



**OTAB Marketing Report
August 2017
Reported September 26, 2017**

EXECUTIVE SUMMARY

Key marketing highlights in August and September.

1) TSF wins 2017 U.S. Travel Association Award

The U.S. Travel Association awarded the TOURISM Santa Fe Margarita Trail the 2017 Destiny Award for best Public Relations Campaign. The Destiny Awards recognize excellence in destination marketing on the local and regional level. A judging panel of business leaders from companies including JPMorgan Chase and Hilton selected the winners for this award program.

2) TSF hosts first Influencer FAM

From September 17-20 TOURISM Santa Fe, in partnership with Santa Fe County, hosted our first social media influencer FAM. Seven influencers from around the country (Boston, LA, New York, Florida, Chicago, Austin, and Canada) participated in the FAM with the goal of increasing Santa Fe's online and social media presence.

3) Top HAT Nominations

Nominations are now open to select the "Top HAT" in the field of New Mexico hospitality and tourism. The Top HAT Awards celebrate and recognize outstanding teams or individuals who have shown exceptional dedication to their company or organization's brand promise.

TSF will submit the following nominations:

- Marketing: Best Digital Campaign > #MySantaFeHolidayTSF Instagram Contest
- Marketing: Best Digital Campaign > The City Different Undertone PageGrabberX Digital Ad
- Marketing: Most Innovative Campaign > Santa Fe Celebrates Global Arts and Culture, featuring The Prado in Santa Fe
- Product Development: Best New Experience > Fly Santa Fe
- Product Development: Outstanding Attraction > The Prado in Santa Fe

Winners will be announced at the 2017 Top HAT Awards Gala on November 14, 2017.

4) Margarita Trail and Santa Fe City App

- The deadline for RFP responses for the Santa Fe City App has closed. The Selection Committee will begin reviewing responses, interviewing applicants and selecting the developers for the project.
- Development work for the Margarita Trail app continues with a tentative soft launch date in mid-October.

5) Artist in Residence Program

- The landing page for the program is being developed and is scheduled to go live on October 27.
- Digital advertising will begin on November 1, 2017. Fuseideas is planning the advertising buy.
- The following lodging partners will participate in the program:
 - Inn of the Governors
 - Hilton Buffalo Thunder
 - Hotel Santa Fe
 - La Posada
 - Drury
 - La Fonda
 - Sunrise Springs
 - Eldorado
 - Inn & Spa at Loretto
 - Hotel St. Francis
 - Hilton Plaza
 - Inn on the Alameda
 - Santa Fe Inn
 - Fort Marcy Suites
 - Inn of the Anasazi
 - Rancho Encantado Four Seasons

6) 2018 Santa Fe Kids Free Spring Break

- Business partners have been notified that the Kids Free Spring Break promotion will take place in 2018.
- The partner offer submission form will be ready in mid-October and the landing page will go live on November 15.
- Digital advertising will begin on January 1 and be in market through March 2018.

7) Business Listing updates on SantaFe.org

- After conducting a pre-launch exercise with several business partners, it was determined that the business listing form needs further development.
- The form needs to be clearer and easier to understand before we are able to launch the new business listing design.

8) 2018 Santa Fe Visitors Guide

- The cover of the 2018 Visitors Guide has been selected.
- Copy editing has begun.

9) Northern New Mexico Air Alliance and Fly Santa Fe

- Media buy planning for the next advertising campaign is in process.
- The campaign will be in market from November 2017-March 2018.

HIGHLIGHTS

Santa Fe Margarita Trail

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 9/19/17)

- **1,984** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **4,175** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **1871** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **106** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **53** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations

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

Social Media

- **340** 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

4,005* marketing collateral requests for Santa Fe County have been processed and fulfilled in 2017.

**There was a small discrepancy in the inventory reporting this month when compared to last month. We are looking into the issue.*

MONTHLY METRICS

Website & Newsletters

August 2017 Performance Metrics

Visits

- Total Sessions 93,918 (11.1% decrease Y/Y)
- Unique Users 75,425 (10.7% decrease Y/Y)
- Pages per Session 2.42 (4.1% decrease Y/Y)
- Average Time on Site 2:36 (8.9% decrease Y/Y)
- Conversion Rate 10.6% (21.8% decrease Y/Y)

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.

Due to a technical issue and delay with implementing tracking tags from ADARA (one of our digital advertising partners), the overall digital advertising spend in August was about 50% less than August

2016. Additionally, there was no spend for paid search in August due to similar issues with ADARA tracking pixel. Despite the decrease in spend, we saw almost the same amount of sessions to the site from all digital campaigns mostly due to the Santa Fe Celebrates Global Arts and Culture digital advertising campaign still being in market (the campaign was not in market last year). Visits to The City Different landing page were down 16% Y/Y, accounting for a difference of about 700 total sessions Y/Y.

Other metrics are also showing decreases in August when compared to last year. Walk-in numbers for the Plaza Visitor Centers are down 25% Y/Y. Occupancy rates and RevPar are also showing decreases Y/Y for August. We will continue to monitor all key metrics.

Visitor Gender

- 61.2% Female
- 38.8% Male

Visitor Age

- 8.3% 18 - 24
- 16.7% 25 - 34
- 16.4% 35 - 44
- 16.8% 45 - 54
- 22.7% 55 - 64
- 19.1% 65+

Newsletters

- Santa Fe Happenings
 - Sent: August 2, 2017
 - Number sent: 48,294
 - Number opened: 8,094
 - Open rate: 16.8%
- Meet Different in the City Different Pre-Mailer 1
 - Sent: August 3, 2017
 - Lists: Latest ASAE 2016 Attendees, Latest ASAE 2017 Attendees
 - Number sent: 1,900
 - Number opened: 246
 - Open rate: 21.6%
- Meet Different in the City Different Pre-Mailer 2
 - Sent: August 8, 2017
 - Lists: Latest ASAE 2016 Attendees, Latest ASAE 2017 Attendees
 - Number sent: 1,878
 - Number opened: 397
 - Open rate: 21.1%
- TOURISM Santa Fe Marketing Report
 - Sent: August 10, 2017
 - Number sent: 1,111
 - Number opened: 352
 - Open rate: 31.7%
- Plan now for fall in Santa Fe
 - Sent: August 11, 2017
 - Number sent: 24,101

- Number opened: 5,457
 - Open rate: 22.6%
- Santa Fe Deals and Specials
 - Sent: August 18, 2017
 - Number sent: 28,470
 - Number opened: 5,638
 - Open rate: 19.8%
- TOURISM Santa Fe Sales Report
 - Sent: August 24, 2017
 - Number sent: 1,115
 - Number opened: 371
 - Open rate: 33.3%
- Meet Different in the City Different Post-Mailer
 - Sent: August 29, 2017
 - Lists: Latest ASAE 2016 Attendees, Latest ASAE 2017 Attendees
 - Number sent: 1,840
 - Number opened: 259
 - Open rate: 14.1%

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

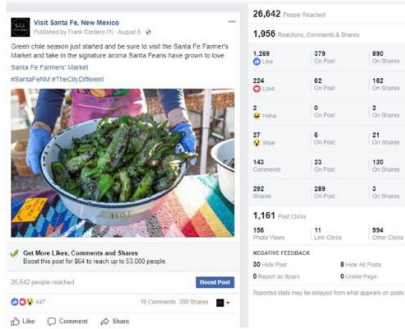
SOCIAL MEDIA

Summary

In August, Visit Santa Fe's Facebook page saw a 20% decrease in engagement over last month. There were marked decreases in shares, likes and comments for the month of August when compared to July. There were a total of 90 posts for August. July contained 85 posts. Monthly impressions for Twitter shot up 45% over last month and engagement went up 32%. A more photo-curatorial stance has been adopted in selecting photos to accompany organic posts. The effort paid off as the three different carefully selected photos were the top performing posts for August on Facebook, Twitter and Instagram.

Instagram continues to rise steadily with a 2% increase in followers. Pinterest saw a 0.4% decrease in followers. That should change as we are beginning to post daily content on the site. YouTube saw a 3% increase in subscribers and a 1% decrease in views.

Facebook



August 2017 Performance Metrics

- Total Page Followers: 59,804 (1% increase M/M)
- People Talking About This: 12,521 (18% decrease M/M)
- Engagement: 25,542 (20% decrease M/M)
 - Top Ranking Post: Visit Santa Fe, New Mexico: Green Chile Season Just Started
 - August 8
 - Likes: 1,269
 - Comments: 19
 - Reach: 26,642

Twitter



August 2017 Performance Metrics

- Followers: 12,676 (1.3% increase M/M)
- Monthly Impressions: 75,700 (45% increase M/M)
- Engagement: 560 (32% increase M/M)
 - Top Ranking Post: Join Thousands As We Burn Away Zozobra's Hold On Gloom!
 - August 8, 2017 at 4:31 pm
 - Impressions: 2,622
 - Favorites: 55
 - Retweets: 7
 - Total engagements: 38

Instagram



August 2017 Performance Metrics

- Followers: 18,000 (2% increase M/M)
- Top Performing Post: Santa Fe Summer Morning
 - 1,067 Likes

Pinterest

August 2017 Performance Metrics

- Followers: 2,379 (0.4% increase M/M)

YouTube

August 2017 Performance Metrics

- Subscribers: 324 (3% increase M/M)
- Views: 3,287 (1% decrease M/M)

Santa Fe Blog

August Blog Posts

[The Top 5 Santa Fe September Events You Won't Want To Miss](#)

- Posted August 1, 2017
- Views: 275

[Join Thousands As We Burn Away Zozobra's Hold on Gloom](#)

- Posted August 8, 2017
- Views: 178

[Backpacking Nirvana in the Santa Fe National Forest](#)

- Posted August 15, 2017
- Views: 125

Savor the Flavor of The Santa Fe Wine & Chile Fiesta

- Posted August 22, 2017
- Views: 55

Seven Santa Fe Events That Work This Labor Day Weekend

- Posted August 29, 2017
- Views: 152

August 2017 Performance Metrics

Total Blog Views: 9,152 (6.5% decrease M/M)

Average Time on Blog: 3:26 minutes

PUBLIC RELATIONS

Summary

The August 2017 Public Relations performance metrics show that the TOURISM Santa Fe PR team continues to put much effort and emphasis on individual pitches to writers and editors in our target media markets. These email and phone call pitches are either on themes that we identify and want to ensure that press are aware of or that come from media requests through services like “Help a Reporter Out” (HARO).

Many of the pieces of earned media coverage this month were a result of a media visit within the last 3 months or a pitch/story assistance effort sent to the publication within the last 6-8 weeks. It is encouraging that we are seeing quick return on our media relations efforts and articles are being published within a few months of assisting the writer.

This month there was a significant decrease in the value of earned media when compared to August of 2016. This year we simply did not see as many TSF assisted pieces of media coverage published during the month to contribute to that total monthly value. One cause for this is that there was a CBS Local syndicated article that we hoped would run this month but has been pushed to September. When that article runs it should improve next month's number to be higher than expected making up a portion of this deficit. The YTD in earned media is \$ 26,383,106 a 12% increase over 2016 YTD earned media.

Press Releases

August 3, 2017: [What's New in Santa Fe, New Mexico](#)

August 25, 2017: [Shakespeare's The Tempest at the Santa Fe Botanical Garden](#)

Performance Metrics

August 2017

- **Pitches:** 50 (47% increase Y/Y)
- **Press Releases:** 2 (60% decrease Y/Y)
- **Media Visits:** 3
- **Media Contacts:** 143 (No change Y/Y)
- **Earned Media:** \$ 366,864 (85% decrease Y/Y)

Recent Accolades

Santa Fe was listed as a “Top Destinations for Smaller Meetings” by BizBash.

Visiting Press

Claire Hannum of *CNN Travel* visited Santa Fe from August 2-7.

Freelance writer Kate Donnelly visited Santa Fe from August 16-24.

Steven Cohen of *DC Metro Theater* visited Santa Fe from August 23-26.