



**OTAB Marketing Report
August 2018
Reported September 25, 2018**

EXECUTIVE SUMMARY

Key marketing highlights in August and September

1) 2018-2019 Santa Fe Artists in Residence Program

- This year's program is from November 1, 2018 – February 28, 2018.
- This year's participants include:
 - 12 Hotels
 - 4 Galleries
- Timeline:
 - September 20, 2018: Landing page went live on santafe.org which includes a sweepstakes package
 - Week of September 24: Advertising campaign, Public Relations efforts and social media promotions begin.

2) Santa Fe Takes Gold in the Travel Weekly Magellan Awards

For the second consecutive year, Santa Fe has been victorious in the annual Travel Weekly Magellan Awards in the Destinations Category. TOURISM Santa Fe's destination marketing campaign "Santa Fe is for Art Lovers" was honored with the Gold Magellan Award.

- The winning campaign focused on a number of promotional efforts completed in 2017 relating to the destination's art offerings including the new Santa Fe Artists in Residence program.
- Last year, Santa Fe won the Silver Magellan Award for the PR campaign surrounding the launch of the Santa Fe Margarita Trail.

3) Santa Fe Continues to Attract International Media and Group Attention

- A group of 6 bloggers from Spain representing three prominent websites visited the destination on August 15.
- TSF assisted the NM Tourism Department in coordinating a Brand USA China FAM of 10 individuals who visited the destination earlier this month.

4) 2019 Santa Fe Visitors Guide

- TSF continues to make progress on this year's Visitors Guide
- It is our goal to make this year's publication much more user friendly and a true travel tool for visitors
- Currently working on finalizing cover design

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 9/20/18)

- **3,233 Passports** have sold from the 3 TOURISM Santa Fe Visitor Centers
- **1,143 Margarita Trail Apps have been downloaded** onto Apple or Android phones
- **6,076 Passports have been ordered** by Margarita Trail establishments and partners
- **3,172 T-shirts** that have been redeemed by Passport holders earning 5 stamps
- **170 Copies** of The Great Margarita Book redeemed by Passport holders earning 20 stamps.
- **107 Bartender Kits** redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations (as of 9/20/18):

- **5** Press Releases
- **143** Journalist have experienced the Trail
- **\$4,580,069** amount of earned media

Social Media (as of 9/20/18):

- **415** Total Social Media Posts. This includes the following new posts since the last report: 4 Facebook posts, 5 tweets, 2 Blog mentions, 1 Pinterest pin.

Partnership with Santa Fe County

To date in 2018, a total of **10,510 marketing collateral requests** for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

August 2018 Performance Metrics

Website traffic is up Y/Y buoyed by advertising spends. The website also saw increased social referrals (Facebook, specifically, improved 100% Y/Y) and site referrals (the santafe.com calendar and newmexico.org delivered about 1,500 visitors).

The **Santa Fe Music Week** landing page experienced a huge traffic boost driven by advertising spends early in the month, becoming the #3 page on the site and receiving 4.6% of all traffic.

As it typical with advertising-driven traffic, engagement dropped over this period. Likewise, the conversion rate was down, even though by the numbers, there were more total conversions Y/Y.

Visits

- Total Sessions 127,079 (35.31% increase Y/Y)
- Unique Users 102,556 (35.97% increase Y/Y)
- Pages per Session 1.18 (10.16% decrease Y/Y)
- Average Time on Site 2:26 (6.86% decrease Y/Y)
- Conversion Rate 9.28% (12.14% decrease Y/Y)

Visitor Gender

- 58.57% Female
- 41.43% Male

Visitor Age

- 7.19% 18 - 24
- 18.66% 25 - 34
- 15.71% 35 - 44
- 16.16% 45 - 54
- 22.53% 55 - 64
- 19.75% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 8/7/2018
 - Number sent: 50,056
 - Number opened: 9,108
 - Open rate: 18.25%
- TOURISM Santa Fe Marketing Report
 - Sent: 8/8/2018
 - Number sent: 1,136
 - Number opened: 359
 - Open rate: 31.88%
- Santa Fe Deals and Specials
 - Sent: 8/16/2018
 - Number sent: 32,148
 - Number opened: 6,056

- Open rate: 18.88%
- TOURISM Santa Fe Sales Report
 - Sent: 8/22/2018
 - Number sent: 1,126
 - Number opened: 392
 - Open rate: 34.88%
- Autumn Days the Santa Fe Way
 - Sent: 8/31/2018
 - Number sent: 25,596
 - Number opened: 5,636
 - Open rate: 22.02%

†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

August continued to build upon previous momentum of the TOURISM Santa Fe social media efforts. Twitter Engagement saw a month over month gain of 22.9%, while PTAT scores on Facebook increased 9.7%. Instagram engagement and followers continued to climb as well.

Increases can be attributed to a greater understanding of the audiences and content available. Rather than creating content and distributing through all channels, content is being matched to the strengths of each platform. As a result, website referrals from Twitter and Facebook are up 14.7% & 70.5% respectively, while image-heavy content on Instagram is fueling continued growth and engagement .

Facebook

August 2018 Performance Metrics

- Total Page Followers: 65,397 (0.80% increase M/M)
- People Talking About This (PTAT): 8280 (9.7% increase M/M)
- Engagement: 24,386 (6.7% decrease M/M) * Top Ranking Post: “USA Today counts down their “9 must-see historic sites in Santa Fe”. Anything they missed? #TheCityDifferent”
 - Likes: 455
 - Comments: 27
 - Reach: 25,881

Twitter

August 2018 Performance Metrics

- Followers: 13,652 (0.66% increase M/M)
- Monthly Impressions: 91,000 (1.0% decrease M/M)
- Engagement: 884 (22.9% increase M/M)
- Top Ranking Post: “Bowl of Green> Pot of Gold. #TheCityDifferent|SantaFe.org”
 - Impressions: 5682
 - Retweets: 24
 - Total engagements: 206

Instagram

August 2018 Performance Metrics

- Followers: 22,000 (2.33% increase M/M)
- Top Performing Post: “Bowl of Green> Pot of Gold. #TheCityDifferent|SantaFe.org”
 - Likes: 1,266

Pinterest

August 2018 Performance Metrics

- Followers: 2,481 (1.18% increase M/M)

YouTube

August 2018 Performance Metrics

- Subscribers: 463 (4.51% increase M/M)
- Views: 98,872 (.06% decrease M/M)

Santa Fe Insider Blog

August Blog Posts

15 Culinary Experiences to Excite Your Tastebuds

- Posted August 13, 2018
- Views: 807

9 Events You Can't Miss in Santa Fe This September

- Posted August 14, 2018
- Views: 244

The Complete Guide to Santa Fe Wine & Chile

- Posted August 29, 2018
- Views: 30

Top 5 Viewed Blog Posts in August

[A Day Trip to Chimayo from Santa Fe](#)

- Posted September 1, 2015
- Views: 1034

[15 Culinary Experiences to Excite Your Tastebuds](#)

- Posted August 13, 2018
- Views: 807

[How to spend a perfect weekend in Santa Fe, NM](#)

- Posted June 26, 2018
- Views: 423

[The Best Margaritas in the World are in Santa Fe NM](#)

- Posted February 27, 2018
- Views: 402

[9 Santa Fe December Events to Enjoy the Season](#)

- Posted October 31, 2017
- Views: 312

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
Target market: New Mexico
Flight dates: 8/1/18-8/31/18
Impressions: 300,000
Media Cost: \$ 2,720.00

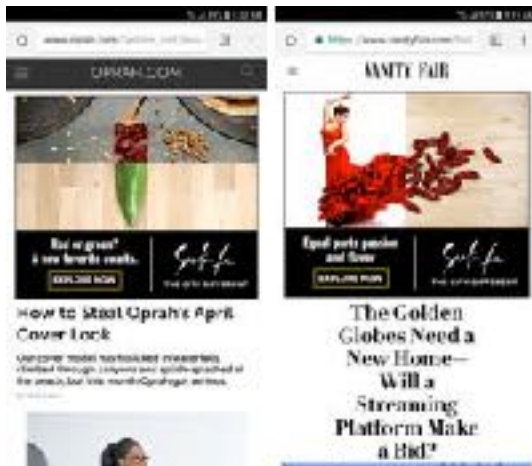


Phoenix Magazine
Target market: Phoenix, AZ
Flight dates: 8/1/18-8/31/18
Impressions: 80,000
Media Cost: \$ 4,080.00



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: 8/1/18-8/31/18
Impressions: 2,019,754
Media Cost: \$ 10,000.00



Adara: Programmatic Desktop/Mobile

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

Flight dates: 8/1/18-8/31/18

Impressions: 840,354

Media Cost: \$ 5,000.00



Go-NewMexico.com: Lead Generation/Sponsorship Page

Target market: people interested in traveling to Santa Fe

Flight dates: 8/1/18-8/31/18

Impressions: 17,785

Go Travel Sites sent 216 names, emails and addresses to Santa Fe

Media Cost: \$ 208.33

TripAdvisor: Sponsorship/Content

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

Flight dates: 8/1/18-8/31/18

Impressions: 14,873

Media Cost: \$ 2,974.13



ZEFR: Youtube Pre-Roll

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

Flight dates: 8/1/18-8/31/18

Impressions: 169,515

Media Cost: \$ 10,000.00



Varick Media – Program/PMP

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

Flight Dates: 8/1/18-8/31/18

Impressions: 3,055,422

Media Cost: \$ 5,999.99



Pulsepoint – Native/Social

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

Flight dates: 8/1/18-8/31/18

Impressions: 519,865

Media Cost: \$ 10,108.65



SEM

Google AdWords

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

Flight dates: 8/1/18-8/31/18

Impressions: 136,888

Media Cost: \$ 4,488.72



PUBLIC RELATIONS

Summary

In August 2018, we saw a strong month of public relations earned media results that show major gains year over year when compared to 2017. August 2017 was one of the lowest months for earned media in recent history which explains the large percentage increases in both the earned media and total impressions metrics.

In August 2018, 21% of our total impressions resulted from coverage surrounding the Travel+Leisure World's Best Awards that resulted from our "get out the vote" efforts. The majority of our coverage this month came from media outreach and HARO efforts resulting in 75% of the total impressions and 81% of the earned media dollar value.

TOURISM Santa Fe, Public Relations Manager, Joanne Hudson conducted desk side media appointment in San Francisco, August 7-10, 2018. Joanne met with 12 journalists representing outlets like Sunset Magazine, AFAR, Meetings Today, Smart Meetings, AAA VIA, The San Francisco Chronicle and more.

Performance Metrics

August 2018

- **Pitches:** 32 (36% Decrease Y/Y)
- **Press Releases:** 0 (100% Decrease Y/Y)
- **Media Visits:** 9 (200% increase Y/Y)
- **Media Contacts:** 173 (21% Increase Y/Y)
- **Earned Media:** \$ 1,033,734 (181% increase Y/Y)
- **Total Impressions:** 123,245,949 (1400% Increase Y/Y)

2018 Year To Date

- **Pitches:** 486 (25% Increase Y/Y)
- **Press Releases:** 13 (13.3 Decrease Y/Y)
- **Media Visits:** 50 (9% Decrease Y/Y)
- **Media Contacts:** 1222 (8% Increase Y/Y)
- **Earned Media:** \$ 18,790,452 (34% Decrease Y/Y)
- **Total Impressions:** 1,820,754,344 (33% Increase Y/Y)

Recent Accolades

Travel + Leisure awarded Sunrise Springs as #3 in a list of “The Top 10 Domestic Destination Spas” on in the August Print issue.

Travel + Leisure awarded the destination #4 in the list of “The Top 15 Cities in the United States” in the August Print issue.

Travel + Leisure awarded Inn of the Five Graces as #9 in a list of “The 15 Best City Hotels in the Continental United States” in the August Print issue.

Visiting Press

Jen Pinkston, writer for The Effortless Chic, visited the destination August 1-3.

Freelance writer Melody Ip, visited the destination August 3-7.

Paul Heney, writer for TravelPulse, visited the destination August 6-7.

Freelance writer Tanvi Chheda visited the destination August 7-8 on assignment for Ciao Bambino.

A group of 6 bloggers from Spain representing www.mueroporviajar.com, www.365sabadosviajando.com and www.monstravelblog.com visited the destination on August 15.

Freelance writer Marlene Shyer visited the destination on August 19-21, on assignment for Passport Magazine.

AAA Texas Journey Editor, Jim Benning, visited the destination on August 31.