



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
DECEMBER 14, 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.

Viewing: Members of the public may stream the meeting live on the City of Santa Fe’s YouTube channel at <https://www.youtube.com/channel/UCuW5Fb7iWuKpTdsWYNDurgA>. The YouTube live stream can be accessed at this address from most smartphones, tablets, or computers.

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=NHVhMnhKZEtWlWlJ2TGZPWjhnTTdFQT09> 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.



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• 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**

2. **ROLL CALL**

3. **APPROVAL OF AGENDA**

4. **APPROVAL OF MINUTES**

a. OTAB Minutes – October 26, 2021

5. **PRESENTATION**

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

b. Santa Fe County LTAB Report (Alex Fitzgerald, amfitgerald@santafecountynm.gov and/or Joseph Montoya, jrmonoya@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, TSF Director of Sales, dacarr@santafenm.gov)

b. TOURISM Santa Fe Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)



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- 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**
10. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
OCTOBER 26, 2021

1. CALL TO ORDER

Called to order at 10:03Am

2. ROLL CALL

Members Present:

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

Members Excused:

Member Ray Sandoval

Others Attending:

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

3. APPROVAL OF AGENDA

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

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

For: Chair Blyth, Member Bennett, Member Medina

Against: None

Abstain: None

4. APPROVAL OF MINUTES

- a. OTAB Minutes – September 28, 2021



MINUTES

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

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

For: Chair Blyth, Member Bennett, Member Medina

Against: None

Abstain: None

5. **PRESENTATION**

- a. Lodger’s Report: Upcoming Meow Wolf Event & LANL Foundation Meeting Update (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)

OTAB and Santa Fe Tourism will work to develop an outreach to the local Jr. High Schools and High Schools to educate students on the career opportunities that are available in Hotels, Restaurants and the Tourism industry in Santa Fe.

MOTION: Chair Blyth moved, seconded by Member Bennett, to approve the informational as presented.

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

For: Chair Blyth, Member Bennett, Member Medina

Against: None

Abstain: None

- b. Santa Fe County LTAB Report (Alex Fitzgerald, amfitzgerald@santafecountynm.gov and/or Joseph Montoya, jrmontoya@santafecountynm.gov)



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
OCTOBER 26, 2021

-
- 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: November 23 2021**

10. **ADJOURN**

Meeting Adjourned at 10:50AM

Liaison

Chair

TOURISM

SANTA FE

October/November 2021 OTAB Report Sales Report December 14, 2021

October/November 2021 Leads:

- 33 total leads requiring sleeping rooms
- 11,467 total room nights sent via leads

October/November 2021 Confirmed Bookings:

- 12 Definite Bookings
- 1,139 Definite Room Nights
- 20 Definite SFCCC space only events

October/November 2020 Leads:

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

October/November 2020 Confirmed Bookings:

- 1 Definite Bookings
 - 15 Definite Room Nights
 - 3 Definite SFCCC space only events
-

2021 YTD Leads:

- 177 total leads requiring sleeping rooms
- 46,599 total room nights sent via leads

2021 YTD Definite:

- 27 Definite Booking
- 6,701 Definite Room Nights
- 55 Definite SFCCC space only events

2020 YTD Leads:

- 114 total leads requiring sleeping rooms
- 50,763 total room nights sent via leads

2020 YTD Definite:

- 37 Definite Booking
- 10,993 Definite Room Nights
- 35 Definite SFCCC space only events

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 12/8/2021

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2021												
Event	3	0	1	1	1	0	3	4	2	9	3		27
STLY Event	13	15	4	1	2	0	0	1	0	0	1		37
Event Variance	-433%	-	-400%	0%	-50%								-37%
Rooms	3,003	-	61	600	676	-	235	417	630	748	391		6,761
STLY Rooms	3,487	2,840	1,141	647	118	-	-	2,745	-	-	15		10,993
Room Variance	-16%	-485%	-187%	-7%	572%								-63%

Lead	2021												
Event	3	10	15	5	16	33	29	16	17	16	17		177
STLY Event	23	42	15	11	5	3	5	3	4	1	2		114
Event Variance	-766%	55%	0%	-220%	320%	1100%							55%
Rooms	747	2,852	4,112	749	5,881	8,241	3,734	1,849	6,967	6,664	4,803		46,599
STLY Rooms	5,852	13,846	6,786	14,016	2,577	546	860	3,478	2,165	280	357		50,763
Room Variance	-783%	-485%	-65%	-187%	228%	1509%							-8%

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

Booking Pace Report
 As of: 11/30/2021
 Event Type: All
 Source: All
 Requested Rooms
 Calendar Year

	Actual 2007	Actual 2008	Actual 2009	Actual 2010	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017	Actual 2018	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Actual 2024	Actual 2025	Actual 2026	Actual 2027	Actual 2028	Actual 2029	Actual 2030	
January	0	0	0	630	1,370	224	2,099	1,380	4,648	2,080	1,537	1,480	2,854	4,835	3,400	53	1,235	0	0	0	0	0	0	0	0
February	0	0	0	900	1,370	200	2,099	1,380	4,648	2,080	1,537	1,480	2,854	4,835	3,400	53	1,235	0	0	0	0	0	0	0	0
March	0	0	68	335	1,430	425	1,223	2,330	804	348	6,109	940	1,589	3,008	3,114	0	1,162	0	0	0	0	0	0	0	0
April	0	0	342	893	689	1,092	2,072	1,554	2,912	2,306	635	3,563	3,956	2,232	1,006	0	1,389	565	0	0	0	0	0	0	0
May	0	0	1,039	2,386	2,431	3,448	1,614	3,123	1,749	3,468	2,432	2,872	2,957	2,527	1,600	0	1,430	791	0	0	0	0	0	0	0
June	0	18	1,920	6,846	4,274	3,480	1,092	2,041	3,334	6,488	1,830	7,208	3,377	1,820	57	0	2,700	0	0	0	0	0	0	0	0
July	0	0	162	920	4,380	1,300	2,804	2,888	1,346	4,752	10,649	5,049	2,709	2,437	1,348	0	1,03	0	0	0	0	0	0	0	0
August	0	0	2,361	225	647	985	1,090	1,633	800	1,719	1,904	4,322	2,788	1,982	1,335	0	0	0	0	0	0	0	0	0	0
September	0	0	125	1,575	1,361	431	2,099	1,264	4,417	2,223	2,882	3,424	5,054	2,595	295	0	510	0	0	0	0	0	0	0	0
October	0	29	1,705	1,658	4,983	4,338	3,637	1,854	4,628	4,794	2,084	2,815	1,899	3,748	1,435	0	0	0	0	0	0	0	0	0	0
November	0	32	180	3,975	955	1,525	490	3,285	2,658	4,080	1,379	4,709	907	800	2,799	0	1,693	0	0	0	0	0	0	0	0
December	0	0	80	250	60	251	50	196	98	350	179	0	250	428	228	0	0	0	0	0	0	0	0	0	0
TOTAL	0	79	7,982	20,593	22,881	17,699	21,676	26,173	29,886	36,814	33,545	40,778	32,373	27,958	15,877	228	6,483	4,437	1,404	2,800	4,380	2,800	4,380	0	0
LAST YEAR	0	0	79	7,982	20,593	22,881	17,699	21,673	26,173	29,886	36,814	33,545	40,778	32,373	27,958	15,877	6,483	4,437	1,404	2,800	4,380	2,800	4,380	0	0
Change	0	79	7,903	12,611	2,288	(5,182)	4,177	4,287	3,713	5,928	(2,289)	7,233	(8,405)	(4,415)	(12,081)	228	(9,414)	4,208	(5,059)	(1,637)	2,976	(2,800)	(4,380)	0	0

TOURISM

SANTA FE

OTAB Marketing Report November and December 2021 Reporting for December 14, 2021 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for November and December

1. [RECENT MEDIA COVERAGE]

1. **Conde Nast Traveler** - [“The Best U.S. Cities to Visit at Christmas”](#)

UMV: 2,851,661

Media Value: \$19,011

Featured partners included: Cathedral Basilica of St. Francis de Assisi, New Mexico Museum of Art, El Flamenco Cabaret, Ski Santa Fe, Canyon Road, Rosewood Inn of the Anasazi

2. **Forbes.com** – [Holiday Gift Guide 2021: U.S. Destination-Focused Food Baskets](#)

UMV: 105,900,000

Media Value: \$706,000

2. [NEW PLANNING TOOL] Visit Santa Fe Widget and Mobile App

Planning the perfect day in Santa Fe just got much easier! We are excited to launch the Visit Santa Fe Widget on santafe.org, along with the new and improved official Visit Santa Fe! app. Both offer an interactive way for visitors to map out everything they want to see and do during their visit to Santa Fe.

Designed with our partners at Visit Widget, this tool provides a new way to explore what Santa Fe has to offer, including hotels, restaurants, activities, shopping, and more.

iOS:

<https://apps.apple.com/us/app/visit-santa-fe/id1403483556>

Android:

https://play.google.com/store/apps/details?id=com.visitwidget.santafe&hl=en_US&gl=US



3. [AT-HOME FAROLITO KITS FOR JOURNALISTS] Reserve Your Spot!

The PR team prepared a farolito themed media mailer this month. The package was strategically designed to build ongoing relationships with journalists and encourage them to plan coverage of Santa Fe in 2022 through the sharing of this unique Santa Fe holiday tradition. Select national and regional media were contacted for their home address and a box containing the supplies for making ten farolitos was sent their way. The package also contained a card describing the farolito tradition in Santa Fe and step-by-step instructions on how to make and enjoy farolitos at their own homes this Christmas.

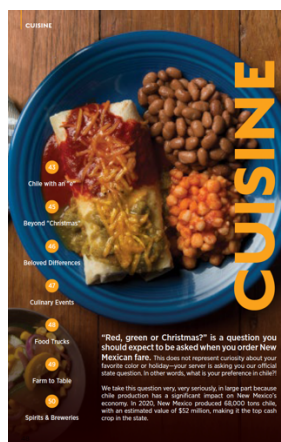
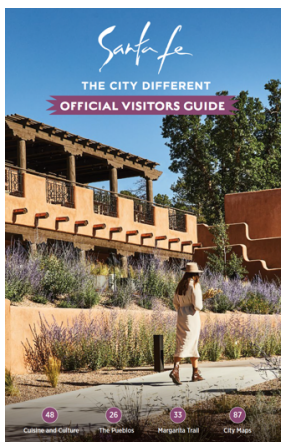


4. [2022 SANTA FE VISITORS GUIDE] Coming Soon!

We're busy at work wrapping up the production of the **2022 Official Santa Fe Visitor Guide**, but we're experiencing the squeeze of the global paper shortage which could delay delivery.

As the fine printing paper supply chain continues to be impacted with higher gas and electric cost, increasing chemical cost, and pulp pricing, the paper mills have responded with yet another price increase announcement, effective January 1, 2022.

While the majority of the paper increase surge was born through paper mill machine shutdowns or changes in their output, print has also experienced an activity uptick with people having time to read mailing pieces and engage more while at home due to covid. All of this has contributed to a very tight paper market with some mills effectively sold out until the end of this year. More soon!

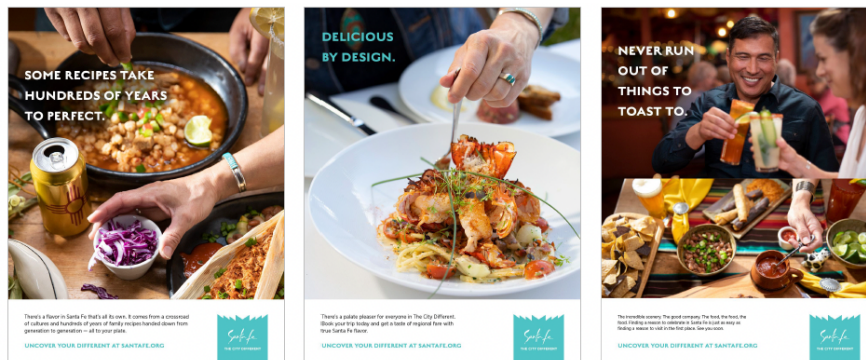


5. **[UNCOVER YOUR DIFFERENT]** New Creative for FY22

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 11/14/21)

- 10,686 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 13,199 paper Passports have been purchased at our Visitor Centers and by partners
- 5,168 T-shirts that have been earned by Passport holders collecting 5 stamps
- 275 people are members of the Margarita Society
- 296 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 183 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 11/15/21)

- 7 Press Releases

- 313 Journalist have experienced the Trail
- \$10,280,021 amount of earned media

Social Media (as of 11/15/21)

- 581 Total Social Media Posts – no new posts since last report

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	Clicks	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	
Oct '21	16,860	5,547	4,252	1,295	\$3,508.78	12	23	402	7	1,085	82	
Nov '21	13,880	4,306	3,177	1,129	\$2,043.33	15	30	338	7	1,033	85	
Total	234,964	83,342	65,638	17,704	\$18,884.25	133	202	3,282	78	-	-	

MONTHLY METRICS

WEBSITE & NEWSLETTERS

November 2021 Website Performance Metrics

VISITS:

- Total Sessions 108,685 (132.8% increase Y/Y)
- Unique Users 82,704 (115.1% increase Y/Y)
- Pages per Session 3.83† (24.8% increase Y/Y)
- Average Time on Site 4:41† (3.1% decrease Y/Y)
- Conversion Rate 12.2% (56.8% increase Y/Y)

†Bounces have been removed from pages/session and time on site to deliver a more accurate picture of visitor activity in the top site KPIs.

VISITOR GENDER:

- 59.6% Female (122.1% increase Y/Y)
- 40.4% Male (78.3% increase Y/Y)

VISTOR AGE:

- 11.1% 18 - 24 (174.33% increase Y/Y)
- 18.1% 25 - 34 (56.6% increase Y/Y)

- 20.3% 35 - 44 (187.1% increase Y/Y)
- 18.6% 45 - 54 (113.9% increase Y/Y)
- 17.6 % 55 - 64 (79.2% increase Y/Y)
- 14.3% 65+ (60.1% increase Y/Y)

Newsletter

TOURISM Santa Fe Marketing Report

- Date: 10/13/21
- Sent: Number sent: 1,440
- Number opened: 341
- Open rate: 23.7%

- Date: 11/10/21
- Sent: Number sent: 1,452
- Number opened: 368
- Open rate: 25.3%

SOCIAL MEDIA

Summary

November continued a slight shift in posting strategies, with a greater focus on in-house blog content and less reliance on UGC. As a result, engagement and PTAT numbers saw significant drops (38.9% and 47.2% M/M respectively), though website referrals from organic Facebook posts 26.6% M/M. Much like Facebook, Twitter also saw a 3% drop in engagement, though web referrals jumped 116% M/M. Instagram continues to be the strongest platform as far as growth, seeing record growth in followers this month while increasing 2.1% M/M. Organic Pinterest impressions dropped 27.8% M/M while YouTube video views dropped 98.8% as paid advertising was seemingly halted.

Facebook

November 2021 Performance Metrics

- Total Page Followers: 81,900 (.18% increase M/M)
- People Talking About This (PTAT): 9043 (47.2% decrease M/M)
- Engagement: 26,030 (38.9% decrease M/M)

- Top Ranking Post: "Santa Fe Skyline. #TheCityDifferent | SantaFe.org 📷: @perrydapenguin"
 - Reactions: 2166
 - Comments: 84
 - Reach: 38,631

Twitter

November 2021 Performance Metrics

- Followers: 16,023 (.47% increase M/M)
- Monthly Impressions: 33,200 (9.0% decrease M/M)
- Engagement: 958 (2.9% decrease M/M)

- Top Ranking Post: "Santa Fe Skyline. #TheCityDifferent | SantaFe.org 📷: @perrydapenguin"
 - Impressions: 2544
 - Retweets: 5
 - Total engagements: 203

Instagram

November 2021 Performance Metrics

- Followers: 50,677 (2.1% increase M/M)

- Top Performing Post: "'Tis the Season. #TheCityDifferent | SantaFe.org 📷: @mjgphoto505"
 - Likes: 5,039

Pinterest

November 2021 Performance Metrics

- Organic Impressions: 38,220 (27.8% decrease M/M)

YouTube

November 2021 Performance Metrics

- Subscribers: 794 (0.1% decrease M/M)
- Views: 1,668 (98.8% decrease M/M)

Santa Fe Insider Blog

November 2021 Performance Metrics

- Total Blog Views: 22,795 (18.8% decrease M/M)
- Average Time on Blog: 3:18 minutes (1.5% increase M/M)

November Blog Posts

[Five Winter Adventures That Might Surprise You When Visiting Santa Fe](#)

- Published November 8, 2021
- Views: 556

10 Santa Fe December Events to Enjoy the Season

- Published November 15, 2021
- Views: 2,799

Family-Fantastic Santa Fe

- Published November 29, 2021
- Views: 155

Top 5 Viewed Blog Posts in November

10 Santa Fe December Events to Enjoy the Season

- Published November 15, 2021
- Views: 2,799

Five Things to Do During Your Santa Fe Thanksgiving Weekend

- Published October 18, 2021
- Views: 2,594

11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 1,827

Holiday Recipes from The City Different

- Published November 21, 2018
- Views: 1,295

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 1,194

PUBLIC RELATIONS

Summary

In November, the public relations team secured destination coverage in major national outlets including *Forbes* and *Fodor's Travel*, as well as regional publications in key feeder markets (Denver and California). While the team worked to host an A-list freelance journalist on assignment for *Afar* and pitching additional national publications, coverage from past press trips came to fruition throughout the month. The team also received and responded to several leads from journalist contacts that resulted in the destination's inclusion in multiple round-up articles. Due to these efforts, both earned media value and impressions saw a healthy increase from November 2020.

The team also began engaging with media on a Farolito-themed relationship building tactic and developed its strategy for promoting the 2021-22 ski season in Santa Fe, including a February 2022 group media tour – the first for the destination since before the pandemic.

Performance Metrics

November 2021

- Pitches: 90 (increase 5% Y/Y)
- Press Releases: 0 (no change Y/Y)
- Media Visits: 3 (no change Y/Y)
- Media Contacts: 205 (increase 5% Y/Y)
- Earned Media: \$1,012,877 (increase 52% Y/Y)
- Total Impressions: 149,090,281 (increase 58% Y/Y)

Year-to-Date 2021

- Pitches: 1,141 (increase 10% Y/Y)
- Press Releases: 5 (decrease 29% Y/Y)
- Media Visits: 19 (decrease 42% Y/Y)
- Earned Media: \$10,713,869 (decrease 22% Y/Y)
- Total Impressions: 1,349,719,363 (increase 43% Y/Y)

Visiting Press

- Devorah Lev-Tov, Freelance Journalist
- Kara Richardson Whitely, Freelance for *Backpacker Magazine*
- Rebecca Bingham, Freelance for *USA Today*

MEDIA PLACEMENTS – ADVERTISING

November 2021 Performance Metrics

PRINT

New Mexico Magazine

Full Page

Target Market: CORE Markets

Flight Dates: November

Impressions: 67,500

Phoenix Magazine

Full Page

Target Market: CORE Markets

Flight Dates: November

Impressions: 68,000

5280 Magazine

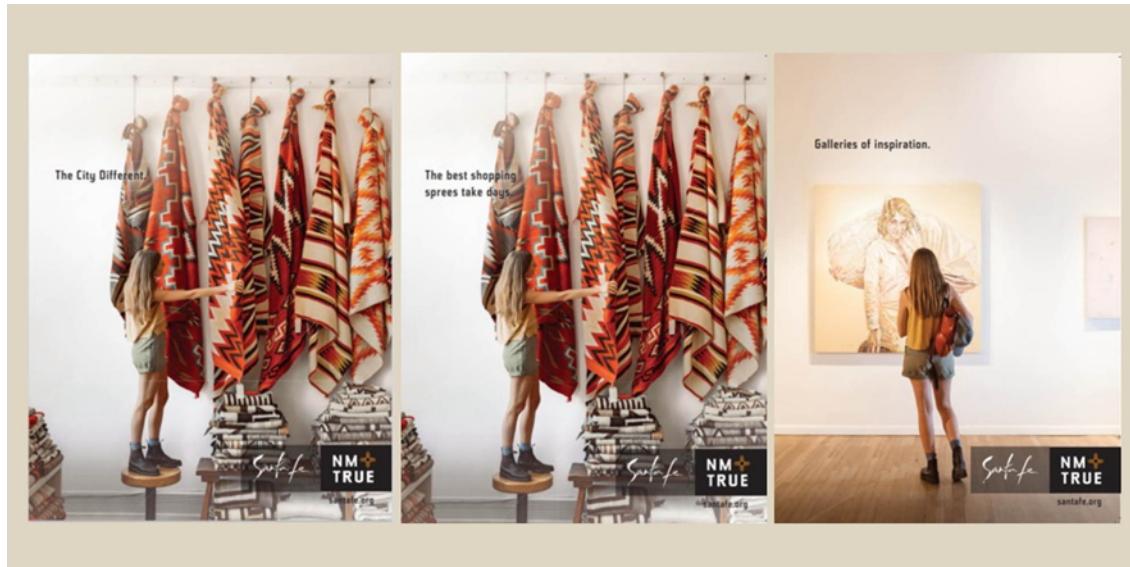
Full Page

Target Market: CORE Markets

Flight Dates: November

Impressions: 85,000

CO-OP Media Spend: \$7,636



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

The Trade Desk

Standard Display & Prospecting

Target Market: CORE Markets

Flight Dates: 11/1/21-11/30/21

Impressions: 1,002,836

Media Spend: \$2,543.72

The Trade Desk

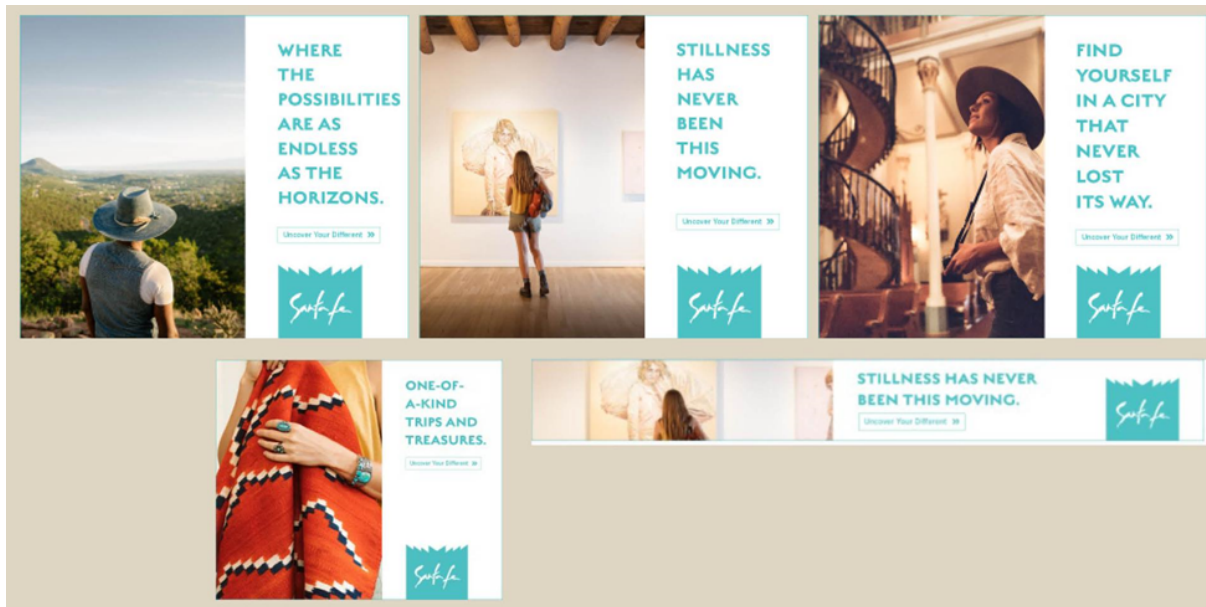
Standard Display & Prospecting

Target Market: OPP Markets

Flight Dates: 11/1/21-11/30/21

Impressions: 1,492,103

Media Spend: \$2,560.70



Google Discovery Ads

Target Market: CORE Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 16,001
 Media Spend: \$969.85

Google Discovery Ads

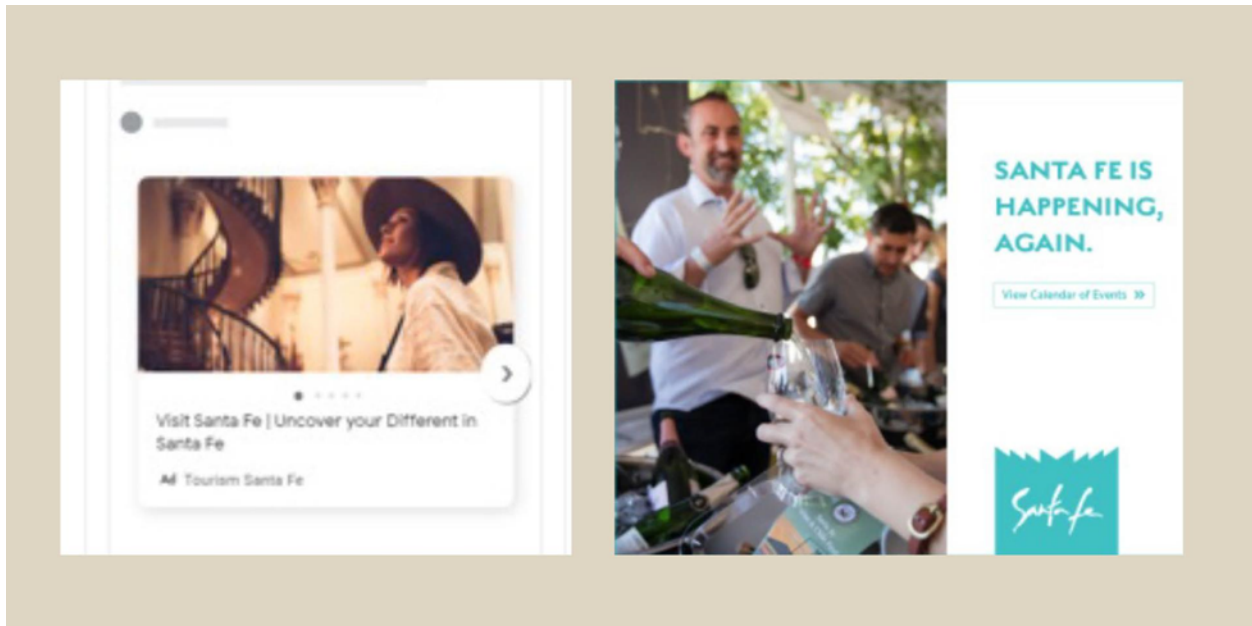
Target Market: OPP Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 10,025
 Media Spend: \$559.17

Google Display Network Remarketing

Target Market: CORE Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 88,571
 Media Spend: \$357.77

Google Display Network Remarketing

Target Market: OPP Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 63,780
 Media Spend: \$253.72



YouTube TrueView

Target Market: CORE Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 428,631
 Media Spend: \$2,601.03

YouTube TrueView

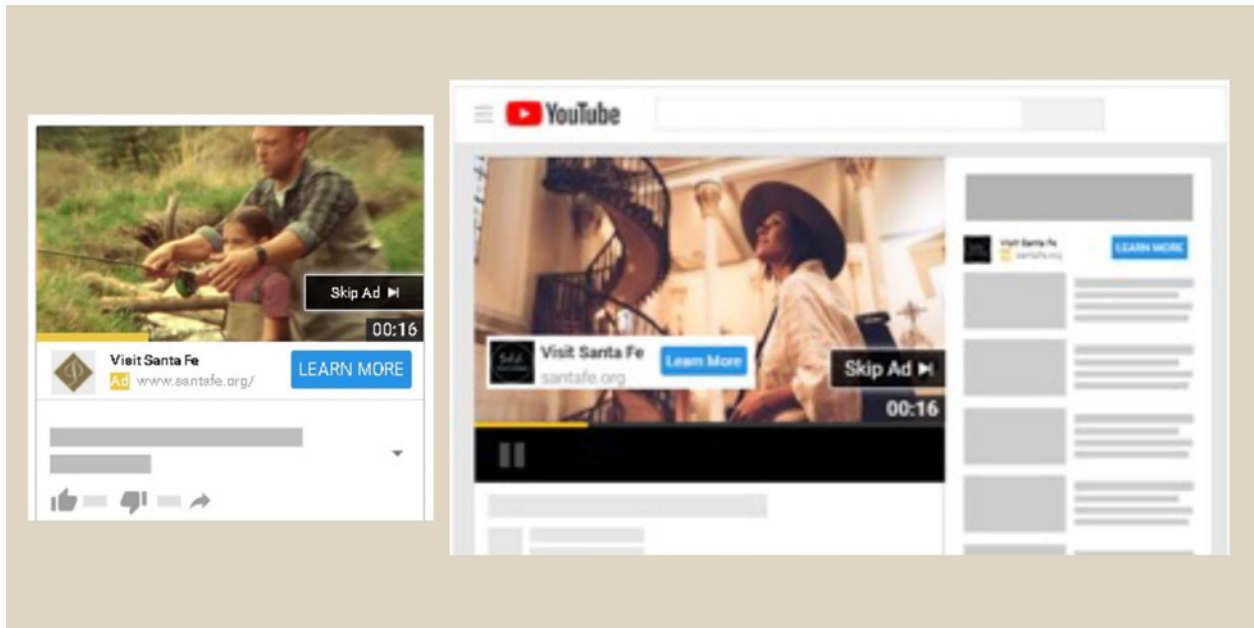
Target Market: OPP Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 286,602
 Media Spend: \$1,731.43
 Link to Video:
<https://www.youtube.com/watch?v=VSCkrvtVt3Y>

YouTube TrueView Remarketing

Target Market: CORE Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 90,487
 Media Spend: \$855.74

YouTube TrueView Remarketing

Target Market: OPP Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 62,345
 Media Spend: \$581.50
 Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



Facebook & Instagram Traffic Conversions

Target Market: CORE Markets
Flight Dates: 11/1/21-11/30/21
Impressions: 128,132
Media Spend: \$3,188.05

Facebook & Instagram Traffic Conversions

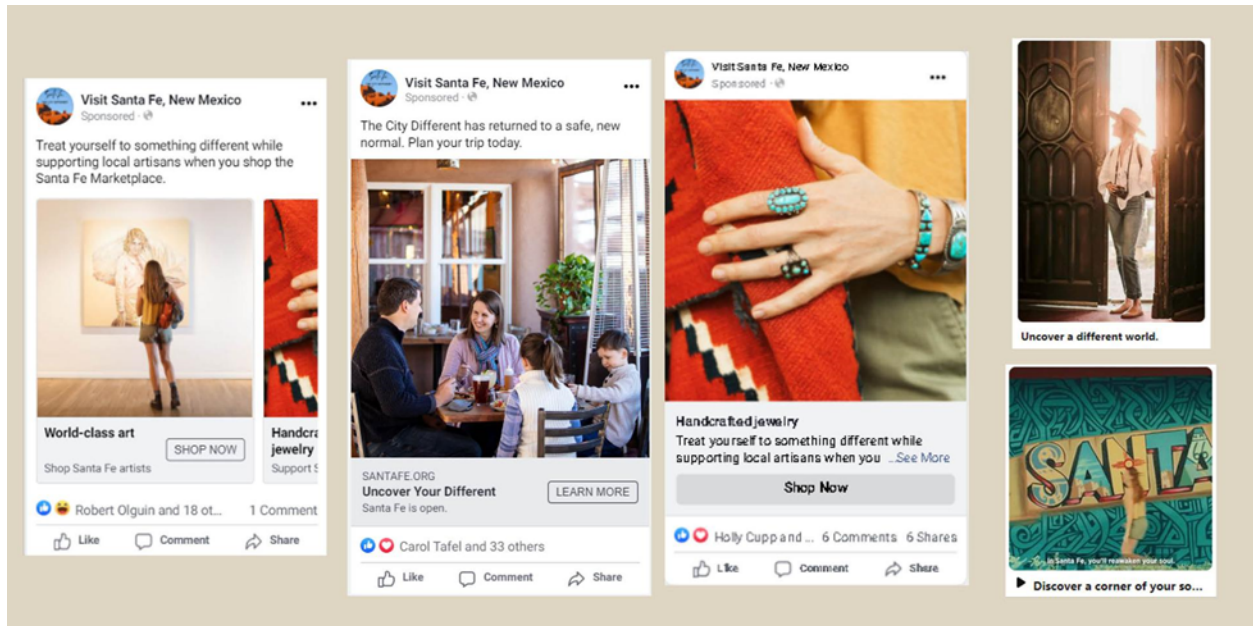
Target Market: OPP Markets
Flight Dates: 11/1/21-11/30/21
Impressions: 91,505
Media Spend: \$2,096.96

Facebook & Instagram Video Ads

Target Market: OPP Markets
Flight Dates: 11/1/21-11/30/21
Impressions: 109,595
Media Spend: \$1,717.27

Facebook & Instagram Video Ads

Target Market: CORE Markets
Flight Dates: 11/1/21-11/30/21
Impressions: 196,688
Media Spend: \$2,548.33



Pinterest Image Ads

Target Market: CORE Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 85,452
 Media Spend: \$1,346.41

Pinterest Image Ads

Target Market: OPP Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 95,333
 Media Spend: \$908.19

Pinterest Video Ads

Target Market: CORE Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 87,234
 Media Spend: \$1,122.23

Pinterest Video Ads

Target Market: OPP Markets
 Flight Dates: 11/1/21-11/30/21
 Impressions: 60,328
 Media Spend: \$738.53



SEM

Google Search

Target Markets: National

Flight Dates: 11/1/21-11/30/21

Impressions: 156,002

Media Spend: \$7,195.10

Bing Search

Target Markets: National

Flight Dates: 11/1/21-11/30/21

Impressions: 77,507

Media Spend: \$1,701.09

MEETINGS AND GROUPS

CVENT

Remarketing Display

Target Market: MEETINGS & GROUPS Markets

Flight Dates: 11/1/21-11/30/21

Impressions: 9,940

Media Spend: \$ N/A

SEM

Google Search

Target Markets: National

Flight Dates: 11/1/21-11/30/21

Impressions: 1,490

Media Spend: \$163.19



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