

TOURISM

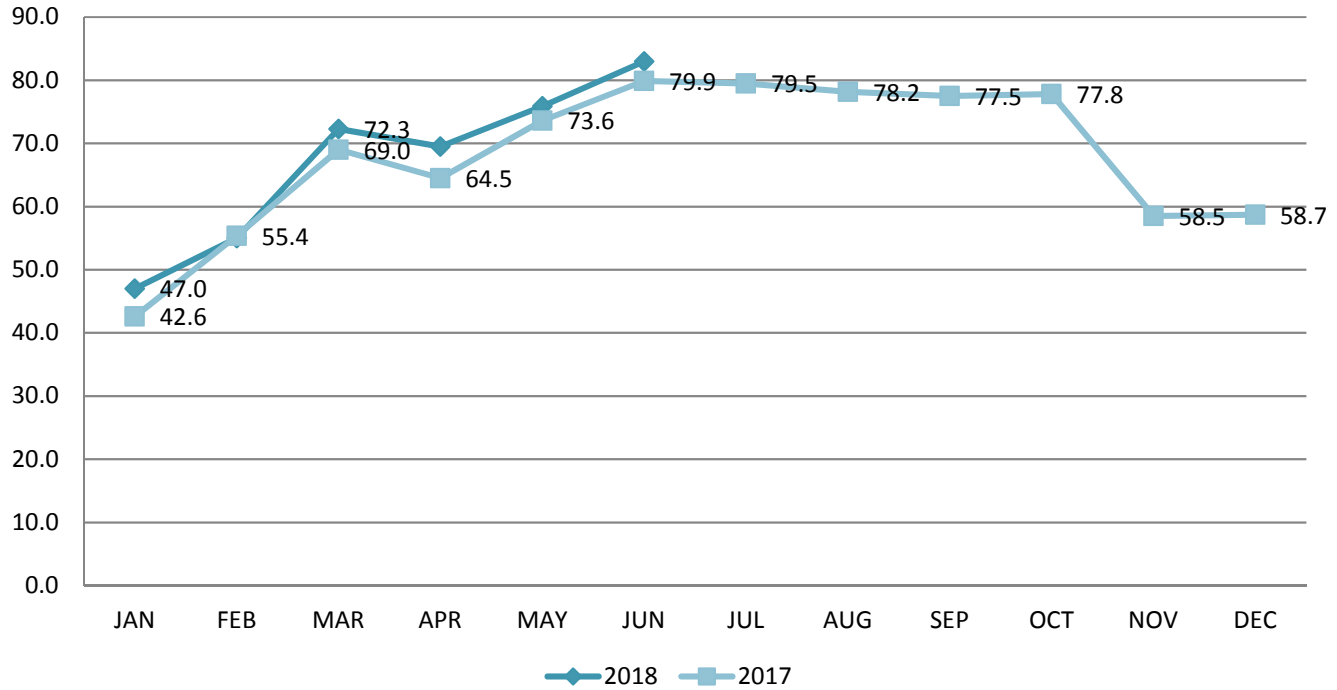
SANTA FE

Quarterly Marketing Report

2018 Q2 | April - June

Occupancy & Room Rates

Occupancy Rate



Occupancy Rate Percentage

	Q1	Q2	Q3	Q4	YTD
2018	58.1	76.1			67.1
2017	55.7	72.7	78.4	65.0	64.2
(Y/Y)	2.4	3.5			3.0

Average Daily Rate

	Q1	Q2	Q3	Q4	YTD
2018	\$117.04	\$138.68			\$127.86
2017	\$111.53	\$129.66	\$157.91	\$136.22	\$120.60
(Y/Y)	4.9%	7.0%			6.0%

Revenue Per Available Room

	Q1	Q2	Q3	Q4	YTD
2018	\$72.26	\$106.02			\$89.14
2017	\$65.26	\$94.61	\$123.82	\$89.20	\$79.93
(Y/Y)	10.7%	12.1%			11.5%

Source: Rocky Mountain Lodging Report.

Website

Summary:

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. (Note: due to traffic, total conversions were up 4% over Q1.) 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.

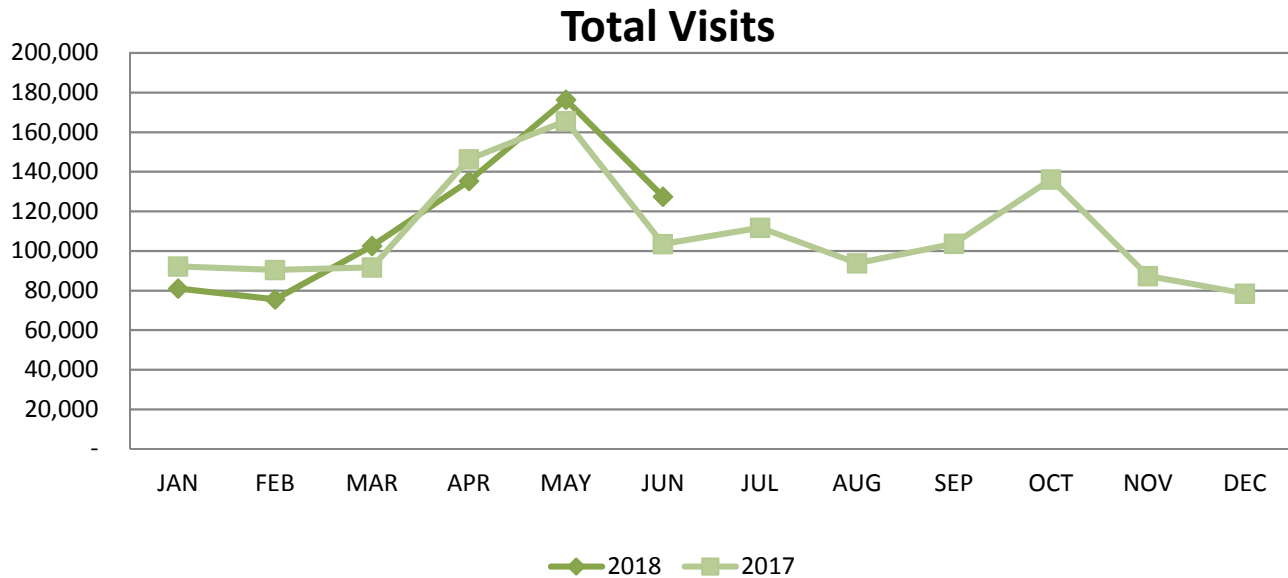
Key Insights:

- The percentage of visitors on mobile devices continues to increase as seen for several quarters now.
- The top 10 overall pages in Q2 were (in order): The City Different, Calendar, Home Page, Things to Do, Margarita Trail, Visiting Santa Fe, What's Happening, Accommodations, Must See Events, and Dine. The top three pages received the lion's share of traffic with 40% of all visits. The remainder of the top 10 all received less than 4% of visits each, reflecting the diversity of popular content.
- As expected, Facebook was again the top social referrer to the site, delivering 65% of social referrals, despite referrals falling another 31% from Q2. Social referrals increased from Instagram, Instagram Stories, Linked In, Blogger, and YouTube, but these only account for 250 visits.
- Top search queries for Q2 were "things to do", "events", "plaza", "tourism", and "upcoming events" - each combined with "santa fe". The #9 search query was "chimayo nm".
- The top Landing Pages (first page visited) for Q2 were (in order): The City Different, Home Page, Calendar, Margarita Trail, Things to Do, Art Markets, Accommodations, What's Happening, Dine, and Family Activities. This list reflects the mix of promoted pages and typical visitor event-related flow. The repeat appearance of Family Activities indicates that the Spring Break promotion is growing a perception of Santa Fe as a family friendly destination.
- US visitors made up 94% of traffic, with Canada making up another 1%. Top states were TX, NM, CA, CO, NY, IL, AZ, NV, NJ, and FL. Only the first 4 delivered 10%+ of visitors, making up 57% of all visitors. Largest gains were in NV (61%) and IL (39%), but those two accounted for <9% of site traffic in Q2. Losses were in AZ (-39%), CO (-5%) and NM (-2%).

Action Items:

- ☐ Continue to work with TSF to improve the funnel which drives visitors to complete site goals.
- ☐ Improve the user experience for mobile visitors.
- ☐ Use analytics data to help inform the design of the site in order to increase traffic to goals.
- ☐ Improve end user experience for both visitors and business partners.
- ☐ Use search query data to inform content of the site to help visitors find desired sections.

Website: SantaFe.org



Website					
	Q1	Q2	Q3	Q4	YTD
<i>Total Sessions</i>					
2018	259,187	439,248			698,435
2017	274,533	415,461	309,351	302,181	689,994
(Y/Y)	-5.6%	6%			1.2%
<i>Unique Users</i>					
2018	210,072	356,147			566,219
2017	230,769	356,065	248,970	243,728	586,834
(Y/Y)	-9.0%	0%			-3.5%
<i>Average Pages Per Session</i>					
2018	2.46	2.00			2.23
2017	2.28	2.09	2.33	2.12	2.18
(Y/Y)	7.9%	-4%			2.2%
<i>Average Time on Site</i>					
2018	2:39	2:00			2:20
2017	2:20	1:55	2:27	2:05	2:07
(Y/Y)	13.3%	5%			9.5%
<i>Conversion Rate Percentage</i>					
2018	15.0	9.2			12.1
2017	11.5	9.2	10.7	8.4	10.3
(Y/Y)	3.5	Flat			1.8

Website: Blog

Summary:

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.

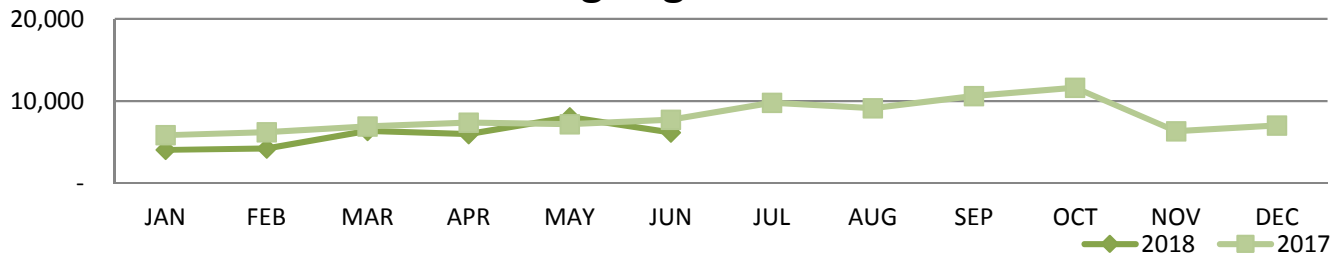
Key Insights:

- Blog traffic fell 9.5% Y/Y but improved 38% from Q1. Retention statistics improved over both periods, especially year over year. People who visit the blog are finding it valuable: reading more and exploring, as shown by an improved bounce rate and more pages/visitor. The exit rate declined slightly, and this is partially reflected in the improved referral rates.
- The most popular blog posts continue to focus on unique area activities. Day Trip to Chimayo continues to be the most popular page on the blog, decreasing 1% from Q1 to 14% of blog traffic. The home page is second, with traffic rising 34% Y/Y and 110% from Q1. The next most popular pages focus on events (May and June), County hiking trails, and the Santuario de Guadalupe.
- The main traffic driver for the blog remains Organic Search, delivering 76% of traffic in Q2. All other traffic fell Y/Y but increased from Q1.
- The blog made up 2.3% of total site traffic in Q2, the same as in Q1, but down from 2.6% Q2 2017.
- 11% of visitors continued to the main site from the blog during Q2. Referrals to the main site improved 116% year over year and 123% from last quarter. This likely reflects improvements in the blog-to-main site linking techniques combined with seasonal blog/site usage.

Action items:

- ☐ Work to improve referrals to the main site as long form content continues becoming a destination for site visitors.
- ☐ Continue improving user experience (especially for mobile).
- ☐ Integrate search results with main site search results.

Blog Page views



Blog					
	Q1	Q2	Q3	Q4	YTD
Page Views					
2018	14,645	20,194			34,839
2017	18,989	22,303	29,534	25,038	41,292
(Y/Y)	-22.9%	-9%			-15.6%
Average Time on Blog					
2018	3:17	2:58			3:07
2017	3:03	3:16	3:23	3:31	3:09
(Y/Y)	7.8%	-9%			-1.1%
Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)					
2018	9.0	11.1			10.0
2017	6.1	6.7	8.3	10.1	6.4
(Y/Y)	2.9	4.4			3.6

Newsletters

Summary:

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.

Key Insights:

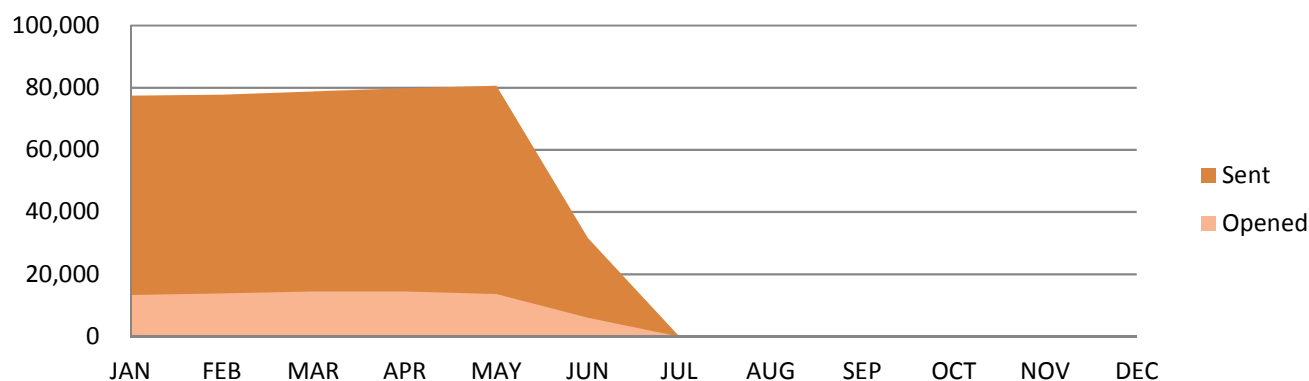
- Due to a reporting error the metrics for the June 2018 Happenings email are not available. This skews the reporting for Q2 showing a 31% decrease in sends and a 33% decrease in open rate. Extrapolating using existing data indicates that Happenings list open rate probably declined slightly (1-1.5%) from Q1.
- List membership for both Consumer lists continued to grow Q/Q and Y/Y.
- The increase in open rates for the Sales Report in Q2 indicates that the drop in Q1 is very likely an outlier.
- One-off and less-regular emails experienced mixed performance during Q2.
 - The Santa Fe Gift Guide - open rate of 19%, slightly above historical norms for this paid-placement email.
 - Vote for Santa Fe and Win! - open rate of 19%,.
 - Discover Summer in Santa Fe 2018 - open rate of 21%, slightly under typical 22-23%.

Action Items:

- ☐ Investigate ways to increase open rates
- ☐ Investigate ways to increase list membership
- ☐ Continue to share Consumer newsletters on TSF social media channels
- ☐ Post regular "subscribe to our newsletter" links on social media channels
- ☐ Consistently share Consumer newsletters with Industry Partners who are featured and encourage them to share on their social media channels.

Newsletters: Consumer

Total Consumer Emails: Sent vs Opened



**Metrics for the June 2018 Happenings email will not be available due to a reporting error.*

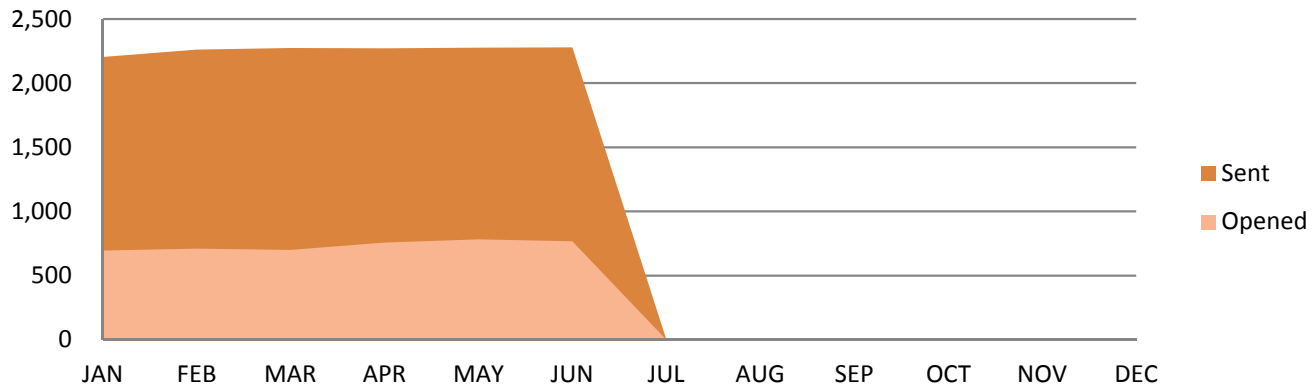
Q2 2018 Happening numbers reflect metrics for the April & May emails only.

Email Consumer					
	Q1	Q2	Q3	Q4	YTD
Sent: Happenings*					
2018	144,978	98,315			243,293
2017	144,209	143,165	144,924	145,180	287,374
(Y/Y)	0.5%	-31%			-15.3%
Opened: Happenings*					
2018	25,300	16,663			41,963
2017	24,563	24,850	25,129	24,425	49,413
(Y/Y)	3.0%	-33%			-15.1%
Open Rate: Happenings (Quarterly Average Percentage)*					
2018	17.5	17.0	#DIV/0!	#DIV/0!	17.3
2017	17.0	17.4	17.4	16.9	17.2
(Y/Y)	0.5	-0.4			0.0

Sent: Deals & Specials					
2018	88,849	93,718			182,567
2017	80,577	83,075	85,378	86,575	163,652
(Y/Y)	10.3%	13%			11.6%
Opened: Deals & Specials					
2018	16,177	17,322			33,499
2017	14,897	15,428	15,935	15,563	30,325
(Y/Y)	8.6%	12%			10.5%
Open Rate: Deals & Specials (Quarterly Average Percentage)					
2018	18.6	18.5	#DIV/0!	#DIV/0!	18.5
2017	18.5	18.6	18.7	18.0	18.6
(Y/Y)	0.1	-0.2			0.0

Newsletters: Industry

Total Industry Emails: Sent vs Opened



Email Industry					
	Q1	Q2	Q3	Q4	YTD
Sent: Marketing Report					
2018	3,374	3,405			6,779
2017	3,351	3,304	3,341	3,314	6,655
(Y/Y)	0.7%	3%			1.9%
Opened: Marketing Report					
2018	1,022	1,113			2,135
2017	964	1,071	1,052	968	2,035
(Y/Y)	6.0%	4%			4.9%
Open Rate: Marketing Report (Quarterly Average Percentage)					
2018	30.8	32.7			31.7
2017	28.9	32.5	31.7	29.7	30.7
(Y/Y)	1.9	0.2			1.0

Sent: Sales Report					
2018	3,362	3,420			6,782
2017	3,362	3,305	3,351	3,302	6,667
(Y/Y)	Flat	3%			1.7%
Opened: Sales Report					
2018	1,078	1,191			2,269
2017	1,094	1,082	1,088	1,026	2,176
(Y/Y)	-1.5%	10%			4.3%
Open Rate: Sales Report (Quarterly Average Percentage)					
2018	32.1	34.9			33.5
2017	32.6	32.7	32.6	31.2	32.7
(Y/Y)	-0.5	2.1			0.2

Public Relations

Summary:

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).

Key Insights:

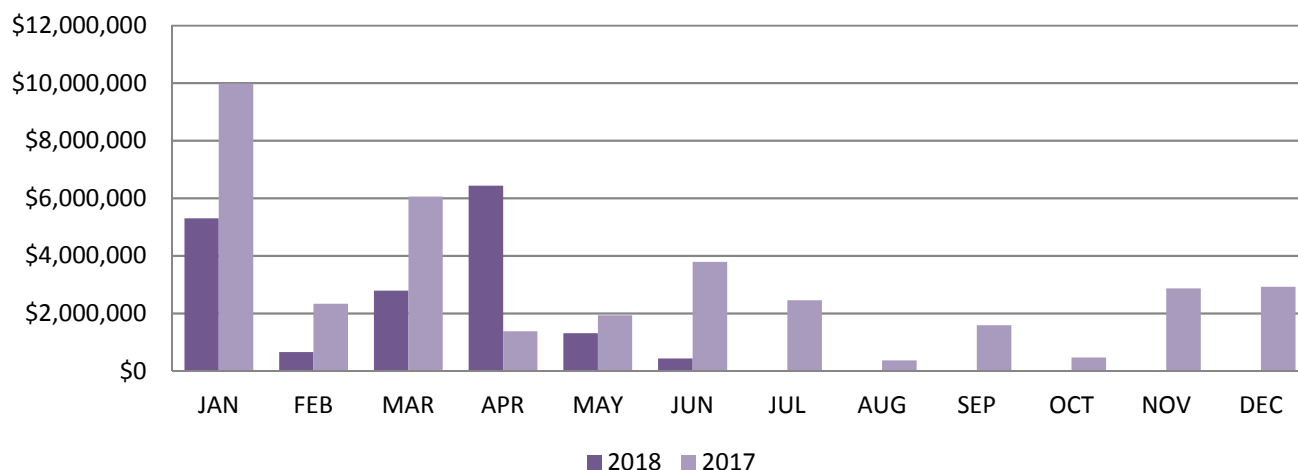
- *102 pieces of coverage were tabulated in Q2 2018*
- *TSF worked with The Telegraph UK on a special project which resulted in 347 million impressions and more than \$2 million in advertising equivalency, roughly 30% and 28% respectively toward the overall totals.*
- *The total impressions have increased 8% over the same period in 2017 and 15% in earned media value.*
- *In addition to the CBS syndication, Santa Fe was included in a USA Today story, "100+ ways to Savor Strawberries in May," that was syndicated and appeared in 12 total outlets. The complete reach was nearly 53 million (5% of total), with an earned media value of \$741,000 (9% of total).*

Action Items:

- *LHG will continue to monitor for pitch opportunities that result in syndication of articles in USA Today, CBS Local, Associated Press, etc.*
- *LHG will continue to pitch Santa Fe offerings that are a fit for national holidays to capitalize on timely coverage.*
- *LHG will continue to pitch Santa Fe's assests for inclusion in articles that feature multiple destinations in large outlets, known as "Round-ups."*

Public Relations

Earned Media Value



Public Relations					
	Q1	Q2	Q3	Q4	YTD
Pitches					
2018	352	62			414
2017	199	85	130	112	284
(Y/Y)	76.9%	-27%			45.8%
Press Releases					
2018	4	4			8
2017	5	6	6	6	11
(Y/Y)	-20.0%	-33%			-27.3%
Media Visits					
2018	18	23			41
2017	25	20	23	21	45
(Y/Y)	-28.0%	15%			-8.9%
Media Contacts					
2018	497	390			887
2017	381	455	446	458	836
(Y/Y)	30.4%	-14%			6.1%
Earned Media					
2018	\$8,763,474	\$8,194,283			\$16,957,757
2017	\$18,378,675	\$7,117,093	\$4,420,387	\$6,274,668	\$25,495,768
(Y/Y)	-52.3%	15%			-33.5%
Earned Media Impressions					
2018	476,774,236	1,105,681,835			1,582,456,071
2017	1,618,516,299	1,019,693,366	256,955,200	340,454,363	2,638,209,665
(Y/Y)	-71%	8%			-40%

Social Media

Summary:

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.

Key Insights:

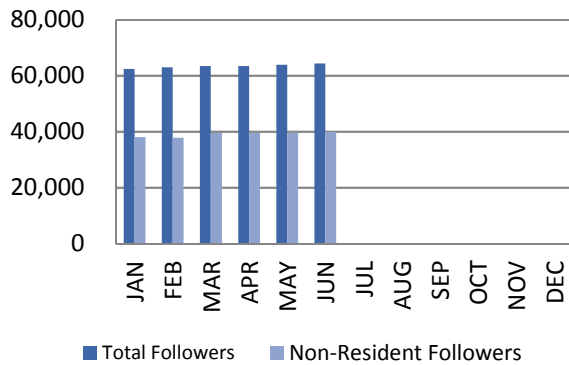
- Facebook Page Followers have increased 9.6% year over year (5,623 new followers), with a 8% increase in non-resident followers.
- Instagram followers have grown 22% year over year with 3,900 new followers.
- Without anyone managing day to day interactions, Facebook PTAT (People Talking About This) saw significant decrease. Engagement on all platforms also suffered.
- Website referrals from Facebook and Twitter are both down considerably. Traffic from Pinterest did see a strong uptick. This can be best attributed to similar content being pinned at a high volume across several boards.
- 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.
- Most KPIs saw some rebound in June, once full-time Social Media coordinator was hired.

Action Items:

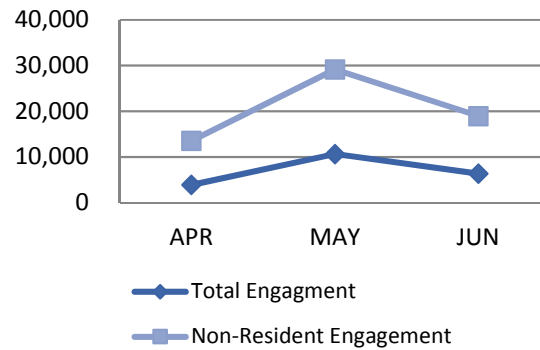
- ☐ Full Time Social Media coordinator hired June 18th to handle day-to-day interactions, create content and drive engagement.
- ☐ Develop comprehensive calendar and strategy to share quality, engaging content while still maintaining focus on conversion as well.
- ☐ Expand social media content strategy to include live feeds, hosted events, and other tools known to drive engagement.
- ☐ 3rd party content audit contracted to identify insights on audience, engagement and past content performance that will be helpful in designing comprehensive social media strategy moving forward.
- ☐ Create highly targeted paid social plan to augment larger organic strategy and boosting positioning within Facebook's algorithm.

Social Media: Facebook

Page Followers



Engagement

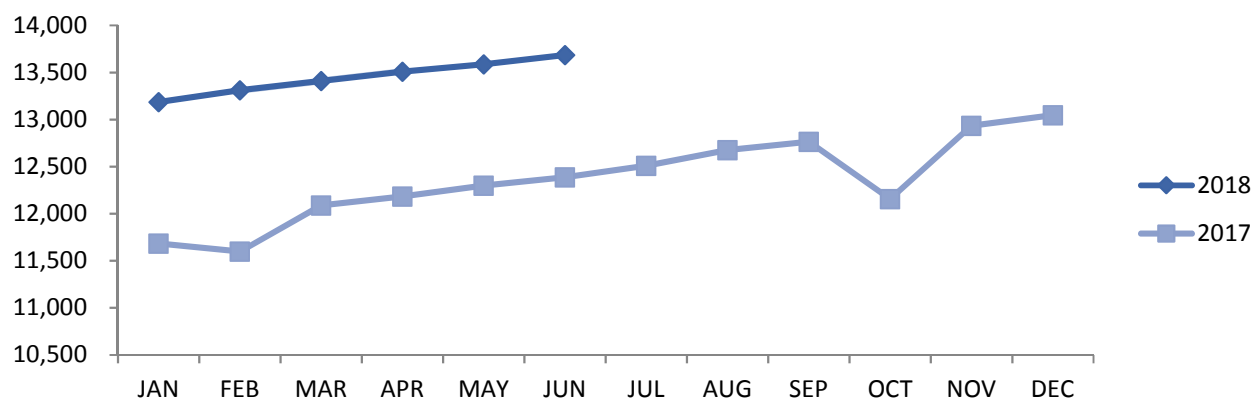


Facebook					
	Q1	Q2	Q3	Q4	YTD
Page Followers					
2018	63,429	64,358			63,429
2017	56,804	58,735	60,220	62,005	58,735
(Y/Y)	11.7%	9.6%			8.0%
Non-Resident Page Followers *					
2018	39,575	39,862			39,862
2017	34,082	37,003	47,573	38,443	37,003
(Y/Y)	16.1%	8%			7.7%
People Talking About This					
2018	20,803	9,054			29,857
2017	38,001	60,941	42,385	36,401	98,942
(Y/Y)	-45.3%	-85%			-69.8%
Engagement					
2018	61,702	29,040			90,742
2017	141,908	146,318	87,079	123,539	288,226
(Y/Y)	-56.5%	-80%			-68.5%
Non-Resident Engagement *					
2018	87,961	18,946			106,907
2017	100,276	91,749	73,160	104,978	192,025
(Y/Y)	-12.3%	-79%			-44.3%
Website Referrals					
2018	3,322	2,277			5,599
2017	5,035	4,412	4,220	3,640	9,447
(Y/Y)	-34.0%	-48%			-40.7%

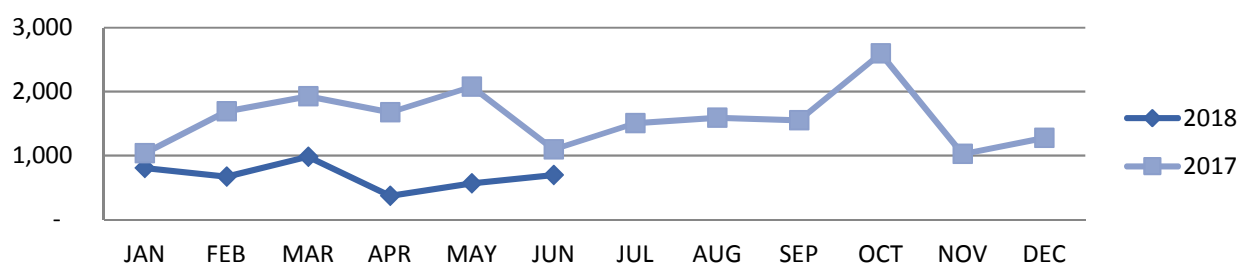
*Non-Residents defined as FB users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

Followers



Engagement

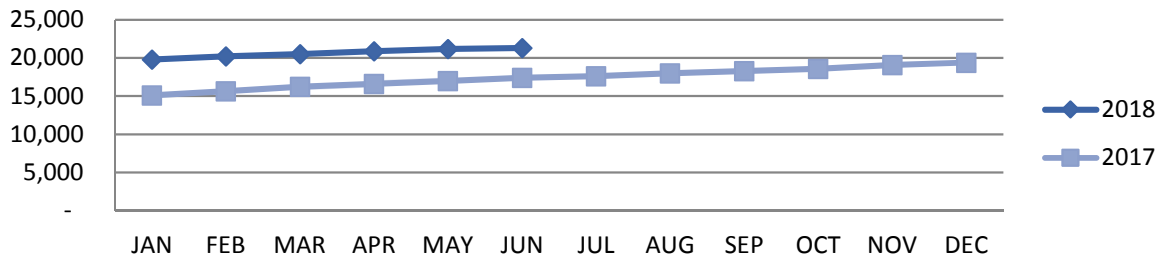


Twitter					
	Q1	Q2	Q3	Q4	YTD
Followers					
2018	13,410	13,686			13,686
2017	12,088	12,388	12,767	13,047	12,388
(Y/Y)	10.9%	10%			10.5%
Engagement*					
2018	2,464	1,637			4,101
2017	2,846	2,461	2,045	2,890	5,307
(Y/Y)	-13.4%	-33%			-22.7%
Impressions					
2018	242,800	201,800			444,600
2017	236,900	212,500	218,300	248,500	449,400
(Y/Y)	2.5%	-5%			-1.1%
Website Referrals					
2018	298	170			468
2017	249	406	275	318	655
(Y/Y)	19.7%	-58%			-28.5%

*Engagement includes Retweets, Favorites, Replies, and Link Clicks.

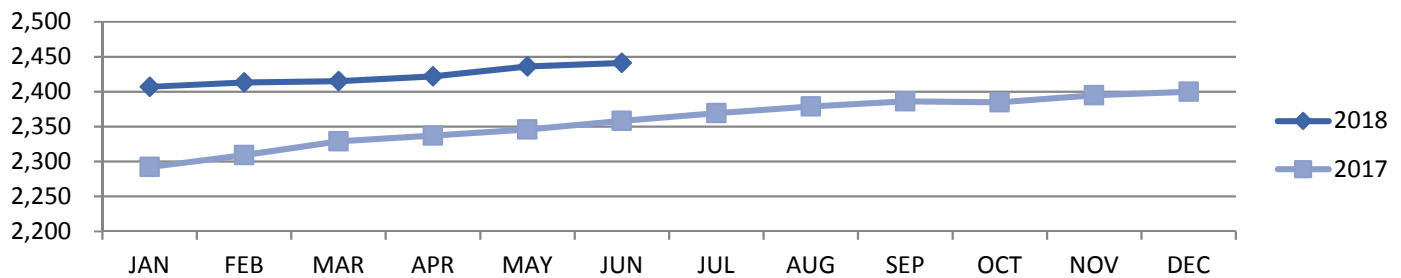
Social Media: Instagram & Pinterest

Instagram Followers



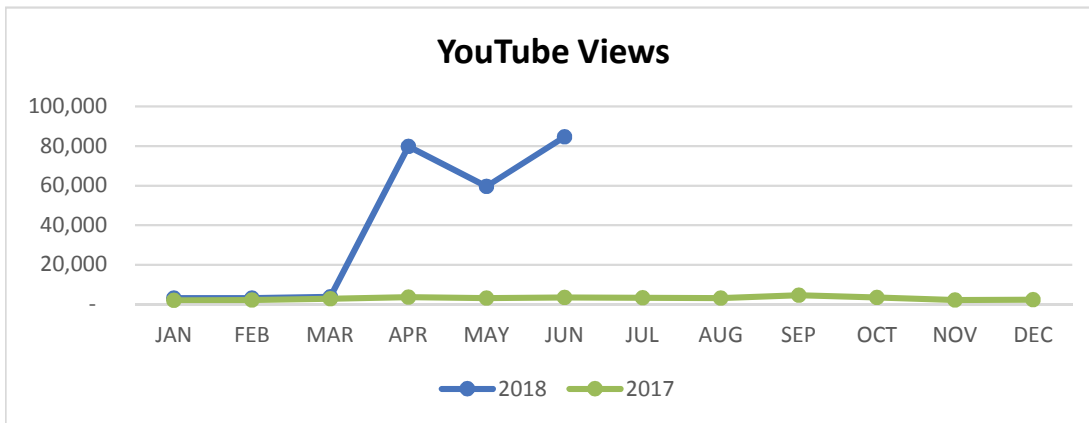
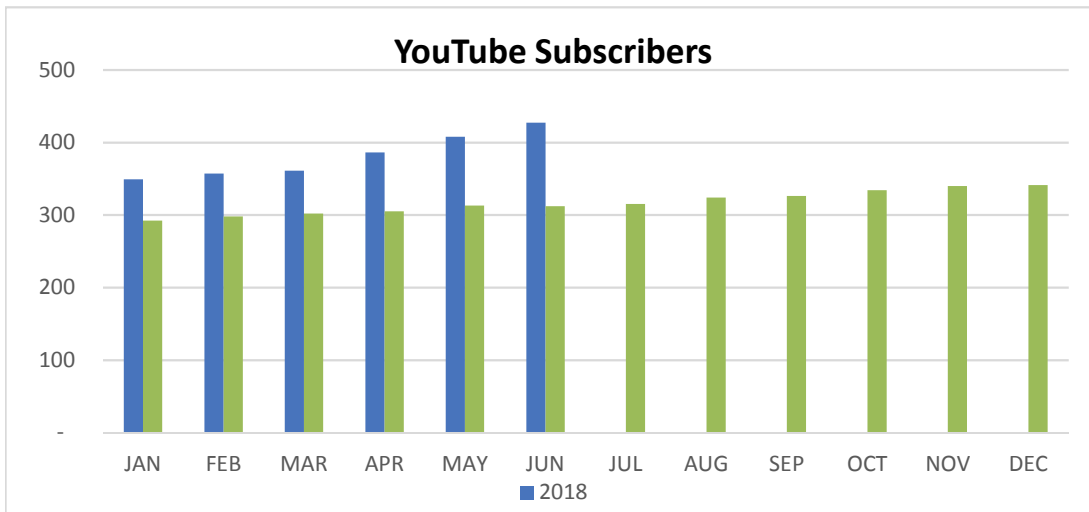
Instagram					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2018	20,500	21,300			21,300
2017	16,234	17,400	18,300	19,400	17,400
(Y/Y)	26.3%	22%			22.4%

Pinterest Followers



Pinterest					
	Q1	Q2	Q3	Q4	YTD
<i>Followers</i>					
2018	2,415	2,441			2,441
2017	2,329	2,358	2,386	2,400	2,358
(Y/Y)	3.7%	4%			3.5%
<i>Website Referrals</i>					
2018	503	503			1,006
2017	348	365	556	321	713
(Y/Y)	44.5%	37.8%			41.1%

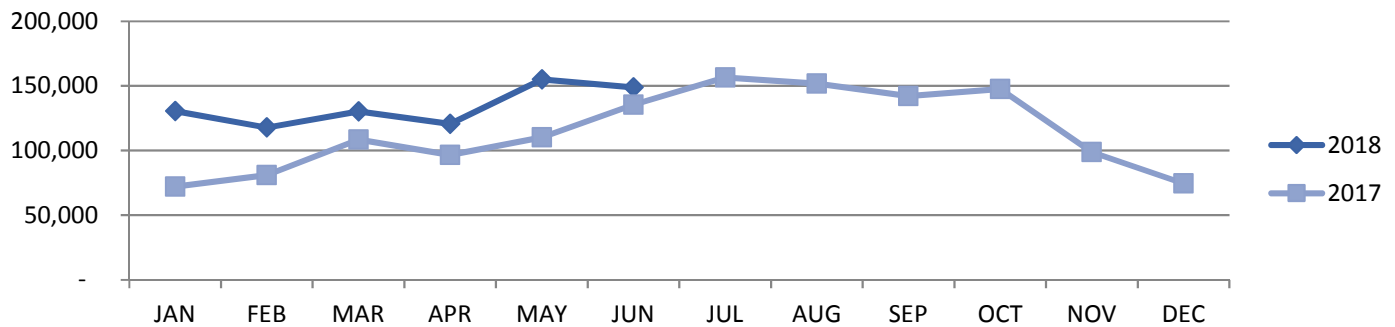
Social Media: YouTube



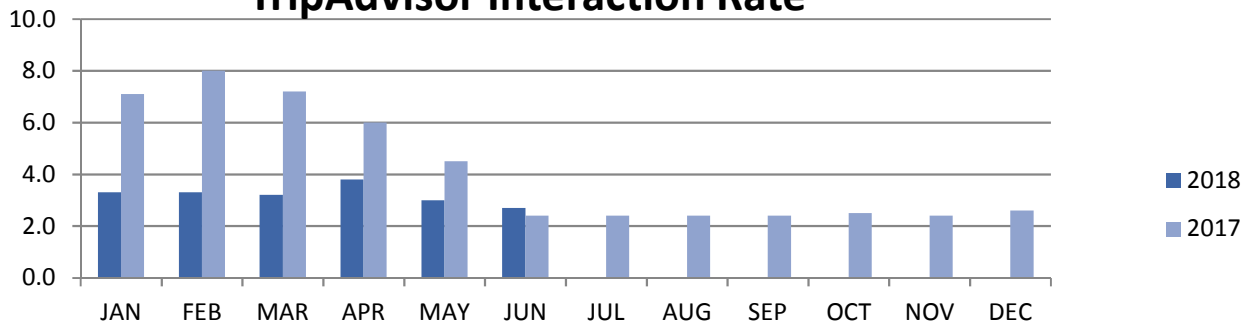
YouTube					
	Q1	Q2	Q3	Q4	YTD
Subscribers					
2018	361	427			427
2017	302	312	326	341	312
(Y/Y)	16.3%	26.9%			36.9%
Views					
2018	10,288	224,019			234,307
2017	7,283	10,436	11,332	8,369	17,719
(Y/Y)	29.2%	95.3%			92.4%

Trip Advisor DMO Page

TripAdvisor Page views



TripAdvisor Interaction Rate

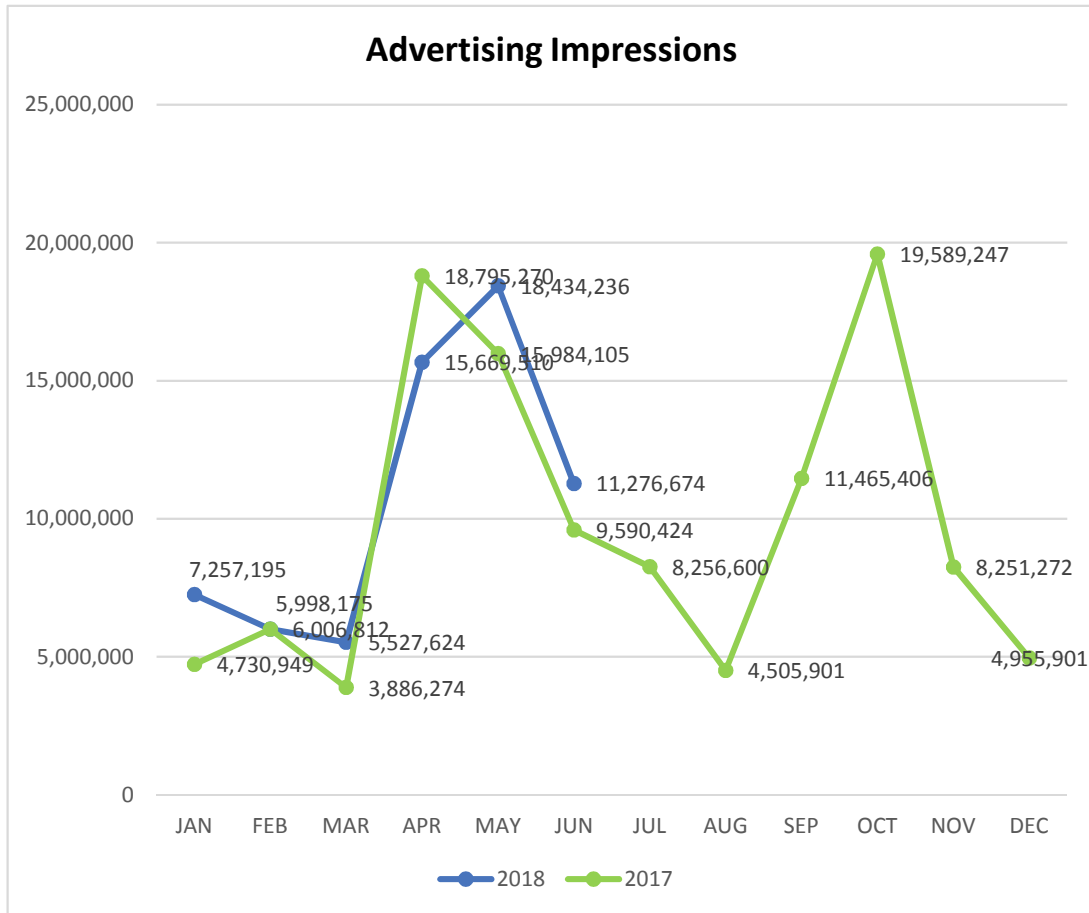


Trip Advisor

	Q1	Q2	Q3	Q4	YTD
Pageviews					
2018	378,557	424,586			803,143
2017	261,517	342,462	450,583	320,976	603,979
Y/Y	44.8%	24%			33.0%
Interaction Rate Percentage					
2018	3.3	3.2			3.2
2017	7.4	4.3	2.4	2.5	5.9
Y/Y	-4.2	-1.1			-2.7
Website Referrals					
2018	825	245			1,070
2017	428	212	160	223	640
Y/Y	92.8%	16%			67.2%

Beginning in October 2017, TSF began a deeper evaluation of the Santa Fe TripAdvisor page in order to provide a more comprehensive look at its performance. Going forward, total page views will reflect a sum of all page views within the Tourism Santa Fe TripAdvisor section, including *Attractions, Forums, Restaurants, Destination* pages and the *Tourism Overview* page. Interaction Rate will be calculated for the Destination and Tourism Overview pages only, as these pages provide the greatest opportunity for interaction.

Advertising Impressions



Advertising Impressions					
	Q1	Q2	Q3	Q4	YTD
Ad Spend					
2018	\$142,821	\$383,385			\$526,206
2017	\$95,953	\$379,659	\$199,141	\$237,714	\$475,611
Y/Y	48.8%	1%			10.6%
Ad Impressions					
2018	18,782,994	45,380,420			64,163,414
2017	14,624,035	44,369,799	24,227,907	32,796,420	58,993,834
Y/Y	22.1%	2.2%			8.1%
CPM*					
2018	\$7.60	\$8.45			\$8.03
2017	\$6.56	\$8.56	\$8.22	\$7.25	\$7.56
Y/Y	15.9%	-1%			6.2%

* CPM = "Cost per thousand impressions" and is a measurement used to determine the cost efficiency of the ad spend.