



**OTAB Marketing Report
June 2016
Reported July 20, 2016**

EXECUTIVE SUMMARY

Key marketing projects in June:

- Santa Fe Margarita Trail
- FY17 Paid Media Buy: Review and approval of plan
- Digital Asset Management system
- 2017 Visitor Guide
- Visitor Study with DestiMetrics
- BrandUSA Creative Ask for Santa Fe
- Partnership with Santa Fe County
- Google Trekker
- Digital Billboards
- Value Card

Summary of Q2 2016 Results:

Website & E-blasts—SantaFe.org

- 307,076 Total Sessions (6% increase Y/Y)
- 243,017 Unique Users (4% increase Y/Y)
- Consumer emails continue to deliver an average open rate of 18%+

Social Media

- Facebook followers: 51,373 (36% increase Y/Y)
- Twitter followers: 10,858 (19% increase Y/Y)
- Instagram followers: 10,500 (268% increase Y/Y)
- Pinterest followers: 2,145 (18% increase Y/Y)
- YouTube subscribers: 239 (55% increase Y/Y)
- Total Blog Views: 11,597 (92% increase Y/Y)

Advertising

- The digital campaign from April 1 – June 30 generated 13.7M impressions and 35,643 clicks—an overall 0.26% click rate (0.10% benchmark).
- “Arts” was the best performing creative generating a 0.39% click rate, followed by “Outdoor” and “Cuisine” with 0.16% click rates.
- AdTheorant (Austin campaign) generated the best performing CTR at 0.77%, followed by Adara (Consumer campaign) with 0.38% CTR, then TripAdvisor with a 0.23 CTR.

- The Austin initiative generated 28.21% of total digital impressions—that is almost a third of total digital impressions in just the month of June.

Public Relations

- 74 Pitches (51% increase Y/Y)
- 10 Press Releases (47% decrease Y/Y)
- 17 Media Visits (6% increase Y/Y)
- 416 Media Contacts (1% decrease Y/Y)

Summary of June 2016 Results

Website & E-blasts—SantaFe.org

- 110,173 Total Sessions (18.2% increase Y/Y)
- 72.10% New Sessions (1.0 increase Y/Y)
- Consumer emails continue to deliver an average open rate of 18%+

Social Media

- Facebook followers: 51,373 (1.3% increase M/M)
- Twitter followers: 10,858 (1.4% increase M/M)
- Instagram followers: 10,500 (10.2% increase M/M)
- Pinterest followers: 2,145 (1.2% increase M/M)
- YouTube subscribers: 239 (2.6% increase M/M)
- Total Blog Views: 4,113 (15% increase M/M)

Advertising

In June we had a targeted campaign in Austin, TX consisting of the following paid media: Austin Magazine print ad, Adara and AdTheorant digital display campaigns, a targeted SEM campaign and OOH Bus Wraps.

Additional advertising in June

- **Print:** 5280 Traveler Magazine (Denver, CO)
- **E-blasts:** Travel Age West, Travel Pulse, and Questex Travel Group. Targeting a national audience
- **Digital Display, Preroll and Mobile:** Magnetic, Tripadvisor
- **SEM:** In the following markets- Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Public Relations

June was our second best earned media month of the year at \$3,380,065, a 1,100 percent increase over June 2015, which was an unusually light month. We received coverage in top media including The New York Times, The Huffington Post, Men's Journal and more.

Accolades:

Business Insider lauded ELOISA as one of the **Top 100 Wine Restaurants In America**.

Travel + Leisure World's Best Readers' Survey results were recently announced and Santa Fe has been voted the **#4 Top City In The United States**.

Sunset Magazine recently named Santa Fe the winner in the **Best Shopping Destination/Street/Center** category in 2016 Travel Awards. Santa Fe was also named in the Final

Four as **Best Food Town**, **Best Girlfriends' Getaway Destination/Spa**, and **Best Micro-Brewery or Distillery**.

Visiting Press:

- Freelance writer **Ellise Pierce** visited Santa Fe from June 15-19 on behalf of *The Fort Worth Star-Telegram*. Two pieces of coverage from her visit appeared on July 6.
- **Dave Arnold** from *50 Plus News* visited from June 22 – 25
- **Ellis Widner** from the *Arkansas Democrat Gazette* visited from June 17 – 19
- TOURISM Santa Fe representatives spent time with journalist in town on a recent group press trip with La Fonda on the Plaza. The following media attended: Freelance, **Helen Anders**; Freelance, **Cathy Barber**; *iOn Oklahoma*, **Sandi Davis**; *Prime Living*, **Jess Mebane**
- Completed San Francisco desk sides June 13-15 with a combination of 9 publications and travel writers
- Completed Boston desk sides June 22-27 with a combination of 5 publications and travel writers.

Miscellaneous Updates

- Google Trekker - Launch of landing page and video, press release and social media campaign
- TSF has purchased a media package consisting of three digital billboards in the following locations—Albuquerque, Las Cruces, and West Texas. We will be promoting local Santa Fe events and activities.

Margarita Trail Update

- Hosted co-branded event with Zozobra to promote the Zozorita
- Launched promotional video of the Margarita Trail
- Ongoing: passport order fulfillment, prize inventory management, social media posts, PR efforts, updates and reminders to Margarita Trail participants

Cumulative Totals (as of 7/22/16)

- 550 Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- 675 Additional passports ordered by 11 establishments to sell or use in promotions.
- 428 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 6 Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- 3 Bartender Kits redeemed by Passport holders earning all 31 stamps.

Public Relations

- 2 Press Releases
- 9 Journalist who experienced the Trail
- \$3.102M Total amount of earned media
- Complete third Margarita Trail video highlighting Trail participating establishments. To be broadcast on City Hall Live and used in press pitches, newsletters, social media and web.

Social Media

- Second Margarita Trail Social Media Crawl with take place on August 3.

- 165 Total Social media posts

TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Joy Rice, Marketing Manager
- Frank Cordero, Social Media Coordinator
- Phyllis Ortiz, Administrative Assistant

Fuseideas: Advertising & Paid Social Media

- Steve Mason, Strategic Director
- Duncan MacDonald, Vice President of Client Services
- Darren Bult, Creative Director
- Lara Maskell, Account 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

2016 Q2 Marketing Metric Results Summary

- Occupancy & Room Rates [Y/Y change]
 - Occupancy Rate: 70% [DOWN 1.1%]
 - Average Daily Rate: \$112.14 [DOWN 4.2%]
 - Revenue per Available Room: \$87.04 [UP 4.1%]
- Website [Y/Y change]
 - Visits: 307,076 [UP 6%]
 - Unique Visits: 243,017 [UP 4%]
 - Pages per Session: 2.62 [DOWN 4%]
 - Average Time on Site: 2:55 [DOWN 6%]
 - Conversion Rate: 14.1% [DOWN 1.6%]
Individual conversions are down slightly, although traffic to All Lodging pages are up indicating continuing traffic to the full set of accommodations pages.
- Blog [Y/Y change]
 - Page Views: 11,597 [UP 92%]
 - Average Time on Blog: 2:29 [DOWN 22%]

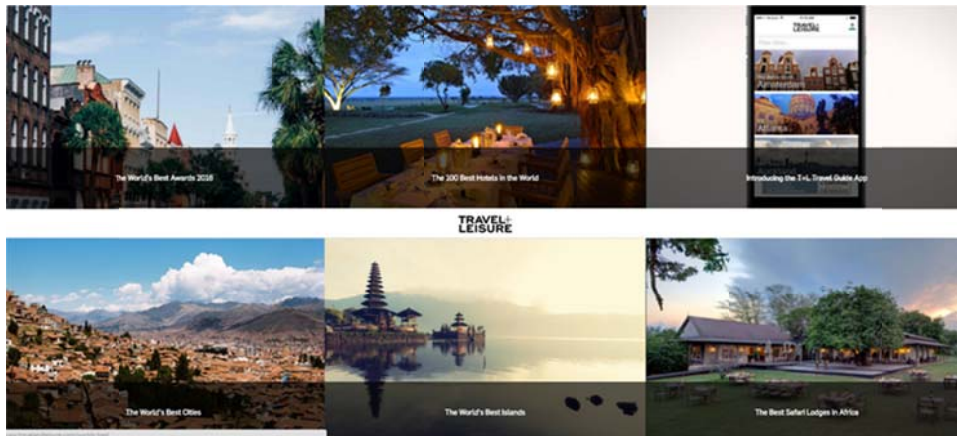
- Website Referrals (click-throughs to a non-blog page): 9.2% [DOWN 2.4]
Reposting of the same links (Deals & Specials and Visitor Guide requests) in the same places in every blog is a likely reason for the slight drop in referrals.
- Email Newsletters (Averages) [Y/Y change]
 - Consumer: Happenings
 - Email List: 146,015 [UP 17%]
 - Happenings Open Rate: 18% [UP 0.9]
 - Consumer: Deals & Specials
 - Email List: 77,379 [UP 58%]
 - Open Rate: 19.5% [UP 1.3]
 - Industry: Marketing Report
 - Email List: 3,369 [UP 6%]
 - Open Rate: 33.4% [UP 1.0]
 - Industry: Sales Report
 - Email List: 3,376 [UP 6%]
 - Open Rate: 33.4% [DOWN 2.3]
- Public Relations [Y/Y growth]
 - Pitches: 74
 - Press Releases: 10 [DOWN 47%]
 - Media Visits: 17 [UP 6%]
 - Media Contacts: 416 [DOWN 1%]
 - Earned Media: \$6,477,152 [UP 3%]
- Social Media [Y/Y change]
 - Facebook followers: 51,373 [UP 36%]
 - Facebook engagement: 199,594 [UP 175%]*
 - Twitter followers: 10,858 [UP 19%]
 - Instagram followers: 10,500 [UP 268%]
 - Pinterest follower: 2,145 [UP 18%]
 - YouTube subscribers: 239 [UP 55%]
 - YouTube views: 7,219 [UP 169%]
 - Trip Advisor page views: 39,266 [DOWN 23%]
TripAdvisor has modified their reporting method, which may account for the decreased numbers. Fuseideas is working to clarify the changes with Tripadvisor.
- Santa Fe Guide [Y/Y change]
 - Distributed guides: 61,031 [UP 64.3%]
- Visitors [Y/Y change]
 - TSF Visitor center visits: 20,060 [UP 84.3%].

Please see Q2 2016 Quarterly Report for more details.

*TOURISM Santa Fe began reporting Engagement in Q3 of 2015. Y/Y will normalize after one year. Engagement includes the total number of Facebook actions: likes, shares, clicks or comments.

** La Bajada VIC was closed the entire Q2 2016. As of June 2016, the Chamber Welcome Center is no longer providing information. Q2 2016 reflects numbers only from the three TSF Visitor Information Centers.

Santa Fe is the #4 Top City in the United States—Travel and Leisure



Thank you all for getting out the vote in the Travel + Leisure World's Best Awards 2016. The Readers' Survey results were recently announced and Santa Fe has been voted the #4 Top City In The United States.

SantaFe.org Update Business & Event Listings

TOURISM Santa Fe has implemented a new system on santafe.org allowing us to notify our industry partners when their event listings have expired. TSF will send notifications asking partners to add any new event listings as soon as possible to ensure visitors to the website have the most up to date information when planning their trips in advance.

In addition, industry partners now have the option to categorize their business or service as an “Attraction.” The listing will appear on santafe.org under the “Things to Do” menu.

Other ongoing website projects:

- Adding “Casinos” and Realtors” as business category options.
- New content and organization of Native American Culture pages
- New landing pages highlighting Santa Fe Neighborhoods (Museum Hill, Canyon Road, Historic Downtown, Railyard, Midtown Innovation District, South Innovation District) and Surrounding Areas(Los Alamos, Madrid, Espanola, Ojo Caliente, Abiquiu)
- Adding captions to all photos on santafe.org
- Investigating method which would allow industry partners to be classified in multiple categories.

Google Trekker and Santa Fe Highlight the Outdoors



Explore 32 trails and outdoor destinations in and around Santa Fe through images captured by new Google technology—Google Trekker. Check out the new Santa Fe Google Trekker page at <http://santafe.org/googletrekker> and help us get the word out by sharing this page on your social media channels.

Santa Fe Margarita Trail Update



As of 7/22/16, 550 Margarita Trail Passports have been sold at the TOURISM Santa Fe Visitor Centers; 428 T-shirts have been redeemed; 6 copies of The Great Margarita Book and three people have now completed the Margarita Trail! Mayor Javier Gonzales was on hand to present the first two, Joe and Audrey, with the final prize—the Official Margarita Trail Bartender Kit—as they earned their last stamp at Maria's.



New Promotional Video: TOURISM Santa Fe has just released a short, promotional video highlighting the Margarita Trail. [Click here](#) to watch and share! When sharing on social media, don't forget to include #MargaritaTrail and #SantaFeNM in your posts.

[Voting is open for USA Today 10Best Reader's Choice 2016](#)

It's time to flex the Santa Fe voting muscle. We have two local entries in the running in the Best Spa category so please vote daily on all devices through August 1:

Inn & Spa At Loretto - <http://www.10best.com/awards/travel/best-hotel-spa-2016/spa-at-loretto-santa-fe/>

Four Seasons Rancho Encantado - <http://www.10best.com/awards/travel/best-hotel-spa-2016/spa-at-rancho-encantado-santa-fe/>

Thank you for voting everyday!

[Vote for your favorite Santa Fe Green Chile Cheeseburger](#)



The 2016 Green Chile Cheeseburger Smackdown is set to take place on Friday, September 9th from 4-8pm. The [online voting](#) is open now through August 17 for the 2016 Green Chile Cheeseburger Smackdown. This year there are restaurants from Albuquerque and Roswell, so come on Santa Fe and vote for one of your favorite **Santa Fe** restaurant. They are also using the Passport model to get people out to restaurants. For this year's contest Angela Moore, FoodNetwork Digital Content Vice

President and Arthur Bovino, Food writer with Daily Meal and Mouth will join the judging. There are 15 amazing contenders this year; below are the Santa Fe contenders:

- The Palace Restaurant & Saloon
- Anasazi Restaurant
- Plaza Café Southside
- Living Room at the Inn & Spa of Loretto
- Terra Restaurant @ Rancho Encantado
- Loyal Hound
- Agave Lounge at the Eldorado Hotel
- Blue Corn Brewery
- Bang Bite Filling Station
- Second Street Brewery at the Railyard
- Rio Chama
- Red Sage at Buffalo Thunder

BrandUSA Creative Ask for Santa Fe



BrandUSA is the destination marketing organization for the United States that markets to international visitors. They are launching a new brand campaign and cutting-edge consumer website and they need information on Santa Fe! TSF submitted information and a collection of photos via their online Cities and Destinations Survey. Responses will be considered for use in the following areas:

- Consumer marketing campaigns
- Updating website content
- Updating destination pages with new fields like events and must sees
- Story ideas and social posts
- Images and video for creative campaigns

Industry Partners were asked to complete the survey as well.

MARKETING INFORMATION ITEMS

Working with Santa Fe County

TOURISM Santa Fe is partnering with Santa Fe County. The projects that are being worked on are below:

- Santa Fe Guide fulfillment in support of paid media

- Santa Fe County will be writing a monthly blog to highlight events and attractions in the county
- Sharing social media content
- Share the SantaFe.org website. This is a future project. We are waiting on the MOU.

This joint effort will increase Santa Fe's visibility and adds to the richness of the visitor experience.

TSF Business Partner Meetings

TOURISM Santa Fe officials met with the following partners/organizations in June:

- EdibleSantaFe
- CineFesta Italia
- Kiwanis Club of Santa Fe, Zozobra
- El Palacio Summer Issue Release
- Cowboy Boots & Cocktails Local Producers Party
- Keep Santa Fe Beautiful
- Lentic Performing Arts Center
- New Mexico Cocktails & Culture
- Lodger's Luncheon
- Santa Fe VIP
- EntreFlamenco
- Department of Cultural Affairs, Cultural Atlas of New Mexico App
- RootRated
- Rosewood Inn of the Anasazi
- Museum of Indian Arts & Culture
- Outside Bike & Brew
- Food Network
- New Mexico Hospitality Association
- 50 Plus News Magazine
- La Fonda Press FAM
- Day of the Dead Planning Meeting

TSF San Francisco and Boston Press Desk Sides

TOURISM Santa Fe met with a combination of travel writers and publications in San Francisco on June 13—15.

- Spud Hilton, Travel Editor, San Francisco Chronicle
- Laura Del Rosso, Freelance Travel Writer
- Sarah Purkrabek, AFAR Magazine
- Jessica Fender, Freelance News and Travel Writer for The Denver Post, The Tennessean, and New Mexico Journey
- Randy Yagi, Freelance Writer

- Ed Walsh, Freelance LGBT Writer and Blogger for Global Travel Examiner, San Francisco Gay Travel Examiner, San Francisco Headlines Examiner
- Emma Krasov, Travel Editor and Travel Columnist
- Christine Wei, Freelance Travel Writer for National Geographic Traveler, TraveandLeisure.com, Elite Travelers, FATHOM, Disney's Babble.com, New York Family and Mochi Magazine
- Elaine Johnson, Senior Food Editor, Sunset Magazine

TOURISM Santa Fe met with a combination of travel writers and publications in Boston on June 22—27.

- Fran Folsom , The Boston Globe, The Dallas Morning News, USA Today
- Chris Morris, Travel Editor, The Boston Globe
- Julie Hatfield, Examiner.com, JustLuxe
- Paul Rubio, Contributor to Luxury, Condé Nast Traveler, Departures, Palm Beach Illustrated and Naples Illustrated
- Sarah Hagman, Associate Editor, The Improper Bostonian

Santa Fe Welcome Banners

TOURISM Santa Fe, in partnership with Keep Santa Fe Beautiful, has completed the installation of ten banners as a way to welcome our visitors to The City Different. Each banner features an iconic Santa Fe image and can be seen at the intersection of St. Francis Drive and Cerrillos Road.

RTD Mountain Trail Route Resumes Service

The North Central Regional Transit District (NCRTD) has announced that it will resume service on its pilot RTD (“Blue Bus”) Mountain Trail route now through August 31.

The Mountain Trail route provides service from South Capitol Rail Runner Station to stops through Downtown, Fort Marcy Park and then up Hyde Park Rd. to recreational areas and businesses along NM 475 concluding at Ski Santa Fe. The service will provide two roundtrips Monday through Friday and three on the weekends. [Click here](#) for more information.

MONTHLY METRICS

Website & Newsletters

June 2016 Performance Metrics

Visits

- 110,173 Total Sessions (18.2% increase Y/Y)
- 86,057 Unique Users (16.3% increase Y/Y)

- 2.58 Pages per Session (8.7% decrease Y/Y)
- 2:55 Average Time on Site (10.4% increase Y/Y)
- 12.4% Conversion Rate [3% decrease Y/Y]

As stated in Q2 metrics, individual conversions are down slightly, although traffic to All Lodging pages are up indicating continuing traffic to the full set of accommodations pages.

Visitor Gender

- 61.2% Female
- 38.8% Male

Visitor Age

- 10.26% 18 - 24
- 18.78% 25 - 34
- 17.55% 35 - 44
- 16.67% 45 - 54
- 21.11% 55 - 64
- 15.63% 65+

Newsletters

- Santa Fe Happenings
 - Sent: June 8, 2016
 - Number sent: 49,376
 - Number opened: 8,744
 - Open rate: 17.8%
- TOURISM Santa Fe Marketing Report
 - Sent: June 8, 2016
 - Number sent: 1,141
 - Number opened: 411
 - Open rate: 36.0%
- TOURISM Santa Fe Sales Report
 - Sent: June 22, 2016
 - Number sent: 1,145
 - Number opened: 383
 - Open rate: 33.4%
- Santa Fe Deals and Specials
 - Sent: June 23, 2016
 - Number sent: 26,584
 - Number opened: 5,141
 - Open rate: 19.3%

*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

We are now halfway into 2016 and are well on our way for a banner year in social media. Again, we see an increase in followers across our social media platforms. The Visit Santa Facebook fan base grew by 676 followers—an increase of 1.3% M/M. Instagram gained 974 new followers—an increase of 10.2% M/M.

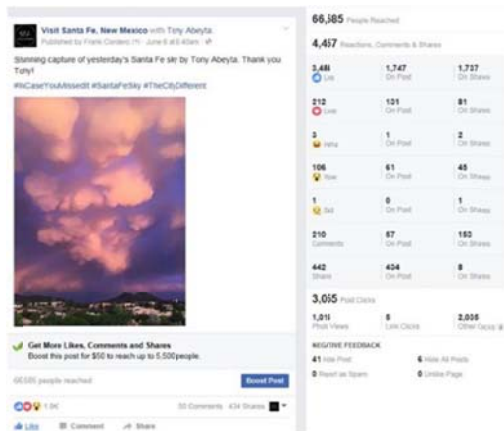
Facebook

June 2016 Performance Metrics

- Total Page Followers: 51,373 (1.3% increase M/M)
- People Talking About This: 8,194 (56% decrease M/M)
- Engagement: 22,399 (80% decrease M/M)

The consistent sharing of top earned media stories and native photos have garnered significant engagement on Facebook in past months. An 80% M/M decrease in engagement in June 2016 was, in part, due to fewer media stories and native photos being posted. Engagement and People Talking About Us numbers show a decrease, also, in part, to Facebook's introduction of the new algorithm in June 2016. User newsfeeds will be populated based on the pages FB users follow and interact with. A similar algorithm was introduced to Twitter in March 2016.

- Top Ranking Post, June: Stunning capture of yesterday's Santa Fe Sky by Tony Abeyta
 - June 6, 2016 at 8:40 AM
 - Likes: 3,484
 - Shares: 442
 - Comments: 210
 - Reach: 66,585



Twitter

June 2016 Performance Metrics

- Followers: 10,858 (1.4% increase M/M)
- Monthly Impressions: 107,400 (47.3% decrease M/M)
- Engagement: 1,097 (47.1% decrease M/M)
See notes in FB reporting regarding impressions and engagement.

- Top Performing Post, June: Have A Perfect Santa Fe Summer This July (Blog)
 - June 7, 2016 at 9:45 AM
 - Impressions: 1,609
 - Favorites: 17
 - Retweets: 4
 - Total Engagements: 2

Visit Santa Fe @CityofSantaFe
Have A Perfect Santa Fe Summer This July
<http://bit.ly/1ZuRmH1> Read our #NewBlogPost#JulyDifferent #SantaFeNM [pk.twitter.com/942m7kq](http://bit.ly/1ZuRmH1)

Promote your Tweet
Your Tweet has 6 total link clicks so far. Get more link clicks on this Tweet!

Promote your Tweet

Impressions	1,609
Total engagements	22
Likes	6
Link clicks	6
Media engagements	5
Retweets	4
Profile clicks	1

Instagram

June 2016 Performance Metrics

- Followers: 10,500 (10.2% increase M/M)
- Top Performing Post, June: What a cloud evening! Here's one from @alphabetatone
 - 762 Likes



Pinterest

June 2016 Performance Metrics

- Followers: 2,145 (1.2% increase M/M)

YouTube

June 2016 Performance Metrics

- Subscribers: 239 (2.6% increase M/M)
- Views: 2,163 (22.7% increase M/M)

Blog

June 2016 Blog Posts

Have A Perfect Santa Fe Summer This July

- Posted June 7, 2016
- Views: 313

New Media Currents Run Deep In Santa Fe

- Posted June 14, 2016
- Views: 101

Take In The Sweet Summer Music In Santa Fe

- Posted June 21, 2016
- Views: 260

Artisan Markets In Santa Fe

- Posted June 28, 2016
- Views: 275

June 2016 Performance Metrics

Total Blog Views: 4,113 (15.0% increase M/M)

Average Time on June Blog Posts: 2:30 minutes

PAID MEDIA PLACEMENTS

PRINT – June 2016

Publication: 5280 Traveler

Target Markets: Denver, CO

Flight Dates: 6/1/16 - 6/30/16

Impressions: 65,000



Publication: Austin Magazine
Target Markets: Austin, TX
Flight Dates: 6/1/16 - 6/30/16
Impressions: 161,000



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE – June 2016

Travel Age West e-blast
Target Markets: National w/ Western focus
Flight Dates: 6/10/16 and 6/17/16
Impressions: 5,024



Travel Pulse e-blast
Target Markets: National
Flight Dates: 6/28/16

Impressions: 3,334



Questex Travel Group e-blast

Target Markets: National

Flight Dates: 6/2/16

Impressions: 3,563

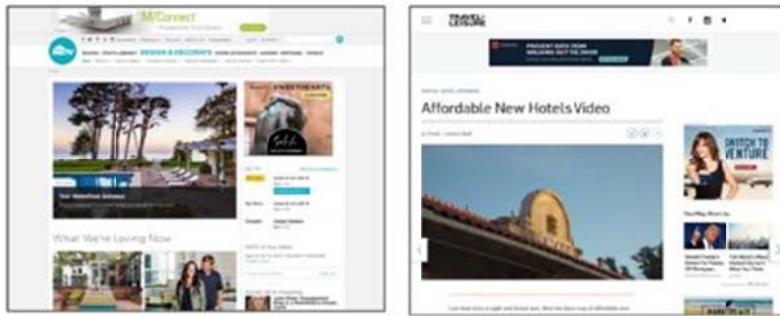


Magnetic: digital display and preroll

Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight Dates: 6/1/16 - 6/30/16

Impressions: 933,522

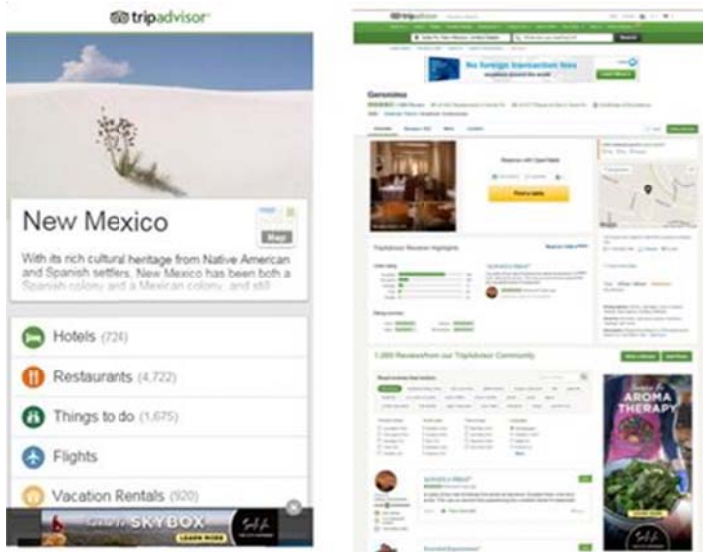


TripAdvisor: mobile and digital display sponsorship

Target Markets: Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight Dates: 6/1/16 - 6/30/16

Impressions: 156,740



Adara: mobile, preroll and desktop display

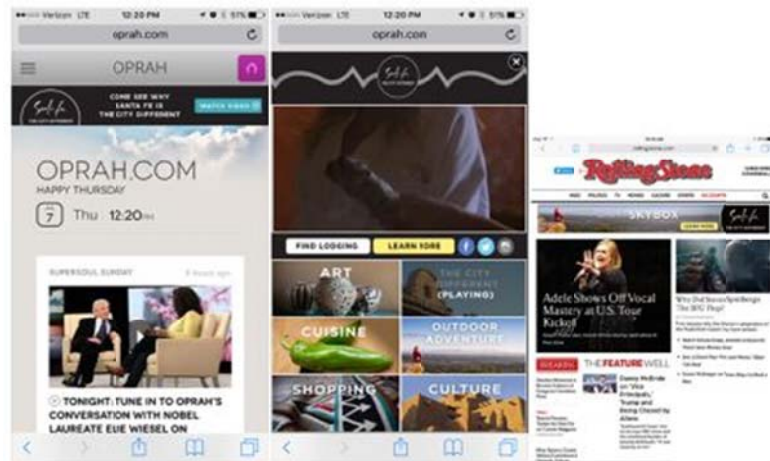
Target Markets: Austin, TX DMA

Flight Dates: 6/1/16 - 6/30/16

Impressions: 919,522



AdTheorent: mobile and preroll
 Target Markets: Austin, TX DMA
 Flight Dates: 6/1/16 - 6/30/16
 Impressions: 1,970,458



OUT OF HOME – June 2016
 Wilkins:Bus Wraps
 Target Markets: Austin, TX
 Flight Dates: 6/1/16 - 6/30/16
 Impressions: 1,575,000



SEM – June 2016
 Publication: Google AdWords
 Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas,

Houston, Chicago, New York

Flight Dates: 6/1/16 - 6/30/16

Impressions: 305,782 Consumer / 27,598 Austin

To Do in Santa Fe

There's more to see and do.
Check out Santa Fe attractions!

www.santafe.org/Attractions

Visit Santa Fe

Visit The City Different.
Book your Santa Fe trip today!

www.santafe.org/Visit

Explore Santa Fe

Events Occuring All Year Long
Learn More

www.santafe.org/Events

PUBLIC RELATIONS

Summary

June was our second best earned media month of the year at \$3,380,065, a 1,100 percent increase over June 2015, which was an unusually light month. We received coverage in top media including The New York Times, The Huffington Post, Men's Journal and more.

We have **USA Today Best Hotel Spa** until August 1st

Inn & Spa At Loretto

Four Seasons Rancho Encantado

Voting gets results. We just added **#4 Top City In The U.S.** from **Travel + Leisure World's Best Readers' Survey** to our booming list of accolades that is quite arguably the best in the world besides our friends in Charleston.

News to Use, Utilize Our Press Releases

June 29, 2016: [Santa Fe Hotel Complete Renovations and Attract Fresh Management & Culinary Talent](#)

June 7, 2016: [Santa Fe Summer Shines With Rainbow Lineup of New & Legend Art Markets](#)

June 2, 2016: [Treasure Hunters Flock to Santa Fe for Fennboree](#)

Check in with the **Current Releases section** of the santafe.org website for press releases.

Recent Accolades

Business Insider lauded ELOISA as one of the **Top 100 Wine Restaurants In America.**

Sunset Magazine recently named Santa Fe the winner in the **Best Shopping Destination/Street/Center** category in 2016 Travel Awards. Santa Fe was also named in the Final Four as **Best Food Town**, **Best Girlfriends' Getaway Destination/Spa**, and **Best Micro-Brewery or Distillery**.

Visiting Press

Freelance writer **Ellise Pierce** visited Santa Fe from June 15-19 on behalf of *The Fort Worth Star-Telegram*. Two pieces of coverage from her visit appeared on July 6.

Dave Arnold from *50 Plus News* visited from June 22 – 25

Ellis Widner from the *Arkansas Democrat Gazette* visited from June 17 - 19

TOURISM Santa Fe representatives spent time with journalist in town on a recent group press trip with La Fonda on the Plaza. The following media attended:

- Freelance, **Helen Anders**
- Freelance, **Cathy Barber**
- *iOn Oklahoma*, **Sandi Davis**
- *Prime Living*, **Jess Mebane**

Print, Online & Broadcast Articles

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

NEWSPAPER

As a result of hosting writer **Caramie Petrowsky**, *Tahoe Daily Tribune* provided dedicated coverage of Santa Fe in an article entitled, "[Travel to Santa Fe- Where to eat, sleep and explore with your family.](#)"

The New York Times included Santa Fe in a [round-up of L.G.B.T.-friendly destinations](#).

WEBSITES

Epicure & Culture included Santa Fe's Yogihiker in a round-up entitled "[10 Powerful Spiritual Retreats for Yoga Enthusiasts.](#)"

Travel Rants and Raves provided dedicated coverage of the Santa Fe Summer Art Markets in an article entitled "[Summer in Santa Fe.](#)"

Honest Cooking provided dedicated coverage of Santa Fe in an article entitled “[Santa Fe’s Fresh Flavorful Food Scene.](#)”

The Huffington Post provided syndicated coverage of the Condé Nast Traveler Readers’ Choice Awards Survey entitled “[The 5 best Places to Retire in the U.S.](#)”

WatchBoom.com provided syndicated coverage of Santa Fe in an article entitled “[Riding the Rail Runner Express to Santa Fe.](#)”

Thrillist included Santa Fe in round-up article entitled “[22 Underrated American Places You Need to Spend More Time In.](#)”

Santa Fe Hometown News provided dedicated coverage of [the partnership between TOURISM Santa Fe and Google Trekker.](#)

“*The Magazine*” included Santa Fe in a round-up entitled “[Best Destinations to Visit in June.](#)”

Refinery29 included Santa Fe in a round-up entitled “[15 Affordable U.S. Cities to Add to Your Bucket List.](#)”

MAGAZINES

Men’s Journal included Santa Fe’s El Chile Toreado in a round-up entitled “[What Happens When Gourmet Chefs Rethink Hot Dogs.](#)”

Food & Travel Magazine included Santa Fe in a round-up entitled “World Capitals in the U.S.”

Inspirato Magazine provided a dedicated feature article entitled “[Blame It On The Attitude.](#)”

Courier provided dedicated coverage of the destination in an article entitled “[Discover Santa Fe.](#)”

As a result of hosting writer **Melissa McGibbon**, *Outdoor Sports Guide* provided dedicated coverage of Santa Fe in an article entitled “[Mountain Biking in Santa Fe.](#)”

Smart Meetings provided dedicated coverage of Santa Fe in a video post entitled “[Santa Fe a Popular Destination for Meeting Planners.](#)”

As a result of **Alex Jacobs** attending the recent “Native Roots” press trip, *Indian Country Today* included Santa Fe in a feature article entitled “[The 2016 Indian Country Today Media Network Native Golf Directory.](#)”

AAA New Mexico Journey provided dedicated coverage of Santa Fe’s summer art markets in an article entitled “Market Research.”