

**FY26  
BUDGET  
REVIEW  
HEARING:  
FINANCE  
COMMITTEE**

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**TOURISM  
SANTA FE**

Santa Fe Hospitality & Networking Breakfast

TOURISM Santa Fe • February 6, 2019



# PRIMARY OBJECTIVES & ACTIVITIES

## 1. Continue Advertising Investment of \$4 Million with Vladimir Jones (based in Denver and Colorado Springs)

- **Media Objectives:**
  - Nurture affinity of loyal visitors likely to stay the longest and spend the most in **Core Markets (Colorado Springs, Denver, Dallas, Austin, Houston, Phoenix)**
  - Increase awareness of Santa Fe as a premier travel destination in **Opportunity Markets (Los Angeles, San Francisco, Chicago)**
  - Generate travel consideration and drive conversions on *santafe.org* and OTA partner sites
- **Media Strategies:**
  - Continue to leverage ZIP code targeting to enhance efficiency and expand scale into new markets
  - Delineate targeting and budgets into Core and Opportunity groups to maximize impact, tailor phase of funnel allocations and customize messaging
  - Leverage an impactful, robust media mix (Print, Digital, Out of Home (OOH)) capable of reaching our target audience at scale, driving engagement and generating conversions
  - Evolve media mix to incorporate best-in-class AI, Predictive Modeling and Dynamic Creative Optimization

# PRIMARY OBJECTIVES & ACTIVITIES (cont.)

## 2. Continue Strong Public Relations Emphasis with The Lou Hammond Group (based in NYC and Charleston)

- In 2024 we generated **\$23.1 Million in earned media** with no significant occurrences beyond the 100<sup>th</sup> Burning of Zozobra.
- Continue to encourage targeted individual press trips

**ONE OF ONE.  
SINCE DAY ONE.**



# PRIMARY OBJECTIVES & ACTIVITIES (cont.)

## 3. Continue Meeting Planner and Travel Trade Presence

- Attend 17 Meeting Planner trade show events
- Attend up to 6 Travel & Adventure consumer shows in our strongest city markets



SANTA FE COMMUNITY  
CONVENTION CENTER

# PRIMARY OBJECTIVES & ACTIVITIES (cont.)

## 4. Continue Improvements to Community Convention Center Facility

- Strong facility maintenance plan
- Upgraded door security, boiler replacement, and lighting upgrades
- Construction of terrace and exterior stairway connecting it to the courtyard

# PRIMARY OBJECTIVES & ACTIVITIES (cont.)

## 5. Increased Focus on Lodgers' Tax Collections

- Improved detection of STR's operating outside of system
- Audits re-instated
- Issue – decentralized management
  - Collections in Finance
  - Management of STR's in Land Use

# MEASUREMENT OF SUCCESS

1. **Lodgers' Tax Collections**
2. **Website Visitation**
3. **Earned Media Value**



# BIGGEST RISKS TO VISITATION

1. **The unsettled economy** – causes concerns about discretionary spending
2. **Tariffs** – could be beneficial to visitation if international travel is impacted
3. **Potential recession** or worse (2008 reimagined)



**THANK YOU!**

