FUSEIDEAS

Q2 2018: APRIL-JUNE

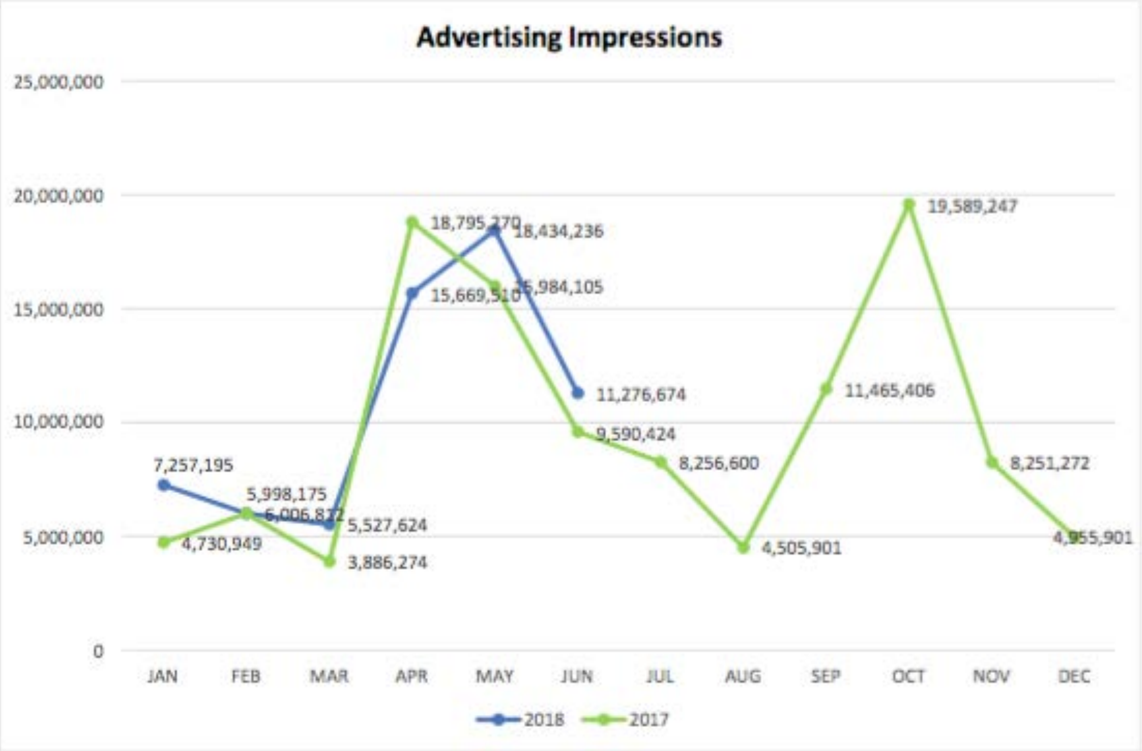
SANTA FE MEDIA QUARTERLY REPORT

KEY INSIGHTS – Q2 2018

- Q2 2018 marked the final quarter of TSF FY18 fiscal budget; Campaign initiatives include FY18 Core and Spring/Summer Fly Santa Fe NNMAA campaigns
- Total media spend in Q2 2018 was $398,018, which is 179% more than Q1 2018 (Q/Q)
- Total Q2 2018 campaign totaled 42.9M impressions, which was 129% more than Q1 (Q/Q)
- 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
- Paid Search CTR and CPC performance has slightly declined Q/Q (-14% CTR; -4% CPC)
  - Increased keyword competition and seasonality could be playing a roll in decreased performance metrics; Fuseideas is actively monitoring and optimizing
- The Spring/Summer Fly Santa Fe (NNMAA) campaign began in April with 4.4M impressions, 21.6K clicks (0.49% CTR) and almost 15K website visits (0.32% CVR)
  - CTR increased +48%, and CVR +100% Q/Q largely due to the success of Undertone's Rich Media unit – although Adara metrics are increasing as well
- 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.

ADVERTISING DELIVERY

- Campaign impressions up +2.2% (+142% Q/Q) with a +1% increase in media spend Y/Y (+168% Q/Q)
  - New media introduced in Q2 2018 (Y/Y) includes additional print insertions, eTarget email in May, ZEFR YouTube advertising, and Matador sponsored articles
- Campaign is operating at a $8.45 CPM, which is 1% more efficient than Q2 2017
- A Q1 Y/Y increase in impressions reflect additional budget during this period, as well as additional initiates that were not in market last year (such as Artists in Residence)
  - Since Q2 budget was more in line with what we have historically put into market during this period, the impressions reflect that



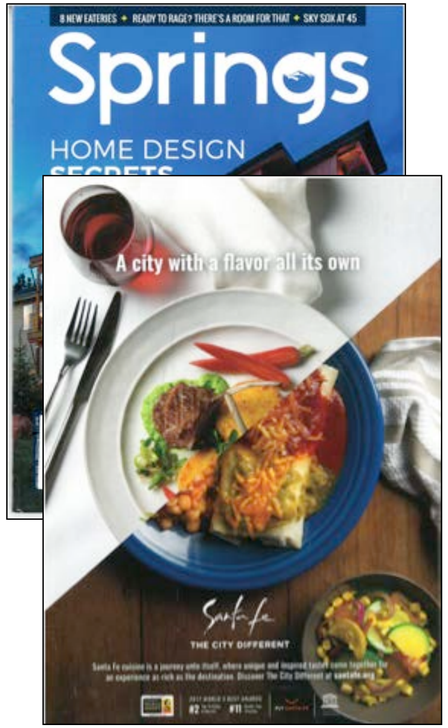
Advertising Impressions					
	Q1	Q2	Q3	Q4	YTD
Ad Spend					
2018	$142,821	$383,385			$526,206
2017	$95,953	$379,659	$199,141	$237,714	$475,611
Y/Y	48.8%	1%			10.6%
Ad Impressions					
2018	18,782,994	45,380,420			64,163,414
2017	14,624,035	44,369,799	24,227,907	32,796,420	58,993,834
Y/Y	22.1%	2.2%		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

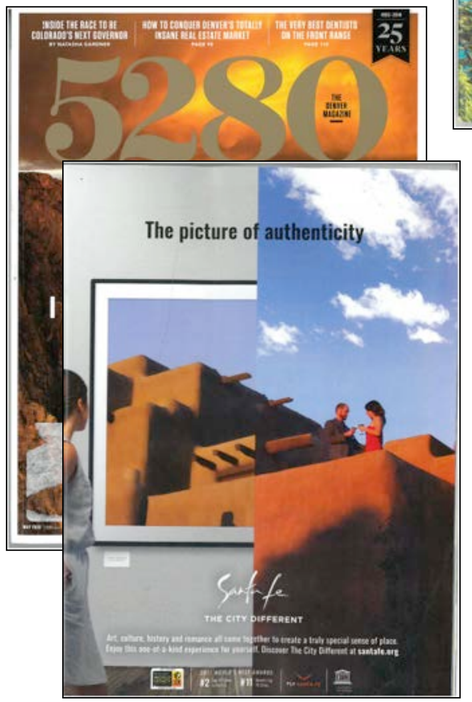
* CPM = "Cost per thousand impressions" and is a measurement used to determine the cost efficiency of the ad spend.

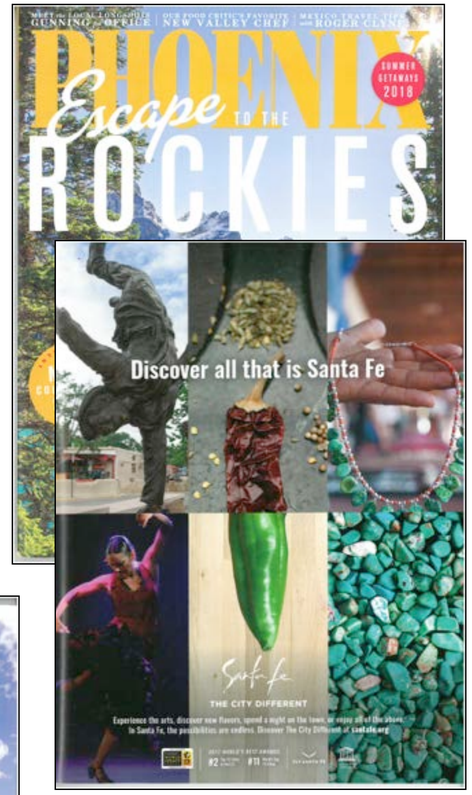
FY18 CORE CAMPAIGN – PRINT SUMMARY

Publication	Issue	Est. Imps	Cost
Texas Monthly	April "Off The Grid" Issue	1,150,000	$9,585
Springs Magazine	April "Food & Wellness" Issue	25,000	$2,610
Austin Monthly	May "Travel" Issue	178,659	$3,500
Chicago Magazine	May "Summer Travel" Issue	120,000	$8,334
5280 Magazine	May "Spring Travel" Issue	104,992	$4,632
Phoenix Magazine	May "Summer Escape" Issue	87,000	$5,750
D Magazine	June "Summer Getaways" Issue	60,971	$6,370
5280 Magazine	June "Summer Travel Guide" Issue	104,993	$4,632
Los Angeles Magazine	June "The American West" Issue	140,000	$10,325
The Artist's Magazine	June "Best Cities" Issue	65,000	$2,500
Publication	**Editorial Content**	**2,036,615**	**$58,237**

PRINT TEARSHEETS







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PRINT TEARSHEETS CONT.

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FY18 NEW MEXICO MONTHLY – PRINT SUMMARY

- FP4C in New Mexico Monthly, full year run
- Target Market: Subs in New Mexico & surrounding states
- Circulation/Readership: 70,000/300,000 per month
- Investment: $8,160
- Added Value:
  - 200,000 e-readers
  - Site banners: 32,760 imp, 56 clicks, 102 visits (0.31% CVR)
  - There were no Social and Newsletter AV placements this quarter

FY18 CORE CAMPAIGN – DIGITAL SUMMARY

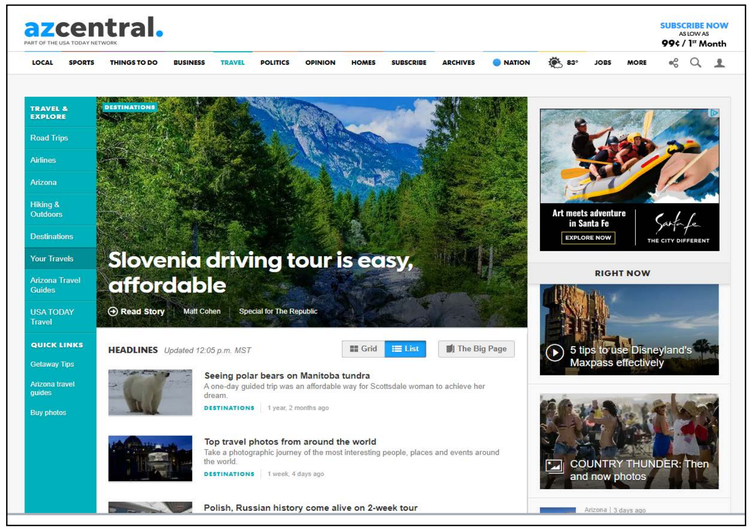
Vendor	Tactic	Imp	Clicks	CTR%	Visits	CVR%	Cost	CPV
Adara	Std Display	2,294,018	3,205	0.14%	13,200	0.58%	$10,241	$0.78
AdTheorent	Mobile RM	13,008,151	77,944	0.60%	106,083	0.82%	$63,847	$0.60
Amobee	Std Display	9,180,035	26,820	0.29%	11,267	0.12%	$28,174	$2.50
Matador	Native/Social	649,211	1,273	0.20%	3,779	0.58%	$7,500	$1.98
Sharethrough	Native	2,728,270	38,376	1.41%	42,221	1.55%	$30,000	$0.71
Tremor	PreRoll	1,742,995	5,698	0.33%	9,139	0.52%	$27,928	$3.06
TripAdvisor	Sponsorship	740,774	1,936	0.26%	19,381	2.62%	$19,288	$1.00
Undertone	Rich Media	4,844,511	2,883	0.06%	6,769	0.14%	$50,000	$7.39
Varick	PMP Display	3,616,930	2,440	0.07%	9,469	0.26%	$14,752	$1.56
ZEFR	YouTube	204,043	545	0.27%	1,131	0.55%	$26,965	$23.84
eTarget	Email Blast	244,269	36,679	15.02%	21,184	8.67%	$20,000	$0.94
Print AV	Std Display	101,736	155	0.15%	432	0.42%	$0	$0.00
Total	**All Tactics**	**39,354,943**	**197,954**	**0.50%**	**244,055**	**0.62%**	**$298,695**	**$1.22**

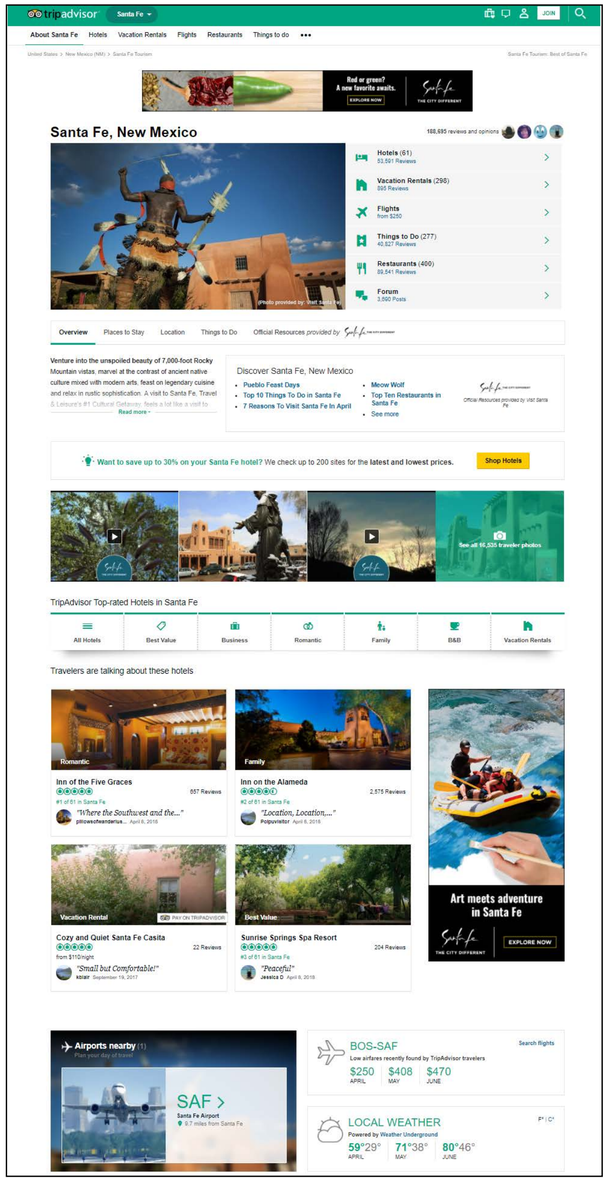
- TripAdvisor, AdTheorent and Sharethrough were the top display performers for all performance metrics (CTR, CVR, CPV) in Q2
- A 2,046% increase in YouTube views Y/Y and +2,077% increase Q/Q can be attributed to the ZEFR campaign running April-June
  - Note: The increase in views is due to the hosting of the long-form YouTube videos as paid ads in the Spring; the Fall 2017 ZEFR campaign did not use YouTube hosted videos and thus were not being counted as "views"
- The Matador article featuring "The Perfect 48 Hours in Santa Fe" (National Geographic) launched May 22
- Print AV corresponds to added value opportunities ($0) negotiated through the print buy and may include display banners, newsletters, microsite, etc.

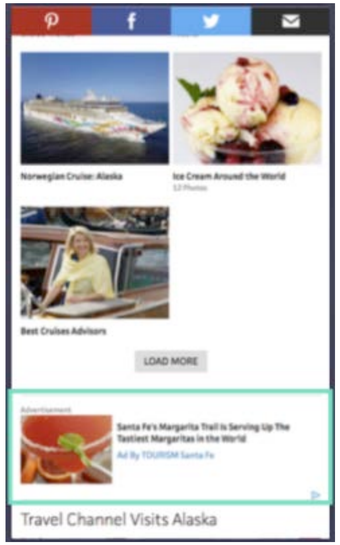
**CTR: Green/Red figures represent above/below industry benchmark*

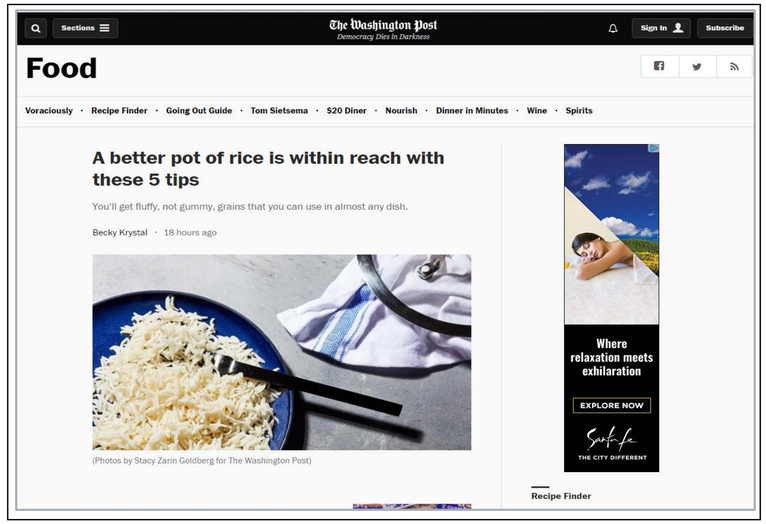
**CVR/CPV: Green/Red figures represent increase/decrease Q/Q*

DIGITAL SCREENSHOTS

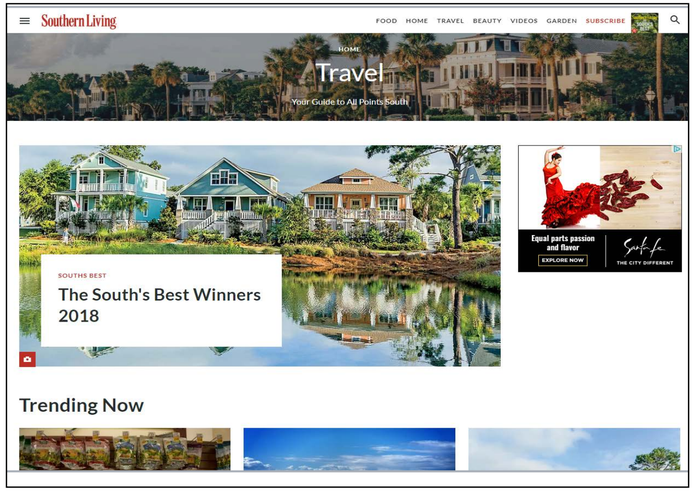


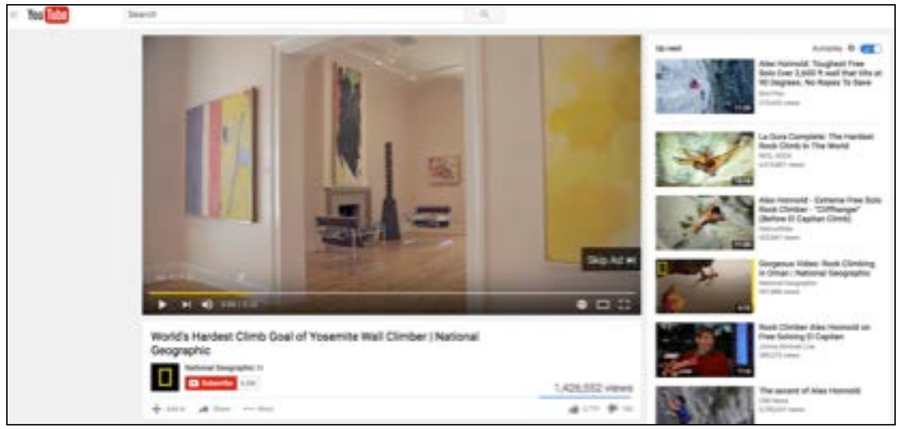


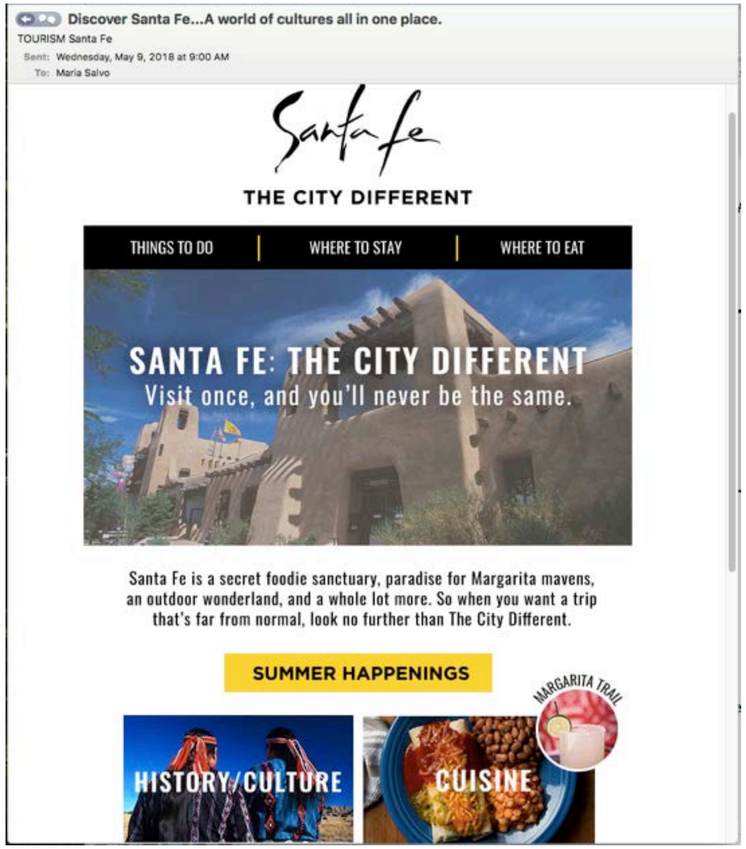


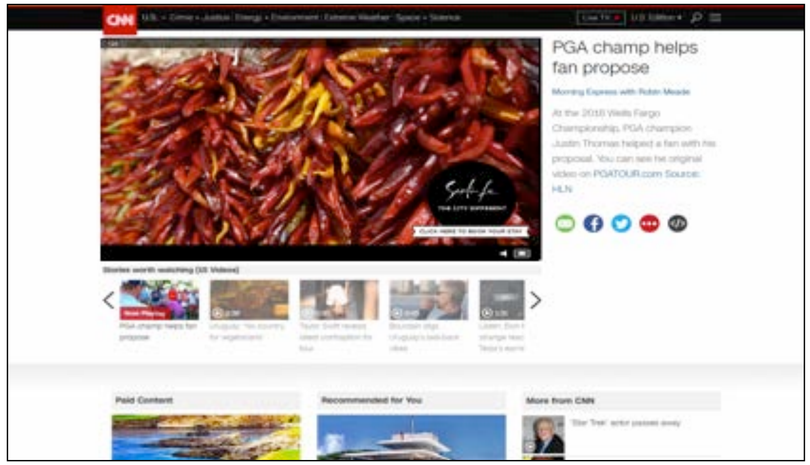


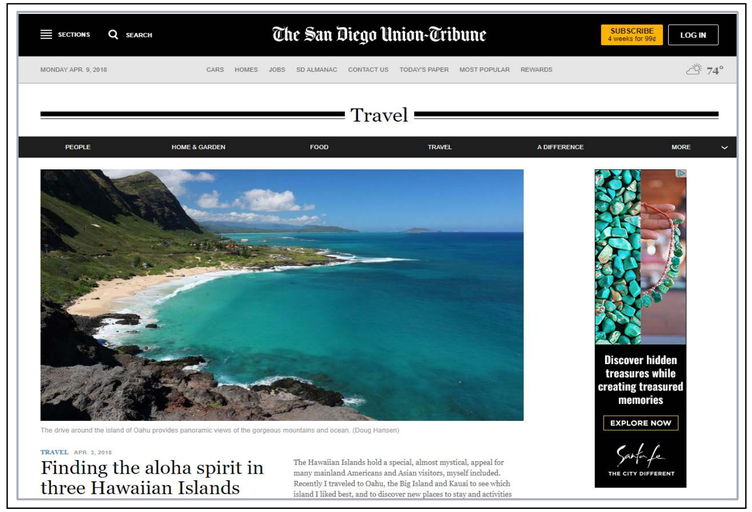
DIGITAL SCREENSHOTS CONT.











PAID SEARCH SUMMARY (FY18 CORE)

Campaign Group	Cost	Imp	Clicks	CTR%	CPC	Avg. Pos.
Branded	$17,725	588,942	12,122	2.06%	$1.46	2.3
Brand Pillars	$6,735	79,718	2,085	2.62%	$3.23	1.1
Competitive Set	$7,841	459,656	4,857	1.06%	$1.61	3.4
Total	**$32,301**	**1,128,316**	**19,064**	**1.69%**	**$1.69**	**2.7**

- Paid Search CTR and CPC performance has declined Q/Q (-14% CTR; -4% CPC)
- The Brand Pillars campaign, despite generating the highest CPC, is best performing performing with CTR 55% higher than the total campaign average, and premium positioning <2.0
- Increased keyword competition due to seasonality could be playing a roll in decreased performance metrics
  - Fuseideas is keeping a close eye on this and continuing to optimize, including optimizations to lower performing Competitive Set campaign

Best Performing Ads

Visit Santa Fe, New Mexico
Book Your Trip
www.santafe.org
Santa Fe, New Mexico Is A Magical, Exuberant, Colorful…
[Auto-applied ad suggestion]

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

Santa Fe Hotels
Stay in the Historic Plaza
www.santafe.org
Choose from Luxurious Hotels, Charming Inns, or One of Ma…

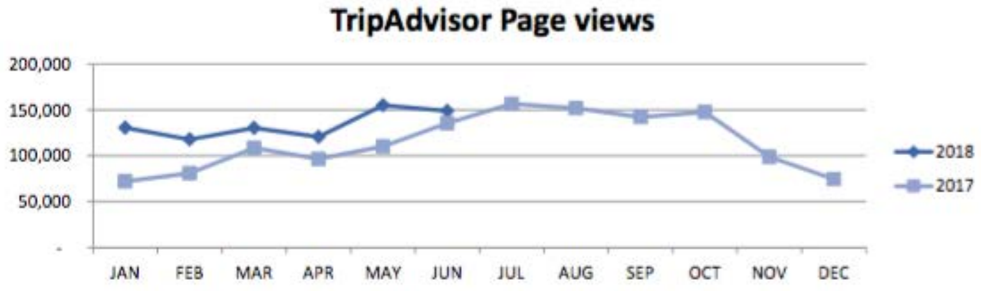
Visit Santa Fe, NM
The City Different
www.santafe.org
Ranked #2 Best Small City in the US by Conde Nast Travel…

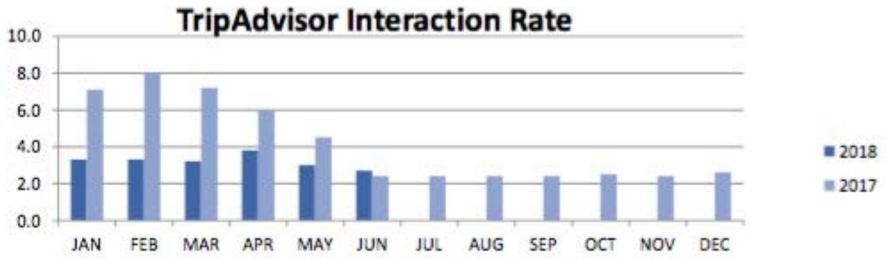
Hotels in Santa Fe, NM
Just an Hour from Albuquerque
www.santafe.org
Choose from luxurious hotels, charming inns, or one of man…

Keyword	Campaign
santa fe nm	Branded
santa fe new mexico tourist attractions	Branded
santa fe	Branded
what to do in santa fe new mexico	Branded
albuquerque	Comp Set
hotel rooms in santa fe	Branded
tourist attractions in santa fe new mexico	Branded
albuquerque new mexico	Comp Set
santafe newmexican	Branded
new mexico art	Brand Pillars
history in new mexico	Brand Pillars
santa fe new mexico	Branded

TRIPADVISOR

- A 24% increase in pageviews Y/Y (+12 Q/Q) is most likely the result of increased content that is being produced on the TripAdvisor PDP pages
- A decrease in interaction rate is most likely the result of TripAdvisor's optimization in 2017 to direct traffic to more internal pages rather than external pages
- Despite TripAdvisor's changes, an increase in web referrals from TripAdvisor Y/Y is a good sign that the content and ads are working well
  - 525 flight bookings, and 313 hotel bookings on Adara Impact





Trip Advisor							
	Q1	Q2	Q3	Q4	YTD		
Pageviews						*Goal*	*10%*
2018	378,557	424,586			803,143	EOY Goal	514,330
2017	261,517	342,462	450,583	320,976	603,979	% EOY Goal	156%
Y/Y	44.8%	24%			33.0%	% YTD Goal	312%
Interaction Rate Percentage						*Goal*	*10%*
2018	3.3	3.2			3.2	EOY Goal	31.5
2017	7.4	4.3	2.4	2.5	5.9	% EOY Goal	10%
Y/Y	-4.2	-1.1			-2.7		
Website Referrals						*Goal*	*50%*
2018	825	245			1,070	EOY Goal	1,535
2017	428	212	160	223	640	% EOY Goal	70%
Y/Y	92.8%	16%			67.2%	% YTD Goal	139%

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.

LEAD GEN SUMMARY – GONEWMEXICO TRAVEL PLANNER

- Investment: $2,500 for the year
- 727 names and email addresses of requests (-17% Q/Q)
- 51,889 impressions to the page
- Total $0.86 cost per lead

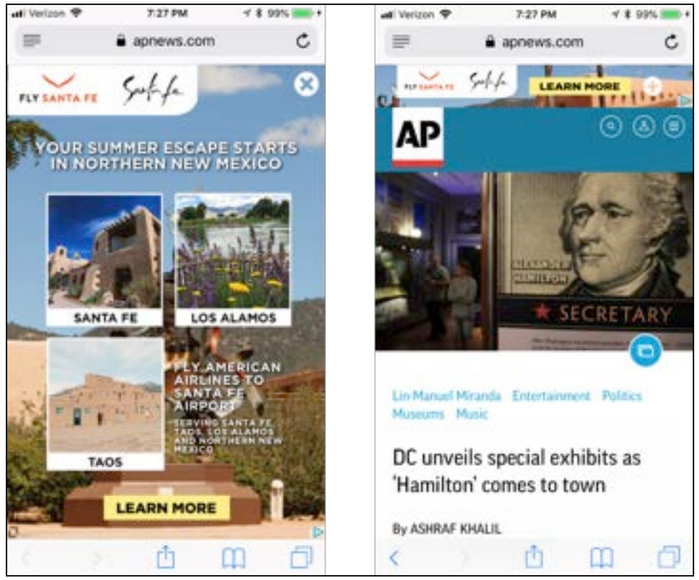
SPRING/SUMMER FLY SANTA FE (NNMAA) – CAMPAIGN SUMMARY

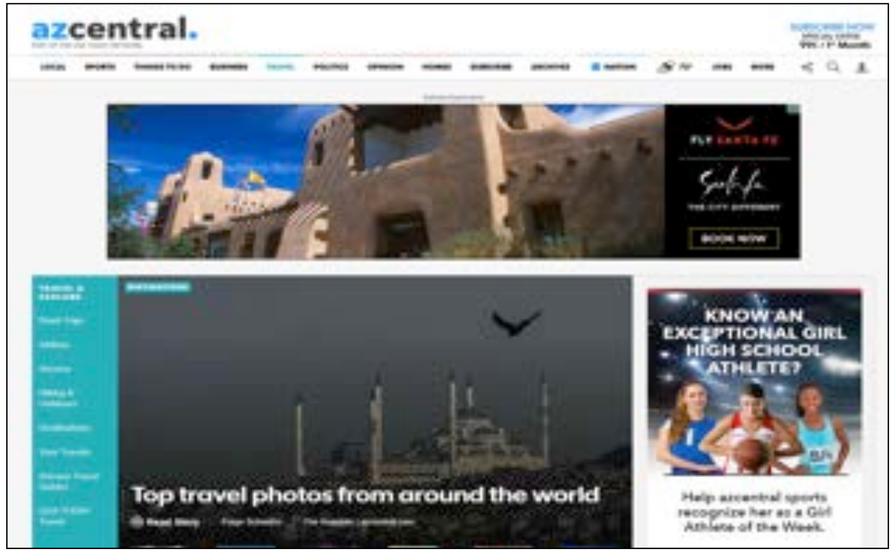
Vendor	Tactic	Cost	Imp	Clicks	CTR%	Visits	CVR%	CPV
Adara	Std Display	$19,510	2,523,514	836	0.03%	4,139	0.16%	$4.71
Undertone	Rich Media	$23,228	1,887,923	20,768	1.10%	10,112	0.54%	$2.30
Total	**All Tactics**	**$42,738**	**4,411,437**	**21,604**	**0.49%**	**14,251**	**0.32%**	**$3.00**

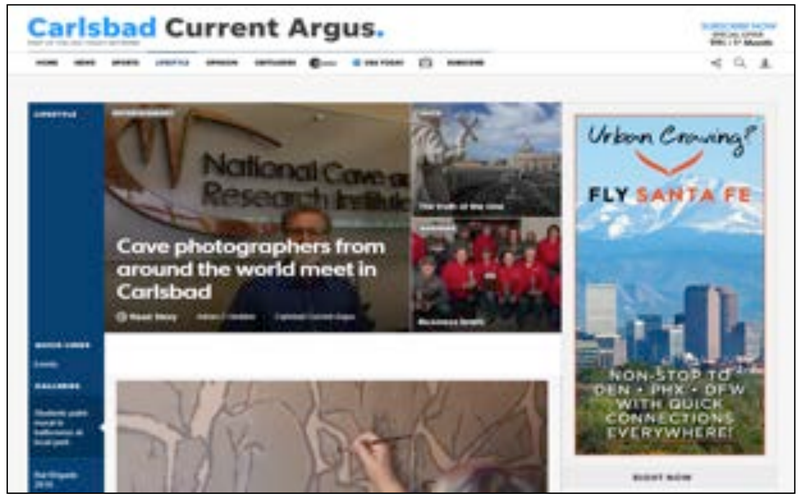
- The Spring/Summer Fly Santa Fe (NNMAA) campaign began in Q2 and spent $42.7k, garnered 4.4M impressions, over 21.6k clicks, and over 14k conversions (i.e. completed website visits) – all traffic is sent to flysantafe.com
- A 0.49% campaign click rate outperformed the industry benchmarks (0.07%) and increased Q/Q by 48%; the presence of rich media display through Undertone helped with an increase in action rate performance
- For Inbound campaign, the Dallas/Phoenix market performed better than the California markets in terms of CTR (1.39% vs. 0.98%) and CVR (0.62% vs. 0.45%)
- The Outbound "Night" creative is outperforming the "day" creative at a 0.04% CTR (vs. 0.03% CTR) and 0.29% Conversion Rate (vs. 0.27% Conv Rate)
- The Undertone rich media billboard was a more expensive tactic ($27 CPM) but resulted in the best activity performance (0.70% Conv Rate; $3.86 CPA) and resulted in a 2.11% interaction rate, which outperformed the industry benchmark by +2%

**All campaign traffic directed to flysantafe.com website*

FLY SANTA FE/NNMAA CAMPAIGN SCREENSHOTS







ADARA IMPACT DASHBOARD

$ 229,167
Hotel Revenue Generated

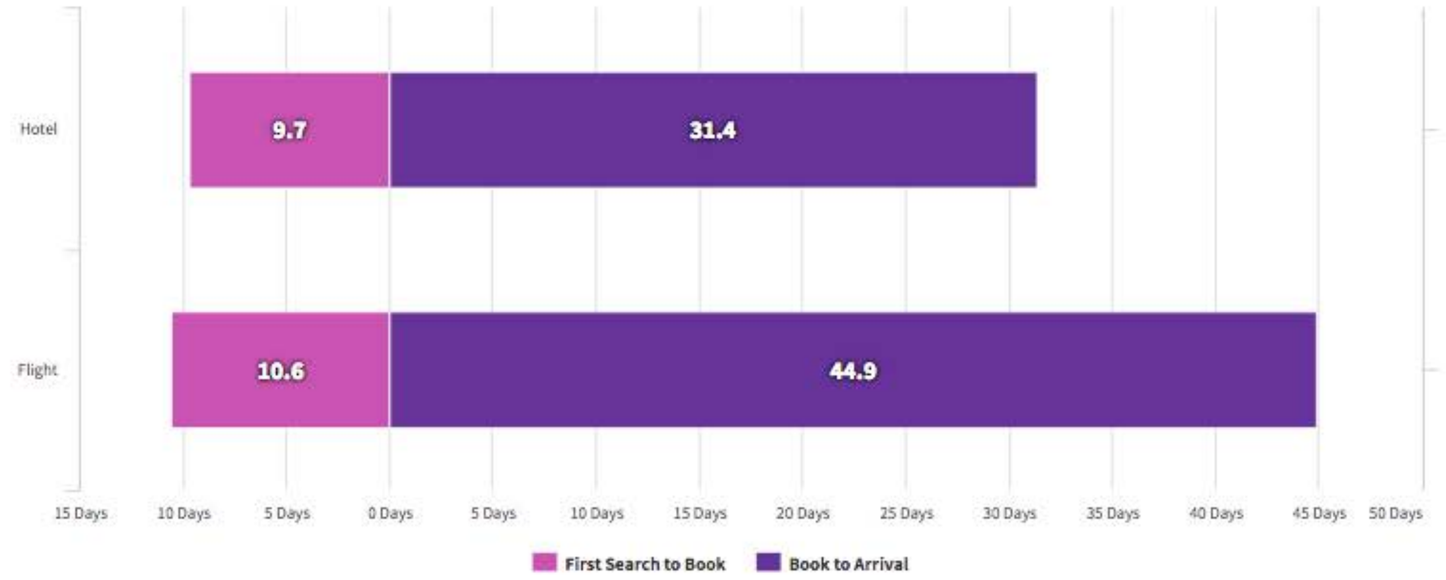
809
Hotel Bookings

138,452
Hotel Searches

2,173
Flight Bookings

54,478
Flight Searches

Trip Planning Window



Top Origin Markets - Hotel Bookers

Market	Percentage of Travelers
Albuquerque	10.6
Denver	9.6
Phoenix	8.7
San Francisco Bay Area	7.8
Dallas-Ft Worth	7.5
El Paso	3.7
Los Angeles	3.4
Colorado Springs	3.0
Washington	2.9
Austin	2.6

**Metrics measuring dates April 1, 2018 – June 30, 2018*

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.

ADARA IMPACT DASHBOARD (CONT.)

Key Profile Insights

	Travelers	Length of Stay (nights)	Average Daily Rate
	1,423	5.7	$ 134
	25%	7.1	$ 129
	49%	6.0	$ 130
	25%	5.5	$ 140

Marketing Activity

68,830,940
Total Impressions

10,991
Total Clicks

179,578
Total Trackable Website Visits

42,239
Website visitors who saw an ad first

754
Bookings by website visitors who saw an ad

EST. $101,036 IN INCREMENTAL REVENUE (+25% Q/Q)

**Metrics measuring dates April 1, 2018 – June 30, 2018*

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 Aiport. 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.

NEXT STEPS

- Fuseideas switched landing page from The City Different to santafe.org on July 1st
- Rotate in new "Spring/Summer Relaxation" match-cut creative in July
- Monitor, optimize and report on paid social campaign that started in late June and running through mid-August
- Continue to perform optimizations on paid search campaign, including the lower performing "Competitive Set" campaign
- Tourism Santa Fe/Fuseideas to continue partnership with Adara Impact Analytics through next year; team to continue working with independent hotel partners
- July 1 marked the beginning of FY19; continued partnerships in July include Adara, Varick, AdTheorent, ZEFR, TripAdvisor, Matador, Go NM Travel, Amobee
- New partnership in FY19 includes Story by Pulsepoint native/social content campaign; to begin Aug 1
- Matador partnership continuing in FY19 with custom curated video content; Team to schedule KOC with Matador for in-market visit to film/shoot video (August)