



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
JULY 27, 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 current Public Health Order, and the need to incorporate technology and practices to re-institute in-person meetings consistent with the limitations established by the 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:

[https://us02web.zoom.us/j/87289396655?
pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09](https://us02web.zoom.us/j/87289396655?pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09)

Passcode: 6w89VT

By phone: 3462487799 or 87289396655.

Meeting ID: 872 8939 6655

Passcode: 6w89VT

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 – May 25, 2021
5. **PRESENTATION**
 - a. Lodger's Tax (Randy Randall, TSF Executive Director, rRANDALL@santafenm.gov)



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
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10:00 AM
ATTEND VIRTUALLY

- b. County Tourism Report (Alex Fitzgerald, Santa Fe County, amfitzgerald@santafecounty.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, September 28, 2021

10. ADJOURN



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
MAY 25, 2021

1. **CALL TO ORDER**

Meeting called to order at 10:00 A.M.

2. **ROLL CALL**

Members Present:

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

Members Excused:

Member Ray Sandoval

Others Attending:

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

3. **APPROVAL OF AGENDA**

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

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

For: Chair Blyth, Member Bennett, Member Kirk



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
MAY 25, 2021

Against: None

Abstain: None

Amended so that Matters from Staff item b. TOURISM Santa Fe Marketing Report was moved to Presentations (ahead of Lodger's Association) so this would be the first discussion.

4. APPROVAL OF MINUTES

- a. OTAB Minutes from March 23, 2021

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

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

For: Chair Blyth, Member Bennett, Member Kirk

Against: None

Abstain: None

5. PRESENTATIONS

- 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



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
MAY 25, 2021

-
- 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)

Agenda was changed so that TOURISM Santa Fe Marketing Report was presented before Lodger's Association.

- 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**

Meeting adjourned at 11:13 A.M.

Shirley Spencer

Liaison

Chair

TOURISM

SANTA FE

May 2021 OTAB Report Sales Report June 22, 2021

May 2021 Leads:

- 16 total leads requiring sleeping rooms
- 5,881 total room nights sent via leads

May 2021 Confirmed Bookings:

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

May 2020 Leads:

- 5 total leads requiring sleeping rooms
- 2,577 room nights sent via leads

May 2020 Confirmed Bookings:

- 2 Definite Booking
 - 118 Definite Room Nights
-

2021 YTD Leads:

- 49 total leads requiring sleeping rooms
- 14,341 total room nights sent via leads

2021 YTD Definite:

- 6 Definite Booking
- 2,462 Definite Room Nights
- 8 Definite SFCCC space only events

2020 YTD Leads:

- 96 total leads requiring sleeping rooms
- 52,977 total room nights sent via leads

2020 YTD Definite:

- 35 Definite Booking
- 8,236 Definite Room Nights
- 30 Definite SFCCC space only events

TOURISM

SANTA FE

June 2021 OTAB Report Sales Report July 27, 2021

June 2021 Leads:

- 33 total leads requiring sleeping rooms
- 8,241 total room nights sent via leads

June 2021 Confirmed Bookings:

- No Definite Booking
- No Definite Room Nights
- 5 Definite SFCCC space only events

June 2020 Leads:

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

June 2020 Confirmed Bookings:

- No Definite Bookings
 - No Definite Room Nights
-

2021 YTD Leads:

- 82 total leads requiring sleeping rooms
- 22,582 total room nights sent via leads

2021 YTD Definite:

- 6 Definite Booking
- 2,462 Definite Room Nights
- 13 Definite SFCCC space only events

2020 YTD Leads:

- 99 total leads requiring sleeping rooms
- 53,448 total room nights sent via leads

2020 YTD Definite:

- 35 Definite Booking
- 8,236 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 7/21/2021

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2020												
Event	3	0	1	1	1	1	0						6
STLY Event	13	15	4	1	2	0							35
Event Variance	-433%	-	-400%	0%	-50%								-583%
Rooms	3,003	-	61	600	676	-							4,340
STLY Rooms	3,487	2,840	1,141	647	118	-							8,233
Room Variance	-16%		-187%	-7%	572%								-189%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Lead	2020												
Event	3	10	15	5	16	33							82
STLY Event	23	42	15	11	5	3							99
Event Variance	-766%	55%	0%	-220%	320%	1100%							-112%
Rooms	747	2,852	4,112	749	5,881	8,241							22,582
STLY Rooms	5,852	13,846	6,786	14,016	2,577	546							43,623
Room Variance	-783%	-485%	-65%	-187%	228%	1509%							-193%

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

Booking Pace Report

As of: 7/21/2021

Event Type: All

Source: All

Requested 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	Actual 2021	Definite 2021	Tentative 2021	Definite 2022	Tentative 2022	Definite 2023	Tentative 2023	Definite 2024	Tentative 2024	Definite 2025	Tentative 2025	
January	0	0	0	900	711	224	3,336	1,390	4,649	2,060	1,537	1,480	2,854	4,835	3,400	0	1,235	0	1,880	0	1,880	0	0	0	0	0
February	0	0	0	758	1,251	200	2,099	4,855	1,891	3,206	1,725	4,396	3,908	3,114	954	0	1,162	0	0	0	1,680	0	0	0	0	0
March	0	0	68	335	1,155	425	1,223	2,300	804	348	6,109	940	1,389	1,888	1,240	0	0	0	0	0	0	0	0	0	0	0
April	0	0	342	883	689	1,092	2,072	1,554	2,912	2,306	835	3,563	3,856	2,232	1,066	0	1,369	565	0	0	0	0	0	0	0	0
May	0	0	1,039	2,386	2,431	3,448	1,614	3,123	1,749	3,468	2,432	2,872	2,857	2,557	1,725	0	920	791	920	0	0	0	0	0	0	0
June	0	18	1,920	6,846	4,274	3,480	1,092	2,041	3,334	6,488	1,830	7,208	3,377	1,920	0	0	2,390	0	0	0	0	0	0	0	0	0
July	0	0	162	978	4,360	1,300	2,904	2,868	1,946	4,752	10,649	5,049	2,709	2,437	1,348	0	103	0	103	0	2,700	0	0	0	0	0
August	0	0	2,361	225	647	985	1,060	1,633	800	1,719	1,904	4,322	2,788	1,510	1,035	0	0	0	0	0	0	0	0	0	0	0
September	0	0	125	1,375	1,361	431	2,089	1,264	4,417	2,223	2,882	3,424	5,054	2,595	0	185	0	0	510	180	0	0	0	0	0	0
October	0	29	1,705	1,658	4,593	4,338	3,837	1,854	4,628	4,794	2,084	2,815	1,699	3,748	950	990	0	525	0	0	0	0	0	675	0	0
November	0	32	180	3,975	955	1,525	490	3,265	2,558	4,080	1,379	4,709	907	800	2,765	0	1,693	0	0	0	0	0	0	0	0	0
December	0	0	80	305	60	251	50	196	98	350	179	0	375	250	0	228	0	0	0	0	0	0	0	0	0	0
TOTAL	0	79	7,962	20,634	22,467	17,699	21,876	26,173	28,886	35,814	33,545	40,778	32,373	27,886	14,423	1,413	6,231	4,407	1,404	2,880	4,380	0	0	675	0	0
LAST YEAR	0	0	79	7,962	20,634	22,467	17,699	26,173	29,886	35,814	33,545	40,778	32,373	27,886	0	14,423	1,413	6,231	4,407	5,231	4,407	1,404	2,880	4,380	0	0
Change	0	79	7,903	12,652	1,653	(4,788)	4,177	4,297	3,713	5,928	(2,269)	7,233	(8,405)	(4,487)	(13,463)	1,413	(6,192)	2,984	(4,827)	(1,427)	2,976	(2,980)	(4,380)	675	0	0



**OTAB Marketing Report
May and June 2021
Reporting for July 27, 2021 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for May and June

1. **[ADVERTISING UPDATES]** Due to the widespread effects of COVID-19, FY21 was an unusual year. However, recent trends are indicating a bright future. Since fully re-engaging both Core and Opportunity audiences in April, we have seen website visits up 60% while visitor guide requests grew 200% over Q1. In May, Occupancy Rates and RevPAR hit their highest levels since Q4 2019.

A. Media Objectives:

- Our business goal remains the same:
 - Increase visitation to Santa Fe among those who will stay the longest and spend the most
- From a media perspective, our objectives are to:
 - Generate awareness of Santa Fe as a premier travel destination and drive attributable traffic to SantaFe.org
 - Build on the recent FY21 media and travel momentum to inspire travel bookings amongst TOURISM Santa Fe's Core and Opportunity audiences

B. Media Strategies:

- Capitalize on pent-up travel demand by leveraging tactics and partners capable of generating scalable, impactful awareness
- Continued lifestyle and custom content media approach through strategic partnerships and influencer talent that align with and exemplify Brand Pillars
- Plan media to allow full flexibility to capitalize on market and tactical performance trends
- Apply seasonal heavy-ups to support key travel periods

C. Media Budget and Timing:

Budget: \$1,050,000 (includes Meetings and Groups budget)

Timing: August 1, 2021–June 30, 2022

Core Audience:

Geography:

- Phoenix, Tucson, Colorado Springs, Denver, Oklahoma City, Dallas-Ft. Worth, Austin, Houston and western Texas

Opportunity Audience:

Geography:

- Los Angeles and Chicago

2. [WORLD'S GREATEST PLACES] Santa Fe named to TIME's list of the World's Greatest Places for 2021

TIME Recognized Santa Fe as one of 100 extraordinary travel destinations across the globe in its third annual list of the World's Greatest Places:

<https://time.com/collection/worlds-greatest-places-2021/>

<https://time.com/collection/worlds-greatest-places-2021/6079299/santa-fe-new-mexico/>

- To compile this list, TIME solicited nominations of places from its international network of correspondents and contributors, with an eye toward those offering new and exciting experiences.
- Our team (Joanne Hudson) assisted the writer, Sucheta Rawal, who was pitching Santa Fe to her editor at TIME for inclusion on this list/article. She was here in early May as part of a greater New Mexico press trip itinerary that was planned by the NMTD agency at Giant Noise.

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. **[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 - https://www.santafe.org/visiting-santa-fe/visitors-guide/](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>
```

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 7/6/2021)

- 9,069 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,614 paper Passports have sold at our Visitor Centers and by partners
- 4,663 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 221 people are members of the Margarita Society
- 275 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- Bartender Kits have been redeemed by Passport holders

Public Relations (as of 7/9/2021)

- 7 Press Releases
- 302 Journalist have experienced the Trail
- \$8,435,321 amount of earned media

Social Media (as of 7/9/21)

- 569 Total Social Media Posts - 8 new posts (2 Facebook, 2 Instagram, 3 Twitter)

Santa Fe Retail Marketplace

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

Month	Pageviews	Unique Visits	First Time	Returning	Gross Sales	Orders	Items Purchased	Inquiries	Published Products	Businesses
Dec '20	3,658	703	436	267	\$0.00	0	0	0	40	18
Jan '21	13,600	2,857	2,065	792	\$349.00	1	1	1	284	41
Feb '21	19,381	5,946	4,718	1,228	\$95.43	1	1	4	539	54
Mar '21	35,428	10,049	8,016	2,033	\$1,104.95	15	23	8	611	65
Apr '21	25,405	9,999	7,991	2,008	\$3,524.77	21	27	16	709	71
May '21	21,888	8,440	6,735	1,705	\$2,365.06	10	20	12	737	75
Jun '21	22,884	10,558	8,653	1,905	\$505.38	6	6	6	751	76

Q2 2021 MARKETING METRICS

A summary of Q2 2021 Marketing Results is below. Full report is included in the packet.

Website [Q2 Y/Y Change]

- Total Sessions: 454,294 [UP 50%]
- Unique Users: 355,101 [UP 46%]
- Average Pages Per Session: 4.35* [UP 47%]

- Average Time on Site: 5:13* [UP 34%]
- Overall Conversion Rate: 13.3% [UP 116%]

Website performance continues to show solid growth, even compared to 2019.

- Typically we use year-over-year comparisons to account for seasonality. However, Q2 of 2020 was right at the onset of the pandemic, so this year those comparisons must come with that caveat. We'd expect to see significant improvements in site performance given this comparison. That is indeed what we see, as this quarter had 50% more sessions, 10% lower bounce rate, and more than double the onsite conversion rate compared to 2020.
- A better comparison period is Q2 2019 as that will give us a more "normal" timeframe for context. Comparing Q2 2021 vs. 2019, we still see some remarkable growth. 2021 saw 51% more sessions, 4% lower bounce rate and 50% more visitor guide requests compared to 2019.
- The large growth in traffic is no doubt influenced by our increased advertising budgets in the quarter. It is also an indicator that the tourism industry continues to bounce back as vaccinations expand and people feel more comfortable traveling. While occupancy rates are still not back to 2019 levels, May's rate of 62.2% was the highest since Q4 2019. The heightened website activity is a good sign that travel planning continues and those occupancy rates should continue to rise throughout the year.

Zooming in on the core and opportunity advertising markets, a similar story emerges with significant growth in traffic and conversions.

- Compared to Q2 2019, these markets collectively more than doubled their traffic (+109%) while holding nearly the same bounce rate (+3%). This resulted in 96% more engaged sessions and 60% more visitor guide requests from these markets.
- Monitoring performance in these markets is key in validating that our advertising efforts are making an impact.

**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 [Q2 Y/Y Change]

- Earned Media: \$ 1.6M [DOWN 47%]
- Earned Media Impressions: 336.9 M [UP 22%]

In Q2 2021, earned media coverage saw a healthy percentage increase in overall impressions, while ad values were down year over year. This trend demonstrates that while the PR team's focus on high-reach, short-lead digital placements produced placements that get a large number of eyes on them, these placements offer a lower dollar value than traditional print features. Top articles included Travel + Leisure and Conde Nast Traveler online, Business Insider, Lonely Planet and more resulting from a strategic mix of news bureau pitching, virtual deskside meetings, and agency round-ups. An influx in press visits executed and still in discussion over this period (vs. Q1) is consistent with media sentiment towards travel; we expect this trend to continue pending any changes to COVID variants and travel restrictions.

Virtual deskside meetings conducted in Q1 continued to generate coverage throughout the quarter and provided opportunities to reengage and pitch news to sustain interest in visiting Santa Fe later in the year. With the delay of the Sky Railway announcement, which was expected to have strong pitch

support and potential for coverage over the summer and fall, the team pivoted in mid-June to pitch evergreen topics to key regional markets.

Social Media [Q2 Y/Y Change]

- Facebook Followers: 81,273 [UP 6%]
- Facebook Engagement: 116,777 [UP 17%]
- Twitter Followers: 15,757 [UP 3%]
- Twitter Engagement: 3,133 [DOWN 32%]
- Twitter Impressions: 165,600 [DOWN 47%]
- Instagram Followers: 46,655 [UP 34%]
- Pinterest Impressions: 161,480* [DOWN 13%]
- YouTube Subscribers: 769 [UP 10%]

Second quarter of 2021 showed signs of strong rebound as tourism activities begin to return to normal following the COVID-19 pandemic. Facebook followers grew 6% Y/Y, gaining 4739 new followers. Facebook engagement also rose; increasing 17% Y/Y. Instagram continues to grow at a very strong pace, growing audience numbers 34% Y/Y with 11,826 new followers. Twitter impressions saw a sharp drop, down 47% Y/Y, partially accounted for by a large purge of bot accounts in the past year, though engagement is up 20% Y/Y. YouTube video views increased 35.6%, topping 5.5m views for the quarter for the first time in channel history.

Blog [Q2 Y/Y Change]

- Page Views: 61,933 [UP 215%]
- Average Time on Blog: 2:51 [UP 1%]
- Referrals to Website Percentage: 18.9% [UP 61%]

Blog traffic has increased 215% Y/Y. Time on site has remained mostly flat. Outdoors and History focused content continued to be the strongest performers with the /hiking-trails blog the most visited of the quarter, although the /surprising-facts blog was the most popular for organic traffic.

Email Newsletter

- **Industry: Marketing Report [Q2 Y/Y change]**
 - Number Sent: 4,334 [UP 26%]
 - Marketing Report Open Rate: 23% [DOWN 36%]
- **Consumer: Santa Fe Marketplace**
 - Subject: Shower Mom with Gifts of Love
 - Send Date: 4/21/21
 - Number Sent: 59,227
 - Open Rate: 16.6%

 - Subject: Santa Fe Finds
 - Send Date: 5/19/21
 - Number Sent: 58,028

- Open Rate: 17.4%

- Subject: Art of Santa Fe
- Send Date: 6/21/21
- Number Sent: 57,318
- Open Rate: 17.3%

Marketing Report subscriber numbers continue to increase as we add more business listings and contacts to santafe.org; however, we continue to see a decrease in open rates.

Santa Fe Marketplace emails continue to perform well with an average open rate of 17.1%.

Paid Media/Advertising [Q2 Y/Y Change]

- Ad Spend: \$546,000 [UP 97%]
- Ad Impressions: 49.4M [UP 43%]

PAID SEARCH

- Google search has continued to lead to improvement in driving conversions YoY.
- Google SEM efforts are continuing to drive new and engaged users to the website.
- Bing has continued to see just as much efficiency as Google in driving conversions.

PAID SOCIAL

- Learnings from the A/B test conducted on Facebook in Q1 are continuing to pay off in the CTS campaigns, with conversion-focused bidding strategies producing a conversion rate that was 20x higher than Q2 of 2020.
- The results from the Q2 brand lift study on Facebook & Instagram revealed that the ads drove significant increases in recommendation and intent.
- The Pinterest CTS campaigns are proving their worth as a lower-funnel tactic. The video campaigns saw higher volumes of views and conversions but took a step back in cost-efficiency.

DISPLAY & VIDEO

- Interactive media was fully re-launched in Q2 and led to a 90% increase in impressions, 344% increase in attributable site sessions and 149% increase in attributable conversions from Q1.
- In late April '21 TOURISM Santa Fe and Travelzoo launched a partner promotion consisting of multiple hotel and experiential deals that generated excellent engagement.
- Google Display ads saw a significant increase in impressions YoY, but still managed to become more efficient in driving conversions.
- The Opportunity campaign was launched on Google Discovery in Q2. So far, this campaign is already proving to be even more efficient in driving traffic than the Core campaign.
- YouTube continues to be an efficient platform for driving awareness and engagement.

GROUPS & MEETINGS

- The groups and meetings pages continue to see more activity compared year-over-year as well as quarter-over-quarter.
- Groups search efforts tell a similar story as click through rates and conversion rates increased while costs became more efficient as well.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

June 2021 Performance Metrics

Visits

- Total Sessions 154,050 (0.4% decrease Y/Y)
 - Unique Users 121,493 (3.1% decrease Y/Y)
 - Pages per Session 4.27† (41.4% increase Y/Y)
 - Average Time on Site 5:15† (34.6% increase Y/Y)
 - Conversion Rate 13.95% (144.7%% 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

- 59.7% Female (43.6% decrease Y/Y)
- 40.3% Male (51.4% decrease Y/Y)

Visitor Age

- 9.46% 18 - 24 (20.7% decrease Y/Y)
- 20% 25 - 34 (40.3% decrease Y/Y)
- 17.3% 35 - 44 (45% decrease Y/Y)
- 18.1% 45 - 54 (51.6% decrease Y/Y)
- 19.6% 55 - 64 (49.7% decrease Y/Y)
- 15.6% 65+ (55.9% decrease Y/Y)

Newsletters

- TOURISM Santa Fe Marketing Report
 - Sent: 6/9/21
 - Number sent: 1,447
 - Number opened: 332
 - Open rate: 23%

SOCIAL MEDIA

Summary

June saw many reasons for optimism as recovery from the COVID 19 shutdown hits full stride. Facebook engagement increased 16.8% M/M while PTAT gained 3.8% M/M. Twitter impressions dropped 9.9% M/M, though engagement remained mostly flat. Instagram continues to be the strongest performing organic channel, as followers increased 2.4% M/M with 8 photos topping 2,500 likes. YouTube had a record-breaking month, seeing over 2 million views this month, the most ever for the account.

Facebook

June 2021 Performance Metrics

- Total Page Followers: 81,273 (.6% increase M/M)
- People Talking About This (PTAT): 12,717 (3.8% increase M/M)
- Engagement: 38,714 (16.8% increase M/M)
- Top Ranking Post: "Vendors return to the Plaza this Friday. #TheCityDifferent | SantaFe.org"
 - Reactions: 4102
 - Comments: 385
 - Reach: 39,315

Twitter

June 2021 Performance Metrics

- Followers: 15,715 (.17% increase M/M)
- Monthly Impressions: 55,800 (9.9% decrease M/M)
- Engagement: 1394 (2.9% decrease M/M)
- Top Ranking Post: "The Oldest House in the USA" #TheCityDifferent | <http://SantaFe.org>
 - Impressions: 2103
 - Retweets: 7
 - Total engagements : 164

Instagram

June 2021 Performance Metrics

- Followers: 46,655 (2.4% increase M/M)
- Top Performing Post: "This is where you want to be. #TheCityDifferent | SantaFe.org"
 - Likes: 4,641

Pinterest

June 2021 Performance Metrics

- Organic Impressions: 46,740 (11.4% decrease M/M)

YouTube

June 2021 Performance Metrics

- Subscribers: 769 (1.7% increase M/M)
- Views: 2,010,212 (1.6% increase M/M)

Santa Fe Insider Blog

June 2021 Performance Metrics

- Total Blog Views: 19,594 (7.2% decrease M/M)
- Average Time on Blog: 2:55 minutes (0.6% increase M/M)

June Blog Posts

Hiking Trails You Can Access From Santa Fe

- Published June 22, 2021
- Views: 201

Top 5 Viewed Blog Posts in June

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 1718

Take a Tour of Santa Fe's Historic Sites

- Published May 7, 2019
- Views: 1653

11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 954

Getting To and Around Santa Fe

- Posted February 18, 2019
- Views: 899

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 856

PUBLIC RELATIONS

Summary

Public relations efforts this month included realizing coverage opportunities created by previous media relations activities, with articles in key national and niche publications going to print, as well as a major pitching initiative that included top tier national and regional media outreach.

The team leveraged the surge in positive destination news to engage in conversations with an extensive media list, including all major national consumer travel outlets and key journalists in each of Santa Fe's top feeder markets. While these efforts produced some quick coverage turnaround, the impact of these conversations will continue to be seen throughout the year.

Many travel media are officially back on assignment and on the road again. We are encouraged by the uptick in press interest in the destination, significantly observed over the past month, and look forward to converting that positive sentiment into feature coverage of Santa Fe and its partners.

Performance Metrics

June 2021

- Pitches: 73 (Decreased 3% Y/Y)
- Press Releases: 0 (No change Y/Y)
- Media Visits: 0 (No Change Y/Y)
- Media Contacts: 250 (Increased 2% Y/Y)
- Earned Media: \$690,527 (Increased 36% Y/Y)
- Total Impressions: 102,573,000 (Increased 41 % Y/Y)

Year-to-Date 2021

- Pitches: 473 (Decreased 20% Y/Y)
- Press Releases: 4 (Increased 33% Y/Y)
- Media Visits: 7 (Decreased 74% Y/Y)
- Media Contacts: 1,220 (Decreased 5% Y/Y)
- Earned Media: \$3,540,389 (Decreased 55% Y/Y)
- Total Impressions: 609,469,771 (Increased 15% Y/Y)

Visiting Press

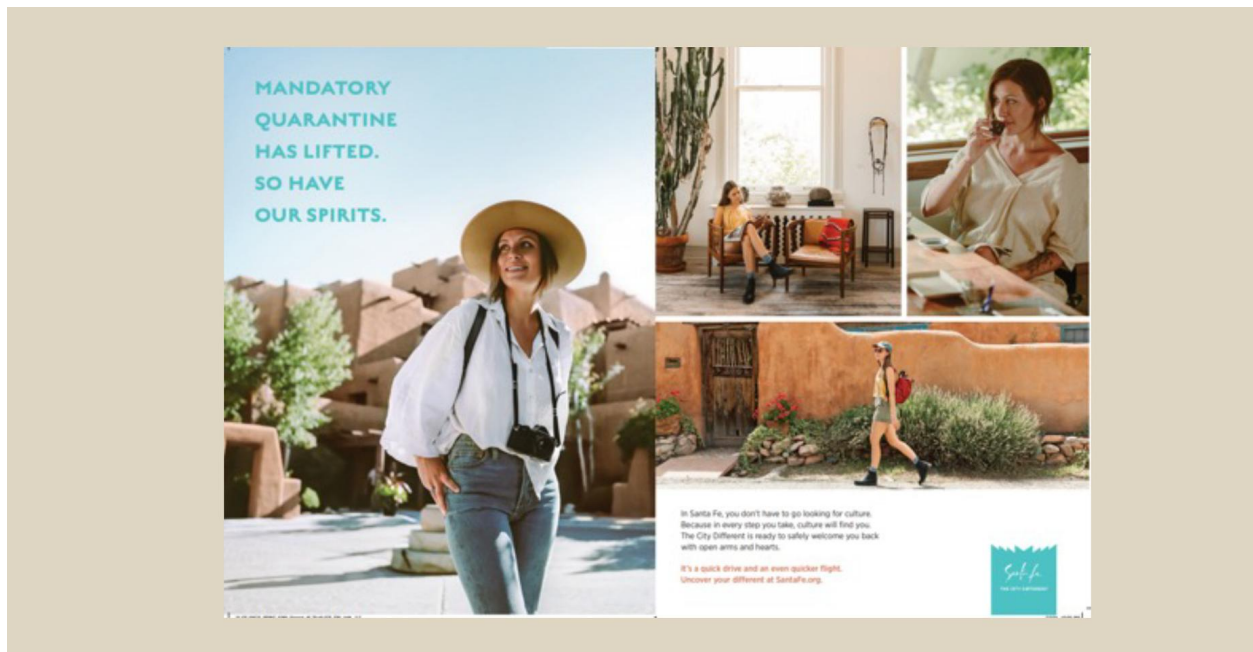
We did not host any media this month, but the team was busy confirming itineraries for several individual press trips coming up in July 2021.

MEDIA PLACEMENTS – ADVERTISING

PRINT

5280 Magazine

- Flight Dates: June 2021
- Impressions: 85,000
- Media Spend: \$8,275



Texas Monthly Magazine

- Flight Dates: June 2021
- Impressions: 270,000
- Media Spend: \$9,850

Galerie Magazine

- Flight Dates: June 2021
- Impressions: 136,000
- Media Spend: \$6,5000

DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

5280 ROS Display

- Target Market: National
- Flight Dates: 6/1/21-6/30/21
- Impressions: 55,552
- Media Spend: Added Value

5280 Adventure Page Retargeting

- Target Market: National
- Flight Dates: 6/1/21-6/30/21
- Impressions: 29,801
- Media Spend: \$5,000

Texas Monthly Travel E-Blast

- Target Market: National
- Flight Dates: 6/1/21
- Impressions: 5,224
- Media Spend: \$5,000

Texas Monthly Travel & Outdoor Sponsorship

- Target Market: National
- Flight Dates: 6/1/21-6/30/21
- Impressions: 25,082
- Media Spend: N/A

Outside Online Destinations Newsletter

- Target Market: National
- Flight Dates: 6/7/21
- Impressions: 29,496
- Media Spend: \$3,575



The Trade Desk CORE

Standard Display & Remarketing

- Target Market: CORE Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 1,870,723
- Media Spend: \$5,736.09

CTV

- Target Market: CORE Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 471,018
- Media Spend: \$12,670.30

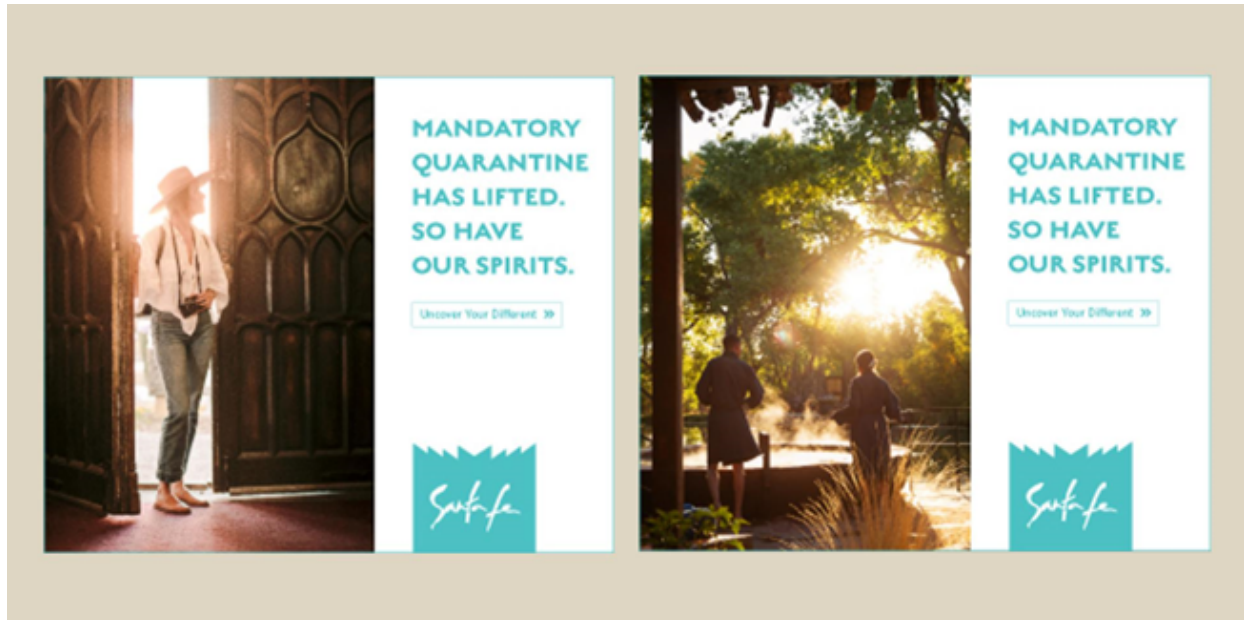
The Trade Desk OPP

CTV

- Target Market: OPP Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 774,066
- Media Spend: \$23,402.14

Standard Display & Remarketing

- Target Market: OPP Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 3,187,309
- Media Spend: \$7,022.53

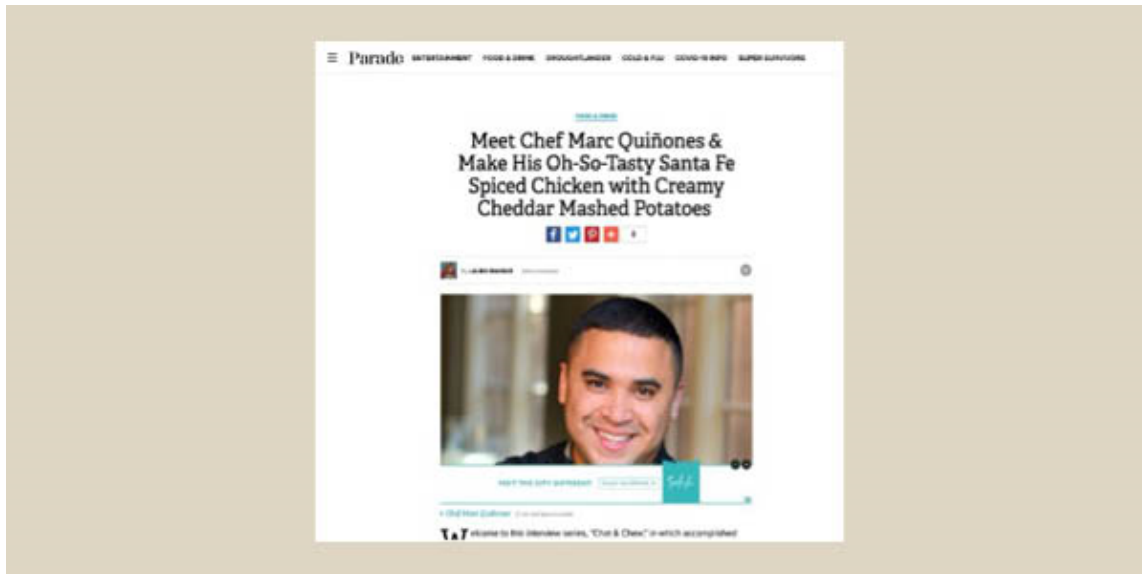


Matador Network Custom Content

- Target Market: CORE Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 4,882
- Media Spend: \$15,000

GumGum - High Impact Display

- Target Market: CORE Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 642,920
- Media Spend: \$6,107



R29 Display OPP

- Target Market: OPP
- Flight Dates: 6/1/21-6/30/21
- Impressions: 297,349
- Media Spend: N/A

Outside ROS Display OPP

- Target Market: OPP Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 252,259
- Media Spend: \$5,045

Cluep Targeting Mobile Display CORE

- Target Market: CORE Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 252,259
- Media Spend: \$4,031

Cluep Targeted Mobile Display OPP

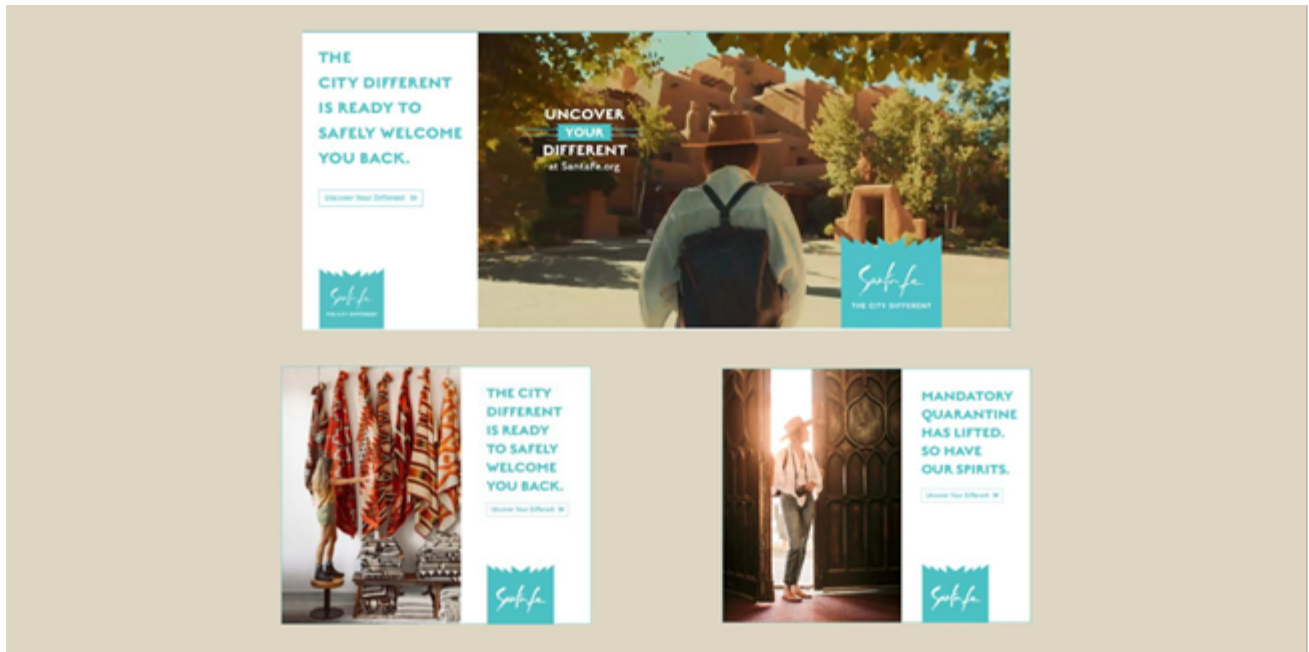
- Target Market: OPP Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 632,434
- Media Spend: \$5,691

Travelzoo CPC

- Target Market: National
- Flight Dates: 6/1/21-6/30/21
- Impressions: 151,508
- Media Spend: N/A

Google Discovery Ads Protect

- Target Market: CORE Markets
- Flight Dates: 6/1/21-6/30/21
- Impressions: 51,894
- Media Spend: \$727.71



Google Discovery Ads Convert

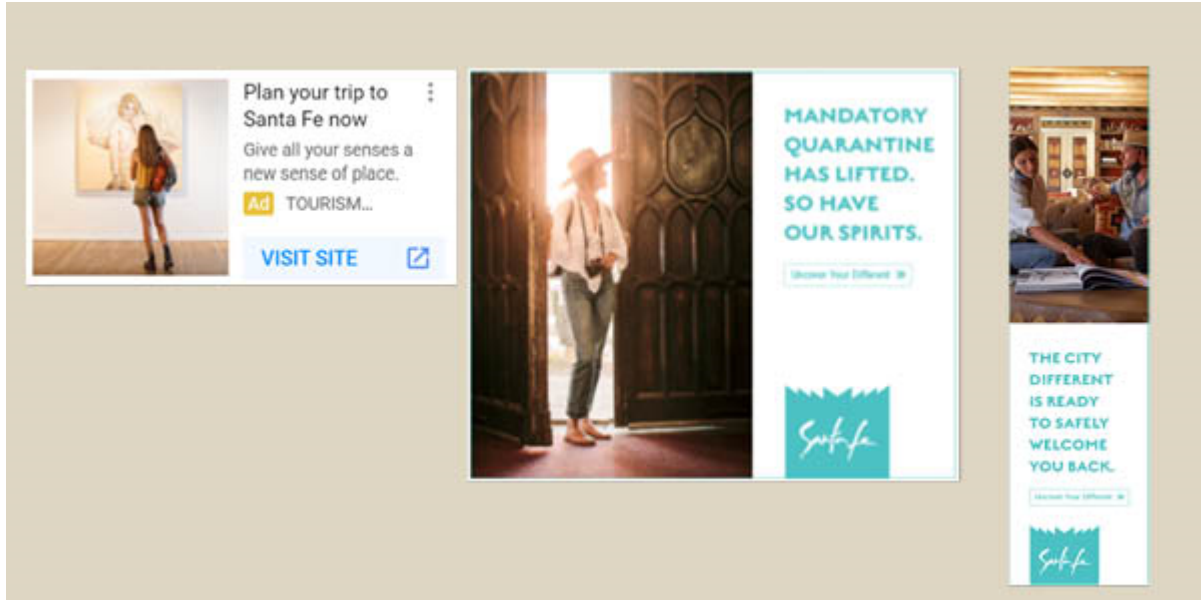
- Target Market: OPP Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 253,497
- Media Spend: \$2,215.97

Google Display Network Protect Remarketing

- Target Market: CORE Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 192,313
- Media Spend: \$363.13

Google Display Network Convert Remarketing

- Target Market: OPP Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 448,921
- Media Spend: \$873.16

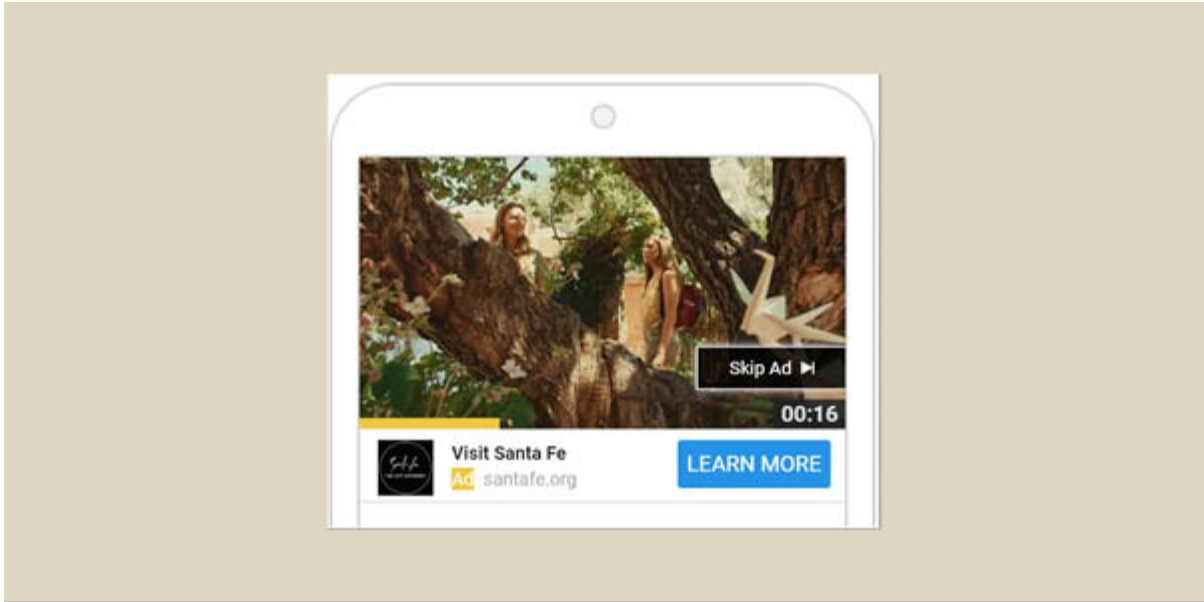


YouTube TrueView Protect

- Target Market: CORE Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 962,751
- Media Spend: \$3,839.95

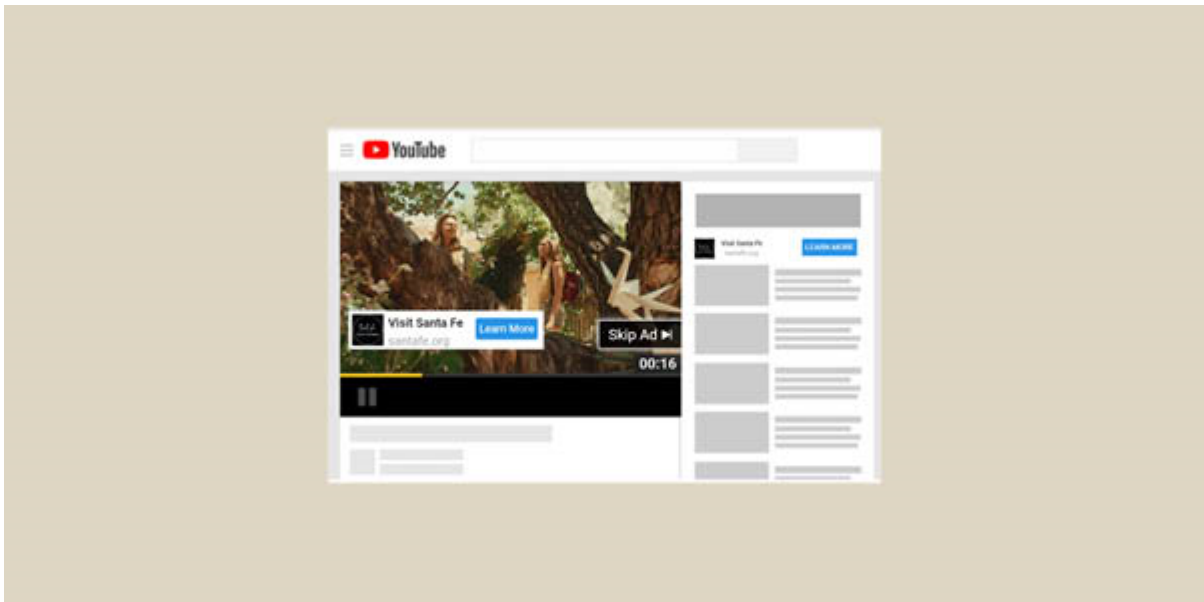
YouTube TrueView Convert

- Target Market: OPP Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 1,773,019
- Media Spend: \$9,970.99
- Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



YouTube TrueView Remarketing

- Target Market: CORE Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 1,165,685
- Media Spend: \$2,218,83
- Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



Paid Social

Facebook & Instagram Traffic Protect Conversions

- Target Market: CORE Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 199,674
- Media Spend: \$3,638.00

Facebook & Instagram Traffic Convert Conversions

- Target Market: OPP Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 439,674
- Media Spend: \$6,936.32

Facebook & Instagram Protect Video Ads

- Target Market: CORE Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 249,108
- Media Spend: \$3,602.68

Facebook & Instagram Convert Video Ads

- Target Market: OPP Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 280,590
- Media Spend: \$6,930.17

Pinterest Protect (Image Ads)

- Target Market: CORE Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 178,026
- Media Spend: \$1,926.84

Pinterest Convert (Image Ads)

- Target Market: OPP Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 290,440
- Media Spend: \$2,469.56

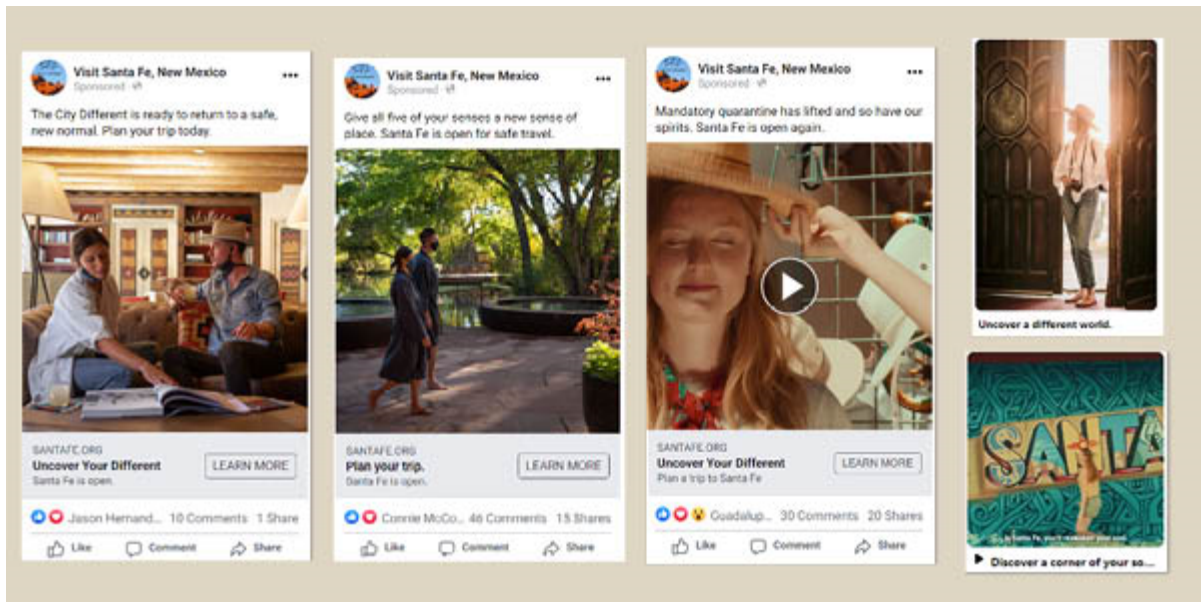
Pinterest Protect (Video Ads)

- Target Market: CORE Markets
- Flight Dates: 6/1/21 - 6/30/21

- Impressions: 123,884
- Media Spend: \$2,322.67

Pinterest Convert (Video Ads)

- Target Market: OPP Markets
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 114,695
- Media Spend: \$2,169.50



SEM

Google Search

- Target Markets: National
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 243,073
- Media Spend: \$12,749.19

Bing Search

- Target Markets: National
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 87,875
- Media Spend: \$2,723.19

MEETINGS & GROUPS

SEM

Google Search

- Target Markets: National
- Flight Dates: 6/1/21 - 6/30/21
- Impressions: 2,405
- Media Spend: \$309.18

TOURISM

SANTA FE

Quarterly Marketing Report

2021 Q2 | April - June 2021

Occupancy & Room Rates

Occupancy Rate

62.6

↑ 40.2

Average Daily Rate

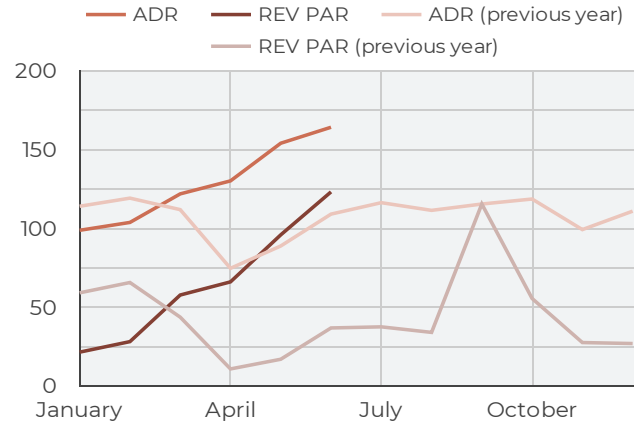
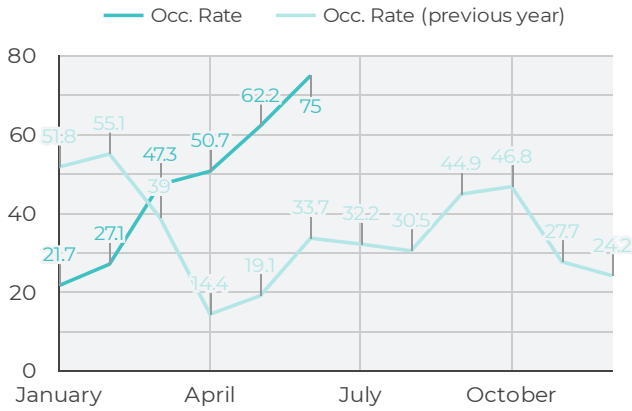
\$149.48

↑ 64.5%

REV PAR

\$95.04

↑ 342.0%



Source: Rocky Mountain Lodging Report

Guide & Visitor Centers

Total Guides

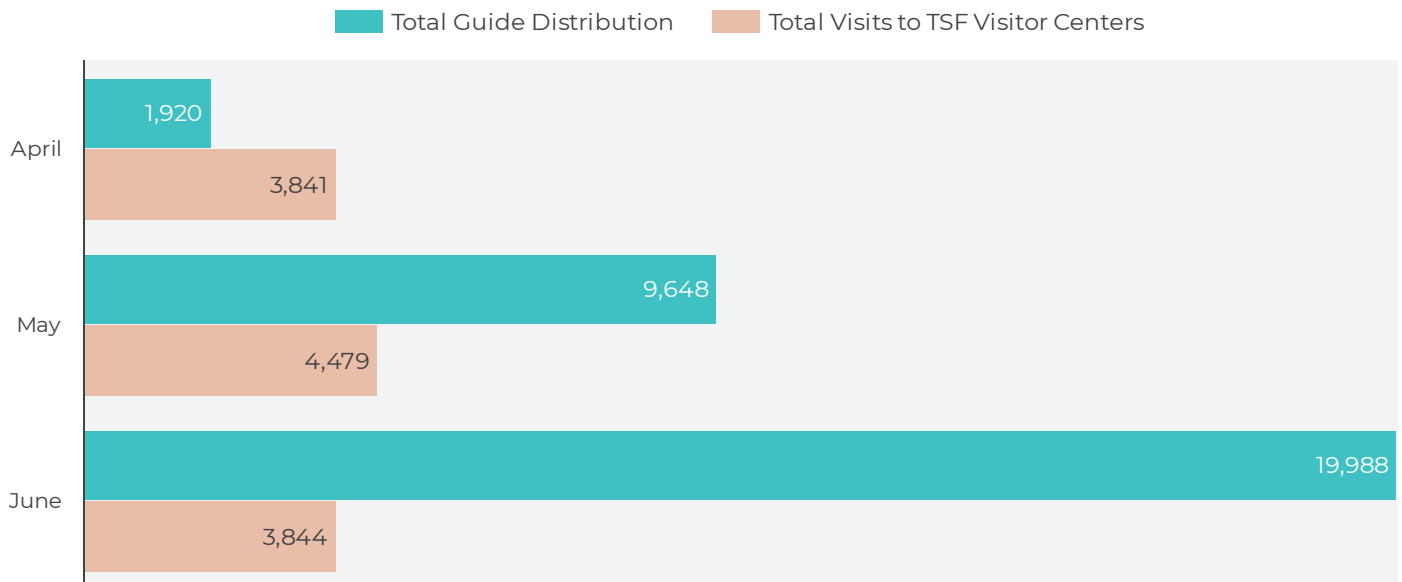
31,556

↑ 1,003%

Total Visits to
TSF Visitor Centers

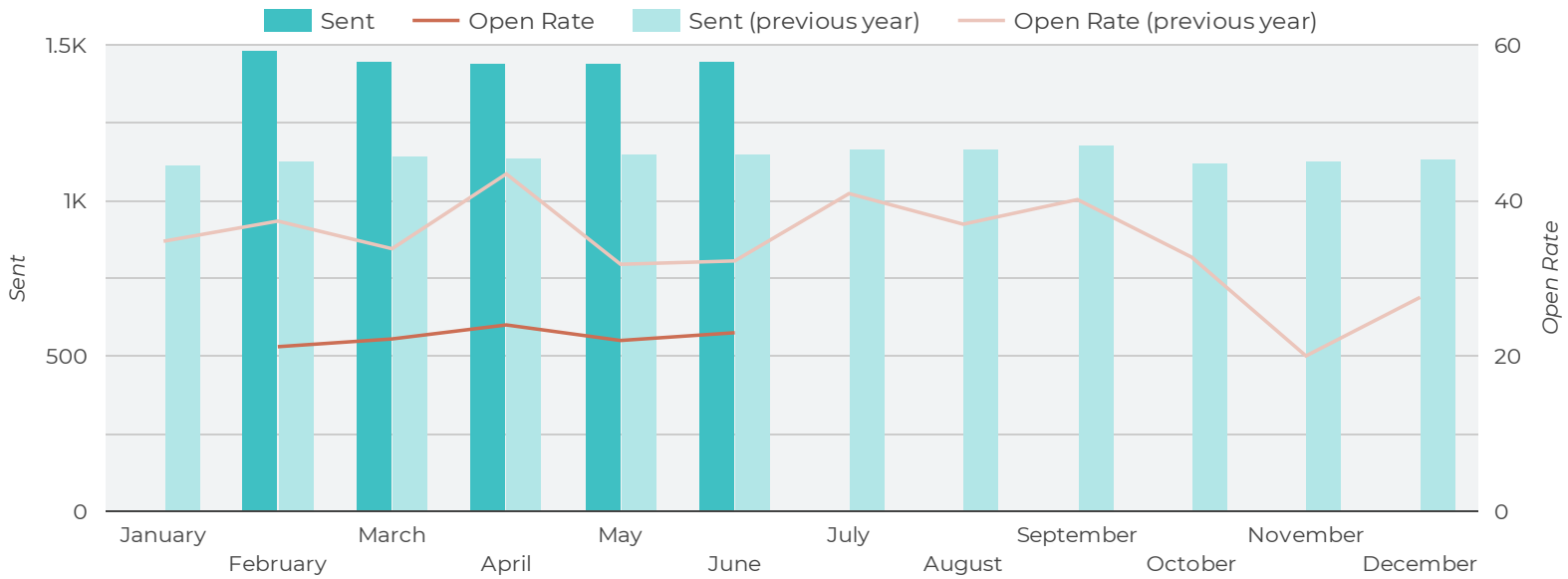
12,164

↑ 1,705%



Email

Industry: Marketing Report



Sent
4,334
↑ 26%

Open Rate
23.0
↓ -36%

Totals for the selected dates.

Insights

Summary:

- Marketing Report industry subscriber numbers continue to increase as we add more business listings and contacts to santafe.org; however, we continue to see a decrease in open rates.
- Santa Fe Marketplace consumer e-newsletters continue to be sent on a regular, monthly basis:
 - Subject: Shop our Spring Picks
Send Date: 4/7/21
Number Sent: 60,353
Open Rate: 17.7%
 - Subject: Shower Mom with Gifts of Love
Send Date: 4/21/21
Number Sent: 59,227
Open Rate: 16.6%
 - Subject: Santa Fe Finds
Send Date: 5/19/21
Number Sent: 58,028
Open Rate: 17.4%
 - Subject: Art of Santa Fe
Send Date: 6/21/21
Number Sent: 57,318
Open Rate: 17.3%

Key Insights:

- Santa Fe Marketplace emails continue to perform well with an average open rate of 17.3%.

Action Items:

- ✓ Continue to build out an e-newsletter schedule for consumer-facing emails as new TSF Creative Content Manager is on-boarded.

Social Media Overview

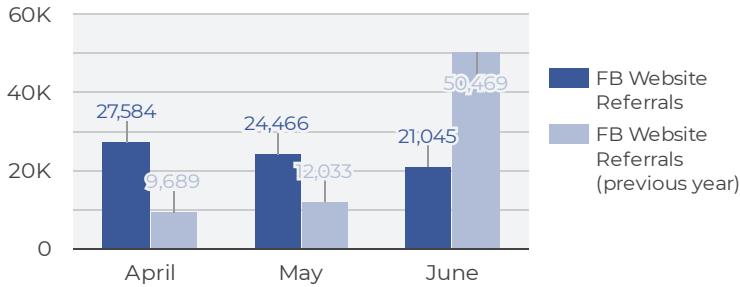


Facebook & Instagram

FB Page Likes
81,273
↑ 6%

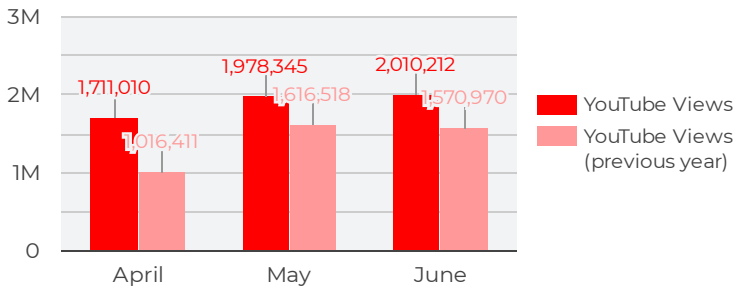
FB Eng.
116,777
↑ 17%

IG Followers
46,655
↑ 34%



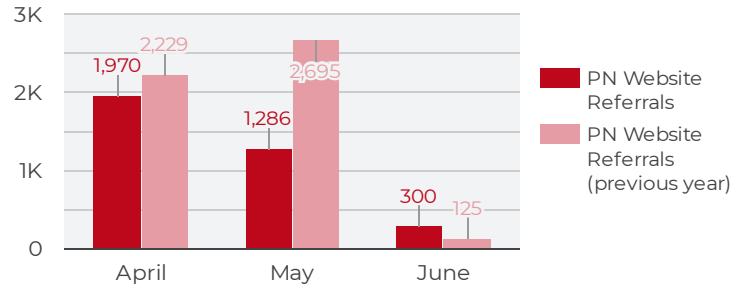
YouTube

Subscribers
769
↑ 10%



Pinterest

Impressions
161,480
↓ -13%

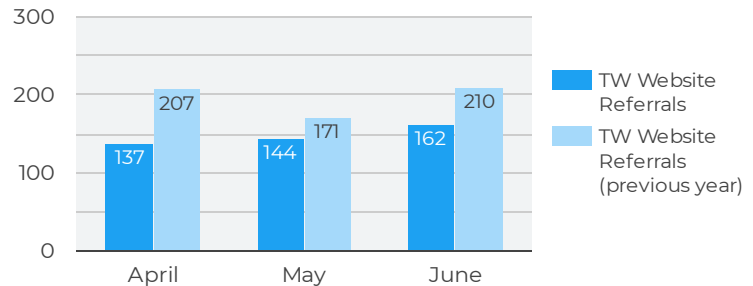


Twitter

Followers
15,757
↑ 3%

Impressions
165,600
↓ -47%

Engagement
4,022
↑ 20%



Insights

Summary:

Second quarter of 2021 showed signs of strong rebound as tourism activities begin to return to normal following the COVID-19 pandemic. Facebook followers grew 6% Y/Y, gaining 4739 new followers. Facebook engagement also rose; increasing 17% Y/Y. Instagram continues to grow at a very strong pace, growing audience numbers 34% Y/Y with 11,826 new followers. Twitter impressions saw a sharp drop, down 47% Y/Y, partially accounted for by a large purge of bot accounts in the past year, though engagement is up 20% Y/Y. YouTube video views increased 35.6%, topping 5.5m views for the quarter for the first time in channel history.

Key Insights:

- Facebook Page Followers have increased 6% Y/Y (4739 new followers)
- Facebook Engagement increased 17% Y/Y.
- Instagram followers have grown 34% Y/Y (11,826 new followers).
- Twitter followers have increased 3% Y/Y
- Twitter impressions are down 47% Y/Y, though engagement is up 20% Y/Y.
- 161,480 Organic Pinterest impressions, down 13% Y/Y.
- YouTube subscriber grew 10% Y/Y. Video views were up 35.6% Y/Y.

Action Items:

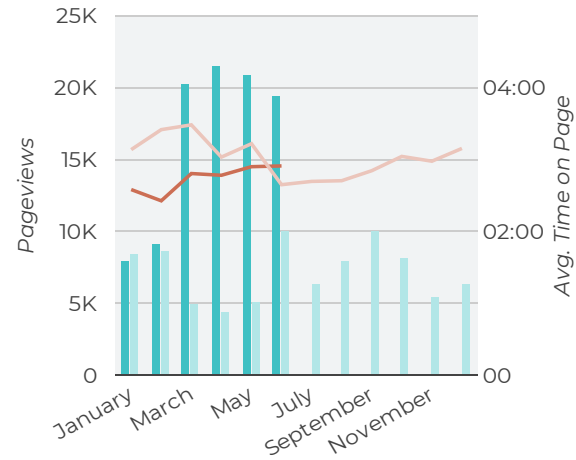
- ✓ Continue to build UGC photo asset library with Crowdrift
- ✓ Renewed focus on event-based content as events return to 100%
- ✓ Integrate new editorial content into posting schedule as new hire is onboarded.

Blog

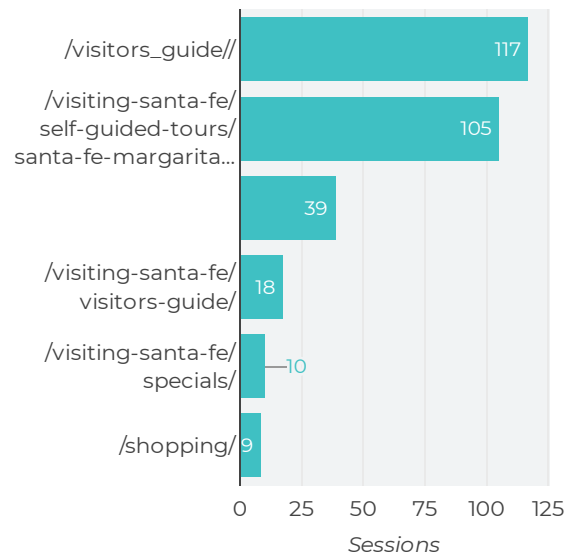
Pageviews 61,933 ↑ 215%	Time on Page 02:51 ↑ 1%	Site Referral Rate 18.9% ↑ 61%
---	---	--

Top Blog Pages	Pageviews	Time on Page	Bounce Rate
/blog/post/hiking-trails/	6,887	02:51	84%
/blog/post/historic-sites/	4,577	02:30	78%
/blog/post/surprising-facts/	4,210	05:27	83%
/blog/post/first-timers-guide/	2,689	02:48	78%
/blog/post/a-day-trip-to-chimayo-from-santa-fe/	2,525	05:18	73%
/blog/post/getting-to-and-around-santa-fe/	2,419	12:36	41%
/blog/post/santa-fe-culinary-experiences/	2,392	04:18	87%
/blog/post/outdoor-dining-in-santa-fe/	2,013	03:18	85%
/blog/post/welcome-back/	1,998	01:42	70%
/blog/post/petroglyphs/	1,922	02:43	77%
/blog/post/santa-fe-countytrails/	1,878	03:41	85%
/blog/post/reinvigorate/	1,684	04:11	83%
/blog/post/history-buffs-guide/	1,622	02:34	87%
/blog/post/spend-perfect-/	1,596	03:10	81%
Grand total	61,933	02:51	75%

Blog Performance by Month



Top Landing Pages from Blog Referrals



Insights

Summary:

Blog traffic has increased 215% Y/Y. Time on site has remained mostly flat. Outdoors and History focused content continued to be the strongest performers with the /hiking-trails blog the most visited of the quarter, although the /surprising-facts blog was the most popular for organic traffic.

Key Insights:

- Event content still does not appear in the top posts
- The main traffic driver for the blog remains Organic Search, though CPC advertising makes up a greater percentage than usual.
- The blog made up 13.7% of total site traffic in Q2. This is a 110.8% increase Y/Y.
- Referral ratio up 61% Y/Y.

Action Items

- ✓ Onboard editorial content manager
- ✓ Update and reintroduce event content.
- ✓ Phase out old legacy content
- ✓ Optimize taxonomy to organize content in a useful manner.

Public Relations

Media Visits

6

↑ N/A

Earned Media

\$1.60M

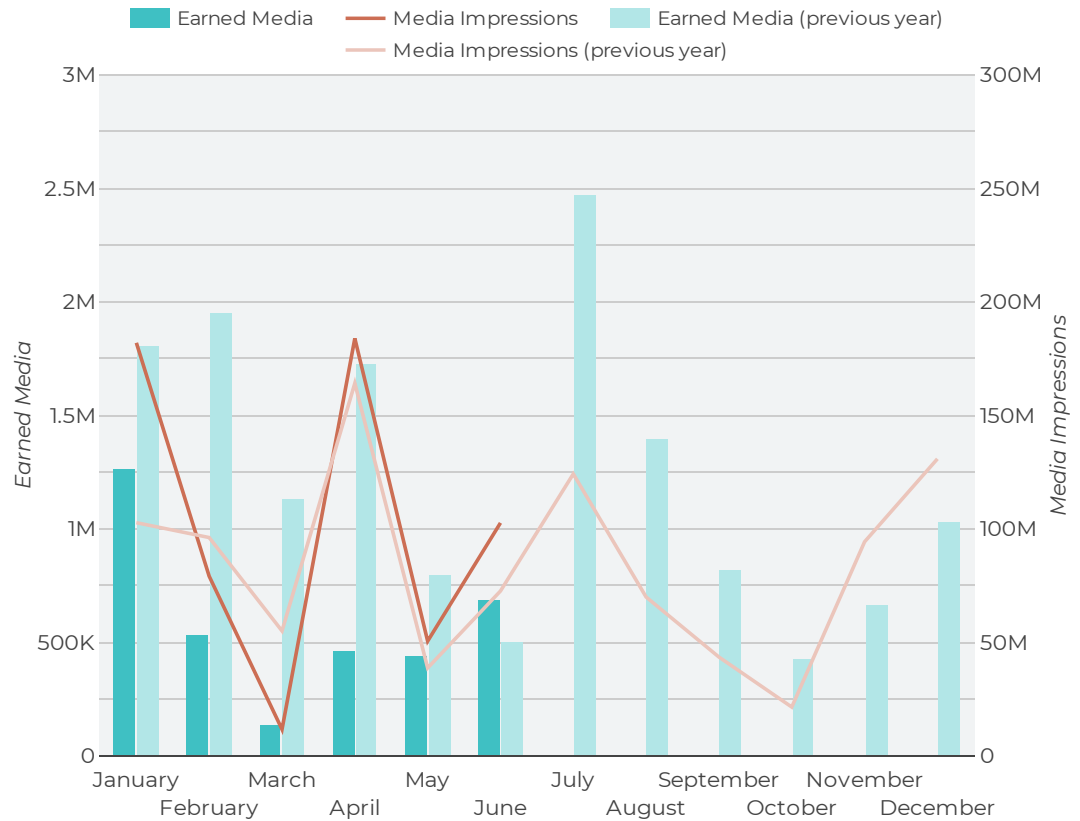
↓ -47%

Media Impressions

336.9M

↑ 22%

Totals for the selected dates.



Insights

Summary:

In Q2 2021, earned media coverage saw a healthy percentage increase in overall impressions, while ad values were down year over year. This trend demonstrates that while the PR team's focus on high-reach, short-lead digital placements produced placements that get a large number of eyes on them, these placements offer a lower dollar value than traditional print features. Top articles included Travel + Leisure and Conde Nast Traveler online, Business Insider, Lonely Planet and more resulting from a strategic mix of news bureau pitching, virtual deskside meetings, and agency round-ups. An influx in press visits executed and still in discussion over this period (vs. Q1) is consistent with media sentiment towards travel; we expect this trend to continue pending any changes to COVID variants and travel restrictions.

Virtual deskside meetings conducted in Q1 continued to generate coverage throughout the quarter and provided opportunities to reengage and pitch news to sustain interest in visiting Santa Fe later in the year. With the delay of the Sky Railway announcement, which was expected to have strong pitch support and potential for coverage over the summer and fall, the team pivoted in mid-June to pitch evergreen topics to key regional markets.

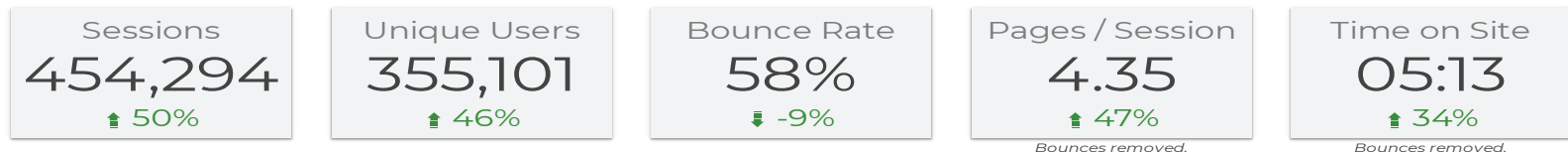
Key Insights:

- Media are increasingly resuming travel (especially domestically), creating heightened interest in summer and fall press trip requests.
- New hotel openings and upcoming events are driving buzz for Santa Fe among national consumer travel and luxury writers.
- Pitching top feeder markets has resulted in strong short-lead coverage, with opportunities for future media visits.

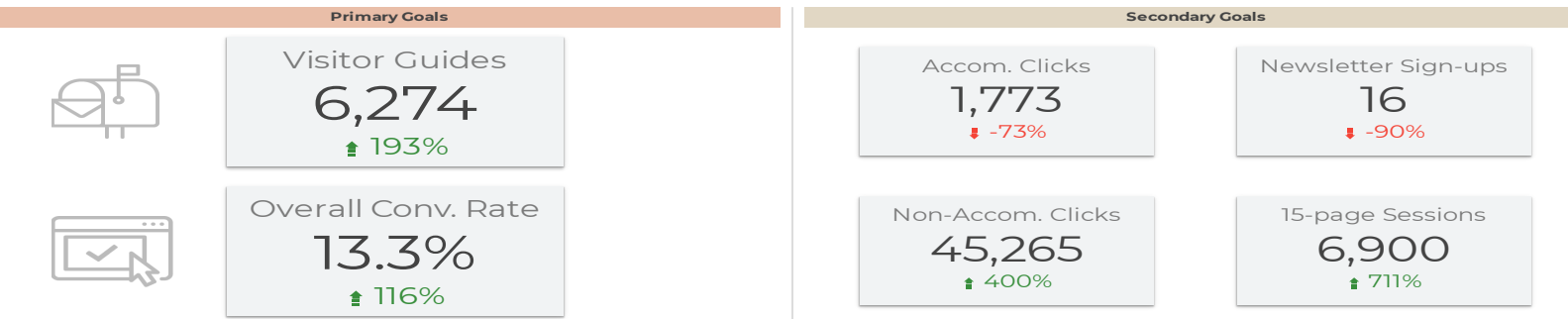
Action Items:

- ✓ Pitch and support upcoming openings and returning annual events
- ✓ Finalize FY2022 pitch calendar with creative and seasonal story angles, press releases
- ✓ Continue to secure press visits, increase print feature coverage
- ✓ Pitch Zozobra to national traditional and broadcast media, leverage local ABC partnership
- ✓ Monitor domestic COVID threats, temper PR plan and messaging accordingly

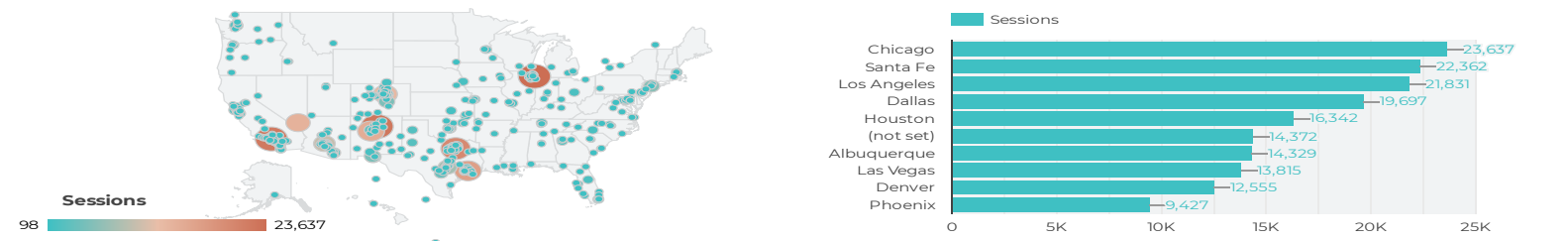
Top-Level KPIs



Conversions



Geo Data



Channel Breakdown

Source / Medium	Sessions ↓	Pages / Session	Bounce Rate	Conversions
1. google / organic	148,326	2.67	47%	25,705
2. google / cpc	92,661	3.08	48%	16,249
3. facebook / vj-social	57,041	1.43	82%	1,529
4. (direct) / (none)	45,418	2.19	60%	4,994
5. cluep / VJ-Media	13,802	1.11	93%	6
6. m.facebook.com / referral	13,301	1.44	79%	284
7. cluep / vj-media	10,067	1.11	93%	3
8. bing / organic	9,799	3.7	34%	2,827
9. bing / cpc	8,503	3.65	41%	2,476
10. travelzoo.com / vj-media	8,323	2	63%	709
11. yahoo / organic	7,326	3.19	34%	1,844
12. TTD / vj-media	6,160	1.09	93%	5
13. duckduckgo / organic	3,754	3.1	38%	911
14. pinterest / vj-social	3,052	1.57	74%	115
15. l.facebook.com / referral	2,313	1.96	69%	212
Grand total	454,294	2.41	58%	60,398

Insights

- **Website performance continues to show solid growth, even compared to 2019.**
 - Typically we use year-over-year comparisons to account for seasonality. However, Q2 of 2020 was right at the onset of the pandemic, so this year those comparisons must come with that caveat. We'd expect to see significant improvements in site performance given this comparison. That is indeed what we see, as this quarter had 50% more sessions, 10% lower bounce rate, and more than double the onsite conversion rate compared to 2020.
 - A better comparison period is Q2 2019 as that will give us a more "normal" timeframe for context. Comparing Q2 2021 vs. 2019, we still see some remarkable growth. 2021 saw 51% more sessions, 4% lower bounce rate and 50% more visitor guide requests compared to 2019.
 - The large growth in traffic is no doubt influenced by our increased advertising budgets in the quarter. It is also an indicator that the tourism industry continues to bounce back as vaccinations expand and people feel more comfortable traveling. While occupancy rates are still not back to 2019 levels, May's rate of 62.2% was the highest since Q4 2019. The heightened website activity is a good sign that travel planning continues and those occupancy rates should continue to rise throughout the year.
- **Zooming in on the core and opportunity advertising markets, a similar story emerges with significant growth in traffic and conversions.**
 - Compared to Q2 2019, these markets collectively more than doubled their traffic (+109%) while holding nearly the same bounce rate (+3%). This resulted in 96% more engaged sessions and 60% more visitor guide requests from these markets.
 - Monitoring performance in these markets is key in validating that our advertising efforts are making an impact.

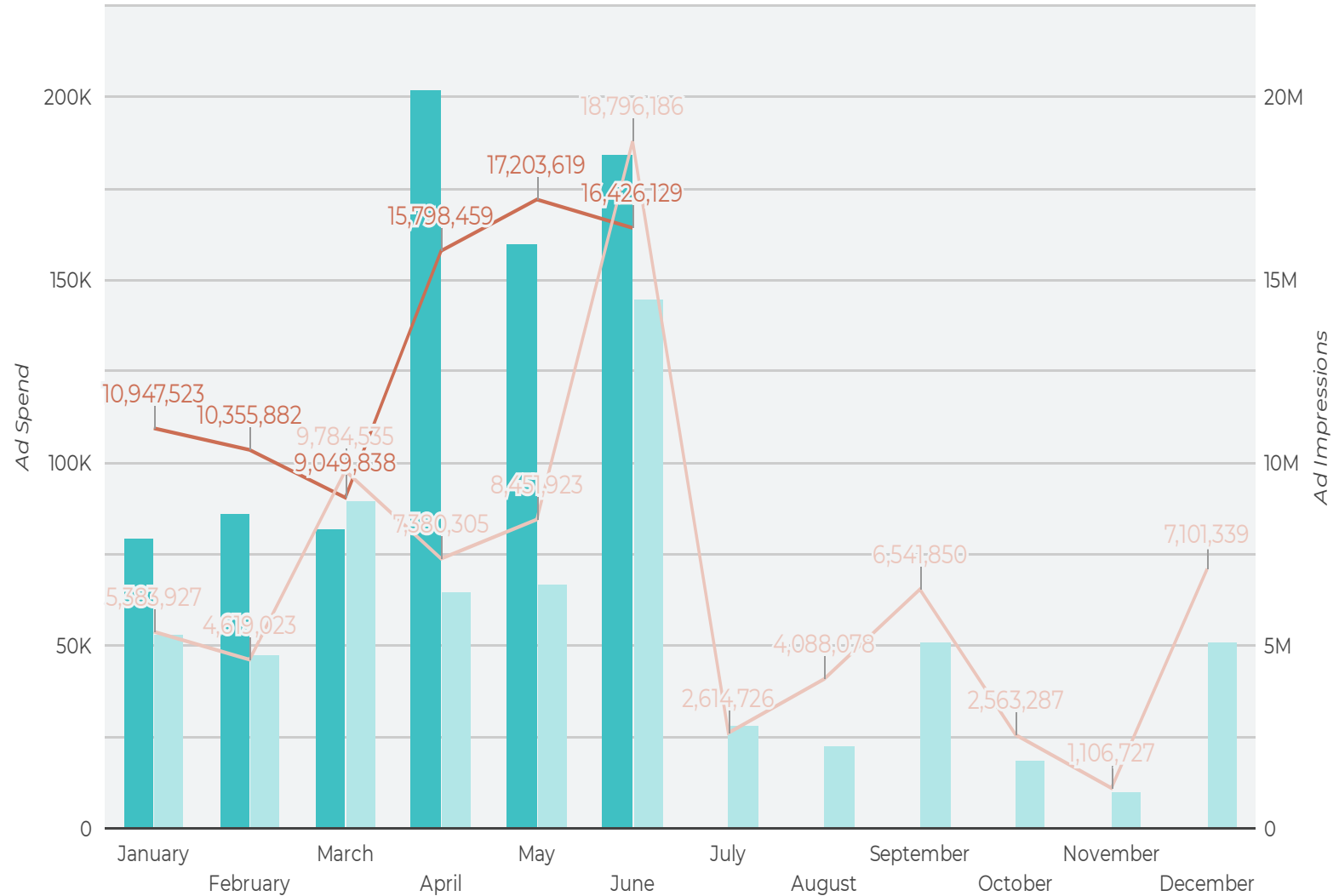
Apr 1, 2021 - Jun 30, 2021

Spend & Impressions

Ad Spend Ad Impressions Ad Spend (previous year) Ad Impressions (previous year)

Ad Spend
546K
↑ 97%

Ad Impressions
49.4M
↑ 43%



On Site Metrics

Sessions 60,098 ↓ -26%	Unique Users 49,223 ↓ -29%	Bounce Rate 81.3% ↑ 19%	Pages / Session 3.33 ↑ 28% <i>Bounces removed.</i>	Conversions 1,644 ↑ 374%
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Geo Data



Facebook & Instagram

Impressions 4.0M ↓ -46%	LPVs 51,124 ↓ -18%	LPV Rate 1.27% ↑ 52%	Conversions 4,252 ↑ 715%	Cost \$62,623 ↑ 18%
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Campaign	Impressions	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv
VJ - Video - FY21 - Protect	1,312,173	24,745	1.89%	\$0.71	62	0.25%	\$283.29
VJ - CTS - FY21 - Protect - Conversio...	1,153,921	9,413	0.82%	\$1.86	3,496	37.14%	\$5.01
VJ - CTS - FY21 - Convert - Conversio...	920,295	3,160	0.34%	\$4.36	692	21.90%	\$19.89
VJ - Video - FY21 - Convert	638,730	13,802	2.16%	\$1.00	2	0.01%	\$6,889.53
VJ - CTS - FY21 - Protect - Traffic	0	4	-	\$0.00	0	0.00%	-

Pinterest

Impressions 2.7M ↑ 63%	LPVs 11,965 ↑ 29%	LPV Rate 0.45% ↓ -21%	Conversions 888 ↑ 653%	Cost \$34,269 ↑ 170%
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Campaign	Impr.	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv	Pin Saves	Cost/Save
VJ - Carousel - FY21 - Convert - Con...	829,780	2,761	0.33%	\$2.51	104	3.77%	\$66.63	468	\$14.81
VJ - Carousel - FY21 - Protect - Conv...	754,591	7,708	1.02%	\$1.11	725	9.41%	\$11.76	383	\$22.27
VJ - Video - FY21 - Protect	664,130	994	0.15%	\$11.81	53	5.33%	\$221.53	57	\$205.98
VJ - Video - FY21 - Convert	405,145	418	0.10%	\$16.91	2	0.48%	\$3,534.42	27	\$261.81

Insights

- **Learnings from the A/B test conducted on Facebook in Q1 are continuing to pay off in the CTS campaigns, with conversion-focused bidding strategies producing a conversion rate that was 20x higher than Q2 of 2020.**
 - Optimizing for conversion-focused bidding strategies in the click-to-site campaigns has continued to bring highly qualified traffic to the website. The conversion rate increased by 1900% and the cost per conversion fell by 84%. This massive change is no doubt impacted by the pandemic, meaning that last year's conversion rate was substantially lower. But it is also a result of the switch from traffic-focused objectives that were employed in the previous year's campaign. These results reinforce our findings from the A/B test conducted in Q1 to determine which objective drives more conversions.
 - The video campaigns on Facebook made great strides in driving awareness in Q2. The view rate increased by 181% YoY, and the cost-per-view decreased by 62%. The campaigns also became more efficient in driving traffic, with landing page view rate increasing by 72% and cost per landing page view falling 7% compared to the previous year.
 - In the video campaigns, the converter lookalike audiences proved to be the top performers this quarter. These groups outperformed the eNewsletter lookalike audiences in driving video views as well as landing page views. The converter lookalikes had a view rate 112% higher and CPV that was 26% lower. Landing page views among these groups came at a 47% higher rate and at a 10% lower cost per LPV.
- **The results from the Q2 brand lift study on Facebook & Instagram revealed that the ads drove significant increases in recommendation and intent.**
 - Among users who saw Santa Fe's ads last quarter, there was an 8% lift in recommendation. 56% of users that were polled after being exposed to the ad said that they would recommend Santa Fe to a friend. This lift is 2.5x higher than the North American benchmark, and nearly 1.5x higher than the industry benchmark.
 - Along with increased likelihood of recommendation, there was also a 6% lift in intent. Users who viewed the ads were more inclined to visit Santa Fe than members of the control group. This lift in intent is ~2.5x higher than the norm for the US and 4x higher than the benchmark for the tourism vertical.
 - The fact that we surpassed North American and tourism industry benchmarks so greatly in both recommendation and intent are terrific signs that our ads are not only drawing engagement from our audiences, but are also significantly influencing sentiment.
- **The Pinterest CTS campaigns are proving their worth as a lower-funnel tactic. The video campaigns saw higher volumes of views and conversions but took a step back in cost-efficiency.**
 - Despite a lower LPV rate and a higher cost per LPV, switching to the conversion-focused bidding tactic for the CTS campaigns on Pinterest is proving to bring high quality traffic to the site that translates to more conversions. The conversion rate increased by 494% compared to Q2 of 2020. These conversions came at a much lower cost as well, with the cost per conversion decreasing by 65%. These results continue to reinforce the decision that we are willing to pay slightly more per visitor when the quality of those visitors is so greatly increased.
 - Due to the drastic changes in CPMs year-over-year as a result of less competition during the beginning of the COVID-19 pandemic, the video campaigns saw a higher CPC and CPV this quarter compared to 2020. Despite those higher costs, the video campaigns still achieved a 16% increase in view rate and an impressive 239% increase in conversion rate, so performance is moving in the right direction.

On Site Metrics

Sessions 47,001 ↑ 59%	Unique Users 41,190 ↑ 77%	Bounce Rate 82.3% ↑ 2%	Pages / Session 3.45 ↑ 28% <i>Bounces removed.</i>	Conversions 1,232 ↑ 313%
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Geo Data



Display Banners

Impressions 25,471,083 ↑ 74%	Clicks 99,541 ↑ 567%	CTR 0.39% ↑ 283%	Conversions 731 ↑ 5,523%
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Vendor	Impressions	Clicks	CTR	Conversions
The Trade Desk	17,500,825	18,012	0.1%	0
cluep.com	2,749,861	37,294	1.36%	0
Gum Gum, Inc	1,674,341	6,520	0.39%	0
Travelzoo	1,135,027	35,270	3.11%	0
Refinery29.com	1,059,347	521	0.05%	0
Outside Online	720,989	1,046	0.15%	0

GDN & Discovery

Impressions 4,253,223 ↑ 39%	Clicks 19,674 ↓ -63%	CTR 0.46% ↓ -73%	Conversions 529 ↑ 93%
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Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - GDN - FY21 - RM - Protect	1,760,276	4,282	0.24%	\$0.59	76
VJ - GDN - FY21 - RM - Convert	1,465,098	1,912	0.13%	\$1.11	39
VJ - Discovery Ads - FY21 - Convert	740,902	7,585	1.02%	\$0.65	60
VJ - Discovery Ads - FY21 - Protect	286,947	5,895	2.05%	\$0.88	354

TrueView

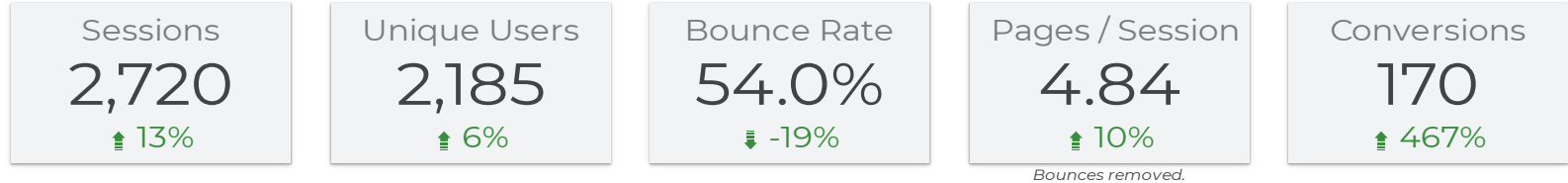
Impressions 11,297,042 ↑ 77%	CTR 0.10% ↑ 23%	Video view rate 51% ↓ -23%	Conversions 6 0%
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Campaign	Impressions	Clicks	CTR	Video view rate	Avg. CPV	Conversions
VJ - TrueView - FY21 RM	4,323,861	3,261	0.08%	54%	\$0.005	1
VJ - TrueView - FY21 Protect	4,302,687	5,254	0.12%	46%	\$0.009	5
VJ - TrueView - FY21 Convert	2,670,494	2,584	0.10%	54%	\$0.011	0

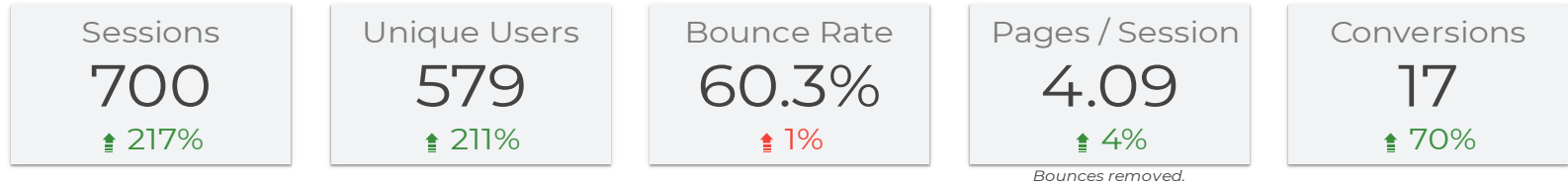
Insights

- **Interactive media was fully re-launched in Q2 and led to a 90% increase in impressions, 344% increase in attributable site sessions and 149% increase in attributable conversions from Q1.**
 - The tactics and partners in Q2 included CTV, Standard Display, Cluep social retargeting, GumGum high impact display, Outside Online, Travelzoo, Refinery 29, Texas Monthly, 5280, Phoenix Magazine and Matador Network.
- **In late April '21 TOURISM Santa Fe and Travelzoo launched a partner promotion consisting of multiple hotel and experiential deals that generated excellent engagement.**
 - 15M+ Impressions
 - Over 530 direct hotel bookings
 - \$84K in gross revenue
 - 709 conversions on santafe.org
- **Google Display ads saw a significant increase in impressions YoY, but still managed to become more efficient in driving conversions.**
 - This year's GDN campaigns were split out by audience, as opposed to the previous year where they were combined into one campaign. This allows us to better control budgets, but we do sacrifice a bit of efficiency by pre-determining the budgets by market. Therefore, this restructuring resulted in a higher CPC and a lower CTR, but the users that did click through were of higher quality, converting at 48% higher rate YoY. These conversions came at a lower cost, with cost per conversion decreasing 13% YoY.
 - The top audience within the Core campaign consists of users that have visited art pages on the website, capturing 44% of the total conversions for the campaign at a cost that was 40% lower than the other audiences. This reinforces the strategy of segmenting the audiences by content viewed on the site, because serving related content to what the user has viewed has proven to garner top engagements.
 - Remarketing to all site visitors was far more effective among the opportunity markets. 73% of the conversions came from this group and the conversion rate was 17% higher than the other audiences.
- **The Opportunity campaign was launched on Google Discovery in Q2. So far, this campaign is already proving to be even more efficient in driving traffic than the Core campaign.**
 - As restrictions are lifted and interest in travel is in resurgence, Google Discovery ads served to the Core audiences are performing exceptionally. The click-through rate has gone up by 28% and the CPC has fallen 19% compared to the Q1. These clicks are bringing high quality users to the website, indicated by an impressive 128% increase in conversion rate as well as a 48% decrease in cost per conversion.
 - The Opportunity campaign began on April 1, 2021 so there isn't YoY data for comparison. Looking at the performance compared to the Core campaign during Q2, the Opportunity campaign had a CPM that was 63% lower. This lower CPM enabled the campaign to drive clicks more efficiently than the Core audience, demonstrated by a cost-per-click that was 26% lower.
- **YouTube continues to be an efficient platform for driving awareness and engagement.**
 - With a CPV that fell 21%, the Core and Remarketing campaigns captured views more efficiently than the previous year's campaigns. These campaigns also drove clicks at a 23% higher rate with a cost per click that was 52% lower. Much of this performance can be attributed to the 43% drop in CPMs compared to Q2 of 2020. Working with 20% lower budget than the previous year, the ads were still served an additional 2.2 million times.
 - The Opportunity campaign was not enabled during Q2 of 2020 due to COVID-19. However, when compared to pre-pandemic performance, this campaign is performing well in terms of driving awareness. The average CPV fell by 38% compared to Q1 of last year.
 - Reducing bid caps for popular prospecting audiences made them more efficient in terms of driving clicks and video views. The prospecting affinity audience in the Protect campaign saw a 40% lower CPV as well as a 64% decrease in cost-per-click when compared to the previous period.

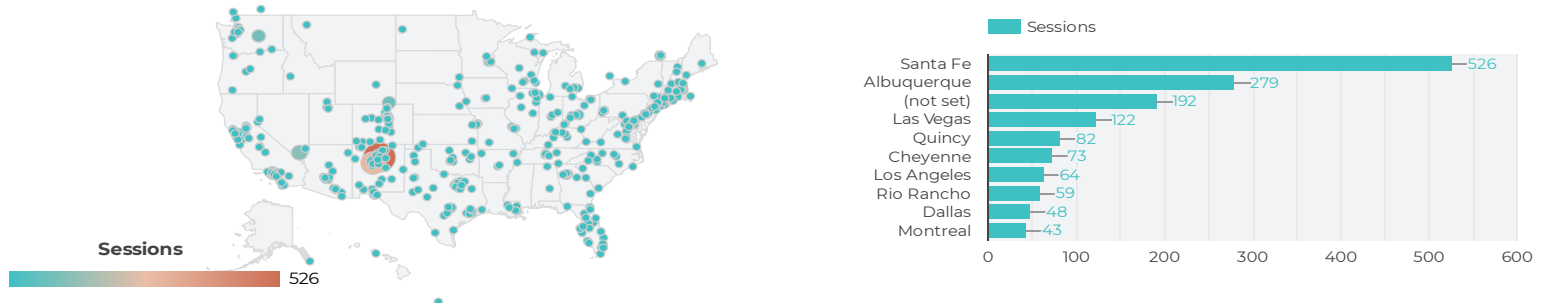
Overall Site Metrics for Meetings Pages



VJ-Driven Traffic



Geo Data



Display Banners

Vendor	Impressions	Clicks	CTR	Conversions
No data				

GDN

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
No data					

Search

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - Search - Groups & Meetings	10,760	704	6.54%	\$2.26	17

Insights

- **The groups and meetings pages continue to see more activity compared year-over-year as well as quarter-over-quarter.**
 - These pages saw 13% more traffic than Q2 2020. This is not a huge increase as we generally saw a lot of activity from meeting planners in the early stages of the pandemic as they scrambled to cancel and revise their plans. However, where we do see major increases is in conversions. With only 13% more traffic, there were more than 5x as many conversions on the groups pages this quarter. Looking at RFP submissions specifically, there were 34 in the quarter compared to just 4 in Q2 2020.
 - Looking at how things are trending compared to Q1 2021, this quarter had 31% growth in traffic and 68% more conversions on the groups pages.
 - Both of these signs show continued increases in meeting planning activity online, which is hopefully being felt by the TSF internal team as well.
- **Groups search efforts tell a similar story as clickthrough rates and conversion rates increased while costs became more efficient as well.**
 - With more than double the spend compared to Q1, the campaign saw 117% more clicks and 5x the attributable conversions. Furthermore, both CPCs and CPAs decreased, meaning that we got more bang for our buck from the budget in the quarter. Again, these signs all point to the increased engagement from meeting planners as the summer continues.

The data on this page is from Apr 1 - Jun 30, 2021.

Print Spend & Impressions

Publication	Impressions	Cost
Texas Monthly	540,000	\$19,700
5280	170,000	\$16,550
Galerie	136,000	\$6,500
Phoenix Magazine	68,000	\$5,650
New Mexico Magazine	67,500	\$3,417
Grand total	981,500	\$51,817

Texas Monthly



Phoenix Magazine



New Mexico Magazine

Galerie

5280



The data on this page is from Apr 1 - Jun 30, 2021.

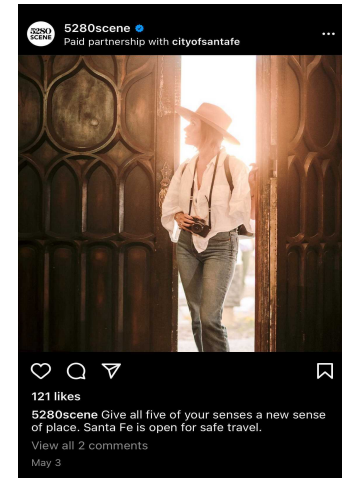
Digital Spend & Impressions

Tactic	Impressions	Cost
Texas Monthly Dedicated Eblasts	13,376	\$10,000
Texas Monthly Facebook Posts	19,031	\$9,000
Outside Destinations Newsletter	29,496	\$3,575
5280 Getaway Eblasts	8,180	\$2,000
5280 Instagram Post	6,136	\$1,000
5280 Facebook Post	4,565	\$1,000
Grand total	80,784	\$26,575

Outside Destinations



5280



Texas Monthly

