



# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD COMMITTEE  
NOVEMBER 18, 2020  
10:00 AM  
ATTEND VIRTUALLY

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## SPECIAL PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

Attendance: In response to the State's declaration of a Public Health Emergency, the Mayor's Proclamation of Emergency, and the ban on public gatherings of more than five (5) people, the Occupancy Tax Advisory Board meeting will be conducted virtually.

Viewing: <https://us02web.zoom.us/j/87644534193?pwd=VVZIMWJZdGozWUZ4QlBMeVRQNzc5UT09>.

Meeting ID: 876 4453 4193

Passcode: mockpwd

Agenda: The agenda for the meeting will be posted at <https://santafe.primegov.com/public/portal>.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
  - a. OTAB Minutes – September 30, 2020
5. **PRESENTATION**
  - a. Updates
    1. Lodger Association. (Keith Kirk, President, [keith.kirk@druryhotels.com](mailto:keith.kirk@druryhotels.com))
    2. Lodgers Tax. (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))
    3. Northern New Mexico Air Alliance/Airport. (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))



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- b. TOURISM Santa Fe Activity Reports
  1. Sales Report. (David Carr, TSF Director of Sales, [dacarr@santafenm.gov](mailto:dacarr@santafenm.gov))
  2. Marketing Report. (Jordan Guenther, TSF Marketing Director, [jguenther@santafenm.gov](mailto:jguenther@santafenm.gov))
  3. Executive Report (Randy Randall)
6. **MATTERS FROM STAFF**
7. **MATTERS FROM THE BOARD**
8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING:**
10. **ADJOURN**



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
SEPTEMBER 30, 2020

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1. **CALL TO ORDER**
2. **ROLL CALL**

**Members Present:**

Chair Rik, Blyth  
Member Bonnie, Bennett  
Member Carlos, Medina  
Member Keith, Kirk

**Members Excused:**

**Others Attending:**

Jeff Norris, Legislative Liaison Assistant  
Randy Randall, Tourism Director  
Shirley Spencer, Clerk  
Alexander Fitzgerald, Attendee  
Jordan Guenther, Attendee  
David Carr, Attendee

3. **APPROVAL OF AGENDA**

**MOTION:** Member Bennett moved, seconded by Member Kirk, to approve the agenda as presented.

**VOTE:** The motion was approved on the following Roll Call vote:

**For:** Member Bennett, Member Kirk

**Against:** None



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
SEPTEMBER 30, 2020

**Abstain:** Chair Blyth

## 4. APPROVAL OF MINUTES

OTAB Minutes, February 28, 2020

**MOTION:** Chair Blyth moved, seconded by Member Bennett, to approve the minutes as presented.

**VOTE:** The motion was approved on the following Roll Call vote:

**For:** Chair Blyth, Member Bennett, Member Medina, Member Kirk

**Against:** None

**Abstain:** None

## 5. PRESENTATION

### A. UPDATES:

1. Santa Fe Lodgers Association. (Tom McCann, SF Lodgers Association President, [tmac93644@gmail.com](mailto:tmac93644@gmail.com))

2. Lodgers Tax. (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))

Santa Fe lodging revenue is down 60 percent. To date, occupancy rate is 35.8 percent.

3. Northern New Mexico Air Alliance/Airport. (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))

### B. TSF ACTIVITY REPORTS:

1. Sales Report. (David Carr, TSF Director of Sales, [dacarr@santafenm.gov](mailto:dacarr@santafenm.gov))



City of Santa Fe

# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
SEPTEMBER 30, 2020

2. Marketing Report. (Jordan Guenther, TSF Marketing Director, [jguenther@santafenm.gov](mailto:jguenther@santafenm.gov))
3. TSF Executive Director Report. (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))

6. **MATTERS FROM STAFF**

7. **MATTERS FROM THE BOARD**

a. Future Meeting Plans

**MOTION:** Member Medina moved, seconded by Member Bennett, to approve the Meeting Information as presented.

**VOTE:** The motion was approved on the following Roll Call vote:

**For:** Chair Blyth, Member Bennett, Member Medina, Member Kirk

**Against:** None


**Abstain:** None

b. Coordination of Marketing Restart with the County

8. **MATTERS FROM THE PUBLIC**

9. **NEXT MEETING:**

10. **ADJOURN**

  
Liaison

\_\_\_\_\_  
Chair

# GRT Tracking Sheet

## ACCOMMODATIONS & FOOD

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	FY20	FY19	FY18
2020	\$3,521,153	\$2,450,151	\$1,838,073	\$1,572,999	\$1,442,161	\$2,094,004	\$2,055,118	\$2,973,785	\$0	\$0	\$0	\$0	\$7,809,376	\$37,869,887		
Monthly Gain/Decline over Prior Year	35.2%	-13.0%	-48.2%	-52.2%	-63.3%	-51.6%	-52.6%	-41.4%								
Year to Date Totals	\$3,521,153	\$5,971,304	\$7,809,376	\$9,382,375	\$10,824,536	\$12,918,540	\$14,973,658	\$17,947,443	\$17,947,443	\$17,947,443	\$17,947,443	\$17,947,443				
Yearly Gain/Decline over Prior Year	35.2%	10.2%	-12.9%	-23.4%	-33.1%	-37.0%	-39.8%	-40.0%								
2019	\$2,604,641	\$2,815,695	\$3,545,221	\$3,289,891	\$3,934,087	\$4,330,611	\$4,332,474	\$5,076,669	\$4,446,235	\$4,039,354	\$3,546,485	\$3,510,130	\$8,965,558		\$43,954,719	
Monthly Gain/Decline over Prior Year	1.1%	10.5%	-1.3%	2.4%	4.1%	-0.5%	1.0%	11.6%	12.5%	9.8%	7.4%	-4.1%	2.9%			
Year to Date Totals	\$2,604,641	\$5,420,336	\$8,965,558	\$12,255,449	\$16,189,536	\$20,520,147	\$24,852,621	\$29,929,290	\$34,375,524	\$38,414,878	\$41,961,364	\$45,471,494				
Yearly Gain/Decline over Prior Year	1.1%	5.8%	2.9%	2.7%	3.1%	2.3%	2.1%	3.6%	4.6%	5.2%	5.3%	4.5%				
2018	\$2,576,117	\$2,548,477	\$3,590,707	\$3,213,190	\$3,778,848	\$4,353,782	\$4,291,169	\$4,547,484	\$3,952,677	\$3,678,966	\$3,303,332	\$3,660,944	\$8,715,301			\$41,723,558
Monthly Gain/Decline over Prior Year	4.8%	1.7%	13.8%	8.2%	8.0%	17.0%	8.5%	14.3%	-0.6%	4.2%	6.4%	17.5%	7.3%			
Year to Date Totals	\$2,576,117	\$5,124,594	\$8,715,301	\$11,928,491	\$15,707,339	\$20,061,121	\$24,352,290	\$28,899,774	\$32,852,451	\$36,531,417	\$39,834,749	\$43,495,693				
Yearly Gain/Decline over Prior Year	4.8%	3.2%	7.3%	7.5%	7.6%	9.6%	9.4%	10.1%	8.7%	8.2%	8.1%	8.8%				
2017	\$2,459,078	\$2,507,079	\$3,156,185	\$2,970,926	\$3,497,948	\$3,719,759	\$3,956,106	\$3,977,198	\$3,977,198	\$3,531,200	\$3,104,221	\$3,116,515	\$8,122,342			
Year to Date Totals	\$2,459,078	\$4,966,157	\$8,122,342	\$11,093,268	\$14,591,216	\$18,310,975	\$22,267,081	\$26,244,279	\$30,221,476	\$33,752,677	\$36,856,898	\$39,973,413				

## ARTS, ENTERTAINMENT & RECREATION

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	FY20	FY19	FY18
2020	\$276,092	\$274,167	\$129,379	\$53,715	\$80,509	\$151,203	\$110,801	\$112,817	\$0	\$0	\$0	\$0	\$679,639	\$3,201,696		
Monthly Gain/Decline over Prior Year	14.26%	35.1%	-68.0%	-82.0%	-77.8%	-64.0%	-73.9%	-69.12%								
Year to Date Totals	\$276,092	\$550,260	\$679,639	\$733,354	\$813,863	\$965,066	\$1,075,866	\$1,188,683	\$1,188,683	\$1,188,683	\$1,188,683	\$1,188,683				
Yearly Gain/Decline over Prior Year	14.3%	23.8%	-20.0%	-36.1%	-46.1%	-50.0%	-54.3%	-56.31%								
2019	\$241,626	\$202,923	\$404,604	\$298,739	\$362,473	\$420,532	\$424,683	\$365,304	\$316,086	\$356,825	\$346,089	\$427,643	\$849,153		\$3,843,068	
Monthly Gain/Decline over Prior Year	-4.7%	-12.4%	26.5%	18.3%	27.7%	1.9%	8.6%	12.2%	22.6%	27.3%	21.7%	14.6%	5.5%			
Year to Date Totals	\$241,626	\$444,549	\$849,153	\$1,147,892	\$1,510,364	\$1,930,896	\$2,355,579	\$2,720,883	\$3,036,969	\$3,393,794	\$3,739,884	\$4,167,527				
Yearly Gain/Decline over Prior Year	-4.7%	-8.4%	5.5%	8.5%	12.6%	10.1%	9.8%	10.1%	11.3%	12.8%	13.6%	13.7%				
2018	\$253,545	\$231,773	\$319,798	\$252,588	\$283,916	\$412,499	\$390,932	\$325,588	\$257,783	\$280,303	\$284,383	\$373,183	\$805,115			\$3,339,185
Monthly Gain/Decline over Prior Year	33.0%	34.5%	22.5%	27.3%	27.3%	37.1%	36.8%	38.1%	36.8%	20.8%	14.6%	7.4%	29.0%			
Year to Date Totals	\$253,545	\$485,317	\$805,115	\$1,057,703	\$1,341,619	\$1,754,118	\$2,145,050	\$2,470,638	\$2,728,421	\$3,008,724	\$3,293,108	\$3,666,290				
Yearly Gain/Decline over Prior Year	33.0%	33.7%	29.0%	28.6%	28.3%	30.3%	31.4%	32.3%	29.7%	28.8%	27.5%	25.1%				
2017	\$190,585	\$172,336	\$261,091	\$198,461	\$223,031	\$300,782	\$285,708	\$235,807	\$235,807	\$232,070	\$248,155	\$347,520	\$624,011			
Year to Date Totals	\$190,585	\$362,921	\$624,011	\$822,472	\$1,045,504	\$1,346,286	\$1,631,994	\$1,867,801	\$2,103,608	\$2,335,678	\$2,583,833	\$2,931,352				

## RETAIL

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Q1	FY20	FY19	FY18
2020	\$5,787,203	\$5,621,390	\$5,654,021	\$4,542,944	\$5,648,206	\$7,185,850	\$6,932,524	\$7,779,397	\$0	\$0	\$0	\$0	\$17,062,614	\$80,216,103		
Monthly Gain/Decline over Prior Year	2.4%	4.0%	-11.5%	-28.9%	-21.8%	-3.6%	-10.5%	4.01%								
Year to Date Totals	\$5,787,203	\$11,408,593	\$17,062,614	\$21,605,557	\$27,253,764	\$34,439,614	\$41,372,138	\$49,151,535	\$49,151,535	\$49,151,535	\$49,151,535	\$49,151,535				
Yearly Gain/Decline over Prior Year	2.4%	3.2%	-2.2%	-9.3%	-12.2%	-10.6%	-10.6%	-8.53%								
2019	\$5,651,967	\$5,403,652	\$6,388,289	\$6,388,982	\$7,221,555	\$7,457,284	\$7,743,201	\$7,479,387	\$7,168,908	\$7,421,923	\$7,148,327	\$8,814,744	\$17,443,907		\$81,194,620	
Monthly Gain/Decline over Prior Year	5.1%	-4.3%	-2.5%	2.2%	4.9%	1.8%	10.9%	4.7%	2.7%	10.7%	7.9%	7.0%	-0.7%			
Year to Date Totals	\$5,651,967	\$11,055,619	\$17,443,907	\$23,832,889	\$31,054,444	\$38,511,728	\$46,254,928	\$53,734,315	\$60,903,223	\$68,325,146	\$75,473,473	\$84,288,217				
Yearly Gain/Decline over Prior Year	5.1%	0.3%	-0.7%	0.1%	1.1%	1.3%	2.8%	3.0%	3.0%	3.8%	4.1%	4.4%				
2018	\$5,375,177	\$5,643,814	\$6,550,722	\$6,249,575	\$6,887,167	\$7,324,052	\$6,984,811	\$7,146,709	\$6,981,201	\$6,703,982	\$6,627,645	\$8,238,544	\$17,569,713			\$79,866,491
Monthly Gain/Decline over Prior Year	0.3%	6.1%	6.4%	0.9%	13.7%	1.3%	3.1%	3.8%	1.4%	4.1%	0.7%	-0.4%	4.4%			
Year to Date Totals	\$5,375,177	\$11,018,992	\$17,569,713	\$23,819,288	\$30,706,455	\$38,030,507	\$45,015,318	\$52,162,027	\$59,143,228	\$65,847,210	\$72,474,856	\$80,713,400				
Yearly Gain/Decline over Prior Year	0.3%	3.2%	4.4%	3.4%	5.6%	4.7%	4.5%	4.4%	4.0%	4.0%	3.7%	3.3%				
2017	\$5,357,426	\$5,321,009	\$6,156,572	\$6,191,971	\$6,058,184	\$7,230,880	\$6,772,168	\$6,887,748	\$6,887,748	\$6,437,997	\$6,578,903	\$8,271,420	\$16,835,006			
Year to Date Totals	\$5,357,426	\$10,678,434	\$16,835,006	\$23,026,977	\$29,085,161	\$36,316,042	\$43,088,209	\$49,975,958	\$56,863,706	\$63,301,703	\$69,880,605	\$78,152,025				



## September-October 2020 OTAB Report Sales Report November 18, 2020

### September-October 2020 Leads:

- 5 total leads requiring sleeping rooms
- 2,445 room nights sent via leads

### September-October 2020 Confirmed Bookings:

- No Definite Bookings
- 2,765 Definite Room Nights
- 2 Definite SFCCC space only events

### September-October 2019 Leads:

- 45 total leads requiring sleeping rooms
- 19,884 room nights sent via leads

### September-October 2019 Confirmed Bookings:

- 10 Definite Booking
  - 3,008 Definite Room Nights
  - 33 Definite SFCCC space only events
- 

### 2020 YTD Leads:

- 112 total leads requiring sleeping rooms
- 60,231 total room nights sent via leads

### 2020 YTD Definite:

- 36 Definite Booking
- 11,001 Definite Room Nights
- 33 Definite SFCCC space only events

### 2019 YTD Leads:

- 246 total leads requiring sleeping rooms
- 91,510 total room nights sent via leads

### 2019 YTD Definite:

- 102 Definite Booking
- 26,842 Definite Room Nights
- 151 Definite SFCCC space only events

## TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 11/10/2020

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite</b>	<b>2020</b>												
Event	13	15	4	1	2	0	0	1	0	0	0		36
STLY Event	6	13	13	12	16	9	15	7	5	5			101
Event Variance	216%	15%	-300%	-1200%	-800%			-700%					-280%
Rooms	3,487	2,840	1,141	647	118	-	-	2,765	-	-			10,998
STLY Rooms	3,623	4,160	2,918	2,882	3,031	1,973	1,733	3,243	2,599	3,174			29,336
Room Variance	-3%	-46%	-55%	-224%	-2568%			-117%					-266%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Lead</b>	<b>2020</b>												
Event	23	42	15	11	5	3	5	3	4	1			112
STLY Event	24	27	22	32	21	35	26	14	17	28			246
Event Variance	-4%	55%	-32%	-66%	-420%			-466%					-219%
Rooms	5,852	13,846	6,786	14,016	2,577	546	860	3,478	2,165	280			50,406
STLY Rooms	9,751	7,983	5,859	9,190	6,673	13,333	6,584	8,784	12,532	9,024			89,713
Room Variance	-66%	73%	15%	52%	-258%	-2441%	-765%	-252%	-578%	-3222%			-177%

2019 Goals	190 Definite Bookings	46,000 Definite Room Nights
2018 Goals	165 Definite Bookings	42,043 Definite Room Nights





**OTAB Marketing Report  
September and October 2020  
Reporting for November 18, 2020 Meeting**

## **EXECUTIVE SUMMARY**

**Key marketing highlights for September and October**

1. **[ADVERTISING UPDATES]** Due to COVID outbreak in mid-March and subsequent shutdowns, TOURISM Santa Fe was forced to adjust our **paid media advertising campaigns and promotions**.

### **Phase 1: Immediate Response Plan**

**Timeline:** April 13 through May 17

**Objective:** Keep the TOURISM Santa Fe Brand top of mind.

**Strategy:** Immediate plan focused on general brand awareness in our core drive markets of Austin, CO. Springs, Dallas-Ft. Worth, Denver, Houston, Oklahoma City, Phoenix and Tucson with appropriate media weight and messaging acknowledging the current climate. Tactics to include Facebook, Instagram, Pinterest, YouTube, GDN, The Trade Desk (Display & CTV) and SEM.

### **Phase 2: Re-Engagement Plan**

**Approximate Timeline:** May 18 - June 30

**Objective:** Build on top of mind awareness to capture those making their first travel plans post COVID-19.

**Strategy:** Re-engage our core drive markets to reestablish awareness and inspire future trip planning post-COVID-19. Tactics to include Facebook, Instagram, Pinterest, YouTube, GDN, The Trade Desk (Display & CTV) and SEM.

### **Phase 3: In-State Tourism Campaign**

**Approximate Timeline:** July 1 – Current

**Objective:** The State of New Mexico issued an ordinance requiring all visitors to quarantine for 14 days following their arrival in the state. This ordinance forced Santa Fe to pause the phase 2 media in-market and pivot our messaging and targeting approach. This time, TOURISM Santa Fe set its sights on its in-state travelers who, just like the rest of the country are travel-starved and eager to experience something that feels completely different.

**Strategy:** Generate awareness and drive overnight stays by exclusively reaching New Mexico Residents

- Identify sufficient media weights and shift Phase 2 budgets to target
- New Mexicans across Display and Social
- Focus on mid-to-lower-funnel tactics to drive short-term visitation
- Optimize campaigns to drive quality landing page views
- Targeting will exclude an approximate 60-mile radius around Santa Fe and McKinley and San Juan counties
  - Targeting 40+ miles to capture more overnight stays
  - High number of COVID-19 cases in McKinley and San Juan counties

#### **Phase 4: FY21 Long-Term Plan**

**Approximate Timeline:** Ongoing

**Objective:** Develop plan focused on elevating the conversation from Phase 2 and 3 and focusing on recovery with messaging that inspires in-state, drive markets, and eventually opportunity markets (fly) to visit Santa Fe.

## **2. [SUBMIT TODAY] Fall & Winter Virtual Experiences**

In April, TOURISM Santa Fe launched the [Santa Fe Virtual Experience](#) page with 40 experiences. Since the launch, we have featured more than 250 interactive and immersive experiences representative of Santa Fe. Our hope is that this page offers inspiration for potential visitors who are starting to think about future travel plans.

Aimed at keeping Santa Fe top of mind for travelers, this page provides a variety of experiences to be enjoyed from one's own home and includes online cooking classes, virtual walkthroughs of Santa Fe's many museums, gallery tours, and even flamenco lessons. Also featured are various activities pertaining to wellness, history, culture, and art. Visit the [Santa Fe Virtual Experience](#) page to see if your experience is being featured.

We want to know more about the virtual experiences you are offering this fall and winter! For consideration to be included on this page, please supply the following information to [marketing@santafe.org](mailto:marketing@santafe.org).

#### **Information Requested:**

1. Business Name
2. Business Logo
3. Name of Experience
4. Is this a live event (Y/N)? If so, date and time?
5. Website URL (that contains information on your Virtual Experience)
6. Short Description of Experience

**Your virtual experience should adhere to some, if not all, of the following criteria:**

- Business has created a landing page on your website that highlights various virtual experiences that can be enjoyed at home, any time. The page should include

messaging about “virtual experience,” “online exhibition”, “live demonstration,” etc. Be sure to include any videos highlighting your business on this page.

- Business has converted an existing offering into a live experience that can be joined via Zoom, Facebook Live or other web-based conferencing platform.
- Virtual Tours created through Google VR, Art Steps or other 360-degree or 3D video technology.

### 3. **[JOIN FOR FREE] Santa Fe Retail Bingo**

BINGO! The new **retail bingo program** can help drive traffic to your business, for free. We invite all small local businesses to participate at no cost. The bingo game cards are free for players to pick up and once Bingo has been earned, players can turn in their cards for a chance to win up to a \$200 prepaid gift card!

If your business participates in Santa Fe Retail Bingo you could have the chance to win free advertising from our sponsors, The Santa Fe New Mexican and Hutton Broadcasting. Each will be giving away advertising space to participating businesses of Santa Fe Retail Bingo.

To sign up as a participating business, visit [santafe.org/bingo](http://santafe.org/bingo) and look for the ‘Add Your Business’ link. Each business will need to pick up a stamp and storefront poster in order to be a valid business on the participating list. Once you have the supplies needed, your business will go ‘live’ on the list of participating retail locations.

### 4. **[CARES ACT GRANT FUNDING] TSF Receives Funding for Several Projects**

The City of Santa Fe has received approximately \$17.6 million in Cares Act Grant funding to be used for various projects. **This funding needs to be spent on completed projects by the end of the calendar year.**

- **PROJECT #1: WEBSITE CMS TRANSITION** - SantaFe.org is the foundation of TOURISM Santa Fe’s overall marketing strategy and is our brand’s anchor and marketing magnet. It is our first impression to prospective visitors and helps them understand our unique experiences and culture.

Now, more than ever, in light of the COVID-19 pandemic's devastation on the City of Santa Fe's tourism community, SantaFe.org is also the cornerstone for Tourism Santa Fe's conveyance of updates to the public related to informing them about the frequent travel restriction and safety updates, changes, and how they can safely enjoy, experience and support the recovery of local tourism businesses while visiting the city.

As such, TSF needs a more efficient and robust CMS solution to be more nimble in implementing website projects and have greater ease in updating crucial website content. SantaFe.org is paramount to Tourism Santa Fe's recovery efforts, but our present CMS platform is far from optimal.

- **PROJECT #2: VIRTUAL ITINERARY BUILDER PLATFORM** - The City of Santa Fe will be contracting to build a virtual itinerary building platform that will help promote and highlight activities and especially experiences that are available to do in the Santa Fe

area. The platform will allow visitors and locals to make reservations and book participation in these activities, experiences, family adventures, restaurants and museums online that will create a unique and personalized itinerary quickly and easily.

This is needed because as we communicate with the post-COVID traveler, we need tools that engage, inspire and support safe traveling. Tools that highlight activities which are easy to book. The COVID pandemic has created unease and fear in traveling, especially for families and the older demographic.

A tool like the virtual Itinerary Planner will allow a central convenient place for current activities to be shared with the potential visitor and allow booking to be made in real time. It will also allow a visitor to be more efficient with their time and movement around the city which is critical in the Covid environment. Visitors that feel safer about planning a vacation are more likely to book. The virtual Itinerary Planner will be a safe, comforting, booking tool that will engage visitors during the scary unknown COVID pandemic time we are currently in. A hyper-local Travelocity if you will.

#### **5. [NEW MEXICO TOURISM RECOVERY READINESS INITIATIVE] TOURISM Santa Fe participates in New Mexico Tourism Department (NMTD) CoOp Marketing Programs**

As an FY21 Cooperative Marketing Program applicant, TSF was invited to participate in the State's brand new 100% funded Recovery readiness initiatives. All programs are fully funded by NMTD and include the following initiatives:

- **Grow with Google - Google DMO Partnership**
  - a. Audit, activation, and training components that will benefit local destination marketing organizations by enhancing their online reputations and search functionality across Google's travel planning products.
- **Google DMO 360 and Street View (\$8,900 Value)**
  - a. Grow Virtual Tourism: Escalate the vibrancy of New Mexico communities across Google's products with high-quality, immersive 360 Virtual Tours of key locations.
  - b. Update Google Street View, with priority on tourism-related areas that Google has never covered or are more than three years old.
- **COVID-Safe Video and Photo Production (9,350 Value)**
  - a. Create updated creative assets to inspire future travel for use on social/owned media/websites with adherence to CSPs
  - b. 1 day shoot; 3 video vignettes (:06-:10 each, no audio, for use on web & social)
  - c. + 10 still photo selects with full release for use by partner
- **Written Article Creation (\$3,000 Value)**
  - a. Create updated creative assets to inspire future travel for use on social/owned media/websites
  - b. Two custom 500-750 word articles by New Mexico Magazine writers
  - c. Posting on NewMexico.org Venturesome Traveler blog (for sharing across partner social channels)

## HIGHLIGHTS

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### Santa Fe Margarita Trail

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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 (as of 11/07/2020)

- 7,209 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,415 paper Passports have sold at our Visitor Centers and by partners
- 4,346 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 205 people are members of the Margarita Society
- 265 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 163 Bartender Kits have been redeemed by Passport holders

#### Public Relations (as of 11/12/2020)

- 7 Press Releases
- 296 Journalist have experienced the Trail
- \$7,655,321 amount of earned media

#### Social Media (as of 11/12/2020)

- 547 Total Social Media Posts. This includes the following new posts since the last report: 2 Facebook, 2 Twitter.

## Q3 2020 MARKETING METRICS

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A summary of Q3 2020 Marketing Results is below. Full report is included in the packet.

#### Website [Q3 Y/Y Change]

- Total Sessions: 220,481 [DOWN 37.8% Y/Y]
- Unique Users: 177,466 [DOWN 35% Y/Y]
- Average Pages Per Session: 3.18\* [DOWN 15.2%]
- Average Time on Site: 4:56\* [DOWN 13.3%]
- Overall Conversion Rate: 8.38% [DOWN 17.2%]

Overall, Q3 traffic to the website was down over a third from last year. Engagement metrics were up slightly as pandemic travel, social, and retail restrictions continued. Y/Y, new sessions were up 5%, and with the bounces removed, both session length and pages per session were up from Q2. Mobile traffic fell 19% from Q2's high, and traffic from every state declined Y/Y with the exception of Arkansas which remained flat.

*\*Bounces have been removed from pages/session and time on site to deliver a more accurate picture of visitor activity in the top site KPIs.*

### **Public Relations [Q3 Y/Y Change]**

- Earned Media: \$4.7M [UP 32.3%]
- Earned Media Impressions: 237.5M [DOWN 39.4%]

Despite the pandemic, in Q3 we began to see earned media close to that from 2019, which can be tied into placing in more targeted publications and ones with larger reaches, which in turn have a higher media value. A large portion of coverage came as a result of Travel + Leisure naming Santa Fe the #3 Domestic City in the annual 'World's Best Awards.' The accolade was promoted locally and in-state by TSF and on a national level by Travel + Leisure.

In August we calculated a number of placements that went live earlier in the year that had not yet been calculated, that came as a result of hosting the IFWTWA conference in Santa Fe last November. While there were a large number of placements, the total reach made up less than one percent of total impressions for the month, since they were in smaller niche outlets.

With the quarantine restrictions in place, our time was spent crafting timely proactive pitches that focused more on inspirational travel than a call to action of 'visit now.'

### **Social Media [Q3 Y/Y Change]**

- Facebook Followers: 77,403 [UP 7.5% Y/Y]
- Facebook Engagement: 104,628 [DOWN 34.8% Y/Y]
- Twitter Followers: 15,510 [UP 5.1 Y/Y%]
- Twitter Engagement: 3,254 [DOWN 31.2% Y/Y]
- Twitter Impressions: 226,200 [DOWN 15.4% Y/Y]
- Instagram Followers: 37,410 [UP 31.3% Y/Y]
- Pinterest Impressions: 127,850\* [N/A]
- YouTube Subscribers: 721 [UP 24.3% Y/Y]

The third quarter of the 2020 calendar year saw a number of challenges resulting from the continued shutdown of the New Mexico tourism industry. Highlights included increased traffic to santafe.org, and strong continued growth on Instagram. YouTube video views tumbled as a paid promotion was paused. Facebook engagement dropped 34.8% Y/Y. Twitter followers and impressions were up (5.1%) while impressions and engagement both saw significant drops.

*\*Pinterest began reporting Impression in late-2019. As a result, Y/Y data is not yet available.*

### **Blog [Q3 Y/Y Change]**

- Page Views: 14,447 [DOWN 22.1% Y/Y]
- Average Time on Blog: 2:45 [DOWN 14.5% Y/Y]
- Referrals to Website Percentage: 13.6% [UP 21% Y/Y]

Blog traffic is down 22.1% Y/Y. Time on site has decreased by 14.5%. Hiking content was the most visited on site, with the /hiking-trails blog the most visited of the quarter.

### **Email Newsletter [Q3 Y/Y change]**

- Consumer: Happenings
  - Due to COVID-19's impact on travel, Consumer emails have been paused
- Consumer: Deals & Specials
  - Due to COVID-19's impact on travel, Consumer emails have been paused.
- Industry: Marketing Report
  - Number Sent: 3,517 [UP 1.3% Y/Y]
  - Marketing Report Open Rate (Average): 39.3% [UP 12.2% Y/Y]

All regular consumer newsletters and the sales report were paused during Q3. As a result, newsletters only drove 3.8% of campaign traffic and 0.05% of total site traffic, a large drop from last year.

The sales report and consumer newsletters were taken in house by TOURISM Santa Fe starting in Q3 2020.

### **Paid Media/Advertising [Q3 Y/Y Change]**

- Ad Spend: \$ 102,000 [DOWN 38.7% Y/Y]
- Ad Impressions: 13.2M [DOWN 18.4% Y/Y]

### **PAID SEARCH**

- Overall, our Google SEM campaigns were more efficient at driving clicks and conversions in Q3 versus Q2, meaning our advertising dollars went further.
- Bing SEM has become more efficient at driving conversions quarter/quarter and continues to hit a qualified audience with impressive on-site engagement.

### **PAID SOCIAL**

- In Facebook, we saw that our top-of-the-funnel awareness tactics performed well for the New Mexico market, which we had not advertised in prior.
- Moving down the funnel, we are seeing that our "Think" CTS campaign isn't performing as well as it had in markets that we'd already been driving awareness in, showcasing the opportunity to continue driving awareness in this market and move users down the funnel.

### **DISPLAY & VIDEO**

- The Trade Desk display clickthrough rate increased by 112% and showed improved website interaction with the implementation of the In-State Campaign.
- Texas Monthly, Matador and 5280 relaunched in July but were paused shortly after due to the State's travel restrictions.
- The GDN remarketing campaign did not resonate as well with New Mexicans as out-of-staters.
- YouTube campaigns did not run in Q3 for the in-state campaign.

### **GROUPS & MEETINGS**

- The groups and meetings pages saw lower traffic but more highly-engaged visitors in Q3.
- There was increased search demand from within New Mexico.

## **PRINT**

Q3 2020 Print Placements included the following publications:

- New Mexico Magazine
- TX Monthly

## **MISC. DIGITAL**

Q3 2020 Digital Placements included the following publications:

- New Mexico Magazine E-News
- New Mexico Magazine Sponsored Facebook Post
- Phoenix Magazine Sponsored Content

# **MONTHLY METRICS**

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## **WEBSITE & NEWSLETTERS**

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### **October 2020 Performance Metrics**

#### Visits

- Total Sessions 72,473 (46.7% decrease Y/Y)
- Unique Users 59,082 (46.0% decrease Y/Y)
- Pages per Session 3.22† (157.8% increase Y/Y)
- Average Time on Site 5:06† (257.0% increase Y/Y)
- Conversion Rate 8.25% (0.4% increase Y/Y)

#### Visitor Gender

- 57.7% Female (7.9% decrease Y/Y)
- 42.3% Male (12.0% increase Y/Y)

#### Visitor Age

- 8.0% 18 - 24 (70.4% increase Y/Y)
- 22.1% 25 - 34 (8.8% increase Y/Y)
- 14.8% 35 - 44 (12.6% decrease Y/Y)
- 16.4% 45 - 54 (3.0% decrease Y/Y)
- 20.4% 55 - 64 (8.1% decrease Y/Y)

- 18.3% 65+ (3.4% decrease Y/Y)

## Newsletters

- TOURISM Santa Fe Marketing Report
  - Sent: 09/10/2020
  - Number sent: 1,122
  - Number opened: 368
  - Open rate: 32.8%††

†Bounces have been removed from pages/session and time on site to deliver a more accurate picture of visitor activity in the top site KPIs.

††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

October continued a strong rebound across most channels. Facebook PTAT and engagement once again saw strong gains, up 53.4% and 23.8% M/M respectively, primarily as a result of strong UGC performance. Instagram saw a banner month, recording the strongest follower growth as well as the most liked post. Twitter KPI's did not reach September's high bar with reach and engagement both down (38.2% and 25.6% M/M). Pinterest organic impressions dropped 1.8% M/M. YouTube Subscribers are up .69% M/M, while video views saw a 25.8% increase M/M.

### Facebook

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#### October 2020 Performance Metrics

- Total Page Followers: 77,871 (.6% increase M/M)
- People Talking About This (PTAT): 21,618 (53.4% increase M/M)
- Engagement: 39,353 (23.8% increase M/M)
- Top Ranking Post:
  - Reactions: 6098
  - Comments: 150
  - Reach: 82509

“On Indigenous Peoples Day, we reserve the day to honor and uphold our valued Native American neighbors and all of the wonderful Native American arts, culture and educational institutions that give Santa Fe such a strong sense of place and make it one of the most popular travel destinations in the world. [#TheCityDifferent](#)”

### Twitter

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#### October 2020 Performance Metrics

- Followers: 15,588 (.50% increase M/M)

- Monthly Impressions: 126,800 (38.2% decrease M/M)
- Engagement: 1457 (25.6% decrease M/M)
- Top Ranking Post:
  - Impressions: 4958
  - Retweets: 24
  - Total engagements : 439
 “Name a better combo than Santa Fe and snow.  
 #TheCityDifferent  
 Video: Altitude FX”

## Instagram

---

### October 2020 Performance Metrics

- Followers: 38,788 (3.7% increase M/M)
- Top Performing Post:
  - “This kind of enchantment can only be found in one place.  
[#TheCityDifferent](#) [SantaFe.org](#)  
[@airscLOUDSantafe](#)”
  - Likes: 4914

## Pinterest

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### October 2020 Performance Metrics

- Organic Impressions: 38,020 (1.8% decrease M/M)

## YouTube

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### October 2020 Performance Metrics

- Subscribers: 721 (.69% increase M/M)
- Views: 158,400 (6109% increase M/M)

## Santa Fe Insider Blog

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### October 2020 Performance Metrics

- Total Blog Views: 8192 (18.8% decrease M/M)
- Average Time on Blog: 3:03 minutes (7.0% increase M/M)

### October 2020 Blog Posts

#### Santa Fe Ghost Stories to Scare You

- Updated October 20, 2020
- Views: 105

### Top 5 Viewed Blog Posts in October

### Hiking Trails You Can Access From Santa Fe

- Posted October 31, 2019
- Views: 721

### 11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 533

### A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 490

### 4 Don't Miss Trails in Santa Fe County

- Posted March 19, 2019
- Views: 457

### Welcome Back: 25 Things to do in Santa Fe This Summer.

- Published June 10, 2020
- Views: 273

## PUBLIC RELATIONS

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### Summary

During the month of October 2020, earned media and media impressions were lower when compared to October 2019. Conde Nast Traveler Reader's Choice Awards are traditionally released online in October and the news is syndicated on a national level from the outlet and within the regions of winning cities. Santa Fe was named the number two, "Small City in the United States," and number eight, "City in the World." The overall national reach was down as compared to last year and locally only the Santa Fe New Mexican covered the news. It's worth noting that last year Santa Fe was also a major player in the "Top U.S. Hotels" category, when Inn of Five Graces was named the #1, "Hotel in the U.S. and Southwest," which generated additional exposure. Although a smaller return of coverage than in previous years, notable coverage results still came from the distribution of the Conde Nast Traveler Reader's Choice Awards news. The news was picked up by many regional and local publications such as Santa Fe New Mexican and AZ Central. The lists also appear in the November 2020 print version of the magazine.

TOURISM Santa Fe was able to moderately resume hosting media this month, which we expect to impact editorial opportunities in the coming months. The team assisted five visiting journalists.

While both the media impressions and media value remain lower than previous years, many outlets are still struggling to return to normal operations. The strict quarantine and travel restrictions in place for the state are also making it very difficult for pitching opportunities that are focused on driving short-lead travel.

### Performance Metrics

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### October 2020 Performance Metrics

- Pitches – 85 (Increased 77% Y/Y)
- Press Releases – 3 (Increased 200% Y/Y)
- Media Visits – 5 (Decreased 44% Y/Y)
- Media Contacts – 185 (Increased 16% Y/Y)
- Earned Media – \$427,250 (Decreased 74% Y/Y)
- Total Impressions – 21,453,387 (Decreased 80% Y/Y)

### Year to Date 2020

- Pitches – 917 (Increased 51% Y/Y)
- Press releases – 9 (Decreased 18%)
- Media Visits – 32 (Decreased 56% Y/Y)
- Media contacts – 2,127 (Decreased 32% Y/Y)
- Earned media – \$13,049,247 (Decreased 13% Y/Y)

### Visiting Press

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- Business Insider, Michelle Gross – October 3-5
- BCC & Minneapolis Star Tribune, Raphael Kudushin – October 6-9
- Freelance, Chadner Navarro – October 8-11
- Freelance, Gowri Chandra – October 17
- Travel + Leisure, Nina Ruggiero – October 21-24

## MEDIA PLACEMENTS – ADVERTISING

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### Google Display Network & Discovery Ads

Target Markets: New Mexico

Flight Dates: 10/1/20 - 10/31/20

Impressions: 113,084

Media Spend: \$793.90



[VISIT SITE](#)



Santa Fe Is An Easy Drive Away

New Mexicans, reawaken your soul in The City Different.

**Ad** TOURISM Santa Fe

### The Trade Desk In-State

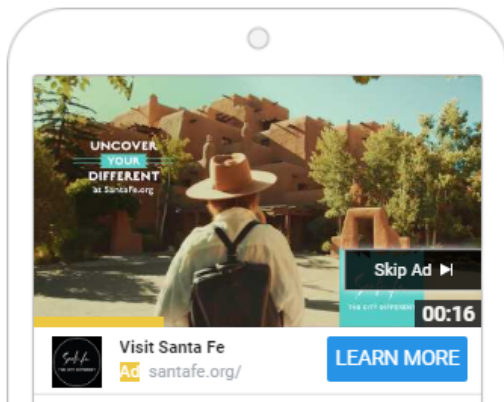
## Standard Display & Remarketing

Target Market: New Mexico  
Flight Dates: 10/1/20-10/31/20  
Impressions: 1,150,116  
Media Spend: \$4,000



## YouTube TrueView

Target Market: New Mexico  
Flight Dates: 10/1/20-10/31/20  
Impressions: 266,576  
Media Spend: \$2,165.91  
Link to Video:  
<https://www.youtube.com/watch?v=z2jiXYHDGoc>



## Facebook & Instagram

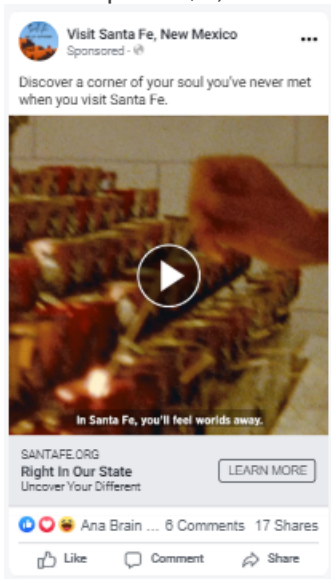
### Image Ads

Target Markets: New Mexico  
Flight Dates: 10/1/20 - 10/31/20  
Impressions: 252,280  
Media Spend: \$1,612.23



**Video Ads**

Target Markets: New Mexico  
 Flight Dates: 10/1/20 - 10/31/20  
 Impressions: 186,798  
 Media Spend: \$1,616.98



**Pinterest**

**Image Ads**

Target Markets: New Mexico  
 Flight Dates: 10/1/20 - 10/31/20  
 Impressions: 125,634  
 Media Spend: \$829.18



A different world awaits, right d...

### Video Ads

Target Markets: New Mexico  
Flight Dates: 10/1/20 - 10/31/20  
Impressions: 55,091  
Media Spend: \$829.99



► New Mexicans, visit Santa Fe...

### **SEM**

#### Google Search

Target Markets: National  
Flight Dates: 10/1/20 - 10/31/20  
Impressions: 99,639  
Media Spend: \$3,351.99

#### Bing Search

Target Markets: National  
Flight Dates: 10/1/20 - 10/31/20  
Impressions: 10,983  
Media Spend: \$792.04

## MEETINGS AND GROUPS

### **CVENT**

Target Markets: National  
Flight Dates: 10/1/20 - 10/31/20  
Impressions: 136,103  
Media Spend: \$1,314

### **Mountain Meetings**

Target Markets: California, Colorado, Illinois, Mountain, Northeast, Texas  
Flight Dates: 10/1/20 - 10/31/20  
Impressions: 165,134  
Media Spend: \$1,200

**MAKE THE FIRST MEETING  
BACK ONE TO REMEMBER.**

[Book The City Different >>](#)

**MORE  
INSPIRING  
THAN ZOOM  
—AND  
EVERYWHERE  
ELSE TOO.**

[Book Your 2021 Meeting >>](#)

### **SEM**

#### Google Search

Target Markets: National  
Flight Dates: 10/1/20 - 10/31/20  
Impressions: 1,849  
Media Spend: \$73.76

# TOURISM

## SANTA FE

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**Quarterly Marketing Report**  
**2020 Q3 | July-September 2020**

## Occupancy & Room Rates

Occupancy Rate

35.9

↓ -46.2

Average Daily Rate

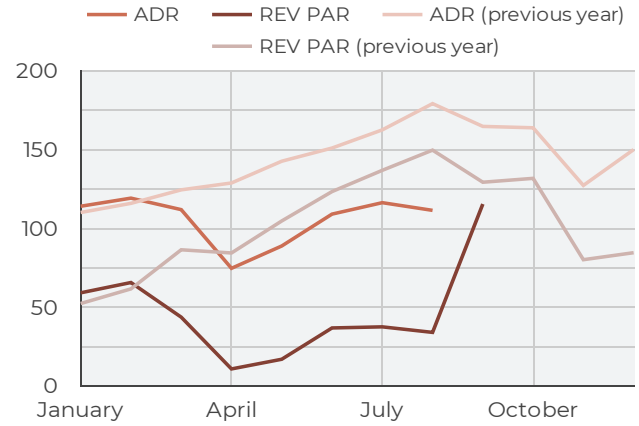
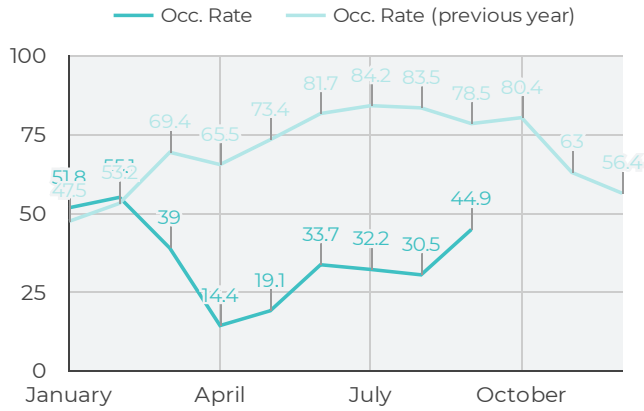
\$113.89

↓ -32.5%

REV PAR

\$62.32

↓ -55.0%



Source: Rocky Mountain Lodging Report

## Guide & Visitor Centers

Guide Distribution

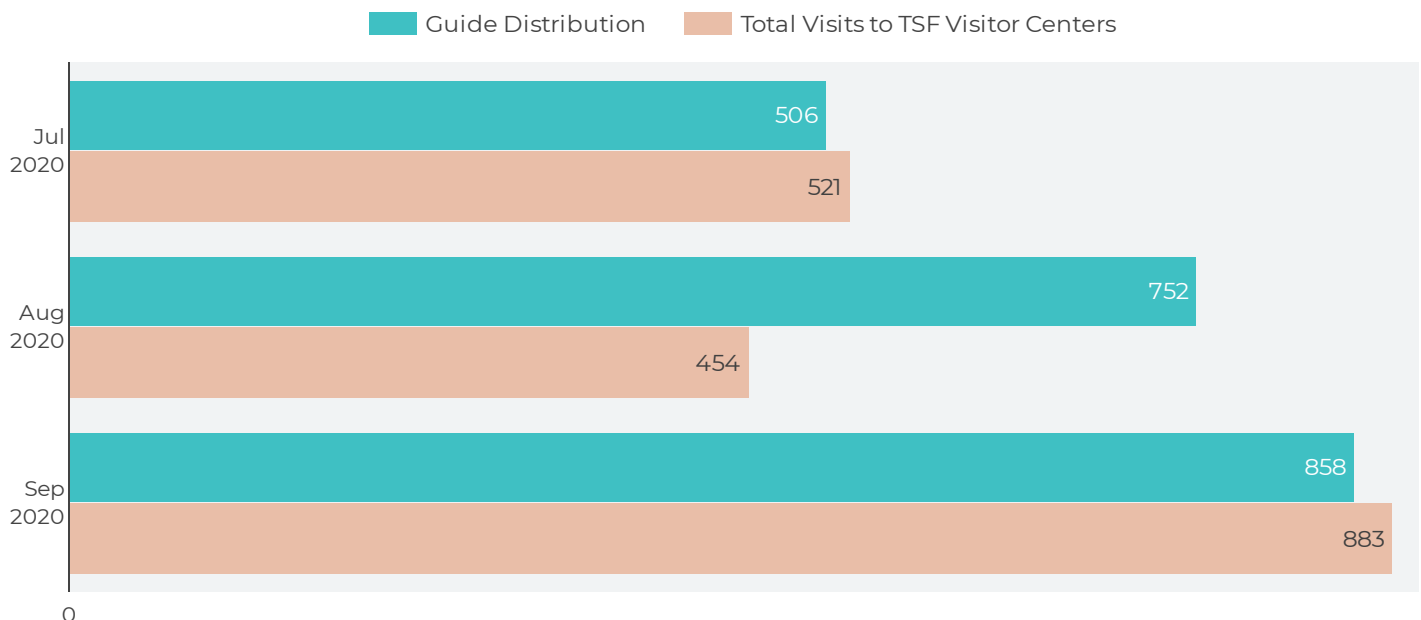
2,116

↓ -90.8%

Total Visits to TSF Visitor Centers

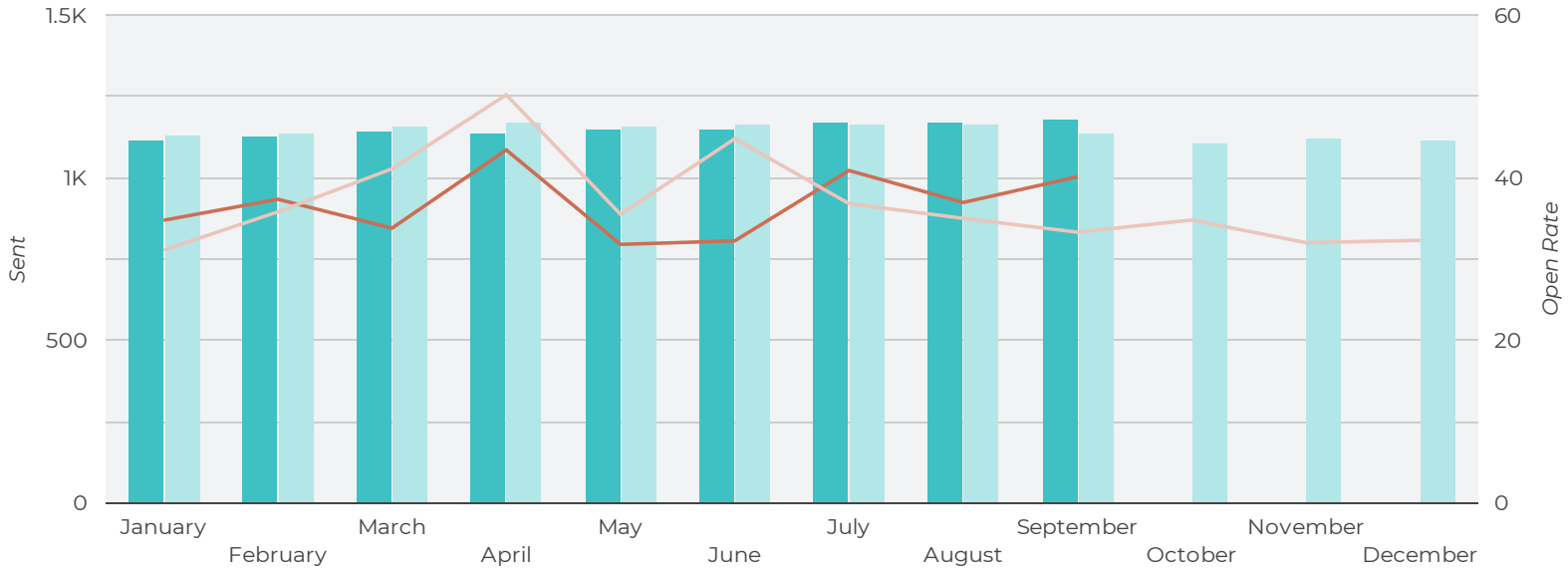
1,858

↓ -86.2%



## Email

### Industry: Marketing Report



Sent  
**3,517**  
↑ 1.3%

Open Rate  
**39.3**  
↑ 12.2%

Totals for the selected dates.

## Insights

### Summary:

All regular consumer newsletters and the sales report were paused during Q3. As a result, newsletters only drove 3.8% of campaign traffic and 0.05% of total site traffic, a large drop from last year. The sales report and consumer newsletters were taken in house by TOURISM Santa Fe starting in Q3 2020.

### Key Insights:

- No one-off or irregular newsletters were sent during Q3.
- Overall, marketing reports had higher open rates during Q3 than in Q2, averaging about 39.3%.

### Action Items:

- ✓ Support TOURISM Santa Fe as they transition the consumer newsletters and sales report in house.
- ✓ Potential redesign of marketing report to match new newsletter design in Q4.

## Social Media Overview

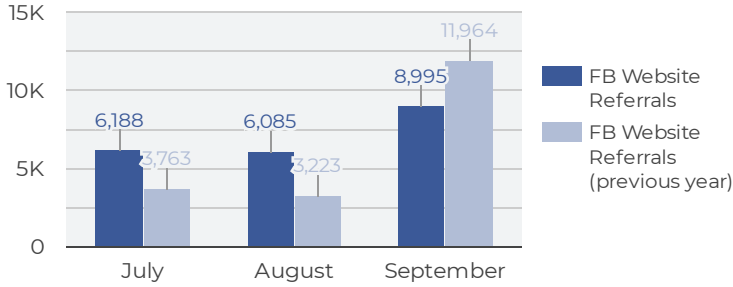


### Facebook & Instagram

FB Page Likes  
**77,403**  
↑ 7.5%

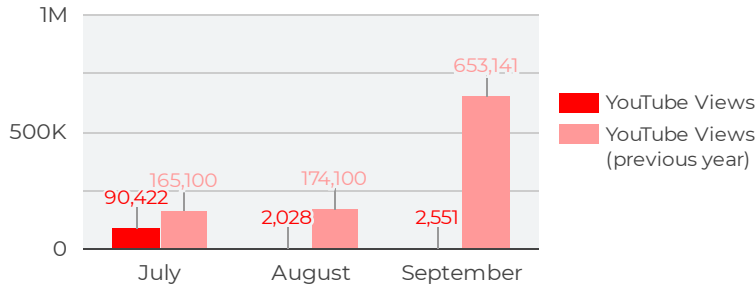
FB Eng.  
**104,628**  
↓ -34.8%

IG Followers  
**37,410**  
↑ 31.3%



### YouTube

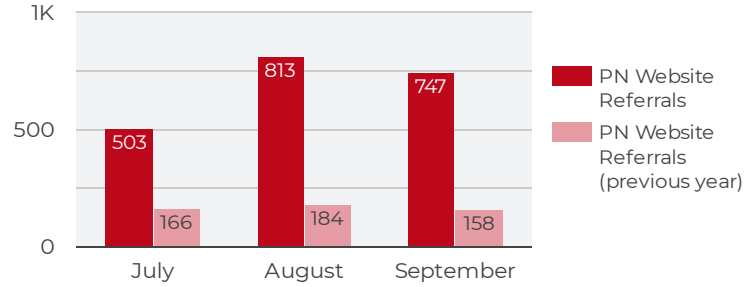
Subscribers  
**721**  
↑ 24.3%



### Pinterest

Impressions  
**127,850**

*Pinterest began reporting Impressions in late-2019. As a result, Y/Y data is not yet available.*

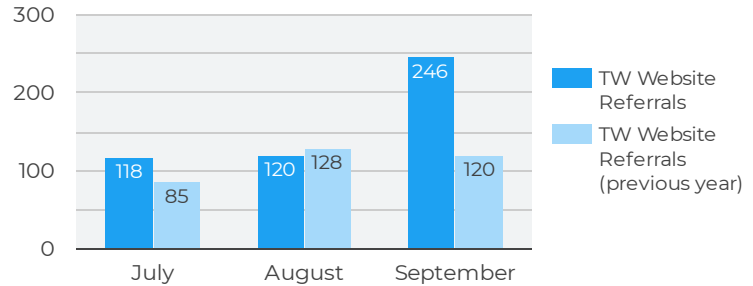


### Twitter

Followers  
**15,510**  
↑ 5.1%

Impressions  
**226,200**  
↓ -15.4%

Engagement  
**3,254**  
↓ -31.2%



## Insights

### Summary:

The third quarter of the 2020 calendar year saw a number of challenges resulting from the continued shutdown of the New Mexico tourism industry. Highlights included increased traffic to [santafe.org](http://santafe.org), and strong continued growth on Instagram. YouTube video views tumbled as a paid promotion was paused. Facebook engagement dropped 34.8% Y/Y. Twitter followers and impressions were up (5.1%) while impressions and engagement both saw significant drops.

### Key Insights:

- Facebook Page Followers have increased 7.5% year over year (5374 new followers)
- Facebook Engagement dropped year over year. (34.8%)
- Website referrals are up across all platforms.
- Instagram followers have grown 31.3% Y/Y (8926 new followers).
- Pinterest impressions baseline set. Y/Y data is not yet available.
- YouTube Video views were down significantly as paid advertising was paused.

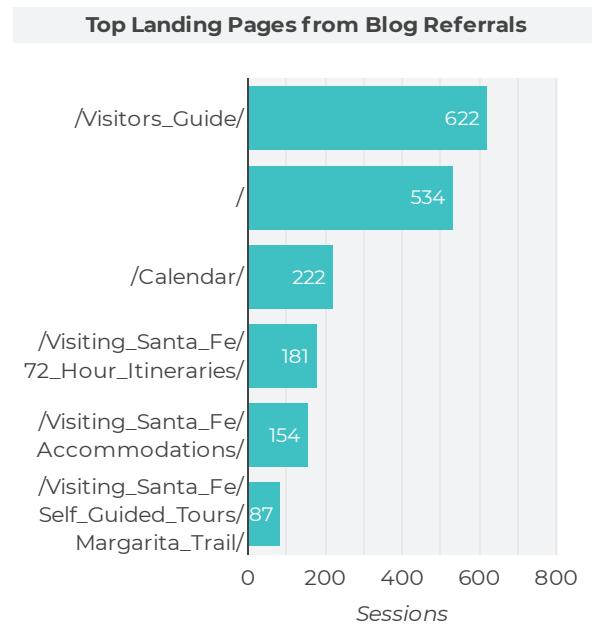
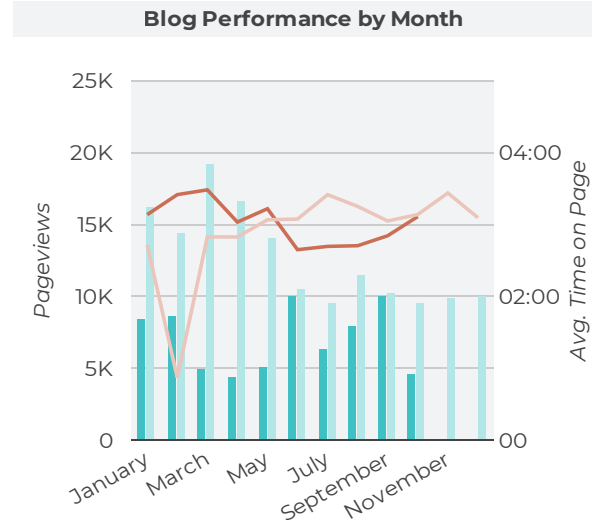
### Action Items:

- ✓ Remain nimble and able to adapt as travel rules and regulations continue to remain very fluid.
- ✓ Continue to build photo asset library with Crowdrift

## Blog

<b>Pageviews</b> <b>24,447</b> ↓ -22.1%	<b>Time on Page</b> <b>02:45</b> ↓ -14.5%	<b>Site Referral Rate</b> <b>13.6%</b> ↑ 21.0%
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Top Blog Pages	Pageviews	Time on Page	Bounce Rate
<a href="/blog/hiking-trails/">/blog/hiking-trails/</a>	2,344	02:49	81%
<a href="/blog/welcome-back/">/blog/welcome-back/</a>	1,942	01:23	45%
<a href="/blog/santa-fe-countytrails/">/blog/santa-fe-countytrails/</a>	1,398	04:38	57%
<a href="/blog/a-day-trip-to-chimayo-from-santa-fe/">/blog/a-day-trip-to-chimayo-from-santa-fe/</a>	1,187	05:21	75%
<a href="/blog/surprising-facts/">/blog/surprising-facts/</a>	1,171	05:11	80%
<a href="/blog/zozobra/">/blog/zozobra/</a>	906	05:25	72%
<a href="/blog/">/blog/</a>	901	01:19	65%
<a href="/blog/petroglyphs/">/blog/petroglyphs/</a>	870	02:39	83%
<a href="/blog/take-a-table-outdoors-in-santa-fe/">/blog/take-a-table-outdoors-in-santa-fe/</a>	828	03:54	68%
<a href="/blog/two-wheel-adventure-biking/">/blog/two-wheel-adventure-biking/</a>	534	02:40	63%
<a href="/blog/pecos-national-historical-park-past-persists/">/blog/pecos-national-historical-park-past-persists/</a>	427	03:11	71%
<a href="/blog/trail-ancient-ones/">/blog/trail-ancient-ones/</a>	420	02:35	50%
<a href="/blog/december-events/">/blog/december-events/</a>	394	02:54	80%
<a href="/blog/the-art-lovers-guide-to-santa-fe/">/blog/the-art-lovers-guide-to-santa-fe/</a>	360	02:51	74%
<a href="/blog/backpack-santa-fe/">/blog/backpack-santa-fe/</a>	345	03:08	82%
<b>Grand total</b>	<b>24,447</b>	<b>02:45</b>	<b>72%</b>



## Insights

### Summary:

Blog traffic is down 22.1% Y/Y. Time on site has decreased by 14.5%. Hiking content was the most visited on site, with the /hiking-trails blog the most visited of the quarter.

### Key Insights:

- Outside of the Zozobra blog, events-based content continued to take a significant back seat
- The main traffic driver for the blog remains Organic Search.
- The blog made up 11.1% of total site traffic in Q3, a significant increase from Q2.
- Referral ratio jumped to 13.6, up 21.0% Y/Y.

### Action Items:

- ✓ Continue to shift blog from event-focused content to more editorial content.
- ✓ Work with content creators to create more pandemic-relevant content.

## Public Relations

Media Visits

1

↓ -95.5%

Earned Media

\$4.70M

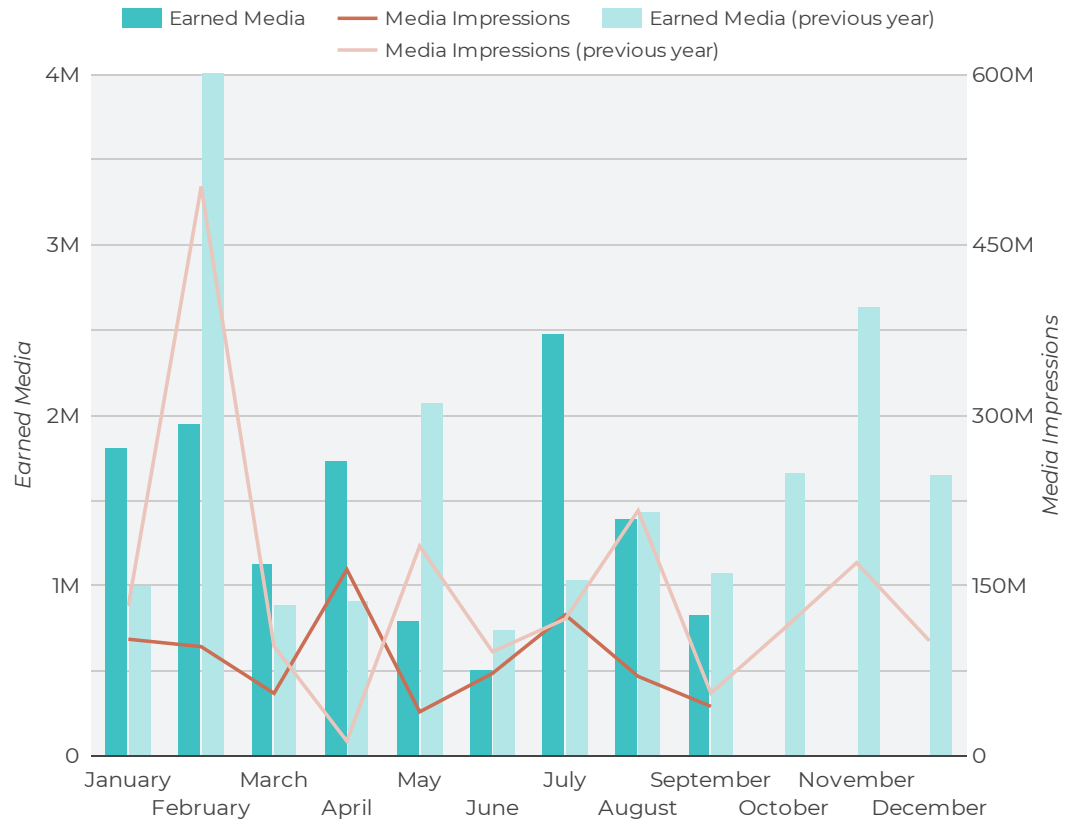
↑ 32.3%

Media Impressions

237.5M

↓ -39.4%

Totals for the selected dates.



## Insights

### Summary:

Despite the pandemic, in Q3 we began to see earned media close to that from 2019, which can be tied into placing in more targeted publications and ones with larger reaches, which in turn have a higher media value. A large portion of coverage came as a result of Travel + Leisure naming Santa Fe the #3 Domestic City in the annual 'World's Best Awards.' The accolade was promoted locally and in-state by TSF and on a national level by Travel + Leisure.

In August we calculated a number of placements that went live earlier in the year that had not yet been calculated, that came as a result of hosting the IFWTWA conference in Santa Fe last November. While there were a large number of placements, the total reach made up less than one percent of total impressions for the month, since they were in smaller niche outlets.

With the quarantine restrictions in place, our time was spent crafting timely proactive pitches that focused more on inspirational travel than a call to action of 'visit now.'

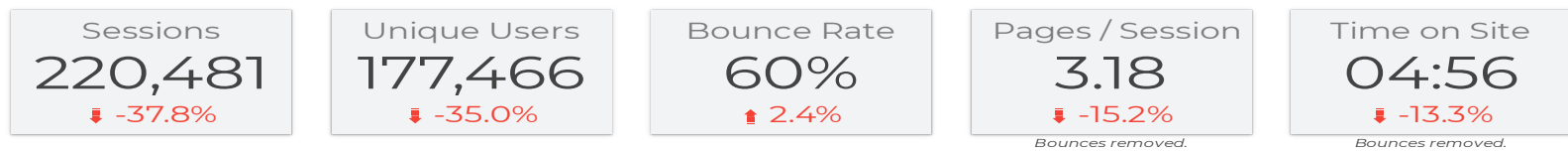
### Key Insights:

- Santa Fe was featured in multiple placements along the theme of domestic cities with international flair. As Americans remain unable to travel to Europe, we want to expand this pitch theme and develop deeper.
- Outlets have resumed online 'Where To Go' columns but we have been hesitant to pitch with the restrictions in place. As outlets begin to focus on 2021 months, we may revisit.
- National accolades continue to get coverage in local markets for award-winning cities.

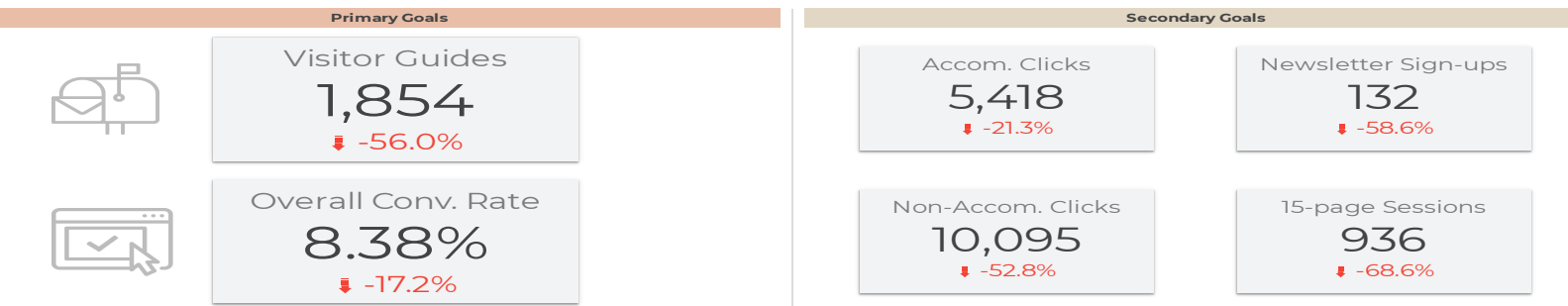
### Action Items:

- ✓ Expand upon Domestic Cities with International Flair pitch to incorporate additional experiences
- ✓ Check-in with partners on any new virtual or outdoor experiences looking ahead, as this trend will also likely continue.

### Top-Level KPIs



### Conversions



### Geo Data



### Channel Breakdown

Source / Medium	Sessions	Pages / Session	Bounce Rate	Conversions
1. google / organic	113,286	1.88	58%	9,668
2. google / cpc	28,823	2.2	52%	3,839
3. (direct) / (none)	21,111	1.74	67%	1,401
4. facebook / vj-social	15,550	1.52	68%	34
5. TTD / vj-media	10,201	1.27	84%	5
6. bing / organic	5,261	2.72	42%	942
7. m.facebook.com / referral	4,070	1.48	67%	82
8. yahoo / organic	3,943	2.37	48%	517
9. pinterest / vj-social	1,805	1.25	83%	13
10. duckduckgo.com / referral	1,622	1.96	60%	101
11. blog / header	1,161	2.93	37%	186
12. 192.168.0.1:9988 / referral	1,045	1.04	96%	0
13. santafe.org / referral	1,032	1.63	33%	410
14. bing / cpc	930	2.65	40%	311
15. l.facebook.com / referral	806	1.45	77%	44
<b>Grand total</b>	<b>220,481</b>	<b>1.87</b>	<b>60%</b>	<b>18,471</b>

### Insights

**Summary:**  
 Overall, Q3 traffic to the website was down over a third from last year. Engagement metrics were up slightly as pandemic travel, social, and retail restrictions continued. Y/Y, new sessions were up 5%, and with the bounces removed, both session length and pages per session were up from Q2. Mobile traffic fell 19% from Q2's high, and traffic from every state declined Y/Y with the exception of Arkansas which remained flat.

**Key Insights:**

- As with Q2, the most-visited pages on the site reflect new visitor interests stemming from pandemic restrictions and behavior. The new Santa Fe Reopening page was the second most visited page on the site in Q3, receiving almost 10% of visitors. Y/Y traffic to all other top pages fell: Calendar -85%, Things To Do -77%, Visiting Santa Fe -46%, Dine -41%, What's Happening -67%, Visitors Guide -55%, Must-See Events -66%. Once again, Accommodations was the only page which didn't see a similar impact to traffic, only down 3% Y/Y. Virtual travel and experiences remained of interest; the Virtual Experiences page got almost 2800 visits, keeping it in the top 20, and the Google Trekker page experienced a surge of traffic (+226%) that put it in the top 30. The new Zozobra page showcasing 2020 Virtual Zozobra made it to the #50 spot despite only being up for a short period of time at the end of the quarter. Traffic from the home page overwhelmingly (71%) went to the Santa Fe Reopening page, demonstrating the strong desire for information about when Santa Fe will be open again for business as usual.
- Organic search remained the main traffic driver for the site, staying stable Y/Y at 56% of total traffic. Social traffic was up 357% Y/Y, driving 11% of total traffic. With no consumer newsletters being sent since March, email referrals have dropped 100%, driving only 101 visits to the site in Q3.

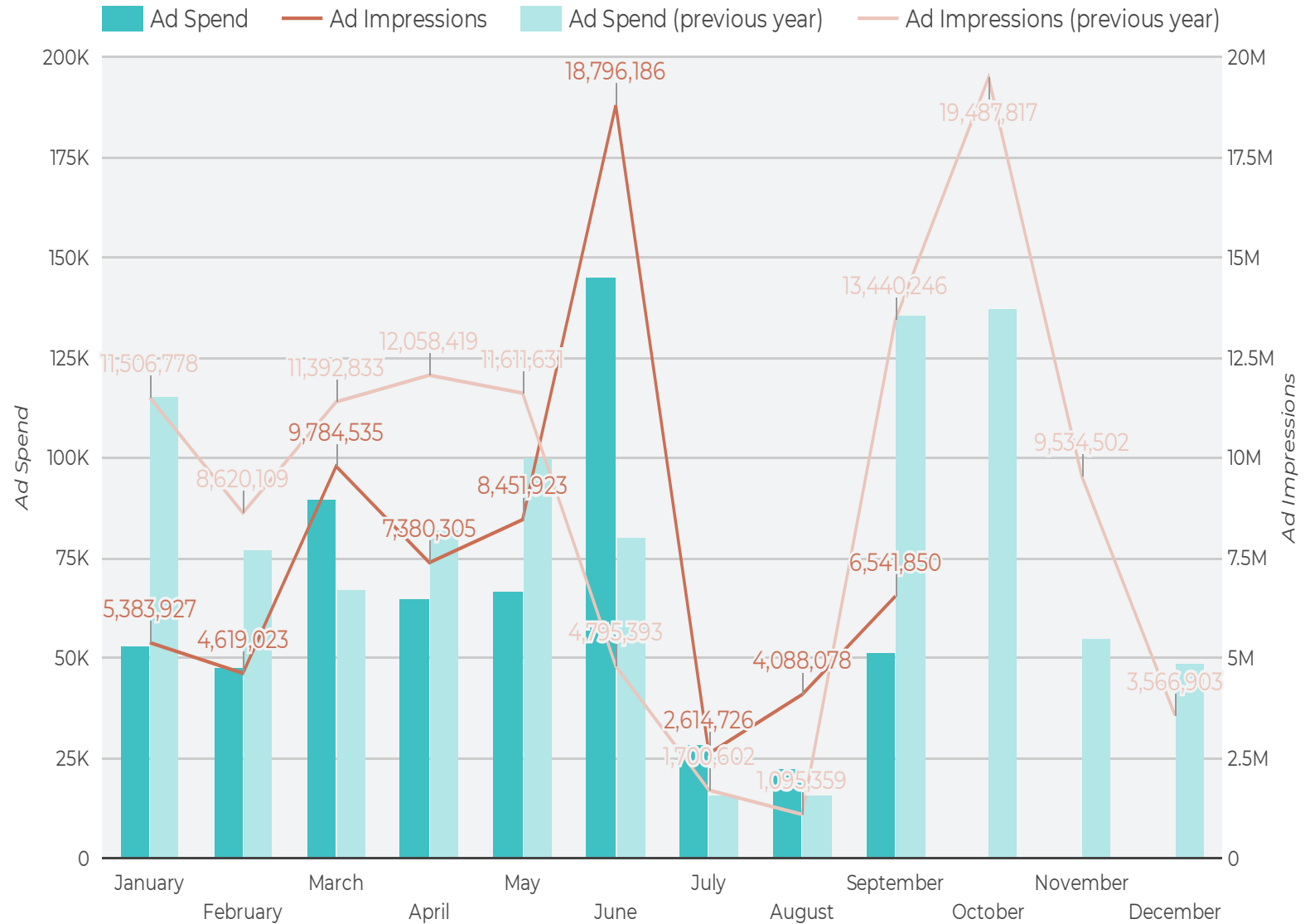
- Action Items:**
- ✓ Pandemic-related information remains prioritized.
  - ✓ Calendar improvement remains de-prioritized.
  - ✓ New ad placements for Q3 partially completed and ongoing.
  - ✓ Evergreen content ongoing.
  - ✓ CMS functionality updates for Q3 ongoing.

Jul 1, 2020 - Sep 30, 2020

### Spend & Impressions

Ad Spend  
**102K**  
↓ -38.7%

Ad Impressions  
**13.2M**  
↓ -18.4%



On Site Metrics

Campaign	Sessions	Unique Users	Pages / Session	Bounce Rate	Conversions
VJ - Search - Santa Fe Branded	10,317	8,449	2.46	42%	1,837
VJ - Search - New Mexico Branded	6,108	5,035	2.54	43%	995
VJ - Search - Brand Pillars	3,062	2,590	2.5	41%	609
VJ - Search - Competitors	1,930	1,363	1.99	63%	197

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Top Keywords

Keyword	Sessions
santa fe tourism	3,820
visit santa fe	3,580
best things to do santa fe	1,211
santa fe shows	899
albuquerque new mexico	751
things to do in new mexico	611
visit new mexico	600



Google Ads

Impressions

**312,478**

↓ -39.1%

Clicks

**18,875**

↓ -47.4%

CTR

**6.04%**

↓ -13.6%

Cost

**\$10,606**

↓ -62.0%

Conversions

**3,574**

↑ 21.3%

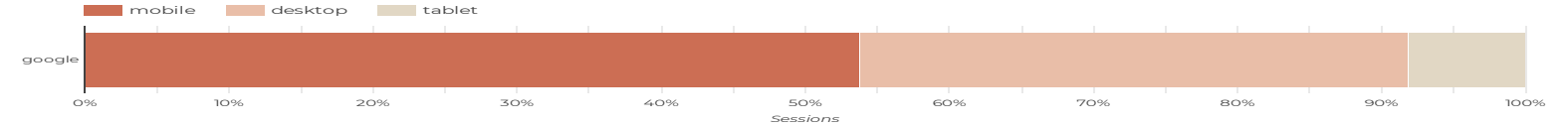
Cost/Conv

**\$2.97**

↓ -68.7%

Campaign	Impressions	Clicks	CTR	Conversions	Cost	Cost/Conv
VJ - Search - Santa Fe Branded	76,519	9,184	12%	1,818	\$4,427.20	\$2.43
VJ - Search - New Mexico Branded	80,039	5,417	6.77%	977	\$2,989.43	\$3.06
VJ - Search - Brand Pillars	45,386	2,809	6.19%	591	\$1,585.70	\$2.68
VJ - Search - Competitors	110,534	1,465	1.33%	188	\$1,603.92	\$8.55

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Bing Ads

Impressions

**28,862**

↓ -44.9%

Clicks

**989**

↓ -70.8%

CTR

**3.43%**

↓ -46.9%

Cost

**\$1,379**

↓ -72.0%

Conversions

**331**

↓ -78.2%

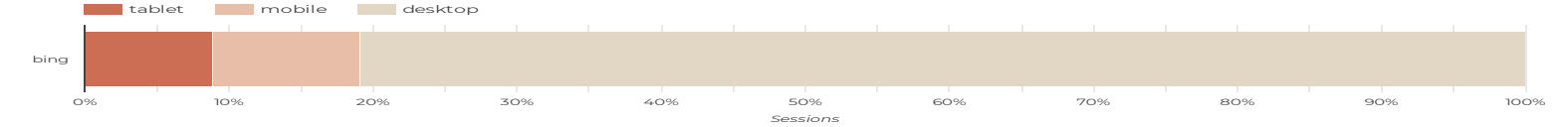
Cost/Conv

**\$4.17**

↑ 28.4%

Campaign	Impressions	Clicks	CTR	Conversions	Cost	Cost/Conv
VJ - Search - Santa Fe Branded	12,766	487	3.81%	174	\$679.73	\$3.91
VJ - Search - Brand Pillars	8,932	318	3.56%	83	\$451.06	\$5.43
VJ - Search - New Mexico Branded	7,164	184	2.57%	74	\$248.61	\$3.36

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Insights

- Overall, our Google SEM campaigns were more efficient at driving clicks and conversions in Q3 versus Q2, meaning our advertising dollars went further.
  - We saw a 38% drop in CPC when comparing Q3 to Q2 in our Google SEM campaigns. Along with this, we captured a qualified audience with a 13% increase in conversion rate in Q3/Q2. This increased efficiency is especially good to see, as overall we had 65% less budget allocated to Q3 compared to Q2.
  - The Google SEM campaign with the largest increase in conversion rate in the quarter was the Competitors campaign, seeing a 62% increase in conversion rate and an impressive 135% increase in conversion rate YoY. This is the campaign aimed at capturing users searching for Albuquerque, Phoenix, Taos, or Sedona-related vacation keywords.
  - We are happy to see that our continued optimizations and learning since the launch of our campaigns in July 2019 have resulted in significantly more conversions in Q3 YoY despite 62% less spend. The Brand Pillars campaign saw more than double the conversions in the quarter, and the pillar with the largest increase was, unsurprisingly, the outdoors pillar (accounting for over half of the Q3 conversions). This aligns with the trends we've seen all year long surrounding increased interest in outdoor activities due to COVID-19.
  - As far as locations, the most conversions came from Texas in Q3, with Colorado, California, and New Mexico following.
- Bing SEM has become more efficient at driving conversions quarter/quarter and continues to hit a qualified audience with impressive on-site engagement.
  - Our cost per conversion in Bing went down 21% in Q3 compared to Q2, with a 47% increase in conversion rate.
  - Along with this, on-site engagement in regards to bounce rate and pages/session continue to improve due to ongoing keyword & bidding optimizations. The average session duration for Bing traffic in Q3 was over four minutes!

### On Site Metrics

<b>Sessions</b> <b>17,358</b> <span style="color: green;">↑ 73.1%</span>	<b>Unique Users</b> <b>14,984</b> <span style="color: green;">↑ 63.4%</span>	<b>Bounce Rate</b> <b>69.1%</b> <span style="color: red;">↓ -14.4%</span>	<b>Pages / Session</b> <b>2.6</b> <span style="color: red;">↓ -9.8%</span> <small>Bounces removed.</small>	<b>Conversions</b> <b>47</b> <span style="color: red;">↓ -59.1%</span>
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### Geo Data



### Facebook & Instagram

<b>Impressions</b> <b>2.1M</b> <span style="color: green;">↑ 132.1%</span>	<b>LPVs</b> <b>12,573</b> <span style="color: green;">↑ 32.5%</span>	<b>LPV Rate</b> <b>0.61%</b> <span style="color: red;">↓ -42.9%</span>	<b>Conversions</b> <b>109</b> <span style="color: green;">↑ 101.9%</span>	<b>Cost</b> <b>\$11,679</b> <span style="color: green;">↑ 38.4%</span>
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Campaign	Impressions	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv
VJ - CTS - 2019/20	1,306,365	3,897	0.30%	\$1.22	68	1.74%	\$69.66
VJ - Video - 2019/20	752,203	8,676	1.15%	\$0.80	41	0.47%	\$169.31

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### Pinterest

<b>Impressions</b> <b>391.2K</b> <span style="color: green;">↑ 54.6%</span>	<b>LPVs</b> <b>2,346</b> <span style="color: green;">↑ 238.0%</span>	<b>LPV Rate</b> <b>0.60%</b> <span style="color: green;">↑ 118.6%</span>	<b>Conversions</b> <b>80</b> <span style="color: green;">↑ 233.3%</span>	<b>Cost</b> <b>\$5,029</b> <span style="color: green;">↑ 49.2%</span>
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Campaign	Impressions	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv	Pin Saves	Cost/Save
VJ - Video - FY20 - Traffic	196,308	761	0.39%	\$3.80	10	1.31%	\$289.07	64	\$45.17
VJ - CTS - FY20	192,939	1,546	0.80%	\$1.38	70	4.53%	\$30.54	85	\$25.15
VJ - Video - FY20	1,768	39	2.21%	\$0.00	0	0.00%	-	0	-
VJ - Carousel - FY20	221	0	0.00%	-	0	-	-	2	\$0

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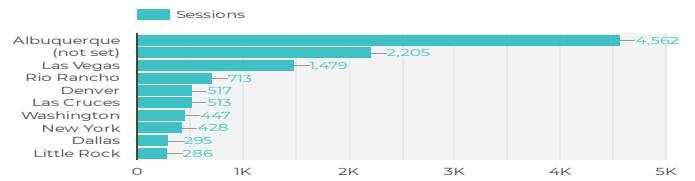
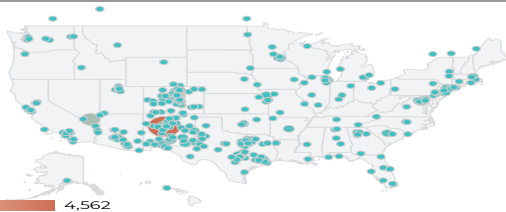
### Insights

- **In Facebook, we saw that our top-of-the-funnel awareness tactics performed well for the New Mexico market, which we hadn't advertised in prior.**
  - With New Mexico being a newly added market, we are happy to see that our video campaign, which is aimed at driving awareness, thrived in the state with a low cost per ThruPlay. When compared to Q2, Q3 saw a 25% drop in cost per ThruPlay.
  - Facebook favored the in-state converter lookalike ad set, with 66% of the budget allocated toward this audience. The in-state email lookalike audience was smaller, but very effective with the lowest cost per ThruPlay and highest view rate of our targets in Q3.
  - When looking at the in-state campaign versus Phase 2 in June, the traffic that came through via our Facebook video campaign saw a lower bounce rate and visited more pages/session, showing that the in-state audience was engaged on-site.
- **Moving down the funnel, we are seeing that our "Think" CTS campaign isn't performing as well as it had in markets that we'd already been driving awareness in, showcasing the opportunity to continue driving awareness in this market and move users down the funnel.**
  - The CTS campaign became less efficient at driving site visitors in Q3 versus Q2, with the in-state audiences costing 39% more per landing page view. This is unsurprising however, as we expect our mid-funnel tactics to fill in with time as awareness for the Santa Fe brand increases.
- **Pinterest campaigns continue to bring more highly-engaged visitors to the site.**
  - Pinterest has higher costs per click than Facebook and Instagram, but those who do click have 4x the conversion rate on the website. Additionally, there were 151 Pin saves in the quarter.
  - Compared to Phase 2 media in June, the Q3 in-state campaign had more than double the conversion rate and a 40% lower cost per conversion. This tells us that the New Mexico audience is receptive to our messaging and will make a great addition to the core markets of our FY21 advertising plan.
  - It is also notable that performance on Pinterest improved during the in-state campaign compared to the Phase 2 plan in Q2, while Facebook and Instagram's performance regressed. This indicates that New Mexicans may be more engaged on Pinterest as a channel compared to our core markets.
  - The City Backpack creative proved to be the most effective, garnering a 50% better CTR than the other two click-to-site ad versions.

On Site Metrics

<b>Sessions</b> <b>17,431</b> ↓ -27.7%	<b>Unique Users</b> <b>15,108</b> ↓ -18.4%	<b>Bounce Rate</b> <b>80.3%</b> ↓ -9.9%	<b>Pages / Session</b> <b>2.75</b> ↓ -0.5% <small>Bounces removed.</small>	<b>Conversions</b> <b>194</b> ↑ 71.7%
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Geo Data



Display Banners

<b>Impressions</b> <b>7,471,382</b> ↑ 51.3%	<b>Clicks</b> <b>12,483</b> ↑ 157.2%	<b>CTR</b> <b>0.17%</b> ↑ 69.9%	<b>Conversions</b> <b>22</b> ↓ -56.0%
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Vendor	Impressions	Clicks	CTR	Conversions
The Trade Desk	7,398,848	12,343	0.17%	0
Texas Monthly Online	62,530	77	0.12%	0
TripleLift, Inc	6,089	24	0.39%	0
Matador Ventures, Inc 1	2,762	37	1.34%	0
5280 Publishing, Inc	1,141	0	0%	0

GDN & Discovery

<b>Impressions</b> <b>834,207</b> ↓ -69.2%	<b>Clicks</b> <b>5,397</b> ↓ -66.0%	<b>CTR</b> <b>0.65%</b> ↑ 10.4%	<b>Conversions</b> <b>164</b> ↑ 203.7%
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Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - GDN - 2019/20 RM	592,331	1,186	0.20%	\$1.59	19
VJ - Discovery Ads 2019/20	241,876	4,211	1.74%	\$1.28	145

TrueView

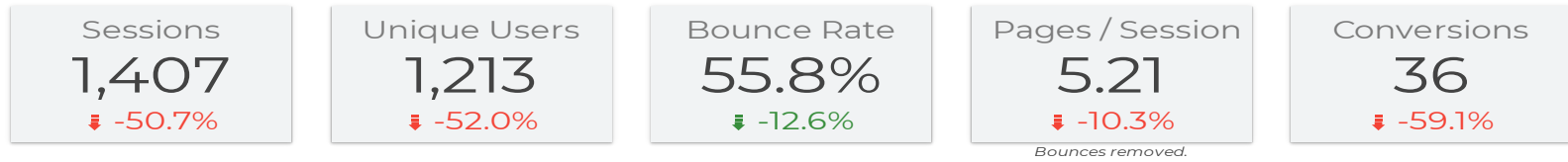
<b>Impressions</b> <b>133,309</b> ↓ -93.2%	<b>CTR</b> <b>0.09%</b> ↓ -55.4%	<b>Video view rate</b> <b>66%</b> ↑ 30.1%	<b>Conversions</b> <b>0</b> ↓ -100.0%
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Campaign	Impressions	Clicks	CTR	Video view rate	Avg. CPV	Conversions
VJ - TrueView - 2019/20 Protect	78,319	75	0.10%	61%	\$0.009	0
VJ - TrueView - 2019/20 RM	54,990	46	0.08%	74%	\$0.006	0

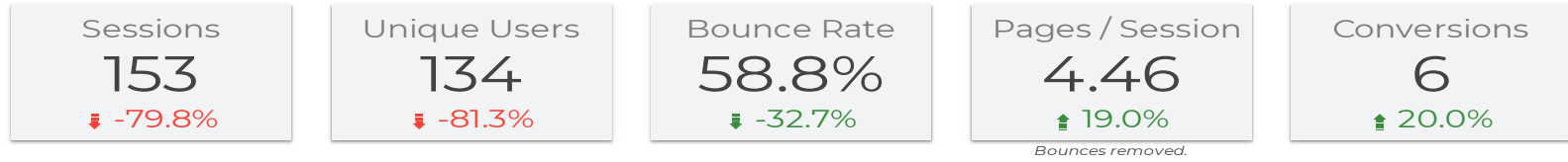
Insights

- **The Trade Desk display clickthrough rate increased by 112% and showed improved website interaction with the implementation of the In-State Campaign.**
  - Average Session Duration increased 11% while Bounce Rates decreased by nearly 2%.
- **Texas Monthly, Matador and 5280 relaunched in July but were paused shortly after due to the State's travel restrictions.**
- **Google Discovery ads continue to bring extremely highly-converting traffic.**
  - Discovery ads were well received by the primarily in-state audience, leading to nearly a 4% conversion rate on the site. For context, direct traffic had a 6.6% conversion rate, so these ads have a rate about two-thirds that of direct visitors! This is quite high for a mid-to-upper funnel tactic like this.
  - More than half of these conversions were visitor guide requests or accommodations, outbound clicks, meaning this campaign is not just bringing in a large volume of conversions, but they are the high-value type that signal a greater level of intent.
  - We are very happy to see this as we have dedicated a larger amount of budget to this campaign in FY21 and will continue to monitor its performance next to other channels.
- **The GDN remarketing campaign did not resonate as well with New Mexicans as out-of-staters.**
  - Due to the market pauses, more than ¾ of the remarketing impressions were served within the state of New Mexico. They had a lower CTR than average, while all other markets (when unpaused) exhibited about the same CTR as Q2.
- **YouTube campaigns did not run in Q3 for the in-state campaign.**
  - Due to limited budgets, these campaigns were paused in Q3 but have resumed in October.

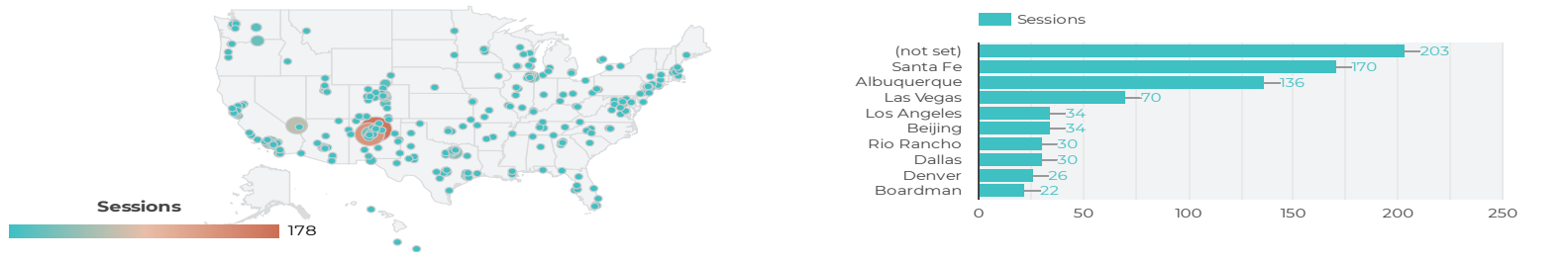
### Overall Site Metrics for Meetings Pages



### VJ-Driven Traffic



### Geo Data



### Display Banners

Vendor	Impressions	Clicks	CTR	Conversions
Cvent, Inc	21,492	39	0.18%	0
Mountain Meetings and Events	6	3	50.00%	0

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### GDN

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - GDN - Groups RM	0	0	0%	\$0.00	0

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### Search

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - Search - Groups & Meetings	3,198	144	4.50%	\$1.56	6

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### LinkedIn

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
No data					

### Facebook

Campaign	Impressions	Clicks	CTR	Avg. CPC	Leads
No data					

### Insights

- **The groups and meetings pages saw lower traffic but more highly-engaged visitors in Q3.**
  - Traffic was down 41% vs. Q2, however the onsite engagement metrics all improved significantly.
  - Most notably, the average time on site grew by 75% and the outbound link conversion rate more than doubled.
  - This indicates that the volume of meetings is likely down but there is still a need for some events, and the planners responsible for those are actively researching venues.
- **There was increased search demand from within New Mexico.**
  - Searches for meeting spaces in Santa Fe were down in almost all locations, but the state of New Mexico saw an 8% increase in impressions for these searches.
  - New Mexico typically makes up the lion's share of demand for group searches, and in Q3 we've seen that ratio grow even more as demand in other markets pulls back.

The data on this page is from July 1 - Sept. 30, 2020.

### Print Spend & Impressions

Publication	Impressions ▾	Cost
Texas Monthly	270,746	\$9,850
New Mexico Magazine	210,000	\$8,817

**Grand total**

**480,746**

**\$18,667**

#### New Mexico Magazine



#### Texas Monthly



The data on this page is from July 1 - Sept. 30, 2020.

### Digital Spend & Impressions

Tactic	Impressions	Cost
New Mexico Magazine E-Newsletters	91,282	\$0
New Mexico Magazine Facebook Posts	7,941	\$0
Phoenix Magazine Sponsored Content	533	-
<b>Grand total</b>	<b>99,756</b>	<b>\$0</b>

#### New Mexico Magazine



#### Phoenix Magazine



After months of stifling uncertainty, your body and spirit need fresh air and wide-open spaces. Fortunately, there's still plenty to safely experience in Santa Fe. From open-air culinary indulgences to serene hiking trails, here are 10 ways to "uncover your different" in The City Different.