



# AGENDA

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

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## **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  
OCTOBER 26, 2021  
10:00 AM  
ATTEND VIRTUALLY

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2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
  - a. OTAB Minutes – September 28, 2021
5. **PRESENTATION**
  - a. Lodger's Report: Upcoming Meow Wolf Event & LANL Foundation Meeting Update (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
  - b. Santa Fe County LTAB Report (Alex Fitzgerald, amfitzgerald@santafecountynm.gov and/or Joseph Montoya, jrmonroya@santafecountynm.gov)
  - c. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
6. **MATTERS FROM STAFF**
  - a. TOURISM Santa Fe Sales Report (David Carr, Director of Sales, dacarr@santafenm.gov)
  - b. TOURISM Santa Fe Marketing Report (Jordan Guenther, 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, November 23, 2021**



# AGENDA

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

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10. **ADJOURN**



City of Santa Fe

# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
SEPTEMBER 28, 2021

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## 1. CALL TO ORDER

The meeting started at 11:03 am.

## 2. ROLL CALL

### Members Present:

Chair Rik Blyth  
Member Bonnie Bennett  
Member Carlos Medina  
Member Ray Sandoval  
Voting Member Lutz Arnhold  
Voting Member Alexander Fitzgerald

### Members Excused:

Member Keith Kirk

### Others Attending:

Jeff Norris, Legislative Liaison Assistant  
Randy Randall, Tourism Director

## 3. APPROVAL OF AGENDA

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

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

**For:** Chair Blyth, Member Bennett, Member Medina, Member Kirk, Member Sandoval, Voting Member Arnhold, Voting Member Fitzgerald

**Against:** None

**Abstain:** None

## 4. APPROVAL OF MINUTES

a. OTAB Minutes – August 24, 2021

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



# MINUTES

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

**For:** Chair Blyth, Member Bennett, Member Medina, Member Sandoval, Voting Member Arnhold, Voting Member Fitzgerald

**Against:** None

**Abstain:** None

5. **PRESENTATION**

- a. Lodger's Association Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)

Agreed with SFCC to start Lodging program in January, 2022.

- b. County and City Cooperative and Collaboration on issues related to Tourism & Marketing (Joseph Montoya, jrmontoya@santafecountynm.gov & Alex Fitzgerald, amfitzgerald@santafecountynm.gov)

City and County cooperative and collaboration issues. SF County Tourism update. Producing SF County Visitor's Guide, hoping for end of November or beginning of December.

County has launched it's new Santa Fe County Local campaign: Explore Local.

- c. Vladimir Jones Report (Cody Gore, Director of Account Services, cgore@vladimirjones.com)

Cody Gore of Vladimir Jones presented advertising results and how much search interest in Santa Fe has grown remarkably since 2019. Gave an overview of digital marketing plans for 2021-22.

Vladimir Jones, also showed new display campaigns

- d. Lou Hammond Report (Michelle Kelly, Senior Vice President, michellek@louhammond.com & Chris Marino, Account Executive, chrism@louhammond.com)



City of Santa Fe

# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
SEPTEMBER 28, 2021

- 
6. **MATTERS FROM STAFF**
    - a. TOURISM Santa Fe Reports
  7. **MATTERS FROM THE BOARD**
  8. **MATTERS FROM THE PUBLIC**
  9. **NEXT MEETING: October 26 2021**
  10. **ADJOURN**

The meeting ended at 11:19 am

*Jeff Norris*

Jeff Norris (Oct 8, 2021 14:53 MDT)

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Liaison

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Chair

OCCUPANCY TAX ADVISORY BOARD  
STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR	2019	20019
	RMLR	STR	RMLR	STR				
<b>OCCUPANCY</b>								
City Wide	73.6%	74.5%	44.9%	46.2%	28.7%	28.3%	78.5%	80.6%
Downtown	79.6%	77.0%	46.8%	44.7%	32.8%	32.3%	86.1%	86.7%
Cerrillos Road	74.3%	71.8%	45.4%	45.0%	28.9%	26.8%	71.7%	74.8%
County		72.6%		46.0%		26.6%		
Periphery	61.1%		40.3%		20.8%		76.0%	
<b>AVERAGE RATE</b>								
City Wide	\$195.94	\$185.77	\$115.47	\$105.78	\$80.47	\$79.99	\$164.75	\$156.12
Downtown	\$276.01	\$266.29	\$150.07	\$148.76	\$125.94	\$117.53	\$220.21	\$214.26
Cerrillos Road	\$118.06	\$113.75	\$74.27	\$68.19	\$43.79	\$45.56	\$103.15	\$100.32
County		\$194.78		\$115.56		\$79.22		
Periphery	\$163.98		\$125.11		\$38.87		\$147.49	
<b>REVPAR</b>								
City Wide	\$144.22	\$138.48	\$51.88	\$48.83	\$92.34	\$89.65	\$129.31	\$125.77
Downtown	\$219.76	\$205.07	\$70.26	\$66.50	\$149.50	\$138.57	\$189.69	\$185.66
Cerrillos Road	\$87.70	\$81.71	\$33.75	\$30.70	\$53.95	\$51.01	\$73.91	\$75.02
County		\$141.35		\$53.15		\$88.20		
Periphery	\$100.17		\$50.37		\$49.80		\$112.04	
<b>SHORT TERM RENTALS</b>								
Total Available								
County								
City Wide								
87501 Zip Code								
<b>Lodger's Tax (December)</b>								
Hotels						\$0		
Short Term Rentals						\$0		
Total		\$0		\$0		\$0		

YEAR TO DATE	CURRENT		LAST YEAR		VAR	VAR	2019	20019
	RMLR	STR	RMLR	STR				
<b>OCCUPANCY</b>								
City Wide	57.2%	59.4%	36.9%	37.7%	20.3%	21.7%	71.0%	70.6%
Downtown	58.0%	56.8%	40.4%	37.4%	17.6%	19.4%	76.5%	77.5%
Cerrillos Road	60.4%	61.0%	35.3%	37.5%	25.1%	23.5%	64.9%	74.8%
County		58.9%		37.9%		21.0%		
Periphery	50.1%		34.0%		16.1%		70.5%	
<b>AVERAGE RATE</b>								
City Wide	\$164.25	\$151.82	\$111.76	\$104.69	\$52.49	\$47.13	\$146.28	\$140.38
Downtown	\$231.76	\$225.74	\$150.30	\$147.12	\$81.46	\$78.62	\$190.31	\$188.11
Cerrillos Road	\$100.52	\$93.85	\$74.14	\$68.82	\$26.38	\$25.03	\$93.36	\$92.14
County		\$161.43		\$111.65		\$49.78		
Periphery	\$149.11		\$112.58		\$36.53		\$133.81	
<b>REVPAR</b>								
City Wide	\$93.90	\$90.22	\$41.29	\$39.50	\$52.61	\$50.72	\$103.88	\$99.05
Downtown	\$134.31	\$128.31	\$60.78	\$55.06	\$73.53	\$73.25	\$145.60	\$145.73
Cerrillos Road	\$60.72	\$57.28	\$26.15	\$26.20	\$34.57	\$31.08	\$60.57	\$59.08
County		\$95.03		\$42.28		\$52.75		
Periphery	\$74.67		\$38.30		\$36.37		\$94.37	
<b>Lodger's Tax (YTD thru December)</b>								
Hotels						\$0		
Short Term Rentals						\$0		
Total		\$0		\$0		\$0		

# TOURISM

## SANTA FE

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### September 2021 OTAB Report Sales Report October 26, 2021

#### September 2021 Leads:

- 17 total leads requiring sleeping rooms
- 6,967 total room nights sent via leads

#### September 2021 Confirmed Bookings:

- 2 Definite Bookings
- 630 Definite Room Nights
- 12 Definite SFCCC space only events

#### September 2020 Leads:

- 4 total leads requiring sleeping rooms
- 2,165 room nights sent via leads

#### September 2020 Confirmed Bookings:

- 1 Definite Booking
  - 2,765 Definite Room Nights
- 

#### 2021 YTD Leads:

- 155 total leads requiring sleeping rooms
- 40,018 total room nights sent via leads

#### 2021 YTD Definite:

- 17 Definite Booking
- 3,174 Definite Room Nights
- 35 Definite SFCCC space only events

#### 2020 YTD Leads:

- 112 total leads requiring sleeping rooms
- 60,111 total room nights sent via leads

#### 2020 YTD Definite:

- 36 Definite Booking
- 11,001 Definite Room Nights
- 32 Definite SFCCC space only events

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

(Sales Team Monthly Production)

Status Date of 10/21/2021

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite</b>	<b>2021</b>												
Event	3	0	1	1	1	0	3	4	2				15
STLY Event	13	15	4	1	2	0	0	1	0				36
Event Variance	-433%	-	-400%	0%	-50%								-240%
Rooms	3,003	-	61	600	676	-	235	417	630				5,622
STLY Rooms	3,487	2,840	1,141	647	118	-	-	2,745	-				10,978
Room Variance	-16%		-187%	-7%	572%								-195%

	<b>2021</b>												
<b>Lead</b>													
Event	3	10	15	5	16	33	29	16	17				144
STLY Event	23	42	15	11	5	3	5	3	4				111
Event Variance	-766%	55%	0%	-220%	320%	1100%							29%
Rooms	747	2,852	4,112	749	5,881	8,241	3,734	1,849	6,967				35,132
STLY Rooms	5,852	13,846	6,786	14,016	2,577	546	860	3,478	2,165				50,126
Room Variance	-783%	-485%	-65%	-187%	228%	1509%							-142%

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



**OTAB Marketing Report  
September 2021  
Reporting for October 26, 2021 Meeting**

## **EXECUTIVE SUMMARY**

Key marketing highlights for September & October

### **1. [RECENT MEDIA COVERAGE]**

1. **Fodors.com** - [Which High Desert Vacation Is Right for You? \(fodors.com\)](#)

UMV: 2,500,000

Media Value: \$16,667

**Featured partners included:** International Folk Art Museum, Georgia O’Keeffe Museum, SITE Santa Fe, Meow Wolf, Bandelier National Monument, Dale Ball Trails, Randall Davey Center, Ten Thousand Waves, Santa Fe Vintage, Shiprock Santa Fe, Café Pasqual’s, La Choza, Bishop’s lodge

2. **New York Times** – [8 Things to do in the Southwest this Fall](#)

UMV: 356,000,000

Media Value: \$2,373,333

3. **USA Today** – [7 Fall Family Vacation Ideas](#)

UMV: 116,000,000

Media Value: \$773,333

4. **Town & Country** – [Places to Visit in November](#)

UMV: 9,300,000

Media Value: \$62,000

### **2. [ATTN: RETAILERS] Santa Fe Marketplace Push for Holiday Shopping Season**

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](#).

3. **[2022 SANTA FE VISITORS GUIDE] Reserve Your Spot!**

It's that time again! We're busy at work on the 2022 Official Santa Fe Visitor Guide, and look forward to seeing your business promoted in its 100+ pages. Seventy percent (1.3 million total visitors) of all Santa Fe-bound visitors use the Official Santa Fe Visitors Guide for their travel plans, so make sure your business has a presence in the 2022 Guide.

There are a range of advertising options, and new for 2022, a free yearlong Featured Business Listing on [Santafe.org](http://Santafe.org) with any full-page ad.

The deadline to reserve your space is September 30.

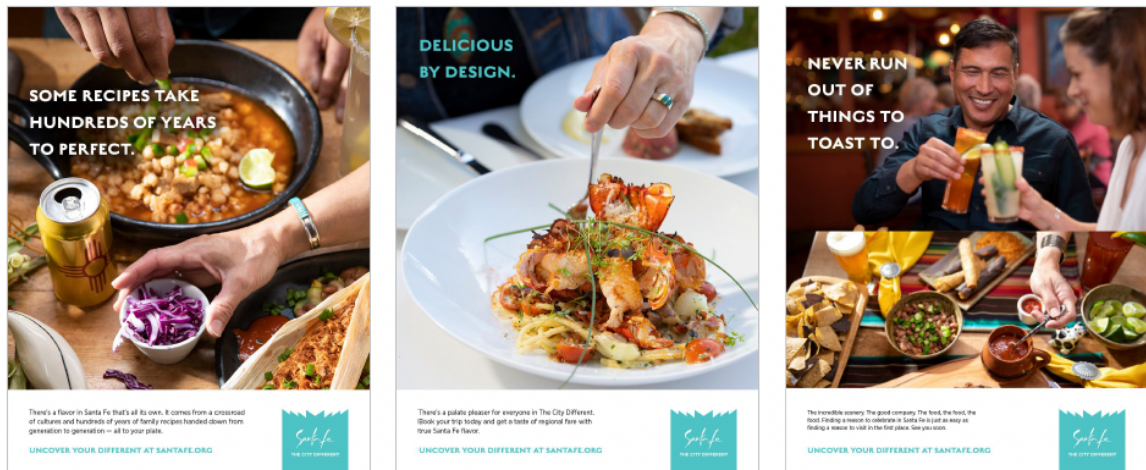
Visit: [https://issuu.com/visitsantafe/docs/vq\\_media\\_kit\\_2022](https://issuu.com/visitsantafe/docs/vq_media_kit_2022) to download the media kit or reach out to [visitorsguidesales@santafe.org](mailto:visitorsguidesales@santafe.org).

4. **[UNCOVER YOUR DIFFERENT] New Creative for FY22**

History & Culture Creative examples:



Cuisine Creative examples:



# 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 10/15/21)

- 10,351 Margarita Trail Apps have been downloaded onto Apple or Android phones
- 13,082 paper Passports have sold at our Visitor Centers and by partners
- 5,061 T-shirts that have been redeemed by Passport holders earning 5 stamps
- 252 people are members of the Margarita Society
- 294 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 181 Bartender Kits have been redeemed by Passport holders

### Public Relations (as of 10/19/21)

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

### Social Media (as of 10/19/21)

- 581 Total Social Media Posts - 2 new posts (1 Facebook, 1 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	Exit Links Clic	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		462 16	709	71
May '21	21,888	8,440	6,735	1,705	\$2,365.06	10	20		526 12	737	75
Jun '21	22,884	10,558	8,653	1,905	\$505.38	6	6		328 6	751	76
Jul '21	19,395	9,790	7,894	1,896	\$994.88	8	9		308 5	764	77
Aug '21	22,593	7,815	6,101	1,714	\$2,583.72	24	32		536 4	963	78
Sep '21	19,992	7,332	5,600	1,732	\$1,808.95	20	30		382 8	986	79

## Q3 2021 MARKETING METRICS

A summary of Q3 2021 Marketing Results is below. Full report is included in the packet.

### Website [Q3 Y/Y Change]

- Total Sessions: 461,166 [UP 109%]
- Unique Users: 350,594 [UP 98%]
- Average Pages Per Session: 4.06\* [UP 28%]
- Average Time on Site: 5:06\* [UP 3%]
- Overall Conversion Rate: 14.6% [UP 74%]

## On-site performance continues to show growth when compared to 2019.

- When looking Year-over-Year comparisons show an increase of sessions of 109% and unique users also up 98%. Users who arrived on the site were also more engaged YoY, with an increase in pages per session of 28%.
- When compared to the previous Q2, we have continued to see growth and efficiency increases, not only have sessions increased, but the conversion rate went up to 14.56% from the 13.28% in the previous period as well.
- This large traffic growth is a sign that the tourism industry has bounced back as vaccinations have expanded and people feel more comfortable traveling. This is a trend we have seen since Q1 2021, where we started to see an increase in travel.
- The History and culture pillar saw the most users arrive on the site in the quarter, with just over 13,000 sessions and also saw a non-accommodations outbound click conversions rate increase of 4% when compared to the previous quarter. This data shows that both the amount of traffic and the quality of users who reach the site have increased.
- Another pillar that saw growth was the shopping pillar, which, when compared to the previous period, saw a sessions increase of 68%, while total goal completions also soared up 55% in the same period.

*\*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 [Q3 Y/Y Change]

- Earned Media: \$2.99M [DOWN 36%]
- Earned Media Impressions: 129.9M [DOWN 45%]

In Q3 2021, public relations efforts kicked into high gear with a strong increase in total pitches distributed. The team focused on highlighting the destination's plethora of fall offerings and signature events that were returning after the 2020 COVID cancelations. In addition to strategic media relations, two national broadcast opportunities provided significant positive momentum towards the destination's national positioning, in addition to new accolades earned in the annual *Travel + Leisure* World's Best and *Conde Nast Traveler* Readers' Choice Awards.

The team recorded growth in total number of placements and overall media interest in Santa Fe compared to previous quarters, with top highlights including coverage on both Good Morning America and The Today Show, as well as Town & Country, Conde Nast Traveler, Time Magazine, and Afar resulting from a strategic mix of proactive and news bureau pitching.

The PR team is actively planning to build upon this momentum with an approach that includes more integrated tactics, reviving efforts that had proven successful in pre-COVID and maximizing the buzz from upcoming attraction openings/destination news. Examples for Q4 include promoting the holidays by sending select media at-home farolito making kits; planning a ski FAM; and leveraging the compelling new products, including Sky Railways, the Santa Fe Literary Festival, Rail Explorers, The Vladem Contemporary, and more.

## Social Media [Q3 Y/Y Change]

- Facebook Followers: 81,561 [UP 5%]
- Facebook Engagement: 124,264 [UP 19%]
- Twitter Followers: 15,911 [UP 3%]

- Twitter Engagement: 3,420 [UP 5%]
- Twitter Impressions: 144,900 [DOWN 36%]
- Instagram Followers: 48,740 [UP 30%]
- Pinterest Impressions: 145,550 [UP 14%]
- YouTube Subscribers: 788 [UP 9%]

Second quarter of 2021 showed signs of strong rebound as tourism activities begin to return to normal following the COVID-19 pandemic. Facebook engagement also rose; increasing 17% Y/Y. 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.

Third quarter of 2021 continued a strong post COVID-19 recovery as we continued strong growth across most all KPIs. Facebook followers grew 6% Y/Y, gaining 4158 new followers, while organic engagement increased 19% Y/Y. As has been the trend, Twitter impressions are down 36% Y/Y, though engagement is up 5% Y/Y. Instagram continues to grow at a very strong pace, growing audience numbers 30% Y/Y with 11,330 new followers. With all paid promotions paused for Q3 2020, YouTube video views increased sharply, topping 4m views for the quarter.

### **Blog [Q3 Y/Y Change]**

- Page Views: 69,012 [UP 182%]
- Average Time on Blog: 3:04 [UP 12%]
- Referrals to Website Percentage: 17.3% [UP 27%]

Blog traffic has increased 182% Y/Y. Time on site increased 12% Y/Y. “Surprising-facts” was the most visited page for the quarter, but the biggest takeaway is the return of event content into the top visited pages.

### **Email Newsletter**

- **Industry: Marketing Report [Q3 Y/Y change]**
  - Number Sent: 4,334 [UP 23%]
  - Marketing Report Open Rate: 22% [DOWN 44%]

Marketing Report industry subscribers have increased steadily over the last three months. However, we continue to see a decrease in open rates when compared to Q3 2020.

Santa Fe Marketplace consumer e-newsletters continue to be sent on a monthly basis. A performance summary of these e-newsletters can be found below. A decrease in the ‘number sent’ can be expected due to the number of unsubscribes after each e-newsletter is sent. We anticipate subscriber numbers will increase as we request ‘opt-ins’ from contacts currently in our database.

- **Consumer: Santa Fe Marketplace**
  - Subject: Support Some of your favorite Santa Fe businesses
  - Send Date: 7/21/21
  - Number Sent: 56,692
  - Open Rate: 15.4%

- Subject: Celebrate and Shop The City Different
- Send Date: 8/18/21
- Number Sent: 56,223
- Open Rate: 12.2%
  
- Subject: It's now easier than ever to shop The City Different
- Send Date: 9/15/21
- Number Sent: 55,877
- Open Rate: 14.8%

### **Paid Media/Advertising [Q3 Y/Y Change]**

- Ad Spend: \$406,000 [UP 297%]
- Ad Impressions: 34.1M [UP 157%]

### **PAID SEARCH**

- Google search has seen a continued increase in conversions while cost has continued to drop when comparing YoY.
- Google SEM efforts are continuing to drive new and engaged users to the website
- In Bing, conversions have continued to increase YoY in Q3 over 2,300 conversions occurred, an 895% increase from last year.

### **PAID SOCIAL**

- Switching to conversion-focused bidding strategies has continued to lead to more overall efficiency in the CTS campaigns, producing an increase in conversions that was 803% higher than Q3 of 2020.
- Results from the Q3 brand lift study on Facebook & Instagram revealed that the ads drove even higher increases in recommendation and intent than was observed back in Q2.
- The Pinterest CTS campaigns are providing great value as a conversion driving tactic seeing increased efficiency in the quarter while the video campaigns, however, took a step back in cost-efficiency.

### **DISPLAY & VIDEO**

- FY22 media kicked off in July with the support of incremental FY21 media dollars that were leveraged to maintain heightened budget levels prior to fully launching the FY22 campaign in August. The Trade Desk Prospecting display performed well, reaching over 3.7 million unique individuals with a CTR just above the 0.08% benchmark.
- Google Display ads saw a significant increase in impressions YoY & the CTR has also gone up by 24% during this period. Showing that not only are we getting more traffic from this tactic, but we are also engaging users at a higher rate.
- The Opportunity campaign was launched on Google Discovery back in Q2. In Q3, this campaign is proving to be more efficient in driving traffic than the Core campaign, with a CPC of \$1.60 below the Core campaign's CPC of \$2.07.
- YouTube continues to prove it is a valuable tool to driving awareness and high user engagement.

### **GROUPS & MEETINGS**

- Two initiatives with CVENT launched in Q3 including the remarketing display and a new tactic, competitive conquering display. While limited, site engagement was strong in Q3 with a bounce rate of 75% and an average of nearly 1 minute spent on site.
- Groups search efforts have seen efficiency as travel has continued to increase throughout the year.
- With 42% less spend when compared to Q2, the campaign saw 21% more conversions due to the cost per conversion dropping by 52% when compared to Q2, The conversion rate in this campaign increase by 67% in the quarter.
- The meetings ad group has seen all of the conversions and the majority of spending among the three ad groups this quarter.
- With both CPCs and CPAs decreased, VJ has continued to get more bang for our buck from the platform in the quarter. Again, these signs all point towards the increased engagement from meeting planners as we head into the fall months.

## MONTHLY METRICS

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## WEBSITE & NEWSLETTERS

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### September 2021 Website Performance Metrics

#### VISITS:

- Total Sessions 146,782 (78.2% increase Y/Y)
- Unique Users 109,390 (64% increase Y/Y)
- Pages per Session 3.95† (21.5% increase Y/Y)
- Average Time on Site 5:01† (2.6% decrease Y/Y)
- Conversion Rate 13.26% (54.2% 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:

- 61.1% Female (29% decrease Y/Y)
- 38.9% Male (36.7% decrease Y/Y)

#### VISTOR AGE:

- 10.2% 18 - 24 (31.5% decrease Y/Y)
- 18.3% 25 - 34 (39.4% decrease Y/Y)
- 15.8% 35 - 44 (28.5% decrease Y/Y)
- 17.9% 45 - 54 (27.4% decrease Y/Y)
- 21.3% 55 - 64 (30.6% decrease Y/Y)
- 16.5% 65+ (37.3% decrease Y/Y)

## Newsletters

### TOURISM Santa Fe Marketing Report

- Date: 9/8/21
- Sent: Number sent: 1,443
- Number opened: 319
- Open rate: 23%

## SOCIAL MEDIA

---

### Summary

September saw a rise in the posting of owned content while becoming less reliant on UGC for content. Facebook engagement and PTAT dropped 4.5% M/M and 8.7% M/M respectively. Instagram continued its strong and steady growth, adding an additional 1.3% M/M in followers. Organic Pinterest impressions rose 28.2% M/M while Twitter engagement dropped 26% M/M. YouTube views remained mostly level, seeing just over 1 million views for the month.

### Facebook

---

#### September 2021 Performance Metrics

- Total Page Followers: 81,561 (.26% increase M/M)
- People Talking About This (PTAT): 15,719 (8.7% decrease M/M)
- Engagement: 41,782 (4.5% decrease M/M)
  
- Top Ranking Post: ““Stunning Santa Fe.”  
#TheCityDifferent | SantaFe.org”
  - Reactions: 2598
  - Comments: 80
  - Reach: 49,204

### Twitter

---

#### September 2021 Performance Metrics

- Followers: 15,911 (.48% increase M/M)
- Monthly Impressions: 36,500 (36.3% decrease M/M)
- Engagement: 907 (26.1% decrease M/M)
  
- Top Ranking Post: “Roasting glooms for 97 years.” [#TheCityDifferent](#) | <http://SantaFe.org>
  - Impressions: 2675
  - Retweets: 4
  - Total engagements : 113

### Instagram

---

#### September 2021 Performance Metrics

- Followers: 48,740 (1.2% increase M/M)
- Top Performing Post: ““Stunning Santa Fe.” [#TheCityDifferent](#) | [SantaFe.org](#)
  - Likes: 3,469

## Pinterest

---

### September 2021 Performance Metrics

- Organic Impressions: 58,740 (25.2% increase M/M)

## YouTube

---

### September 2021 Performance Metrics

- Subscribers: 788 (1.2% increase M/M)
- Views: 1,058,138 (1.4% decrease M/M)

## Santa Fe Insider Blog

---

### September 2021 Performance Metrics

- Total Blog Views: 29,069 (31.4% increase M/M)
- Average Time on Blog: 3:08 minutes (3.9% increase M/M)

### September Blog Posts

#### 7 Incredible Art Experiences You Can Only Have in Santa Fe, New Mexico

- Published Sept 30, 2021
- Views: 76

#### 5 of Santa Fe's Best November Events

- Updated Sept 29, 2021
- Views: 325

#### Santa Fe Celebrates Indigenous Peoples Day

- Updated Sept 23, 2021
- Views: 325

#### How to Spend a Perfect Weekend in Santa Fe, NM

- Updated Sept 17, 2021
- Views: 1097

#### The Ideal Itinerary for a Weekend Getaway in Santa Fe, New Mexico

- Updated Sept 17, 2021
- Views: 1265

## Top 5 Viewed Blog Posts in September

### Fall for these 10 October Events in Santa Fe

- Published August 25, 2021
- Views: 3616

### 11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 2847

### 10 Events You Can't Miss in Santa Fe this September

- Published August 19, 2021
- Views: 2050

### Experience Balloon Fiesta in a "Different" Way

- Published August 24, 2021
- Views: 1996

### Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 1636

## PUBLIC RELATIONS

---

### Summary

In September, our public relations efforts focused on building upon media interest in visiting Santa Fe in Q4 2021, as well as generating interest in 2022 press trips. Media surveys are showing that more and more travel journalists are back on the road and participating in organized press trips, both individual and group style.

We promoted the destination's success as the #2 Best City in the U.S., in *Travel + Leisure's* 2021 World's Best Awards, to key local and regional media. The result of these efforts included placements in round-up articles in major travel trade and consumer travel outlets, as well as increased interest from media in future press trips.

The team began gathering holiday/winter offers from partners for seasonal pitching, and continued to opportunistically pitch fall themes, including unique foliage viewing, festivals and culinary story angles. We continue seeking information about what will be "new in 2022" for visitors to Santa Fe. Please email PR Manager, Joanne Hudson, at [jghudson@santafenm.gov](mailto:jghudson@santafenm.gov) with your news and updates.

### Performance Metrics

---

#### September 2021

- Pitches: 92 (increase 10% Y/Y)
- Press Releases: 1 (no change Y/Y)
- Media Visits: 1 (increased infinity Y/Y)

- Media Contacts: 345 (increase 91% Y/Y)
- Earned Media: \$744,873 (decrease 9% Y/Y)
- Total Impressions: 65,584,056 (increase 51% Y/Y)

#### Year-to-Date 2021

- Pitches: 964 (increase 16% Y/Y)
- Press Releases: 4 (decrease 33% Y/Y)
- Media Visits: 9 (decrease 67% Y/Y)
- Earned Media: \$6,533,553 (decrease 48% Y/Y)
- Total Impressions: 739,329,429 (decrease 3.5% Y/Y)

## Visiting Press

---

- Allison Belda, Regional Editor of *AAA Explorer: New Mexico and Southern California*

## MEDIA PLACEMENTS – ADVERTISING

---

### September 2021 Performance Metrics

#### PRINT

##### **New Mexico Magazine**

##### **Full Page**

Target Market: CORE Markets

Flight Dates: September

Impressions: 67,500

Media Spend: \$3,587

##### **5280 Magazine**

##### **Full Page**

Target Market: CORE Markets

Flight Dates: September

Impressions: 85,000

Media Spend: \$8,275

##### **Phoenix Magazine**

##### **Full Page**

Target Market: CORE Markets

Flight Dates: September

Impressions: 68,000

Media Spend: \$5,650

##### **Texas Monthly**

**Full Page**

Target Market: CORE Markets

Flight Dates: September

Impressions: 325,000

Media Spend: \$9,850

**New Mexico True Adventure Guide**

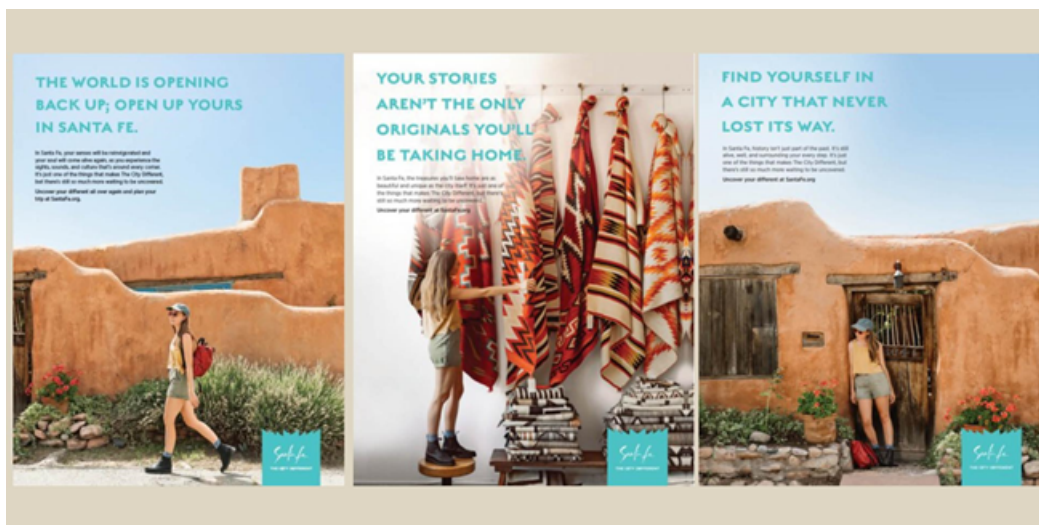
**Gatefold**

Target Market: CORE Markets

Flight Dates: September

Impressions: 1,000,000

Media Spend: \$800



**USA Today Southwest Travel**

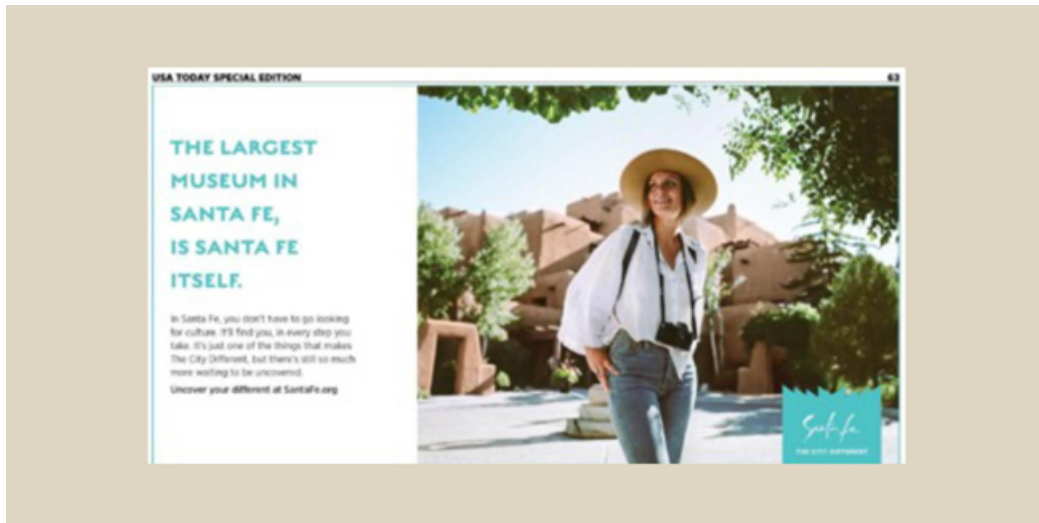
**Half Page**

Target Market: CORE Markets

Flight Dates: September

Impressions: 100,000

Media Spend: \$6,500



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

### The Trade Desk CORE Standard Display & Remarketing

Target Market: CORE Markets  
 Flight Dates: 9/1/21-9/30/21  
 Impressions: 1,011,606  
 Media Spend: \$2,563.71

### The Trade Desk CORE CTV

Target Market: CORE Markets  
 Flight Dates: 9/1/21-9/30/21  
 Impressions: 373,640  
 Media Spend: \$9,838.96

### The Trade Desk OPP Standard Display & Remarketing

Target Market: OPP Markets  
 Flight Dates: 9/1/21-9/30/21  
 Impressions: 1,514,337  
 Media Spend: \$2,561.06

### The Trade Desk OPP CTV

Target Market: OPP Markets  
 Flight Dates: 9/1/21-9/30/21  
 Impressions: 374,543  
 Media Spend: \$9,798.48

**See Source Core**

**Prospecting Display**

Target Market: CORE Markets

Flight Dates: 9/1/21-9/30/21

Impressions: 440,705

Media Spend: N/A

**See Source OPP**

**Prospecting Display**

Target Market: OPP Markets

Flight Dates: 9/1/21-9/30/21

Impressions: 437,194

Media Spend: N/A

**5280.com**

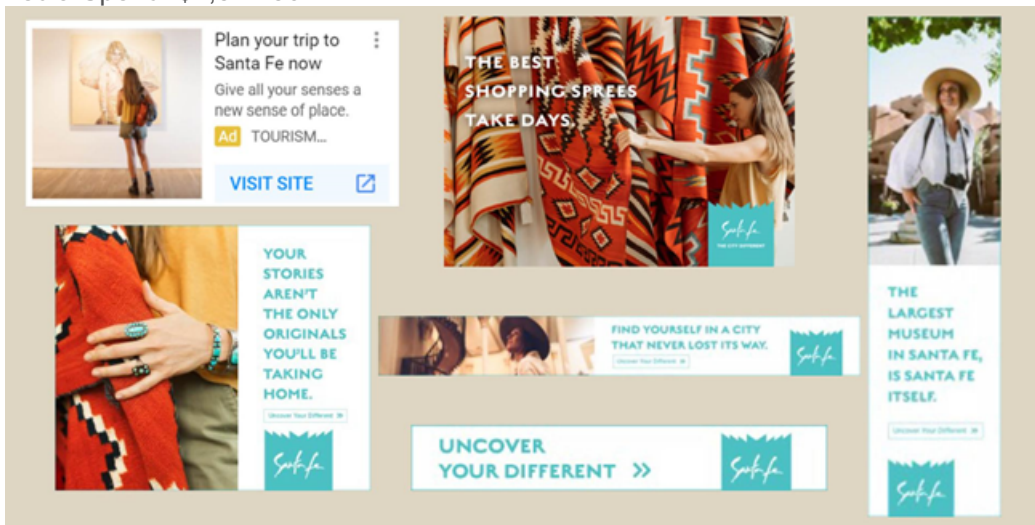
**ROS Banners**

Target Market: CORE Markets

Flight Dates: 9/1/21-9/30/21

Impressions: 28,763

Media Spend: \$1,547.50



**5280.com**

**Getaway Newsletter**

Target Market: CORE Markets

Flight Dates: 9/30/21

Impressions: 4,009

Media Spend: \$1,000

**Phoenix Magazine**

**Dedicated E-Newsletter**

Target Market: CORE Markets

Flight Dates: 9/30/21

Impressions: 4,586  
Media Spend: \$1,500

**OutsideOnline.com**

**ROS Video & Display**

Target Market: OPP Markets

Flight Dates: 9/1/21-9/30/21

Impressions: 24,671

Media Spend: \$616



**New Mexico Magazine**

**Facebook Post**

Target Market: CORE

Flight Dates: 9/14/21

Impressions: 5,882

Media Spend: \$425



**Google Discovery Ads**

Target Market: CORE Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 55,446  
Media Spend: \$1,785.45

**Google Discovery Ads**

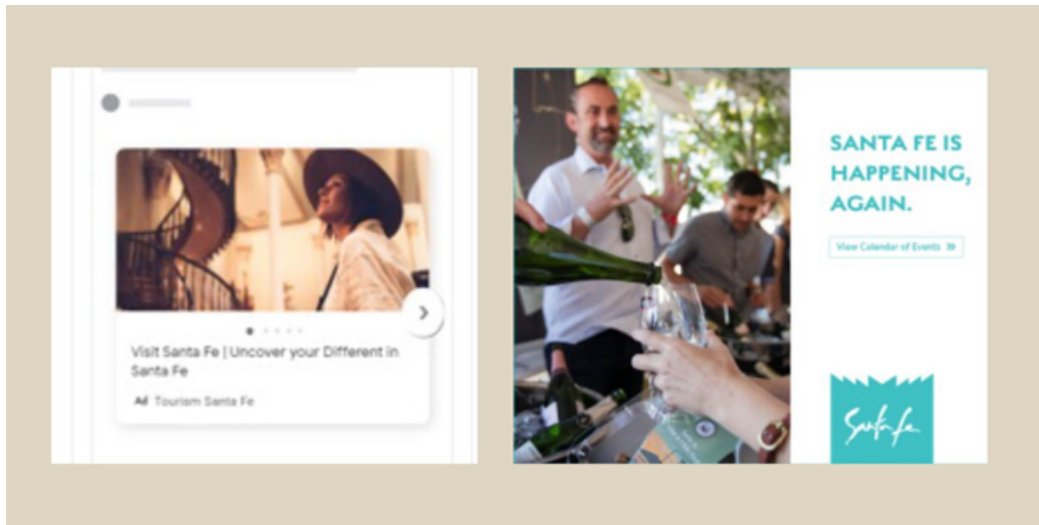
Target Market: OPP Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 32,552  
Media Spend: \$1,121.61

**Google Display Network Remarketing**

Target Market: CORE Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 124,586  
Media Spend: \$713.22

**Google Display Network Remarketing**

Target Market: OPP Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 76,076  
Media Spend: \$502.02



**YouTube TrueView**

Target Market: CORE Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 818,495  
Media Spend: \$4,673.54

**YouTube TrueView**

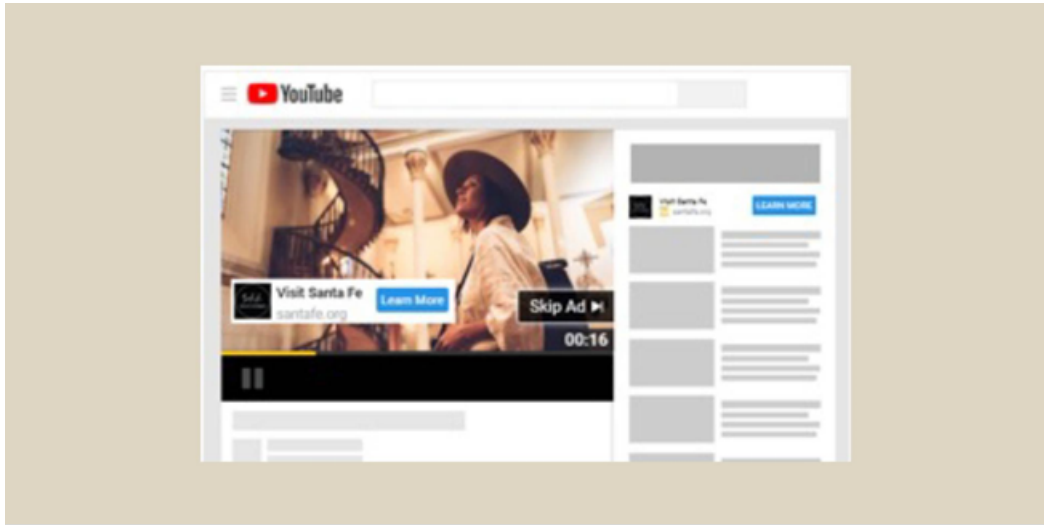
Target Market: OPP Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 558,580  
Media Spend: \$3,116.03  
Link to Video: <https://www.youtube.com/watch?v=VSCkrvtVt3Y>

**YouTube TrueView Remarketing**

Target Market: CORE Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 178,394  
Media Spend: \$1,556.72

**YouTube TrueView Remarketing**

Target Market: OPP Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 123,998  
Media Spend: \$1,073.30  
Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



**Paid Social**

**Facebook & Instagram Traffic Conversions**

Target Market: CORE Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 348,564  
Media Spend: \$5,832.18

**Facebook & Instagram Traffic Conversions**

Target Market: OPP Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 258,611  
Media Spend: \$3,849.13

**Facebook & Instagram Virtual Marketplace**

Target Market: All Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 470,566  
Media Spend: \$4,552.9

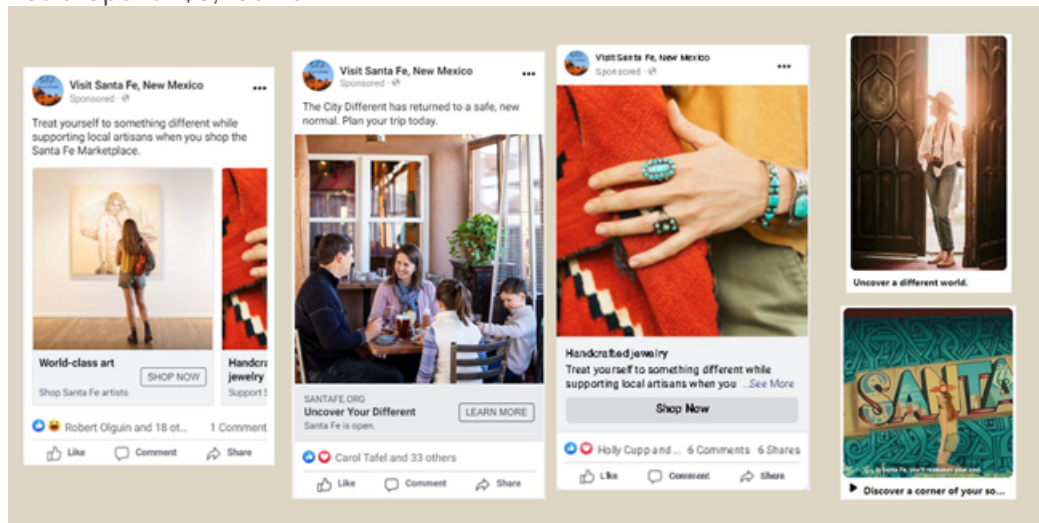
**Facebook & Instagram Video Ads**

Target Market: CORE Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 233,273  
Media Spend: \$4,721.78

**Facebook & Instagram Video Ads**

Target Market: OPP Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 149,210

Media Spend: \$3,180.25



### Pinterest Image Ads

Target Market: CORE Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 251,361  
Media Spend: \$2,490.14

### Pinterest Image Ads

Target Market: OPP Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 216,613  
Media Spend: \$1,676.55

### Pinterest Video Ads

Target Market: CORE Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 172,052  
Media Spend: \$2055.34

### Pinterest Video Ads

Target Market: OPP Markets  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 101,057  
Media Spend: \$1,348.25



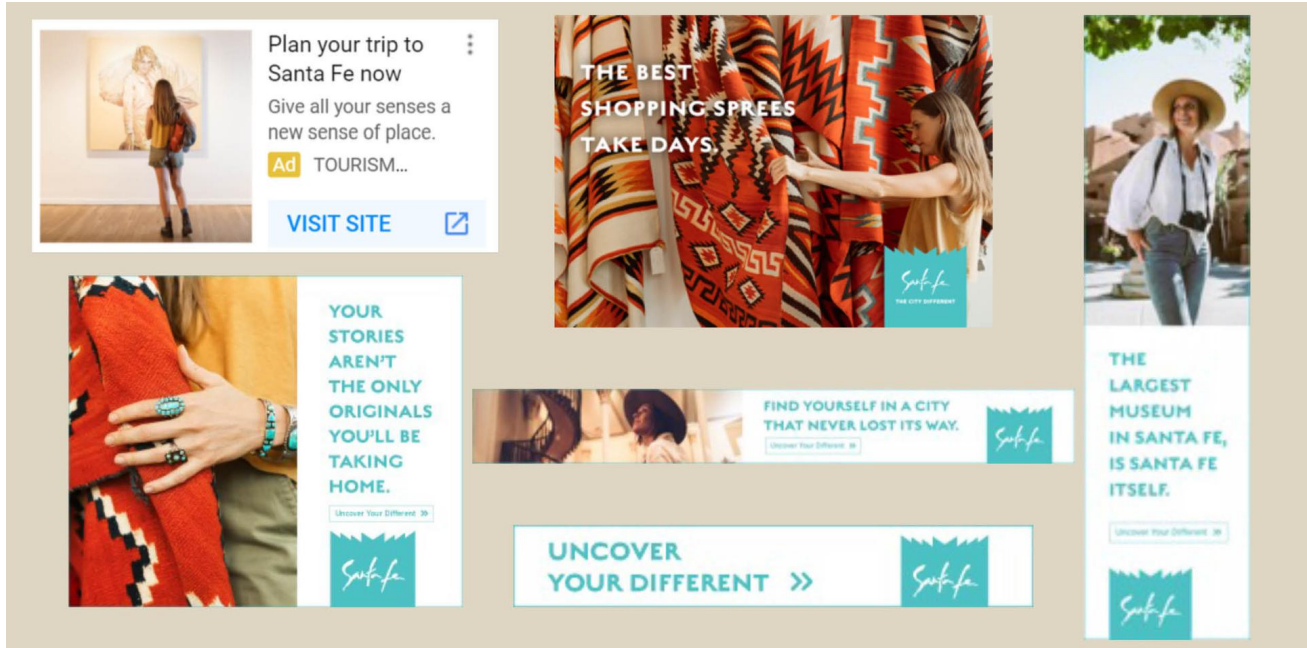
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Impressions: 440,705  
Media Spend: N/A

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**Prospecting Display**  
Target Market: OPP Markets  
Flight Dates: 9/1/21-9/30/21  
Impressions: 437,194  
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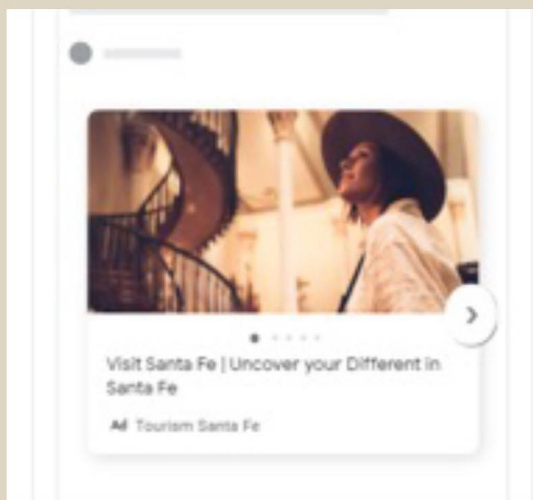
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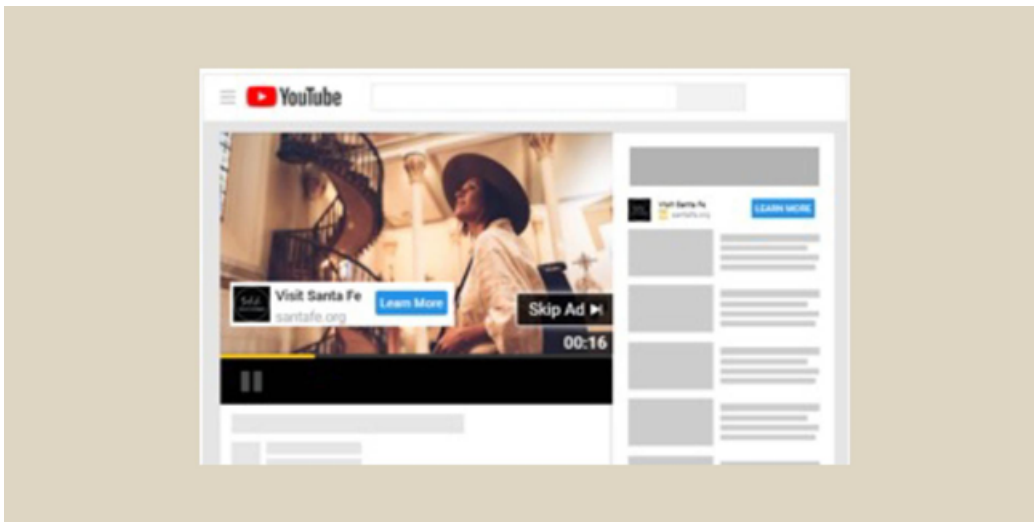
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Impressions: 123,998

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### **Google Search**

Target Markets: National  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 219,435  
Media Spend: \$13,902.43

### **Bing Search**

Target Markets: National  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 122,510  
Media Spend: \$3,329.01

### **Paid Social**

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

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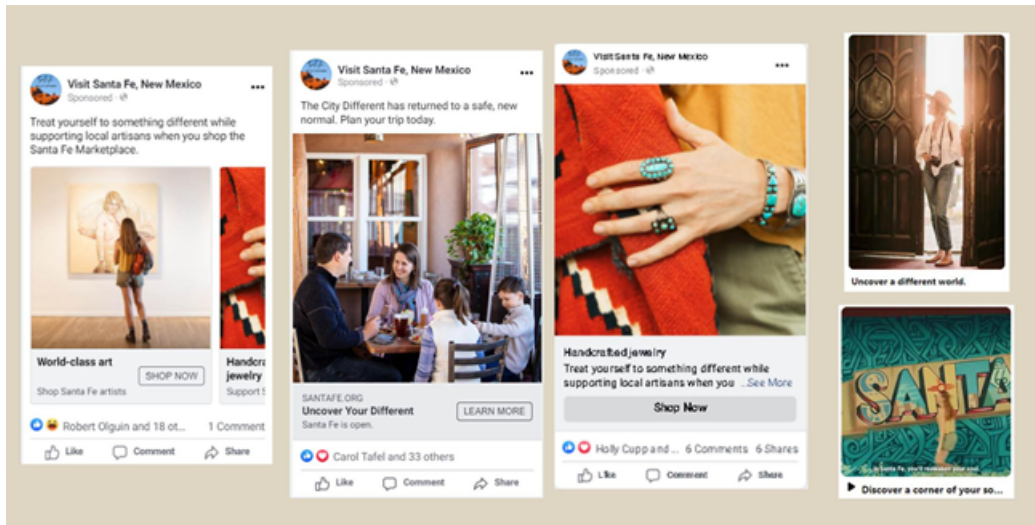
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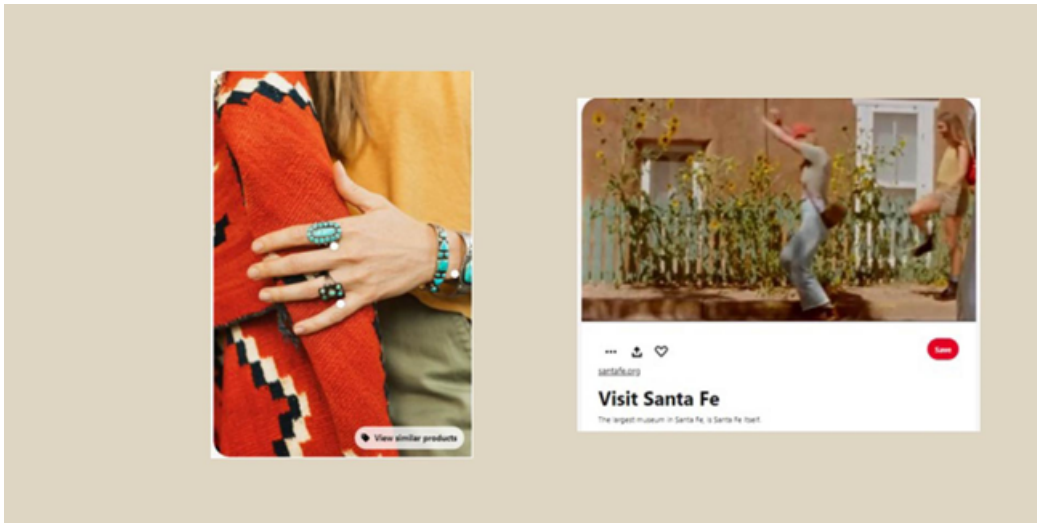
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 Flight Dates: 9/1/21 - 9/30/21  
 Impressions: 101,057  
 Media Spend: \$1,348.25



## SEM

### Google Search

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Impressions: 219,435  
Media Spend: \$13,902.43

### Bing Search

Target Markets: National  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 122,510  
Media Spend: \$3,329.01

## MEETINGS & GROUPS

### CVENT - Remarketing Display

Target Market: Meetings & Groups Markets  
Flight Dates: 9/1/21-9/30/21  
Impressions: 2,606  
Media Spend: N/A

## SEM

Google Search  
Target Markets: National  
Flight Dates: 9/1/21 - 9/30/21  
Impressions: 2,517

Media Spend: \$322.38



# TOURISM

## SANTA FE

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**Quarterly Marketing Report**  
**2021 Q3 | July - September 2021**

## Occupancy & Room Rates

Occupancy Rate

76.1

↑ 40.2

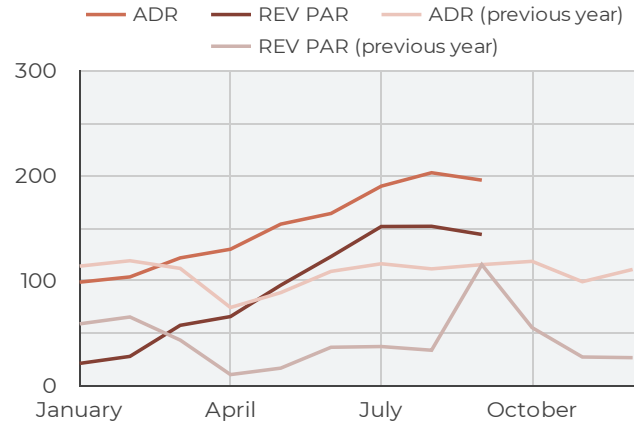
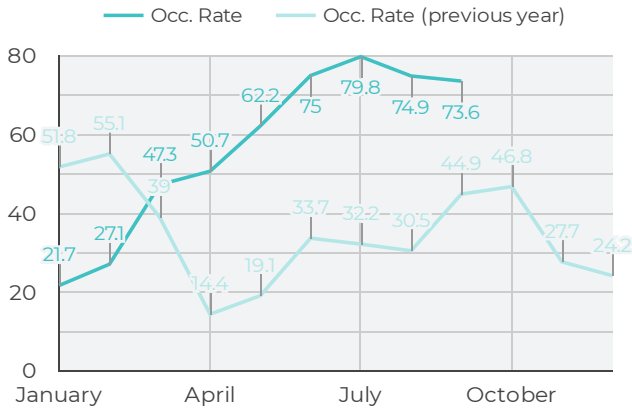
Average Daily Rate

\$196.39

REV PAR

\$149.34

↑ 139.6%



Source: Rocky Mountain Lodging Report

## Guide & Visitor Centers

Total Guides

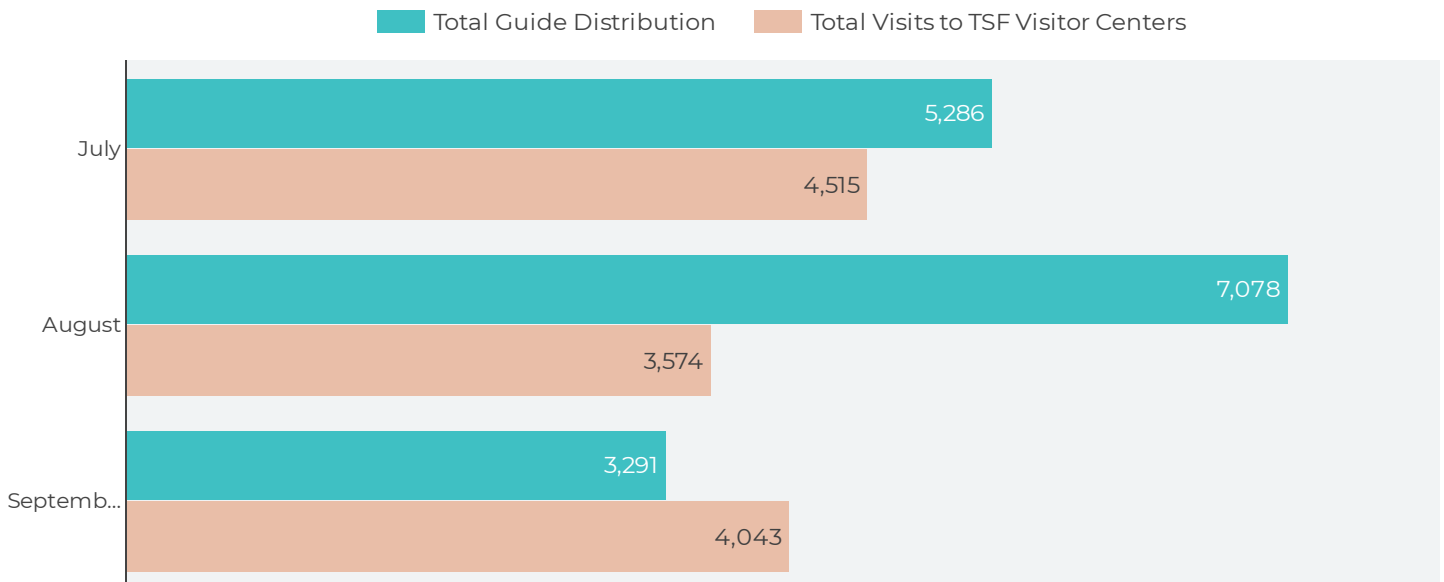
15,655

↑ 640%

Total Visits to  
TSF Visitor Centers

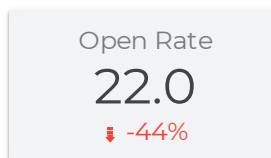
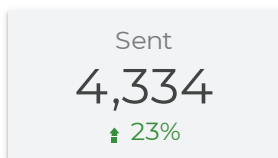
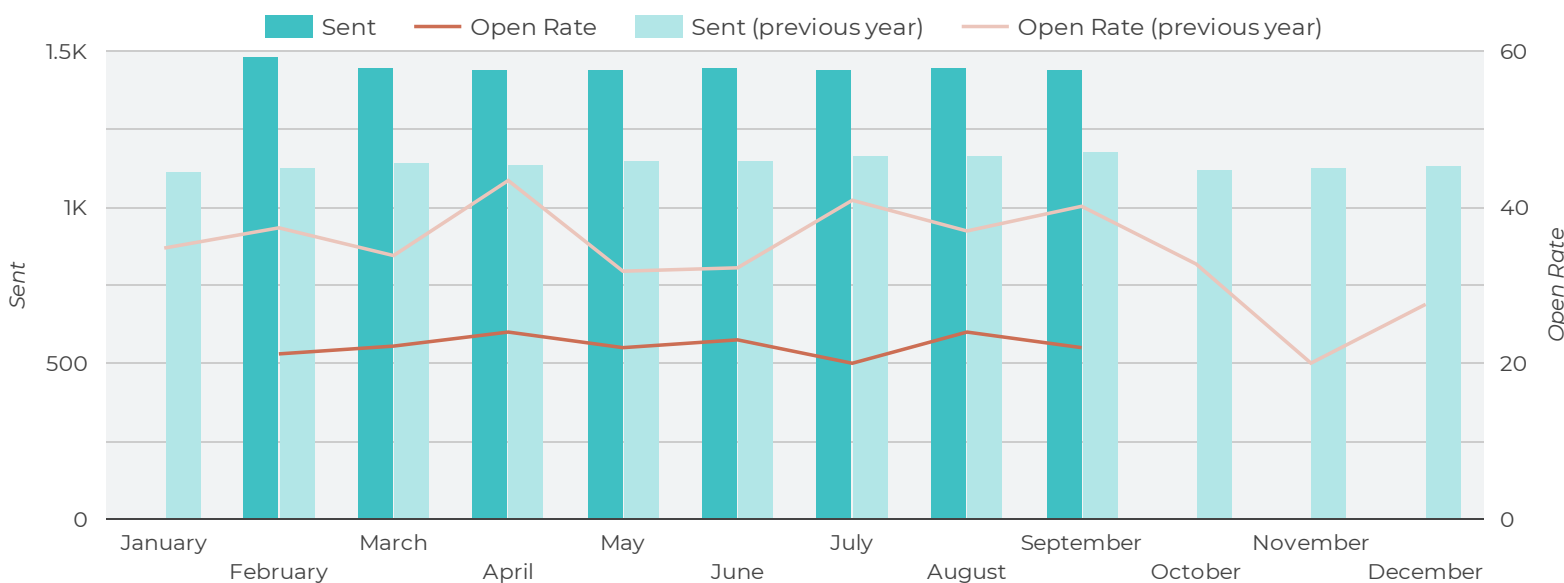
12,132

↑ 553%



## Email

### Industry: Marketing Report



Totals for the selected dates.

## Insights

### Summary:

Marketing Report industry subscribers have increased steadily over the last three months. However, we continue to see a decrease in open rates when compared to Q3 2020.

*Santa Fe Marketplace* consumer e-newsletters continue to be sent on a monthly basis. A performance summary of these e-newsletters can be found below:

- Subject: Support Some of your favorite Santa Fe businesses
- Send Date: 7/21/21
- Number Sent: 56,692 (530 unsubscribes)
- Open Rate: 15.4%
- Subject: Celebrate and Shop The City Different
- Send Date: 8/18/21
- Number Sent: 56,223 (253 unsubscribes)
- Open Rate: 12.2%
- Subject: It's now easier than ever to shop The City Different
- Send Date: 9/15/21
- Number Sent: 55,877 (349 unsubscribes)
- Open Rate: 14.8%

### Key Insights:

- *Santa Fe Marketplace*: A decrease in the 'number sent' can be expected due to the number of unsubscribes after each e-newsletter is sent. We anticipate subscriber numbers will increase as we request 'opt-ins' from contacts currently in our database.

### Action Items:

- ✓ Introduce our newly designed, monthly consumer facing e-newsletter, which will highlight upcoming events, things to do, blog content, and other trip planning resources.
- ✓ Send 'opt-in' email to leads generated by GoNewMexico and TX Monthly.

## Social Media Overview

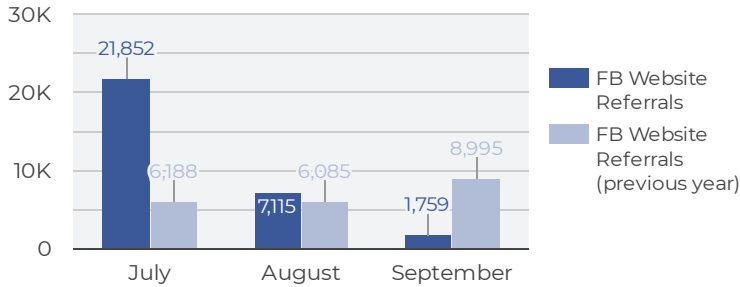


### Facebook & Instagram

FB Page Likes  
**81,561**  
↑ 5%

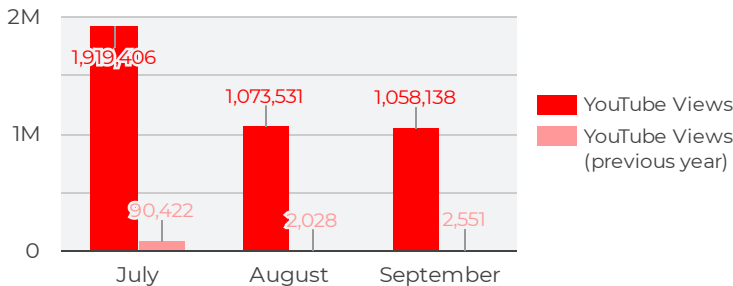
FB Eng.  
**124,264**  
↑ 19%

IG Followers  
**48,740**  
↑ 30%



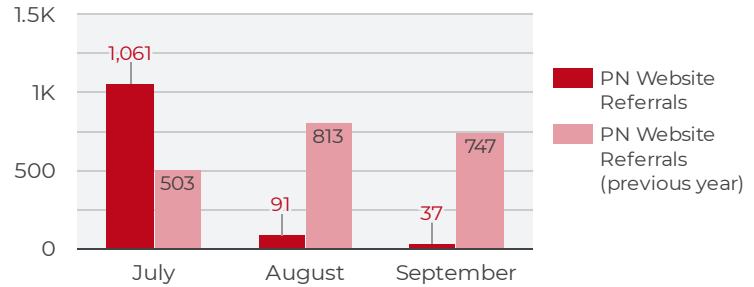
### YouTube

Subscribers  
**788**  
↑ 9%



### Pinterest

Impressions  
**145,550**  
↑ 14%

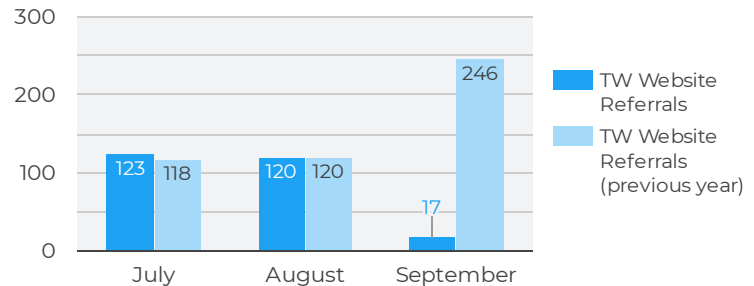


### Twitter

Followers  
**15,911**  
↑ 3%

Impressions  
**144,900**  
↓ -36%

Engagement  
**3,420**  
↑ 5%



## 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 engagement also rose; increasing 17% Y/Y. 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.

Third quarter of 2021 continued a strong post COVID-19 recovery as we continued strong growth across most all KPIs. Facebook followers grew 6% Y/Y, gaining 4158 new followers, while organic engagement increased 19% Y/Y. As has been the trend, Twitter impressions are down 36% Y/Y, though engagement is up 5% Y/Y. Instagram continues to grow at a very strong pace, growing audience numbers 30% Y/Y with 11,330 new followers. With all paid promotions paused for Q3 2020, YouTube video views increased sharply, topping 4m views for the quarter.

### Key Insights:

- Facebook Page Followers have increased 5% Y/Y (4158 new followers)
- Facebook Engagement increased 19% Y/Y.
- Instagram followers have grown 30% Y/Y (11,330 new followers).
- Twitter followers have increased 3% Y/Y
- Twitter impressions are down 36% Y/Y, though engagement is up 5% Y/Y.
- 161,480 Organic Pinterest impressions, up 14% Y/Y.
- YouTube subscribers grew 9% Y/Y. Video views were up 4164% Y/Y as all paid promotions were paused Q3 2020.

### Action Items:

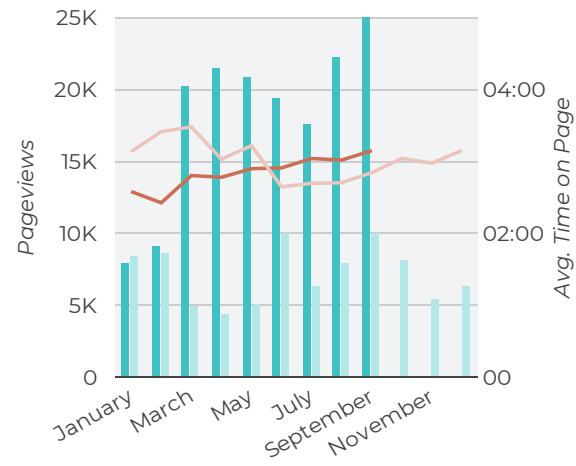
- ✓ Continue to build UGC photo asset library with Crowdriff
- ✓ Renewed focus on event-based content as events return to 100%
- ✓ Integrate new editorial content into posting schedule as published
- ✓ Incorporate new creative into social imagery and captions.

## Blog

<b>Pageviews</b> <b>69,012</b> ↑ 182%	<b>Time on Page</b> <b>03:04</b> ↑ 12%	<b>Site Referral Rate</b> <b>17.3%</b> ↑ 27%
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Top Blog Pages	Pageviews	Time on Page	Bounce Rate
<a href="/blog/post/surprising-facts/">/blog/post/surprising-facts/</a>	6,067	05:28	82%
<a href="/blog/post/hiking-trails/">/blog/post/hiking-trails/</a>	5,269	02:47	82%
<a href="/blog/post/september-events/">/blog/post/september-events/</a>	5,121	03:33	66%
<a href="/blog/post/october-events/">/blog/post/october-events/</a>	4,764	03:01	69%
<a href="/blog/post/historic-sites/">/blog/post/historic-sites/</a>	3,309	02:37	74%
<a href="/blog/post/a-day-trip-to-chimayo-from-santa-fe/">/blog/post/a-day-trip-to-chimayo-from-santa-fe/</a>	3,064	05:18	74%
<a href="/blog/post/outdoor-dining-in-santa-fe/">/blog/post/outdoor-dining-in-santa-fe/</a>	2,938	03:15	78%
<a href="/blog/post/balloon-fiesta-different-way/">/blog/post/balloon-fiesta-different-way/</a>	2,120	02:31	84%
<a href="/blog/post/getting-to-and-around-santa-fe/">/blog/post/getting-to-and-around-santa-fe/</a>	1,736	13:48	41%
<a href="/blog/post/welcome-back/">/blog/post/welcome-back/</a>	1,666	01:17	62%
<a href="/blog/post/history-buffs-guide/">/blog/post/history-buffs-guide/</a>	1,648	02:24	81%
<a href="/blog/post/spend-perfect-weekend-santa-fe-nm/">/blog/post/spend-perfect-weekend-santa-fe-nm/</a>	1,464	04:09	73%
<a href="/blog/post/itinerary-for-a-weekend-getaway-in-santa-fe-new-mexico/">/blog/post/itinerary-for-a-weekend-getaway-in-santa-fe-new-mexico/</a>	1,438	05:22	80%
<b>Grand total</b>	<b>69,012</b>	<b>03:04</b>	<b>74%</b>

### Blog Performance by Month



### Top Landing Pages from Blog Referrals



## Insights

### Summary:

Blog traffic has increased 182% Y/Y. Time on site increased 12% Y/Y. /surprising-facts was the most visited page for the quarter, but the biggest takeaway is the return of event content into the top visited pages.

### Key Insights:

- Event content returns to the top visited pages as both October and November event pages break the top 5.
- The main traffic driver for the blog remains Organic Search, though social referrals drove much of the event traffic.
- The blog made up 14.1% of total site traffic in Q3, up 3% from Q3 of 2020.
- Referral ratio of 19.7%, up from 13.7% Q3 of 2020.

### Action Items

- ✓ Continue to update out-of-date monthly event and other event-specific blog content.
- ✓ Begin to plan new editorial content for blog.

## Public Relations

Media Visits

7

↑ 600%

Earned Media

\$2.99M

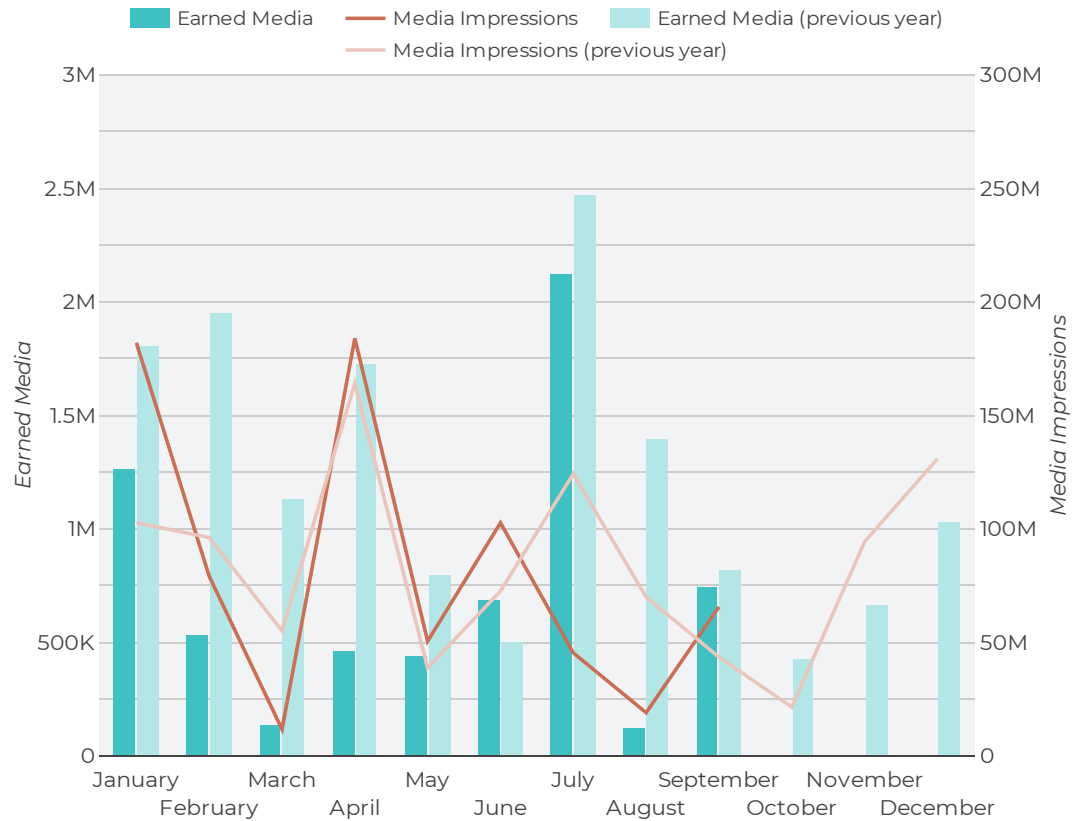
↓ -36%

Media Impressions

129.9M

↓ -45%

Totals for the selected dates.



## Insights

### Summary:

In Q3 2021, public relations efforts kicked into high gear with a strong increase in total pitches distributed. The team focused on highlighting the destination's plethora of fall offerings and signature events that were returning after the 2020 COVID cancellations. In addition to strategic media relations, two national broadcast opportunities provided significant positive momentum towards the destination's national positioning, in addition to new accolades earned in the annual *Travel + Leisure* World's Best and *Conde Nast Traveler* Readers' Choice Awards.

The team recorded growth in total number of placements and overall media interest in Santa Fe compared to previous quarters, with top highlights including coverage on both Good Morning America and The Today Show, as well as Town & Country, Conde Nast Traveler, Time Magazine, and Afar resulting from a strategic mix of proactive and news bureau pitching.

The PR team is actively planning to build upon this momentum with an approach that includes more integrated tactics, reviving efforts that had proven successful in pre-Covid, and maximizing the buzz from upcoming attraction openings/destination news. Examples for Q4 include promoting the holidays by sending select media at-home farolito making kits; planning a ski FAM; and leveraging the compelling new products, including Sky Railways, the Santa Fe Literary Festival, Rail Explorers, The Vladem Contemporary, and more.

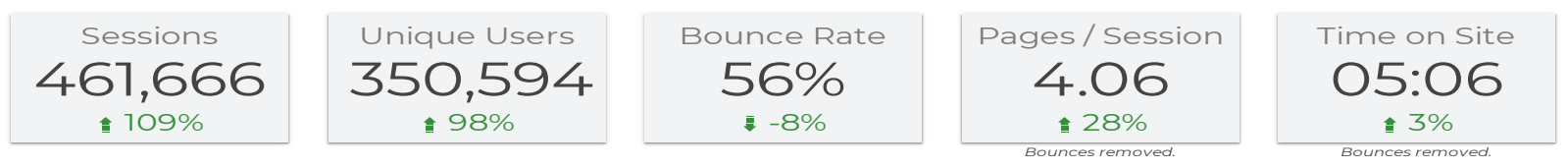
### Key Insights:

- Media have begun traveling again, and traveling often, many having their travel for the rest of the year scheduled out since August; it's time to start planning for Q1 2022 media visits.
- The destination continues to be a strong fit in round-up coverage as it offers a unique spin on many traditional and seasonal activities, such as leaf-peeping and holiday traditions.
- While Santa Fe remains a bucket list destination for many journalists, opportunities still exist to expand outreach to emerging markets and correct perceptions about the destination (climate, four-season travel).

### Action Items:

- ✓ Pitch and support upcoming openings and events
- ✓ Finalize FY2022 pitch calendar with creative and seasonal story angles, press releases
- ✓ Continue to secure press visits, increase print feature coverage

### Top-Level KPIs



### Conversions



### Geo Data



### Channel Breakdown

Source / Medium	Sessions	Pages / Session	Bounce Rate	Conversions
1. google / organic	183,299	2.43	47%	32,888
2. google / cpc	83,144	3.12	46%	15,866
3. (direct) / (none)	55,056	2.15	61%	4,960
4. facebook / vj-social	42,178	1.25	89%	674
5. m.facebook.com / referral	14,054	1.44	74%	463
6. bing / organic	11,317	3.32	35%	3,470
7. cluep / vj-media	10,330	1.15	93%	8
8. yahoo / organic	8,779	2.89	37%	2,358
9. bing / cpc	8,552	3.57	42%	2,327
10. TTD / VJ-Media	5,044	1.53	75%	6
11. duckduckgo / organic	4,849	2.86	38%	1,287
12. pinterest / vj-social	4,720	1.65	71%	155
13. cluep / VJ-Media	3,227	1.16	91%	1
14. l.facebook.com / referral	2,895	1.74	69%	192
15. gatewaylogin.info:9988 / re...	2,873	1.05	95%	13
<b>Grand total</b>	<b>461,666</b>	<b>2.36</b>	<b>56%</b>	<b>67,337</b>

### Insights

- **On-site performance continues to show growth when comparing YoY and to 2019.**
  - When looking Year-over-Year comparisons show an increase of sessions of 109% and unique users also up 98%. Users who arrived on the site were also more engaged YoY, with an increase in pages per session of 28%. The bounce rate of users arriving on the site also increased YoY, down 8%, showing that more qualified traffic is reaching the site and engaging with content on the site at a higher rate.
  - When compared to the previous Q2, we have continued to see growth and efficiency increases, not only have sessions increased, but the conversion rate went up to 14.56% from the 13.28% in the previous period as well. The Visitor guide downloads above reflect our efficiency YoY, seeing an increase in this goal of over 210% with the conversion rate efficiency also increasing 74% YoY.
  - This large traffic growth is a sign that the tourism industry has bounced back as vaccinations have expanded and people feel more comfortable traveling. This is a trend we have seen since Q1 2021, where we started to see an increase in travel.
- The History and culture pillar saw the most users arrive on the site in the quarter, with just over 13 thousand sessions and also saw a non-accommodations outbound click conversions rate increase of 4% when compared to the previous quarter. This data shows that both the amount of traffic and the quality of users searching for this content and reached the site have both increased.
- Another pillar that saw growth was the shopping pillar, which, when compared to the previous period, saw a sessions increase of 68%, while total goal completions also soared up 55% in the same period.

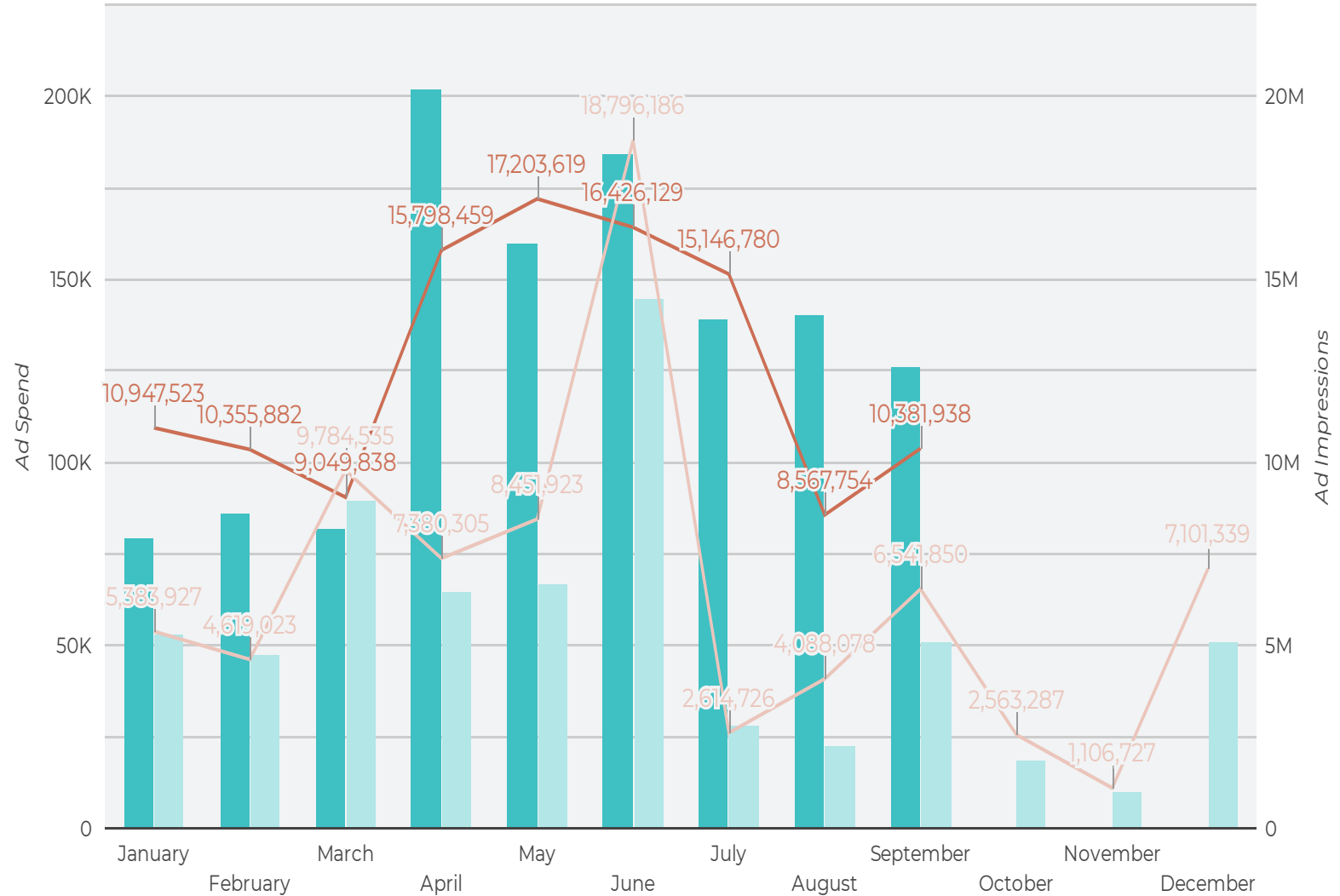
Jul 1, 2021 - Sep 30, 2021

### Spend & Impressions

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

Ad Spend  
**406K**  
↑ 297%

Ad Impressions  
**34.1M**  
↑ 157%





### On Site Metrics

<b>Sessions</b> <b>46,898</b> <span style="color: green;">↑ 170%</span>	<b>Unique Users</b> <b>38,187</b> <span style="color: green;">↑ 155%</span>	<b>Bounce Rate</b> <b>86.8%</b> <span style="color: red;">↑ 26%</span>	<b>Pages / Session</b> <b>3.2</b> <span style="color: green;">↑ 23%</span> <i>Bounces removed.</i>	<b>Conversions</b> <b>829</b> <span style="color: green;">↑ 1,664%</span>
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### Geo Data



### Facebook & Instagram

<b>Impressions</b> <b>4.2M</b> <span style="color: green;">↑ 104%</span>	<b>LPVs</b> <b>42,431</b> <span style="color: green;">↑ 237%</span>	<b>LPV Rate</b> <b>11.11%</b> <span style="color: green;">↑ 1,720%</span>	<b>Conversions</b> <b>2,189</b> <span style="color: green;">↑ 2,005%</span>	<b>Cost</b> <b>\$66,724</b> <span style="color: green;">↑ 471%</span>
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Campaign	Impressions	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv
VJ - CTS - FY22 - Virtual Mktpl	863,978	3,405	0.39%	\$2.56	21	0.62%	\$414.28
VJ - CTS - FY22 - Core	707,389	4,027	0.57%	\$2.89	1,088	27.02%	\$10.70
VJ - CTS - FY22 - Opp	537,160	1,478	0.28%	\$5.20	155	10.49%	\$49.63
VJ - CTS - FY21 - Convert - Conversio...	530,548	1,183	0.22%	\$6.73	218	18.43%	\$36.53
VJ - Video - FY22 - Core	508,870	11,439	2.25%	\$0.83	27	0.24%	\$350.92

### Pinterest

<b>Impressions</b> <b>2.1M</b> <span style="color: green;">↑ 429%</span>	<b>LPVs</b> <b>11,002</b> <span style="color: green;">↑ 368%</span>	<b>LPV Rate</b> <b>0.53%</b> <span style="color: red;">↓ -12%</span>	<b>Conversions</b> <b>722</b> <span style="color: green;">↑ 803%</span>	<b>Cost</b> <b>\$23,862</b> <span style="color: green;">↑ 375%</span>
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Campaign	Impr.	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv	Pin Saves	Cost/Save
VJ - Carousel - FY22 - Core	503,283	5,375	1.07%	\$0.94	414	7.70%	\$12.17	394	\$12.79
VJ - Carousel - FY22 - Opp	444,267	1,781	0.40%	\$1.91	67	3.76%	\$50.69	308	\$11.03
VJ - Video - FY22 - Core	346,138	738	0.21%	\$5.65	42	5.69%	\$99.25	109	\$38.24
VJ - Video - FY22 - Opp	217,392	247	0.11%	\$11.08	7	2.83%	\$390.95	46	\$59.49
VJ - Carousel - FY21 - Convert - Con...	198,880	940	0.47%	\$2.55	45	4.79%	\$53.33	114	\$21.05

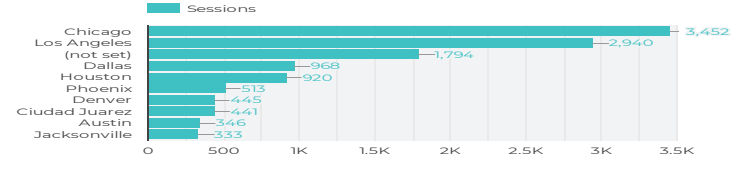
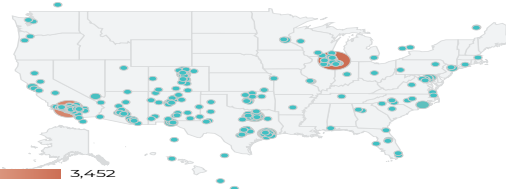
### Insights

- A few factors have led these campaigns to see increased conversions YoY including, switching to conversion-focused bidding strategies, which have continued to lead to more overall efficiency in the CTS campaigns, helping to produce an increase in conversions that was exceptionally higher YoY.
- In the CTS campaigns, looking at YoY comparisons many efficiencies were gained including, the cost per conversion which fell by 30%, as well as the cost per landing page view, which also saw a decreased cost of 27%. These lower costs are leading to more traffic and landing page views overall. When comparing to 2020, these changes were no doubt impacted by the pandemic, important to keep in mind, as this means that last year's conversion rate was substantially lower. However, the switch in objectives from the previous year's campaign has also helped to decrease costs and increase efficiency.
- Video campaigns on Facebook continue to provide great strides in driving awareness in Q3. The view rate increased by 113% YoY, and these campaigns also became more efficient in driving traffic, with a landing page view rate increase of more than 93% and the cost per landing page view falling 6% when compared to the previous year.
- Results from the Q3 brand lift study on Facebook & Instagram revealed that the ads drove even higher increases in recommendation and intent than was observed back in Q2.
  - Among users who saw Santa Fe's ads last quarter, there was a 7% lift in recommendation 58% of users that were surveyed after being exposed to the ad said that they would recommend Santa Fe to a friend, an even higher number from the Q2 Brand Lift which saw a 6% lift. This lift is nearly 3x higher than the North American benchmark and nearly 2x higher than the industry benchmark.
  - Along with an increased likelihood of recommendation, there was also a 5% 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 nearly -3x higher than the norm for the US and more than 4x higher than the benchmark for the tourism vertical. This shows that paid advertising on the platform is leading to higher performance above both the North American and tourism industry benchmarks in both recommendation and intent.
- The virtual marketplace campaign was a new test tactic in FY22 that leveraged SeeSource data to re-engage previous travelers to generate marketplace sales.
  - As expected, when compared to the general brand video campaign, that utilized the same objective of driving landing page views, we saw higher costs due to the higher the CPM associated with the SeeSource data overlay resulting in fewer users driven to the site in the quarter.
  - In Q3, Video campaigns saw an average of \$.95 per landing page view, while the virtual marketplace campaign saw a cost of \$2.56. The out-of-state audience saw the most traffic and the highest efficiency, with over 2,400 landing page views and a lower cost per landing page view as well.
- The Pinterest CTS campaigns are providing great value as a conversion driving tactic seeing increased efficiency in the quarter while the video campaigns, however, took a step back in cost-efficiency.
  - Utilizing the conversion-focused bidding tactic for the CTS campaigns on Pinterest has continued to bring high-quality traffic to the site that translates to more conversions. The cost per conversion dropped by 24% in the Opp campaign and Core as well, which had a decreased cost of 42% compared to the previous period. These results continue to prove that utilizing the consideration objective on the platform is leading to a large number of conversions occurring at a more efficient rate.
- The CTS campaign, when compared to the video in the quarter, saw much higher efficiency. The CPM is lower in the CTS campaign at \$9.07 compared to video at \$12.29. Not only has the CTS campaign been more efficient at driving traffic but conversions as well, with a cost per conversion in the CTS campaign at \$11.8.

### On Site Metrics

<b>Sessions</b> <b>25,518</b> ↑ 46%	<b>Unique Users</b> <b>23,941</b> ↑ 58%	<b>Bounce Rate</b> <b>90.6%</b> ↑ 13%	<b>Pages / Session</b> <b>3.26</b> ↑ 18% <i>Bounces removed.</i>	<b>Conversions</b> <b>221</b> ↑ 14%
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### Geo Data



### Display Banners

<b>Impressions</b> <b>16,809,603</b> ↑ 125%	<b>Clicks</b> <b>34,932</b> ↑ 180%	<b>CTR</b> <b>0.21%</b> ↑ 24%	<b>Goal Completions</b> <b>33</b> ↑ 50%
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Vendor	Impressions	Clicks	CTR
The Trade Desk	14,392,742	13,567	0.09%
cluep.com	1,191,626	19,669	1.65%
See Source	1,151,089	1,450	0.13%
5280 Publishing, Inc	28,857	21	0.07%
OutsideOnline.com	24,671	17	0.07%
Outside Online	11,103	10	0.09%

### GDN & Discovery

<b>Impressions</b> <b>1,654,285</b> ↑ 98%	<b>Clicks</b> <b>7,319</b> ↑ 36%	<b>CTR</b> <b>0.44%</b> ↓ -32%	<b>Conversions</b> <b>207.44</b> ↑ 26%
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Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - GDN - FY21 - RM - Convert	417,101	636	0.15%	\$1.37	18
VJ - GDN - FY22 - RM - Core	308,410	855	0.28%	\$1.67	30.76
VJ - Discovery Ads - FY22 - Core	195,022	1,700	0.87%	\$2.07	55
VJ - GDN - FY21 - RM - Protect	185,075	375	0.20%	\$0.92	12.57

### TrueView

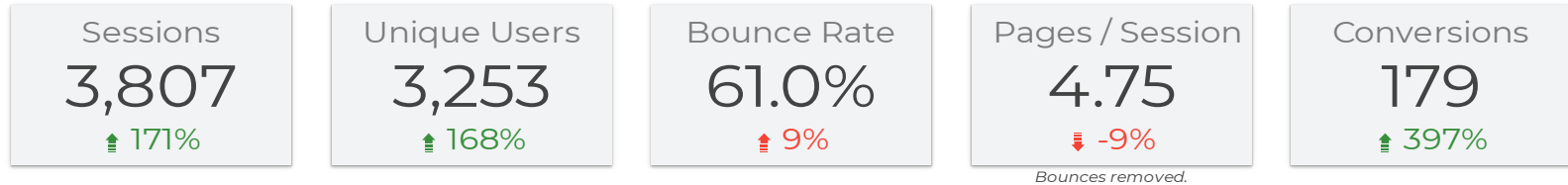
<b>Impressions</b> <b>7,018,506</b> ↑ 5,165%	<b>CTR</b> <b>0.07%</b> ↓ -20%	<b>Video view rate</b> <b>58%</b> ↓ -13%	<b>Conversions</b> <b>4</b> ↑ N/A
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Campaign	Impressions	Clicks	CTR	Video view rate	Avg. CPV	Conversions
VJ - TrueView - FY21 Convert	1,977,117	1,483	0.08%	56%	\$0.010	0
VJ - Trueview - FY22 Core	1,638,607	1,195	0.07%	62%	\$0.009	4
VJ - TrueView - FY22 Opp	1,143,953	860	0.08%	60%	\$0.009	0
VJ - TrueView - FY21 RM	850,611	521	0.06%	57%	\$0.004	0

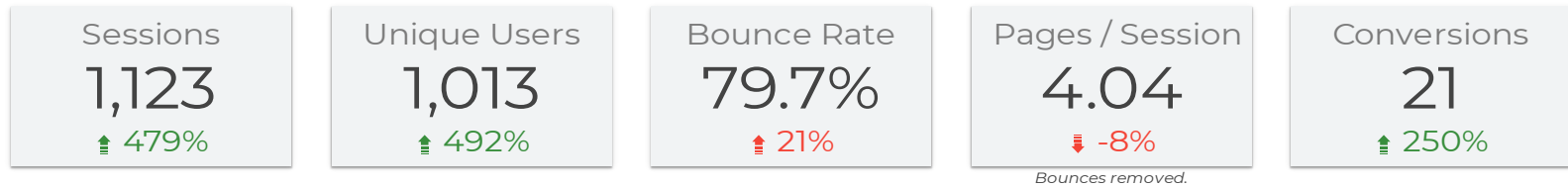
### Insights

- FY22 media kicked off in July with the support of incremental FY21 media dollars that were leveraged to maintain heightened budget levels before fully launching the FY22 campaign in August.
- This approach was strategically implemented to capitalize on increased summer travel demand by generating strong awareness against our target audiences and drive quality traffic to santafe.org. A variety of interactive media tactics were implemented including prospecting/remarketing display and CTV within The Trade Desk, Cluep social listening retargeting, SeeSource prospecting display, and direct partnerships with Outside Online, 5280, Matador Network, and Travelzoo.
- Collectively, these tactics generated over 16 million impressions, 34k clicks, and 33 conversions.
- The Trade Desk Prospecting display performed well, reaching over 3.7 million unique individuals with a CTR just above the 0.08% benchmark.
- Additionally, site engagement was strong relative to other display tactics with a bounce rate of 77.40%, a 17% improvement from Q2.
- SeeSource prospecting display launched for the first time in August and generated a strong CTR of 0.13%. The tactic also successfully expanded our prospecting pool leading to a new user on-site 97% of the time.
- Google Display ads saw a significant increase in impressions YoY & the CTR has also gone up by 24% during this period. Showing that not only are we getting more traffic from this tactic, but we are also engaging users at a higher rate.
- As a reminder, this year's GDN campaigns were split out by audience as opposed to the previous year, where they were combined into one campaign. In Q3, VJ saw several efficiency increases, CPC went down by 6%, while the cost per conversion went down by more than 50% YOY, the engagement rate also increased 106% YoY. This led conversions to increase by 287% YoY.
- The top audience within the core campaign continues to consist of users that have visited art pages on the website, capturing 61% of the total conversions for the campaign. This proves the strategy of breaking out the audiences by content viewed on the site has worked to garner top engagements on the platform.
- Remarketing to all site visitors has continued to be far more effective among the opportunity markets more than 50% of the conversions came from this group.
- As the interest in travel continues to grow, Google Discovery ads served to the Core audiences are performing exceptionally well.
- The number of conversions YOY has gone 115%, and the cost per conversion has decreased 24% compared to the Q3 campaigns YOY.
- YouTube continues to prove it is a valuable tool to driving awareness and high user engagement.
- When compared to the previous quarter, we have seen site traffic engagement remain consistent, with users seeing a bounce rate of 85%, a decrease of 4% over the previous period. Showing that users reached through our awareness campaigns are engaging with content on the site at a more efficient rate.
- The Opportunity campaign was not enabled during Q3 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 View Rate increased by 7% when compared to the previous reporting period.

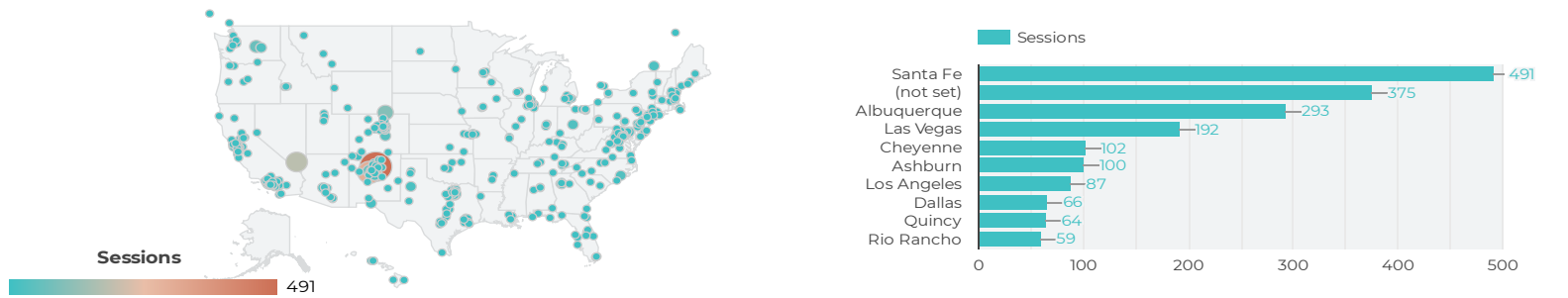
### Overall Site Metrics for Meetings Pages



### VJ-Driven Traffic



### Geo Data



### Display Banners

Vendor	Impressions	Clicks	CTR	Conversions
Cvent, Inc	2,819	54	1.92%	0

### GDN

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
No data					

### Search

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - Search - Groups & Meetings	7,330	508	6.93%	\$1.80	20.5

### Insights

-Two initiatives with CVENT launched in Q3 including remarketing display and a new tactic, competitive conquering display. While limited, site engagement was strong in Q3 with a bounce rate of 75% and an average of nearly 1 minute spent on site.

**- Groups search efforts have seen efficiency as travel has continued to increase throughout the year.**

- With 42% less spend when compared to Q2, the campaign saw 21% more conversions due to the cost per conversion dropping by 52% when compared to Q2, The conversion rate in this campaign increase by 67% in the quarter.

-The meetings ad group has seen all of the conversions and the majority of spending among the three ad groups this quarter.

- With both CPCs and CPAs decreased, VJ has continued to get more bang for our buck from the platform in the quarter. Again, these signs all point towards the increased engagement from meeting planners as we head into the fall months.

The data on this page is from Jul 1 - Sept 30, 2021.

### Print Spend & Impressions

Publication	Impressions	Cost
New Mexico True Adventure Guide	1,000,000	\$800
Texas Monthly	325,000	\$9,850
New Mexico Magazine	135,000	\$6,681
USA Today Southwest Travel	100,000	\$6,500
5280 Magazine	85,000	\$8,275
Phoenix Magazine	68,000	\$5,650
<b>Grand total</b>	<b>1,713,000</b>	<b>\$37,756</b>

Texas Monthly



Phoenix Magazine



USA Today Southwest Travel



New Mexico Magazine



5280



New Mexico True Adventure Guide



EXPERIENCE THE CITY DIFFERENT FROM THE INSIDE OUT.



The data on this page is from Jul 1- Sept 30, 2021.

### Digital Spend & Impressions

Tactic	Impressions	Cost
Pheonix Magazine Dedicated Eblast	4,586	\$1,500
5280 Getaway Newsletter	4,009	\$1,000
New Mexico Magazine Facebook Post	5,882	\$425
<b>Grand total</b>	<b>14,477</b>	<b>\$2,925</b>

Phoenix Magazine



5280



New Mexico Magazine

**New Mexico Magazine** with Visit Santa Fe, New Mexico.

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⋮

Uncover your different. If you need to get away, a short trip to The City Different will do wonders for your spirit. Book your trip at [SantaFe.or...](https://SantaFe.or) See More

👍❤️👍 14
👤

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➦ Share