



Q1 2018: JANUARY-MARCH

SANTA FE MEDIA QUARTERLY REPORT

KEY INSIGHTS – Q1 2018

- ▶ Q1 2018 marked the third quarter of TSF FY18 fiscal budget; Campaign initiatives include FY18 Core campaign, Kids Free Spring Break Promo campaign and Artists in Residence campaign
 - ▶ Note: Fall/Winter Fly Santa Fe (NNMAA) campaign also ran in Q1 2018 and concluded on March 31, but campaign spend and performance metrics kept separately as traffic was directed to flysantafe.org and not santafe.org
- ▶ Total media spend in Q1 2018 was \$142,821, which is 37% less than Q4 2017 (Q/Q) but 49% higher than Q1 2017 (Y/Y)
 - ▶ Paid Media in support of the Core campaign was relatively light, while most of the media spend and impressions were used to promote the Kids Free Spring Break (\$45,000) and Artists in Residence campaigns (\$31,252)
- ▶ Total Q1 2018 campaign totaled 18.7M impressions, which was 22.1% more than Q1 2017, while the Q1 2018 digital campaign produced 83% more impressions than Q1 2017
 - ▶ The largest difference marker for Y/Y impressions was the introduction of the Artists in Residence campaign which produced an incremental 2,872,516 impressions
 - ▶ Note: Adara ran media impressions during January in error, resulting in 734,199 added value impressions for Santa Fe – an estimated \$5,873 value
- ▶ New “Match-cut” creative was rolled out beginning in Q4 with print and digital, but fully swapped out in place of the “Pillar” creative for digital beginning in Q1 2018
 - ▶ Match-cut creative is performing at a 0.14% CTR so far, which is 2x industry benchmark (0.07%)
 - ▶ Early indications are new creative is performing slightly under the “pillar” campaign so far (0.21% benchmark), however sample size is still low as most impressions were being put toward Kids Free and Artists campaigns in Q1; performance to be monitored during Q2 when Core campaign is ramping back up into market
 - ▶ Thus far, the Relaxation and Rafting creatives are performing the best of all digital match-cut units
- ▶ With the shift in strategy to put more print into market during the spring/summer timeframe, insertions began to ramp up in Q1 with paid presence in New Mexico Monthly, Horizon Magazine, Endless Vacation, D Magazine, Phoenix Magazine and Houstonia
- ▶ Paid Search CTR and CPC performance has improved both Q/Q (+33% CTR; +3% CPC), and Y/Y (+3% CTR; +50% CPC)

KEY INSIGHTS – Q1 2018 (CONT.)

- ▶ The Kids Free Spring Break campaign began on Jan 1 and ended March 31, spent \$45,000 and resulted in 9.6M impressions, over 14k clicks (0.15% CTR), and over 11k web visits (0.12% CVR)
 - ▶ On February 28th, optimizations were made to the Kids Free Spring Break campaign to remove an underperforming Pandora and shift the budget (\$7,715) to additional impressions with Varick Media; the optimization resulted in 37% more imps, 82% more clicks and a 32% higher CTR M/M
 - ▶ While the Kids Free campaign resulted in 1.3% more impressions Y/Y, there was a 40% lower click rate that last year, which is mostly the result of a decrease in Pandora and RGM performance; however, while total conversions were down, view-through conversions were up by a 3x mark, meaning users were still showing up on the site either through direct means or through organic search
- ▶ The Artists in Residence campaign, which was a brand new initiative for Santa Fe, ended on January 31, 2018, spending nearly \$10k for the month and \$31,252 during the whole campaign timeframe (Nov-Jan), and resulted in 9M impressions, over 8K clicks (0.10% CTR) and 5,557 website visits (0.06% CVR)
 - ▶ While there was no historical benchmark to compare to, we can see the performance for this campaign was not as strong as Kids Free promotion and possible rationale may include difference in vendor selection or difference in audience; another rationale could be that there were fewer ad sizes available for the different creatives (e.g. the "Cross" creative did not work in a horizontal manner) so the campaign wasn't able to optimize toward best performing creative size
- ▶ The Fall/Winter Fly Santa Fe (NNMAA) campaign concluded in March and finished with 11.4M impressions, 38K clicks (0.33% CTR) and almost 18K website visits (0.16% CVR)
 - ▶ Campaign performed slightly under Spring/Summer's benchmark, but could be result of seasonality more than anything; Spring/Summer performance to be monitored against Spring/Summer 2017 campaign's benchmark
- ▶ Adara Impact Analytics has reported 885 hotel bookings and 2,201 flight bookings in Q1 with an estimated \$181,638 in hotel revenue generated by attributable advertising efforts in Q1
 - ▶ Note: The ADARA Impact reporting solution has the ability to directly connect all of TSF's digital marketing efforts with airline and hotel reservations for Santa Fe. The summary highlights the direct impacts of our digital advertising efforts as it relates to Hotel Revenue and Flight Bookings to the Santa Fe Regional Airport and the Albuquerque Sunport Airport. Please note: At this time, Hotel Revenue only includes hotel properties that are part of the Adara data partnership. The Adara and TSF teams are working to onboard more downtown properties in order to provide a comprehensive look at Hotel Revenue.

ADVERTISING DELIVERY

- ▶ An increase in media spend Y/Y was the result of some additional channels being used in Q1 2018 (including add'l print insertions and Amobee in March), as well as the presence of the Artists in Residence campaign that ran in January (add'l ~\$10k spend)
- ▶ A higher CPM during Q1 was mainly the result of additional print running during the quarter, which is a higher CPM media

Advertising Impressions

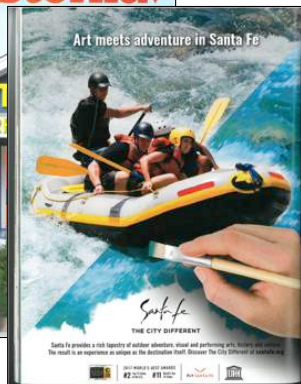


Advertising Impressions					
	Q1	Q2	Q3	Q4	YTD
Ad Spend					
2018	\$142,821				\$142,821
2017	\$95,953	\$379,659	\$199,141	\$237,714	\$95,953
Y/Y	48.8%				48.8%
Ad Impressions					
2018	18,782,994				18,782,994
2017	14,624,035	44,369,799	24,227,907	32,796,420	14,624,035
Y/Y	22.1%				22.1%
CPM*					
2018	\$7.60				\$7.60
2017	\$6.56	\$8.56	\$8.22	\$7.25	\$6.56
Y/Y	15.9%				15.9%

* CPM = "Cost per thousand impressions" and is a measurement used to determine the cost efficiency of the ad spend.

FY18 CORE CAMPAIGN – PRINT SUMMARY

Publication	Issue	Est. Imps	Cost
Horizon Magazine	Southwest Issue Package	226,000	\$4,500
Endless Vacation	January/February "Spring Vacation Planning" Issue	1,726,198	\$9,485
D Magazine	March "Travel" Issue	61,165	\$6,370
Houstonia	March "Spring/Summer Escapes" Issue	71,963	\$12,000
Phoenix Magazine	March Travel Section	73,000	\$5,083
Publication	Editorial Content	2,158,326	\$37,438



FY18 NEW MEXICO MONTHLY – PRINT SUMMARY

- ▶ FP4C in New Mexico Monthly, full year run
- ▶ Target Market: Subs in New Mexico & surrounding states
- ▶ Circulation/Readership: 70,000/300,000 per month
- ▶ Investment: \$8,160
- ▶ Added Value:
 - ▶ 200,000 e-readers
 - ▶ Site banners: 62,046 imp, 168 clicks, 532 visits (0.86% CVR)
 - ▶ Social and Newsletter metrics forthcoming; will forward when available

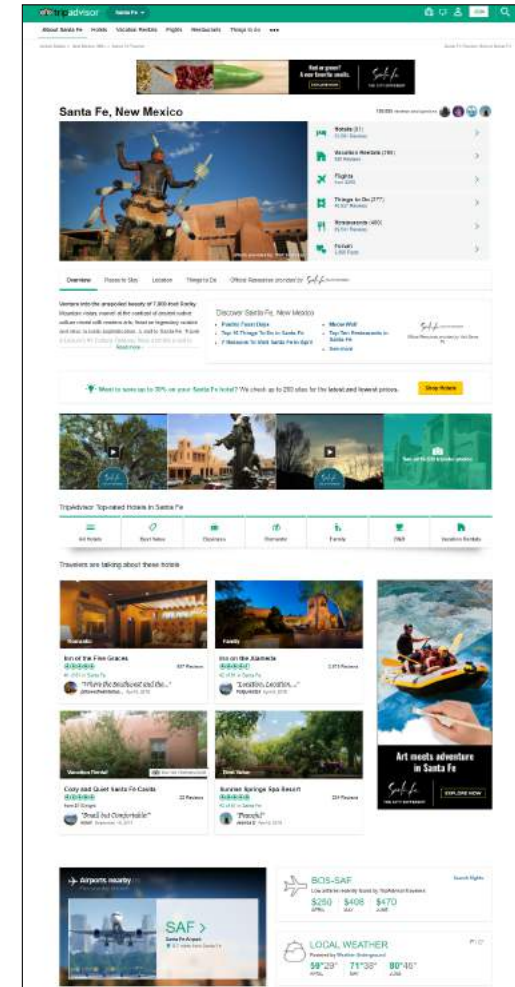
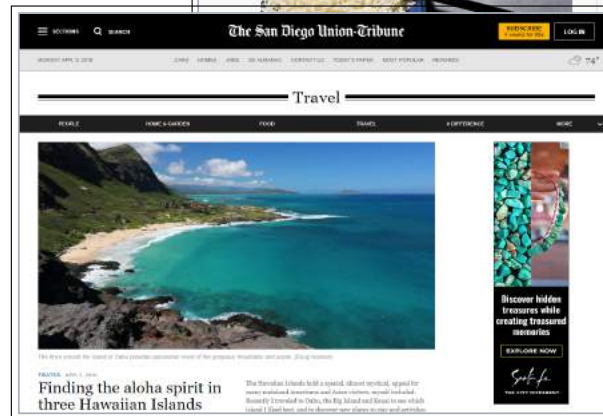
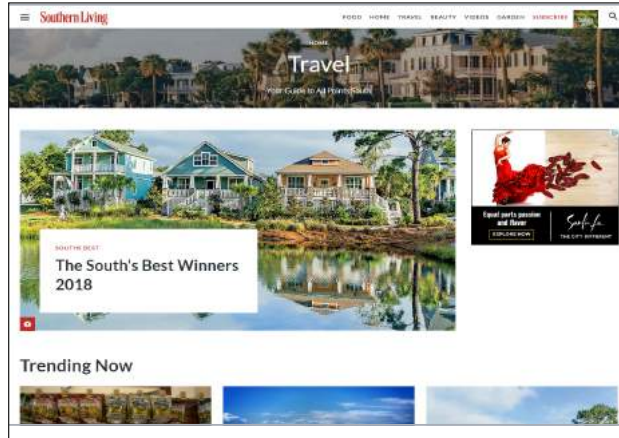
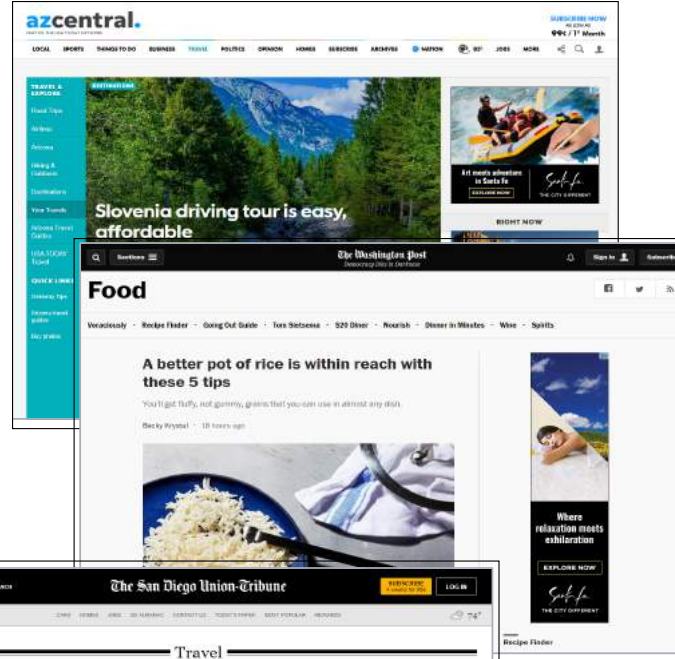
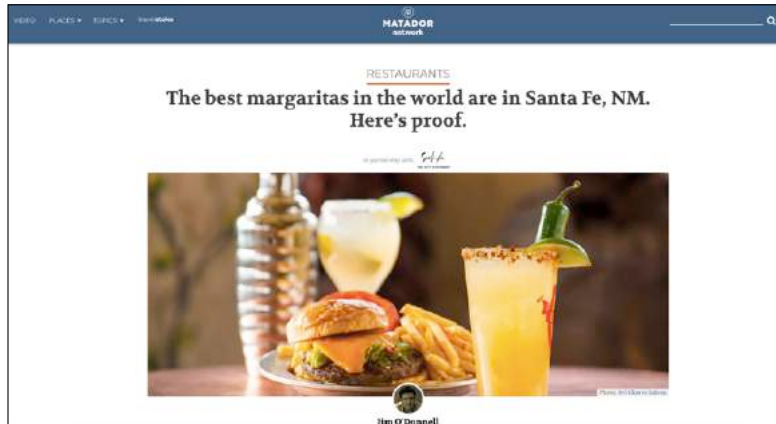


FY18 CORE CAMPAIGN – DIGITAL SUMMARY

Vendor	Tactic	Imp	Clicks	CTR%	Visits	CVR%	Cost	CPV
Adara	Std Display	2,592,978	3,084	0.12%	4,499	0.17%	\$17,302	\$3.85
Amobee	Std Display	2,695,559	3,538	0.13%	1,122	0.04%	\$9,166	\$8.17
Matador	Native Content	79,952	119	0.15%	208	0.26%	\$308	\$1.48
TripAdvisor	Std Display	775,383	1,972	0.25%	6,211	0.80%	\$11,326	\$1.82
Print AV	Std Display	63,836	169	0.26%	566	0.89%	\$0	\$0.00
Total	All Tactics	6,207,708	8,882	0.14%	12,606	0.20%	\$38,102	\$3.02

- ▶ TripAdvisor, Matador and Adara were the top display performers for all performance metrics in Q4
- ▶ The second Matador article featuring the Margarita Trail launched in February
- ▶ Print AV corresponds to added value opportunities (\$0) negotiated through the print buy and may include display banners, newsletters, microsite, etc.

DIGITAL SCREENSHOTS



PAID SEARCH SUMMARY (FY18 CORE)

Campaign Group	Cost	Imp	Clicks	CTR%	CPC	Avg. Pos.
Branded	\$9,252	269,295	5,674	2.11%	\$1.63	2.8
Brand Pillars	\$2,359	35,964	1,003	2.79%	\$2.35	1.2
Competitive Set	\$2,443	135,519	2,022	1.49%	\$1.21	2.9
Total	\$14,054	440,778	8,699	1.97%	\$1.62	2.7

- ▶ Continual optimizations in Q1 resulted in a 33% higher CTR and 2% more efficient CPC (Q/Q)
- ▶ Decrease in position result of additional money spent towards Competitive Set through optimizations
- ▶ The Brand Pillars campaign, although generating the highest CPC, is best performing performing with metrics drastically improving Q/Q

Best Performing Ads

Santa Fe Hotels Stay in the Historic Plaza www.santafe.org Choose from Luxurious Hotels, Charming Inns, or One of Many...
Stay in Santa Fe Rest, Relax & Rejuvenate www.santafe.org Choose from Luxurious Hotels, Charming Inns, or One of Many...
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...
Hotels in Santa Fe Rest, Relax & Rejuvenate www.santafe.org Choose from Luxurious Hotels, Charming Inns, or One of Many...
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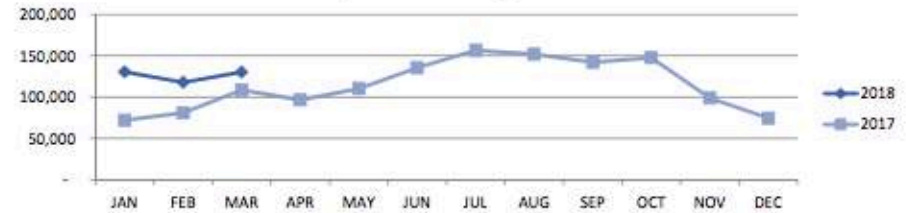
Keyword	Campaign
hotel rooms in santa fe	Branded
santa fe	Branded
Santa Fe hotels	Branded
where to stay in Santa Fe	Branded
albuquerque	Comp Set
history in new mexico	Brand Pillars
classifieds albuquerque nm	Comp Set
hotels in santa fe	Branded
lodging santa fe	Branded
hotels in Santa Fe nm	Branded

TRIPADVISOR

- ▶ A 44.8% increase in pageviews Y/Y is most likely the result of increased content that is being produced on the TripAdvisor PDP pages
- ▶ A decrease in interaction rate is most likely the result of TripAdvisor's optimization in 2017 to direct traffic to more internal pages rather than external pages
- ▶ With that said, an increase in web referrals from TripAdvisor Y/Y is a good sign that the content and ads are working well

Trip Advisor DMO Page

TripAdvisor Page views



TripAdvisor Interaction Rate



Trip Advisor						
	Q1	Q2	Q3	Q4	YTD	
Pageviews						Goal
2018	378,557				378,557	EOY Goal 514,330
2017	261,517	342,462	450,583	320,976	261,517	% EOY Goal 74%
Y/Y	44.8%				44.8%	% YTD Goal 294%
Interaction Rate Percentage						Goal
2018	3.3				3.3	EOY Goal 31.5
2017	7.4	4.3	2.4	2.5	7.4	% EOY Goal 10%
Y/Y	-4.2	-4.3	-2.4	-2.5	-4.2	
Website Referrals						Goal
2018	825				825	EOY Goal 1,535
2017	428	212	160	223	1,023	% EOY Goal 54%
Y/Y	92.8%				-19.4%	% YTD Goal 215%

Beginning in October 2017, TSF began a deeper evaluation of the Santa Fe TripAdvisor page in order to provide a more comprehensive look at its performance. Going forward, total page views will reflect a sum of all page views within the Tourism Santa Fe TripAdvisor section, including Attractions, Forums, Restaurants, Destination pages and the Tourism Overview page. Interaction Rate will be calculated for the Destination and Tourism Overview pages only, as these pages provide the greatest opportunity for interaction.

LEAD GEN SUMMARY – GONEWMEXICO TRAVEL PLANNER

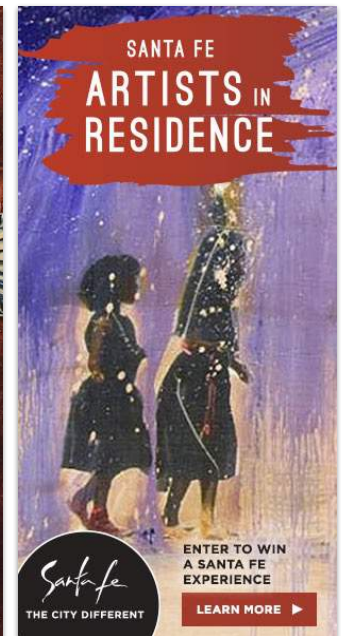
- ▶ Investment: \$2,500 for the year
- ▶ 874 names and email addresses of requests (+59% Q/Q)
 - ▶ Q/Q increase in requests could be the effect of seasonality
- ▶ 50,016 impressions to the page
- ▶ Total \$0.72 cost per lead



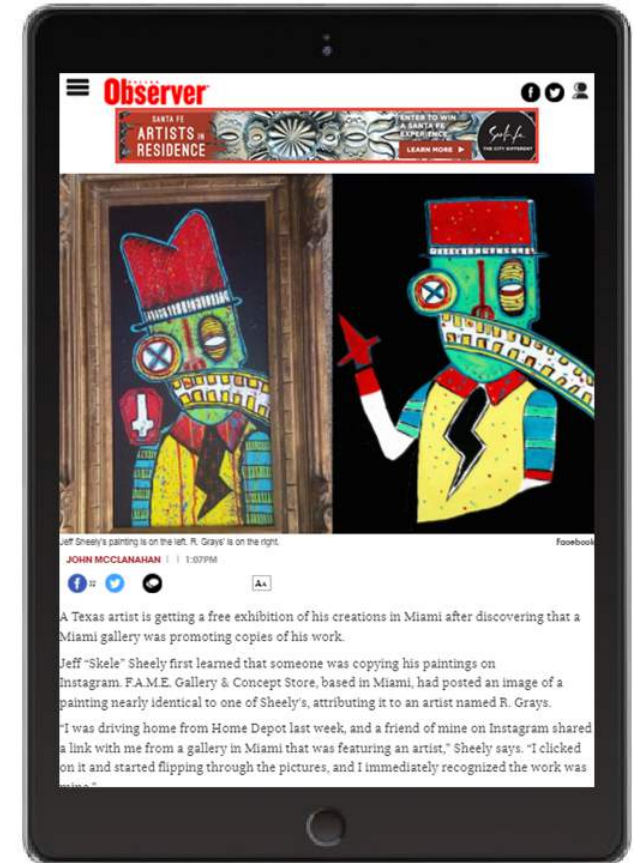
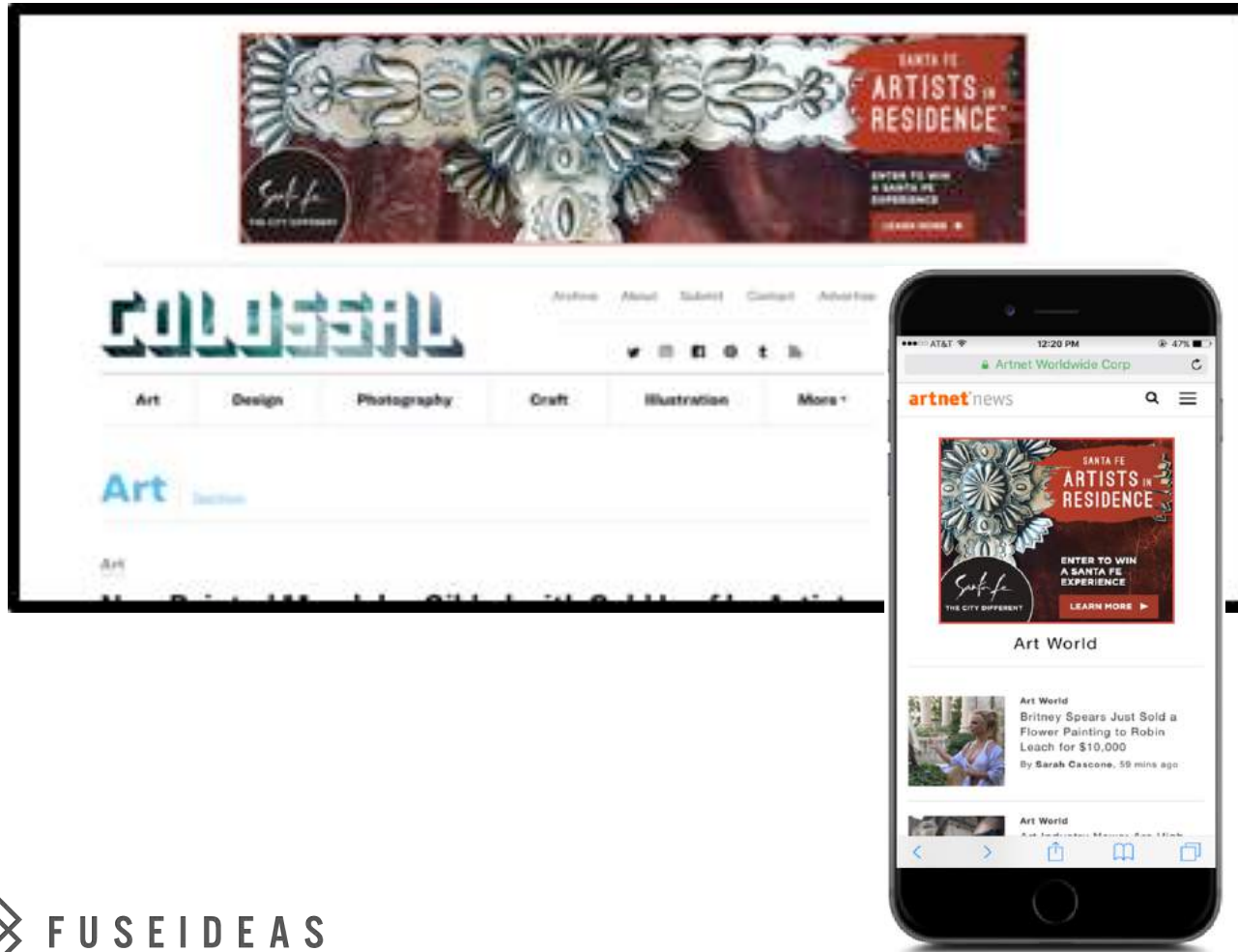
ARTISTS IN RESIDENCE – CAMPAIGN SUMMARY

Vendor	Tactic	Cost	Imp	Clicks	CTR%	Visits	CVR%	CPV
Amobee	Std Display	\$31,525	9,038,561	8,778	0.10%	5,557	0.06%	\$5.67
Total	All Tactics	\$31,525	9,038,561	8,778	0.10%	5,557	0.06%	\$5.67

- ▶ Campaign delivered in full and overdelivered in impressions by 31,418 (\$125 added value)
- ▶ CTR outperformed industry benchmark (.07%) by +43%
- ▶ Completed Visit Rate (CVR) performed slightly lower when compared to Core campaign benchmark (0.14%), but Cost per Visit (CPV) of \$5.67 is comparable to Core benchmark (\$5.87)
- ▶ "Deer" was the best performing creative generating a 0.09% CTR, followed by the "Cross" creative with a 0.08% CTR, and "Painting" creative with a 0.07% CTR
- ▶ 59% of all visits to the "Artists in Residence" landing page traffic came from Amobee display campaign



ADDITIONAL SCREENSHOTS – ARTISTS IN RESIDENCE

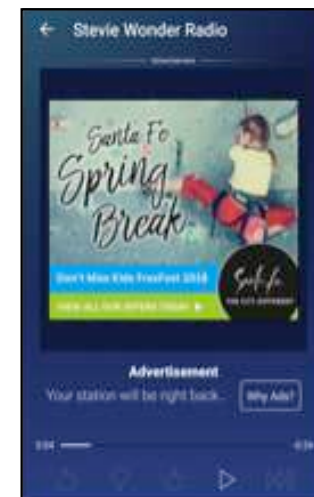


KIDS FREE SPRING BREAK PROMO- CAMPAIGN SUMMARY

Vendor	Tactic	Cost	Imp	Clicks	CTR%	Visits	CVR%	CPV
Pandora	Audio	\$7,285	1,045,831	814	0.08%	353	0.03%	\$20.64
RGM Group	Std Display	\$15,000	2,810,887	2,745	0.10%	2,004	0.07%	\$7.49
Varick Media	Std Display	\$22,715	5,743,443	10,885	0.19%	9,147	0.16%	\$2.48
Total	All Tactics	\$45,000	9,600,161	14,444	0.15%	11,504	0.12%	\$3.91

- ▶ Santa Fe Spring Break/Kids Free Promo campaign began in January and ended in March
- ▶ Optimizations were made on February 28th to shift budget from Pandora to Varick based on performance
- ▶ Overall performance was above benchmark and concluded with Varick Media being the top performing vendor of the campaign at 0.19% CTR, 0.16% CVR and \$2.48 CPV
- ▶ 72% of all visits to the "Spring Break" landing page traffic came from the paid digital media campaign

KIDS FREE SPRING BREAK PROMO CAMPAIGN SCREENSHOTS

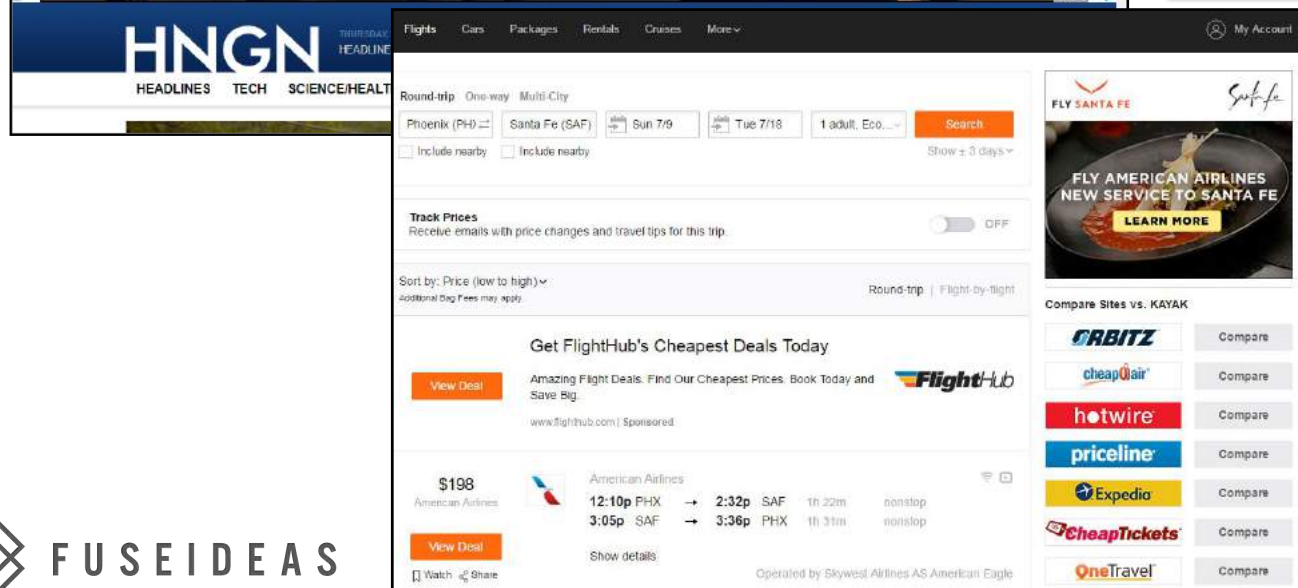


FALL/WINTER FLY SANTA FE (NNMAA) – CAMPAIGN SUMMARY

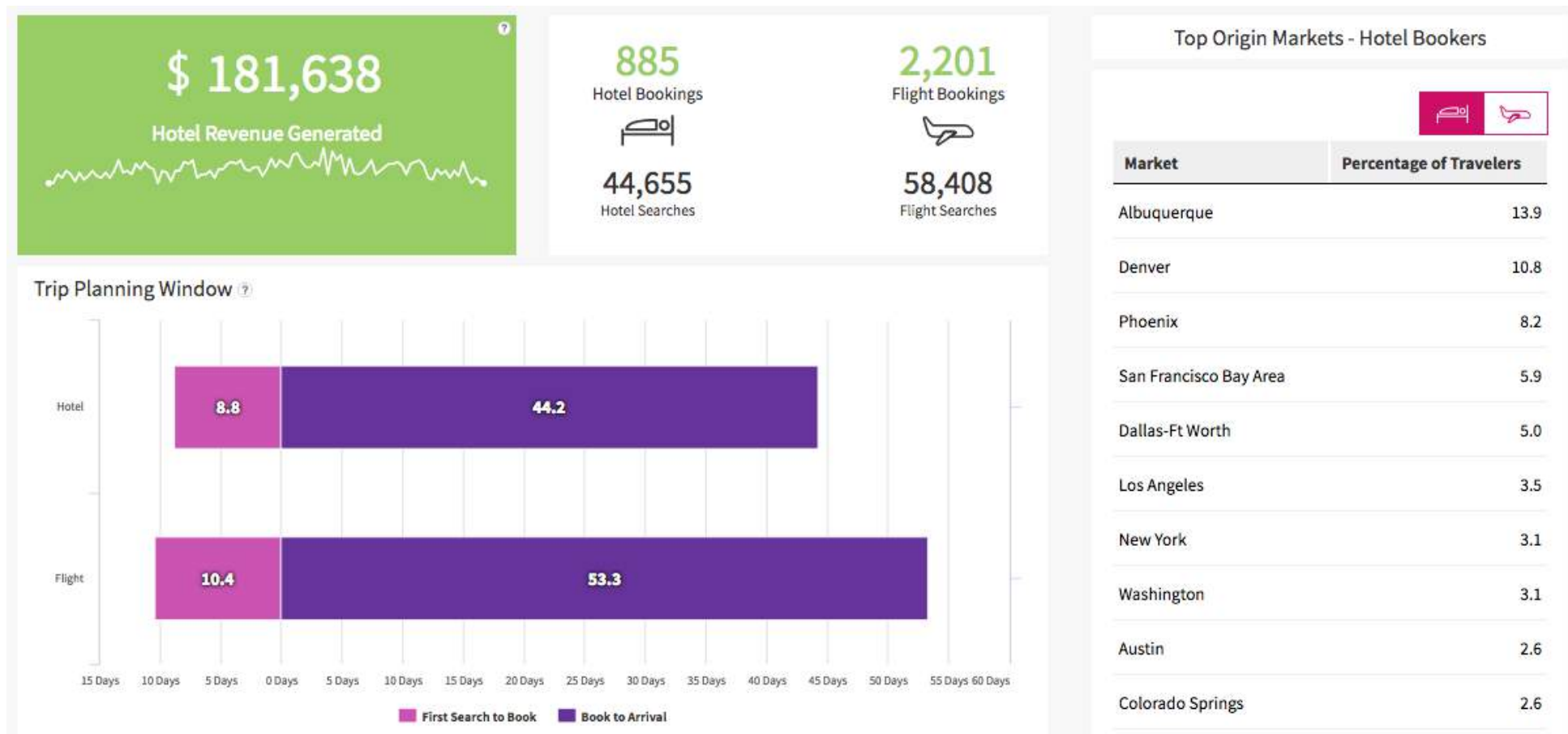
Vendor	Tactic	Cost	Imp	Clicks	CTR%	Visits	CVR%	CPV
Adara	Std Display	\$50,000	6,255,892	5,273	0.08%	3,769	0.06%	\$13.27
Undertone	Rich Media	\$71,876	5,180,926	33,023	0.64%	14,102	0.27%	\$5.10
Total	All Tactics	\$121,876	11,436,818	38,296	0.33%	17,871	0.16%	\$6.82

- ▶ The Fall/Winter Fly Santa Fe (NNMAA) campaign concluded in March and spent \$121k, garnered 11.4M impressions, over 38k clicks, and over 17k conversions (i.e. completed website visits) – all traffic is sent to flysantafe.com
- ▶ A 0.33% campaign click rate outperformed the industry benchmarks (0.07%); the presence of rich media display through Undertone helped with an increase in action rate performance
- ▶ For Inbound campaign, the Phoenix market performed better than the California markets in terms of CTR (0.49% vs. 0.43%) and CVR (0.21% vs. 0.18%)
- ▶ The Outbound "Golf" creative outperformed the "Chair" creative at a 0.11% CTR (vs. 0.08% CTR) and 0.14% Conversion Rate (vs. 0.11% Conv Rate)
- ▶ The Undertone rich media billboard was a more expensive tactic (\$23.11 CPM) but resulted in the best activity performance (0.27% Conv Rate; \$5.10 CPA) and resulted in a 3.2% interaction rate, which outperformed the industry benchmark by +3%
- ▶ The top performing thumbnails on the unit were Los Alamos (4,751 clicks), Taos (4,135 clicks) and Santa Fe County (3,271 clicks)

FLY SANTA FE/NNMAA CAMPAIGN SCREENSHOTS



ADARA IMPACT DASHBOARD



ADARA IMPACT DASHBOARD (CONT.)

Key Profile Insights ?

	Travelers	Length of Stay (nights)	Average Daily Rate
	1,604	5.2	<div><div></div></div> \$ 102
	26%	5.3	<div><div></div></div> \$ 116
	50%	5.6	<div><div></div></div> \$ 103
	23%	5.0	<div><div></div></div> \$ 96

Marketing Activity ?



**Metrics measuring dates Jan 1, 2018 – Mar 31, 2018*

Note: The ADARA Impact reporting solution has the ability to directly connect all of TSF's digital marketing efforts with airline and hotel reservations for Santa Fe. The summary highlights the direct impacts of our digital advertising efforts as it relates to Hotel Revenue and Flight Bookings to the Santa Fe Regional Airport and the Albuquerque Sunport Aiport. Please note: At this time, Hotel Revenue only includes hotel properties that are part of the Adara data partnership. The Adara and TSF teams are working to onboard more downtown properties in order to provide a comprehensive look at Hotel Revenue.

NEXT STEPS

- ▶ Monitor digital match-cut creatives, as well as new rich media units, in Q2 and optimize based on performance
- ▶ Implementing new paid social during Q2 2018
- ▶ Santa Fe/Fuseideas is working with Adara to bring in new hotel properties to become data partners with Adara Impact to gain a more comprehensive view of Attribution/ROI data
- ▶ Continue to improve paid search performance with weekly optimizations