



**OTAB Marketing Report
June 2017
Reported July 25, 2017**

EXECUTIVE SUMMARY

Key marketing highlights in June and July:

1) Summary of Q2 2017 Marketing Results

Advertising

- During the Apr-Jun (Q2) period, the core media campaign ramped back up with spring creative and two new campaign initiatives were introduced to the market—Fly Santa Fe and Santa Fe Celebrates Global Arts & Culture.
- \$520,370 was spent on media in Q2 2017 (413% increase from Q1 2017), with 37% of the budget allocated toward the Fly Santa Fe and Santa Fe Celebrates Global Arts & Culture campaigns.
- The Q2 2017 digital campaign delivered 47.7M impressions and generated 145K qualified visits to the Santa Fe landing pages—resulting in a 0.30% completed visit rate (CVR), a +43% increase from Q1 2017.
- “Arts” was the best performing creative in Q2, generating a 0.42% click rate, followed by “History” with a 0.39% CTR and “Outdoor” with a 0.34% CTR.
- Undertone (Rich Media Display) was the best performing digital partner with a 2.02% CVR and over 100K interactions (6.6% interaction rate is +78% higher than industry benchmark)—with most people interacting with The City Different overview, Visual Arts & Culture videos.

Website [Y/Y change]

- Total Sessions: 415,461 [UP 35%]
- Unique Users: 356,065 [UP 47%]
- Average Pages Per Session: 2.09 [DOWN 20%]
- Average Time on Site: 1:55 [DOWN 34%]

Traffic to santafe.org was up over Q2 2016, buoyed by digital advertising in April, May and June. Engagement decreased slightly due to digital advertising, which can result in a lower engagement and conversion rates when compared to organic or direct traffic. The new homepage design—in conjunction with the digital ad campaign—has affected visitor flow, changing the top pages on the site. The top 10 now reflect advertising buy destination and information about what is happening in Santa Fe.

Public Relations [Y/Y change]

- Pitches: 85 [UP 15%]
- Press Releases: 6 [DOWN 40%]
- Media Visits: 20 [UP 18%]
- Media Contacts: 455 [UP 9%]

- Earned Media: \$5,564,680 [DOWN 14%]
- Earned Media Impressions: 5,564,680 [Y/Y not available. Began tracking in Jan.2017]

TSF PR metrics show a strong Q2—nearly doubling the impressions from the same period last year. This can be attributed to placements in syndicated articles (AP article on the topic of chocolate trails, a Santa Fe Margarita Trail story and another on historic cities, written by Randy Yagi). These three stories accounted for 40 placements, which represent 73% of the total impressions for Q2 and 72% of the total ad value.

Cinco de Mayo occurred over this period, which provided an opportunity to promote the Santa Fe Margarita Trail. 14% of the coverage from this period was focused on the Margarita Trail/the holiday.

The number of media visits and total pitches increased because of continued, personalized outreach. In an attempt to increase the return on TSF investment in media visits, the team plans to create an enhanced follow-up system to generate even more coverage from these visits.

Blog [Y/Y change]

- Page Views: 22,303 [UP 92%]
- Average Time on Blog: 3:16 [UP 32%]
- Website Referrals: 6.7% [DOWN 2.5%]

Blog traffic doubled over Q2 2016 and every engagement metric is up. Referrals to the main site (santafe.org) declined while exit rates increased, showing the visitors are coming to the blog for the content and leaving after consuming it. Conversions originating from the blog have dropped as a result.

Email Newsletters (Averages) [Y/Y change]

- Consumer: Happenings
Number Sent: 143,165 [DOWN 2%]
Happenings Open Rate: 17.4% [DOWN 0.6%]
- Consumer: Deals & Specials
Number Sent: 83,075 [UP 7%]
Deals & Specials Open Rate: 18.6% [DOWN 0.9%]
- Industry: Marketing Report
Number Sent: 3,304 [DOWN 2%]
Marketing Report Open Rate: 32.5% [DOWN 0.9%]
- Industry: Sales Report
Number Sent: 3,305 [DOWN 2%]
Sales Report Open Rate: 32.7% [DOWN 0.7%]

Consumer: Newsletter engagement fell slightly in Q2 when compared to the same period last year. Deals & Specials was an outlier with increased reach and open rates. Targeted mailings succeed strongly.

Industry: Newsletter engagement also fell slightly in Q2 when compared to the same period last year. Though open rates are still far above consumer newsletters.

Social Media [Y/Y change]

- Facebook Followers: 58,735 [UP 14%]
- Facebook Engagement: 146,318 [DOWN 16%]
- Twitter Followers: 12,388 [UP 14%]
- Twitter Engagement: 2,461 [DOWN 49%]
- Twitter Impressions: 212,500 [DOWN 51%]
- Instagram Followers: 17,400 [UP 66%]
- Pinterest Followers: 2,358 [UP 10%]
- YouTube Subscribers: 312 [UP 31%]
- YouTube Views: 10,436 [UP 45%]
- Tripadvisor Page Views: 49,912 [UP 27%]

In Q2 2017, TSF social media channels saw a steady gain in followers when compared to Q2 2016. Metrics for this quarter are based on organic posts. The 2017 social media calendar is complete and we are now working on 2018 with events being entered through the middle of 2018.

Facebook engagement was down due to fewer posts and to low follower engagement.

Instagram continues to be our fastest growing channel—with a 66% increase in followers over last quarter, bringing our total to 17,400.

Visitor Guide Distribution [Y/Y Change]

- Distributed Guides: 53,561 [DOWN 12.2%]

Distribution of the guide is down from last year due to delays in getting guides to our Distributor in the drive market. There was a marked increase in June's distribution numbers once the guides were received by Certified. Delivery was made to Certified warehouses on May 31 and June 1, 2017. There should be continued improvement in the next quarter, as we will be adding two more distribution locations in Arizona.

Visitor Center Visits [Y/Y change]

- TSF Visitor Center and NMTD (Lamy) visits: 27,844 [DOWN 4%]

In August 2016 the Plaza Galeria opened the restrooms to the public. Previously at the Visitor Center, they were getting up to 100 requests a day (in season) for "where is the restroom?" These numbers were being tracked as "Walk In, No Info". Once the downstairs restrooms were open to the public, a sign was posted that says "Restroom Downstairs". This has lowered the number of "Walk-in, no info" patrons to the Plaza Visitor Center.

In January 2016, we changed the tracking of some of the information being obtained at the Visitor Centers. This primarily effected the numbers at the Convention Center, where bulk mail and boxes are tracked. Previously, when a phone call or email came in requesting a box of Guides, it was being tracked as "60 contacts" for the 60 people who would eventually read the Guide, rather than the one contact to the Visitor Center. We changed this to track the contact as "1" and the number of Guides going out to "60". This has drastically changed the number of contacts at the Convention Center Visitor Center.

2) Santa Fe Named as one of Travel + Leisure World's Best

- Santa Fe was just ranked #2 in the Top 15 Cities in the U.S. category and #11 in the category The City Different was one of only two U.S. destinations named as one of the World's Top Cities.
- In addition to the city's awards, Sunrise Springs Spa Resort and Ojo Caliente Mineral Springs Resort & Spa ranked #3 and #4 in the Top 10 Domestic Destination Spas category, respectively.

3) Fuseideas: Campaign Creative Refresh



- Fuseideas presented several dozen new creative concepts for TSF feedback and approval.
- The creative approach is a match cut visual concept featuring “the best of both worlds.”
- New creative will be used in the upcoming fall campaign in the following regional publications: *New Mexico Magazine*, *5280 Magazine*, *Spring Magazine*, *Phoenix Magazine*, *Chicago Magazine* and in the Georgia O’Keeffe fall member magazine.

4) Digital Billboard Campaign

Prado Exhibit
Santa Fe



TOURISM Santa Fe has purchased a media package consisting of a digital billboard placement in Amarillo, TX. The 4-week campaign began on June 30 and features the following Santa Fe events and activities: Santa Fe Margarita Trail, Meow Wolf, Prado in Santa Fe exhibit, and Spanish Market.

5) TSF Awarded New Mexico Tourism Department Marketing Grant

TOURISM Santa Fe has been awarded matching funding to execute marketing initiatives as part of NMTD’s Cooperative Advertising grant program.

TSF will partner with New Mexico Tourism Department in the following placements: *D Magazine*—full page advertorial (April 2018); *Southwest Magazine*—full page advertorial + email (May 2018); *Texas Monthly*—full page advertorial + feature in newsletter (May 2018).

6) TSF Sponsors Santa Fe Bandstand

TSF is sponsoring Santa Fe Bandstand this summer and we have listed Santa Fe Celebrates Global Arts & Culture, Santa Fe Margarita Trail, and Fly Santa Fe as sponsors for the following performances:

July 26, 2017 6-9 pm: Santa Fe Opera Apprentices + Santa Fe Great Big Jazz Band;
Sponsored by: *Santa Fe Celebrates Global Arts & Culture*

August 1, 2017 6-9 pm: Chris Arellano + American JeM; Sponsored by: *Santa Fe Margarita Trail*

August 3, 2017 6-9 pm: David Berkeley + Detroit Lightning; Sponsored by: *Fly Santa Fe*

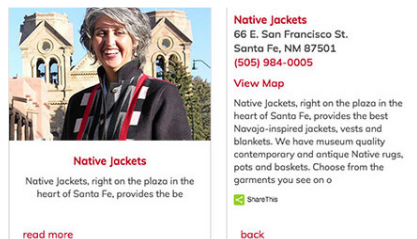
7) Santa Fe Margarita Trail App

- Development has begun and the project is scheduled to take 6-8 weeks to complete.

8) Northern New Mexico Air Alliance and Fly Santa Fe

- The “inbound” digital and out of home advertising campaign is currently in market through July 30.
- The campaign launched on April 1 and through June 30, the campaign has spent \$143,902 and garnered 33M impressions, 35,477 clicks and 17,980 qualified visits to flysantafe.com.
- Click rates and conversion rates are outperforming the industry benchmarks and campaign goals.

9) New Look of Business Listings SantaFe.org



- We are moving to a card-based layout which will feature larger images and a listings page that is cleaner and easier to navigate. When visitors on the site click to “read more” about the business, the card will flip to reveal the business’s description, address and phone.

10) Visiting Press

- Liana Moore of *Vail Daily* from June 8-11.
- Lori Mayfield of *JohnnyJet* visited Santa Fe on assignment from June 18-21.

- Teake Zuidema of Dutch publication *Zin* visited Santa Fe on assignment from June 19-22.
- Natalie Hegert of *Artsy Magazine* visited Santa Fe on assignment from June 26-28.

HIGHLIGHTS

Santa Fe 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 7/19/17)

- **1,549** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **3,625** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **1,428** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **83** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **42** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations

- **3** Press Releases
- **35** Journalist have experienced the Trail
- **\$4,154,047** amount of earned media

Social Media

- **325** Total Social media posts. This total includes all organic posts to Facebook, Twitter, Instagram, Pinterest, YouTube, Google+ and blog posts.

Partnership with Santa Fe County

Monthly Blogs are being written by Santa Fe County and published on TSF's blog page. The following blog was published in July:

7/18/17: [Finding Enchantment in the New Mexico Wine Region](#)

1,860 marketing collateral requests for Santa Fe County have been processed and fulfilled in 2017.

In addition, Santa Fe County will be supporting the Press FAMs for Fiscal Year 2018.

MONTHLY METRICS

Website & Newsletters

June 2017 Performance Metrics

Visits

- Total Sessions 103,466 (6.1% decrease Y/Y)
- Unique Users 84,119 (2.3% decrease Y/Y)
- Pages per Session 2.38 (7.8% decrease Y/Y)
- Average Time on Site 2:31 (13.75% decrease Y/Y)
- Conversion Rate 13.11% (5.5% increase Y/Y)

Visitor Gender

- 60.7% Female
- 39.3% Male

Visitor Age

- 8.37% 18 - 24
- 17.7% 25 - 34
- 17.35% 35 - 44
- 17.29% 45 - 54
- 21.44% 55 - 64
- 17.83% 65+

Newsletters

- Santa Fe Happenings
 - Sent: June 7, 2017
 - Number sent: 48,204
 - Number opened: 8,487
 - Open rate: 17.72%
- Stay in Touch with Santa Fe (to Dallas and Denver Travel & Adventure Show Attendees)
 - Sent: June 7, 2017
 - Number sent: 937
 - Number opened: 187
 - Open rate: 20.00%
- TOURISM Santa Fe Marketing Report
 - Sent: June 15, 2017
 - Number sent: 1,117
 - Number opened: 369
 - Open rate: 33.39%
- Santa Fe Deals and Specials
 - Sent: June 16, 2017
 - Number sent: 28,135

- Number opened: 5,434
- Open rate: 19.5%
- TOURISM Santa Fe Sales Report
 - Sent: June 28, 2017
 - Number sent: 1,104
 - Number opened: 364
 - Open rate: 32.97%

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

At the end of June 2016, Google Trekker was launched, and multiple one-off e-newsletters were sent, which provided above-average traffic for the latter part of the month. Neither of these took place in June 2017, which resulted in slightly decreased traffic Y/Y.

The increase in conversion rate showcases that visitors convert better from the main Accommodations page than from any of the sub-pages. The recent redesign directs visitors to the main Accommodations page as well as the sub-pages, resulting in an increased conversion rate.

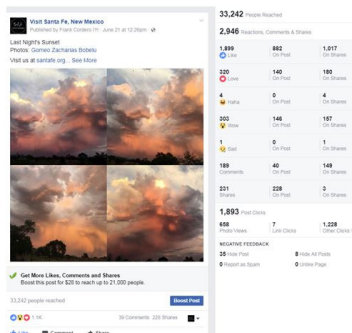
SOCIAL MEDIA

Summary

A user submitted photo by Gomelu Zacharias Bobelu was the top performing Facebook post for June. Facebook saw a decrease in Engagement (-28.1%) and People Talking About This (-28.8%) month over month. A decrease occurred because not enough photos were posted. Photos garner some of the highest engagement on our Facebook account. The month of June also saw 109 posts as opposed to May having 180 posts and April having 168 posts.

The Santa Fe sunset on June 20 also provided us another top performing post on our Instagram account. This was also a user submitted photo. It seems followers do love an orange sunset. Instagram saw a 2.3% increase in followers. Twitter also saw a decline in engagement and impressions. More organic content will be created for Twitter. Once again, photos that do well on Instagram and Facebook will be shared on Twitter as that also garners high engagement and impressions.

Facebook



June 2017 Performance Metrics

- Total Page Followers: 58,735 (0.6% increase M/M)
- People Talking About This: 15,305 (28.8% decrease M/M)
- Engagement: 29,6265 (28.1% decrease M/M)
 - Top Ranking Post: Last Night's Sunset /Photos by Gomeo Zacharias Bobelu
 - June 21 at 12:26 pm
 - Likes: 1,889
 - Comments: 39
 - Reach: 33,242

Twitter



June 2017 Performance Metrics

- Followers: 12,388 (0.7% increase M/M)
- Monthly Impressions: 53,100 (39.5% decrease M/M)
- Engagement: 620 (37.1% decrease M/M)
 - Top Ranking Post: Get Ready! The 96TH Santa Fe Indian Market will be held on August 19-20, 2017
 - June 1, 2017 at 9:31 am
 - Impressions: 2,574
 - Favorites: 24
 - Retweets: 15
 - Total engagements: 60

Instagram

June 2017 Performance Metrics

Total Blog Views: 7,739 (11.0% decrease M/M)

Average Time on Blog: 3:13 minutes

YouTube

June 2017 Performance Metrics

- Subscribers: 312 (0.3% decrease M/M)
- Views: 3,523 (9.1% increase M/M)

PUBLIC RELATIONS

Summary

The public relations performance metrics for the month of June 2017 primarily show moderate increases across the board and this month's result keep us on pace for meeting the 2017 year end goals. You will notice that we continue with the trend of increasing individualized media pitches in lieu of distributing formal press releases so that metric is down for this reason. With 64 pieces of earned media coverage generated by the team for the destination this month, we have ended the 2017 fiscal year in a great place.

For June, many of the articles published are examples of media coverage that can result from building relationships over several years with a journalist. TOURISM Santa Fe PR staff have nurtured the relationship with the journalist by both having them visit the destination and keeping regular ongoing communication through desk side appointments and email follow-up. The results of those efforts are seen in Santa Fe's inclusion in just two articles this month that produced 38 syndicated pieces of coverage and made up 60% of the total June earned media.

Press Releases

June 16 - [Santa Fe Named "Best Town Ever" by OUTSIDE Magazine](#): in-state outlets

June 23 - [What's New in Santa Fe \(Consumer\)](#): regional outlets and international media contacts

June 23 - [What's New in Santa Fe\(Art\)](#): art focused outlets

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

Performance Metrics

June 2017

- Pitches: 33 (10% increase Y/Y)
- Press Releases: 3 (40% decrease Y/Y)

- Media Visits: 4 (20% decrease Y/Y)
- Media Contacts: 150 (5.63% increase Y/Y)
- Earned Media: \$ 3,803,623 (12.53% increase Y/Y)

Recent Accolades

Expedia named Santa Fe as one of their "**Top Vacation Home Destinations**" for 2017.
