



**OTAB Marketing Report
July 2018
Reported August 28, 2018**

EXECUTIVE SUMMARY

Key marketing highlights in July and August

1) AFAR Travelers' Choice Award

Santa Fe is a finalist in *US City You'd Most Want to Explore* category in the AFAR Travelers' Choice Awards!

The *US City You'd Most Want to Explore* is the last category in the survey (15/15), meaning that you'll have to vote for the first 14 categories before you can vote for Santa Fe. You can vote as often as possible, so please vote multiple times per day and every day each week. Voting ends August 22, so please help to spread the word

Link to vote: <https://www.afar.com/magazine/vote-now-where-do-you-want-to-travel-in-2019>

2) 2018-2019 Santa Fe Artists in Residence Program

- This year's program is from November 1, 2018 – February 28, 2019.
- Hotels & Galleries have been contacted about participating in this year's Artists in Residence Program.

Confirmed participants include:

- La Fonda
 - Hilton Plaza
 - Hilton Buffalo Thunder
 - Drury (working with Palace Avenue Arts)
 - Inn of the Governors
 - Four Seasons
 - Hotel Santa Fe
- Timeline:
 - September 19, 2018: Landing page goes live on santafe.org
 - Week of September 24: Advertising campaign, Public Relations efforts and social media promotions begin.

3) Press Desk Sides, San Francisco

Joanne Hudson, Public Relations Manager, conducted press desk sides in San Francisco August 7-9, 2018 and met with the following publications:

- Freelance (AFAR, Outside) - Jill Robinson
- Sunset Magazine – Luke Sykora
- AFAR – Sara Button
- Freelance (7x7, Afar, A La Carte) – Amy Sherman

- Meetings Today – Marlene Goldman
- Smart Meetings – Dan Johnson
- AAA VIA – Megan McCrea and LeeAnne Jones
- Chelsea Pearl, Influencer Chelsea Pearl
- Allie Eats, Influencer Allie Tong

Joanne also attended the Book Passage Travel Writers Conference and met with the following publications:

- Freelance (Lonely Planet, National Geographic) – Don George
- On Travel Radio - Paul Lasley and Elizabeth Harryman
- AAA Westways and AAA Texas Journey - Elizabeth Harryman and Jim Benning
- L.A. Times - Catharine Hamm and Chris Reynolds

4) 2019 Santa Fe Visitors Guide

- The initial meeting to review and discuss cover options took place on August 1.
- Discussions about layout, imagery and editorial content have begun.

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 8/13/18):

- **3,147 Passports** have sold from the 3 TOURISM Santa Fe Visitor Centers
- **1,065 Margarita Trail Apps have been downloaded** onto Apple or Android phones
- **5,976 Passports have been ordered** by Margarita Trail establishments and partners
- **3,085 T-shirts** that have been redeemed by Passport holders earning 5 stamps
- **159 Copies** of The Great Margarita Book redeemed by Passport holders earning 20 stamps.
- **94 Bartender Kits** redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations (as of 8/14/18):

- **4** Press Releases
- **132** Journalist have experienced the Trail
- **\$4,579,884** amount of earned media

Social Media (as of 8/14/18):

- **403 Total Social Media Posts.** This includes the following new posts since the last report -7 Facebook posts, 6 tweets, 2 IG post, 2 Blog mentions, 1 Pinterest pin.

Partnership with Santa Fe County

To date in 2018, a total of **9,455 marketing collateral requests** for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

July 2018 Performance Metrics

In July we saw a 26.5% increase in sessions Y/Y along with a 26% increase in unique users. Texas, New Mexico and California continue to be the top three states visiting the site.

When looking at specific browsers on the site we noticed high bounce rates, in July, for in-app browsers on both Android and iOS compared to desktop browsers. In-app traffic measures views of the site through a browser embedded in another app. For example, if one clicks a link to santafe.org within the Facebook app the website would load within the Facebook app. The increased bounce rate for in-app users looks to be correlated to a Facebook paid campaign that TSF was running throughout the month of July. Since the majority of users use Facebook through the app, it is a high probability these in-app source metrics are correlated to that.

Historical data seems to suggest that an increase in advertising spends correlate with an increase in bounce rate on mobile traffic.

Visits

- Total Sessions 141,336 (26.50% increase Y/Y)
- Unique Users 113,837 (26.03% increase Y/Y)
- Pages per Session 2.07 (9.58% decrease Y/Y)
- Average Time on Site 2:08 (12.01% decrease Y/Y)
- Conversion Rate 9.26% (16.84% decrease Y/Y)

Visitor Gender

- 59.66% Female
- 40.34% Male

Visitor Age

- 7.64% 18 - 24
- 18.52% 25 - 34
- 16.75% 35 - 44
- 17.04% 45 - 54
- 21.34% 55 - 64
- 18.70% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 7/19/2018

- Number sent: 49,838
- Number opened: 8,695
- Open rate: 17.51%
- TOURISM Santa Fe Marketing Report
 - Sent: 7/11/2018
 - Number sent: 1,136
 - Number opened: 343
 - Open rate: 34.45%
- Santa Fe Deals and Specials
 - Sent: 7/19/2018
 - Number sent: 31,699
 - Number opened: 5,985
 - Open rate: 18.88%
- TOURISM Santa Fe Sales Report
 - Sent: 7/25/2018
 - Number sent: 1,132
 - Number opened: 390
 - Open rate: 34.45%

†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

July was a strong month for TOURISM Santa Fe social media efforts. We saw considerable gains in most every metric measured. Engagement metrics for the Facebook and Twitter pages saw hefty gains month over month of 118.1% and 28.6% respectively. Instagram engagement and followers continued to climb as well.

Increases can be attributed to an emphasis on inclusion of high-level imagery in all posts, as well as a video-forward Facebook strategy, as video content is known to be the highest driver of social engagement. We did see a one-time drop of 177 followers due to a purge of spam Twitter accounts that took place across the entirety of the platform, which will account for the drop in Twitter followers and impressions.

Facebook

July 2018 Performance Metrics

- Total Page Followers: 64,877 (0.80% increase M/M)

- People Talking About This: 7545 (93.9% increase M/M)
- Engagement: 26,145 (118.1% increase M/M)
- Top Ranking Post: "Thirteen years before Plymouth Colony was settled by the Mayflower Pilgrims, Santa Fe, New Mexico, was established. Learn why the oldest capital city in North America has earned the designation "The City Different" santafe.org"
 - Likes: 670
 - Comments: 43
 - Reach: 50,133

Twitter

July 2018 Performance Metrics

- Followers: 13,563 (0.89% decrease M/M)
- Monthly Impressions: 91,100 (1.1% decrease M/M)
- Engagement: 884 (26.8% increase M/M)
- Top Ranking Post: "We've made it to the weekend! Join us on the Margarita Trail? #SantaFeNM #TheCityDifferent"
 - Impressions: 3317
 - Retweets: 10
 - Total engagements: 59

Instagram

July 2018 Performance Metrics

- Followers: 21,500 (.94% increase M/M)
- Top Performing Post: "Santa Fe Style. SantaFe.org #TheCityDifferent"
 - Likes: 1,334

Pinterest

July 2018 Performance Metrics

- Followers: 2,452 (.45% increase M/M)

YouTube

July 2018 Performance Metrics

- Subscribers: 443 (3.75% increase M/M)
- Views: 98,934 (16.9% increase)

Santa Fe Insider Blog

July 2018 Performance Metrics

Total Blog Views: 7,995 (29.64% increase M/M)
Average Time on Blog: 2:49 minutes (9.13% decrease M/M)

July Blog Posts

10 Must-See August Events

- Posted July 3, 2018
- Views: 206

11 Moments You'll Always Remember from a Summer Trip to Santa Fe

- Posted July 10, 2018
- Views: 115

What's New in Santa Fe this Summer

- Posted July 17, 2018
- Views: 114

9 Must have Experiences at the Santa Fe Indian Market

- Posted July 25, 2018
- Views: 204

7 Ways to Spend Your Labor day in the City Different

- Posted July 31, 2018
- Views: 13

Top 5 Viewed Blog Posts in July

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 1035

Five Santa Fe October Events You Shouldn't Miss

- Posted September 6, 2016
- Views: 208

10 Must-See August Events

- Posted July 3, 2018
- Views: 206

9 Must have Experiences at the Santa Fe Indian Market

- Posted July 25, 2018
- Views: 204

How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 206

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
Target market: New Mexico
Flight dates: 7/1/18-7/31/18
Impressions: 300,000
Media Cost: \$ 2,720.00



405 Magazine
Target market: Oklahoma
Flight dates: 7/1/18-7/31/18
Impressions: 130,000
Media Cost: \$ 2,890.00



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

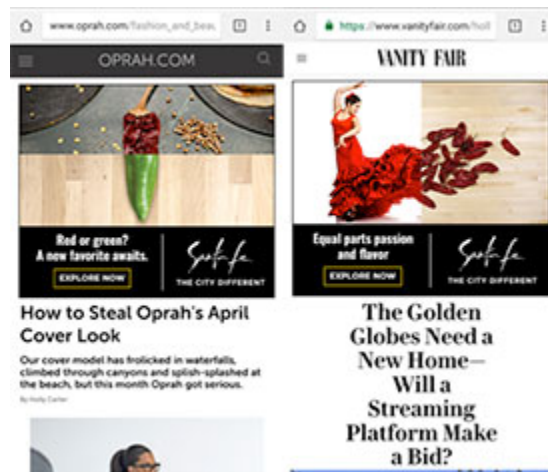
AdTheorent: Rich Media Mobile

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

Flight dates: 7/1/18-7/31/18

Impressions: 1,817,636

Media Cost: \$ 10,000.00



Amobee: Contextually Targeted Desktop & Mobile

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

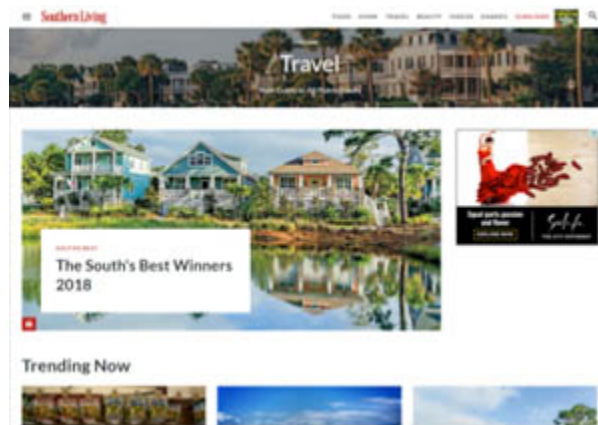
Flight dates: 7/1/18-7/31/18

Impressions: 3,097,945

Media Cost: \$ 9,785.58



Adara: Programmatic Desktop/Mobile
 Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 Flight dates: 7/1/18-7/31/18
 Impressions: 409,775
 Media Cost: \$ 3,488.72



Go-NewMexico.com: Lead Generation/Sponsorship Page
 Target market: people interested in traveling to Santa Fe
 Flight dates: 7/1/18-7/31/18
 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

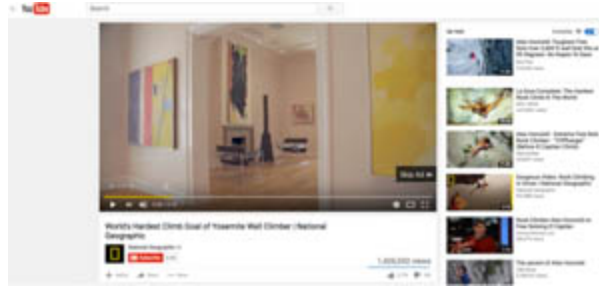
Flight dates: 7/1/18-7/31/18
Impressions: 12,513
Media Cost: \$ 3,406.62



TripAdvisor: Sponsorship/Content
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 7/1/18-7/31/18
Impressions: 219,632
Media Cost: \$ 6,506.11



ZEFR: Youtube Pre-Roll
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 7/1/18-7/31/18
Impressions: 176,018
Media Cost: \$ 10,000



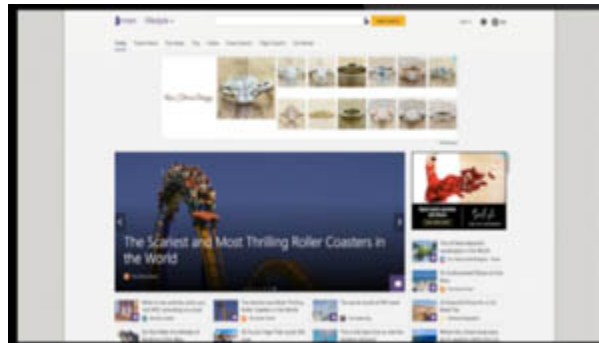
Varick Media – Program/PMP

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

Flight Dates: 7/1/18-7/31/18

Impressions: 1,981,290

Media Cost: \$ 5,999.99



SEM

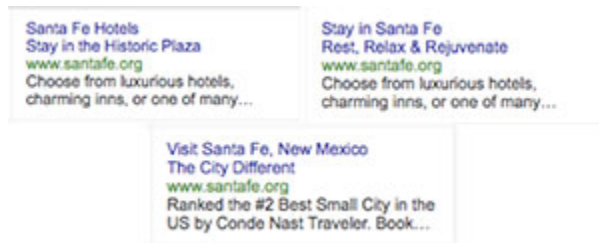
Google AdWords

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

Flight dates: 7/1/18-7/31/18

Impressions: 406,999

Media Cost: \$ 10,900.14

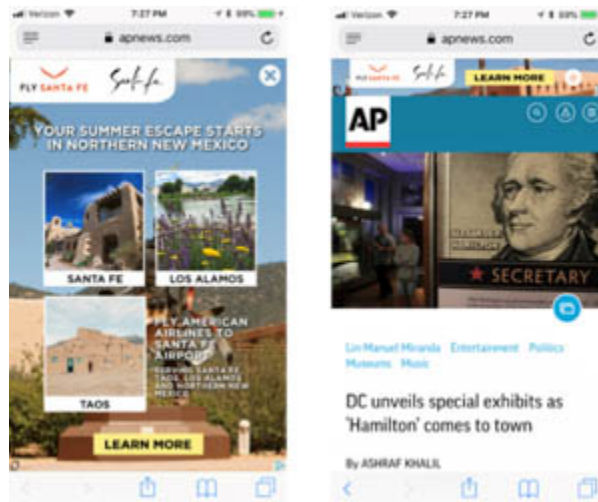


Fly Santa Fe/NNMAA

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: 7/1/18-7/31/18
Impressions: 1,331,906
Media Cost: \$ 15,163.04



PUBLIC RELATIONS

Summary

This month, as fiscal year 2019 got underway, our PR efforts have seen some major success from HARO pitches that were picked up by writers for national outlets and hosting some writers in the destination with assignments for publications in our target markets. This month several magazines came out with their annual “best” issues and Santa Fe received accolades in Travel+Leisure and Outside Magazine.

The July 2018 PR metrics show a mix of increase and decrease over July 2017. In July 2017 we saw earned media coverage in Departures magazine with extremely high value despite not having a corresponding high number of impressions. This explains why earned media values are down month over month but the total impressions is up.

Performance Metrics

July 2018

- **Pitches:** 40 (28.5% Decrease Y/Y)
- **Press Releases:** 5 (150% Increase Y/Y)
- **Media Visits:** 4 (28.5% Decrease Y/Y)
- **Media Contacts:** 162 (7.3% Increase Y/Y)

- **Earned Media:** \$ 798,961 (67.6% Decrease Y/Y)
- **Total Impressions:** 115,052,324 (30.9% Increase Y/Y)

2018 Year To Date

- **Pitches:** 454 (33.5% Increase Y/Y)
- **Press Releases:** 13 (Flat)
- **Media Visits:** 45 (13.5% Decrease Y/Y)
- **Media Contacts:** 1049 (6.3% Increase Y/Y)
- **Earned Media:** \$ 17,756,718 (36.5% Decrease Y/Y)
- **Total Impressions:** 1,697,508,395 (38.5% Decrease Y/Y)

Recent Accolades

Santa Fe ranked #1 on the list of the “Top 10 Most Arts Vibrant Medium Communities” in the 2018 Southern Methodist University (SMU) National Center for Arts Research (NCRA) **Arts Vibrancy Index**.

Outside Magazine names Santa Fe as one of their America’s Smartest Towns for having “The Dream Town Blueprint.”

Travel + Leisure awarded the destination #4 in the list of “**The Top 15 Cities in the United States**” on July 10.

Travel + Leisure awarded Inn of the Five Graces as #9 in a list of “**The 15 Best City Hotels in the Continental United States**” on July 10.

Travel + Leisure awarded Sunrise Springs as #3 in a list of “**The Top 10 Domestic Destination Spas**” on July 10.

TripAdvisor awarded Santa Fe as one of the “**15 Best Solo Vacations in America**” on July 16.

U.S. News and World Report included the destination in a list of the “Solo Vacations - The 30 Best Places to Travel Alone” on July 23. Santa Fe can be found on Slide 7.

Visiting Press

Freelancer, Rachel Walker visited the city July 4-8 on assignment for the Washington Post.

Brianne Nemiroff, editor at Viva Glam magazine visited Santa Fe July 9-13.

Food and travel writer, Jessica Fender visited Santa Fe July 20-24 on assignment for AAA New Mexico Journey.

Italian journalist, Luigi Di Fronzo visited the city July 30 - August 1, while on a greater southwest road trip to research articles for Amadeus magazine and foodtraveler.com.

Jenn Pinkston of The Effortless Chic visited Santa Fe July 29- August 3.

