



**OTAB Marketing Report  
February 2016  
Reported March 22, 2016**

**TOURISM Santa Fe Marketing Team**

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- Matt Sessions, Lead Account Manager

**Bella Media:** Santa Fe Guide

- Bruce Adams, Publisher
- Bryan Cooper, Associate Publisher

## HIGHLIGHTS & ACTION ITEMS

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### Kids Free Spring Break Promotion Update

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**RATIONALE:**

Santa Fe offers a unique mix of museums, galleries, culture, shopping, and outdoor activities that appeal to adults and kids alike. ***We are inviting families to try a one-of-a-kind family vacation in The City Different. This school break, take a Santa Fe Spring Break.***

**GOAL:**

The ultimate goal is to capture drive market families looking for something to do during school break and to increase their length of stay and overall spend in Santa Fe.

## **APPROACH:**

*Santa Fe Spring Break* will be promoted through paid, earned and organic media where all tactics/executions will push to and promote the *Santa Fe Spring Break* landing page.

**Target Audience:** Families with children aged 12 or younger in household, who are most likely to book a family vacation.

**GEOGRAPHIES:** -> Markets: Albuquerque, Phoenix, Denver-Boulder Colorado Springs, Amarillo, OK City

## **APPROACH -> DIGITAL MEDIA**



## **TARGETED BANNER ADS**

Enable various targeting parameters to ensure that TSF's banners are adjacent to relevant content such as Demo, Geo, Contextual and Behavioral

## **RESULTS**

- 4,678 clicks/5,565,592 impressions (0.08% CTR), 66% Visit Rate
- Evolve Media: 0.07% CTR, 45% VR
- RGM: 0.14% CTR, 71% VR
- Varick Media: 0.08% CTR, 81% VR

Note: no one creative is outperforming the others in terms of CTR or VR. All creatives are around 0.08% CTR and between 66-70% VR

## **PAID SEARCH**

Add a 'Kids Free Promotion' campaign to the current Paid Search buy

## **THE RESULTS**

1,567 clicks / 144,775 impressions (1.08% CTR)

Total spend to date is \$4,885 and average CPC \$3.12

Best performing ad groups: "Spring Break" with average position of 2.0 and imp share of 46%, "Kids Vacation" with 2.4 average position and 51% imp share

Best performing keywords: "vacation family packages", "family vacation packages" "Vacation packages for families" "Best vacation destinations" and "vacations for kids"

## **APPROACH -> RADIO MARKET APPROACH ONE:**

Leverage the existing radio package that was purchased through the NM Hospitality Association to

increase awareness and reception to additional Santa Fe Spring Break messages within the local drive market.

**EXPECTED OUTCOMES:**

Success for radio is typically seen in increased lower funnel activity such as website visits, organic search and increased CTR on digital banners reinforcing the promotional messaging.

**Target:** Drive -> Albuquerque, MN  
**Recommended Station:** KABG-FM (Big 98.5)  
**Format:** Adult Classic Hits  
**Demo:** Women, 35-54  
**Flight Dates:** Feb 1 - Feb 21 (3 weeks)  
**Dayparts:** Mon-Sun, 6:00a-12:00a

**RESULTS**

**Frequency:** 72x spots over 3 weeks  
**Impressions:** 137,000  
**Reach:** 11.1% of target demo (W, 35-54) were exposed to spot avg of 5.4x over 3 weeks

**APPROACH -> SPRING BREAK-SPECIFIC LANDING PAGE**



The top geo-locations driving traffic to the website are:

- Phoenix
- Albuquerque (radio market)
- Oklahoma City
- Washington DC
- Colorado Springs
- Tucson
- El Paso (radio market)
- Dallas
- Amarillo (radio market)

**APPROACH -> SOCIAL MEDIA**



More than 20 posts have been shared across all social media channels to promote the program. Continued weekly social media posts through the first week in April.

## Recent Accolades

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Sunset Magazine has just announced the finalists in their 2016 Travel Awards. The winners will be announced in August and in print in September. **The City Of Santa Fe is one of four finalists in two major categories:**

- [Best Food Town](#)
- [Best Shopping Destination / Street / Center](#)

Two renowned Santa Fe businesses have also made the final cut:

- **Santa Fe Spirits** for [Best Microbrewery Or Distillery](#)
- **Ten Thousand Waves** for [Best Girlfriends' Getaway / Destination Spa](#)

FlipKey featured Santa Fe on the "**Top 10 Destinations for Solo Travel in 2016 List.**"

Forbes Travel Guide's annual Globe Star Awards **included five Santa Fe entities:**

Four Seasons Resort Rancho Encantado Santa Fe, The Inn of the Five Graces, Rosewood Inn of the Anasazi, Geronimo, and The Spa at Rancho Encantado.

Thrillist round up of the "33 Best Donut Shops In America" **included our own Whoo's Donuts.**

## TOURISM Santa Fe Announced OTAB Application Extension

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TOURISM Santa Fe notified Business Partners of the re-opening of the application period for Occupancy Tax Advisory Board (OTAB) grants for use in 2016. Partners were notified that [applications](#) are now being accepted through March 31, 2016 and that reviews of all grant applications will be conducted in early April and funds will be awarded by April 15, 2016.

## Watch and Share Tina Fey's Interview about Santa Fe

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Everyone's favorite Tina Fey filmed the new release Whiskey Tango Foxtrot for several months in Santa Fe last year. She was routinely spotted enjoying herself all over town. On the March 3 episode of Late Night With Seth Myers, she sang the praises of Santa Fe calling it "gorgeous" and making humorous comments about her experience at Ten Thousand Waves. You can watch the interview here - [https://youtu.be/SI1\\_QvL0Sig?list=FLw0n1cKkUUSQEetvMwWm2Ug](https://youtu.be/SI1_QvL0Sig?list=FLw0n1cKkUUSQEetvMwWm2Ug).

Should be needless to say that such A-List testimonial to our city is absolutely as good as it gets. Please insure to share widely on social media and encourage your employees, friends, and family to do so as well. Let's let everyone know how Tina feels about The City Different.

## New Event—Santa Fe Cocktail Week

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Memorial Day weekend kicks off the brand new Santa Fe Cocktail Week! Restaurants and bars, throughout the city, are invited to become official participants, and showcase a signature cocktail. It is FREE to participate.

Santa Fe Cocktail Week leads into New Mexico Cocktails & Culture (June 3 – 6) a 4-day celebration of culinary, cocktail and creative talent, featuring mixology seminars, parties, hospitality industry day, and the Chef & Shaker challenge. All events are open to the public, and tickets may be purchased on the NMCC website-[www.NMCocktailCulture.com](http://www.NMCocktailCulture.com).

Venues are encouraged to participate by contacting Natalie Bovis –[Natalie@theliquidmuse.com](mailto:Natalie@theliquidmuse.com). This is a great opportunity for local businesses to be part of *Santa Fe's Most Spirited Festival!*

## 2016 Business Expo/Celebrate Santa Fe Tourism

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Over 100 businesses participated last year, and over 1,000 guests are expected this year. The **Business Expo and Job Fair** is an invaluable resource for businesses and now will be embracing the "Celebrate Santa Fe TOURISM" event.

Previous participants in Celebrate Santa Fe Tourism Day are encouraged to participate in the Expo which will have a special section devoted to the hospitality and tourism sectors. This year, both events are being incorporated together so as to maximize visibility for businesses.

The event takes place on **Thursday, April 7 from 10:00 am – 4:00 pm** at DeVargas Center (564 N. Guadalupe Street). We hope you are able to attend and support this event.

## Food Safety Regulations Forum - The Greater Santa Fe Restaurant Association

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The newly re-organized **Greater Santa Fe Restaurant Association's (GSFRA)** mission is to promote and strengthen the restaurant industry in Santa Fe and the surrounding communities. In an effort to keep businesses informed of the latest news and resources, GSFRA conducted a free Food Safety Regulations Forum to educate businesses about new Food Safety Regulations that went into effect on March 1, 2016.

TOURISM Santa Fe invited Business Partners to attend the FREE Food Safety Regulations Forum on March 17, 2016 from 1:30pm-3:30pm at the *Santa Fe Community Convention Center – Peralta Room*.

## SFUAD Summer Job Fair

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### SANTA FE University of Art and Design

Businesses ramping up employment for summer in Santa Fe or those recruiting great summer interns are asked to participate in SFUAD's Summer Job Fair.

On Tuesday, March 22 from 5:30 – 7:00 pm, Santa Fe University of Art and Design is sponsoring a **free Summer Job + Internship Fair** to connect students, recent grads, and alumni to awesome summer opportunities in Santa Fe!

## Community Meetings

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TOURISM Santa Fe officials met with the following business partners and organizations over the month of February.

- New Mexico Tourism Department (Senate Finance Committee)
- Santa Fe Hilton
- Santa Fe Spirits
- Hospitality Group
- Santa Fe County
- New Mexico Museum of Art, Exhibit Preview
- Malouf on the Plaza
- NM Department of Cultural Affairs
- Big Mountain Enduro
- Hospitality and Tourism TRENDS Conference
- Meow Wolf
- Santa Fe Lodgers Association
- New Mexico Journey AAA Magazine
- Bandelier National Monument
- Bike Share
- El Museo Cultural
- Italian Consul, General Verde
- New Mexico Garden Conference
- Santa Fe Fiesta
- Santa Fe Street Fashion Week
- Santa Fe Tour Guides
- Drury Plaza
- New Mexico Restaurant Week Social Media Crawl
- New Mexico Tourism Department Region 5 Meeting
- HIPICO

- Destination Hotels Inn of Loretto Resort and Spa
- Ski Santa Fe
- Tomasita's
- Draft Station
- The Compound
- Stephen Consignment

## MONTHLY METRICS - February

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### Website & Newsletters

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#### Visits [Y/Y change]

- 94,741 Total Visits (7% increase)
- 76.4% New Visits (no change)
- 2.51 Pages per Session (6% decrease)
- 2:41 Average Time on Site (9% decrease)
- 237,411 Total Page Views (0.2% increase)

#### Visitor Gender

- 59.3% Female
- 40.7% Male

#### Visitor Age

- 8.57% 18 - 24
- 17.51% 25 - 34
- 17.06% 35 - 44
- 16.17% 45 - 54
- 22.61% 55 - 64
- 18.09% 65+

#### Newsletters

- Santa Fe Happenings
  - Sent: February 2, 2016
  - Number sent: 47,957
  - Number opened: 8,334
  - Open rate: 17.41%
- TOURISM Santa Fe Marketing Report
  - Sent: February 10, 2016
  - Number sent: 1,103
  - Number opened: 374
  - Open rate: 34.28%
- Santa Fe Deals and Specials
  - Sent: February 19, 2016

- Number sent: 25,102
- Number opened: 4,988
- Open rate: 20%
- TOURISM Santa Fe Sales Report
  - Sent: February 25, 2016
  - Number sent: 1,094
  - Number opened: 350
  - Open rate: 32.05%

\*Open rate is only counted for users who have images enabled in their email or if a user clicks on a link.

## SOCIAL MEDIA

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### Summary

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February was another great month for social media. We are continuing to see an increase in followers across our social media channels. The Visit Santa Fe Facebook fan base grew by 1,326 followers and Instagram gained 616 new followers! Our largest reach in February was the "Santa Fe Aromatherapy" post - reaching 148,607 Facebook users. This was also our most popular Instagram post in February.

We are encouraging partners to engage and grow their own fan base by leveraging the city's increasing social media presence by following, sharing, and interacting with us on social media! Don't forget to add #SantaFeNM or #TheCityDifferent to posts!

Facebook: [www.facebook.com/SantaFeTourism](http://www.facebook.com/SantaFeTourism)

Twitter: [twitter.com/CityofSantaFe/](https://twitter.com/CityofSantaFe/)

Pinterest: [pinterest.com/cityofsantafe/](http://pinterest.com/cityofsantafe/)

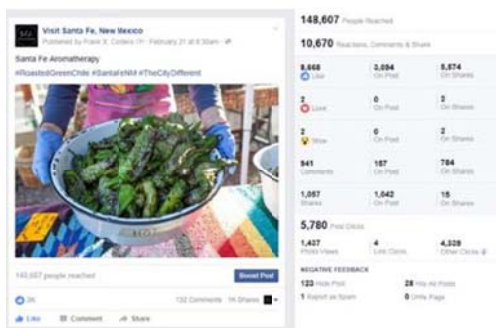
Instagram: [instagram.com/CityofSantaFe/](https://instagram.com/CityofSantaFe/)

YouTube: [youtube.com/VisitSantaFeNM](https://youtube.com/VisitSantaFeNM)

SantaFe.org Blog: [santafe.org/blog/](http://santafe.org/blog/)

### Facebook

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## February 2016 Performance Metrics

- Total Page Likes: 47,641 (2.8% increase)
- People Talking About This: 22,827
- Engagement: 67,599

Top Ranking Post, Santa Fe Aromatherapy - February 21, 2016 at 8:30 AM

- Likes: 8,668
- Shares: 5,574
- Comments: 941
- Reach: 148,607

## Twitter

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### February 2016 Performance Metrics

- Followers: 10,230 (1.2% increase)
- Monthly Impressions: 118.2K
- Engagement: 1,690

Top Performing Post, February: Nationally acclaimed chef remembered as generous, kind - February 16th at 10:24 AM

- Impressions: 2,546
- Favorites: 14
- Retweets: 2
- Total Engagements: 23



## Instagram

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### February 2016 Performance Metrics

- Followers: 7,115 (9.5% increase)

Top Performing Post, February: Santa Fe Aromatherapy

- 347 Likes



## Pinterest

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### February 2016 Performance Metrics

- Followers: 2,016 (1.1% increase)

## YouTube

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### February 2016 Performance Metrics

- Subscribers: 203 (4.6% increase)
- Views: 2,621

## Blog

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### February 2016 Blog Posts

#### Dear Cupid, Take Us On A Santa Fe Getaway

- Posted February 2, 2016
- Views: 157

#### Five Santa Fe Events That Will Have You Marching Into Spring!

- Posted February 8, 2016
- Views: 326

#### Santa Fe The City Different's Most Colorful Artists, "El Diferente"

- Posted February 16, 2016
- Views: 490

#### Three Top Santa Fe Easter Brunches

- Posted February 23, 2016
- Views: 909

### February 2016 Performance Metrics

Total Blog Views: 4,182 (8.6% Decrease)

Average Time on February Blog Posts: 2:45 minutes

# PAID MEDIA PLACEMENTS

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## Digital

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### DISPLAY

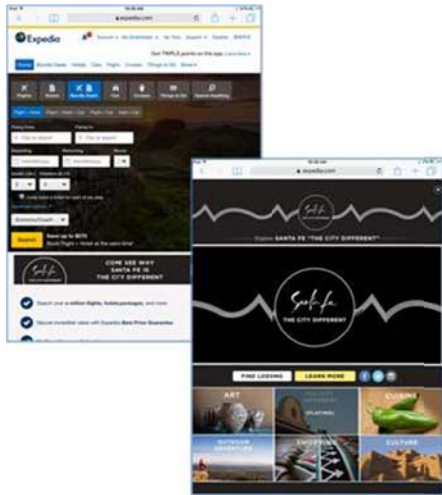
Target Market:

- Fly Markets: NYC, Los Angeles, Chicago, Houston, Austin, Dallas-Ft Worth
- Drive Markets: Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso, Denver

Flight Dates: Feb 1 - Feb 29, 2016

20,579 clicks/4,406,020 impressions = .47% CTR

11,879 visits = 58% VR



### PRE-ROLL Video and Mobile

Target Market:

- Fly Markets: NYC, Los Angeles, Chicago, Houston, Austin, Dallas-Ft Worth
- Drive Markets: Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso, Denver

Flight Dates: Feb 1 - Feb 29, 2016

Adara

- 1,552 clicks/385,610 impressions = .40% CTR
- 1,580 visits = 102% VR

AdTheorent

- 13,644/983,742 impressions = 1.39% CTR
- 5,294 visits = 37% VR

SpotXchange:

- 145 clicks/448,451 impressions = .03% CTR
- 101 visits = 70% VR

Tremor:

- 1,954 clicks/832,171 impressions = .23% CTR
- 1,783 visits = 91% VR

### 3RD PARTY TRAVEL SITES

Target: National

Flight Dates: Feb 1 - Feb 29, 2016

TripAdvisor:

- 452 clicks/197,169 impressions = .23% CTR
- 360 visits = 80% VR

Varick Media:

- 886 clicks/1,212,664 impressions = .07% CTR
- 980 visits = 111% VR

### SEM

Target: National

Flight Dates: Feb 1 - Feb 29, 2016

3,869 clicks/452,084 impressions = .86% CTR

Avg position = 2.7 and Avg CPC = \$2.19

### MICE

Target: National

Deployment Date: Feb 9, 2016

Questex eNewsletters: Hospitality and Travel Industry

19 clicks/28,305 impressions = .67% CTR

1,007 visits = 98% VR

## Print



### PRINT

Target Market: Drive

Denver, Colorado Springs, Phoenix & N/W Texas

Flight Dates: Feb 1 - Mar 30, 2016

Circulation - 344,000

Publications:

Architectural Digest, Bon Appetit, Conde Nast Traveler, The New Yorker, Vanity Fair

## Out of Home

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**OUT OF HOME** (Denver, CO)

Target Market: Drive

Flight Dates: Feb 1 - Mar 30, 2016

3,699,108 impressions

## PUBLIC RELATIONS

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### Summary

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Santa Fe enjoyed a memorable February with \$3,315,169 in earned media, overwhelming last year's total by 257%. The New York Times and Los Angeles Times coverage of The Santa Fe Margarita Trail played a major role, but many other fine outlets covered many other fine stories.

We remain on a roll with the increase in winter destination coverage and highly auspicious beginnings for the dazzling Meow Wolf "House Of Eternal Return" and the highly well-received "Santa Fe Margarita Trail" both of which haven't even opened yet.

All this good news and the first two months of the year being decidedly higher than those in 2015 is nice, but guarantees nothing going forward..

### Press Releases

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The following press releases were distributed in February:

[Santa Fe to Debut New Margarita Trail](#)

## [Santa Fe Reopens OTAB Application Process](#)

Check in with the **Current Releases section** of the santafe.org website for a list of current press releases that are available for use, redistribute or reference.

## Visiting Press

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### **TSF Completes the "On The Mountain & On The Town" FAM Trip**

TOURISM Santa Fe conducted our first press tour of the year February 25 to 29—supported and in conjunction with Ski Santa Fe. The "On The Mountain & On The Town" tour provided two days of skiing and one day of sightseeing including Northern New Mexican cuisine, a downtown plaza tour, Museum Hill, a sneak preview of the incredible "House Of Eternal Return" by Meow Wolf, and many other key destinations and VIP's including Mayor Gonzales.

The writers were dazzled by the unique opportunity for skiing thrills and cosmopolitan experiences all within a few miles of each other. Look for upcoming coverage from **Randall Weissman** of The Chicago Tribune, **Clytie Bunyan** of The Oklahoman, **Jeannette Settembre** of The New York Daily News, **Greg Garry** of OUT Magazine, **Jeff Mcann** of The Vancouver Sun, and freelancers **Charles Bethea**, **Maria Lioy**, **Jayne Clark**, and **Chris McClure**.

Thanks as always to our remarkable partners for making these critical projects possible as well as such big successes.

**Carolyn Graham** from *AAA New Mexico* visited the destination on February 11 to attend the NMHA TRENDS conference. She was provided several attraction and restaurant experiences.

## Print & Online Articles

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Here is a selection of February coverage. To see more, please visit **the Hot News page** at the santafe.org Media Center.

### **NEWSPAPER**

*Chicago Tribune* included Santa Fe in an article, "Family travel five: Head for ski destinations for family fun."

*Dallas Morning News* included Santa Fe's Spring Break Promotion in the ongoing column, "Getaways," in the print issue.

The following outlets provided dedicated coverage of the Santa Fe Margarita Trail:

**Albuquerque Business First**

**The New York Times**

**Los Angeles Times**

**Santa Fe New Mexican**

**Albuquerque Business First**

USA Today included the Santa Fe School of Cooking in a round-up of "**Ultimate urban food tours in delicious destinations.**"

## WEBSITES

*Liftopia* included Santa Fe in an article titled, "**12 Places to Fill Your Tank Before Hitting the Slopes,**" highlighting Tia Sophia's.

*Stuffed Suitcase* featured dedicated coverage of the 2016 spring break promotion in an article titled, "**Kids Travel For Free to Santa Fe For Spring Break.**"

The following outlets were among *many* who provided dedicated coverage of the Santa Fe Margarita Trail:

**Examiner**  
**Luxury Travel Magazine**  
**Group Tour Media**  
**Minnesota Girl in the World**  
**Examiner**  
**The Daily Meal**

As a result of hosting **Randy Yagi** on the Santa Fe outdoor press trip in October, *CBS Local* included Santa Fe in an article titled, "7 Most Photogenic Cities in the U.S." Coverage was nationally syndicated to the following 21 CBS Local affiliates.

**Atlanta**  
Baltimore, Boston, Chicago, Cleveland, Connecticut, Dallas, Denver, Detroit, Houston, Las Vegas, Los Angeles, Miami, Minnesota, New York, Philadelphia, Pittsburgh, Sacramento, San Francisco, Seattle, St. Louis

As a result of hosting **Jill Gleeson** on the October press trip, *EDGE Media Network* provided dedicated coverage of the destination in an article titled, "**Santa Fe: Express Yourself in the Land of Enchantment.**"

## MAGAZINES

*Evolving Kansas City* provided dedicated coverage of the **lodging options in Santa Fe.**

*TripInfo.com* included Santa Fe in an article on "**Historic Downtowns.**"

*Diversity Woman* included Santa Fe in an article titled, "The Girlfriend's Great Escape."

*Meetings Today* published a **dedicated piece on Anthony Smith at Eldorado Hotel & Spa.** Coverage was published online and in print.

As a result of hosting **Kelsy Chauvin** in the destination, *Wing Magazine* published a dedicated feature on Mayor Javier Gonzales.

As a result of **Joanna Muenz** visiting the destination in May 2015, *Latina Magazine* published dedicated coverage of Santa Fe in an article titled, "Pueblo Perfect."