



**OTAB Marketing Report
June 2018
Reported July 24, 2018**

EXECUTIVE SUMMARY

Key marketing highlights in June and July

1) Summary of Q2 2018 Marketing Results (Please see attached reports).

Advertising

- Total media spend in Q2 2018 was \$398,018, which is 179% more than Q1 2018 (Q/Q) and 1% more than Q2 2017.
- Total Q2 2018 campaign totaled 42.9M impressions, which was 129% more than Q1 (Q/Q) and 2.2% more than Q2 2017.
- Match-cut creative is performing at a 0.50% CTR so far, which is almost 6x higher industry benchmark (0.07%)
- Thus far the Rocks, Relaxation and Chile 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 ramped up in Q2 with paid presence in 10 different publications.
- Adara Impact Analytics has reported 809 hotel bookings and 2,173 flight bookings in Q2 with an estimated \$229,167 in hotel revenue generated by attributable advertising efforts this quarter (+26% Q/Q inc.).

► *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. Please note: 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 & YTD change]

- Total Sessions: 439,248 [UP 6% Y/Y; UP 1.2% YTD]
- Unique Users: 356,147 [UP 0.02% Y/Y; DOWN 3.5% YTD]
- Average Pages Per Session: 2.00 [DOWN 4% Y/Y; UP 2.2% YTD]
- Average Time on Site: 2:00 [UP 5% Y/Y; UP 9.5% YTD]
- Conversion Rate: 9.2% [Flat Y/Y; UP 1.8 YTD]

Traffic was up 70% over Q1 and 6% over Q2 2017, buoyed by digital advertising spends. Demographics were mostly static, with slight gains in the 25-34 and 55+ segments Y/Y and even smaller gains over Q1. Conversion rates were flat Y/Y but down 38% from Q1 as fewer requests for 2018 Visitor Guides were made. The City Different was the #1 page in Q2, up from 6th in Q1. This pushed the Calendar down to 2nd and the Home page down to 3rd from their #1 and #2 spots in Q1. Mobile and tablet traffic increased greatly (97% and 155% respectively) from Q1 to make up 64% of visitors, spurred by rich media mobile units in-market. Social referrals are declining Y/Y and Q/Q.

Public Relations [Y/Y & YTD change]

- Pitches: 62 (DOWN 27% Y/Y; UP 45.8% YTD)
- Press Releases: 4 (DOWN 33% Y/Y; DOWN 27.3% YTD)
- Media Visits: 23 (UP 15% Y/Y; DOWN 8.9% YTD)
- Media Contacts: 390 (DOWN 14% Y/Y; UP 6.1% YTD)
- Earned Media: \$8,194,283 (UP 15% Y/Y; DOWN 33.5% YTD)
- Earned Media Impressions: 1,105,681,835 (UP 8%Y/Y; DOWN 40% YTD)

With more than 1 billion impressions in Q2, TOURISM Santa Fe saw a broad mix of coverage, promoting the destination and our tremendous hospitality industry partners.

A large portion of the impressions and media value this quarter came from destination-friend CBS travel correspondent Randy Yagi. This coverage is continuing to result from his visit to the destination in January 2017. Yagi once again produced big for Santa Fe – with his syndicated article placing on 23 CBS websites throughout the country. Yagi's coverage made up 43% of the entire media value for the quarter and 42.5% of the total advertising equivalency value.

In June, TSF hosted a group press trip in conjunction with Sunrise Springs – welcoming eight journalists to the destination representing a range of outlets including Women's Health, Weight Watchers Magazine, Forbes, Phoenix Magazine, among others. Overall the destination hosted 23 writers over this three month period of 2018, an increase of 15 percent when compared to 2017.

Placements in national outlets continue to be the largest driver of media value. Major placements in national outlets included: Wall Street Journal Magazine (valued at \$290,895), USA Today (valued at \$635,837), Food Network Magazine (valued at \$174,908).

Blog [Y/Y & YTD change]

- Page Views: 20,194 (DOWN 9% Y/Y; DOWN 15.6% YTD)
- Average Time on Blog: 2:58 (DOWN 9% Y/Y; DOWN 1.1% YTD)
- Website Referrals: 11.1 (UP 4.4 Y/Y; UP 3.6 YTD)

Blog traffic is down 9.5% Y/Y but up 38% over Q1. Retention improved strongly both Y/Y and from Q1. It appears that there was a stutter in blog performance around the time that the blog was transitioning internal ownership in the TOURISM Santa Fe organization, but that all stats are improving again.

Email Newsletter (Averages) [Y/Y & YTD change]

- Consumer: Happenings
Number Sent: 98,315 [DOWN 31% Y/Y; DOWN 15.3% YTD]
Happenings Open Rate: 17.0 [DOWN 0.4% Y/Y; Flat YTD]
- Consumer: Deals & Specials
Number Sent: 93,718 [UP 13% Y/Y; UP 11.6% YTD]
Deals & Specials Open Rate: 18.5% [DOWN 0.2%; Flat YTD]
- Industry: Marketing Report

Number Sent: 3,405 [UP 3% Y/Y; UP 1.9% YTD]
Marketing Report Open Rate: 32.7% [UP 0.2 Y/Y; UP 1.0 YTD]

- Industry: Sales Report
Number Sent: 3,420 [UP 3% Y/Y; UP 1.7% YTD]
Sales Report Open Rate: 34.9% [UP 2.1 Y/Y; UP 0.2 YTD]

Consumer: newsletter engagement increased Q2 with the Deals and Specials open rate increasing 12% Y/Y. Due to a reporting error the metrics for the June 2018 Happenings email are not available, but it appears that the open rate likely declined slightly (~1%).

Industry: newsletter engagement generally increased from Q1 and Y/Y. The Marketing Report increased its open rate 4% Y/Y. The Sales Report increased its open rate 10% Y/Y. Open rates remain far above consumer newsletters and at industry-leading numbers.

Newsletters accounted for 4% of all site traffic Q2.

Social Media [Y/Y & YTD change]

- Facebook Followers: 64,358 [UP 9.6% Y/Y; UP 8.0% YTD]
- Facebook Engagement: 29,040 [DOWN 80% Y/Y; DOWN 68.5% YTD]
- Twitter Followers: 13,686 [UP 10% Y/Y; UP 10.5% YTD]
- Twitter Engagement: 1,637 [DOWN 33% Y/Y; DOWN 22.7% YTD]
- Twitter Impressions: 201,800 [DOWN 5% Y/Y; DOWN 1.1% YTD]
- Instagram Followers: 21,300 [UP 22% Y/Y; UP 22.4% YTD]
- Pinterest Followers: 2,441 [UP 4% Y/Y; UP 3.5% YTD]
- YouTube Subscribers: 427 [UP 26.9% Y/Y; UP 36.9% YTD]
- YouTube Views: 224,019 [UP 95.3% Y/Y; UP 92.4% YTD]

Q2 2018 saw many opportunities for improvement. There were significant decreases in most social media KPIs. This is partially due to the fact that the Social Media Coordinator position was vacant for the vast majority of this quarter, with the position filled June 18th. Additionally, Facebook made very significant changes to its distribution algorithm and privacy settings late March 2018 which significantly affected how content is distributed. A paid advertising campaign featuring our longer form promotional videos largely contributed to the 95.3% increase in Views and 26.9% increase in Subscribers when compared to Q2 2017.

2) New Accolades

- **Santa Fe ranked No. 4** on the “Top 15 Cities in the United States” list in the **2018 Travel + Leisure World’s Best Awards**, an annual survey driven by the outlet’s more than 300,000 readers. In addition to the city’s awards, two Santa Fe area resorts, **Sunrise Springs Spa Resort and Ojo Caliente Mineral Springs Resort & Spa ranked No. 3 and No. 5** in the **“Top 10 Domestic Destination Spas”** category, respectively.
- The National Center for Arts Research at SMU released its fourth annual **Arts Vibrancy Index**, which ranks more than 900 communities across the country and **Santa Fe has**

ranked #1 on the list of top 10 most arts-vibrant medium communities (population 100,000 to 1,000,000).

- Santa Fe was named one of the **Top Places to Live** by Outside Magazine.

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 7/19/18)

- **3050** Passports have sold from the 3 TOURISM Santa Fe Visitor Centers
- **904** Margarita Trail Apps have been downloaded
- **2,972** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **153** Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps.
- **88** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations

- **4** Press Releases
- **125** Journalist have experienced the Trail
- **\$4,535,273** amount of earned media

Social Media

- **385** 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 June:

6/12/18: [A Summer Full of Cultural Fiestas in Santa Fe](#)

To date in 2018, a total of 6,680 marketing collateral requests for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

June 2018 Performance Metrics

This month we saw a 23% increase in user sessions Y/Y. This increase is in alignment with our media spend which was 36% more than last year. We also saw a 21% increase in unique users Y/Y totaling 101,776 unique users. The spike in new/unique users coming to the site this year vs. last year is likely the result of a May paid email marketing campaign. That campaign drove an incremental 42,780 clicks to the site from a new group of users not previously marketed to.

Organic search is relatively flat showing a .80% decrease Y/Y. We saw a huge increase of tablet users with a 80% increase Y/Y accounting for 20% of all site traffic this month. Increase in tablet traffic may be attributed to the mobile rich media AdTheorent campaign that has been in market since April, and has generated 85% more impressions than Q2 2017.

Visits

- Total Sessions 127,512 (23.24% increase Y/Y)
- Unique Users 101,776 (20.99% increase Y/Y)
- Pages per Session 2.10 (11.72% decrease Y/Y)
- Average Time on Site 2:13 (11.84% decrease Y/Y)
- Conversion Rate 9.36% (28.62% decrease Y/Y)

Visitor Gender

- 58.63% Female
- 41.37% Male

Visitor Age

- 7.63% 18 - 24
- 19.38% 25 - 34
- 16.67% 35 - 44
- 16.52% 45 - 54
- 20.95% 55 - 64
- 18.84% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 6/5/2018
 - Number sent: Data not available†
 - Number opened: Data not available†
 - Open rate: Data not available†
- TOURISM Santa Fe Marketing Report
 - Sent: 6/13/2018
 - Number sent: 1,163
 - Number opened: 395
 - Open rate: 34.99%
- Santa Fe Deals and Specials
 - Sent: 6/21/18
 - Number sent: 31,609
 - Number opened: 5,972
 - Open rate: 18.95%

- TOURISM Santa Fe Sales Report
 - Sent: 6/27/18
 - Number sent: 11,44
 - Number opened: 387
 - Open rate: 34.16%

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

†Due to a glitch within the newsletter system we are not able to report on these figures this month.

SOCIAL MEDIA

Summary

In June, our top performing posts were articles featuring weekend itineraries shared on our most popular social media channels—Facebook, Twitter and Instagram. Additionally, culinary content performed very strongly. Culinary content showed the strongest engagement across all 3 platforms. 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 June for TOURISM Santa Fe's Facebook and Twitter pages saw increases over last month—10.1% and 22.5% respectively. The increases can be partly attributed to efforts to match highly engaging content from reputable sources with high quality imagery across all platforms. Incorporating video content also remains a high priority. All channels continue to see slight increases in followers month over month.

Facebook

June 2018 Performance Metrics

- Total Page Followers: 64,358 (0.73% increase M/M)
- People Talking About This: 3892 (34.0% decrease M/M)
- Engagement: 11,987 (10.1% increase M/M)
- Top Ranking Post: "While 48 hours is not enough time to explore #TheCityDifferent, we understand that a weekend is sometimes all the time you can afford. Matador Network shares their perfect itinerary for a weekend in #SantaFeNM"
 - Likes: 254
 - Comments: 14
 - Reach: 8,936

Twitter

June Performance Metrics

- Followers: 13,686 (0.72% increase M/M)
- Monthly Impressions: 91,100 (42.8% increase M/M)
- Engagement: 697 (22.5% increase M/M)
 - Top Ranking Post: "As the nation's oldest capital city, #SantaFeNM has over 400 years of history packed into a conveniently compact space. Visit bit.ly/HistorySantaFe for more info on the history of #TheCityDifferent"
 - Impressions: 7,838
 - Retweets: 7
 - Total engagements: 46

Instagram

June 2018 Performance Metrics

- Followers: 21,300 (.5% increase M/M)
- Top Performing Post: "Fridays are for full bellies. #TheCityDifferent. #SantaFeNM"
 - Likes: 1,127

Pinterest

June 2018 Performance Metrics

- Followers: 2,441 (.21% increase M/M)

YouTube

June 2018 Performance Metrics

- Subscribers: 427 (4.7% increase M/M)
- Views: 59,601 (42.0% decrease)

Santa Fe Insider Blog

June 2018 Performance Metrics

Total Blog Views: 6,167 (23.33% decrease M/M)
 Average Time on Blog: 3:06 minutes (13.25% increase M/M)

8 July Events in Santa Fe for the Culturally Curious Traveler

- Posted June 6, 2018
- Views: 92

A Summer Full of Cultural Fiestas in Santa Fe

- Posted June 12, 2018
- Views: 77

Santa Fe Music Week Set to Strike Up the Bands

- Posted June 20, 2018
- Views: 91

How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 171

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
 Target market: New Mexico
 Flight dates: 6/1/18-6/30/18
 Impressions: 300,000
 Media Cost: \$ 2,720.00



D Magazine
 Target market: Dallas, Texas
 Flight dates: 6/1/18-6/30/18
 Impressions: 60,971
 Media Cost: \$ 6,370.00



5280 Magazine
 Target market: Denver, CO
 Flight dates: 6/1/18-6/30/18
 Impressions: 90,000
 Media Cost: \$ 4,631.50



Los Angeles Magazine
 Target market: Los Angeles, CA
 Flight dates: 6/1/18-6/30/18
 Impressions: 140,000
 Media Cost: \$ 10,325.00

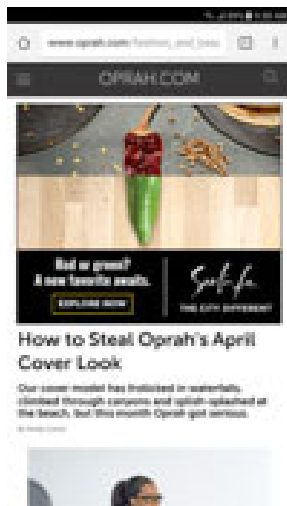


The Artist's Magazine
Target market: National
Flight dates: 6/1/18-6/30/18
Impressions: 65,000
Media Cost: \$ 2,500.00



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: 6/1/18-6/30/18
Impressions: 1,953,097
Media Cost: \$ 16,483.52



Amobee: Contextually Targeted Desktop & Mobile
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight dates: 6/1/18-6/30/18
Impressions: 3,572,528
Media Cost: \$9,469.97



Adara: Programmatic Desktop/Mobile
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 6/1/18-6/30/18
Impressions: 644,234
Media Cost: \$3,376.23



Go-NewMexico.com: Lead Generation/Sponsorship Page
Target market: people interested in traveling to Santa Fe
Flight dates: 6/1/18-6/30/18
Impressions: 16,178
Go Travel Sites sent 219 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: 6/1/18-6/30/18
Impressions: 220,485
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: 6/1/18-6/30/18

Impressions: 247,676

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: 6/1/18-6/30/18

Impressions: 673,495

Media Cost: \$9,890.10

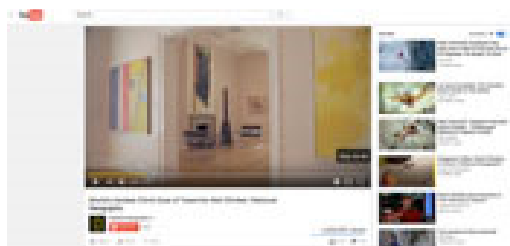
ZEFR: Youtube Pre-Roll

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

Flight dates: 6/1/18-6/30/18

Impressions: 77,369

Media Cost: \$9,230.90



Undertone: Desktop & Mobile Display

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

Flight dates: 6/1/18-6/30/18

Impressions: 1,562,115

Media Cost: \$16,483.51



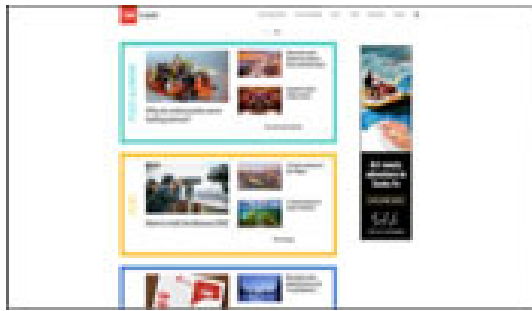
Varick Media – Program/PMP

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

Flight Dates: 6/1/18-6/30/18

Impressions: 1,272,738

Media Cost: \$ 4,945.06



SEM

Google AdWords

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

Flight dates: 6/1/18-6/30/18

Impressions: 380,788

Media Cost: \$ 10,147.22

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: 6/1/18-6/30/18

Impressions: 1,422,691

Media Cost: \$ 14,673.92

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: 6/1/18-6/30/18

Impressions: 1,073,367

Media Cost: \$ 8,996.44



PUBLIC RELATIONS

Summary

This month was packed with media hosting and exposing travel journalists to Santa Fe stories. In addition to several individual visits, we hosted both a Group Press Trip with 8 participants and the 7 person production crew from Samantha Brown Media the week of June 12-17. A huge THANK YOU goes out to all the partners and locations who assisted us with hosting these groups. You will see the results of these visits published over the next few months and the Santa Fe episode of "Samantha Brown's Places to Love" will air on PBS in Q1 of 2019.

Performance Metrics

June 2018

- **Pitches:** 16 (51.1% Decrease Y/Y)
- **Press Releases:** 1 (66.6% Decrease Y/Y)
- **Media Visits:** 11 (62.5% Increase Y/Y)
- **Media Contacts:** 116 (22.6% Decrease Y/Y)
- **Total Impressions:** 65,852,656 (90% Decrease Y/Y)
- **Earned Media:** \$ 443,202 (88% Decrease Y/Y)

2018 Year To Date

- **Pitches:** 414 (46.8% Increase Y/Y)
- **Press Releases:** 8 (27% Decrease Y/Y)
- **Media Visits:** 39 (13.3% Decrease Y/Y)
- **Media Contacts:** 887 (6% Increase Y/Y)
- **Total Impressions:** 1,582,456,071 (33.5% Decrease Y/Y)
- **Earned Media:** \$ 16,957,757 (40% Decrease Y/Y)

Visiting Press

TOURISM Santa Fe hosted a wellness themed media trip June 13-17 with the following media:

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

Michael Satterfield, The Gentleman Racer, visited the destination June 1-3.

TV host and production crew from **Samantha Brown Media**, filmed in the destination June 12-17.

Jill Robbins, writer for the TravelingMom.com, visited the destination June 19-21.

Kylie Condon, writer for GayTravel.com, visited the destination June 20-22.

Larry Bleiberg, Freelance writer on assignment for Where to Retire, visited the destination June 22-25.