "Living History" press trip, *Northshore Magazine* published a dedicated feature on the destination titled, "**Santa Fe Souvenirs.**"

As a result of Kelsy Chauvin visiting the destination and continued media outreach, *Passport* published a **dedicated feature on Mayor Javier Gonzales.** Coverage ran online and in print.

Condé Nast Traveler published additional coverage of Santa Fe as one of the **best shopping cities in the world** as part of the Readers' Choice Awards.

Travel + Leisure included Ojo Caliente Mineral Springs Resort & Spa in a **round-up of Weekly Travel Deals.**

Travel + Leisure provided syndicated coverage of the article, "**Where to Splurge and Budget in the New Year in U.S., Central America and Mexico.**"

As a result of hosting Alex Schechter in the destination, *AFAR* posted a feature article, "**5 Ways to Feel the Magic in Santa Fe.**"