

TOURISM SANTA FE

OTAB Marketing Report
Reporting for December 13, 2024 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for November/December

1. **[UPCOMING PUBLICATIONS]** 2025 Santa Fe Visitors Guide & Menu Magazine



We're busy at work on both the 2025 Official Visitors Guide and the 2025 Menu Magazine.

2025 Visitors Guide publishes January 2025

- Glossy, full color, 144-page print publication
- 175K distribution in key regional markets and locations, and by request
- Seventy percent (1.4 million total visitors) of all out of state visitors use the Guide
- Print readership totals more than 1 million annually
- Digital readership is more than 25K to date

2025 Menu Magazine publishes April 2025

See the [2025 Media Kit](#) for menu feature and business ad rates.

- Glossy, full color, 84-page print publication
- 50K distribution in key Santa Fe areas and locations, and by request
- Print readership totals more than 125,000 annually
- Digital readership is 29K to date

The deadline to reserve space in the Menu Magazine is Friday, January 31, 2025.

We've re-launched eight brand new Menu Magazine Boxes throughout the Historic District making the menu guide even more accessible!



2. **[SANTA FE LOOK BOOK]** Updated Media Hub Containing All TSF Brand Creative

Interested in a deeper dive into all of our campaign and brand creative? We launched a brand new hub, santafelookbook.com, detailing our brand overview, strategic approach to target markets, and ad creative for both leisure and group travel.



3. **[ROUTE 66]** State Tourism Department Offering Various Grants for Centennial

New Mexico will be commemorating the 100th anniversary of Route 66 in 2026 and Santa Fe will be participating in both national and statewide initiatives to celebrate the country's "Mother Road".

Special Events - This grant category is related to promotional sponsorship for Route 66 events, fairs and festivals. Successful applicants will identify NMTD as an official sponsor of the event and co-brand marketing with the official New Mexico Route 66 logo.

Marketing and Promotions [AWARDED] - The primary goal of this category is to promote Route 66 destinations, particularly communities. NMTD would manage the marketing of these destinations and for Route-66 related promotions throughout the year. Communities and eligible non-profits may opt-in to be part of this grant program. Promotional items and assistance with web development/enhancement can be part of this grant track.

Infrastructure or Destination Enhancements [AWARDED] - Grants in this category would provide funding to improve Route 66 related infrastructure. Examples of applicable projects could include: upgrading and renovating signs, improving lighting, installing Route 66 related art projects, or supporting historic structure preservation initiatives.

4. **[PR UPDATES & RECENT MEDIA COVERAGE]**

In October, PR efforts were focused on executing Tourism Santa Fe's media appointments in New York and DC, pitching for any short lead opportunities related to Día De Los Muertos and fall foliage, and beginning to assist with upcoming winter/holiday and ski season opportunities.

Public Relations Manager, Joanne Hudson, conducted 12 in-person meetings and three virtual meetings with top travel writers and editors, including Andrea Sachs of **The Washington Post**, Nick Derenzo of **AFAR and Travel + Leisure**, Adam Rathe of **Town & Country**, and Erica Finamore of **Real Simple** during the New York and DC media mission. Looking to December, the team will kick into high gear on holiday and ski pitching, distributing winter media invites, and setting travel dates with interested journalists from October's media tour.

Recent Website Coverage Includes:

Websites:

Resulting from a pitch to writer Allison Ramirez, Piñon Court was included in a round-up of the most stylish roadside motels in **Thrillist**.

Santa Fe was named the #2 city for travelers in the US, as part of **Condé Nast Traveler's** 2024 Reader's Choice Awards.

Santa Fe's pottery and art scene is highlighted in an online version of Lia Picard's article for **Travel + Leisure**.

The Santa Fe Wine + Chile Festival is highlighted in **Time Out**, following a press visit by writer Kelly Yeo in September 2024.

Santa Fe is named one of the best places to travel in November by **Pop Sugar** following a pitch to Emma Glassman Hughes.

Four Seasons Resort Rancho Encantado's "Discover Santa Fe" offer was highlighted in **Conde Nast Traveler's** best travel deals column following a pitch to commerce writer Paris Wilson.

La Fonda was included in a round-up of hotels haunted by female ghosts published in **Fodor's**.

Santa Fe New Mexico was included in the travel section of the **National Association of Baby Boomer Women** website after Tourism Santa Fe assisted the writer with a September 2024 visit.

HIGHLIGHTS

Santa Fe Margarita Trail

The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

Cumulative Totals

October 2024

- More than 47,000 visitors and locals are enjoying the Santa Fe Margarita Trail
- 22,836 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 24,557 paper Passports have been purchased at our Visitor Centers and by partners
- 9,037 people have earned an official T-Shirt by collecting five stamps on the Trail
- 651 members of the Margarita Society have earned 10 or 15 stamps
- 415 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 264 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 394 Journalist have experienced the Trail
- \$11,423,520 amount of earned media

Social Media

- 634 Total Social Media Posts

Santa Fe Retail Marketplace

The TSF team continues to work with the *Shop Where I Live* team to maximize efficiencies and develop additional promotional campaigns to support the Santa Fe Marketplace.

Cumulative Totals

October 2024

- Total Sales: \$54,440
- Businesses: 106
- Items Sold: 740
- Total Orders: 499
- Published Products: 1,433

Q3 2024 MARKETING METRICS

A summary of Q3 2024 Marketing results is below. The full report is included in the packet.

Website [Y/Y Change]

- Total Visits: 683,882 [UP 23.12%]
- New Visits: 540,745 [UP 33.55%]
- Average Pages Per Session: 2.3 [DOWN 14.37%]
- Average Time on Site: 1:07 [DOWN 27.2%]
- Overall Conversion Rate: 9.57% [DOWN 48.38%]

Website visits peaked in July at 238,380, dipped to 202,249 in August, then slightly rebounded to 243,253 in September. However, engagement metrics—such as time spent on site and pages per session—have declined,

suggesting that while traffic volume is up, visitor engagement is waning. This change aligns with our incremental campaign extension in July, staggered launch in August, and all campaigns going live in September timeline.

Public Relations [Y/Y Change]

- Earned Media: \$7,122,339 [UP 244.2%]
- Earned Media Impressions: 1,054,722,873 [UP 240.95%]

During Q3, we made 297 pitches to target media, hosted eleven media visitors, celebrated the results of more than a year of pitching the 100th Burning of Zozobra and did the planning for an in-person media mission in New York and DC. The mission resulted in Joanne Hudson conducting meetings with 14 top writers and editors, during the week of October 7-11. In Q3, we saw the largest earned media value for any quarter this year, when compared to Q1 and Q2, with \$7.1 million dollars calculated.

Social Media [Y/Y Change]

- Facebook Followers: 97,627 [UP 3.37%]
- Instagram Followers: 62,529 [UP 10.02%]
- YouTube Subscribers: 1,141 [UP 19.73%]
- TikTok Followers: 67

Year over year, social media accounts saw some big differences for Q3. Starting with the only decrease, Facebook saw 46.01% less engagement. On the contrary, Instagram saw a 38.25% increase in engagement. Pinterest also did good, with an increase of 35.28% in impressions. And YouTube experienced an absolutely massive jump of 207.78% increase in views. Since X stopped giving free access to analytics, those can no longer be used to compare, and the TikTok account had not been created as of Q3 of 2023, so no data exists to use for its purposes

Blog [Y/Y Change]

- Page Views: 101,308 [DOWN 3.72%]
- Average Time on Blog: 1:47 [DOWN 7.69%]

It's a very busy quarter for some of the most popular events in Santa Fe. Updated monthly event blogs and their related content, which we've determined is the most useful for visitors and search engines. We plan to bolster the practice of employing UGC images in the blog wherever possible to increase interactivity and raise awareness of business partners. This may also encourage visitors to tag #TheCityDifferent in their posts.

Email Newsletter [Y/Y Change]

- Consumer: Santa Fe Marketplace
 - Subscribers: 21,378 [UP 5.84%]
 - Avg. Open Rate: 37.2% [DOWN 12.99%]
- Consumer: Santa Fe Scoop
 - Subscribers: 97,885 [UP 60.32%]
 - Avg. Open Rate: 24.6% [DOWN 19.96%]

We made some design changes to the Scoop to address linking issues that several readers raised. And we continue to work with our MailChimp rep to examine audience behavior as well as highlight up to two higher-profile events or happenings in the subject line to increase open rates. Additionally, we moved the Scoop distribution date from the 4th Wednesday of the month to the 3rd Wednesday to give visitors more time to plan their trips based on the month's event schedule.

We are experiencing challenges with the embedded newsletter sign-up form on santafe.org. Subscribers who use the embedded form are not assigned to a newsletter group and, as a result, are not receiving our newsletters. In the meantime, we have created a manual process for adding subscribers and are working on a permanent, automated process with our MailChimp rep.

Following our efforts to reengage subscribers in Q1, we identified approximately 25K contacts who were not receiving the Santa Fe Scoop monthly newsletters. Also, in August, we added 7,176 contacts who had subscribed but were not added to any newsletter groups due to the abovementioned issues. The large Y/Y increase in Total Subscribers reflects the addition of those contacts. In Q4, we will focus on cleaning the email subscriber list.

The number of subscribers to Santa Fe Marketplace has increased by 37% since last year with open rates decreasing slightly Y/Y.

Paid Media/Advertising [Y/Y Change]

- Ad Spend: \$570,995.10 [UP 41.17%]

- Ad Impressions: 102,392,243 [UP 228.49%]

Q1 began with a rolling launch of paid media tactics, including print and site-direct placements through Modern Luxury, Austin Monthly, 5280 Magazine, Phoenix Magazine, and New Mexico Magazine; programmatic placements through AdTheorent; custom content through Atlas Obscura; and display placements through Expedia.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

October 2024 Website Performance Metrics

Total Sessions: 185,182 (12.97% increase Y/Y)

New Users: 157,500 (28.74% increase Y/Y)

Average Engagement Time: 0:24 (70.37% decrease Y/Y)

Average Pages Per Session: 1.7 (31.84% increase Y/Y)

Session Conversion Rate: 4.03% (61.25% decrease Y/Y)

Newsletter – Consumer

SANTA FE MARKETPLACE

The monthly [Santa Fe Marketplace](#) newsletter is distributed the fourth Wednesday of each month to our consumer database, and highlights seasonal Santa Fe vendor's products and categories promoted and sold through the Santa Fe Marketplace.

Explore All of the Fall Finds

<https://mailchi.mp/santafe/exploreallthefallfinds-7511581>

Send Date: 10/23/24

Subscribers: 21,322

Number Opened: 8,471

Open Rate: 37.9%

CTR: 2.6%

SANTA FE SCOOP

Santa Fe Scoop, our monthly consumer awareness newsletter distributed at the end of each month, informs and inspires potential visitors with current happenings, must-see events, national/international accolades, blogs, deals & specials, and more!

November Scoop on Día de los Muertos and Skiing!

<https://mailchi.mp/santafe/novemberscoop2024>

Send Date: 10/16/24

Subscribers: 97,976

Number Opened: 26,554

Open Rate: 27.1%

CTR: 2%

SOCIAL MEDIA

Summary

October had a fairly expected slight decrease in engagement from Facebook and Pinterest, which tend to dip in the early fall and slowly rise as we get closer to the holidays. Instagram and TikTok experienced some good increase in engagement, likely due to continuing to increase short-form video content, by way of collaborations with local

businesses and visitors. The YouTube view numbers are very skewed because previous months were not accounting for strictly organic views, and now they are.

October 2024 Performance Metrics

Facebook

Total Page Followers: 97,936 (0.32% increase M/M)

Engagement: 9,533 (4.17% decrease M/M)

Instagram

Followers: 63,199 (1.07% increase M/M)

Engagement: 27,088 (54.34 % increase M/M)

Pinterest

Followers: 3,261 (0.00% increase M/M)

Impressions: 40,664 (10.48% decrease M/M)

TikTok

Followers: 75 (11.94 % increase M/M)

Engagement: 4,891 (23.76% increase M/M)

YouTube

Subscribers: 1,178 (3.24% increase M/M)

Views: 10,609 (97.39% decrease M/M)

Santa Fe Insider Blog

October 2024 Performance Metrics

Total Blog Views: 33,675 (3.4% decrease M/M)

Average Time on Blog: 1:37 (7.6% decrease M/M)

October Blog Posts

10 of Santa Fe's Best November Events

- Updated: October 9, 2024
- Views: 2,945

Find Your Inner Calm in Santa Fe's Soothing Waters – Pools, Springs, and Spas

- Updated: October 18, 2024
- Views: 65

7 Incredible Art Experiences You Can Only Have in Santa Fe

- Updated: October 18, 2024
- Views: 503

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,904

Top 5 Viewed Blog Posts in October

Fall for These 9 October Events in Santa Fe

- Updated: September 13, 2024
- Views: 8,043

10 of Santa Fe's Best November Events

- Updated: October 9, 2024
- Views: 2,945

25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 2,603

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,904

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,783

PUBLIC RELATIONS

Summary

This month, PR efforts were focused on executing Tourism Santa Fe's media appointments in New York and DC, pitching for any short lead opportunities related to Dia De Los Muertos and fall foliage, and beginning to assist with upcoming winter/holiday and ski season opportunities. Public Relations Manager, Joanne Hudson, conducted 12 in-person meetings and three virtual meetings with top travel writers and editors, including Andrea Sachs of **The Washington Post**, Nick Derenzo of **AFAR** and **Travel + Leisure**, Adam Rathe of **Town & Country**, and Erica Finamore of **Real Simple** during the New York and DC media mission. Looking to November, the team will kick into high gear on holiday and ski pitching, distributing winter media invites, and setting travel dates with interested journalists from October's media tour.

Performance Metrics

October 2024 Numbers (YOY)

Pitches: 117 (Decreased 58% Y/Y)
Media Visits: 7 (Increased 600% Y/Y)
Earned Media: \$509,076 (Decreased 53% Y/Y)
Total Impressions: 76,361,394 (Decreased 19% Y/Y)

Year-to-Date 2024 (vs YTD 2023)

Pitches: 1,152 (Decreased 27% Y/Y)
Media Visits: 33 (Decreased 8% Y/Y)
Earned Media: \$19,476,100 (Increased 195% Y/Y)
Total Impressions: 2,792,794,571 (Increased 217% Y/Y)

MEDIA PLACEMENTS – ADVERTISING

October 2024 Performance Metrics

Total Spend: \$318,966.75 (169.05% increase Y/Y)
Total Impressions: 45,191,967 (142.6% increase Y/Y)

Traditional Media

Impressions: 4,830,759 (62.65% decrease Y/Y)
Spend: \$121,219.45 (41.28% increase Y/Y)

Traditional Media Buys

Print

- Colorado Springs Magazine
- D Magazine

- Modern Luxury Chicago Style
- New Mexico Magazine (New Mexico TRUE Co-Op)
- Phoenix Magazine (New Mexico TRUE Co-Op)
- San Francisco Magazine (New Mexico TRUE Co-Op)
- Texas Monthly



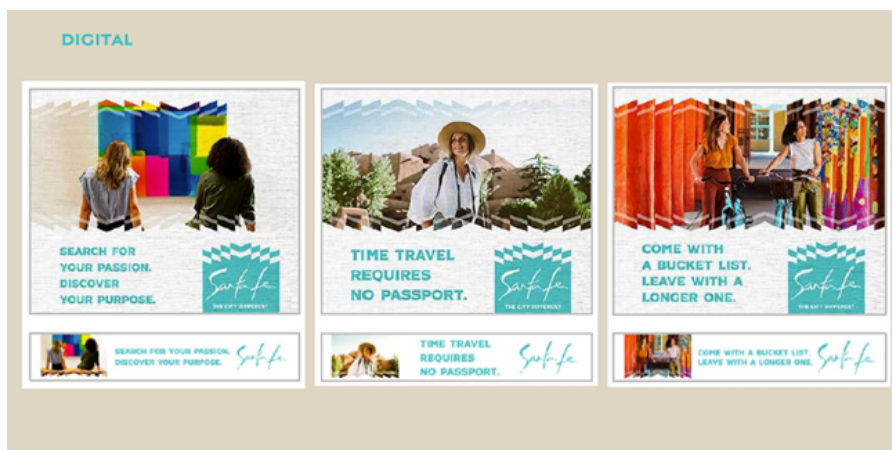
Interactive/Digital

- Expedia
- Cvent
- Atlas Obscura

Adtheorent

Impressions: 9,421,902 (n/a - new campaign)

Spend: \$97,316.59 (n/a - new campaign)



PAID SOCIAL MEDIA

Facebook

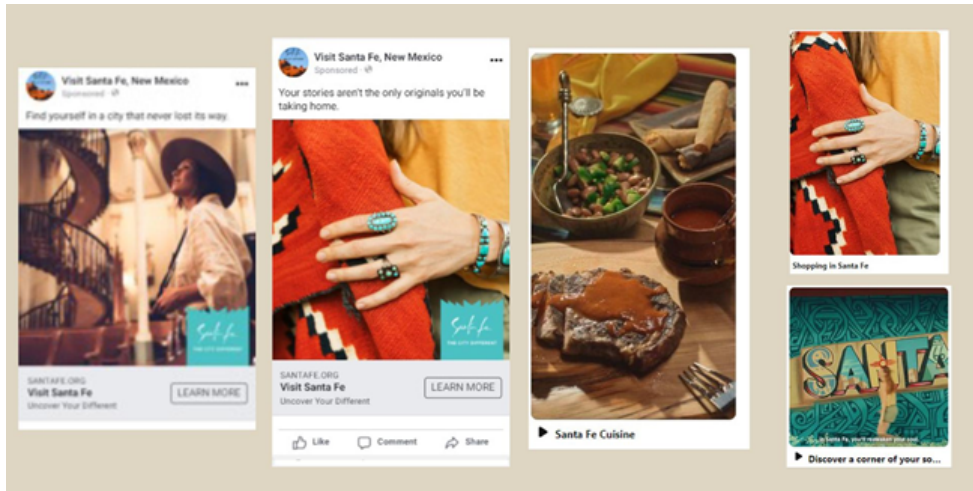
Impressions: 12,924,903 (846.22% increase Y/Y)

Spend: \$28,265.65 (219.32% increase Y/Y)

Pinterest

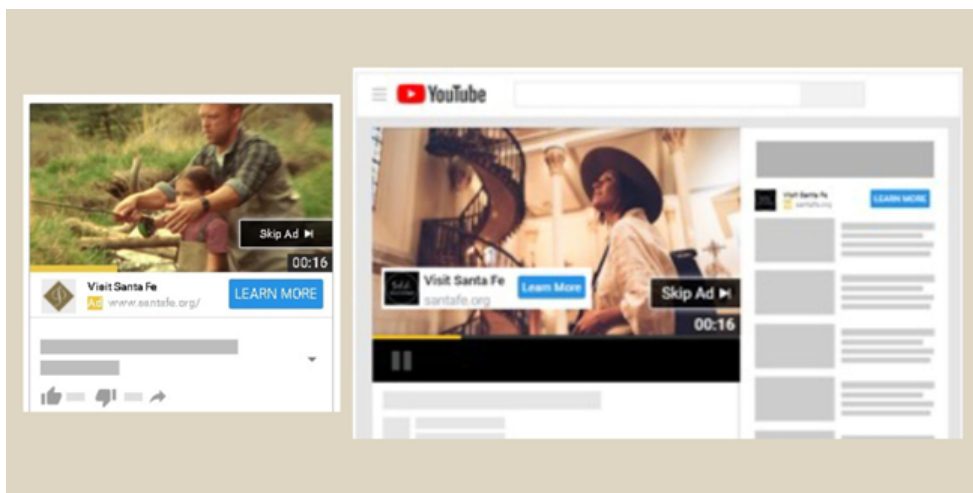
Impressions: 1,734,172 (178.02% increase Y/Y)

Spend: \$8,412.09 (133.76% increase Y/Y)



YouTube

Impressions: 4,252,458 (247.69% increase Y/Y)
 Spend: \$19,035.41 (121.87% increase Y/Y)



Reddit

Impressions: 2,036,345 (n/a - new campaign)
 Spend: \$8,244.08 (n/a - new campaign)

PAID SEARCH

Google

Impressions: 225,717 (130.14% increase Y/Y)
 Spend: \$10,117.72 (38.55% increase Y/Y)

Bing

Impressions: 710,071 (103.76% increase Y/Y)
 Spend: \$6,136.73 (29.4% increase Y/Y)

MEETINGS & GROUPS

Google

Impressions: 36,037 (1,437.41% increase Y/Y)
Spend: \$2,220.64 (60.74% increase Y/Y)

