



**OTAB Marketing Report
January 2019
Reported February 26, 2019**

EXECUTIVE SUMMARY

Key marketing highlights in January and February

1) [LAST CHANCE] Voting Alert: 2019 Travel + Leisure World's Best Awards

The **2019 Travel + Leisure World's Best Awards Survey** is 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 closes March 4, 2019.** Users can rate Santa Fe one time during this period.

2) Spring Break is Around the Corner: Call for More Spring Break Offers!

- 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 Featured on **Samantha Brown's Places to Love!**

- “If your job is to travel, where do you go on vacation?” Samantha Brown has two words for you: **Santa Fe!**
- The episode is airing now on National PBS stations across the country, but you can also view the episode on the show's website:
 - samantha-brown.com/episodes/season-2/santa-fe-new-mexico

4) 2019 Continues to See **Santa Fe Make Top Lists** in National Publications!

- Santa Fe was included on the list of the 10 Best Affordable Honeymoon Spots in the US by [Livability](#).
- [MovieMaker Magazine](#) released their 2019 list of best places to live and work as a moviemaker and Santa Fe is #3 on the list of small cities.
- Santa Fe was recognized in [TripAdvisor Travelers' Choice Awards](#) this year. Inn of the Five Graces was awarded #13 in a list of the Top 25 Small Hotels in the United States.
- Santa Fe was chosen by [TripAdvisor](#) as a Top Place to Visit in 2019.

5) The Santa Fe Margarita Trail Adds **NEW** Locations!

- **15 new margarita locations (2 more Coming Soon!)** are now available on the Official Margarita Trail App.
- 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 2/19/19)

- **1,924 Margarita Trail Apps have been downloaded** onto Apple or Android phones
- **3,540 Passports** have sold from the 3 TOURISM Santa Fe Visitor Centers
- **3,558 T-shirts** that have been redeemed by Passport holders earning 5 stamps
- **193 Copies** of The Great Margarita Book redeemed by Passport holders earning 20 stamps

- **113 Bartender Kits** redeemed by Passport holders earning all 31 stamps and completing the Trail
- **7,298 Passports have been ordered** by Margarita Trail establishments and partners

Public Relations (as of 2/19/19):

- **6** Press Releases
- **177** Journalist have experienced the Trail
- **\$5,401,432** amount of earned media

Social Media (as of 2/19/19)

- **440** Total Social Media Posts. This includes the following new posts since the last report: 3 Facebook, 1 Twitter, 1 Pinterest.

Partnership with Santa Fe County

To date in 2019, 336 **marketing collateral requests** for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

January 2019 Performance Metrics

Visits

- Total Sessions 106,754 (31.7% increase Y/Y)
- Unique Users 87,506 (32.4% increase Y/Y)
- Pages per Session 2.11 (14.6% decrease Y/Y)
- Average Time on Site 2:05 (21.3% decrease Y/Y)
- Conversion Rate 22.3% (30.9% increase Y/Y)

Visitor Gender

- 61.2% Female
- 38.8% Male

Visitor Age

- 4.5% 18 - 24
- 18.9% 25 - 34

- 15.3% 35 - 44
- 15.7% 45 - 54
- 21.4% 55 - 64
- 24.1% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 01/02/2019
 - Number sent: 53,389
 - Number opened: 8,537
 - Open rate: 16.0%
- TOURISM Santa Fe Marketing Report
 - Sent: 01/09/2019
 - Number sent: 1,132
 - Number opened: 347
 - Open rate: 30.7%
- Vote for Santa Fe and Win! (consumer)
 - Sent: 01/11/2019
 - Number sent: 64,555
 - Number opened: 12,106
 - Open rate: 18.7%
- Vote for Santa Fe and Win! (industry)
 - Sent: 01/15/2019
 - Number sent: 1,136
 - Number opened: 334
 - Open rate: 29.4%
- Santa Fe Deals and Specials
 - Sent: 01/18/2019
 - Number sent: 35,300
 - Number opened: 6,091
 - Open rate: 17.4%
- TOURISM Santa Fe Sales Report
 - Sent: 01/23/2019
 - Number sent: 1,136
 - Number opened: 421
 - Open rate: 37.2%
- Santa Fe: A Different Kind of Family Fun
 - Sent: 01/30/2019
 - Number sent: 65,885
 - Number opened: 11,617
 - Open rate: 17.6%

†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

After a record-breaking month in December, January numbers continued to hold strong. Facebook engagement and PTAT took a slight dip from last month, though website referrals continue to grow rapidly (162.8% increase M/M). Instagram continues to be the most rapidly growing platform, with # of followers increasing 2.95% M/M. YouTube video views also saw double digit growth (10.84%) in spite of no new video content being added. This can primarily be accounted for by an increased focus on video embeds in web and blog content, and shows strong potential for growth once new video content is added and incorporated in web efforts.

Facebook

January 2019 Performance Metrics

- Total Page Followers: 67,370 (0.68% increase M/M)
- People Talking About This (PTAT): 16,264 (5.9% decrease M/M)
- Engagement: 46,779 (8.25% decrease M/M)
- Top Ranking Post: "A Snowy Morning in Downtown Santa Fe". Video: Luke Fitch & Enchantment Aerials
 - Reactions: 923
 - Comments: 42
 - Reach: 96,508

Twitter

January 2019 Performance Metrics

- Followers: 14,028 (1.02% increase M/M)
- Monthly Impressions: 65,400 (7.76% decrease M/M)
- Engagement: 892 (9.44% decrease M/M)
- Top Ranking Post: "Sunset Glow-up #TheCityDifferent | SantaFe.org"
 - Impressions: 3813
 - Retweets: 5
 - Total engagements: 139

Instagram

January 2019 Performance Metrics

- Followers: 24,588 (2.95% increase M/M)
- Top Performing Post: Top Performing Post: "If these walls could talk! #TheCityDifferent | SantaFe.org"
 - Likes: 1340

Pinterest

January 2019 Performance Metrics

- Followers: 2563 (0.75% increase M/M)

YouTube

January 2019 Performance Metrics

- Subscribers: 493 (0.0% increase M/M)
- Views: 2,862 (10.84% decrease M/M)

Santa Fe Insider Blog

January 2019 Performance Metrics

- Total Blog Views: 16,265 (27.57% increase M/M)
- Average Time on Blog: 2:43 minutes (15.9% decrease M/M)

January 2019 Blog Posts

5 February Events to Fall in Love With

- Posted January 10, 2019
- Views: 400

Top 5 Viewed Blog Posts in January

Your 2019 Santa Fe Bucket List

- Posted December 20, 2018
- Views: 4306

15 Culinary Experiences to Excite Your Tastebuds

- Posted August 13, 2018
- Views: 2326

Most Instagram-able Locations in The City Different

- Posted October 12, 2018

- Views: 1298

How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 1075

Santa Fe Artists in Residence

- Updated December 18, 2018
- Views: 995

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
 Target market: New Mexico
 Flight dates: 1/1/19-1/31/19
 Impressions: 300,000
 Media Cost: \$2,720.00



Horizon Magazine
 Target market: National
 Flight dates: 1/1/19-1/31/19
 Impressions: 100,000
 Media Cost: \$4,500.00



New Mexico True Adventure Guide
 Target market: New Mexico
 Flight dates: 1/1/19-12/31/19
 Impressions: 500,000
 Media Cost: \$ 13,500.00

Santa Fe Can't-Miss Experiences

Top Santa Fe getaway idea to have. Start out this guide and start planning your trip today!

- THE HISTORIC SANTA FE PLAZA**
The heart of downtown Santa Fe for more than 400 years, the Plaza hosts art markets, community gatherings, concerts and more.
- THE RAILYARD & SANTA FE FARMERS MARKET**
One of Santa Fe's premier art districts, the Railyard is home to contemporary art museum, SOF Santa Fe, numerous art galleries and the award-winning Santa Fe Farmers Market.
- MUSEUM HILL**
Museum Hill is home to four major historic museums of Indian Arts & Culture, Wheelwright Museum of the American Indian, Museum of Spanish Colonial Arts, and the Museum of International Folk Art. The area is also home to the beautiful Santa Fe Botanical Garden.
- PERFORMING ARTS**
Santa Fe performing arts scene has a flair of its own, from the world-renowned Santa Fe Opera to the concerts at The Lane, Santa Fe Music Week and Chamber Music Festival.
- CANYON ROAD**
Michale Combs Road packs more than 100 galleries along a half-mile stretch. On Christmas Eve, the road is lit up with celebration and song in the "Town of Santa Fe."
- MEOW WOLF, HOUSE OF ETHERIAL RETURN**
Art like you've never seen it before. Meow Wolf's House of Eternal Return brings the collective vision of more than 200 artists to life in an immersive art experience.
- SANTA FE MINE & CHILE FIESTA**
This exciting series of events highlights the history of the silver mines that led to Santa Fe's many world-renowned artists, paired with the refinement and sophistication of wine from around the world.
- GEORGIA O'KEEFE MUSEUM**
The Georgia O'Keefe Museum is the single largest repository of O'Keefe's work in the world.
- SANTA FE MARGARITA TRAIL**
A Santa Fe original with 30+ amazing margaritas to savor in over 100 bars. Download the Margarita Trail app and start your journey. Get home up!
- SUMMER MARKETS**
Santa Fe's rich history shows all summer at markets — from July's International Folk Art Market and the vibrant Spanish Market to celebrating Santa Fe's native history at Indian Market.
- BURNING OF ZOUZORA**
This one of a kind cultural experience on Labor Day Weekend celebrates the city of old thoughts and imagines given for yet another year.

Santa Fe Discover everything that makes The City Different online and start planning your trip at santafe.org

BROADCAST

Samantha Brown Places to Love
 Target market: National
 Flight dates: 1/1/19-1/31/19
 Media Cost: \$ 50,000 (1/2 paid in FY18 & 1/2 paid in FY19)

"If your job is to travel,
where do you go on vacation?"

Samantha Brown has two words for you: **Santa Fe!**

"I love 'The City Different' not only for its desert beauty, but its constant reminders that the colonists weren't the first Americans. It's also a wonderful example that a world-class art scene can be altitude-free. Most importantly, at an elevation of 7,000 feet one margarita goes a lot further!"

Read more on [Why Santa Fe is a Place to Love](#).

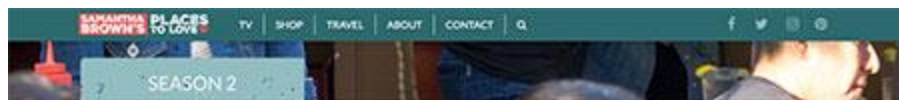
The episode will air locally on the following dates so be sure to tune-in or set your DVR!

KENW3 on Feb 9 at 8 p.m.
KNMD9 on March 8 at 9:30 p.m.



PLACES TO LOVE: SANTA FE, NEW MEXICO

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Fin is a city that began as the original cultural crossroads of the United States. Santa Fe is home to a confluence of Native American, Spanish, western and eastern influences. Here, traditions are strong and artistic boundaries are pushed. Out of all the places Fin traveled, I return here again and again. Whether it's the light, the art scene, or the margaritas, I'm simply drawn to The City Different. Here's why Santa Fe is a place to love.



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

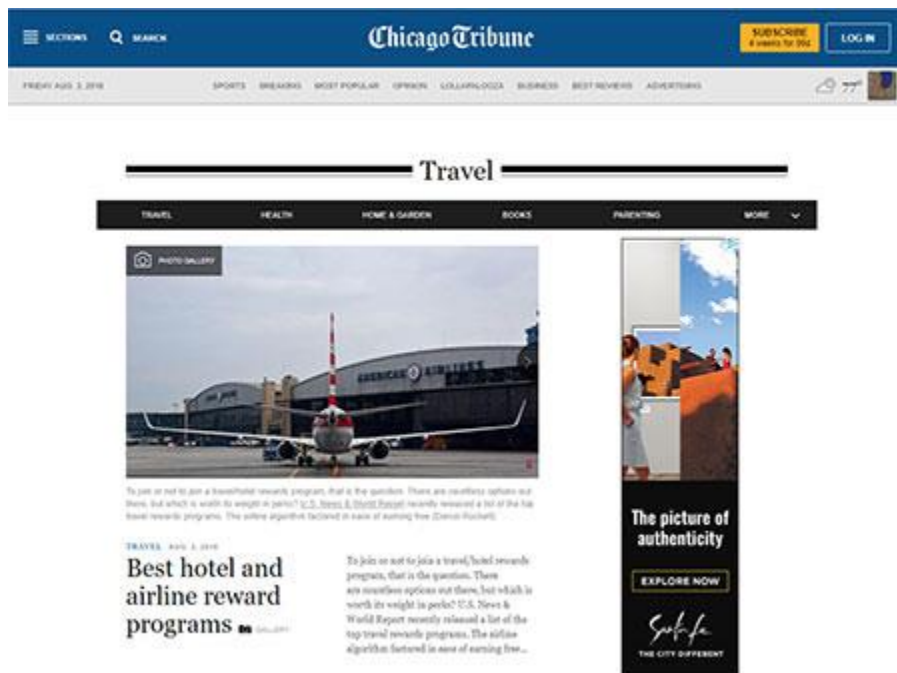
Flight dates: 1/1/19-1/31/19

Impressions: 2,145,713

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: 1/1/19-1/31/19
 Impressions: 792,464
 Media Cost: \$4,999.99



Go-NewMexico.com: Lead Generation/Sponsorship Page
 Target market: people interested in traveling to Santa Fe
 Flight dates: 1/1/19-1/31/19
 Impressions: 15,987
 Go Travel Sites sent 340 names, emails and addresses to Santa Fe

Media Cost: \$208.33



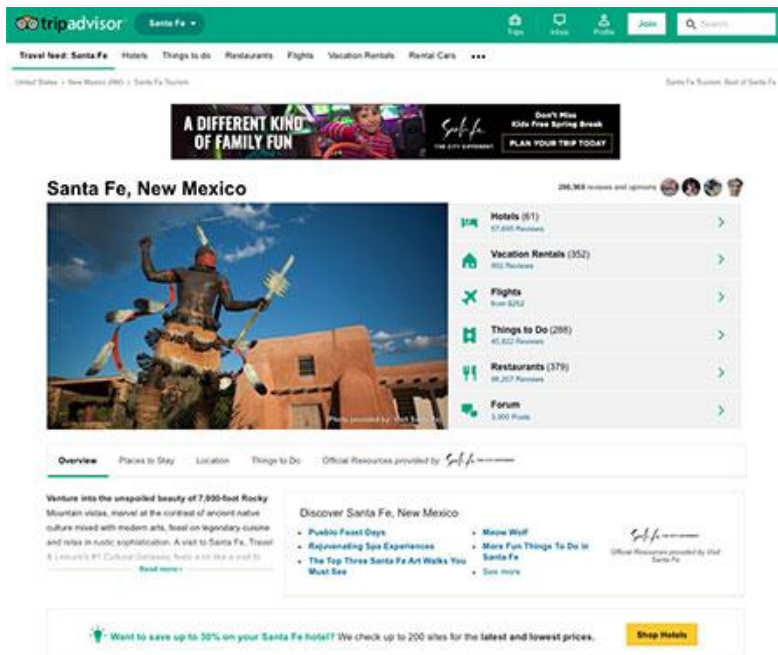
TripAdvisor: Sponsorship/Content

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

Flight dates: 1/1/19-1/31/19

Impressions: 419,918

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: 1/1/19-1/31/19
Impressions: 2,177,135
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: 1/1/19-1/31/19
Impressions: 493,720
Media Cost: \$10,108.85

SEM

Google AdWords: Paid Search
Target market: National (Branded), Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 1/1/19-1/31/19
Impressions: 276,511
Media Cost: \$14,409.98

ARTISTS IN RESIDENCE

Varick Media: Programmatic/PMP
Target Markets: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight Dates: 1/1/19-1/31/19
Impressions: 1,935,227
Media Cost: \$5,312.49



ArtistsNetwork.com: Endemic Social Media Program

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

Flight Dates: 1/1/19-1/31/19

Impressions: 168,280

Media Cost: \$ 1,907.69



ARTnews: Print Magazine

Target Markets: National

Flight Dates: 11/1/18-2/28/19 (Winter Edition)

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

Media Cost: \$3,750.00

KIDS FREE PROMO

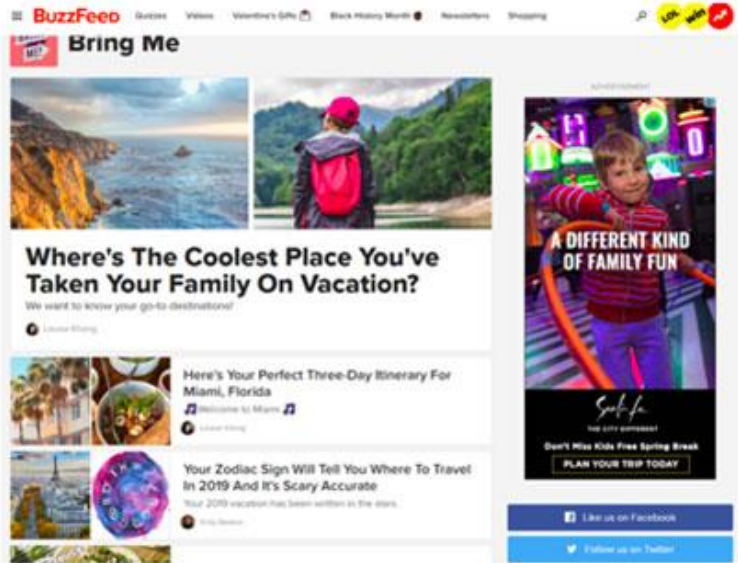
Varick Media: Programmatic/PMP

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

Flight Dates: 1/1/19-1/31/19

Impressions: 1,532 523

Media Cost: \$6,888.88



MediaMax

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

Flight Dates: 1/1/19-1/31/19

Impressions: 449,300

Media Cost: \$5,454.55



PUBLIC RELATIONS

Summary

With the premiere of Samantha Brown's "Places to Love" Season Two in January and the Santa Fe episode beginning to air on January 23, 2019, there were a number of articles published relating to the show. These articles drove 17% percent of the total articles and 41% percent of the total media value for January 2019. The full [Santa Fe episode](#) is available to watch online.

January 2019 was a strong month for earned media coverage; however, when comparing the totals with January 2018 we see a significant decrease year over year in the earned media value total yet a much lesser decrease in total impressions. In January 2018, more than \$ 2,000,000 of the advertising equivalency value resulted from coverage in the winter issue of Weston Magazine Group, a regional NYC/Connecticut based magazine in which Santa Fe feature story coverage appeared in 12 regional editions. This coverage had a large media value impact, but not a correspondingly large circulation or total impressions. In 2019 we did not have comparable high-value coverage. There were also two major USA Today placements in 2018, which were both worth more than \$ 635,000. The outlet has restructured, and those opportunities are no longer available.

Performance Metrics

January 2019

- **Pitches:** 260 (2% increase Y/Y)
- **Press Releases:** 1 (50% decrease Y/Y)
- **Media Visits:** 10 (100% increase Y/Y)
- **Media Contacts:** 183 (6% increase Y/Y)
- **Total Impressions:** 132,000,805 (21% decrease Y/Y)
- **Earned Media:** \$ 1,001,589 (81% decrease Y/Y)

2019 Year To Date

- **Pitches:** 260
- **Press Releases:** 1
- **Media Visits:** 10
- **Media Contacts:** 183
- **Total Impressions:** 132,000,805
- **Earned Media:** \$ 1,001,589

Recent Accolades

Santa Fe was included on the list of the 10 Best Affordable Honeymoon Spots in the US by **Livability**.

MovieMaker Magazine released their 2019 list of best places to live and work as a moviemaker and Santa Fe is #3 on the list of small cities.

Santa Fe was recognized in **TripAdvisor Travelers' Choice Awards** this year. Inn of the Five Graces was awarded #13 in a list of the Top 25 Small Hotels in the United States.

Santa Fe was chosen by **TripAdvisor** as a Top Place to Visit in 2019.

Visiting Press

Allison Arthur, writer for **Dishing Jackson Hole/Park City**, visited the destination January 9-12, 2019.

Hunter Braithwaite, writer for **American Way**, visited the destination January 17-20, 2019.

Janis Turk, writer for **Buick "B" Magazine**, visited the destination January 20-23, 2019.

The following media visited January 30- February 3, 2019 as a part of the Ski Santa Fe FAM:

- **Unofficial Networks** – Tim Konrad
- **The Brave Ski Mom** – Kristin Lummis
- **The Snowboarder's Journal** – Ben Shanks Kindlon
- **The Ski Journal** - Andrew Marshall
- **Matador Network** – Matt Meltzer
- **Shauna Farnell** – Freelance (Thrillist, Men's Journal, 5280)
- **Irwin Curtin** – Freelance (Los Angeles Times/Dallas Morning News)