



**OTAB Marketing Report
May 2017
Reported June 27, 2017**

TOURISM Santa Fe Marketing Team

- Cynthia Delgado, Director of Marketing
- Joanne Hudson, Public Relations Manager
- 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 May and June:

1) New Public Relations Manager

TOURISM Santa Fe welcomes Joanne Hudson, a travel public relations professional with more than eight years of experience in the communications management field of the destination marketing industry, as its public relations manager. In this role, Joanne will assist both media with their efforts to cover travel, event, and cultural activity in Santa Fe and will actively pitch The City Different to secure earned media coverage and encourage visitation.

2) Official Santa Fe Visitor Guide

TOURISM Santa Fe has released on RFP for the Official Santa Fe Visitor Guide. Vendors have been interviewed and a decision and contract will be made and in place by the end of June.

3) Fuseideas: FY18 Advertising Planning & Creative Refresh

- TSF and Fuseideas have begun planning the advertising buy for the next fiscal year. Fuseideas will present their media mix recommendations for FY18 on June 29.
- Fuseideas presented a refresh of creative concepts for use in the FY18 advertising campaign. The strategy of the refresh is to evolve the campaign to a more sophisticated presentation of the highly unique sensory experiences of Santa Fe—experiences that are motivating reason to plan and book a trip. The campaign will highlight the specific experiences that make Santa Fe “The City Different”
- Based on TSF feedback, the Fuseideas team will further develop approved concepts and will present a collection of refined concepts next month.

4) Santa Fe Margarita Trail App

- After reviewing bids for mobile app developers, TSF has selected local company, Bouncechat, to design and develop a mobile app for the Santa Fe Margarita Trail.
- The app will create a fun and interactive way for participants on the Trail to easily navigate the Trail, earn prizes and interact with other Trail participants.
- Development has begun and the project is scheduled to take 6-8 weeks to complete.

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

- TSF and the NM Department of Cultural Affairs worked together to design a 4-panel brochure to promote all of the exhibitions, performances, and markets that are part of Santa Fe Celebrates Global Art and Culture. The printed brochures will arrive by the end of June.
- The Digital Media Advertising campaign for Santa Fe Celebrates Global Art and Culture is currently in market and will run through September 30—with all traffic being driven to the landing page. Since reporting last month, there has been a 32% increase in total sessions to the landing page for a total of 8,825 visits since April 3.
- Since the launch of the Santa Fe Prado landing page on February 21, there have been 3,764 sessions to the page—a 65% increase since reporting last month.

6) Northern New Mexico Air Alliance and Fly Santa Fe

- The “inbound” digital and out of home advertising campaign is currently in market through July 30.
- The campaign launched on April 1 and through June 5, the campaign has spent \$52K and garnered 5.6M impressions, 14,710 clicks and 8,567 conversions (visits to flysantafe.com).
- Click rates and conversion rates are outperforming the industry benchmarks and campaign goals.

7) New Look on SantaFe.org

- Phase II of the santafe.org redesign continues 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.

8) Visiting Press & Desk Sides

- Karol Nickell and the editorial team of Phoenix Home & Garden visited Santa Fe from May 3-7.
- Tom Hess visited Meow Wolf and the Railyard District in Santa Fe on May 28 to research a story for the Colorado AAA Encompass Magazine.
- Ali Wunderman visited Santa Fe on assignment for Sunset Magazine the week of May 24 for an article with a July 2017 publication date.

Chicago Desk Sides

TOURISM Santa Fe conducted press desk sides in Chicago from May 2-3, 2017 and met with the following publications:

- Chicago Parent, Amy Bizzarri, Travel Editor
- Freelance, Rosalind Yeates (TravelPulse, Orbitz)
- Freelance, Elaine Glusac (The New York Times)
- Urban Daddy, Chris LaMorte, Travel Editor
- PBS Family Travel, Colleen Kelly, Host & Executive Producer
- Forbes Travel Guide, Jennifer Kester, Executive Editor
- Chicago Tribune, Josh Noel, Travel Writer

Los Angeles Desk Sides

Lou Hammond represented TOURISM Santa Fe on a press desk side visit to Los Angeles on May 1-3, 2017.

- Goop, Kate Wolfson, Managing Editor
- LUXURY, Samantha Brooks, Editor-in-Chief
- Freelance, Sarah Punkrabek
- Krista Simmons
- Trip Testers, Jason Kessler, Travel Channel Host
- The Advocate, Neal Broveman, Executive Editor
- Los Angeles Times, Anne Hamagel, Travel Editor & Chris Erskine, Deputy Travel Editor
- Freelance, Sheila Marikar

Denver Desk Sides

TOURISM Santa Fe conducted press desk sides in Denver on May 11 and met with the following publications:

- Colorado Parent, Courtney Drake McDonough, Calendar Editor
- Freelance, Britany Anas (Denver Life Magazine, The Denver Post)
- Colorado Expressions, Claudia Carbone
- 5280, Mary Fischer

In addition, TOURISM Santa Fe participated in press desk sides in Denver with the New Mexico Tourism Department from May 15-16 and met with the following publications:

- AAA Colorado, Tom Hess
- Irene Thomas, Freelance
- Jessica Edgar, Freelance
- 303 Magazine, Brittany Werges

- Carrie Wilbanks
- Huffington Post, Heather Mundt

9) Jackrabbit Systems

- After reviewing bids from DMO booking engine service providers, TSF will continue to utilize the services of Jackrabbit Systems for a flat, annual fee.

HIGHLIGHTS

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 6/20/17)

- **1,346** Passports sold from the 3 TOURISM Santa Fe Visitor Centers
- **3,525** Passports have been ordered by Margarita Trail establishments to sell or use in promotions
- **1,355** T-shirts that have been redeemed by Passport holders earning 5 stamps
- **81** Copies of *The Great Margarita Book* redeemed by Passport holders earning 20 stamps.
- **40** 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
- **\$4,149,407** amount of earned media

Social Media

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

Partnership with Santa Fe County

Monthly Blogs are being written by Santa Fe County and published on TSF's blog page. The following blog was published in June:

6/20/17: [An Evening of Magic: The Santa Fe Opera](#)

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

Voting alert: Conde Nast Traveler Readers' Choice survey

Santa Fe in the “Cities” category and **voting** is open through July 1, 2017 at 12:01 am EST. The survey and contest are being promoted on Visit Santa Fe social media channels. We are also encouraging business partners to share this survey on their social media accounts and to share with employees, friends and guests and fans encouraging them to vote.

MARKETING INFORMATION ITEMS

TSF Business Partner Meetings

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

- New Mexico Tourism Department, North Central Regional Board
- TripAdvisor
- Adara
- THE Magazine
- Santa Fe County
- Orange 142
- New Mexico Magazine
- New Mexico Guest Life
- Santa Fe Studio Tour
- Santa Fe Greater Restaurant Association
- Santa Fe Luxury Rentals

Restaurant Photos



We are always working to promote our city and its many great attributes. One of which is all of Santa Fe's restaurants. We use food and restaurant images on santafe.org, social media and for public relations. To do this work, we need restaurants to provide photos of their delicious food and people having fun in their establishments.

We've asked restaurants to share their best photos with TSF—giving them the opportunity to have their restaurant featured front and center.

GSFRA Joins the New Mexico Restaurant Association



New Mexico
Restaurant
Association



The Greater Santa Fe Restaurant Association recently joined with the New Mexico Restaurant Association to become a chapter and offer the expanded member benefits of both organizations to its members.

Santa Fe Summer Youth Culture Passport Program



The City of Santa Fe Arts Commission has a special offer for all youth ages 4 to 18 this summer. The Summer Youth Culture Passport is a downloadable booklet that features free admission to museums, tickets for performances and other FREE happenings for ages 4 to 18 all over Santa Fe from May 29-August 30. Youth can also pick up a Passport at TSF visitor centers and participating organizations. Bring the Passport to various cultural events and collect a sticker at each venue to win prizes.

This information was shared with business partners and we've asked that they let their guests and patrons know about this special program geared towards expanding access to the arts for youth.

MONTHLY METRICS

Website & Newsletters

May 2017 Performance Metrics

Visits

- Total Sessions 165,655(61% increase Y/Y)
- Unique Users 144,184 (76.57% increase Y/Y)
- Pages per Session 1.91 (27.9% decrease Y/Y)
- Average Time on Site 1:35 (46.55% decrease Y/Y)
- Conversion Rate 7.13% (50.82% decrease Y/Y)

Visitor Gender

- 58% Female
- 42% Male

Visitor Age

- 9.51% 18 - 24
- 18.98% 25 - 34
- 17.73% 35 - 44
- 16.89% 45 - 54
- 20.21% 55 - 64
- 16.69% 65+

Newsletters

- Santa Fe Happenings
 - Sent: May 2, 2017
 - Number sent: 47,523
 - Number opened: 8,238
 - Open rate: 17.42%
- Summer Seasonal (International Press)
 - Sent: May 4, 2017
 - Number Sent: 522
 - Number Opened: 87
 - Open Rate: 16.7%
- TOURISM Santa Fe Marketing Report
 - Sent: May 10, 2017
 - Number sent: 1,100
 - Number opened: 362
 - Open rate: 32.91%
- Santa Fe Must-See Summer Events (In partnership with New Mexico Magazine)
 - Sent: May 11, 2017
 - Number sent: 58,403
 - Number opened: 8,797
 - Open rate: 15.06%
- Santa Fe Deals and Specials
 - Sent: May 18, 2017
 - Number sent: 27,927
 - Number opened: 5,293
 - Open rate: 18.95%
- TOURISM Santa Fe Sales Report
 - Sent: May 24, 2017
 - Number sent: 1,104
 - Number opened: 362

- Open rate: 32.79%
- Vote for Santa Fe and Enter to Win a Viking Ocean Cruise
 - Sent: May 25, 2017
 - Number sent: 59,342
 - Number opened: 11,013
 - Open rate: 18.56%

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

Changes in website visits and retention statistics represent a significant increase in the digital advertising spend for the month in 2017 vs. 2016.

SOCIAL MEDIA

Summary

Visit Santa Fe Facebook engagement in May was down by 45% over last month. Our posts on Facebook remain nearly invisible to a large portion of our followers. As Facebook shows each person the content that's most relevant to them, there is less exposure for our posts. The main objective is getting our followers to comment or like our posts. Facebook followers grew 1.5% month over month. A greater effort will still need to take place in posting engaging photos and posing questions to our subscribers. Santa Fe local, Ali MacGraw also proved her name and collaborations are highly regarded and respected by many, as the interview posted on Facebook proved. The Ali MacGraw post was our 4th highest published post to date.

Twitter saw 113 new followers for the month of May with a slight increase in engagement. Monthly impressions remain constant.

A user submitted photo (Adobe Oasis) was the top performing Instagram post for May. Instagram followers rose 2.4% with 400 new followers. We will use more user submitted photos to repost on Instagram and also Facebook.

Facebook

Visit Santa Fe, New Mexico
Published by Frans Cordes 7:11 · May 26 at 10:00am · 🌐

MacGraw met Ibu's founder, Susan Hull Walker, at The International Folk Art Festival in Santa Fe, New Mexico, where MacGraw lives. Artisans from all over the world come to participate and everybody in town volunteers "2,000 of us do the grunt work, bring the water, sell the stuff, unpack," she says. "It's on this gorgeous pavilion between all of our museums on a hill under the New Mexico sky." #Santafestival #TheCityDifferent

Actress Ali MacGraw on Ibu and Getting Older
Ali MacGraw - legendary model, actress and animal rights activist - discusses her collaboration with Ibu.
www.IBUPELLE.com

Get More Likes, Comments and Shares
Boost this post for \$28 to reach up to 24,500 people

42,448 people reached

1K Comments 261 Shares

42,448 People Reached		
2,352 Reactions, Comments & Shares		
1,837	916	741
Like	On Post	On Shares
216	120	96
Love	On Post	On Shares
4	2	2
Haha	On Post	On Shares
19	6	13
Wow	On Post	On Shares
197	66	142
Comments	On Post	On Shares
265	261	4
Replies	On Post	On Shares
5,749 Post Clicks		
2	3,065	2,692
Photo Views	Link Clicks	Share Clicks
NEGATIVE FEEDBACK		
71	10	0
Hide Post	Hide All Posts	Report as Spam
0	0	0
Unlike Page		

May 2017 Performance Metrics

- Total Page Followers: 58,372 (1.4% increase M/M)
- People Talking About This: 21,497 (10.9% decrease M/M)
- Engagement: 41,215 (45.4% decrease M/M)
 - Top Ranking Post: 2017: Actress Ali MacGraw on Ibu and Getting Older
 - May 26 at 10:00 am
 - Likes: 1,657
 - Comments: 52
 - Reach: 42,448

Twitter



May 2017 Performance Metrics

- Followers: 12, 298 (0.9 % increase M/M)
- Monthly Impressions: 87,800 (22.6% increase M/M)
- Engagement: 986 (15.3% increase M/M)
 - Top Ranking Post: Santa Fe celebrates its Spanish heritage with a unique art show
 - May 16, 2017 at 11:18 pm
 - Impressions: 6380
 - Favorites: 24
 - Retweets: 6
 - Total engagements: 54

Instagram



May 2017 Performance Metrics

- Followers: 17,000 (2.4% increase M/M)
- Top Performing Post, May: "It was a soggy but stunning morning...."
 - 1,071 Likes

Pinterest

May 2017 Performance Metrics

- Followers: 2,346 (0.4 % increase M/M)

Santa Fe Blog

May 2017 Blog Posts

[Come Celebrate Global Arts and Culture In Santa Fe This Year](#)

- Posted May 2, 2017
- Views: 317

[A Santa Fe Weekend of Biking Bliss, Crawfish, Blues & More](#)

- Posted May 9, 2017
- Views: 104

[3 Santa Fe Cocktail and Culinary Experiences To Savor](#)

- Posted May 16, 2017

- Views: 231

Santa Fe Indian Market — A Gem of the Southwest

- Posted May 23, 2017
- Views: 105

Santa Fe Outdoor Spaces Are The Places To Be This Summer

- Posted May 30, 2017
- Views: 68

May 2017 Performance Metrics

Total Blog Views: 7,190 (4.68% decrease M/M)
Average Time on Blog: 3:25 minutes

YouTube

May 2017 Performance Metrics

- Subscribers: 313 (2.6 % increase M/M)
- Views: 3,230 (12.3 % decrease M/M)

PAID MEDIA PLACEMENTS - ADVERTISING

PRINT

5280 Magazine
Target Markets: Denver, CO
Flight Dates: 5/1/17 - 5/31/17
Impressions: 195,000
Bonus Digital Impressions: 7,089

Phoenix Magazine
Target Markets: Phoenix, AZ
Flight Dates: 5/1/17 - 5/31/17
Impressions: 234,000
Bonus Digital Impressions: 108



Endless Vacation: Microsite
 Target Markets: West of MS
 Flight Dates: 5/1/17 - 5/31/17
 Bonus Digital Impressions: 12,236

New Mexico Monthly
 Target Markets: New Mexico
 Flight Dates: 5/1/17 - 5/31/17
 Impressions: 200,000

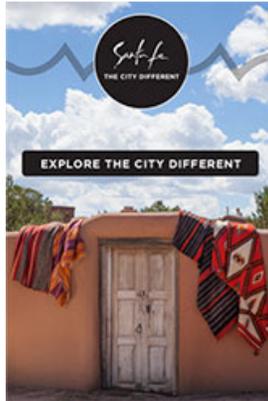
Springs Magazine
 Target Markets: Colorado Springs, CO
 Flight Dates: 5/1/17 - 5/31/17
 Impressions: 50,000
 Bonus Digital Impressions: 1,877



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

Adara: Programmatic Desktop and Mobile
 Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 Flight Dates: 5/1/17 - 5/31/17
 Impressions: 968,332

AdTheorent: RM Mobile
 Target Markets: Austin, Colorado Springs, Denver, Phoenix, Seattle, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York
 Flight Dates: 5/1/17 - 5/31/17
 Impressions: 3,645,057



Tremor: Pre-Roll Video

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

Flight Dates: 5/1/17 - 5/31/17

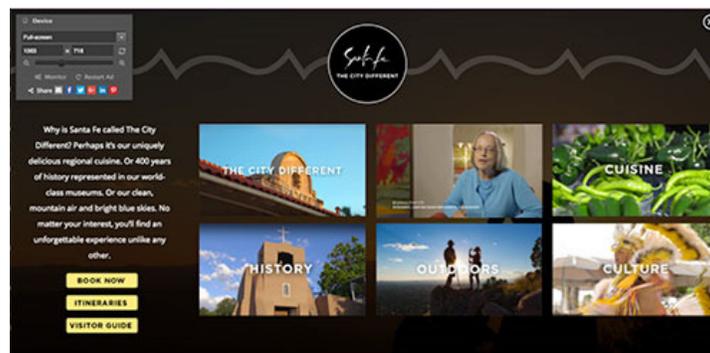
Impressions: 612,610

Undertone: RM Desktop

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

Flight Dates: 5/1/17 - 5/31/17

Impressions: 1,328,563

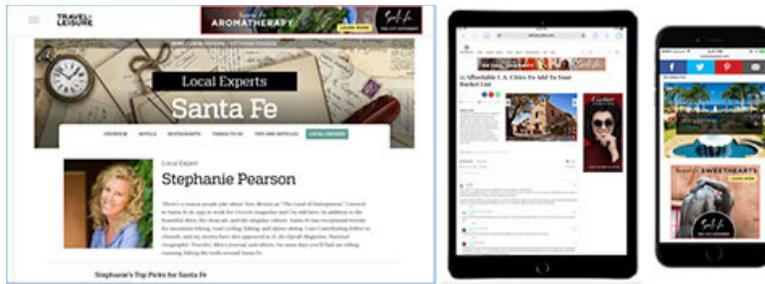


Amobee: Contextual Desktop and Mobile

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

Flight Dates: 5/1/17 - 5/31/17

Impressions: 3,172,729

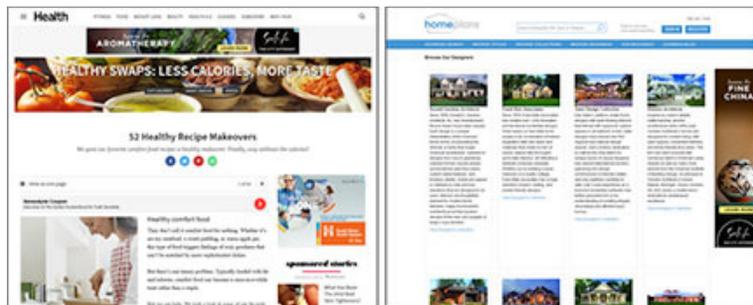


Magnetic: Search Retargeting

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

Flight Dates: 5/1/17 - 5/31/17

Impressions: 1,288,870

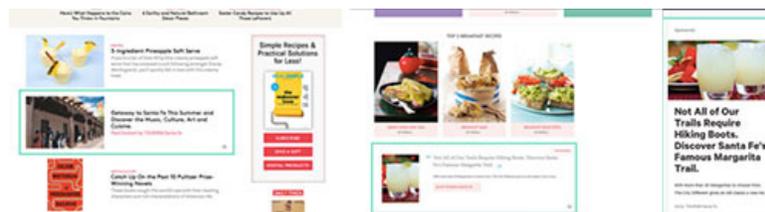


Sharethrough: Spring Native

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

Flight Dates: 5/1/17 - 5/31/17

Impressions: 1,042,260



TripAdvisor: Sponsorship and Content

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

Flight Dates: 5/1/17 - 5/31/17

Impressions: 183,996

New Mexico Monthly: Banner

Target Markets: New Mexico

Flight Dates: 5/1/17 - 5/31/17

Impressions: 160,000



Go-NewMexico.com: Lead Generation / Sponsorship Page

Target Markets: people interested in traveling to Santa Fe

Flight Dates: 5/1/17 - 5/31/17

Impressions: 18,784

Go Travel Sites sent 164 names, emails and addresses to TOURISM Santa Fe

SEM

Publication: Google AdWords

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

Flight Dates: 5/1/17 - 5/31/17

Impressions: 318,709

SANTA FE CELEBRATES GLOBAL ARTS AND CULTURE PROMOTION

RadiumOne: Programmatic Display/Native

Target Markets: Denver, Dallas, Phoenix, CO Springs, Amarillo, Lubbock, El Paso, New Mexico (except Santa Fe), NYC, LA, Chicago, San Francisco, Houston and Austin

Flight Dates: 5/1/17 - 5/31/17

Impressions: 1,966,613

Nectar Ads: Endemic Display/Content

Target Markets: National

Flight Dates: 4/1/17 - 4/30/17

Impressions: 475,030

Northern New Mexico Air Alliance and Fly Santa Fe Inbound Campaign

Kayak: Endemic/Programmatic

Target Markets: Santa Barbara, LA, San Diego and Phoenix

Flight Dates: 5/1/17 - 5/31/17

Impressions: 1,793,132



Phoenix Airport: Airport Out of Home Media
 Target Markets: Phoenix, AZ
 Flight Dates: 5/1/17 - 5/31/17
 Impressions: 11,200,000



Undertone: RM Display + Facebook Extention
 Target Markets: Santa Barbara, LA, San Diego and Phoenix
 Flight Dates: 5/1/17 - 5/31/17
 Impressions: 585,576

Adara: Search Retargeting/Programmatic
 Target Markets: Santa Barbara, LA, San Diego and Phoenix
 Flight Dates: 5/1/17 - 5/31/17
 Impressions: 2,246,893

PUBLIC RELATIONS

Summary

For the month of May 2017, more than 76% of the TSF earned media coverage came from online articles which allows all partners mentioned in the article to easily share the piece on social media and amplify the coverage to a wider audience. It is also important to note that the highest earning piece of coverage came from a print publication: the May 2017 issue of Conde Nast Traveler, "A City for Grownups." This article resulted from a conversation had during a desk side appointment in New York where TSF encouraged the writer to stop in Santa Fe during a family road trip and supported her visit with a press FAM. More than 50% of the May media coverage reached audiences in TSF's target markets of Arizona, Colorado and Texas. A chocolate themed HARO pitch to an Associated Press writer at the end of May resulted in almost immediate coverage with several valuable articles

syndicated to several major daily newspapers including the Washington Post and the New York Times.

In the year over year comparisons for May 2017 it is important to note that the decrease in press visits is due to having a group press trip in May 2016 and not having a similar one in May 2017. While we are down 69% in earned media value for May 2017, we are holding steady for the year to date comparable totals. This decrease can be explained because in May 2016 there were several high value articles on Santa Fe including four USA Today 10Best lists, that we didn't see this year. These USA Today articles and the syndication of them totaled about 64% of the May 2016 coverage and is therefore the main contributor to the 2017 decrease.

Last month the TOURISM Santa Fe PR staff was also on the road meeting with writers in Chicago and Denver pitching The City Different' s newest story ideas. During the trip to Denver we also participated in the NMTD Denver Media Mission events and by the end of the month staff had hosted one of the writers met during this event in Santa Fe for AAA Encompass Magazine. We also coordinated major photo shoots for Departure Magazine and Phoenix Home and Garden Magazine to accompany future articles on Santa Fe in these publications.

Press Releases

5/1/17: **CITY OF SANTA FE LAUNCHES GLOBAL ARTS & CULTURE INITIATIVE**

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

Performance Metrics

May 2017

- Pitches: 65 (261% increase Y/Y)
- Press Releases: 2 (50% decrease Y/Y)
- Media Visits: 2 (75% decrease Y/Y)
- Media Contacts: 155 (10.7% increase Y/Y)
- Earned Media: \$ 782,104 (69.6% decrease Y/Y)

Recent Accolades

GoodDeedSeats.com named Santa Fe one of the "**50 Best Smaller College Towns With the Best Music Scenes.**"

The Expedia Viewfinder site featured Santa Fe as one of the "**Top vacation home destinations in 2017.**" The article uses data from real estate expert, Redfin to rank the top 10 cities across the country.

Visiting Press

Karol Nickell and the editorial team of Phoenix Home & Garden visited Santa Fe from May 3-7.

Tom Hess visited Meow Wolf and the Railyard District in Santa Fe on May 28 to research a story for the Colorado AAA Encompass Magazine.

Ali Wunderman visited Santa Fe on assignment for Sunset Magazine the week of May 24 for an article with a July 2017 publication date.

Print, Online & Broadcast Articles

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

NEWSPAPER (Print/Online)

As a result of contributor Brittany Anas attending the 2017 “Ski Santa Fe” group press trip, The Denver Post featured dedicated coverage in the following articles:

[“5 Recipes from the Santa Fe Margarita Trail”](#) (May 5)

[“What’s new to do over a long weekend in Santa Fe”](#) (May 7)

USA Today featured the Santa Fe Farmers’ Market in an article entitled [“50 States”](#) on May 1.

USA Today featured the Sazón in an article entitled [“Where to Celebrate Cinco de Mayo”](#) on May 3.

Dallas Morning News featured Santa Fe in an article entitled [“‘New Mexico’s new ‘fiber crawl’ event showcases the state’s love of yarn”](#) on May 1.

The following outlets provided syndicated coverage of the April 2017 Chicago Tribune article “Santa Fe Margarita Trail raises the bar for tasty tequila.” La Fonda on the Plaza hosted contributor Jay Jones.

Miami Herald (May 1)

[Atlanta Journal-Constitution](#) (May 4)

[Austin American Statesman](#) (May 4)

[Star Tribune](#) (May 5)

WEBSITES

Oyster.com As a result of Alisha Prakash attending the 2017 “Global Arts & Culture” group press trip, outlet provided dedicated coverage of the destination in a feature story entitled “[A Culture Vulture’s Guide to Santa Fe](#)” on May 17.

ExpertFlyer.com provided dedicated coverage of Santa Fe in an article entitled “[Getting High in Santa Fe](#)” on May 12. Representatives from TOURISM Santa Fe conducted an online interview with the writer.

Taking the Kids provided dedicated coverage of the destination in a feature story entitled “[Santa Fe NM Launches Global Arts and Culture Initiative](#)” on May 17.

MAGAZINES (Print/Online)

Conde Nast Traveler featured Santa Fe in an article entitled “[A City for Grown-Ups](#)” in the May issue. The story also appeared online on May 19. Feature Editor Alex Postman visited Santa Fe in 2016.

As a result of hosting Britany Anas on the 2017 Ski Santa Fe group press trip, Men’s Journal provided dedicated coverage of the destination in an article entitled “[The 3 Best Margaritas You Should Make from Santa Fe’s Margarita Trail](#)” on May 3.

National Geographic featured Santa Fe in an article entitled “[America’s 20 Best Mountain Bike Towns](#)” on May 19.

As a result of hosting Michele Herrmann on the 2016 “Only in Santa Fe” group press trip, Paste Magazine provided dedicated coverage with an article entitled “[Checklist Santa Fe](#)” on May 29.

Smart Meetings provided dedicated coverage of the destination in an article entitled “[6 Day Trips from Santa Fe](#)” on May 31.

Smart Meetings featured the destination in an article entitled “[Teeming with Exciting Group Adventures](#)” on May 31.

Mountain Meetings featured Santa Fe in an article entitled, “Unexpected Places with Peaks” in the Spring/Summer 2017 issue.