



**OTAB Marketing Report
December 2018
Reported January 22, 2019**

EXECUTIVE SUMMARY

Key marketing highlights in December and January.

1) Summary of Q4 2018/ Year End Marketing Results (Full report is included in the packet.)

Advertising – Key Insights

- Q4 2018 marked the second quarter of TSF FY19 fiscal budget; Campaign initiatives include FY19 Core and FY19 Artists in Residence (launched Sept 24).
- Total Q4 media spend was \$188,105 (+10% Q/Q, -21% Y/Y) and total impressions delivered were 25.4M (+8% Q/Q, -29% Y/Y); quarterly increases were largely due to increased spend in the paid search campaign, and ramp up of the Artists in Residence campaign, while year-over-year decreases were mostly the result of a sharp increase in paid digital tactics during the month of October 2017— including native, standard display and two rich media executions.
- Despite a decrease in impression output Y/Y, we have seen click and conversion (i.e. landing page visit) metrics increase Y/Y (+29% clicks, +85% CTR, +101% conversions, +183% CVR), and is mostly attributable to the introduction in native display (i.e. Pulsepoint), which has contributed to the #2 source of incoming direct traffic to the site, as well as optimizations to paid search (#1 source of direct traffic).
- Q4 digital media KPIs are performing at a 0.73% CTR, 0.41% CVR and \$1.29 CPV, all of which are outperforming Q/Q and Y/Y benchmarks.
- The match-cut creative is performing at a 0.73% CTR for all tactics combined (0.49% in Q3 2018), which is a +49% Q/Q (+88% Y/Y) increase and most likely the result of optimized placements, including more spend and impression weight focused on Varick's programmatic tactics.
 - Rocks, Relaxation and Chile creatives are performing the best of all digital match-cut units.
 - Match-cut creative was put into full rotation on Jan 1 2018; Pillar creative was in full rotation for digital display in Q4 2017, while some match-cut creative ran on New Mexico Magazine and other added value print opportunities.
- Paid Search performance has seen a big increase in performance in terms of total eligible searches and clicks, with a +142% increase and +123% increase respectively. Click metrics including CTR and CPC are lower Y/Y (-8% and +50%, respectively) and most likely the result of two factors — the optimization of the campaign to include more 'competitive' keywords like Albuquerque and New Mexico and some changes that Google has made with the Ads platform that have affected quality scoring.
 - SEM campaign resulting in 1,828 "conversions" in Q4 (i.e visitor guide downloads, enewsletter signups) and \$20 CPA; Campaign is now effectively tracking "conversions" — no historical data available but we can use cost per conversion metrics moving forward.

- The FY19 Artists in Residence campaign ramped up in Q4 with 5.4M impressions (-16% Y/Y), 4.2K clicks (-40% Y/Y), 0.08% CTR (-27% Y/Y), almost 5K website visits (-11% Y/Y), 0.08% CVR (+14% Y/Y) and a 7% more efficient CPV Y/Y (\$4.21 vs. \$4.55)—difference in impressions and clicks most likely the change between 100% programmatic vs. use of endemic partners in 2018.
 - Performance has resulted in more qualified visits/entries YTD, and metrics expected to increase in January when endemic display banners are in market.
- Adara Impact Analytics has reported 805 hotel bookings and 1,559 flight bookings in Q4 with an estimated \$253,672 in hotel revenue generated by attributable advertising efforts this quarter (+86% Q/Q, +26% Y/Y); this is a significant increase from Q3— this has also resulted 644 incremental bookings and \$94,668 in incremental revenue attributable to marketing efforts (+33% Q/Q, +55% Y/Y).
 - *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 Results

- Campaign impressions decreased -29% Y/Y with a -21% decrease in media spend Y/Y.
 - Last year, there was an increase in media output in October due to delivery of digital media including AdTheorent and Undertone.
- Q4 2017 included 10 media vendors (vs. 5 consolidated vendors this year).
 - In FY19 we have been taking a more consistent approach to media/marketing delivery and focusing more on seasonal creative changes.
- New media introduced in Q4 2018 (Y/Y) includes ARTnews, Southwest Art and ArtistsNetwork (Artists in Residence).

Website [Q4 Y/Y Change]

- Total Sessions: 285,859 [DOWN 5% Y/Y]
- Unique Users: 231,438 [DOWN 5% Y/Y]
- Average Pages Per Session: 2.08 [DOWN 2% Y/Y]
- Average Time on Site: 2:11 [UP 5% Y/Y]
- Conversion Rate: 14.9% [UP 6.5 Y/Y]

Traffic was down 5% Y/Y despite traffic increases in referrals from advertising, paid search, social and email. This is caused by large drops in Organic Search (down 1% Y/Y) and Other traffic (down 70% Y/Y). This looks to be due in part to less digital advertising during the period: session length is up 8% Y/Y and the bounce rate is down 7% Y/Y, typical markers of a more engaged organic audience. The conversion rate is up 80% Y/Y to 15%, showing the improvement expected from last quarter's changes to conversions and goals. The 18-24 demographic fell by about a third Y/Y, with corresponding gains in the 25-34 and 65+ groups. Mobile traffic fell by about 10% Y/Y, while desktop traffic gained about 1%. The drop in mobile traffic is mostly due to a paid media approach this quarter of delivering impressions more consistently throughout Q4 2018. This approach resulted in about half the amount of paid digital impressions toward mobile rich media in Q4 2018 than last year. Traffic fell from the leading geographic markets Y/Y with the exception of Florida and Washington, which were up slightly. Traffic continues to shift from City Different to the home page (down 81% Y/Y and up 50% Y/Y respectively).

Public Relations [Q4 Y/Y Change]

- Pitches: 114 (UP 2% Y/Y)
- Press Releases: 3 (DOWN 50% Y/Y)
- Media Visits: 17 (DOWN 19% Y/Y)
- Media Contacts: 344 (DOWN 25% Y/Y)
- Earned Media: \$3,899,904 (DOWN 38% Y/Y)
- Earned Media Impressions: 328,086,642 (DOWN 4% Y/Y)

With more than 328 million impressions in Q4, TOURISM Santa Fe saw a broad mix of coverage, promoting the destination and our tremendous partners.

Coverage spanned several topics, most popular over this period being art and culinary. Seasonally, Santa Fe was included in multiple articles relating to destinations for leaf-peeping and fall foliage, as well as a city that is magical for the holidays. Two major awards- Conde Nast Traveler's Reader's Choice Awards and Fodor's Finest – were announced during this time period, generating both national and regional coverage.

When comparing the totals for earned media articles in Q4 2018 to those in 2017, we saw a significantly larger number of placements in 2018. A majority of these placements were in smaller outlets, including a mix of regional newspapers, where syndicated coverage ran. This larger number of placements allowed for a more diverse audience reach and was only down 4% for total impressions year over year, however these outlets did not have as large of a total media value which contributed to the 38% decrease in media value.

Although slightly down, the media visits were similar in number to Q4 2017 and we were excited to partner with La Posada on a group FAM in November.

Social Media [Q4 Y/Y change]

- Facebook Followers: 66,913 [UP 7.9% Y/Y]
- Facebook Engagement: 103,128 [DOWN 17% Y/Y]
- Twitter Followers: 13,959 [UP 7% Y/Y]
- Twitter Engagement: 2,555 [DOWN 12% Y/Y]
- Twitter Impressions: 197,500 [DOWN 21% Y/Y]
- Instagram Followers: 23,884 [UP 23% Y/Y]
- Pinterest Followers: 2,544 [UP 6% Y/Y]
- YouTube Subscribers: 493 [UP 30.8% Y/Y]
- YouTube Views: 8,077 [DOWN 3.5 Y/Y]

Quarter 4 continued to build on Quarter 3 after a rough start to the year. A focus on lower posting volume, higher quality content and more meaningful interaction on Facebook saw a dip in overall engagement and People Talking about, though website referrals from the platform are up considerably. KPIs across other platforms remained strong. Overall, Social Media efforts continue drive traffic to santafe.org and build awareness of Santa Fe as travel destination filled with adventure and culture.

Blog [Q4 Y/Y change]

- Page Views: 40,074 [UP 60% Y/Y]
- Average Time on Blog: 3:16 [DOWN 7% Y/Y]
- Website Referrals: 13.8% [UP 3.7 Y/Y]

Blog traffic is up 60% Y/Y in Q4. Time on site has decreased by 7%, though still remains well above the 3-minute benchmark. The ever-popular Chimayo blog was displaced as the top visited post for the quarter, falling to 3rd most popular Y/Y behind “Santa Fe Culinary Experiences” and “9 Santa Fe December Events”. There were more new visitors to the blog in Q4 than repeat visitors, something that is also a new development.

Email Newsletter (Averages) [Q4 Y/Y change]

- Consumer: Happenings
Number Sent: 154,965 [UP 6.7% Y/Y]
Happenings Open Rate: 16.4% [DOWN 0.5% Y/Y]
- Consumer: Deals & Specials
Number Sent: 101,698 [UP 17% Y/Y]
Deals & Specials Open Rate: 17.4% [DOWN 0.7%]
- Industry: Marketing Report
Number Sent: 3,401 [UP 3% Y/Y]
Marketing Report Open Rate: 33.4% [UP 3.7 Y/Y]
- Industry: Sales Report
Number Sent: 3,400 [UP 3% Y/Y]
Sales Report Open Rate: 32.3% [UP 1.2 Y/Y]

Consumer: newsletter list size grew slightly Y/Y while engagement decreased a small amount (less than 1%) for both regular newsletters.

Industry: newsletter list size grew slightly Y/Y as engagement also increased a small amount for both regular newsletters. Open rates remain at industry-leading highs.

Newsletter referrals made up 3.1% of site traffic in Q4, up from 1.6% in Q3.

2) Voting Alert: 2019 Travel + Leisure World’s Best Awards

The **2019 Travel + Leisure World’s Best Awards Survey** is now live at wba.m-rr.com/home. Let’s get out the vote for Santa Fe!

Here are a few pointers for voting:

- Create a new account for the 2019 survey. When prompted to answer questions about your travels over the last 3 years, select United States as the Region, New Mexico as the

State, and choose Cities in the Categories section. From there you will be able to select Santa Fe. **Be sure to rank Santa Fe “excellent” in all categories!**

- Complete the survey and you will be entered into a giveaway for a chance to win a dream trip for two worth \$10,000, to be planned by a T+L A-List Agent.
- Please share with your employees, friends and family. The survey will be active through March 4, 2019. Users can rate Santa Fe one time during this period.

3) 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)

4) Order the NEW 2019 Official Santa Fe Visitors Guide

The [2019 Official Visitors Guide](#) has arrived! Be sure to have the new guide available for your guests arriving this winter. Place your bulk orders now for the guide using our [online order form](#) and we will notify you as soon as they are ready to be picked up at the beginning of the year.

5) Santa Fe Makes List in Top Publication!

- **Forbes** included Santa Fe in a list of the "14 Best Places to Travel in The US In 2019" on December

6) The Santa Fe Margarita Trail Adds NEW Locations!

Be sure to check out more than **15 new margaritas** arriving on the trail this Winter. You'll be amazed at the delicious creations our new partners have come up with. Do you have a great Margarita that should be on the Margarita Trail? Get your bar or restaurant registered for the Trail by contacting Ryan Dodge at rhododge@santafenm.gov or call 505-955-6232.

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 1/15/19)

- **3,608 Passports** have sold from the 3 TOURISM Santa Fe Visitor Centers
- **1,751 Margarita Trail Apps have been downloaded** onto Apple or Android phones
- **7,841 Passports have been ordered** by Margarita Trail establishments and partners
- **3,518 T-shirts** that have been redeemed by Passport holders earning 5 stamps
- **190 Copies** of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- **112 Bartender Kits** redeemed by Passport holders earning all 31 stamps and completing the Trail

Public Relations (as of 1/15/19):

- **5 Press Releases**
- **168 Journalist** have experienced the Trail
- **\$4,843,631** amount of earned media

Social Media (as of 1/16/19)

- **435 Total Social Media Posts.** There were no new posts since the last report. The Margarita Trail was included in one new blog post.

Partnership with Santa Fe County

To date in 2019, a total of **80 marketing collateral requests** for Santa Fe County have been processed and fulfilled. A total of 9,961 requests for Santa Fe County were processed and fulfilled in 2018.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

December 2018 Performance Metrics

Visits

- Total Sessions 95,007 (20.92% increase Y/Y)

- Unique Users 77,507 (23.42% increase Y/Y)
- Pages per Session 2.02 (9.41% decrease Y/Y)
- Average Time on Site 2:06 (8.31% decrease Y/Y)
- Conversion Rate 73.09% (73.09% increase Y/Y)

Visitor Gender

- 58.06% Female
- 41.94% Male

Visitor Age

- 5.14 18 - 24
- 21.65% 25 - 34
- 18.43% 35 - 44
- 17.13% 45 - 54
- 19.91% 55 - 64
- 17.13% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 12/04/2018
 - Number sent: 52,058
 - Number opened: 8,139
 - Open rate: 15.72%
- TOURISM Santa Fe Marketing Report
 - Sent: 12/12/2018
 - Number sent: 1,133
 - Number opened: 339
 - Open rate: 30.35%
- Santa Fe Deals and Specials
 - Sent: 12/21/2018
 - Number sent: 34,355
 - Number opened: 5,722
 - Open rate: 16.69%
- TOURISM Santa Fe Sales Report
 - Sent: 12/26/2018
 - Number sent: 1,136
 - Number opened: 378
 - Open rate: 33.48%

**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

December was a very strong month for our social media efforts. Facebook saw the strongest month of the year with most every KPI reaching the highest point of the year. Facebook engagement and PTAT spiked by 158.7% and 140.5% respectively already strong November numbers. Referrals to santafe.org via Twitter also peaked this month.

We also enjoyed a banner month on our Instagram platform. Followers and engagement continue a strong upward trend, as December saw 5 of the top 6 highest performing Instagram posts in channel history.

Facebook

December 2018 Performance Metrics

- Total Page Followers: 66,913 (0.68% increase M/M)
- People Talking About This (PTAT): 17,283 (140% increase M/M)
- Engagement: 50,983 (158.7% increase M/M)
- Top Ranking Post: "One of Santa Fe's most beloved holiday traditions, the Canyon Road Farolito Walk, lights up the hearts and souls of thousands who promenade this famous path on Christmas Eve. Small, sand-filled, paper bags illuminated with votive candles line the historic neighborhood streets and adobe walls. Carolers gather around the farolitos (Spanish for paper lantern; diminutive of farol, lantern; from faro, lighthouse, lantern; from Latin pharus, from Pharos, Pharos) or luminarias (small bonfires), and sing for joy as they warm themselves, and our hearts, from the cold night. Throughout the night, carolers gather around the warmth of these gentle beacons of light and sing for joy. The Farolito Walk is free, and has become a celebrated tradition during this holiday season. The Canyon Road Farolito Walk starts around dusk on Christmas Eve. #TheCityDifferent"
 - Reactions: 862
 - Comments: 73
 - Reach: 59,613

Twitter

December 2018 Performance Metrics

- Followers: 13,887 (.52% increase M/M)
- Monthly Impressions: 70,900 (10.4 decrease M/M)
- Engagement: 735 (11.9% decrease M/M)
- Top Ranking Post: "White definitely suits us well #TheCityDifferent | SantaFe.org"
 - Impressions: 3445
 - Retweets: 20
 - Total engagements: 199

Instagram

December 2018 Performance Metrics

- Followers: 23,884 (2.85% increase M/M)
- Top Performing Post: Top Performing Post: "White definitely suits us well #TheCityDifferent | SantaFe.org"
 - Likes: 2891

Pinterest

December 2018 Performance Metrics

- Followers: 2,544 (0.59% increase M/M)

YouTube

December 2018 Performance Metrics

- Subscribers: 493 (1.02% increase M/M)
- Views: 2,582 (5.00% decrease M/M)

Santa Fe Insider Blog

December Blog Posts

- Total Blog Views: 12,750 (3.89% decrease M/M)
- Average Time on Blog: 3:17 minutes (1.01% decrease M/M)

6 January Events to Start the New Year Off Right!

- Posted December 7, 2018
- Views: 143

Santa Fe Spa Getaways for the New Year

- Posted December 12, 2018
- Views: 60

Santa Fe Artists in Residence

- Posted December 18, 2018
- Views: 405

Your 2019 Santa Fe Bucket List

- Posted December 20, 2018

- Views: 431

Top 5 Viewed Blog Posts in December

8 Reasons to spend NYE in Santa Fe

- Posted November 29, 2016
- Views: 1015

9 Santa Fe December Events to Enjoy The Season

- Posted October 31, 2017
- Views: 767

Santa Fe Winter Must-Do's

- Posted January 22, 2013
- Views: 720

15 Culinary Experiences to Excite Your Tastebuds

- Posted August 13, 2018
- Views: 917

12 Can't Miss Santa Fe Experiences

- Posted October 16, 2018
- Views: 609

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
Target market: New Mexico
Flight dates: 12/1/18-12/31/18
Impressions: 300,000
Media Cost: \$2,720.00



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

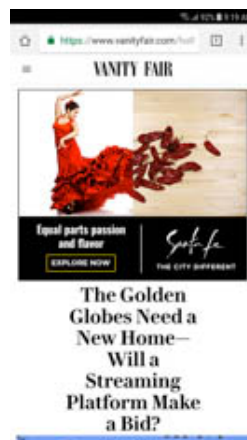
AdTheorent: Rich Media Mobile

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

Flight dates: 12/1/18-12/31/18

Impressions: 2,142,270

Media Cost: \$10,000.00



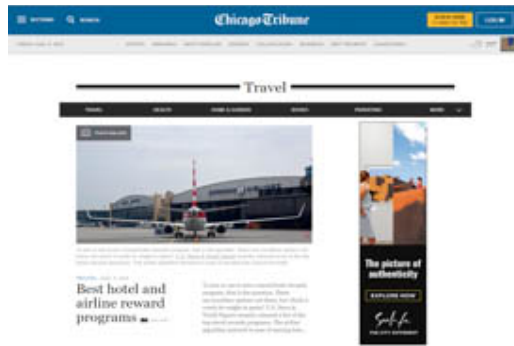
Adara: Programmatic Desktop/Mobile

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

Flight dates: 12/1/18-12/31/18

Impressions: 787,920

Media Cost: \$4,999.99



Go-NewMexico.com: Lead Generation/Sponsorship Page

Target market: people interested in traveling to Santa Fe

Flight dates: 12/1/18-12/31/18

Impressions: 17,189

Go Travel Sites sent 189 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: 12/1/18-12/31/18

Impressions: 393,683

Media Cost: \$5,363.04



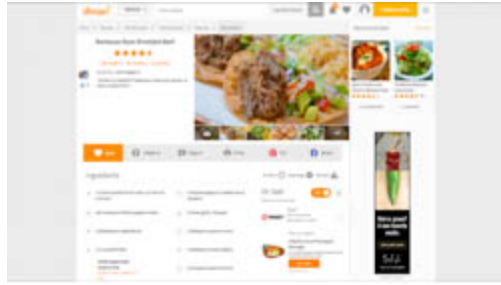
Varick Media: Program/PMP

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

Flight Dates: 12/1/18-12/31/18

Impressions: 1,959,405

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: 12/1/18-12/31/18

Impressions: 2,318,726

Media Cost: \$10,108.65



SEM

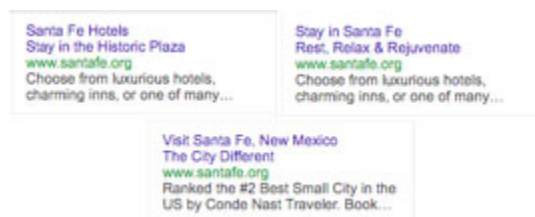
Google AdWords: Paid Search

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

Flight dates: 12/1/18-12/31/18

Impressions: 370,913

Media Cost: \$16,348.51



ARTISTS IN RESIDENCE

Varick Media: Programmatic/PMP

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

Flight Dates: 12/1/18-12/31/18

Impressions: 1,222,365

Media Cost: \$0.00 (added value)



ArtistsNetwork.com: Endemic Social Media Program

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

Flight Dates: 12/1/18-12/31/18

Impressions: 36,974

Media Cost: \$1,907.69



ARTnews: Print Magazine

Target Markets: National

Flight Dates: 12/1/18-12/31/18 (Winter Edition)

Impressions: 200,000 (plus bonus distribution at Art Basel)

Media Cost: \$3,750.00



Southwest Art: Print Magazine
Target Markets: National
Flight Dates: 12/1/18-12/31/18
Impressions: 30,000
Bonus Digital Impressions: 43
Media Cost: \$2,205.00



PUBLIC RELATIONS

Summary

A large mention in Travel Channel and syndicated articles drove a large percentage of the media value for December 2018. Fodor's Travel released its "Fodor's Finest" awards, accounting for 49% of the total media value for the month as many news outlets picked up coverage of the awards. Ten Thousand Waves was recognized in the category of "The Best Hotels in the USA" and the submission was recommended by journalist Andrew Collins, whom TSF hosted in 2016. Coverage this month included many holiday themed articles with 40% of the stories including holiday themes and highlighting holiday activities in the destination

Performance Metrics

December 2018

- **Pitches:** 41 (2% increase Y/Y)
- **Press Releases:** 1 (0% change Y/Y)
- **Media Visits:** 4 (33% decrease Y/Y)
- **Media Contacts:** 155 (5% decrease Y/Y)
- **Total Impressions:** 117,976,166 (29% decrease Y/Y)
- **Earned Media:** \$1,965,568 (32% decrease Y/Y)

2018 Year To Date

- **Pitches:** 625 (18% increase Y/Y)
- **Press Releases:** 18 (22% decrease Y/Y)
- **Media Visits:** 79 (11% decrease Y/Y)
- **Media Contacts:** 1814 (4% increase Y/Y)
- **Earned Media:** \$24,138,400 (33% decrease Y/Y)
- **Total Impressions:** 2,363,370,472 (26% decrease Y/Y)

Recent Accolades

Fodors Travel deemed Ten Thousand Waves as one of “The Best Hotels in the USA” on December

Forbes included Santa Fe in a list of the "14 Best Places to Travel in The US In 2019" on December

SmarterTravel recognized the destination as one of “The 12 Best Places to Travel in 2019” on December 27.

Visiting Press

Jean Chen, writer for **Asbury Park Press**, visited the destination December 7-9.

Alex Pulaski, writer for **The Washington Post**, visited the destination December 7-10.

Sarah Theeboom, writer for **NY Mag/AFAR**, visited the destination December 14-16.

Jeremy Pugh, writer for **Salt Lake Magazine**, visited the destination December 27-31.