



**OTAB Marketing Report
October 2018
Reported November 27, 2018**

EXECUTIVE SUMMARY

Key marketing highlights in October and November

1) Advertising/PR/Social Summary of Q3 2018 Marketing Results (Full report included in last month's OTAB reporting)

Advertising

- Q3 2018 marked the first quarter of TSF FY19 fiscal budget; Campaign initiatives include FY19 Core, FY19 Artists in Residence, and Spring/Summer Fly Santa Fe NNMAA campaigns (NNMAA not included in metrics below).
- Total Q3 media spend was \$170,476 (-57% Q/Q, +4% Y/Y) and total impressions delivered were 23.4M (-46% Q/Q, +5% Y/Y); quarterly decreases were the result of a planned spring push for summer travel in Q2, as well as a strategy to allocate media more evenly distributed in FY19.
- The match-cut creative has performed at a 0.49% CTR for all tactics combined, which is a similar mark of what was performing in Q2 (0.50%).
 - Rocks, Relaxation and Chile creatives are performing the best of all digital match-cut units.
- Due to a shift in print strategy for FY19 to include fewer publications, the total print spend was 76% lower than Q3 FY18 and produced 86% fewer print impressions.
- Paid Search performance has improved Q/Q, with a CTR increase of +9% and a CPC decrease of 8%; Increased performance metrics are evidence that Q3 optimizations are working and continued optimizations will be done on a daily basis.
- The Spring/Summer Fly Santa Fe (NNMAA) campaign ended in Q3 with 1.3M impressions, 15.7K clicks (1.18% CTR) and almost 9K website visits (0.66% CVR).
 - CTR increased +141%, and CVR +106% Q/Q due to the success of Undertone's Rich Media unit.
- Adara Impact Analytics has reported 459 hotel bookings and 1,493 flight bookings in Q3 with an estimated \$136,729 in hotel revenue generated by attributable advertising efforts this quarter (-40% Q/Q); decreases seem to be consistent with marketing spend decreases during this quarter.

Public Relations [Y/Y & YTD change]

- Pitches: 97 (DOWN 25% Y/Y; UP 23.4% YTD)
- Press Releases: 7 (UP 17% Y/Y; DOWN 11.8% YTD)
- Media Visits: 21 (DOWN 9% Y/Y; DOWN 8.8% YTD)
- Media Contacts: 490 (UP 10% Y/Y; UP 7.4% YTD)
- Earned Media: \$3,280,739 (DOWN 26% Y/Y; DOWN 32.3% YTD)
- Earned Media Impressions: 452,827,759 (UP 76%Y/Y; DOWN 30% YTD)

With more than 450 million earned media impressions in Q3, TOURISM Santa Fe saw far-reaching coverage this quarter, promoting the destination and our tremendous partners.

In Q3, a Washington Post feature article, “An Enchanting Search for a Southwestern Ghost” ran in the outlet and syndicated to many other top publications including Chicago Tribune, San Francisco Chronicle, Los Angeles Times and Houston Chronicle. The writer, Rachel Walker, visited in July with her family and TSF provided recommendations and assistance with hotels and activities. This article accounted for 27% of the total earned media coverage value during the quarter, continuing to show the importance of syndicated coverage.

TOURISM Santa Fe, Public Relations Manager, Joanne Hudson hosted six travel journalists in the destination on September 12-16 from outlets such as GoNomad.com, Southern Bride and New York Family. The itinerary focused on experiences found “Only in Santa Fe.”

Placements in national outlets/syndicated coverage continues to be the largest driver of media value. Major placements in national outlets included:

- USA Today (valued at \$245,615)
- Orbitz (valued at \$162,122)
- TODAY Show (valued at \$167,450)

Social Media [Y/Y & YTD change]

- Facebook Followers: 65,829 [UP 9.3% Y/Y; UP 9.3% YTD)
- Facebook Engagement: 77,050 [DOWN 12% Y/Y; DOWN 55.3% YTD]
- Twitter Followers: 13,732 [UP 8% Y/Y; UP 7.6% YTD]
- Twitter Engagement: 2,711 [UP 33% Y/Y; DOWN 7.3% YTD]
- Twitter Impressions: 255,800 [UP 17% Y/Y; UP 4.9% YTD]
- Instagram Followers: 22,461 [UP 22% Y/Y; UP 22.7% YTD]
- Pinterest Followers: 2,507 [UP 5% Y/Y; UP 5.1% YTD]
- YouTube Subscribers: 475 [UP 31.4% Y/Y; UP 45.7% YTD]
- YouTube Views: 267,063 [UP 2,256.7% Y/Y; UP 1,625.8% YTD]

Q3 2018 saw most social media KPIs begin to rebound after a difficult Q2. A new full-time social media coordinator was hired June 18th and has begun the process of rebuilding a meaningful social media presence. We saw growth across most platforms, though a more streamlined

strategy did see a dip in organic Facebook numbers year over year. Overall, Social Media efforts continue drive traffic to santafe.org and build awareness of Santa Fe as travel destination filled with adventure and culture.

2) Preparing to Launch 2019 Santa Fe Kids Free Spring Break Campaign

- Now in its fourth year, this annual city-wide initiative provides the opportunity for Santa Fe businesses to get in front of families planning their Spring Break vacations. And, it's free to participate.
- TSF will promote Kids Free Spring Break through
 - Paid, earned and organic media—driving traffic to the Promotional Landing Page on santafe.org.
 - The offer submission form went live at the end of October, which will allow you time to submit your offer and have it posted on the Promotional Landing Page (went live November 15, right before the Thanksgiving holidays and when families are gathering to plan their next vacation)

3) Santa Fe Makes List in Conde Nast Traveler's Readers' Choice Awards

- Conde Nast Traveler's Readers' choice awards names Santa Fe the #2 Best Small City in the U.S.

4) 2019 Santa Fe Visitors Guide

- TSF has wrapped pre-production on the 2019 Visitors Guide. Guide shipped to printer this week.
- It is our goal to make this year's publication much more user friendly and a true travel tool for visitors
- We've finalized cover design and augmented reality video component, rounding out a much more robust and interactive guide than in years past!

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 11/15/18))

- **3,457 Passports** have sold from the 3 TOURISM Santa Fe Visitor Centers
- **1,537 Margarita Trail Apps have been downloaded** onto Apple or Android phones
- **6,176 Passports have been ordered** by Margarita Trail establishments and partners
- **3,456 T-shirts** that have been redeemed by Passport holders earning 5 stamps
- **177 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 11/16/18):

- 5 Press Releases
- 154 Journalist have experienced the Trail
- \$4,612,023 amount of earned media

Social Media (as of 11/20/18)

- 433 Total Social Media Posts. This includes the following new posts since the last report: 4 FB, 3 Twitter.

Partnership with Santa Fe County

To date in 2018, a total of **9,986 marketing collateral requests** for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

October 2018 Performance Metrics

Traffic is down Y/Y, likely due to lower advertising spends in market Y/Y. TSF had more media spend/impressions in market last year mostly due to a few media campaigns (e.g. AdTheorent, Undertone, Sharethrough, among others) launching a little later in the season. Visitor engagement is up strongly Y/Y as we would expect in this situation.

Consumer newsletter open rates fell slightly from the previous month, while industry newsletter open rates improved. The October marketing report had almost a 41% open rate, quite high. This may be related to the backend launches of the 2019 AIR and Spring Break programs, with partners expecting/looking for information.

Visits

- Total Sessions 104,034 (23.62% decrease Y/Y)
- Unique Users 85,510 (24.62% decrease Y/Y)
- Pages per Session 2.14 (9.33% increase Y/Y)
- Average Time on Site 2:19 (27.58% increase Y/Y)
- Conversion Rate 14.28% (90.96% increase Y/Y)

Visitor Gender

- 61.23% Female
- 38.77% Male

Visitor Age

- 4.55% 18 - 24
- 20.37% 25 - 34
- 16.18% 35 - 44
- 15.13% 45 - 54
- 22.25% 55 - 64
- 21.51% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 10/2/2018
 - Number sent: 51,141
 - Number opened: 8,706
 - Open rate: 17.08%
- TOURISM Santa Fe Marketing Report
 - Sent: 10/10/2018
 - Number sent: 1,135
 - Number opened: 458
 - Open rate: 40.93%
- Santa Fe Deals and Specials
 - Sent: 10/18/2018
 - Number sent: 33,408
 - Number opened: 5,915
 - Open rate: 17.77%
- TOURISM Santa Fe Sales Report
 - Sent: 10/24/2018
 - Number sent: 1,128
 - Number opened: 397
 - Open rate: 35.38%

†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

October continued the strong momentum of the TOURISM Santa Fe social media efforts, particularly on Facebook. People Talking About This score increased 42.8% M/M, and engagement saw an 22.3% increase. Instagram continued to see upward growth in followers and engagement, while Pinterest continues to be a steady source of web referrals to santafe.org. YouTube video views did drop with the expiration of the paid campaign.

Social Media strategy continues to focus on development and distribution of short-form listicle-style content designed primarily for Facebook and native distribution with the purpose of driving traffic to santafe.org/blog, which continues to see strong growth in page views.

Facebook

October 2018 Performance Metrics

- Total Page Followers: 66,209 (0.58% increase M/M)
- People Talking About This (PTAT): 9765 (17.9% increase M/M)
- Engagement: 32,441 (22.3% increase M/M) * Top Ranking Post: "When seasons collide. Photo: @skisantafe #TheCityDifferent | SantaFe.org"
 - Likes: 1242
 - Comments: 41
 - Reach: 82,068

Twitter

October 2018 Performance Metrics

- Followers: 13,880 (1.08% increase M/M)
- Monthly Impressions: 63,100 (15.5% increase M/M)
- Engagement: 741 (39.2% increase M/M)
- Top Ranking Post: "When seasons collide. Photo: @skisantafe #TheCityDifferent | SantaFe.org"
 - Impressions: 2436
 - Retweets: 11
 - Total engagements: 102

Instagram

October 2018 Performance Metrics

- Followers: 22,954 (2.19% increase M/M)
- Top Performing Post: "When seasons collide. Photo: @skisantafe #TheCityDifferent | SantaFe.org"
 - Likes: 2601

Pinterest

October 2018 Performance Metrics

- Followers: 2,517 (0.4% increase M/M)

YouTube

October 2018 Performance Metrics

- Subscribers: 482 (1.47% increase M/M)
- Views: 2,777 (95.99% decrease M/M)

Santa Fe Insider Blog

October Blog Posts

- Total Blog Views: 15,051 (35.1% increase M/M)
- Average Time on Blog: 3:14 minutes (1% decrease M/M)

7 of Santa Fe's Best November Events

- Posted October 2, 2018
- Views: 341

12 Can't Miss Santa Fe Experiences

- Posted October 16, 2018
- Views: 447

Dia de los Muertos in Santa Fe

- Posted October 23, 2018
- Views: 521

December Events You Just Can't Miss

- Posted October 24, 2018
- Views: 46

Santa Fe Artists in Residence

- Posted October 30, 2018
- Views: 45

Top 5 Viewed Blog Posts in October

15 Culinary Experiences to Excite Your Tastebuds

- Posted August 13, 2018

- Views: 2171

How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 1585

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 824

The Best Margaritas in the World are in Santa Fe NM

- Posted September 1, 2018
- Views: 766

7 Incredible Art Experiences You Can Only Have in Santa Fe

- Posted October 31, 2017
- Views: 626

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Monthly
Target market: New Mexico
Flight dates: 10/1/18-10/31/18
Impressions: 300,000
Media Cost: \$2,720.00



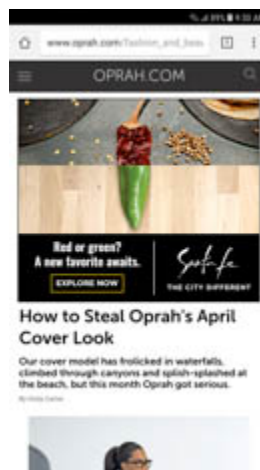
Texas Monthly

Target market: New Mexico
Flight dates: 10/1/18-10/31/18
Impressions: 300,000
Media Cost: \$9,585.00



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: 10/1/18-10/31/18
Impressions: 1,103,443
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: 10/1/18-10/31/18
Impressions: 778,670
Media Cost: \$4,999.99



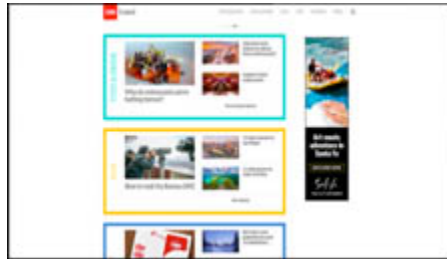
Go-NewMexico.com: Lead Generation/Sponsorship Page
Target market: people interested in traveling to Santa Fe
Flight dates: 10/1/18-10/31/18
Impressions: 16,785
Go Travel Sites sent 175 names, emails and addresses to Santa Fe
Media Cost: \$208.33



TripAdvisor: Sponsorship/Content
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 10/1/18-10/31/18
Impressions: 393,355
Media Cost: \$5,363.04



Varick Media: Program/PMP
 Target Markets: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 Flight Dates: 10/1/18-10/31/18
 Impressions: 2,217,793
 Media Cost: \$5,999.99



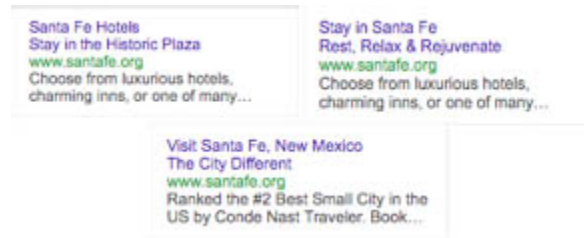
Pulsepoint: Native/Social
 Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 Flight dates: 10/1/18-10/31/18
 Impressions: 1,912,081
 Media Cost: \$10,108.65



SEM

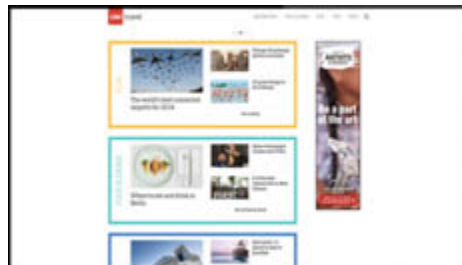
Google AdWords: Paid Search

Target market: National (Branded), Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 10/1/18-10/31/18
Impressions: 275,612
Media Cost: \$8,626.32

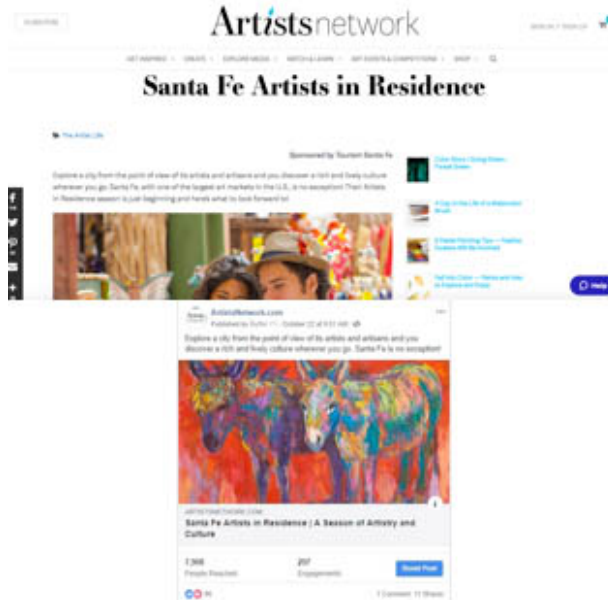


ARTISTS IN RESIDENCE

Varick Media: Program/PMP
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 10/1/18-10/31/18
Impressions: 1,875,154
Media Cost: \$6,935.59



ArtistsNetwork.com: Endemic Social Media Program
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 10/1/18-10/31/18
E-newsletter Impressions: 854
Social Media Impressions: 9,933
Blog Post Impressions: 6,107
Media Cost: \$1,907.69



PUBLIC RELATIONS

Summary

October 2018 was a strong month for earned media coverage and there were major increases over last year. This month we started to see Santa Fe included in holiday themed articles. If your business has new or enhanced offerings for the 2018 Christmas season, please share your news with Public Relations Manager, Joanne Hudson. We would like to use it in upcoming holiday pitching.

Two syndicated stories from the Associated Press and Vancouver Sun resulted in 22% of the earned media value for the month of October. A story in Food Network Magazine online entitled “50 states of Nachos” had a value of \$ 174,908 with accounted for 16% of October’s total earned media value. Conde Nast Traveler Reader’s Choice Awards were released, and Santa Fe was named #2 in the category of “Best Small Cities” – coverage of this accolade accounted for 27% of the coverage during October.

Performance Metrics

October 2018

- **Pitches:** 45 (95% Increase Y/Y)
- **Press Releases:** 1 (no change Y/Y)
- **Media Visits:** 4 (43% decrease Y/Y)

- **Media Contacts:** 145 (1% Increase Y/Y)
- **Earned Media:** \$1,109,307 (133% increase Y/Y)
- **Total Impressions:** 161,681,583 (631% Increase Y/Y)

2018 Year To Date

- **Pitches:** 556 (63% Increase Y/Y)
- **Press Releases:** 16 (23% Increase Y/Y)
- **Media Visits:** 62 (19% Increase Y/Y)
- **Media Contacts:** 1,377 (21% Increase Y/Y)
- **Earned Media:** \$20,347,803 (22% Decrease Y/Y)
- **Total Impressions:** 2,186,934,438 (25% Increase Y/Y)

Recent Accolades

Conde Nast Traveler awarded Santa Fe #2 on the list of “Best Small Cities” in its annual Reader’s Choice Awards.

Visiting Press

Carolyn Scott, creator/owner of The Healthy Voyager, visited the destination October 4-6 in partnership with Best Western.

Claudia Carbone, on assignment for Real Food Traveler, visited the destination October 7-9.

Andrea Zimmerman, editor for Your Tango visited the destination October 23-26.