



**OTAB Marketing Report  
May 2016  
Reported June 28, 2016**

## **EXECUTIVE SUMMARY**

May was a month full of major projects moving forward such as the Santa Fe Margarita Trail, 32 Google Trekker links delivered, Santa Fe Value Card, visitor welcome banners, press fam and desk side trips and public relations push on Meow Wolf and Lowriders, Hoppers, and Hot Rods exhibitions. TOURISM Santa Fe added Rima Kristt, as our Native American Liaison to our marketing and sales efforts.

Our marketing indicators continue to show continual growth.

### **Website & E-blasts—SantaFe.org**

- 102,873 Total Sessions (13.9% increase Y/Y)
- 72.84% New Sessions (2.7% increase Y/Y)
- Consumer emails continue to deliver a 20%+ open rate

### **Social Media**

- Facebook total Page Likes: 50,697 (2% increase M/M)
- Twitter followers: 10,711 (2% increase M/M)
- Instagram followers: 9,526 (9.4% increase M/M)
- Pinterest followers: 2,119 (1.4% increase M/M)
- YouTube subscribers: 233 (6.3% increase M/M)
- Total Blog Views: 3,498 (13.95% increase M/M)

### **Advertising**

In May we had advertising in the New York Times T Magazine for the drive and fly markets complemented by digital advertising display and video (drive and fly) and SEM that has a national reach. To reach the leisure market through travel agents there were two TravelPulse eblasts.

In June, July and August we will be running a print, digital and OOH campaign leveraging increase air lift to Albuquerque with Allegiant and Southwest Airlines.

### **Public Relations**

May was an extremely strong with month with over \$2.5 M in earned media, five times the amount in April, and included strong and diverse coverage in drive and fly markets as well as nationally notable outlets.

## Accolades

- *USA Today 10Best* named two Santa Fe-area restaurants as **having among the 10 best green chile cheeseburgers in the state**. The article was syndicated to: **The Las Cruces Sun-News**
- Conde Nast Traveler named Santa Fe as **the #2 Best U.S. Cities for Retirement in the Readers' Choice Awards**.
- Santa Fe ranked #3 overall in the **Travel + Leisure "America's Favorite Towns" Readers' Survey**.
- Santa Fe ranked #14 overall in the **Travel + Leisure "America's Best Cities for Summer Travel" Readers' Survey**

## Visiting Press

- Completed a press fam themed "Native Roots of Santa Fe" May 19-23 with a combination of 6 publications and travel writers.
- Completed New York press desk sides May 9-12 with a combination of 11 publications and travel writers.
- BrandUSA MegaFam May 16-17 with 18 British travel agents.

## Miscellaneous Update

- New Native American Liaison Rima Krisst joins TOURISM Santa Fe.
- In partnership with Keep Santa Beautiful 10 Welcome Banners will be hung at the intersection of St. Francis and Cerrillos Road on June 28<sup>th</sup>.

## Margarita Trail Update

**387** Number of Passports sold from the 3 TOURISM Santa Fe Visitor Centers

**400** Additional passports ordered by 6 restaurants to sell or use in promotions.

**244** Number of T-shirts that have been redeemed by Passport holders earning 5 stamps

There are 2 passport holders who have earned 20 stamps and an autographed copy of Al Lucero's, *The Great Margarita Book*. *Those two Passport holders are 5 stamps away from completing all 31 stops on the Margarita Trail! We're expecting them to finish next week.*

## Public Relations

- 2 Press Releases
- 4 Journalist who experienced the Trail
- \$3.1M Total amount of earned media

## Social Media

- Hosted a social media crawl in May with the 17 restaurants that signed up and 15 social media influencers. We will host another social media crawl this summer.
- 151 Social media posts

## TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- John Feins, Public Relations Manager

- Joy Rice, Marketing Manager
- Frank Cordero, Social Media Coordinator
- Phyllis Ortiz, Administrative Assistant

**Fuseideas:** Advertising & Paid Social Media

- Steve Mason, Strategic Director
- Duncan MacDonald, Vice President of Client Services
- Darren Bult, Creative Director
- Lara Maskell, Account Manager
- Michael Durwin, Social Media

**StudioX:** Website & Email Newsletters

- Kyle Langan, Webmaster
- Jay Turley, Account Manager

**Lou Hammond & Associates:** Press/Media

- Terry Gallagher, Vice President
- Carlyn Topkin, Lead Account Manager
- Matt Sessions, Lead Account Manager

**Bella Media:** Santa Fe Guide

- Bruce Adams, Publisher
- Bryan Cooper, Associate Publisher

## HIGHLIGHTS & ACTION ITEMS

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### Santa Fe Value Card

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Last year we considered putting together a coupon offering for meeting attendees coming to Santa Fe. We are often asked to provide bags and guides in addition to a welcome gift so the idea of a coupon book, offering discounts to attendees seemed like a logical step. With that in mind, we have adapted the program to simplify the process and reduce the cost for business partners. No more coupons! We hear from businesses the need to increase the number of visitors coming through their doors. With that goal in mind we hope that more than a few will be interested in offering a discount to the thousands of meeting participants coming to Santa Fe annually, at no additional cost beyond the actual offer.

The new program will include a Santa Fe Value Card and a brochure listing the participating businesses. The business will need to offer a minimum of 15% discount or a fixed offer of value. As stated, there is no participation fee beyond the offer, just a commitment to maintain the discount/offer for 1 year. We will print a program brochure and provide the Santa Fe Value Cards to meeting planners and attendees. Tourism related businesses of all types, including restaurants, retail, galleries, attractions and activities should consider this new and unique opportunity to attract Santa Fe meeting attendees.

We can also consider offering the Santa Fe Value Cards to individual traveler if our business partners want us to move in the direction. But let's we'll test the success of the program with our meeting attendees.

## Be in the know: What's new in Santa Fe this summer

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As the summer travel season is quickly approaching, be in the know with what's new this summer.

**Santa Fe Margarita Trail: The Margarita Trail** features 31 specialty-crafted margaritas in and around Santa Fe. To get started, trail adventures should purchase a Passport for \$3 at any TOURISM Santa Fe Visitor Center or Margarita Trail participating restaurant.

To date we have sold 357 Passports from the Visitor Centers and close to 200 t-shirts have been redeemed by Passport holders. We even had two people redeem 20 stamps for the signed copy of *The Great Margarita Book*. In addition, many of our participating businesses are ordering extra passports.

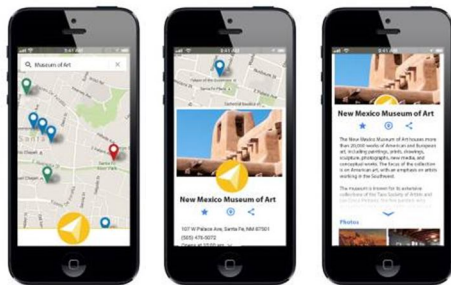
**Meow Wolf: Meow Wolf** opened in February with national and regional rave reviews. Please get out and see and experience this amazing Santa Fe art attraction. At this time there have been over 100,000 visits. In addition, there is a growing number of food trucks that are providing an eclectic variety of treats.

To support this amazing opportunity **Custom Tours By Clarice** is providing free transportation on the weekends from numerous hotels in the Downtown area. This service began on May 27, 2016, with free shuttle from the downtown hotels to the newest, exciting attraction in Santa Fe: Meow Wolf. Initially, they will pick up at the Eldorado; downtown Hilton; La Fonda; Drury; and the Hotel Santa Fe. Shuttle service is free for the passengers.

**New Mexico History Museum Lowriders:** We're spreading the word about the new and widely popular **Lowriders, Hoppers, and Hot Rods** exhibit at the New Mexico History Museum. The exhibit focuses on mobile works of art and their makers—home-grown Nuevomexicanos who customize, detail, paint and upholster these favorite symbols of Hispanic culture. A must see!

## Culture Atlas of New Mexico

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The Office of Cultural Affairs will be introducing the Cultural Atlas of New Mexico a map-based mobile application and website this summer. It will be designed to direct people to culturally significant places around the state. NOW is our opportunity to submit your favorite sites at [atlas.newmexicoculture.org](http://atlas.newmexicoculture.org).

**TOURISM Santa Fe is working to suggest a site:** Tell them about your favorite places in Santa Fe, New Mexico. Not all suggested sites will be included in the Cultural Atlas, but they will be reviewing submissions regularly up to the project launch in summer 2016 (August).

## What to Suggest

Museums, Historic sites, Natural places, Parks and Monuments, Public artworks, Landmarks, Major events, Cultural landscapes, Historic markers... *any place that's worth telling someone about or worth visiting yourself.*

**Some Considerations:** Sites in the Cultural Atlas must allow public access or be visible from a public place. They also must have a permanent location (though, in the case of events, may not be accessible at all times). Additionally, they must be recognized by at least one source—such as a registry, guidebook, or encyclopedia—as having cultural significance.

## Santa Fe Launches Summer Youth Cultural Passport Program

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The City of Santa Fe Arts Commission, in partnership with the New Mexico Department of Cultural Affairs and dozens of participating arts institutions and organizations, will launch a special new program to radically expand access to the arts for Santa Fe's young students.

The Summer Youth Cultural Passport is a downloadable booklet that features free admission to museums, free tickets for performances and other free happenings for kids all over Santa Fe from throughout the summer. Participants can bring their passport to various cultural events and collect stickers at each venue to earn prizes.

Participating organizations include all five state museums, The Georgia O'Keeffe Museum, Rancho de los Golondrinas, Meow Wolf, the annual CURRENTS festival, The International Folk Art Market, Performance Santa Fe, the Desert Chorale and the Santa Fe Opera.

Children ages 3-18 can download their Cultural Passport by going to this link:  
[www.sfyouthculturepassport.org](http://www.sfyouthculturepassport.org)

## MARKETING INFORMATION ITEMS

### Austin, TX Summer Ad Campaign

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TOURISM Santa Fe has launched a summer paid media campaign in a new market—Austin, Texas. The advertising is in flight for 8 weeks from May 30-July 24, 2016. The media plan will generate a high level of awareness for Santa Fe through the placement of bus wraps, print advertising in *Austin Monthly*, and a highly-targeted digital campaign utilizing mobile banners, digital ads and SEM.

## TSF Business Partner Meetings

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TOURISM Santa Fe officials met with the following partners/organizations in May:

- Creative Santa Fe
- Hospitality Meeting
- Allegiant Air
- Keep Santa Fe Beautiful
- Betsy Ehrenberg
- Poster Boyz
- Canyon Road Art Walks and Artist Slow Draw
- Wilford Gallery & Sculpture Garden
- Donna Olmstead, Albuquerque Journal
- Santa Fe Community Day
- Beinvenidos Booth Opening
- International Folk Art Alliance
- HIPICO Sponsor Event
- Santa Fe Hilton
- Outside Bike & Brew
- New Mexico Tourism Department Meeting
- New Mexico Magazine
- Zozobra (Art Selection Committee)

## TSF New York Press Desk Sides

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TOURISM Santa Fe met with a combination of travel writers and publications in New York on May 9-May 12.

- Lawrence Weibman, *Chew*
- Laurie Werner (Freelance), *Forbes*
- Devon Baverman, *Good Housekeeping*
- Alyson Krueger (Freelance), *The New York Times; Forbes*
- Christina Pellegino, (Freelance) *Wine Enthusiast*
- Erin Hartigan, *Food Network (Digital)*
- Adeline Duff, *Travel + Leisure*
- Alex Postman, *Conde Nast Traveler*
- Alyssa Holder, *Honest Cooking*
- Zach Kussin, *New York Post*
- Hillary Richard (Freelance), *The New York Times; AFAR*

## BrandUSA MegaFam

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TOURISM Santa Fe hosted 18 high-producing British travel agents with BrandUSA on May 16-17. During their two day stay in Santa Fe they visited The Plaza, along with several hotels and

restaurants. They were given a New Mexico Culture Pass and during their free time enjoyed museums and historic sites.

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## Santa Fe Welcome Banners

TOURISM Santa Fe, in partnership with Keep Santa Fe Beautiful, will be displaying banners as a way to welcome our visitors to The City Different. In the next two months, be on the lookout for 10 banners featuring iconic Santa Fe images.

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## Welcome New Tribal Liaison to TOURISM Santa Fe



TOURISM Santa Fe welcomes Rima Krisst to the team as Tribal Liaison. The role of Tribal Liaison was created with the purpose of expanding communications, co-marketing opportunities, and information-sharing between TOURISM Santa Fe and tribes, particularly within close proximity. It is expected that productive City-Tribal relations will lead to additional opportunities for collaboration and mutually beneficial tourism development, as well as offer visitors to Santa Fe new opportunities for experiencing Native culture and history.

Rima has worked with tribal communities in New Mexico for over a decade in the areas of communications, PR, community outreach, and marketing. Her work experience includes the New Mexico Indian Affairs Department, the Eight Northern Indian Pueblos Council, Santa Fe Indian Market, and the Santa Fe 400th Anniversary. She is an avid photographer and a contributor to several tribal archives. Rima has traveled the Southwest extensively and attends seasonal tribal activities regularly.

Ms. Krisst has a Bachelor Degree in Finance and Business Administration from the University of Connecticut and is a graduate of the Santa Fe Community College Film Technicians Program.

Join us in welcoming her to the team. Rima can be reached at [rkrisst@santafenm.gov](mailto:rkrisst@santafenm.gov).

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## Press Trip to San Francisco

TOURISM Santa Fe officials were in San Francisco from June 13 – 15 for press desk sides. They met with writers from the San Francisco Chronicle, Sunset Magazine and AFAR, among other publications.

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## MONTHLY METRICS

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### Website & Newsletters

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#### May 2016 Performance Visits

- 102,873 Total Sessions (13.9% increase Y/Y)

- 72.84% New Sessions (2.7% increase Y/Y)
- 2.65 Pages per Session (7.9% decrease Y/Y)
- 2:58 Average Time on Site (11% increase Y/Y)
- 272,235 Total Page Views (4.9% increase Y/Y)

### Visitor Gender

- 60.8% Female
- 39.2% Male

### Visitor Age

- 7.57% 18 – 24
- 18.73% 25 – 34
- 16.30% 35 – 44
- 16.86% 45 – 54
- 22.60% 55 – 64
- 17.92% 65+

### Newsletters

- Santa Fe Happenings
  - Sent: May 3, 2016
  - Number sent: 48,449
  - Number opened: 8,506
  - Open rate: 17.64%
- Share Your Opinion of Santa Fe
  - Sent: May 3, 2016
  - Number sent: 65,344
  - Number opened: 12,187
  - Open rate: 18.65%
- TOURISM Santa Fe Marketing Report
  - Sent: May 12, 2016
  - Number sent: 1,110
  - Number opened: 310
  - Open rate: 27.93%
- Summer Different in Santa Fe
  - Sent: May 16, 2016
  - Number sent: 25,281
  - Number opened: 5401
  - Open rate: 21.36%
- Santa Fe Deals and Specials
  - Sent: April 21, 2016
  - Number sent: 25,228
  - Number opened: 5,073
  - Open rate: 20.11%
- TOURISM Santa Fe Sales Report
  - Sent: April 27, 2016
  - Number sent: 1,111
  - Number opened: 365
  - Open rate: 34.85%
- Final Days: Share Your Opinion of Santa Fe



- Sent: May 3, 2016
- Number sent: 64,876
- Number opened: 11,617
- Open rate: 17.93%

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

## SOCIAL MEDIA

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### Summary

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As summer approaches, we are happy to report that May was yet another fantastic month for social media. By viewing our May metrics you will notice that there has been a significant increase in followers, reach and engagement across all of our social media platforms.

The Visit Santa Facebook fan base grew by 991 followers and Instagram gained 819 new followers. Our largest reach in May was the “Santa Fe Is 2nd Best Place to Retire” post – reaching 77,732 social media users.

Be sure to follow, share, and interact with us on social media! **Don't forget to add #SantaFeNM or #TheCityDifferent to your posts!**

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

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

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

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

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

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

### Facebook

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#### May 2016 Performance Metrics

- Total Page Likes: 50,697 (2% increase M/M)
- People Talking About This: 18,575
- Engagement: 110,613

Top Ranking Post: Santa Fe is the 2nd Best Place to Retire in the U.S.! - May 25, 2016 at 3:47 PM

- Likes: 2,306
- Shares: 470
- Comments: 369
- Reach: 77,732

## Twitter

### May 2016 Performance Metrics

- Followers: 10,711 (2% increase M/M)
- Monthly Impressions: 203,900
- Engagement: 2,075

Top Performing Post: It's National Wine Day! Are you going to the Santa Fe Wine and Chile Fiesta from September 21-25 - May 25, 2016 at 12:35 PM

- Impressions: 2,871
- Favorites: 16
- Retweets: 12
- Total Engagements: 39

Metric	Value
Impressions	2,871
Total engagements	39
Retweets	12
Media engagements	11
Likes	11
Link clicks	2
Detail expands	2
Profile clicks	1

## Instagram

### May 2016 Performance Metrics

- Followers: 9,526 (9.4% increase M/M)

Top Performing Post, May: Michael Vacarro Photo of Georgia O'Keeffe

- 393 Likes



cityofsantafe  
Visit Santa Fe, New Mexico

393 likes 1w

cityofsantafe "I've been absolutely terrified every moment of my life – and I've never let it keep me from doing a single thing I wanted to do." Georgia O'Keeffe  
Photo: Michael A. Vaccaro  
Chromogenic print  
Joseph Pulitzer Bequest  
Accession Number 61.565.36  
1960  
#WednesdayWisdom #WordsToLiveBy  
#GeorgiaOKeeffe  
#GeorgiaOKeeffeMuseum #Abiquiú  
#NewMexico #NewMexicoTrue  
#SantaFe #SantaFeNM  
#TheCityDifferent #SantaFeCulture  
#SantaFeLife #Legacy #PelvisSeries  
#RedwithYellow #1945

bodieontheroad This is wonderful in every possible way! ✕

strangerscollective ♡ ✕

♥ Add a comment... \*\*\*

## Pinterest

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### May 2016 Performance Metrics

- Followers: 2,119 (1.4% increase M/M)

## YouTube

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### May 2016 Performance Metrics

- Subscribers: 233 (6.3% increase M/M)
- Views: 2,130

## Blog

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### May 2016 Blog Posts

#### Eight Reasons to Kick Off A Summer Vacation in Santa Fe

- Posted May 3, 2016
- Views: 321

#### Bienvenidos to The Santa Fe Margarita Trail

- Posted May 10, 2016
- Views: 398

#### Celebrate Dad In Santa Fe This Father's Day!

- Posted May 17, 2016
- Views: 157

## Join the Party! Celebrate Anniversaries In Santa Fe!

- Posted May 24, 2016
- Views: 88

## Ready For A Fun Filled Santa Fe Fourth Of July Weekend?

- Posted May 31, 2016
- Views: 71

### May 2016 Performance Metrics

Total Blog Views: 3,498 (13.95% increase M/M)  
Average Time on May Blog Posts: 2:32 minutes

## PAID MEDIA PLACEMENTS

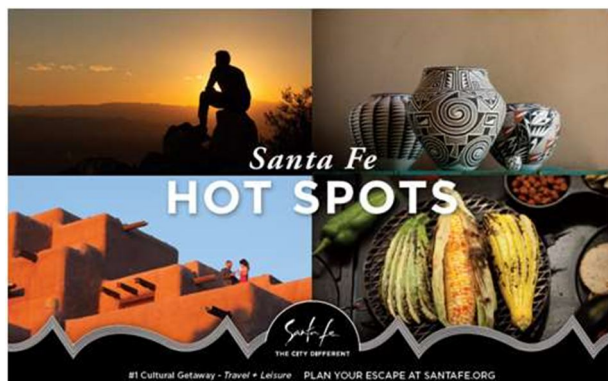
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### PRINT

Target Markets:

- Drive (Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso)
- Fly (New York City, Los Angeles, Chicago, Houston, Austin, Seattle, San Francisco)

Flight Dates: May 1 - May 31, 2016  
Publication: New York Times T:Travel



### DISPLAY

Target Markets:

- Drive (Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso)
- Fly (New York City, Los Angeles, Chicago, Houston, Austin, Seattle, San Francisco)

Flight Dates: May 1 - May 31, 2016

Magnetic



## PRE-ROLL VIDEO and MOBILE

Target Markets:

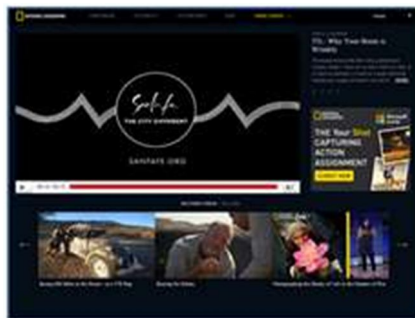
- Drive (Phoenix, Colorado Springs, Amarillo, Lubbock, El Paso)
- Fly (New York City, Los Angeles, Chicago, Houston, Austin, Seattle, San Francisco)

Flight Dates: May 1 - May 31, 2016

SpotXchange



Quantcast



**SEM (CONSUMER)**

Target Markets:

- National

Flight Dates: May 1 - May 31, 2016

**MICE**

Target Markets:

- National Subscribers

Flight Dates: May 18, 2016 and May 31, 2016

Publication: TravelPulse eblasts

## PUBLIC RELATIONS

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### Summary

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May was an extremely strong month with over \$2.5 M in earned media, five times the amount in April, and included strong and diverse coverage in drive and fly markets as well as nationally notable outlets. We also hosted an adventurous and successful Native Roots press tour, the Brand USA Megafam of 18 top-achieving British travel agents who found Santa Fe a true highlight of their two-state whirlwind tour, and a TOURISM Santa Fe edition of the City Hall Live cable access program among many other activities.

Here's just some of the media we earned in May.

### News to Use, Utilize Our Press Releases

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Check in with the **Current Releases section** of the santafe.org website for press releases that you can use, redistribute or reference.

### Recent Accolades

*USA Today 10Best* named two Santa Fe-area restaurants as **having among the 10 best green chile cheeseburgers in the state.**

The article was syndicated to:

**The Las Cruces Sun-News**

Conde Nast Traveler named Santa Fe as **the #2 Best U.S. Cities for Retirement in the Readers' Choice Awards.**

Santa Fe ranked #3 overall in the **Travel + Leisure "America's Favorite Towns" Readers' Survey.**

Santa Fe ranked #14 overall in the **Travel + Leisure "America's Best Cities for Summer Travel" Readers' Survey.**

### Visiting Press

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TOURISM Santa Fe conducted a group press tour with a "Native Roots Of Santa Fe" theme from May 19-23. The following media attended:

- *Toronto Star*, **Jen Allford**
- *The Noise*, **Nikki Charnstrom**
- *Indian Country Today*, **Alex Jacobs**
- *Bleu Magazine*, **De'Von Johnson**
- *LAX Magazine*, **Siobhan Higgins**
- Freelance, **Cathy Barber**

As always tourism community partners stepped up in a phenomenal way, providing our guests with rare insights and experiences to over 13,000 years of local indigenous narrative, culture, history, art, cuisine, and more. One reporter has already called the tour “life-changing.”

Austrian filmmaker **Katalin Hanappi** visited Santa Fe on May 5 for research on an upcoming documentary.

Freelance writer **Jay Jones** visited Santa Fe from May 24-26 reporting for *The Chicago Tribune* and *Los Angeles Times*.

**Amy Drohen** visiting over Memorial Day Weekend reporting for *The Austin Food Chronicle*.

## Print, Online & Broadcast Articles

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Here is a selection of May coverage. To see more, please visit [the Hot News page](#) at the [santafe.org](http://santafe.org) Media Center.

### NEWSPAPER

The *Dallas Morning News* published an article on their photography blog entitled “**Focus on photography at PhotoSummer 2016 in Santa Fe and Albuquerque.**”

*USA Today* included Santa Fe’s Canyon Road in a round-up of “**Seven City Streets Worth a Trip on Their Own.**”

The article was syndicated to:

- The El Paso Times, Wn.com, Global News Magazine, Headlines News24.com, KHOU, News Nation Times, Scoopnest, Trending News Bulletin, WCSH Portland, and World Page

*USA Today* included Santa Fe in an article titled, “**Mother-daughter getaways recommended by Samantha Brown,**” highlighting the Georgia O’Keeffe Museum.

*USA Today 10Best* named two Santa Fe-area restaurants as **having among the 10 best green chile cheeseburgers in the state.**

*USA Today* posted coverage of their “**Best Small College Towns**” Readers’ Choice Awards, in which Santa Fe ranked #8.

*USA Today* included Santa Fe in a round-up entitled “**The ultimate urban food tours in delicious destinations.**”

### WEBSITES

As a result of TOURISM Santa Fe hosting Mariève Inoue on the September 2015 “Living History” press trip, *Divine.ca* provided dedicated coverage of Santa Fe in an article entitled “**Santa Fe in Full Colour.**”

Inoue also posted an **image library of Santa Fe** on the blog *Bijou Magazine*.

*Examiner.com* provided dedicated coverage of **Santa Fe’s Margarita Trail opening.**

*Examiner.com* provided dedicated coverage of **Santa Fe’s Lowrider Summer.**

As a result of TOURISM Santa Fe hosting the SATW Western Chapter Conference, *TheHuffington Post* posted a feature article entitled “**Riding the Rail Runner Express to Santa Fe.**”

As a result of hosting Alex Jacobs on the May 2016 “Native Roots” press tour, *Indian Country Today* provided dedicated coverage of the **Native Treasures Indian Arts Festival.**

*Men’s Fitness* included Santa Fe’s Hotel St. Francis in a round-up of “**Sexy Vacation Ideas.**”

*MentalFloss.com* included the new Margarita Trail in a round-up of “**8 Unexpected Food and Beverage Trails Around the World.**”

*Orbitz Travel Blog* included Santa Fe in a round-up entitled “**10 Best Girls’ Getaways.**”

*Refinery29* included Santa Fe in a round-up entitled “**29 Affordable Trips To Take This Summer.**”

*TravelPulse* posted a dedicated feature about Santa Fe’s Lowrider Summer entitled “**5 Ways to See Santa Fe’s Unique Culture on Display This Summer.**”

*U.S. News Travel* included Santa Fe’s Sunrise Springs in a round-up entitled “**10 Top Wellness Retreats Around the Globe.**”

## MAGAZINES

*Money Magazine* included Santa Fe in an article entitled, “Best in Travel 2016” in the April 2016 print issue.

As a result of TOURISM Santa Fe hosting Alex Schechter in September 2015, *Monocle* published a dedicated feature article on Santa Fe’s Railyard District in the May 2016 issue.

As a result of TOURISM Santa Fe hosting Jerry Dunn in the destination, the *Montecito Journal* included a dedicated a feature article on Santa Fe entitled “Magical Art & Mobile Margaritas in New Mexico” in their May 19 issue.

As a result of hosting Greg Garry on the February 2016 Ski Santa Fe press tour, *Out Magazine* published a feature story entitled “**Why You Should Slip Away to Santa Fe.**”

*Travel + Leisure* included Santa Fe in a round-up entitled “**The Best Places to Travel in October.**”

*Cigar Aficionado* mentioned the Santa Fe Margarita Trail in **an online article promoting Cinco de Mayo Cocktails.**