



**OTAB Marketing Report  
September 2017  
Reported October 24, 2017**

## **EXECUTIVE SUMMARY**

Key marketing highlights in September and October

### **1) Summary of Q3 2017 Marketing Results**

#### **Advertising**

- Q3 2017 marked the first quarter of TSF FY18 fiscal budget; new media tactics include Varick PMP, ZEFR YouTube video, Undertone Rich Media (previously ran in Spring '17)
- Total media spend in Q3 2017 was \$192,095, which was 50% lower than Q2 2017 (Q/Q) and 7% lower than Q3 2016 (Y/Y); Greater spend in Q2 2017 due to presence of additional print and high impact Rich Media display, which didn't launch until 9/25
- Q3 Core digital campaign delivered 15.3M impressions, a 49% lower mark than Q2 2017 (Q/Q) and 35% lower mark than Q3 2016 (Y/Y); fewer Y/Y impressions was result of launching digital media into the market later than anticipated — about three weeks later than previous year for rich media and native display
- Absence of high impact rich media in Q3, which typically drives a great amount of site traffic, largely contributed to a 77% decrease in conversions (site visits) during this period Q/Q ("Conversions" were not being measured in Q3 2016); Rich Media launched on 9/25 and visits expected to increase in Q4
- Print ads, which were mostly targeted to drive and priority markets in Q3, had spent 66% less than Q2 and 17% less than Q3 2016
- Fly Santa Fe/NNMAA campaign concluded in Q3 (7/31) and resulted in 47M impressions from \$177k in media spend (\$3.78 CPM), with 20,414 site visits (\$5.64 CPV) to the flysantafe.com website; Undertone Rich Media was best performer in terms of CTR (1.23%) and CVR (0.49%)
- Santa Fe Celebrates Global Arts & Culture concluded in Q3 (9/30) and resulted in 12.6M impressions from \$62,000 in media spend (\$4.92 CPM) and 12,578 site visits (\$4.93 CPV)
- Despite Paid Search spend being 65% lower than Q2 and 54% lower than Q3 2016, CTR and CPC performance has increased with a +6% CTR and 40% more efficient CPC Q/Q, and +16% CTR and 4% more efficient CPC Y/Y
- Sept 2017 marked the first month of using Adara Impact Analytics; Impact reported 105 hotel bookings with an estimated \$27,445 in revenue was generated by attributable advertising efforts in September (note that video and search were not included in this tally as pixels were not fully active during this month; more robust reporting to be included in Q4)

#### **Website [Y/Y change]**

- Total Sessions: 309,351 [DOWN 16%]
- Unique Users: 248,970 [DOWN 16%]

- Average Pages Per Session: 2.33 [DOWN 1%]
- Average Time on Site: 2:27 [DOWN 3%]
- Conversion Rate: 10.7% [DOWN 0.5]

Website traffic was down about 16% Y/Y during Q3 2017. Content/ad blockers may be contributing significantly to lower traffic numbers. A 7% decrease in total advertising spend Y/Y may also be contributing to a decrease in metrics. Additionally, digital advertising was launched in the market later than anticipated—about 3 weeks later than the previous year.

#### **Public Relations [Y/Y change]**

- Pitches: 130 [DOWN 22%]
- Press Releases: 6 [DOWN 50%]
- Media Visits: 23 [UP 28%]
- Media Contacts: 446 [UP 4%]
- Earned Media: 3,830,226 [DOWN 53%]
- Earned Media Impressions: 256,928,770 [Y/Y not available. Began tracking in January 2017]

In July 2017, Travel + Leisure named Santa Fe one of the “World’s Best Cities,” which led to major placements in Today.com, People.com and Business Insider among others, accounting for significant national, regional and local coverage in Q3.

When comparing the Q3 2017 earned media coverage total to Q3 2016 there is a decrease of 53%. The month of August is where we see the largest discrepancy year over year, which accounts for much of this quarterly decrease. Last year, Santa Fe was named on the Conde Nast Reader’s Choice Awards “Friendliest Cities” list and approximately 20 articles resulted in syndication from this accolade for a total earned media value of \$791,067. There were also some additional high value pieces of coverage that factored into the August 2016 total including a USA Today story on “Breakfast Bowls” with a value of \$390,810 and a US News and World Report article on “Underrated Cities for Art Lovers” with a value of \$126,347. In August 2017 there was no comparable coverage.

In September 2017, TSF hosted its first social media influencer group press trip, hosting seven travel, fashion and lifestyle influencers. Coverage happened during and immediately following the trip in the form of social posts and blogs published on participant’s websites. In addition to the group of visiting social media influencers, overall media visits were up nearly 28% over the same time period in 2016.

#### **Blog [Y/Y change]**

- Page views: 29,534 [UP 71%]
- Average Time on Blog: 3:23 [UP 29%]
- Website Referrals: 7.4% [DOWN 0.8]

Blog traffic is up by 71% Y/Y and every engagement metric is up. Referrals to the main site declined while exit rates increased, showing that visitors are coming for the blog content and leaving after consuming it. Conversions originating from the blog have dropped as a result. To address this we are working on the linking of blog content to SantaFe.org.

#### **Email Newsletter (Averages) [Y/Y change]**

- Consumer: Happenings

Number Sent: 144,924 [DOWN 1%]  
Happenings Open Rate: 17.4% [UP 0.5]

- Consumer: Deals & Specials  
Number Sent: 85,378 [UP 6%]  
Deals & Specials Open Rate: 18.7 [UP 0.4]
- Industry: Marketing Report  
Number Sent: 3,341 [DOWN 3%]  
Marketing Report Open Rate: 31.7% [UP 1.5]
- Industry: Sales Report  
Number Sent: 3,351 [DOWN 2%]  
Sales Report Open Rate: 32.6% [UP 0.5]

*Consumer:* newsletter engagement rose slightly in Q3, especially for Deals and Specials which improved the open rate by 9%. As in Q2, one-off emails performed better than regular emails.

*Industry:* newsletter engagement rose slightly for the Marketing Report, but fell slightly for the Sales Report.

#### **Social Media [Y/Y change]**

- Facebook Followers: 60,220 [UP 13%]
- Facebook Engagement: 87,079 [DOWN 52%]
- Twitter Followers: 12,767 [UP 12%]
- Twitter Engagement: 2,045 [DOWN 56%]
- Twitter Impressions: 218,300 [DOWN 39%]
- Instagram Followers: 18,300 [UP 48%]
- Pinterest Followers: 2,386 [UP 7%]
- YouTube Subscribers: 326 [UP 19%]
- YouTube Views: 11,332 [DOWN 29%]
- Tripadvisor Page Views: 41,895 [DOWN 40%]

Over the last several months our Twitter feed and other social media channels were experiencing negative metric results, we concluded that a more strategic and consistent approach would need to be taken to turn around the negative trends. The first plan of action was to clean up the calendar and post as called out by the content calendar.

The TSF social media calendar is now handled by Joy Rice, Marketing Manager has been revised and with the focus to follow and post from the calendar schedule on a timely basis. With Twitter sharing many of our business partner's posts and leveraging the Santa Fe brand and followers. A rise in engagement was noted after rebranding content was introduced. Cross promoting our social media channels has also been instituted to bolster followers and likes totals.

#### **Visitor Guide Distribution [Y/Y Change]**

- Distributed Guides: 90,628 [UP 38.7%]  
Distribution reported here includes: First & Third Class USPS mailings, UPS Shipments, Bulk pick-up of guides by partners, distribution by Fun & Games and Certified Folder Display. It does not include distribution to walk-in visitors to the Visitor Information Centers. We

currently have a total of 11 unopened pallets, which equates to 59,400 guides, available to last the remainder of the year

#### **Visitor Center Visits [Y/Y change]**

- TSF Visitor Center Visits: 21,110 [DOWN 12%]
- NMTD (Lamy) Visits: 9,337 [UP 12%]

#### **2) Santa Fe voted as top city in Conde Nast Traveler survey**

Conde Nast Traveler recently released the results of the 2017 Readers' Choice Awards survey. Santa Fe was voted the **#4 Best Small City in the US** and **#3 World's Best Cities for Arts and Culture Lovers**.

#### **3) Margarita Trail and Santa Fe City App**

- 12 RFP responses were received for the Santa Fe City App. The Selection Committee will begin reviewing responses, interviewing applicants and selecting the developers for the project.
- Final development changes are being made to the Margarita Trail app. Internal testing of functionality will begin prior to the launch and the start of marketing efforts.

#### **4) Artists in Residence Program**

- The landing page for the program is developed and is scheduled to go live on October 27.
- The Digital advertising media buy has been approved and will begin on November 1, 2017.
- The advertising campaign will contain a promotion strategy incentivizing visitors to visit the landing page to enter to win a "Santa Fe Experience" package.

#### **5) 2018 Santa Fe Kids Free Spring Break**

- The landing page design has been approved and design assets have been sent to StudioX to begin development.
- The landing page is scheduled to go live on November 15.
- Digital advertising will begin on January 1 and be in market through March 2018.

#### **6) 2018 Santa Fe Visitors Guide**

- The editorial copy is currently being reviewed by TSF.

#### **7) Northern New Mexico Air Alliance and Fly Santa Fe**

- The digital advertising campaign and creative assets has been approved and will be in market from November 2017-March 2018.

## **HIGHLIGHTS**

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### **Santa Fe Margarita Trail**

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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 10/18/17)

- **2,170** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **4,275** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **2,081** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **111** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **60** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

#### Public Relations

- **3** Press Releases
- **63** Journalist have experienced the Trail
- **\$4,171,705** amount of earned media

#### Social Media

- 348 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

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

9/26/17: The Flavors of Fall at Santa Fe Farm-to-Table Restaurants

4,783 marketing collateral requests for Santa Fe County have been processed and fulfilled in 2017.

## MONTHLY METRICS

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### Website & Newsletters

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#### September 2017 Performance Metrics

##### Visits

- Total Sessions 103,702 (26.6% decrease Y/Y)
- Unique Users 83,222 (27.7% decrease Y/Y)
- Pages per Session 2.28 (11.8% increase Y/Y)
- Average Time on Site 2:21 (18.6% increase Y/Y)
- Conversion Rate 10.4% (30.2% increase Y/Y)

For September, a combination of content blockers, advertising scheduling and a 27% decrease in overall digital advertising spend when compared to September 2016 contributed to lower site visits year over year. However, those who did visit the site are staying on the site longer, viewing more content, and achieving site goals at a higher rate than last year.

### Visitor Gender

- 61.1% Female
- 38.9% Male

### Visitor Age

- 7.5% 18 - 24
- 17.5% 25 - 34
- 16.0% 35 - 44
- 15.7% 45 - 54
- 22.9% 55 - 64
- 20.5% 65+

### Newsletters

- Santa Fe Happenings
  - Sent: September 5, 2017
  - Number sent: 48,416
  - Number opened: 8,626
  - Open rate: 17.8%
- TOURISM Santa Fe Marketing Report
  - Sent: September 13, 2017
  - Number sent: 1,119
  - Number opened: 330
  - Open rate: 29.7%
- Santa Fe Deals and Specials
  - Sent: September 21, 2017
  - Number sent: 28,796
  - Number opened: 5,108
  - Open rate: 17.8%
- TOURISM Santa Fe Sales Report
  - Sent: September 27, 2017
  - Number sent: 1,118
  - Number opened: 339
  - Open rate: 30.3%
- 12+ Ways to Discover Santa Fe's Sense of Place (co-branded with NM Magazine)
  - Sent: September 28, 2017
  - Number sent: 59,972
  - Number opened: 9,567
  - Open rate: 16.0%

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

# SOCIAL MEDIA

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## Summary

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The month of September saw an increase of 416 new followers on our Facebook account. Visit Santa Fe engagement saw a 15% increase. The TSF history video was our top ranking post with over 11,482 views.

Twitter received a 19% increase in monthly impressions while engagement garnered an impressive 89% engagement rate. One of our FAM social media influencer tweets also received the “Top Tweet” for the month recognition with 1,790 impressions.

Instagram gained 300 new followers in September. Our top post for Instagram was a photo of St. Francis Cathedral. The photo received 1,343 likes.

No decreases were noted for the month of September and this may be partly due to more consistent posting across social media channels.

## Facebook

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### September 2017 Performance Metrics

- Total Page Followers: 60,220 (0.7% increase M/M)
- People Talking About This: 14,534 (16% increase M/M)
- Engagement: 29,410 (15% increase M/M)
- Top Ranking Post: Visit Santa Fe, New Mexico: Santa Fe History
  - September 28, 2017
  - Likes: 1,269
  - Comments: 19
  - Reach: 26,642

## Twitter

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### September 2017 Performance Metrics

- Followers: 12,767 (0.7% increase M/M)
- Monthly Impressions: 90,300 (19% increase M/M)
- Engagement: 1,060 (89% increase M/M)
  - Top Ranking Post: Had an awesome time trying on jewelry @ PatinaGallery today in the historic Plaza - September 23, 2017 7:40 pm
  - Impressions: 1,790
  - Favorites: 61
  - Retweets: 4
  - Total engagements: 40

## Instagram

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### September 2017 Performance Metrics

- Followers: 18,300 (1.6% increase M/M)
- Top Performing Post for September: Santa Fe Point of View
  - 1,343 Likes

## Pinterest

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### September 2017 Performance Metrics

- Followers: 2,386 (0.3% increase M/M)

## YouTube

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### September 2017 Performance Metrics

- Subscribers: 326 (0.6% increase M/M)
- Views: 4,720 (44% increase M/M)

## Santa Fe Blog

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### September Blog Posts

#### [Six Santa Fe October Events You'll Want to See](#)

- Posted September 5, 2017
- Views: 879

#### [Day of the Dead in Santa Fe](#)

- Posted September 12, 2017
- Views: 219

#### [Santa Fe Celebrates Indigenous Peoples Day on October 9, 2017](#)

- Posted September 19, 2017
- Views: 175

#### [The Flavors of Fall at Santa Fe Farm-to-Table Restaurants](#)

- Posted September 25, 2017
- Views: 96

## September 2017 Performance Metrics

Total Blog Views: 10,598 (15.8% increase M/M)

Average Time on Blog: 3:38 minutes

## MEDIA PLACEMENTS - ADVERTISING

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### PRINT

5280 Magazine

Target Markets: Denver, CO

Flight Dates: 9/1/17- 9/30/17

Impressions: 456,673

Digital Impressions: 14,970

Springs Magazine

Target Markets: Colorado Springs, CO

Flight Dates: 9/1/17- 9/30/17

Impressions: 25,000

Digital Impressions: 1,644

New Mexico Magazine

Target Markets: New Mexico

Flight Dates: 9/1/17- 9/30/17

Impressions: 300,000

Digital Impressions: 29,363

### DIGITAL DISPLAY, E-NEWSLETTERS, PREROLL VIDEO & MOBILE

AdTheorent: Rich Media Mobile

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

Flight Dates: 9/25/17- 9/30/17

Impressions: 445,327

Undertone: Rich Media Desktop

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

Flight Dates: 9/25/17- 9/30/17

Impressions: 137,295

Sharethrough: Native Content

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

Flight Dates: 9/21/17- 9/30/17

Impressions: 640,264

Tremor: Pre-Roll Video

Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York  
Flight Dates: 9/13/17- 9/30/17  
Impressions: 606,169

ZEFR: Youtube Pre-Roll

Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York  
Flight Dates: 9/14/17- 9/30/17  
Impressions: 56,085

Go-NewMexico.com: Lead Generation / Sponsorship Page

Target Markets: people interested in traveling to Santa Fe

Flight Dates: 9/1/17- 9/30/17

Impressions: 17,211

Go Travel Sites sent 195 names, emails and addresses to TOURISM Santa Fe

Amobee: Contextual Desktop and Mobile

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

Flight Dates: 9/1/17- 9/30/17

Impressions: 3,830,537

Varick Media: Programmatic Display/PMP

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

Flight Dates: 9/1/17- 9/30/17

Impressions: 1,680,004

Adara: Programmatic Desktop and Mobile

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

Flight Dates: 9/1/17- 9/30/17

Impressions: 983,771

TripAdvisor: Sponsorship and Content

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

Flight Dates: 9/1/17- 9/30/17

Impressions: 265,875

## **SANTA FE CELEBRATES GLOBAL ARTS AND CULTURE**

Radium One: Programmatic Display/Native

Target Markets: Denver, Dallas, Phoenix, CO Springs, Amarillo, Lubbock, El Paso, New Mexico (except Santa Fe), NYC, LA, Chicago, San Francisco, Houston and Austin

Flight Dates: 9/1/17- 9/30/17

Impressions: 1,651,172

## SEM

Google AdWords

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

Flight Dates: 9/1/17 - 9/30/17

Impressions: 212,514

## PUBLIC RELATIONS

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### Summary

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During the month of September, TOURISM Santa Fe hosted our first ever group familiarization (FAM) tour designed specifically for social media influencers in an effort to expand and increase our earned media efforts further into this portion of the media landscape. The participants chosen to attend this trip were all required to have a significant number of followers on Instagram as well as a blog/website with a high unique views per month (UVM). The group did post in real-time during the trip using the #MySantaFeStory hashtag and we are starting to see several of their blog posts go live sharing the uniquely Santa Fe experiences with followers. You will find links to the blogs that have published thus far in the website coverage section below.

In the September "Santa Fe in the News" section below many of the articles you will see and much of our earned media this month is a result of our PR team strategically tracking and responding to writers who had put out fall-themed requests for information on the "Help a Reporter Out" (HARO) service. An example of this is the AP syndicated article, "Audacious Autumn: Squirrel cook off, Elktober, purple Feet." Our attention to these requests and time spent responding with Santa Fe pitches continues to be an important element in gaining publicity for the destination.

### Press Releases

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**September 18, 2017: SANTA FE CELEBRATES INDIGENOUS PEOPLES DAY**

### Performance Metrics

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**September 2017**

- **Pitches:** 24 (4% decrease Y/Y)
- **Press Releases:** 2 (No change Y/Y)
- **Media Visits:** 13 (18% increase Y/Y)
- **Media Contacts:** 152 (7% increase Y/Y)
- **Earned Media:** \$ 999,190 (63% decrease Y/Y)

## Recent Accolades

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Santa Fe, NM was named the #1 foodie destination in the Mountain West region in [RewardExpert's](#) ranking of [2017's Best American Foodie Towns](#).

**Travel Weekly** awarded Santa Fe, NM the [Silver Magellan Award](#).

## Visiting Press

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TOURISM Santa Fe hosted a group FAM tour for seven social media influencers, September 17-20. The participants included: Keri Fay of All of My Essence/@KeriFay, Atsuna Matsui of @AtsunaMatsui, Kate Padgitt of @LonestarSouthern, Robin Jones of @MyClosetJourney, Haley Plotkin of @ReadySetJetSet, Ashley Morton of @SurfNSunshine/@JeanaTravels and Rachel Chen of @VintageDolls.

Kathleen Squires visited Santa Fe from September 3-6 on assignment for the *Los Angeles Times*.

Sue Henly, of Australia, with *International Traveler* visited Santa Fe from September 19-21.

Kelli Acciaro with *FamilyFun Magazine* visited Santa Fe September 24-30.

Kristen Boatright with *Serman's Travel* visited Santa Fe September 27-30.

Johnnie De La Garza with *Flicks and Food* visited Santa Fe September 26-28.

Courtney Dabney with *Fort Worth Magazine* visiting Santa Fe September 28-October 1.