



AGENDA

OCCUPANCY TAX ADVISORY
BOARD COMMITTEE
JANUARY 26, 2021
10:00 AM
ATTEND VIRTUALLY

AMENDED AGENDA 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.

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

To attend virtually: Using a computer, laptop, smartphone, or tablet, use the following link:
[https://us02web.zoom.us/j/84799820975?](https://us02web.zoom.us/j/84799820975?pwd=bG1oZkRSchHIESIZDbnh0RWt5T1ZOdz09#success)

[pwd=bG1oZkRSchHIESIZDbnh0RWt5T1ZOdz09#success](https://us02web.zoom.us/j/84799820975?pwd=bG1oZkRSchHIESIZDbnh0RWt5T1ZOdz09#success)

Meeting ID: **847 9982 0975**

Passcode: **XPR0bn**

Phone: To join the Zoom meeting using a phone, use the following phone numbers and

Webinar ID: **US: 1 (346) 248-7799** - Meeting ID: **847 9982 0975**

Passcode: 129661

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
 - a. Agenda for January 26, 2021
4. **APPROVAL OF MINUTES**
 - a. Minutes – November 18, 2020
5. **PRESENTATION**
 - a. **Updates**
Lodge's Association (Keith Kirk, President, keith.kirk@druryhotels.com)



AGENDA

OCCUPANCY TAX ADVISORY
BOARD COMMITTEE
JANUARY 26, 2021
10:00 AM
ATTEND VIRTUALLY

- b. Lodger's Tax (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
 - c. Northern NM Air Alliance/Airport (Randy Randall TSF Executive Director, rrandall@santafenm.gov)
 - d. New Years Eve Update (Ray Sandoval, raymond.sandoval@pnm.com)
 - e. **Reports**
 - TSF Sales Report (David Carr, dacarr@santafenm.gov)
 - f. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
 - g. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
6. **MATTERS FROM STAFF**
7. **MATTERS FROM THE BOARD**
- a. Discussion of Support for Events & Use of Grant Funds (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING:**
- a. Tuesday, March 23, 2021
10. **ADJOURN**



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
NOVEMBER 18, 2020

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

Members Present:

Chair Rik, Blyth
Member Bonnie, Bennett
Member Keith, Kirk
Voting Member Ray, Sandoval

Members Excused:

Member Carlos Medina

Others Attending:

Jeff Norris, Legislative Liaison Assistant
Randy Randall, Tourism Director
Shirley Spencer, Clerk

3. **APPROVAL OF AGENDA**

MOTION: moved, seconded by , to approve the as presented.

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

For: Chair Blyth, Member Bennett, Member Kirk, Voting Member Sandoval

Against: None

Abstain: None



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
NOVEMBER 18, 2020

4. APPROVAL OF MINUTES

- a. OTAB Minutes – September 30, 2020

MOTION: moved, seconded by , to approve the agenda as presented.

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

For: Chair Blyth, Member Bennett, Member Kirk, Voting Member Sandoval

Against: None

Abstain: None

5. PRESENTATION

A. Updates

1. Lodger Association. (Keith Kirk, President, keith.kirk@druryhotels.com)
2. Lodgers Tax. (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
3. Northern New Mexico Air Alliance/Airport. (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

B. TOURISM Santa Fe Activity Reports

1. Sales Report. (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
2. Marketing Report. (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
3. Executive Report (Randy Randall)



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
NOVEMBER 18, 2020

-
6. MATTERS FROM STAFF
 7. MATTERS FROM THE BOARD
 8. MATTERS FROM THE PUBLIC
 9. NEXT MEETING:
 10. ADJOURN


Liaison

Chair

TOURISM SANTA FE

November-December 2020 OTAB Report Sales Report January 26, 2021

November-December 2020 Leads:

- 3 total leads requiring sleeping rooms
- 449 room nights sent via leads

November-December 2020 Confirmed Bookings:

- 1 Definite Booking
- 125 Definite Room Nights
- 1 Definite SFCCC space only events

November-December 2019 Leads:

- 57 total leads requiring sleeping rooms
- 18,346 room nights sent via leads

November-December 2019 Confirmed Bookings:

- 27 Definite Booking
 - 7,398 Definite Room Nights
 - 15 Definite SFCCC space only events
-

2020 YTD Leads:

- 115 total leads requiring sleeping rooms
- 50,855 total room nights sent via leads

2020 YTD Definite:

- 37 Definite Booking
- 11,123 Definite Room Nights
- 35 Definite SFCCC space only events

2019 YTD Leads:

- 305 total leads requiring sleeping rooms
- 109,856 total room nights sent via leads

2019 YTD Definite:

- 128 Definite Booking
- 33,950 Definite Room Nights
- 167 Definite SFCCC space only events

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 1/1/2021

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2020												
Event	13	15	4	1	2	0	0	1	0	0	1	0	37
STLY Event	6	13	13	12	16	9	15	7	5	5	15	12	128
Event Variance	216%	15%	-300%	-1200%	-800%			-700%					-350%
Rooms	3,487	2,840	1,141	647	118	-	-	2,765	-	-	125		11,123
STLY Rooms	3,623	4,160	2,918	2,882	3,031	1,973	1,733	3,243	2,599	3,174	3,504	3,894	36,734
Room Variance	-3%	-46%	-55%	-224%	-2568%			-117%					-330%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Lead	2020												
Event	23	42	15	11	5	3	5	3	4	1	2	1	115
STLY Event	24	27	22	32	21	35	26	14	17	28	29	28	303
Event Variance	-4%	55%	-32%	-66%	-420%			-466%					-264%
Rooms	5,852	13,846	6,786	14,016	2,577	546	860	3,478	2,165	280	357	92	50,855
STLY Rooms	9,751	7,983	5,859	9,190	6,673	13,333	6,584	8,784	12,532	9,024	9,671	8,675	108,059
Room Variance	-66%	73%	15%	52%	-258%	-2441%	-765%	-252%	-578%	-3222%			-212%

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

Cancelled Booking Report

1/1/2020 - 12/31/2020

HQ Facility: All
 HQ Hotel: All
 Event Type: All
 Sort Order: Sorted By Account Name
 Primary Market: All
 Scope: All

Account Source: All
 Account Quality: All
 Event Source: All
 Confidential: Internal - Confidential Detail Shown
 Sales Rep(s): All
 Peak Room Min: No Min Peak Rooms Entered

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market				Create Dt	Acct Quality					
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Service Only - Existing Concert	Relationship	Cancelled	AMP Concerts Santa Fe	12/6/2020	12/6/2020	11/10/2020	Melissa Glick		Convention Center	0	0	0
New		Social	The Mavericks Christmas Show	12/6/2020	12/6/2020	3/4/2020	Active			1,500	0	
	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting	Cvent - > ConferenceDirect	Cancelled	Association of Pathology Chairs	10/13/2020	10/13/2020	7/6/2020	Justin Cox		HQ Hotel	52	156	0
New	Cvent - > ConferenceDirect	Association	West & Midwest Pathology Chairs and Administrators Conference 2020	10/15/2020	10/16/2020	2/21/2020	Active			55	0	
Regional	Unspecified		3rd Party - ConferenceDirect-WA				Delaware					
<u>Lost to:</u>		<u>Reason:</u>	Covid - Cancelled	100%	<u>Comment:</u> Covid cancellation							
Service Only - Existing Social Event	Relationship	Cancelled	Athena Martinez	7/3/2020	7/3/2020	12/16/2019	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Alyssa Graduation	7/3/2020	7/3/2020	11/20/2019				250	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event	Relationship	Cancelled	Blaze Christian Fellowship	9/26/2020	9/26/2020	4/28/2020	Melissa Glick		Convention Center	0	0	0
New	Telephone Inquiry	Unspecified	Special Needs Prom	9/26/2020	9/26/2020	9/25/2019	Active			250	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market			Create Dt	Acct Quality						
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Conference/Convention/Meeting	Local Member/Contact	Cancelled	BMW Motorcycle Owners of America	8/20/2020	8/21/2020	5/6/2020	Justin Cox		HQ Hotel	75	175	0
New	Local Member/Contact	Association	NM Rally 2020	8/22/2020	8/23/2020	11/4/2019	Prospect			100	0	
National	Unspecified											
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting	Trade Show (Luxury Meetings)	Cancelled	Boss Productions	6/18/2020	6/18/2020	6/18/2019	Justin Cox			150	350	0
New	Trade Show (all others)	Unspecified	The Awakening Weekend 2020	6/20/2020	6/21/2020	2/22/2019	Active			205	0	
National	Unspecified						Texas					
<u>Lost to:</u>		Puerta Vallarta	<u>Reason:</u>	Rescheduled for future date	100%	<u>Comment:</u>	June 2021					
Service Only - Repeat Social Event		Cancelled	Care Net Pregnancy Center of Santa Fe	10/20/2020	10/20/2020	8/24/2020	Stephanie Scrimshaw		Convention Center	0	0	0
Repeat	Telephone Inquiry	Social	Care Net Annual Fundraiser Banquet 2020	10/20/2020	10/20/2020	1/27/2020	Active			500	32,500	
Local Meeting	Unspecified					3/18/2015	New Mexico					
<u>Lost to:</u>		Santa Fe	<u>Reason:</u>	Covid - Cancelled	100%	<u>Comment:</u>	Will have dates in 2021					
Service Only - Other Concert		Cancelled	El Campanario Event Center	1/25/2020	1/25/2020	11/8/2019	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Carin Leon	1/25/2020	1/25/2020	11/5/2019				1,500	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing City Meeting	Relationship	Cancelled	Finance / City of Santa Fe	1/29/2020	1/29/2020	5/13/2020	Melissa Glick		Convention Center	0	0	0
Unspecified		Unspecified	NM EDGE Class	1/30/2020	1/30/2020	10/16/2019	Active			32	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Other Meeting		Cancelled	Forward Cities	2/21/2020	2/21/2020	1/30/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	ESHIP Communities	2/21/2020	2/21/2020	1/21/2020				60	0	
Local Meeting	Unspecified						North Carolina					

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market				Create Dt	Acct Quality					
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/C onvention/Meeting	Repeat	Cancelled	GFNY	6/1/2020	6/7/2020	3/17/2020	Justin Cox		Convention Center	25	85	0
Repeat	Existing Relationship	Athletic & Sports/Recreation	GFNY-SF 2020	6/7/2020	6/7/2020	12/3/2019	Active			550	0	
National	Unspecified											
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/C onvention/Meeting	Existing Relationship	Cancelled	GFNY	9/15/2020	9/17/2020	6/24/2020	Melissa Glick		Convention Center	0	0	0
New	Existing Relationship	Athletic & Sports/Recreation	GFNY-SF 2020a	9/22/2020	9/20/2020	3/17/2020	Active			550	0	
Local Meeting	Unspecified											
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Social Event	Other	Cancelled	GFNY Santa Fe Riders 2020	6/5/2020	6/5/2020	3/17/2020	Stephanie Scrimshaw		Convention Center	0	0	0
New		Unspecified	GNFY Santa Fe Riders	6/7/2020	6/7/2020	7/18/2019				0	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Social Event		Cancelled	GRADUATION PARTIES	6/6/2020	6/6/2020	7/18/2019	Stephanie Scrimshaw		Convention Center	0	0	0
New		Social	Antionette Graduation Party	6/6/2020	6/6/2020	3/22/2019	Active			0	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Meeting	Cvent-->HelmsBriscoe	Cancelled	Ingersoll Rand Inc.	2/2/2020	2/2/2020	8/15/2019	Kim Harmon		HQ Hotel	150	315	0
New	Cvent-->HelmsBriscoe	Corporate	Ingersoll Rand Engineer Summit 2020	2/5/2020	2/6/2020	4/2/2019	Active			175	0	
National	Unspecified					5/17/2019						
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market				Create Dt	Acct Quality					
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Meeting	Repeat	Cancelled	Innovate + Educate	10/11/2020	10/12/2020	11/25/2020	Justin Cox		Convention Center	160	420	0
Repeat	Local Member/Contact	Non-Profit	Close It Summit 2020	10/14/2020	10/14/2020	11/14/2019	Active			500	0	
National	Unspecified	Stephanie Scrimshaw					New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting	Cvent-->HelmsBriscoe	Cancelled	Intelisys Inc	9/12/2020	9/12/2020	4/13/2020	Justin Cox		HQ Hotel	50	260	0
New	Cvent-->HelmsBriscoe	Corporate	Super9 CCaaS September	9/18/2020	9/18/2020	2/29/2020	Active			50	0	
National	Unspecified		3rd Party - HelmsBriscoe-CA			3/27/2020						
<u>Lost to:</u>		n/a	<u>Reason:</u>	Meeting/event was cancelled	100%	<u>Comment:</u>	Cancelling due to ongoing concern and travel restrictions due to Covid-19					
Conference/Convention/Meeting	Local Member/Contact	Cancelled	International Folk Art Alliance	7/6/2020	7/6/2020	4/8/2020	Justin Cox		HQ Hotel	50	350	0
New		Unspecified	Wholesale Trade Show 2020	7/12/2020	7/11/2020	3/16/2020	Active			100	0	
International	Unspecified						New Mexico					
<u>Lost to:</u>		n/a	<u>Reason:</u>	Meeting/event was cancelled	100%	<u>Comment:</u>	IFAM 2020 cancelled due to Covid-19, therefore this sub-event with IFAM is also cancelled					
Conference/Convention/Meeting	Local Member/Contact	Cancelled	International Society of Technology in Education	10/15/2020	10/17/2020	9/2/2020	Justin Cox	Eldorado Hotel & Spa*, Hilton Santa Fe Historic Plaza*, Hotel Santa Fe*, Inn and Spa at Loretto*, TOURISM Santa Fe-Lead Copy/ORDERS Account*	Convention Center	250	645	0
New	Local Member/Contact	Association	Creative Constructor Lab 2020	10/18/2020	10/18/2020	11/22/2019	Active			500	0	
National	Unspecified		3rd Party - Experient-IL				Oregon					
<u>Lost to:</u>		N/A	<u>Reason:</u>	Covid - Postponed	100%	<u>Comment:</u>	Postponed Oct '20 to Oct '21 due to Covid. New lead built for Oct '21.					

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market			Create Dt	Acct Quality						
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State				Total Attend	Economic Impact
Service Only - Other Social Event		Cancelled	Jolene Casados	6/6/2020	6/6/2020	4/1/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Darien Graduation Party	6/6/2020	6/6/2020	1/6/2020				200	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event	Relationship	Cancelled	Kirtan Wallah Foundation	7/2/2020	7/2/2020	5/5/2020	Melissa Glick		Convention Center	0	0	0
Repeat		Unspecified	Krishna Das Live	7/2/2020	7/2/2020	10/18/2019				1,000	0	
Local Meeting	Unspecified						New York					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event	Relationship	Cancelled	La Sociedad Folklorica de Nuevo Mexico	4/18/2020	4/18/2020	3/20/2020	Melissa Glick		Convention Center	0	0	0
Repeat		MERF	Baile de los Cascarones 2020	4/18/2020	4/18/2020	1/23/2020	Active			300	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting	Existing Relationship	Cancelled	LANL Foundation	10/13/2020	10/13/2020	6/17/2020	Melissa Glick		Convention Center	0	0	0
Repeat		Unspecified	2020 NM Home Visiting Summit	10/14/2020	10/14/2020	3/2/2020	Active			400	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting	Repeat	Cancelled	Light Harmonics Institute	10/22/2020	10/22/2020	4/6/2020	Justin Cox		HQ Hotel	45	110	0
Repeat	Existing Relationship	Corporate	Light Harmonics 2020	10/24/2020	10/24/2020	12/13/2019	Active			250	0	
National	Unspecified					1/8/2020	New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event	Relationship	Cancelled	Lisa Vigil	6/5/2020	6/5/2020	6/11/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Vigil Graduation Party	6/5/2020	6/5/2020	1/21/2020				150	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market				Create Dt	Acct Quality					
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Conference/Convention/Meeting	Existing Relationship	Cancelled	Los Alamos National Laboratory (LANL)	5/17/2020	5/17/2020	4/27/2020	April Gallegos	Inn and Spa at Loreto	HQ Hotel	40	240	240
New	Existing Relationship	Government	Michael Feigenbaum at Los Alamos and CNLS 40th Annual Conference	5/22/2020	5/22/2020	12/4/2019	Active			50	0	
International	Unspecified					1/6/2020	New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Social Event	Existing Relationship	Cancelled	Main Santa Fe Library / City of Santa Fe	10/22/2020	10/22/2020	9/16/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Community Read - Urrea	10/22/2020	10/22/2020	2/25/2020	Active			1,000	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Social Event	City Meeting	Cancelled	Mayor's Office / City of Santa Fe	3/21/2020	3/21/2020	3/13/2020	Melissa Glick		Convention Center	0	0	0
Repeat		Unspecified	Mayor's Ball 2020	3/21/2020	3/21/2020	6/17/2019	Active			700	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting	Trade Show (Smart)	Cancelled	MCG Health	1/6/2020	1/6/2020	1/28/2019	Justin Cox		HQ Hotel	21	81	0
New	Cvent-->Other "chain" 3rd-party planning company (AMEX, etc)	Corporate	Presidents Club 2020	1/9/2020	1/9/2020	11/1/2018	Prospect			40	0	
National	Unspecified		3rd Party - 38 North Connections									
<u>Lost to:</u>		<u>Reason:</u>		Meeting/event was cancelled	100%	<u>Comment:</u> No detail provided from planner. Cancelled per Cvent						
Service Only - Social Event	Existing Relationship	Cancelled	Monte del Sol Charter School	5/19/2020	5/19/2020	4/8/2020	Melissa Glick		Convention Center	0	0	0
Repeat		Unspecified	2020 MDS Graduation	5/19/2020	5/19/2020	10/24/2019	Active			900	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market			Create Dt	Acct Quality						
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Conference/Convention/Meeting	Cvent-->HelmsBriscoe	Cancelled	Myriad Genetic Labrotories	4/7/2020	4/7/2020	3/12/2020	Justin Cox		HQ Hotel	12	24	0
New	Cvent-->HelmsBriscoe	Corporate	Myriad event from Cvent	4/8/2020	4/10/2020	2/7/2020	Active			15	0	
Regional	Unspecified		3rd Party - HelmsBriscoe-AZ									
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting	Cvent-->Independent planner company (Sole proprietor, mom/pop)	Cancelled	Netflix Productions	7/30/2020	7/31/2020	7/23/2020	Justin Cox		HQ Hotel	16	112	0
New		Unspecified	July/August 2020 Production - Cvent GBNJS6DDSHZ	8/6/2020	8/5/2020	7/7/2020				16	0	
National	Unspecified		3rd Party - Crew Rooms International				New Mexico					
<u>Lost to:</u>		n/a	<u>Reason:</u>	Covid - Cancelled	100%	<u>Comment:</u> Was hoping to be able to film during Covid but was not able to get approval						
Service Only - Existing Social Event Repeat	Relationship	Cancelled	New Mexico Board of Bar Examiners	4/29/2020	4/29/2020	3/12/2020	Melissa Glick		Convention Center	0	0	0
		Unspecified	2020 Swearing-In Ceremony	4/29/2020	4/29/2020	11/15/2019				300	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting	Other	Cancelled	New Mexico National Guard	10/8/2020	10/8/2020	9/18/2020	Justin Cox		HQ Hotel	145	435	0
New	Telephone Inquiry	Government	Lodging for Soldiers_Oct 2020	10/10/2020	10/11/2020	9/18/2020	Active			150	0	
State	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Tradeshow/Art Show/Retail Show Repeat	Relationship	Cancelled	Northern New Mexico Quilt Guild	10/6/2020	10/6/2020	5/29/2020	Melissa Glick		Convention Center	0	0	0
		Non-Profit	Quilt Fiesta Santa Fe 2020	10/10/2020	10/10/2020	10/3/2019	Active			500	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market			Create Dt	Acct Quality						
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Conference/Convention/Meeting	Cvent-->Other "chain" 3rd-party planning company (AMEX, etc)	Cancelled	Norwex	9/23/2020	9/24/2020	1/10/2020	Justin Cox		HQ Hotel	16	38	0
New	Trade Show (all others)	Corporate	SVP Retreat	9/26/2020	9/26/2020	12/5/2019	Active			32	0	
National	Unspecified		3rd Party - GlobauxSource			12/16/2019	Texas					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Meeting	Cvent-->Other "chain" 3rd-party planning company (AMEX, etc)	Cancelled	Philips Sonicare and Zoom	4/6/2020	4/6/2020	1/14/2020	Justin Cox		HQ Hotel	200	800	0
New	Cvent-->Other "chain" 3rd-party planning company (AMEX, etc)	Corporate	PHI19 - 2020 Zone Canyon Meeting ~ PHI10829	4/9/2020	4/10/2020	12/24/2019	Active			200	0	
National	Unspecified		3rd Party - BCD Meetings & Events			12/9/2019						
<u>Lost to:</u> N/A		<u>Reason:</u> Meeting/event was cancelled 100%		<u>Comment:</u> From planner, "Event postponed indefinitely. Will need to re-source should it come back up."								
Service Only - Existing Social Event Repeat	Relationship	Cancelled	Pojoaque Valley High School	5/2/2020	5/2/2020	3/27/2020	Melissa Glick		Convention Center	0	0	0
Local Meeting	Unspecified	MERF	2020 Pojoaque HS Prom	5/2/2020	5/2/2020	7/3/2019	Active			450	0	
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - City Meeting	City Meeting	Cancelled	Public Utilities Department / City of Santa Fe	4/20/2020	4/20/2020	3/16/2020	Melissa Glick		Convention Center	0	0	0
New	Unspecified	Unspecified	Climate Resilience Training	4/20/2020	4/20/2020	2/24/2020	Active			70	0	
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Social Event	Walk In	Cancelled	Quinceanera 2020	3/21/2020	3/21/2020	5/31/2019	Melissa Glick		Convention Center	0	0	0
New	Unspecified	Unspecified	Alexandra Quinceanera	3/21/2020	3/21/2020	3/5/2019				400	0	
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market			Create Dt	Acct Quality						
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State				Total Attend	Economic Impact
Service Only - Social Event		Cancelled	Quinceanera 2020	6/6/2020	6/6/2020	4/24/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Arlette Quinceanera	6/6/2020	6/6/2020	3/1/2019				200	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Social Event		Cancelled	Quinceanera 2020	6/14/2020	6/14/2020	4/24/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Joshlinne Quinceanera	6/14/2020	6/14/2020	9/26/2019				450	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event Relationship		Cancelled	Quinceanera 2020	9/5/2020	9/5/2020	6/9/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Ilse Franco Quinceanera	9/5/2020	9/5/2020	6/14/2019				300	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Social Event		Cancelled	Quinceanera 2020	9/26/2020	9/26/2020	6/19/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Valeria Quinceanera	9/26/2020	9/26/2020	7/3/2019				120	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event Relationship		Cancelled	Quinceanera 2020	10/10/2020	10/10/2020	10/2/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Arlette Quinceanera 2	10/10/2020	10/10/2020	4/24/2020				300	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Other Social Event		Cancelled	SafeBAE Youth Consent Summit 2020	10/1/2020	10/1/2020	8/20/2020	Stephanie Scrimshaw		Convention Center	0	0	0
New	Other	Non-Profit	SafeBAE Summit 2020	10/1/2020	10/1/2020	2/18/2020	Active			0	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market			Create Dt	Acct Quality						
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Service Only - Existing Concert Repeat	Existing Relationship	Cancelled	Sangre de Cristo Funeral Fund	8/22/2020	8/22/2020	6/5/2020	Melissa Glick		Convention Center	0	0	0
		Non-Profit	12th Annual Mariachi Extravaganza	8/22/2020	8/22/2020	2/12/2020	Active			1,200	0	
	Local Meeting	Unspecified					New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event Repeat	Existing Relationship	Cancelled	Santa Fe Area Home Builders Association	3/13/2020	3/13/2020	3/13/2020	Melissa Glick		Convention Center	0	0	0
		Unspecified	Santa Fe Home Show 2020	3/15/2020	3/15/2020	5/14/2019	Active			1,000	0	
	Local Meeting	Unspecified					New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event Repeat	Existing Relationship	Cancelled	Santa Fe Area Home Builders Association	7/10/2020	7/10/2020	4/20/2020	Melissa Glick		Convention Center	0	0	0
		Unspecified	Santa Fe Home Show 2020a	7/12/2020	7/12/2020	3/16/2020	Active			1,000	0	
	Local Meeting	Unspecified					New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Trade Show/Art Show/Retail Show Repeat	Existing Relationship	Cancelled	Santa Fe Chamber of Commerce	4/2/2020	4/2/2020	3/13/2020	Melissa Glick		Convention Center	0	0	0
		Association	2020 Business Expo and Job Fair	4/2/2020	4/2/2020	4/26/2019	Active			1,000	0	
	Local Meeting	Unspecified					New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting Repeat	Existing Relationship	Cancelled	Santa Fe Council on International Relations	11/18/2020	11/18/2020	7/8/2020	Melissa Glick		Convention Center	0	0	0
		Unspecified	2020 Journalism Under Fire	11/20/2020	11/20/2020	11/22/2019	Active			400	0	
	Local Meeting	Unspecified					New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market				Create Dt	Acct Quality					
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Trade Show/Art Show/Retail Show	Other	Cancelled	Santa Fe Wine & Chile	9/21/2020	9/21/2020	8/24/2020	Stephanie Scrimshaw		Convention Center	0	0	0
Repeat	Referral	Social	2020 Santa Fe Wine & Chile Fiesta	9/26/2020	9/26/2020	8/1/2016	Active			1,500	0	
Local Meeting	Unspecified					10/2/2015	New Mexico					
<u>Lost to:</u>	Santa Fe	<u>Reason:</u>	Covid - Cancelled	100%	<u>Comment:</u>	Will have dates in 2021						
Conference/Convention/Meeting	Cvent-->Independent planner company (Sole proprietor, mom/pop)	Cancelled	Semper Fi Fund	3/26/2020	3/27/2020	8/7/2019	Justin Cox		HQ Hotel	20	41	0
New	Cvent-->Independent planner company (Sole proprietor, mom/pop)	Non-Profit	Parents of Veterans with Spinal Cord Injuries - Spring 2020	3/28/2020	3/29/2020	6/28/2019	Active			20	0	
National	Unspecified					7/12/2019						
<u>Lost to:</u>		<u>Reason:</u>	Meeting/event was cancelled	100%	<u>Comment:</u>	Lead initially came in via 3rd-party planner via Cvent. Planner eventually cancelled lead in Cvent and said client would book on their own. Efforts underway to contact end-client directly						
Conference/Convention/Meeting	Cvent-->Independent planner company (Sole proprietor, mom/pop)	Cancelled	Semper Fi Fund	5/14/2020	5/15/2020	8/7/2019	Justin Cox		HQ Hotel	20	41	0
New	Cvent-->Independent planner company (Sole proprietor, mom/pop)	Non-Profit	Spouses of Veterans with extreme PTSD - West Coast	5/16/2020	5/16/2020	7/26/2019	Active			20	0	
Regional	Unspecified		3rd Party - On Point Hospitality & Site Selection, LLC			7/12/2019						
<u>Lost to:</u>		<u>Reason:</u>	Meeting/event was cancelled	100%	<u>Comment:</u>	Lead initially came in via 3rd-party planner via Cvent. Planner eventually cancelled lead in Cvent and said client would book on their own. Efforts underway to contact end-client directly						
Service Only - Existing Social Event Repeat	Relationship	Cancelled	Spanish Colonial Arts Society	7/21/2020	7/21/2020	4/16/2020	Melissa Glick		Convention Center	0	0	0
Repeat		Unspecified	2020 Spanish Market Judging and Preview	7/24/2020	7/24/2020	3/15/2019	Active			600	0	
Local Meeting	Unspecified						New Mexico					

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market				Create Dt	Acct Quality					
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/C onvention/Me eting	Repeat	Cancelled	Spiritual Directors International (SDI)	4/19/2020	4/22/2020	3/20/2020	Justin Cox	Hilton Santa Fe Historic Plaza, Inn Center of the Governors*, La Fonda on the Plaza*, La Posada de Santa Fe Resort and Spa*, The Lodge at Santa Fe*, The Sage Hotel*, TOURISM Santa Fe-Lead Copy/ORDERS Account*	Convention Center	220	840	910
Repeat	Third Party	Association	Spiritual Directors International 2020	4/29/2020	4/26/2020	3/23/2018	Active			600	0	
International	Unspecified						Washington					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event Repeat	Relationship	Cancelled	St. Elias The Prophet Greek Orthodox Church	9/6/2020	9/6/2020	6/24/2020	Melissa Glick		Convention Center	0	0	0
Local Meeting	Unspecified	Unspecified	2020 Greek Festival	9/6/2020	9/6/2020	4/10/2019	Active			600	0	
							New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event New	Relationship	Cancelled	St. Michael's High School	11/21/2020	11/21/2020	11/10/2020	Melissa Glick		Convention Center	0	0	0
Local Meeting	Unspecified	Unspecified	Horsemen Round Up	11/21/2020	11/21/2020	1/21/2020	Active			280	0	
							New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Social Event New	Relationship	Cancelled	St. Vincent Hospital Foundation	10/3/2020	10/3/2020	5/29/2020	Melissa Glick		Convention Center	0	0	0
	Telephone Inquiry Unspecified	Unspecified	2020 Foundation Gala	10/3/2020	10/3/2020	2/17/2020	Active			600	0	
							New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market			Create Dt	Acct Quality						
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Conference/Convention/Meeting	Trade Show (HelmsBriscoe ABC)	Cancelled	State Farm Mutual Automobile Insurance Company	9/2/2020	9/2/2020	4/6/2020	Justin Cox		HQ Hotel	12	24	0
New	Trade Show (HelmsBriscoe ABC)	Corporate	State Farm WCMA Executive Meeting	9/3/2020	9/4/2020	2/18/2020	Active			12	0	
National	Unspecified		3rd Party - HelmsBriscoe-TX			3/6/2020	Illinois					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Trade Show/Art Show/Retail Show		Cancelled	SWAIA Indian Market	8/12/2020	8/12/2020	4/7/2020	Melissa Glick		Convention Center	0	0	0
Repeat		Unspecified	SWAIA 2020	8/16/2020	8/16/2020	10/6/2016	Active			0	0	
National	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Existing Tradeshow/Art Show/Retail Show	Relationship	Cancelled	SWAIA Indian Market	12/11/2020	12/11/2020	11/10/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	SWAIA Winter Indian Market	12/13/2020	12/13/2020	12/24/2019	Active			1,000	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Conference/Convention/Meeting	Prospecting	Cancelled	The Council of State Governments	11/27/2020	11/29/2020	8/11/2020	April Gallegos	Eldorado Hotel & Spa, Hilton Santa Fe Historic Plaza*, La Fonda on the Plaza*	Convention Center	600	2,765	0
New	Website (SantaFe.org RFP)	Association	2020 CSG National Conference	12/7/2020	12/5/2020	8/5/2019	Active			600	0	
National	Unspecified	Melissa Glick				10/30/2019	Kentucky					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market				Create Dt	Acct Quality					
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Conference/Convention/Meeting	Local Member/Contact	Cancelled	The Getty Conservation Institute	7/11/2020	7/13/2020	6/2/2020	Justin Cox	La Fonda on the Plaza, TOURISM Santa Fe-Lead Copy/ORDERS Account*	HQ Hotel	15	75	0
New	Local Member/Contact	Non-Profit	Steering Committee Meeting_July 2020	7/15/2020	7/15/2020	1/6/2020	Active			20	0	
National	Unspecified						California					
<u>Lost to:</u>	n/a	<u>Reason:</u>	Covid - Cancelled	100%	<u>Comment:</u>	Cancelled due to Covid-19. Event switched to virtual so no meeting.						
Conference/Convention/Meeting	Repeat	Cancelled	The Whole Bead Show	3/21/2020	3/26/2020	3/13/2020	Justin Cox		Convention Center	10	45	45
Repeat	Referral	Hobby & Vocational	The Whole Bead Show 2020	4/2/2020	3/29/2020	1/23/2019	Active			1,000	0	
National	Unspecified	Melissa Glick					California					
<u>Lost to:</u>		<u>Reason:</u>			<u>Comment:</u>							
Service Only - City Meeting	Promotion	Cancelled	Tourism Santa Fe CVB/City of Santa Fe	4/3/2020	4/3/2020	3/16/2020	Melissa Glick		Convention Center	0	0	0
Repeat		Government	Art Week Kickoff 2020	4/3/2020	4/3/2020	2/27/2020	Active			50	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>			<u>Comment:</u>							
Service Only - City Meeting	City Meeting	Cancelled	Tourism Santa Fe CVB/City of Santa Fe	4/3/2020	4/3/2020	3/20/2020	Stephanie Scrimshaw		Convention Center	0	0	0
Repeat		Government	Tourism/ART Week	4/3/2020	4/3/2020	2/27/2020	Active			0	0	
Local Meeting	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>			<u>Comment:</u>							
Meeting	Repeat	Cancelled	United States District Court	9/17/2020	9/17/2020	8/25/2020	Stephanie Scrimshaw		Convention Center	0	0	0
Repeat		Unspecified	Naturalization Swearing-in Ceremony 2020	9/17/2020	9/17/2020	10/4/2019	Active			500	12,500	
Regional	Unspecified					5/21/2015	New Mexico					
<u>Lost to:</u>	Santa Fe	<u>Reason:</u>	Covid - Cancelled	100%	<u>Comment:</u>							

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market			Create Dt	Acct Quality						
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Conference/Convention/Meeting	MPI	Cancelled	University of New Mexico	6/3/2020	6/4/2020	4/2/2019	Justin Cox		HQ Hotel	35	125	0
New	Existing Relationship	Educational	(Re-issue) District 8 Section on Perinatal Pediatrics 44th Annual Conference	6/6/2020	6/7/2020	2/25/2019	Active			100	0	
National	Unspecified						New Mexico					
<u>Lost to:</u>	n/a	<u>Reason:</u>	Rescheduled for future date	100%	<u>Comment:</u>	End-client had increased room block size and decreased meeting space needs in attempt to get more proposals						
Conference/Convention/Meeting	MPI	Cancelled	University of New Mexico	6/3/2020	6/4/2020	2/25/2019	Justin Cox		HQ Hotel	10	35	0
New	Existing Relationship	Educational	District 8 Section on Perinatal Pediatrics 44th Annual Conference	6/6/2020	6/7/2020	1/7/2019	Active			100	0	
International	Unspecified						New Mexico					
<u>Lost to:</u>		<u>Reason:</u>	Miscellaneous (include detail in notes)	100%	<u>Comment:</u>	Cancelling this lead to re-issue the same lead with larger room block (second lead going only to hotels large enough to handle meeting space)						
Conference/Convention/Meeting	Local Member/Contact	Cancelled	US Department of Labor	2/4/2020	2/5/2020	11/15/2019	Justin Cox		HQ Hotel	11	22	0
New	Attended past event in SF	Government	Training Seminar - Feb 2020	2/5/2020	2/5/2020	11/12/2019	Active			50	0	
National	Unspecified											
<u>Lost to:</u>	Rescheduled	<u>Reason:</u>	Rescheduled for future date	100%	<u>Comment:</u>	Some key details of this lead have changed significantly. Cancelled this lead to re-issue a new lead with the updated details						
Service Only - Other Social Event		Cancelled	Weddings 2020	4/10/2020	4/10/2020	6/17/2020	Stephanie Scrimshaw		Convention Center	0	0	0
New		Unspecified	Ilubia & Raul Wedding Reception	4/10/2020	4/10/2020	6/18/2019				0	0	
Local Meeting	Unspecified											
<u>Lost to:</u>		<u>Reason:</u>			<u>Comment:</u>							
Service Only - Other Social Event		Cancelled	Weddings 2020	6/5/2020	6/5/2020	6/17/2020	Stephanie Scrimshaw		Convention Center	0	0	0
New		Unspecified	Wedding Reception Hold for Maribel	6/5/2020	6/5/2020	6/7/2019				0	0	
Local Meeting	Unspecified											
<u>Lost to:</u>		<u>Reason:</u>			<u>Comment:</u>							

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market				Create Dt	Acct Quality					
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Service Only - Social Event		Cancelled	Weddings 2020	6/6/2020	6/6/2020	12/16/2019	Stephanie Scrimshaw		Convention Center	0	0	0
New		Unspecified	Soto Wedding Reception	6/6/2020	6/6/2020	2/22/2019				0	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Other Social Event		Cancelled	Weddings 2020	7/11/2020	7/11/2020	12/16/2019	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Soto - Romero Wedding Reception	7/11/2020	7/11/2020	11/15/2019				250	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Social Event		Cancelled	Weddings 2020	7/25/2020	7/25/2020	9/25/2019	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Quintana - Martinez Wedding Reception	7/25/2020	7/25/2020	8/6/2018				500	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Website Social Event	(Santafe.org RFP)	Cancelled	Weddings 2020	9/19/2020	9/19/2020	6/9/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Dalahay Fiddes Wedding Reception	9/19/2020	9/19/2020	8/27/2019				200	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Other Social Event		Cancelled	Weddings 2020	9/19/2020	9/19/2020	6/9/2020	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Lucia & Victor Wedding Reception	9/20/2020	9/20/2020	1/14/2020				400	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Service Only - Social Event		Cancelled	Weddings 2020	9/19/2020	9/19/2020	11/20/2019	Melissa Glick		Convention Center	0	0	0
New		Unspecified	Raybon - Mares Wedding Reception	9/19/2020	9/19/2020	5/10/2019				100	0	
Local Meeting Unspecified												
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								

Event Type	Event Source	Client Status	Account Name	First Day	Start Date	Status Date	Sales Rep	HQ Hotel	HQ Venue Facility	Peak Rooms	Requested	Contracted
New/Repeat	Acct Source	Primary Market			Create Dt	Acct Quality						
Scope	BD Division	Services Rep	Event Name	Last Day	End Date	Decision Dt	Acct State			Total Attend	Economic Impact	
Trade Show/Art Show/Retail Show		Cancelled	Whitehawk Antique Show	8/3/2020	8/3/2020	10/6/2020	Melanie Moore			0	0	0
Repeat	Unspecified	Unspecified	2020 Whitehawk Show	8/11/2020	8/11/2020	3/10/2017	Active			3,000	75,000	
	Unspecified	Melanie Moore					New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Trade Show/Art Show/Retail Show		Cancelled	Whitehawk Antique Show	8/3/2020	8/3/2020	10/6/2020	Melanie Moore			0	0	0
Repeat	Unspecified	Unspecified	2020 Whitehawk Show	8/11/2020	8/11/2020	3/10/2017	Active			3,000	75,000	
	Unspecified	Melanie Moore					New Mexico					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Meeting	Repeat	Cancelled	Wilderness & Travel Medicine	5/25/2020	5/25/2020	4/8/2020	Justin Cox	Eldorado Hotel & Convention Spa, Hilton Santa Fe Historic Plaza*, Hotel Santa Fe*, TOURISM Santa Fe-Lead Copy/ORDERS Account*		200	920	910
Repeat	Existing Relationship	Health & Medical	Wilderness & Travel Medicine 2020	5/31/2020	6/1/2020	8/1/2016	Active			500	0	
National	Unspecified	Melissa Glick	3rd Party - Well-Assembled Meetings			3/30/2015	California					
<u>Lost to:</u>		<u>Reason:</u>		<u>Comment:</u>								
Selected Date Range Totals						Event Count:	82			2,610	9,529	2,105
										35,572	195,000	



**OTAB Marketing Report
November & December
Reporting for January 26, 2021 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for November and December

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**.

In-State Tourism Campaign

Approximate Timeline: October 2020 – November 2020

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

Core/Drive Market Extension

Approximate Timeline: Ongoing

Objective: Integrated 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.

Paid Search Campaign:

- The Google search campaigns have gotten better at driving conversions on-site YoY.

- With less spend in these campaigns YoY (-25%), we are happy to see that the users driven to the site saw a conversion rate twice that of Q4 2019. This translated into a 11% drop in cost/conversion YoY.

- Specifically, we've seen an impressive 85% increase in the visitor guide conversion rate YoY. So despite less spend, 11% more visitor guides were downloaded in Q4 2020 compared to Q4 2019. This is mostly due to ongoing optimizations over the past year that have tightened up strategy and removed waste, although we are also seeing shifts in trending audiences that have also contributed to ongoing success. In Q4 2020, keyword groupings for "vacations", "outdoors", and "things to do" all saw significant increases in conversion rate YoY. With talks of a vaccine emerging in Q4, users looked to be more interested in planning travel again.

- The Google Brand Pillars campaign has proven to bring an engaged audience on-site, having the lowest bounce rate of the running campaigns.

- This tactic has seen improvements in on-site engagement YoY, with these users viewing more pages on site, bouncing less, and having seen a 21% increase in conversion rate YoY. We are seeing shifts YoY in which pillars are bringing in the most traffic. There are overall less clicks in the retail, visual arts, history, and cuisine categories. This engagement shifted into the outdoors and performing arts audiences, which brought in a highly engaged audience and increased overall engagement YoY for the campaign.

- The shift to the outdoors pillar is consistent with the trends we saw throughout 2020 of a greater interest in outdoor activities due to COVID-19. However, the growth in performing arts interest is an outlier, so we will continue to monitor activity on this topic.

- Bing continues to be an efficient platform at driving a qualified audience to santafe.org.

- Similar to our improvement in Google SEM, Bing SEM has also proven more efficient at driving on-site conversions. We have seen a 49% increase in conversion rate YoY, with this Bing SEM conversion rate average being 25% higher than our Google SEM Q4 averages.

- There were more than three times the number of accommodations outbound click conversions in Q4 2020 compared to Q4 2019. This is mostly due to the branded campaign, which saw more than double the conversions in Q4 2020 versus Q4 2019 from the "vacations" & "hotels" keyword ad groups while the "things to do" and "events" keyword groups saw less conversions YoY.

- Not only has Bing seen improvements in on-site engagement, we have also seen improved cost efficiency with a 10% decrease in average CPCs YoY.

Paid Social Media Campaign:

- The in-state campaigns drove 8,828 new users from New Mexico to the website in Q4 across Facebook & Pinterest.

- Of these in-state social campaigns, the largest driver of traffic was the Facebook video campaign. This campaign ended up having a 26% lower cost/landing page view than the Facebook CTS campaign, showing us that the in-state video creative continues to be engaging.

- The Pinterest CTS/Carousel campaign was the most cost efficient of all the social in-state campaigns with a CPC half that of Facebook's CTS campaign.

- Overall, the in-state social traffic proved more engaged on-site than our core markets in Q4 2020, with users bouncing less, visiting more pages and spending longer on-site. This is consistent with the increases in COVID-19 cases and local restrictions in Q4, which meant that Santa Fe was more likely to draw interest from in-state travelers than out-of-state in this period.

- Across the core market social campaigns that ran from December 4th-31st, we've seen increased efficiency in driving conversions on-site YoY.

- When comparing these core market campaigns to the same timeframe in 2019, we've seen the on-site conversion rate more than double. Behavior looks different, however, as the core campaigns are directed at the virtual experiences page this year. Instead of an increase in accommodations outbound clicks or visitor guide downloads (both are down YoY for this timeframe), we are seeing an increase in non-accommodations outbound clicks due to the nature of the landing page. These conversions are not as valuable as visitor guide downloads, but we are happy to see the core markets engaging with the virtual experiences even if they are more hesitant to actively plan travel at the moment.

- An A/B test on Pinterest led to significantly lower costs associated with driving both website traffic and conversions.

- In December, we tested a maximize conversions bidding strategy against a traffic bidding strategy in our Pinterest core carousel campaign. We found a significant difference in performance, with the conversions bidding strategy having a better conversion rate and lower cost per conversion. Unexpectedly, we also found the conversions campaign to have a better landing page view rate and lower cost/LPV. In essence, this means that the campaign was more efficient at driving conversions as well as traffic! Because of this, our Pinterest carousel campaigns are now switched over to the conversion bidding strategy which should result in overall improved efficiency for the campaign in Q1.

- We are conducting a similar experiment in Facebook's core CTS campaign in Q1 that will determine which bidding strategy to use in the platform going forward.

Display & Video Campaign:

- The Trade Desk display generated a strong overall CTR of 0.13% that was propped up by the In-State campaign.

- Overall the in-state campaign showed strong engagement, generating a CTR 200% over benchmark at 0.24%.

- The CORE display campaign relaunched in December and reached over 379,000 unique households.

- GumGum High-Impact Display launched on December 18th and generated strong engagement with a CTR nearly 2x the industry benchmark of 0.12%.

- Leveraging GumGums premium site list and highly visible units, viewability was nearly 90% in December at 87%.

- Google Discovery ads continue to efficiently drive conversions, especially among prospecting audiences in our drive markets.

- Among our in-state audiences, Discovery ads saw a drop in efficiency as cost per conversion increased by 60% compared to Q3. This is likely a result of the increased restrictions within NM in November as well as the natural slowdown in tourist activity as the colder weather and holiday season occupy Q4.

- However, the core markets responded very well to these campaigns when those activities re-launched in December. The ads promoted the virtual experiences page, and led to a 7.4% conversion rate on the site. This means that users are taking the desired actions of clicking out to explore the virtual experiences from our site. Compared to Q4 of 2019, these campaigns drove conversions at a 60% lower cost. The nature of the conversions is different this year as there were more visitor guide requests and accommodations clicks last year, but we are glad to see that users from our core markets are taking advantage of the virtual experiences. This is an indication that our core markets, which have not received advertising since June, are receptive to our messaging once again and likely to be eager to begin trip planning as soon as the pandemic outlook starts to trend more positively.

- GDN remarketing provides a low-cost path to re-engage site visitors and allow them to experience Santa Fe virtually.

- Similar to Discovery ads, the virtual experiences ads on GDN in the core markets fared better than the in-state efforts. With an efficient CPC of \$0.66, they drove 1,390 clicks back to the virtual experiences page in the drive markets, along with 46 conversions on the site.

- In response to these trends, we have pared back spending on in-state remarketing going forward in order to focus budgets in the higher-performing drive markets.

- YouTube video ads resumed in Q4 and drew pre-pandemic levels of engagement.

- YouTube advertising resumed in October and view rates in the quarter were practically identical to those of Q4 2019, prior to the pandemic, in like markets.

- On this channel, we tend to see higher engagement amongst in-state audiences compared to drive markets, as they registered a 53% view rate compared to 49% for drive markets while both campaigns were active.

2. **[NEW YEAR. NEW WEBSITE! TOURISM Santa Fe Launches Re-Vamped SantaFe.org**

TOURISM Santa Fe is excited to announce that we have launched a new website on santafe.org! Our team has worked diligently to migrate all Partner Business Listing(s), Event(s), and Deal(s) into the new system and it has been of the upmost importance to preserve as much of data as possible.

- However, due to the nature of this kind on migration, there will be some housekeeping to ensure that all listing information is completely up to date. The TSF team has been and will continue to work through some housekeeping of our own.
- As part of the website launch, we will also be launching a new Partner Portal, which will give partners the ability to manage assets more efficiently. In the upcoming days, all partners should be on the lookout for an important email that will contain information on signing into the new Partner Portal. We will also include a new Online “Quick Start Guide” that will help everyone navigate the updated Partner Portal and make edits/updates/changes to their account.

3. **[ATTN: RETAILERS] Join the New Santa Fe Marketplace**

Tourism Santa Fe and the Chamber of Commerce are excited to announce a new Santa Fe online marketplace that creates a unique shopping experience for both locals and tourists wanting to shop local in Santa Fe.

With online commerce becoming essential to local retail survival, we recognize how important e-commerce readiness is for our community. It's critical that we have a platform for locals and tourists to shop locally from the comfort of their home. Customers will be able to discover all that the area businesses have to offer and easily buy from multiple businesses online, with options to choose local pickup, delivery, and shipping (as available by each vendor). There's no commission fee on the website, so aside from credit card processing fees, every dollar on the site goes back to local businesses.

Check out all the great local products at santafemarketplace.com.

If you are a small local business and interested in more information, please visit santafe.shopwhereilive.com/sell/ to learn more and register your business.

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 needed to be spent on completed projects by the end of calendar year 2020.**

- **PROJECT #1: WEBSITE CMS TRANSITION** – COMPLETE; Referenced above.
- **PROJECT #2: VIRTUAL ITINERARY BUILDER PLATFORM** – COMPLETE; <https://santa-fe.wendyourway.com/experiences>

The City of Santa Fe contracted 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 allows 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.

A tool like the virtual Itinerary Planner will allow for a central, convenient place for current activities to be shared with the potential visitor and allow bookings 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 is 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. [2021 SANTA FE VISITORS GUIDE] Currently Wrapping Up Production

We anticipate production being complete by the end of January and the 2021 Visitors Guides being delivered and ready for distribution mid/late February.

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 (as of 1/15/2021)

- 7,304 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,419 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
- 208 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 1/19/2021)

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

Social Media (as of 1/19/2021)

- 547 Total Social Media Posts

Q4 2020 MARKETING METRICS

A summary of Q4 2020 Marketing Results is below. Full report is included in the packet.

Website [Q4 Y/Y Change]

- Total Sessions: 195,207 [DOWN 40% Y/Y]
- Unique Users: 162,441 [DOWN 38% Y/Y]
- Average Pages Per Session: 3.06* [DOWN 15%]
- Average Time on Site: 4:49* [DOWN 7%]
- Overall Conversion Rate: 7.57% [DOWN 5%]

Overall, Q4 traffic to the website was down 40% from last year. Engagement metrics were also down slightly as pandemic travel, social, and retail restrictions continued. Y/Y, new sessions were up 4.8%. Mobile traffic regained its typical upward trajectory, up 2.4% from Q3, and traffic from US states was mixed Y/Y with traffic declining or flat for most states, but several states delivering increased traffic: Arizona (+8%), Virginia (+8%), Massachusetts (+13%), Maine (+271%), Connecticut (+10%), Idaho (+10%), Montana (+5%), New Hampshire (+29%), South Dakota (+15%), North Dakota (+47%), and Alaska (+26%).

**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 [Q4 Y/Y Change]

- Earned Media: \$2.12M [DOWN 64%]
- Earned Media Impressions: 246.5M [DOWN 36%]

During Q4 there were a few placements that drove PR metrics up to almost pre-COVID times, including an article in Business Insider with a reach of more than 75 million and an advertising equivalency value of more than \$503,000. Throughout the month of November, major highlights for Santa Fe included both Conde Nast Traveler articles, one highlighting Ski Santa Fe and the other titled, "A Green Chile Road Trip Through New Mexico." In November 2019, we had a large amount of media visits due to a Brand USA Group Media FAM and the IFWTWA post-conference FAM trip compared to November 2020, in which COVID travel restrictions made it impossible to host media. The 14 journalists that visited in November 2019 is an abnormally high number for that time of year, and we would not expect to repeat that even in a non-COVID year.

The strict quarantine and travel restrictions in place for the state continued to impact earned media impressions as well as media value numbers. We are ending the calendar year with an earned media dollar value that is 23.5% lower than previous years. With a lack of holiday happenings open to the public, the team saw a decrease in Christmas related coverage which traditionally is one of the biggest drivers of coverage for the destination during this month.

Social Media [Q4 Y/Y Change]

- Facebook Followers: 79,018 [UP 7% Y/Y]
- Facebook Engagement: 164,000 [DOWN 23% Y/Y]
- Twitter Followers: 15,665 [UP 5% Y/Y]
- Twitter Engagement: 2,812 [DOWN 42% Y/Y]
- Twitter Impressions: 180,600 [DOWN 35% Y/Y]
- Instagram Followers: 41,176 [UP 35% Y/Y]
- Pinterest Impressions: 117,850* [N/A]
- YouTube Subscribers: 733 [UP 22% Y/Y]

While the fourth quarter saw a continued rebuild through the COVID 19 outbreak, we still struggled to match pre-COVID levels across most KPIs. Continued lockdowns result in a much lower posting volume, down 45% on Facebook and even greater on Twitter. Instagram growth remained a bright spot, seeing a 35% growth in followers Y/Y and much higher engagement than previous years. YouTube video views saw a slight decrease as paid promotion was paused throughout most of the shutdown.

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

Blog [Q4 Y/Y Change]

- Page Views: 20,022 [DOWN 32% Y/Y]
- Average Time on Blog: 3:03 [DOWN 5% Y/Y]
- Referrals to Website Percentage: 11% [DOWN 1% Y/Y]

Blog traffic is down 32% Y/Y. Time on site has decreased by 5%. Hiking content was the most visited on site, with the /hiking-trails blog the most visited of the quarter.

Email Newsletter [Q4 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: 3,387 [UP 1% Y/Y]
 - Marketing Report Open Rate (Average): 26.8% [DOWN 19% Y/Y]

All regular consumer newsletters and the sales report were paused during Q4 with the exception of the Winter Gift Guide. As a result, newsletters only drove 3.6% of campaign traffic but 1.1% of total site traffic, still a large drop year over year, but driving far more site traffic than in Q3.

Dips in open rates in November and December meant the marketing report open rate ended up down 19% year over year.

Paid Media/Advertising [Q4 Y/Y Change]

- Ad Spend: \$80,000 [DOWN 67% Y/Y]
- Ad Impressions: 10.8M [DOWN 67% Y/Y]

PAID SEARCH

- The Google search campaigns have gotten better at driving conversions on-site YoY.
- Google Brand Pillars campaign has proven to bring an engaged audience on-site, having the lowest bounce rate of the running campaigns.
- Bing continues to be an efficient platform at driving a qualified audience to santafe.org.

PAID SOCIAL

- The in-state campaigns drove 8,828 new users from New Mexico to the website in Q4 across Facebook & Pinterest.
- Across the core market social campaigns that ran from December 4th-31st, we've seen increased efficiency in driving conversions on-site YoY.
- An A/B test on Pinterest led to significantly lower costs associated with driving both website traffic and conversions.

DISPLAY & VIDEO

- The Trade Desk display generated a strong overall CTR of 0.13% that was propped up by the In-State campaign.
- GumGum High-Impact Display launched on December 18th and generated strong engagement with a CTR nearly 2x the industry benchmark of 0.12%.
- Google Discovery ads continue to efficiently drive conversions, especially among prospecting audiences in our drive markets.

- GDN remarketing provides a low-cost path to re-engage site visitors and allow them to experience Santa Fe virtually.
- YouTube video ads resumed in Q4 and drew pre-pandemic levels of engagement.

GROUPS & MEETINGS

- CVENT and Mountain Meetings resumed in late September/early October in order to re-engage prospective meeting planners.
- Groups and meetings pages saw 45% more traffic in Q4 than Q3 due to the display advertising.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

December 2020 Performance Metrics

Visits

- Total Sessions 76,046 (22.5% decrease Y/Y)
- Unique Users 64,260 (19.4% decrease Y/Y)
- Pages per Session 2.88† (149.2% increase Y/Y)
- Average Time on Site 4:29† (231.9% increase Y/Y)
- Conversion Rate 6.78% (8.9% decrease Y/Y)

Visitor Gender

- 57.2% Female (3.9% decrease Y/Y)
- 42.8% Male (5.8% increase Y/Y)

Visitor Age

- 9.4% 18 - 24 (79.9% increase Y/Y)
- 20.0% 25 - 34 (6.3% decrease Y/Y)
- 15.9% 35 - 44 (9.0% decrease Y/Y)
- 16.5% 45 - 54 (1.4% decrease Y/Y)
- 21.0% 55 - 64 (2.4% increase Y/Y)
- 17.2% 65+ (8.2% decrease Y/Y)

Newsletters

- TOURISM Santa Fe Marketing Report
 - Sent: 12/9/2020
 - Number sent: 1,136
 - Number opened: 313

- Open rate: 27.6%††

†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

Summary

Despite facing many struggles throughout the year, December saw a strong close to 2020. Strong user-generated imagery continued to perform very well. Facebook engagement and PTAT saw 28.5% increase M/M and 30.6% increase M/M respectively, both the highest marks of 2020. Instagram growth saw its strongest growth of 2020 as well, with a 3.9% M/M, gaining almost 7,000 followers in December. Twitter engagement saw a 20.1% increase M/M, though followers and impressions remained mostly flat. Pinterest organic impressions saw a 19.2% gain M/M, while resuming paid campaigns saw YouTube views spike 570.8% M/M.

Facebook

December 2020 Performance Metrics

- Total Page Followers: 79,018 (.94% increase M/M)
- People Talking About This (PTAT): 26,167 (30.6% increase M/M)
- Engagement: 64818 (28.5% increase M/M)
- Top Ranking Post: "Holiday cheer shining bright. #TheCityDifferent | SantaFe.org Photo: @AttackStallion"
 - Reactions: 11,584
 - Comments: 978
 - Reach: 98,493

Twitter

December 2020 Performance Metrics

- Followers: 15,665 (.41% increase M/M)
- Monthly Impressions: 50200 (3.5% decrease M/M)
- Engagement: 943 (20.1% increase M/M)
- Top Ranking Post: "Long nights bring lots of lights. #TheCityDifferent | SantaFe.org Photo: @biscochito_santafe"
 - Impressions: 5527
 - Retweets: 9
 - Total engagements: 314

Instagram

December 2020 Performance Metrics

- Followers: 41,176 (3.9% increase M/M)
- Top Performing Post: "Wishing you a Merry Christmas from the "City of Holy Faith" TheCityDifferent | SantaFe.org"
 - Likes: 4518

Pinterest

December 2020 Performance Metrics

- Organic Impressions: 43,410 (19.2% increase M/M)

YouTube

December 2020 Performance Metrics

- Subscribers: 733 (.14% increase M/M)
- Views: 538,294 (570.8% increase M/M)

Santa Fe Insider Blog

December 2020 Performance Metrics

- Total Blog Views: 6375 (15.7% increase M/M)
- Average Time on Blog: 3:10 minutes (6.7% increase M/M)

December Blog Posts

Holiday Recipes from The City Different

- Posted December 8, 2020
- Views: 547

Top 5 Viewed Blog Posts in December

Holiday Recipes from The City Different

- Posted December 8, 2020
- Views: 547

Hiking Trails You Can Access From Santa Fe

- Posted October 31, 2019
- Views: 459

8 Farolito Photos to brighten the Holidays

- Posted December 8, 2015
- Views: 393

December Events You Just Can't Miss

- Posted November 9, 2019
- Views: 389

11 Surprising Facts about Santa Fe, NM

- Posted February 13, 2020
- Views: 348

PUBLIC RELATIONS

Summary

Throughout the month of December, Santa Fe was highlighted by several major outlets that included Conde Nast Traveler, Travel + Leisure, Thrillist and Business Insider. Through media outreach, our PR team continued efforts in pitching Santa Fe as one of the best destinations for the holidays. Articles that resulted from this targeted pitching included Conde Nast Traveler's pieces titled, "The World's Most Spectacular Holiday Light Displays," and "Where to Go for Christmas: 23 U.S. Cities Full of Holiday Cheer." The number of articles on this topic was down when compared to year's past due to changes brought on by the ongoing pandemic, yet our team was successful in keeping Santa Fe included.

In addition, many articles resulted from proactive pitching and past hosting efforts centered around Santa Fe being a top ski destination such as the TripSavvy article titled, "Lesser Known Ski Destinations," and the Thrillist article titled, "Best Ski Towns in the U.S."

Performance Metrics

December 2020

- Pitches: 80 (31% increase Y/Y)
- Press Releases: 0 (no change Y/Y)
- Media Visits: 0 (5% decrease Y/Y)
- Media Contacts: 170 (4% increase Y/Y)
- Earned Media: \$ 1,030,491 (37% decrease Y/Y)
- Total Impressions: 130,768,334 (29% increase Y/Y)

Year to Date 2020

- Pitches: 1,083 (54% increase Y/Y)
- Press Releases: 9 (5% decrease Y/Y)
- Media Visits: 33 (69% decrease Y/Y)
- Media Contacts: 2,485 (28% increase Y/Y)
- Earned Media: \$ 14,744,634 (23% decrease Y/Y)
- Total Impressions: 1,013,021,914 (43% decrease Y/Y)

Visiting Press

Tourism Santa Fe hosted no media in December due to COVID restrictions.

MEDIA PLACEMENTS – ADVERTISING

DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

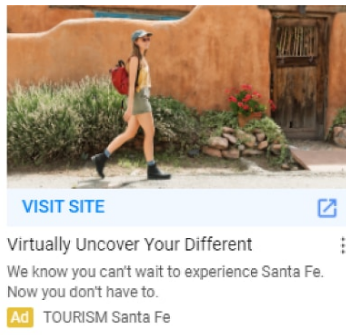
Google Display Network & Discovery Ads In-State

Target Markets: New Mexico

Flight Dates: 12/17/20 - 12/31/20

Impressions: 39,111

Media Spend: \$480.26



Google Display Network & Discovery Ads CORE

Target Markets: CORE Markets

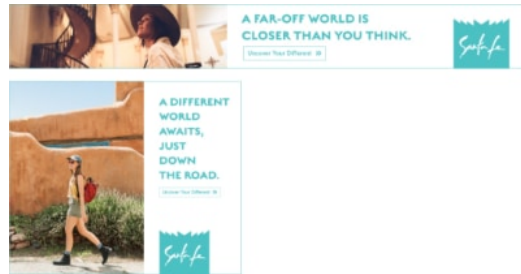
Flight Dates: 12/5/20 - 12/31/20

Impressions: 599,863

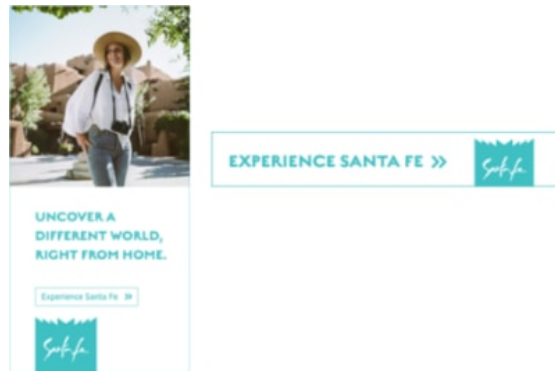
Media Spend: \$2,733.30



The Trade Desk In-State
Standard Display & Remarketing
Target Market: New Mexico
Flight Dates: 12/21/20 - 12/31/20
Impressions: 327,767
Media Spend: \$ 1,200



The Trade Desk CORE
Standard Display & Remarketing
Target Market: CORE Markets
Flight Dates: 12/4/20 - 12/31/20
Impressions: 3,095,498
Media Spend: \$ 5,372

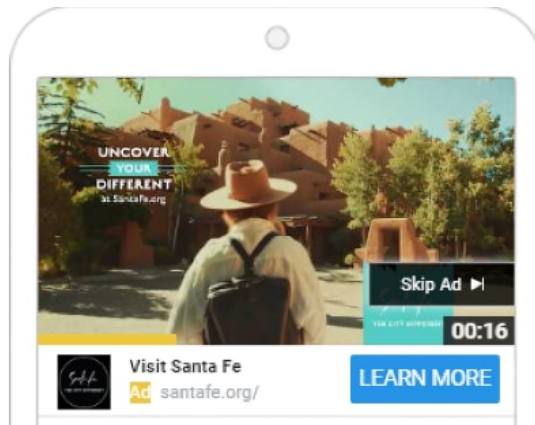


GumGum
High Impact Display
Target Market: CORE Markets
Flight Dates: 12/18/20 – 12/30/20
Impressions: 205,128
Media Spend: \$ 1,896.40

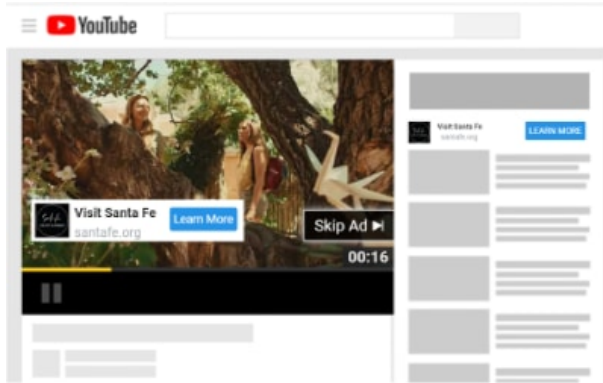


YouTube TrueView In-State
 Target Market: New Mexico
 Flight Dates: 12/17/20 - 12/31/20
 Impressions: 141,306
 Media Spend: \$984.57

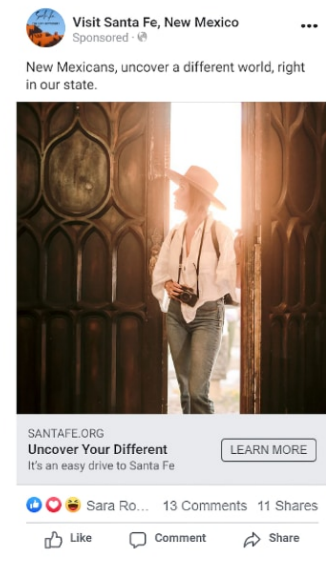
Link to Video: www.youtube.com/watch?v=z2jiXYHDGoc



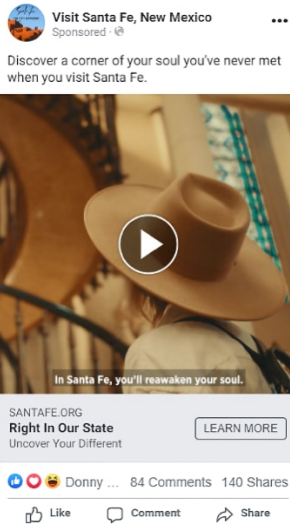
YouTube TrueView CORE
 Target Market: CORE markets ^{SEP} Flight Dates: 12/7/20 - 12/31/20
 Impressions: 870,902
 Media Spend: \$7,749.32
 Link to Video: www.youtube.com/watch?v=cF5ds5YSW5I



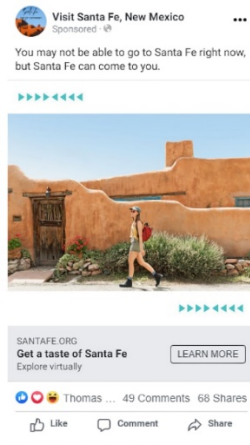
Facebook & Instagram In-State
 Image Ads
 Target Markets: New Mexico
 Flight Dates: 12/17/20 - 12/31/20
 Impressions: 72,709
 Media Spend: \$606.42



Video Ads
 Target Markets: New Mexico
 Flight Dates: 12/17/20 - 12/31/20
 Impressions: 49,091
 Media Spend: \$601.24



Facebook & Instagram CORE
Image Ads
Target Markets: CORE Markets
Flight Dates: 12/5/20 - 12/31/20
Impressions: 451,209
Media Spend: \$4,900.33



Video Ads
Target Markets: CORE Markets
Flight Dates: 12/5/20 - 12/31/20
Impressions: 329,505
Media Spend: \$4,910.06


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When the world settles into its new normal, visit The City Different.



SANTAFE.ORG
Uncover Your Different
 Plan a trip to Santa Fe [LEARN MORE](#)




 Puja Ana... 74 Comments 48 Shares

Pinterest In-State
 Image Ads
 Target Markets: New Mexico
 Flight Dates: 12/17/20 - 12/31/20
 Impressions: 34,701
 Media Spend: \$ 332.31



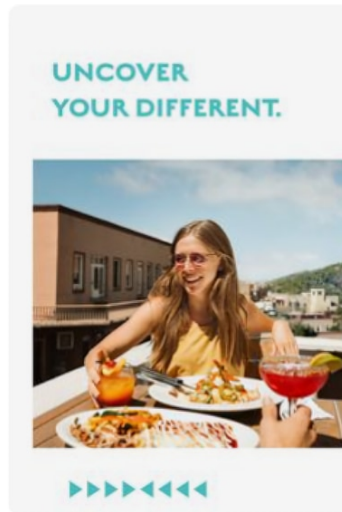
Uncover a different world.

Video Ads
 Target Markets: New Mexico
 Flight Dates: 12/17/20 - 12/31/20
 Impressions: 14,851
 Media Spend: \$ 284.93



▶ Discover a corner of your so...

Pinterest CORE
Image Ads
Target Markets: CORE Markets
Flight Dates: 12/5/20 - 12/31/20
Impressions: 337,298
Media Spend: \$2,326.83



● ● ● ● ●
Uncover your different, virtually.

Video Ads
Target Markets: CORE Markets
Flight Dates: 12/5/20 - 12/31/20
Impressions: 147,559
Media Spend: \$2,921.34



► **Uncover Your Different**

SEM

Google Search

Target Markets: National

Flight Dates: 12/1/20 - 12/31/20

Impressions: 257,413

Media Spend: \$ 10,086.19

Bing Search

Target Markets: National

Flight Dates: 12/1/20 - 12/31/20

Impressions: 52,516

Media Spend: \$ 2,163.62

MEETINGS AND GROUPS

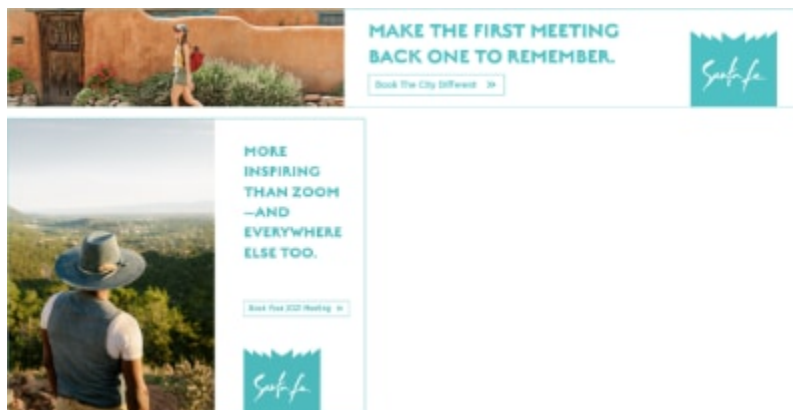
CVENT

Target Markets: National

Flight Dates: 12/1/20 - 12/31/20

Impressions: 72,586

Media Spend: \$ 1,466.40



SEM
Google Search
Target Markets: National
Flight Dates: 12/1/20 - 12/31/20
Impressions: 2,326
Media Spend: \$262.94

TOURISM

SANTA FE

Quarterly Marketing Report
2020 Q4 | October - December 2020

Occupancy & Room Rates

Occupancy Rate

32.9

↓ -33.7

Average Daily Rate

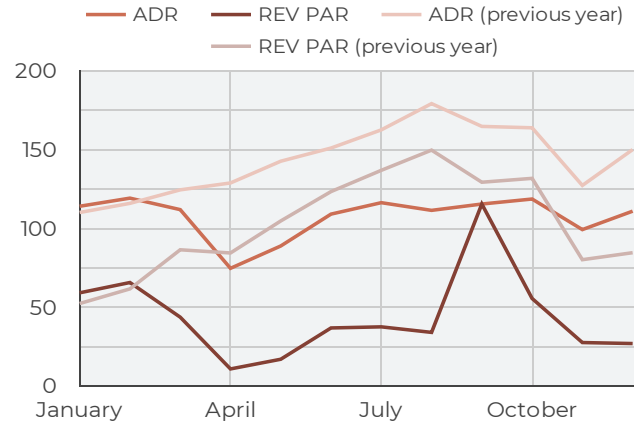
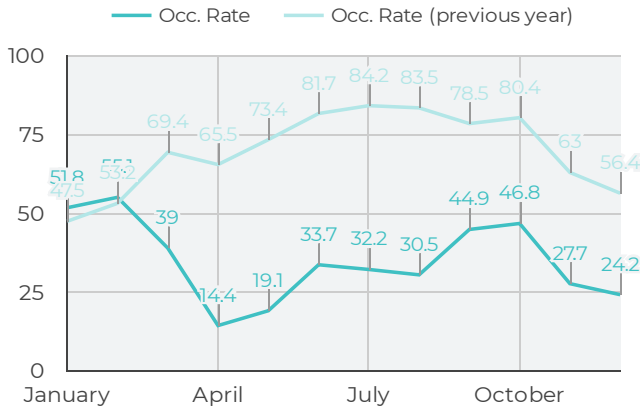
\$109.61

↓ -25.5%

REV PAR

\$36.65

↓ -62.9%



Source: Rocky Mountain Lodging Report

Guide & Visitor Centers

Guide Distribution

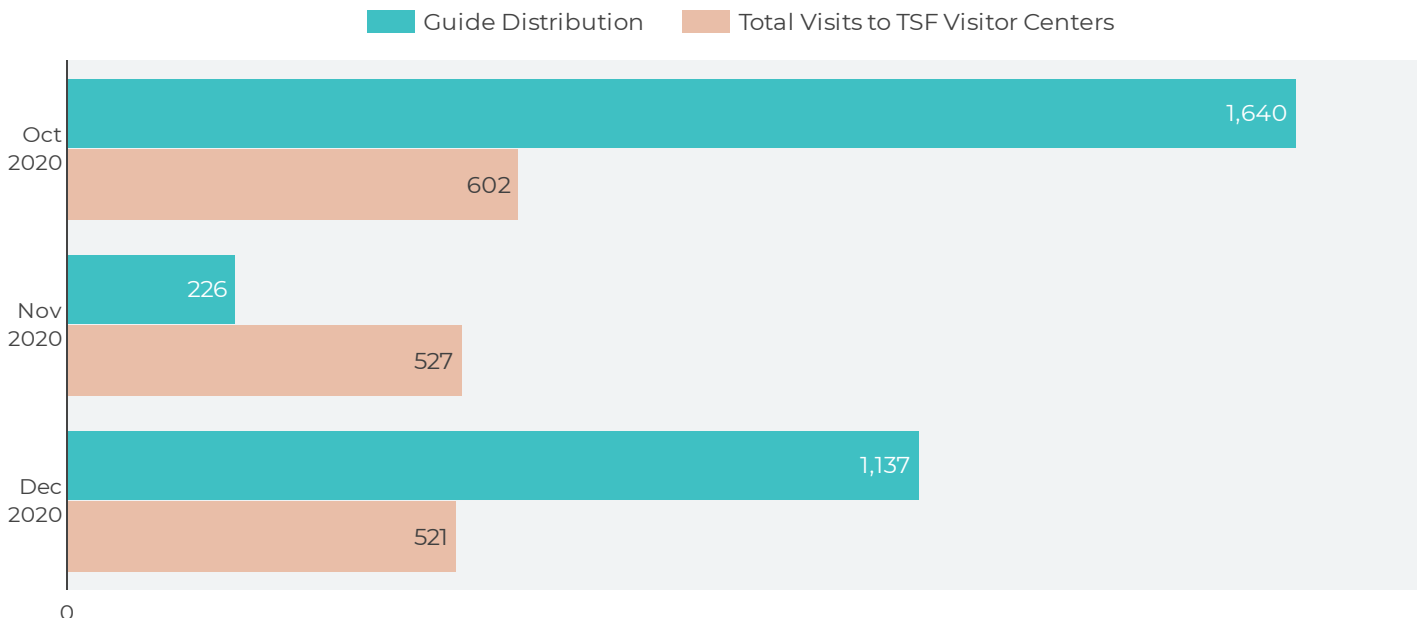
3,003

↓ -61%

Total Visits to
TSF Visitor Centers

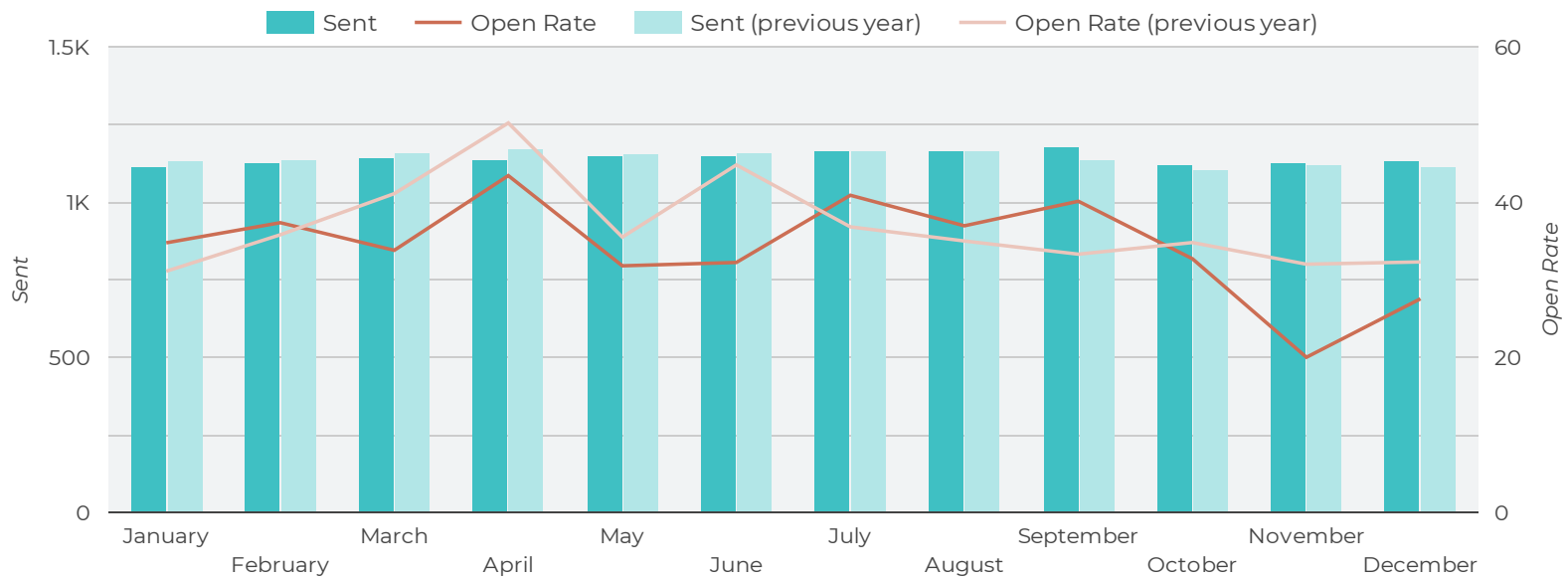
1,650

↓ -83%



Email

Industry: Marketing Report



Sent
3,387
↑ 1%

Open Rate
26.8
↓ -19%

Totals for the selected dates.

Insights

Summary:

All regular consumer newsletters and the sales report were paused during Q4 with the exception of the Winter Gift Guide. As a result, newsletters only drove 3.6% of campaign traffic but 1.1% of total site traffic, still a large drop year over year, but driving far more site traffic than in Q3.

Dips in open rates in November and December meant the marketing report open rate ended up down 19% year over year.

Key Insights:

- The Winter Gift Guide was sent on November 10 to the largest consumer audience ever. This resulted in the lowest open rate since the gift guide was created at 6.3%. Previous mailings were more targeted, which together with the pandemic is likely responsible for the low open rate.
- A one-off emailing sent to inform business partners and account holders about the new partner portal had the highest open rate of Q4 at 35.0%.
- Overall, marketing reports had lower open rates during Q4 than in Q3, continuing the trend we saw in the previous quarter.

Social Media Overview

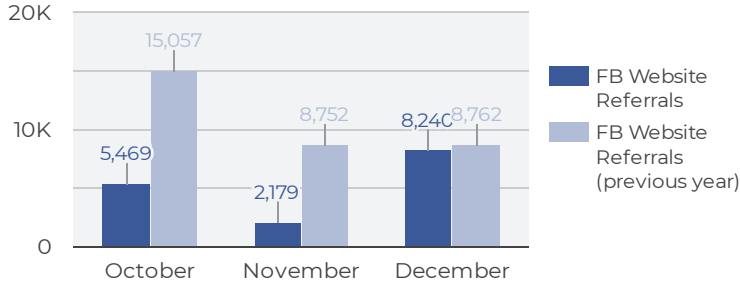


Facebook & Instagram

FB Page Likes
79,018
↑ 7%

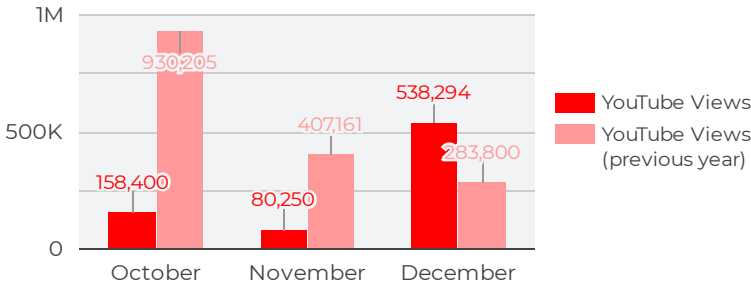
FB Eng.
164,000
↓ -23%

IG Followers
41,176
↑ 35%



YouTube

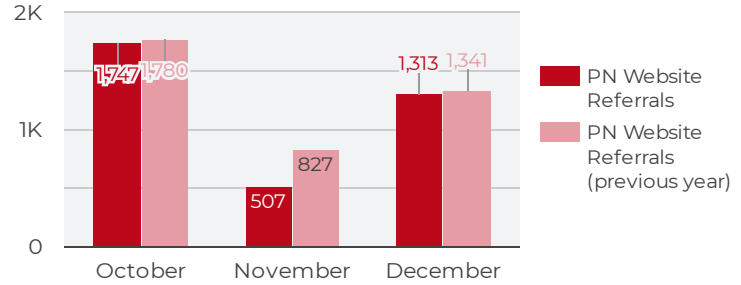
Subscribers
733
↑ 22%



Pinterest

Impressions
117,850

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

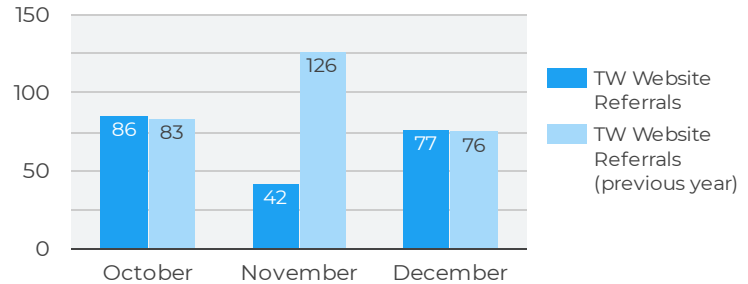


Twitter

Followers
15,665
↑ 5%

Impressions
180,600
↓ -35%

Engagement
2,812
↓ -42%



Insights

Summary:

While the fourth quarter saw a continued rebuild through the COVID 19 outbreak, we still struggled to match pre-COVID levels across most KPIs. Continued lockdowns result in a much lower posting volume, down 45% on Facebook and even greater on Twitter. Instagram growth remained a bright spot, seeing a 35% growth in followers Y/Y and much higher engagement than previous years. YouTube video views saw a slight decrease as paid promotion was paused throughout most of the shutdown.

Key Insights:

- Facebook Page Followers have increased 7% Y/Y (5343 new followers)
- Facebook Engagement dropped 23% Y/Y.
- Facebook posting volume down 45% Y/Y
- Instagram followers have grown 35% Y/Y (10,617 new followers).
- Twitter followers have increased 5% Y/Y, though
- Twitter impressions and engagement are down 35% and 42% Y/Y respectively.
- 117,850 Organic Pinterest impressions baseline set. Y/Y data is not yet available.
- YouTube subscriber grew 22% Y/Y. Video views were down as paid advertising was paused.

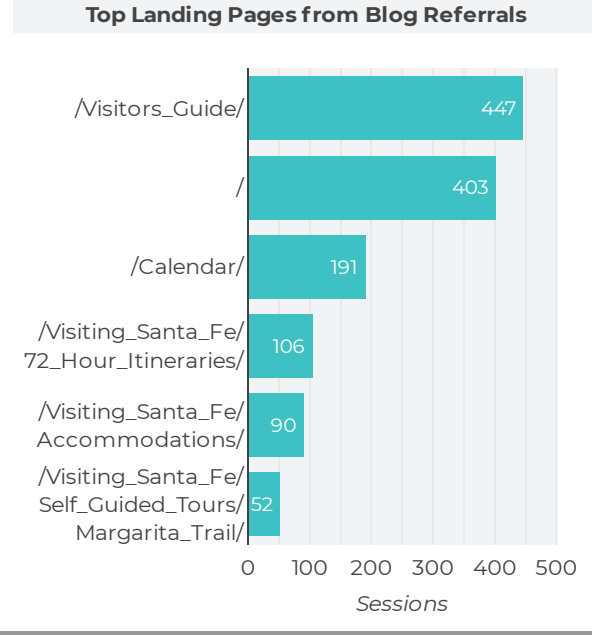
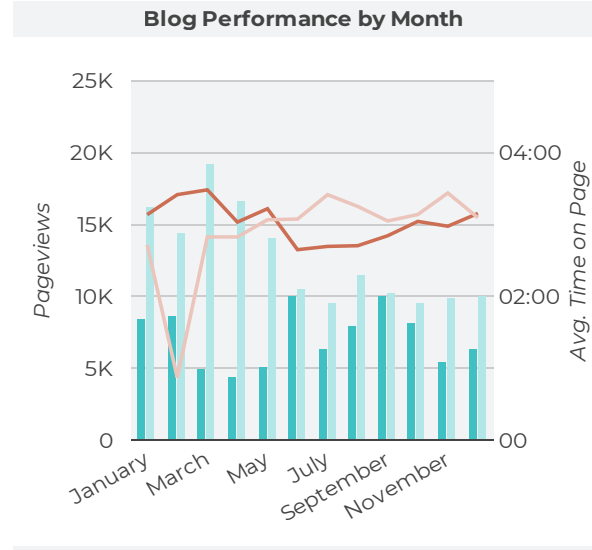
Action Items:

- Remain nimble and able to adapt as travel rules and regulations continue to remain very fluid.
- Continue to build photo asset library with Crowdriff
- Optimize open graph images and descriptions on top performing webpages

Blog

Pageviews 20,022 ↓ -32%	Time on Page 03:03 ↓ -5%	Site Referral Rate 11.0% ↓ -1%
---	--	--

Top Blog Pages	Pageviews	Time on Page	Bounce Rate
/blog/hiking-trails/	1,566	03:10	77%
/blog/surprising-facts/	1,285	06:09	81%
/blog/santa-fe-countytrails/	1,001	03:52	59%
/blog/a-day-trip-to-chimayo-from-santa-fe/	978	05:12	74%
/blog/december-events/	822	02:58	72%
/blog/petroglyphs/	704	03:05	79%
/blog/holiday-recipes/	610	05:17	91%
/blog/8-farolito-photos-to-brighten-the-holiday/	569	04:35	90%
/blog/	569	01:23	54%
/blog/welcome-back/	493	01:21	53%
/blog/santa-fe-winter-must-dos/	481	05:39	72%
/blog/thanksgiving-weekend/	475	03:54	74%
/blog/take-a-table-outdoors-in-santa-fe/	462	03:27	37%
/blog/the-art-lovers-guide-to-santa-fe/	402	02:39	70%
Grand total	20,022	03:03	75%



Insights

Summary:

Blog traffic is down 32% Y/Y. Time on site has decreased by 5%. Hiking content was the most visited on site, with the /hiking-trails blog the most visited of the quarter.

Key Insights:

- After falling off for the past 2 quarters, event content reappeared in the top visited pages.
- The main traffic driver for the blog remains Organic Search.
- The blog made up 10.3% of total site traffic in Q4. This is a 1.4% increase Y/Y.
- Referral ratio remained mostly flat 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.
- Begin to phase out old legacy content
- Optimize taxonomy to organize content in a useful manner.

Public Relations

Media Visits

5

↓ -82%

Earned Media

\$2.12M

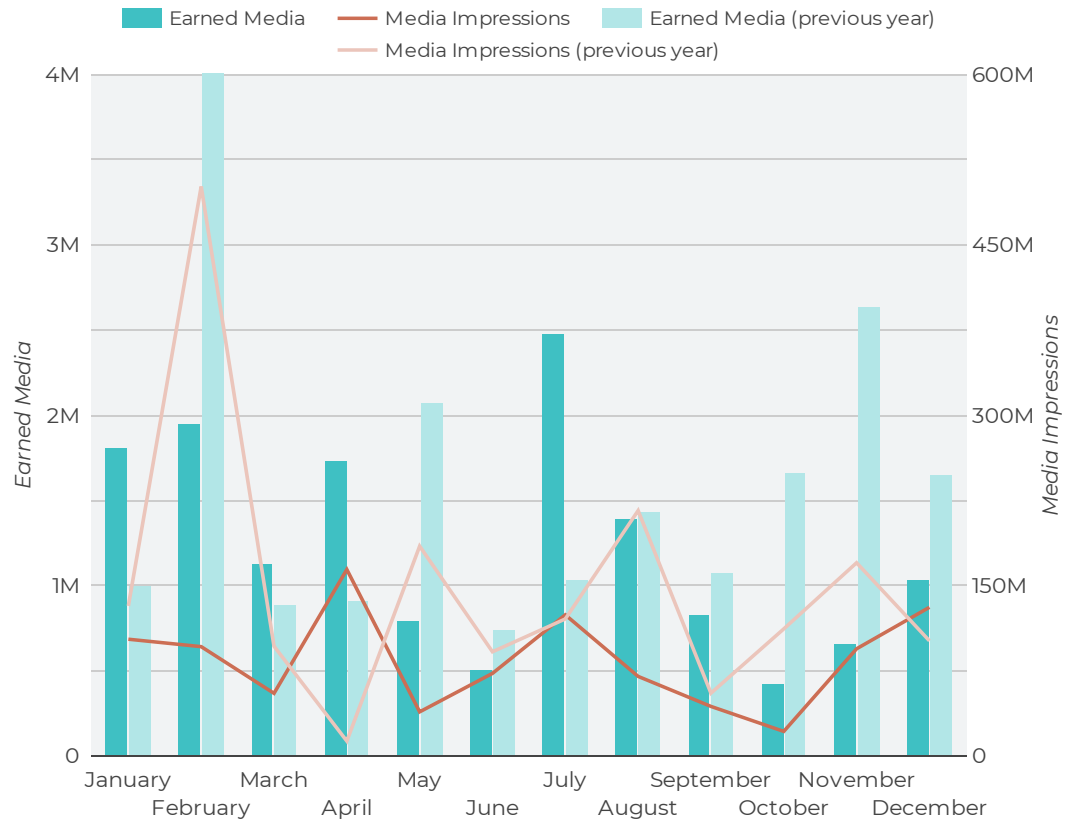
↓ -64%

Media Impressions

246.5M

↓ -36%

Totals for the selected dates.



Insights

Summary:

During Q4 there were a few placements that drove PR metrics up to almost pre-COVID times, including an article in Business Insider with a reach of more than 75 million and an advertising equivalency value of more than \$503,000. Throughout the month of November, major highlights for Santa Fe included both Conde Nast Traveler articles, one highlighting Ski Santa Fe and the other titled, "A Green Chile Road Trip Through New Mexico." In November 2019, we had a large amount of media visits due to a Brand USA Group Media FAM and the IFWTWA post-conference FAM trip compared to November 2020, in which COVID travel restrictions made it impossible to host media. The 14 journalists that visited in November 2019 is an abnormally high number for that time of year, and we would not expect to repeat that even in a non-COVID year.

The strict quarantine and travel restrictions in place for the state continued to impact earned media impressions as well as media value numbers. We are ending the calendar year with an earned media dollar value that is 23.5% lower than previous years. With a lack of holiday happenings open to the public, the team saw a decrease in Christmas related coverage which traditionally is one of the biggest drivers of coverage for the destination during this month.

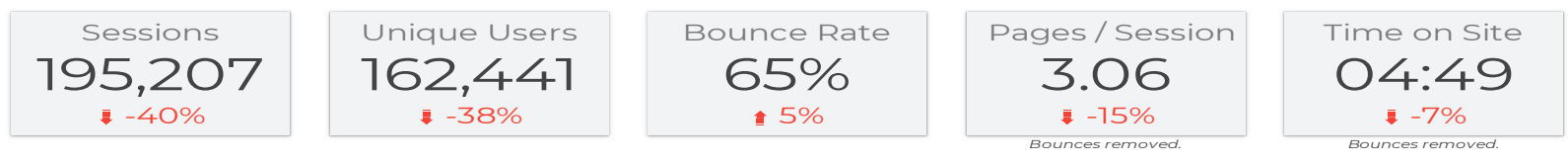
Key Insights:

- Outlets have resumed online 'Where To Go' monthly columns but we remain cautious to pitch with the NM restrictions in place. As outlets begin to focus on Q2 or Q3 months, we may revisit.
- National accolades continue to get coverage in local markets for award-winning cities.
- Print editions of Conde Nast Traveler and Travel + Leisure were heavily focused on domestic travel in Q4 of 2020
- Online travel stories have returned, most with a note on potential travel restrictions on the top. This could allow us to resume pitching larger travel stories despite the current limitations on travel to NM.

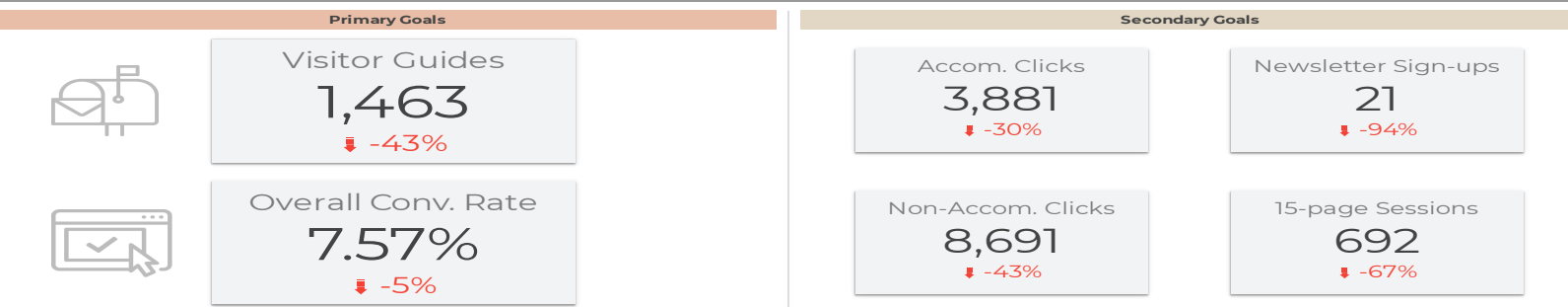
Action Items:

- Promote and support what's new in 2021
- Expand upon the "Domestic Cities with International Flair" pitch to incorporate additional experiences that Santa Fe offers travelers who can't leave the country
- Check-in with partners on any new virtual or outdoor experiences looking ahead, as this trend will also likely continue
- Host virtual event to reengage media in Colorado and/or Texas

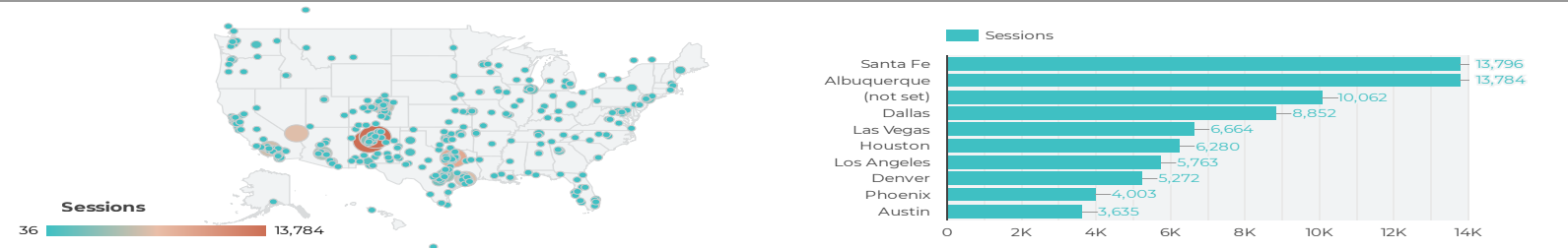
Top-Level KPIs



Conversions



Geo Data



Channel Breakdown

Source / Medium	Sessions	Pages / Session	Bounce Rate	Conversions
1. google / organic	100,553	1.75	61%	7,195
2. google / cpc	26,028	2.05	57%	3,193
3. (direct) / (none)	16,308	1.64	71%	884
4. facebook / vj-social	12,922	1.15	90%	116
5. TTD / vj-media	7,366	1.42	79%	8
6. FBK / vj-social	5,213	1.14	84%	513
7. bing / organic	3,702	2.52	45%	587
8. pinterest / vj-social	3,361	1.13	90%	41
9. yahoo / organic	2,713	2.24	48%	333
10. m.facebook.com / referral	2,075	1.3	79%	45
11. bing / cpc	1,921	2.43	45%	480
12. duckduckgo.com / referral	1,422	2.11	57%	118
13. blog / header	873	2.71	42%	123
14. 192.168.0.1:9988 / referral	732	1.05	96%	1
15. santafe.org / referral	673	1.21	36%	257
Grand total	195,207	1.73	65%	14,769

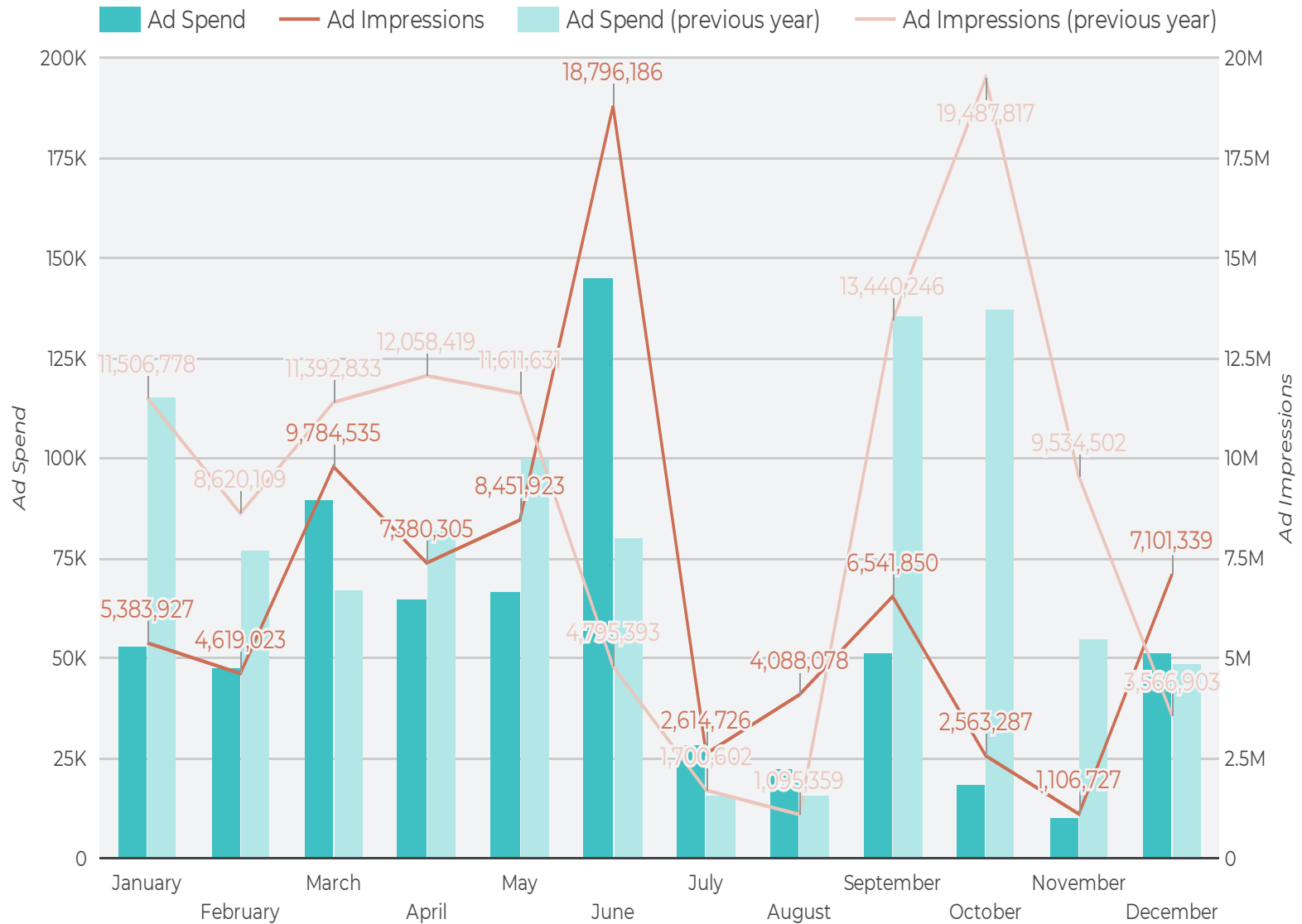
Insights

- Summary:**
 Overall, Q4 traffic to the website was down 40% from last year. Engagement metrics were also down slightly as pandemic travel, social, and retail restrictions continued. Y/Y, new sessions were up 4.8%. Mobile traffic regained its typical upward trajectory, up 2.4% from Q3, and traffic from US states was mixed Y/Y with traffic declining or flat for most states, but several states delivering increased traffic: Arizona (+8%), Virginia (+8%), Massachusetts (+13%), Maine (+271%), Connecticut (+10%), Idaho (+10%), Montana (+5%), New Hampshire (+29%), South Dakota (+15%), North Dakota (+47%), and Alaska (+26%).
- Key Insights:**
- As with Q2 and Q3, 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. The Virtual Experiences page continued its rise in popularity, becoming the third most visited page with 6% of visitors.
 - Y/Y traffic to all other top pages was down, similar to the previous two quarters: Calendar -80%, Things To Do -79%, Visiting Santa Fe -43%, Dine -59%, What's Happening -71%, Visitors Guide -52%, and Must-See Events -63%. Unlike in Q2 and Q3, the Accommodations page also saw a similar impact to traffic, down 45% Y/Y.
 - Virtual travel and local experiences remained of interest; the Virtual Experiences page got over 20,000 visits, moving it into the top 3. The Google Trekker page still experienced a surge of traffic but not enough to move it out of the top 60. Two blog posts made it into the top 50 pages, one on hiking trails (#34) and one with surprising facts about Santa Fe (#42). While visitors to the home page frequently went to the Santa Fe Reopening page (12.1%) and the Virtual Experiences page (8.3%), far more went to other pages on the site, unlike in Q3 when most visitors went to the Reopening page.
 - Organic search remained the main traffic driver for the site, driving 8% more traffic Y/Y. Social traffic continued to be strong, up 311% Y/Y and driving 13% of total traffic. With one consumer newsletter sent in Q4, email referrals were down 85% Y/Y, driving 706 visits to the site in Q4.

Spend & Impressions

Ad Spend
80K
↓ -67%

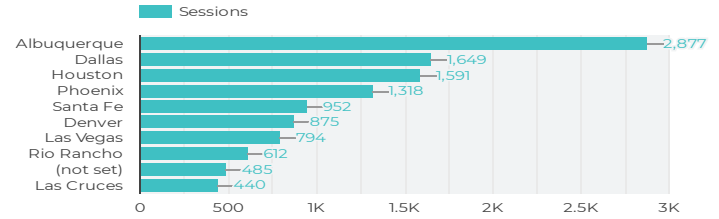
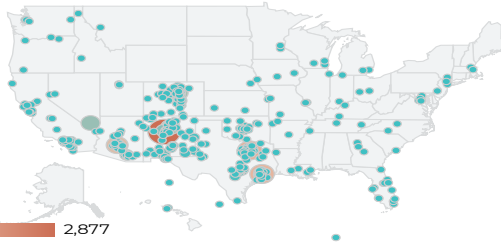
Ad Impressions
10.8M
↓ -67%



On Site Metrics

Sessions 21,496 ↓ -31%	Unique Users 19,141 ↓ -27%	Bounce Rate 88.4% ↑ 16%	Pages / Session 2.26 ↓ -20% <i>Bounces removed.</i>	Conversions 670 ↑ 130%
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Geo Data



Facebook & Instagram

Impressions 1.6M ↓ -49%	LPVs 16,160 ↓ -42%	LPV Rate 1.02% ↑ 14%	Conversions 869 ↑ 200%	Cost \$15,591 ↓ -52%
---	--	--	--	--

Campaign	Impressions	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv
VJ - CTS - FY21- In-state - Traffic	485,164	2,665	0.55%	\$1.08	185	6.94%	\$15.62
VJ - Video - FY21 - Protect	329,505	5,543	1.68%	\$0.89	77	1.39%	\$63.77
VJ - Video - FY21- In-state	313,591	3,488	1.11%	\$0.83	49	1.40%	\$58.98
VJ - CTS - FY21 - Protect - Traffic	296,100	2,731	0.92%	\$0.90	250	9.15%	\$9.82
VJ - CTS - FY21 - Protect - Conversio...	155,109	1,733	1.12%	\$1.41	308	17.77%	\$7.94

Pinterest

Impressions 796.0K ↓ -20%	LPVs 4,095 ↑ 18%	LPV Rate 0.51% ↑ 47%	Conversions 167 ↑ 3%	Cost \$8,251 ↓ -44%
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Campaign	Impr.	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv	Pin Saves	Cost/Save
VJ - Carousel - FY21 - In-state	211,367	2,564	1.21%	\$0.59	72	2.81%	\$21.00	124	\$12.19
VJ - Carousel - FY21 - Protect - Conv...	187,888	518	0.28%	\$2.20	60	11.58%	\$19.01	6	\$190.13
VJ - Carousel - FY21 - Protect - Traffic	148,769	188	0.13%	\$6.31	17	9.04%	\$69.77	6	\$197.68
VJ - Video - FY21 - Protect	146,413	493	0.34%	\$5.93	15	3.04%	\$194.76	34	\$85.92
VJ - Video - FY21 - In-state	97,213	310	0.32%	\$4.81	3	0.97%	\$497.02	19	\$78.48

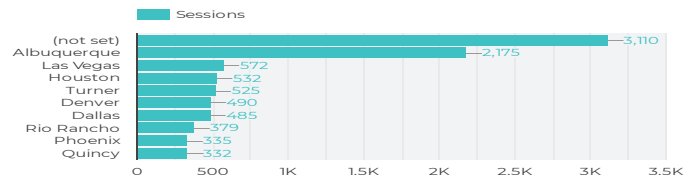
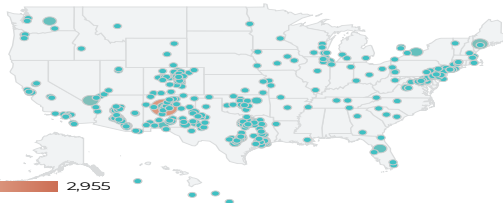
Insights

- **The in-state campaigns drove 8,828 new users from New Mexico to the website in Q4 across Facebook & Pinterest.**
 - Of these in-state social campaigns, the largest driver of traffic was the Facebook video campaign. This campaign ended up having a 26% lower cost/landing page view than the Facebook CTS campaign, showing us that the in-state video creative continues to be engaging.
 - The Pinterest CTS/Carousel campaign was the most cost efficient of all the social in-state campaigns with a CPC half that of Facebook's CTS campaign.
 - Overall, the in-state social traffic proved more engaged on-site than our core markets in Q4 2020, with users bouncing less, visiting more pages and spending longer on-site. This is consistent with the increases in COVID-19 cases and local restrictions in Q4, which meant that Santa Fe was more likely to draw interest from in-state travelers than out-of-state in this period.
- **Across the core market social campaigns that ran from December 4th-31st, we've seen increased efficiency in driving conversions on-site YoY.**
 - When comparing these core market campaigns to the same timeframe in 2019, we've seen the on-site conversion rate more than double. Behavior looks different, however, as the core campaigns are directed at the virtual experiences page this year. Instead of an increase in accommodations outbound clicks or visitor guide downloads (both are down YoY for this timeframe), we are seeing an increase in non-accommodations outbound clicks due to the nature of the landing page. These conversions are not as valuable as visitor guide downloads, but we are happy to see the core markets engaging with the virtual experiences even if they are more hesitant to actively plan travel at the moment.
- **An A/B test on Pinterest led to significantly lower costs associated with driving both website traffic and conversions.**
 - In December, we tested a maximize conversions bidding strategy against a traffic bidding strategy in our Pinterest core carousel campaign. We found a significant difference in performance, with the conversions bidding strategy having a better conversion rate and lower cost per conversion. Unexpectedly, we also found the conversions campaign to have a better landing page view rate and lower cost/LPV. In essence, this means that the campaign was more efficient at driving conversions as well as traffic! Because of this, our Pinterest carousel campaigns are now switched over to the conversion bidding strategy which should result in overall improved efficiency for the campaign in Q1.
 - We are conducting a similar experiment in Facebook's core CTS campaign in Q1 that will determine which bidding strategy to use in the platform going forward.

On Site Metrics

Sessions 15,762 ↓ -43%	Unique Users 13,861 ↓ -42%	Bounce Rate 79.9% ↓ -7%	Pages / Session 2.78 ↓ -2% <small>Bounces removed.</small>	Conversions 207 ↑ 11%
--	--	---	---	---

Geo Data



Display Banners

Impressions 5,338,527 ↓ -74%	Clicks 7,105 ↓ -62%	CTR 0.13% ↑ 45%	Conversions 10 ↓ -82%
--	---	-------------------------------------	---

Vendor	Impressions	Clicks	CTR	Conversions
The Trade Desk	5,133,142	6,618	0.13%	0
Gum Gum, Inc	205,128	481	0.23%	0
Matador Ventures, Inc 1	240	6	2.5%	0
Refinery29.com 1	17	0	0%	0

GDN & Discovery

Impressions 812,942 ↓ -62%	Clicks 4,750 ↓ -85%	CTR 0.58% ↓ -61%	Conversions 196 ↑ 70%
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Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - GDN - FY21 - RM - Protect	504,251	1,390	0.28%	\$0.66	46
VJ - GDN - FY21 - RM - In-state	170,020	404	0.24%	\$1.36	9
VJ - Discovery Ads - FY21 - Protect	95,612	2,074	2.17%	\$0.88	123
VJ - Discovery Ads - FY21 - In-state	43,059	882	2.05%	\$1.22	18

TrueView

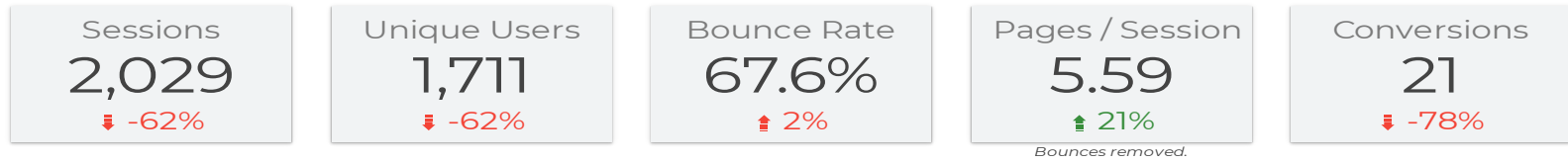
Impressions 1,410,017 ↓ -54%	CTR 0.09% ↓ -67%	Video view rate 55% ↑ 4%	Conversions 3 ↓ -67%
--	--------------------------------------	--	--

Campaign	Impressions	Clicks	CTR	Video view rate	Avg. CPV	Conversions
VJ - TrueView - FY21 Protect	554,041	634	0.11%	49%	\$0.018	1
VJ - TrueView - FY21 RM	441,317	307	0.07%	61%	\$0.015	1
VJ - TrueView - FY21 - InState	414,659	309	0.07%	57%	\$0.012	1

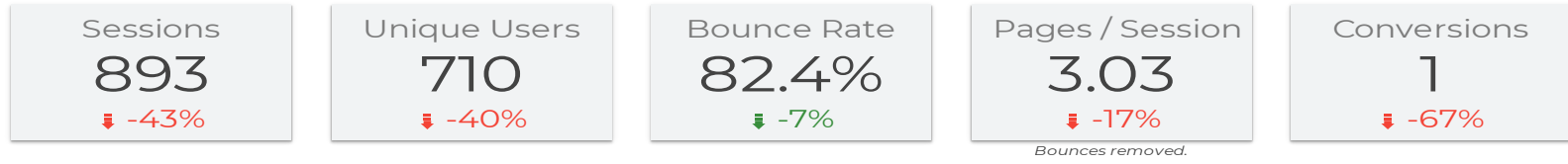
Insights

- **The Trade Desk display generated a strong overall CTR of 0.13% that was propped up by the In-State campaign.**
 - Overall the in-state campaign showed strong engagement, generating a CTR 200% over benchmark at 0.24%.
 - The CORE display campaign relaunched in December and reached over 379,000 unique households.
- **GumGum High-Impact Display launched on December 18th and generated strong engagement with a CTR nearly 2x the industry benchmark of 0.12%.**
 - Leveraging GumGums premium site list and highly visible units, viewability was nearly 90% in December at 87%.
- **Google Discovery ads continue to efficiently drive conversions, especially among prospecting audiences in our drive markets.**
 - Among our in-state audiences, Discovery ads saw a drop in efficiency as cost per conversion increased by 60% compared to Q3. This is likely a result of the increased restrictions within NM in November as well as the natural slowdown in tourist activity as the colder weather and holiday season occupy Q4.
 - However, the core markets responded very well to these campaigns when those activities re-launched in December. The ads promoted the virtual experiences page, and led to a 7.4% conversion rate on the site. This means that users are taking the desired actions of clicking out to explore the virtual experiences from our site. Compared to Q4 of 2019, these campaigns drove conversions at a 60% lower cost. The nature of the conversions is different this year as there were more visitor guide requests and accommodations clicks last year, but we are glad to see that users from our core markets are taking advantage of the virtual experiences. This is an indication that our core markets, which have not received advertising since June, are receptive to our messaging once again and likely to be eager to begin trip planning as soon as the pandemic outlook starts to trend more positively.
- **GDN remarketing provides a low-cost path to re-engage site visitors and allow them to experience Santa Fe virtually.**
 - Similar to Discovery ads, the virtual experiences ads on GDN in the core markets fared better than the in-state efforts. With an efficient CPC of \$0.66, they drove 1,390 clicks back to the virtual experiences page in the drive markets, along with 46 conversions on the site.
 - In response to these trends, we have pared back spending on in-state remarketing going forward in order to focus budgets in the higher-performing drive markets.
- **YouTube video ads resumed in Q4 and drew pre-pandemic levels of engagement.**
 - YouTube advertising resumed in October and view rates in the quarter were practically identical to those of Q4 2019, prior to the pandemic, in like markets.
 - On this channel, we tend to see higher engagement amongst in-state audiences compared to drive markets, as they registered a 53% view rate compared to 49% for drive markets while both campaigns were active.

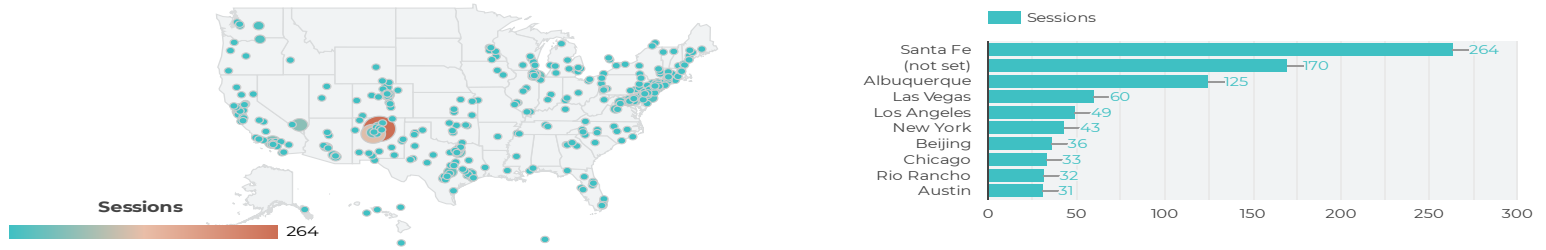
Overall Site Metrics for Meetings Pages



VJ-Driven Traffic



Geo Data



Display Banners

Vendor	Impressions	Clicks	CTR	Conversions
Cvent, Inc	313,240	568	0.18%	0
Mountain Meetings and Events	165,148	44	0.03%	0

GDN

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

Search

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - Search - Groups & Meetings	5,653	176	3.11%	\$2.45	1

LinkedIn

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
No data					

Facebook

Campaign	Impressions	Clicks	CTR	Avg. CPC	Leads
No data					

Insights

- **CVENT and Mountain Meetings resumed in late September/early October in order to re-engage prospective meeting planners.**
 - CVENT remarketing display ran for the entirety of the quarter and garnered a healthy CTR of 0.18%.
 - The remainder of Mountain Meetings display wrapped up in October and finished with much lower engagement but did provide a geographic heavy up in key markets.
- **Groups and meetings pages saw 45% more traffic in Q4 than Q3 due to the display advertising.**
 - Traffic from all sources outside of display was about the same as Q3, but we did see an 18% increase in session duration from those channels.
 - There were also two online RFP submissions in the quarter, both coming from organic search in October. This indicates that meeting planning may have been starting to pick back up in October before the pandemic restrictions intensified again in November. This is another area that we expect to regain life as the vaccine distribution expands and the outlook starts to brighten as the year goes on. We'll continue to monitor the situation and adjust our group strategy accordingly.

STATISTICS REPORT

MONTH DECEMBER	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	24.2%	29.8%	56.4%	58.9%	-32.2%	-29.1%
Downtown	17.1%	17.9%	65.8%	66.4%	-48.7%	-48.5%
Cerrillos Road	29.3%	38.4%	54.1%	52.9%	-24.8%	-14.5%
Periphery	29.6%		41.6%		-12.0%	
AVERAGE RATE						
City Wide	\$110.94	\$88.67	\$150.03	\$143.29	(\$39.09)	(\$54.62)
Downtown	\$159.69	\$150.49	\$200.16	\$193.22	(\$40.47)	(\$42.73)
Cerrillos Road	\$74.89	\$61.32	\$89.78	\$87.49	(\$14.89)	(\$26.17)
Periphery	\$116.50		\$136.61		(\$20.11)	
REVPAR						
City Wide	\$26.90	\$26.40	\$84.57	\$84.43	(\$57.67)	(\$58.03)
Downtown	\$27.35	\$26.99	\$131.68	\$128.39	(\$104.33)	(\$101.40)
Cerrillos Road	\$21.93	\$23.52	\$48.57	\$47.31	(\$26.64)	(\$23.79)
Periphery	\$31.44		\$56.83		(\$25.39)	
SHORT TERM RENTALS						
	# Units	Occ	ADR	YTD Occ	YTD ADR	
Total Available	1,624	48.4%	\$202.00	27.7%	\$228.00	
County	388					
City Wide	1,236					
87501 Zip Code	817					
Lodger's Tax (November)						
Hotels		\$141,598		\$680,943		(\$539,345)
Short Term Rentals		\$55,448		\$133,244		(\$77,796)
Total		\$197,046		\$814,187		(\$617,141)

YEAR TO DATE DECEMBER					VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	35.9%	37.1%	69.9%	69.6%	-34.0%	-32.5%
Downtown	37.0%	34.7%	76.3%	76.8%	-39.3%	-42.1%
Cerrillos Road	35.7%	38.2%	63.8%	62.9%	-28.1%	-24.7%
Periphery	34.0%		67.9%		-33.9%	
AVERAGE RATE						
City Wide	\$111.66	\$102.24	\$146.87	\$141.21	(\$35.21)	(\$38.97)
Downtown	\$150.81	\$146.99	\$191.90	\$188.93	(\$41.09)	(\$41.94)
Cerrillos Road	\$73.65	\$67.85	\$92.95	\$91.96	(\$19.30)	(\$24.11)
Periphery	\$114.67		\$134.33		(\$19.66)	
REVPAR						
City Wide	\$40.05	\$37.96	\$102.67	\$98.29	(\$62.62)	(\$60.33)
Downtown	\$55.83	\$50.99	\$146.34	\$145.04	(\$90.51)	(\$94.05)
Cerrillos Road	\$26.29	\$25.89	\$59.29	\$57.88	(\$33.00)	(\$31.99)
Periphery	\$38.99		\$91.22		(\$52.23)	
Lodger's Tax (June - November)						
Hotels		\$1,320,120		\$6,617,607		(\$5,297,487)
Short Term Rentals		\$543,303		\$1,120,828		(\$577,525)
Total		\$1,863,423		\$7,738,435		(\$5,875,012)

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	\$2,653,737	\$2,851,871	\$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%	-40.3%	-29.4%						
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	\$20,601,180	\$23,453,051	\$23,453,051	\$23,453,051				
Yearly Gain/Decline over Prior Year	35.2%	10.2%	-12.9%	-23.4%	-33.1%	-37.0%	-39.8%	-40.0%	-40.1%	-38.9%						
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	\$104,434	\$156,471	\$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%	-66.96%	-56.15%						
Year to Date Totals	\$276,092	\$550,260	\$679,639	\$733,354	\$813,863	\$965,066	\$1,075,866	\$1,188,683	\$1,293,117	\$1,449,588	\$1,449,588	\$1,449,588				
Yearly Gain/Decline over Prior Year	14.3%	23.8%	-20.0%	-36.1%	-46.1%	-50.0%	-54.3%	-56.31%	-57.29%							
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%	9.3%	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	\$7,216,224	\$7,984,860	\$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%	0.66%	7.58%						
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	\$56,367,759	\$64,352,619	\$64,352,619	\$0				
Yearly Gain/Decline over Prior Year	2.4%	3.2%	-2.2%	-9.3%	-12.2%	-10.6%	-10.6%	-8.53%	-7.45%	-5.81%						
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				