



**OTAB Marketing Report
October 2017
Reported November 28, 2017**

EXECUTIVE SUMMARY

Key marketing highlights in October and November

1) Santa Fe voted Travel + Leisure Readers' Choice 2017 Destination of the Year

Santa Fe was successfully voted the Travel + Leisure "Readers' Choice 2017 Destination of the Year," finishing with 65% of the vote. The results were shared this morning by the publication online: <http://www.travelandleisure.com/destination-of-the-year/readers-choice>

2) Voting Alert: USA Today 10Best – “Best Place to Ring in the New Year”

Santa Fe is a nominee in the latest USA Today 10Best Readers' Choice Award. Santa Fe is currently ranked #2 of 20 in the U.S. Voting is open through Monday, December 4 and you can vote every day. <http://www.10best.com/awards/travel/best-place-to-ring-in-the-new-year/santa-fe-new-mexico/>

3) Recent Accolades

- **Travel + Leisure** has released its annual “America’s Favorite Places” 2017 survey results.

The America's Favorite Places survey is a way for locals to share what their hometowns do best. Readers ranked their hometowns and cities across a range of categories, from the quality of the pizza to the demeanor of the locals. For T+L's eighth annual America's Favorite Places survey, the outlet tallied more than 50,000 votes, ranking 38 cities across the U.S. in dozens of categories, including food, culture, and style. Below is how Santa Fe ranked:

America’s Favorite Cities – Santa Fe ranked #4

America’s Best Cities for Food – Santa Fe ranked # 5

America’s Friendliest Cities – Santa Fe ranked #16

- TOURISM Santa Fe was awarded the following **2017 Cumbre Award** by the Public Relations Society of America’s New Mexico Chapter:
Bronze in *Campaign – Integrated Communications* for the 2017 Kids Free Spring Break Promotion.
- The Santa Fe Margarita Trail was awarded the following Travel Weekly **2017 Magellan Award**:
Silver in *Destination Marketing – Campaign-Advertising/Marketing for Destinations*.

4) Press Desk Sides (Washington, DC) and Society of American Travel Writers (Portland, OR)

Cynthia Delgado, Director of Marketing, conducted press desk sides in Washington, DC from October 16-19, 2017 and met with the following publications:

- National Geographic Traveler, Amy Alipio
- The JetSet, Brad Smith
- Freelance (The Daily Meal), Richard Brash
- Chicville USA, Ashley Hafstead
- TIME, Denver Nicks
- Freelance (USA Today), Jayne Clark
- Dining Traveler, Jessica van Dop DeJesus
- Freelance (Eater and Thrillist), Tim Ebner

Joanne Hudson, Public Relations Manager, attended the 2017 Annual Convention of the Society of American Travel Writers held in Portland, Oregon, October 29-November 2 and networked with 85 travel writers and had 15 unique appointments over the four day conference.

5) 2018 Santa Fe Kids Free Spring Break

- The landing page for the program is scheduled to go live on November 20.
- Digital advertising will begin on January 1 and be in market through March 2018.

6) Margarita Trail and Santa Fe City App

- The Selection Committee has reviewed responses. Four finalists will be interviewed on December 7.
- Design and functionality are being reviewed and minor updates are being made to the Margarita Trail app.

7) Artists in Residence Program

- The landing page for the program is live at www.santafe.org/artistsinresidence.
- The Digital advertising media buy began on November 1, 2017 and will run through January 31, 2018.
- The advertising campaign will contain a promotion strategy incentivizing visitors to visit the landing page to enter to win a "Santa Fe Experience" package.
- We will conduct two social media art crawls to promote Artists in Residence. The first art crawl will be held December 14-15 and the second will be held January 11-12.

8) 2018 Santa Fe Visitors Guide

- Minor edits are being made and final signoff will take place the week of November 20.

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.

TSF had a booth at the Margarita Festival at Buffalo Thunder on November 18. The team sold Passports and promoted the Margarita Trail.

Cumulative Totals (as of 11/15/17)

- **2,270** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **4,500** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **2,228** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **113** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **63** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations

- **3** Press Releases
- **69** Journalist have experienced the Trail
- **\$4,184,800** amount of earned media

Social Media

- 351 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 October.

10/17/17: Fall into the Best Season in Santa Fe

4,869 marketing collateral requests for Santa Fe County have been processed and fulfilled in 2017.

MONTHLY METRICS

Website & Newsletters

October 2017 Performance Metrics

Visits

- Total Sessions 136,211 (9.2% increase Y/Y)
- Unique Users 110,7812 (9.3% increase Y/Y)
- Pages per Session 1.95 (1.4% decrease Y/Y)
- Average Time on Site 1:49 (4.2% decrease Y/Y)
- Conversion Rate 7.5% (2.1% increase Y/Y)

For October, traffic is up 9% Y/Y, buoyed by a >350% Y/Y increase in advertising traffic. Retention statistics are down slightly Y/Y, with pages viewed down 1% and session length down 4%. Mobile traffic was 48% of all traffic, with over half of that from drive markets.

Visitor Gender

- 62.1% Female
- 37.9% Male

Visitor Age

- 8.5% 18 - 24
- 18.8% 25 - 34
- 15.4% 35 - 44
- 16.1% 45 - 54
- 21.3% 55 - 64
- 20.0% 65+

Newsletters

- Santa Fe Happenings
 - Sent: October 4, 2017
 - Number sent: 48,478
 - Number opened: 8,463
 - Open rate: 17.5%
- TOURISM Santa Fe Marketing Report
 - Sent: October 12, 2017
 - Number sent: 1,116
 - Number opened: 318
 - Open rate: 29.8%
- Santa Fe Deals and Specials
 - Sent: October 20, 2017
 - Number sent: 28,791
 - Number opened: 5,229
 - Open rate: 18.2%
- TOURISM Santa Fe Sales Report
 - Sent: October 25, 2017
 - Number sent: 1,099
 - Number opened: 352
 - Open rate: 32.0%

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

SOCIAL MEDIA

Summary

Visit Santa Fe Facebook engagement in October was up by 20%. Facebook also garnered 151 new followers. A selection of fashion editorial photographs of Ali MacGraw from Porter Magazine took the top ranking post for Facebook in October. Incidentally, Ali MacGraw also took the top ranking Facebook post in May of 2017 in an interview article. The post also received the highest number of reactions, comments and shares ever.

Twitter saw a decrease overall in followers, engagement and impressions for the month of October. The number of tweets dropped significantly. There were 120 tweets in September 2017 and 62 in October. Profile visits to our page also fell notably. There were 3,154 visits in September and 1,684 in October.

Instagram continues to see a steady rise in followers. The account gained 302 new followers.

YouTube views were down by 24%. A greater effort will be made to post online videos. Currently, we post organic video for a pillar week.

Facebook

October 2017 Performance Metrics

- Total Page Followers: 60,372 (0.2% increase M/M)
- People Talking About This: 10,378 (29% decrease M/M)
- Engagement: 35,425 (20% increase M/M)
- Top Ranking Post: Ali MacGraw. Photographed by Pamela Hanson for Porter Magazine - October 28, 2017
 - Likes: 3,194
 - Comments: 90
 - Reach: 54,312

Twitter

October 2017 Performance Metrics

- Followers: 12,158 (5% decrease M/M)
- Monthly Impressions: 63,900 (29% decrease M/M)
- Engagement: 698 (34% increase M/M)
 - Top Ranking Post: Planning your first trip to Santa Fe? - October 7, 2017 9:50 pm
 - Impressions: 2,629
 - Favorites: 61
 - Retweets: 6
 - Total engagements: 74

Instagram

October 2017 Performance Metrics

- Followers: 18,602 (2% increase M/M)
- Top Performing Post for September: Ali MacGraw. Photographed by Pamela Hanson for Porter Magazine
 - 1,472 Likes

Pinterest

October 2017 Performance Metrics

- Followers: 2,385 (0.4% decrease M/M)

YouTube

October 2017 Performance Metrics

- Subscribers: 334 (3% increase M/M)
- Views: 3,607 (24% decrease M/M)

Santa Fe Blog

October 2017 Blog Posts

5 November Events You Won't Want to Miss

- Posted October 3, 2017
- Views: 334

6 Spooky Santa Fe Halloween Cocktails

- Posted October 10, 2017
- Views: 138

Fall into the Best Season in Santa Fe

- Posted October 17, 2017
- Views: 49

Santa Fe - A Sense of Place In Memory of Billie Frank

- Posted October 24, 2017
- Views: 118

9 Santa Fe December Events To Enjoy The Season

- Posted October 31, 2017
- Views: 92

October 2017 Performance Metrics

Total Blog Views: 11,639 (9.8% increase M/M)
Average Time on Blog: 3:34 minutes

MEDIA PLACEMENTS - ADVERTISING

PRINT

New Mexico Magazine
Target Markets: New Mexico
Flight Dates: 10/1/17- 10/31/17
Impressions: 300,000
Digital Impressions: 24,960

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: 10/1/17- 10/31/17
Impressions: 6,398,266

Undertone: Rich Media Desktop
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 10/1/17- 10/31/17
Impressions: 2,637,432

Sharethrough: Native Content
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 10/1/17- 10/31/17
Impressions: 2,096,290

Tremor: Pre-Roll Video
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 10/1/17- 10/31/17
Impressions: 887,560

ZEFR: Youtube Pre-Roll
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 10/1/17- 10/31/17
Impressions: 131,273

Go-NewMexico.com: Lead Generation / Sponsorship Page
Target Markets: people interested in traveling to Santa Fe
Flight Dates: 10/1/17- 10/31/17
Impressions: 19,911
Go Travel Sites sent 178 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: 10/1/17- 10/31/17

Impressions: 3,900,610

Varick Media: Programmatic Display/PMP

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

Flight Dates: 10/1/17- 10/31/17

Impressions: 1,634,948

Adara: Programmatic Desktop and Mobile

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

Flight Dates: 10/1/17- 10/31/17

Impressions: 975,708

TripAdvisor: Sponsorship and Content

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

Flight Dates: 10/1/17- 10/31/17

Impressions: 248,007

SEM

Google AdWords

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

Flight Dates: 10/1/17- 10/31/17

Impressions: 222,856

PUBLIC RELATIONS

Summary

In October, TOURISM Santa Fe PR staff were on the road again connecting with travel media and pitching the destination story ideas. Cynthia Delgado, Director of Marketing, conducted desk side media appointments with writers and publications based in the Washington DC area, on October 17-19. Joanne Hudson, Public Relations Manager, attended the 2017 Annual Convention of the Society of American Travel Writers held in Portland, Oregon, October 29-November 2. Both of these efforts have resulted in strong leads for participants to bring to Santa Fe on future press FAM tours.

When comparing our Public Relations Performance Metrics year to date for Jan-Oct 2017 versus the same time period of 2016 the earned media value is only down 4.9%, however we experienced a significant decrease in earned media value for the month of October year over year. This monthly decrease is attributed to Santa Fe being included in syndicated articles in 2016 but not in 2017. We are continually monitoring for opportunities to pitch Santa Fe for stories in outlets like USA Today, CBS Local and the Associated Press, which will have a larger impact in this metric for the remaining months of 2017.

Press Releases

October 6, 2017 - **TOURISM SANTA FE ANNOUNCES APPLICATION PERIOD FOR 2018 OTAB GRANTS IS OPEN**

October 24, 2017 - **SOMETHING OLD AND SOMETHING BLUE**

November 14, 2017 - **UPDATE: APPLICATION PERIOD EXTENDED FOR 2018 OTAB GRANTS**

Performance Metrics

October 2017

- **Pitches:** 23(45% decrease Y/Y)
- **Press Releases:** 1 (80% decrease Y/Y)
- **Media Visits:** 7 (22% increase Y/Y)
- **Media Contacts:** 143 (no change Y/Y)
- **Earned Media:** \$ 473,365 (90% decrease Y/Y)

Visiting Press

GoNomad.com writer, **Tab Hauser**, visited the destination October 3-6.

New York Lifestyles writer, **Clint Brownfield**, visited the destination October 3-7.

Laurel Herman of Prevue Magazine and **Dan Johnson** of Smart Meetings Magazine participated in the Meeting Sales FAM, October 17-20.

Travels of Jenna writer, **Jenna Lee**, visited October 19-22.

Freelance writer, **Jerry Dunn**, met with staff for a destination update while in Santa Fe for a personal trip on October 27.

Livability.com Editor, **Winona Dimeo-Ediger**, visited the destination October 27-31.