



**OTAB Marketing Report
March 2018
Reported April 24, 2018**

EXECUTIVE SUMMARY

Key marketing highlights in March and April

1) Summary of Q1 2018 Marketing Results (Please see attached reports.)

Advertising

- Q1 2018 marked the third quarter of TSF FY18 fiscal budget; Campaign initiatives include FY18 Core campaign, Kids Free Spring Break Promo campaign and Artists in Residence campaign
 - *Note: Fall/Winter Fly Santa Fe (NNMAA) campaign also ran in Q1 2018 and concluded on March 31, but campaign spend and performance metrics kept separately as traffic was directed to flysantafe.org and not santafe.org*
- Total media spend in Q1 2018 was \$142,821, which is 37% less than Q4 2017 (Q/Q) but 49% higher than Q1 2017 (Y/Y)
- Paid Media in support of the Core campaign was relatively light, while a good amount went of the media spend and impressions were used to promote the Kids Free Spring Break (\$45,000) and Artists in Residence campaigns (\$31,252)
- Total Q1 2018 campaign totaled 18.7M impressions, which was 22.1% more than Q1 2017, while the Q1 2018 digital campaign produced 83% more impressions than Q1 2017
- The largest difference marker for Y/Y impressions was the introduction of the Artists in Residence campaign which produced an incremental 2,872,516 impressions
 - *Note: Adara ran media impressions during January in error, resulting in 734,199 added value impressions for Santa Fe — an estimated \$5,873 value*
- New “Match-cut” creative was rolled out beginning in Q4 with print and digital, but fully swapped out in place of the “Pillar” creative for digital beginning in Q1 2018
- Match-cut creative is performing at a 0.14% CTR so far, which is 2x industry benchmark (0.07%)
- Early indications are new creative is performing slightly under the “pillar” campaign so far (0.21% benchmark), however sample size is still low as most impressions were being put toward Kids Free and Artists campaigns in Q1; performance to be monitored during Q2 when Core campaign is ramping back up into market
- Thus far, the Relaxation and Rafting creatives are performing the best of all digital match-cut units
- With the shift in strategy to put more print into market during the spring/summer timeframe, insertions began to ramp up in Q1 with paid presence in New Mexico Monthly, Horizon Magazine, Endless Vacation, D Magazine, Phoenix Magazine and Houstonia.
- Paid Search CTR and CPC performance has improved both Q/Q (+33% CTR; +3% CPC), and Y/Y (+3% CTR; +50% CPC)

Adara Impact

- Adara Impact Analytics has reported 885 hotel bookings and 2,201 flight bookings in Q1 with an estimated \$181,638 in hotel revenue generated by attributable advertising efforts in Q1.
- To date the following Santa Fe downtown properties have joined the data co-op: La Fonda, Eldorado Hotel & Spa, Hotel Chimayo, Hotel St. Francis, Lodge at Santa Fe, Inn and Spa at Loretto, and Hotel Santa Fe.
 - *Note: The ADARA Impact reporting solution has the ability to directly connect all of TSF's digital marketing efforts with airline and hotel reservations for Santa Fe. The summary highlights the direct impacts of our digital advertising efforts as it relates to Hotel Revenue and Flight Bookings to the Santa Fe Regional Airport and the Albuquerque Sunport Airport. At this time, Hotel Revenue only includes hotel properties that are part of the Adara data partnership. The Adara and TSF teams are working to onboard more downtown properties in order to provide a comprehensive look at Hotel Revenue.*

Website [Y/Y Change]

- Total Sessions: 259,187 [DOWN 5.6%]
- Unique Users: 210,072 [DOWN 9.0%]
- Average Pages Per Session: 2.46 [UP 7.9%]
- Average Time on Site: 2:39 [UP 13.3%]
- Conversion Rate: 15% [UP 3.5]

Traffic was down 6% year over year and 12% from Q4 2017. This is likely related to advertising as advertising-related traffic is down 64% from last quarter and down 50% year over year. The total advertising spend in Q1 2018 was \$142,821, which is 37% less than Q4 2017 (Q/Q) but 49% higher than Q1 2017 (Y/Y). Paid Media in support of the Core campaign was relatively light, while a good amount went of the media spend and impressions were used to promote the Kids Free Spring Break (\$45,000) and Artists in Residence campaigns (\$31,252).

Demographics were fairly static, with slight increases in the 55+ age range and in female visitors both Q/Q and Y/Y. Conversion rates were up 21% year over year and 81% from Q4 2017 buoyed by Visitor Guide Requests and Accommodations page visits. The previous top page (City Different) fell to 6th place, with the Calendar the top page in Q1 2018, closely followed by the home page.

Public Relations [Y/Y Change]

- Pitches: 352 [UP 76.9%]
- Press Releases: 4 [DOWN 20%]
- Media Visits: 18 [DOWN 28%]
- Media Contacts: 497 [UP 30.4%]
- Earned Media: \$8,763,474 [DOWN 52.3%]
- Earned Media Impressions: 476,774,236 [DOWN 71%]

In Q1 2018, Santa Fe saw online and print coverage span newspapers, online outlets and national and regional magazines. In particular, there was a peak in coverage in regional magazines, including 405 Magazine (OKC), Phoenix Magazine, Boston Magazine, New York Lifestyles, AAA New Mexico Journey, S/Magazine (Toronto), Fort Worth Magazine, San Diego Magazine among others. These magazines tend to have smaller circulations, and as a result lower advertising equivalency, than national outlets, however they reach a targeted audience that are known to be avid travelers.

As a result of Paula Koffsky attending the 2017 Ski Fam, feature coverage appeared in 13 regional versions of Weston Magazine Group in the Winter 2018 issue of the publications accounting for \$2,244,000 and 25% of the Q1 2018 earned media value.

Placements in national outlets continue to be the largest driver of media value. Major placements in national outlets in Q1 included: Forbes.com (valued at \$1,349,114) New York Times (valued at \$697,351) USA Today (valued at \$635,837)

For the calendar year to date, TOURISM Santa Fe's advertising equivalency from PR efforts was down roughly 52% versus 2017, however January 2017 was one of the highest documented months for advertising equivalency in recent years making year over year comparisons challenging. The earned media total of \$8,763,474 for Q1 means we are on pace at 22% of our annual goal of \$39,809,905.

A major part of the Q1 2017 results came as a result of hosting CBS contributor Randy Yagi in the destination on the January 2017 Ski FAM. Two articles written by Yagi placed and syndicated in Q1 – resulting in nearly 42% of the earned media value during this time period. In March 2017, The National Geographic Traveler "Sense of Place" Awards were announced during Q1 – a new award for TSF for 2017. Coverage was predominantly local and accounted for 2% of the total ad value from Q1 2017.

Amongst two of the other important tactical tools, TOURISM Santa Fe and LHG surpassed 2017 for both pitches and media contacts, showing no drop-off year-over-year in our proactive media outreach efforts. A majority of the 76.9% increase in pitches came from significant pitching efforts of the Kids FreeFest Spring Break campaign. From this effort we saw a return of \$108,219 in earned media value.

Blog [Y/Y Change]

- Page views: 14,645 [DOWN 22.9%]
- Average Time on Blog: 3:17 [UP 7.8%]
- Website Referrals: 9.0% [UP 2.9]

Blog traffic is down 23% Y/Y and down 39% from Q4 2017, mirroring overall site traffic patterns but with a larger effect. Engagement metrics indicate visitors are staying on the blog longer and are leaving directly from it less frequently, which is a nice change. Referrals to the main site were 9% of traffic. The fall in referrals from Q4 appears to be seasonal – related to people heading to the main site for event details from holiday blog posts.

Email Newsletter (Averages) [Y/Y Change]

- Consumer: Happenings
Number Sent: 144,978 [UP 0.5%]
Happenings Open Rate: 17.5% [UP 0.5]
- Consumer: Deals & Specials
Number Sent: 88,849 [UP 10.3%]
Deals & Specials Open Rate: 18.6% [UP 0.1]
- Industry: Marketing Report
Number Sent: 3.374 [UP 0.7%]
Marketing Report Open Rate: 30.8% [UP 1.9]
- Industry: Sales Report

Number Sent: 3,362 [no change]
Sales Report Open Rate: 32.1% [DOWN 0.5]

Consumer: newsletter engagement increased in Q1 with the Deals and Specials open rate increasing twice as much as the Happenings open rate. Newsletters delivered 13% more traffic to the site than in Q4 2017.

Industry: newsletter engagement remained about the same in Q1. The Marketing Report increased its open rate, but the Sales report open rate fell. Open rates remain far above consumer newsletters.

Social Media [Y/Y change]

- Facebook Followers: 62,429 [UP 11.7%]
- Facebook Engagement: 61,702 [DOWN 56.5%]
- Twitter Followers: 13,410 [UP 10.9%]
- Twitter Engagement: 2,464 [DOWN 13.4%]
- Twitter Impressions: 242,800 [UP 2.5%]
- Instagram Followers: 20,500 [UP 26.3%]
- Pinterest Followers: 2,415 [UP 3.7%]
- YouTube Subscribers: 361 [UP 16.3%]
- YouTube Views: 10,288 [UP 29.2%]

In the first quarter in 2018, all TSF social media channels experienced increases in Followers.

Instagram shows the largest percentage increase in Followers Q/Q at 26.3%, with the addition of 4,266 new Followers. This brings the total number to 20,500.

With 63,429 Followers on Facebook, this channel remains TSF's most popular social media network. We have gained 6,625 new Followers since Q1 2017, representing an 11.7% increase. However, significant decreases in engagement metrics for Facebook over last quarter are partially the result of recent and ongoing changes to the News Feed algorithm. In Facebook's January announcement of the News Feed changes, the company clearly states, "Page posts that generate conversation between people will show higher in News Feed."

Twitter is showing slow and steady growth with a 10.9% increase in Followers Q/Q. The channel gained 1,322 Followers bringing the total to 13,410. Our Followers are not engaging with our posts as much as Q1 2017. The 19.7% increase in website referrals reflects our efforts to include more links to santafe.org in our posts.

2) Voting Alert: 2018 Conde Nast Travelers Readers' Choice

This designation is very important to Santa Fe's position as a world class destination. Voting is now open for the **Conde Nast Traveler 2018 Reader's Choice Awards** and Santa Fe is a nominee in the "Cities" category. This voting opportunity has been shared with Industry Partners, encouraging them to vote and asking their employees, friends and family vote as well.

- Vote here - cntraveler.com/vote. **The survey is live through June 30, 2018.**
- The voting opportunity is being posted weekly on TSF social media channels, encouraging our followers to vote for Santa Fe.

- In addition to Santa Fe, the following local attractions, hotels and restaurants are nominated:
Hotels: Eldorado Hotel & Spa, Four Seasons Resort Rancho Encantado Santa Fe, Hacienda del Cerezo, Hilton Santa Fe Historic Plaza, Hilton Santa Fe Buffalo Thunder, Hotel Santa Fe, Hotel St. Francis, Inn and Spa at Loretto, Inn of the Five Graces, Inn on the Alameda, Las Palomas Hotel, La Posada de Santa Fe Resort & Spa, La Fonda on the Plaza, Rosewood Inn of the Anasazi, Sunrise Springs Spa Resort, Ten Thousand Waves
Ski Resorts: Ski Santa Fe
Restaurants & Bars: Cafe Pasqual's

3) Santa Fe Artists in Residence Program Results

On March 29, TSF held a meeting with participating partners to review the results of the Artists in Residence program. Below are key highlights from the promotion:

- The program ran from November 1, 2017 – February 28, 2018
- 14 Santa Fe hotels featured a total of 70 artists
- Advertising/Paid Media
 - The Artists in Residence campaign, which was a brand new initiative for Santa Fe, ended on January 31, 2018, spending nearly \$10k for the month and \$31,252 during the whole campaign timeframe (Nov-Jan), and resulted in 9M impressions, over 8K clicks (0.10% CTR) and 5,557 website visits (0.06% CVR).
 - While there was no historical benchmark to compare to, we can see the performance for this campaign was not as strong as Kids Free promotion and possible rationale may include difference in vendor selection or difference in audience; another rationale could be that there were fewer ad sizes available for the different creatives (e.g. the “Cross” creative did not work in a horizontal manner) so the campaign wasn’t able to optimize toward best performing creative size
 - **Total Spend:** \$ 34,025
 - **Tactic:** Digital programmatic display ads
 - **Total Impressions:** 9,038,561
- Website and Landing Page
 - **Total Page Views:** 13,285
 - **Top 3 geo-locations driving traffic:** Dallas, Denver, Phoenix
- Public Relations
 - **Pitches:** 46 individual pitches, desk side pitches, and HARO’s
 - **Press Coverage:** 22,119,464 Total Reach / \$ 147,463 Total Earned Media
 - **Press Release:** 11/1/17 “Inaugural Santa Fe: Artists In Residence In Santa Fe Hotels”
- Social Media
 - **Posts:** 13 Facebook posts with a total reach of 43,026
 - **Blog:** 3 blog posts featuring the program
 - **Social Media Crawl:** 9 social media influencers visited 12 hotels
- Monthly Consumer E-newsletters
 - What’s Happening (48K+ subscribers): Featured in 4 What’s Happening e-newsletters from November 2017 – February 2018.
 - Deals & Specials (26K+ subscribers): Featured in 4 Deals & Specials e-newsletters from November 2017 – February 2018.

The final Santa Fe Artists in Residence marketing report can be found here – <https://bit.ly/2HL3sdd>.

4) Fly Santa Fe

- The Fall/Winter Fly Santa Fe (NNMAA) paid advertising campaign concluded in March and finished with 11.4M impressions, 38K clicks (0.33% CTR) and almost 18K website visits (0.16% CVR)
- The advertising campaign performed slightly under Spring/Summer's benchmark, but could be result of seasonality more than anything; Spring/Summer performance to be monitored against Spring/Summer 2017 campaign's benchmark.

5) Website Contract RFP for TOURISM Santa Fe

- TSF has received three proposals in response to the RFP for the santafe.org website contract. Respondents include: Fuseideas, Mindshare, and Studiox.
- Selection committee members have reviewed all proposal and have submitted their evaluations.
- A final decision is expected to be made the week of April 23.

6) Public Relations RFP for TOURISM Santa Fe

- TSF has received five proposals in response to the RFP for the Public Relations contract. Respondents include: Lou Hammond Group, Blueprint Creative Group, Percepture, Wagstaff Worldwide, and SweeneyVesty.
- Selection committee members are currently and evaluating all proposals.
- A final decision is expected to be made the week of May 7.

7) 2018 Santa Fe Kids Free Spring Break

- The promotion ended on April 15.
- A survey will be sent to the list of people who have requested information about the promotion to determine if they traveled to Santa Fe during Spring Break.
- Advertising/Paid Media results:
 - The Kids Free Spring Break campaign began on Jan 1 and ended March 31, spent \$45,000 and resulted in 9.6M impressions, over 14k clicks (0.15% CTR), and over 11k web visits (0.12% CVR)
 - On February 28th, optimizations were made to the Kids Free Spring Break campaign to remove an underperforming Pandora and shift the budget (\$7,715) to additional impressions with Varick Media; the optimization resulted in 37% moreimps, 82% more clicks and a 32% higher CTR M/M.
 - While the Kids Free campaign resulted in 1.3% more impressions Y/Y, there was a 40% lower click rate that last year, which is mostly the result of a decrease in Pandora and RGM performance; however, while total conversions were down, view-through conversions were up by a 3x mark, meaning users were still showing up on the site either through direct means or through organic search
- A final marketing report is being prepared and will highlight the results of the 2018 program.

8) Santa Fe Music Week

- The TSF Marketing team is working with Ryan Dodge to design a landing page and distribute a press release to promote the event.

9) Santa Fe Margarita Trail

- In celebration of the 2nd anniversary of the Margarita Trail on May 5, Cinco de Mayo, and the launch of the new app, TSF will host a Margarita Trail Social Media Crawl on May 2 and May 3.

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 4/19/18)

- **2,667** Passports have sold from the 3 TOURISM Santa Fe Visitor Centers
- **318** Margarita Trail Apps have been downloaded since May
- **3,658** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **2,603** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **137** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **77** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations

- **4** Press Releases
- **95** Journalist have experienced the Trail
- **\$4,460,957** amount of earned media

Social Media

- 369 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 February:

3/20/18: A Two-Wheel Adventure Awaits: Biking Santa Fe County

To date in 2018, a total of 2,217 marketing collateral requests for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

Organic Search traffic numbers improved 3% Y/Y, while making up a smaller percentage of overall site traffic (66% vs. 71%) Y/Y. This is caused by growth in Advertising traffic, which is up almost 900% Y/Y from 1% to 11% of site traffic. Other traffic drivers varied very little Y/Y, with the exception of Paid Search, which is up 117% to 2.4% of site traffic.

March was the last month of the Kids Free Spring Break campaign targeting "moms with children in the household", which aligns with the heavy female-skewing visitation trend this month. Campaign optimizations that were made at the end of February – including removing Pandora from the plan, shifting more funds toward targeted banners through Varick and additional optimizations with RGM – seemed to have benefited the campaign in terms of increased visits and conversions.

March 2018 Performance Metrics

Visits

- Total Sessions 102,510 (11.69% increase Y/Y)
- Unique Users 82,321 (12.02% increase Y/Y)
- Pages per Session 2.38 (6.22% decrease Y/Y)
- Average Time on Site 2:33 (6.90% decrease Y/Y)
- Conversion Rate 12.56% (12.25% increase Y/Y)

Visitor Gender

- 60.9% Female
- 39.1% Male

Visitor Age

- 7.50% 18 - 24
- 20.46% 25 - 34
- 17.50% 35 - 44
- 16.59% 45 - 54
- 20.64% 55 - 64
- 17.31% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 3/6/18
 - Number sent: 48,557
 - Number opened: 8,664
 - Open rate: 17.88%
- TOURISM Santa Fe Marketing Report
 - Sent: 3/14/18
 - Number sent: 1,142
 - Number opened: 342

- Open rate: 30.48%
- Santa Fe Deals and Specials
 - Sent: 3/15/18
 - Number sent: 30,192
 - Number opened: 5793
 - Open rate: 19.26%
- TOURISM Santa Fe Sales Report
 - Sent: 3/28/18
 - Number sent: 1,131
 - Number opened: 368
 - Open rate: 32.54%

†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 March, we saw slight increases in followers on all TOURISM Santa Fe social media channels. The TSF team is taking a more strategic and consistent approach to posting, as well as increasing our efforts to engage with our followers. A commitment to consistent posting and engagement on our channels is key to gaining and retaining followers.

Instagram continues to be our fastest growing social media channel. And, when compared to other TSF channels, Twitter saw the largest increases in engagement over last month.

In April, we will launch a two-month paid social media campaign on Facebook. The campaign will extend the reach of our current organic social efforts to a new audience and will target adults between the ages of 22-50 whose interests include art, culture, live music, experiential travel, and cuisine. Geo-targeting will include Phoenix, Dallas, Denver, Los Angeles, New York, Chicago, Austin, Houston, Albuquerque, Colorado Springs, El Paso, Las Cruces, and Lubbock. The goal of the campaign is to generate awareness, interest, increase followers and engagement on one of the top performing networks for social media advertising.

Facebook

March 2018 Performance Metrics

- Total Page Followers: 63,429 (0.6% increase M/M)
- People Talking About This: 6,307 (40.6% decrease M/M)
- Engagement: 18,974 (35% decrease M/M)
- Top Ranking Post: "The Good Friday Pilgrimage walk to El Santuario de Chimayo..."
 - Likes: 2,026
 - Comments: 254

Twitter

March 2018 Performance Metrics

- Followers: 13,410 (0.7% increase M/M)
- Monthly Impressions: 82,000 (17.3% increase M/M)
- Engagement: 983 (46.1% increase M/M)
 - Top Ranking Post: "Meow Wolf's House of Eternal Return annual update is maximal!"
 - Impressions: 4,523
 - Retweets: 15
 - Total engagements : 270

Instagram

March 2018 Performance Metrics

- Followers: 20,500 (1.5% increase M/M)
- Top Performing Post: "Curious about the architecture that makes Santa Fe so unique?" on March 15, 2018
 - Likes: 897

Pinterest

March 2018 Performance Metrics

- Followers: 2,415 (.08% increase M/M)

YouTube

March 2018 Performance Metrics

- Subscribers 361: (1.1% increase M/M)
- Views: 3,894 (21.3% increase M/M)

Santa Fe Blog

March 2018 Performance Metrics

Total Blog Views: 6,365 (55.72% increase M/M)
Average Time on Blog: 3:28 minutes

March Blog Posts

[7 Reasons to Hop Over to Santa Fe in April](#)

- Posted March 6, 2018
- Views: 185

7 Incredible Art Experiences You Can Only Have in Santa Fe, New Mexico

- Posted March 13, 2018
- Views: 88

A Two-Wheel Adventure Awaits

- Posted March 20, 2018
- Views: 57

Native Treasures Kicks Off Santa Fe's Prestigious Art Market Season

- Posted March 27, 2018
- Views: 113

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Monthly - Advertorial

Target market: New Mexico

Flight dates: 3/1/18-3/31/18

Impressions: 300,000

Digital Impressions: 15,120

Media Cost: \$ 2,720.00

Phoenix Magazine

Target market: Phoenix, AZ

Flight dates: 3/1/2018-3/31/2018

Impressions: 350,000

Media Cost: \$ 5,750.00

D Magazine

Target market: Dallas-Fort Worth, TX

Flight dates: 3/1/2018-3/31/2018

Impressions: 749,706

Media Cost: \$ 6,370.00

Houstonia

Target market: Houston, TX

Flight dates: 3/1/2018-3/31/2018

Impressions: 70,000

Media Cost: \$ 12,000.00

DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

Amobee: Contextually Targeted Desktop & Mobile

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

Flight dates: 3/1/18-3/31/18

Impressions: 2,695,401

Media Cost: \$ 10,275.64

Adara: Programmatic Desktop/Mobile

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

Flight dates: 3/1/18-3/31/18

Impressions: 1,017,316

Media Cost: \$ 3,910.71

Go-NewMexico.com: Lead Generation/Sponsorship Page

Target market: people interested in traveling to Santa Fe

Flight dates: 3/1/18-3/31/18

Impressions: 16,128

Go Travel Sites sent 278 names, emails and addresses to Santa Fe

Media Cost: \$ 248.50

TripAdvisor: Sponsorship/Content

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

Flight dates: 3/1/18-3/31/18

Impressions: 264,100

Media Cost: \$ 6,506.12

Kids Free Spring Break

RGM – Programmatic Display

Target Markets: Parents in Denver, Dallas, Phoenix, Colorado-Spring, El Paso, Amarillo, Lubbock, Austin

Flight Dates: 3/1/18-3/31/18

Impressions: 961,498

Media Cost: \$ 5,166.66

Varick Media – Program/PMP

Target Markets: Parents in Denver, Dallas, Phoenix, Colorado-Spring, El Paso, Amarillo, Lubbock, Austin

Flight Dates: 3/1/18-3/31/18

Impressions: 3,173,687

Media Cost: \$ 7,823.96

Fly Santa Fe/NNMAA

Adara: Desktop & Mobile Display

Target market: Phoenix/Scottsdale metro, CA markets (LAX, ONT, SBA, SAN, BUR, SNA), Northern New Mexico (Santa Fe, Los Alamos, Taos, etc.)

Flight dates: 3/1/18-3/31/18

Impressions: 469,204

Media Cost: \$ 6,983.30

Undertone: Desktop & Mobile Display

Target market: Phoenix/Scottsdale metro, CA markets (LAX, ONT, SBA, SAN, BUR, SNA), Northern New Mexico (Santa Fe, Los Alamos, Taos, etc.)

Flight dates: 3/1/18-3/31/18

Impressions: 791,663

Media Cost: \$ 9,340.04

SEM

Google AdWords

Target market: National (Branded), Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight dates: 3/1/18-3/31/18

Impressions: 197,898

Media Cost: \$ 6,863

PUBLIC RELATIONS

Summary

In March 2018, Santa Fe was included in articles in the top three highest circulation U.S. newspapers: USA Today, The New York Times and The Wall Street Journal. These three highly valuable pieces of earned media coverage accounted for 68% of the March total and came as a result of three different media relations tactics: a HARO reply, media outreach and media assistance/fact checking. When analyzing our media coverage results each month it is exciting to find how our strategic efforts and variety of tactics used can achieve such outstanding results.

When comparing our earned media and total impressions metrics for March 2018 to last year we see decreases in both. In March 2017, the National Geographic World Legacy Awards were announced with Santa Fe receiving the Sense of Place award. Twenty two pieces of coverage resulted from that announcement contributing significantly to the monthly total. Last year we also saw a CBS Local syndicated article by Randy Yagi with a Spring Break theme that accounted for 78% of the March 2017 coverage with a total of \$ 4,731,505. Currently our earned media total for the first quarter is \$ 8,763,474 and pacing at 22% of our annual goal of 39M+.

Press Releases

Check in with the [Current Releases](#) section of the santafe.org website for press releases that you can reference.

Performance Metrics

March 2018

- **Pitches:** 52 (Decrease 31.5% Y/Y)
- **Press Releases:** 0 (Decrease 100% Y/Y)
- **Media Visits:** 5 (Decrease 16.6% Y/Y)
- **Media Contacts:** 143 (Increase 14.4% Y/Y)
- **Earned Media:** \$2,796,289 (Decrease 53.8% Y/Y)
- **Total Impressions:** 232,462,361 (Decrease 63% Y/Y)

Visiting Press

Caramie Petrowsky of Vail Daily visited the destination March 2-5.

Celina Colby of The Bay State Banner visited the destination March 5-8.

Liz Della Croce of The Lemon Bowl visited the destination on March 21.

Toni Dash of Boulder Locavore visited the destination on March 24-26.

Victoria Hudgins of A Subtle Revelry visited the destination March 26-29.

Recent Accolades

Santa Fe was named the “Greenest City in New Mexico” by [Insurify](#) on March 16.