



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
MARCH 23, 2021
10:00 AM
ATTEND VIRTUALLY

SPECIAL PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

Attendance: In response to the State’s declaration of a Public Health Emergency, the Mayor’s Proclamation of Emergency, and the ban on public gatherings in excess of those permitted in the Public Health Order, the Occupancy Tax Advisory Board meeting will be conducted virtually.

Viewing: Members of the public may join the Zoom meeting by internet or phone, as follows:

Internet: To join the Zoom meeting on the internet using a computer, laptop, smartphone, or tablet, use the following link: <https://us02web.zoom.us/j/87289396655?pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09>.

Passcode: 6w89VT

Attendees should use the “Raise Hand” function to be recognized by the Chair to speak at the appropriate time.

Phone: To join the Zoom meeting using a phone, use the following phone numbers and Webinar ID: **US: 1 (346) 248-7799 - Webinar ID: 872 8939 6655 - Passcode: 6w89VT**

Phone attendees should press *9 to use the “Raise Hand” function to be recognized by the Chair to speak at the appropriate time.

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

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. Minutes from Jan. 26 OTAB Minutes
5. **PRESENTATION**



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
MARCH 23, 2021
10:00 AM
ATTEND VIRTUALLY

- a. Lodger's Association (Keith Kirk, President, Keith.kirk@druryhotels.com)
 - b. County LTAB Update (Alex Fitzgerald, Santa Fe County, amfitzgerald@santafecountynm.gov)
 - c. Lodger's Tax Update (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
6. **MATTERS FROM STAFF**
- a. TOURISM Santa Fe Sales Report (David Carr, TSF Sales Director, dacarr@santafenm.gov)
 - b. TOURISM Santa Fe Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
 - c. TOURISM Santa Fe Executive Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
7. **MATTERS FROM THE PUBLIC**
8. **NEXT MEETING: Tuesday, May 25, 2021**
9. **ADJOURN**



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 26, 2021

1. CALL TO ORDER
2. ROLL CALL

Members Present:

Chair Rik Blyth
Member Bonnie Bennett
Member Carlos Medina
Member Keith Kirk
Member Ray Sandoval

Members Excused:

Others Attending:

Randy Randall, Tourism Director
Shirley Spencer, Clerk
Alexander Fitzgerald, Attendee
Jordan Guenther, Attendee
David Carr, Attendee

3. APPROVAL OF AGENDA

- a. Agenda for January 26, 2021

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

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

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

Against: None



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 26, 2021

Abstain: None

4. APPROVAL OF MINUTES

Minutes – November 18, 2020

MOTION: Member Bennett moved, seconded by Member Medina, to approve the minutes as presented.

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

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

Against: None

Abstain: None

5. PRESENTATION

A. Updates:

1. Lodge's Association (Keith Kirk, President, keith.kirk@druryhotels.com)
2. Lodger's Tax (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
3. Northern NM Air Alliance/Airport (Randy Randall TSF Executive Director, rrandall@santafenm.gov)
4. New Years Eve Update (Ray Sandoval, raymond.sandoval@pnm.com)

B. Reports

TSF Sales Report (David Carr, dacarr@santafenm.gov)



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 26, 2021

- C. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- D. 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)

MOTION: Member Bennett moved, seconded by Member Medina, to approve the grants as presented.

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

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

Against: None

Abstain: None

The Board approved the use of FY22 OTAB grant funds in the amount of \$50,000 via competitive process to support the restart of existing events for use that include additional costs related to COVID-19 restrictions as well as Marketing.

8. MATTERS FROM THE PUBLIC

9. NEXT MEETING: Tuesday, March 23, 2021

- a. Tuesday, March 23, 2021

10. ADJOURN



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 26, 2021

LIASION SIGNATURE

S. Spencer

CHAIR SIGNATURE

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	\$1,938,023	\$2,026,563	\$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%	-45.4%	-42.3%				
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	\$25,391,074	\$27,417,637				
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%	-39.5%	-39.7%				
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	\$143,308	\$270,635	\$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%	-58.59%	-36.71%				
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	\$1,592,896	\$1,863,532				
Yearly Gain/Decline over Prior Year	14.3%	23.8%	-20.0%	-36.1%	-46.1%	-50.0%	-54.3%	-56.31%	-57.29%	-57.42%	-57.41%	-55.28%				
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	\$6,647,078	\$9,330,120	\$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%	-7.01%	5.85%				
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	\$70,999,697	\$80,329,816				
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%	-5.93%	-4.70%				
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				

STATISTICS REPORT

MONTH February	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	27.1%	31.3%	55.1%	54.7%	-28.0%	-23.4%
Downtown	21.2%	23.2%	63.4%	63.9%	-42.2%	-40.7%
Cerrillos Road	34.0%	37.4%	46.6%	47.0%	-12.6%	-9.6%
Periphery	27.1%		54.4%		-27.3%	
AVERAGE RATE						
City Wide	\$103.79	\$85.34	\$119.20	\$113.19	(\$15.41)	(\$27.85)
Downtown	\$139.57	\$131.83	\$149.06	\$145.60	(\$9.49)	(\$13.77)
Cerrillos Road	\$66.43	\$59.12	\$73.85	\$74.05	(\$7.42)	(\$14.93)
Periphery	\$127.28		\$123.14		\$4.14	
REVPAR						
City Wide	\$28.12	\$26.70	\$65.64	\$61.92	(\$37.52)	(\$35.22)
Downtown	\$29.56	\$30.57	\$94.46	\$92.99	(\$64.90)	(\$62.42)
Cerrillos Road	\$22.60	\$22.09	\$34.43	\$34.77	(\$11.83)	(\$12.68)
Periphery	\$34.49		\$66.99		(\$32.50)	
SHORT TERM RENTALS						
Total Available						
County						
City Wide						
87501 Zip Code						
Lodger's Tax (January)						
Hotels		\$140,547		\$409,002		(\$268,455)
Short Term Rentals		\$93,443		\$181,939		(\$88,496)
Total		\$233,990		\$590,941		(\$356,951)

YEAR TO DATE February					VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	24.3%	28.9%	53.4%	53.1%	-29.1%	-24.2%
Downtown	18.3%	20.1%	62.8%	62.7%	-44.5%	-42.6%
Cerrillos Road	30.5%	35.9%	44.7%	45.3%	-14.2%	-9.4%
Periphery	25.1%		51.0%		-25.9%	
AVERAGE RATE						
City Wide	\$101.45	\$82.79	\$116.63	\$112.40	(\$15.18)	(\$29.61)
Downtown	\$134.99	\$128.40	\$144.18	\$142.95	(\$9.19)	(\$14.55)
Cerrillos Road	\$66.68	\$35.90	\$74.25	\$45.30	(\$7.57)	(\$9.40)
Periphery	\$126.79		\$118.91		\$7.88	
REVPAR						
City Wide	\$24.62	\$23.91	\$62.26	\$59.66	(\$37.64)	(\$35.75)
Downtown	\$24.66	\$25.81	\$90.55	\$89.57	(\$65.89)	(\$63.76)
Cerrillos Road	\$20.32	\$21.12	\$33.17	\$33.45	(\$12.85)	(\$12.33)
Periphery	\$31.86		\$60.62		(\$28.76)	
Lodger's Tax						
Hotels		\$1,626,526		\$7,925,147		(\$6,298,621)
Short Term Rentals		\$854,320		\$1,475,790		(\$621,470)
Total		\$2,480,846		\$9,400,937		(\$6,920,091)

TOURISM SANTA FE

January-February 2021 OTAB Report Sales Report March 23, 2021

January-February 2021 Leads:

- 13 total leads requiring sleeping rooms
- 3,599 room nights sent via leads

January-February 2021 Confirmed Bookings:

- 3 Definite Bookings
- 3003 Definite Room Nights

January-February 2020 Leads:

- 65 total leads requiring sleeping rooms
- 19,698 room nights sent via leads

January-February 2020 Confirmed Bookings:

- 26 Definite Booking
 - 5,052 Definite Room Nights
 - 24 Definite SFCCC space only events
-

2021 YTD Leads:

- 13 total leads requiring sleeping rooms
- 3,599 total room nights sent via leads

2021 YTD Definite:

- 3 Definite Bookings
- 3003 Definite Room Nights

2020 YTD Leads:

- 117 total leads requiring sleeping rooms
- 80,480 total room nights sent via leads

2020 YTD Definite:

- 128 Definite Booking
- 11,001 Definite Room Nights
- 35 Definite SFCCC space only events

Booking Pace Report

As of: 3/15/2021

Event Type: All

Source: All

Contracted Rooms

Calendar Year

	Actual 2007	Actual 2008	Actual 2009	Actual 2010	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017	Actual 2018	Actual 2019	Actual 2020	Definite 2021	Tentative 2021	Definite 2022	Tentative 2022	Definite 2023	Tentative 2023	Definite 2024	Tentative 2024	
January	0	0	0	509	740	225	2,991	535	4,649	1,570	2,435	1,380	2,753	4,526	3,942	0	0	0	0	0	0	0	0
February	0	0	0	750	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	3,133	825	0	1,495	0	0	0	0	0	0
March	0	0	67	173	1,160	425	603	804	348	5,041	972	1,914	1,859	1,212	0	0	0	0	0	0	1,445	0	0
April	0	0	190	1,083	294	920	1,440	1,484	2,684	2,558	964	3,944	3,778	2,562	882	0	1,354	0	0	0	0	0	0
May	0	0	950	1,065	2,225	2,801	1,290	2,864	1,825	3,366	2,886	2,872	3,910	2,577	1,417	0	0	791	0	0	0	0	0
June	0	18	0	6,388	4,217	2,818	882	1,701	3,379	6,541	1,729	7,964	2,422	1,581	0	1,090	0	0	0	0	0	0	0
July	0	0	57	770	3,907	805	2,807	2,823	2,122	4,708	10,729	5,434	3,515	2,429	1,353	0	103	0	102	0	2,700	0	0
August	0	0	17,555	75	416	985	875	1,633	800	1,615	2,649	4,655	2,562	1,330	440	0	0	0	0	0	0	0	0
September	0	0	0	718	695	576	1,488	1,330	2,436	2,444	2,794	3,576	4,417	2,742	0	0	0	510	0	0	0	0	0
October	0	0	2,201	1,208	3,385	3,899	4,503	2,006	3,675	4,839	2,281	2,556	2,177	3,748	965	564	0	0	0	0	0	0	0
November	0	32	148	3,954	945	1,471	480	3,486	2,682	4,728	2,083	5,342	853	675	2,765	0	0	0	0	0	0	0	0
December	0	0	0	86	60	450	0	196	68	350	179	0	375	250	0	212	0	0	0	0	0	0	0
TOTAL	0	50	5,368	16,749	19,004	15,375	19,355	23,113	28,826	35,984	35,990	43,082	32,468	27,412	13,301	776	2,537	1,485	1,403	0	4,145	0	0
LAST YEAR	0	0	50	5,368	16,749	19,004	15,375	19,355	23,113	28,826	35,984	43,082	32,468	27,412	0	13,301	776	2,537	1,485	1,403	0	0	
Change	0	50	5,318	11,381	2,255	(3,629)	3,980	3,758	3,713	9,158	6	7,092	(16,614)	(5,058)	(14,111)	776	(10,764)	719	(1,134)	(1,495)	2,742	0	0

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 11/10/2020

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2020												
Event	3	0											3
STLY Event	13	15											28
Event Variance	-433%	-											-280%
Rooms	3,003	-											3,003
STLY Rooms	3,487	2,840											6,327
Room Variance	-16%												-266%

Lead	2020												
Event	3	10											65
STLY Event	23	42											65
Event Variance	-766%	55%											-219%
Rooms	747	2,852											3,599
STLY Rooms	5,852	13,846											19,698
Room Variance	-783%	-485%											-177%

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



**OTAB Marketing Report
January & February
Reporting for March 23, 2021 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for January and February

1. **[ADVERTISING UPDATES]** With the COVID-19 risk level in New Mexico shifting from red to yellow, and now to green, and the recall of travel restrictions, there is an immediate opportunity to begin generating travel to Santa Fe while also positioning TOURISM Santa Fe to capitalize on the potential travel boom in the second half of 2021.

Re-Engaging/Solidifying Our Core and Opportunity Markets

Approximate Timeline: Current – June 2021 (End of FY)

Budget Shifts (approx. \$94,000): Roughly 10% of the FY21 budget was carved by cancelling FY21 influencer campaigns, reducing print insertions and cutting down Opportunity YouTube budgets. This budget will now be reallocated to bolster Q2 in an effort to generate immediate travel and summer bookings.

Objective: When restarting media in our core markets in December, the strategy was to re-engage with those markets and start reigniting demand for Santa Fe. Budgets were planned to begin at modest levels in December and gradually increase throughout Q1, peaking in February, March and April, in anticipation that local restrictions may begin to lift in the spring and the pent-up travel demand would start to convert into real travel.

- The latest shift in NM's travel restrictions come right on cue as we hit our budget heavy-up's.
- Looking ahead as we move through March, April and Q2, additional print insertions, CTV & Cluep (artificially intelligent mobile ad platform) will be incorporated to bolster our core efforts and generate new touch points within the campaign.
- As the travel environment improves, we will also begin to engage our opportunity markets across R29, Outside Online, display, social and YouTube. This will be the first time we engage with the opportunity markets since the onset of the pandemic. This reintroduction into the markets will begin to rebuild awareness with these audiences and position us for success as we move into FY22.

Click here to view the new creative campaign: https://idss-email.s3.amazonaws.com/images/C273/March%202021%20Marketing%20Report/Santa%20Fe%20Spring%20Level%20Yellow%20Creative_FNL_Client.pdf

2. **[VOTE TODAY] Support Santa Fe in Travel + Leisure's World's Best Awards**

The City of Santa Fe is seeking the support of the local community as the city and its tourism partners are once again on the ballot for Travel + Leisure's World's Best Awards, an annual reader's choice poll by one the nation's most influential travel publications. Please vote today and support Santa Fe and our local businesses. Vote here (<https://wba.m-rr.com/home>)!

Santa Fe nominees and categories include:

Cities in New Mexico

- Santa Fe

Hotels in Santa Fe, New Mexico

- Inn of the Five Graces
- Inn on the Alameda
- Antigua Inn
- Four Seasons Resort Rancho Encantado
- Eldorado Hotel & Spa
- Hotel Santa Fe The Hacienda & Spa
- La Posada de Santa Fe
- Rosewood Inn of the Anasazi
- La Fonda on the Plaza

Destination Spa

- Ten Thousand Waves
- Ojo Santa Fe Spa Resort

Voting is open now through May 10, 2021 at 11:59 p.m. You can vote once per email address, per category, and there is no cost to do so. Winners will be announced later in 2021.

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. **[ADD DEALS & SPECIALS] Promote Your Re-Opening Specials on SantaFe.org**

Now is the time to promote your re-opening specials on santafe.org. In the last month, our Paid Search advertising data has seen a large surge in response to advertising relating to hotels in Santa Fe. This is a strong indication that there is increased interest in traveling to Santa Fe. Travelers are moving from the dreaming phase of travel to actual logistics of travel.

Adding your Deals & Specials is easy. Follow these steps:

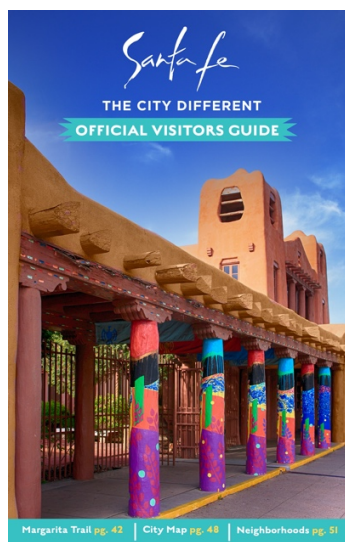
1. [Click here](https://santafenm.extranet.simpleviewcrm.com/login/#/login) (https://santafenm.extranet.simpleviewcrm.com/login/#/login) to sign-in to the new Partner Portal.
2. Once you are logged in, click **Collateral > Special Offers** from the navigation Menu on the left-hand side of the screen.
3. Click the blue button that says, **Add Offer**.
4. Complete the form and **Save**.
 - a. All partners with a listing on santafe.org should have received an email with your new username and password for the Partner Portal. If you did not receive an email, contact us at business@santafe.org and our team will help to get you started.

For detailed instructions on managing your Deals & Specials, Business Listing, and Events, refer to the [Quick Start Guide](#) that is available upon login.

5. **[2021 SANTA FE VISITORS GUIDE] Wrapped-Up Production & Now Available Digitally**

We are excited to announce that the 2021 Official Santa Fe Visitors Guides are expected to arrive by early-April. In the meantime, you can view the digital edition here: https://issuu.com/visitsantafe/docs/santa_fe_vg_2021_digital_book?fr=sOTcxYTMMyNTM1OTM

You can also place bulk orders for your business using our online order form and we will notify you as soon as they are ready to be picked up: <https://www.santafe.org/industry/visitors-guide-bulk-orders/>



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 3/10/2021)

- 7,465 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,419 paper Passports have sold at our Visitor Centers and by partners
- 4,372 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 215 people are members of the Margarita Society
- 268 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 165 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 3/12/2021)

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

Social Media (as of 3/10/2021)

- 552 Total Social Media Posts - 5 new posts (1 Facebook, 4 Twitter)

MONTHLY METRICS

WEBSITE & NEWSLETTERS

February 2021 Performance Metrics

Visits

- Total Sessions 78,817 (18.9% decrease Y/Y)
- Unique Users 66,351 (17% decrease Y/Y)
- Pages per Session 4.14† (11% increase Y/Y)
- Average Time on Site 4:47† (13% decrease Y/Y)
- Conversion Rate 10.56% (2.6% increase Y/Y)

†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.

Visitor Gender

- 58.8% Female (43% decrease Y/Y)
- 41.2% Male (26% decrease Y/Y)

Visitor Age

- 10.5% 18 - 24 (2.9% decrease Y/Y)
- 19.1% 25 - 34 (35.7% decrease Y/Y)
- 15.4% 35 - 44 (36.1% decrease Y/Y)
- 17.3% 45 - 54 (33% decrease Y/Y)
- 19.7% 55 - 64 (41.9% decrease Y/Y)
- 18% 65+ (50.5% decrease Y/Y)

Newsletters

- TOURISM Santa Fe Marketing Report
 - Sent: 2/10/2021
 - Number sent: 1,484
 - Number opened: 314
 - Open rate: 21.2%††

††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

February continued to build on previous momentum, seeing one of the strongest months since the COVID-19 outbreak began. Facebook engagement and PTAT saw 27.2% and 19.1% gains M/M, and the 2nd highest engagement numbers since Dec 2018. Instagram growth continued its steady growth with a 2.0% gain M/M. Twitter impressions and engagement both jumped considerably, posting 44.7% and 45.1% increases M/M. Pinterest organic impressions dipped 9.1% M/M while YouTube views decreased by 14.2% M/M.

Facebook

February 2021 Performance Metrics

- Total Page Followers: 79,646 (.26% increase M/M)
- People Talking About This (PTAT): 26,394 (19.1% increase M/M)
- Engagement: 61,814 (27.2% increase M/M)
- Top Ranking Post: "Is this the most iconic view in Santa Fe? #TheCityDifferent | SantaFe.org
📷: holoholoyolo"
 - Reactions: 11,776
 - Comments: 1,442
 - Reach: 145,894

Twitter

February 2021 Performance Metrics

- Followers: 15,615 (.26% increase M/M)
- Monthly Impressions: 51,500 (44.7% increase M/M)
- Engagement: 1103 (45.1% increase M/M)
- Top Ranking Post: "A Santa Fe Skyscraper #TheCityDifferent | <http://SantaFe.org>"
 - Impressions: 2,412
 - Retweets: 11
 - Total engagements : 268

Instagram

February 2021 Performance Metrics

- Followers: 42,835 (2.0% increase M/M)
- Top Performing Post: ""Is this the most iconic view in Santa Fe? [#TheCityDifferent](#) SantaFe.org 📷: @holoholoyolo"
 - Likes: 4,774

Pinterest

February 2021 Performance Metrics

- Organic Impressions: 49,180 (9.1% decrease M/M)

YouTube

February 2021 Performance Metrics

- Subscribers: 738 (.14% decrease M/M)
- Views: 938,743 (14.2% decrease M/M)

Santa Fe Insider Blog

February 2021 Performance Metrics

- Total Blog Views: 9,559 (17.9% increase M/M)
- Average Time on Blog: 2:26 minutes (5.8% decrease M/M)

February Blog Posts:

6 Virtual Experiences that Bring the Best of Santa Fe to You

- Published February 9, 2021
- Views: 55

For Art's Sake: In Santa Fe, Visual Arts Swing from Traditional to Cutting Edge

- Published February 11, 2021
- Views: 111

Flamenco in the City Different - ¡Olé!

- Published February 11, 2021
- Views: 137

Top 5 Viewed Blog Posts in February

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 1614

11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 616

Take a Tour of Santa Fe's Historic Sites

- Published May 7, 2019
- Views: 588

An Insider's Guide to Walking Ancient Paths and Rock Art

- Published September 20, 2016
- Views: 512

4 Don't Miss Trails in Santa Fe County

- Published March 19, 2019
- Views: 357

PUBLIC RELATIONS

Summary

February's media outreach largely focused on the destination's move towards reopening, with the New Mexico governor rescinding the mandatory travel quarantine and Santa Fe County moving into the yellow tier on 2/10, as well as pitch efforts for National Margarita Day on 2/22 and Valentine's Day. The result of these efforts was national placements in Forbes, Budget Travel, and USA Today's 10Best. We continue to see strong impression numbers for the monthly earned media coverage when compared year over year, meaning many potential visitors are still reading about Santa Fe.

While the state of the pandemic did not allow for media visits in February, the TOURISM Santa Fe PR team remains committed to staying in contact with key regional media in order to maintain interest in the destination and execute press trips when the time is right.

Performance Metrics

February 2021

- Pitches- 65 (Increased 16% Y/Y)
- Press Releases- 3 (Increased 200 % Y/Y)
- Media Visits- 0 (Decreased 100% Y/Y)
- Media Contacts- 200 (Increased 3% Y/Y)
- Earned Media- \$535,261 (Decreased 72% Y/Y)
- Total Impressions- 79,070,734 (Decreased 18% Y/Y)

Year to Date 2021

- Pitches- 195 (Decreased 40% Y/Y)
- Press Releases- 1 (No Change Y/Y)
- Media Visits- 0 (Decreased 100% Y/Y)
- Media Contacts- 300 (Decreased 21% Y/Y)
- Earned Media- \$1,802,353 (Decreased 52% Y/Y)
- Total Impressions- 260,955,146 (Increased 31% Y/Y)

Visiting Press

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

MEDIA PLACEMENTS – ADVERTISING

PRINT

5280 Magazine

Flight Dates: February

Impressions: 85,000

Media Spend: \$9,735

Texas Monthly Magazine

Flight Dates: February

Impressions: 270,000

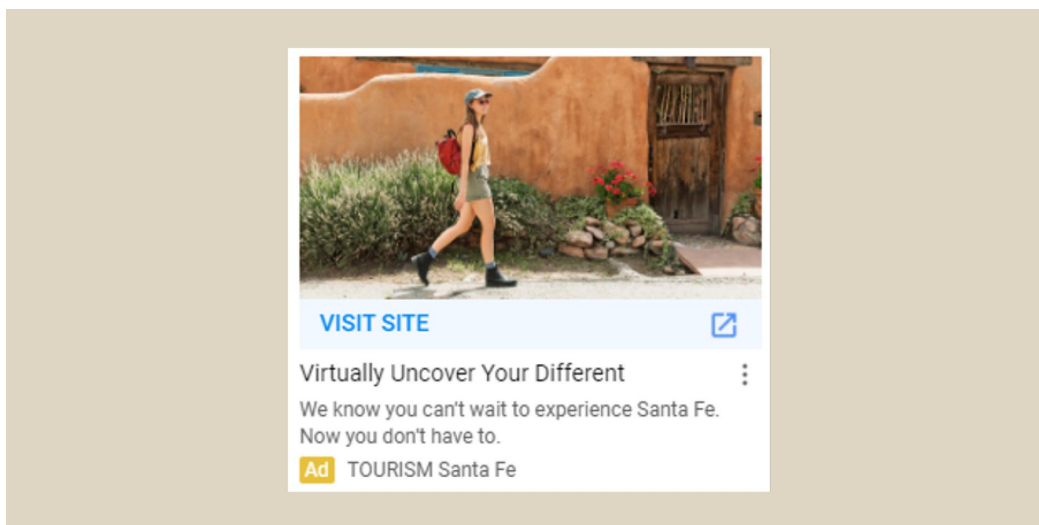
Media Spend: \$9,850



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

Google Display Network & Discovery Ads In-State

- Target Markets: New Mexico
- Flight Dates: 2/1/21 - 2/12/21
- Impressions: 25,675
- Media Spend: \$257.23



Google Display Network & Discovery Ads CORE

- Target Markets: CORE Markets
- Flight Dates: 2/1/21 - 2/28/21
- Impressions: 1,699,490
- Media Spend: \$4,072.22



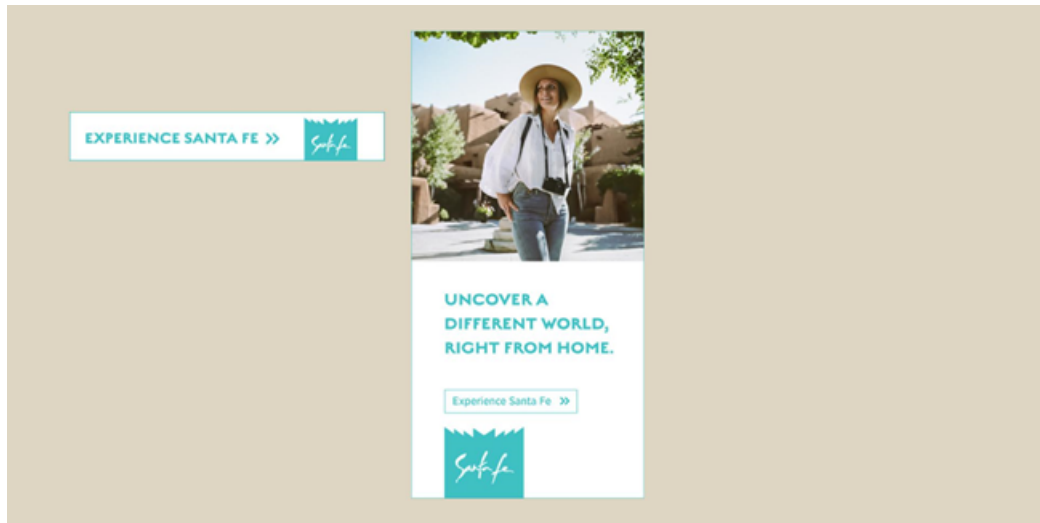
The Trade Desk In-State: Standard Display & Re-marketing

- Target Market: New Mexico
- Flight Dates: 2/1/21-2/12/21
- Impressions: 385,312
- Media Spend: \$1,451.65



The Trade Desk CORE: Standard Display & Re-marketing

- Target Market: CORE Markets
- Flight Dates: 2/1/21-2/28/21
- Impressions: 3,366,536
- Media Spend: \$5,462.50



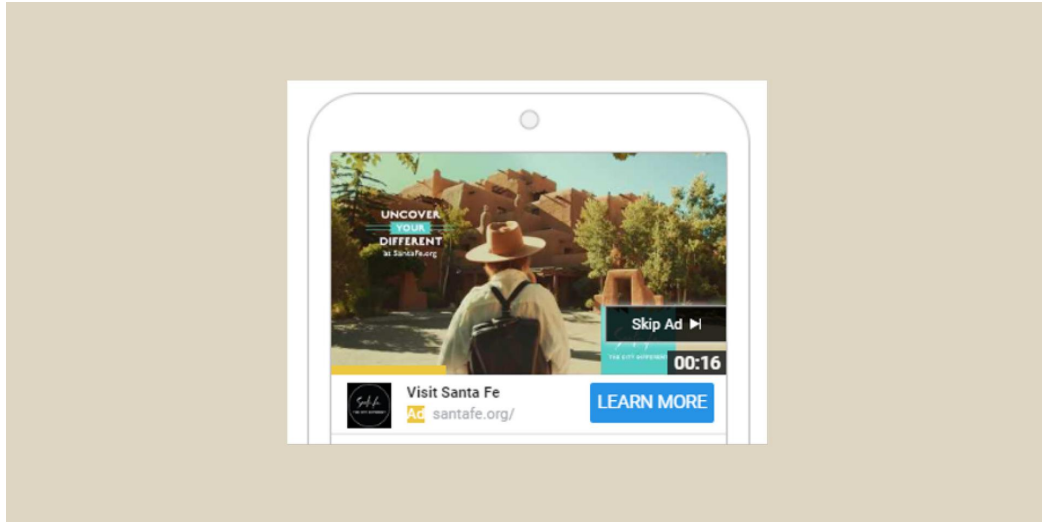
GumGum - High Impact Display

- Target Market: CORE Markets
- Flight Dates: 2/1/21-2/28/21
- Impressions: 696,575
- Media Spend: \$6,443



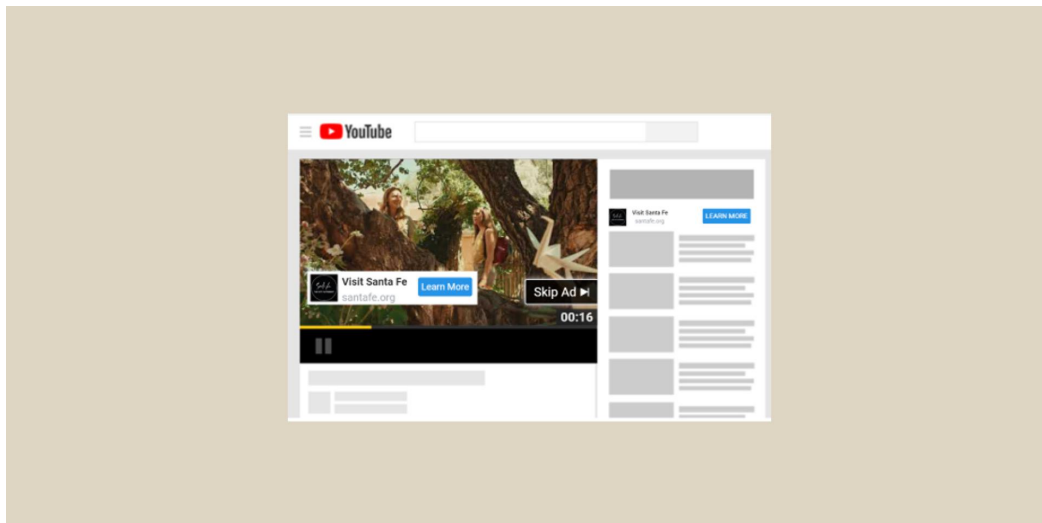
YouTube True View In-State

- Target Market: New Mexico
- Flight Dates: 2/1/21 - 2/12/21
- Impressions: 95,667
- Media Spend: \$608.21
- Link to Video: <https://www.youtube.com/watch?v=z2jiXYHDGoc>



YouTube True View CORE

- Target Market: CORE markets
- Flight Dates: 2/1/21 - 2/28/21
- Impressions: 1,514,498
- Media Spend: \$10,056.18
- Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



Paid Social: CORE

Facebook & Instagram CORE

Image Ads

- Target Markets: CORE Markets
- Flight Dates: 2/1/21 - 2/28/21
- Impressions: 683,539

- Media Spend: \$6,540.24

Video Ads

- Target Markets: CORE Markets
- Flight Dates: 2/1/21 - 2/28/21
- Impressions: 476,429
- Media Spend: \$6,538.75

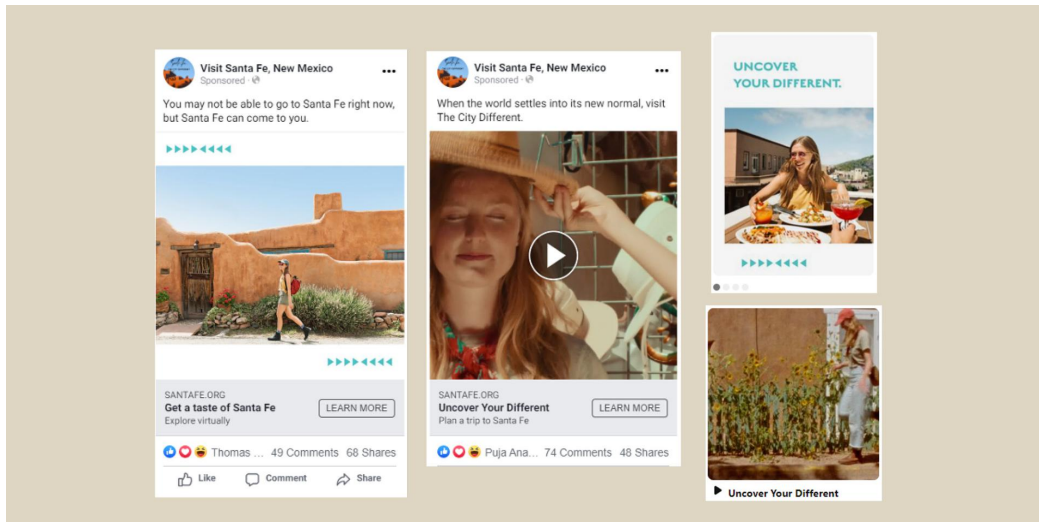
Pinterest CORE

Image Ads

- Target Markets: CORE Markets
- Flight Dates: 2/1/21 - 2/28/21
- Impressions: 423,215
- Media Spend: \$3,639.38

Video Ads

- Target Markets: CORE Markets
- Flight Dates: 2/1/21 - 2/28/21
- Impressions: 219,273
- Media Spend: \$3,784.36



SEM

Google Search

- Target Markets: National
- Flight Dates: 2/1/21 - 2/28/21

- Impressions: 202,923
- Media Spend: \$12,900.16

Bing Search

- Target Markets: National
- Flight Dates: 2/1/21 - 2/28/21
- Impressions: 49,392
- Media Spend: \$2,993.41

MEETINGS AND GROUPS

CVENT

- Target Markets: National
- Flight Dates: 2/1/21-2/28/21
- Impressions: 58,164
- Media Spend: \$904



SEM

Google Search

- Target Markets: National
- Flight Dates: 2/1/21 - 2/28/21
- Impressions: 3,039
- Media Spend: \$188.95