



**OTAB Marketing Report
July 2017
Reported August 22, 2017**

EXECUTIVE SUMMARY

Key marketing highlights in July and August:

1) Margarita Trail and Santa Fe City App

- TSF is pursuing the development of an app to serve as a wayfinding tool for Santa Fe visitors and residents. An RFP is currently being advertised with all submissions due by September 18.
- Development work for the Margarita Trail app continues with a tentative completion date in early-October.

2) Artist in Residence Program

TSF held a meeting on August 16th with interested hotels on a new program, "Artist in Residence." The program would be an annual art happening featuring the works of Santa Fe and/or New Mexican artists and Santa Fe hotels during the offseason of November through February and could include the following:

- Partnerships between artists and/or galleries and a hotel that provides daily scheduled art demonstrations for visitors. Hotels could partner directly with artists or galleries representing New Mexico artists.
- Art Crawl for visitors and locals to visit hotels to see the various artists creating art.
- Artist's art would be for sale at hotel and/or appropriate gallery

3) Business Listing updates on SantaFe.org

- TSF and Studiox are finalizing the look and functionality of the new, card-based business listings.
- Updates to the business listing form in the backend are being made to be clearer and easier to understand.
- TSF will be conducting a pre-release exercise with several business partners.

4) Influencer FAM

TSF has scheduled our first social media influencer FAM for September 17-20, 2017. Santa Fe County will be providing financial support for transportation for this FAM and all press FAMs for Fiscal Year 2018.

5) Strategic Press Visits

In July, we had high value press visits from Departure Magazine, Conde Nast, Fodors Travel and CNN Travel.

6) 2018 Santa Fe Visitor Guide

- Bella Media has been selected to publish the 2018 Santa Fe Visitor Guide.
- TSF and Bella Media have begun reviewing design layout and cover artwork.
- Copies are scheduled to be available by the middle of December.

7) Santa Fe and NewMexico.org

- TSF is working closely with the NewMexico.org webmaster to ensure that Santa Fe events are highly visible and effectively driving web traffic to santafe.org.

8) Northern New Mexico Air Alliance and Fly Santa Fe

- The campaign launched on April 1 and was in market through July 31, 2017.
- The total spend was \$177,865 across all advertising channels and garnered over 40K clicks from 13.4M digital media impressions—resulting in 20,414 qualified visits to flysantafe.com
- Click rates and conversion rates outperformed all of the industry benchmarks and campaign goals.

HIGHLIGHTS

Santa Fe Margarita Trail

Development work on the Margarita Trail app has begun and is progressing on schedule.

The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

Cumulative Totals (as of 8/14/17)

- **1,729** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **3,975** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **1,432** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **84** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **43** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations

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

Social Media

- **332** 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 August:

8/15/17: [Backpacking Nirvana in the Santa Fe National Forest](#)

4,019 marketing collateral requests for Santa Fe County have been processed and fulfilled in 2017.

MONTHLY METRICS

Website & Newsletters

July 2017 Performance Metrics

Visits

- Total Sessions 111,731 (8.9% decrease Y/Y)
- Unique Users 90,323 (5.4% decrease Y/Y)
- Pages per Session 2.29 (7.4% decrease Y/Y)
- Average Time on Site 2:26 (11.5% decrease Y/Y)
- Conversion Rate 11.1% (7.5% decrease Y/Y)

Visitor Gender

- 60.7% Female
- 39.3% Male

Visitor Age

- 9.1% 18 - 24
- 17.2% 25 - 34
- 17.8% 35 - 44
- 17.3% 45 - 54
- 21.5% 55 - 64
- 17.2% 65+

Newsletters

- Santa Fe Happenings
 - Sent: July 6, 2017
 - Number sent: 48,016
 - Number opened: 8,418
 - Open rate: 17.6%
- TOURISM Santa Fe Marketing Report
 - Sent: July 12, 2017
 - Number sent: 1,111

- Number opened: 369
 - Open rate: 33.5%
- Santa Fe Deals and Specials
 - Sent: July 20, 2017
 - Number sent: 28,182
 - Number opened: 5,203
 - Open rate: 18.5%
- TOURISM Santa Fe Sales Report
 - Sent: July 26, 2017
 - Number sent: 1,118
 - Number opened: 377
 - Open rate: 34.0%

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

We are continually working to identify the impacts of the santafe.org homepage redesign and to evaluate and improve the flow of user traffic being driven to the site through our digital advertising efforts.

SOCIAL MEDIA

Summary

Once again, posting videos to our social media channels prove worthy. Our **Santa Fe History pillar video** was the top performing post for July. Our Visit Santa Fe Facebook page received an 8.4 % increase in engagement. Monthly impressions for Twitter went down 1.5% and engagement saw a 31% decrease. More organic content needs to be created in order to garner higher engagement numbers. Instagram continues to see a steady gain in followers—with 200 new followers in July. Pinterest saw a .5% increase in followers. YouTube saw a 5.6% decrease in views.

Facebook



July 2017 Performance Metrics

- Total Page Followers: 59,233 (0.9% increase M/M)
- People Talking About This: 15,330 (0.2% increase M/M)
- Engagement: 32,127 (8.4% increase M/M)
 - Top Ranking Post: Visit Santa Fe, New Mexico
 - July 27 at 11:00 am
 - Likes: 1,511
 - Comments: 129
 - Reach: 44,057

Twitter



July 2017 Performance Metrics

- Followers: 12,510 (1% increase M/M)
- Monthly Impressions: 52,300 (1.5% decrease M/M)
- Engagement: 425 (31% decrease M/M)
 - Top Ranking Post: Santa Fe Indian Market! Come for the art and stay for the experience!
 - July 23, 2017 at 7:27 pm
 - Impressions: 2,816
 - Favorites: 55
 - Retweets: 16
 - Total engagements: 71

Instagram



July 2017 Performance Metrics

- Followers: 17,600 (1.1% increase M/M)
- Top Performing Post: You're looking at the most photographed door in Santa Fe.
 - 1,060 Likes

Pinterest

July 2017 Performance Metrics

- Followers: 2,369 (0.5% decrease M/M)

Santa Fe Blog

July Blog Posts

Eight Santa Fe Experiences to Enjoy in August

- Posted July 3, 2017
- Views: 350

The "Poeh" at Pojoaque - A Pathway to Pueblo Culture

- Posted July 10, 2017
- Views: 106

Finding Enchantment in the New Mexico Wine Region

- Posted July 17, 2017
- Views: 82

More Ways to Celebrate Global Arts and Culture In Santa Fe This Year

- Posted July 24, 2017

- Views: 91

July 2017 Performance Metrics

Total Blog Views: 9,784 (25.9% increase M/M)

Average Time on Blog: 3:05 minutes

YouTube

July 2017 Performance Metrics

- Subscribers: 315 (1% increase M/M)
- Views: 3,325 (5.6% decrease M/M)

PUBLIC RELATIONS

Summary

The month of July has again proven to be a fantastic month for Santa Fe in the news and for hosting media in the destination. Travel + Leisure announced their *2017 World's Best Awards* and Santa Fe jumped to the No. 2 spot on the "[**Top 15 Cities in the United States**](#)" list and broke onto the global list at No. 11 for the "[**World's Top 15 Cities**](#)." The 2017 Travel + Leisure World's Best Awards are an annual survey driven by the outlet's more than 300,000 readers and a coveted accolade within the travel industry.

When reviewing the year over year performance metrics you will see that in July 2017 our pitches are down 48% from 2016 when we sent 108 pitches. About this time last year was when TOURISM Santa Fe began a concerted effort to reach out individually to journalists and publications with custom pitch emails and July 2016 happened to be when the team focused on catching up with many of our media contacts to ensure no summer events or pitches were missed. We have since maintained a monthly trend of sending an average of 50 pitches.

Another interesting note is that this month many articles in our "Santa Fe In The News" section were live and published quickly (within 1-3 months) after we hosted or assisted the journalist. It is always nice to see a short turnaround time for the results of our efforts.

Press Releases

July 12, 2017 - [TRAVEL + LEISURE READERS VOTE SANTA FE AS TOP U.S. CITY](#)

Performance Metrics

July 2017

- **Pitches:** 56 (48% decrease Y/Y)
- **Press Releases:** 2 (60% decrease Y/Y)

- **Media Visits:** 7 (133% increase Y/Y)
- **Media Contacts:** 151 (5.5% increase Y/Y)
- **Earned Media:** \$2,981,888 (.5% increase Y/Y)

Recent Accolades

Santa Fe ranked No. 2 on the “**Top 15 Cities in the United States**” list and No. 11 on the “**World’s Top 15 Cities**” list in the **2017 Travel + Leisure World’s Best Awards**, an annual survey driven by the outlet’s more than 300,000 readers. Santa Fe was one of only two U.S. cities to be recognized in the “World’s Top 15 Cities” category.

Santa Fe also ranked No. 4 in the “**Best Cities for Culture in the United States**” category.

In addition to the city’s awards, **Sunrise Springs Spa Resort** and **Ojo Caliente Mineral Springs Resort & Spa** ranked No. 3 and No. 4 in the “**Top 10 Domestic Destination Spas**” category.

Visiting Press

- Courtney Drake-McDonough of *InGoodTaste* visited Santa Fe from July 11-13.
- Freelance writer Ann Shepphird visited Santa Fe from July 11-14.
- Smita Jacob of *Hogger & Co. Photography LLC* visited Santa Fe from July 22-23.
- Freelance writer Alec Harvey visited Santa Fe from July 23-25.
- Brandon Presser visited Santa Fe on assignment for *Departures* from July 26-29.
- Alex Postman, Features Editor at *Condé Nast Traveler* visited Santa Fe from July 27-30.
- Associate Editor, Teddy Minford, of *Fodor’s Travel* visited Santa Fe on July 27-28.