



**OTAB Marketing Report
March 2017
Reported April 25, 2017**

TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- Public Relations Manager (OPEN)
- Joy Rice, Marketing Manager
- Frank Cordero, Social Media Coordinator
- Phyllis Ortiz, Administrative Assistant

Fuseideas: Advertising & Paid Social Media

- Dennis Franczak, CEO
- Steve Mason, SVP Account Director/Strategist
- Alec Radzikowski, VP Client Services
- Darren Bult, Executive Creative Director
- Grady Winch, Executive Creative Director
- Jon Meunier, Associate Media Director
- Lara Maskell, Project Manager

StudioX: Website & Email Newsletters

- Nancy Brown, Web Development
- Kyle Langan, Webmaster/Programmer
- Jay Turley, Programmer/Account Manager
- Alexander Mazon, Asst. Web Development/Account Manager

Lou Hammond Group: Press/Media

- Terry Gallagher, President
- Carlyn Topkin, Account Supervisor
- Matt Sessions, Senior Account Executive
- Daylyn Weppner, Account Executive

Bella Media: Santa Fe Guide

- Bruce Adams, Publisher
- Amy Gross, Associate Publisher

EXECUTIVE SUMMARY

Key marketing highlights in March and April:

**1) Summary of Q1 2017 Marketing Results
Advertising**

- During Jan-Mar (Q1) period, there was lighter focus on the general branding campaign and a stronger focus on the "Kid Free" Spring Break promotion.

- Of the \$101,340 spent on media in Q1 (15% decrease from Q4), 45% of the budget went towards Kids Free.
- By design, the Q1 2017 media campaign spent 70% less than Q2 to put heavier emphasis on Spring media to influence summer/fall travel.
- The Q1 digital campaign delivered 10.3M impressions and generate 22K qualified visits for the visits to the Santa Fe landing page.

Website [Y/Y change]

- Total Sessions: 274,533 [DOWN 21.1%]
- Unique Users: 230,769 [DOWN 18.7%]
- Average Pages per Session: 2.28 [DOWN 5.3%]
- Average Time on Site: 2:20 [DOWN 7.9%]

Traffic decreased year over year, mainly due to Q1 2017 advertising at a level one-third that of Q1 2016. New sessions were up. Conversion rates fell slightly though the goal abandonment rate improved very slightly.

Public Relations [Y/Y change]

- Pitches: 199 [UP 180%]
- Press Releases: 5 [DOWN 44.4%]
- Media Visits: 25 [UP 4.2%]
- Media Contacts: 381 [DOWN 11.4%]
- Earned Media: \$17,987,390 [UP 90.4%]

The largest increase from 2015 to 2016 came in the result of increased earned media value, which nearly doubled. TSF/LHG continued to foster its relationship with CBS contributor Randy Yagi and hosted him in the destination on the January Ski FAM. Two articles written by Yagi placed and syndicated in Q1 – resulting in nearly 42% of the earned media value during this time period.

The National Geographic Traveler “Sense of Place” Awards were announced during Q1 – a new award for TSF for 2017. Coverage was predominantly local and accounted for 2% of the total ad value. Four placements were secured in USA Today, each with a resulting ad value over \$635,000. Together, these placements represented 14% of the total ad value during this period. The largest grossing placement was a hit in Forbes, which was valued at over \$4 million and an article that included Santa Fe when mentioning travel trends

Blog [Y/Y change]

- Page Views: 18,989[UP 27%]
- Average Time on Blog: 3:03 [Up 35.2%]
- Website Referrals: 6.1% [DOWN 1.8%]

Blog traffic is up 27% year over year, and time on the page increased 56% from just under two minutes to just over three minutes. The main site referral rate dropped slightly year over year.

Email Newsletters (Averages) [Y/Y change]

- Consumer: Happenings
Number Sent: 155,209 [Down 0.3%]
Happenings Open Rate: 17.0%
- Consumer: Deals & Specials
Number Sent: 80,577 [UP 7.2%]

Open Rate: 18.5% [UP 0.3]

The Happenings open rate fell slightly, by 0.8%, and the Deals and Specials open rate fell a bit more, by 1.6%. Newsletters were the #2 source of campaign traffic in Q1, providing 25% of total campaign traffic compared to 6.7% of campaign traffic in 2016. As with site traffic, this change is due to the large marketing effort that took place in Q1 2016.

Social Media [Y/Y change]

- Facebook likes: 56,804 [UP 16.7%]
- Facebook engagement: 141,908 [DOWN 28.0%]
- Twitter followers: 12,088 [UP 16.5%]
- Instagram followers: 16,234 [UP 106.0%]
- Pinterest follower: 2,329 [UP 13.3%]
- YouTube subscribers: 302 [UP 41.1%]
- YouTube views: 7,283 [DOWN 21.3%]
- Trip Advisor page views: 198,673 [UP 12.9%]

TSF Social Media channels saw a continued significant gain in the last quarter year over year. Metrics for this quarter are based on organic posts. The 2017 social media calendar is complete and we will continue to update the calendar throughout the year. The 2018 social media calendar events have been entered through August of 2018.

2) 2017 Kids Free Spring Break Report

- The campaign ran from March 1 through April 15, 2017.
- 45 offers were posted to the landing page by Santa Fe business partners during the campaign.
- The advertising spend for this campaign was \$45,000 and resulted in 9,477,774 impressions—a 51% increase over last year's campaign.
- 28,113 Landing Page views from November 1, 2016 through April 15, 2017. This is a 79.7% increase over last year
- \$579,789 in earned media—a 114% increase over the 2016 campaign.
- A comprehensive report and presentation is being developed and will be presented to industry partners in May.

3) Lou Hammond Public Relations Presentation

On March 23, Lou Hammond Group presented to more than 50 Industry Partners. The presentation covered the following topics:

- How is Santa Fe Doing in the Media
- Media Trends
- What Media Wants to Write
- Tips for Effectively Working with Media
- Tips for Maximizing Opportunities with TOURISM Santa Fe

The report can be found under "Marketing Presentations" in the Reports and Presentations section on the Industry page on santafe.org.

4) Fuseideas Creative Team Visit to Santa Fe

- Darren Bult and Grady Winch, Executive Creative Directors at Fuseideas, were in Santa Fe on April 4-5. The visit is part of an advertising campaign refresh to be implemented in the next fiscal year.

- The purpose of their visit was to spend time exploring Santa Fe to become more familiar with the destination so the team can refine the creative concepts and brand platform model.
- The Creative team visited iconic and historic destination in Santa Fe such as: Canyon Road, Museum Hill, New Mexico Museum of Art, Ski Santa Fe, among others.

5) Prado Santa Fe and Santa Fe Celebrates Global Art and Culture

- The landing page for Santa Fe Celebrates Global Arts and Culture launched on Monday, April 3.
- A Digital Media Advertising plan began on April 3 and will run through September 30, with all traffic being driven to the landing page. The digital advertising plan consists of digital desktop display banners.
- There are currently 22 events, performances and exhibitions listed on the landing page.
- The Prado Santa Fe landing page, pradosantafe.com, was launched on February 21 and is also being hosted on santafe.org.

6) New Look on SantaFe.org

- A 2nd phase of the redesign is now in process and will include design updates to the top level of secondary pages, including the **Category** pages, **Pillar** pages, and **Listings** pages. Larger advertising templates will also be created.
- We are currently in week two of the 10-week project timeline.

7) Visiting Press

- **Adam Erace** visited Santa Fe on assignment for *Martha Stewart Weddings* from March 6-9.
- **Jonathan Soroff** of *The Improper Bostonian* visited Santa Fe on assignment from March 8-12.
- **Ray Brogan** of *FoxNews.com* visited Santa Fe on assignment from March 9-10.
- **Ali Wunderman** visited Santa Fe on assignment for *Sunset* from March 12-16.
- **Shinan Govani** of *The Toronto Star* visited Santa Fe on assignment from March 19-22.
- **David Obuchowski** visited Santa Fe on assignment for *Parent.co* from March 24-27.

8) Northern New Mexico Air Alliance and Fly Santa Fe



- An “inbound” advertising campaign has been approved and will be in market from from April 15 – July 30.
- The “inbound” campaign is designed to increase awareness of direct flights to/from Phoenix to Santa Fe and consists of targeted Out of Home ads in the Phoenix Airport and Digital Media advertisements targeted to the Phoenix Metro area and select California markets (LAX, ONT, SAN, SBA, SNA, BUR).
- An “outbound” advertising campaign is being developed to increase awareness of the Santa Fe airport as an alternative to the Albuquerque Sunport Airport. The “outbound” campaign will be targeted to Santa Fe, Taos, Los Alamos, and other northern New Mexico Communities.

9) Travel and Adventure Shows—Denver and Dallas

- Representatives from TOURISM Santa Fe, Santa Fe County, and Hilton Santa Fe Buffalo Thunder attended the Travel & Adventure Show in Denver on March 18-19 and TOURISM Santa Fe representatives attended the show in Dallas on April 1-2. Estimated attendance was 12,000 visitors at each show. A “Santa Fe Getaway” sweepstakes contest was held and approximately 1,500 entries and email addresses were received. The Getaway prizes were donated by Industry Partners.

10) Jackrabbit and Other Online Booking Options

- After evaluating the services provided by booking.com, it was determined that the Jackrabbit booking engine is the best option for TSF and our lodging partners.
- TSF will work to negotiate a flat annual fee to utilize the Jackrabbit system on santafe.org. This will allow industry partners to use the system free of charge.
- TSF and Jackrabbit will continue to work together to optimize the system and increase conversions.

11) Public Relations Manager Job Opening

During the week of April 10, 5 candidates were interviewed with 2 finalists identified for the Public Relations Manager position. Once the final interviews are completed we will check reference and make an offer.

In the meantime we have brought in Audrey Rubinstein on an interim basis to support the day to day public relations work.

12) Santa Fe Gift Guide

- On April 13, the semiannual Santa Fe Gift Guide was emailed to 99,608 e-newsletter subscribers.
- The Gift Guide included 11 Industry Partners highlighting their spring holiday gift ideas.
- Industry Partners had the opportunity to feature their products & offerings with 350 characters of copy, a photo and links to their website for \$ 100.
- The next newsletter is scheduled to be sent in November and will highlight offerings for the December holiday season.

HIGHLIGHTS

2017 Q1 Marketing Metric Results Summary

Website [Y/Y change]

- Total Sessions: 274,533 [DOWN 21.1%]
- Unique Users: 230,769 [DOWN 18.7%]
- Average Pages per Session: 2.28 [DOWN 5.3]
- Average Time on Site: 2:20 [DOWN 7.9%]
- Conversion Rate: 11.5% [DOWN 2.1]

Blog [Y/Y change]

- Page Views: 18,989 [UP 27%]
- Average Time on Blog: 3:03 [UP 35.2%]
- Website Referrals (click-through to a non-blog page): 6.1% [DOWN 1.8]

Email Newsletters [Y/Y change]

- Consumer: Happenings
 - Number Sent: 144,209 [DOWN 0.3%]
 - Happenings Open Rate: 17.0% [DOWN 0.8]
- Consumer: Deals & Specials
 - Number Sent: 80,577 [UP 7.2%]
 - Open Rate: 18.5% [DOWN 1.6]
- Industry: Marketing Report
 - Number Sent: 3,351 [UP 1.7%]
 - Open Rate: 28.9% [DOWN 2.7]
- Industry: Sales Report
 - Number Sent: 3,362 [UP 1.8%]
 - Open Rate: 32.6% [UP 0.8]

Public Relations [Y/Y]

- Pitches: 199 [UP 180.3%]
- Press Releases: 5 [DOWN 44.4%]
- Media Visits: 25 [UP 4.2%]
- Media Contacts: 381 [DOWN 11.4%]
- Earned Media: \$ 17,987,390 [UP 90.4%]
- Earned Media Impressions: 1,618,516,299*

Social Media [Y/Y change]

- Facebook followers: 56,804 [UP 16.7%]
- Facebook engagement: 141,908 [DOWN 28%]
- Twitter followers: 12,088 [UP 16.5%]
- Instagram followers: 16,234 [UP 106%]
- Pinterest followers: 2,329 [UP 13.3%]
- YouTube subscribers: 302 [UP 41.1%]
- YouTube views: 7,283 [DOWN 21.3%]
- Trip Advisor page views: 54,790 [UP 50.9%]

Santa Fe Guide [Y/Y change]

- Distributed guides: 72,062 [DOWN 29.2%]

TSF Visitor Center Visits [Y/Y change]

- TSF Visitor Center visits: 12,506[†] [UP 12%]

Occupancy & Room Rates [Y/Y change]

- Occupancy Rate: 55.7% [UP 2.1]
- Average Daily Rate: \$108.02 [UP 0.7%]
- Revenue per Available Room: \$ 60.77 [UP 1%]

*Earned Media Impressions tracking began in January of 2017 and results will normalize after a full year.

[†]The La Bajada VIC has been closed since Q2 2016. The Chamber Welcome Center is no longer providing numbers as of Q3 2016. Reported visitors are only from the TSF VICs located at the Convention Center, Railyard, and Plaza.

Santa Fe Margarita Trail

Ongoing passport order fulfillment, prize inventory management, social media posts, PR efforts, updates and reminders to Margarita Trail participants.

Cumulative Totals (as of 4/19/17)

- **1150** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **3300** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **1040** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **71** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **35** Bartender Kits redeemed by Passport holders earning all 31 stamps and completing the Trail.

Public Relations

- 3 Press Releases
- 35 Journalist have experienced the Trail
- \$3,627,141 Total amount of earned media

Social Media

- **285** Total Social media posts. This total includes all organic posts to Facebook, Twitter, Instagram, Pinterest, YouTube, Google+ and blog posts.

Additional Marketing Opportunities to promote the Margarita Trail

- TSF will release an RFP for the development of a Margarita Trail Mobile App.

- TSF is partnering with the Cocktail & Culture Festival to host “The Margarita Trail Taco Wars” opening party on June 2 at the Santa Fe Community Convention Center.

Partnership with Santa Fe County

Monthly Blogs are being written by Santa Fe County and published on TSF’s blog page. For 2017, the following blogs have been published:

4/11/17: [El Rancho de las Golondrinas: Come for the Festivals and Stay For The History](#)

3/21/17: [Explore the Cultural Legacy of Chimayo](#)

2/21/17: [Discover These Hidden Gems Along the Turquoise Trail](#)

1/17/17: [Historic Cerrillos Mining Town—The Perfect Santa Fe Day Trip](#)

TSF continues to process and fulfill marketing collateral requests for Santa Fe County.

2017 NMHA Governor’s Conference

Over the course of the 2-day conference, attendees have the opportunity to attend presentations, panel discussions and demonstrations from four educational tracks: hotel & tourism sales, tourism & product development, risk management, and hotel & tourism marketing. Each track will feature four breakout sessions to provide attendees with a wealth of knowledge from industry experts to help you better excel in your career and help drive visitors to your hotel or destination.

The conference will be held at the Albuquerque Convention Center on May 7-10. TSF representatives will be in attendance.

MARKETING INFORMATION ITEMS

TSF Business Partner Meetings

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

- ITB Berlin/National Geographic World Legacy Awards
- Santa Fe New Mexican
- Old Santa Fe Inn
- The Lensic
- KOAT-TV
- International Folk Art Alliance
- Northern New Mexico Air Alliance
- Destimetrics
- Sunrise Springs

- USGA Women's State Team Championship
- James Beard Foundation
- ExOfficio
- Booking.com
- New Mexico Hospitality Association & The Golf Channel
- Center for Contemporary Arts
- Santa Fe Gallery Association
- Pueblo of Pojoaque

MONTHLY METRICS

Website & Newsletters

March 2017 Performance Metrics

Visits

- Total Sessions 91,782 (45.1% decrease Y/Y)
- Unique Users 73,491 (45.2% decrease Y/Y)
- Pages per Session 2.54 (17.0% increase Y/Y)
- Average Time on Site 2:45 (25.4% increase Y/Y)
- Conversion Rate 11.2% (17.9% increase Y/Y)

Visitor Gender

- 62.6% Female
- 37.4% Male

Visitor Age

- 8.07% 18 - 24
- 18.08% 25 - 34
- 18.37% 35 - 44
- 16.87% 45 - 54
- 21.30% 55 - 64
- 17.31% 65+

Newsletters

- Santa Fe Springtime
 - Sent: March 1, 2017
 - Number sent: 24,730
 - Number opened: 5,318
 - Open rate: 21.5%
- Santa Fe Happenings
 - Sent: March 7, 2017
 - Number sent: 48,310
 - Number opened: 7,609
 - Open rate: 15.8%
- TOURISM Santa Fe Marketing Report

- Sent: March 8, 2017
- Number sent: 1,081
- Number opened: 327
- Open rate: 30.2%
- Meet Different in the City Different
 - Sent: March 9, 2017
 - Number sent: 411
 - Number opened: 99
 - Open rate: 24.1%
- Santa Fe Deals and Specials
 - Sent: March 17, 2017
 - Number sent: 26,695
 - Number opened: 4,948
 - Open rate: 18.5%
- TOURISM Santa Fe Sales Report
 - Sent: March 22, 2017
 - Number sent: 1,084
 - Number opened: 351
 - Open rate: 32.4%

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

The decrease in total web sessions compared to last year is partly due to a significant decrease in the digital advertising spend for the month. Last year, the introduction of AdTheorent’s mobile rich media display campaign was a large driving force behind an uptick in web sessions. This tactic alone contributed to 65,538 sessions in February and March of 2016. The tactic was not repeated in March 2017; however, will be back in market starting in April 2017.

SOCIAL MEDIA

Summary

In March, Visit Santa Fe Facebook engagement saw a 210% increase over last month. Facebook engagement for the month of February was down 48%, so a concerted effort was made to engage fans by asking questions and posting more engaging photos. We consistently shared media stories and the effort clearly worked. We will continue to encourage our partners to share our media stories to bolster engagement. Incidentally, our top post to date on Facebook is the National Geographic and ITB Berlin “thank you” post for taking first place in the Sense of Place category at the World Legacy Awards held in Berlin, Germany.

Twitter saw 490 new followers for the month of March—a 4.2% increase over last month. There was also a slight increase in engagement and impressions.

Instagram followers like apricot trees blossomed! The top performing posts on Instagram in March 2017 and March 2016 were of apricot blossoms. Instagram also saw a 3.8% increase in followers over last month—with 596 new followers. An increase in YouTube views were also noted at 28.6%.

Facebook

Visit Santa Fe, New Mexico
 Published by Frank Cordero on March 10 at 10:13am

Thank you National Geographic and ITB Berlin! We are ecstatic in taking first place in the Sense of Place category, the awards most competitive distinction.

Sense of Place: "Recognizing excellence in enhancing cultural authenticity, including using vernacular architecture and design, support for the protection of historic monuments, archeological sites, indigenous heritage, and artistic traditions."
 #SantaFeNM #TheCityDifferent

National Geographic World Legacy Awards
 01:01

Get More Likes, Comments and Shares
 Boost this post for \$64 to reach up to 31,500 people.

47,410 people reached

370 Likes 33 Comments 414 Shares

47,410 People Reached
16,856 Video Views
2,493 Reactions, Comments & Shares

1,643 Likes	468 On Post	1,175 On Shares
251 Love	96 On Post	155 On Shares
2 Haha	0 On Post	2 On Shares
14 Wow	8 On Post	8 On Shares
159 Comments	35 On Post	124 On Shares
424 Shares	414 On Post	10 On Shares

3,610 Post Clicks
 476 Clicks to Play 7 Link Clicks 3,127 Other Clicks

NEGATIVE FEEDBACK
 22 Hide All Posts
 0 Report as Spam 0 Unlike Page

March 2017 Performance Metrics

- Total Page Followers: 56,804 (1.6% increase M/M)
- People Talking About This: 16,269 (42.7% increase M/M)
- Engagement: 72,784 (210% increase M/M)
 - Top Ranking Post, March: Thank you National Geographic and ITB Berlin
 - March 10, 2017 at 10:13 AM
 - Likes: 1,643
 - Comments: 159
 - Reach: 47,410

Twitter

Visit Santa Fe
 @CityofSantaFe

THE (R)EVOLUTION OF STEVE JOBS
bit.ly/2nCn1sV Santa Fe Opera 7/22, 7/26, 8/4, 8/10 & 8/15 #SantaFeNM #TheCityDifferent

7 RETWEETS 6 LIKES

4:27 PM - 14 Mar 2017 from Santa Fe, NM

You and Santa Fe Opera

March 2017 Performance Metrics

- Followers: 12,088 (4.2% increase M/M)
- Monthly Impressions: 93,400 (0.1% decrease M/M)

- Engagement: 1,185 (5.1% increase M/M)
 - Top Performing Tweet, March: THE (R)EVOLUTION OF STEVE JOBS (Santa Fe Opera)
 - March 14, 2017 at 4:27 PM
 - Impressions: 1,695
 - Favorites: 45
 - Retweets: 7
 - Total Engagements: 55

Instagram



March 2017 Performance Metrics

- Followers: 16,234 (3.8% increase M/M)
- Top Performing Post, March: It's Apricot Blossom Time Again
 - 1,212 Likes

Pinterest

March 2017 Performance Metrics

- Followers: 2,329 (0.86% increase M/M)

YouTube

March 2017 Performance Metrics

- Subscribers: 302 (1.3% increase M/M)
- Views: 2,879 (28.6% increase M/M)

Blog

March Blog Posts

Indulge In Five Santa Fe Spring Fling Events

- Posted March 7, 2017
- Views: 348

How to Get Around in The City Different

- Posted March 14, 2017
- Views: 307

Explore the Cultural Legacy of Chimayó

- Posted March 21, 2017
- Views: 337

Discovering Native American Culture in Santa Fe's Museums

- Posted March 28, 2017
- Views: 29

March 2017 Performance Metrics

Total Blog Views: 6,906 (10.8% increase M/M)

Average Time on Blog: 3:02 minutes

PAID MEDIA PLACEMENTS

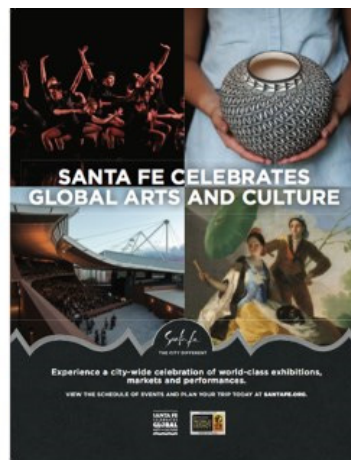
PRINT

Springs Magazine

Target Markets: Colorado Springs

Flight Dates: 3/1/17 - 3/31/17

Impressions: 25,000



Endless Vacation

Target Markets: West of MS

Flight Dates: 3/1/17 - 3/31/17
 Impressions: 1,274,085



New Mexico Magazine
 Target Markets: New Mexico
 Flight Dates: 3/1/17 - 3/31/17
 Impressions: 200,085



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

Adara: Programatic Desktop and Mobile
 Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 Flight Dates: 3/1/17 - 3/31/17
 Impressions: 267,190

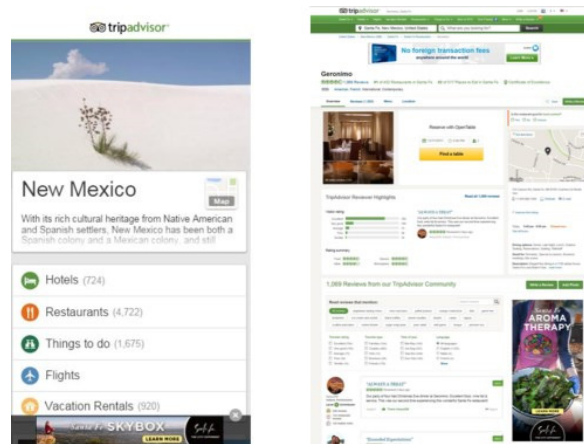


TripAdvisor: Sponsorship and Content

Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight Dates: 3/1/17 - 3/31/17

Impressions: 194,767



New Mexico Magazine: Banner

Target Markets: New Mexico

Flight Dates: 3/1/17 - 3/31/17

Impressions: 160,000

Go Travel Sites sent 255 names, emails and addresses to Santa Fe



Go-NewMexico.com: Sponsorship

Target Markets: people interested in traveling to Santa Fe

Flight Dates: 3/1/17 - 3/31/17

Impressions: 17,478

Go Travel Sites sent 235 names, emails and addresses to TOURISM Santa Fe



SANTA FE KIDS FREE SPRING BREAK PROMOTION

Magnetic: Search Retargeting

Target Markets: Denver, Dallas, Phoenix, Colorado Springs-Pueblo, Amarillo, Lubbock, El Paso-Las Cruces

Flight Dates: 3/1/17 - 3/31/17

Impressions: 1,389,341



SEM

Publication: Google AdWords

Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight Dates: 3/1/17 - 3/31/17

Impressions: 54,281

<p>Visit Santa Fe, New Mexico The City Different www.santafe.org Ranked the #2 Best Small City in the US by Conde Nast Traveler. Book...</p>	<p>Experience Culture in Santa Fe The City Different www.santafe.org Ranked #1 Cultural Getaway by Travel + Leisure. Book Your Trip...</p>	<p>Santa Fe, NM History The City Different www.santafe.org Ranked Top 10 Historic Cities in the US by USA Today 10Best. Learn...</p>
<p>Visit Santa Fe, NM The City Different www.santafe.org Ranked #2 Best Small City in the US by Conde Nast Traveler. Learn More!</p>	<p>Art Galleries in Santa Fe, NM The City Different www.santafe.org Ranked Top 10 City for Museums & Galleries by Travel + Leisure. Lear...</p>	

PUBLIC RELATIONS

Summary

The results from TSF’s efforts that led to placements in March 2016 were incredibly successful, with an earned media value of \$6 million. This value showcases a 25 percent increase from the same month in 2016. While media visits were down by comparison in 2016, an increased effort in

proactive pitches has led to more story ideas and connections to regional and national contacts.

We have tremendous coverage from CNBC's "On the Money," The Arizona Republic, The Houston Chronicle, Budget Travel, Colorado Parent and more. We're also so proud of everyone in Santa Fe, as our fine city earned the top spot in the "Sense of Place" category of National Geographic Traveler's "World Legacy Awards"

Press Releases

3/8/17: NATIONAL GEOGRAPHIC NAMES SANTA FE #1 IN WORLD LEGACY AWARDS

3/22/17: NAMBE FALLS RECREATION AREA OPENS FOR SEASON

3/24/17: SANTA FE CHEF MARTIN RIOS A JAMES BEARD FINALIST

Check in with the **Current Releases section** of the santafe.org website for the most up to date press releases.

Performance Metrics

March 2017

- Pitches: 76 (442% increase Y/Y)
- Press Releases: 3 (40% decrease Y/Y)
- Media Visits: 6 (40% decrease Y/Y)
- Media Contacts: 125 (3% decrease Y/Y)
- Earned Media: \$ 6,055,791 (25% decrease Y/Y)

Recent Accolades

Santa Fe won the "**Sense of Place**" category in *National Geographic Traveler's World Legacy Awards*.

Print, Online & Broadcast Articles

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

NEWSPAPER (Print/Online)

As a result of contributor Weldon Johnson visiting the destination, **The Arizona Republic** provided dedicated coverage in a feature article entitled "**Best of the West - Santa Fe**" on March 9.

The Houston Chronicle featured syndicated coverage of the destination in a feature entitled "**Skiing with a side of art in Santa Fe**" on March 3. The article originally appeared in the San Antonio Express-News in February.

Albuquerque Business First provided dedicated coverage of the destination in a feature entitled

“Santa Fe gets shout out from National Geographic” on March 8.

WEBSITES - Online

As a result of Randy Yagi’s attendance on the 2017 Ski Santa Fe group press trip, **KCBS San Francisco** featured Santa Fe in an article entitled **“Spring Break For Grown Ups - Top 5 Destinations”** on March 14.

**Coverage was syndicated to the following regional affiliates:

- **WBZ-TV (Boston)**
- **WJZ-TV (Baltimore)**
- **WUPA-TV (Atlanta)**
- **WJFK-FM (Washington)**
- **KMOX-AM (St. Louis)**
- **KSTW-TV (Seattle)**
- **KOVR-TV (Sacramento)**
- **KDKA-TV (Pittsburgh)**
- **KYW-TV (Philadelphia)**
- **WCCO-TV (Minnesota)**
- **WQAM-AM (Miami)**
- **KCBS-TV (Los Angeles)**
- **KXNT-AM (Las Vegas)**
- **KILT-AM (Houston)**
- **KTVT-TV (Dallas Fort-Worth)**
- **WWJ-AM (Detroit)**
- **KCNC-TV (Denver)**
- **WTIC-AM (Connecticut)**
- **WCNX-TV (Cleveland)**
- **WCBS-TV (New York)**
- **WBBM-TV (Chicago)**

As a result of Ray Brogan visiting the destination, **Fox News** provided dedicated coverage of Santa Fe in feature story entitled **“Santa Fe Japanese Internment Camp 75 years later”** on March 15.

Budget Travel provided dedicated coverage of the destination in a feature story entitled **“Deal of the Day - Santa Fe shows off its family-friendly side with special offerings for kids through mid-April”** on March 7.

As a result of hosting Laurence and Jessica Norah, **Finding the Universe** provided dedicated coverage of the destination in a feature story entitled **“What To Do When Visiting Santa Fe, New Mexico”** on March 13.

As a result of hosting contributor Gabi de la Rosa on the 2017 Ski Santa Fe press trip, **Houston Moms Blog** provided dedicated coverage of Santa Fe in an article entitled **“Planning the Perfect Family Ski Trip”** on March 5.

Kamloops This Week provided dedicated coverage of the destination in a feature story entitled **“Travel - Travel back in time in Santa Fe”** on March 17.

As a result of Cacinda Maloney visiting the destination, **Two Monkeys Travel Group** provided

dedicated coverage in a feature story entitled "[7 Awesome Things to Do in Santa Fe, New Mexico, USA](#)" on March 14.

BROADCAST (TV/Radio)

Budget Travel Editor-in-Chief Robert Firpo-Cappiello appeared on **CNBC's "On the Money"** and highlighted [Santa Fe's Kids FreeFest Spring Break 2017](#) as the destination of choice for family travel this spring.

Emily Kaufman aka "The Travel Mom" appeared on the **CW Network's** nationally syndicated lifestyle show "**EyeOpener**" and highlighted Kids FreeFest 2017 as part of a family travel segment. The show broadcast in **Dallas (KDAF)**, **Houston (KIAH)**, **Philadelphia (WPHL)**, **Washington D.C. (WDCW)** and **Portland, Oregon (KRCW)**.

MAGAZINES (Print/Online)

As a result of the winning the National Geographic World Legacy Award, **National Geographic** featured the destination in an article entitled "[The Best in Sustainability](#)" on March 9.

**Coverage was picked up by the following outlets:

- [Albuquerque Business First](#)
- [eTurbo News](#)
- [Yahoo! News](#)
- [Santa Fe New Mexican](#)
- [Luxury Travel Magazine](#)
- [Hospitality Net](#)
- [WBOC-TV](#)
- [WBOY-TV](#)

The Week featured Kids FreeFest Spring Break 2017 in a round-up of "Last Minute Travel Deals" on March 31.

As a result of hosting Lisamarie Arnold in the destination, **50 Plus News Magazine** provided dedicated coverage in a feature entitled "[Santa Fe, New Mexico vacation and relocate](#)" in the March issue.

As a result of De'Von Johnson attending the 2016 "Native Roots" group press trip, **Bleu Magazine** featured the destination in an article entitled "1st Annual Favorite Places" in the March issue.

As a result of hosting Jamie Siebrase, **Colorado Parent** provided dedicated coverage of Santa Fe in a feature story entitled "[Family Friendly Santa Fe](#)" on March 15.

Day Spa Magazine featured Eldorado Hotel and Nidah Spa in an article entitled "Native By Nature" on March 11.

As a result of the National Geographic World Legacy Award, **Travel Weekly** featured Santa Fe in an article entitled "[Drawing attention to New Mexico](#)" on March 15.