



**OTAB Marketing Report
March 2019
Reported April 23, 2019**

EXECUTIVE SUMMARY

Key marketing highlights in **March and April**

1) Summary of Q1 2019 (CY) Marketing Results (Full report is included in the packet.)

Paid Media – Key Insights

Q1 2019 marked the third quarter of TSF FY19 fiscal budget; Campaign initiatives that ran during Q1 include FY19 Core, FY19 *Artists in Residence*, and FY19 *Kids Free Spring Break*

- Total Q1 media spend was \$259,301 (+41% Q/Q, +81% Y/Y) and total impressions delivered were 31.5M (+5% Q/Q, +40% Y/Y); quarter-over-quarter increases in spend and impressions largely due to the presence of promotional campaigns
- All paid print insertions, including the 2019 edition of New Mexico's True Adventure Guide, New Mexico Magazine (x3), Horizon Magazine sponsorship, and L.A. Parent (inc. to support Kids Free Promo) resulted in an estimated 815,000 impressions
- Samantha Brown's "Places to Love: Santa Fe" aired on PBS in January, and remains on the PBS website indefinitely; reach/impression count unavailable at this time
- The Core match-cut digital creative has performed at a 0.66% CTR (-10% Q/Q) and 0.49% CVR (+20% Q/Q) for all tactics combined
 - Music, Fine Dining and Chile creatives are the top performers of all digital executions
- The new Spring 2019 CTV/OTT campaign through VideoAmp launched on March 27 with a new version of the :30 video spot and targeted to in-market travelers in priority and drive markets who are more likely to have been exposed to the NMTD "True" campaign
 - As of March 31, there were 94,676 completions delivered and 86% video completion rate (80% benchmark)
- The mobile rich media units involving the 360 degree "gallery" has been performing extremely well with a 35.5% engagement rate (compared to 11.47% ER from Spring 2018 rich media campaign) and 20s avg time spent (vs. 18s from Spring 2018 RM)
 - Most users have engaged with the Culture video (1,058), followed by Outdoor (832) and Retail (673)
- The native display campaign, which is running through Pulsepoint and promoting the Santa Fe blog content, has resulted in over 143K engagements, over 71K clicks and a 2:19 avg time on page (1:01 benchmark)

- Article scroll depth - which measures how far down the page a user scrolls – is over 57% which is higher than the 43% benchmark, meaning the content has been engaging enough to the users visiting the site
- Paid Search performance continues to excel with ongoing optimizations, with a +28% increase in CTR Q/Q (1.75% in Q1 vs. 1.37% in Q4)
- The FY19 *Artists in Residence (AiR)* campaign concluded in February with a total of 2.6M impressions, 2.1K clicks (0.08% CTR) and nearly 3K website visits (0.10% CVR) generated during Q1
- The AiR campaign generated a total of 814 entries to the Experience Giveaway, which was 18.3% higher than FY18's result (688 entries) with only a 10% increase in spend; Success can be attributed to the following factors:
 - Introduction of additional media channels including print and digital content with endemic partners such as ArtistsNetwork and Art News
 - Earlier launch of campaign that began in September vs November
 - Visually appealing ads that included photos of 'human elements' with strong call to actions
- The FY19 *Kids Free Spring Break* promotion began in January and has resulted in 5M impressions, 18.3K clicks (0.36% CTR) and over 16K website visits (0.32% CVR)
 - The article "9 Kid Friendly Spring Break Adventures in Santa Fe" that ran on FamilyVacationCritic.com launched on February 4th and resulted in 6,653 article reads, 472 clicks (7.09% CTR; 1.10% benchmark) and 53 seconds of average read time (36 seconds benchmark; the most link clicks were on the "La Fonda", "Wildlife West", and "Ski Santa Fe" hyperlinks
 - Highest action rates, including CTR and searches/bookings are stemming from the private marketplace placements (PMPs) through the Varick campaign which is targeted "Moms with children ages 6-11"
- Adara Impact Analytics has reported 940 hotel bookings and 1,880 flight bookings in Q1 with an estimated \$289,113 in hotel revenue generated by attributable advertising efforts this quarter (+59% Q/Q inc.); this is a significant increase from Q4
- Adara Analytics points out the couples travelers spent the most per night on average (\$153) and made up the highest percentage of hotel booking itineraries (45% of total travelers) in Q1 2019
 - 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 – Key Insights

Advertising Delivery Results

- Campaign impressions decreased -40% Y/Y with a -81% increase in media spend Y/Y.
- Higher spend to impression ratio (measured by CPM) mostly the result of Samantha Brown partnership which was \$50,000 but no measured impressions at this time.

Website [Q1 Y/Y Change]

- Total Sessions: 318,880 [UP 23% Y/Y]
- Unique Users: 259,677 [UP 23.6% Y/Y]
- Average Pages Per Session: 2.20 [DOWN 10.6% Y/Y]
- Average Time on Site: 2:10 [DOWN 18% Y/Y]
- Conversion Rate: 22.9% [UP 7.8 Y/Y]

Traffic was up 23% Y/Y, led by a massive increase in Display traffic (up 31K% Y/Y) and more modest gains in Paid Search (up 134% Y/Y), Other (up 102.77% Y/Y - mainly from advertising), and Social (up 34% Y/Y). Retention statistics are down slightly Y/Y, typical for non-organic traffic. Conversion rates continued to improve Y/Y. The number of 65+ visitors increased 20% Y/Y at the expense of the 18-24 age group. Mobile/tablet traffic made up 59% of visitors vs. 50% in Q1 2018. Traffic from major geographic locations improved across the board with the exception of NM (down 5.5% Y/Y). City Different traffic continues to decline, and What's Happening fell out of the top 10 pages for the first time (#12).

Public Relations [Q1 Y/Y Change]

- Pitches: 366 (UP 4% Y/Y)
- Press Releases: 3 (DOWN 25% Y/Y)
- Media Visits: 19 (UP 5.6% Y/Y)
- Media Contacts: 524 (UP 5.4% Y/Y)
- Earned Media: \$6,037,071 (DOWN 31.1% Y/Y)
- Earned Media Impressions: 729,917,060 (UP 53% Y/Y)

In Q1 2019, we had a strong start to the year for the reach of our earned media, finishing the quarter with 729,917,060 media impressions, up 53% over 2018. There were a number of special projects that generated strong coverage over this period, including the premiere of Samantha Brown's "Places to Love" Santa Fe episode in January, a Ski Santa Fe group press trip and a desk side visits in Tucson, Phoenix and New York City for PR Manager Joanne Hudson to promote the destination to top editors. Throughout the three cities, Hudson met with editors from CNN Travel, Forbes, Conde Nast Traveler, Tucson Lifestyle, Arizona Republic and many others. Although the impressions were up over 2018, the advertising value was down 31.1%. This can be attributed to an increase in total placements but with lower advertising values.

The Santa Fe episode of Places to Love began airing on January 23, 2019 and generated a number of articles relating to the show. Three of the Ski Santa Fe press trip participants produced coverage within three weeks of attending the trip providing an extremely quick return on hosting.

Social Media [Q1 Y/Y change]

- Facebook Followers: 68,284 [UP 7.7% Y/Y]
- Facebook Engagement: 116,754 [UP 32.8% Y/Y]
- Twitter Followers: 14,203 [UP 5.9% Y/Y]
- Twitter Engagement: 2,842 [UP 40.2% Y/Y]
- Twitter Impressions: 207,900 [UP 4.6% Y/Y]
- Instagram Followers: 25,543 [UP 24.6% Y/Y]
- Pinterest Followers: 2,594 [UP 7.4% Y/Y]
- YouTube Subscribers: 506 [UP 28.7% Y/Y]
- YouTube Views: 8,170 [DOWN 20.6% Y/Y]

2019 got off to a bright start, with significant increases across almost all social media KPIs. Greater focus has been put on identifying and creating engaging content that also drives traffic to SantaFe.org. The results of this focus can be seen in the spike of website referrals (268.5% from Facebook, 47.5% from Twitter) and engagement (32.8% on Facebook, 40.2% on Twitter).

Blog [Q1 Y/Y change]

- Page Views: 49,831 [UP 240.3% Y/Y]
- Average Time on Blog: 2:08 [DOWN 34.8% Y/Y]
- Website Referrals: 5.8% [DOWN 3.2 Y/Y]

Blog traffic is up 240.3% Y/Y. Time on site has decreased by 34.8%, though still remains above the 2-minute benchmark. The 15 Culinary Experiences blog was dethroned by the Santa Fe Bucket List content as the most visited post, with 12,605 visits for the quarter.

Email Newsletter (Averages) [Q1 Y/Y change]

- **Consumer: Happenings**
Number Sent: 162,233 [UP 11.9% Y/Y]
Happenings Open Rate: 16.8% [DOWN 0.7% Y/Y]
- **Consumer: Deals & Specials**
Number Sent: 109,781 [UP 23.6% Y/Y]
Deals & Specials Open Rate: 18% [DOWN 0.6%]
- **Industry: Marketing Report**
Number Sent: 3,433 [UP 1.7% Y/Y]
Marketing Report Open Rate: 36.0% [UP 5.2 Y/Y]
- **Industry: Sales Report**
Number Sent: 3,451 [UP 2.6% Y/Y]

Sales Report Open Rate: 37.4% [UP 5.3 Y/Y]

Consumer: newsletter list size grew more than projected, with Deals and Specials growing by almost 25% Y/Y. Engagement fell slightly Y/Y, with open rates dropping about 0.5%.

Industry: newsletter list size grew slightly while engagement increased significantly with open rates rising over 5%.

Newsletters delivered 3.7% of site traffic, up 20% from Q4 2018, and up 42% Y/Y.

2) Santa Fe Artists in Residence Program Results

Program Period: November 1, 2018 – February 28, 2019

Participants: Eight hotels and three galleries featured 49 artists

Note: The 2017/18 promotion featured 14 Hotels and 70 Artists. Gallery participation was introduced for the first time during the 2018/19 promotion.

- **Advertising/Paid Media**
 - **Total Campaign Budget:** \$36,524 (including a net media budget of \$28,750 + fees)
Note: The 2017/18 Total Campaign Budget was \$35,000 (including a net media budget of \$31,525 + fees).
 - **Advertising Campaign Time Frame:** September 24, 2018 – February 7, 2019
Note: Paid advertising was in market 5 weeks before the 2017/18 AIR campaign.
 - **Tactics:** Endemic (Print and Digital): ArtNews, Artists Network, Southwest Art and programmatic display through Varick
 - **Total Impressions:** 8,552,037 (DOWN 5.38% Y/Y)
- **Promotional Landing Page**
 - **Total Page Views:** 12,105 (UP 3.9% Y/Y)
Note: The Promotional Landing Page for the 2018/19 AIR promotion was launched on 9/21/18, approximately one month earlier than the 2017/18 campaign.
 - **Average Time on Page:** 4:07 (UP 25% Y/Y)
 - **Top Three Geo-Locations Driving Traffic:** Dallas (6.12% of traffic); Denver (4.81% of traffic); Albuquerque (4.43% of traffic)
- **Public Relations**
 - **Pitches:** 48 individual pitches, desk side pitches and HARO's
 - **Press Release:** 11/1/18 "Santa Fe Artists in Residence Program Returns to Hotels, add Galleries for Second Year"
- **Social Media (Un-Paid)**
 - **Posts:** 11 Facebook and 5 Twitter Post for a Total Reach of 31,156
 - **Blog:** 10/22/18 "Santa Fe Artists in Residence"; 1,928 Total Page Views

3) 2019 Continues to See **Santa Fe Make Top Lists** in National Publications!

- Matador Network awarded Santa Fe "[The best spring break destination in every state](#)" on March 11.
- Apartment Therapy awarded Santa Fe the "[Best Local Spring Break Spot in Every State Across the U.S.](#)" on March 15.
- Travel + Leisure awarded Santa Fe one of the "[Best Places to Travel in June](#)" on March 19.

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 4/17/19)

- **2,145** Margarita Trail Apps have been downloaded onto Apple or Android phones
- **11,584** paper Passports have sold at our Visitor Centers and by partners
- **3,584** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **71** people are members of the Margarita Society
- **194** Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- **117** Bartender Kits have been redeemed by Passport holders

Public Relations (as of 4/17/19):

- **6** Press Releases
- **185** Journalist have experienced the Trail
- **\$5,558,450** amount of earned media

Social Media (as of 4/17/19)

- **451** Total Social Media Posts. This includes the following new posts since the last report: 2 Facebook, 2 Twitter, 1 Blog Article.

Partnership with Santa Fe County

To date in 2019, 966 **marketing collateral requests** for Santa Fe County have been processed and fulfilled.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

March 2019 Performance Metrics

Visits

- Total Sessions 117,567 (14.7% increase Y/Y)
- Unique Users 95,449 (16.0% increase Y/Y)
- Pages per Session 2.17 (9.0% decrease Y/Y)
- Average Time on Site 2:14 (13.0% decrease Y/Y)
- Conversion Rate 27.7% (120.8% increase Y/Y)

Visitor Gender

- 58.7% Female
- 41.3% Male

Visitor Age

- 5.4% 18 - 24
- 21.2% 25 - 34
- 17.7% 35 - 44
- 17.0% 45 - 54
- 19.8% 55 - 64
- 19.0% 65+

Newsletters

- Santa Fe Happenings
 - Sent: 03/06/2019
 - Number sent: 54,531
 - Number opened: 9,502
 - Open rate: 17.4%
- TOURISM Santa Fe Marketing Report
 - Sent: 03/13/2019
 - Number sent: 1,162
 - Number opened: 483
 - Open rate: 41.6%
- Santa Fe Deals and Specials
 - Sent: 03/22/2019
 - Number sent: 37,754
 - Number opened: 6,867
 - Open rate: 18.2%
- Santa Fe: A Spring Break in Santa Fe
 - Sent: 02/26/2019

- Number sent: 29,027
 - Number opened: 6,797
 - Open rate: 23.4%
- TOURISM Santa Fe Sales Report
 - Sent: 03/27/2019
 - Number sent: 1,167
 - Number opened: 476
 - Open rate: 40.8%

†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 slight downtick in February, performance metrics rebounded strongly in March. Facebook engagement and PTAT saw strong growth, with 77.5% and 48.7% increases respectively M/M. Twitter also saw a swell in impressions (30.96% increase M/M) and engagement (50.6% increase M/M). Instagram continued to be the quickest growing platform, with a 1.7% increase in followers this month.

Facebook

March 2019 Performance Metrics

- Total Page Followers: 68,284 (0.92% increase M/M)
- People Talking About This (PTAT): 14,852 (77.5% increase M/M)
- Engagement: 41,835 (48.7% increase M/M)
- Top Ranking Post: "From mining town, to ghost town, to artist's haven. Come explore the history of the Turquoise Trail in Madrid, just a short drive south of #TheCityDifferent bit.ly/TurquoiseTrailMadrid"
 - Reactions: 900
 - Comments: 80
 - Reach: 33,929

Twitter

March 2019 Performance Metrics

- Followers: 14,203 (.69% increase M/M)
- Monthly Impressions: 80,800 (30.96% increase M/M)
- Engagement: 1172 (50.6% increase M/M)

- Top Ranking Post: "Santa Fe has always been a mecca for those who love margaritas— so it's only fitting that Santa Fe has come to create The Santa Fe Margarita Trail. bit.ly/2hdQyJi #TheCityDifferent"
 - Impressions: 2,215
 - Retweets: 13
 - Total engagements: 87

Instagram

March 2019 Performance Metrics

- Followers: 25,543 (1.79% increase M/M)
- Top Performing Post: "Spring has sprung in Santa Fe. #TheCityDifferent | SantaFe.org"
 - Likes: 2,383

Pinterest

March 2019 Performance Metrics

- Followers: 2,594 (0.74% increase M/M)

YouTube

March 2019 Performance Metrics

- Subscribers: 506 (1.61% increase M/M)
- Views: 2,700 (3.53% decrease M/M)

Santa Fe Insider Blog

March 2019 Performance Metrics

- Total Blog Views: 19,244 (34.4% decrease M/M)
- Average Time on Blog: 2:50 minutes (220.8% decrease M/M)

March 2019 Blog Posts

[The Kids are Free for Your Families Santa Fe Spring Break](#)

- Posted March 5, 2019
- Views: 64

[Santa Fe's Performing Arts Take Center Stage This Spring](#)

- Posted March 13, 2019

- Views: 37

4 Don't Miss Trails in Santa Fe County

- Posted March 19, 2019
- Views: 489

Top 5 Viewed Blog Posts in March

Your 2019 Santa Fe Bucket List

- Posted December 20, 2018
- Views: 6,393

How to spend a perfect weekend in Santa Fe, NM

- Posted June 26, 2018
- Views: 3,226

Santa Fe Artists in Residence

- Updated December 18, 2018
- Views: 1,180

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 874

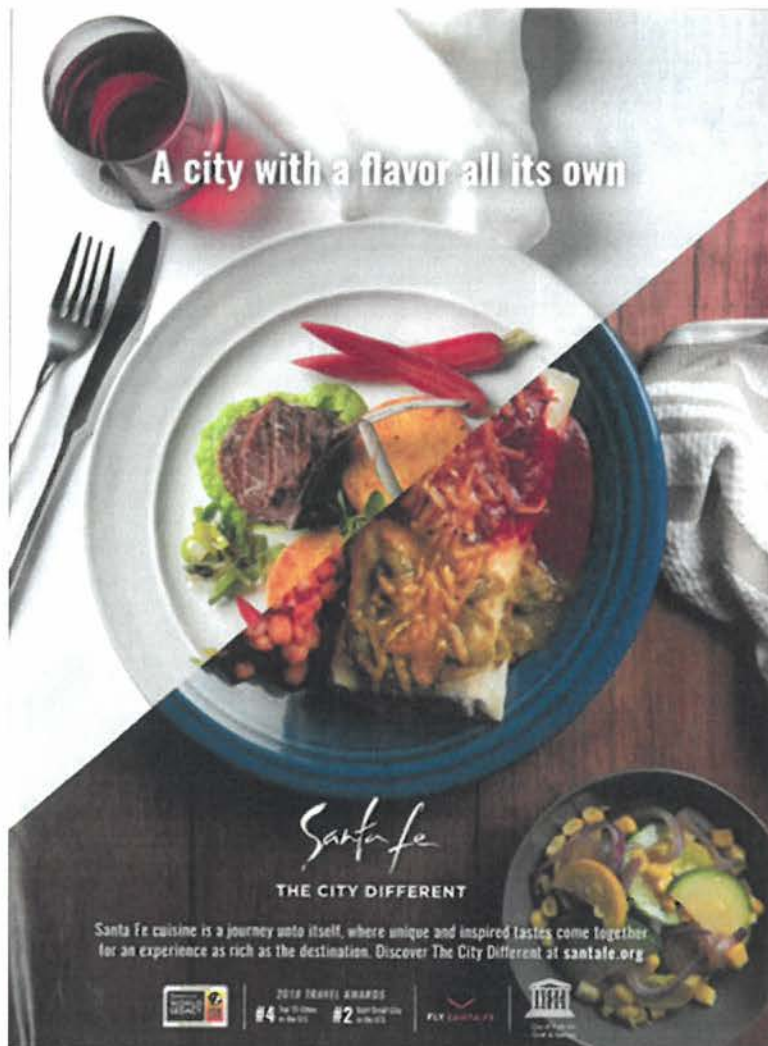
Can't Miss Santa Fe Experiences

- Posted October 16, 2018
- Views: 702

MEDIA PLACEMENTS – ADVERTISING

PRINT

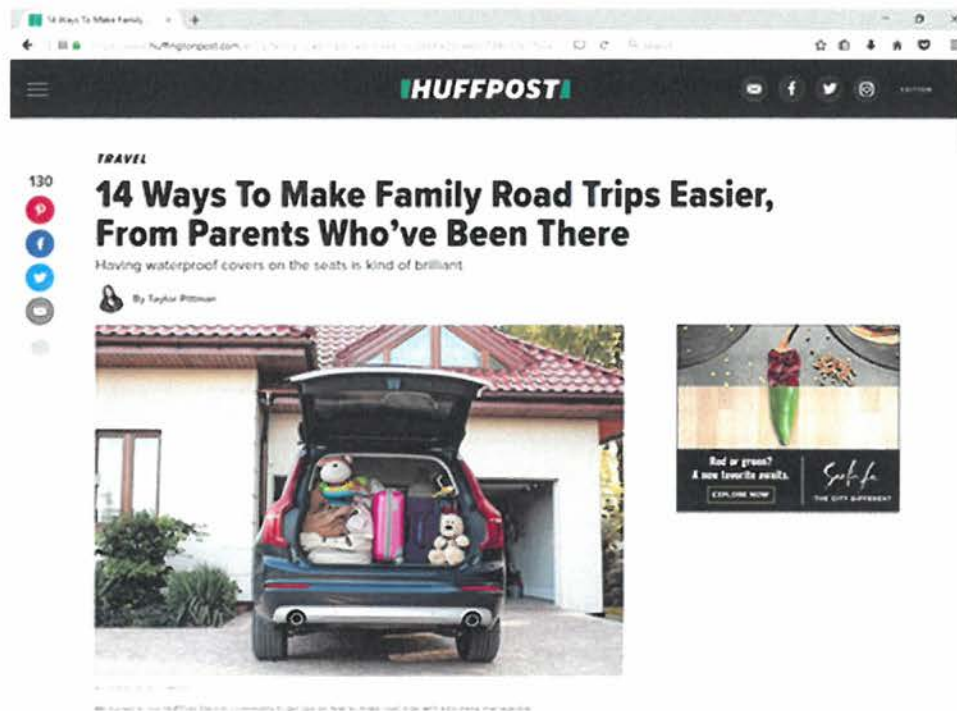
New Mexico Magazine
Target market: New Mexico
Flight dates: 3/1/19-3/31/19
Impressions: 300,000
Media Cost: \$2,720.00



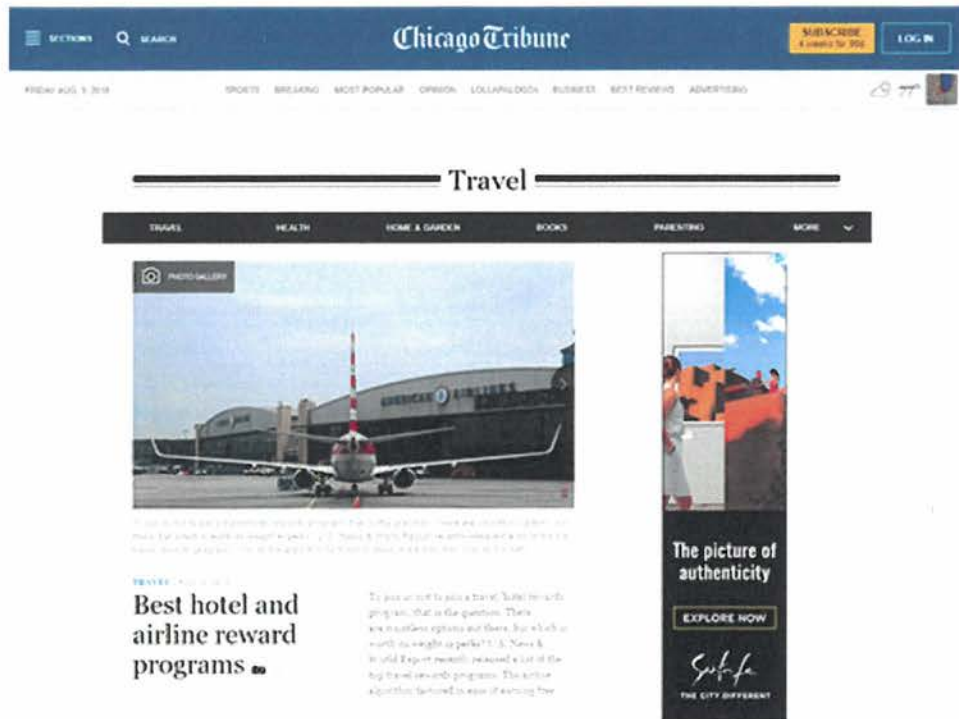
DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

AdTheorent: Rich Media Mobile
Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
Flight dates: 3/1/19-3/31/19

Impressions: 2,266,980
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: 3/1/19-3/31/19
Impressions: 779,681
Media Cost: \$ 4,999.99



Go-NewMexico.com: Lead Generation/Sponsorship Page

Target market: people interested in traveling to Santa Fe

Flight dates: 3/1/19-3/31/19

Impressions: 14,857

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

Media Cost: \$208.33

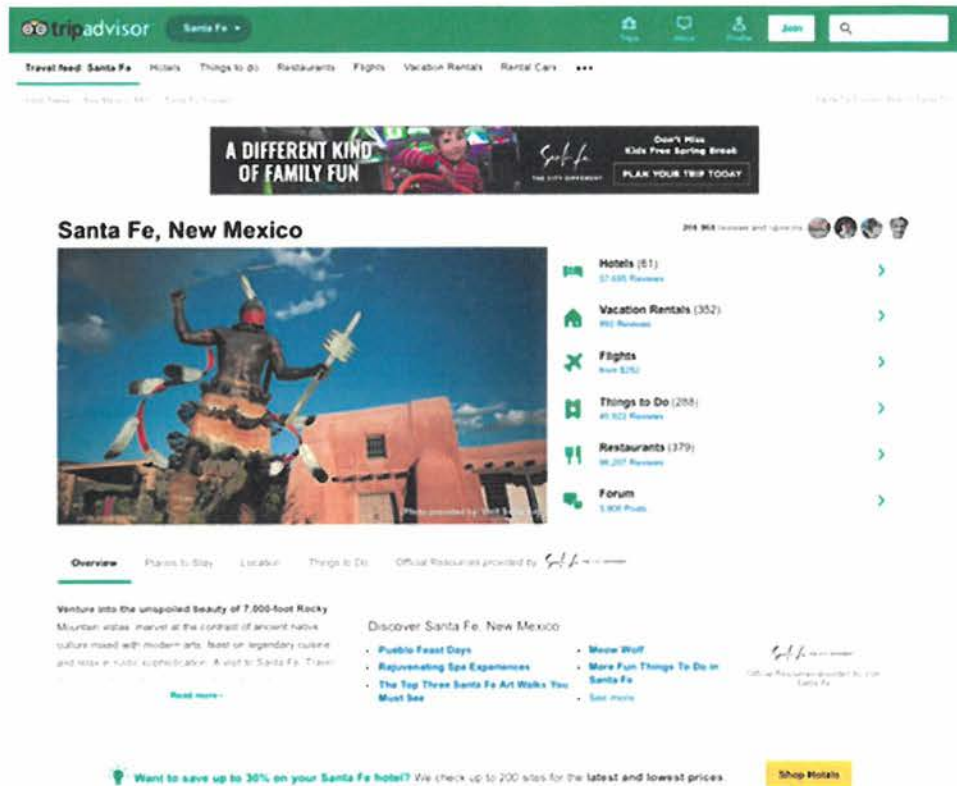
TripAdvisor: Sponsorship/Content

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

Flight dates: 3/1/19-3/31/19

Impressions: 363,374

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: 3/1/19-3/31/19

Impressions: 1,388,428

Media Cost: \$5,999.99



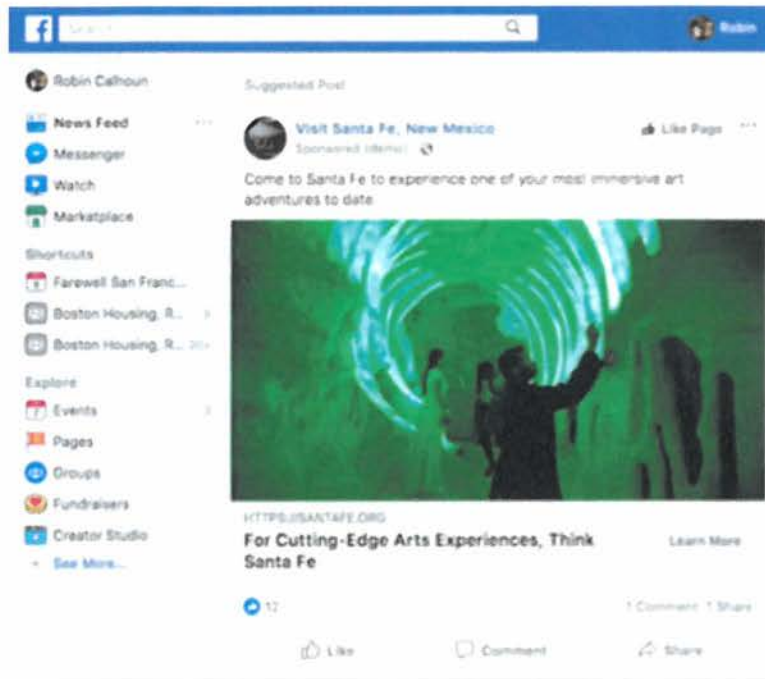
Pulsepoint: Native/Social

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

Flight dates: 3/1/19-3/31/19

Impressions: 3,603,327

Media Cost: \$ 10,333.33



VideoAmp: OTT/CTV

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

Flight dates: 3/1/19-3/31/19

Impressions: 204,809

Media Cost: \$6,071.39

Link to video: youtu.be/wTf1XQjIN4k



SEM

Google AdWords: Paid Search

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

Flight dates: 3/1/19-3/31/19

Impressions: 242,012

Media Cost: \$14,020.32

[Santa Fe Hotels](#)
[Stay in the Historic Plaza](#)
www.santafe.org
Choose from luxurious hotels,
charming inns, or one of many...

[Visit Santa Fe, New Mexico](#)
[The City Different](#)
www.santafe.org
Ranked the #2 Best Small City in the
US by Conde Nast Traveler. Book...

KIDS FREE PROMO

Varick Media: Programmatic/PMP

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

Flight Dates: 3/1/19-3/31/19

Impressions: 2,222,825

Media Cost: \$6,888.89

The screenshot shows a BuzzFeed website layout. At the top is the BuzzFeed logo and navigation links. Below the header is a 'Bring Me' section with two large images: a coastal landscape and a person with a red backpack. The main headline reads 'Where's The Coolest Place You've Taken Your Family On Vacation?'. Below this are two smaller article thumbnails: 'Here's Your Perfect Three Day Itinerary For Miami, Florida' and 'Your Zodiac Sign Will Tell You Where To Travel In 2019 And It's Scary Accurate'. On the right side, there is a vertical advertisement for Santa Fe, featuring a child on a slide and the text 'A DIFFERENT KIND OF FAMILY FUN'. At the bottom of the ad, it says 'Don't Miss Kids Free Spring Break' and 'PLAN YOUR TRIP TODAY'. Social media links for Facebook and Twitter are also visible.

Pressboard/Family Vacation Critic: Native/Sponsored Content

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

Flight Dates: 3/1/19-3/31/19

Impressions: 3,406

Media Cost: \$476.79



ARTISTS IN RESIDENCE

ArtistsNetwork.com: Endemic Social Media Program

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

Flight Dates: 3/1/19-3/31/19

Impressions: 3,134

Media Cost: \$0.00 (added value)



PUBLIC RELATIONS

Summary

Much of the earned media coverage this month was driven by "Spring Break" themed articles, with four pieces placed in high reaching outlets including Travel Channel, Apartment Therapy, Matador Network and Thrillist. These four articles amounted to 57 percent of this month's earned media value. The story in Cosmopolitan, "15 Trips Every Woman Should Take with Her Friends" syndicated to MSN and Yahoo, and together garnered 26 percent of the month's total media value.

Last year, March 2018, high profile coverage from Wall Street Journal, The New York Times and USA Today amounted to 65% of the total value, which explains a large portion of the decrease in media value year over year.

Performance Metrics

March 2019

- **Pitches:** 55 (5% increase Y/Y)
- **Press Releases:** 1 (100% increase Y/Y)
- **Media Visits:** 8 (166% increase Y/Y)
- **Media Contacts:** 151 (6% increase Y/Y)
- **Total Impressions:** 96,491,663 (58% decrease Y/Y)
- **Earned Media:** \$887,733 (68% decrease Y/Y)

2019 Year To Date

- **Pitches:** 366 (4% increase Y/Y)
- **Press Releases:** 3 (25% decrease Y/Y)
- **Media Visits:** 19 (6% increase Y/Y)
- **Media Contacts:** 524 (6% increase Y/Y)
- **Total Impressions:** 729,917,060 (53% increase Y/Y)
- **Earned Media:** \$6,037,071 (31% decrease Y/Y)

Recent Accolades

Matador Network awarded Santa Fe ["The best spring break destination in every state"](#) on March 11.

Apartment Therapy awarded Santa Fe the ["Best Local Spring Break Spot in Every State Across the U.S."](#) on March 15.

Travel + Leisure awarded Santa Fe one of the ["Best Places to Travel in June"](#) on March 19.

Visiting Press

Chris Elliott, **USA Today & Washington Post**, visited the destination 3/13-4/11.

Carolynn Mostyn, **GateHouse Media**, visited the destination 3/10-12.

Tony Wang, **Look Who's Blogging**, visited the destination 3/12-13.

Brent Crane, **Penta**, visited the destination 3/21-24.

Rachel Ng, **AAA New Mexico Journey**, visited the destination 3/23-25.

Anna Hobbs, **Ignite Magazine** (Canada), visited the destination 3/25-27.

Cameron Martindell, **SKI Magazine, Elevation Outdoors & Colorado Expressions**, visited the destination 3/25-29.

Nina Ruggiero, **Travel + Leisure**, visited the destination 3/27.

TOURISM

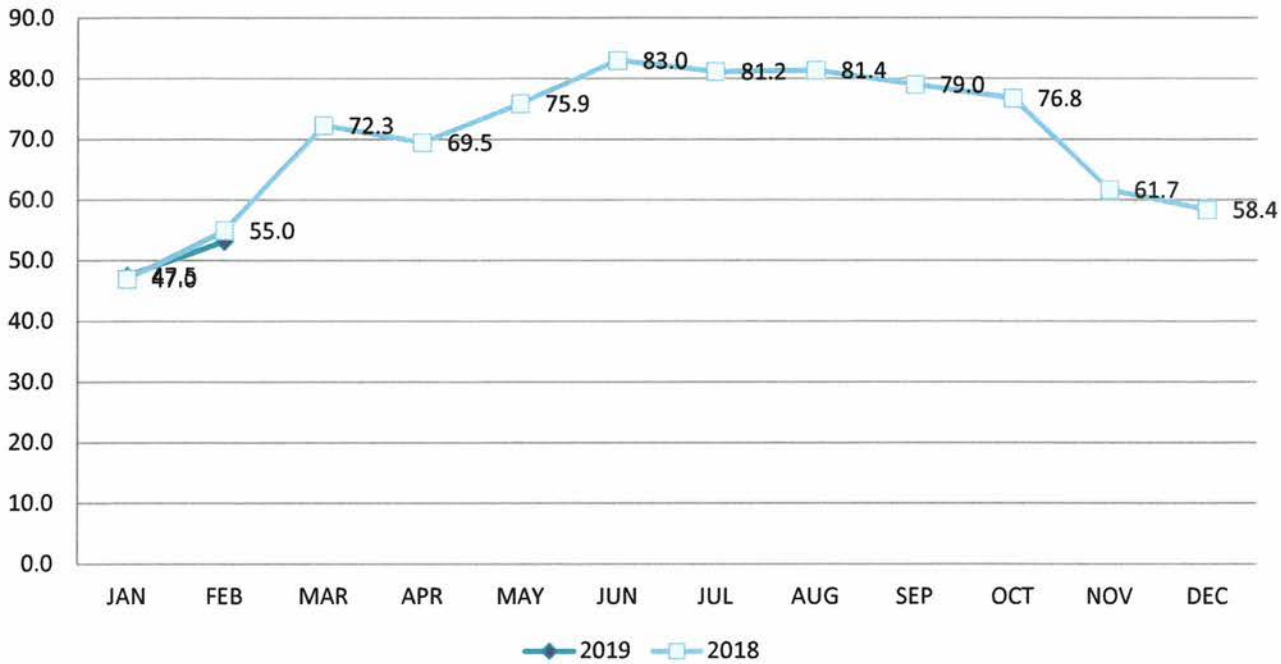
SANTA FE

Quarterly Marketing Report

2019 Q1 | January-March

Occupancy & Room Rates

Occupancy Rate



Occupancy Rate Percentage

	Q1	Q2	Q3	Q4	YTD
2019	50.4				50.4
2018	58.1	76.1	80.5	65.6	58.1
(Y/Y)	-7.8				-7.8

Average Daily Rate

	Q1	Q2	Q3	Q4	YTD
2019	\$113.00				\$113.00
2018	\$117.04	\$138.68	\$166.41	\$142.60	\$117.04
(Y/Y)	-3.5%				-3.5%

Revenue Per Available Room

	Q1	Q2	Q3	Q4	YTD
2019	\$56.95				\$56.95
2018	\$72.26	\$106.02	\$134.11	\$94.18	\$72.26
(Y/Y)	-21.2%				-21.2%

*March 2019 numbers are not available at the time of this report.

Source: Rocky Mountain Lodging Report.

Website

Summary:

Traffic was up 23% Y/Y, led by a massive increase in Display traffic (up 31K% Y/Y) and more modest gains in Paid Search (up 134% Y/Y), Other (up 102.77% Y/Y - mainly from advertising), and Social (up 34% Y/Y). Retention statistics are down slightly Y/Y, typical for non-organic traffic. Conversion rates continued to improve Y/Y. The number of 65+ visitors increased 20% Y/Y at the expense of the 18-24 age group. Mobile/tablet traffic made up 59% of visitors vs. 50% in Q1 2018. Traffic from major geographic locations improved across the board with the exception of NM (down 5.5% Y/Y). City Different traffic continues to decline, and What's Happening fell out of the top 10 pages for the first time (#12).

Key Insights:

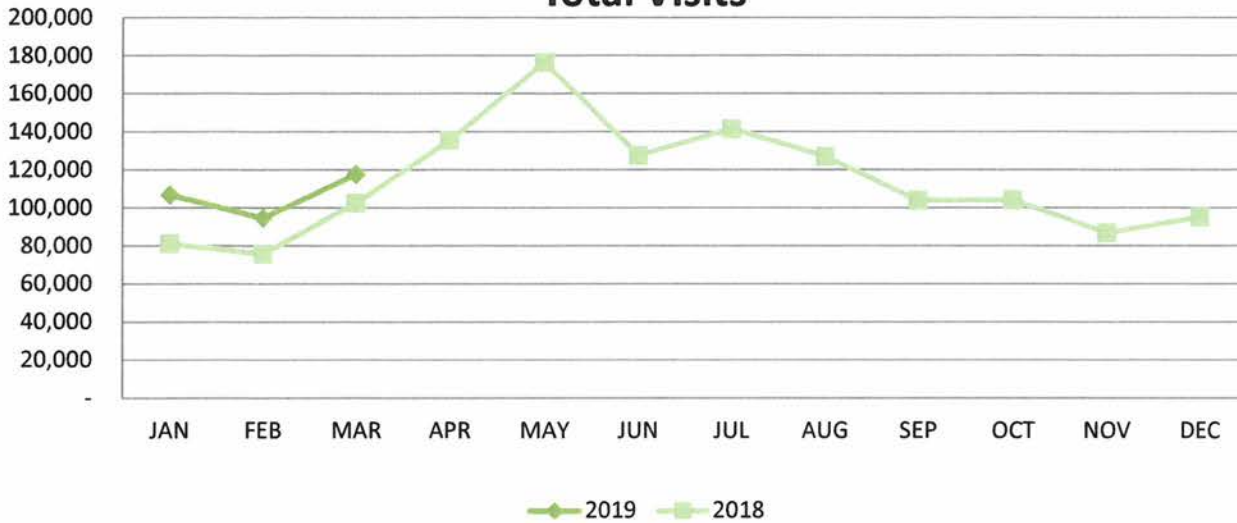
- Organic Search remained the top traffic driver, delivering 54% of site traffic vs. Q1 2018 (67% of site traffic). Additional traffic appears to be driven by advertising and referrals.
- The Top 10 pages had a bit of a shakeup Y/Y. City Different has almost fallen out of the top 10 (#9). What's Happening, a perennial top ten page, fell to #12, and Hotels and Motels made a reappearance at #10. The growing long tail of site content is clearly shown as only the top 6 pages received more than 1.5% of site traffic, whereas in Q1 2018 the top ten pages all got at least 1.8% of site traffic. The top two pages, Calendar and Home captured 28.5% of traffic, compared to 28% Y/Y, so pretty much all the additional traffic went to other pages on the site.
- Top search queries were all "santa fe" plus "nm", "events", "tourism", "plaza", "things to do", and "visit" with the exception of "chimayo new mexico" at #9. This term is likely connected to the ongoing popularity of the Chimayo NM blog post (currently the 55th most popular page on the site).
- The Accommodations conversion rate continues to drop as noted last quarter. This is most likely due to the Jackrabbit booking widget capturing traffic and preventing the conversion.
- All of the pillar pages with the exception of Visual Arts experienced boosts in traffic Y/Y above the overall site traffic gain of 23%. The additional traffic is organic, indicating that the pillar redesign may have improved the SEO positioning of the pillar pages.

Action Items:

- ☐ Continue working with TOURISM Santa Fe to improve the content, presentation and usefulness of the site, including the current projects: Navigation improvements, Community Convention Center migration, Promotional pages, and Calendar improvements

Website: SantaFe.org

Total Visits



Website					
	Q1	Q2	Q3	Q4	YTD
Total Sessions					
2019	318,880				318,880
2018	259,187	439,248	372,359	285,859	259,187
(Y/Y)	23.0%				23.0%
Unique Users					
2019	259,677				259,677
2018	210,072	356,147	298,964	231,438	210,072
(Y/Y)	23.6%				23.6%
Average Pages Per Session					
2019	2.20				2.20
2018	2.46	2.00	2.15	2.08	2.46
(Y/Y)	-10.6%				-10.6%
Average Time on Site					
2019	2:10				2:10
2018	2:39	2:00	2:21	2:11	2:39
(Y/Y)	-18.0%				-18.0%
Conversion Rate Percentage					
2019	22.9				22.9
2018	15.0	9.2	10.2	14.9	15.0
(Y/Y)	7.8				7.8

Website: Blog

Summary:

Blog traffic is up 240.3% Y/Y. Time on site has decreased by 34.8%, though still remains above the 2 minute benchmark. The 15 Culinary Experiences blog was dethroned by the Santa Fe Bucket List content as the most visited post, with 12,605 visits for the quarter.

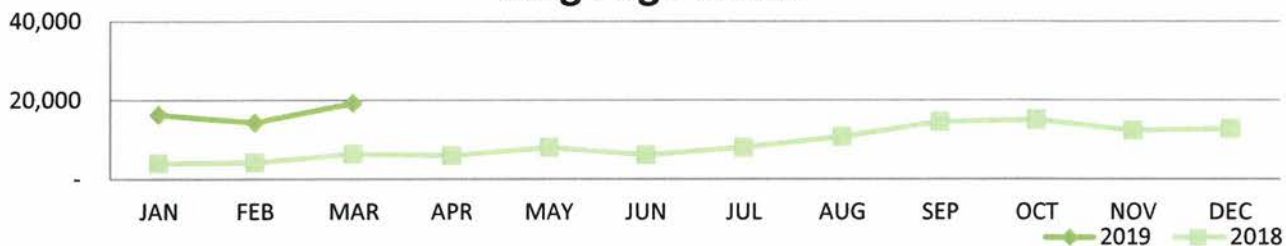
Key Insights:

- The most popular blog posts in Q1 consisted primarily of recently published evergreen content.
- The main traffic driver for the blog remains Organic Search. Native content and social referrals also saw increases Y/Y.
- Blog home page traffic increased 91.1%
- The blog made up 15.6% of total site traffic in Q1, more than 10% more than Q1 of 2018.
- Referral ratio decreased 35%, dropping from 9.0 to 5.8. This is primarily as a result of a slight shift in hyperlinking philosophy. Previously, all links in the blog drove to santafe.org. Recently, outside links have been incorporated when they provide a better user experience. Additionally, we are looking to encourage visitors to click-through to other blog posts, which are not represented by this ratio.

Action Items:

- ☐ Move blog into main site.
- ☐ Integrate search results with main site search results.
- ☐ Continue to develop both Long Form and Short Form blog content optimized for Native and Social.
- ☐ Integrate more video into blog content to increase engagement and time on site

Blog Page views



Blog					
	Q1	Q2	Q3	Q4	YTD
Page Views					
2019	49,831				49,831
2018	14,645	20,194	33,234	40,074	14,645
(Y/Y)	240.3%				240.3%
Average Time on Blog					
2019	2:08				2:08
2018	3:17	2:58	3:00	3:16	3:17
(Y/Y)	-34.8%				-34.8%
Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)					
2019	5.8				5.8
2018	9.0	11.1	15.0	13.8	9.0
(Y/Y)	-3.2				-3.2

Newsletters

Summary:

Consumer: newsletter list size grew more than projected, with Deals and Specials growing by almost 25% Y/Y. Engagement fell slightly Y/Y, with open rates dropping about 0.5%.

Industry: newsletter list size grew slightly while engagement increased significantly with open rates rising over 5%.

Newsletters delivered 3.7% of site traffic, up 20% from Q4 2018, and up 42% Y/Y.

Key Insights:

- Newsletter campaigns delivered 75% more actual traffic Y/Y, but due to the overall volume of site traffic, that number was actually a smaller proportion of traffic than in Q1 2018 (13% vs. 20%)
- What's Happening was the most effective traffic driver of all consumer newsletters, delivering 25% more referrals than Deals and Specials.
- One-off newsletters continued to have open rates higher than the scheduled consumer newsletters, with open rates averaging around 23%.
- The Santa Fe Gift Guide had an open rate of 31% in the segment that explicitly signed up for it, compared to open rates of 16% in other lists. It's clear that marketing to the right group can vastly improve engagement.

Action Items:

- ☐ Work with TSF to improve newsletter engagement and functionality.
- ☐ Continue improving the opt-in and subscription user experience.
- ☐ Set up consistent mailing times for newsletters for maximum engagement.

Newsletters: Consumer

Total Consumer Emails: Sent vs Opened



Email Consumer					
	Q1	Q2	Q3	Q4	YTD
Sent: Happenings*					
2019	162,233				162,233
2018	144,978	98,315	150,411	154,965	144,978
(Y/Y)	11.9%				11.9%
Opened: Happenings*					
2019	26,989				26,989
2018	25,300	16,663	26,849	25,368	25,300
(Y/Y)	6.7%				6.7%
Open Rate: Happenings (Quarterly Average Percentage)*					
2019	16.8				16.8
2018	17.5	17.0	18.0	16.4	17.5
(Y/Y)	-0.7				-0.7

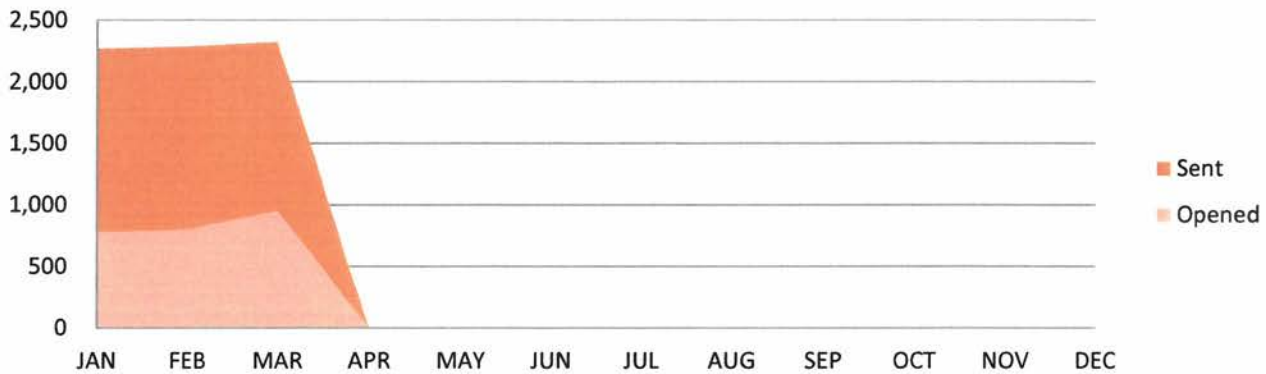
Sent: Deals & Specials					
2019	109,781				109,781
2018	88,849	93,718	96,663	101,698	88,849
(Y/Y)	23.6%				23.6%
Opened: Deals & Specials					
2019	19,707				19,707
2018	16,177	17,322	18,123	17,605	16,177
(Y/Y)	21.8%				21.8%
Open Rate: Deals & Specials (Quarterly Average Percentage)					
2019	18.0				18.0
2018	18.6	18.5	18.8	17.4	18.6
(Y/Y)	-0.6				-0.6

*Metrics for the June 2018 Happenings email are not available due to a reporting error that month.

Q2 2018 Happening numbers reflect metrics for the April & May emails only.

Newsletters: Industry

Total Industry Emails: Sent vs Opened



Email Industry					
	Q1	Q2	Q3	Q4	YTD
Sent: Marketing Report					
2019	3,433				3,433
2018	3,374	3,405	3,401	3,401	3,374
(Y/Y)	1.7%				1.7%
Opened: Marketing Report					
2019	1,237				1,237
2018	1,022	1,113	1,073	1,130	1,022
(Y/Y)	21.0%				21.0%
Open Rate: Marketing Report (Quarterly Average Percentage)					
2019	36.0				36.0
2018	30.8	32.7	31.7	33.4	30.8
(Y/Y)	5.2				5.2

Sent: Sales Report					
2019	3,451				3,451
2018	3,362	3,420	3,393	3,400	3,362
(Y/Y)	2.6%				2.6%
Opened: Sales Report					
2019	1,289				1,289
2018	1,078	1,191	1,117	1,097	1,078
(Y/Y)	19.6%				19.6%
Open Rate: Sales Report (Quarterly Average Percentage)					
2019	37.4				37.4
2018	32.1	34.9	33.0	32.3	32.1
(Y/Y)	5.3				5.3

Public Relations

Summary:

In Q1 2019, we had a strong start to the year for the reach of our earned media, finishing the quarter with 729,917,060 media impressions, up 53% over 2018. There were a number of special projects that generated strong coverage over this period, including the premiere of Samantha Brown's "Places to Love" Santa Fe episode in January, a Ski Santa Fe group press trip and a desk side visits in Tucson, Phoenix and New York City for PR Manager Joanne Hudson to promote the destination to top editors. Throughout the three cities, Hudson met with editors from CNN Travel, Forbes, Conde Nast Traveler, Tucson Lifestyle, Arizona Republic and many others. Although the impressions were up over 2018, the advertising value was down 31.1%. This can be attributed to an increase in total placements but with lower advertising values.

The Santa Fe episode of Places to Love began airing on January 23, 2019 and generated a number of articles relating to the show. Three of the Ski Santa Fe press trip participants produced coverage within a three weeks of attending the trip providing an extremely quick return on hosting.

Key Insights:

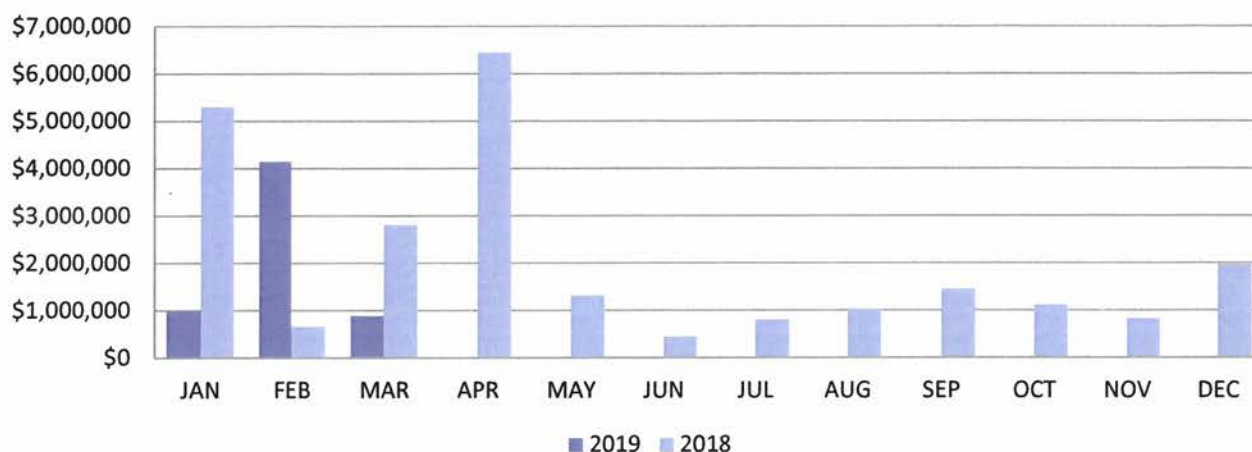
- 12% of the total impressions for the quarter came from two articles in the Washington Post
- An article in CBS Local on "Valentine's Day 2019: The Best Romantic Destinations in America" featuring Santa Fe appeared in 24 regional editions.
- The syndicated CBS Local story accounted for 52% of the total impressions for the month of February and 40% of the earned media value for the quarter
- In February and March, six articles on Spring Break Travel featuring Santa Fe, amounted to 9% of the Q1 earned media value.

Action items:

- ☐ Spring Break and Valentine's Day are two consistent themes where Santa Fe does well with editorial coverage; should continue to be an area to focus on
- ☐ Focus pitch efforts on publications with both high media impressions and a high media Value as well as potential for syndication

Public Relations

Earned Media Value



Public Relations					
	Q1	Q2	Q3	Q4	YTD
Pitches					
2019	366				366
2018	352	62	97	114	352
(Y/Y)	4.0%				4.0%
Press Releases					
2019	3				3
2018	4	4	7	3	4
(Y/Y)	-25.0%				-25.0%
Media Visits					
2019	19				19
2018	18	23	21	17	18
(Y/Y)	5.6%				5.6%
Media Contacts					
2019	524				524
2018	497	390	490	344	497
(Y/Y)	5.4%				5.4%
Earned Media					
2019	\$6,037,071				\$6,037,071
2018	\$8,763,474	\$8,194,283	\$3,280,739	\$3,899,904	\$8,763,474
(Y/Y)	-31.1%				-31.1%
Earned Media Impressions					
2019	729,917,060				729,917,060
2018	476,774,236	1,105,681,835	452,827,759.00	328,086,642.00	476,774,236
(Y/Y)	53%				53%

Social Media

Summary:

2019 got off to a bright start, with significant increases across almost all social media KPIs. Greater focus has been put on identifying and creating engaging content that also drives traffic to SantaFe.org. The results of this focus can be seen in the spike of website referrals (268.5% from Facebook, 47.5% from Twitter) and engagement (32.8% on Facebook, 40.2% on Twitter).

Key Insights:

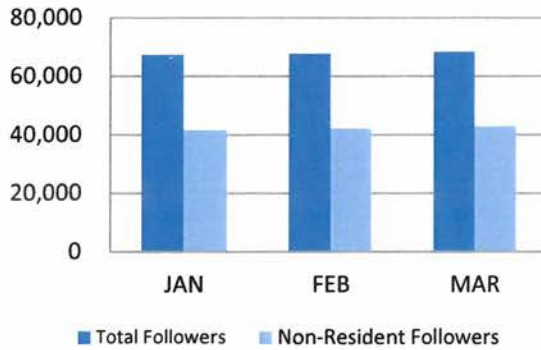
- Facebook Page Followers have increased 7.7% year over year (4855 new followers)
- Facebook PTAT (People Talking About This) & Engagement saw strong increases year over year. (89.8% & 32.8%)
- Website referrals from Facebook and Twitter are both up considerably, growing 268.5% and 47.5% respectively year over year.
- Instagram followers have grown 24.6% Y/Y (5043 new followers).
- Pinterest followers are up 7.4% Y/Y. Website Referrals are down 9.5% Y/Y.
- YouTube Video views are down (-20.6%) with no new video content being created or uploaded for the quarter.

Action Items:

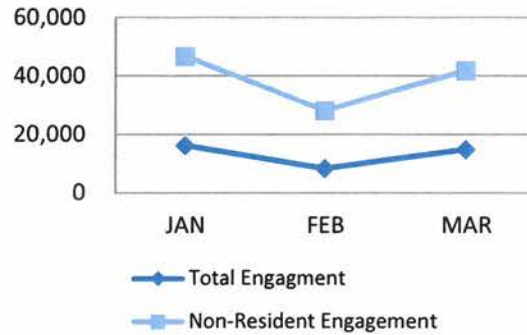
- ☐ Continue to develop a comprehensive social media plan designed to support overall Brand Messaging while reaching across each of the identified brand pillars.
- ☐ Create more content specifically designed for social media and native distribution, particularly focused on video.
- ☐ Partner with content creators to freshen available video and photo assets
- ☐ Develop highly targeted paid social plan to augment larger organic strategy and boosting positioning within Facebook's algorithm.

Social Media: Facebook

Page Followers



Engagement



Facebook					
	Q1	Q2	Q3	Q4	YTD
Page Followers					
2019	68,284				68,284
2018	63,429	64,358	65,829	66,913	63,429
(Y/Y)	7.7%				7.7%
Non-Resident Page Followers *					
2019	42,942				42,942
2018	39,575	39,862	40,950	41,324	39,575
(Y/Y)	8.5%				8.5%
People Talking About This					
2019	39,484				39,484
2018	20,803	3,018	8,530	12,803	20,803
(Y/Y)	89.8%				89.8%
Engagement					
2019	116,754				116,754
2018	87,918	29,040	77,050	103,128	87,918
(Y/Y)	32.8%				32.8%
Non-Resident Engagement *					
2019	68,763				68,763
2018	45,146	6,315	15,297	20,245	45,146
(Y/Y)	52.3%				52.3%
Website Referrals					
2019	12,243				12,243
2018	3,322	3,325	8,281	9,807	3,322
(Y/Y)	268.5%				268.5%

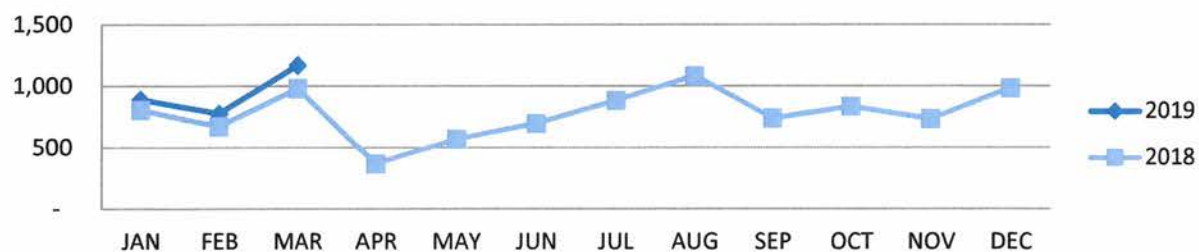
*Non-Residents defined as FB users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

Followers



Engagement

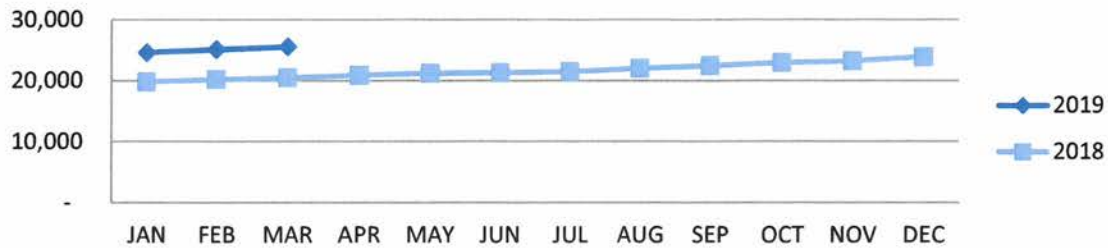


Twitter					
	Q1	Q2	Q3	Q4	YTD
Followers					
2019	14,203	-	-	-	14,203
2018	13,410	13,511	13,732	13,959	13,410
(Y/Y)	5.9%				6%
Engagement*					
2019	2,842	-	-	-	2,842
2018	2,027	2,150	2,711	2,555	2,027
(Y/Y)	40.2%				40.2%
Impressions					
2019	207,900	-	-	-	207,900
2018	198,800	245,000	255,800	197,500	198,800
(Y/Y)	4.6%				4.6%
Website Referrals					
2019	298	-	-	-	298
2018	202	237	310	353	202
(Y/Y)	47.5%				47.5%

*Engagement includes Retweets, Favorites, Replies, and Link Clicks.

Social Media: Instagram & Pinterest

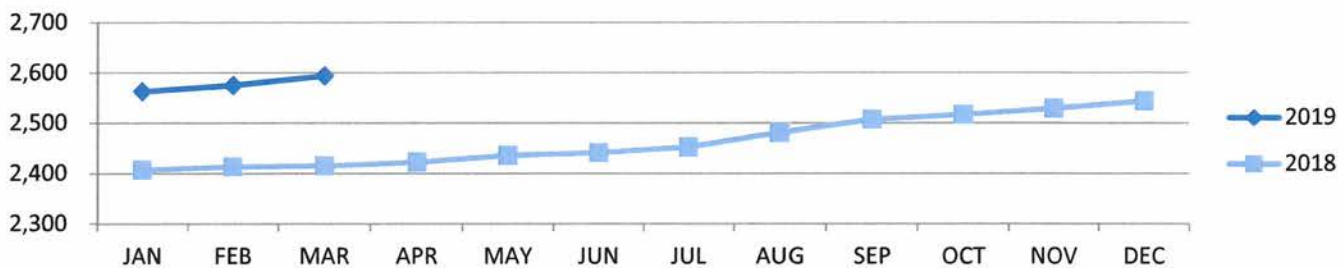
Instagram Followers



Instagram

	Q1	Q2	Q3	Q4	YTD
Followers					
2019	25,543	-	-	-	25,543
2018	20,500	21,300	22,461	23,884	20,500
(Y/Y)	24.6%				24.6%

Pinterest Followers

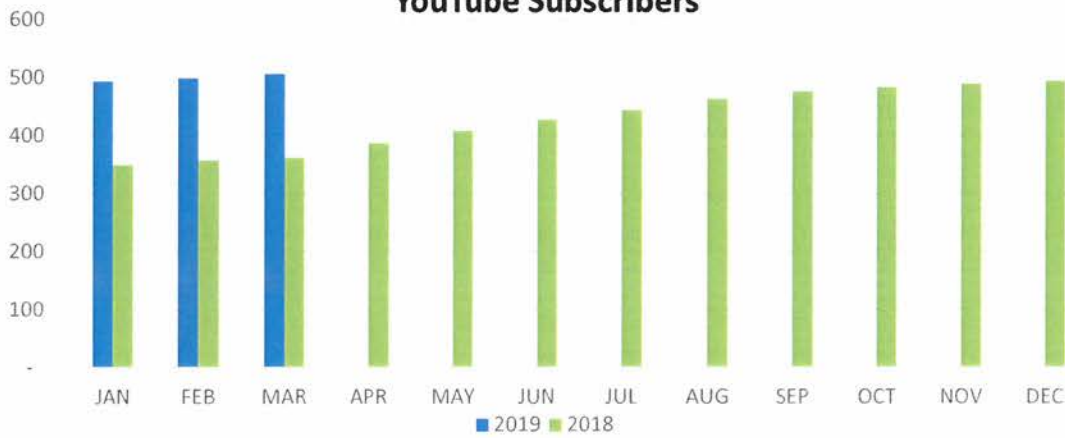


Pinterest

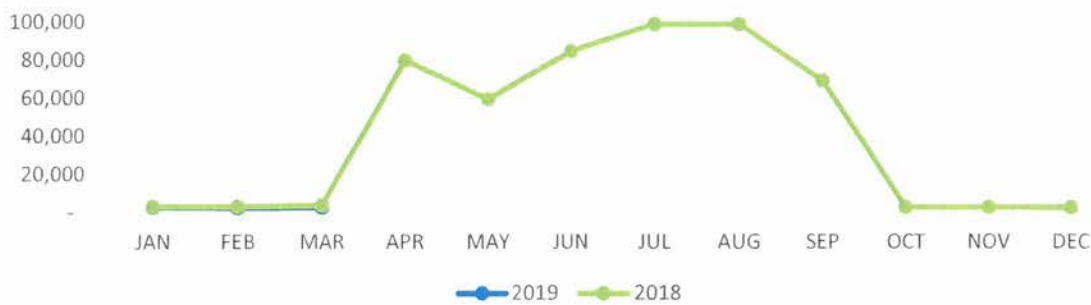
	Q1	Q2	Q3	Q4	YTD
Followers					
2019	2,594	-	-	-	2,594
2018	2,415	2,441	2,507	2,544	2,415
(Y/Y)	7.4%				7.4%
Website Referrals					
2019	494	-	-	-	494
2018	546	509	502	372	546
(Y/Y)	-9.5%				-9.5%

Social Media: YouTube

YouTube Subscribers



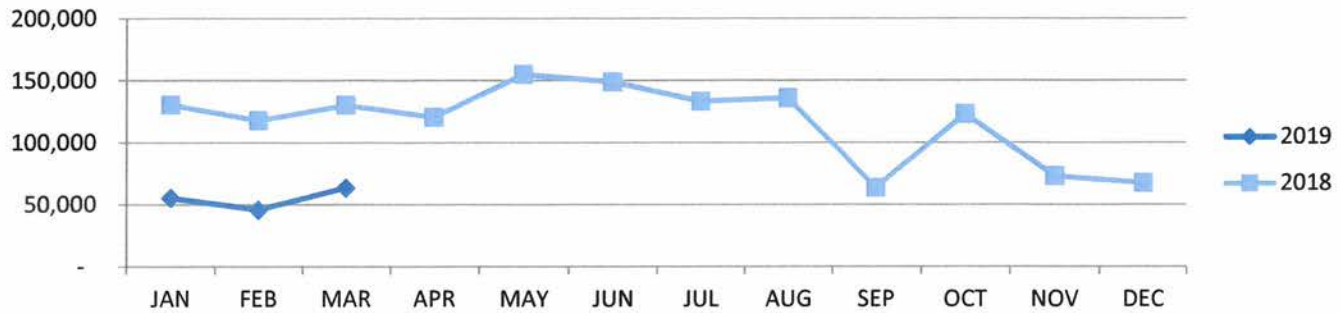
YouTube Views



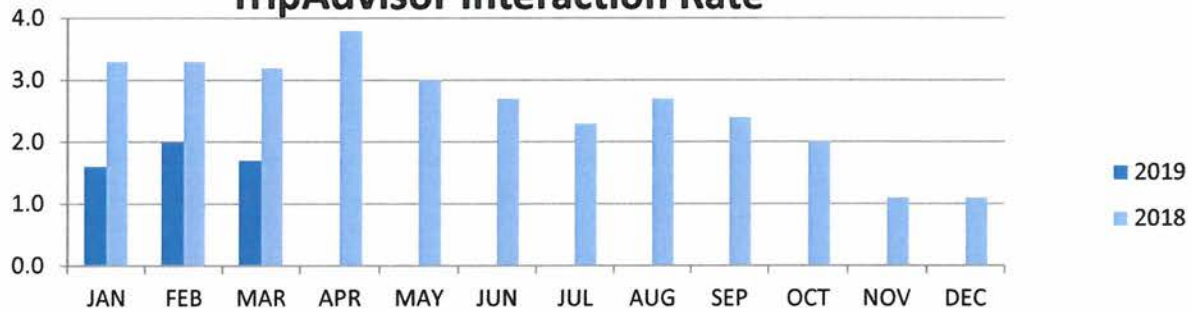
YouTube					
	Q1	Q2	Q3	Q4	YTD
Subscribers					
2019	506	-	-	-	506
2018	361	427	475	493	361
(Y/Y)	28.7%				28.7%
Views					
2019	8,170	-	-	-	8,170
2018	10,288	243,180	267,063	8,077	10,288
(Y/Y)	-20.6%				-20.6%

Trip Advisor DMO Page

TripAdvisor Page views



TripAdvisor Interaction Rate



Trip Advisor					
	Q1	Q2	Q3	Q4	YTD
Pageviews					
2019	164,670	-	-	-	164,670
2018	378,557	424,586	332,748	263,659	378,557
Y/Y	-56.5%				-56.5%
Interaction Rate Percentage					
2019	1.8				1.8
2018	3.3	3.2	2.5	4.2	3.3
Y/Y	-1.5				-1.5
Website Referrals					
2019	654	-	-	-	654
2018	825	245	282	321	825
Y/Y	-20.7%				-20.7%

Advertising Impressions

Advertising Impressions



Advertising Impressions					
	Q1	Q2	Q3	Q4	YTD
Ad Spend					
2019	\$259,301				\$259,301
2018	\$142,821	\$383,385	\$170,476	\$188,105	\$142,821
Y/Y	81.6%				81.6%
Ad Impressions					
2019	31,519,720				31,519,720
2018	18,782,994	45,380,420	23,423,639	25,353,102	18,782,994
Y/Y	40.4%				40.4%
CPM*					
2019	\$8.23				\$8.23
2018	\$7.60	\$8.45	\$7.28	\$7.42	\$7.60
Y/Y	8.2%				8.2%

* CPM = "Cost per thousand impressions" and is a measurement used to determine the cost efficiency of the ad spend.



Q1 2019: JANUARY-MARCH

SANTA FE MEDIA QUARTERLY REPORT

KEY INSIGHTS – Q1 2019

- ▶ Q1 2019 marked the third quarter of TSF FY19 fiscal budget; Campaign initiatives that ran during Q1 include FY19 Core, FY19 Artists in Residence, and FY19 Kids Free Spring Break
- ▶ Total Q1 media spend was \$259,301 (+41% Q/Q, +81% Y/Y) and total impressions delivered were 31.5M (+5% Q/Q, +40% Y/Y); quarter-over-quarter increases in spend and impressions largely due to the presence of promotional campaigns
- ▶ All paid print insertions, including the 2019 edition of New Mexico's True Adventure Guide, New Mexico Magazine (x3), Horizon Magazine sponsorship, and L.A. Parent (inc. to support Kids Free Promo) resulted in an estimated 815,000 impressions
- ▶ Samantha Brown's "Places to Love: Santa Fe" aired on PBS in January, and remains on the PBS website indefinitely; reach/impression count unavailable at this time
- ▶ The Core match-cut digital creative has performed at a 0.66% CTR (+10% Q/Q) and 0.49% CVR (+20% Q/Q) for all tactics combined
 - ▶ Music, Fine Dining and Chile creatives are the top performers of all digital executions
- ▶ The new Spring 2019 CTV/OTT campaign through VideoAmp launched on March 27 with a new version of the :30 video spot and targeted to in-market travelers in priority and drive markets who are more likely to have been exposed to the NMVD "True" campaign
 - ▶ As of March 31, there were 94,676 completions delivered and 86% video completion rate (80% benchmark)
- ▶ The mobile rich media units involving the 360 degree "gallery" has been performing extremely well with a 35.5% engagement rate (compared to 11.47% ER from Spring 2018 rich media campaign) and 20s avg time spent (vs. 18s from Spring 2018 RM)
 - ▶ Most users have engaged with the Culture video (1,058), followed by Outdoor (832) and Retail (673)
- ▶ The native display campaign, which is running through Pulsepoint and promoting the Santa Fe blog content, has resulted in over 143K engagements, over 71K clicks and a 2:19 avg time on page (1:01 benchmark)
 - ▶ Article scroll depth - which measures how far down the page a user scrolls - is over 57% which is higher than the 43% benchmark, meaning the content has been engaging enough to the users visiting the site
- ▶ Paid Search performance continues to excel with ongoing optimizations, with a +28% increase in CTR Q/Q (1.75% in Q1 vs. 1.37% in Q4)
- ▶ GoNewMexicoTravel lead generation page showed a significant increase in inquiries Q/Q (1.86% IR in Q1 vs. 1.04% IR), with a 36% more efficient cost per lead Q/Q (\$0.74 vs. \$1.14)

KEY INSIGHTS – Q1 2019

- ▶ The FY19 Artists in Residence campaign concluded in February with a total of 2.6M impressions, 2.1K clicks (0.08% CTR) and nearly 3K website visits (0.10% CVR) generated during Q1
- ▶ The A/R campaign generated a total of 814 entries to the Experience Giveaway, which was 18.3% higher than FY18's result (688 entries) with only a 10% increase in spend; Success can be attributed to the following factors:
 - ▶ Introduction of additional media channels including print and digital content with endemic partners such as ArtistsNetwork and Art News
 - ▶ Earlier launch of campaign that began in September vs November
 - ▶ Visually appealing ads that included photos of 'human elements' with strong call to actions
- ▶ The FY19 Kids Free Spring Break promotion began in January and has resulted in 5M impressions, 18.3K clicks (0.36% CTR) and over 16K website visits (0.32% CVR)
 - ▶ The article "9 Kid Friendly Spring Break Adventures in Santa Fe" that ran on FamilyVacationCritic.com launched on February 4th and resulted in 6,653 article reads, 472 clicks (7.09% CTR; 1.10% benchmark) and 53 seconds of average read time (36 seconds benchmark; the most link clicks were on the "La Fonda", "Wildlife West", and "Ski Santa Fe" hyperlinks
 - ▶ Highest action rates, including CTR and searches/bookings are stemming from the private marketplace placements (PMPs) through the Varick campaign which is targeted "Moms with children ages 6-11"
- ▶ Adara Impact Analytics has reported 940 hotel bookings and 1,880 flight bookings in Q1 with an estimated \$289,113 in hotel revenue generated by attributable advertising efforts this quarter (+59% Q/Q inc.); this is a significant increase from Q4
- ▶ Adara Analytics points out the couples travelers spent the most per night on average (\$153) and made up the highest percentage of hotel booking itineraries (45% of total travelers) in Q1 2019
 - ▶ 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

- ▶ Campaign impressions increased 40% Y/Y with a 81% increase in media spend Y/Y
- ▶ Higher spend to impression ratio (measured by CPM) mostly the result of Samantha Brown partnership which was \$50,000 but no measured impressions at this time

Advertising Impressions



Advertising Impressions					
	Q1	Q2	Q3	Q4	YTD
Ad Spend					
2019	\$259,301				\$259,301
2018	\$142,821	\$383,385	\$170,476	\$188,105	\$142,821
Y/Y	81.6%				81.6%
Ad Impressions					
2019	31,519,720				31,519,720
2018	18,782,994	45,380,420	23,423,639	25,353,102	18,782,994
Y/Y	40.4%				40.4%
CPM*					
2019	\$8.23				\$8.23
2018	\$7.60	\$8.45	\$7.28	\$7.42	\$7.60
Y/Y	8.2%				8.2%

* CPM = "Cost per thousand impressions" and is a measurement used to determine the cost efficiency of the ad spend.

FY19 CORE CAMPAIGN – PRINT SUMMARY

Publication	Issue	Est. Imps	Cost
New Mexico True	2019 True Adventure Guide	500,000	\$13,500
Horizon Magazine	January "Southwest" Issue	100,000	\$4,500
L.A. Parent Magazine	Beyond L.A. "2019 Spring" Issue	5,500	\$2,000
Publication	Editorial Content	605,500	\$20,000



FY19 CORE CAMPAIGN – PRINT SUMMARY

Publication	Issue	Est. Imps	Cost
New Mexico Monthly	January "Best Year Ever" Issue	70,000	\$2,720
New Mexico Monthly	February "Best Photos of the Year" Issue	70,000	\$2,720
New Mexico Monthly	March "Let's Eat" Issue	70,000	\$2,720
Publication	Editorial Content	210,000	\$8,160

► Digital Added Value:

- Est. 200,000 e-reader community
- Site banners (Jan-Mar): 93,350 imp, 195 clicks, 0.21% CTR (+17% Q/Q)
- Facebook posts (February - Kids Free): 3,783 reach, 71 engagements, 44 post clicks



FY19 CORE CAMPAIGN – SAMANTHA BROWN: PLACES TO LOVE

**"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 attitude-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](#)

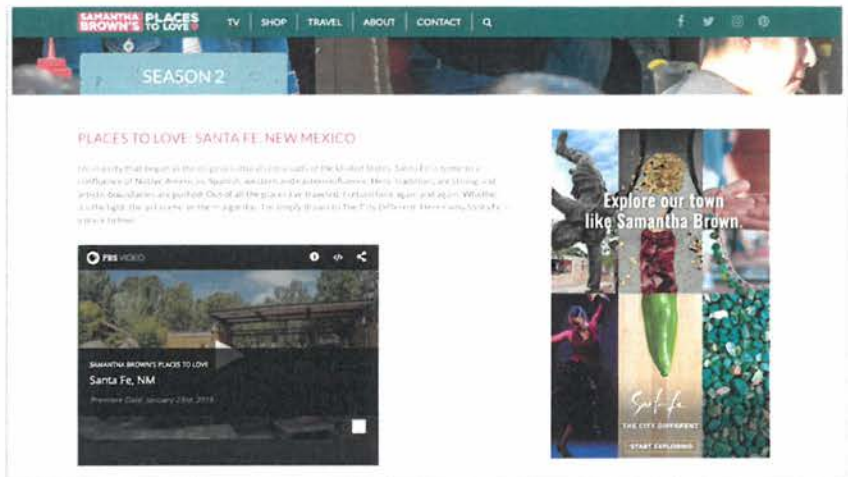
The episode will air locally on the following dates so be sure to tune-in or set your DVR:

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



PLACES TO LOVE: SANTA FE, NEW MEXICO

PLACES TO LOVE: SANTA FE, NEW MEXICO



- ▶ In January 2019, Samantha Brown's "Places to Love: Santa Fe, New Mexico" aired nationally on PBS.
- ▶ Markets: National/All
- ▶ Media Cost: \$50,000

FY19 CORE CAMPAIGN – DIGITAL SUMMARY

Vendor	Tactic	Imp	Clicks	CTR%	Visits	CVR%	Cost	CPV
Adara	Std Display	2,423,077	5,642	0.23%	14,942	0.62%	\$15,000	\$1.00
AdTheorent	Mobile RM	6,032,053	31,649	0.52%	8,326	0.14%	\$30,000	\$3.60
Pulsepoint	Native	4,988,001	74,554	1.49%	40,433	0.81%	\$29,776	\$0.74
TripAdvisor	Sponsorship	1,140,373	2,194	0.19%	17,356	1.52%	\$15,570	\$0.90
Varick	PMP Display	5,304,904	18,585	0.35%	17,538	0.33%	\$18,000	\$1.03
VideoAmp	OTT/CTV	204,809	136	0.07%	68	0.03%	\$6,071	\$89.29
Print AV	Std Display	93,350	195	0.21%	56	0.06%	\$0	\$0.00
Total	All Tactics	20,186,567	132,955	0.66%	98,719	0.49%	\$114,417	\$1.16

- ▶ KPI performance has shown a large improvement Q/Q and Y/Y
 - ▶ Q4 2018 benchmark (Q/Q): .73% CTR, .41% CVR, \$1.22 CPV
 - ▶ Q1 2018 benchmark (Y/Y): .14% CTR, .20% CVR, \$3.02 CPV
- ▶ Pulsepoint, TripAdvisor, and Adara were the top display performers for all performance metrics (CTR, CVR, CPV) in Q1

DIGITAL SCREENSHOTS



NATIVE DISPLAY INSIGHTS

- ▶ Time on page is extremely high averaging 2:19 (compared to benchmark 1:01), meaning people are staying on the page and engaging with the content- not just skimming through
- ▶ Best performing channel is Facebook with a 3.75% CTR, 1,122 shares and 4,130 Likes – a \$0.15 cost per engagement
 - ▶ This shows us that people are not only engaging with the content, but they are also passing it along to friends and family which can be seen as free publicity/ added value.
- ▶ Scroll depth is strong at over 57% (compared to benchmark 43%); scroll depth, in addition to the high time on page, is indicative of an engaged audience
- ▶ All content pieces have similar performance, with the "9 Awesome Santa Fe Things To Do In 2019" and "The Ultimate 2019 Santa Fe Bucket List" performing slightly better than the others with a 71 engagement score, while the three others ranged from 35-70
- ▶ Highest engaging audiences are adults 56+



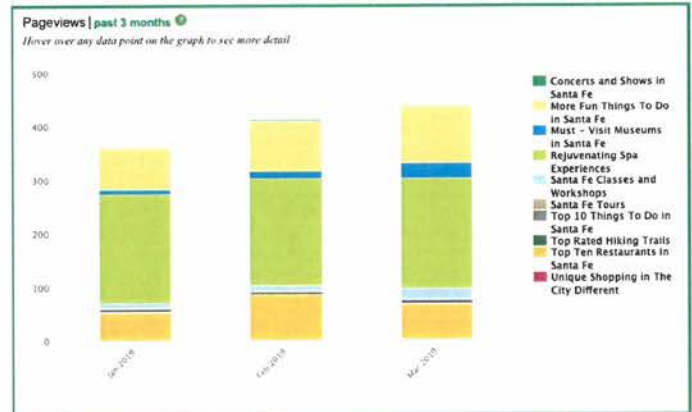
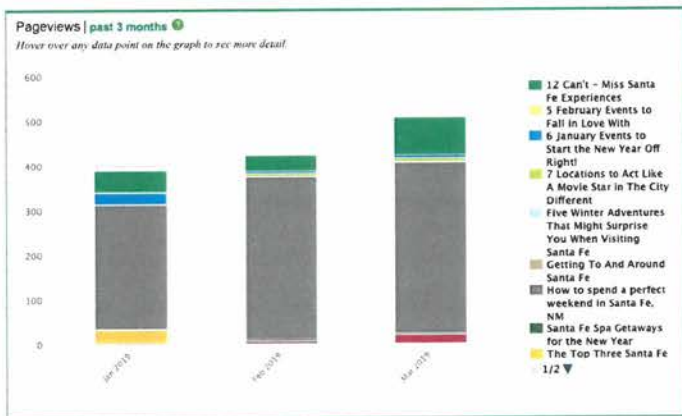
CHANNELS	AUDIENCE	Gender	LOCATION	US
Facebook	18-25	80%		
Oath Native	26-35	75%		
Taboola	36-45	65%		
Sharethrough	46-55	55%		
Outbrain	56-65	45%		
PowerLinks	65+	35%		

TOTAL ENGAGEMENTS	AVG TIME ON PAGE	CLICKS	ON-PAGE ACTIONS	PAGE VIEWS
143,189	02:19	71,870	103	66,067

*The engagement score shows the relative performance of a campaign to other campaigns running on Story within the same product category. It analyzes the metrics that were prioritized at the beginning of the campaign for each creative and comes up with a raw score. This raw score is then compared to the raw scores of other creatives within similar campaigns and given a relative position against those.

TRIPADVISOR PDP INSIGHTS

- ▶ Article reads increased each month during Q1 and were at their highest mark in March, with the majority of users by far engaging with the "How To Spend A Perfect Weekend In Santa Fe, NM" article (382 total reads)
- ▶ Overall pageviews on the Collections section increased each month as well, with the most popular Collection being the "Rejuvenating Spa Experiences", followed by "More Fun Things To Do In Santa Fe"



PAID SEARCH INSIGHTS (FY19 CORE)

Campaign Group	Cost	Imp	Clicks	CTR%	CPC	Avg. Pos.
Branded	\$18,240	350,798	6,243	1.78%	\$2.92	2.2
Brand Pillars	\$6,644	164,687	2,362	1.43%	\$2.81	1.1
Competitive Set	\$18,242	313,674	5,876	1.87%	\$3.10	2.8
Total	\$43,126	829,159	14,481	1.75%	\$2.98	2.2

- ▶ Paid Search CTR increased Q/Q (+28%) and CPC performance has decreased Q/Q (-18%)
- ▶ The Brand Pillars campaign is best performing performing with CPC 6% more efficient than the total campaign average, and premium positioning <2.0
- ▶ Fuseideas continues to optimize and adjust paid search campaigns to comply with new Google Ads regulations, and increase performance metrics for Q2

Best Performing Ads

Hotels And Motels Available | Book A Room, Albuquerque | World Renowned Cuisine
www.santafe.org
Settle Yourself Into Our World Class Accommodations.

Visit Santa Fe, NM | Visitor Guide Available
www.santafe.org
A Vacation That Will Have You Strolling Through World Famous Galleries

Hotels In Santa Fe, NM | Just An Hour From Albuquerque
www.santafe.org
Choose From Luxurious Hotels, Charming Inns, Or One Of Many Intimate B&Bs

Hotels In Santa Fe, NM | Relax, Rest And Rejuvenate
www.santafe.org
Choose From Luxurious Hotels, Charming Inns, Or One Of Many Intimate B&Bs

Visit Santa Fe, New Mexico | Book Your Trip
www.santafe.org
Santa Fe, New Mexico Is A Magical, Enchanting, Colorful Journey At Any Time

Keyword	Campaign
things to do in albuquerque	Comp Set
santa fe nm	Branded
santa fe today	Branded
new mexico resorts	Comp Set
history in new mexico	Brand Pillars
things to in santa fe	Branded
visit santa fe nm	Branded
new mexico getaways	Comp Set
new mexico art	Brand Pillars
albuquerque hotels	Comp Set

LEAD GEN SUMMARY – GONEWMEXICO TRAVEL PLANNER

- ▶ Investment: \$2,500 for the year
- ▶ 849 names and email addresses of requests (+55% Q/Q)
- ▶ 45,602 impressions to the page
- ▶ Total \$0.74 cost per lead (-36% Q/Q)



FY19 ARTISTS IN RESIDENCE – DIGITAL CAMPAIGN SUMMARY

Vendor	Tactic	Cost	Imp	Clicks	CTR%	Visits	CVR%	CPV
Varick	Programatic/ PMP	\$6,800	2,399,022	1,106	0.05%	1,861	0.08%	\$3.65
ArtistsNetwork	Social Media Program	\$2,338	212,694	1,029	0.48%	799	0.38%	\$2.93
Total	All Tactics	\$9,138	2,611,716	2,135	0.08%	2,660	0.10%	\$3.44

- ▶ The Artists in Residence campaign ended in February with digital and print media in the market
 - ▶ ARTnews was included in Q4 report due to the "Winter Edition" run dates 11/1/18-2/28/19
- ▶ The ArtistsNetwork sponsored blog post re-launched on 1/7/19 and generated 8,432 pageviews (+16% Q/Q)
 - ▶ Received a MG newsletter for inability to tag first time around (586,031 sends; 168,917 opens; 801 clicks)
- ▶ Full campaign wrap-up and delivery stats can be found on the FY19 Artists In Residence Wrap-Up Report provided by Fuseideas on 3/15

ARTISTS IN RESIDENCE SCREENSHOTS



FY19 KIDS FREE PROMO – DIGITAL CAMPAIGN SUMMARY

Vendor	Tactic	Cost	Imp	Clicks	CTR%	Visits	CVR%	CPV
Varick	Programatic/PMP	\$20,000	4,909,842	8,249	0.17%	10,174	0.21%	\$1.97
MediaMax	eNewsletter	\$15,000	98,906	9,523	9.63%	5,192	5.25%	\$2.89
Pressboard/FVC	Native/Sponsored Content	\$8,900	22,792	544	2.39%	764	3.35%	\$11.65
Total	All Tactics	\$43,900	5,031,540	18,316	0.36%	16,130	0.32%	\$2.72

- ▶ The Santa Fe FY19 Kids Free Promo campaign started in January with display and eNewsletters, adding in Sponsored Content in February
- ▶ The campaign is performing well, especially due to the niche targeting with MediaMax and Pressboard campaigns
- ▶ Top locations for Family Vacation Critic (Pressboard) article reads are: California, Texas, Colorado, New York and Florida
- ▶ An additional MediaMax eNewsletter is to deploy in April as added value
- ▶ The Pressboard article was updated in April to highlight new, seasonal activities

KIDS FREE PROMO SCREENSHOTS



ADARA IMPACT DASHBOARD



Top Origin Markets - Hotel Bookers

Market	Percentage of Travelers
Denver	11.6
Albuquerque	11.5
Dallas-Ft Worth	6.8
Phoenix	4.5
San Francisco Bay Area	4.3
Los Angeles	3.6
Colorado Springs	3.5
New York	3.2
Austin	2.8
Boston	2.1

Trip Planning Window







*Metrics measuring dates January 1, 2018 - March 31, 2019

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.com partnership. The Adara and TSF teams are working to onboard more downtown properties in order to provide a comprehensive look at Hotel Revenue.

ADARA IMPACT DASHBOARD (CONT.)

Key Profile Insights

	Travelers	Length of Stay (nights)	Average Daily Rate
	1,847	5.8	<div></div> \$ 137
	35%	5.5	<div></div> \$ 136
	45%	5.8	<div></div> \$ 153
	19%	5.8	<div></div> \$ 127

Marketing Activity

38,421,593

Total Impressions

4,373

Total Clicks

113,674

Total Trackable Website Visits

31,680

Website visitors who saw an ad first

758

Bookings by website visitors who saw an ad

EST. \$103,846 IN INCREMENTAL REVENUE
(+10% Q/Q)

*Metrics measuring dates January 1, 2018 - March 31, 2019
Note: The ADARA Impact reporting solution has the ability to directly connect all of TSF's digital marketing efforts with online 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 Sanport 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.

NEXT STEPS

- ▶ FY19 Kids Free Promo to conclude in April; wrap-up report to be provided in early May
- ▶ Consider updated blog content to be rotated in for Pulsepoint, including seasonal content related to summer events and activities
- ▶ New rich media desktop billboard unit to launch in May
- ▶ Continue ongoing optimizations on paid search campaign