



**OTAB Marketing Report
April 2018
Reported May 22, 2018**

EXECUTIVE SUMMARY

Key marketing highlights in April and May

1) Website & PR RFP for TOURISM Santa Fe

As a result of the RFP process to select a Website and Public Relations contractor, the following vendors have been selected.

- Studiox as the website contractor for santafe.org.
- Lou Hammond Group as the Public Relations contractor.

2) Santa Fe Music Week

- A landing page to promote Santa Fe Music Week is live and can be found on santafe.org.
- The page highlights performances and artists that are part of Music Week. New performances will be added as they are confirmed.
- A press release was distributed nationally on 4/24/18.

3) 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 hosted a Margarita Trail Social Media Crawl on May 2 and May 3.
- 13 Santa Fe Margarita Trail locations choose to participate in the social media crawl and 13 local social media influencers participated in the crawl.
- Simply Santa Fe conducted a contest on Instagram for 10 free app download codes which resulted in 350 entries and new followers on Instagram.
- Since conducting the social media crawl, we have seen a 38% increase in downloads for the Margarita Trail app—from 360 on May 1 to 500 reported on May 16.

4) Press Desk Sides in Los Angeles

PR Manager, Joanne Hudson, conducted press desk sides in Los Angeles from April 24-27 and met with the following journalists and publications:

- Rachel Ng – Editor, New Mexico Journey
- Jeannette Ceja – Freelance (Los Angeles Travel Magazine, Viva LA, Luxuria Lifestyle)
- Emma Weissmann – Assistant Editor, Travel Age West
- Ronnie Greenberg and Joe Hilbers - Freelance (AAA Living, Bride Again Magazine)
- Shelley Levitt – Editor, California Meetings + Events
- Anne Harnagel – Assistant Travel Editor, Los Angeles Times
- Elena Epstein – Director of Content, LA Parent
- Lizbeth Scordo – Freelance (Bravo TV; Palm Springs Life; Thrillist)

- Mimi Slawoff – Freelance (MiniTime; Westways, LA Parent)

5) Recent Accolades

Santa Fe was included on a Travel + Leisure list of the "[Hottest Destinations for a Summer Vacation in 2018](#)," on April 24.

The Margarita Trail was awarded "[The 10 Best Food and Drink Trails to Explore in America](#)" by Popsugar.

CBS Local named Santa Fe as having the "[Best Art Museums In The Southwest](#)" on April 18.

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

Santa Fe is a nominee in the "Cities" category. Voting is open through June 30, 2018. A dedicated eblast will be sent to our consumer email list of approximately 100,000 subscribers.

This designation is very important to Santa Fe's position as a world class destination. TSF continues to promote this voting opportunity on social media and to our Industry Partners.

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 5/16/18)

- **2,820** Passports have sold from the 3 TOURISM Santa Fe Visitor Centers
- **500** Margarita Trail Apps have been downloaded
- **5,158** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **2,708** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **142** 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
- **98** Journalist have experienced the Trail
- **\$4,465,603** amount of earned media

Social Media

- **374** 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 April:

4/10/18: [Santa Fe Getaways for Adventure Seekers](#)

To date in 2018, a total of 2,737 marketing collateral requests for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

April 2018 Performance Metrics

During April we saw a decrease in page speed load time from 10-14 seconds to 2.7-3.0 seconds. This was mainly accomplished by removing all unneeded and legacy tracking pixels from the website. A further speed boost was provided by moving the remaining pixels to Google Tag Manager.

Must See Events saw a large increase of traffic Y/Y increasing by 64%. Organic Search decreased 1% Y/Y.

Art Markets moved up into the top 10 pages this month as traffic was driven via paid digital advertising. Overall digital advertising impressions are down 6.79% Y/Y for the month of April, but most of the difference is the result of an additional initiative running last year at this time – “Santa Fe Celebrates Global Arts & Culture” (SFCGAC). Isolating SFCGAC from the results shows an 8% increase in digital advertising impressions Y/Y. However, the 6.79% decrease overall is closely in line with the 7.47% decrease in web sessions. The decrease in unique users is also most likely a product of the SFCGAC campaign last year, as the incremental campaign was designed to target a new population of users who were art and culture enthusiasts specifically. Increases in web engagement such as time on site and conversion rate are a positive sign that the quality of traffic to the site, whether paid or organic, is increasing.

Visits

- Total Sessions 135,413 (7.47% decrease Y/Y)
- Unique Users 109,265 (14.48% decrease Y/Y)
- Pages per Session 1.98 (.34% increase Y/Y)
- Average Time on Site 1:58 (19.51% increase Y/Y)
- Conversion Rate 9.28% (27.56% increase Y/Y)

Visitor Gender

- 57.2% Female
- 42.8% Male

Visitor Age

- 6.12% 18 - 24
- 19.00% 25 - 34
- 17.67% 35 - 44
- 18.04% 45 - 54
- 21.73% 55 - 64
- 17.44% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 4/3/18
 - Number sent: 48,823
 - Number opened: 8584
 - Open rate: 17.58
- TOURISM Santa Fe Marketing Report
 - Sent: 4/11/18
 - Number sent: 1135
 - Number opened: 366
 - Open rate: 32.25%
- Santa Fe Gift Guide
 - Sent: 4/12/18
 - Number sent: 61,171
 - Number opened: 11,237
 - Open rate: 18.36%
- Santa Fe Deals and Specials
 - Sent: 4/19/18
 - Number sent: 30,975
 - Number opened: 5,833
 - Open rate: 18.83%
- TOURISM Santa Fe Sales Report
 - Sent: 4/26/18
 - Number sent: 1,135
 - Number opened: 396
 - Open rate: 34.89%
- Summer Seasonal Newsletter
 - Sent: 4/27/18
 - Number sent: 25,003
 - Number opened: 5,351
 - Open rate: 21.4%

†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

TOURISM Santa Fe social media channels experienced slight increases in followers in April. Instagram saw the largest increase with 400 new followers over last month. Significant decreases in engagement were seen on Facebook and Twitter when compared to last month partly due to a decrease in the number of posts in April. However, a greater effort was made in April to actively engage with our followers through 'comments' and 'likes'.

April's most popular post on Facebook and Twitter was a post in which we shared an article entitled, "[A Modern Guide to Santa Fe - An Arts Town Fueled by Tequila, Chiles & Native Culture.](#)" More than 11,000 people were reached on Facebook and over 2,500 impressions were gained on Twitter.

Facebook

April 2018 Performance Metrics

- Total Page Followers: 63,530 (0.2% increase M/M)
- People Talking About This: 2,258 (63.2% decrease M/M)
- Engagement: 6,163 (67.5% decrease M/M)
- Top Ranking Post: "We can't get enough of this Guide to Santa Fe from 7x7!"
 - Likes: 298
 - Comments: 9
 - Reach: 11,103

Twitter

April Performance Metrics

- Followers: 13,511 (0.8% increase M/M)
- Monthly Impressions: 46,900 (42.8% decrease M/M)
- Engagement: 189 (80% decrease M/M)
 - Top Ranking Post: "We can't get enough of this Guide to #SantaFeNM from @7x7"
 - Impressions: 2,508
 - Retweets: 9
 - Total engagements: 116

Instagram

April 2018 Performance Metrics

- Followers: 20,900 (2% increase M/M)
- Top Performing Post: "The @pleinairconvention is in #SantaFeNM this week"
 - Likes: 689

Pinterest

April 2018 Performance Metrics

- Followers: 2,422 (.3% increase M/M)

YouTube

April 2018 Performance Metrics

- Subscribers: 386 (7% increase M/M)
- Views: Metrics not available at the time of this report.

Santa Fe Blog

April 2018 Performance Metrics

Total Blog Views: 5,983 (5.99% decrease M/M)
Average Time on Blog: 3:04 minutes

April Blog Posts

7 May Events in Santa Fe, New Mexico

- Posted April 3, 2018
- Views: 413

Santa Fe Getaways for Adventure Seekers

- Posted April 10, 2018
- Views: 68

Santa Fe Gardens in Bloom

- Posted April 17, 2018
- Views: 121

How to Get Around in The City Different

- Posted April 24, 2018
- Views: 45

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Monthly
Target market: New Mexico
Flight dates: 4/1/18-4/30/18
Impressions: 300,000
Media Cost: \$ 2,720.00

Texas Monthly
Target market: Texas
Flight dates: 4/1/18-4/30/18
Impressions: 1,150,000
Media Cost: \$9,585.00

Springs Magazine
Target market: Colorado Springs, CO
Flight dates: 4/1/18-4/30/18
Impressions: 25,000
Media Cost: \$2,610.00

New Mexico True Adventure Guide
Target market: New Mexico
Flight dates: 4/1/18-4/30/18
Impressions: 500,000
Media Cost: \$13,210.00

DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

AdTheorent: Rich Media Mobile
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 4,882,833
Media Cost: \$16,483.52

Sharethrough: Native Content
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 1,397,362
Media Cost: \$14,754.10

Amobee: Contextually Targeted Desktop & Mobile
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 2,277,473
Media Cost: \$9,768.26

Adara: Programmatic Desktop/Mobile
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 852,547
Media Cost: \$3,376.88

Go-NewMexico.com: Lead Generation/Sponsorship Page

Target market: people interested in traveling to Santa Fe
Flight dates: 4/1/18-4/30/18
Impressions: 16,926
Go Travel Sites sent 287 names, emails and addresses to Santa Fe
Media Cost: \$ 208.33

Matador: Social Content/Banners
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 209,535
Media Cost: \$ 3,296.70

TripAdvisor: Sponsorship/Content
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 250,558
Media Cost: \$ 6,296.24

Tremor: Pre-Roll Video
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 393,524
Media Cost: \$ 9,890.11

ZEFR: Youtube Pre-Roll
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 73,918
Media Cost: \$ 9,230.76

Undertone: Desktop & Mobile Display
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 1,670,662
Media Cost: \$ 16,483.52

Varick Media – Program/PMP
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 4/1/18-4/30/18
Impressions: 1,326,894
Media Cost: \$ 4,945.05

SEM

Google AdWords

Target market: National (Branded), Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 4/1/18-4/30/18
Impressions: 342,278
Media Cost: \$ 10,883.39

PUBLIC RELATIONS

Summary

In April 2018 we saw major increases in earned media value and media impressions when compared to April 2017. These increases can be contributed to just two articles that were in USA Today and CBS Local which provide syndication across many smaller publications and markets. These two pieces of coverage and all of the resulting syndicated coverage accounted for 58% of the April 2018 earned media total. Another valuable portion of the April coverage came from hotel reviews in The Telegraph online a UK outlet. These eight hotel review articles accounted for 36% of the April 2018 total.

TOURISM Santa Fe Public Relations Manager, Joanne Hudson, conducted desk side media appointments in Los Angeles, April 24 – 27. She met with a total of 9 journalists including editors at the Los Angeles Times, AAA New Mexico Journey, Travel Age West and LA Parent Magazine.

“Hot Tip” media opportunity emails are being sent to Industry partners more frequently and with a longer lead time ahead of holiday and events. TOURISM Santa Fe in partnership with our PR agency the Lou Hammond Group are making renewed efforts to engage with our business partners, and have compelling content to pitch to media outlets in a timely manner ahead of major holidays and seasons.

Press Releases

4/25/18: FOOD & DRINK ARE STARS AT UPCOMING SANTA FE EVENTS

4/24/18: THE CITY DIFFERENT GETS READY TO RAISE THE ROOF WITH FIRST EVER SANTA FE MUSIC WEEK

4/11/18: SANTA FE MAKES BALLOT FOR CONDÉ NAST TRAVELER'S 2018 READERS' CHOICE AWARDS

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

Performance Metrics

April 2018

- **Pitches:** 19 (Decrease 5% Y/Y)
- **Press Releases:** 3 (Decrease 66.6% Y/Y)
- **Media Visits:** 6 (Decrease 40% Y/Y)
- **Media Contacts:** 142 (Decrease 5% Y/Y)
- **Earned Media:** \$ 6,439,120 (Increase 365% Y/Y)
- **Total Impressions:** 903,460,443 (Increase 432.6% Y/Y)

Visiting Press

Jess Lander visited the destination April 1-3 and produced an article for 7x7.

Kristy Alpert visited the destination April 11-14 on assignment for HI Luxury.

Influencer Katia Singletary visited the destination April 20-23.

Julie Kessler of MoneyInc visited the destination April 20-22.

Joe Sills visited the destination April 23-25 on assignment for the Travel Channel online.

Kendall Louis, Editor of Fort Worth Magazine visited the destination on April 19-22.