



**OTAB Marketing Report
May 2018
Reported June 26, 2018**

EXECUTIVE SUMMARY

Key marketing highlights in May and June

1) New Social Media Coordinator

Eric Thompson joined the TSF team on June 18 as the Social Media Coordinator. Eric joins the team with over 10 years of experience overseeing social media channels for Taos Ski Valley, Inc. and New Mexico Tourism Department.

2) Press FAM and Samantha Brown

TSF hosted Samantha Brown Media's filming crew and the host herself, Samantha Brown, to film a Santa Fe episode of "Places to Love" her new PBS show on June 12-16. The 24 minute episode will air in Q1 of 2019 as part of Season 2 of the series.

TSF partnered with Sunrise Springs Spa Resort to bring eight journalists to Santa Fe, June 13-17 on a group press trip with a "Wellness in Santa Fe" theme. The group included:

- Marci DeWolf – Travel News Service
- Michelle Newman – Freelance for AAA Ohio, San Antonio News Express, Houston Chronicle
- Skye Sherman – Freelance for Lonely Planet, Florida regional magazines
- Channaly Philipp – Epoch Times
- Gretchen Kelly – Forbes
- Mandy Rich – Weight Watchers Magazine
- Sara Green – Women's Health
- Leah Lemoine – Phoenix Magazine

3) Recent Accolades

ReadersDigest.com awarded Santa Fe in a list of the "[The Best Weekend Getaways in Every State](#)" on May 15.

TravelPulse awarded Santa Fe Bite for having the "[The Best Burger in Every State](#)" on May 7. Santa Fe can be found on Slide 31.

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 6/18/18)

- **2,966** Passports have sold from the 3 TOURISM Santa Fe Visitor Centers
- **640** Margarita Trail Apps have been downloaded
- **5,158** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **2,880** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **152** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **84** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations

- **4** Press Releases
- **111** Journalist have experienced the Trail
- **\$4,528,218** amount of earned media

Social Media

- 380 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 May:

5/8/18: [Legendary Classics in Santa Fe: World-Class Operas & Vintage Volkswagens](#)

To date in 2018, a total of 3,354 marketing collateral requests for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

May 2018 Performance Metrics

All website performance metrics saw increases in May when compared to last year. Organic Search trended up this month as we saw a 6.28% increase Y/Y. Texas continues to be our #1 state visiting the site accounting for 22.61% of all site traffic this month. California comes second at 13%, New Mexico third 11.43%, and Colorado fourth at 10.55% of all site traffic.

May was one of our highest paid media months with \$ 142,857 in advertising running and over 18.4M impressions in market. A paid email marketing campaign accounted for 12% of site traffic in May with 21,633 sessions. The first paid email was sent on May 9-10 and accounted for 34.36% of site traffic during those two days. A second follow-up email was sent to 'non-openers' on May 22-23

and during that period accounted for 52.83% of site traffic. The 6.28% increase in organic traffic as noted above is one indicator that our awareness-driving paid advertising is effective.

Visits

- Total Sessions 176,323 (6.44% increase Y/Y)
- Unique Users 145,106 (.64% increase Y/Y)
- Pages per Session 1.93 (1.49% increase Y/Y)
- Average Time on Site 1:51 (16.82% increase Y/Y)
- Conversion Rate 8.81% (26.496% increase Y/Y)

Visitor Gender

- 57.71% Female
- 42.29% Male

Visitor Age

- 6.93% 18 - 24
- 21.09% 25 - 34
- 18.13% 35 - 44
- 16.31% 45 - 54
- 20.48% 55 - 64
- 17.06% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 5/2/2018
 - Number sent: 49,492
 - Number opened: 8,082
 - Open rate: 16.39%
- TOURISM Santa Fe Marketing Report
 - Sent: 5/9/2018
 - Number sent: 1,134
 - Number opened: 357
 - Open rate: 31.48%
- Santa Fe Deals and Specials
 - Sent: 5/18/18
 - Number sent: 31,134
 - Number opened: 5,551
 - Open rate: 17.83%
- TOURISM Santa Fe Sales Report
 - Sent: 5/23/18
 - Number sent: 1141
 - Number opened: 426
 - Open rate: 37.34%
- Vote for Santa Fe & Win!

- Sent: 5/31/18
- Number sent: 58374
- Number opened: 11183
- Open rate: 19.15%

†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 May our top performing posts were itinerary-themed articles that we shared on our most popular social media channels—Facebook, Twitter and Instagram. We continually see that this type of editorial coverage resonates with our followers and as a result, these posts are regularly scheduled in the TSF social media calendar.

Engagement metrics in May for TOURISM Santa Fe's Facebook and Twitter pages saw increases over last month - 76.7% and 15% respectively. The increases can be partly attributed to a concerted effort to 'like' followers' comments and respond to questions posted by followers on our social media pages. All channels continue to see slight increases in followers month over month.

Facebook

May 2018 Performance Metrics

- Total Page Followers: 63,894 (0.6% increase M/M)
- People Talking About This: 2,904 (28.6% decrease M/M)
- Engagement: 10,890 (76.7% increase M/M)
- Top Ranking Post: "We always hope you can stay a few days in #SantaFeNM, but if you only have 24 hours to explore The City Different, use this guide from The Lemon Bowl."
 - Likes: 372
 - Comments: 45
 - Reach: 11,469

Twitter

May 2018 Performance Metrics

- Followers: 13,588 (0.6% increase M/M)
- Monthly Impressions: 63,800 (36% increase M/M)
- Engagement: 218 (15.3% increase M/M)
 - Top Ranking Post: "So often we envision the classic southwest road trip as an east to west journey, but in this @outmagazine story @bpnomad suggests starting in Denver and heading south to Santa Fe for a music-focused adventure."

- Impressions: 4,319
- Retweets: 15
- Total engagements: 73

Instagram

May 2018 Performance Metrics

- Followers: 21,200 (1.4% increase M/M)
- Top Performing Post: "You must read this week's #NewBlogPost! We partnered with @jeanatravels to provide an 'Ideal Itinerary for a Weekend Getaway in Santa Fe.' She offers excellent inspiration for a 3-day trip to #TheCityDifferent."
 - Likes: 1,086

Pinterest

May 2018 Performance Metrics

- Followers: 2,436 (.6% increase M/M)

YouTube

May 2018 Performance Metrics

- Subscribers: 408 (5.7% increase M/M)
- Views: 59,601 (19.2% decrease)

Santa Fe Insider Blog

May Blog Posts

7 June Events to Start Your Summer in Santa Fe

- Posted May 1, 2018
- Views: 332

Legendary Classics in Santa Fe

- Posted May 8, 2018
- Views: 116

The Ideal Itinerary for a Weekend Getaway in Santa Fe New Mexico

- Posted May 15, 2018
- Views: 290

A Guide to Contemporary Hispanic Market in Santa Fe

- Posted May 22, 2018
- Views: 80

The Fine Art of High Fashion at Santa Fe Indian Market

- Posted May 29, 2018
- Views: 113

May 2018 Performance Metrics

Total Blog Views: 8,043 (34.43% increase M/M)

Average Time on Blog: 2:45 minutes (10.51% decrease M/M)

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Monthly

Target market: New Mexico

Flight dates: 5/1/18-5/31/18

Impressions: 300,000

Media Cost: \$2,720.00



Austin Monthly

Target market: Austin, Texas

Flight dates: 5/1/18-5/31/18

Impressions: 140,000

Media Cost: \$3,500.00



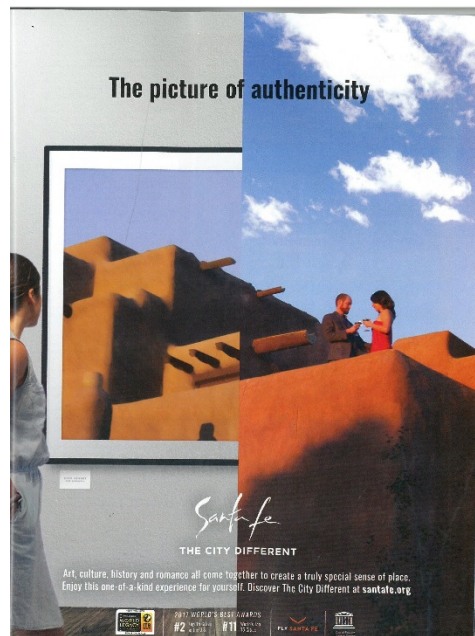
5280 Magazine

Target market: Denver, CO

Flight dates: 5/1/18-5/31/18

Impressions: 90,000

Media Cost: \$4,631.50



Chicago Magazine

Target market: Chicago, IL

Flight dates: 5/1/18-5/31/18

Impressions: 120,000
Media Cost: \$8,334.00

SUMMER IN SANTA FE

CURRENTS
NEW MEDIA FESTIVAL
June 8-24

SANTA FE STUDIO TOUR
June 16-17 & June 23-24

SANTA FE BANDSTAND
June 21 - August 11

SANTA FE OPERA SEASON
June 29 - August 25

INTERNATIONAL FOLK ART MARKET
July 13 - 15

SANTA FE CHAMBER MUSIC FESTIVAL
July 15-August 20

HIPICO SANTA FE
July 18-August 12

SPANISH MARKET
July 28-29

INDIAN MARKET
August 18-19

SANTA FE MUSIC WEEK & BURNING OF ZOSORA
August 24-September 2

Santa Fe
THE CITY DIFFERENT

Visit santafe.org to view even more events and plan your trip today.

18 CHICAGOMAG.COM MAY 2018

TALKTOLUS



ON THE CURRENT COMEDY CLIMATE
Comedy has always been about pushing boundaries, but that's impossible when you can't make people feel uncomfortable, on stage or off ("How to Laugh in the #MeToo Era," April). The comedian in the article felt about the physical antics of people like Louis C.K., but not the censorship of thought and speech for the most minor things. Remember when George W. Bush and the religious right tried to get Howard Stern kicked off the air? Now it's the left censoring every little sexual thing.

Also 17% on chicagomag.com

back against someone who was trying to work in the #NotAllMen angle in a comic about patriarchy.

Also 11% on Twitter

ON CHICAGO'S NEW WAVE OF POKETAMINE CLINICS

Katamine is not a "club-drug-turned-therapy" ("The Big Day," April), implying that is irresponsible. This is a legitimate, FDA-approved anesthetic that has been used for 50 years. It is used in operating rooms around the world daily. The fact that some irresponsible people abuse it has nothing to do with medicine or science.

Jay Joseph, CEO and medical director, National Pain Centers

Proud of Odessa Eisele not only for being featured but also for pushing

IN CHICAGO, APRIL SHOWERS BRING MAY ...

@ChicagoMag's Twitter followers respond:



WE WANT TO HEAR FROM YOU

Send email to letus@chicagomag.com. Write to: Letters, Chicagomag, 777 W. Chicago Ave., P.O. Box 1000, Chicago, IL 60606. Correspondence and identity information will be held on request. Please include a daytime telephone number for verification. Chicagomag will not disclose letters.

Discover all that is Santa Fe

Santa Fe
THE CITY DIFFERENT

Experience the arts, discover new flavors, spend a night on the town, or enjoy all of the above. In Santa Fe, the possibilities are endless. Discover The City Different at santafe.org

2017 WORLD'S BEST AIRPORTS
#2 THE CITY DIFFERENT
#11 TRAVELER'S CHOICE

FLY SANTA FE

Phoenix Magazine

Target market: Phoenix, AZ

Flight dates: 5/1/18-5/31/18

Impressions: 87,000

Media Cost: \$5,750.00

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2017 WORLD'S BEST AIRPORTS
#2 THE CITY DIFFERENT
#11 TRAVELER'S CHOICE

FLY SANTA FE

DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

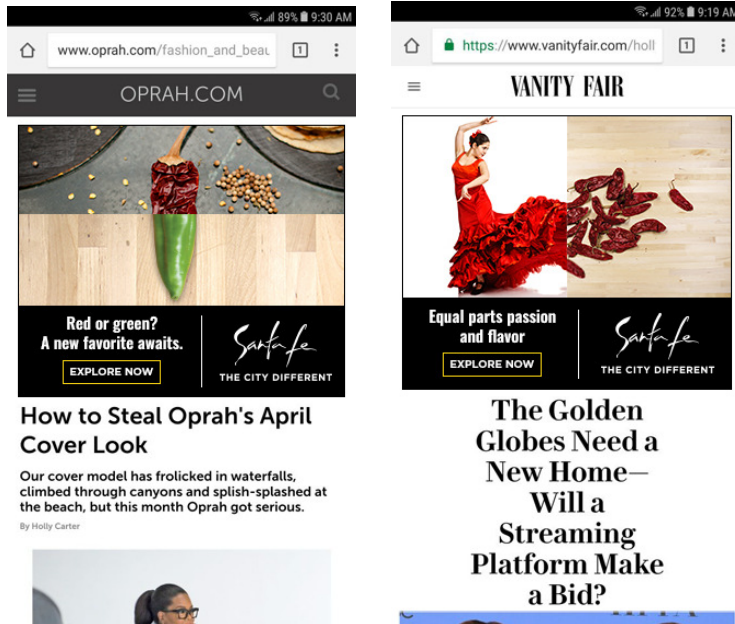
AdTheorent: Rich Media Mobile

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

Flight dates: 5/1/18-5/31/18

Impressions: 6,172,218

Media Cost: \$17,032.96



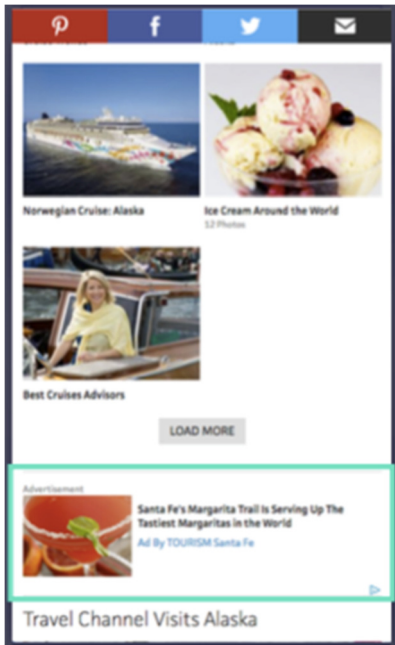
Sharethrough: Native Content

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

Flight dates: 5/1/18-5/31/18

Impressions: 1,330,908

Media Cost: \$15,592.40



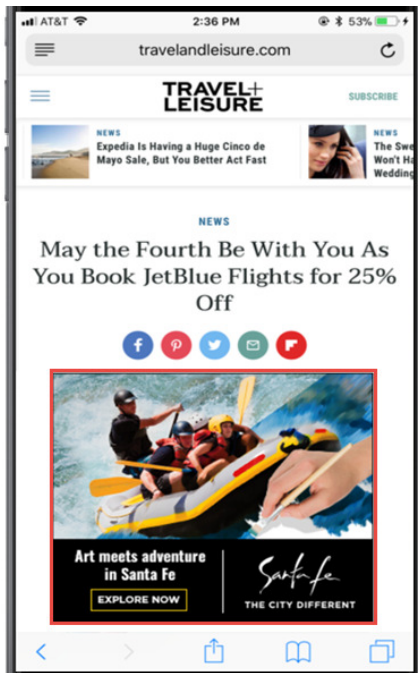
Amobee: Contextually Targeted Desktop & Mobile

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

Flight dates: 5/1/18-5/31/18

Impressions: 3,330,029

Media Cost: \$9,785.62



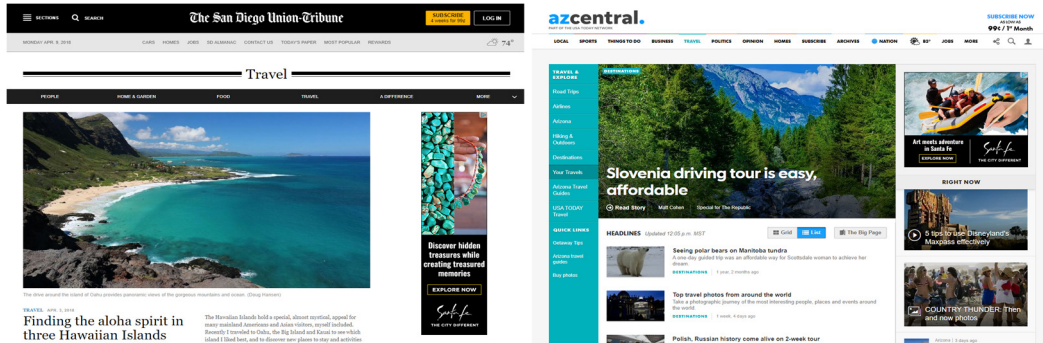
Adara: Programmatic Desktop/Mobile

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

Flight dates: 5/1/18-5/31/18

Impressions: 797,236

Media Cost: \$3,488.77



Go-NewMexico.com: Lead Generation/Sponsorship Page

Target market: people interested in traveling to Santa Fe

Flight dates: 5/1/18-5/31/18

Impressions: 18,785

Go Travel Sites sent 221 names, emails and addresses to Santa Fe

Media Cost: \$208.33

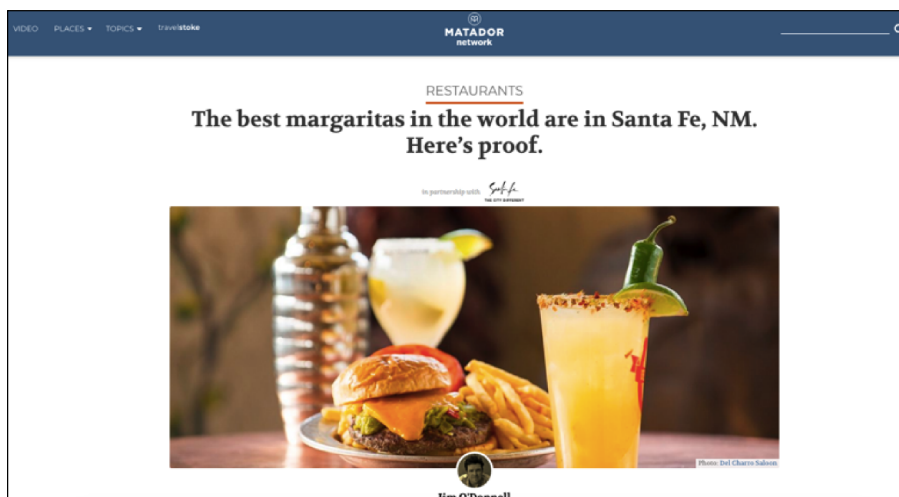
Matador: Social Content/Banners

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

Flight dates: 5/1/18-5/31/18

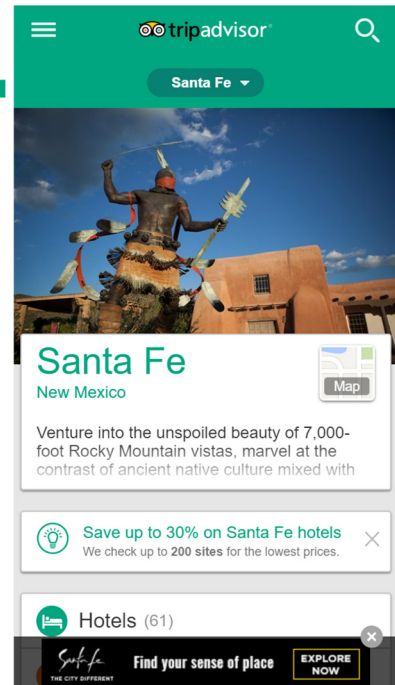
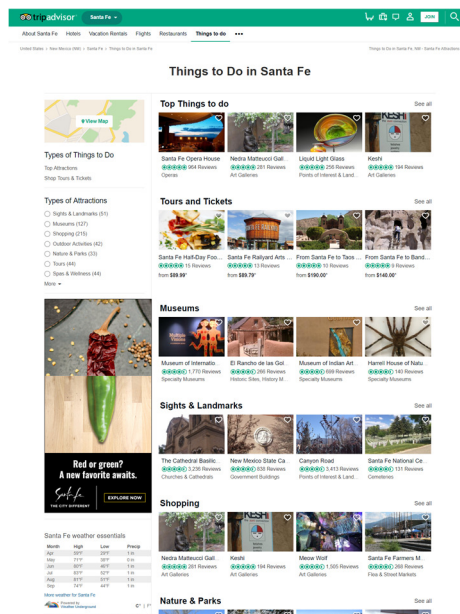
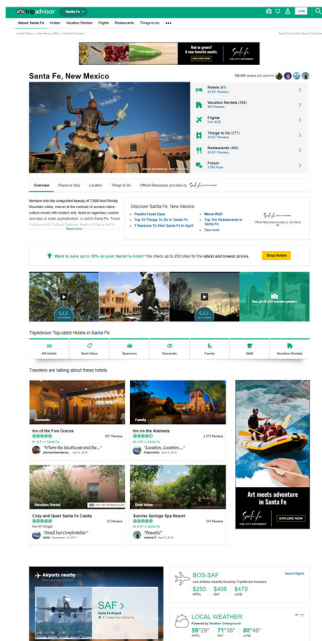
Impressions: 219,191

Media Cost: \$3,406.59



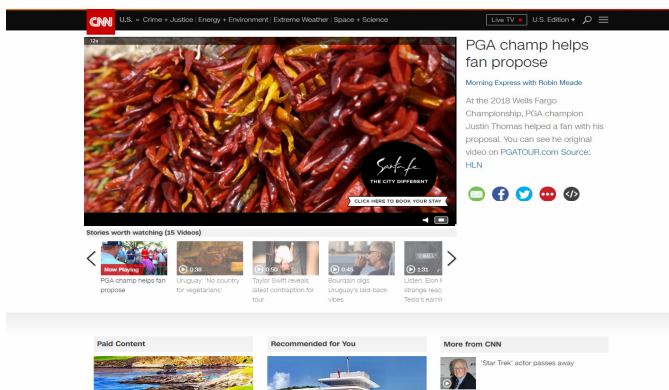
TripAdvisor: Sponsorship/Content

Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 Flight dates: 5/1/18-5/31/18
 Impressions: 242,539
 Media Cost: \$6,506.12



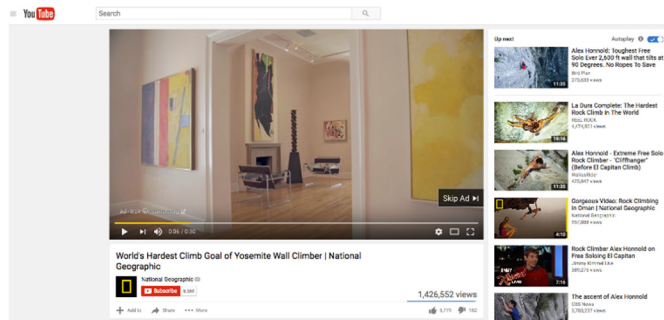
Tremor: Pre-Roll Video

Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 Flight dates: 5/1/18-5/31/18
 Impressions: 675,976
 Media Cost: \$10,219.79



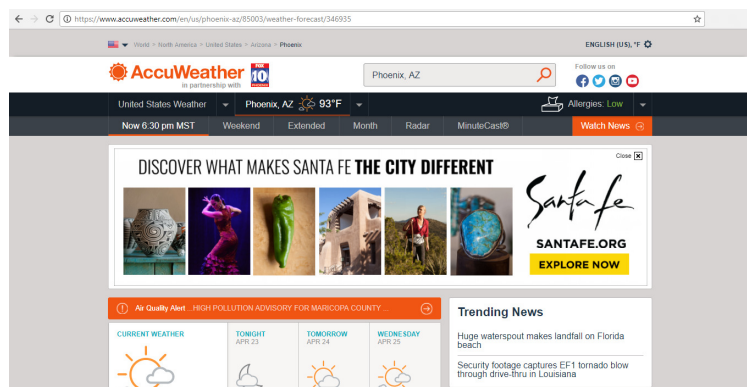
ZEFR: Youtube Pre-Roll

Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 5/1/18-5/31/18
Impressions: 52,756
Media Cost: \$9,538.34



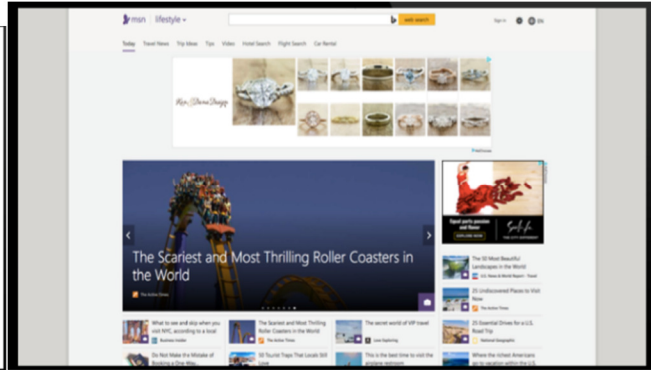
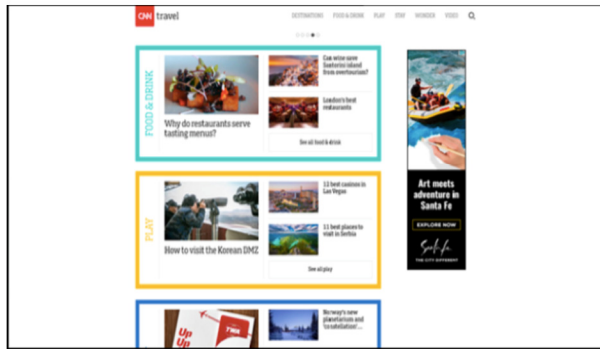
Undertone: Desktop & Mobile Display

Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 5/1/18-5/31/18
Impressions: 1,611,731
Media Cost: \$17,032.97



Varick Media – Program/PMP

Target Markets: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 5/1/18-5/31/18
Impressions: 1,017,297
Media Cost: \$5,109.89



eTarget – Email Marketing

Target Markets: “Cultural Experience Travelers” in Denver, Dallas, Phoenix, Colorado Springs, Lubbock, El Paso, Las Cruces, Los Angeles, Chicago, NYC, Austin, and Houston DMA’s

Flight Dates: 5/9/18 & 5/22/18

Impressions: 2,228,570 (inc. 2 sends)

Media Cost: \$20,000.00

Discover Santa Fe...A world of cultures all in one place.
TOURISM Santa Fe
Sent: Wednesday, May 9, 2018 at 9:00 AM
To: Maria Salvo

Santa Fe
THE CITY DIFFERENT

THINGS TO DO | WHERE TO STAY | WHERE TO EAT

SANTA FE: THE CITY DIFFERENT
Visit once, and you'll never be the same.

Santa Fe is a secret foodie sanctuary, paradise for Margarita mavens, an outdoor wonderland, and a whole lot more. So when you want a trip that's far from normal, look no further than The City Different.

SUMMER HAPPENINGS

HISTORY/CULTURE

CUISINE

MARGARITA TRAIL

Fly Santa Fe/NNMAA

Undertone: Desktop & Mobile Display w/ Inbound RM

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

Flight dates: 5/1/18-5/31/18

Impressions: 465,231

Media Cost: \$15,163.04



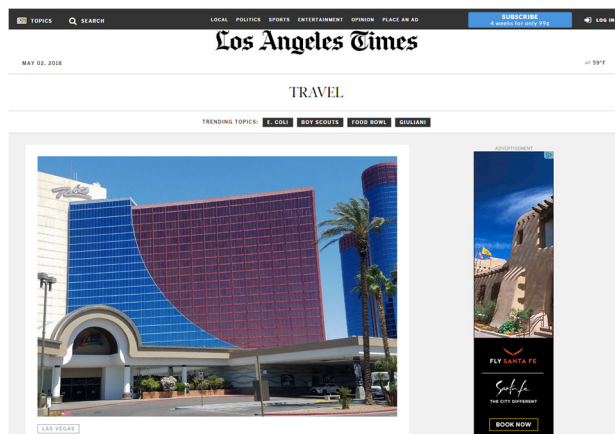
Adara: Desktop & Mobile Display

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

Flight dates: 5/1/18-5/31/18

Impressions: 1,450,142

Media Cost: \$9,296.32



SEM

Google AdWords

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

Flight dates: 5/1/18-5/31/18
Impressions: 404,250
Media Cost: \$11,270.98

Visit Santa Fe, New Mexico
The City Different
www.santafe.org
Ranked the #2 Best Small City in the
US by Conde Nast Traveler. Book...

PUBLIC RELATIONS

Summary

May 2018 was a busy month of hosting several international journalists in the destination and TOURISM Santa Fe Director of Marketing, Cynthia Delgado, attended the Media Marketplace at IPW in Denver, May 20-21. She met with a total of 27 journalists representing a mix of both international and U.S. domestic publications. Of the international media she met with interest came from journalists representing Canada, China, Germany, Australia, Italy and the UK.

The earned media coverage this month included one syndicated story from USA Today which provided a total of \$ 741,590 in media value and made up 56% of the monthly total. We did have one interesting piece of coverage in Wall Street Journal magazine that proved to be small but mighty. The coverage was only a few sentences and a photo, but the value in this major national publication was \$ 290,895.

Performance Metrics

May 2018

- **Pitches:** 27 (58% Decrease Y/Y)
- **Press Releases:** 0 (100% Decrease Y/Y)
- **Media Visits:** 6 (200% Increase Y/Y)
- **Media Contacts:** 132 (12% Decrease Y/Y)
- **Total Impressions:** 136,368,736 (23% Decrease Y/Y)
- **Earned Media:** \$ 1,311,961 (32% Decrease Y/Y)

2018 Year To Date

- **Pitches:** 398 (40% Increase Y/Y)

- **Press Releases:** 7 (12.5% Decrease Y/Y)
- **Media Visits:** 28 (24% Decrease Y/Y)
- **Media Contacts:** 771 (12% Increase Y/Y)
- **Total Impressions:** 1,516,603,415 (22% Decrease Y/Y)
- **Earned Media:** \$ 16,514,555 (24% Decrease Y/Y)

Visiting Press

Brand USA hosted 3 Indian writers on an Arizona and New Mexico press trip in advance of IPW. The group was escorted by Joint Managing Brand Director of Brand USA India, Mr. Sunil Puri.

Ralf Johnen visited May 16-18 in advance of IPW while researching for coverage in German outlets.

Simply Smart Travel writer Jeffrey Orenstein visited from May 20-25.

Amanda Martin of the Amanda's OK Blog visited the destination May 25-28.