



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
FEBRUARY 22, 2022
10:00 AM
ATTEND VIRTUALLY

SPECIAL PROCEDURES FOR VIRTUAL ATTENDANCE AND PUBLIC COMMENT:

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

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

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

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. OTAB Minutes – January 25, 2022
5. **PRESENTATION**



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
FEBRUARY 22, 2022
10:00 AM
ATTEND VIRTUALLY

- a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
- b. Santa Fe County Report (Alex Fitzgerald, amfitzgerald@santafecountynm.gov)
- c. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
- d. TOURISM Santa Fe Fiscal Year 23 budget 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)
- c. TOURISM Santa Fe Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

7. MATTERS FROM THE BOARD

8. MATTERS FROM THE PUBLIC

9. NEXT MEETING: Tuesday, March 22, 2022

10. ADJOURN

VOTE SUMMARY



Meeting Name - Occupancy Tax Advisory Board

Meeting Start Date - 02/22/2022

Meeting Committee - Occupancy Tax Advisory Board

Item Title - **OTAB Minutes – January 25, 2022**

Item Type - minutes

Item Owner -

Item Sponsor -

Item Tracking Number - 22-13727

Motion Type - Approve

Motion Mover - Carlos Medina

Motion Secunder - Bonnie Bennett

Motion Status -

Vote For Count - 7

Vote Against Count - 0

Vote Abstain Count - 0

Vote Absent Count - 0

Vote For Names - Rik Blyth, Bonnie Bennett, Carlos Medina, Ray Sandoval, Jordan Guenther, Lutz Arnhold, Alexander Fitzgerald

Vote Against Names -

Vote Abstain Names -

Vote Absent Names -

User Name - Shirley Spencer

User Email - sjspencer@santafenm.gov

VOTE SUMMARY



Meeting Name - Occupancy Tax Advisory Board

Meeting Start Date - 02/22/2022

Meeting Committee - Occupancy Tax Advisory Board

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Vote Absent Names -

User Name - Shirley Spencer

User Email - sjspencer@santafenm.gov



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 25, 2022

1. CALL TO ORDER

Meeting called to order at 10:04AM

2. ROLL CALL

Members Present:

Chair Rik Blyth

Member Carlos Medina

Member Ray Sandoval

Member Lutz Arnhold

Members Excused:

Member Bonnie Bennett

Others Attending:

Randy Randall, Tourism Director

Shirley Spencer, Clerk

Jordan Guenther, Attendee

David Carr, Attendee

Alexander Fitzgerald, Attendee

3. APPROVAL OF AGENDA

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

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

For: Chair Blyth, Member Medina, Member Sandoval, Member Arnhold, Attendee Fitzgerald

Against: None

Abstain: None

4. APPROVAL OF MINUTES



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 25, 2022

- a. OTAB Minutes – December 14, 2021

MOTION: Member Sandoval moved, seconded by Member Arnhold, to approve the Minutes as presented.

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

For: Chair Blyth, Member Medina, Member Sandoval, Member Arnhold, Attendee Fitzgerald

Against: None

Abstain: None

5.

PRESENTATION

- a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
- b. Santa Fe County Report (Alex Fitzgerald, amfitzgerald@santafecountynm.gov) and/or Joseph Montoya, jrmontoya@santafecountynm.gov)
- c. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
- d. Budget Status Update (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
- e. Use/Discussion of Occupancy Tax Advisory Board Funds (Rik Blyth, VP & GM of La Fonda, rblyth@lafondasantafe.com)

Board voted and agreed the use of OTAB grant funds for the non-profit events referenced on the attachment. Ray Sandoval abstained from voting as two of the events on the list are coordinated by him but supports the other events.

MOTION: Member Medina moved, seconded by Member Arnhold, to approve the OTAB Sponsorship as presented.



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 25, 2022

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

For: Chair Blyth, Member Medina, Member Arnhold, Attendee Fitzgerald

Against: None

Abstain: Member Sandoval

6. **MATTERS FROM STAFF**

- a. TOURISM Santa Fe Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
- b. TOURISM Santa Fe Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- c. TOURISM Santa Fe Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

7. **MATTERS FROM THE BOARD**

8. **MATTERS FROM THE PUBLIC**

9. **NEXT MEETING: February 22 2022**

Meeting adjourned at 11:00AM

10. **ADJOURN**

Liaison

Chair

OCCUPANCY TAX ADVISORY BOARD
STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR		
OCCUPANCY						
City Wide	38.1%	38.6%	21.7%	25.4%	16.4%	13.2%
Downtown	34.0%	34.0%	15.5%	15.7%	18.5%	18.3%
Cerrillos Road	42.9%	41.0%	27.4%	35.5%	15.5%	5.5%
Periphery	37.6%		23.3%			
County		38.8%		25.3%	0.0%	
AVERAGE RATE						
City Wide	\$137.86	\$125.82	\$98.80	\$80.40	\$39.06	\$45.42
Downtown	\$200.99	\$191.70	\$129.07	\$125.30	\$71.92	\$66.40
Cerrillos Road	\$75.73	\$78.65	\$66.94	\$59.69	\$8.79	\$18.96
Periphery	\$153.59		\$126.28		\$27.31	
County		\$94.66		\$72.48	\$0.00	
REVPAR						
City Wide	\$52.56	\$48.54	\$21.44	\$20.41	\$31.12	\$28.13
Downtown	\$68.34	\$65.27	\$20.03	\$19.63	\$48.31	\$45.64
Cerrillos Road	\$32.50	\$32.26	\$18.34	\$20.01	\$14.16	\$12.25
Periphery	\$57.69		\$29.48		\$28.21	
County		\$46.52		\$29.17	\$0.00	
Lodger's Tax (December)						
Hotels						\$0
Short Term Rentals						\$0
Total						\$0

TOURISM

SANTA FE

January 2022 OTAB Report Sales Report February 22, 2022

January 2022 Leads:

- 13 total leads requiring sleeping rooms
- 7,805 total room nights sent via leads

January 2022 Confirmed Bookings:

- 6 Definite Bookings
- 1,045 Definite Room Nights
- 3 Definite SFCCC space only events

January 2021 Leads:

- 5 total leads requiring sleeping rooms
- 1,335 room nights sent via leads

January 2021 Confirmed Bookings:

- No Definite Bookings
 - No Definite Room Nights
-

2022 YTD Leads:

- 13 total leads requiring sleeping rooms
- 7,805 total room nights sent via leads

2022 YTD Definite:

- 6 Definite Booking
- 1,045 Definite Room Nights
- 3 Definite SFCCC space only events

2021 YTD Leads:

- 209 total leads requiring sleeping rooms
- 54,674 total room nights sent via leads

2021 YTD Definite:

- 30 Definite Booking
- 5,100 Definite Room Nights
- 63 Definite SFCCC space only events

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 2/16/2022

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2021												
Event													6
STLY Event													3
Event Variance		200%											200%
Rooms		1,045											1,045
STLY Rooms		3,003											3,003
Room Variance		-287%											-287%
Lead	2021												
Event													13
STLY Event													3
Event Variance		433%											433%
Rooms		7,805											7,805
STLY Rooms		747											747
Room Variance		1044%											1044%

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: 2/16/2022

Event Type: All

Source: All

Contracted Rooms

Calendar Year

	Actual 2007	Actual 2008	Actual 2009	Actual 2010	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017	Actual 2018	Actual 2019	Actual 2020	Actual 2021	Definite 2022	Definite 2023	Definite 2024	Definite 2025	Definite 2026	Definite 2027	
January	0	0	0	509	740	225	2,891	535	4,649	1,570	2,435	1,380	2,753	4,528	3,342	53	0	0	0	0	0	0
February	0	0	0	750	960	200	1,998	3,045	1,702	348	5,041	972	1,914	1,859	925	240	1,485	0	0	0	0	0
March	0	0	67	173	1,160	425	603	2,210	804	348	5,041	972	1,914	1,859	925	240	1,485	0	0	0	0	0
April	0	0	190	1,063	294	920	1,440	1,484	2,684	2,558	964	3,844	3,778	2,562	882	1,790	0	0	0	0	0	0
May	0	0	950	1,065	2,225	2,601	1,290	2,864	1,825	3,366	2,886	2,872	3,910	2,577	1,417	0	0	0	0	0	0	0
June	0	18	0	6,358	4,217	2,818	882	1,701	3,379	6,541	1,729	7,964	2,422	1,581	64	2,330	0	0	0	0	0	0
July	0	0	57	770	3,807	895	2,807	2,623	2,122	4,708	10,729	5,634	3,515	2,429	1,450	103	0	0	0	0	0	0
August	0	0	1,755	75	416	985	875	1,633	800	1,615	2,649	4,655	2,562	1,426	760	0	0	0	0	0	0	0
September	0	0	0	868	695	576	1,486	1,330	2,436	2,444	2,794	3,576	4,447	2,742	255	225	0	0	0	0	0	0
October	0	0	2,201	1,208	3,385	3,899	4,503	2,006	3,675	4,639	2,281	2,556	2,177	3,748	1,319	540	0	0	0	0	0	0
November	0	32	148	3,954	945	1,471	480	3,486	2,682	4,728	2,063	5,342	853	675	3,339	1,541	0	0	0	0	0	0
December	0	0	0	96	60	450	0	196	68	350	179	0	375	250	340	0	0	0	0	0	0	0
TOTAL	0	0	50	5,388	16,899	19,004	15,375	23,113	26,826	35,984	35,984	43,982	32,468	27,508	15,395	6,842	1,705	4,419	0	0	0	0
LAST YEAR	0	0	50	5,388	16,899	19,004	15,375	23,113	26,826	35,984	35,984	43,982	32,468	27,508	15,395	6,842	1,705	4,419	0	0	0	0
Change	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0



**OTAB Marketing Report
February 2022
Reporting for February 22, 2022 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for January and February

1. [RECENT MEDIA COVERAGE]

- a. As a result of pitching, **Conde Nast Traveler** included Santa Fe in the column, "The Best Places to Travel in February."
<https://www.cntraveler.com/gallery/best-places-to-travel-february>
- b. After participating in an individual press trip in November 2021, **Hotels Above Par** published a story titled, "1,2,3: Santa Fe, New Mexico Destination Guide."
<https://hotelsabovepar.com/santa-fe-destination-guide/>

2. [VOTE FOR SANTA FE] Travel + Leisure World's Best Awards

Voting is now open in the prestigious **Travel + Leisure World's Best Awards**. Last year Santa Fe was recognized as the #2 best city on the "Top 15 Cities in the United States" list.

We need your votes to get to #1. Please vote today and support Santa Fe and our local businesses in this short, 5–7-minute survey: <https://wba.m-rr.com/home>

Santa Fe nominees and categories include:

Cities in New Mexico

- Santa Fe

Hotels in Santa Fe

- Antigua Inn
- Bishop's Lodge, Auberge Resorts Collection
- Eldorado Hotel & Spa
- Four Seasons Resort Rancho Encantado
- Hotel Santa Fe / The Hacienda and Spa
- Inn and Spa at Loretto
- Inn of the Five Graces
- Inn on the Alameda
- La Fonda on the Plaza
- La Posada de Santa Fe

- Rosewood Inn of the Anasazi

Destination Spas

- Ojo Santa Fe Spa Resort
- Ten Thousand Waves

Voting is open now through February 28. You can vote once per email address, per category: <https://wba.m-rr.com/home>

3. [NOW AVAILABLE] 2022 Official Santa Fe Visitors Guide

With more in-depth content than ever before, the **2022 Official Santa Fe Visitors Guide** is now available to order. The Visitor Guides is a helpful planning tool for in-destination visitors. Be sure to have copies available for your guests!

Place your bulk orders today (<https://www.santafe.org/industry/visitors-guide-bulk-orders/>) and a member of our team will call or email to let you know that your order is ready to be picked up at the Santa Fe Community Convention Center.



4. [NEW!] Official Santa Fe Dining Guide

Coming Summer 2022—the Official Santa Fe Dining Guide, a glossy 8.5 x 11 book designed to introduce our visitors to the breadth and depth of our incredible culinary scene.

This beautiful user-friendly dining guide will feature Santa Fe restaurants through their menus, signature dishes, imagery, and special hallmarks that set them apart. To find out more, email advertise@santafe.org.

Feature your restaurant

A single page is \$500 and a double-page spread is \$900.

Advertise your hospitality business

Purchase full-page ad space and get in front of visitors.

Key Reasons to Participate

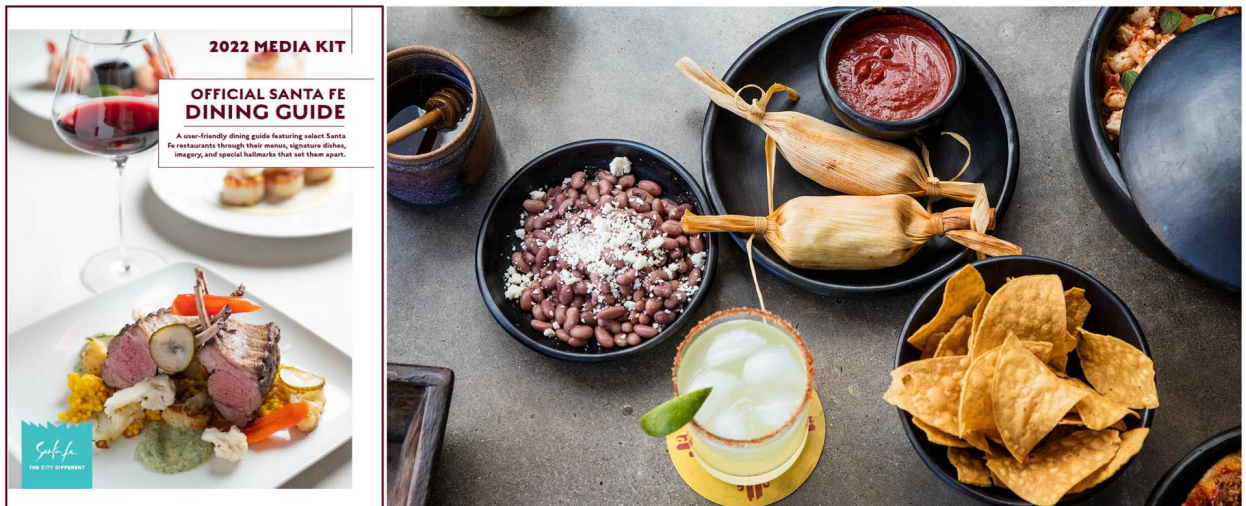
- Expected to become a favorite piece for in-market decisions on where to dine
- Subsidized by TOURISM Santa Fe, it offers a very inexpensive way to expose your menu to visitors
- Minimal advertising to preserve and highlight restaurant focus

Distribution and Promotion

- Available in Summer 2022
- 75,000 copies distributed in hotels, Visitors Centers, and other select high-visitation locations
- Directs visitors to restaurant and advertiser websites
- Available in an interactive digital format via publishing partner ISSUU
- Promoted to millions of visitors via santafe.org, the santafenm.gov, santafechamber.com, and other top sites used for trip planning
- Participating restaurants (with existing business listing presence on santafe.org) added to an interactive dining map on santafe.org

Important Deadline

- Reserve your space by March 1.



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 2/12/22)

- 11,269 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 13,375 paper Passports have been purchased at our Visitor Centers and by partners
- 5,291 T-shirts that have been earned by Passport holders collecting 5 stamps
- 295 people are members of the Margarita Society
- 305 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 186 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 2/14/22)

- 7 Press Releases
- 315 Journalist have experienced the Trail
- \$10,302,670 amount of earned media

Social Media (as of 2/14/22)

- 589 Total Social Media Posts – 2 Facebook posts. 2 Tweets.

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	Sub Orders	Items Purchas	Exit Links Clic	Inquiries	All Products	Businesses
Dec '20	3,658	703	436	267	\$0.00	0	0	0	-	0	40	18
Jan '21	13,600	2,857	2,065	792	\$349.00	1	1	1	-	1	284	41
Feb '21	19,381	5,946	4,718	1,228	\$95.43	1	1	1	-	4	539	54
Mar '21	35,428	10,049	8,016	2,033	\$1,104.95	15	15	23	-	8	611	65
Apr '21	25,405	9,999	7,991	2,008	\$3,524.77	21	24	27	-	462 16	709	71
May '21	21,888	8,440	6,735	1,705	\$2,365.06	10	10	20	-	526 12	737	75
Jun '21	22,884	10,558	8,653	1,905	\$505.38	6	6	6	-	328 6	751	76
Jul '21	19,395	9,790	7,894	1,896	\$994.88	8	8	9	-	308 5	764	77
Aug '21	22,593	7,815	6,101	1,714	\$2,583.72	24	25	32	-	536 4	963	78
Sep '21	19,992	7,332	5,600	1,732	\$1,808.95	20	20	30	-	382 8	986	79
Oct '21	16,860	5,547	4,252	1,295	\$3,508.78	12	13	23	-	402 7	1,085	82
Nov '21	13,880	4,306	3,177	1,129	\$2,043.33	15	16	30	-	338 7	1,033	85
Dec '21	13,965	4,249	3,142	1,107	\$2,023.32	14	17	20	-	238 6	1,177	86
Jan '22	13,246	4,292	3,391	901	\$726.14	9	11	16	-	253 10	1,183	87
Total	262,175	91,883	72,171	19,712	\$21,633.71	156	167	238	3,773	94	-	-

MONTHLY METRICS

WEBSITE & NEWSLETTERS

January 2022 Website Performance Metrics

VISITS:

- Total Sessions 112,689 (48.2% increase Y/Y)
- Unique Users 90,111 (40.2% increase Y/Y)
- Pages per Session 3.49† (21.2% increase Y/Y)
- Average Time on Site 4:25† (1.5% decrease Y/Y)
- Conversion Rate 11.94% (76.1% 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:

- 60.1% Female (33.1% increase Y/Y)
- 39.89% Male (17.8% increase Y/Y)

VISTOR AGE:

- 11.1% 18 - 24 (47% increase Y/Y)
- 17.9% 25 - 34 (11.2% increase Y/Y)
- 21.5% 35 - 44 (68.2% increase Y/Y)
- 18.9% 45 - 54 (42.1% increase Y/Y)
- 16.2% 55 - 64 (3.9% decrease Y/Y)
- 14.6% 65+ (5.6% increase Y/Y)

Newsletter - Industry

TOURISM Santa Fe Marketing Report

- Date: 1/12/22
- Sent: Number sent: 1,446
- Number opened: 530
- Open rate: 37%

Newsletter - Consumer

SANTA FE MARKETPLACE

The monthly Santa Fe Marketplace newsletter is distributed the first Wednesday of each month to our consumer database, and highlights seasonal Santa Fe vendor's products and categories promoted and sold through the Santa Fe Marketplace.

Shop Santa Fe Businesses this Valentine's Day

- Send Date: 1/19/22
- Subscribers: 15,929
- Number Opened: 5,964
- Open Rate: 37.4
- CTR: 4%

SANTA FE SCOOP

Santa Fe Scoop, our NEW monthly consumer awareness newsletter distributed at the end of each month, informs and inspires potential visitors with current happenings, must-see events, national/international accolades, blogs, deals & specials, and more! And a seasonal Santa Fe Scoop is coming soon. This quarterly newsletter looks ahead at the next season's general events and specials, and is designed to be a planning tool for would-be visitors!

Get the Scoop on February in Santa Fe

- Send Date: 1/26/22
- Subscribers: 53,322
- Number Opened: 17,120
- Open Rate: 32.1
- CTR: 3%

SOCIAL MEDIA

Summary

Though typically a slower month historically, January continued to build on the momentum of a strong December across most all KPIs. Facebook engagement reached levels not seen since 2015, garnering 90k engagements, 35.6% increase M/M. Facebook PTAT was up 51.7% M/M as well. Instagram's Top Post also reached near-record levels. The 6842 likes is the second best performing post in page history. Twitter impressions and engagement continued a steady downward trend, down 16.2% and 15.1% M/M respectively. Pinterest organic impressions saw a strong gain, up 48.1% from December.

Facebook

January 2022 Performance Metrics

- Total Page Followers: 82,798 (.78% increase M/M)
- People Talking About This (PTAT): 32,839 (51.7% increase M/M)
- Engagement: 89,892 (35.6% increase M/M)

- Top Ranking Post: “Looking pretty good in white. [#TheCityDifferent](#) | [SantaFe.org](#)
📷: @” santafeantiques”
 - Reactions: 23,233
 - Comments: 2302
 - Reach: 223,161

Twitter

January 2022 Performance Metrics

- Followers: 16,192 (.53% increase M/M)
- Monthly Impressions: 37,200 (16.2% decrease M/M)
- Engagement: 1116 (15.1% decrease M/M)

Top Ranking Post: ““Santa Fe is a favorite hiking destination for visitors to New Mexico - and for good reason! Nestled at the foot of the Sangre de Cristo Mountains, the area has accessible all-season terrain, beautiful views and varied routes to suit people of all ages.”

[#TheCityDifferent](#) | [SantaFe.org](#)

- Impressions: 1539
- Retweets: 10
- Total engagements: 93

Instagram

January 2022 Performance Metrics

- Followers: 52,288 (1.1% increase M/M)
- Top Performing Post: “Looking pretty good in white. [#TheCityDifferent](#) | [SantaFe.org](#) 📷: @=-@santafeantiques”
 - Likes: 6,842

Pinterest

January 2022 Performance Metrics

- Organic Impressions: 61,570 (48.1% increase M/M)

YouTube

January 2022 Performance Metrics

- Subscribers: 806 (0.9% increase M/M)
- Views: 1922 (12.4% decrease M/M)

Santa Fe Insider Blog

January 2022 Performance Metrics

- Total Blog Views: 28,574 (21.8% increase M/M)
- Average Time on Blog: 3:24 minutes (4.1% increase M/M)

January 2022 Blog Posts

25 Reasons to Love Santa Fe

- Published January 14, 2022
- Views: 862

Six Ways to Love Santa Fe in February

- Updated January 14, 2022
- Views: 845

Hop on the Coffee Lovers' Tour

- Updated January 19, 2022
- Views: 494

Santa Fe & Chocolate: A Love Affair Older than the City Itself

- Updated January 20, 2022
- Views: 762

Top 5 Viewed Blog Posts in January

11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 4146

How to Spend a Perfect Weekend in Santa Fe, NM

- Updated Sept 17, 2021
- Views: 2206

A Day Trip to Chimayo from Santa Fe

- Posted September 1, 2015
- Views: 2056

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 1895

Take a Tour of Santa Fe's Historic Sites

- Published May 7, 2019
- Views: 1520

PUBLIC RELATIONS

Summary

The PR team kicked off the year attending the TravMedia International Media Marketplace North America in New York City this month—allowing us to both reconnect and establish new relationships with media and set the stage for a strong 2022. During the marketplace, PR Manager Joanne Hudson, had 24 pre-scheduled one-on-one media appointments and open networking opportunities. The team supplemented these efforts with a pitching strategy that resulted in major placements throughout the month, including Conde Nast Traveler and Travel + Leisure. Other placements came to fruition in January from 2021 press trips in outlets such as Forbes Travel Guide and Hotels Above Par.

The team also finalized media attendance for a group Ski Press Trip set to take place February 23-27, with seven writers who contribute to national travel, outdoors, or ski-specific outlets confirmed to participate. In addition to ski/winter and what's new/2022 event pitches, the team identified the 2022 Year of Milestones across the destination to drive long-lead pitching for the upcoming months.

Performance Metrics

January 2022

- Pitches: 90 (increase 6% Y/Y)
- Press Releases: 0 (No change Y/Y)
- Media Visits: 0 (No Change Y/Y)
- Media Contacts: 200 (increase 100% Y/Y)
- Earned Media: \$489,843 (decrease 61% Y/Y)
- Total Impressions: 73,476,250 (decrease 60% Y/Y)

Year-to-Date 2022

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MEDIA PLACEMENTS – ADVERTISING

January 2022 Performance Metrics

PRINT

Phoenix Magazine

Full Page

Target Market: CORE Markets

Flight Dates: January

Impressions: 68,000

Media Spend: \$5,650

New Mexico Magazine (Co-Op)

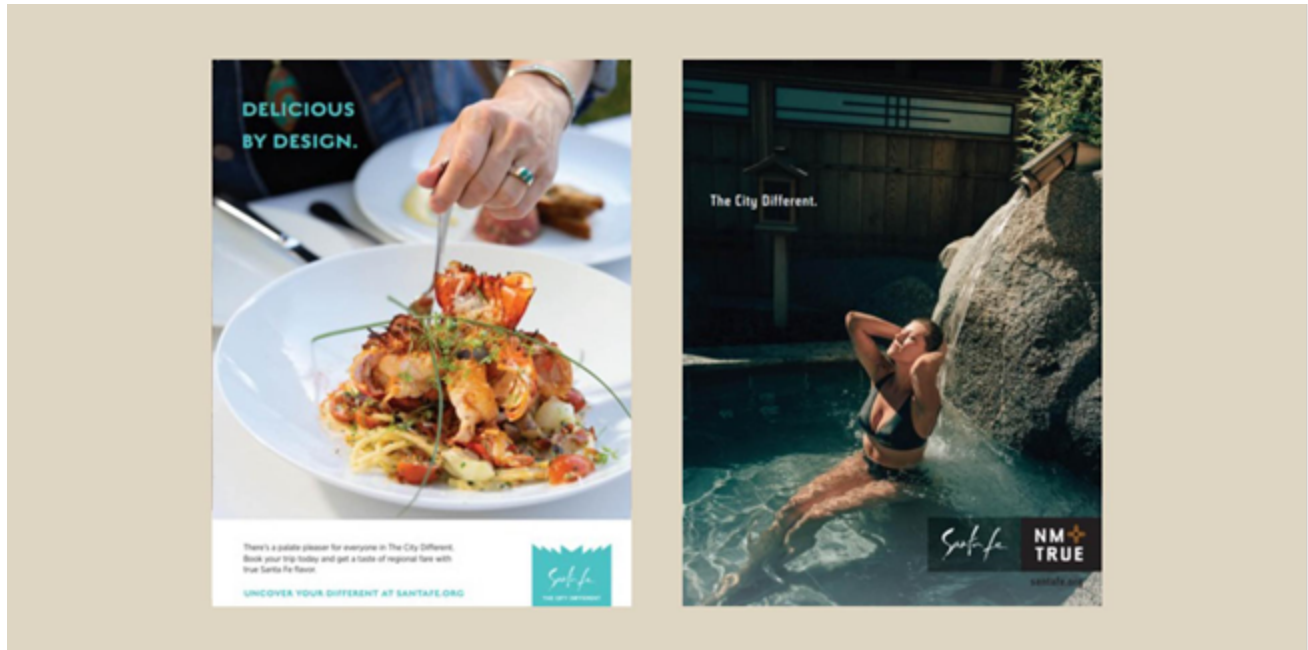
Full Page

Target Market: CORE Markets

Flight Dates: January

Impressions: 67,500

Media Spend: \$2,545



DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

The Trade Desk

Prospecting & Remarketing Display

Target Market: CORE Markets

Flight Dates: 1/1/22-1/31/22

Impressions: 1,320,408

Media Spend: \$2,654

The Trade Desk

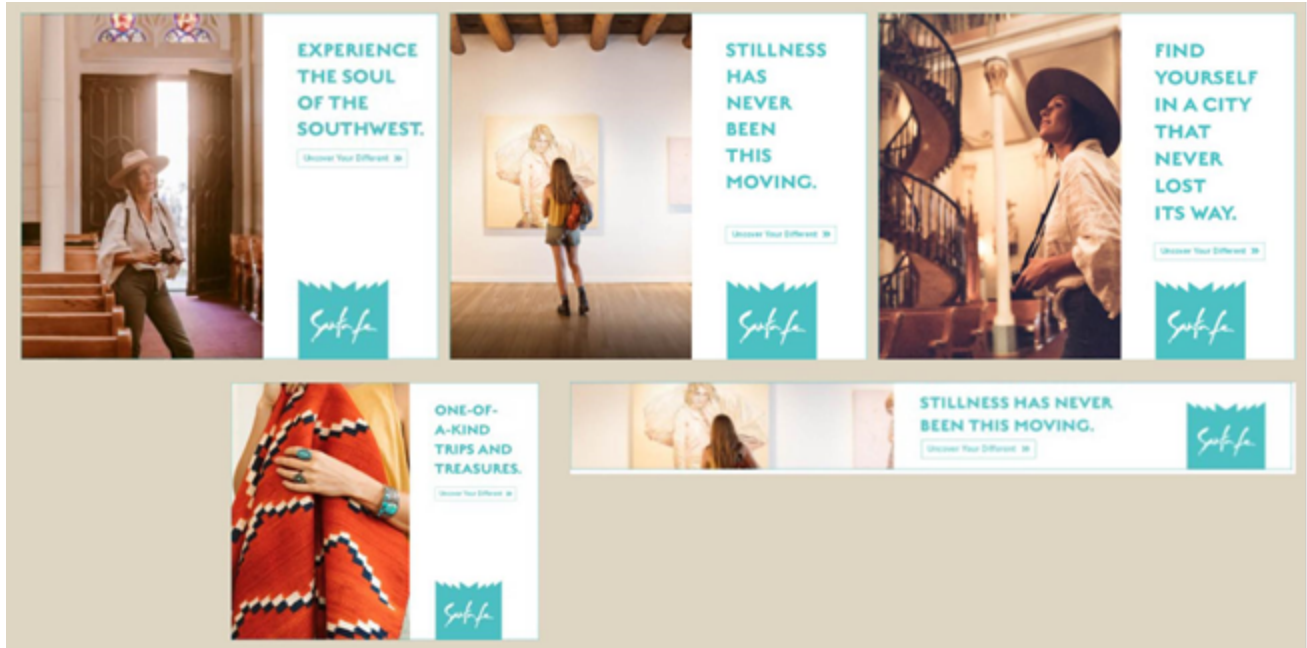
Prospecting & Remarketing Display

Target Market: OPP Markets

Flight Dates: 1/1/22-1/31/22

Impressions: 2,210,409

Media Spend: \$2,647



Google Discovery Ads

Target Market: CORE Markets

Flight Dates: 1/1/22-1/31/22

Impressions: 60,906

Media Spend: \$995.82

Google Discovery Ads

Target Market: OPP Markets

Flight Dates: 1/1/22-1/31/22

Impressions: 111,267

Media Spend: \$608.84

Google Display Network Remarketing

Target Market: CORE Markets

Flight Dates: 1/1/22-1/31/22

Impressions: 123,239

Media Spend: \$393.24

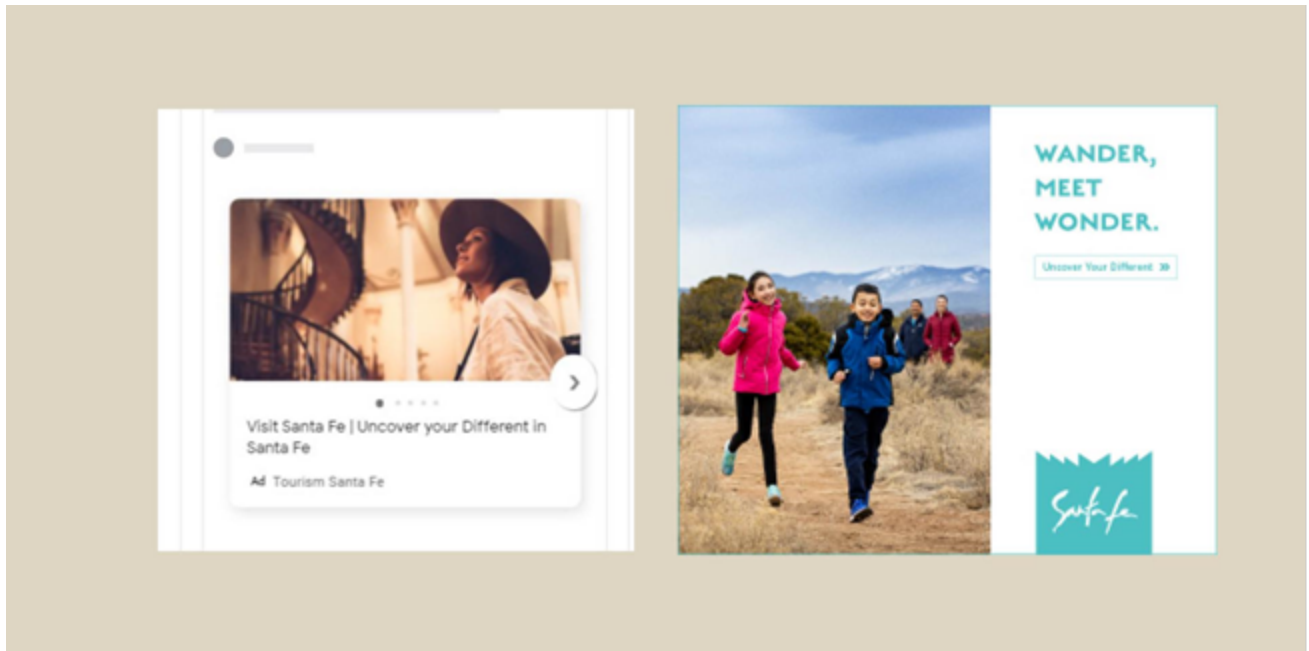
Google Display Network Remarketing

Target Market: OPP Markets

Flight Dates: 1/1/22-1/31/22

Impressions: 78,908

Media Spend: \$267.89



YouTube TrueView

Target Market: CORE Markets
Flight Dates: 1/1/22-1/31/22
Impressions: 552,803
Media Spend: \$2,649.29

YouTube TrueView

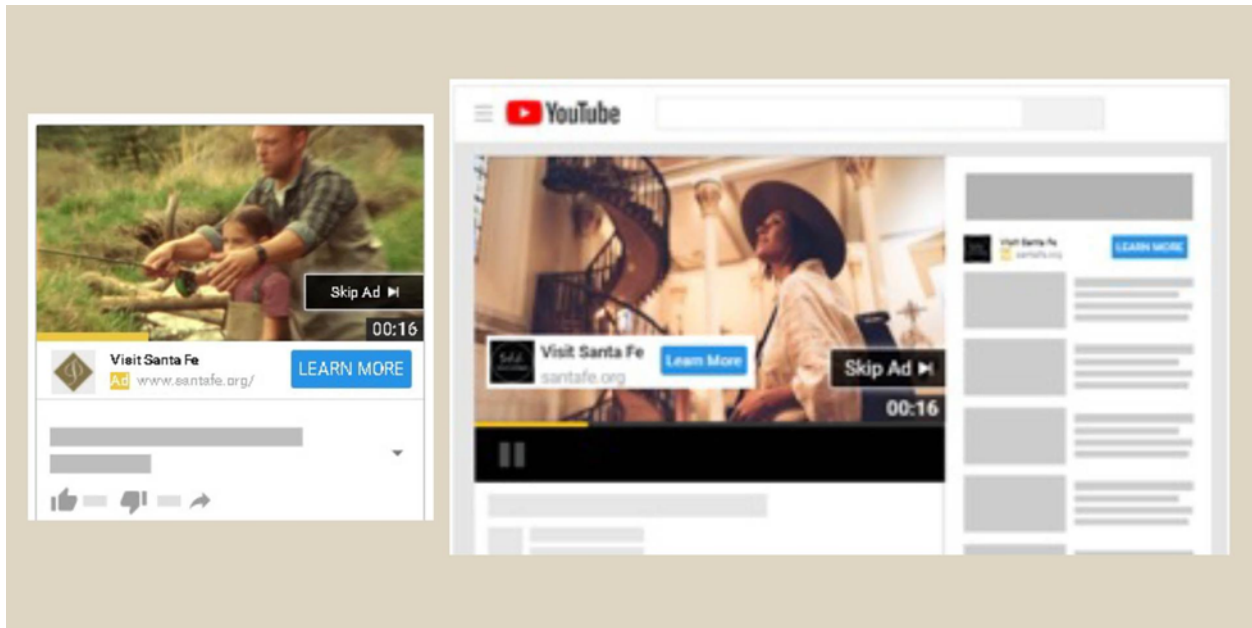
Target Market: OPP Markets
Flight Dates: 1/1/22-1/31/22
Impressions: 374,911
Media Spend: \$1,766.99
Link to Video:
<https://www.youtube.com/watch?v=VSCkrvtVt3Y>

YouTube TrueView Remarketing

Target Market: CORE Markets
Flight Dates: 1/1/22-1/31/22
Impressions: 99,430
Media Spend: \$1,049.10

YouTube TrueView Remarketing

Target Market: OPP Markets
Flight Dates: 1/1/22-1/31/22
Impressions: 111,013
Media Spend: \$1,105.54
Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



Facebook & Instagram Traffic Conversions

Target Market: CORE Markets
 Flight Dates: 1/1/22-1/31/22
 Impressions: 208,125
 Media Spend: \$3,195.04

Facebook & Instagram Traffic Conversions

Target Market: OPP Markets
 Flight Dates: 1/1/22-1/31/22
 Impressions: 118,716
 Media Spend: \$2,108.96

Facebook & Instagram Video Ads

Target Market: OPP Markets
 Flight Dates: 1/1/22-1/31/22
 Impressions: 118,485
 Media Spend: \$1,742.19

Facebook & Instagram Video Ads

Target Market: CORE Markets
 Flight Dates: 1/1/22-1/31/22
 Impressions: 237,477
 Media Spend: \$2,584.96

Pinterest Image Ads

Target Market: CORE Markets
 Flight Dates: 1/1/22-1/31/22
 Impressions: 212,067
 Media Spend: \$1,402.04

Pinterest Image Ads

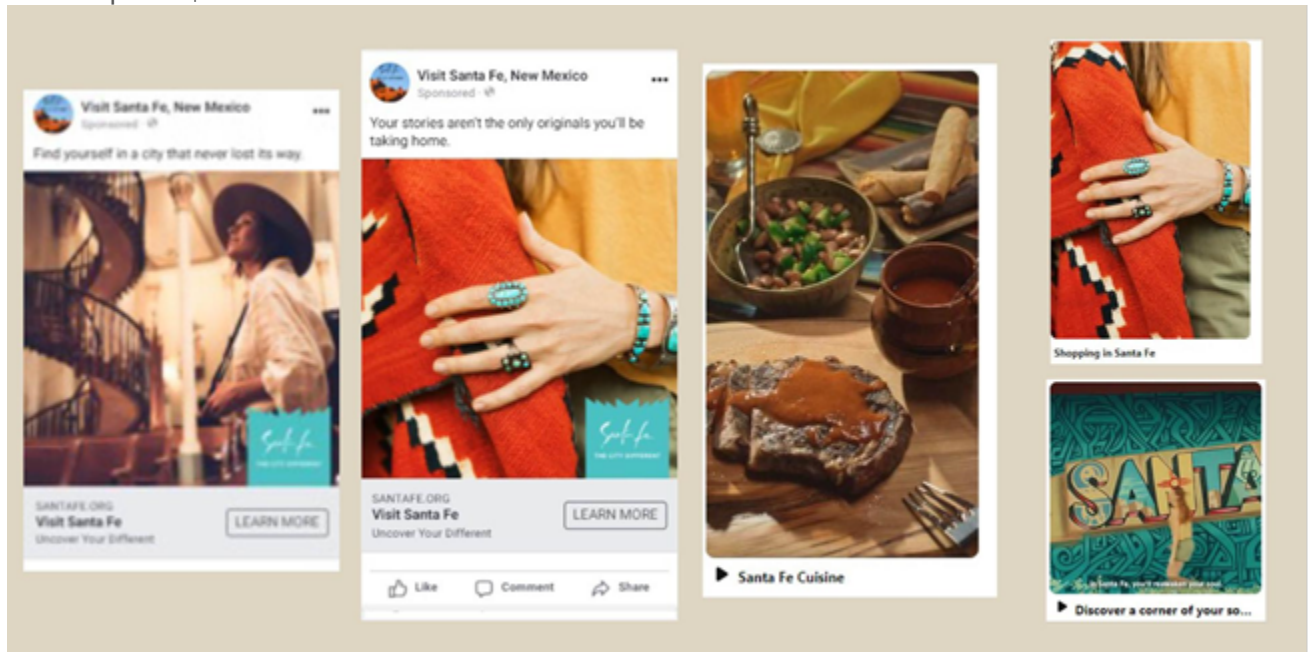
Target Market: OPP Markets
Flight Dates: 1/1/22-1/31/22
Impressions: 220,964
Media Spend: \$943.23

Pinterest Video Ads

Target Market: CORE Markets
Flight Dates: 1/1/22-1/31/22
Impressions: 223,297
Media Spend: \$1,177.26

Pinterest Video Ads

Target Market: OPP Markets
Flight Dates: 1/1/22-1/31/22
Impressions: 153,370
Media Spend: \$781.10



SEM

Google Search

Target Markets: National
Flight Dates: 1/1/22-1/31/22
Impressions: 158,670
Media Spend: \$7,738.19

Bing Search

Target Markets: National
Flight Dates: 1/1/22-1/31/22
Impressions: 97,413

Media Spend: \$1,804.02

MEETINGS AND GROUPS

CVENT

Remarketing Display

Target Market: : MEETINGS & GROUPS

Flight Dates: 1/1/22-1/31/22

Impressions: 6,445

Media Spend: N/A

SEM

Google Search

Target Markets: National

Flight Dates: 1/1/22-1/31/22

Impressions: 1,513

Media Spend: \$177.95

