

City of Santa Fe, New Mexico

memo

July 24, 2014

To: Mayor Javier Gonzales & City Councilors

Via: Brian Snyder, City Manager

From: Randy Randall, Executive Director, Tourism Santa Fe



Subject: Request for Funding for Promotional Marketing for the Bachelor

TOURISM Santa Fe is requesting approval of not to exceed \$100,000.00 from CVB Reserves to be used to support a marketing joint venture with NMTD (\$50,000), a local hotel and various tourism related businesses for the production of an episode of the ABC 2015 Bachelor television series. This project would highlight Santa Fe and New Mexico as a premier destination with over 14.7 million viewers weekly. Strategic marketing criteria for consideration:

- #1 Program for ABC women 18-34
- Over 12 years on Air
- 28 Combined Seasons (Bachelor & Bachelorette)
- Top 10 Reality Broadcast Program
- Airs in over 235 countries & territories world wide
- Over 1 Million Facebook Likes
- #1 Broadcast show on Twitter on Mondays
- Additional Exposure Platforms:
 - Jimmy Kimmel Live!
 - Good Morning America
 - Ellen
 - Kelly & Michael
 - The View
 - E!
 - Access Hollywood
 - Extra
 - Entertainment Tonight
- Print & Online Media
 - People
 - US Weekly
 - InStyle
 - Entertainment Weekly
 - TV Guide

TestimOnials

The BACHELOR

The BACHELOR OFFERTS

Past Partners

The Bachelor Franchise is grateful to travel and explore the world through the art of television production. It is through the unique platform of the show and dedicated viewers that *The Bachelor* and *The Bachelorette* are able to feature destinations and hotels while showcasing culture and tourism in the process.

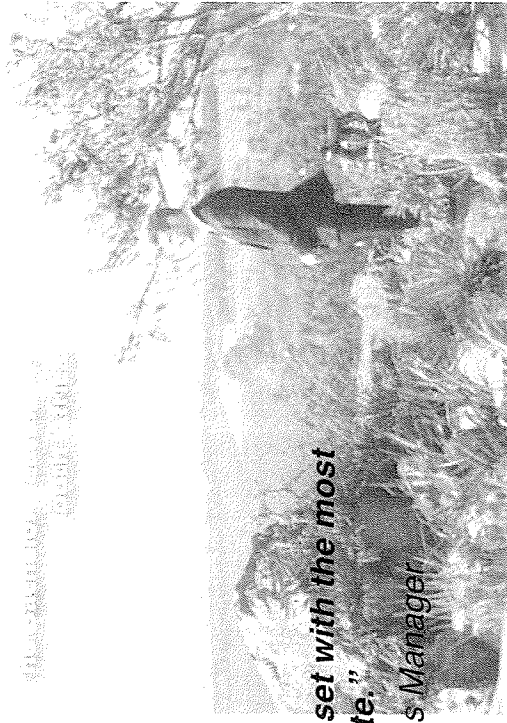
Traveling the world to find love isn't easy, partners like these make it happen...

"The advertorial exposure provided to Fiji was well in excess of USD 21M...equivalent to 15 years of our marketing budget for our North American Market! Approximately \$250K delivered in terms of sales directly relating to Bachelorette Package. A 30% increase in occupancy in 2011."

Tourism Fiji, Ili Matatolu, Regional Director



The Bachelorette Season 7
Fiji



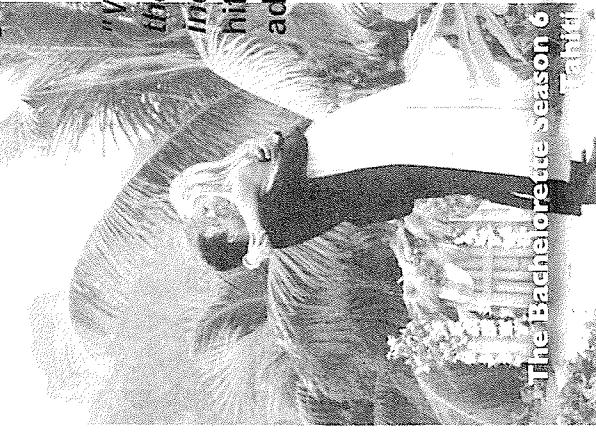
The Bachelorette
Season 6
Tahiti

"SouthAfrica.net sustained 50% increase in website traffic from campaign onset with the most visitors ever in a single day at over 17,000 the day following episode air date."

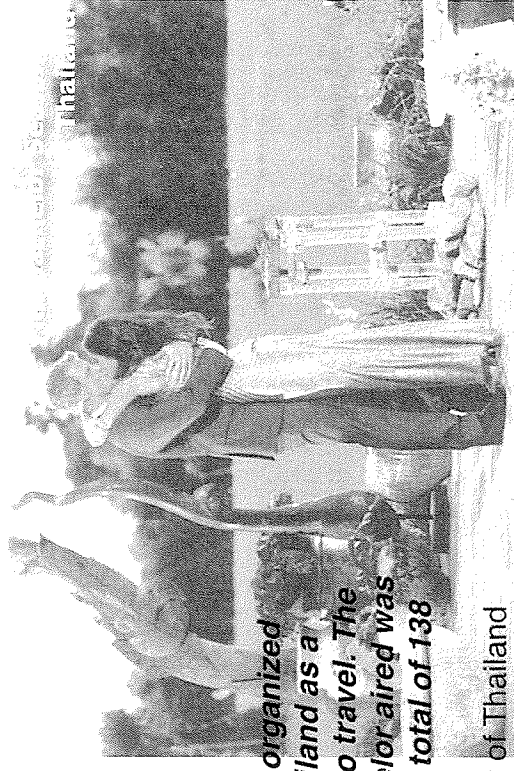
David DiGregorio, South African Tourism, Marketing & Communications Manager

"We actually had to increase the bandwidth on our site to accommodate the web traffic. The day of the Tahiti episode our web visits increased 560% year over year. For the Bora Bora finale, they increased 640%. In addition to the exposure received from the actual show, we received over 430 hits from print and online publication, reaching more than 115 million people and offering an advertising value equivalent of over 30 Million USD."

Tahiti Tourisme North America, Jonathan Reap, Director of Communication



The Bachelorette Season 6
Tahiti



The Bachelorette
Season 6
Tahiti

"The Bachelor team is the most professional and extremely organized from beginning to finish. The show definitely portrayed Thailand as a romantic/honeymoon destination and really inspire people to travel. The results of media coverage Thailand received after the Bachelor aired was tremendous - both online and in print was very impressive - total of 138 media placements (with TOTAL REACH: 638,339,477)."

Kedsarin Hasenfus, Public Relations Manager, Tourism Authority of Thailand

"Curacao has been mentioned in more than 950 media placements and has gained almost 1.5 Billion impressions with a media value of almost 270 million dollars. Our colorful Dutch Caribbean island was able to shine and truly show its beautiful colors on the show providing the most breathtaking backdrop."

G. Kabbara, Curacao Tourist Board, CEO



"Money can't buy the kind of exposure The Bachelor has given New Zealand."

George Hickton, Tourism New Zealand, CEO



"The feedback from media, travel agents, and tour operators was phenomenal. In addition to the forecasted viewers on TV and online, our own website experience a triple digit increase. Our Swiss and American partners saw direct sales, and with year-end statistics coming in, a 20% increase in American visitors."

Ursula Beamish-Mader, Switzerland Tourism, Media Relations Manager

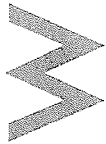


"This project has given Antigua & Barbuda a tremendous boost in terms of public relations, market profile, and exposure to millions of viewers within the island's travel demographic."

Larry Basham, Elite Island Resorts, Chief Operating Officer

"We were thrilled with the exposure The Bachelorette brought to The May Fair Hotel. The Bachelorette allowed The May Fair Hotel to reach desirable audiences in a cost effective way. We could have never paid for that type of exposure"

Elisa Fershtadt, The May Fair Hotel, Senior Vice President Public Relations



"The exposure tripled internet traffic, boosted bookings and increased occupancies in the aftermath of the show's airing."

W Vieques Island Retreat and Spa, Puerto Rico

RETREAT & SPA

VIEQUES ISLAND

The Bachelor Season 16

"Our website received 17000 visitors in the first day after airing, and we received nearly 200 direct inquiries, so it has been phenomenal for us."

Peter-John Scott Lion Sands, Sales & Marketing Director



Jalousie
Plantation

The Bachelor Season 14

"The Jalousie Plantation, Sugar Beach was delighted to partner with The Bachelor, which resulted in significant spikes in unique visitors to our website in the hours immediately after episode airing. As a result of our involvement in The Bachelor, coupled with other North American marketing initiatives, we have seen a boost in US Tourist arrivals over the months following our Bachelor appearance."

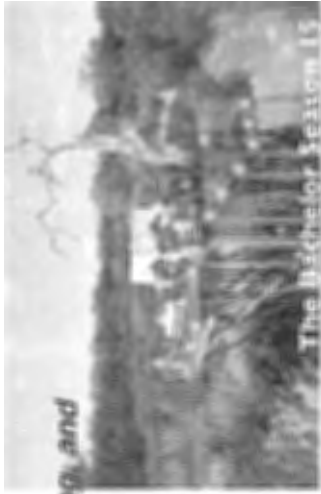
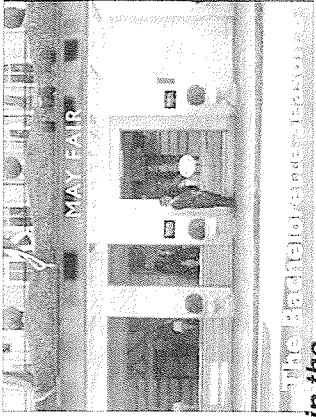
Molly McDaniel, The Jalousie Plantation St. Lucia, Director of PR

"We had a very positive experience working with ABC's The Bachelor and thus far have been pleased with the results. The beautiful scenic shots and profiling of our property and destination was in line with what we had requested and believe it showcased our magnificent destination in a beautiful light to the millions of viewers."

Gregor Resch, The Fairmont Chateau Lake Louise, General Manager

"After the airing of the first season finale episode on July 29, 2013, Elite Island Resorts had a web traffic increase of 856%. Similarly, Elite had a web traffic increase of approximately 800% after part two of the season finale. We also saw an increase in social media traffic, and increased our online fan base."

Larry Basham, Elite Island Resorts, Chief Operating Officer



"Thank you for the beautiful Taiwan episode with high production value. After the episode aired, we have received quite a few positive responses and inquiries. We also welcome future opportunities to bring The Bachelor to Taiwan."

Trust Lin, Taiwan Tourism Bureau, Director

"With 25 years of experience in the resort business I have never encountered a more powerful marketing tool than the filming of ABC's The Bachelor Episode at The Springs Resort & Spa. The effects are instantaneous with the airing of the show but also have a dramatically long lifespan. We received over 40,000 emails requesting information and immediate reservations within the first 48 hours of the show's airing on February 7, 2011. However, exactly two years later, in January of 2013 we see by our website statistics that 280 potential guests looked up our website with search terms directly related to the Bachelor. It is impossible to exactly define the additional revenues generated from the program but I am personally quite confident that it is in the millions of dollars."

Lee Banks, The Springs Resort & Spa Costa Rica, Owner

"Our web statistics were about 8 times the normal visitors! Average page views were 6.75 and the average time on the site was 3:59! The exposure was amazing, not only the amazing footage on the show, but all the PR that has surrounded it."

Dave Lyon, Cuisin Art Resort & Spa Anguilla, Director of Sales

"Our experience was a good one, I was surprised how compact the production was, and the actual filming was very low key. Always consciously aware of our guests and communicated well. From the point of view of exposure we have already seen benefits...especially in the honeymoon market. I suppose the acid test would be 'would you do it again?' and my answer would be an overwhelming YES!"

Ross Stevenson, Cap Maison Luxury Villa Resort & Spa, General Manager

