



# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD  
MAY 25, 2021  
10:00 AM  
ATTEND VIRTUALLY

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## SPECIAL PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

**Attendance:** In response to the State’s declaration of a Public Health Emergency, the Mayor’s Proclamation of Emergency, and the ban on public gatherings 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. OTAB Minutes from March 23, 2021
5. **PRESENTATIONS**



# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD  
MAY 25, 2021  
10:00 AM  
ATTEND VIRTUALLY

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- a. Lodger's Association (Keith Kirk, President, Keith.kirk@druryhotels.com)
  - b. County Tourism Report (Alex Fitzgerald, Santa Fe County, amfitzgerald@santafecountynm.gov)
  - c. Lodger's Tax (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
6. **MATTERS FROM STAFF**
- a. TOURISM Santa Fe Sales Report (David Carr, TSF Director of Sales, 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 BOARD**
8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING: Tuesday, July 27, 2021**
10. **ADJOURN**



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
MARCH 23, 2021

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1. **CALL TO ORDER**

Meeting called to order at 10:04 AM

2. **ROLL CALL**

**Members Present:**

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

**Members Excused:**

**Others Attending:**

Jesse Guillen, Legislative Liason  
Randy Randall, Tourism Director  
Shirley Spencer, Clerk  
Joy Rice, Attendee  
David Carr, Attendee

3. **APPROVAL OF AGENDA**

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

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

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



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
MARCH 23, 2021

**Against:** None

**Abstain:** None

## 4. APPROVAL OF MINUTES

- a. Minutes from Jan. 26 OTAB Minutes

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

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

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

**Against:** None

**Abstain:** None

## 5. PRESENTATION

- 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)

Member, Carlos Medina joined meeting during this presentation item.

## 6. MATTERS FROM STAFF

- a. TOURISM Santa Fe Sales Report (David Carr, TSF Sales Director, dacarr@santafenm.gov)



City of Santa Fe

# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
MARCH 23, 2021

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- b. TOURISM Santa Fe Marketing Report (Jordan Guenther, TSF Marketing Director, [jguenther@santafenm.gov](mailto:jguenther@santafenm.gov))

Joy Rice filled in for Jordan Guenther.

- c. TOURISM Santa Fe Executive Report (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))

7. **MATTERS FROM THE PUBLIC**

8. **NEXT MEETING: Tuesday, May 25, 2021**

9. **ADJOURN**

End time 11:25 AM

*Shirley Spencer*

\_\_\_\_\_  
Liaison

\_\_\_\_\_  
Chair

# TOURISM

## SANTA FE

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### April 2021 OTAB Report Sales Report May 25, 2021

#### April 2021 Leads:

- 5 total leads requiring sleeping rooms
- 749 total room nights sent via leads

#### April 2021 Confirmed Bookings:

- 1 Definite Booking
- 600 Definite Room Nights
- 5 Definite SFCCC space only events

#### April 2020 Leads:

- 13 total leads requiring sleeping rooms
- 43,716 room nights sent via leads

#### April 2020 Confirmed Bookings:

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

#### 2021 YTD Leads:

- 31 total leads requiring sleeping rooms
- 8,460 total room nights sent via leads

#### 2021 YTD Definite:

- 5 Definite Booking
- 3,664 Definite Room Nights
- 5 Definite SFCCC space only events

#### 2020 YTD Leads:

- 91 total leads requiring sleeping rooms
- 40,500 total room nights sent via leads

#### 2020 YTD Definite:

- 33 Definite Booking
- 8,115 Definite Room Nights
- 30 Definite SFCCC space only events

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

(Sales Team Monthly Production)

Status Date of 5/15/2021

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite</b>	<b>2020</b>												
Event	3	0	1	1									5
STLY Event	13	15	4	1									33
Event Variance	-433%	-	-400%	0%									-660%
Rooms	3,003	-	61	600									3,664
STLY Rooms	3,487	2,840	1,141	647									8,115
Room Variance	-16%		-187%	-7%									-221%

<b>Lead</b>	<b>2020</b>												
Event	3	10	13	5									31
STLY Event	23	42	15	11									91
Event Variance	-766%	55%	-15%	-220%									-293%
Rooms	747	2,852	4,112	749									8,460
STLY Rooms	5,852	13,846	6,786	14,016									40,500
Room Variance	-783%	-485%	-65%	-187%									-478%

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





**OTAB Marketing Report  
March and April 2021  
Reporting for May 25, 2021 Meeting**

## **EXECUTIVE SUMMARY**

### **Key marketing highlights for March and April**

1. **[ADVERTISING UPDATES]** With the COVID-19 risk level in New Mexico shifting and the majority of counties now operating in the Turquoise level, and the recall of travel restrictions and mask mandates, there remains an immediate and continuous opportunities to maintain awareness of Santa Fe, while also positioning TOURISM Santa Fe to capitalize on the potential travel boom in the second half of 2021 now that the State Tourism Department has re-launched their advertising efforts.

#### **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 2021 Marketing Report/Santa Fe Spring Level Yellow Creative\\_FNL\\_Client.pdf](https://idss-email.s3.amazonaws.com/images/C273/March 2021 Marketing Report/Santa Fe Spring Level Yellow Creative_FNL_Client.pdf)

2. **[FINAL DAYS TO VOTE] Condé Nast Traveler Readers' Choice Awards**

We need your votes to get Santa Fe ranked the **#1 city in the United States**.

Visit <https://www.cntraveler.com/rca/vote>, select *Cities*, and when prompted, search for *Santa Fe* and rank us 'excellent' in all categories.

Be sure to share this voting opportunity in your newsletters and on social media. You can vote once per email address, per category. **Voting is open now through May 31, 2021 at 11:59 p.m.**

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](http://santafemarketplace.com).

If you are a small local business and interested in more information, please visit [santafe.shopwhereilive.com/sell/](http://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](http://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](http://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](mailto: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. **[NOW AVAILABLE!] 2021 Santa Fe Visitors Guide**

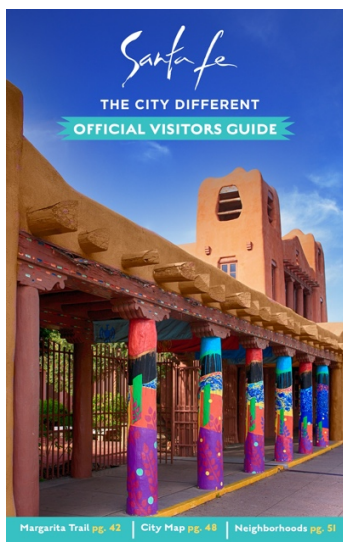
The 2021 Official Santa Fe Visitors Guides have finally arrived. Thank you for your patience. We delayed production as long as possible to ensure accuracy in this year of recovery and hope you will enjoy the guide's new look and feel.

Order your guides [here](https://www.santafe.org/industry/visitors-guide-bulk-orders/) (<https://www.santafe.org/industry/visitors-guide-bulk-orders/>) using the Bulk Order form. Once your order is ready, we will call or email to let you know that your order is ready for pick up. Guides can be picked up at 201 W. Marcy St. inside the Santa Fe Community Convention Center located at the corner of W. Marcy St. & Grant Ave.

You can also make it easy for visitors to order and view the Santa Fe Visitors Guide from your website! Below are the resources you will need to add this information:

1. **Cover Image:** [Click here](#) to download the cover image of the Visitors Guide.
2. **Order Form:** Include the link to the order form located on [santafe.org](http://santafe.org) - <https://www.santafe.org/visiting-santa-fe/visitors-guide/>
3. **Digital Edition:** You can also embed the digital edition of the Visitors Guide on your own website or blog using this embed code: 

```
<iframe allowfullscreen="true" style="border:none;width:100%;height:326px;" src="//e.issuu.com/embed.html?d=santa_fe_vg_2021_digital_book&u=visitsantafe"></iframe>
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# HIGHLIGHTS

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## Santa Fe Margarita Trail

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

### Cumulative Totals (as of 5/5/2021)

- 8,042 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,454 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
- 272 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 5/14/2021)

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

### Social Media (as of 5/14/2021)

- 562 Total Social Media Posts - 10 new posts (5 Facebook, 1 Instagram, 4 Twitter)

## Santa Fe Retail Marketplace

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

Month	Page views	Unique Visits	First Time	Returning	Gross Sales	Orders	Items Purchased	Published Products	Businesses
Dec '20	3,658	703	436	267	\$0.00	0	0	40	18
Jan '21	13,600	2,857	2,065	792	\$349.00	1	1	284	23
Feb '21	19,381	5,946	4,718	1,228	\$95.43	1	1	88	18
Mar '21	35,428	10,049	8,016	2,033	\$1,104.95	15	23	611	65
Apr '21	25,405	9,999	7,991	2,008	\$3,524.77	21	27	709	71

## Q1 2021 MARKETING METRICS

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A summary of Q1 2021 Marketing Results is below. Full report is included in the packet.

### Website [Q1 Y/Y Change]

- Total Sessions: 284,088 [UP 3%]
- Unique Users: 227,897 [UP 2%]
- Average Pages Per Session: 4.14\* [UP 12%]
- Average Time on Site: 4:50\* [DOWN 9%]
- Overall Conversion Rate: 10.9% [UP 16%]

There were several notable events in Q1 that affected overall website metrics as well as the advertising efforts in the quarter.

- On January 12th, the redesigned website was launched from Simpleview. Due to the differences in site structure and page URLs, this caused significant changes to conversion metrics, as detailed in the next section.
- On February 11th, Virtual Marketplace ads were launched promoting the new Shop Where I Live marketplace.
- On February 12th, in-state advertising was paused in response to the state's lifting of the mandatory quarantine for out-of-state visitors. The remaining in-state budgets were primarily shifted into the core market campaigns.
- On March 3rd, Virtual Experience ads were replaced with new "yellow-level" assets promoting Santa Fe as "open for safe travel" in response to Santa Fe county's move to the yellow risk level.

The website redesign has led to some key differences in conversion tracking.

Website performance in the quarter remained relatively strong, with modest year-over-year gains, but significant quarter-over-quarter growth.

*\*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 [Q1 Y/Y Change]

- Earned Media: \$ 1.94M [DOWN 60%]
- Earned Media Impressions: 272.6M [UP 7%]

During Q1, earned media coverage had an emphasis on quality over quantity, with most of the placements in top-tier priority outlets such as Travel + Leisure, Town & Country, Cowboys & Indians, Forbes, Afar and Matador Network. While in the beginning of the quarter, the news was dominated by insurrection at the Capitol, as well as, the inauguration, many traditional travel and lifestyle outlets produced fewer new articles, with many focused on covering the hard news, as well as the destinations where President Biden and Vice President Harris were from.

In the second half of the quarter, media outreach largely focused on the destination's move towards reopening, with Santa Fe steadily improving from mandatory travel quarantine, to yellow, green and eventually turquoise. In March public relations efforts were a mix of reconnecting with media via virtual deskside meetings, getting pre-pandemic press trips to come to print, taking advantage of

timely opportunities to host media in the destination, and pitching the destination to still be included in valuable roundup articles. Additionally, these meetings provided valuable insight into the possibility of media visits later this year. From these meetings, the PR and Communications team learned that media interest in press trips is increasing and the team remains committed to staying in contact with interested journalists in-order-to execute a press trip when they are ready.

### **Social Media [Q1 Y/Y Change]**

- Facebook Followers: 80,135 [UP 7%]
- Facebook Engagement: 168,706 [UP 16%]
- Twitter Followers: 15,721 [UP 3%]
- Twitter Engagement: 3,133 [DOWN 32%]
- Twitter Impressions: 147,100 [DOWN 46%]
- Instagram Followers: 44,047 [UP 34%]
- Pinterest Impressions: 147,010\* [N/A]
- YouTube Subscribers: 748 [UP 20%]

First quarter of 2021 saw strong signs of rebound across Facebook, Instagram and YouTube after a challenging 2020, though Twitter numbers lagged slightly. Facebook follower growth continued at a strong pace, while engagement increased 16% Y/Y as well. Instagram followers continue to grow at a blistering pace, increasing 34% Y/Y and adding an additional 11k followers. Twitter engagement and impressions have both dropped 46% and 32% respectively, primarily as a result of a slower posting pace of video content. YouTube subscribers grew 20% Y/Y, while views were up 89% Y/Y as paid promotions resumed.

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

### **Blog [Q1 Y/Y Change]**

- Page Views: 37,520 [UP 69%]
- Average Time on Blog: 2:39 [DOWN 20%]
- Referrals to Website Percentage: 20% [UP 71%]

Blog traffic has increased 69% Y/Y. Time on site has decreased by 20%. Outdoors and History focused content continued to be the strongest performers with the /hiking-trails blog the most visited of the quarter.

### **Email Newsletter [Q1 Y/Y change]**

- Consumer: Santa Fe Marketplace
  - Send Date: 3/9/21
  - Number Sent: 113,326
  - Open Rate: 19.4%
- Industry: Marketing Report
  - Number Sent: 2,930 [DOWN 14%]
  - Marketing Report Open Rate (Average): 21.7% [DOWN 39%]

In February 2021, all industry and consumer-facing newsletters were brought in-house and are now being managed by the TSF Marketing team. The numbers presented above do not include January 2021 numbers. As a result, the Total Sent and Open Rate metrics are not a true total for the quarter.

During the transition, we moved our Industry distribution list in IDSS and began to include partners who have accounts on santafe.org. As a result, the list grew 28% from 1,136 to 1,449. Average open rates have seen a decrease – averaging around 22%, down from an average of 35%.

We have started to send consumer-facing newsletters through Mailchimp and anticipate that we will begin sending newsletters on a regular basis as more and more Santa Fe events begin to announce summer in-person event dates (which, of course, are subject to statewide COVID restrictions).

### **Paid Media/Advertising [Q1 Y/Y Change]**

- Ad Spend: \$248,000 [UP 30%]
- Ad Impressions: 30.4M [UP 53%]

### **PAID SEARCH**

- Google search has continued to show improvement in driving conversions YoY.
- A/B testing on branded campaigns confirmed that our existing bidding strategy is optimal for driving conversions at the lowest cost.
- Google SEM efforts are driving new and engaged users to the website.
- Bing has shown just as much efficiency as Google in driving conversions.

### **PAID SOCIAL**

- Facebook proved to be an excellent platform for pushing users down the funnel with a combination of awareness and conversion-based tactics, resulting in 6x more conversions vs. 2020.
- A/B testing proved that conversion-focused bidding strategies align best with Santa Fe's KPIs, driving 15x more conversions than traffic-focused strategies.
- On Pinterest, learnings from last quarter's A/B test propelled the campaigns to generate 8x as many conversions year over year.

### **DISPLAY & VIDEO**

- The Trade Desk prospecting display continues to be a key awareness driver outside of social silos.
- GumGum High-Impact Display generated engagement well above benchmark in Q1 with an upward trend tied to the March creative refresh.
- Google Discovery campaigns proved to generate conversions at a more efficient cost year over year, despite significantly more spend on the channel.
- GDN remains an effective, low-cost method of engaging with previous site visitors and bringing them back to the site to convert.
- YouTube video campaigns drove awareness at scale while also seeing a reduction in cost.

## GROUPS & MEETINGS

- Groups and meetings pages are still seeing less traffic YoY, but there is far more engagement from those users.
- The remainder of the contracted CVENT clicks were generated by early March. This campaign has now concluded and will be reevaluated in FY22 should Groups and Meetings warrant additional support.

## MONTHLY METRICS

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## WEBSITE & NEWSLETTERS

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### April 2021 Performance Metrics

#### Visits

- Total Sessions 142,990 (149.6% increase Y/Y)
- Unique Users 115,818 (139.6% increase Y/Y)
- Pages per Session 4.4† (48.6% increase Y/Y)
- Average Time on Site 5:11† (37% increase Y/Y)
- Conversion Rate 12.49% (130.9% increase Y/Y)

#### Visitor Gender

- 61.9% Female (33% increase Y/Y)
- 38.2% Male (42.2% increase Y/Y)

#### Visitor Age

- 9.6% 18 - 24 (111.3% increase Y/Y)
- 18.6% 25 - 34 (69% increase Y/Y)
- 15.7% 35 - 44 (60.3% increase Y/Y)
- 17.8% 45 - 54 (43% increase Y/Y)
- 20.8% 55 - 64 (21.8% increase Y/Y)
- 17.6% 65+ (6.1% decrease Y/Y)

#### Newsletters

- TOURISM Santa Fe Marketing Report
  - Sent: 4/14/21
  - Number sent: 1,445
  - Number opened: 330
  - Open rate: 23%

## SOCIAL MEDIA

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### Summary

April was a mixed bag across social, with some platforms performing very well while others dipped slightly from last month. Facebook engagement dropped 22.9% M/M. Instagram continued its strong upward trend, growing followers by 1.5% M/M. Twitter engagement and impressions dropped 6.1% and 20.2% M/M respectively. Pinterest organic impressions saw a strong jump in organic impressions, up 41.8% M/M. YouTube video views increased 67.9% as paid promotions drove 1.7M views.

### Facebook

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#### April 2021 Performance Metrics

- Total Page Followers: 80,516 (.48% increase M/M)
- People Talking About This (PTAT): 21,973 (25.1% decrease M/M)
- Engagement: 44,918 (22.9% decrease M/M)
- Top Ranking Post: “Feeling a little “spring” in our step. #TheCityDifferent | SantaFe.org
  - Reactions: 3195
  - Comments: 131
  - Reach: 49,250

### Twitter

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#### April 2021 Performance Metrics

- Followers: 15,757 (.23% increase M/M)
- Monthly Impressions: 47,900 (20.2% decrease M/M)
- Engagement: 1270 (6.1% decrease M/M)
- Top Ranking Post: “Have you tried the original Frito Pie? #TheCityDifferent | <http://SantaFe.org>
  - Impressions: 2146
  - Retweets: 2
  - Total engagements : 234

### Instagram

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#### April 2021 Performance Metrics

- Followers: 44,693 (1.5% increase M/M)
- Top Performing Post: “Do you have a favorite door on Canyon Road? #TheCityDifferent | SantaFe.org
  - Likes: 3753

## Pinterest

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### April 2021 Performance Metrics

- Organic Impressions: 43,720 (41.8% increase M/M)

## YouTube

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### April 2021 Performance Metrics

- Subscribers: 749 (.1% increase M/M)
- Views: 1,711,010 (67.9% increase M/M)

## Santa Fe Insider Blog

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### April 2021 Performance Metrics

- Total Blog Views: 21,742 (5.8% increase M/M)
- Average Time on Blog: 2:47 minutes (.6% increase M/M)

### April Blog Posts

No new blog posts in April

### Top 5 Viewed Blog Posts in April

#### Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 2758

#### 11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 1662

#### Take a Tour of Santa Fe's Historic Sites

- Published May 7, 2019
- Views: 1496

#### A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 717

#### Getting To and Around Santa Fe

- Posted February 18, 2019
- Views: 676

# PUBLIC RELATIONS

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## Summary

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In April, public relations efforts focused on informing national and key regional media of the major developments taking place in the destination this year with a timely “What’s New in Santa Fe” press release distributed on the heels of the news that the destination reached the turquoise level and therefore the top level of reopening. This outreach resulted in increased interest from national writers in visiting the destination and the PR team looks forward to realizing these trips starting in the summer months. Additionally, these efforts resulted in an additional round of virtual-deskside meetings with national and key trade media which laid the groundwork for earned media coverage moving forward. Meanwhile, the communications team was able to secure two major international articles that will help keep the destination top-of-mind as travelers make their summer travel plans.

## Performance Metrics

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### April 2021

- Pitches: 75 (increase 17% Y/Y)
- Press Releases: 1 (decrease 50% Y/Y)
- Media Visits: 2 (Increased infinity Y/Y due to April 2020 being 0)
- Media Contacts: 220 (No change Y/Y)
- Earned Media: \$467,167 (decrease 73% Y/Y)
- Total Impressions: 183,825,260 (increase 12% Y/Y)

### Year to Date 2021

- Pitches: 340 (decrease 23% Y/Y)
- Press Releases: 4 (increase 33% Y/Y)
- Media Visits: 3 (decrease 88% Y/Y)
- Media Contacts: 725 (decrease 10% Y/Y )
- Earned Media: \$2,441,068 (decrease 63% Y/Y)
- Total Impressions: 456,407,071 (increase 9% Y/Y)

## Visiting Press

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- Margot Bigg, Oregon-based freelance writer visited the destination April 1-5, on assignment for Fodor’s.
- Aaron Millar, Colorado-based freelance writer visited the destination April 23-25, on assignment for Wanderlust magazine, a UK publication.

## MEDIA PLACEMENTS – ADVERTISING

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### PRINT

#### **New Mexico Magazine**

Flight Dates: April

Impressions: 67,500

Media Spend: \$3,417



### DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

#### **Texas Monthly Dedicated E-Blast**

Target Market: National

Flight Dates: 4/27/21

Impressions: 8,152

Media Spend: \$5,000

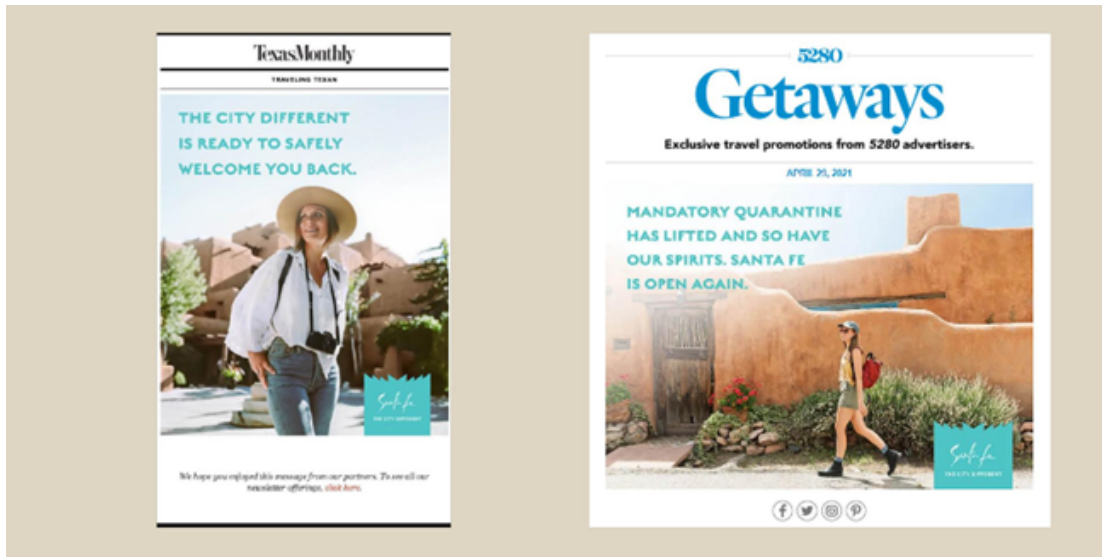
#### **5280 Dedicated E-Blast**

Target Market: National

Flight Dates: 4/29/21

Impressions: 4,183

Media Spend: \$1,000



**The Trade Desk CORE**  
**Standard Display & Remarketing**

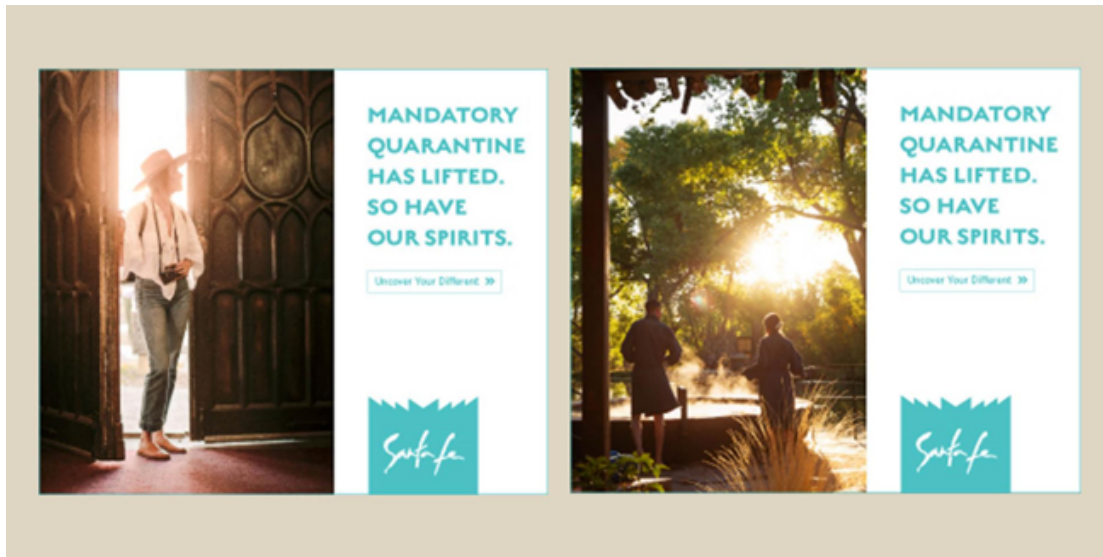
Target Market: CORE Markets  
 Flight Dates: 4/1/21-4/30/21  
 Impressions: 3,019,640  
 Media Spend: \$5,980

**The Trade Desk CORE**  
**CTV**

Target Market: CORE Markets  
 Flight Dates: 4/1/21-4/30/21  
 Impressions: 462,640  
 Media Spend: \$11,702.22

**The Trade Desk OPP**  
**Standard Display & Remarketing**

Target Market: OPP Markets  
 Flight Dates: 4/1/21-4/30/21  
 Impressions: 1,924,252  
 Media Spend: \$6,702.85



**GumGum**

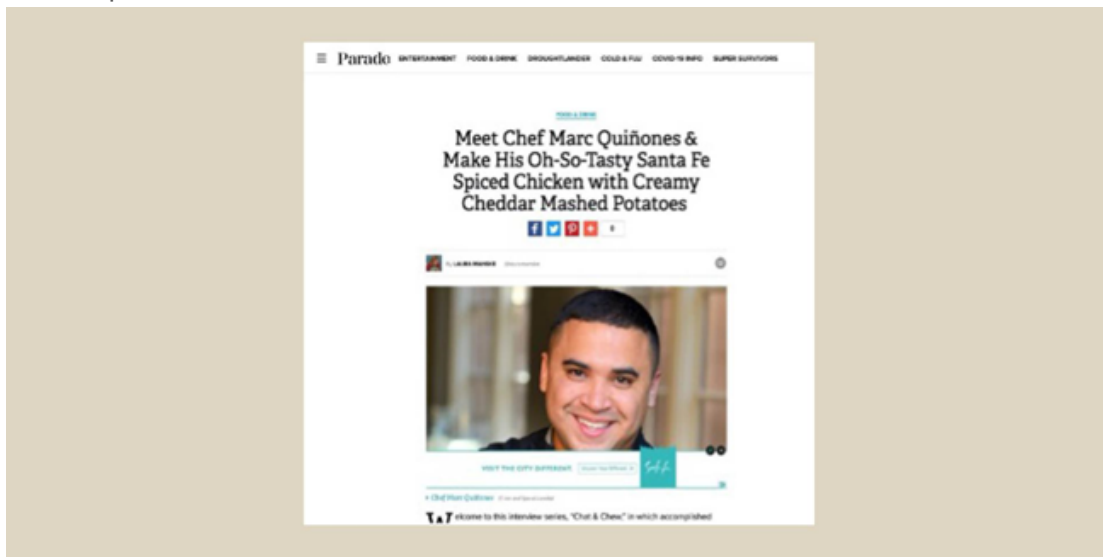
**High Impact Display**

Target Market: CORE Markets

Flight Dates: 4/1/21-4/30/21

Impressions: 547,848

Media Spend: \$5,199



**5280 ROS Display**

Target Market: National

Flight Dates: 4/5/21-4/30/21

Impressions: 30,900

Media Spend: AV

**R29 Display OPP**

Target Market: OPP  
Flight Dates: 4/1/21-4/30/21  
Impressions: 302,270  
Media Spend: \$15,000 (Flat Rate)

**R29 Travel Takeover OPP**

Target Market: National  
Flight Dates: 4/26/21-4/30/21  
Impressions: 89,600  
Media Spend: \$10,000 (Flat Rate)

**Outside ROS Display OPP**

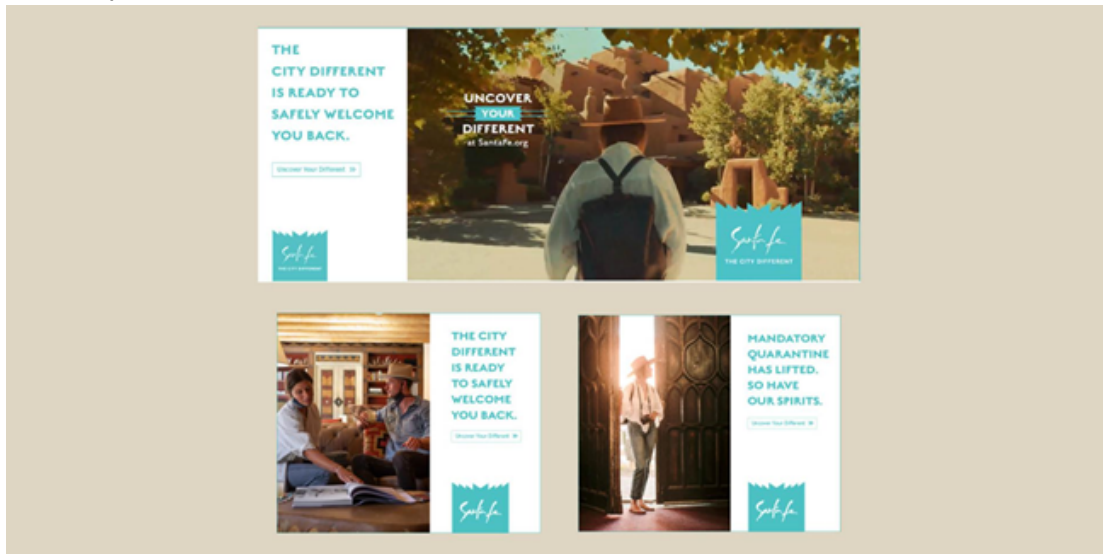
Target Market: OPP Markets  
Flight Dates: 4/16/21-4/30/21  
Impressions: 154,870  
Media Spend: \$3,097

**Cluep Targeting Mobile Display CORE**

Target Market: CORE Markets  
Flight Dates: 4/1/21-4/30/21  
Impressions: 452,689  
Media Spend: \$4,074

**Cluep Targeted Mobile Display OPP**

Target Market: OPP Markets  
Flight Dates: 4/1/21-4/30/21  
Impressions: 390,911  
Media Spend: \$3,518

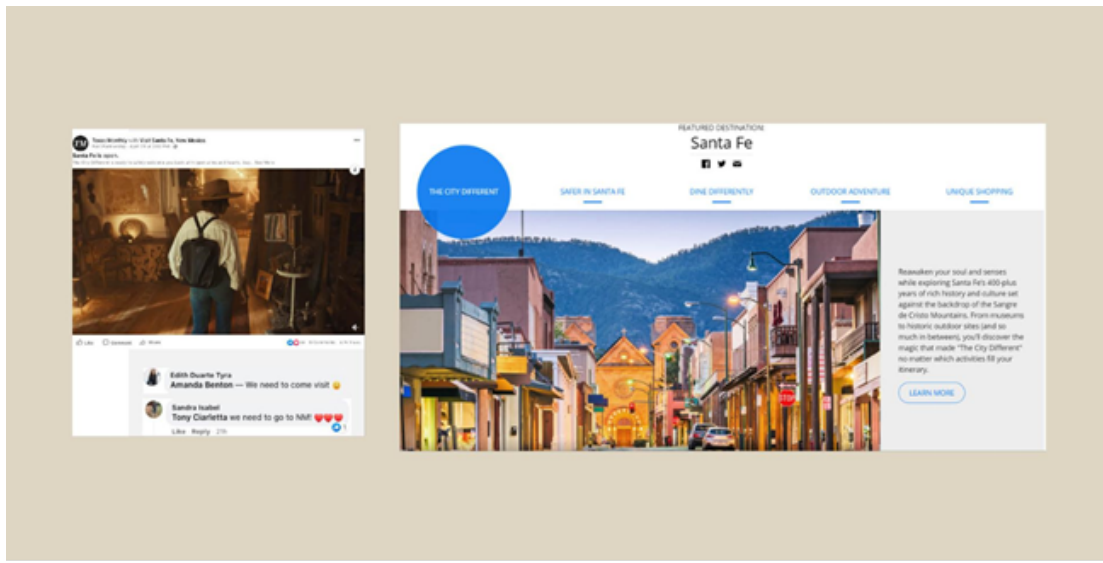


### **Travelzoo CPC**

Target Market: National  
Flight Dates: 4/21/21-4/30/21  
Impressions: 235,383  
Media Spend: \$40,000 (Flat Rate. Includes Newsflash)

### **Travelzoo NewsFlash Eblast**

Target Market: National  
Flight Dates: 4/27/21  
Impressions: 148,598  
Media Spend: N/A



### **Texas Monthly Facebook Posts**

Target Market: National  
Flight Dates: 4/22/21 & 4/29/21  
Impressions: 19,031  
Media Spend: \$9,000

### **Google Discovery Ads Protect**

Target Market: CORE Markets  
Flight Dates: 4/1/21 - 4/30/21  
Impressions: 118,800  
Media Spend: \$2,303.54

### **Google Discovery Ads Convert**

Target Market: OPP Markets  
Flight Dates: 4/1/21 - 4/30/21  
Impressions: 192,182  
Media Spend: \$1,269.59

### Google Display Network Protect Remarketing

Target Market: CORE Markets

Flight Dates: 4/1/21 - 4/30/21

Impressions: 1,036,773

Media Spend: \$1,106.10

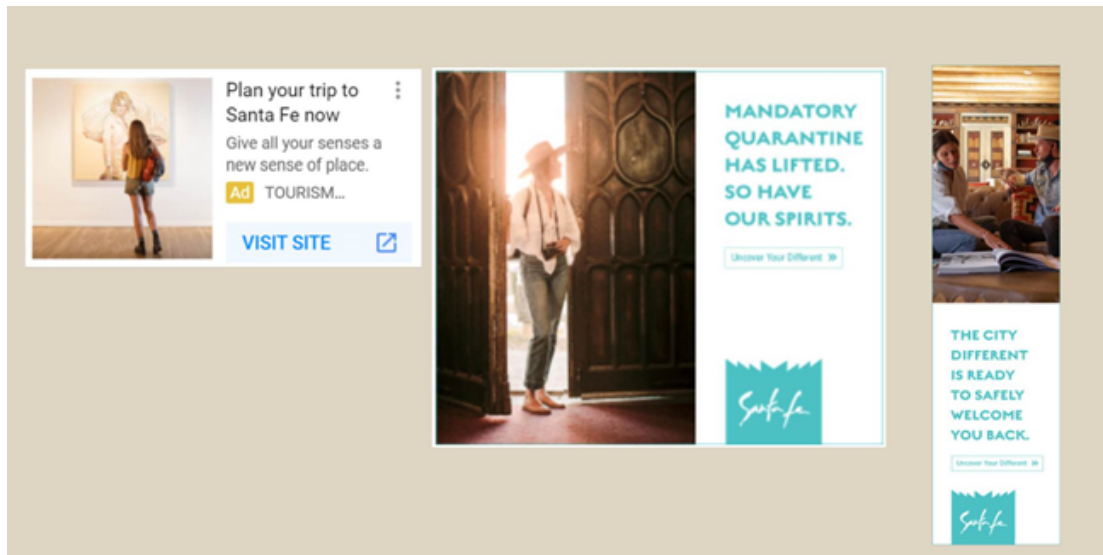
### Google Display Network Convert Remarketing

Target Market: OPP Markets

Flight Dates: 4/1/21 - 4/30/21

Impressions: 427,436

Media Spend: \$599.77



### YouTube TrueView Protect

Target Market: CORE Markets

Flight Dates: 4/1/21 - 4/30/21

Impressions: 1,713,769

Media Spend: \$7,125.53

### YouTube TrueView Convert

Target Market: OPP Markets

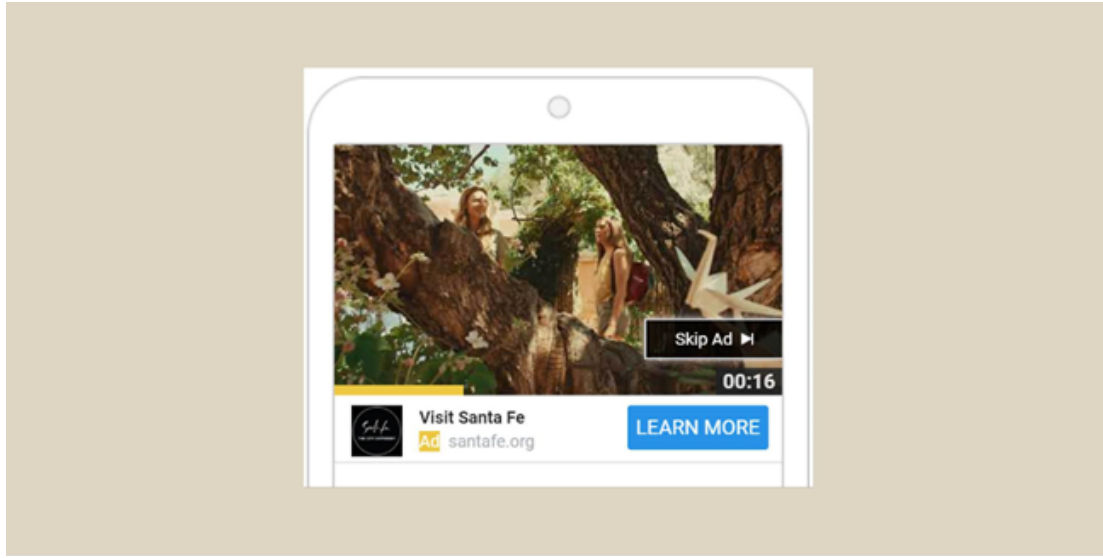
Flight Dates: 4/1/21 - 4/30/21

Impressions: 429,145

Media Spend: \$2,506.27

Link to Video:

<https://www.youtube.com/watch?v=cF5ds5YSW5I>



### **YouTube TrueView Remarketing**

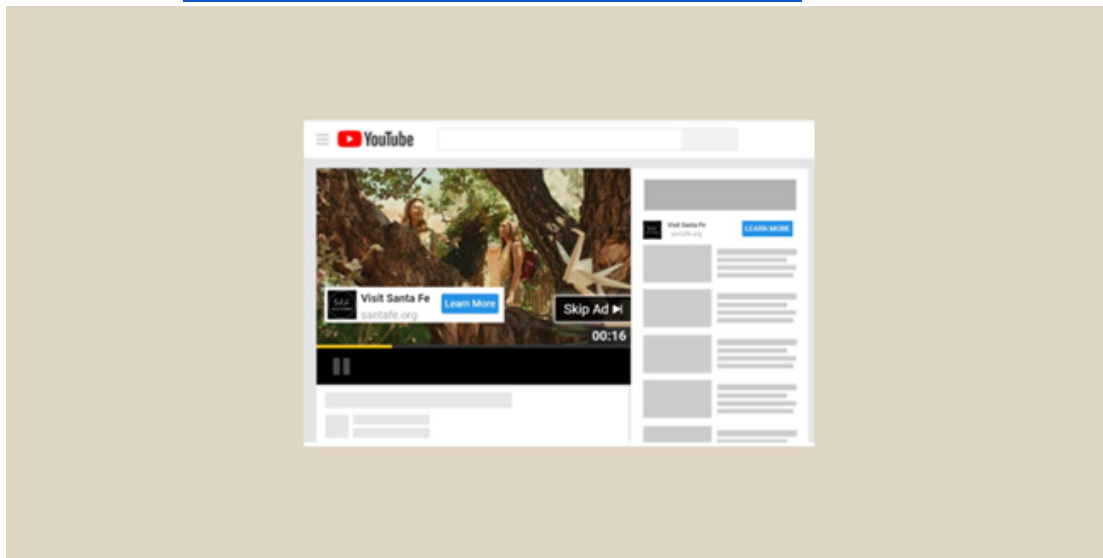
Target Market: CORE Markets

Flight Dates: 4/1/21 - 4/30/21

Impressions: 1,217,212

Media Spend: \$4,898.77

Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



### **Facebook & Instagram Traffic Protect Conversions**

Target Market: CORE Markets

Flight Dates: 4/1/21 - 4/30/21

Impressions: 504,393

Media Spend: \$6,891.17

### **Facebook & Instagram Traffic Convert Conversions**

Target Market: OPP Markets  
Flight Dates: 4/1/21 - 4/30/21  
Impressions: 223,645  
Media Spend: \$3,224.88

### **Facebook & Instagram Protect Video Ads**

Target Market: CORE Markets  
Flight Dates: 4/1/21 - 4/30/21  
Impressions: 507,280  
Media Spend: \$6,936.11

### **Facebook & Instagram Convert Video Ads**

Target Market: OPP Markets  
Flight Dates: 4/1/21 - 4/30/21  
Impressions: 154,227  
Media Spend: \$3,232.95

### **Pinterest Protect**

#### Image Ads

Target Market: CORE Markets  
Flight Dates: 4/1/21 - 4/30/21  
Impressions: 291,822  
Media Spend: \$3,187.63

### **Pinterest Convert**

#### Image Ads

Target Market: OPP Markets  
Flight Dates: 4/1/21 - 4/30/21  
Impressions: 281,773  
Media Spend: \$2,124.02

### **Pinterest Protect**

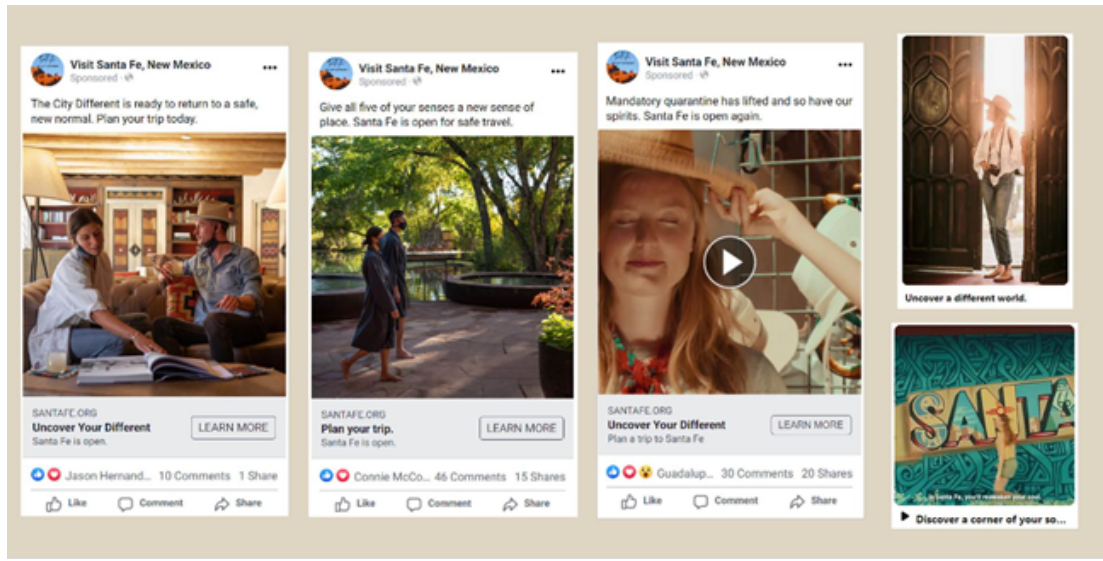
#### Video Ads

Target Market: CORE Markets  
Flight Dates: 4/1/21 - 4/30/21  
Impressions: 290,207  
Media Spend: \$5,056.16

### **Pinterest Convert**

#### Video Ads

Target Market: OPP Markets  
Flight Dates: 4/1/21 - 4/30/21  
Impressions: 137,856  
Media Spend: \$2,285.26



## SEM

### Google Search

Target Markets: National

Flight Dates: 4/1/21 - 4/30/21

Impressions: 328,344

Media Spend: \$20,164.83

### Bing Search

Target Markets: National

Flight Dates: 4/1/21 - 4/30/21

Impressions: 80,620

Media Spend: \$4,851.11

## MEETINGS AND GROUPS

### SEM

### Google Search

Target Markets: National

Flight Dates: 4/1/21 - 4/30/21

Impressions: 4,508

Media Spend: \$756.71

# TOURISM

## SANTA FE

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**Quarterly Marketing Report**  
**2021 Q1 | January – March 2021**

## Occupancy & Room Rates

Occupancy Rate

32.0

↓ -16.6

Average Daily Rate

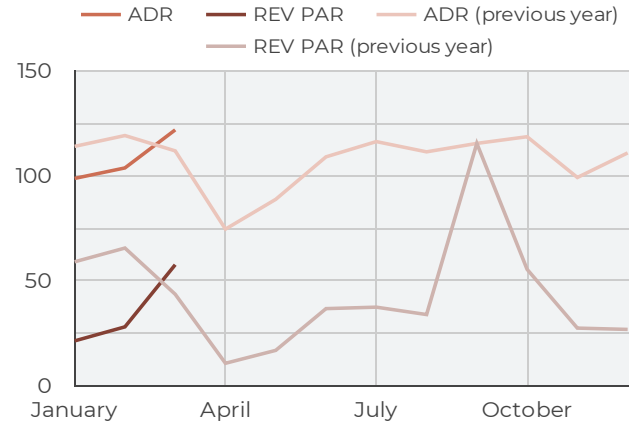
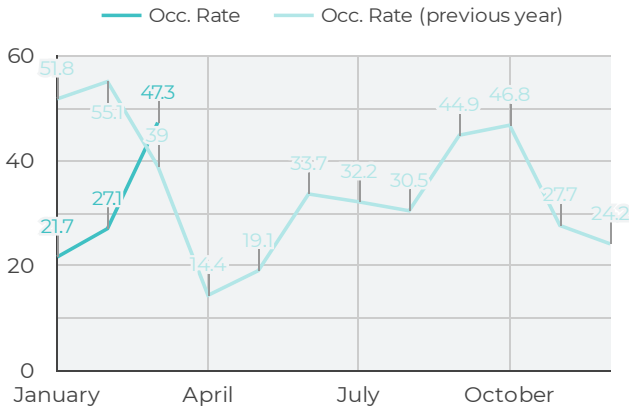
\$108.17

↓ -6.0%

REV PAR

\$35.75

↓ -36.3%



Source: Rocky Mountain Lodging Report

## Guide & Visitor Centers

Total Guides

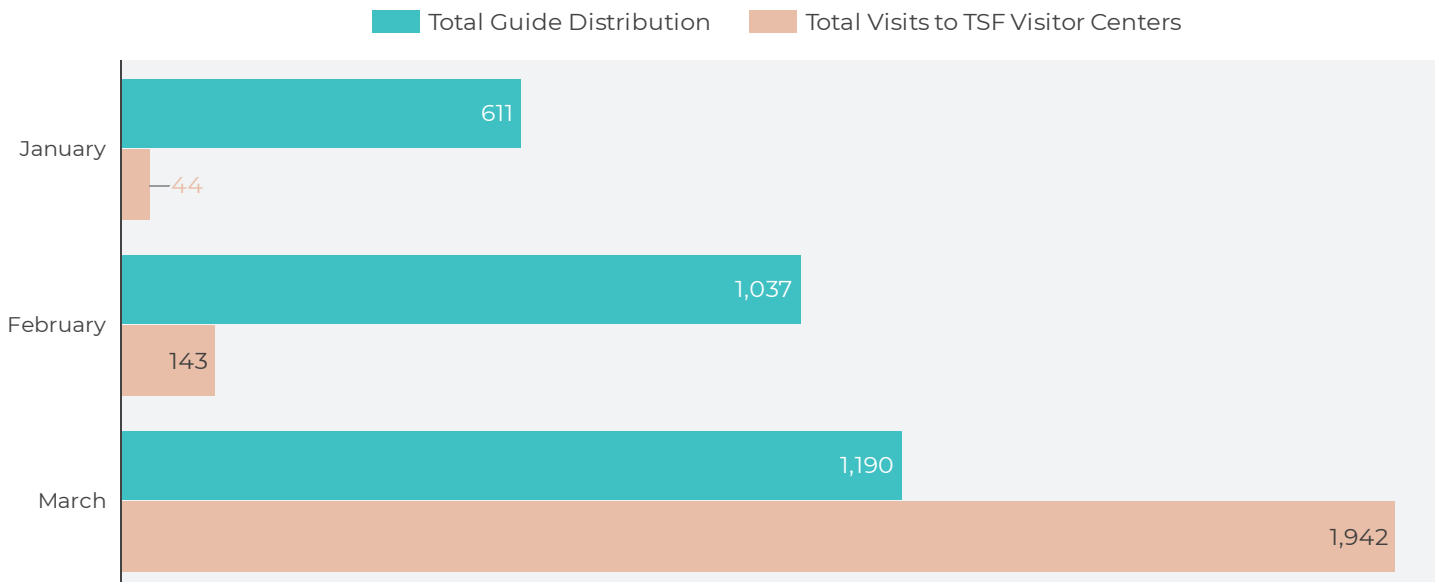
2,838

↓ -75%

Total Visits to  
TSF Visitor Centers

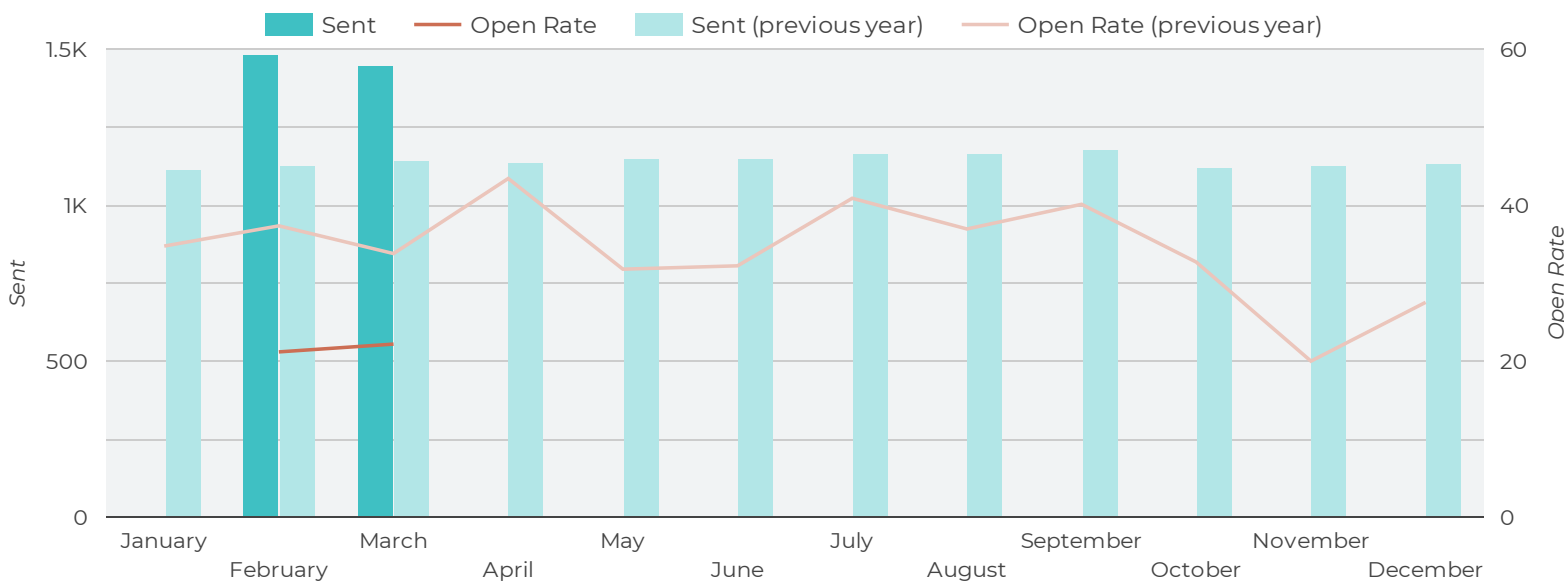
2,129

↓ -68%



## Email

### Industry: Marketing Report



Sent  
**2,930**  
↓ -14%

Open Rate  
**21.7**  
↓ -39%

Totals for the selected dates.

## Insights

### Summary:

In February 2021, all industry and consumer-facing newsletters were brought in-house and are now being managed by the TSF Marketing team. The numbers presented above do not include January 2021 numbers. As a result, the Total Sent and Open Rate metrics are not a true total for the quarter.

During the transition, we moved our Industry distribution list in IDSS and began to include partners who have accounts on [santafe.org](http://santafe.org). As a result, the list grew 28% from 1,136 to 1,449. Average open rates have seen a decrease – averaging around 22%, down from an average of 35%.

We have started to send consumer-facing newsletters through Mailchimp and anticipate that we will begin sending newsletters on a regular basis as more and more Santa Fe events begin to announce summer in-person event dates (which, of course, are subject to statewide COVID restrictions).

### Key Insights:

- On March 9, the first consumer email to promote the Santa Fe Marketplace was sent to 113,326 recipients, with an open rate of 19.4%

### Action Items:

- ✓ Create newsletter schedule for Santa Fe Marketplace and other consumer-facing emails.

## Social Media Overview

### Facebook & Instagram

FB Page Likes

80,135

↑ 7%

FB Eng.

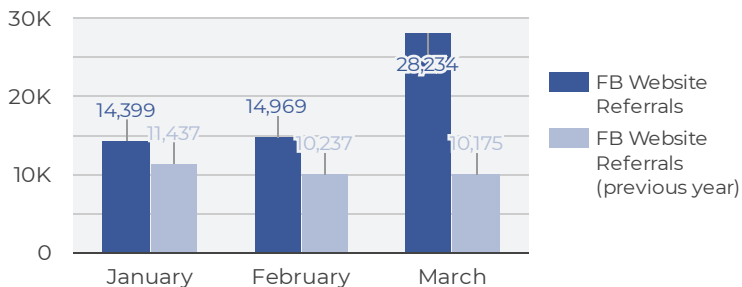
168,706

↑ 16%

IG Followers

44,047

↑ 34%

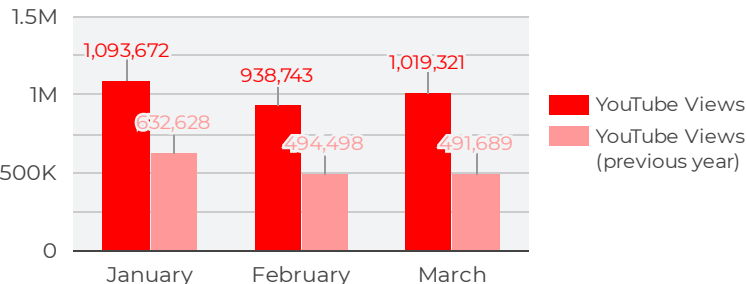


### YouTube

Subscribers

748

↑ 20%

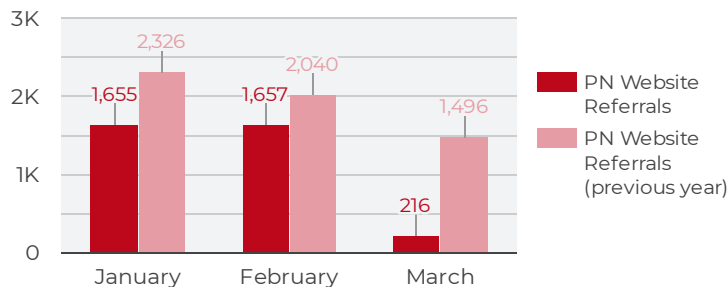


### Pinterest

Impressions

147,010

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



### Twitter

Followers

15,721

↑ 3%

Impressions

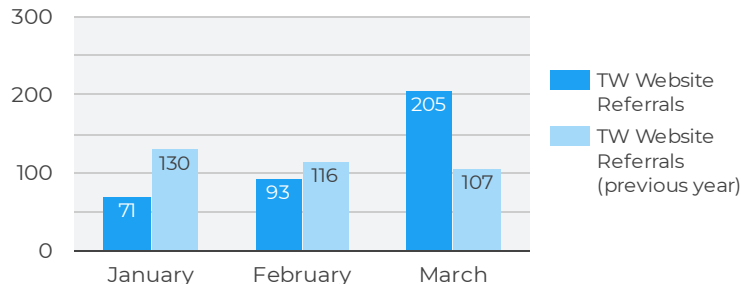
147,100

↓ -46%

Engagement

3,133

↓ -32%



## Insights

### Summary:

First quarter of 2021 saw strong signs of rebound across Facebook, Instagram and YouTube after a challenging 2020, though Twitter numbers lagged slightly. Facebook follower growth continued at a strong pace, while engagement increased 16% Y/Y as well. Instagram followers continue to grow at a blistering pace, increasing 34% Y/Y and adding an additional 11k followers. Twitter engagement and impressions have both dropped 46% and 32% respectively, primarily as a result of a slower posting pace of video content. YouTube subscribers grew 20% Y/Y, while views were up 89% Y/Y as paid promotions resumed.

### Key Insights:

- Facebook Page Followers have increased 7% Y/Y (5194 new followers)
- Facebook Engagement increased 16% Y/Y.
- Instagram followers have grown 34% Y/Y (11,203 new followers).
- Twitter followers have increased 3% Y/Y
- Twitter impressions and engagement are down 46% and 32% Y/Y respectively.
- 147,010 Organic Pinterest impressions, down 26% Y/Y.
- YouTube subscriber grew 20% Y/Y. Video views were up 89% Y/Y.

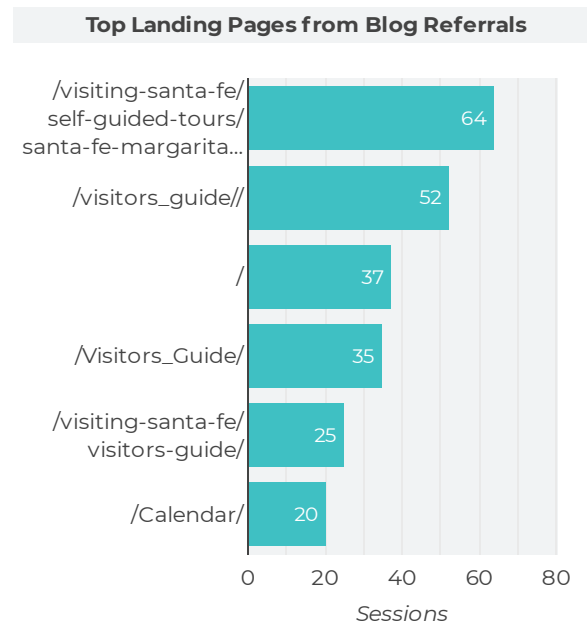
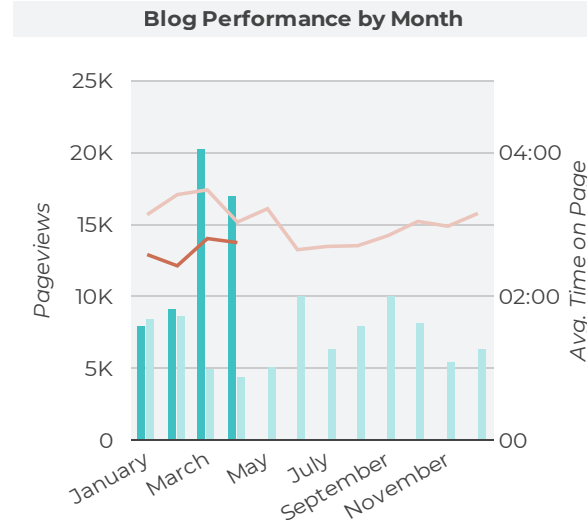
### Action Items:

- ✓ 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 as pages and blog posts are reposted

## Blog

<b>Pageviews</b> <b>37,520</b> <span style="color: green;">↑ 69%</span>	<b>Time on Page</b> <b>02:39</b> <span style="color: red;">↓ -20%</span>	<b>Site Referral Rate</b> <b>20.0%</b> <span style="color: green;">↑ 71%</span>
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Top Blog Pages	Pageviews	Time on Page	Bounce Rate
<a href="/blog/post/hiking-trails/">/blog/post/hiking-trails/</a>	5,824	02:41	85%
<a href="/blog/post/surprising-facts/">/blog/post/surprising-facts/</a>	2,650	06:02	82%
<a href="/blog/post/historic-sites/">/blog/post/historic-sites/</a>	2,136	02:26	77%
<a href="/blog/post/petroglyphs/">/blog/post/petroglyphs/</a>	1,558	02:19	84%
<a href="/blog/post/santa_fe_countytrails/">/blog/post/santa_fe_countytrails/</a>	1,330	03:30	85%
<a href="/blog/post/trips/">/blog/post/trips/</a>	1,164	07:03	84%
<a href="/blog/post/reinvigorate/">/blog/post/reinvigorate/</a>	1,144	03:46	91%
<a href="/blog/post/a-day-trip-to-chimayo-from-santa-fe/">/blog/post/a-day-trip-to-chimayo-from-santa-fe/</a>	1,103	04:24	76%
<a href="/blog/post/history-buffs-guide/">/blog/post/history-buffs-guide/</a>	1,052	02:34	86%
<a href="/blog/post/cultural_chimayo/">/blog/post/cultural_chimayo/</a>	912	03:41	87%
<a href="/blog/post/welcome_back/">/blog/post/welcome_back/</a>	902	01:48	73%
<a href="/blog/post/take-a-table-outdoors-in-santa-fe/">/blog/post/take-a-table-outdoors-in-santa-fe/</a>	834	02:22	71%
<a href="/blog/post/cant-miss-santa-fe-experiences/">/blog/post/cant-miss-santa-fe-experiences/</a>	723	02:08	61%
<a href="/blog/post/pecos-national-historical-park-past-persists/">/blog/post/pecos-national-historical-park-past-persists/</a>	686	01:41	71%
<b>Grand total</b>	<b>37,520</b>	<b>02:39</b>	<b>79%</b>



## Insights

### Summary:

Blog traffic has increased 69% Y/Y. Time on site has decreased by 20%. Outdoors and History focused content continued to be the strongest performers with the /hiking-trails blog the most visited of the quarter.

### Key Insights:

- Event content has dropped entirely from the top visited pages.
- The main traffic driver for the blog remains Organic Search.
- The blog made up 13.5% of total site traffic in Q1. This is a 64.6% increase Y/Y.
- Referral ratio up 72% Y/Y.

### Action Items

- ✓ Begin to update and reintroduce event content as events begin again.
- ✓ Begin to phase out old legacy content
- ✓ Optimize taxonomy to organize content in a useful manner.

## Public Relations

Media Visits

1

↓ -96%

Earned Media

\$1.94M

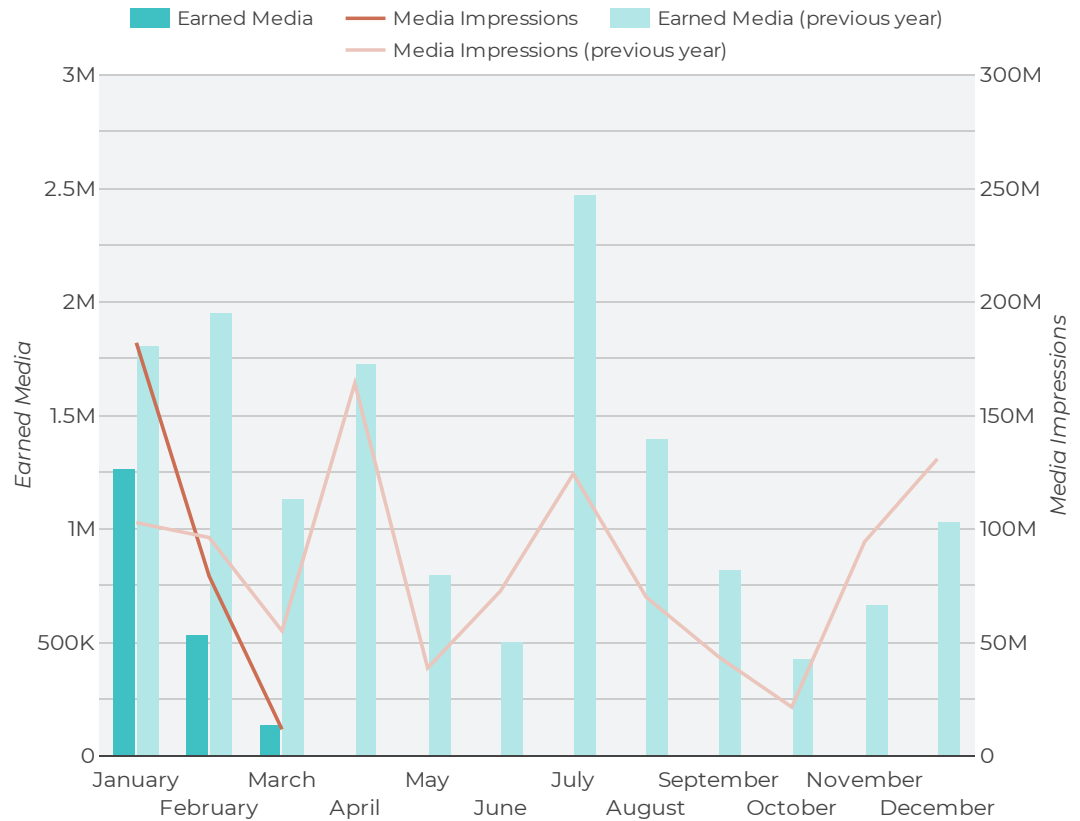
↓ -60%

Media Impressions

272.6M

↑ 7%

Totals for the selected dates.



## Insights

During Q1, earned media coverage had an emphasis on quality over quantity, with most of the placements in top-tier priority outlets such as Travel + Leisure, Town & Country, Cowboys & Indians, Forbes, Afar and Matador Network. While in the beginning of the quarter, the news was dominated by insurrection at the Capitol, as well as, the inauguration, many traditional travel and lifestyle outlets produced fewer new articles, with many focused on covering the hard news, as well as the destinations where President Biden and Vice President Harris were from.

In the second half of the quarter, media outreach largely focused on the destination's move towards reopening, with Santa Fe steadily improving from mandatory travel quarantine, to yellow, green and eventually turquoise. In March public relations efforts were a mix of reconnecting with media via virtual desk-side meetings, getting pre-pandemic press trips to come to print, taking advantage of timely opportunities to host media in the destination, and pitching the destination to still be included in valuable roundup articles. Additionally, these meetings provided valuable insight into the possibility of media visits later this year. From these meetings, the PR and Communications team learned that media interest in press trips is increasing and the team remains committed to staying in contact with interested journalists in-order-to execute a press trip when they are ready.

### Key Insights:

- Interest in press trips is increasing, however, "no-travel" mandates remain in place at many publications.
- The scope of coverage in regional publications is beginning to expand to pre-pandemic levels, while outlets still heavily prefer covering domestic locations.
- Santa Fe continues to be a strong player in national award-roundups.
- Roundup articles continue to be the preference of journalists, with visiting the destination still a challenge.

### Action Items:



- ✓ Promote and support what's new in 2021
- ✓ Establish a pitch calendar for the remainder of the year as the destination opens up.
- ✓ Check-in with summer events and attractions to communicate updates to media.

Jan 1, 2021 - Mar 31, 2021

Top-Level KPIs

<p>Sessions</p> <p><b>284,088</b></p> <p>↑ 3%</p>	<p>Unique Users</p> <p><b>227,897</b></p> <p>↑ 2%</p>	<p>Bounce Rate</p> <p><b>60%</b></p> <p>↓ 0%</p>	<p>Pages / Session</p> <p><b>4.14</b></p> <p>↑ 12%</p> <p><i>Bounces removed.</i></p>	<p>Time on Site</p> <p><b>04:50</b></p> <p>↓ -9%</p> <p><i>Bounces removed.</i></p>
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Conversions

Primary Goals		Secondary Goals	
 <p>Visitor Guides</p> <p><b>2,109</b></p> <p>↓ -55%</p>	<p>Accom. Clicks</p> <p><b>1,584</b></p> <p>↓ -73%</p>	<p>Newsletter Sign-ups</p> <p><b>14</b></p> <p>↓ -94%</p>	<p>15-page Sessions</p> <p><b>3,445</b></p> <p>↑ 71%</p>
 <p>Overall Conv. Rate</p> <p><b>10.9%</b></p> <p>↑ 16%</p>	<p>Non-Accom. Clicks</p> <p><b>23,647</b></p> <p>↑ 83%</p>		

Geo Data



Channel Breakdown

Source / Medium	Sessions	Pages / Session	Bounce Rate	Conversions
1. google / organic	105,971	2.37	54%	13,232
2. google / cpc	54,506	2.88	48%	8,339
3. facebook / vj-social	48,080	1.31	84%	752
4. (direct) / (none)	23,192	1.99	69%	1,969
5. m.facebook.com / referral	7,506	1.33	83%	124
6. bing / organic	6,119	3.56	37%	1,526
7. TTD / vj-media	5,801	1.64	71%	9
8. bing / cpc	5,077	3.3	42%	1,349
9. yahoo / organic	4,514	3.16	37%	1,051
10. pinterest / vj-social	2,922	1.31	85%	73
11. FBK / vj-social	2,310	1.11	89%	122
12. duckduckgo / organic	2,076	2.97	42%	427
13. new_mexico_mag / vj-media	1,732	1.45	69%	250
14. l.facebook.com / referral	1,500	1.85	71%	110
15. gum_gum / vj-media	1,200	1.15	90%	9
<b>Grand total</b>	<b>284,088</b>	<b>2.24</b>	<b>60%</b>	<b>30,900</b>

Insights

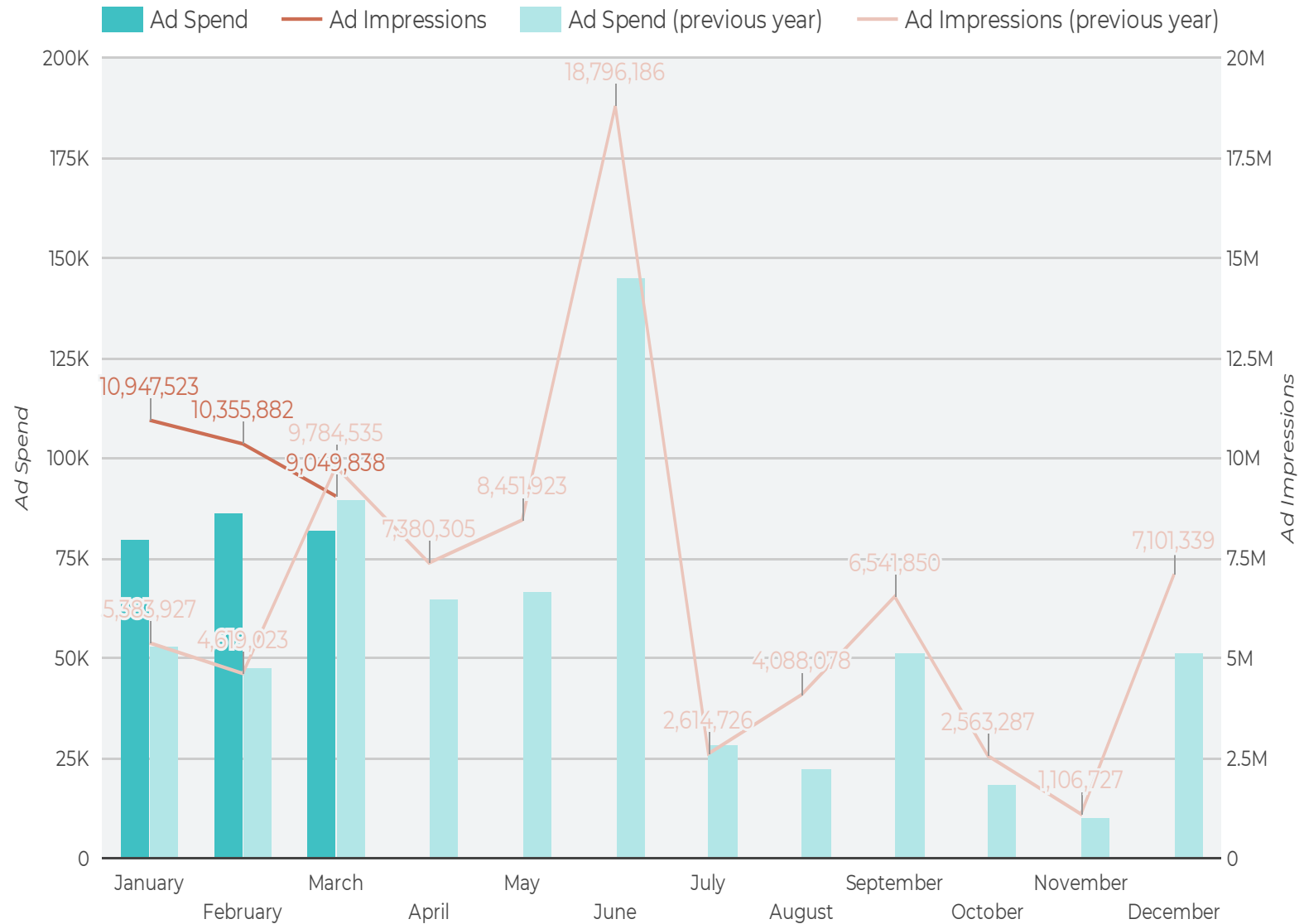
- There were several notable events in Q1 that affected overall website metrics as well as the advertising efforts in the quarter.
  - On January 12th, the redesigned website was launched from Simpleview. Due to the differences in site structure and page URLs, this caused significant changes to conversion metrics, as detailed in the next section.
  - On February 11th, Virtual Marketplace ads were launched promoting the new Shop Where I Live marketplace.
  - On February 12th, in-state advertising was paused in response to the state's lifting of the mandatory quarantine for out-of-state visitors. The remaining in-state budgets were primarily shifted into the core market campaigns.
  - On March 3rd, Virtual Experience ads were replaced with new "yellow-level" assets promoting Santa Fe as "open for safe travel" in response to Santa Fe county's move to the yellow risk level.
- The website redesign has led to some key differences in conversion tracking.
  - While the new site has a similar structure, there were some changes in page hierarchy and page URLs that shifted the way some conversions are recorded.
  - For instance, one key difference is that outbound clicks from listings pages are now all classified as Non-Accommodations outbound clicks. This is because the listing page URLs do not contain an indication about the category of listing (i.e. hotel, restaurant, etc.), so clicks on these pages now default to non-accommodations clicks. This means that many clicks to hotel partner websites are now classified as non-accommodations clicks rather than accommodations clicks. Looking at the conversion rates of these two goals in the week after the redesign vs. the week before, we see a striking consistency in that the accommodations conversion rate dropped 83%, while the non-accommodations conversion rate increased by 83%. So these conversions have simply shifted from one category to the other.
  - The other key difference is in the 15-page sessions conversion type. This goal's conversion rate more than doubled (+152%) after the redesign. This may be due to the number of pages on the site and the need to interact with more pages to get to similar info as before. It also could be due to a better UX design that causes people to engage and browse through the site more. It is likely to be a combination of these two effects.
  - Overall, the key takeaway here is that we need to be mindful of these shifts as we report on conversions throughout the year so that we don't incorrectly interpret these data as shifts in user behavior. We will be sure to call out these effects whenever relevant in our reporting.
- Website performance in the quarter remained relatively strong, with modest year-over-year gains, but significant quarter-over-quarter growth.
  - Typically we use YoY comparisons for benchmarks, as they allow us to account for seasonality. But in this pandemic-stricken year, we tend to find more value in the more recent benchmarks in order to see how travel sentiment is trending in the present.
  - Comparing website performance in Q1 vs. Q4, we see some very healthy trends. Overall traffic was up 46%, while the bounce rate actually decreased 7%. This is notable as large traffic growth typically accompanies increased bounce rates, but here we see the opposite. We also saw more than double (+110%) the total conversions onsite as well as 44% more visitor guide requests in the quarter. We anticipate that these positive trends in traffic and engagement should translate into increased visitation as spring and summer unfold.

Jan 1, 2021 - Mar 31, 2021

### Spend & Impressions

Ad Spend  
**248K**  
↑ 30%

Ad Impressions  
**30.4M**  
↑ 53%



Jan 1, 2021 - Mar 31, 2021

**On Site Metrics**

Campaign	Sessions	Unique Users	Pages / Session	Bounce Rate	Conversions
VJ - Search - New Mexico Branded	10,927	9,319	3.54	36%	2,341
VJ - Search - Santa Fe Branded	8,822	7,473	3.55	36%	1,826
VJ - Search - Santa Fe Branded - Max Conv...	8,015	6,765	3.62	36%	1,737
VJ - Search - Brand Pillars	5,982	5,131	3.56	36%	1,313
VJ - Search - Competitors	3,932	3,613	2.78	49%	591

**Top Keywords**

Keyword	Sessions
santa fe new mex	3,847
visit santa fe	3,624
santa fe tourism	3,588
santa fe shows	1,958
best things to do santa fe	1,937
things to do in new mexico	1,215
what to do in new mexico	1,174



**Google Ads**

Impressions  
**617,955**  
↑ 86%

Clicks  
**35,816**  
↑ 37%

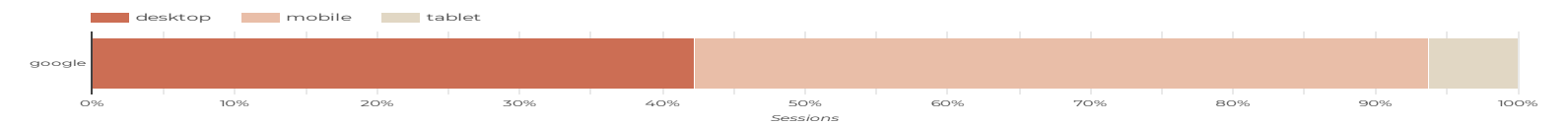
CTR  
**5.80%**  
↓ -26%

Cost  
**\$38,163**  
↑ 100%

Conversions  
**7,653**  
↑ 180%

Cost/Conv  
**\$4.99**  
↓ -29%

Campaign	Impressions	Clicks	CTR	Conversions	Cost	Cost/Conv
VJ - Search - New Mexico Branded	160,342	10,333	6.44%	2,328	\$11,126.23	\$4.78
VJ - Search - Santa Fe Branded	103,820	8,248	7.94%	1,786	\$7,797.62	\$4.36
VJ - Search - Santa Fe Branded - Max Conv. Value Test	107,992	7,654	7.09%	1,646	\$7,728.34	\$4.69
VJ - Search - Brand Pillars	97,775	5,671	5.8%	1,294	\$5,726.67	\$4.43
VJ - Search - Competitors	148,026	3,910	2.64%	599	\$5,783.65	\$9.65



**Bing Ads**

Impressions  
**168,874**  
↑ 238%

Clicks  
**6,637**  
↑ 207%

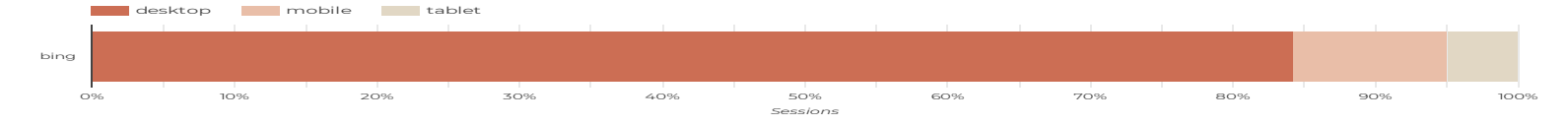
CTR  
**3.93%**  
↓ -9%

Cost  
**\$9,517**  
↑ 251%

Conversions  
**1,944**  
↑ 248%

Cost/Conv  
**\$4.90**  
↑ 1%

Campaign	Impressions	Clicks	CTR	Conversions	Cost	Cost/Conv
VJ - Search - Santa Fe Branded	86,959	3,205	3.69%	1,091	\$4,444.34	\$4.07
VJ - Search - Brand Pillars	32,565	1,747	5.36%	431	\$2,481.76	\$5.76
VJ - Search - New Mexico Branded	30,661	1,198	3.91%	288	\$2,038.61	\$7.08
VJ - Search - Santa Fe Branded - target CPA experiment	18,689	487	2.61%	134	\$552.58	\$4.12



**Insights**

- **Google search has continued to show improvement in driving conversions YoY.**
  - The conversion rate doubled compared to Q1 of 2020 with a cost per conversion that is 20% lower. We also saw increased efficiency YoY in Q4, showing that the trend on Google is continuing to grow in 2021.
  - The brand pillars campaign performed particularly well with a 157% increase in conversion rate compared to last year while the cost per conversion was nearly cut in half. This indicates that people are showing more interest in what Santa Fe has to offer. Search activity relating to performing arts, outdoor activities, cuisine, and culture has risen significantly.
  - An upward movement in conversions began in February when the state began the process of lifting the mandatory quarantine. Another surge in conversions came when we implemented the "yellow level" ad messaging to communicate New Mexico's new risk level in our other awareness and engagement tactics. As the message got out and consumers started to feel more comfortable with the idea of traveling, we began to see boosts in our search campaign performance.
- **A/B testing on branded campaigns confirmed that our existing bidding strategy is optimal for driving conversions at the lowest cost.**
  - With the assignment of values to our conversions in mid-2020, this allowed us to experiment with value-based bidding strategies. In late December, we began an A/B test on our existing maximize conversions bidding strategy, pitting it against the maximize conversion value strategy. The hypothesis was that the latter would prioritize higher-value conversions, thus producing more ROI for our spend.
  - In the end, the data was conclusive, but in the opposite direction of what would be expected. The max conv. value strategy proved to have a 5% higher cost/click, 12% higher cost/conversion, and yet did not produce more valuable conversions. Therefore, the higher costs led to a 13% lower return on ad spend. All results were statistically significant.
  - We have now stopped the test and our campaigns remain on the more efficient maximize conversions strategy. This result is counterintuitive to the purpose of the bidding strategy, and it shows the value in running these tests rather than relying solely on the definitions of the platforms' algorithms.
- **Google SEM efforts are driving new and engaged users to the website.**
  - Turning to onsite performance, there was a 65% increase in sessions and a 27% lower bounce rate YoY. This is great to see because Q3 and Q4 saw the opposite: increases in bounce rates and lower sessions YoY. The resurgence of travel planning combined with "yellow level" messaging on other platforms has had a positive impact on overall user engagement.
  - The brand pillars campaign brought in the users who were most likely to complete conversions on the site, demonstrated by a 78% increase in goal completion rate. This campaign produced a 56% increase in pages per session, 55% increase in average session duration, and a 34% lower bounce rate YoY. All of these metrics suggest that users searching for Santa Fe's brand pillars are highly engaged on site.
- **Bing has shown just as much efficiency as Google in driving conversions.**
  - Bing actually saw a lower cost per conversion of \$4.90 compared to Google's \$4.99 in Q1. Overall, Bing achieved a 49% increase in conversion rate and an 18% lower CPA YoY. We have now seen for 4 quarters in a row that Bing has become more efficient, producing higher conv. rates and lower costs YoY. This is great news as we nearly doubled our investment in Bing for FY21, and with these continued strong results, we plan to increase Bing budgets even further into FY22.
  - Hotel keyword groups in both of the branded campaigns performed well with an average conversion rate increase of 38% YoY. This illustrates our audience's stronger intent to find places to stay in Santa Fe as we move out of the pandemic, as opposed to searching for vacations or things to do.
  - Within the brand pillars campaign, the relaxation and performing arts ad groups showed 4 and 5 fold increases in conversion rate YoY. This further demonstrates the consumer's desire to re-engage in activities that were put on hold due to the pandemic.

### On Site Metrics

<b>Sessions</b> <b>53,312</b> ↑ 67%	<b>Unique Users</b> <b>47,032</b> ↑ 72%	<b>Bounce Rate</b> <b>84.2%</b> ↑ 7%	<b>Pages / Session</b> <b>2.93</b> ↑ 10% <i>Bounces removed.</i>	<b>Conversions</b> <b>947</b> ↑ 511%
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### Geo Data



### Facebook & Instagram

<b>Impressions</b> <b>3.9M</b> ↑ 25%	<b>LPVs</b> <b>49,542</b> ↑ 123%	<b>LPV Rate</b> <b>1.26%</b> ↑ 78%	<b>Conversions</b> <b>1,547</b> ↑ 633%	<b>Cost</b> <b>\$39,692</b> ↑ 98%
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Campaign	Impressions	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv
VJ - CTS - FY21 - Protect - Traffic	1,426,910	12,497	0.88%	\$0.75	140	1.12%	\$67.30
VJ - Video - FY21 - Protect	1,402,109	29,888	2.13%	\$0.63	105	0.35%	\$179.69
VJ - CTS - FY21 - Protect - Conversio...	857,891	4,926	0.57%	\$1.92	1,289	26.17%	\$7.35
VJ - CTS - FY21 - In-state - Traffic	171,758	863	0.50%	\$1.12	8	0.93%	\$120.61
VJ - Video - FY21 - In-state	86,592	1,368	1.58%	\$0.71	5	0.37%	\$192.93

### Pinterest

<b>Impressions</b> <b>2.1M</b> ↑ 54%	<b>LPVs</b> <b>6,673</b> ↑ 40%	<b>LPV Rate</b> <b>0.32%</b> ↓ -9%	<b>Conversions</b> <b>459</b> ↑ 705%	<b>Cost</b> <b>\$22,693</b> ↑ 78%
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Campaign	Impr.	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv	Pin Saves	Cost/Save
VJ - Carousel - FY21 - Protect - Conv...	1,199,584	4,274	0.36%	\$2.33	381	8.91%	\$26.16	206	\$48.38
VJ - Video - FY21 - Protect	699,171	1,373	0.20%	\$8.43	38	2.77%	\$304.74	86	\$134.65
VJ - Carousel - FY21 - Protect - Traffic	58,011	44	0.08%	\$5.58	0	0.00%	-	8	\$30.69
VJ - Carousel - FY21 - In-state - CONV	45,017	526	1.17%	\$0.52	36	6.84%	\$7.60	11	\$24.87
VJ - Video - FY21 - In-state	40,353	91	0.23%	\$4.63	1	1.10%	\$421.50	10	\$42.15

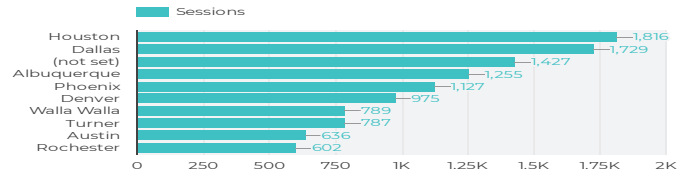
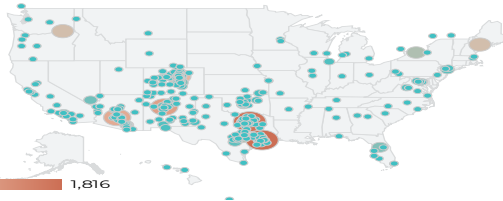
### Insights

- **Facebook proved to be an excellent platform for pushing users down the funnel with a combination of awareness and conversion-based tactics, resulting in 6x more conversions vs. 2020.**
  - Facebook was remarkably efficient in driving conversions demonstrated by a 600% increase in conversions utilizing only a 100% increase in spend compared to Q1 of 2020.
  - The campaigns were also able to drive more traffic (+122%) at an 11% lower cost. The primary traffic driver is the video campaign, which made up nearly all of those gains.
  - The CTS campaign operates lower in the funnel in order to drive conversions. In that campaign, we saw a 550% increase in overall conversions YoY, which were mostly driven by the conversion-focused AB test, as described in the next bullet.
  - The Core Remarketing Site Visitors audience proved to be the most valuable in terms of conversions, completing almost 50% of the conversions at a CPA that was 39% lower than the average. This shows that the Facebook campaigns are not only doing a great job of moving users down the funnel, but also re-engaging users who showed interest in the engagement phase.
- **A/B testing proved that conversion-focused bidding strategies align best with Santa Fe's KPIs, driving 15x more conversions than traffic-focused strategies.**
  - Similar to the test conducted on Pinterest in Q4, we wanted to see whether traffic- or conversion-focused bidding strategies would produce the best results for driving engaged visitors to the site. It was hypothesized that a conversion-focused strategy would produce lower cost/conversion while a traffic-focused strategy would drive a higher volume of website visitors.
  - The results showed that the conversion campaign drove a 99% lower CPA than the traffic campaign, proving it was far more efficient in driving engaged visitors despite the higher volume of traffic brought in by the traffic-focused strategy. The conversion-focused strategy was able to bring in 904 conversions compared to the 6 generated by the traffic campaign.
  - The conversions optimization is clearly the winner in this test. While the traffic campaign did drive significantly more traffic, the conversions campaign drove so many more conversions that it offsets the gains from the traffic campaign. At the end of the day, we don't just want volume, but rather we want engaged visitors who take action, so the gains in conversions and visitor quality far outweigh the traffic benefits.
- **On Pinterest, learnings from last quarter's A/B test propelled the campaigns to generate 8x as many conversions year over year.**
  - The Q4 bidding strategy test resulted in a switch to conversion-focused bidding for our carousel campaigns throughout all of Q1. As the test results predicted, this switch made our carousel campaigns drive traffic at a slightly more expensive rate (+14%). However, the conversion rate of this traffic increased by a stellar 750%, driving down our cost per conversion by 85%.
  - These results are similar to what we saw in this quarter's test on Facebook. In tandem, both tests solidify the conclusion that we are willing to slightly sacrifice on the volume of visitors when the quality of those visitors is so greatly increased.

On Site Metrics

<b>Sessions</b> <b>26,434</b> ↑ 20%	<b>Unique Users</b> <b>22,814</b> ↑ 17%	<b>Bounce Rate</b> <b>73.4%</b> ↓ -12%	<b>Pages / Session</b> <b>2.96</b> ↑ 5% <small>Bounces removed.</small>	<b>Conversions</b> <b>806</b> ↑ 366%
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Geo Data



Display Banners

<b>Impressions</b> <b>13,357,616</b> ↑ 66%	<b>Clicks</b> <b>14,401</b> ↑ 66%	<b>CTR</b> <b>0.11%</b> ↓ 0%	<b>Conversions</b> <b>358</b> ↑ 1,055%
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Vendor	Impressions	Clicks	CTR	Conversions
The Trade Desk	11,887,906	9,132	0.08%	0
Gum Gum, Inc	1,458,193	3,957	0.27%	0
Matador Ventures, Inc	11,064	31	0.28%	0

GDN & Discovery

<b>Impressions</b> <b>4,191,970</b> ↑ 323%	<b>Clicks</b> <b>15,954</b> ↑ 2%	<b>CTR</b> <b>0.38%</b> ↓ -76%	<b>Conversions</b> <b>423</b> ↑ 230%
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Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - GDN - FY21 - RM - Protect	3,660,649	7,914	0.22%	\$0.45	142
VJ - Discovery Ads - FY21 - Protect	424,708	6,783	1.60%	\$1.10	259
VJ - GDN - FY21 - RM - In-state	76,209	156	0.20%	\$0.93	6
VJ - Discovery Ads - FY21 - In-state	30,404	1,101	3.62%	\$0.64	16

TrueView

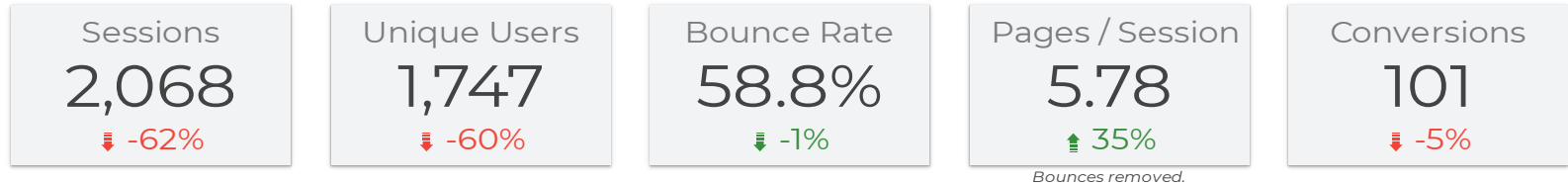
<b>Impressions</b> <b>4,920,907</b> ↑ 71%	<b>CTR</b> <b>0.09%</b> ↓ -61%	<b>Video view rate</b> <b>60%</b> ↑ 8%	<b>Conversions</b> <b>5</b> ↓ -17%
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Campaign	Impressions	Clicks	CTR	Video view rate	Avg. CPV	Conversions
VJ - TrueView - FY21 Protect	2,837,632	2,747	0.10%	57%	\$0.012	4
VJ - TrueView - FY21 RM	1,737,582	1,325	0.08%	67%	\$0.008	1
VJ - TrueView - FY21 - InState	345,693	191	0.06%	59%	\$0.009	0

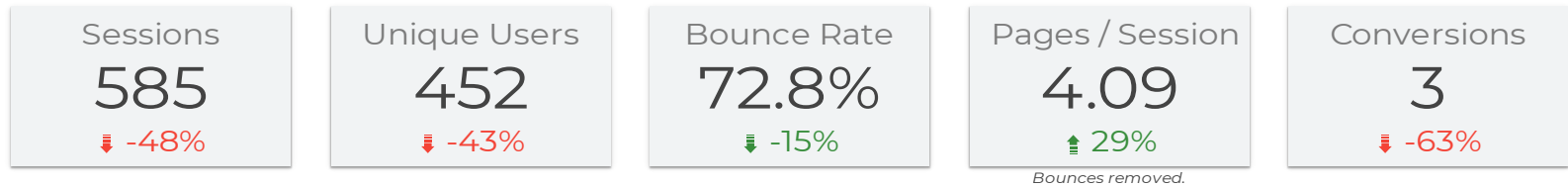
Insights

- **The Trade Desk prospecting display continues to be a key awareness driver outside of social silos.**
  - With an average CPM of \$1.89 in Q1, prospecting display efficiently generated over 11.8M impressions and reached over 2.9M unique users.
  - In addition to strong reach, site engagement also improved YoY with bounce rates decreasing 17% in Q1.
- **GumGum High-Impact Display generated engagement well above benchmark in Q1 with an upward trend tied to the March creative refresh.**
  - GumGum generated a CTR 125% (0.27%) above benchmark in Q1. Since refreshing the creative from "Virtually Visit" to "Visit The City Different," the campaign's CTR improved an additional 19%, a trend we have seen continue into April.
- **Google Discovery campaigns proved to generate conversions at a more efficient cost year over year, despite significantly more spend on the channel.**
  - As we ramped up spending, particularly in our core markets, we maintained high efficiency as the ads drove conversions at a 10% lower cost compared to Q1 2020, which was mostly pre-pandemic.
  - We did see a reduction in efficiency when comparing to Q4. This shift was predictable as the replacement of the virtual experience ads with the yellow-level messaging led to expectedly lower conversion rates. The trade-off is that these visitors should be more likely to research and book travel rather than to simply browse the virtual experiences.
  - Prior to being paused on 2/12, the in-state Discovery campaign did quite well, with a 77% better clickthrough rate and 52% better conversion rate compared to Q4. This may be a sign of the post-holidays increase in travel sentiment as New Mexicans began to start planning travel for the new year, starting with some shorter road trips within the state.
- **GDN remains an effective, low-cost method of engaging with previous site visitors and bringing them back to the site to convert.**
  - After the holiday season, our CPM on the display network dropped precipitously, down 54% in Q1. This allowed us to reach more than twice as many users with our budgets. Conversion rates also declined (which again was expected due to the shift away from virtual experiences ads), but due to the low CPMs we still achieved a 6% lower cost per conversion quarter over quarter. When looking year over year, these low CPMs propelled us to a 55% cheaper cost per conversion, resulting in nearly 5 times as many conversions in Q1 YoY.
- **YouTube video campaigns drove awareness at scale while also seeing a reduction in cost.**
  - Comparing like audiences YoY, a reduction in CPMs coupled with an increase in view rate led to a 17% reduction in cost per view. In total, the campaigns served 4.6M impressions and 2.8M views (video viewed to completion) to prospecting and remarketing audiences across our core markets.
  - We began experimenting with reducing bid caps for our most popular prospecting audiences at the end of Q1 in order to drive down costs while not adversely affecting ad serving. We will report on these findings in the Q2 report.

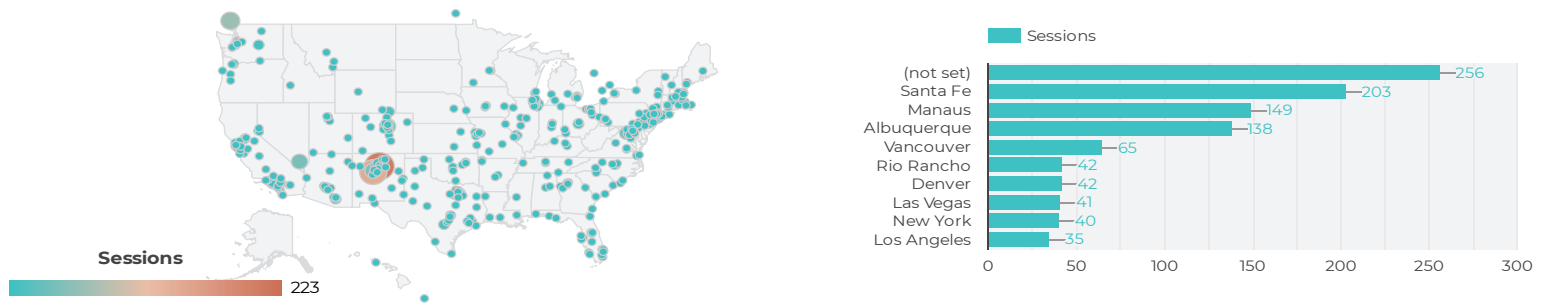
### Overall Site Metrics for Meetings Pages



### VJ-Driven Traffic



### Geo Data



### Display Banners

Vendor	Impressions	Clicks	CTR	Conversions
Cvent, Inc	194,620	361	0.19%	0

### GDN

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
No data					

### Search

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - Search - Groups & Meetings	8,535	324	3.80%	\$2.26	3

### Insights

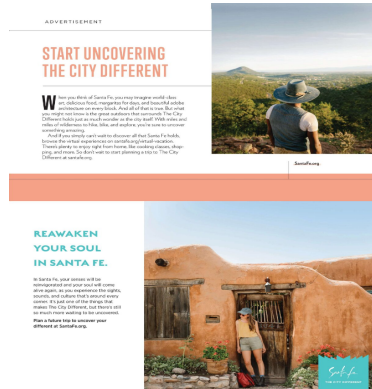
- **Groups and meetings pages are still seeing less traffic YoY, but there is far more engagement from those users.**
  - Traffic to groups pages was down 61% YoY in Q1, with a majority of the decrease coming from organic sources. So the meeting planning demand is still quite a ways off from pre-pandemic levels. That being said, there are some positive signs coming from user behavior on these pages.
  - First, we've seen onsite engagement increase, with both pages per session and time onsite up about 30% YoY.
  - Furthermore, conversions show some promise as well. We had 21 online RFP submissions in Q1 compared to 11 in 2020. Another action we track is outbound clicks from the meetings pages to assess the amount of research users are doing. The outbound click conversion rate in Q1 was more than double vs. 2020 and quadruple that of Q4! While we still have a ways to go, these are good signs that meeting demand is continuing to pick up.
- **The remainder of the contracted CVENT clicks were generated by early March. This campaign has now concluded and will be reevaluated in FY22 should Groups and Meetings warrant additional support.**

The data on this page is from Jan 1 - Mar 31, 2021.

### Print Spend & Impressions

Publication	Impressions	Cost
Texas Monthly	540,000	\$19,700
Phoenix Magazine	136,000	\$11,300
New Mexico Magazine	135,000	\$6,834
5280	85,000	\$9,735
<b>Grand total</b>	<b>896,000</b>	<b>\$47,569</b>

#### Texas Monthly



#### Phoenix Magazine



#### New Mexico Magazine



#### 5280



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

### Digital Spend & Impressions

Tactic	Impressions	Clicks	CTR	Cost
New Mexico Magazine Dedicated E-Blast	9,293	576	6.20%	\$3,825
Phoenix Magazine Dedicated E-Blast	3,870	260	6.72%	\$1,500
Texas Monthly E-Blast	5,438	537	9.87%	\$1,000
5280 Dedicated E-Blast	4,820	244	5.06%	\$1,000
<b>Grand total</b>	<b>23,421</b>	<b>1,617</b>	<b>6.96%</b>	<b>\$7,325</b>

#### New Mexico Magazine

**New Mexico**  
MAGAZINE



#### Virtually Explore Santa Fe

We could all use something a little different these days. During a [virtual visit to Santa Fe](#), you can explore the adobe-lined streets, cook like one of its celebrated chefs, tour The City Different's world-renowned museums, galleries and attractions, or [hike one of more than 30 trails](#).

#### Texas Monthly

**TexasMonthly**

TRIP PLANNER



SPONSORED  
Uncover Something New With a Virtual Visit to *The City Different*

We could all use something a little different these days, like a virtual visit to *The City Different*. Shop, taste, and explore Santa Fe, New Mexico, right from the comfort of your own home with authentic virtual experiences. [Get Details](#)

#### Phoenix Magazine

**PHOENIX** MAGAZINE FROM OUR PARTNERS



We could all use something a little different these days, like a virtual visit to *The City Different*. Shop, taste, and explore Santa Fe, New Mexico, right from the comfort of your own home with the many authentic virtual experiences offered on [santafe.org/virtual-vacation](#).

#### 5280

5280

### Special Promotions

Special events, exclusive offers, chances to win, and more.

JANUARY 16, 2021

UNCOVER YOUR DIFFERENT, VIRTUALLY.

Now you can uncover Santa Fe right from home. Make your own margaritas, shop local art, cook up some authentic New Mexican cuisine, and plan a future trip to The City Different, all at [santafe.org/virtual-vacation](#).

[Uncover Your Different >>](#)

