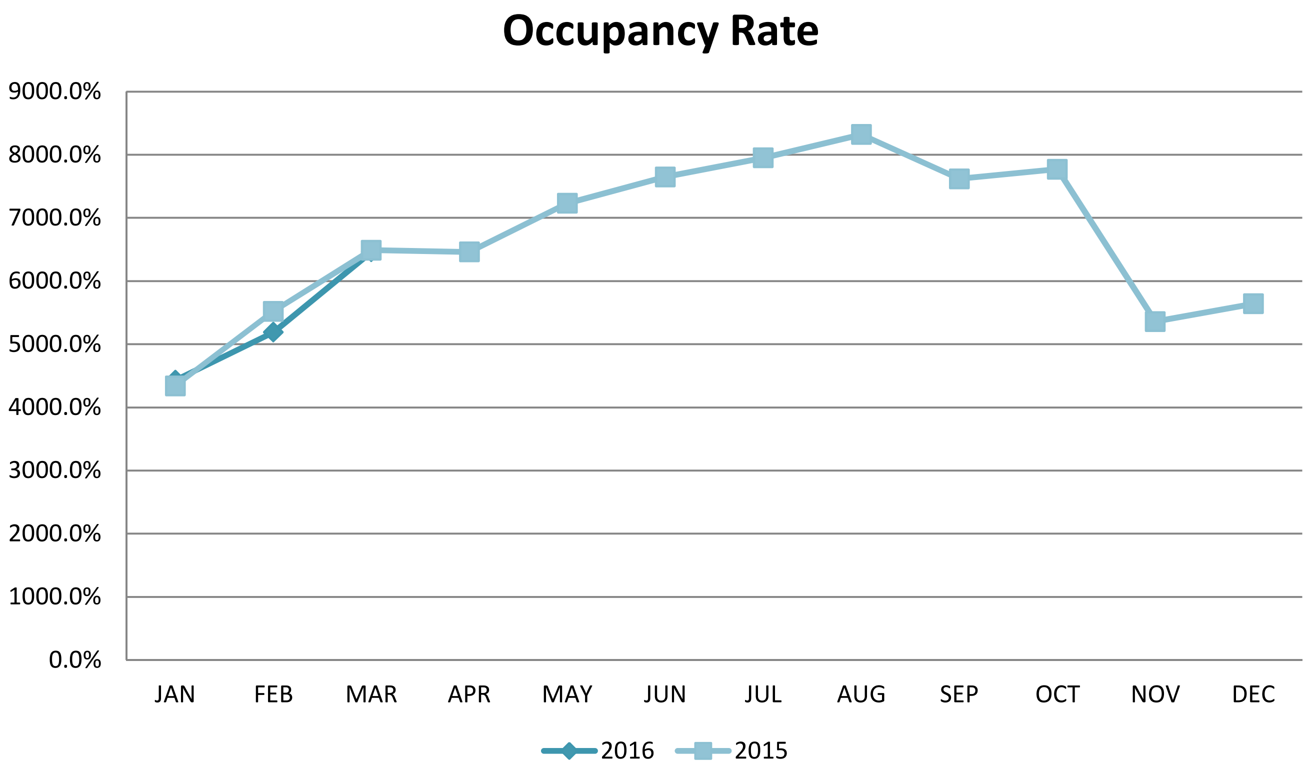
TOURISM
SANTA FE

Quarterly Marketing Report

2016 Q1 | January - March

Occupancy & Room Rates



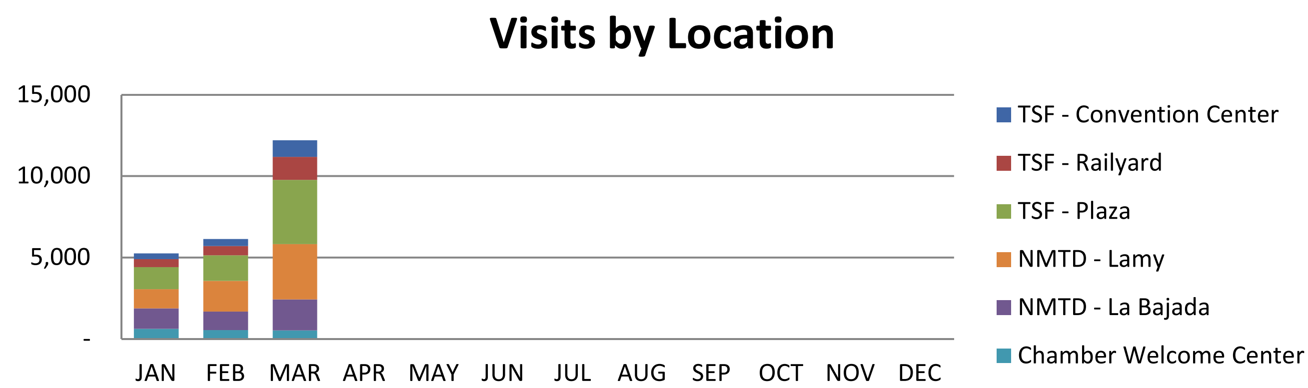
Occupancy Rate Percentage					
	Q1	Q2	Q3	Q4	YTD
2016	53.6				53.6
2015	54.5	71.1	79.6	62.6	54.5
(Y/Y)	-0.9				-0.9

Average Daily Rate					
	Q1	Q2	Q3	Q4	YTD
2016	$105.48				$105.48
2015	$101.80	$116.99	$145.27	$124.84	$101.80
(Y/Y)	3.6%				3.6%

Revenue Per Available Room					
	Q1	Q2	Q3	Q4	YTD
2016	$56.79				$56.79
2015	$55.56	$83.63	$115.94	$79.15	$55.56
(Y/Y)	2.2%				2.2%

Source: Rocky Mountain Lodging Report

Tourism Information Centers



Visitor Information Centers					
	Q1	Q2	Q3	Q4	YTD
TSF - Convention Center					
2016	1,807				1,807
2015	868	3,065	3,948	5,191	868
(Y/Y)	108%				108%
TSF - Railyard					
2016	2,493				2,493
2015	1,345	3,021	6,901	8,505	1,345
(Y/Y)	85%				85%
TSF - Plaza					
2016	6,859				6,859
2015		4,799	15,178	13,029	
(Y/Y)					
NMTD - La Bajada					
2016	4,302				4,302
2015	4,333	6,701	7,891	5,751	4,333
(Y/Y)	-1%				-1%
NMTD - Lamy					
2016	6,453				6,453
2015	7,080	14,080	13,019	8,707	7,080
(Y/Y)	-9%				-9%
Chamber Welcome Center					
2016	1,692				1,692
2015	1,843	2,095	2,801	1,565	1,843
(Y/Y)	-8%				-8%
TOTAL Visitors					
2016	23,606				23,606
2015	15,469	33,761	49,738	42,748	15,469
(Y/Y)	53%				53%

Website

Summary:

Advertising and marketing are key to the increased traffic seen during first quarter 2016. Demographics continue to trend younger with about 3% more male visitors than last year. Facebook and Twitter traffic has also increased. Blog referrals are up 150%. However, pages/session and session duration are down from last year, most likely due to the nature of advertising-driven traffic vs. organic traffic.

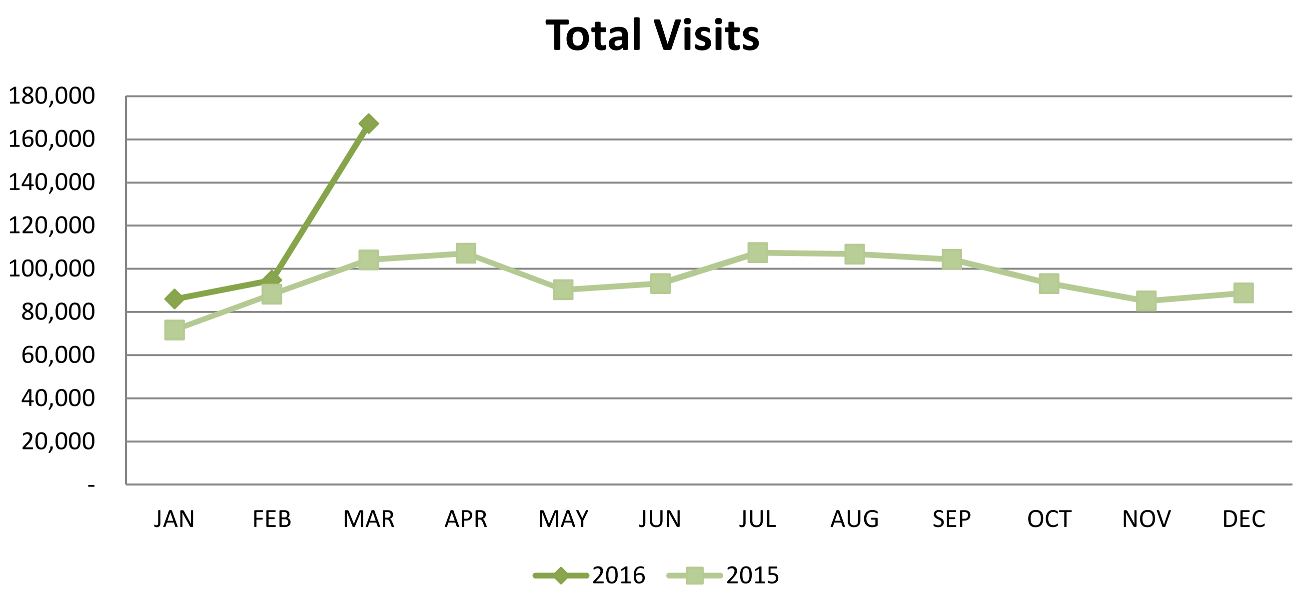
Key Insights:

- The City Different page is #2 for the quarter, clearly demonstrating the power of marketing.
- The Spring Break page ended up at #6 for the quarter; much of the traffic was organic although marketing did drive a lot of traffic (just not as much as to the City Different).
- Of the top pages, traffic dropped slightly to the home page, the Calendar, and Hotels and Motels. It also dropped by about 10% for the Shopping page under Visiting Santa Fe. However, traffic to the Shopping pillar page was up 60% which is about the same amount of traffic.
- Facebook is clearly the most effective social media platform for driving traffic to the site. Twitter traffic went up a lot, but the total number is still a small percentage compared to Facebook traffic. Trip Advisor drove a good amount of traffic last year, but without payment, its effectiveness has more than halved.
- Conversions are down about 10% across the board. There was a big spike in Visitor Guide completions after the VG newsletter was sent out, but they are still down from last year.
- Page load speed improved by 2%. The slowest pages (which are also slower year-over-year) are Calendar, Dine, and Deals and Specials, which all have dynamically-loading content.

Action Items:

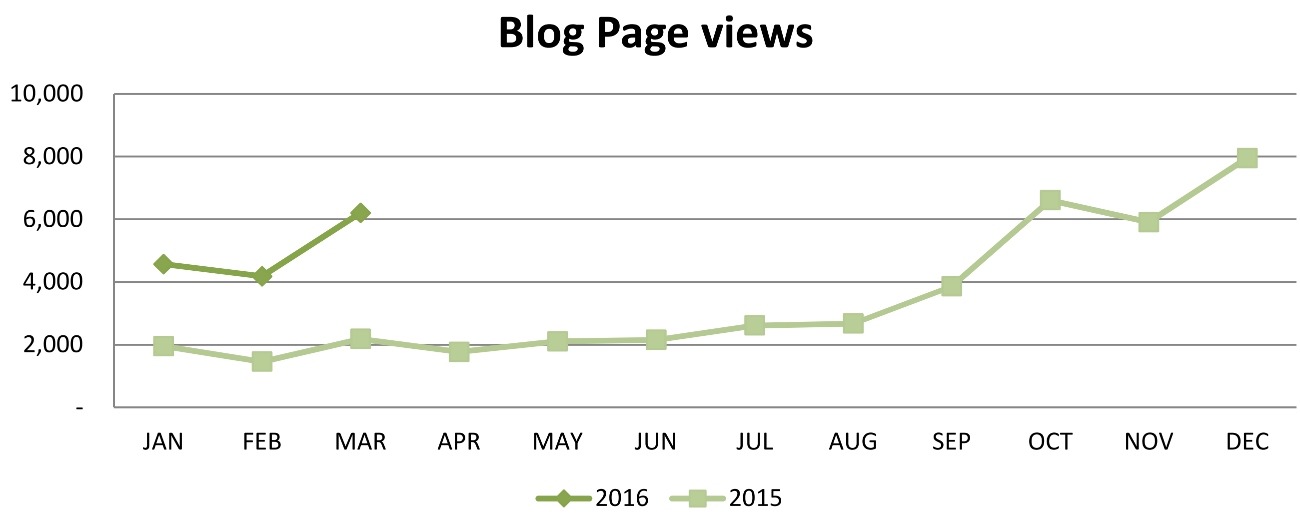
- [ ] Continue to refine blog analytics and reporting
- [ ] Continue annotating potential traffic-generating events in GA
- [ ] Investigate speed of dynamically loaded content on pages like Calendar and Deals and Specials
- [ ] Investigate falling conversion rates

Website: SantaFe.org



Website	Q1	Q2	Q3	Q4	YTD
Total Visits					
2016	347,992				347,992
2015	264,121	290,688	318,721	267,186	264,121
(Y/Y)	**32%**				**32%**
Unique Visits					
2016	283,874				283,874
2015	213,548	233,326	254,039	216,892	213,548
(Y/Y)	**33%**				**33%**
Average Pages Per Session					
2016	2.40				2.40
2015	2.72	2.73	2.64	1.64	2.72
(Y/Y)	**-12%**				**-12%**
Average Time on Site					
2016	2:32				2:32
2015	3:03	3:05	2:59	2:32	3:03
(Y/Y)	**-17%**				**-17%**
Conversion Rate Percentage					
2016	13.6				13.6
2015	19.2	15.8	14.1	10.4	19.2
(Y/Y)	**-5.6**				**-5.6**

Website: Blog



Blog					
	Q1	**Q2**	**Q3**	**Q4**	**YTD**
Page Views					
2016	14,954				14,954
2015	5,596	6,027	9,148	20,465	5,596
(Y/Y)	**167%**				**167%**
Average Time on Blog					
2016	2:15				2:15
2015	2:12	3:10	2:42	2:56	2:12
(Y/Y)	**3%**				**3%**
Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)					
2016	7.9	#DIV/0!			7.9
2015	7.7	11.6	9.2	6.7	7.7
(Y/Y)	**0.1**				**0.1**

Newsletters

Summary:

CONSUMER – Open rates are improved slightly from last year, with the Deals and Specials showing a bigger improvement than the Happenings. While seasonal newsletters generally have a slightly higher open rate than the regular consumer-facing newsletters, spring had a 20% open rate (similar to Deals and Specials), and winter was the second highest of all Q1 consumer newsletters at 21.3%. The highest was the 2016 Visitor's Guide, with a 24% open rate. The one industry-specific consumer newsletter sent in Q1 had a slightly worse open rate - Meet Different (targeting meeting planners) at 17%.

INDUSTRY – Open rates are still dropping year over year, with about 5-7% less opens than last Q1 2015. While the reach is larger (given growth of the subscriber base), a smaller percentage of industry partners are reading the emails.

Consumer Key Insights:

- Click-through from newsletters has improved both from last quarter and year over year
- Open rates are up slightly

Consumer Action Items:

- [ ] Improve speed of newsletter build process to decrease turnaround time
- [ ] Create template library for re-using custom-designed newsletters

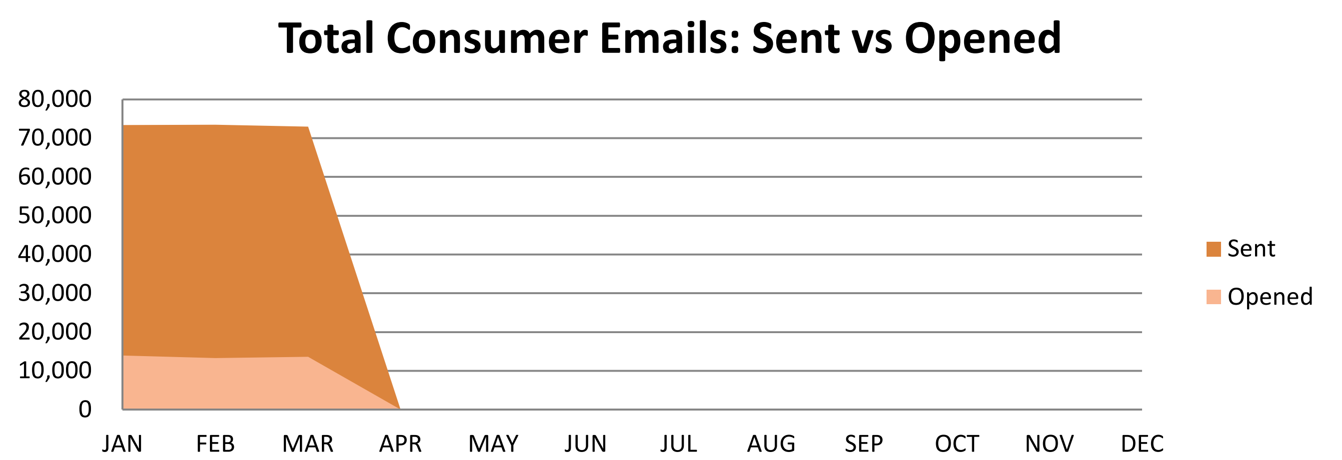
Industry Key Insights:

- Subscribers are up, but open rates are down

Industry Action Items:

- [ ] Investigate falling open rate of Industry-facing newsletters
- [ ] Continue promoting business listings to increase subscriber rate

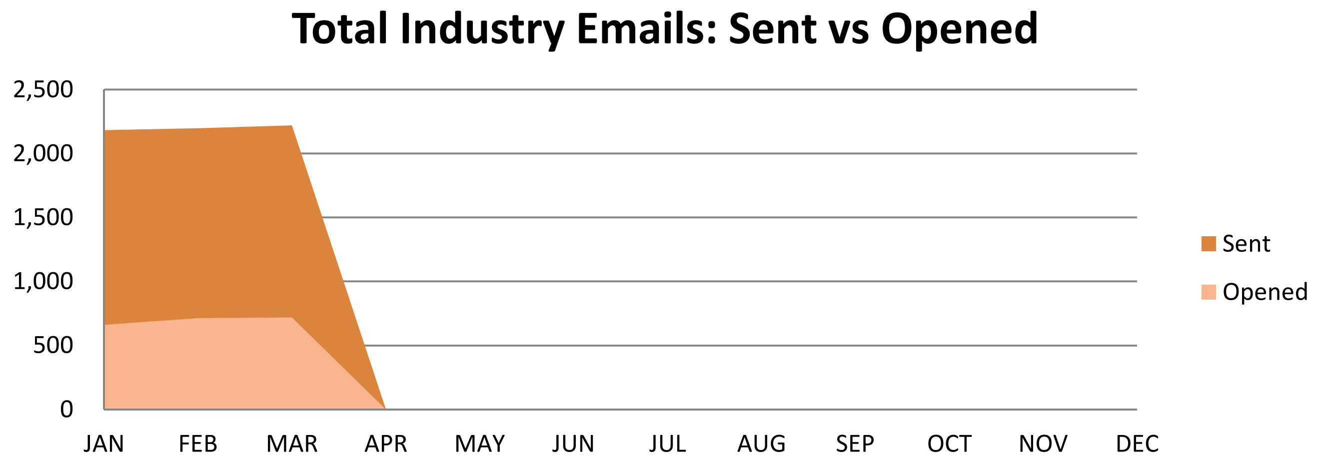
Newsletters: Consumer



Email Consumer					
	Q1	Q2	Q3	Q4	YTD
Sent: Happenings					
2016	144,607				144,607
2015	126,184	124,387	149,021	146,528	126,184
(Y/Y)	15%				15%
Opened: Happenings					
2016	25,717				25,717
2015	22,264	21,261	27,482	25,772	22,264
(Y/Y)	16%				16%
Open Rate: Happenings (Quarterly Average Percentage)					
2016	17.8				17.8
2015	17.6	17.1	18.4	17.6	17.7
(Y/Y)	0.2				0.1

Sent: Stay Another Day					
2016	75,190				75,190
2015	49,559	49,117	77,034	75,816	49,559
(Y/Y)	52%				52%
Opened: Stay Another Day					
2016	15,144				15,144
2015	9,511	8,921	16,153	14,939	9,511
(Y/Y)	59%				59%
Open Rate: Stay Another Day (Quarterly Average Percentage)					
2016	0.2				0.2
2015	19.2	18.2	21.0	19.7	19.5
(Y/Y)	-19.0				-19.0

Newsletters: Industry



Email Industry					
	Q1	Q2	Q3	Q4	YTD
Sent: Marketing Report					
2016	3,294				3,294
2015	2,777	3,181	3,334	3,256	2,777
(Y/Y)	19%				19%
Opened: Marketing Report					
2016	1,041				1,041
2015	1,015	1,032	1,072	1,062	1,015
(Y/Y)	3%				3%
Open Rate: Marketing Report (Quarterly Average Percentage)					
2016	31.6				31.6
2015	36.6	32.4	32.2	32.6	33.5
(Y/Y)	-5.0				-1.9

Sent: Sales Report					
2016	3,304				3,304
2015	2,766	3,190	3,355	3,281	2,766
(Y/Y)	19%				19%
Opened: Sales Report					
2016	1,051				1,051
2015	1,025	1,139	1,212	1,081	1,025
(Y/Y)	3%				3%
Open Rate: Sales Report (Quarterly Average Pecentage)					
2016	31.8				31.8
2015	37.1	35.7	36.1	32.9	35.5
(Y/Y)	-5.3				-3.7

Public Relations

Summary:

Insights and action items related to public relations are below. Overall numbers continue to grow over 2015, with the greatest area of increase in earned media (103%) which can be accredited to a dedicated effort on targeted pitches, press releases and establishing media contacts. TOURISM Santa Fe, in conjunction with Ski Santa Fe, hosted a group press trip in February 2016 leading to a rise in media to the destination during this time period.

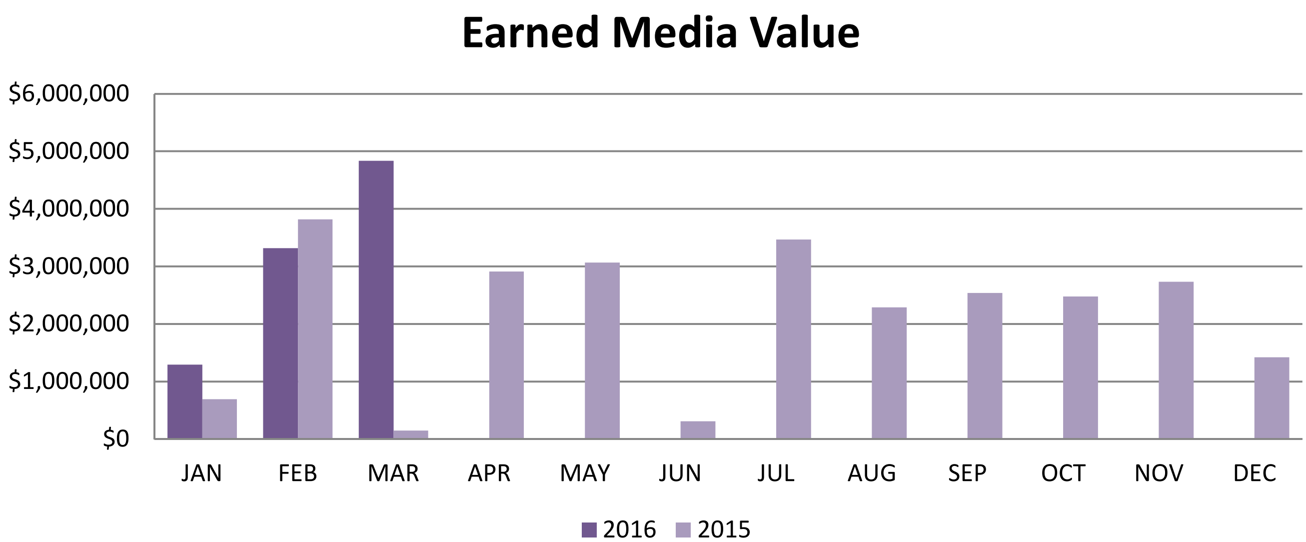
Key Insights:

- An increased media value (103%) came as a result of securing placements in top national publications including the *New York Times*, Examiner, *USA Today* and *AAA Westways*.
- The number of written materials increased due to the increased emphasis on HARO and targeted pitches to supplement press releases
- The number of media visits remained on par with Q1 2015 due to hosting a group press trip in February 2016. A group trip was also hosted in Q1 2015.
- The group press trip focused on skiing and winter activities and as a result, the coverage is not expected to place until Q3 or Q4 in anticipation of the 2016-2017 ski season.
- Media contacts continue to grow as TSF/LH&A research and meet with more regional publications and editors in key markets such as El Paso, San Diego and Los Angeles.
- A heavier emphasis has been placed on one-on-one media pitching rather than mass releases.

Action Items:

- [ ] Continue to reach out to journalists that covered Santa Fe without assistance from TSF/LH&A to make introduction and grow number of media contacts.
- [ ] Increase outreach and interaction with diverse outlets with targeted audiences to allow for new opportunities to showcase Santa Fe.
- [ ] Continue to pitch destination and its partners when possible in relevant HARO leads.
- [ ] Continue to co-brand local releases and utilize LH&A to distribute releases nationally.

Public Relations



Public Relations					
	Q1	**Q2**	**Q3**	**Q4**	**YTD**
Pitches					
2016	71				71
2015			120	177	
(Y/Y)					
Press Releases					
2016	9				9
2015	67	68	14	13	67
(Y/Y)	-87%				-87%
Media Visits					
2016	24				24
2015	26	16	37	33	26
(Y/Y)	-8%				-8%
Media Contacts					
2016	430				430
2015	380	419	705	432	380
(Y/Y)	13%				13%
Earned Media					
2016	$9,445,405				$9,445,405
2015	$4,657,162	$6,283,711	$8,296,881	$6,635,488	$4,657,162
(Y/Y)	103%				103%

TOURISM Santa Fe began separating pitches from press releases in Q3 of 2015.
Note that Y/Y figures will normalize after 1 year.

Social Media

Summary:

In the first quarter of 2016, we are seeing a steady increase across all social media channels. The metrics for this quarter are solely based on organic posts, as there was no paid social advertising during this period. The 2016 social media calendar has been finalized. We are continually updating it as event dates and special promotions are confirmed throughout the year. The 2017 social media calendar is already in the works and we've started the process of inputting events through June of 2017. Utilizing our calendar has allowed us to better plan across all social media platforms—ensuring that the same message is being conveyed. Using the calendar has rendered us consistent and having a plan of action for the year.

As always, we use hashtags but are now being more consistent and relevant in our hashtag use. Ex. #MargaritaTrail #SantaFeNM #TheCityDifferent.

Hootsuite has also allowed us to schedule posts on Twitter, Instagram, and Google+. This activity has been a tremendous help in posting calendar events for the upcoming months and has increased efficiency

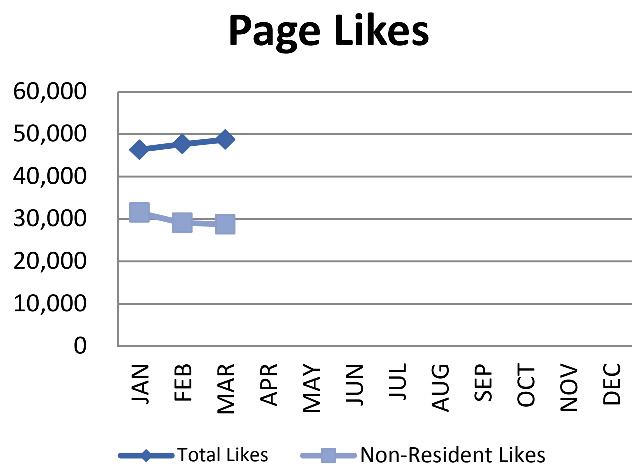
Key Insights:

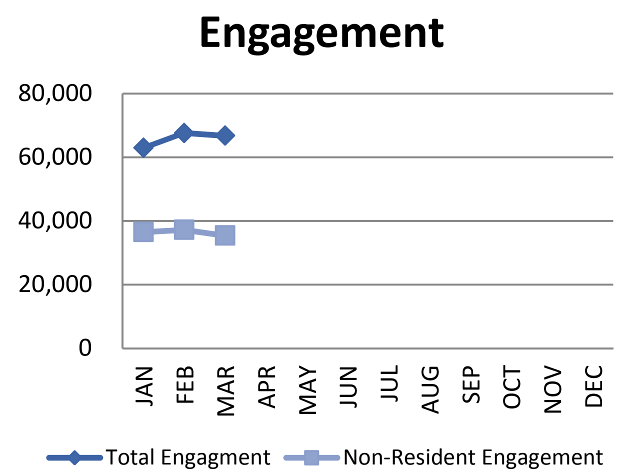
- Instagram is performing very well and saw the biggest increase in 2016. The number of followers grew at an average rate of 10% month over month in the first quarter
- Facebook followers grew at an average rate of 2.5% month over month in the first quarter.
- Twitter saw a 1.3% average increase in followers month over month for the first quarter of 2016.
- Pinterest followers increased at an average rate of 1.5% month over month in the first quarter of 2016.
- YouTube subscribers grew at an average rate of 5% month over month for the first quarter of 2016.
- Google+ remains flat with a very minor increase in followers.

Action Items:

- ☐ Continue to post 8 to 10 tweets per day. (6 organic and 4 retweets)
- ☐ Continue to post 2-4 Instagram posts per day.
- ☐ Continue to post 1-2 Google+ posts per day.
- ☐ Continue to post 4 Pinterest posts per day.
- ☐ Continue to post 1-2 Facebook posts per day.
- ☐ Explore the use of boosting popular posts on Facebook.
- ☐ Engage and respond with our social media followers more often.
- ☐ Continue to cross promote (follow us) social media accounts on all social media platforms.
- ☐ Utilize more videos (organic and shared) on all platforms.
- ☐ Look into an Instagram photographer takeover to foster our Instagram community and expand our content reach.
- ☐ Engage and post more content, more often on Pinterest and Google+.

Social Media: Facebook





Facebook

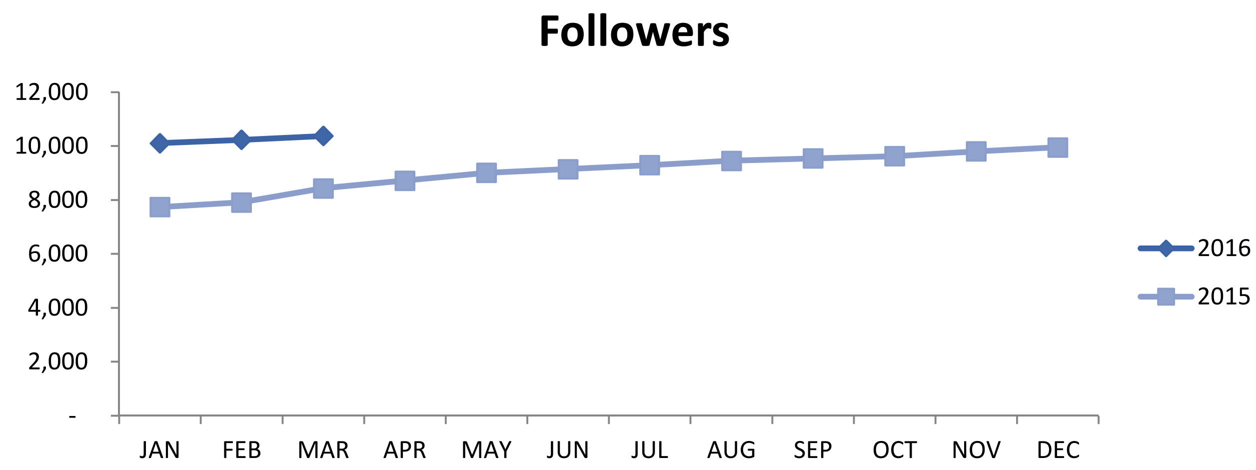
	Q1	Q2	Q3	Q4	YTD
Page Likes					
2016	48,678				48,678
2015	36,860	37,670	38,913	45,322	45,322
(Y/Y)	32%				7.4%
Non-Resident Page Likes **					
2016	28,720				28,720
2015			21,791	28,552	
(Y/Y)					
People Talking About This					
2016	56,198				56,198
2015	16,874	15,970	22,293	86,546	16,874
(Y/Y)	233%				233.0%
Engagement*					
2016	197,205				197,205
2015	75,155	72,529	77,843	264,060	75,155
(Y/Y)	162%				162.4%
Non-Resident Engagement **					
2016	109,016				109016
2015			49,041	145,334	
(Y/Y)					
Website Referrals					
2016	5,692				5,692
2015	3,165	2,151	15,149	11,448	3,165
(Y/Y)	80%				79.8%

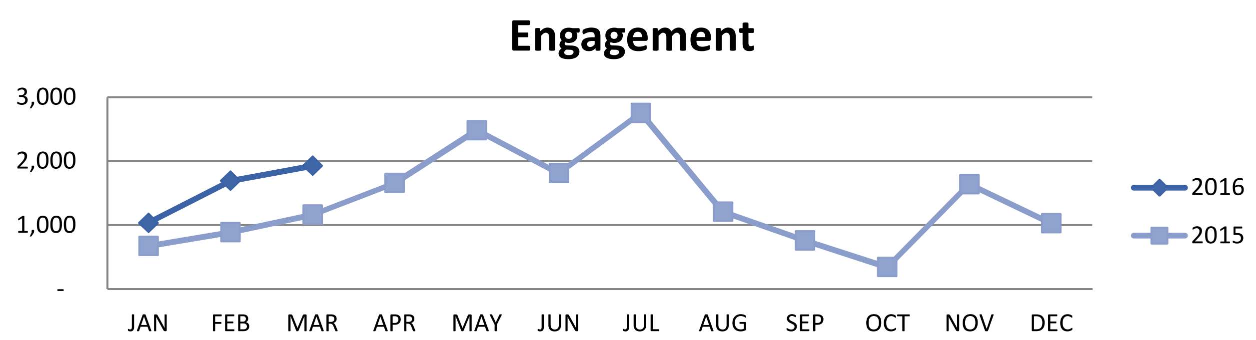
*TSF began reporting Engagement in Q3 of 2015, Y/Y will normalize after 1 year.

Engagement includes total number of Facebook actions: likes, shares, clicks, or comments.

**Non-Residents are defined as Facebook users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

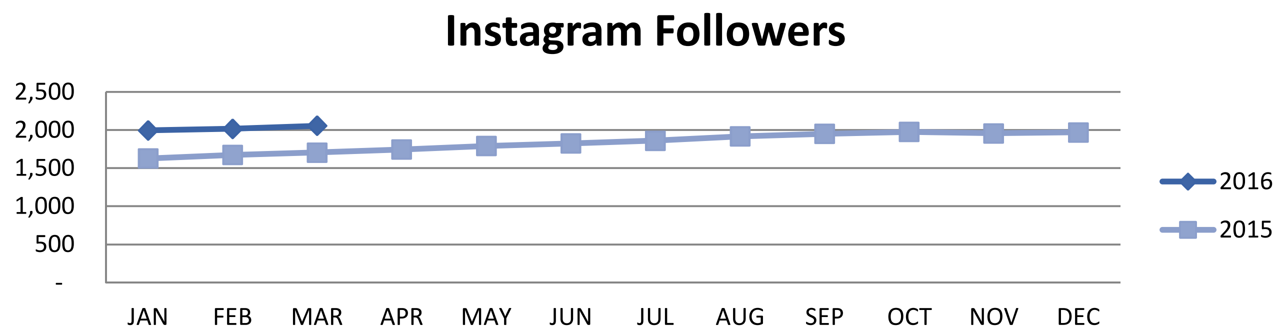




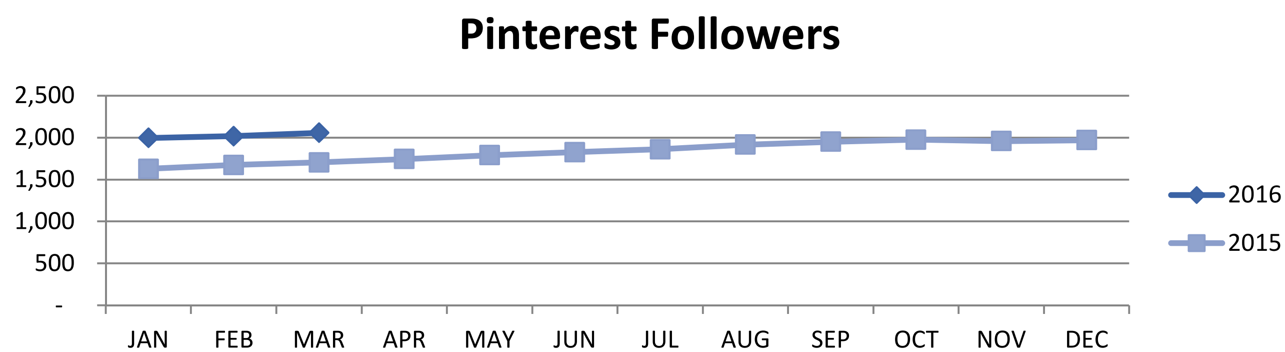
Twitter					
	Q1	Q2	Q3	Q4	YTD
Followers					
2016	10,372	-	-	-	10,372
2015	8,433	9,144	9,542	9,952	8,433
(Y/Y)	**23%**				**23.0%**
Engagement*					
2016	4,652	-	-	-	4,652
2015	2,724	5,948	4,716	3,008	2,724
(Y/Y)	**71%**				**70.8%**
Impressions					
2016	354,800	-	-	-	354,800
2015	223,000	525,000	359,100	430,000	223,000
(Y/Y)	**59%**				**59.1%**
Website Referrals					
2016	228	-	-	-	228
2015	99	159	136	163	99
(Y/Y)	**130%**				**130.3%**

*Engagement includes Retweets, Favorites, Replies, and Link Clicks.

Social Media: Instagram & Pinterest

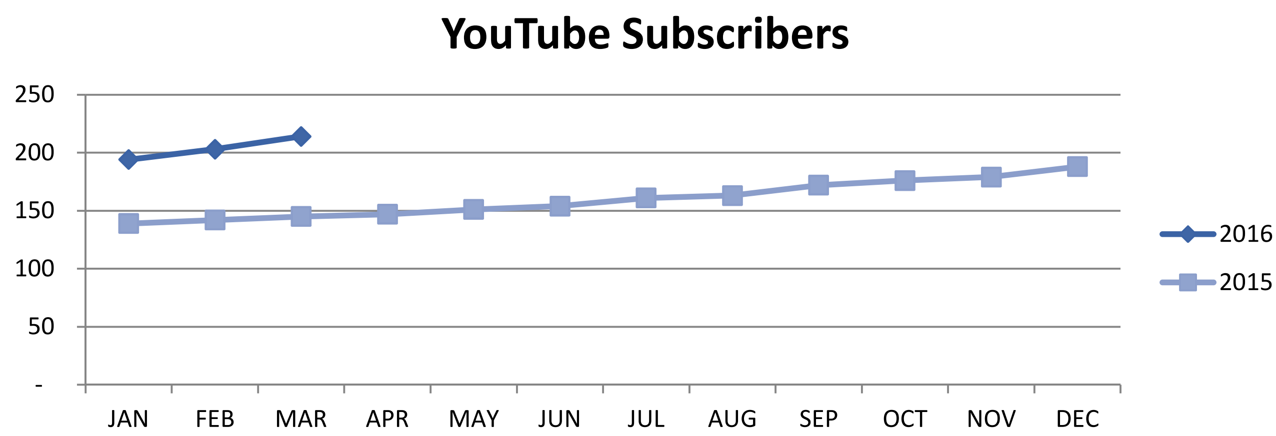


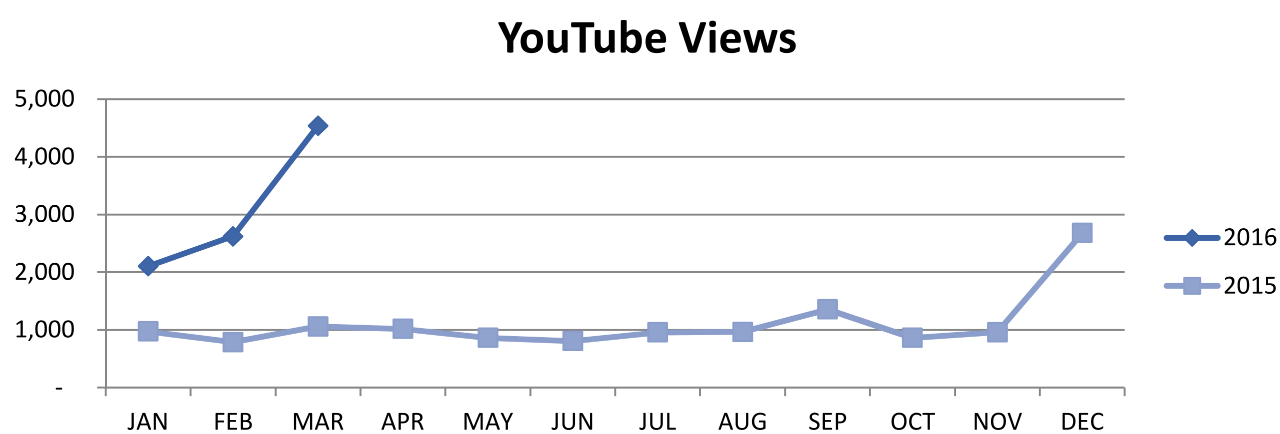
Instagram					
	Q1	Q2	Q3	Q4	YTD
Followers					
2016	7,880	-	-	-	7,880
2015	1,675	2,856	4,142	5,866	1,675
(Y/Y)	370%				370.4%



Pinterest					
	Q1	Q2	Q3	Q4	YTD
Followers					
2016	2,056	-	-	-	2,056
2015	1,704	1,825	1,950	1,968	1,704
(Y/Y)	21%				20.7%
Website Referrals					
2016	143	-	-	-	143
2015	116	116	140	109	116
(Y/Y)	23%				23.3%

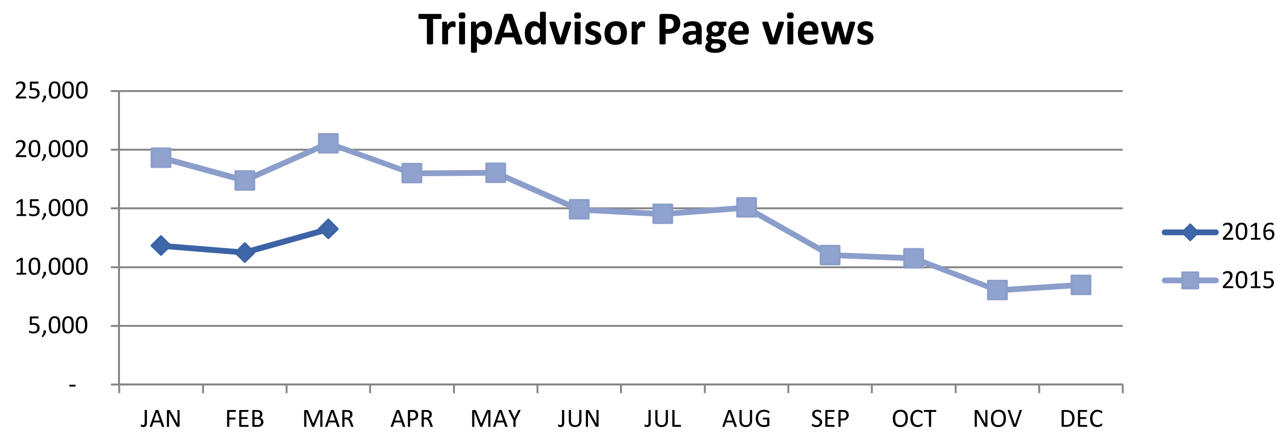
Social Media: YouTube

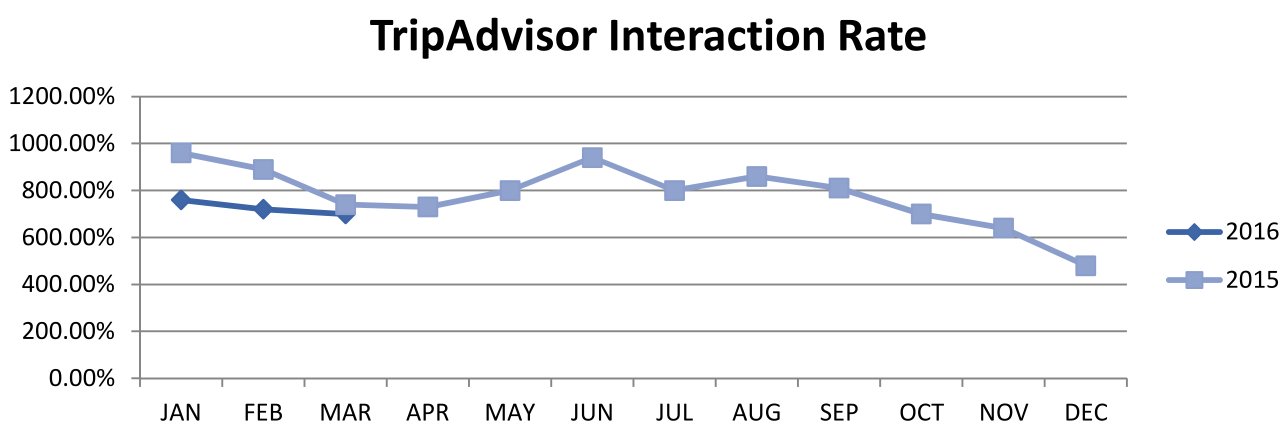




YouTube					
	Q1	Q2	Q3	Q4	YTD
Subscribers					
2016	214	-	-	-	214
2015	145	154	172	188	145
(Y/Y)	48%				47.6%
Views					
2016	9,259	-	-	-	9,259
2015	2,819	2,685	3,276	4,499	2,819
(Y/Y)	228%				228.4%

Trip Advisor DMO Page





Trip Advisor					
	Q1	**Q2**	**Q3**	**Q4**	**YTD**
Pageviews					
2016	36,302	-	-	-	36,302
2015	57,215	50,932	40,608	27,268	57,215
Y/Y	**-37%**				**-36.6%**
Interaction Rate Percentage					
2016	7.3				7.3
2015	8.6	8.2	8.2	6.1	8.6
Y/Y	**-1.4**				**-1.4**
Website Referrals					
2016	1,439	-	-	-	1,439
2015	2,115	2,705	2,246	1,295	2,115
Y/Y	**-32%**				**-32.0%**