



**OTAB Marketing Report  
June 2015  
Reported July 30<sup>th</sup>, 2015**

**TOURISM Santa Fe Marketing Team**

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager
- Blake Jackson, Marketing Coordinator
- Frank Cordero, Social Media Coordinator

**Advertising & Social Media**

- Fuseideas
  - Steve Mason, Senior Vice President
  - CJ Kaplan, Chief Creative Officer
  - Geenamarie Shuttleworth, Account Executive
  - Michael Durwin, Social Media

**Website & Email Newsletters**

- Studio X
  - Kyle Langan, Webmaster
  - Trudy Gibson, Project Manager
- Press/Media Lou Hammond & Associates
  - Terry Gallagher
  - Carlyn Topkin
  - Matt Sessions

**Santa Fe Travel Planner**

- Bella Publishing
  - Bruce Adams, Publisher
  - Bryan Cooper, Editor

## HIGHLIGHTS

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### 2015 Q2 Marketing Metric Results

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- Social Media [Q2/Q1 growth]
  - Facebook likes: 37,875 [up 2%]
  - Twitter followers: 9,210 [up 9%]
  - Pinterest follower: 1,825 [up 7%]
  - YouTube subscribers: 161 [up 6%]

- Instagram followers: 2,806 [up 68%]
- Blog page views: 52,397 [up 13%]
- Website [Y/Y growth]
  - Visits: 290,688 [down 18.67%]
  - Unique visits: 225,089 [down 16.61%]
  - Pages per visit: 2.72 [down 1.44%]
  - Average time on site: 2:57 [down 6.39%]
- Email Newsletters
  - Consumer emails sent: 219,667 with 26.19% open rate
  - Industry partner emails sent: 6,350 with 37.69% open rate
- Public Relations [Y/Y growth]
  - News releases and written copy: 68 [up 423%]
  - Journalist Visits to Santa Fe: 14 [down 70%]
  - Estimated Earned Media: \$6,283,711 [up 406%]
- Santa Fe Guide
  - Unique visits to guide page: 9,040 [up 7.75%]
  - Distributed guides: 70,545 [up 91.65%]
- Visitors
  - Visitor center visits: 28,903 [down 12.6%]

Please see 2015 2<sup>ND</sup> Quarter Marketing Report for details.

## 2015 JUNE NEW ACCOLADES

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**Travel + Leisure** Reader's Poll ranks Santa Fe as the #4 City in the Country

As a result of ongoing vote support, **USA Today 10 Best** named the Crosby Theatre in Santa Fe the 7th "Best Outdoor Music Venue."

**USA Today 10 Best** selected Santa Fe as one of the "Best U.S. Destinations for Introverts.

**Popular Photography** readers named Santa Fe as the #1 "Best Place to Photograph: 2015."

**Moviemaker Magazine** named Santa Fe Independent Film Festival (SFIFF) one of "50 Film Festivals Worth the Entry Fee in 2015."

## CHARLESTON PRESS APPOINTMENTS

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Meeting with **Peggy Loftus**, Contributing Editor – *National Geographic Traveler*

**Profile:** Loftus is a Freelance Writer and covers Travel and Food. She is also a Contributing Editor for National Geographic Traveler. Loftus has been a contributing editor for National Geographic Traveler since 2000 and has also served as a reporter for U.S. News & World Report.

Loftus noted that new National Geographic Traveler EIC Maggie Zackowitz’s approach to content moving forward will be more image-driven. “The image will lead the narrative.” Overall, Loftus’s interests in Santa Fe seem to focus on history

and culture – specifically the ways in which Santa Fe served as an intersection of three distinct cultures (Native/Spanish/Northern European) and how that materializes through arts and festivals. Loftus is also interested in learning more about the influx of Jewish merchants in the early 1800’s and their role in building Santa Fe.

MISC - Peggy is now also writing for Virtuoso – “Great Outdoors.” For National Geographic Traveler – lead times for smaller columns/front of book are 4-5 months. Lead times for feature print articles are 1 year.

Follow-up items:

- Santa Fe Trails Conference
- International Folk Art Alliance
- Indian Market



Meeting with **Elizabeth Hutchinson**, Assistant Editor – *Garden & Gun*

**Profile:** Hutchinson is the Assistant Editor for Garden & Gun, which is written as a lifestyle magazine reflecting the modern lives of affluent Southerners and those who aspire to the sporting life of the South. Editorial consists of **The Sporting Life** (outdoor lifestyle, boating, fishing, hunting), **Land & Garden** (amazing properties and homes, iconic gardens and conservation), **Food & Drink** (Southern food culture, farm-to-table, heirloom varieties, celebrity chefs), **Travel & Adventure** (hotels, lodges and destinations throughout the South and beyond), **Style & Design** (home décor, fashion, shopping, entertaining), **Arts & Culture** (art, architecture, music, literature, city and town profiles).

Hutchinson noted that the outlet is going to start featuring travel content outside of the south. Generally, their coverage can be both “highbrow” and “lowbrow” but the most important thing to consider is that they always favor the enduring over the ephemeral. They also tend to like “roots revival” type of content – new discoveries in old foods/crafts/music and well-crafted utilitarian items. Hutchinson was very interested in how “authentic” New Mexican cuisine and crafts are, and thought that the culinary, along with the weather, adventure and long tradition of art might make for a nice summer travel piece once they expand the scope of their coverage.

MISC – Outlet’s Art Director Marshall McKinley used to live in Santa Fe. Lead time for calendar items is roughly 4-5 months. Lead time for feature print articles is 1 year or more.

Follow-up items:

- “Three Sisters” – corn, pinto beans, chile
- Indian baskets

- Destination overview



Meeting with **Matt Mill**, Editor-in-Chief - *Art Mag*  
**UMV:** 20,576

Mill is interested in doing on a story on the ‘natural intersection’ of Charleston and Santa Fe from an ‘experiential creative travel’ angle. He advised that the outlet likes to focus on the ‘emotional draw’ of a location rather than simply listing what can be found there. Specifically, he’s interested in learning more about the International Folk Art Market Alliance and the ‘cultural value’ inherent in the art.

Follow-up items:

- International Folk Art Alliance
- Indian Market
- “Ending Poverty” book

## Travel+Leisure Ranks Santa Fe #4

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**The winners of Travel + Leisure’s World’s Best Awards were released today and we’re happy to share Santa Fe ranked #4 up from the #7 position in the category of “Best Cities in the United States & Canada.” Santa Fe finished with a total score of 86.10/100.**

This is the 20th year of the poll, in which the outlet asks readers to cast their votes on their favorite destinations, hotels and companies that define the very best in travel. Readers ranked cities on a variety of categories including culture, people, value, sights/landmarks, among others. The scores were then averaged together to create the final score.

For more information on the methodology, visit

**[www.travelandleisure.com/worlds-best/survey-methodology](http://www.travelandleisure.com/worlds-best/survey-methodology).**

As a reminder, these are reader based and not chosen by editors.

Additionally, the following Santa Fe partners were recognized:

- # 7 Rosewood Inn of the Anasazi (89.68) – “World’s Best Hotels in Continental U.S. – Small City Hotels”
- #3 Ten Thousand Waves Japanese Spa & Resort (93.09) – World’s Best Destination Spas

## TOURISM Santa Fe Welcomes Summer Interns

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**Sonia Diaz, the Marketing Intern,** is a recent graduate of New Mexico State University where she studied Digital Film under the Creative Media Institute at NMSU as well as Marketing under the College of Business. Before graduating Sonia served as Marketing Director for the university newspaper and radio station. Sonia has focused on developing her marketing background first and is currently interning with TOURISM Santa Fe for the summer of 2015. Her duties include developing new website content, creative writing, and community and business outreach. Sonia aspires to work for a television network production team in the future. Her favorite film genre is animation and as for television, nothing beats a romantic comedy or family sitcom. **Key Projects: Google Trekker, Travel Itineraries for SantaFe.org and Santa Fe Numbers Report**



**Amanda Getchell, the Visitor Center Intern,** is a senior at New Mexico State University, majoring in Journalism and Mass Communications with an emphasis in Advertising and Public Relations and a minor in Marketing. At NMSU, Amanda is a concert promoter and marketer with the Pan American Center. Amanda also serves as the Chapter President of her sorority, Alpha Xi Delta. Amanda is broadening her experience by interning with TOURISM Santa Fe as an intern for the summer of 2015, where she works both as an information specialist in the visitor centers and is the project manager for a marketing research study of the tourism market in Santa Fe. Amanda is planning on pursuing a career in the tourism or music industry after graduation. **Key Project: Visitor Center Support**



**Jacey Ellis, the Creative Writing Intern,** is a recent graduate of Santa Fe University of Art and Design, with a B.A. in Creative Writing and Literature. She has spent the past four years living, writing and editing anywhere between her homes in Colorado and Santa Fe. Ellis served as editorial staff and most recently, Managing Editor, of Santa Fe University's annual literary magazine, Glyph. Her work is featured in Glyph as well as the 2015 chapbooks, Bodies and the Beasts and Other worlds. An avid blog poster and social media networker, Ellis currently interns for TOURISM Santa Fe and Fuseideas in New Mexico. You can reach her through Facebook, Twitter, and Instagram. **Key Projects: Writing Blogs**



**Nicole Jeffries, the Marketing Intern**, is a senior at New Mexico State University, majoring in Business with an emphasis in Marketing. Nicole currently works at New Mexico State University as a Marketing Communications Writer, and writes a monthly newsletter for the school. She also works as the Marketing Coordinator for two Children's Dentistry clinics in Las Cruces and Deming. Nicole is hoping to gain more experience in the Marketing field by interning Summer 2015 with TOURISM Santa Fe. She is focusing on a marketing research study with Short Term Rentals. Nicole plans to pursue her Master's Degree after graduation. **Key Projects: Short Term Rentals Survey**

## Community Meetings

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TOURISM Santa Fe officials met with the following partners and organizations during the month of June to expand the Santa Fe brand:

New Mexico Tourism Department  
International Folk Art Market  
New Mexico Museum of Art  
Simply Santa Fe  
Meow Wolf  
Summer of Color  
Downtown Merchants Association  
Edible Santa Fe  
The New Mexican

Indigenous Fine Art Market  
Santa Fe Railyard Community Corporation  
Heritage Productions  
Eldorado Hotel & Spa Santa Fe  
Santa Fe Botanical Gardens  
Santa Fe Summer Institute  
La Posada de Santa Fe: Julia  
Drury Plaza Hotel: Bar Alto  
Equicenter de Santa Fe

## WEBSITE

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### June 2015 Performance Metrics-Google Analytics

#### Visits

- 107,178 Total Visits
- 76.37% New Visits...Visitors that have not been to the site within the last month.
- 2.5 Pages per Session
- 2:43 Average Time on Site
- 268,452 Total Pageviews
- 60.7% Female
- 39.3% Male

## Visitor Age

- 7.13% 18 - 24
- 16.72% 25 - 34
- 16.27% 35 - 44
- 16.83% 45 - 54
- 25.37% 55 - 64
- 17.68% 65+

## Newsletters

- Santa Fe Happenings
  - Sent June 4, 2015
  - Number sent: 40,693
  - Number opened: 6,843
  - Open rate: 16.82%
- TOURISM Santa Fe Marketing Report
  - Sent June 10, 2015
  - Number sent: 1107
  - Number opened: 341
  - Open rate: 30.8%
- Stay Another Day in Santa Fe
  - Sent June 18, 2015
  - Number sent: 16,269
  - Number opened: 2,894
  - Open rate: 17.79%
- TOURISM Santa Fe Sales Report
  - Sent June 24, 2015
  - Number sent: 1128
  - Number opened: 386
  - Open rate: 34.22%

## SOCIAL MEDIA UPDATES

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### [Facebook](#)

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#### June 2015 Performance Metrics

- Total Fans: 37,720
- Top Ranking Post, June 22, 2015
  - Likes: 1379
  - Shares: 214
  - Comments: 190
  - Reach: 22,280



## [Twitter](#)

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### June 2015 Performance Metrics

- Followers: 9,237
- Monthly Impressions: 155,200
- Average Daily Impressions: 5,200/day
- Highest Organic Impressions: June 2 (2,995)
- Link Clicks: 685
- Retweets (earned): 518
- Favorites (earned): 545
- Replies: 62

Please make sure to add #SantaFe, #SantaFeNM or #TheCityDifferent to your own tweets and retweet TOURISM Santa Fe's tweets to keep your followers engaged and informed.

## [Pinterest](#)

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Please make sure you are following our Pinterest page as we continue to add content to our boards.

### June 2015 Performance Metrics



**The Top Three Santa Fe Art Walks You Must See,**  
posted June 30, 2015

- Likes: 149

- Shares: 21
- Comments: 1
- Pageviews: 5

## Trip Advisor

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### June 2015 Performance Metrics

- Pageviews: 14,404
- Link Clicks: 75
- Promo Clicks: 383
- Event Clicks: 32
- Photo Views: 2,388
- Video Views: 104
- Interaction Rate: 10%

## MEDIA PLACEMENTS

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### DIGITAL

#### Mobile Banners

- Flight Dates: January 1 – June 30, 2015
- Markets: Denver, CO Springs, Tucson
- Impressions: 13,200,000

### PRINT

#### Colorado Expressions

- Drop Dates: April/May & June/July, 2015
- Markets: CO
- Impressions: 780,000

#### Great Race Print Ad

- Drop Date: June 2015
- Markets: Oklahoma, Texas, New Mexico, Arizona, California, Missouri

#### Georgia O'Keeffe

- Drop Date: July 15, 2015
- Markets: Member Publication

## Opera Ad

- Drop Date: July 15, 2015
- Markets: Santa Fe, New Mexico

## MEETINGS

### SmartMeetings (Meetings & Conventions Package)

- Drop Dates: January 1 - June 30, 2015
- Markets: TX, CO, AZ, Washington D.C., Chicago
- Impressions: 7,837,401

## PUBLIC RELATIONS

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**June was a month of flat growth year over year with \$307,274 and a total reach of 45,960,391**, even though we had a near equal number of media placements, 58, as we had in our \$3 M in May with 60, and seriously trumped the 38 placements we had in our \$3M April.

While a relatively slower month—and we’ve already surpassed it four business days into July—it goes to show that while we use these measuring sticks to assess relative progress over time, the work of building new and greater awareness is a marathon of always saying yes to press, not simply chasing after big game.

Some of the smallest June earned media we had in terms of value and circulation happened to come from a reporter in a small southern town who wrote so much about how he loved Santa Fe, it became a four-part series in his paper. Once back home he related at least a dozen anecdotes of loyal readers who’d already booked trips to the city based on his coverage.

That was a good example of just say yes to press.

**Also in June we were up 475 percent in press releases and written pitches** distributed over June 2014, and up 9.7 percent in overall media contacts.

For the second quarter as a whole, we were up 406 percent in total earned media, 423 percent in press releases and written pitches, and that same 9.7 percent in media contacts over Q2 2014.

## [Santa Fe in the News | Recent Articles](#)

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## NEWSPAPER (print/online)

**Houston Chronicle** included Santa Fe in a round-up of Houston weekend getaways. Read more about Santa Fe getaways [here](#).



As a result of TOURISM Santa Fe hosting Larry Vaught in the destination from May 16 through 23, **Advocate Messenger** provided dedicated coverage of Santa Fe in multiple articles.

- **Santa Fe or Bust**
- **The Road to Bandelier**
- **Color and Culture**
- **Taking the High Road**

As a result of Mayor Gonzales visiting New York City in June, Santa Fe New Mexican ran coverage of the Mayor's interview on **Fox News Latino**. Read about the Mayor's visit to New York [here](#).

The following news outlets ran coverage of The Great Race in Santa Fe:

- **Los Alamos Monitor**
- **Santa Fe New Mexican**
- **Albuquerque Journal**



**Dallas Morning News** included the Santa Fe Farmers Market in this round-up of "Farmers Market's Around the Country." Coverage ran in print and online. Read the Dallas Morning News article [here](#).

**Chicago Tribune** ran syndicated coverage of "Farmers Markets Around the Country." Read what the Tribune had to say about Santa Fe [here](#).

The following news publications ran coverage of American Idol in Santa Fe:

- KFOX 14
- Santa Fe Reporter
- Albuquerque Journal
- Dot Newz
- Hubbi
- KOB 4
- Santa Fe New Mexican
- Topix
- Kontactor
- KRQE News
- Las Cruces Sun News
- Local News 7
- News List Online
- SFGate.com
- Kansas City Star
- Bradenton Herald
- DFW.com
- sNewsi.com
- The Republic
- X Factor
- Albuquerque Journal

## WEBSITES

Due to Kasey Hickey's visit to Santa Fe from May 7 to 10, **Turntable Kitchen** posted this dedicated city guide. Read more about Santa Fe in the guide [here](#).



As a result of Hope Philbrick's visit to Santa Fe in April, **Getaways for Grownups** posted three pieces covering ELOISA at the Drury Plaza Hotel, Ten Thousand Waves and Luminaria Restaurant and Patio at Inn and Spa at Loretto.

- Eloisa
- Ten Thousand Waves
- Luminaria Restaurant and Patio

Due to Dave Taylor's visit to Santa Fe from June 11 through 14, **Go Fatherhood** posted this dedicated feature on the destination. Read about his roadtrip through Santa Fe [here](#).



As a result of Neil Wolkodoff visiting the destination from May 17 through 25, **Everett Potter's Travel Report** provided dedicated coverage on Santa Fe. Read the Report article [here](#).

As a result of Mayor Gonzales visiting New York City in June, Fox News Latino interviewed the mayor and posted this online and video coverage. Read about the Mayor's visit [here](#).

Due to Shannon Eileen's visit to Santa Fe from May 27 through 31, **Happiness Is** posted two pieces on the destination:

- **My Mother/Daughter Babymoon in Santa Fe - Part 1**
- **My Mother/Daughter Babymoon in Santa Fe - Part 2**



As a result of press release distribution **Mommy Poppins** included Santa Fe in this round-up of "Summer Family Travel Deals," highlighting The Drury Plaza Hotel. Read more about the Drury Plaza Hotel [here](#).

#### **MAGAZINES (print/online)**

Prevue posted coverage of the destination in an article, "5 Meetings Hotels That Showcase Santa Fe History." Coverage ran online and in print. Find out which hotels made the list [here](#).

Evolving Magazine published this article, "Santa Fe Hosts Pride Events in Summer 2015." Read about Pride [here](#).



As a result of Jill Dutton visiting the destination in January and May, **Evolving Magazine** provided dedicated coverage on Santa Fe in an article, "Some Like It Hot: Savoring the Flavors of Santa Fe." Coverage ran online and in print. Read the article [here](#).

Due to Cameron Martindell visiting the destination, **Elevation Outdoors Magazine** included Santa Fe in the "Quick Hits" section. Coverage ran online and in print. Read Cameron's article [here](#).

As a result of Christopher Hall's October visit to Santa Fe, Sunset Magazine published this dedicated piece on Santa Fe's Railyard. Coverage ran online and in print. Read Sunset Magazine's article [here](#).



Santa Fean Now provided coverage of The Great Race in Santa Fe. Read the Santa Fean Now article [here](#).

As a result of Lilit Marcus visiting the destination in 2013, Conde Nast Traveler Online included Santa Fe in this round-up titled, "50 States, 50 Trips: America's Greatest Hits," spotlighting La Fonda on the Plaza. Read more about LaFonda on the Plaza [here](#).

## Visiting Press

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German sports and travel publication **Eishockey News** writer Tobias Welck visited Santa Fe from June 1 to June 3.

**Arizona Foothills Magazine** visited Santa Fe from June 7-9 to research for a story on Las Campanas and on

Santa Fe.

German Travel writer **Dr. Christian Falsche** was here from June 10 through 12.

Writer Dave Taylor of **GoFatherhood** visited Santa Fe from June 11 through 14.

Val D'Elia from **Travel with Val NY1** visited Santa Fe from July 1 through 2.

Adrienne Jordan from **WashingtonTimes.com and TravelandLeisure.com** is visiting Santa Fe from July 10 through 13. Coverage will focus on the destination's active adventures, spas and the International Folk Art Festival.

Charlie Chul Jung from **Korea Times** will be visiting Santa Fe from July 12 through 15. Coverage will focus on Santa Fe's culture and history.

Kelsy Chauvin from **Passport** will be visiting Santa Fe July 16-19, extending her group trip through La Posada de Santa Fe to further explore the LGBT offerings and business leaders in Santa Fe.