



Agenda

OCCUPANCY TAX ADVISORY BOARD

September 25, 2018 – 10:00 A.M.

CITYHALL

COUNCIL CHAMBERS

10:00 a.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Roll Call
- c. Approval of Agenda
- d. Approval of Minutes: August

10:20 a.m.

- II. Northern New Mexico Air Alliance Update — Randy Randall (Executive Director, rRANDALL@santafenm.gov; (505)955-6209)

10:30 a.m.

III. Lodgers Tax:

- a. Update—Randy Randall (Executive Director, rRANDALL@santafenm.gov; (505)955-6209)

10:45 a.m.

IV. CVB Activity Reports:

- a. Sales Report — David Carr (Director of Sales, dacarr@santafenm.gov; (505)955-6206)
- b. Marketing Report — Jordan Guenther (Director of Marketing, dguenther@santafenm.gov; (505)955-6212)
- c. Executive Director Report — Randy Randall (Executive Director, rRANDALL@santafenm.gov; (505)955-6209)

11:30 a.m.

V. Other Matters by the Board

12:00 p.m.

VI. Adjournment

The next regularly scheduled meeting will be held on October 23, 2018,
at 10:00am in the Council Chambers.

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520,
five (5) working days prior to meeting date.

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: 09/13/2018

TIME: 5:04 PM

**SUMMARY OF ACTION
OCCUPANCY TAX ADVISORY BOARD
CITY HALL, CITY COUNCIL CHAMBERS
TUESDAY, SEPTEMBER 25, 2018, 10:00 AM**

| <u>ITEM</u> | <u>ACTION</u> | <u>PAGE</u> |
|--|------------------------|--------------------|
| CALL TO ORDER | | 1 |
| ROLL CALL | QUORUM | 1 |
| APPROVAL OF AGENDA | APPROVED | 1 |
| APPROVAL OF AUGUST MINUTES | APPROVED | 1 |
| NORTHERN NEW MEXICO AIR ALLIANCE UPDATE | INFORMATION/DISCUSSION | 2 |
| LODGERS TAX UPDATE | INFORMATION/DISCUSSION | 2-3 |
| <u>CVB ACTIVITY REPORTS</u> | | |
| SALES REPORT | INFORMATION/DISCUSSION | 3-4 |
| MARKETING REPORT | INFORMATION/DISCUSSION | 4-6 |
| EXECUTIVE DIRECTOR REPORT | INFORMATION/DISCUSSION | 6-8 |
| OTHER MATTERS FROM THE BOARD | NONE | 8 |
| NEXT MEETING | OCTOBER 23, 2018 | 9 |
| ADJOURN | ADJOURNED | 9 |

**OCCUPANCY TAX ADVISORY BOARD
CITY HALL, CITY COUNCIL CHAMBERS
TUESDAY, SEPTEMBER 25, 2018, 10:00 AM**

I. PROCEDURES

A. CALL TO ORDER

The meeting of the Occupancy Tax Advisory Board was called to order by Al Lucero on Tuesday, September 25, 2018 at 10:00 am at City Hall in the City Council Chambers, 200 Lincoln Avenue, Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Victoria Bruneni
Al Lucero
Elizabeth Pettus
(Vacancy)

MEMBERS ABSENT

Jon Hendry

OTHERS PRESENT

Randy Randall, Executive Director, Tourism Department
Jordan Guenther, Marketing Manager, Tourism Department
Elizabeth Martin, Stenographer

C. APPROVAL OF AGENDA

MOTION A motion was made by Ms. Pettus, seconded by Ms. Bruneni, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote.

D. APPROVAL OF AUGUST MINUTES

MOTION A motion was made by Ms. Pettus, seconded by Ms. Bruneni, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

II. NORTHERN NEW MEXICO AIR ALLIANCE UPDATE

Mr. Randall stated that David Carr is not here today. He is out with a back injury.

Mr. Randall reported that the Alliance has contracted with Interwest to do a study of the best potential connector cities and airlines to approach for the City. They did not have a chance before now to do this kind of review as the flight to Phoenix came up quickly and became a focus. The revenue guarantee for that flight has been completed and is no longer in effect for American Airlines. The contract runs through the end of this calendar year and we are anxious to see if American Airlines retains the flight or not. The Alliance was getting more involved in operations at the Airport than it should have. Now that Mark Baca is in his role as Airport Manager the Alliance has decided it should focus on the development of a new flight which is critical to it keeping any kind of private sector support. This is a third party evaluation and that report is expected back in 45 days. Once that information is in hand the Alliance will approach the Airport and determine if the Airport feels it has the capacity to support what the report suggests. If the Airport suggests that they cannot handle the flight the Alliance, he thinks, will step back and move into a holding pattern. He is very positive about this company and thinks they will do a good job. If a good match is determined and the Airport has the capacity, under phase 2 of the contract Interwest will work with the Alliance and the City to pursue that flight.

Mr. Lucero asked has American Airlines indicated they are going to pull out.

Mr. Randall said no, they have not indicated either way. The thought is they will not pull out. As soon as the revenue guarantee ceased they went from 7 days a week to 5 days a week which made it more profitable. He anticipates they will continue the flights.

III. LODGERS TAX UPDATE

Mr. Randall said the Lodgers Tax Update is on page 13 in the packet. He reviewed the report. June was highly successful. July finished up over the previous year. The dominance in the improvement in lodges tax came from the historic district. Downtown occupancy was up 3.5 points, Cerrillos Road was flat. The average rate was up \$5.00 on Cerrillos and downtown it was up by \$10.00. He expects lodgers tax will come in over the prior year by \$60,000 to \$70,000 in August. September is rolling along well. The Wine and Chili Festival increased its ticket price from \$150.00 to \$175.00 this year for the Grand Tasting and sold out a week and a half sooner than last year. That is a reflection on the economy, the popularity of Santa Fe and a well run event.

Mr. Lucero asked how long has it been that we have been able to compare short term rental lodgers tax to the previous year.

Mr. Randall said we have always had that. The report in your packet runs back to 2012.

Mr. Lucero asked how do we compare to last year.

Mr. Randall said in July last year we did \$146,000, this year it was \$179,000. We have the raw data from collections, but no occupancy rate data. He has a report that shows about 70% of the short term rentals data. That shows in peak seasons they are getting about 80% occupancy rate with lower average rates.

Mr. Lucero said he thinks it is the younger travelers using short term rentals.

Mr. Randall said we don't have any data on that. He would guess that. In our next visitors survey hopefully we will be able to capture some of that information.

Mr. Lucero said we had the right to issue 1,000 permits for short term rentals. Where are we on that.

Mr. Randall said that was for short term rentals occurring in residentially zoned areas of the City. There are 100 or more that occur in zoning that allows short term rentals. Right now we have just shy of 900 permits issues. With the other 100 we have around 1,000 identified and a couple hundred more not identified.

Mr. Lucero asked is there anything on the horizon where short term rentals would be scrutinized like hotels are such as Health Department inspections.

Mr. Randall said part of getting a permit is a safety inspection which they have to do.

Ms. Pettus said in the historic district of Santa Fe the idea of short term rentals or summer rentals is part of the history of Santa Fe. Some have been around for many generations of families for decades. Demographically that changes things a bit. If you are staying for more than a couple of days you are more likely to do a short term rental. Regarding the health inspections she thinks that has more to do with the serving of food.

Mr. Randall also the cleanliness of the facility.

Mr. Lucero said we had a good summer.

IV. CVB ACTIVITY REPORTS

A. SALES REPORT

Mr. Randall said he will give the report for Mr. Carr. It is in your meeting packet

starting on page 23. He reviewed the report. We continue to see improvement in the generation of leads generated to hotel properties. We are flat on leads that result in booking the use of the Convention Center. The Governor's Conference was a huge success. The primary function of the sales team is to ensure that we are making an evermore increased number of good qualified leads to individual hotels and generation of leads without the need for use of the Convention Center.

Mr. Lucero asked how is next year looking.

Mr. Randall said we are maintaining current levels with slight increases in almost all areas.

Mr. Lucero asked what do they do to generate leads.

Mr. Randall said the main way is attending 18 events a year held in areas that are proven to be sources of meeting opportunities for us. These are events that bring suppliers together with meeting planners. We also belong to 3 different consortiums that are in the business of representing smaller associations and assisting them with their bookings. We do more one on one. We do very little advertising. We just had a creative session with our advertising and public relations company and website developers. One of the things that came out of that was that we need to build a good video that can depict the positive points of having a meeting in Santa Fe and can be customized so if we cannot attend for a pitch we can send a video specific to that pitch. We are also in the process of rebuilding our website that will be the meeting planner website and we are bringing it more in line with the improvements we have done to our general website. We just signed up for 5 meetings being held by *Successful Meetings Magazine*. They are getting into meeting planner events. By buying those 5 we got \$10,000 in electronic advertising on their website. The exciting part is there is still a great deal of interest in Santa Fe.

Mr. Lucero said if you get that video done, which is a great idea, that would be exceptional in this day and age. When you have an inquiry you could put a link in and they can see Santa Fe right away.

Mr. Randall said yes. The intent is not to show people in a meeting environment, but to show how exciting a place Santa Fe is to have your meeting. We have a lot of things that we can depict well in a video.

B. MARKETING REPORT

Mr. Guenther said the marketing report is in your meeting packet. He received the Executive Summary. We are launching the Artists In Residence Program and are promoting that. It is about the experience that the traveler has when they are here. We have 12 hotels representative of the program this year and 4 galleries. Hopefully we will

continue to grow.

Mr. Guenther reported that they are working with a local contractor who has developed an app for augmented reality so in our printed version of the Visitors Guide we will be able to take existing assets we have and when someone downloads the app they can scan that imagery and it brings about an immersive experience. A video comes up showing an opportunity.

Mr. Lucero asked who creates that video.

Mr. Guenther said we will create the video. They will be 30 second videos to evoke excitement as someone goes through the printed Visitors Guide.

Mr. Randall said this will be unique. We could put it over a picture of the Mayor and he could do a verbal welcome. It could make our Visitors Guide the most unique Visitors Guide in the country. We want to get done for the Visitors Guide coming out in February.

Ms. Pettus asked will it increase the advertising price.

Mr. Randall said no. Tourism Santa Fe will be paying for this feature to be added to the guide.

Mr. Lucero asked how is the Margarita Trail app working out.

Mr. Guenther said very well. That is a main priority of his. We need to package our apps better and we are working on that along with the wayfinder app. The Margarita Trail app specifically is very successful. We will be working on a refresh to update the information and on the website we will be implementing more user friendly mapping technology so we can tie in the business listings to the map portion.

Mr. Lucero said there used to be a service called a newspaper clipping service. Is there anything out there now that gives you a composite of the mentions of Santa Fe over all sources. Robert Redford was interviewed on *Sunday Morning* on CBS last Sunday and spoke about Santa Fe, showing images as he spoke.

Mr. Guenther said for the most part we get that through our public relations agency. We are working on the Robert Redford *Sunday Morning* piece. We do a recap in our marketing reports. It is available on our website as well.

Mr. Lucero asked can you disseminate that to the hotels on a regular basis.

Mr. Guenther said yes. We are working with hotels to make them more aware of those media mentions and press announcements and more awareness of upcoming events.

Mr. Lucero said please copy the Board with that information as well.

C. EXECUTIVE DIRECTOR REPORT

Mr. Randall handed out 2 Economic Impact Statements to the Board. One was for HIPICO and the other on Indian Market. Both are incorporated herewith into these minutes as Exhibit "1" and Exhibit "2", respectively.

Mr. Randall said it was interesting to see that the direct spending impact of HIPICO was right around \$9.5 million and the total direct and indirect was \$13.3 million. For Indian Market the direct spending impact was \$118 million with \$165 million in direct and indirect. Clearly Indian Market is the granddaddy of our events. We will be doing a study on the Wine and Chili Festival this year and have done Currents which was presented at our last meeting. The reports are good and will be a benefit to us as we repeat them in the future to see how the events are doing.

Ms. Bruneni asked are you thinking about doing Spanish Market or the Folk Arts Market as the other 2 events for this year.

Mr. Randall said the Folk Arts Market does their own with the same company we use. The Spanish Market did not want us to do it and we need the organization to participate for shared data.

Ms. Pettus asked is there any way to tell about the short term rental situation versus hotels for these events.

Mr. Randall said he think the short term rentals are basically selling out over the weekends in the summer.

Ms. Bruneni said the short term rentals may not realize they need to protect those dates to get a bump.

Mr. Randall said he does not encourage hotels to bump up rates during these times, but he does encourage putting in a minimum number of nights required.

Mr. Lucero said there are a lot of people here for Indian Market who have second homes here. That has to be a major economic impact on the City as well.

Mr. Randall said he did not know how we would measure that. Some of the spending could be argued to be a bit high factoring in the unknown of people who use their second homes.

Ms. Pettus asked is there any possibility of seeing if domestic garbage collection

increases.

Mr. Randall said he thinks the creative meeting we had was successful as a planning session. That will be the basis for our sales and marketing plan for 2019.

Mr. Randall reported we are working to make internet available on the Plaza. We will be funding the installation of internet ability on the Plaza through Tourism Santa Fe. One of the requirements through CyberMesa will be in order to get on the internet they need to give their email address and indicate if they are a resident. He hopes this will become the new list of emails to use for visitor surveys. This will help us include a wider variety of people to ask question of and we will collect better data. We want to be a Wifi friendly City. It will cost under \$20,000 to do the install. If it works well we will expand out a few blocks on either side. Our target to get this done by the end of the year.

Mr. Randall said Music Week happened. It was well executed. For the first year it worked well enough to continue it. We need to get a few more headliners out at the Opera and a few junior headliners at the Lensic as a part of it. It was a success.

Mr. Lucero asked how did the crowd on the Plaza for the Fireballs compare to the regular bandstand entertainment nights.

Mr. Randall said the Fireballs performance was about the same attendance as it usually is. Maybe a little less.

Mr. Lucero said his suggestion is to do a Pops Concert where people can go and several restaurants provide food and wine and they can sit around a table and have a concert. We have the resources here to do something like that. Maybe that could be integrated into Music Week.

Mr. Randall said he will take a look at that.

Mr. Randall said we will be issuing an RFP next week to solicit interest in someone producing a new event for Santa Fe. Our OTAB funds are great at supporting start up events and existing events and expansion of existing events, but we don't really encourage a start up. The funds are strictly for marketing. This will have a value of up to \$50,000 towards a new event in 2019. We will see what we get. The event would be done by a third party. They need to provide us with a marketing and financial plan. If one of the OTAB Board members would like to serve on the review committee for this that would be great.

Mr. Randall reported that the Indigenous People event is weekend after next. There will be Native dancing for 3 days. We will be promoting it at the Balloon Fiesta as something to come to Santa Fe to see.

Mr. Lucero asked how do you think Fiestas went with the issue of the Entrada

and the compromises.

Mr. Randall said from his perspective there were zero protesters at the morning event and 4 or 5 at in the afternoon who left. He feels it showed a great deal of wisdom on the part of everyone involved in the decision to come together and find a good resolution.

Mr. Randall said the Kids Free program will happen again this spring. For the Balloon Fiesta for next year we are going to sponsor at least one bus maybe 2 to take people from Santa Fe down for the early mass ascension and bring them back up at 10:00 am or 11:00 am to make it easier to stay in Santa Fe and go.

Ms. Bruneni said the Railrunner runs at special times during the Balloon Fiesta.

Mr. Randall said they do, but that does not get you right there. This will be more convenient. We can do multiple pick ups with the help of the hotels. Hotels can build the transportation into a package. We want to keep it affordable so maybe in a hotel package we would charge \$10.00 to \$15.00 round trip and maybe \$20 if the visitors is booking individually rather than within a hotel package.

Mr. Lucero said great idea.

Mr. Randall said he will look into package ticket prices for the Balloon Fiesta.

Mr. Randall said our Visual Arts Special Advertising Campaign is going to Finance Committee on October 1st and to Finance on October 10th if it passes Finance. It will be funded with \$225,000 out of fund balances. We hope to get \$50,000 from organizations as well. Any gallery or business that contributes will have some sort of preferred recognition in the campaign. The OTAB grants announcement is out. Applications will be taken until the end of the day November 2nd. During November the OTAB Board will make their recommendations. We have \$100,000 this year. If the Board does not spend the full amount then we can move any extra money into the new event program as well as an option.

Mr. Randall said thank you for being here. You are all termed out but continue to serve until new members are appointed. Thank you for not resigning. He hopes in next 30 days the Mayor will make some decisions. If you are interested in continuing please submit your letter to the Mayor or the Clerk.

V. OTHER MATTERS FROM THE BOARD

None.

**VI. NEXT MEETING
OCTOBER 23, 2018**


VII. ADJOURN

There being no further business before the Board the meeting adjourned at 11:15 am.

Al Lucero, Chair



Elizabeth Martin, Stenographer

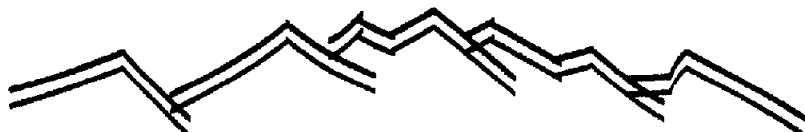

Elizabeth Tetter
in behalf of Al Lucero

2018 HIPICO Santa Fe Summer Series Economic Impact Analysis & Marketing Report

Presented to:

***Tourism Santa Fe
201 W Marcy St
Santa Fe, NM 87501***

September 2018



SOUTHWEST PLANNING & MARKETING

PLANNING | MARKETING | RESEARCH | ECONOMIC DEVELOPMENT
P.O. Box 1506 | SANTA FE, NM 87504 | WWW.SOUTHWESTPLANNING.COM

Exhibit "1"

Contents

Executive Summary.....2

 Economic Impact Summary2

 Marketing Summary.....4

Methodology.....6

Economic Impact Analysis8

 Attendee Spending Outside the Event8

 Tax Benefits from Attendee Spending Outside the Event9

 Attendee Spending at the Event11

 Total spending at the event by all attendees combined was \$4.94 million.11

 Tax Benefits from Attendee Spending at the Event12

 Marketing & Production Impact of the Event13

 Estimated Total Tax Revenues.....14

 Indirect and Induced Impact of Spending15

Marketing Report (all respondents combined)16

 Visitor Residency16

 Demographics18

 Attendance.....20

 Travel to Santa Fe22

 Marketing.....25

Appendix A: Survey Instrument27

Appendix B: Verbatim (Unedited) Open Ended Responses34

 Q2. Please provide your zip code/Canadian postal code or country of residence if other than the United States/Canada. (Country of residence).....35

 Q5. Other: How did you hear about the 2018 HIPICO Santa Fe Summer Series?35

 Q7. How would you rate your experience with the 2018 HIPICO Summer Series/Visit to Santa Fe - Why do you say that?37

 Q12. What is your ethnicity?.....55

 Q16. Please use the space provided for any additional comments or suggestions you may have about your visit to the 2018 HIPICO Santa Fe Summer Series.56

Executive Summary

Economic Impact Summary

The HIPICO Santa Fe Summer Series is an annual equestrian hunter/jumper event held by HIPICO Santa Fe. The 2018 event was held July 18 – August 22. TOURISM Santa Fe commissioned Southwest Planning & Marketing (SWPM) to determine the economic impact of the event, as well as to do a concurrent marketing survey of attendees.

The estimated attendance to the event was determined based on the known total individual, unique attendance of a specific attendee category (in the case of HIPICO, competitors), multiplied by competitor party size. Next, total individual, unique, non-competitor attendance was estimated by extrapolating from the known individual, unique, competitor attendance and multiplying the resulting number by the non-competitor party size. Final total estimated unique attendance was calculated by summing the unique competitor attendees plus party members with the unique non-competitor attendees plus party members, yielding an estimated total unique attendance to the 4-week event of 5,043 (outlier party sizes were omitted from the analysis). HIPICO staff confirmed that this was a conservative (compared to national attendance averages of attendees per horse) but appropriate attendance estimate.

Competitor attendees and non-competitor attendees exhibited different party size, spending and travel patterns throughout the 4-week event. For this reason, spending for these two groups was calculated separately, then summed to determine the total direct spending, taxes generated and economic impact of the event.

Total outside spending for competitor attendees was \$0.88 million for lodging, \$0.74 million for food and meals, \$0.52 million for transportation, \$75,192 for outdoor recreation, \$0.10 million for attractions/entertainment, and \$0.34 million for shopping/miscellaneous. Total competitor spending for all categories combined was \$2.67 million. Total outside spending for non-competitor attendees was \$0.17 million for lodging, \$0.11 million for food and meals, \$93,912 for transportation, \$3,588 for outdoor recreation, \$17,939 for attractions/entertainment, and \$80,161 for shopping/miscellaneous. Total non-competitor spending for all categories combined was \$0.48 million. Total spending outside the event for all attendees combined was \$3.14 million.

Based on spending outside of the HIPICO Santa Fe Summer Series as a result of the event, total gross receipts tax (GRT) from competitor attendees was estimated at \$51,641 for the city, \$36,649 for the county, and \$0.14 million for the state, yielding total GRT of \$0.22 million. The total GRT generated by non-competitor attendees was estimated at \$9,243 for the city, \$6,560 for the county, and \$24,450 for the state,

yielding total GRT of \$40,254. Spending outside the event by all attendees combined generated an estimated total GRT of \$0.26 million.

Attendees who pay for lodging are assessed a lodgers' tax in addition to gross receipts tax on the cost of the lodging. Competitor attendees to the event spent an average of \$2,188 on lodging during their stay. Based on this number, the estimated total taxable spending on lodging by competitor attendees was \$0.88 million, generating \$61,847 in lodgers' tax. Non-competitor attendees to the event spent an average of \$1,111 on lodging during their stay. Based on this number, the estimated total taxable spending on lodging by non-competitor attendees was \$0.17 million, generating \$11,712 in lodgers' tax. The total estimated gross receipts and lodgers' tax on lodging paid by all attendees combined was \$0.16 million.

Total estimated spending at the event by competitor attendees was \$0.37 million for event tickets; \$1.95 million for competition entry fees; \$1.18 million for stall fees; \$0.42 million for food, meals and beverages; \$0.33 million for event merchandise; and \$0.39 million for other. Total spending for all categories combined was \$4.63 million. Total estimated spending at the event by non-competitor attendees was \$0.12 million for event tickets; \$85,736 for food, meals and beverages; \$46,336 for event merchandise; and \$62,348 for other. Total spending for all categories combined was \$0.31 million. Total spending at the event by all attendees combined was \$4.94 million.

Competitor attendees generated a combined estimated \$0.39 million in GRT resulting from spending at the event, with \$89,743 allocated to the city, \$63,689 to the county and \$0.28 million to the state. Non-competitor attendees generated a combined estimated \$26,236 in GRT resulting from spending at the event, with \$6,025 allocated to the city, \$4,276 to the county and \$15,936 to the state. Total GRT generated by spending at the event by all attendees combined was \$0.42 million.

HIPICO Santa Fe spent \$1.4 million locally to produce and market the event, yielding an additional \$0.12 million in GRT. Combining spending on marketing and production of the event, competitor and non-competitor attendee spending outside and at the event yielded total combined direct spending on the event of \$9.49 million. This generated total estimated tax revenues of \$0.87 million resulting from the event. The City of Santa Fe received an estimated \$0.18 million in total GRT tax benefits as a result of the event.

Applying an induced/indirect impact multiplier of 1.4¹ to the direct spending on the 2018 HIPICO Santa Fe Summer Series yielded an estimated \$3.79 million in induced/indirect impact. Combined with total direct spending, the **estimated total economic impact** of the event was \$13.28 million.

| Indirect/Induced Impact of Expenditures | |
|---|-------------|
| Category | Spending |
| Total Direct Spending | \$9,485,290 |
| Induced/Indirect Multiplier | 1.4 |
| Induced/Indirect Impact | \$3,794,116 |

| Total Economic Impact (Direct Spending + Induced/Indirect) |
|---|
| \$13,279,406 |

Numbers may not total due to rounding.

Marketing Summary

- Respondents from 17 states were represented in the survey results, with 44.3% of the respondents being from New Mexico.
- Nearly sixty-two percent (61.6%) of the respondents lived more than 50 miles from Santa Fe; thirty-eight percent (38.4%) lived in the area (within 50 miles of Santa Fe).
- Respondents from 148 cities were represented in the survey results, with 22.9% being from Santa Fe, 8.7% from Albuquerque and 4.0% from Austin. The remaining 64.4% of the respondents were from 145 other cities.
- The majority of the respondents were female (83.1%).
- The average age of the respondents was 50.1 years (ranging from 18-85).
- 78.3% of respondents had a bachelor's degree or higher.
- The majority (84.0%) of respondents were White/Anglo.
- Nearly forty percent (39.7%) of the respondents reported annual household incomes of \$125,000 and above. Thirty-one percent (30.9%) reported incomes between \$50,000 - \$124,999.
- The average number of total days of the Summer Series attended by respondents was 7.7 days.
- The average respondent party size was 5.5 people (all respondents (competitor and non-competitor respondents) combined). For those that lived in the area (within 50 miles of Santa Fe), the average party size was 4.0 people; for those that lived outside of the area (50 or more miles from Santa Fe), the average party size was 6.5 people.

¹ Source: Tourism Economics - An Oxford Economics Company. The Economic Impact of Tourism in New Mexico, August 2015.

- All of the various activities and entertainment that were available at the HIPICO Santa Fe Summer Series were well-visited, with “view an equestrian hunter/jumper competition” being the most widely reported (96.9%), followed by “purchase food from any of the food trucks” (73.6%), and “visit the barns” (68.6%).
- A majority of the respondents were spectators (55.7%), followed by competitors (52.1%) and horse owners (51.2%) (respondents could select multiple categories).
- The vast majority of attendees (98.5%) indicated that the HIPICO Santa Fe Summer Series was the primary reason or a strong reason for visiting Santa Fe.
- Ninety-two percent (91.9%) of respondents from outside the area (lived 50 or more miles away) indicated that they spent the night in Santa Fe while participating in the event.
- Visitors who stayed overnight spent an average of 10.1 nights in the area. Visitors spent 0.9 additional nights in New Mexico (outside of Santa Fe) as a result of attending the HIPICO Santa Fe Summer Series.
- Nearly forty-seven percent (46.6%) of respondents who stayed overnight indicated that they stayed in a hotel/motel/B&B, this was followed by vacation rental (28.4%), and recreational vehicle at HIPICO (20.3%).
- The clear majority of respondents who stayed at a hotel/motel/B&B that stayed at one of HIPICO’s preferred lodging partners stayed at the Inn at Santa Fe (90.3%). This is not unexpected, given the close proximity of that hotel to the HIPICO grounds.
- Just over eighty percent (80.2%) of respondents reported traveling to Santa Fe in a private vehicle. Nine percent (9.3%) flew into Albuquerque and rented a vehicle; 8.9% of the respondents flew into Santa Fe and rented a vehicle.
- Sixty-one percent (61.4%) of the respondents were most frequently aware of the event due to past experience/having been before. Nearly forty percent (38.8%) heard about it via word of mouth, followed by the HIPICO Santa Fe website (20.4%), social media (19.4%), and mail or email sent to them (15.6%).
- When asked to rate their experience at the HIPICO Santa Fe Summer Series on a scale from 1 to 5, with 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations,” respondents rated their overall experience at the HIPICO Santa Fe Summer Series a 4.2 and their visit to Santa Fe a 4.3.
- Respondents were also asked to rate their experience in a series of categories at the HIPICO Santa Fe Summer Series on a scale from 1-5, with a 1 being the least satisfied and 5 being the most satisfied. Respondents were most satisfied with the Venue (4.4), Competitions (4.2), and Parking and the HIPICO VIP Lounge (ratings of 4.1). The Restrooms were rated the lowest at 3.6.

Methodology

The HIPICO Santa Fe Summer Series is an annual equestrian hunter/jumper event held by HIPICO Santa Fe. The 2018 event was held July 18 – August 22.

TOURISM Santa Fe commissioned Southwest Planning & Marketing (SWPM) to determine the economic impact of the event, as well as to do a concurrent marketing survey of attendees. A few days after the event, SWPM sent out an email survey to an attendee email list that was collected passively (collection stations) and actively (face-to-face) during the event by SWPM staff, as well as email addresses provided by HIPICO staff from newsletter and other databases. The survey was designed by SWPM and approved by HIPICO Santa Fe staff. The survey included questions about attendee party spending both at and outside of the event, as well as attendee average party size, and other questions about demographics and visitor experiences at the event.

The survey had a twelve percent (11.6%) response rate, with a total statistically valid sample size of 539 survey responses. The overall data for the entire sample is accurate to plus or minus 4.0% at the 95% confidence level. That means that 95% of the time the data for the entire attendee population would not vary by more than 4.0% from the result obtained from the sample in this survey.

Total estimated attendance to the event was based on the known total attendance of a specific attendee category (in the case of HIPICO, competitors). When ticket sales are not available and/or direct counting of attendees to an event is not feasible, this methodology is widely recognized as an appropriate attendance estimation approach.

Competitor Attendees: HIPICO staff provided the total number of individual, unique competitors in attendance (503) throughout the 4-week Summer Series. The average party size for competitor attendees was 6.9, yielding 3,471 (503 X 6.9) estimated unique competitors, plus party member attendees. Outlier party sizes were omitted from the analysis.

Non-Competitor Attendees: The total number of individual, unique, non-competitor attendees was extrapolated based on the fact that the 503 competitors represented 52.1% of total individual, unique, attendees, yielding total individual unique attendees of 965 and individual, unique, non-competitor attendees of 462. The average party size for non-competitor attendees was 3.4, yielding 1,572 (462 X 3.4) estimated unique non-competitors, plus party member attendees. Outlier party sizes were omitted from the analysis.

2018 Santa Fe Indian Market Economic Impact Analysis & Marketing Report

Presented to:

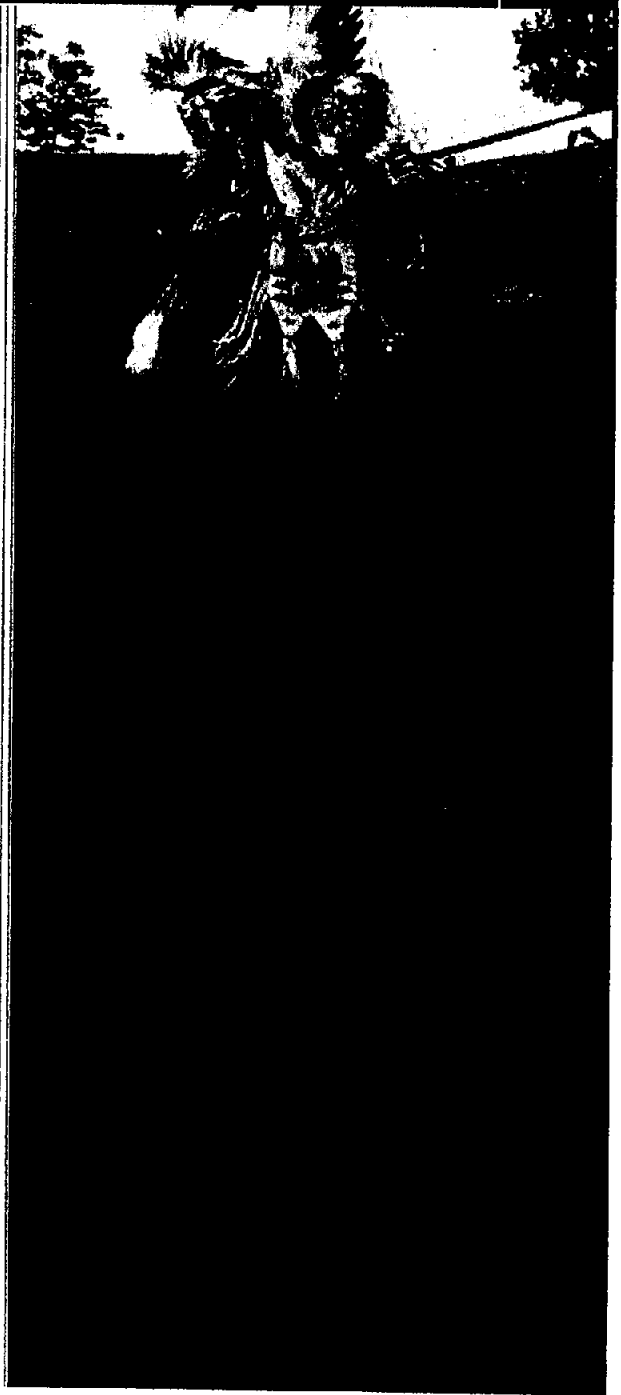
***Tourism Santa Fe
201 W Marcy St
Santa Fe, NM 87501***

September 2018



SOUTHWEST PLANNING & MARKETING
PLANNING | MARKETING | RESEARCH | ECONOMIC DEVELOPMENT
P.O. Box 1506 | SANTA FE, NM 87504 | WWW.SOUTHWESTPLANNING.COM

Exhibit "2"



Contents

| | |
|---|----|
| Executive Summary..... | 2 |
| Economic Impact Summary | 2 |
| Marketing Summary | 4 |
| Methodology..... | 6 |
| Economic Impact Analysis | 8 |
| Attendee Spending Outside the Event | 8 |
| Tax Benefits from Attendee Spending Outside the Event | 9 |
| Attendee Spending at the Event | 11 |
| Tax Benefits from Attendee Spending at the Event | 12 |
| Marketing & Production Impact of the Event | 13 |
| Vendor Fees Impact of the Event..... | 14 |
| Estimated Total Tax Revenues..... | 14 |
| Indirect and Induced Impact of Spending | 15 |
| Marketing Report (all respondents combined) | 16 |
| Visitor Residency | 16 |
| Demographics | 18 |
| Attendance..... | 20 |
| Travel/Lodging | 22 |
| Marketing..... | 25 |
| Event Experience Ratings | 26 |
| Website | 28 |
| Appendix A: Survey Instrument | 29 |
| Appendix B: Verbatim (Unedited) Open Ended Responses | 37 |

Executive Summary

Economic Impact Summary

The Santa Fe Indian Market, sponsored by the Southwestern Association for Indian Arts (SWAIA), is the largest and most prestigious juried Native arts show in the world and the largest cultural event in the southwest. The yearly event is held during the third weekend of August. Over 1,100 Native artists from the U.S. and Canada sell their artwork. The 2018 Market and related events were held August 14 – 19. TOURISM Santa Fe commissioned Southwest Planning & Marketing (SWPM) to determine the economic impact of the event, as well as to do a concurrent marketing survey of attendees.

SWPM estimated attendance to the 2018 event based on the attendance estimation conducted by SWPM in 2016. SWPM estimated that there was a total of 96,800 guest attendees in 2016 (attended multiple days and been counted more than once). Utilizing the responses to the 2018 survey about which days guests attended, SWPM estimated that 58.4% of the guest attendees were unique. This yielded estimated total unique guest attendees to the event of 56,531. In addition, there were 663 vendor booths. Based on survey responses, each vendor booth had an average staff size of 2.9, yielding total unique vendor attendees of 1,949. The total estimated unique attendees for all attendees combined was 58,480.¹

Guest attendees and vendor attendees exhibited different population size, party size, spending and travel patterns throughout the event. For this reason, spending for these two groups was calculated separately, then summed to determine the total direct spending, taxes generated and economic impact of the event.²

Total outside spending for guest attendees was \$13.62 million for lodging, \$10.24 million for food and meals, \$4.41 million for transportation, \$0.31 million for outdoor recreation, \$1.28 million for attractions/entertainment, and \$18.94 million for shopping/miscellaneous/other. Total guest spending for all categories combined was \$48.80 million. Total outside spending for vendor attendees was \$0.34 million for lodging, \$0.18 million for food and meals, \$0.10 million for transportation, \$6,494 for outdoor recreation, \$24,505 for attractions/entertainment, and \$0.25 million for shopping/miscellaneous/ other. Total vendor spending for all categories combined was \$0.91 million. Total spending outside the event for all attendees combined was \$49.70 million. Spending outside the event by all attendees combined generated an estimated total GRT of \$4.19 million.

¹ Party size outliers were omitted from the analysis.

² Spending outliers were omitted from the analysis.

- a vehicle; 3.8% of the respondents flew into Santa Fe and rented a vehicle. Less than one percent (0.4%) rode the Rail Runner.
- Seventy-eight percent (78.1%) of respondents traveled to Indian Market in a private vehicle (not to Santa Fe, but specifically to Market once in Santa Fe), followed by walked (26.2%).
 - Just over half (51.2%) of the respondents made plans to visit Indian Market eight or more months prior to the event.
 - Eighty-five percent (85.0%) of the respondents were most frequently aware of the event due to past experience/having been before. Nearly twenty-six percent (25.9%) heard about it via the SWAIA website, followed by word of mouth (19.7%), print ad in the Pasatiempo (12.0%), mail or email sent to them (11.5%), and social media (9.8%).
 - When asked to rate their experience at the Santa Fe Indian Market on a scale from 1 to 5, with 1 being "Fell short of my expectations" and 5 being "Exceeded my expectations," respondents rated their overall experience at the Santa Fe Indian Market a 3.9 and their visit to Santa Fe a 4.1.
 - When asked to rate their experience in a series of categories at the Santa Fe Indian Market on a scale from 1-5, with a 1 being the least satisfied and 5 being the most satisfied, respondents were most satisfied with the Event Venues (4.1), Vendor Booth Shopping (3.8), Performances (3.7), and Security (3.7). Restrooms (3.1) and Parking (2.9) were rated the lowest.
 - When asked to rate their experience at several events throughout the 2018 Santa Fe Indian Market on a scale from 1-5, with a 1 being the least satisfied and 5 being the most satisfied, respondents were most satisfied with the Indian Market on the Plaza (Saturday rating of 4.1 and Sunday rating of 4.0), the General Preview of Award-Winning Art (3.9), the Indian Market Haute Couture Fashion Show (3.8), and the Sneak Preview of Award-Winning Art (3.7). IM: EDGE (3.2) and the Indian Market Kick Off Party (3.1) were rated the lowest.
 - Nearly sixty-eight percent (67.7%) of the respondents visited the Indian Market website (swaia.org) prior to visiting the 2018 Santa Fe Indian Market.
 - The respondents who visited the Indian Market website were asked to rate it on a variety of factors on a scale from 1-5, with a 1 being the lowest and 5 being the highest: How well it met their needs? (3.6); How easy was it to find the information they were looking for? (3.5); How visually appealing was it? (3.7); How easy was it to understand the information on the website? (3.6).

Methodology

The Santa Fe Indian Market, sponsored by the Southwestern Association for Indian Arts (SWAIA), is the largest and most prestigious juried Native arts show in the world and the largest cultural event in the southwest. The yearly event is held during the third weekend of August. Over 1,100 Native artists from the U.S. and Canada sell their artwork. The 2018 Market and related events were held August 14 – 19.

TOURISM Santa Fe commissioned Southwest Planning & Marketing (SWPM) to determine the economic impact of the event, as well as to do a concurrent marketing survey of attendees. A few days after the event, SWPM sent out an email survey to an attendee email list that was collected passively (collection stations) and actively (face-to-face) during the event by SWAIA volunteers, as well as email addresses provided by Indian Market staff from newsletter, the Indian Market app, and other databases. The survey was designed by SWPM and approved by Indian Market staff. The survey included questions about attendee party spending both at and outside of the event, as well as attendee average party size, and other questions about demographics and visitor experiences at the event.

The survey had a 31.9% response rate, with a total sample size of 1,521 responses. The overall data for the entire sample is accurate to plus or minus 2.5% at the 95% confidence level. That means that 95% of the time the data for the entire attendee population would not vary by more than 2.5% from the result obtained from the sample in this survey.

In 2016, SWPM estimated the number of people that attended or participated in that year's Santa Fe Indian Market. To remain conservative and because updated attendance counts were not available, it was agreed that this count would be used as the basis for estimating 2018 attendance. The 2016 estimate was arrived at by first segmenting the Market area into 19 sections. An SWPM Associate counted people in each quadrant of the Plaza three times each day, as well as ingress and egress for five minute periods of time. While ingress and egress varied by the hour, overall the crowd turned over approximately once per hour. Additional areas that were part of or adjacent to one of these areas were grouped as "miscellaneous" for counting purposes. SWPM also audited the number of people inside adjacent retail outlets, museums, restaurants and hotels. SWPM estimated that at any given time, 10% of the attendees were in retail outlets. Combined, these efforts were used to estimate the guest attendee crowd size by hour each day.

Based on this methodology, SWPM estimated that there was a total of 96,800 guest attendees (attended multiple days and been counted more than once). Utilizing the responses to the 2018 survey about which days guests attended, SWPM estimated that 58.4% of the guest attendees were unique. This yielded estimated total unique guest attendees to the event of 56,531. In addition, there were 663 vendor booths. Based on survey responses, each vendor booth had an average staff size of 2.9, yielding total unique vendor attendees of 1,949. The total estimated unique attendees for all attendees combined was 58,480.³

| Attendee Counts (from 2016) | | Attendees |
|--|--|-----------|
| Total Guest Non-Unique Attendees (attended multiple days) | | 96,800 |
| Subtotal Unique Guest Attendees (58.4% of guest attendees based on survey data) | | 56,531 |
| Subtotal Unique Vendors and Vendor staff (from survey 2.94 people per booth, 663 total booths) | | 1,949 |
| Total Estimated Unique Attendees - All Attendees Combined | | 58,480 |

SWPM received marketing and production spending data from SWAIA staff and spending on fees to participate in the event from vendors. SWPM used the average spending and party size, combined with total event attendance, to determine categorical total event spending. SWPM then determined tax on each of the spending categories analyzed. An indirect/induced multiplier of 1.4 was applied to the direct impact.⁴ SWPM also analyzed the information provided about user experiences and demographics and provided averages or other relevant information.

³ Party size outliers were omitted from the analysis.

⁴ Source: Tourism Economics-Tourism Economics utilizes a standard input-output model to generate the percentage of indirect/induced impact as a result of tourism; each directly affected sector also purchases goods and services as inputs into production (indirect impacts). Induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the local economy.

Economic Impact Analysis

Guest attendees and vendor attendees exhibited different population size, party size, spending and travel patterns throughout the event. For this reason, spending for these two groups was calculated separately, then summed to determine the total direct spending, taxes generated and economic impact of the event.⁵

Attendee Spending Outside the Event

Attendees to the event were asked to estimate their entire party's spending outside the event in six categories: lodging, food and meals, transportation, outdoor recreation, attractions/entertainment, and shopping/miscellaneous/other.

Total outside spending for guest attendees was \$13.62 million for lodging, \$10.24 million for food and meals, \$4.41 million for transportation, \$0.31 million for outdoor recreation, \$1.28 million for attractions/entertainment, and \$18.94 million for shopping/miscellaneous/other. Total guest spending for all categories combined was \$48.80 million.

| Spending Outside the Event - Guest Attendees Only | | | | | | | | | | |
|---|------------|-------------------------------|-------------------|---------------|----------------|----------------------------|--------------------|---------------------------|------------------------------|---------------|
| Statistics | Party Size | Unique Guest Attendee Numbers | Number of parties | Lodging | Food and Meals | Transportation, Fuel, Etc. | Outdoor Recreation | Attractions/Entertainment | Shopping/Miscellaneous/Other | Total |
| Mean (overall) | 2.7 | 56,531 | 20,937 | | \$ 494 | \$ 217 | \$ 15 | \$ 62 | \$ 919 | \$ 2,860 |
| Mean (in-town attendees) | 2.5 | 23,460 | 9,384 | | \$ 272 | \$ 36 | \$ 2 | \$ 23 | \$ 389 | \$ 723 |
| Mean (out-of-town attendees) | 2.8 | 33,071 | 11,811 | \$ 1,153 | \$ 651 | \$ 344 | \$ 24 | \$ 90 | \$ 1,294 | \$ 3,557 |
| Total Spending (in-town attendees) | | | | | \$ 2,552,488 | \$ 340,832 | \$ 22,616 | \$ 215,835 | \$ 3,654,186 | \$ 6,785,957 |
| Total Spending (out-of-town attendees) | | | | \$ 13,621,440 | \$ 7,691,049 | \$ 4,065,798 | \$ 283,581 | \$ 1,062,985 | \$ 15,288,082 | \$ 42,012,935 |
| Total Spending | | | | \$ 13,621,440 | \$ 10,243,536 | \$ 4,406,631 | \$ 306,196 | \$ 1,278,820 | \$ 18,942,269 | \$ 48,798,892 |

Numbers may not total due to rounding.

⁵ Spending outliers were omitted from the analysis.

Total outside spending for vendor attendees was \$0.34 million for lodging, \$0.18 million for food and meals, \$0.10 million for transportation, \$6,494 for outdoor recreation, \$24,505 for attractions/entertainment, and \$0.25 million for shopping/miscellaneous/other. Total vendor spending for all categories combined was \$0.91 million.

| Spending Outside the Event - Vendor Attendees Only | | | | | | | | | | |
|--|------------|--------------------------------|-------------------|------------|----------------|----------------------------|--------------------|---------------------------|------------------------------|------------|
| Statistics | Party Size | Unique Vendor Attendee Numbers | Number of parties | Lodging | Food and Meals | Transportation, Fuel, Etc. | Outdoor Recreation | Attractions/Entertainment | Shopping/Miscellaneous/Other | Total |
| Mean (overall) | 2.9 | 1,949 | 672 | | \$ 437 | \$ 244 | \$ 15 | \$ 58 | \$ 604 | \$ 2,011 |
| Mean (in-town attendees) | 3.3 | 524 | 161 | | \$ 118 | \$ 66 | \$ 4 | \$ 16 | \$ 162 | \$ 366 |
| Mean (out-of-town attendees) | 2.8 | 1,425 | 514 | \$ 652 | \$ 319 | \$ 178 | \$ 11 | \$ 43 | \$ 442 | \$ 1,645 |
| Total Spending (in-town attendees) | | | | | \$ 18,905 | \$ 10,556 | \$ 670 | \$ 2,529 | \$ 26,130 | \$ 58,789 |
| Total Spending (out-of-town attendees) | | | | \$ 335,349 | \$ 164,304 | \$ 91,740 | \$ 5,824 | \$ 21,976 | \$ 227,093 | \$ 846,286 |
| Total Spending | | | | \$ 335,349 | \$ 183,209 | \$ 102,295 | \$ 6,494 | \$ 24,505 | \$ 253,223 | \$ 905,075 |

Numbers may not total due to rounding.

Total spending outside the event for all attendees combined was \$49.70 million.

Tax Benefits from Attendee Spending Outside the Event

Based on spending outside of the Santa Fe Indian Market as a result of the event, total gross receipts tax (GRT) from guest attendees was estimated at \$0.95 million for the city, \$0.67 million for the county, and \$2.50 million for the state, yielding total GRT of \$4.12 million. The total GRT generated by vendor attendees was estimated at \$17,536 for the city, \$12,445 for the county, and \$46,385 for the state, yielding total GRT of \$76,366. Spending outside the event by all attendees combined generated an estimated total GRT of \$4.19 million.

Attendees who pay for lodging are assessed a lodgers' tax in addition to gross receipts tax on the cost of the lodging. Guest attendees to the event spent an average of \$1,153 on lodging during their stay. Based on this number, the estimated total taxable spending on lodging by guest attendees was \$13.62 million, generating \$0.95 million in lodgers' tax. Vendor attendees to the event spent an average of \$652 on lodging during their stay. Based on this number, the estimated total taxable spending on lodging by vendor attendees was \$0.34 million, generating \$23,474 in lodgers' tax. Total estimated lodgers' tax generated by all attendees combined was \$0.98 million.

The total estimated gross receipts and lodgers' tax on lodging paid by all attendees combined was \$2.15 million.

| Total Estimated GRT & Lodger's Tax Generated from Spending Outside the Event by Guest Attendees Only | | | | | | |
|--|-----------------|--------------|------------|------------|--------------|--------------|
| Tax Rate | Direct Spending | Lodgers' Tax | City | County | State | Total Taxes |
| | N/A | 7% | 1.9375% | 1.3750% | 5.1250% | 8.4375% |
| Lodging | \$ 13,621,440 | \$ 953,501 | \$ 263,915 | \$ 187,295 | \$ 698,099 | \$ 2,102,810 |
| Food and Meals | \$ 10,243,536 | | \$ 198,469 | \$ 140,849 | \$ 524,981 | \$ 864,298 |
| Transportation, Fuel, etc. | \$ 4,406,631 | | \$ 85,378 | \$ 60,591 | \$ 225,840 | \$ 371,809 |
| Outdoor Recreation | \$ 306,196 | | \$ 5,933 | \$ 4,210 | \$ 15,693 | \$ 25,835 |
| Attractions/Entertainment | \$ 1,278,820 | | \$ 24,777 | \$ 17,584 | \$ 65,540 | \$ 107,900 |
| Shopping/Misc/Other | \$ 18,942,269 | | \$ 367,006 | \$ 260,456 | \$ 970,791 | \$ 1,598,254 |
| Total | \$ 48,798,892 | \$ 953,501 | \$ 945,479 | \$ 670,985 | \$ 2,500,943 | \$ 5,070,907 |
| Estimated Tax Generated by Out-of-Town Guest Attendees Only (58.5% of guest attendees) | | | | | | |
| Tax Rate | Direct Spending | Lodgers' Tax | City | County | State | Total Taxes |
| | N/A | 7% | 1.9375% | 1.3750% | 5.1250% | 8.4375% |
| Lodging | \$ 13,621,440 | \$ 953,501 | \$ 263,915 | \$ 187,295 | \$ 698,099 | \$ 2,102,810 |
| Food and Meals | \$ 7,691,049 | | \$ 149,014 | \$ 105,752 | \$ 394,166 | \$ 648,932 |
| Transportation, Fuel, etc. | \$ 4,065,798 | | \$ 78,775 | \$ 55,905 | \$ 208,372 | \$ 343,052 |
| Outdoor Recreation | \$ 283,581 | | \$ 5,494 | \$ 3,899 | \$ 14,534 | \$ 23,927 |
| Attractions/Entertainment | \$ 1,062,985 | | \$ 20,595 | \$ 14,616 | \$ 54,478 | \$ 89,689 |
| Shopping/Misc/Other | \$ 15,288,082 | | \$ 296,207 | \$ 210,211 | \$ 783,514 | \$ 1,289,932 |
| Total | \$ 42,012,935 | \$ 953,501 | \$ 814,001 | \$ 577,678 | \$ 2,153,163 | \$ 4,498,342 |
| Estimated Tax Generated by Local Guest Attendees Only (41.5% of attendees) | | | | | | |
| Tax Rate | Direct Spending | Lodgers' Tax | City | County | State | Total Taxes |
| | N/A | 7% | 1.9375% | 1.3750% | 5.1250% | 8.4375% |
| Food and Meals | \$ 2,552,488 | | \$ 49,454 | \$ 35,097 | \$ 130,815 | \$ 215,366 |
| Transportation, Fuel, etc. | \$ 340,832 | | \$ 6,604 | \$ 4,686 | \$ 17,468 | \$ 28,758 |
| Outdoor Recreation | \$ 22,616 | | \$ 438 | \$ 311 | \$ 1,159 | \$ 1,908 |
| Attractions/Entertainment | \$ 215,835 | | \$ 4,182 | \$ 2,968 | \$ 11,062 | \$ 18,211 |
| Shopping/Misc/Other | \$ 3,654,186 | | \$ 70,800 | \$ 50,245 | \$ 187,277 | \$ 308,322 |
| Total | \$ 6,785,957 | NA | \$ 131,478 | \$ 93,307 | \$ 347,780 | \$ 572,565 |

| Total Estimated GRT & Lodger's Tax Generated from Spending Outside the Event by Vendor Attendees Only | | | | | | | |
|---|-----------------|--------------|-----------|-----------|-----------|-------------|--|
| Tax Rate | Direct Spending | Lodgers' Tax | City | County | State | Total Taxes | |
| | N/A | 7% | 1.9375% | 1.3750% | 5.1250% | 8.4375% | |
| Lodging | \$ 335,349 | \$ 23,474 | \$ 6,497 | \$ 4,611 | \$ 17,187 | \$ 51,770 | |
| Food and Meals | \$ 183,209 | | \$ 3,550 | \$ 2,519 | \$ 9,389 | \$ 15,458 | |
| Transportation, Fuel, etc. | \$ 102,295 | | \$ 1,982 | \$ 1,407 | \$ 5,243 | \$ 8,631 | |
| Outdoor Recreation | \$ 6,494 | | \$ 126 | \$ 89 | \$ 333 | \$ 548 | |
| Attractions/Entertainment | \$ 24,505 | | \$ 475 | \$ 337 | \$ 1,256 | \$ 2,068 | |
| Shopping/Misc/Other | \$ 253,223 | | \$ 4,906 | \$ 3,482 | \$ 12,978 | \$ 21,366 | |
| Total | \$ 905,075 | \$ 23,474 | \$ 17,536 | \$ 12,445 | \$ 46,385 | \$ 99,840 | |
| Estimated Tax Generated by Out-of-Town Vendor Attendees Only (73.1% of guest vendors) | | | | | | | |
| Tax Rate | Direct Spending | Lodgers' Tax | City | County | State | Total Taxes | |
| | N/A | 7% | 1.9375% | 1.3750% | 5.1250% | 8.4375% | |
| Lodging | \$ 335,349 | \$ 23,474 | \$ 6,497 | \$ 4,611 | \$ 17,187 | \$ 51,770 | |
| Food and Meals | \$ 164,304 | | \$ 3,183 | \$ 2,259 | \$ 8,421 | \$ 13,863 | |
| Transportation, Fuel, etc. | \$ 91,740 | | \$ 1,777 | \$ 1,261 | \$ 4,702 | \$ 7,741 | |
| Outdoor Recreation | \$ 5,824 | | \$ 113 | \$ 80 | \$ 298 | \$ 491 | |
| Attractions/Entertainment | \$ 21,976 | | \$ 426 | \$ 302 | \$ 1,126 | \$ 1,854 | |
| Shopping/Misc/Other | \$ 227,093 | | \$ 4,400 | \$ 3,123 | \$ 11,639 | \$ 19,161 | |
| Total | \$ 846,286 | \$ 23,474 | \$ 16,397 | \$ 11,636 | \$ 43,372 | \$ 94,880 | |
| Estimated Tax Generated by Local Vendor Attendees Only (26.9% of guest vendors) | | | | | | | |
| Tax Rate | Direct Spending | Lodgers' Tax | City | County | State | Total Taxes | |
| | N/A | 7% | 1.9375% | 1.3750% | 5.1250% | 8.4375% | |
| Food and Meals | \$ 18,905 | | \$ 366 | \$ 260 | \$ 969 | \$ 1,595 | |
| Transportation, Fuel, etc. | \$ 10,556 | | \$ 205 | \$ 145 | \$ 541 | \$ 891 | |
| Outdoor Recreation | \$ 670 | | \$ 13 | \$ 9 | \$ 34 | \$ 57 | |
| Attractions/Entertainment | \$ 2,529 | | \$ 49 | \$ 35 | \$ 130 | \$ 213 | |
| Shopping/Misc/Other | \$ 26,130 | | \$ 506 | \$ 359 | \$ 1,339 | \$ 2,205 | |
| Total | \$ 58,789 | NA | \$ 1,139 | \$ 808 | \$ 3,013 | \$ 4,960 | |

Attendee Spending at the Event

Attendees to the event were asked to estimate their entire party's spending at the event itself in five categories: event tickets; food, meals and beverages; art purchased from vendors; event merchandise; and other.

Total estimated spending at the event by guest attendees was \$2.46 million for event tickets; \$3.75 million for food, meals and beverages; \$55.94 million for art purchased from vendors; \$0.43 million for event merchandise; and \$3.75 million for other. Total spending for all categories combined was \$66.32 million. Art purchased from vendors represented the largest spending category.

| Spending At the Event - Guests Only | | | | | | | | | |
|--|------------|-------------------------|-------------------|---------------|---------------------------|----------------------------|-------------------|--------------|---------------|
| Statistics | Party Size | Unique Attendee Numbers | Number of parties | Event Tickets | Food, Meals and Beverages | Art Purchased from Vendors | Event Merchandise | Other | Total |
| Mean (overall) | 2.7 | 56,531 | 20,937 | \$ 119 | \$ 181 | \$ 2,764 | \$ 21 | \$ 173 | \$ 3,258 |
| Mean (in-town attendees) | 2.5 | 23,460 | 9,384 | \$ 68 | \$ 80 | \$ 1,719 | \$ 7 | \$ 252 | \$ 2,126 |
| Mean (out-of-town attendees) | 2.8 | 33,071 | 11,811 | \$ 154 | \$ 254 | \$ 3,370 | \$ 30 | \$ 117 | \$ 3,926 |
| Total Spending (in-town attendees) | | | | \$ 638,591 | \$ 750,732 | \$ 16,132,942 | \$ 66,252 | \$ 2,364,805 | \$ 19,953,322 |
| Total Spending (out-of-town attendees) | | | | \$ 1,823,373 | \$ 2,999,979 | \$ 39,802,871 | \$ 358,934 | \$ 1,381,880 | \$ 46,367,038 |
| Total Spending | | | | \$ 2,461,964 | \$ 3,750,711 | \$ 55,935,814 | \$ 425,187 | \$ 3,746,685 | \$ 66,320,360 |

Numbers may not total due to rounding.

Total estimated spending at the event by vendor attendees was \$24,316 for event tickets; \$79,019 for food, meals and beverages; \$0.30 million for art purchased from vendors; \$8,138 for event merchandise; and \$52,032 for other. Total spending for all categories combined was \$0.46 million.

| Spending At the Event - Vendors Only | | | | | | | | | |
|--|------------|--------------------------------|-------------------|---------------|---------------------------|----------------------------|-------------------|-----------|------------|
| Statistics | Party Size | Unique Vendor Attendee Numbers | Number of parties | Event Tickets | Food, Meals and Beverages | Art Purchased from Vendors | Event Merchandise | Other | Total |
| Mean (overall) | 2.9 | 1,949 | 672 | \$ 58 | \$ 188 | \$ 716 | \$ 19 | \$ 124 | \$ 1,106 |
| Mean (in-town attendees) | 3.3 | 524 | 161 | \$ 16 | \$ 51 | \$ 193 | \$ 5 | \$ 33 | \$ 298 |
| Mean (out-of-town attendees) | 2.8 | 1,425 | 514 | \$ 42 | \$ 138 | \$ 524 | \$ 14 | \$ 91 | \$ 809 |
| Total Spending (in-town attendees) | | | | \$ 2,509 | \$ 8,154 | \$ 30,986 | \$ 840 | \$ 5,369 | \$ 47,858 |
| Total Spending (out-of-town attendees) | | | | \$ 21,807 | \$ 70,865 | \$ 269,301 | \$ 7,298 | \$ 46,663 | \$ 415,934 |
| Total Spending | | | | \$ 24,316 | \$ 79,019 | \$ 300,287 | \$ 8,138 | \$ 52,032 | \$ 463,792 |

Total spending at the event by all attendees combined was \$66.78 million.

Tax Benefits from Attendee Spending at the Event⁶

Guest attendees generated a combined estimated \$5.60 million in GRT resulting from spending at the event, with \$1.28 million allocated to the city, \$0.91 million to the county and \$3.40 million to the state.

| Estimated GRT Generated from Spending at the Event by Guest Attendees Only | | | | | | |
|--|-----------------|--------------|------------|--------------|--------------|--|
| Tax Rate | Direct Spending | City | County | State | Total Taxes | |
| | N/A | 1.9375% | 1.375% | 5.125% | 8.4375% | |
| Event Tickets | \$ 2,461,964 | \$ 47,701 | \$ 33,852 | \$ 126,176 | \$ 207,728 | |
| Food, Meals and Beverages | \$ 3,750,711 | \$ 72,670 | \$ 51,572 | \$ 192,224 | \$ 316,466 | |
| Art Purchased from Vendors | \$ 55,935,814 | \$ 1,083,756 | \$ 769,117 | \$ 2,866,710 | \$ 4,719,584 | |
| Event Merchandise | \$ 425,187 | \$ 8,238 | \$ 5,846 | \$ 21,791 | \$ 35,875 | |
| Other | \$ 3,746,685 | \$ 72,592 | \$ 51,517 | \$ 192,018 | \$ 316,127 | |
| Total | \$ 66,320,360 | \$ 1,284,957 | \$ 911,905 | \$ 3,398,918 | \$ 5,595,780 | |
| Estimated GRT Generated by Out-of-Town Guest Attendees Only (58.5% of guest attendees) | | | | | | |
| Tax Rate | Direct Spending | City | County | State | Total Taxes | |
| | N/A | 1.9375% | 1.3750% | 5.1250% | 8.4375% | |
| Event Tickets | \$ 1,823,373 | \$ 35,328 | \$ 25,071 | \$ 93,448 | \$ 153,847 | |
| Food, Meals and Beverages | \$ 2,999,979 | \$ 58,125 | \$ 41,250 | \$ 153,749 | \$ 253,123 | |
| Art Purchased from Vendors | \$ 39,802,871 | \$ 771,181 | \$ 547,289 | \$ 2,039,897 | \$ 3,358,367 | |
| Event Merchandise | \$ 358,934 | \$ 6,954 | \$ 4,935 | \$ 18,395 | \$ 30,285 | |
| Other | \$ 1,381,880 | \$ 26,774 | \$ 19,001 | \$ 70,821 | \$ 116,596 | |
| Total | \$ 46,367,038 | \$ 898,361 | \$ 637,547 | \$ 2,376,311 | \$ 3,912,219 | |
| Estimated GRT Generated by Local Guest Attendees Only (41.5% of attendees) | | | | | | |
| Tax Rate | Direct Spending | City | County | State | Total Taxes | |
| | N/A | 1.9375% | 1.3750% | 5.1250% | 8.4375% | |
| Event Tickets | \$ 638,591 | \$ 12,373 | \$ 8,781 | \$ 32,728 | \$ 53,881 | |
| Food, Meals and Beverages | \$ 750,732 | \$ 14,545 | \$ 10,323 | \$ 38,475 | \$ 63,343 | |
| Art Purchased from Vendors | \$ 16,132,942 | \$ 312,576 | \$ 221,828 | \$ 826,813 | \$ 1,361,217 | |
| Event Merchandise | \$ 66,252 | \$ 1,284 | \$ 911 | \$ 3,395 | \$ 5,590 | |
| Other | \$ 2,364,805 | \$ 45,818 | \$ 32,516 | \$ 121,196 | \$ 199,530 | |
| Total | \$ 19,953,322 | \$ 386,596 | \$ 274,358 | \$ 1,022,608 | \$ 1,683,562 | |

Numbers may not total due to rounding.

⁶ All vendors are required by SWAIA to have a State of New Mexico CRS Identification Number for tax purposes.

Vendor attendees generated a combined estimated \$39,132 in GRT resulting from spending at the event, with \$8,986 allocated to the city, \$6,377 to the county and \$23,769 to the state.

| Estimated GRT Generated from Spending at the Event by Vendor Attendees Only | | | | | | |
|--|-----------------|----------|----------|-----------|-------------|--|
| Tax Rate | Direct Spending | City | County | State | Total Taxes | |
| | N/A | 1.9375% | 1.375% | 5.125% | 8.4375% | |
| Event Tickets | \$ 24,316 | \$ 471 | \$ 334 | \$ 1,246 | \$ 2,052 | |
| Food, Meals and Beverages | \$ 79,019 | \$ 1,531 | \$ 1,087 | \$ 4,050 | \$ 6,667 | |
| Art Purchased from Vendors | \$ 300,287 | \$ 5,818 | \$ 4,129 | \$ 15,390 | \$ 25,337 | |
| Event Merchandise | \$ 8,138 | \$ 158 | \$ 112 | \$ 417 | \$ 687 | |
| Other | \$ 52,032 | \$ 1,008 | \$ 715 | \$ 2,667 | \$ 4,390 | |
| Total | \$ 463,792 | \$ 8,986 | \$ 6,377 | \$ 23,769 | \$ 39,132 | |
| Estimated GRT Generated by Out-of-Town Vendor Attendees Only (73.1% of vendor attendees) | | | | | | |
| Tax Rate | Direct Spending | City | County | State | Total Taxes | |
| | N/A | 1.9375% | 1.3750% | 5.1250% | 8.4375% | |
| Event Tickets | \$ 21,807 | \$ 423 | \$ 300 | \$ 1,118 | \$ 1,840 | |
| Food, Meals and Beverages | \$ 70,865 | \$ 1,373 | \$ 974 | \$ 3,632 | \$ 5,979 | |
| Art Purchased from Vendors | \$ 269,301 | \$ 5,218 | \$ 3,703 | \$ 13,802 | \$ 22,722 | |
| Event Merchandise | \$ 7,298 | \$ 141 | \$ 100 | \$ 374 | \$ 616 | |
| Other | \$ 46,663 | \$ 904 | \$ 642 | \$ 2,391 | \$ 3,937 | |
| Total | \$ 415,934 | \$ 8,059 | \$ 5,719 | \$ 21,317 | \$ 35,094 | |
| Estimated GRT Generated by Local Vendor Attendees Only (26.9% of vendor attendees) | | | | | | |
| Tax Rate | Direct Spending | City | County | State | Total Taxes | |
| | N/A | 1.9375% | 1.3750% | 5.1250% | 8.4375% | |
| Event Tickets | \$ 2,509 | \$ 49 | \$ 35 | \$ 129 | \$ 212 | |
| Food, Meals and Beverages | \$ 8,154 | \$ 158 | \$ 112 | \$ 418 | \$ 688 | |
| Art Purchased from Vendors | \$ 30,986 | \$ 600 | \$ 426 | \$ 1,588 | \$ 2,614 | |
| Event Merchandise | \$ 840 | \$ 16 | \$ 12 | \$ 43 | \$ 71 | |
| Other | \$ 5,369 | \$ 104 | \$ 74 | \$ 275 | \$ 453 | |
| Total | \$ 47,858 | \$ 927 | \$ 658 | \$ 2,453 | \$ 4,038 | |

Total GRT generated by spending at the event by all attendees combined was \$5.63 million.

Marketing & Production Impact of the Event

SWAIA spent money on marketing and production in order to make the event happen. This included advertising, equipment, supplies and other local spending. Total spending on marketing and production was approximately \$1.20 million.⁷

As a result of spending on marketing and production, an additional \$0.10 million (\$101,250) was generated in GRT.

| GRT Paid on Marketing & Production Costs | | | | | |
|--|--------------|-----------|-----------|-------------|------------|
| Total Spending | City | County | State | Total Taxes | |
| | 1.9375% | 1.375% | 5.125% | 8.4375% | |
| Total Marketing & Production Spending | \$ 1,200,000 | \$ 23,250 | \$ 16,500 | \$ 61,500 | \$ 101,250 |

Numbers may not total due to rounding.

⁷ Provided by SWAIA staff.

Vendor Fees Impact of the Event

Vendors are required to pay a fee (non-taxable) to SWAIA to participate in the event. The average fee paid per vendor was \$574, yielding total estimated fees paid to SWAIA of \$0.38 million.

| Vendor Fees Paid to SWAIA (Not Taxable) | | | |
|---|--------------|-------------|------------------------------|
| | # of Vendors | Average Fee | Total Spending - Vendor Fees |
| Vendor Fees | 663 | \$ 574 | \$ 380,562 |

Numbers may not total due to rounding.

Estimated Total Tax Revenues

Combining spending on marketing and production of the event, vendor fees and guest and vendor attendee spending outside and at the event yielded total combined direct spending on the event of \$118.07 million. This generated total estimated tax revenues of \$10.91 million resulting from the event. The City of Santa Fe received an estimated \$2.28 million in total GRT tax benefits as a result of the event.

| | Estimated Total Tax Revenues | | | | Total Taxes 8.4375% |
|----------------------------------|------------------------------|---------------------|---------------------|---------------------|------------------------|
| | Total Spending | City 1.9375% | County 1.3750% | State 5.1250% | |
| Marketing & Production | \$ 1,200,000 | \$ 23,250 | \$ 16,500 | \$ 61,500 | \$ 101,250 |
| Spending Outside Event - Guests | \$ 48,798,892 | \$ 945,479 | \$ 670,985 | \$ 2,500,943 | \$ 4,117,407 |
| Spending Outside Event - Vendors | \$ 905,075 | \$ 17,536 | \$ 12,445 | \$ 46,385 | \$ 76,366 |
| Spending At Event - Guests | \$ 66,320,360 | \$ 1,284,957 | \$ 911,905 | \$ 3,398,918 | \$ 5,595,780 |
| Spending At Event - Vendors | \$ 463,792 | \$ 8,986 | \$ 6,377 | \$ 23,769 | \$ 39,132 |
| Lodgers' Tax - Guests | | | | | \$ 953,501 |
| Lodgers' Tax - Vendors | | | | | \$ 23,474 |
| Vendor Fees - Not Taxable | \$ 380,562 | | | | |
| Total Spending | \$ 118,068,681 | \$ 2,280,207 | \$ 1,618,212 | \$ 6,031,516 | \$ 10,906,910 |

Numbers may not total due to rounding.

Indirect and Induced Impact of Spending⁸

Travelers create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.

Indirect Impact - Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.

Induced Impact – Created when employees whose incomes are generated either directly or indirectly by tourism spend those incomes in the local economy.

Tourism Economics utilizes a standard input-output model (Implan) to generate the percentage of indirect and induced impact as a result of tourism in New Mexico.

Tourism economics estimates that for every dollar spent as a result of a visit or an event an additional forty cents is generated in local spending.

| Direct | Indirect | Induced | Total |
|--------|----------|---------|-------|
| 1.0 | 0.2 | 0.2 | 1.4 |

The total estimated economic impact resulting from the 2018 Santa Fe Indian Market, including direct, indirect and induced impacts, was \$165.30 million.

| Indirect/Induced Impact of Expenditures | |
|---|----------------|
| Category | Spending |
| Total Direct Spending | \$ 118,068,681 |
| Induced/Indirect Multiplier | 1.4 |
| Induced/Indirect Impact | \$ 47,227,472 |

| Total Economic Impact (Direct Spending + Induced/Indirect) |
|---|
| \$165,296,154 |

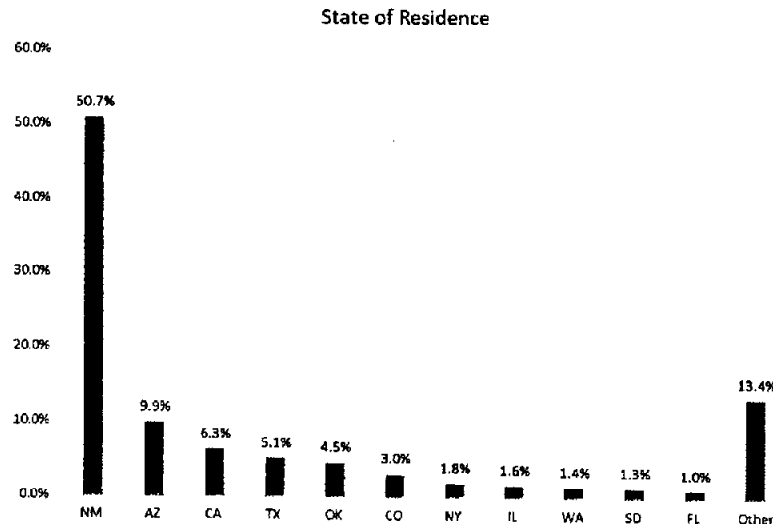
Numbers may not total due to rounding.

⁸ Source: Tourism Economics - An Oxford Economics Company. The Economic Impact of Tourism in New Mexico, August 2015.

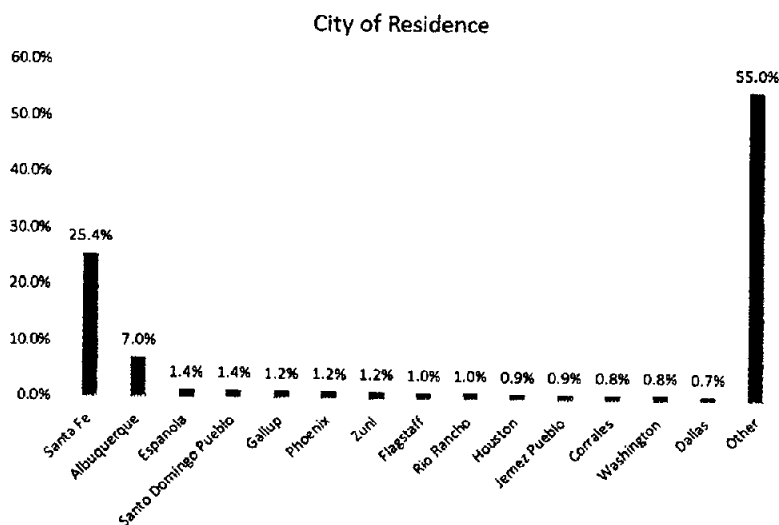
Marketing Report (all respondents combined)

Visitor Residency

Respondents from 43 states were represented in the survey results, with 50.7% of the respondents being from New Mexico.



Respondents from 388 cities were represented in the survey results, with 25.4% being from Santa Fe and 7.0% from Albuquerque. The remaining 67.6% of the respondents were from 386 other cities.



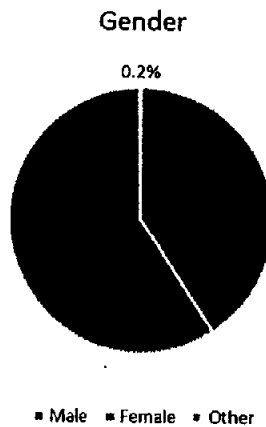
Over sixty-four percent (64.2%) of the respondents lived more than 50 miles from Santa Fe; thirty-six percent (35.8%) lived in the area (within 50 miles of Santa Fe).

Visitor Residency Compared to Santa Fe



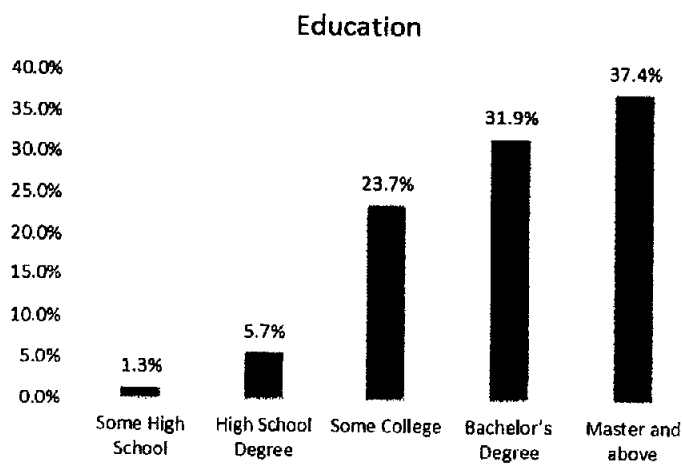
Demographics

Gender Identity: 40.7% Male
59.1% Female
0.2% Other

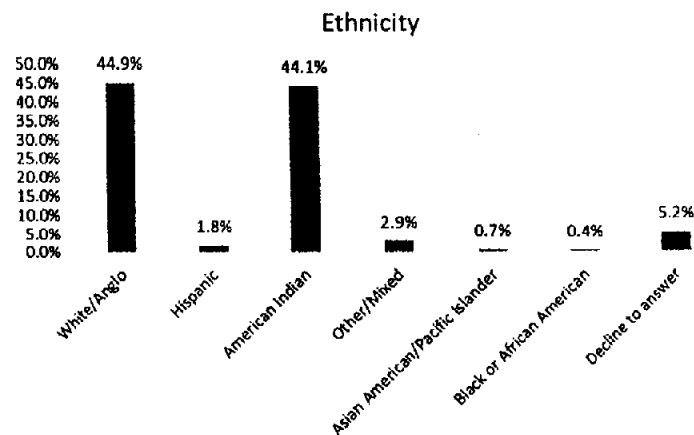


Average Age of Respondents: 57.3 (ranging from 18-95)

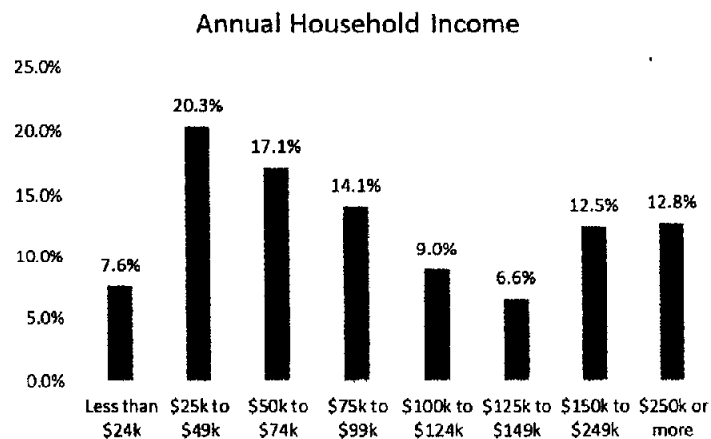
69.3% of respondents had a bachelor's degree or higher.



The ethnicities most represented in the survey responses were White/Anglo (44.9%) and American Indian (44.1%).



Nearly thirty-two percent (31.9%) of the respondents reported annual household incomes of \$125,000 and above. Forty percent (40.2%) reported incomes between \$50,000 - \$124,999.

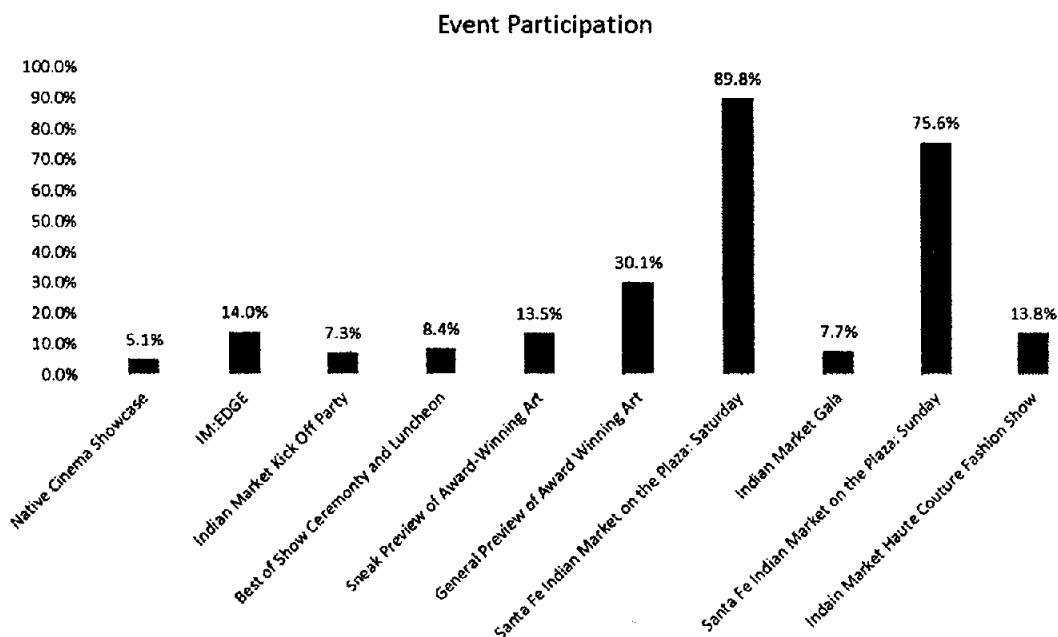


Attendance

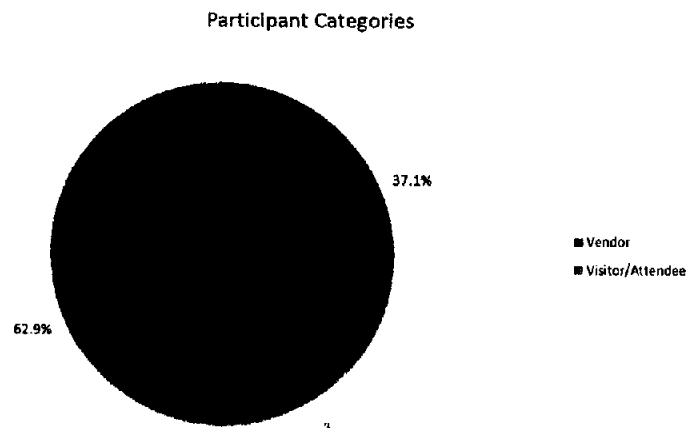
The average respondent party size was 3.17 people (all respondents (guest and vendor attendees combined)). For those that lived in the area (within 50 miles of Santa Fe), the average party size was 3.08 people; for those that lived outside of the area (50 or more miles from Santa Fe), the average party size was 3.18 people.

| Average Number of Members per Party | |
|--|------|
| All respondents combined | 3.17 |
| In-area respondents (lived within 50 miles of Santa Fe) | 3.08 |
| Out-of-area respondents (lived more than 50 miles from Santa Fe) | 3.18 |

All of the various activities and entertainment that were available at the Santa Fe Indian Market and in the week prior to Market were well-visited, with "Santa Fe Indian Market on the Plaza: Saturday" (89.8%) and "Santa Fe Indian Market on the Plaza: Sunday" (75.6%) being the most widely reported, followed by "General Preview of Award Winning Art" (30.1%).

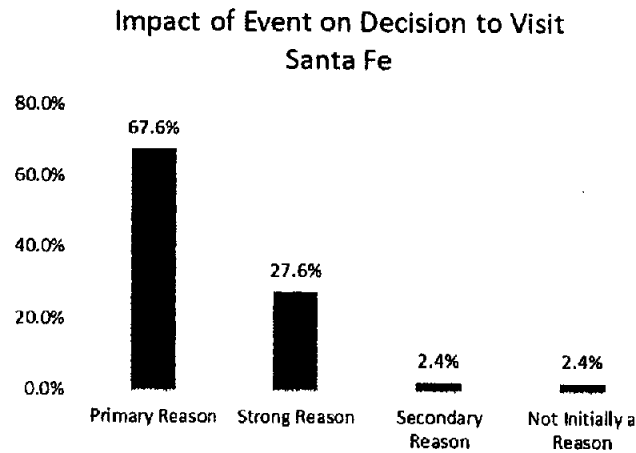


A majority of the survey respondents were visitors/attendees (62.9%), followed by vendors (37.1%).

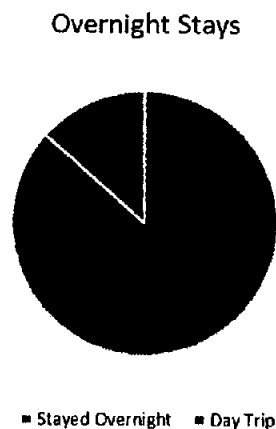


Travel/Lodging

The vast majority of attendees (95.2%) indicated that the Santa Fe Indian Market was the primary reason or a strong reason for visiting Santa Fe.

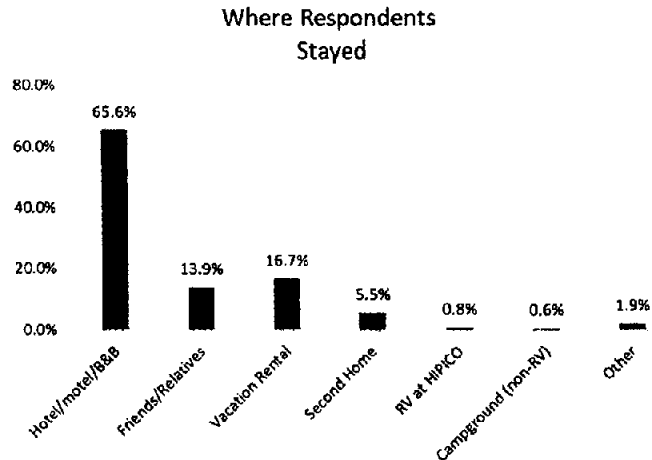


Eight-seven percent (86.5%) of respondents from outside the area (lived 50 or more miles away) indicated that they spent the night in Santa Fe while participating in the event.

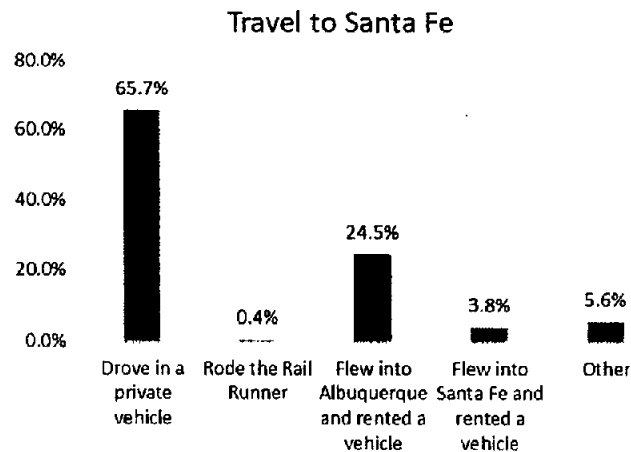


Visitors who stayed overnight spent an average of 5.1 nights in the Santa Fe area. Visitors spent 1.0 additional nights in New Mexico (outside of Santa Fe) as a result of attending the Santa Fe Indian Market.

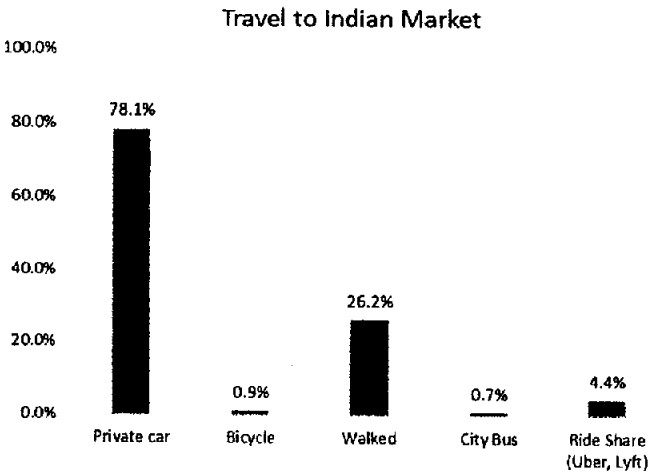
Nearly sixty-six percent (65.6%) of respondents who stayed overnight indicated that they stayed in a hotel/motel/B&B, this was followed by vacation rental (16.7%), and friends/relatives (13.9%).



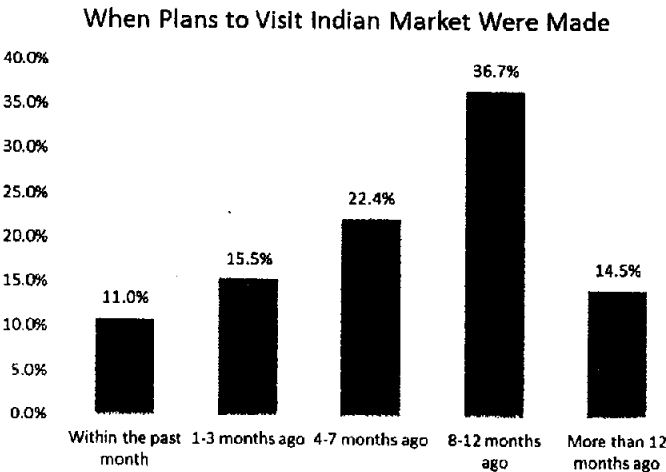
Just under sixty-six percent (65.7%) of respondents reported traveling to Santa Fe in a private vehicle. Twenty-five percent (24.5%) flew into Albuquerque and rented a vehicle; 3.8% of the respondents flew into Santa Fe and rented a vehicle. Less than one percent (0.4%) rode the Rail Runner.



Seventy-eight percent (78.1%) of respondents traveled to Indian Market in a private vehicle (not to Santa Fe, but specifically to Market once in Santa Fe), followed by walked (26.2%).



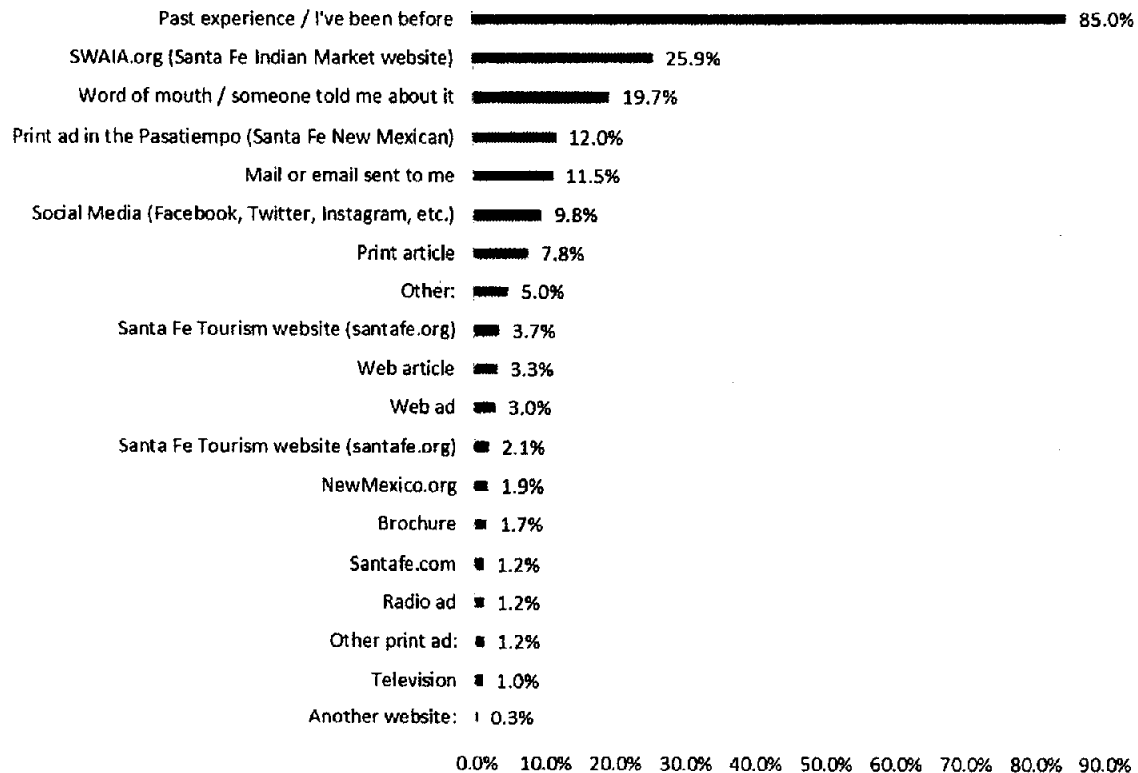
Just over half (51.2%) of the respondents made plans to visit Indian Market eight or more months prior to the event.



Marketing

Eighty-five percent (85.0%) of the respondents were most frequently aware of the event due to past experience/having been before. Nearly twenty-six percent (25.9%) heard about it via the SWAIA website, followed by word of mouth (19.7%), print ad in the Pasatiempo (12.0%), mail or email sent to them (11.5%), and social media (9.8%).

How Respondents Heard About the Event



Event Experience Ratings

When asked to rate their experience at the Santa Fe Indian Market on a scale from 1 to 5, with 1 being "Fell short of my expectations" and 5 being "Exceeded my expectations," respondents rated their overall experience at the Santa Fe Indian Market a 3.9 and their visit to Santa Fe a 4.1.

| With the Santa Fe Indian Market at Indian Market Santa Fe | 4.4% | 5.3% | 15.5% | 41.9% | 32.9% | 3.9 |
|---|------|------|-------|-------|-------|-----|
| With my visit to Santa Fe | 1.1% | 3.5% | 16.0% | 43.3% | 36.0% | 4.1 |

Respondents were also asked to rate their experience in a series of categories at the Santa Fe Indian Market on a scale from 1-5, with a 1 being the least satisfied and 5 being the most satisfied. Respondents were most satisfied with the Event Venues (4.1), Vendor Booth Shopping (3.8), Performances (3.7), and Security (3.7). Restrooms (3.1) and Parking (2.9) were rated the lowest.

| Event Venues | 2.2% | 3.4% | 18.6% | 38.0% | 37.9% | 4.1 |
|----------------------------|-------|-------|-------|-------|-------|-----|
| Vendor Booth Shopping | 4.9% | 9.1% | 20.6% | 35.2% | 30.1% | 3.8 |
| Parking | 15.9% | 20.7% | 31.2% | 20.0% | 12.2% | 2.9 |
| Restrooms | 13.0% | 18.4% | 29.2% | 24.8% | 14.6% | 3.1 |
| Performances | 3.9% | 9.4% | 26.2% | 34.2% | 26.3% | 3.7 |
| Food from the Food Vendors | 6.3% | 14.4% | 26.8% | 34.6% | 18.0% | 3.4 |
| Security | 4.4% | 9.0% | 25.4% | 36.4% | 24.8% | 3.7 |

Finally, respondents were asked to rate their experience at several events throughout the 2018 Santa Fe Indian Market on a scale from 1-5, with a 1 being the least satisfied and 5 being the most satisfied. Respondents were most satisfied with the Indian Market on the Plaza (Saturday rating of 4.1 and Sunday rating of 4.0), the General Preview of Award-Winning Art (3.9), the Indian Market Haute Couture Fashion Show (3.8), and the Sneak Preview of Award-Winning Art (3.7). IM: EDGE (3.2) and the Indian Market Kick Off Party (3.1) were rated the lowest.

| Native Cinema Showcase: Tuesday, August 14 – Sunday, August 19 | 12.4% | 8.5% | 23.5% | 30.7% | 24.8% | 3.5 |
|---|-------|-------|-------|-------|-------|-----|
| IM:EDGE: Thursday, August 16 – Sunday, August 19 | 12.4% | 8.5% | 23.5% | 30.7% | 24.8% | 3.2 |
| Indian Market Kick Off Party: Thursday, August 16 (7-10pm) | 14.6% | 19.8% | 25.9% | 25.0% | 14.6% | 3.1 |
| Best of Show Ceremony and Luncheon: Friday, August 17 (11:30am-2pm) | 7.7% | 13.0% | 19.2% | 33.2% | 26.9% | 3.6 |
| Sneak Preview of Award-Winning Art: Friday, August 17 (2-4pm) | 6.6% | 9.2% | 20.7% | 34.7% | 28.8% | 3.7 |
| General Preview of Award-Winning Art: Friday, August 17 (6-8:30pm) | 4.6% | 8.2% | 17.6% | 36.8% | 32.8% | 3.9 |
| Santa Fe Indian Market on the Plaza: Saturday, August 18 (7am-5pm) | 1.9% | 4.7% | 15.6% | 38.1% | 39.7% | 4.1 |
| Indian Market Gala: Saturday, August 18 (6pm) | 3.5% | 9.9% | 18.3% | 32.2% | 36.2% | 3.9 |
| Santa Fe Indian Market on the Plaza: Sunday, August 19 (8am-5pm) | 2.3% | 7.2% | 16.9% | 36.0% | 37.6% | 4.0 |
| Indian Market Haute Couture Fashion Show: Sunday, August 19 (2-3pm) | 8.9% | 7.6% | 17.9% | 30.4% | 35.3% | 3.8 |

Website

Nearly sixty-eight percent (67.7%) of the respondents visited the Indian Market website (swaia.org) prior to visiting the 2018 Santa Fe Indian Market.

The respondents who visited the Indian Market website were asked to rate it on a variety of factors on a scale from 1-5, with a 1 being the lowest and 5 being the highest: How well it met their needs? (3.6); How easy was it to find the information they were looking for? (3.5); How visually appealing was it? (3.7); How easy was it to understand the information on the website? (3.6).



Met needs 3.5% 11.7% 28.4% 34.4% 22.0% 3.6



Ease of finding info 5.2% 13.0% 28.5% 34.5% 18.7% 3.5



Visual appeal 2.6% 9.0% 28.8% 39.4% 20.2% 3.7



Ease of understanding info 3.0% 9.3% 29.0% 38.1% 20.5% 3.6