



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 24, 2021
10:00 AM
ATTEND VIRTUALLY

SPECIAL PROCEDURES FOR VIRTUAL ATTENDANCE AND PUBLIC COMMENT:

Attendance: In response to the risks identified in the State’s declaration of a Public Health Emergency and the Mayor’s Proclamation of Emergency and the emergency orders issued to reduce those health risks, the Governing Body meeting will be conducted virtually.

Attending on Zoom: Members of the public may attend the Zoom meeting on a computer, mobile device, or phone. The video conference link and teleconference number will be posted at <https://santafe.primegov.com/public/portal> at least seventy-two (72) hours before the meeting.. The direct Zoom link is: <https://us02web.zoom.us/j/87289396655?pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09> and use password: **6w89VT**.

Attending Zoom by Phone: Members of the public can attend the Zoom meeting by phone by dialing:
US: **(253) 215-8782** or **(346) 248-7799** or **(929) 205-6099**
Webinar ID: 872 8939 6655.

Public Comment:

- By video: A person attending the Zoom meeting by video conference (using a computer, mobile device, or smart phone) may provide public comment during the meeting. Attendees should use the “Raise Hand” function to be recognized by the chair to speak at the appropriate time.
- By phone: A person attending the Zoom meeting by phone may provide public comment during the meeting. Phone attendees should press *9 to use the “Raise Hand” function to be recognized at the appropriate time.
- In writing: A person may submit written public comments by 5pm the Monday prior to the meeting via the virtual comment “button” at <https://santafe.primegov.com/public/portal>.

1. CALL TO ORDER



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 24, 2021
10:00 AM
ATTEND VIRTUALLY

2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. OTAB Minutes – July 27, 2021
5. **PRESENTATION**
 - a. Lodger's Association Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
 - b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
 - c. Santa Fe County Tourism Report (Alex Fitzgerald, Santa Fe County, amfitzgerald@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)
 - d. Discussion of Use of Available OTAB Funds (Rik Blyth, La Fonda VP & GM, rblyth@lafondasantafe.com)
7. **MATTERS FROM THE BOARD**
8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING: Tuesday, September 28, 2021**



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 24, 2021
10:00 AM
ATTEND VIRTUALLY

10. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JULY 27, 2021

1. **CALL TO ORDER**

Meeting called to order at 10:03 A.M.

2. **ROLL CALL**

Members Present:

Chair Rik Blyth
Member Bonnie Bennett
Member Carlos Medina
Voting Member Lutz Arnhold

Members Excused:

Member Ray Sandoval

Others Attending:

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

3. **APPROVAL OF AGENDA**

MOTION: Member Bennett moved, seconded by Voting Member Arnhold, to approve the Agenda as presented.

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

For: Chair Blyth, Member Bennett, Member Medina, Voting Member Arnhold



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JULY 27, 2021

Against: None

Abstain: None

4. APPROVAL OF MINUTES

- a. OTAB Minutes – May 25, 2021

MOTION: Member Bennett moved, seconded by Voting Member Arnhold, to approve the as presented.

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

For: Chair Blyth, Member Bennett, Member Medina, Voting Member Arnhold

Against: None

Abstain: None

5. PRESENTATION

- a. Lodger's Tax (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
- b. County Tourism Report (Alex Fitzgerald, Santa Fe County, amfitzgerald@santafecounty.gov)

Lutz Arnhold presented a Lodger's Tax report after Alex Fitzgerald.

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)



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JULY 27, 2021

- 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: No Meeting Scheduled**

Next Meeting to be August 24, 2021 (in person).

10. **ADJOURN**

Meeting adjourned at 11:10 A.M.

Liaison

Chair

STATISTICS REPORT

MONTH JULY	CURRENT		2019		VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	79.8%	81.7%	84.2%	83.4%	-4.40%	-1.70%
Downtown	82.7%	80.1%	85.9%	85.9%	-3.20%	-5.80%
Cerrillos Road	83.3%	82.4%	81.7%	80.2%	1.60%	2.20%
Periphery	68.1%		85.3%		-17.20%	
AVERAGE RATE						
City Wide	\$190.23	\$182.10	\$162.55	\$158.71	\$27.68	\$23.39
Downtown	\$267.34	\$262.78	\$218.42	\$217.02	\$48.92	\$45.76
Cerrillos Road	\$122.97	\$116.38	\$108.51	\$106.21	\$14.46	\$10.17
Periphery	\$156.87		\$143.59		\$13.28	
REVPAR						
City Wide	\$151.79	\$148.78	\$136.87	\$132.38	\$14.92	\$16.40
Downtown	\$221.13	\$210.38	\$187.64	\$186.40	\$33.49	\$23.98
Cerrillos Road	\$102.48	\$95.92	\$88.70	\$85.22	\$13.78	\$10.70
Periphery	\$106.87		\$122.50		(\$15.63)	
Lodger's Tax (June) Information not available from Santa Fe Finance Department						
Hotels						\$0
Short Term Rentals						\$0
Total						\$0

YEAR TO DATE Jul-21					VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	52.3%	55.1%	68.0%	67.5%	-15.7%	-12.4%
Downtown	52.1%	51.4%	73.7%	74.5%	-21.6%	-23.1%
Cerrillos Road	55.8%	57.7%	61.3%	60.7%	-5.5%	-3.0%
Periphery	46.5%		68.1%		-21.6%	
AVERAGE RATE						
City Wide	\$149.83	\$136.55	\$137.11	\$131.66	\$12.72	\$4.89
Downtown	\$208.98	\$204.35	\$176.22	\$174.58	\$32.76	\$29.77
Cerrillos Road	\$92.47	\$85.45	\$87.00	\$86.87	\$5.47	(\$1.42)
Periphery	\$142.91		\$127.87		\$15.04	
REVPAR						
City Wide	\$78.30	\$75.24	\$93.29	\$88.84	(\$14.99)	(\$13.60)
Downtown	\$108.79	\$105.01	\$129.81	\$130.13	(\$21.02)	(\$25.12)
Cerrillos Road	\$51.59	\$49.30	\$53.35	\$52.70	(\$1.76)	(\$3.40)
Periphery	\$66.51		\$87.08		(\$20.57)	
Lodger's Tax (Fiscal Year 21) Information not available from Santa Fe Finance Department						
Hotels						\$0
Short Term Rentals						\$0
Total						\$0

TOURISM SANTA FE

July 2021 OTAB Report Sales Report August 24, 2021

July 2021 Leads:

- 29 total leads requiring sleeping rooms
- 3,734 total room nights sent via leads

July 2021 Confirmed Bookings:

- 3 Definite Booking
- 235 Definite Room Nights
- 8 Definite SFCCC space only events

July 2020 Leads:

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

July 2020 Confirmed Bookings:

- No Definite Bookings
 - No Definite Room Nights
-

2021 YTD Leads:

- 121 total leads requiring sleeping rooms
- 30,822 total room nights sent via leads

2021 YTD Definite:

- 9 Definite Booking
- 4,575 Definite Room Nights
- 20 Definite SFCCC space only events

2020 YTD Leads:

- 104 total leads requiring sleeping rooms
- 54,308 total room nights sent via leads

2020 YTD Definite:

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

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 8/19/2021

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2021												
Event	3	0	1	1	1	0	3						9
STLY Event	13	15	4	1	2	0	0						35
Event Variance	-433%	-	-400%	0%	-50%								-388%
Rooms	3,003	-	61	600	676	-	235						4,575
STLY Rooms	3,487	2,840	1,141	647	118	-	-						8,233
Room Variance	-16%		-187%	-7%	572%								-179%

Lead	2021												
Event	3	10	15	5	16	33	29						111
STLY Event	23	42	15	11	5	3	5						104
Event Variance	-766%	55%	0%	-220%	320%	1100%							6%
Rooms	747	2,852	4,112	749	5,881	8,241	3,734						26,316
STLY Rooms	5,852	13,846	6,786	14,016	2,577	546	860						44,483
Room Variance	-783%	-485%	-65%	-187%	228%	1509%							-169%

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



**OTAB Marketing Report
July 2021
Reporting for August 24, 2021 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for July and August

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. **[PUBLIC RELATIONS UPDATES]** Continuing to manage and evolve PR strategies and tactics as COVID continues to hinder our abilities to host travel writers

A. Current Trends by Market Segments:**• TRAVEL**

- *Safety & Hygiene*; Travelers' primary concern remains health and safety. As such, hotels, restaurants and destinations are doing everything they can to put travelers' minds at ease by offering increased safety and hygiene precautions.
- *Wellness Travel*; Manic getaways to tourist-crushed destinations are getting replaced by slower, closer, more mindful experiences. With travelers still tentative, they demand that health and safety is front-and-center at destinations
- *Adventure Vacations*; Travelers are planning more adventure-centric vacations from hiking and biking to skiing and more. Destinations and resorts alike are also providing guest services to create personalized experiences for all ages.

• CULINARY

- *Sustainable Food Tourism*; Travelers are interested in trying, visiting, tasting and giving their money to restaurants that cook with locally-sourced and seasonal ingredients. Consumers are attentive in knowing where their food is being grown, harvested and cooked.
- *Authentic Culinary Experiences*; Today, guests are looking for more than just a meal at a fine dining establishment. They are seeking local culinary tradition and an authentic taste of mouthwatering destinations around the world.

B. September Pitch Calendar:

- National Media Mailer + Virtual Desksides: Santa Fe Wine and Chile Fiesta
- Pitch: Indigenous Peoples' Day (Oct. 11); spotlight local artisans, business owners, etc.
- Pitch: Art + Culture highlights along Canyon Road

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. **[ICYMI!] Good Morning America (GMA) in Santa Fe**

On July 30, 'Rise & Shine' with Good Morning America was broadcast live right from the Santa Fe Plaza. GMA has set out to explore all 50 states for their 'Rise & Shine' morning series where they connect with locals who have been impacted by the pandemic and have found ways to persevere.

Santa Fe's culinary scene was featured in a segment which can be viewed [here](#). Watch the entire segment highlighting other New Mexico's gems like Route 66, Sandia Tram, flavorful green chile, and more on a national stage as John Quiñones praised the Land of Enchantment.

- **View Full Segment:** <https://www.youtube.com/watch?v=f9no2KfJK9A>

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 8/16/2021)

- 9,536 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 12,740 paper Passports have sold at our Visitor Centers and by partners
- 4,813 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 221 people are members of the Margarita Society
- 285 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 180 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 8/16/21)

- 7 Press Releases
- 307 Journalist have experienced the Trail
- \$10,280,021 amount of earned media

Social Media (as of 8/16/21)

- 577 Total Social Media Posts - 8 new posts (3 Facebook, 1 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
Jul '21	19,395	9,790	7,894	1,896	\$994.88	8	9	5	764	77

MONTHLY METRICS

WEBSITE & NEWSLETTERS

July 2021 Website Performance Metrics

VISITS:

- Total Sessions 165,604 (140.9% increase Y/Y)
- Unique Users 124,984 (118.2% increase Y/Y)
- Pages per Session 4.15† (34.7% increase Y/Y)
- Average Time on Site 5:13† (10.6% increase Y/Y)
- Conversion Rate 15.16% (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:

- 58.4% Female (43.6% decrease Y/Y)
- 41.7% Male (51.4% decrease Y/Y)

VISTOR AGE:

- 9.8% 18 - 24 (136.8% increase Y/Y)
- 20.9% 25 - 34 (98.5% increase Y/Y)
- 17.1% 35 - 44 (111.76% increase Y/Y)
- 17.6% 45 - 54 (100% increase Y/Y)
- 19.2% 55 - 64 (83.3% increase Y/Y)
- 15.5% 65+ (37.7% increase Y/Y)

Newsletters

TOURISM Santa Fe Marketing Report

- Sent: 7/14/21
- Number sent: 1,444
- Number opened: 289
- Open rate: 20%

SOCIAL MEDIA

Summary

July numbers compared very similarly to June across many KPIs. Facebook engagement increased .04% while PTAT dropped 6.9% M/M. Twitter impressions were down 8.9% M/M while engagement dropped 7.7% M/M. Instagram followers increased 1.9% M/M. YouTube views dropped back below 2 million for the month, down 4.5% from the previous month.

Facebook

July 2021 Performance Metrics

- Total Page Followers: 81,083 (.24% increase M/M)
- People Talking About This (PTAT): 12,717 (6.9% decrease M/M)
- Engagement: 38,731 (.04% increase M/M)

- Top Ranking Post: "A scene you can only find in one place. #TheCityDifferent | SantaFe.org"
 - Reactions: 3,540
 - Comments: 305
 - Reach: 26,588

Twitter

July 2021 Performance Metrics

- Followers: 15,771 (.36% increase M/M)
- Monthly Impressions: 55,800 (8.9% decrease M/M)
- Engagement: 1394 (7.7% decrease M/M)

- Top Ranking Post: "A scene you can only find in one place." [#TheCityDifferent](#) | <http://SantaFe.org>
 - Impressions: 1,674
 - Retweets: 6
 - Total engagements: 123

Instagram

July 2021 Performance Metrics

- Followers: 47,547 (1.9% increase M/M)

- Top Performing Post: "A scene you can only find in one place." [#TheCityDifferent](#) | SantaFe.org
 - Likes: 5,471

Pinterest

July 2021 Performance Metrics

- Organic Impressions: 39,900 (14.6% decrease M/M)

YouTube

July 2021 Performance Metrics

- Subscribers: 772 (0.4% increase M/M)
- Views: 1,919,406 (4.5% decrease M/M)

Santa Fe Insider Blog

July 2021 Performance Metrics

- Total Blog Views: 17,754 (9.3% decrease M/M)
- Average Time on Blog: 3:02 minutes (4.0% increase M/M)

July Blog Posts

- No new blog posts for July

Top 5 Viewed Blog Posts in July

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 2,010

Take a Tour of Santa Fe's Historic Sites

- Published May 7, 2019
- Views: 1,315

11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 1,530

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 1,034

Getting To and Around Santa Fe

- Posted February 18, 2019
- Views: 654

PUBLIC RELATIONS

Summary

In July, public relations efforts included capitalizing on major national broadcast and digital opportunities, promoting summer events to key regional and national media, and hosting new press trips while bringing past visits' coverage to fruition.

Most notably, the team executed a national broadcast opportunity with ABC's Good Morning America for the 50-state "Rise and Shine" tour, spotlighting Santa Fe alongside other compelling tourism products in New Mexico. In addition to this, the team helped secure Santa Fe's placement on Time Magazine's 2021 "World's Greatest Places" list and secured destination inclusion in roundup pieces produced by NBC's TODAY show and Afar online.

The team also made a concerted pitch effort surrounding the return of an in-person Zozobra event and continues to work to secure coverage surrounding this compelling, timely, and important celebration.

While the current rise in Covid cases nationwide presents a challenge, the team continues to work to enhance the positive traveler sentiment surrounding Santa Fe and secure press trips and feature coverage for the destination.

Performance Metrics

July 2021

- Pitches: 73 (decrease 6% Y/Y)
- Press Releases: 0 (decrease 100% Y/Y)
- Media Visits: 4 (no change)
- Media Contacts: 230 (increase 5% Y/Y)
- Earned Media: \$2,122,153 (decrease 14% Y/Y)
- Total Impressions: 45,304,398 (decrease 63% Y/Y)

Year-to-Date 2021

- Pitches: 546 (decrease 18%)
- Press Releases: 2 (decrease 60%)
- Media Visits: 9 (decrease 66%)
- Earned Media: \$5,662,542 (decrease 45%)
- Total Impressions: 654,303,125 (increase 2%)

Visiting Press

- Kerrie Lee Brown, Editor Denver Life Magazine
- Suzanne Kenzer, Freelance on assignment for Travelocity and Overdrive Magazine
- Irene Thomas, Freelance on assignment for About Town magazine and Ft. Collins Lifestyle
- Brooke Danielson, Freelance on assignment for Vogue.com

MEDIA PLACEMENTS – ADVERTISING

July 2021 Performance Metrics

PRINT

There were no print placements in July.

DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

Outside Online Geo Targeted Display

- Target Market: National
- Flight Dates: 7/13/21 - 7/21/21
- Impressions: 11,103
- Media Spend: N/A

The Trade Desk CORE

Standard Display & Remarketing

- Target Market: CORE Markets
- Flight Dates: 7/1/2021 - 7/31/2021
- Impressions: 2,127,416
- Media Spend: \$5,831

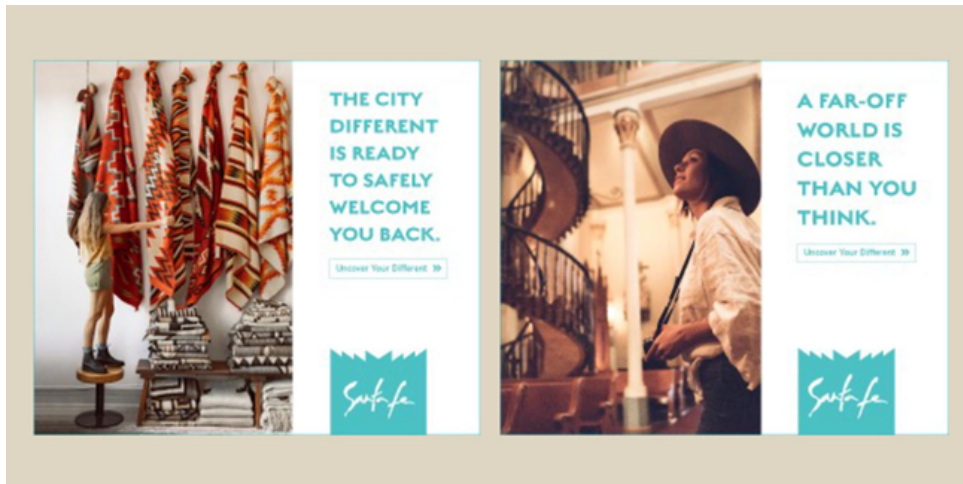
CTV

- Target Market: CORE Markets
- Flight Dates: 7/1/2021 - 7/31/2021
- Impressions: 573,347
- Media Spend: \$14,716

The Trade Desk OPP

Standard Display & Remarketing

- Target Market: OPP Markets
- Flight Dates: 7/1/2021 - 7/31/2021
- Impressions: 3,470,096
- Media Spend: \$6,863



Matador Network Custom Content

- Custom [Content](#)
- Target Market: National
- Flight Dates: 7/1/2021 - 7/31/2021
- Impressions: 832
- Media Spend: N/A

Cluep Targeting Mobile Display CORE

- Target Market: CORE Markets
- Flight Dates: 7/1/2021 - 7/31/2021
- Impressions: 468,619
- Media Spend: \$4,217

Cluep Targeted Mobile Display OPP

- Target Market: OPP Markets
- Flight Dates: 7/1/2021 - 7/31/2021
- Impressions: 723,005
- Media Spend: \$6,507



Travelzoo CPC

Target Market: National
 Flight Dates: 7/1/2021 - 7/31/2021
 Impressions: 2,050
 Media Spend: N/A

Google Discovery Ads Protect

Target Market: CORE Markets
 Flight Dates: 7/1/21 - 7/31/21
 Impressions: 40,608
 Media Spend: \$708.63

Google Discovery Ads Convert

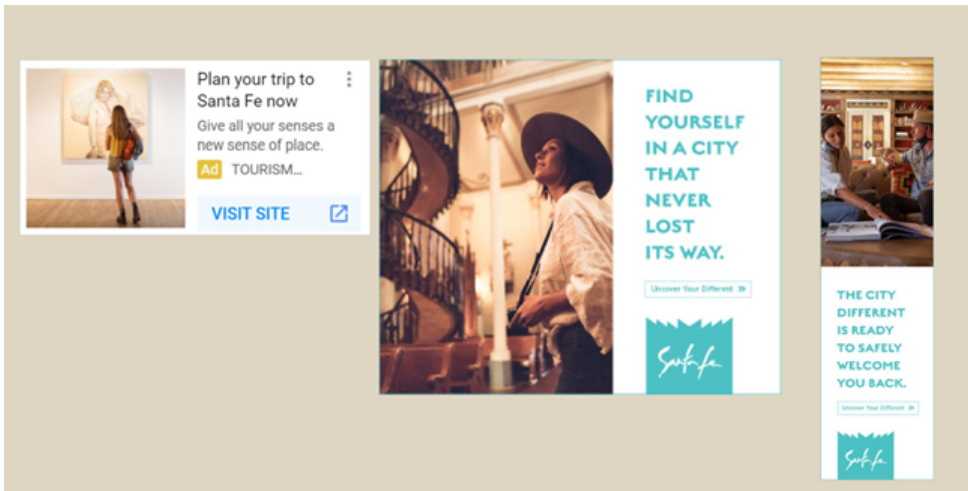
Target Market: OPP Markets
 Flight Dates: 7/1/21 - 7/31/21
 Impressions: 160,466
 Media Spend: \$2,191.59

Google Display Network Protect Remarketing

Target Market: CORE Markets
 Flight Dates: 7/1/21 - 7/31/21
 Impressions: 185,075
 Media Spend: \$345.01

Google Display Network Convert Remarketing

Target Market: OPP Markets
 Flight Dates: 7/1/21 - 7/31/21
 Impressions: 417,101
 Media Spend: \$872.55

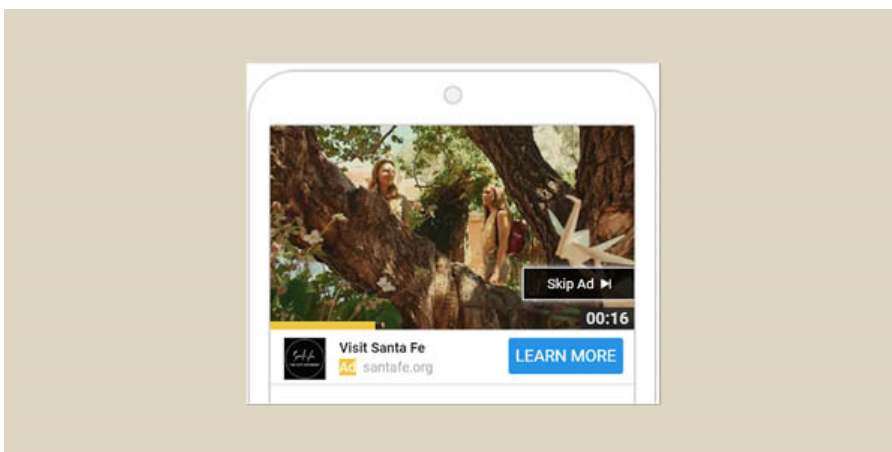


YouTube TrueView Protect

- Target Market: CORE Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 711,003
- Media Spend: \$3,478.07

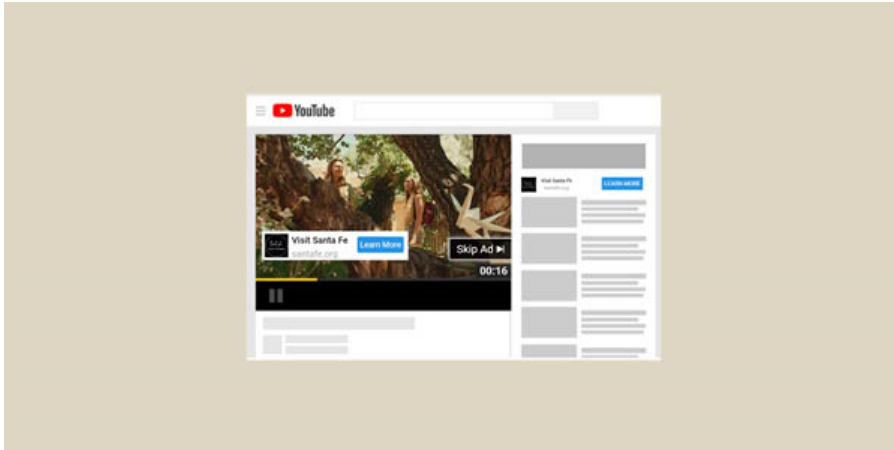
YouTube TrueView Convert

- Target Market: OPP Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 1,977,117
- Media Spend: \$11,073.12
 - Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



YouTube TrueView Remarketing

- Target Market: CORE Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 850,611
- Media Spend: \$1,986.70
- Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



Paid Social

Facebook & Instagram Traffic Protect Conversions

- Target Market: CORE Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 153,969
- Media Spend: \$3,474.19

Facebook & Instagram Traffic Convert Conversions

- Target Market: OPP Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 530,548
- Media Spend: \$7,962.49

Facebook & Instagram Protect Video Ads

- Target Market: CORE Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 222,397

- Media Spend: \$3,444.77

Facebook & Instagram Convert Video Ads

- Target Market: OPP Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 332,284
- Media Spend: \$7,946.86

Pinterest Protect

- Image Ads
- Target Market: CORE Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 102,520
- Media Spend: \$1,699.99

Pinterest Convert

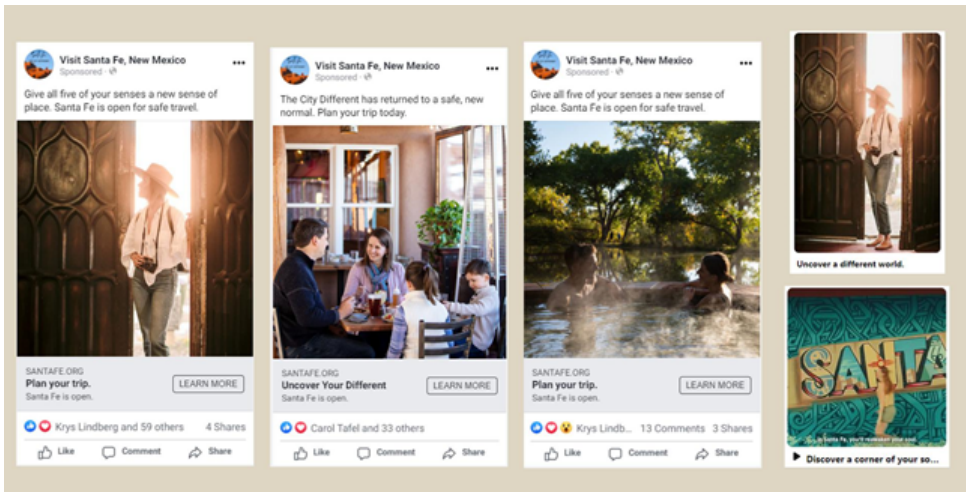
- Image Ads
- Target Market: OPP Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 195,916
- Media Spend: \$2,400.01

Pinterest Protect

- Video Ads
- Target Market: CORE Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 124,041
- Media Spend: \$2,169.03

Pinterest Convert

- Video Ads
- Target Market: OPP Markets
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 130,275
- Media Spend: \$2,251.43



SEM

Google Search

- Target Markets: National
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 201,506
- Media Spend: \$9,957.33

Bing Search

- Target Markets: National
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 83,477
- Media Spend: \$2,380.89

MEETINGS & GROUPS

SEM

Google Search

- Target Markets: National
- Flight Dates: 7/1/21 - 7/31/21
- Impressions: 2,275
- Media Spend: \$263.64