



**OTAB Marketing Report  
February 2018  
Reported March 27, 2018**

## **EXECUTIVE SUMMARY**

Key marketing highlights in February and March

- **2018 Santa Fe Kids Free Spring Break**
  - TSF designed a flyer highlighting all of the offers. The flyer is being distributed at TSF Visitor Centers.
  - Digital advertising is in market through March 2018. The digital advertising strategy has been optimized to include more programmatic display ads. Pandora streaming audio ads were not performing as well as the programmatic display ads and as a result, remaining funds were shifted to Varick programmatic display.
  - 35 offers have been added to the landing page. Offers range from lodging specials, meals, art tours, indoor rock climbing and golf camp.
  - Recent media coverage for Santa Fe Kids Free Spring Break includes articles in the following publications: Travel + Leisure, Discover.com, and Raising Arizona Kids.
  - TSF worked with Southwest Planning to send a survey to people who have requested to receive information about the Santa Fe Kids Free Spring Break promotion. The goal of the survey is to determine if the respondents visited Santa Fe during Spring Break and if the Kids Free Spring Break promotion was motivation to take the trip. This initial survey was sent to people who requested information about the 2017 promotion and had a 26% response rate.
  - At the conclusion of this year's promotion, a 2<sup>nd</sup> survey will be sent to the list of people who have requested information about the 2018 promotion.
  - A final report will be prepared in early May outlining the results.
  
- **Voting Alert: USAToday 10Best Readers' Choice**
  - Four Santa Fe businesses are nominees in the "*Best Green Chile in New Mexico*" category. The nominees are Cowgirl BBQ, Horseman's Haven, The Shed, and Tomasita's. Voting link - <http://www.10best.com/awards/travel/best-green-chile-in-new-mexico/>.
  - Voting ends on April 16 and the winner will be announced on April 20.
  - This voting opportunity is being promoted in TSF social media channels. It has been shared with the nominees, encouraging them to share with their networks of friends, family and customers.
  
- **SantaFe.org Business Listings**
  - Business partners are continuing to update their business listings on [santafe.org](http://santafe.org) to meet the requirements of the new card-based design. To date, 225 business listings (20%) have been updated.
  - TSF continues to send reminders to partners to update their listing so that they can maximize their exposure on the site.
  - TSF is reviewing all listings to remove any duplicates and businesses that have closed.

- **Recent Accolades**
  - Santa Fe, NM Ranks In [The Top 100 Creative Economies In The US](#) by Creative Vitality Suite
  - Santa Fe was named one of the [Top 20 Cities for LGBT-Friendly Retirement in 2018](#) by SeniorAdvice
  - Expedia names Santa Fe one of the [Most delicious destinations in the U.S.](#)
  - Santa Fe is highlighted on Expedia list of [America's most artistic towns](#)
- **Social Media Coordinator Job Opening**
  - TOURISM Santa Fe has a job opening for the Social Media Coordinator position. The job description has been submitted for posting. A temporary replacement will be hired in the interim.

## HIGHLIGHTS

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### Partnership with Santa Fe County

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

#### **2/20/18: Pecos National Historical Park: Where the Remarkable Past Persists**

To date in 2018, a total of 841 marketing collateral requests for Santa Fe County have been processed and fulfilled.

## MONTHLY METRICS

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### WEBSITE & NEWSLETTERS

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Traffic is down Y/Y. However, retention statistics are up and demographics are returning to the typical baseline of older and female. The primary target audience for paid advertising during this period was Women 30-55 with children in the household in an effort to support the Spring Break Kids Free campaign (running Jan-Mar). This may be a contributing factor for the increase in female visitors during this period. TSF did have a decreased amount of paid advertising in the market in February as planned, with only Adara, Matador & TripAdvisor running to support the overall core campaign. We anticipate traffic to the site to increase as we begin to roll out the core campaign in the digital space starting April 1.

Traffic drivers that experienced losses Y/Y are Direct (-64%), Social (-24%), and Display (-99%) with a total of -20K visitors Y/Y.

As the demographics of users shift back to older and female, mobile traffic to the site has decreased slightly, but we continue to see a decline in desktop visitors to this month's level of 51% of visitors. Reflecting the popularity of mobile devices such as phones and tablets.

Organic Search is up 2.6% Y/Y and was far and away the largest source of traffic: 67.32% (compared to 54.87% of traffic last year).

## February 2018 Performance Metrics

### Visits

- Total Sessions 75,612 (16.4% decrease Y/Y)
- Unique Users 61,678 (21.1% decrease Y/Y)
- Pages per Session 2.52 (16.5% increase Y/Y)
- Average Time on Site 2:46 (29.3% increase Y/Y)
- Conversion Rate 15.5% (32.7% increase Y/Y)

### Visitor Gender

- 60.9% Female
- 39.1% Male

### Visitor Age

- 7.00% 18 - 24
- 20.05% 25 - 34
- 16.78% 35 - 44
- 16.39% 45 - 54
- 21.81% 55 - 64
- 17.98% 65+

### Newsletters

- Santa Fe Happenings
  - Sent: 2/6/18
  - Number sent: 48,032
  - Number opened: 8,099
  - Open rate: 16.9%
- Action required by 2/28/18: Update your Business Listing on santafe.org
  - Sent: 2/7/18
  - Number sent: 1,046
  - Number opened: 430
  - Open rate: 48.1%
- TOURISM Santa Fe Marketing Report
  - Sent: 2/15/18
  - Number sent: 1,128
  - Number opened: 341
  - Open rate: 30.7%
- Santa Fe Deals and Specials
  - Sent: 2/16/18
  - Number sent: 29,662
  - Number opened: 5,192
  - Open rate: 17.5%

- Do Spring Differently in Santa Fe 2018
  - Sent: 2/21/18
  - Number sent: 66,930
  - Number opened: 13,842
  - Open rate: 20.68%
- TOURISM Santa Fe Sales Report
  - Sent: 2/28/18
  - Number sent: 24,212
  - Number opened: 5,234
  - Open rate: 21.6%

†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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During the month of February, Visit Santa Fe, New Mexico Facebook page received 572 new followers, bringing the total to 63,011 followers. Facebook engagement for our Visit Santa Fe, New Mexico page experienced a 115% increase. The top performing post was “A Snowy Morning in Santa Fe” which has become our #1 video to date. The video was produced by Enchantment Aerials. Twitter saw 128 new followers bringing the total to 13,314. Twitter experienced a 17% decrease in engagement. We will look to posting more engaging content in the months to come. Once again, the top performing post for Twitter was our cuisine pillar video. This cuisine video also does exceptionally well on Facebook as well. Instagram brought in 400 more followers for the month of February.

### Facebook

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#### February 2018 Performance Metrics

- Total Page Followers: 63,011 (0.9% increase M/M)
- People Talking About This: 10,623 (174% increase M/M)
- Engagement: 29,172 (115% increase M/M)
- Top Ranking Post: “A Snowy Morning in Downtown Santa Fe” Photographer Enchantment Aerials
  - Likes: 5025
  - Comments: 888
  - Reach: 123,766

### Twitter

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#### February 2018 Performance Metrics

- Followers: 13,314 (1% increase M/M)
- Monthly Impressions: 69,900 (23% decrease M/M)

- Engagement: 673 (17% decrease M/M)
  - Top Ranking Post: "Santa Fe is famous for its red and green chile, but that's just the beginning."
  - Impressions: 4013
  - Retweets: 11
  - Total engagements : 33

## Instagram

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### February 2018 Performance Metrics

- Followers: 20,200 (2% increase M/M)
- Top Performing Post: February
  - Likes: 1513

## Pinterest

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### February 2018 Performance Metrics

- Followers: 2,413 (.2% increase M/M)

## YouTube

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### February 2018 Performance Metrics

- Subscribers: 357 (2.2% increase M/M)
- Views: 3,210 (0.8% increase M/M)

## Santa Fe Blog

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### February 2018 Performance Metrics

Total Blog Views: 4,223 (4.1% increase M/M)  
Average Time on Blog: 3:14 minutes

### February Blog Posts

#### [Spring Into March with Santa Fe Music Events](#)

- Posted February 6, 2018
- Views: 52

#### [The Kids Are Free For Your Family's Santa Fe Spring Break](#)

- Posted February 13, 2018
- Views: 36

### Pecos National Historical Park

- Posted February 20, 2018
- Views: 114

### The Best Margaritas in the World are in Santa Fe, NM - Here's Proof

- Posted February 23, 2018
- Views: 95

## **MEDIA PLACEMENTS – ADVERTISING**

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### **PRINT**

New Mexico Magazine

Target market: New Mexico

Flight dates: 2/1/18-2/28/18

Impressions: 300,000

Digital Impressions: 29,851

Endless Vacation

Target market: National

Flight dates: 2/1/2018-2/28/2018

Impressions: 1,726,198

### **DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE**

Adara: Programmatic Desktop/Mobile

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

Flight dates: 2/1/18-2/28/18

Impressions: 841,460

Go-NewMexico.com: Lead Generation/Sponsorship Page

Target market: people interested in traveling to Santa Fe

Flight dates: 2/1/18-2/28/18

Impressions: 16,591

Go Travel Sites sent 286 names, emails and addresses to Santa Fe that are put into our newsletter database

Matador: Social Content/Banners

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

Flight dates: 2/1/18-2/28/18

Impressions: 380,454

TripAdvisor: Sponsorship/Content

Target market: Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston,

Chicago, New York  
Flight dates: 2/1/18-2/28/18  
Impressions: 245,613

### **Kids Free Spring Break**

Pandora – Streaming Audio

Target Markets: Parents in Denver, Dallas, Phoenix, Colorado-Spring, El Paso, Amarillo, Lubbock, Austin

Flight Dates: 2/1/18-2/28/18

Impressions: 602,845

RGM – Programmatic Display

Target Markets: Parents in Denver, Dallas, Phoenix, Colorado-Spring, El Paso, Amarillo, Lubbock, Austin

Flight Dates: 2/1/18-2/28/18

Impressions: 883,950

Varick Media – Program/PMP

Target Markets: Parents in Denver, Dallas, Phoenix, Colorado-Spring, El Paso, Amarillo, Lubbock, Austin

Flight Dates: 2/1/18-2/28/18

Impressions: 1,271,213

### **Fly Santa Fe/NNMAA**

Undertone: Desktop & Mobile Display w/ Inbound RM

Target market: Phoenix/Scottsdale metro, CA markets (LAX, ONT, SBA, SAN, BUR, SNA), Northern New Mexico (Santa Fe, Los Alamos, Taos, etc.)

Flight dates: 2/1/18-2/28/18

Impressions: 1,043,566

Adara: Desktop & Mobile Display

Target market: Phoenix/Scottsdale metro, CA markets (LAX, ONT, SBA, SAN, BUR, SNA), Northern New Mexico (Santa Fe, Los Alamos, Taos, etc.)

Flight dates: 2/1/18-2/28/18

Impressions: 900,867

### **SEM**

Google AdWords

Target market: National (Branded), Austin, Colorado Springs, Denver, Phoenix, Los Angeles, Amarillo, Dallas, Houston, Chicago, New York

Flight dates: 2/1/18-2/28/18

Impressions: 140,246

## **PUBLIC RELATIONS**

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## Summary

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February 2018 was a busy month of hosting media in the destination, with four individual visits and one group press FAM we saw a total of 10 media visit. On February 7-11, we hosted our annual winter themed group press FAM in partnership with Ski Santa Fe and had six media participants for the event. Director of Marketing, Cynthia Delgado, also conducted desk side media appointments in New York on February 26-March 1; meeting with 18 journalists over the four days.

Last year, in February 2017, we had a Chicago Tribune article on Spring Break that was syndicated across the Tribune Network and provided much of the media value for that month. We did reach out to the writer of that article to see if he was preparing a similar story again this year, in the attempt to have Santa Fe's Kids FreeFest Spring Break included again. Unfortunately he was not planning an article of this nature to run again and we did not see this type of valuable syndicated coverage in February 2018.

When you look at our earned media coverage and placements for February, there were two pieces of coverage from Food & Wine magazine online that had a value of \$ 140,945 each. While we did have 25 other articles for the month, these two articles made up 42.6% of the total value for February. Most of these other articles did not have significant values and our February total was down 71.64% from February of 2017. This month we assisted with Santa Fe coverage in the lifestyle magazines of three key markets: Phoenix, Oklahoma City and San Diego. These publications are important and reach an audience with a high propensity to travel; however, these pieces of coverage do not contribute a significant value to our monthly totals.

Each month in this email we share a general overview of our earned media coverage and provide insight on how the monthly totals compare to the same month in the previous year. If you would ever like to dig deeper and view a spreadsheet with the complete list of articles including a detail of their individual value and impressions, the TOURISM Santa Fe PR team would be happy to share the full document.

## Press Releases

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**2/16/18: SANTA FE MARGARITA TRAIL GOES MOBILE ON NATIONAL MARGARITA DAY**

**2/22/18: WHAT'S NEW IN SANTA FE, NEW MEXICO**

## Performance Metrics

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### February 2018

- **Pitches:** 44 (31.25% decrease Y/Y)
- **Press Releases:** 2 (100% increase Y/Y)
- **Media Visits:** 10 (100% increase Y/Y)
- **Media Contacts:** 182 (49% increase Y/Y)
- **Earned Media:** \$ 662,160 (71.46% decrease Y/Y)
- **Total Impressions:** 75,970,266 (75.75% decrease Y/Y)



## Visiting Press

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The following media visited from 2/7-11 for the 2018 Ski Santa Fe Fam:

- Brandon Schultz – Uptown.com/FodorsTravel
- Frederic Hamber – Airows
- Caleigh Alleyne – Freelancer
- Megan Beauchamp – MyDomaine
- Gwyneth Doland – New Mexico Magazine
- Daniel Reynolds – The Advocate

Youtube influencers Kelly and Mar of Exploring Us visited the destination on February 7.

A Boliva TV News Crew visited the destination on February 5-6, as part of a State Department Media Co-op program.

Dominick Miserandino of Famadillo visited the destination on February 18-25.

Michael Solender of Epicurean Charlotte visited the destination on February 27 – March 5.