



**OTAB Marketing Report
January 2020
Reported February 25, 2020**

EXECUTIVE SUMMARY

Key marketing highlights in **January and February**

1. [LAST CHANCE] Voting Alert: 2020 Travel + Leisure World's Best Awards

The **2020 Travel + Leisure World's Best Awards Survey** is live at wba.m-rr.com/home. Let's get out the vote for Santa Fe!

Here are a few pointers for voting:

- Create a new account for the 2020 survey. When prompted to answer questions about your travels over the last 3 years, select United States as the Region, New Mexico as the State, and choose Cities in the Categories section. From there you will be able to select Santa Fe. **Be sure to rank Santa Fe "excellent" in all categories!**
- Please share with your employees, friends and family. **The survey closes March 2, 2020.** Users can rate Santa Fe one time during this period.

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

- Now in its fifth year, this annual city-wide initiative provides the opportunity for Santa Fe businesses to get in front of families planning their Spring Break vacations. And, it's free to participate.
- TSF will promote Kids Free Spring Break through:
 - Paid, earned and organic media—driving traffic to the Promotional Landing Page on santafe.org.

3. [NOW AVAILABLE] 2020 Santa Fe Visitors Guide

- Please place your bulk orders now using our **online order form** and we will notify you as soon as they are ready to be picked up:
 - https://www.santafe.org/perl/page.cgi?p=order_travelplanner

4. 2020 Continues to See Santa Fe Make Top Lists in National/Online Publications!

- Santa Fe recognized as **Best City for Singles** in New Mexico by **Insurify**
 - <https://insurify.com/insights/insurifys-best-cities-for-singles-awards-2020/>

- Santa Fe ranked among Nation's **Best Cities for Freelance Writers**
 - <https://suttondigitalmarketing.com/best-cities-for-freelance-writers/>
- Santa Fe mentioned among **Top Places to Visit for Spring Break** by:
 - **Taking the Kids**, "Spring Break Ideas to Meet Every Family's Wish List"
 - <https://www.takingthekids.com/2020/02/10/spring-break-ideas-to-meet-every-familys-wish-list/>
 - **Modern Diplomacy**, "7 Spring Break Destinations that aren't the Beach"
 - <https://moderndiplomacy.eu/2020/02/18/7-spring-break-destinations-that-arent-the-beach/>
 - **Family Traveller**, "12 Spring Break Vacation Ideas for Families of Every Type"
 - <https://familytraveller.com/usa/travel-tips/spring-break-family-vacation-ideas/>
 - **Texas Monthly**, "Find free fun this Spring Break in Santa Fe"
 - <https://www.texasmonthly.com/promotion/spring-break-in-the-city-different>

HIGHLIGHTS

Santa Fe Margarita Trail

The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

Cumulative Totals (as of 2/18/2020)

- 6,274 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,224 paper Passports have sold at our Visitor Centers and by partners
- 4,271 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 197 people are members of the Margarita Society
- 256 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 160 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 2/18/2020)

- 7 Press Releases
- 292 Journalist have experienced the Trail
- \$6,984,035 amount of earned media

Social Media (as of 2/18/2020)

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

MONTHLY METRICS

WEBSITE & NEWSLETTERS

January 2020 Performance Metrics

Visits

- Total Sessions 106,299 (0.4% increase Y/Y)
- Unique Users 87,736 (0.3% increase Y/Y)
- Pages per Session 2.11 (0.04% decrease Y/Y)
- Average Time on Site 1:56 (flat Y/Y)
- Conversion Rate 9.8% (56.1% decrease Y/Y)

Visitor Gender

- 65.0% Female (6.3% increase Y/Y)
- 35.0% Male (10% decrease Y/Y)

Visitor Age

- 5.9% 18 - 24 (32.9% increase Y/Y)
- 20.2% 25 - 34 (6.9% increase Y/Y)
- 14.3% 35 - 44 (6.9% decrease Y/Y)
- 16.2% 45 - 54 (3.2% increase Y/Y)
- 21.6% 55 - 64 (0.7% increase Y/Y)
- 21.1% 65+ (10% decrease Y/Y)

Newsletters

- Santa Fe Happenings
 - Sent: 01/07/2020
 - Number sent: 55,450
 - Number opened: 7,303
 - Open rate: 16.4%
- TOURISM Santa Fe Marketing Report
 - Sent: 01/08/2020
 - Number sent: 1,119
 - Number opened: 389
 - Open rate: 34.8%
- Santa Fe Deals and Specials
 - Sent: 01/17/2020
 - Number sent: 41,776
 - Number opened: 6,077
 - Open rate: 17.2%
- TOURISM Santa Fe Sales Report
 - Sent: 01/22/2020
 - Number sent: 1,118

- Number opened: 382
- Open rate: 34.2%
- Spring Break in Santa Fe
 - Sent: 01/28/2020
 - Number sent: 70,607
 - Number opened: 9,530
 - Open rate: 13.5% (21.0% for the Spring Break-specific list)

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

SOCIAL MEDIA

Summary

January got 2020 off to a strong start across all social platforms. Facebook lacked the big “viral” post that we saw in December, and failed to achieve the same record levels as December with a 30.3% and 31.4% decrease in Engagement and PTAT month over month. Twitter continued to reach record highs across all KPIs, seeing a 14.5% increase in impressions and a 1.96% increase in engagement over last month’s high-marks. Instagram saw a boom in growth, with a 5.5% increase in followers this month. Pinterest saw 66,800 organic impressions, while YouTube views are up 55.3% as a result of Vladimir Jones paid promotion.

Facebook

January 2020 Performance Metrics

- Total Page Followers: 74,232 (.76% increase M/M)
- People Talking About This (PTAT): 21,299 (30.3% decrease M/M)
- Engagement: 88,852 60,890 (31.4% decrease M/M)
- Top Ranking Post: “A Snowy Morning in Downtown Santa Fe”
 - Reactions: 2,651
 - Comments: 35
 - Reach: 77,656

Twitter

January 2020 Performance Metrics

- Followers: 15,037 (.45% increase M/M)
- Monthly Impressions: 90,600 (14.5% increase M/M)
- Engagement: 1788 (1.96% increase M/M)
- Top Ranking Post: “Can you identify these iconic Santa Fe doors? #TheCityDifferent | www.SantaFe.org @travelneartravelfarrrr”
 - Impressions: 2455
 - Retweets: 9
 - Total engagements: 145

Instagram

January 2020 Performance Metrics

- Followers: 31,421 (5.47% increase M/M)
- Top Performing Post: “Like an entirely different world. #TheCityDifferent | www.SantaFe.org @thenaturegoddess”
 - Likes: 2132

Pinterest

January 2020 Performance Metrics

- Organic Impressions: 66,880

YouTube

January 2020 Performance Metrics

- Subscribers: 606 (1.2 increase M/M)
- Views: 32,628 (55.3% increase M/M)

Santa Fe Insider Blog

January 2020 Performance Metrics

- Total Blog Views: 8,644 (15.6% decrease M/M)
- Average Time on Blog: 3:05 minutes (flat)

January Blog Posts

5 February Events to Fall in Love With

- Updated January 27, 2020
- Views: 195

Top 5 Viewed Blog Posts in January

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 556

Hiking Trails You Can Access From Santa Fe

- Posted October 31, 2019
- Views: 439

Getting To and Around Santa Fe

- Posted February 18, 2019
- Views: 438

Take a Tour of Santa Fe's Historic Sites

- Posted May 7, 2019
- Views: 383

How to Spend a Perfect Weekend in Santa Fe

- Posted June 26, 2018
- Views: 357

MEDIA PLACEMENTS – ADVERTISING

PRINT

New Mexico Magazine
Target Market: New Mexico
Flight Dates: January 2020
Impressions: 70,000
Media Spend: \$4,430



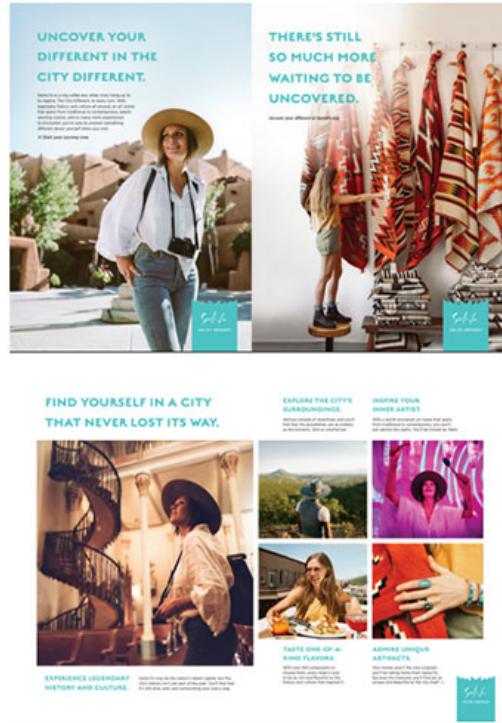
New Mexico True Adventure Guide (Gatefold Insert)

Target Market: New Mexico

Flight Dates: January – December 2020

Impressions: ~1,000,000

Media Spend: \$ 16,800



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

Google Display Network & Discovery Ads

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

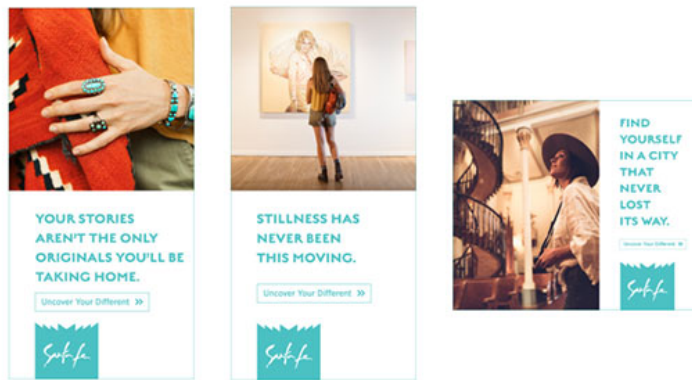
Flight Dates: 1/1/2020 - 1/31/2020

Impressions: 289,227

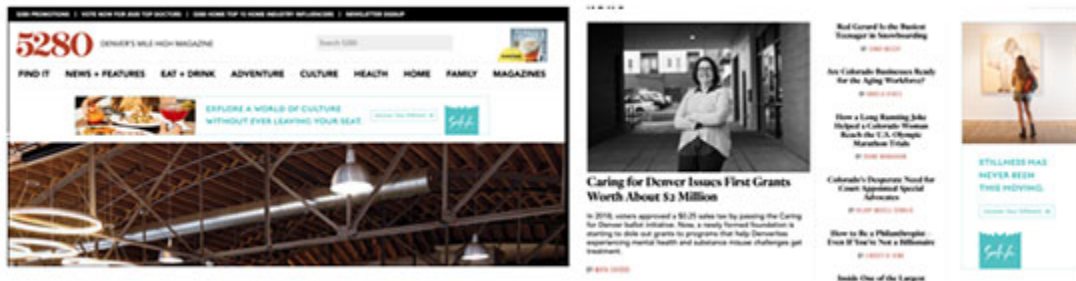
Media Spend: \$ 1,052.16



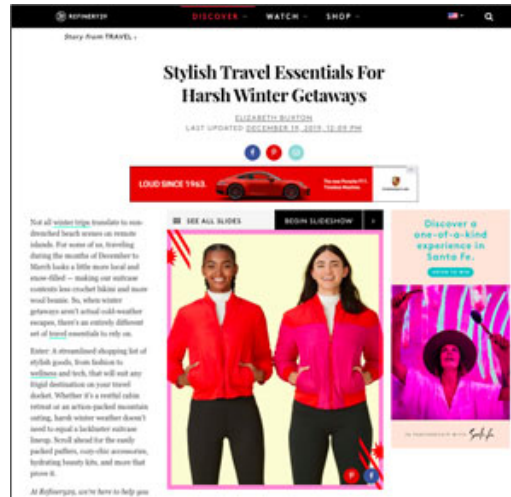
Standard Remarketing Display
 Target Market: National
 Flight Dates: 1/1/20-1/31/20
 Impressions: 266,371
 Media Spend: \$768



5280 Magazine
 Display: ROS Banners
 Target Markets: Greater Denver Area
 Flight Dates: 1/1/20-1/31/20
 Impressions: 5,396
 Media Cost: Added Value



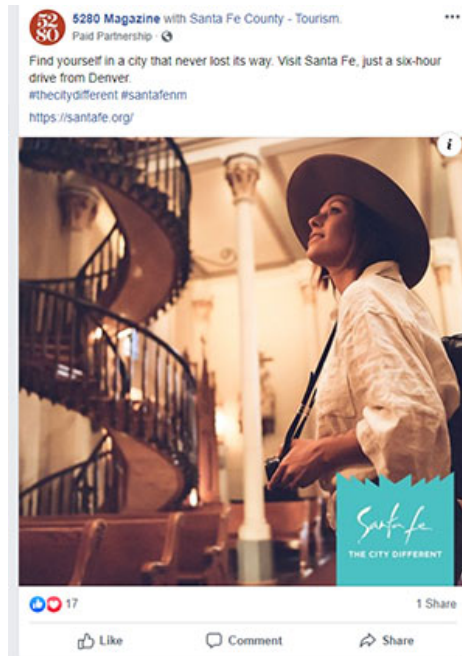
Refinery29
 Sweepstakes Banners
 Target Markets: National
 Flight Dates: 1/1/20-1/31/20
 Impressions: 19,350
 Media Cost: Part of package



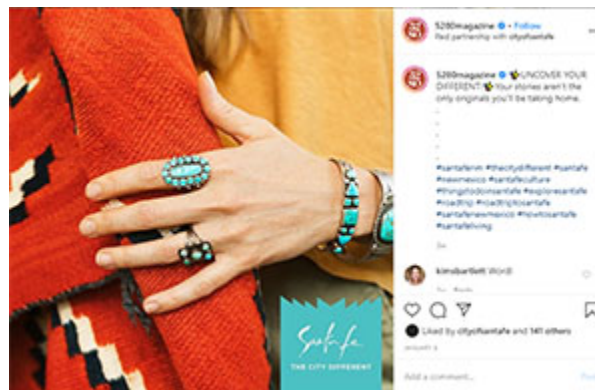
5280 Magazine
 Display: Scene Event Listing (Artists in Residence)
 Target Markets: Greater Denver Area
 Flight Dates: 1/1/20-1/31/20
 Impressions: 2,390
 Media Cost: Added Value
<https://www.5280.com/event/santa-fe-artists-in-residence/>



5280 Magazine
Display: Facebook Post
Target Markets: Greater Denver Area
Flight Dates: 1/3/20
Impressions: 3,887
Media Cost: Added Value

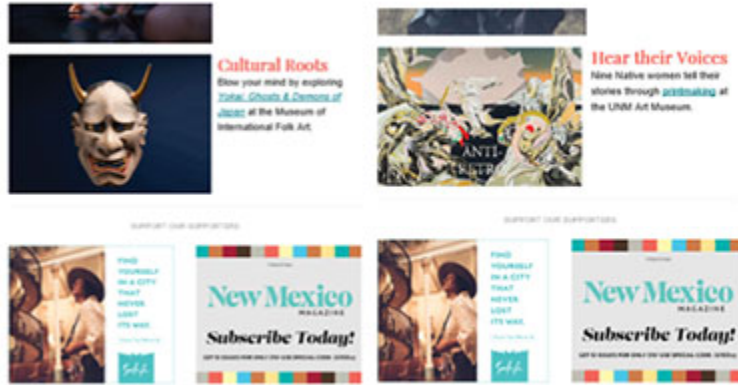


5280 Magazine
Display: Instagram Post
Target Markets: Greater Denver Area
Flight Dates: 1/8/20
Impressions: 14,619
Media Cost: Added Value



New Mexico Magazine

Added Value E-Newsletters
Target Market: New Mexico
Flight Dates: 1/8 & 1/29
Opens: 27,492



New Mexico Magazine
Added Value Facebook Post
Target Market: New Mexico
Flight Dates: 1/9/20
Impressions: 8,379



YouTube TrueView

Target Markets: National, Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

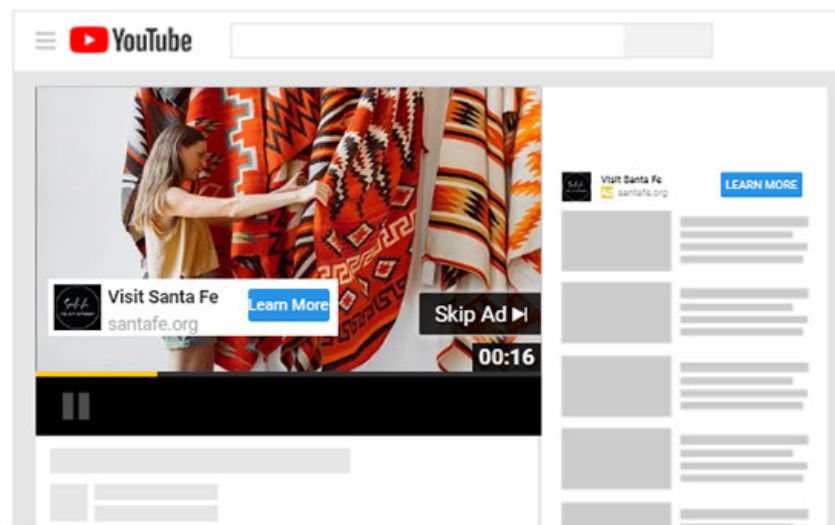
Flight Dates: 1/1/2020 - 1/31/2020

Impressions: 1,117,204

Media Spend: \$7,458.16

Links to Videos:

- [The Largest Museum in Santa Fe, Is Santa Fe](#)
- [Endless Possibilities in Santa Fe](#)
- [Uncover Your Different in Santa Fe](#)
- [Visit Santa Fe, New Mexico](#)



Facebook & Instagram

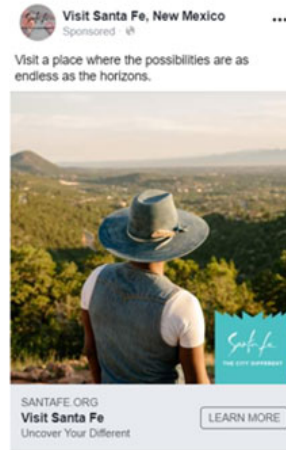
Image Ads

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

Flight Dates: 1/1/2020 - 1/31/2020

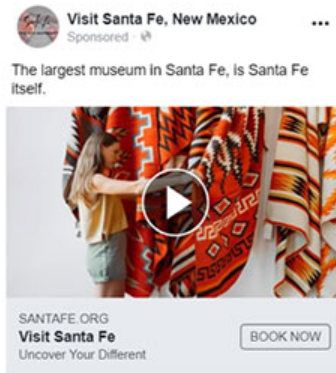
Impressions: 457,355

Media Spend: \$2,866.08



Video Ads

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson
 Flight Dates: 1/1/2020 - 1/31/2020
 Impressions: 518,057
 Media Spend: \$3,603.50



Pinterest

Image Ads

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson
 Flight Dates: 1/1/2020 - 1/31/2020
 Impressions: 99,473
 Media Spend: \$1,147.45



Visit Santa Fe



Cuisine in Santa Fe

Video Ads

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

Flight Dates: 1/1/2020 - 1/31/2020

Impressions: 373,007

Media Spend: \$2,791.72



► Uncover Your Different—Visit ...



► Uncover Your Different—Visit ...

SEM

Google Search

Target Markets: National

Flight Dates: 1/1/2020 - 1/31/2020

Impressions: 94,098

Media Spend: \$4,406.25

Bing Search

Target Markets: National

Flight Dates: 1/1/2020 - 1/31/2020

Impressions: 6,958

Media Spend: \$731.06

KIDS FREE SPRING BREAK

Google Display (Discovery)

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

Flight Dates: 1/1/2020 - 1/31/2020

Impressions: 37,713

Media Spend: \$492.45

Visit Santa Fe Ad

SANTAFE.ORG

Plan Your Spring Break [Visit Site](#)

See the Possibilities [Visit Site](#)

Free Activities for Kids [Visit Site](#)

Facebook & Instagram

Image Ads

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson


Flight Dates: 1/1/2020 - 1/31/2020

Impressions: 10,604

Media Spend: \$75.94

Visit Santa Fe, New Mexico
Sponsored · 🌐

Santa Fe is more than a getaway, it's a gateway to a whole new world.



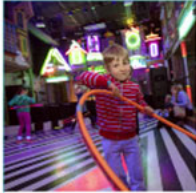
SANTAFE.ORG
Free Fun For Kids
Plan Your Spring Break


LEARN MORE

1 1 Share

Like Comment Share


The Trade Desk
Standard Display
Target Market: National
Flight Dates: 1/1/20-1/31/20
Impressions: 637,930
Media Spend: \$1,511



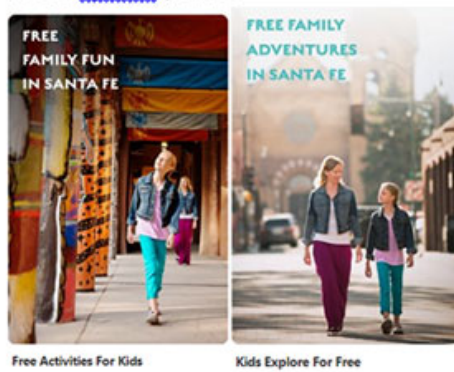
FREE ACTIVITIES FOR KIDS >> 

INSPIRE YOUR
INNER ARTIST.
AND THEIRS.

Plan Your Spring Break >>



Pinterest
Image Ads
Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson
Flight Dates: 1/1/2020 - 1/31/2020
Impressions: 47,569
Media Spend: \$551.55



SEM

Google Search

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

Flight Dates: 1/1/2020 - 1/31/2020

Impressions: 4,503

Media Spend: \$888.45

MEETINGS & GROUPS

Cvent

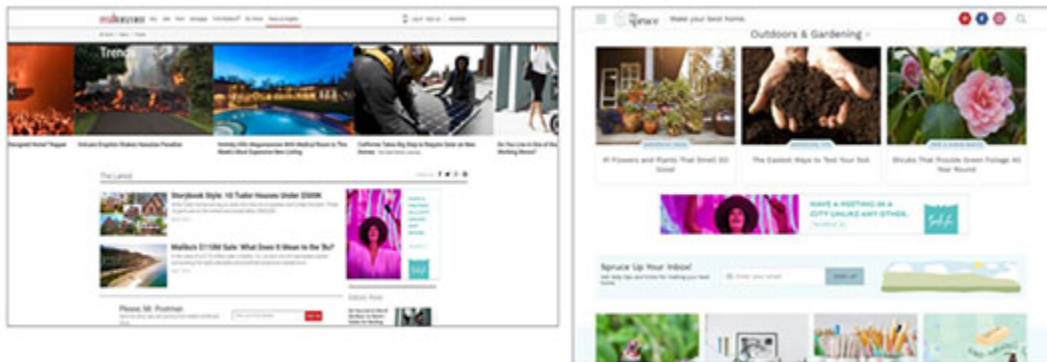
Display Retargeting

Target Market: National

Flight Dates: 1/1/20-1/31/20

Impressions: 51,919

Total Spend: \$1,109.16



Mountain Meetings

Prospecting Display & Remarketing

Target Markets: California, Colorado, Illinois, Mountain, Northeast, Texas

Flight Dates: 1/1/20 – 1/31/20

Impressions: 109,807

Total Spend: \$1,200

Facebook
Lead Generation
Target Market: National
Flight Dates: 1/1/2020 - 1/31/2020
Impressions: 19,292
Media Spend: \$314.01



Google Display Network
Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson
Flight Dates: 1/1/2020 - 1/31/2020
Impressions: 77,966
Media Spend: \$377.90



SEM
Google Search
Target Markets: National
Flight Dates: 1/1/2020 - 1/31/2020
Impressions: 1,463
Media Spend: \$317.01

LinkedIn

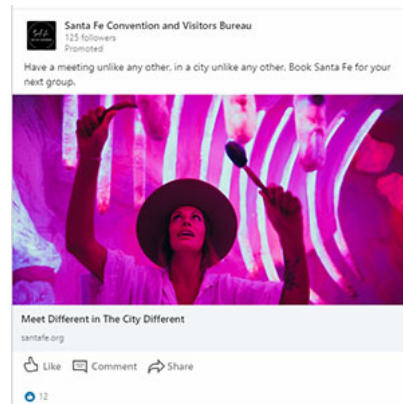
Image Ads

Target Markets: Los Angeles, Chicago, Dallas, Houston, Austin, Oklahoma City, Denver, Colorado Springs, Phoenix, Tucson

Flight Dates: 12/1/19–12/31/19

Impressions: 30,224

Media Spend: \$1,410.55



PUBLIC RELATIONS

Summary

January 2020 media coverage got off to a great start just after the New Year with several placements in prominent outlets, including a major broadcast appearance on The Today Show centered on “*Top Travel Destinations for 2020*.” Additional syndications of Fyllis Hockman’s initial article on Creators.com continued to go live online and a Family Travel Five column from Lynn O’Rourke Hayes syndicated to six outlets including Newsday.com.

The high number of media visits this month was a result of the North America Snow Sports Association hosting its annual trip in Santa Fe. TOURISM Santa Fe met with the writers and provided itinerary suggestions and sponsored a meal for the group. TSF also hosted Angela Fairhurst, who develops a regular video series promoting travel for Jaunt TV.

Performance Metrics

January 2020 Overview:

- Pitches: 263 (Up 1% Y/Y)
- Press Releases: 1 (No Change)
- Media Visits: 21 (Up 110% Y/Y)
- Media Contacts: 187 (Up 2% Y/Y)
- Earned Media: \$1,805,944 (Up 80% Y/Y)
- Total Impressions: 102,664,560 (Down 22% Y/Y)

Visiting Press

TOURISM Santa Fe hosted the following journalists in January:

- Angela Fairhurst, Jaunt TV and Luxe Lavs
- Jim Winnerman, Southern California News Group
- North America Snow Sports Associations
 - Bob Cox, Daily Breeze
 - Curtis Fong, The Guy From Tahoe
 - Dan Giesin, San Francisco Chronicle
 - Martin Griff, First Tracks Online
 - Peter Hines, NASJA.org and SnowSportsNA.com
 - Phil Johnson, Daily Gazette
 - Lee Juillerat, www.HighOnAdventure.com
 - Ed Kane, NW SnowSports Instructor Magazine
 - Tina Lassen, tinalassen.com
 - John Naye, Freelance
 - Jaime Pirozzi, localfreshies.com
 - Mike Roth, Albany Times union, SnowSportsNA.com
 - Peter Schroeder, Freelance
 - Alex Silgalis, Local Freshies LLC
 - Greg Snow, ARE-11 TV
 - Larry Turner, larryturnerphotography.com
 - Dino Vournas, Freelance/Bay Area News Group
 - Risa Wyatt, risawyatt.com
 - Jeff Blumenfeld, blumenfeldpr.com/expeditionnews.com