



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
APRIL 26, 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.

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**



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2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. Minutes – March 22, 2022
5. **PRESENTATION**
 - a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
 - b. Santa Fe County Report (Alex Fitzgerald, amfitzgerald@santafenm.gov)
 - c. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
6. **ACTION ITEMS**
 - a. Discussion of Rules and Use of FY23 OTAB Funding (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
7. **MATTERS FROM STAFF**
 - a. TSF Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
 - b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
 - c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
8. **MATTERS FROM THE BOARD**
9. **MATTERS FROM THE PUBLIC**



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10. **NEXT MEETING: Tuesday, May 24, 2022**
11. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
MARCH 22, 2022

1. CALL TO ORDER

Meeting called to order at 10:05AM

2. ROLL CALL

Members Present:

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

Members Excused:

None

Others Attending:

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

3. APPROVAL OF AGENDA

MOTION: Member Sandoval 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, Member Sandoval, Member Arnhold, Member Fitzgerald

Against: None

Abstain: None

4. APPROVAL OF MINUTES



MINUTES

a. Minutes – Feb. 22, 2022

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 Bennett, Member Medina, Member Sandoval, Member Arnhold, Member 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@santafenm.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)
- c. TOURISM Santa Fe Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Members request further discussion on rules and use of FY23 OTAB funding in the May 2022 meeting

7. **MATTERS FROM THE BOARD**



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
MARCH 22, 2022

-
8. **MATTERS FROM THE PUBLIC**
 9. **NEXT MEETING: April 26 2022**
 10. **ADJOURN**

Meeting adjourned at 11:08AM

Shirley Spencer

Liaison

Chair

VOTE SUMMARY



Meeting Name - Occupancy Tax Advisory Board

Meeting Start Date - 03/22/2022

Meeting Committee - Occupancy Tax Advisory Board

Item Title - Minutes – Feb. 22, 2022

Item Type - minutes

Item Owner -

Item Sponsor -

Item Tracking Number - 22-14022

Motion Type - Approve

Motion Mover -

Motion Secunder -

Motion Status -

Vote For Count - 0

Vote Against Count - 0

Vote Abstain Count - 0

Vote Absent Count - 0

Vote For Names -

Vote Against Names -

Vote Abstain Names -

Vote Absent Names -

User Name - Shirley Spencer

User Email - sjspencer@santafenm.gov

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Item Type - minutes

Item Owner -

Item Sponsor -

Item Tracking Number - 22-14022

Motion Type - Approve

Motion Mover - Ray Sandoval

Motion Seconder - Lutz Arnhold

Motion Status - approved

Vote For Count - 6

Vote Against Count - 0

Vote Abstain Count - 0

Vote Absent Count - 0

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

Vote Against Names -

Vote Abstain Names -

Vote Absent Names -

User Name - Shirley Spencer

User Email - sjspencer@santafenm.gov

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Vote For Names -

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Vote Against Count - 0

Vote Abstain Count - 0

Vote Absent Count - 0

Vote For Names -

Vote Against Names -

Vote Abstain Names -

Vote Absent Names -

User Name - Shirley Spencer

User Email - sjspencer@santafenm.gov

STATISTICS REPORT

| MONTH | CURRENT | | LAST YEAR | | VAR | VAR |
|-----------------------------|----------|-----------|-----------|-----------|---------|-----------|
| February | RMLR | STR | RMLR | STR | RMLR | STR |
| OCCUPANCY | | | | | | |
| City Wide | 66.0% | 68.4% | 47.3% | 48.6% | 18.7% | 19.8% |
| Downtown | 68.8% | 67.1% | 41.9% | 41.4% | 26.9% | 25.7% |
| Cerrillos Road | 65.1% | 68.1% | 52.5% | 54.3% | 12.6% | 13.8% |
| Periphery | 62.6% | | 48.6% | | 14.0% | |
| County | | 67.6% | | 49.9% | | 17.7% |
| AVERAGE RATE | | | | | | |
| City Wide | \$172.78 | \$160.82 | \$121.91 | \$108.22 | \$50.87 | \$52.60 |
| Downtown | \$237.21 | \$232.24 | \$172.72 | \$168.16 | \$64.49 | \$64.08 |
| Cerrillos Road | \$104.41 | \$102.15 | \$72.80 | \$68.09 | \$31.61 | \$34.06 |
| Periphery | \$160.84 | | \$131.52 | | \$29.32 | |
| County | | \$172.45 | | \$117.94 | | \$54.51 |
| REVPAR | | | | | | |
| City Wide | \$114.11 | \$109.96 | \$57.70 | \$52.62 | \$56.41 | \$57.34 |
| Downtown | \$163.11 | \$155.72 | \$72.31 | \$69.66 | \$90.80 | \$86.06 |
| Cerrillos Road | \$67.97 | \$69.55 | \$38.25 | \$36.96 | \$29.72 | \$32.59 |
| Periphery | \$100.62 | | \$63.92 | | \$36.70 | |
| County | | \$116.60 | | \$58.90 | | \$57.70 |
| Lodger's Tax (March) | | | | | | |
| Hotels | | | | | | \$0 |
| Short Term Rentals | | | | | | \$0 |
| Total | | \$938,561 | | \$734,454 | | \$204,107 |

Short Term Rentals City

| | # Available | Occupancy | Avg. Rate | RevPAR | Avg Stay | Avg Lead |
|--------|-------------|-----------|-----------|--------|----------|----------|
| City | 1,310 | 50.2% | \$255.00 | \$149 | | 52 days |
| County | 455 | 50.0% | \$248.00 | \$142 | | 50 days |

| YEAR TO DATE | | | | | VAR | VAR |
|--|----------|--------------|----------|-------------|---------|-------------|
| February | | | | | RMLR | STR |
| OCCUPANCY | | | | | | |
| City Wide | 51.1% | 52.3% | 32.2% | 35.2% | 18.9% | 17.1% |
| Downtown | 51.0% | 49.5% | 26.3% | 26.8% | 24.7% | 22.7% |
| Cerrillos Road | 52.5% | 53.3% | 38.2% | 41.9% | 14.3% | 11.4% |
| Periphery | 49.2% | | 33.2% | | 16.0% | |
| County | | 52.0% | | 35.6% | | 16.4% |
| AVERAGE RATE | | | | | | |
| City Wide | \$159.58 | \$144.35 | \$111.18 | \$95.21 | \$48.40 | \$49.14 |
| Downtown | \$224.43 | \$215.30 | \$155.49 | \$150.21 | \$68.94 | \$65.09 |
| Cerrillos Road | \$91.78 | \$88.62 | \$69.61 | \$63.46 | \$22.17 | \$25.16 |
| Periphery | \$157.17 | | \$129.18 | | \$27.99 | |
| County | | \$154.97 | | \$104.90 | | \$50.07 |
| REVPAR | | | | | | |
| City Wide | \$81.66 | \$75.51 | \$36.03 | \$33.49 | \$45.63 | \$42.02 |
| Downtown | \$114.45 | \$106.62 | \$40.95 | \$40.23 | \$73.50 | \$66.39 |
| Cerrillos Road | \$48.17 | \$47.25 | \$26.57 | \$26.57 | \$21.60 | \$20.68 |
| Periphery | \$77.39 | | \$42.90 | | \$34.49 | |
| County | | \$57.77 | | \$36.72 | | \$21.05 |
| Lodger's Tax (9 months FY22 ending June 30) | | | | | | |
| Hotels | | | | | | \$0 |
| Short Term Rentals | | | | | | \$0 |
| Total | | \$11,231,410 | | \$3,650,964 | | \$7,580,446 |



**February 2022 OTAB Report
Sales Report April 26, 2022**

March 2022 Leads:

- 28 total leads requiring sleeping rooms
- 11,752 total room nights sent via leads

March 2022 Confirmed Bookings:

- 4 Definite Bookings
- 1,827 Definite Room Nights
- 22 Definite SFCCC space only events

March 2021 Leads:

- 15 total leads requiring sleeping rooms
- 4,112 room nights sent via leads

March 2021 Confirmed Bookings:

- 1 Definite Bookings
- 61 Definite Room Nights

2022 YTD Leads:

- 60 total leads requiring sleeping rooms
- 24,321 total room nights sent via leads

2022 YTD Definite:

- 11 Definite Booking
- 2,972 Definite Room Nights
- 50 Definite SFCCC space only events

2021 YTD Leads:

- 28 total leads requiring sleeping rooms
- 7,711 total room nights sent via leads

2021 YTD Definite:

- 4 Definite Booking
- 3,064 Definite Room Nights

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 4/20/2022

| | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-----------------|-------------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|-------|
| Definite | 2021 | | | | | | | | | | | | |
| Event | 6 | 1 | 4 | | | | | | | | | | 11 |
| STLY Event | 3 | 0 | 1 | | | | | | | | | | 4 |
| Event Variance | 200% | | 75% | | | | | | | | | | 275% |
| Rooms | 1,045 | 100 | 1,827 | | | | | | | | | | 2,972 |
| STLY Rooms | 3,003 | - | 61 | | | | | | | | | | 3,064 |
| Room Variance | -287% | | | | | | | | | | | | -4% |

| | | | | | | | | | | | | | |
|----------------|-------------|-------|--------|--|--|--|--|--|--|--|--|--|--------|
| Lead | 2021 | | | | | | | | | | | | |
| Event | 13 | 19 | 28 | | | | | | | | | | 60 |
| STLY Event | 3 | 10 | 15 | | | | | | | | | | 28 |
| Event Variance | 433% | 190% | 86% | | | | | | | | | | 214% |
| Rooms | 7,805 | 4,764 | 11,752 | | | | | | | | | | 24,321 |
| STLY Rooms | 747 | 2,852 | 4,112 | | | | | | | | | | 7,711 |
| Room Variance | 1044% | 167% | 285% | | | | | | | | | | 315% |

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



**OTAB Marketing Report
April 2022
Reporting for April 26, 2022 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for February and March

1. [VOTE TODAY]

Last year your votes helped rank Santa Fe as the **#4 City in Condé Nast Traveler Readers' Choice Awards** for the category of "Top 10 Small Cities in the U.S." and four Santa Fe hotels were honored on the list for **"Top 20 Hotels in the Southwest & West."**

It's that time again! Let's get out the vote and support Santa Fe and our local businesses in the 2022 Condé Nast Travelers Readers' Choice Awards.

Cities

- Santa Fe

Hotels & Resorts in Santa Fe

- Bishop's Lodge
- El Rey Court
- Eldorado Hotel & Spa
- Four Seasons Resort Ranch Encantado Santa Fe
- Hacienda del Cerezo
- Hilton Santa Fe Buffalo Thunder
- Hilton Santa Fe Historic Plaza
- Hotel St. Francis
- Hotel Santa Fe
- Inn and Spa at Loretto
- Inn of the Alameda
- La Fonda on the Plaza
- La Posada de Santa Fe
- Las Palomas Hotel
- Ojo Santa Fe
- Rosewood Inn of the Anasazi
- The Inn of the Five Graces
- Ten Thousand Waves

The deadline to vote is June 30. Please vote today! You can vote once per email address, per category: <https://www.cntraveler.com/RCA/VOTE>

2. [RECENT MEDIA COVERAGE]

- Resulting from media relations efforts, **Travel + Leisure** published a “**Santa Fe Travel Guide.**” <https://www.travelandleisure.com/travel-guide/santa-fe>
- Resulting from participation in the Ski FAM, **Snowbrains** published a third and final article titled, “Ski Santa Fe, NM: How to Ski Vacation When Your Partner Doesn’t Ski.” <https://snowbrains.com/santa-fe-nm-how-to-ski-vacation-when-your-partner-doesnt-ski/>
- As a result of supporting the Santa Fe Farmers’ Market nomination and conducting “Get Out the Vote” efforts, **USA Today 10Best** recognized the market as the #6 Farmers Market in the U.S. for 2022. <https://www.10best.com/awards/travel/best-farmers-market/>
- As a result of conducting “Get Out the Vote” efforts, **USA Today 10Best** ranked the IAIA Museum of Contemporary Art as the #6 Best Art Museum for 2022, and the Museum of International Folk Art as the #9 museum. <https://www.10best.com/awards/travel/best-art-museum/>

3. [NEW OPPORTUNITY FOR PARTNERS] Promote your business through the *Unbelievable Pass* in Santa Fe.

Tourism Santa Fe along with Visit Albuquerque is excited to announce a partnership for an exclusive version of the **Unbelievable Pass** - a **paid attractions savings pass** highlighting local businesses in New Mexico. This pass will be offered to visitors **free of charge for a limited time**. The pass will be available on a mobile-exclusive platform and will be a key component of a joint marketing campaign moving forward. We would love your business to be a part of the pass!

Here are the top 3 things you need to know about being involved:

1. As a featured partner, **there is no cost to you** to participate. All we ask is you provide a deal or discount to pass holders as an incentive to visit your business and spend money with you. (These can be single-use or multi-use; it’s up to you!)
2. The pass is instantly delivered to a customer’s phone via text and email with no apps to download.
3. Flexible redemption options are built to work with any type of business - no tech, low tech, or high tech; a pass holder would simply present the pass on their phone at your business to redeem the offer or discount. This will be GPS enabled, to ensure they are physically at your location in order to redeem.

This first promotional period will run from June through October, so your offer will need to be valid until October 31st. We are hoping to keep this program ongoing here in Santa Fe if it is beneficial for everyone.

Next Steps:

If interested in participating in the Unbelievable Pass, please email Ryan Dodge: rhododge@santafenm.gov NO LATER than next Wednesday, April 20th.

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 4/14/22)

- 11,865 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 13,609 paper Passports have been purchased at our Visitor Centers and by partners
- 5480 T-shirts that have been earned by Passport holders collecting 5 stamps
- 312 people are members of the Margarita Society
- 310 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 191 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 4/15/22)

- 7 Press Releases
- 326 Journalist have experienced the Trail
- \$10,626,305 amount of earned media

Social Media (as of 4/11/22)

- 596 Total Social Media Posts – 1 Facebook post. 1 Tweet.

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.

Cumulative Totals (as of 4/14/22)

- Total Sales: \$22,505.14
- Businesses: 91
- Items Sold: 259
- Total Orders: 181
- Published Products: 1,076

Q1 2022 MARKETING METRICS

A summary of Q1 2022 Marketing Results is below. Full report is included in the packet.

Website [Q1 Y/Y Change]

- Total Sessions: 402,970 [UP 42%]
- Unique Users: 306,327 [UP 34%]
- Average Pages Per Session: 3.67* [DOWN 11%]
- Average Time on Site: 4:50 [no change]

- Overall Conversion Rate: 14.5% [UP 33%]

**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.*

- Website metrics are very strong, with a 34% increase in users YOY. In this time the conversion rate also increased 33% YoY.
- Users who land on the website are finding relevant information as bounce rate has dropped 9% YoY.
- When compared to Q4 2021, overall performance is trending positively with a 7.26% increase in sessions and a 21.22% increase in conversions.
- Users find a lot of value in the calendar and "Thing to Do" pages, as these were the most-visited pages with over 5,500 sessions. These pages also saw a combined 22% increase in time on page and 91% increase in sessions YoY.
- Users are spending more time on the site and visiting more pages, as 15-page session conversions have increased 24% YoY.
- The Las Vegas region drove 8,216 sessions, or 2% of all sessions, and had 827 goal completions with a 10% conversion rate.

Public Relations [Q1 Y/Y Change]

- Earned Media: \$1.84M [DOWN 5%]
- Earned Media Impressions: 258.1M [DOWN 5%]

In Q1 2022, the top priority of the public relations team was increasing media visits to the destination to highlight skiing – and Santa Fe as a four-season destination – to ultimately return media activity to pre-pandemic levels. In total, 10 media were hosted between a group press trip and individual media visits, compared to zero over the same period in 2021.

Writers representing outlets from national travel and niche outdoors, to key regional and lifestyle, visited The City Different. Additionally, the PR team began to secure spring press trips with several key family/parent media to promote the destination's growing family-friendly product with the arrival of Sky Railways. With several stories coming to fruition within Q1, we look forward to additional features throughout 2022 to supplement our editorial pitch strategy.

Proactively pitching Santa Fe's most popular characteristics and actively responding to timely media leads resulted in short-lead articles across top travel and lifestyle publications while the team activated long-lead planning around Indigenous Celebrations. In addition to national placements in Travel + Leisure, Cosmopolitan, and The Independent, the destination was included in roundup articles in Afar, Conde Nast Traveler, Boston Globe and Forbes Travel Guide.

To build on the positive momentum to start the year, the team is aggressively pitching the inaugural Santa Fe Literary Festival and targeting regional broadcast outlets for Cinco De Mayo themed segments from Margarita Trail experts.

Social Media [Q1 Y/Y Change]

- Facebook Followers: 84,181 [UP 5%]
- Facebook Engagement: 167,528 [DOWN 1%]

- Twitter Followers: 16,265 [UP 3%]
- Twitter Engagement: 2,526 [DOWN 19%]
- Twitter Impressions: 83,800 [DOWN 43%]
- Instagram Followers: 53,546 [UP 22%]
- Pinterest Impressions: 178,010 [UP 21%]

Facebook followers increased 5% Y/Y, with 4046 new followers to the page. Engagement saw a very slight downward tick, dropping 1% Y/Y. Twitter impressions and engagement are down 43% and 19% Y/Y respectively, with followers increasing 3%. Instagram continues to be the most rapidly growing channel, seeing a 22% increase in followers Y/Y (9,499 new followers). Organic Pinterest impressions are up 21% Y/Y. YouTube video views dropped dramatically as paid promotions were scaled back.

Blog [Q1 Y/Y Change]

- Page Views: 102,958 [UP 174%]
- Average Time on Blog: 3:08 [UP 18%]
- Referrals to Website Percentage: 16.4% [DOWN 18%]

Blog traffic has increased 174% Y/Y. Time on site increased 18% Y/Y. /surprising-facts remained the most visited page for the quarter.

Email Newsletter

- Industry: Marketing Report [Q1 Y/Y change]
 - Number Sent: 4,341 [UP 48%]
 - Avg. Open Rate: 37.3% [UP 72%]
- Consumer: Santa Fe Marketplace*
 - Subscribers: 16,462
 - Avg. Open Rate: 37.2%
- Consumer: Santa Fe Scoop*
 - Subscribers: 53,993
 - Avg. Open Rate: 30.1%

**Y/Y data is not available due to the fact that we began tracking e-newsletter data later in 2021.*

Marketing Report (Industry):

Due to a reporting error in January 2021, the Y/Y increases shown are not accurate. However, we continue to see a steady number of subscribers, driven by new businesses creating Listings on santafe.org. Impressive open rates approaching 40% continue to be the norm.

Santa Fe Scoop (Consumer)

Y/Y data is not available as our monthly consumer newsletter was paused in Q1 2021 due to the pandemic. The number of subscribers continues to increase month over month. The average open rate of 30% is well-above the industry average of 21%, as reported by Mailchimp.

Santa Fe Marketplace (Consumer)

Y/Y data is not available as regularly scheduled Marketplace e-mails began in April 2021. The subscriber list continues to grow M/M with more than 800 new subscribers since the end of 2021.

Above average open rates of 37% and an average click-through rate of close to 4% demonstrates continued interest in the content presented to the subscribers.

Paid Media/Advertising [Q1 Y/Y Change]

- Ad Spend: \$279K [UP 12%]
- Ad Impressions: 36.5M [UP 20%]

PAID SEARCH

- Resurging interest in travel in Q1 has led to great performance on Google Search compared to Q1 of 2021.
 - Conversions are up 173%
 - Cost per conversion fell by 60%
 - Events, hotel, retail, relaxation and history keywords driving growth
 - High performing keywords in the Taos and Albuquerque ad groups for competitive search
- Google Search
 - Santa Fe Branded Search Campaign - driving performance overall with event searches growing.
 - New Mexico Branded Campaign - decreased budget and increased efficiency with hotel searches as a driver.
 - Brand Pillars Campaign - some keywords paused to prevent cannibalizing campaigns. Retail, relaxation, and history keywords top performers.
 - Competitors Campaign --As competitors have re-entered the market, the CPM in the competitors campaign has increased to the tune of 42%.
- Bing Search
 - Lower CPM's on the platform enabled the campaigns to do more with less, demonstrated by a 95% increase in clicks and a 115% increase in conversions. All of this was done with 16% less spend on the platform.

PAID SOCIAL

- The Tourism Santa Fe account saw a 40% increase in CPMs on Facebook, which explains the slight decrease in YoY performance.
- On Facebook & Instagram, video ads are driving the highest CTR and most conversions, and :30 brand video ads are the top performers.
- Las Vegas accounted for 319 sessions and 5 goal completions from Facebook.
- The Core Site Visitors Remarketing Audience brought in 35% of conversions from Facebook.
- Pinterest showed a strong increase in landing page views YoY. Keyword and remarketing audiences drove far more clicks on Pinterest vs. lookalike audiences. The Outdoor remarketing pillar drove the most clicks of remarketing pillars on Pinterest.

DISPLAY & VIDEO

- Naturally, paid media began to ramp up in the back half of Q1 delivering the full media mix by early March. Collectively, paid media tactics generated over 23 million impressions and 11.6k clicks in Q1. The tactical mix in Q1 consisted of campaign staples such as the Trade Desk prospecting display and CTV, as well as key awareness and traffic drivers such as Travelzoo custom content and Strava.

- A smaller budget and rising costs on GDN led to YoY decreases in conversions. Fortunately, optimizing the campaigns for conversions equipped them to find efficiency in the face of a much higher CPM compared to Q1 of 2021. A 69% higher conversion rate helped to mitigate the rising CPA triggered by the higher CPM.
- The combination of the reintroduction of the opportunity campaign and a 14% lower total investment on Google Discovery made YoY comparisons slightly tricky, as spend in the core campaign was 44% lower.
- Due to a 35% decrease in the budget for the core and remarketing campaigns on Trueview, views fell by 50% YoY. A 19% higher CPM on the platform exacerbated this decrease, causing lower view rates and a higher CPV.

GROUPS & MEETINGS

- CVENT's 3-pronged tactical approach relaunched in late Q1 and aided in exceptional YoY increases across key CVENT metrics.
 - Total RFPs (69) up 283%
 - Total Room Nights (17,415) up 385%
 - Total RFP Value (\$6,514,259) up 340%
- VJ Media is bringing in quality traffic for groups and meetings, as conversions have increased 163% YoY.
- For search, the conference ad group saw the most growth YoY, with a 3,000% increase in conversions, while the banquet halls ad group drove the highest CTR.
- Compared to Q4 2021, search drove 246% more conversions at a 40% lower CPA.
- LinkedIn, being a new platform, drove 34 conversions with an average CPA of \$61, compared to \$25 on search.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

March 2022 Website Performance Metrics

VISITS:

- Total Sessions 170,727 (37.9% increase Y/Y)
- Unique Users 129,661 (30.7% increase Y/Y)
- Pages per Session 3.61† (17.8% decrease Y/Y)
- Average Time on Site 4:51† (4.9% increase Y/Y)
- Conversion Rate 14.9% (17.7% increase Y/Y)

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

VISITOR GENDER:

- 58.01% Female (22% increase Y/Y)
- 42% Male (43.1% increase Y/Y)

VISTOR AGE:

- 11.2% 18 - 24 (37.5% increase Y/Y)
- 18.3% 25 - 34 (19% increase Y/Y)
- 21.4% 35 - 44 (84.2% increase Y/Y)
- 19.8% 45 - 54 (50.8% increase Y/Y)
- 15.5% 55 - 64 (0.4% decrease Y/Y)
- 13.8% 65+ (0.4% decrease Y/Y)

Newsletter - Industry

TOURISM Santa Fe Marketing Report

- Date: 3/9/22
- Sent: Number sent: 1,448
- Number opened: 534
- Open rate: 38%

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 for Spring!

<https://mailchi.mp/santafe/shop-for-spring-7510696>

- Send Date: 3/16/22
- Subscribers: 16,462
- Number Opened: 5,726
- Open Rate: 35%
- CTR: 4.3%

SANTA FE SCOOP

Santa Fe Scoop, our 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!

Celebrate the Scents & Sights of Spring

<https://mailchi.mp/santafe/get-the-scoop-on-december-in-santa-fe-7510700>

- Send Date: 3/23/22
- Subscribers: 53,993
- Number Opened: 16,288
- Open Rate: 30.4
- CTR: 2.4%

SOCIAL MEDIA

Summary

March was a bit of a transition, as Facebook moved users to their "Meta Business Suite" and changed the way they delivered analytics for the page. PTAT analytics are no longer available for the page, and engagement measures no longer include photo views or click to play metrics that have been included in the past. Instagram continued its strong growth, seeing a 1.6% increase in followers M/M. Twitter impressions and engagement both saw gains of around 6% M/M, the first positive increase we have seen on that platform in a few months. Pinterest organic impressions saw an impressive jump of 41.3% M/M, while YouTube views saw a 24.5% increase M/M without any paid media.

Facebook

March 2022 Performance Metrics

- Total Page Followers: 83,150 (1.2% increase M/M)
- People Talking About This (PTAT): Unavailable due to switch in Meta Business Suite analytics

- Engagement: 40,101 (6.4% decrease M/M) *photo views and click to play metrics no longer included in engagement numbers.
- Top Performing Post: “The Largest Museum in Santa Fe is Santa Fe itself.
[#TheCityDifferent](#) | [SantaFe.org](#)
📷: @rolandpabst
 - Reactions: 4003
 - Comments: 222
 - Reach: 59,846

Twitter

March 2022 Performance Metrics

- Followers: 16,265 (.3% increase M/M)
- Monthly Impressions: 24,000 (6.2% increase M/M)
- Engagement: 726 (6.1% increase M/M)
- Top Performing Post: “The Largest Museum in Santa Fe is Santa Fe itself.
[#TheCityDifferent](#) | [SantaFe.org](#)
📷: @rolandpabst”
 - Impressions: 1,680
 - Retweets: 6
 - Total engagements: 66

Instagram

March 2022 Performance Metrics

- Followers: 53,546 (1.6% increase M/M)
- Top Performing Post: “The Largest Museum in Santa Fe is Santa Fe itself.
[#TheCityDifferent](#) | [SantaFe.org](#)
📷: @rolandpabst”
 - Likes: 2,758

Pinterest

March 2022 Performance Metrics

- Organic Impressions: 68,180 (41.3% increase M/M)

YouTube

March 2022 Performance Metrics

- Subscribers: 814 (0.6% increase M/M)
- Views: 2175 (24.5% increase M/M)

Santa Fe Insider Blog

March 2022 Performance Metrics

- Total Blog Views: 45,460 (58.3% increase M/M)
- Average Time on Blog: 3:01 minutes (4.2% decrease M/M)

March 2022 Blog Posts

Things to Do in April

- Published March 22, 2022
- Views: 635

Santa Fe Gardens in Bloom

- Updated March 23, 2022
- Views: 641

A Day Trip to Chimayo from Santa Fe

- Updated March 23, 2022
- Views: 1198

7 Outdoor Adventures for the Whole Family

- Updated March 29, 2022
- Views: 1,473

Top 5 Viewed Blog Posts in March

25 Reasons to Love Santa Fe

- Published June 20, 2020
- Views: 4,945

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 4,188

11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 3,768

Take a Tour of Santa Fe's Historic Sites

- Published May 7, 2019
- Views: 3,199

Santa Fe: 1 City, 4 Trips

- Published March 5, 2020
- Views: 3,058

PUBLIC RELATIONS

Summary

In March, the public relations team shifted focus from winter-themed communications to ramp up media efforts around Santa Fe's enhanced family-friendly attractions and offerings. Using Spring Break as a timely hook, the team conducted a comprehensive pitching effort that shifted the destination's previous "Kids Free Spring Break" messaging to Santa Fe as the ideal family-friendly destination, with the arrival of attractions, such as Sky Railway, and existing attractions like Meow Wolf. As a result of these efforts, the team secured interest from several top family/parent media outlets and writers for press trips that will take place in late spring and fall 2022.

Top results this month include national placements in Travel + Leisure and USA Today 10 Best, and key regional feeder market placements including Flagstaff-Sedona Magazine and Southbay Magazine (Los Angeles). Additionally, the team continued to see coverage from the February Ski FAM come to fruition, with Snowbrains posting their final piece of coverage (three stories in total).

Performance Metrics

March 2022

- Pitches: 180 (increase 157% Y/Y)
- Press Releases: 0 (No change Y/Y)
- Media Visits: 2 (increase 100% Y/Y)
- Media Contacts: 190 (decrease 7% Y/Y)
- Earned Media: \$59,812 (decrease 58% Y/Y)
- Total Impressions: 8,587,564 (decrease 26% Y/Y)

Year-to-Date 2022

- Pitches: 270 (increase 2% Y/Y)
- Press Releases: 0 (No Change Y/Y)
- Media Visits: 10 (increase 100% Y/Y)
- Media Contacts: 390 (increase 41% Y/Y)
- Earned Media: \$1,353,762 (decrease 29% Y/Y)
- Total Impressions: 184,667,092 (decrease 32% Y/Y)

MEDIA PLACEMENTS – ADVERTISING

March 2022 Performance Metrics

PRINT

5280 Magazine Co-Op

Target Market: CORE Markets

Flight Dates: 3/1/22 -3/31/22

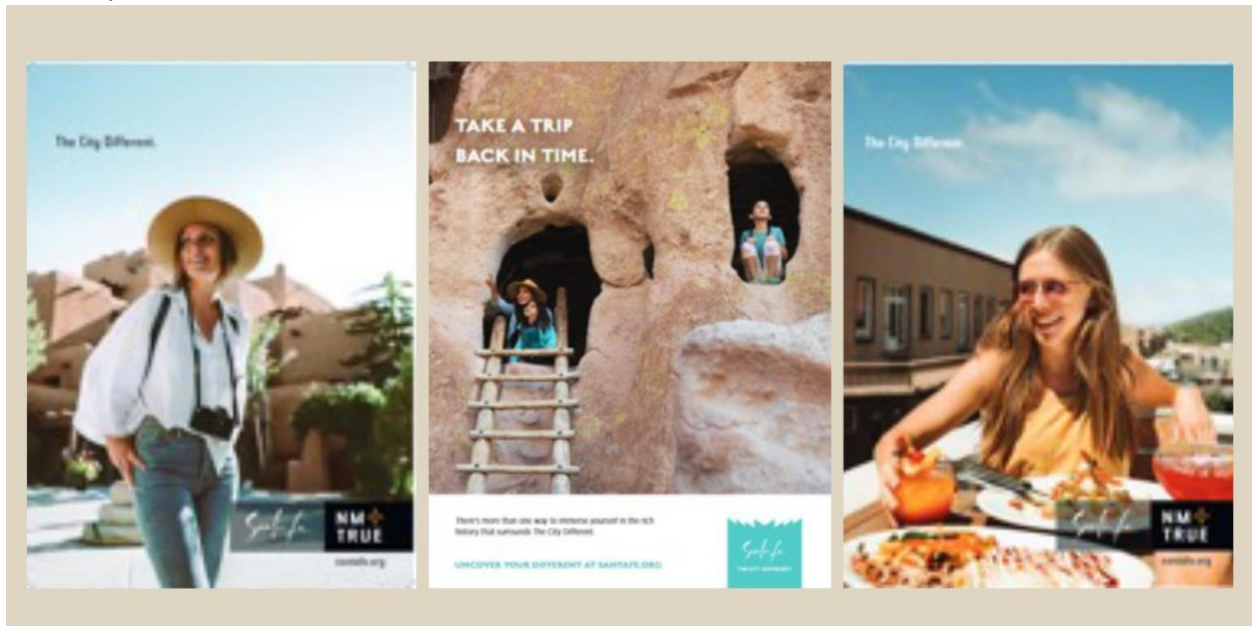
Impressions: 85,000
Media Spend: \$2,545

Phoenix Magazine Co-Op

Target Market: CORE Markets
Flight Dates: 3/1/22 -3/31/22
Impressions: 68,000
Media Spend: \$2,545

5280 Magazine

Target Market: CORE Markets
Flight Dates: 3/1/22 -3/31/22
Impressions: 67,500
Media Spend: \$3,587



DIGITAL DISPLAY, VIDEO, MOBILE & SOCIAL MEDIA

The Trade Desk

Prospecting & Remarketing Display

Target Market: CORE Markets
Flight Dates: 3/1/22 -3/31/22
Impressions: 1,010,625
Media Spend: \$2,576.48

The Trade Desk

Prospecting & Remarketing Display

Target Market: OPP Markets
Flight Dates: 3/1/22 -3/31/22
Impressions: 1,856,323
Media Spend: \$3,231.16

The Trade Desk

Prospecting & Remarketing Display

Spring Break

Flight Dates: 3/1/22 -3/31/22

Impressions: 1,744,495

Media Spend: \$3,235.50

The Trade Desk

CTV

Target Market: CORE Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 368,306

Media Spend: \$10,153.31

The Trade Desk

CTV

Target Market: OPP Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 449,815

Media Spend: \$12,072.86



5280

Getaway Newsletters

Target Market: CORE Markets

Flight Dates: 3/3/22 & 3/17/22

Impressions: 32,152

Media Spend: \$3,000

5280

ROS Banners

Target Market: CORE Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 37,198

Media Spend: \$1,547.50

Phoenix Magazine

Newsletter

Target Market: CORE Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 8,934

Media Spend: \$1,500

New Mexico Magazine

IG Post

Target Market: CORE Markets

Flight Dates: 3/15/22

Impressions: 5,843

Media Spend: \$425

SeeSource

Prospecting Display

Target Market: CORE Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 144,335

Media Spend: \$5,000

SeeSource

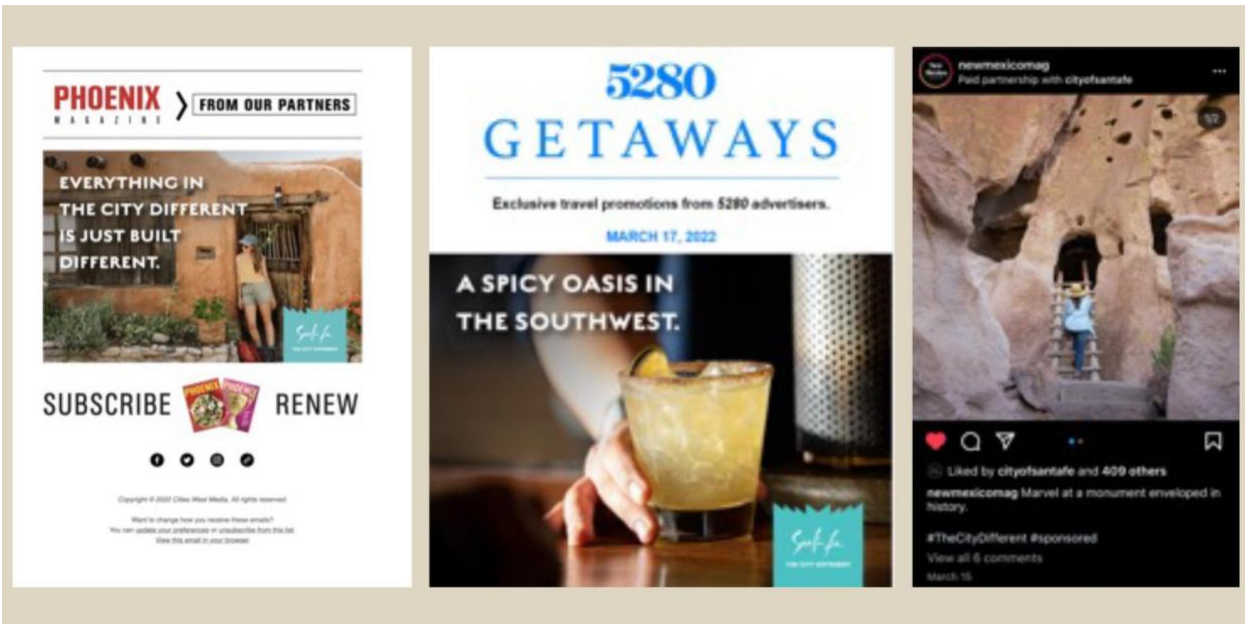
Prospecting Display

Target Market: OPP Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 146,720

Media Spend: \$5,000



Outside Online

ROS Display

Target Market: CORE Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 78,796

Media Spend: \$1,969

Outside Online

Youtube & Facebook Posts

Target Market: CORE Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 577,628

Media Spend: \$7,500

Link

Travelzoo

Target Market: OPP Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 662,357

Media Spend: \$25,000

Link

Strava

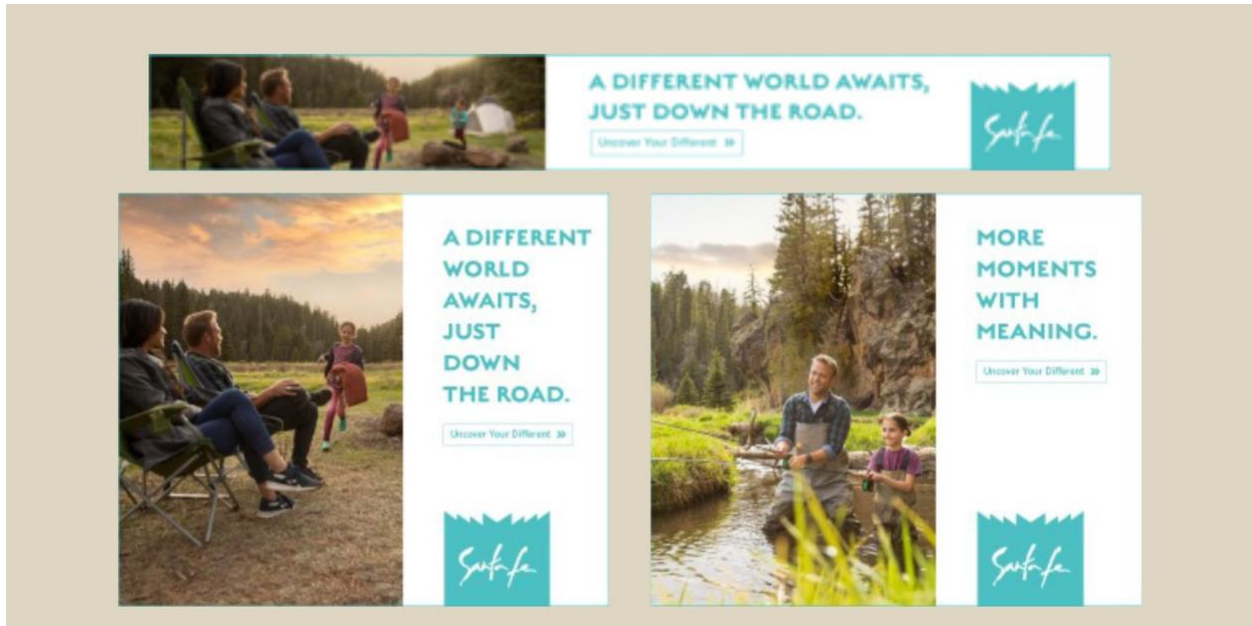
Target Market: CORE Markets

Flight Dates: 3/1/22 -3/31/22

Impressions: 9,924,150

Media Spend: \$24,700

Link



Google Discovery Ads

Target Market: CORE Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 69,908
 Media Spend: \$1,845.35

Google Discovery Ads

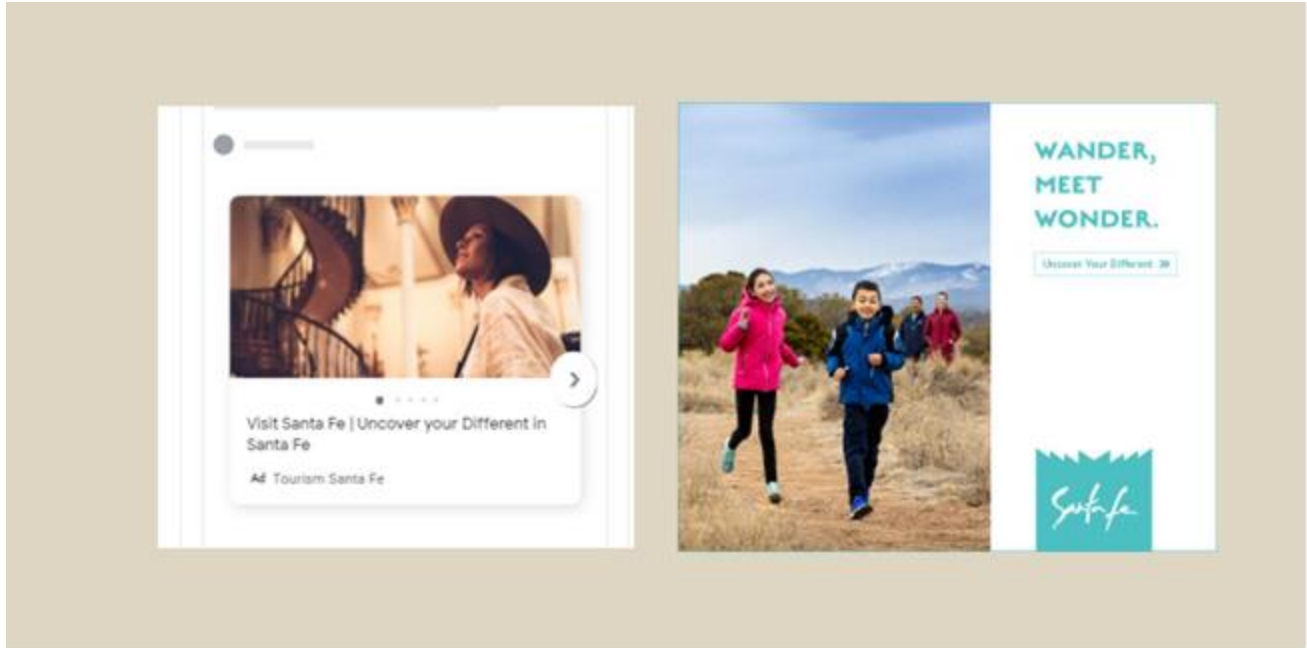
Target Market: OPP Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 84,969
 Media Spend: \$1,402.67

Google Display Network Remarketing

Target Market: CORE Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 279,982
 Media Spend: \$716.66

Google Display Network Remarketing

Target Market: OPP Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 381,950
 Media Spend: \$606.98



YouTube TrueView

Target Market: CORE Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 821,060
 Media Spend: \$4,766.68

YouTube TrueView

Target Market: OPP Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 675,162
 Media Spend: \$3,920.79
 Link to Video:
<https://www.youtube.com/watch?v=VSCkrtVt3Y>

YouTube TrueView Remarketing

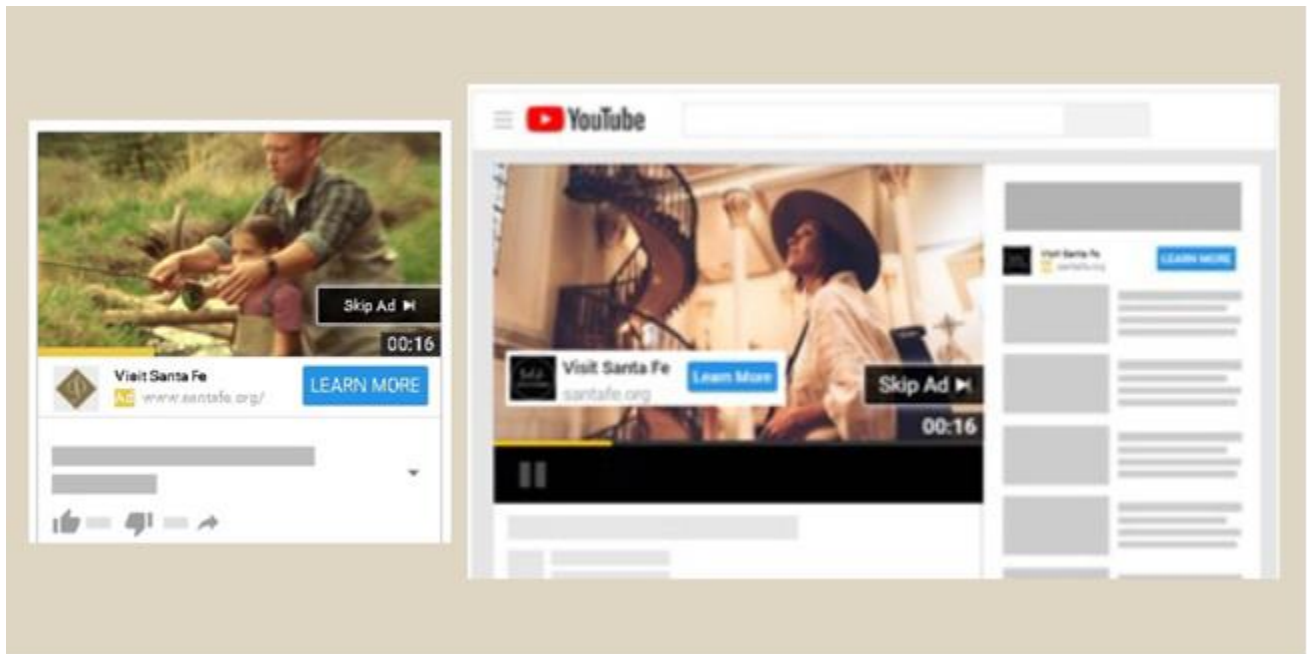
Target Market: CORE Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 21,282
 Media Spend: \$1,045.23

YouTube TrueView Remarketing

Target Market: OPP Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 4,188
 Media Spend: \$243.97

YouTube TrueView Remarketing

Target Market: National Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 133,098
 Media Spend: \$4,045.94
 Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



Facebook & Instagram Traffic Conversions

Target Market: CORE Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 303,647
 Media Spend: \$5,822.67

Facebook & Instagram Traffic Conversions

Target Market: OPP Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 229,091
 Media Spend: \$4,744.04

Facebook & Instagram Spring Traffic Conversions

Target Market: CORE + OPP Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 596,873
 Media Spend: \$4,999.99

Facebook & Instagram Video Ads

Target Market: OPP Markets
 Flight Dates: 3/1/22-3/31/22
 Impressions: 211,411
 Media Spend: \$3,928.89

Facebook & Instagram Video Ads

Target Market: CORE Markets

Flight Dates: 3/1/22-3/31/22
Impressions: 307,484
Media Spend: \$4,725.30

Pinterest Image Ads

Target Market: CORE Markets
Flight Dates: 3/1/22-3/31/22
Impressions: 342,277
Media Spend: \$2,521.69

Pinterest Image Ads

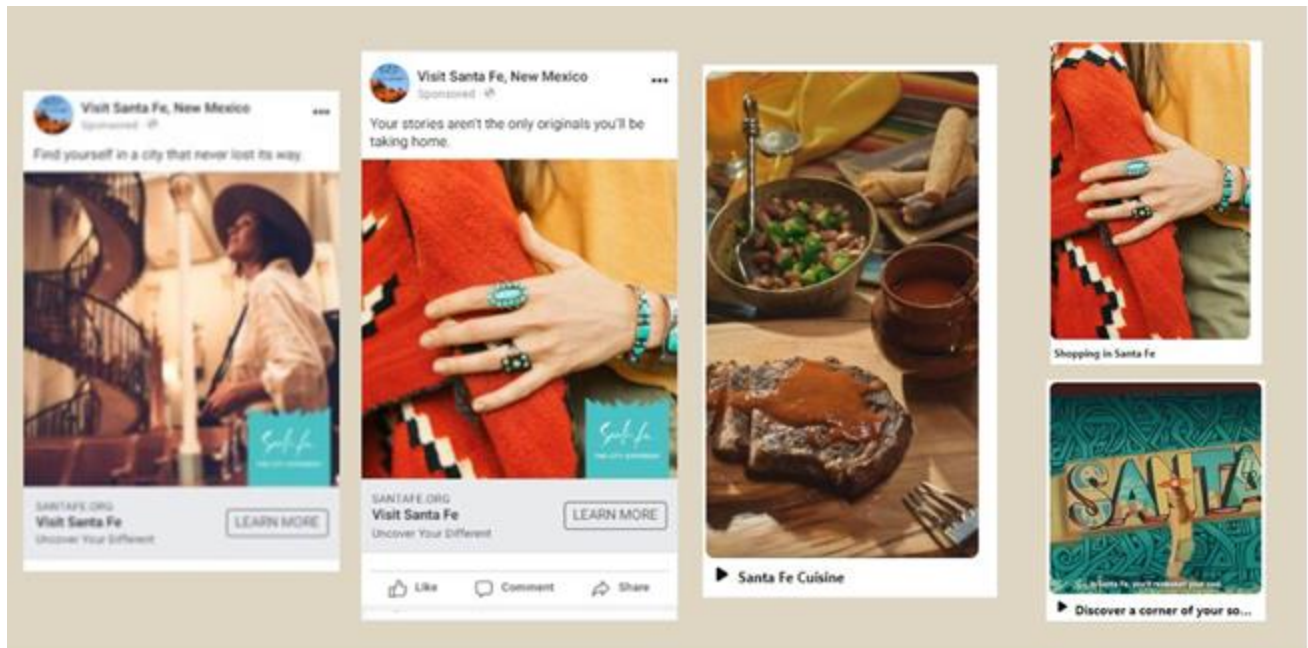
Target Market: OPP Markets
Flight Dates: 3/1/22-3/31/22
Impressions: 353,595
Media Spend: \$2,061.20

Pinterest Video Ads

Target Market: CORE Markets
Flight Dates: 3/1/22-3/31/22
Impressions: 256,613
Media Spend: \$2,092.60

Pinterest Video Ads

Target Market: OPP Markets
Flight Dates: 3/1/22-3/31/22
Impressions: 220,732
Media Spend: \$1,691.00



SEM

Google Search

Target Markets: National
Flight Dates: 3/1/22-3/31/22
Impressions: 220,595
Media Spend: \$14,029.75

Bing Search

Target Markets: National
Flight Dates: 3/1/22-3/31/22
Impressions: 167,861
Media Spend: \$3,171.73

MEETINGS & GROUPS

CVENT

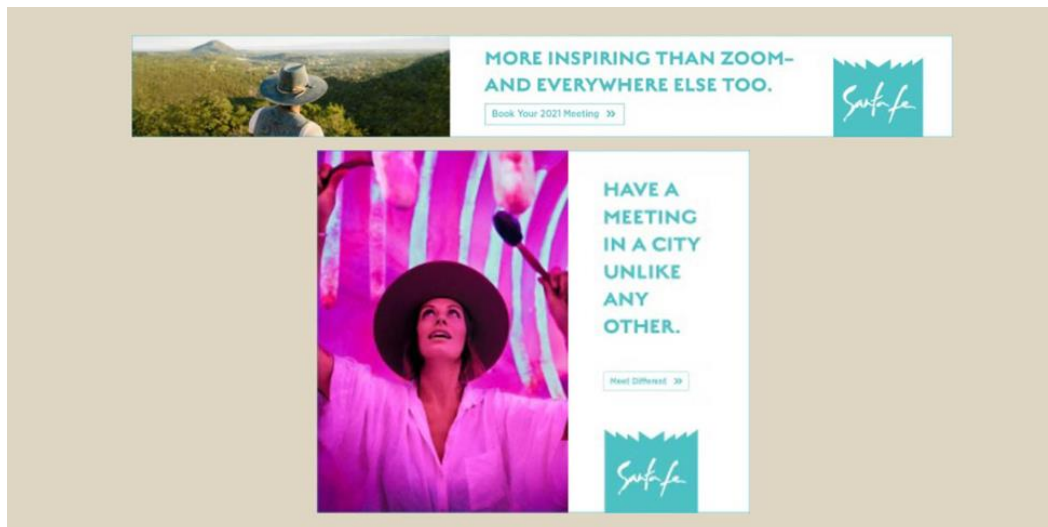
Remarketing Display

Target Market: MEETINGS & GROUPS
Flight Dates: 3/1/22-3/31/22
Impressions: 6,922
Media Spend: N/A

SEM

Google Search

Target Markets: National
Flight Dates: 3/1/22-3/31/22
Impressions: 4,871
Media Spend: \$760.44



TOURISM

SANTA FE

Quarterly Marketing Report
2022 Q1 | January – March 2022

Occupancy & Room Rates

Occupancy Rate

51.1

↑ 19.1

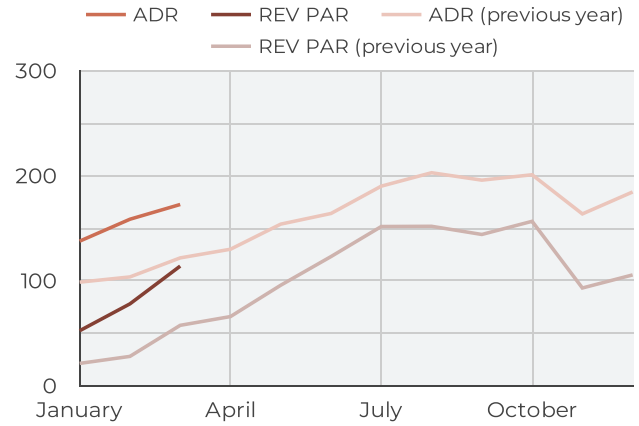
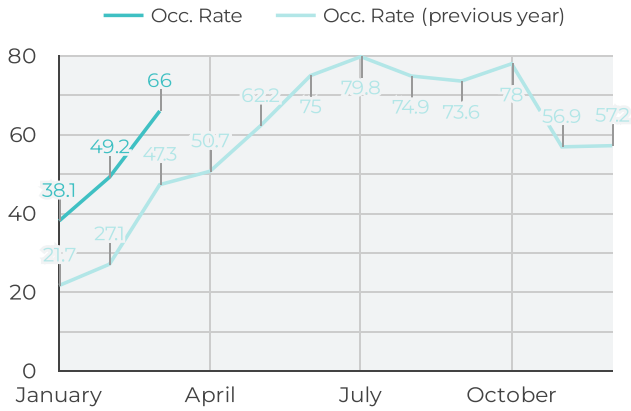
Average Daily Rate

\$156.46

REV PAR

\$81.60

↑ 128.2%



Source: Rocky Mountain Lodging Report

Guide & Visitor Centers

Total Guides

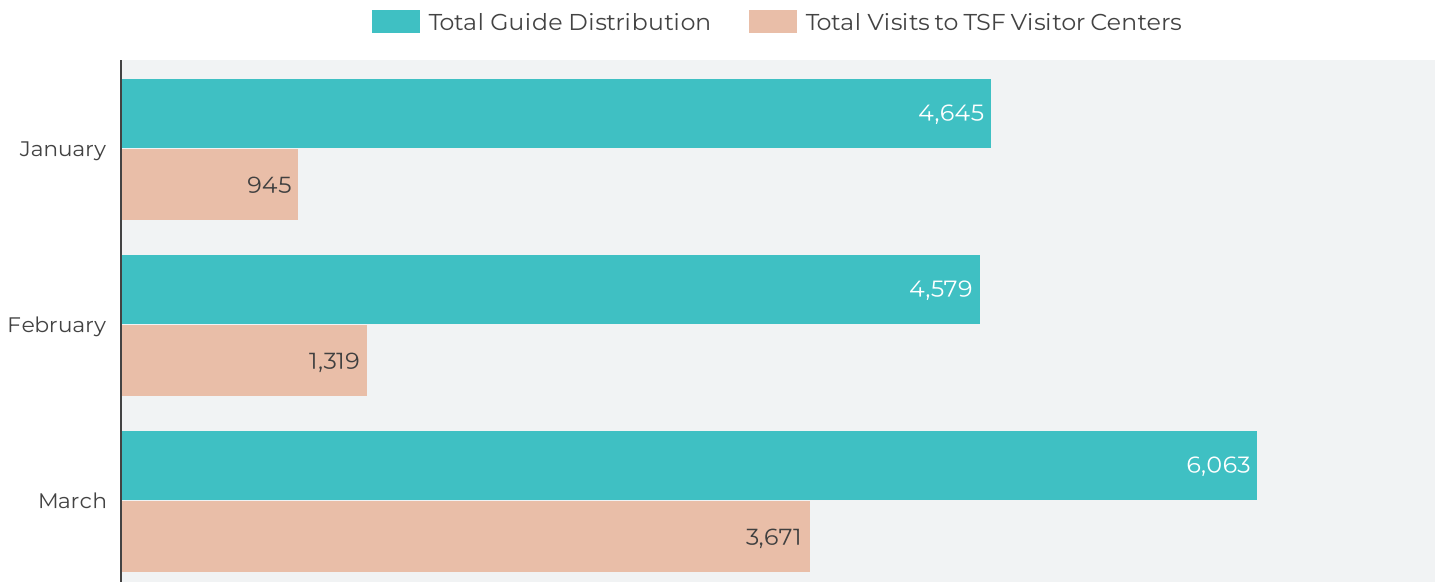
15,287

↑ 439%

Total Visits to TSF Visitor Centers

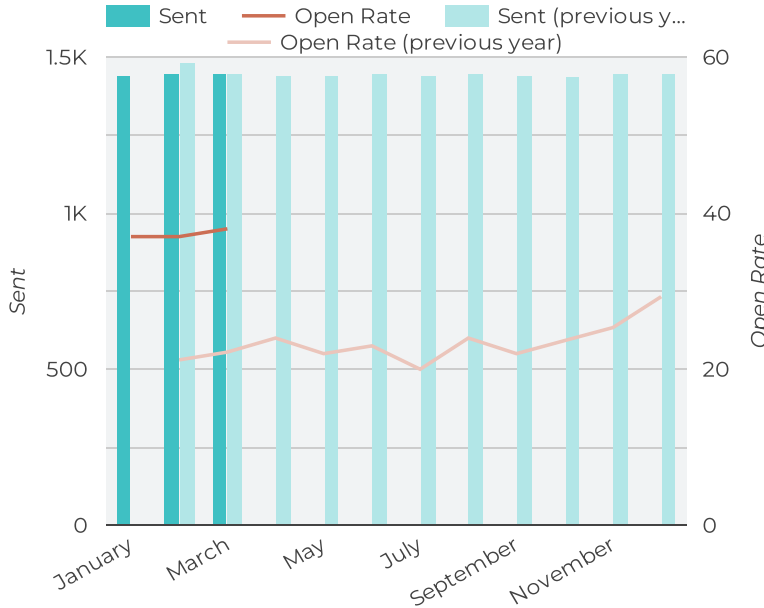
5,935

↑ 108%



Email

Industry: Marketing Report

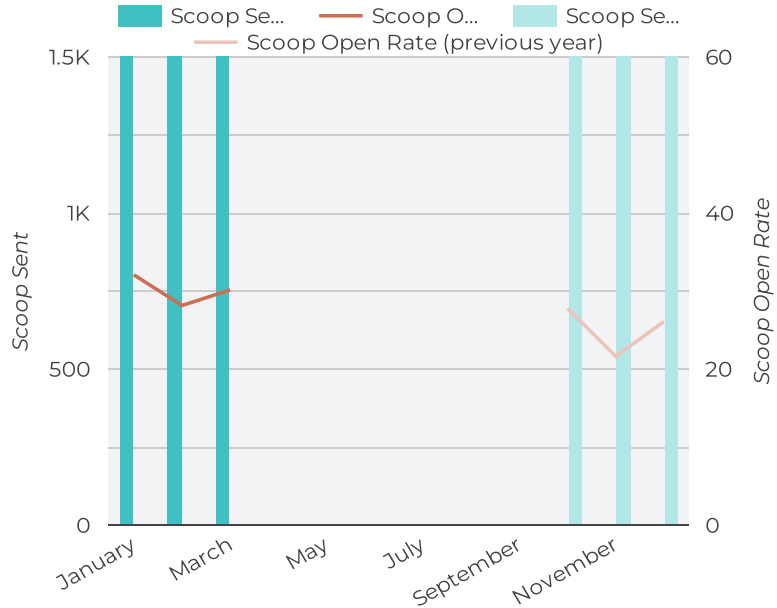


Sent
4,341
↑ 48%

Avg Open Rate
37.3
↑ 72%

Totals for the selected dates.

Consumer: Santa Fe Scoop



Subscribers
53,993

Avg Open Rate
30.1
No data

Avg CTR
2.5
No data

Insights

Summary:

Marketing Report (Industry):

Due to a reporting error in January 2021, the Y/Y increases shown are not accurate. However, we continue to see a steady number of subscribers, driven by new businesses creating Listings on santafe.org. Impressive open rates approaching 40% continue to be the norm.

Santa Fe Scoop (Consumer)

Y/Y data is not available as our monthly consumer newsletter was paused in Q1 2021 due to the pandemic. The number of subscribers continues to increase month over month. The average open rate of 30% is well-above the industry average of 21%, as reported by Mailchimp.

Santa Fe Marketplace (Consumer)

Y/Y data is not available as regularly scheduled Marketplace e-mails began in April 2021. The subscriber list continues to grow M/M with more than 800 new subscribers since the end of 2021. Above average open rates of 37% and an average click-through rate of close to 4% demonstrates continued interest in the content presented to the subscribers.

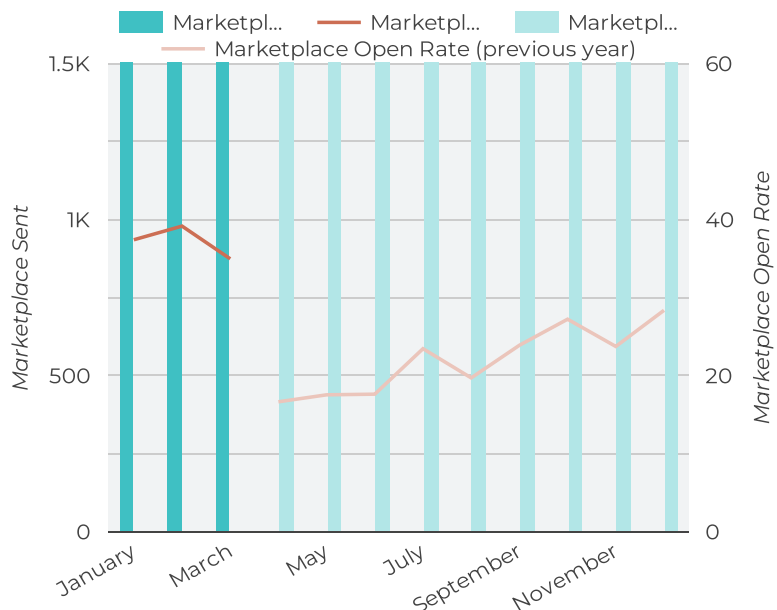
Key Insights:

- Above average open rates for both industry and consumer newsletters are a strong indication that subscribers are interested in the monthly content being produced by the TSF team.
- Audience Demographics
 - Gender: 58.7% Female; 28.4% Male; 12.8% Unknown; 0.1% Another Identity
 - Age Range: 48% 65+; 16.2% 55-64; 11.3% 45-54; 7.3% 35-44; 3% 25-34; 1.2% 18-24

Action Items:

- ✓ Continue to streamline process of adding leads generated by GoNewMexico

Consumer: Marketplace



Subscribers
16,462

Avg Open Rate
37.2
No data

Avg CTR
3.9
No data

Social Media Overview



Facebook & Instagram

FB Page Likes

84,181

↑ 5%

FB Eng.

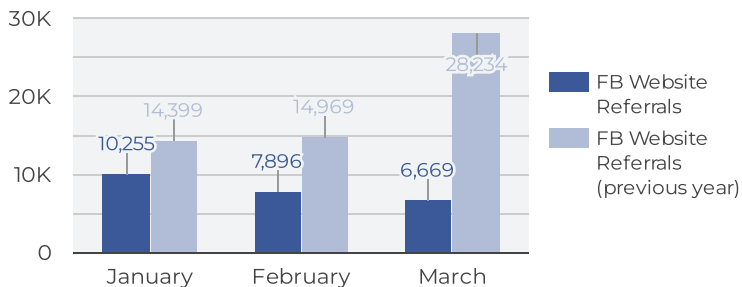
167,528

↓ -1%

IG Followers

53,546

↑ 22%

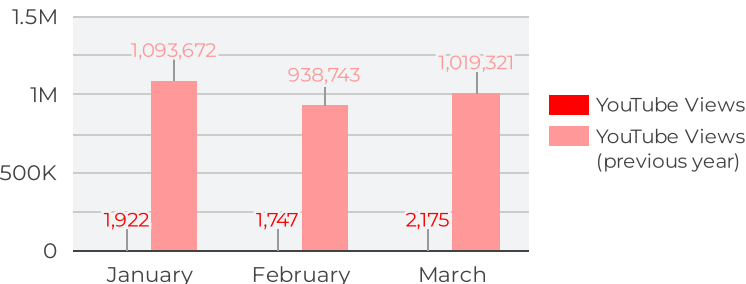


YouTube

Subscribers

814

↑ 9%

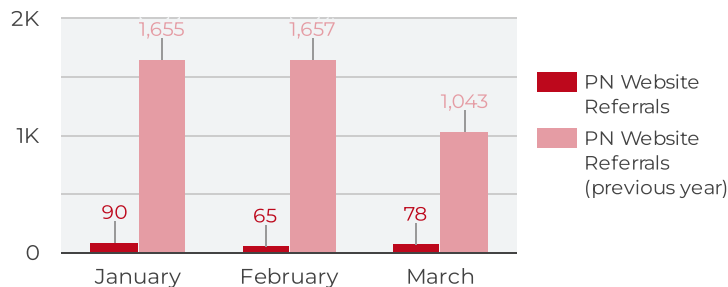


Pinterest

Impressions

178,010

↑ 21%



Twitter

Followers

16,265

↑ 3%

Impressions

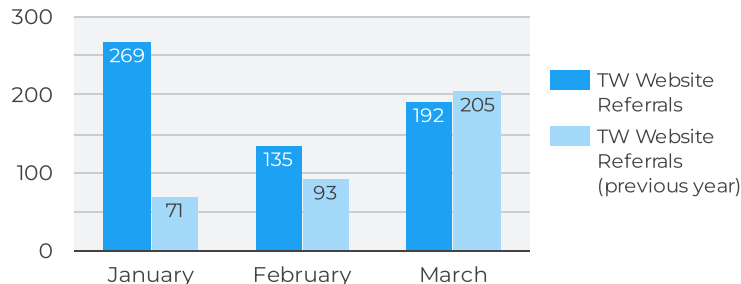
83,800

↓ -43%

Engagement

2,526

↓ -19%



Insights

Summary:

Facebook followers increased 5% Y/Y, with 4046 new followers to the page. Engagement saw a very slight downward tick, dropping 1% Y/Y. Twitter impressions and engagement are down 43% and 19% Y/Y respectively, with followers increasing 3%. Instagram continues to be the most rapidly growing channel, seeing a 22% increase in followers Y/Y (9,499 new followers). Organic Pinterest impressions are up 21% Y/Y. YouTube video views dropped dramatically as paid promotions were scaled back.

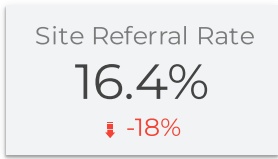
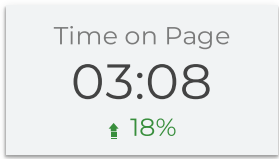
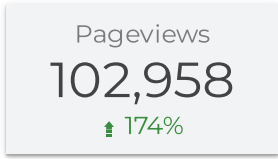
Key Insights:

- Facebook Page Followers have increased 5% Y/Y (4046 new followers)
- Facebook Engagement decreased 1% Y/Y.
- Instagram followers have grown 22% Y/Y (9,499 new followers).
- Twitter followers have increased 3% Y/Y
- Twitter impressions are down 43% Y/Y
- Twitter engagement is down 19% Y/Y
- 179,010 Organic Pinterest impressions, up 21% Y/Y.
- YouTube subscribers grew 9% Y/Y. Video views were down considerably Y/Y paid promotions were scaled back.

Action Items:

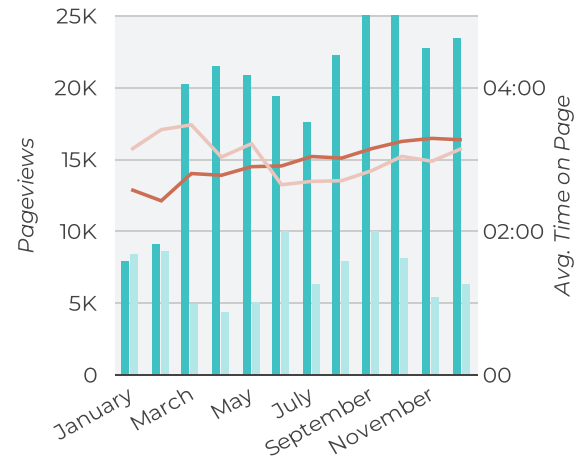
- ✓ Continue to build UGC photo asset library with Crowdriff
- ✓ Integrate new editorial content into posting schedule as published

Blog

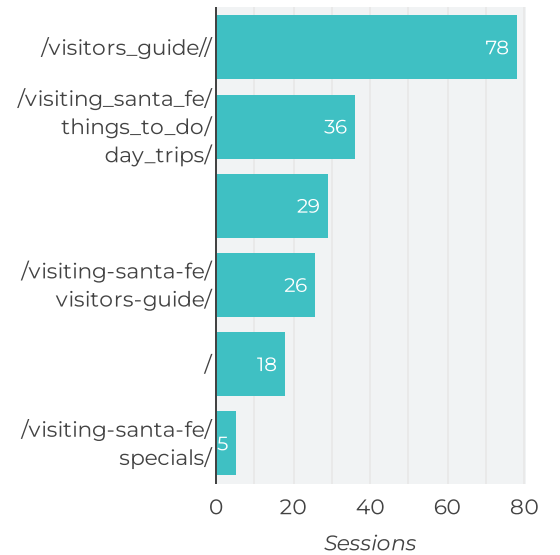


| Top Blog Pages | Pageviews | Time on Page | Bounce Rate |
|---|----------------|--------------|-------------|
| /blog/post/surprising-facts/ | 11,798 | 05:13 | 82% |
| /blog/post/hiking-trails/ | 7,919 | 02:51 | 85% |
| /blog/post/historic-sites/ | 6,947 | 02:21 | 83% |
| /blog/post/welcome-back/ | 6,414 | 01:30 | 61% |
| /blog/post/spend-perfect-weekend-santa-fe-nm/ | 4,416 | 05:19 | 85% |
| /blog/post/a-day-trip-to-chimayo-from-santa-fe/ | 3,944 | 04:38 | 80% |
| /blog/post/trips/ | 3,882 | 06:10 | 72% |
| /blog/post/25-reasons-to-love-santa-fe/ | 3,608 | 04:40 | 82% |
| /blog/post/santa-fe-spring-travel-faqs/ | 3,583 | 02:33 | 78% |
| /blog/post/outdoor-dining-in-santa-fe/ | 3,509 | 02:54 | 79% |
| /blog/post/getting-to-and-around-santa-fe/ | 3,486 | 05:16 | 46% |
| /blog/post/itinerary-for-a-weekend-getaway-in-santa-fe-new-mexico/ | 2,465 | 08:19 | 75% |
| /blog/post/rst-timers-guide/ | 2,336 | 02:40 | 81% |
| Grand total | 102,958 | 03:08 | 78% |

Blog Performance by Month



Top Landing Pages from Blog Referrals



Insights

Summary:

Blog traffic has increased 174% Y/Y. Time on site increased 18% Y/Y. /surprising-facts remained the most visited page for the quarter.

Key Insights:

- Evergreen content continues to make up the majority of the top visited pages.
- The main traffic driver for the blog remains Organic Search, though social referrals drove much of the event traffic.
- The blog made up 19.8% of total site traffic
- Referral ratio of 15.6%, down from 19.3% Q1 of 2021.

Action Items

- ✓ Update out-of-date monthly event and other event-specific blog content.
- ✓ Continue consolidation of monthly event content.

Public Relations

Media Visits

10

↑ 900%

Earned Media

\$1.84M

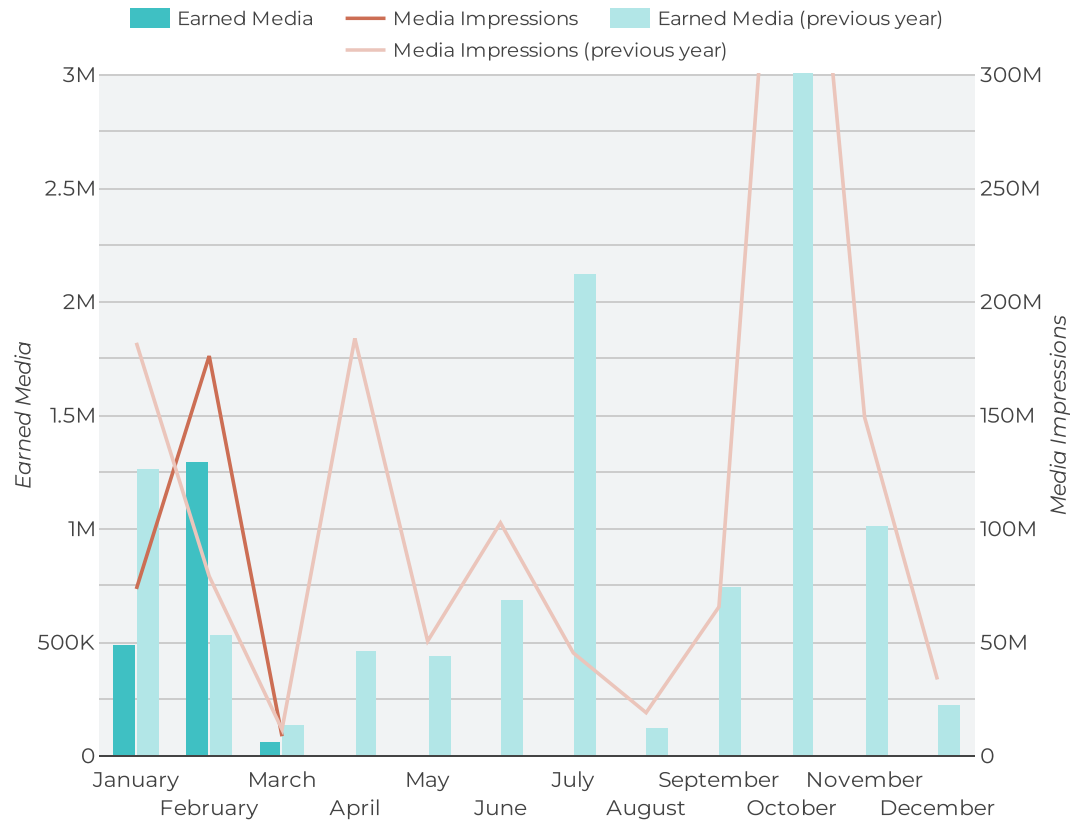
↓ -5%

Media Impressions

258.1M

↓ -5%

Totals for the selected dates.



Insights

Summary:

In Q1 2022, the top priority of the public relations team was increasing media visits to the destination to highlight skiing – and Santa Fe as a four-season destination – to ultimately return media activity to pre-pandemic levels. In total, 10 media were hosted between a group press trip and individual media visits, compared to zero over the same period in 2021.

Writers representing outlets from national travel and niche outdoors, to key regional and lifestyle, visited The City Different. Additionally, the PR team began to secure spring press trips with several key family/parent media to promote the destination’s growing family-friendly product with the arrival of Sky Railways. With several stories coming to fruition within Q1, we look forward to additional features throughout 2022 to supplement our editorial pitch strategy.

Proactively pitching Santa Fe’s most popular characteristics and actively responding to timely media leads resulted in short-lead articles across top travel and lifestyle publications while the team activated long-lead planning around Indigenous Celebrations. In addition to national placements in Travel + Leisure, Cosmopolitan, and The Independent, the destination was included in roundup articles in Afar, Conde Nast Traveler, Boston Globe and Forbes Travel Guide.

To build on the positive momentum to start the year, the team is aggressively pitching the inaugural Santa Fe Literary Festival and targeting regional broadcast outlets for Cinco De Mayo themed segments from Margarita Trail experts.

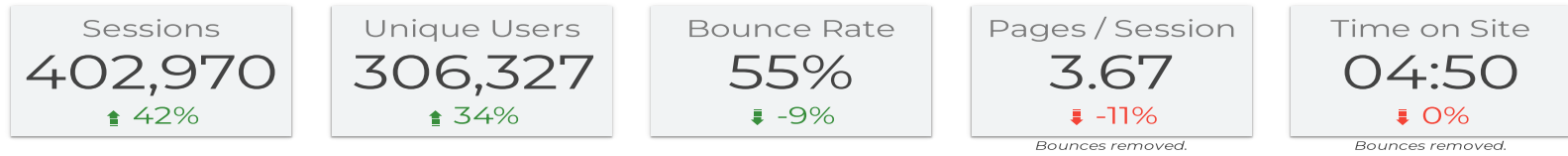
Key Insights:

- Concerns regarding Coronavirus have largely faded into the background among our target media, with most travel journalists operating intense travel schedules this year. It will be important to plan ahead for hosting and coverage opportunities to pique interest early and often.
- Media are noticing Santa Fe’s growth as a family-friendly destination, with numerous journalists who cover that niche commenting how strongly and positively they view the family-friendly product the destination now boasts.
- As media continue to seek out authentic and immersive travel experiences, Santa Fe is well-positioned to expand the editorial verticals it pursues, with long-lead opportunities across art, design, fashion, family, history, diversity and more present in the destination this year.

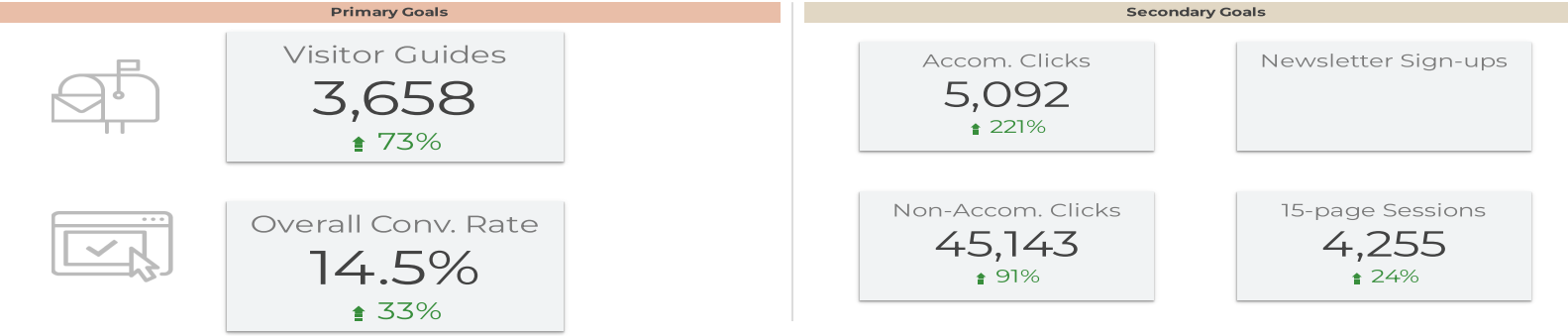
Action Items:

- ✓ Expand pitching efforts to more niche verticals, including art and design, entertainment and fashion, while promoting upcoming festivals and events.
- ✓ Finalize the PR strategy for IC22 and the Centennial of the Santa Fe Indian Market.
- ✓ Monitor for upcoming awards and accolades voting periods and announcements.

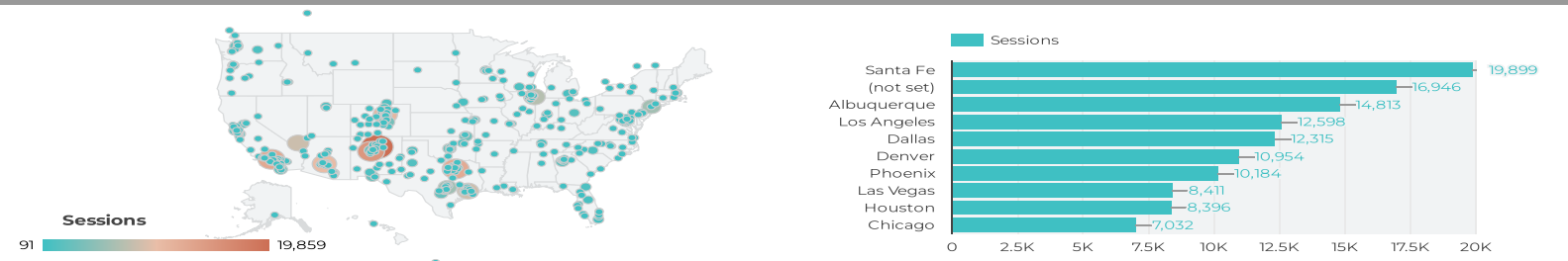
Top-Level KPIs



Conversions



Geo Data



Channel Breakdown

| Source / Medium | Sessions | Pages / Session | Bounce Rate | Conversions |
|--------------------------------|----------------|-----------------|-------------|---------------|
| 1. google / organic | 141,652 | 2.28 | 48% | 25,745 |
| 2. google / cpc | 87,324 | 2.82 | 44% | 17,315 |
| 3. (direct) / (none) | 68,110 | 1.75 | 65% | 3,814 |
| 4. facebook / vj-social | 19,763 | 1.29 | 83% | 371 |
| 5. m.facebook.com / referral | 16,814 | 1.23 | 85% | 169 |
| 6. bing / cpc | 10,934 | 3.32 | 41% | 3,204 |
| 7. TTD / VJ-Media | 10,166 | 1.46 | 78% | 4 |
| 8. bing / organic | 7,013 | 2.96 | 37% | 2,073 |
| 9. pinterest / vj-social | 6,501 | 1.51 | 67% | 139 |
| 10. yahoo / organic | 5,065 | 2.6 | 38% | 1,496 |
| 11. lm.facebook.com / referral | 4,338 | 1.36 | 82% | 60 |
| 12. duckduckgo / organic | 3,821 | 2.68 | 39% | 1,036 |
| 13. l.facebook.com / referral | 3,541 | 1.56 | 76% | 136 |
| 14. Travelzoo / VJ-Media | 1,148 | 1.88 | 46% | 345 |
| 15. kob / video | 1,015 | 1.07 | 90% | 0 |
| Grand total | 402,970 | 2.21 | 55% | 58,414 |

Insights

- Website metrics are very strong, with a **34% increase in users YOY**. In this time the **conversion rate** also increased **33% YoY**.
- Users who land on the website are finding relevant information as **bounce rate has dropped 9% YoY**.
- When compared to Q4 2021, overall performance is trending positively with a **7.26% increase in sessions** and a **21.22% increase in conversions**.
- Users find a lot of value in the calendar and "Thing to Do" pages, as these were the most-visited pages with over **5,500 sessions**. These pages also saw a combined **22% increase in time on page** and **91% increase in sessions YoY**.
- Users are spending more time on the site and visiting more pages, as **15-page session conversions** have increased **24% YoY**.
- The Las Vegas region drove **8,216 sessions**, or **2%** of all sessions, and had **827 goal completions** with a **10% conversion rate**.

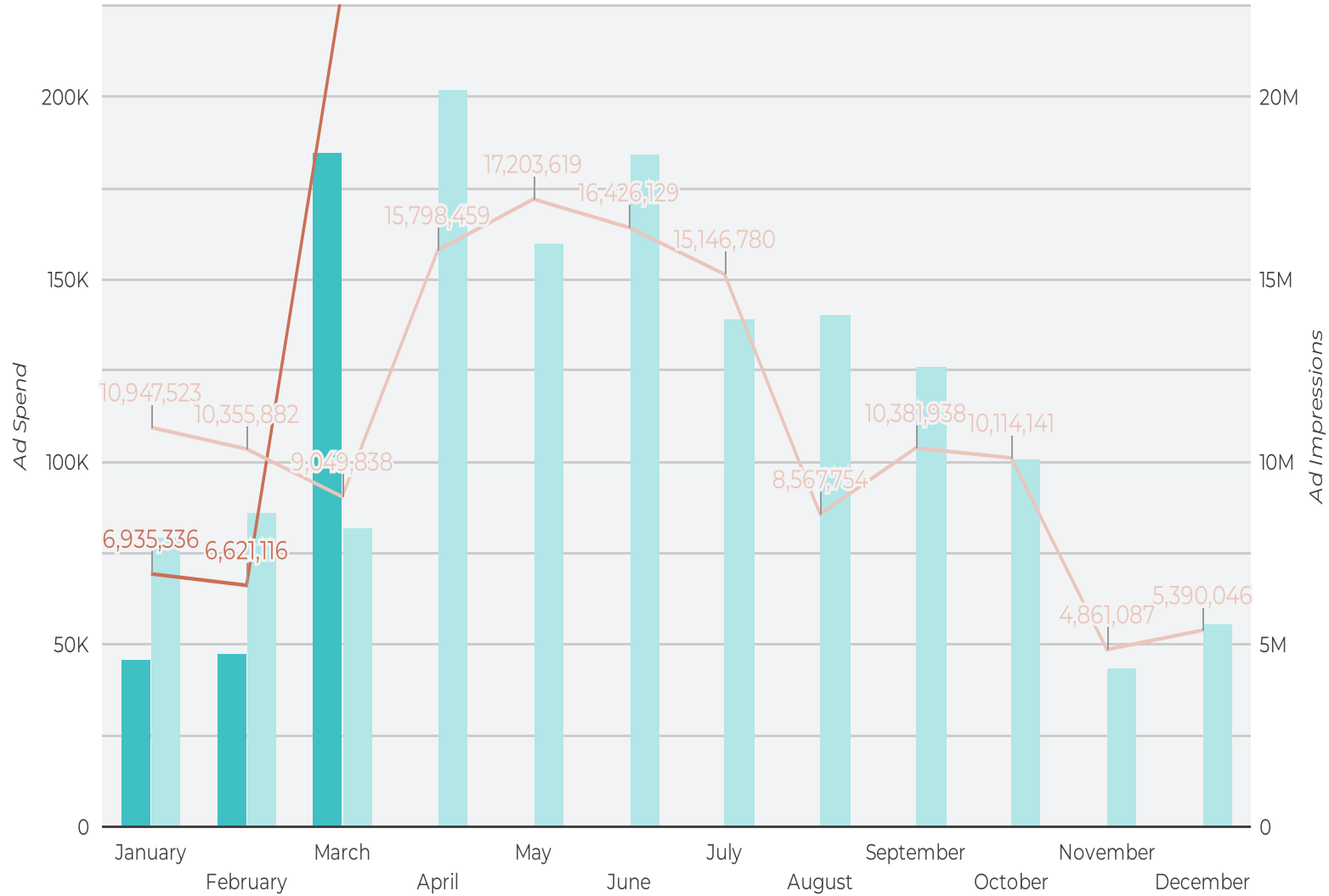
Jan 1, 2022 - Mar 31, 2022

Spend & Impressions

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

Ad Spend
279K
↑ 12%

Ad Impressions
36.5M
↑ 20%



| Campaign | Sessions | Unique Users | Pages / Session | Bounce Rate | Conversions |
|---|----------|--------------|-----------------|-------------|-------------|
| VJ - Search - Santa Fe Branded | 52,127 | 41,317 | 3.19 | 34% | 11,959 |
| VJ - Search - Brand Pillars | 9,581 | 7,662 | 3.27 | 35% | 2,653 |
| VJ - Search - New Mexico Branded | 6,518 | 5,589 | 2.9 | 37% | 1,596 |
| VJ - Search - Competitors | 3,713 | 3,261 | 2.66 | 42% | 759 |
| VJ - Search - Santa Fe Branded - Target CP... | 71 | 71 | 1.29 | 71% | 01 |

Top Keywords

| Keyword | Sessions |
|--------------------------------|----------|
| things to do in santa fe | 8,500 |
| things to do in santa fe ne... | 7,818 |
| santa fe | 5,894 |
| what to do in santa fe | 5,648 |
| santa fe new mex | 4,592 |
| santa fe nm events | 3,608 |
| santa fe tourism | 3,599 |



Google Ads

Impressions
555,522
↓ -10%

Clicks
66,470
↑ 86%

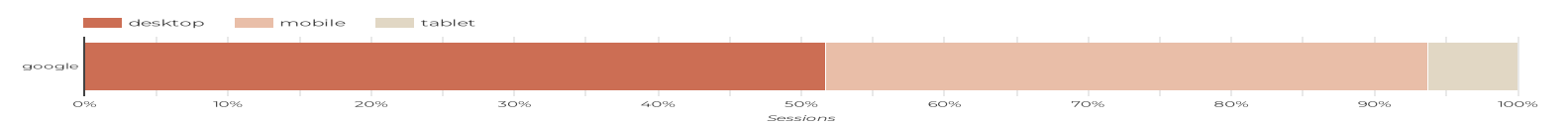
CTR
11.97%
↑ 106%

Cost
\$32,655
↓ -14%

Conversions
16,469
↑ 115%

Cost/Conv
\$1.98
↓ -60%

| Campaign | Impressions | Clicks | CTR | Conversions | Cost | Cost/Conv |
|----------------------------------|-------------|--------|--------|-------------|-------------|-----------|
| VJ - Search - Santa Fe Branded | 261,108 | 47,881 | 18.34% | 11,643 | \$16,417.37 | \$1.41 |
| VJ - Search - Brand Pillars | 117,840 | 8,791 | 7.46% | 2,505 | \$4,900.21 | \$1.96 |
| VJ - Search - New Mexico Branded | 89,175 | 6,174 | 6.92% | 1,565 | \$6,488.27 | \$4.15 |
| VJ - Search - Competitors | 87,399 | 3,624 | 4.15% | 757 | \$4,849.44 | \$6.41 |



Bing Ads

Impressions
397,143
↑ 135%

Clicks
12,037
↑ 81%

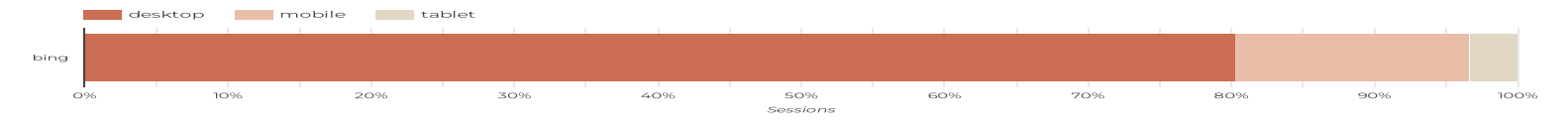
CTR
8.71%
↑ 122%

Cost
\$7,519
↓ -21%

Conversions
3,890
↑ 100%

Cost per Conv
\$1.93
↓ -61%

| Campaign | Impressions | Clicks | CTR | Conversions | Cost | Cost/Conv |
|----------------------------------|-------------|--------|-------|-------------|------------|-----------|
| VJ - Search - Santa Fe Branded | 208,726 | 6,952 | 3.33% | 2,677 | \$3,488.9 | \$1.3 |
| VJ - Search - Brand Pillars | 101,861 | 2,861 | 2.81% | 656 | \$2,229.4 | \$3.4 |
| VJ - Search - New Mexico Branded | 86,556 | 2,224 | 2.57% | 557 | \$1,800.44 | \$3.23 |



Insights

Resurging interest in travel in Q1 has led to great performance on Google Search compared to Q1 of 2021.

- Conversions are up 173%
- Cost per conversion fell by 60%
- Events, hotel, retail, relaxation and history keywords driving growth
- High performing keywords in the Taos and Albuquerque ad groups for competitive search

Google search
Santa Fe Branded Search Campaign - driving performance overall with event searches growing.
 Main driver of performance growth YoY, taking a 110% increase in budget and producing a 551% increase in conversions. Searches around events saw the most growth with conversions up by 2,246% at a 64% lower CPA. Bringing these users to events specific landing pages on the site will amplify the success of these keywords.

New Mexico Branded Campaign - decreased budget and increased efficiency with hotel searches as a driver.
 Due to a shift in the allocation of the total budget from the New Mexico branded campaign to the Santa Fe branded campaign, spend was down in the NM campaign by 41% resulting in a 32% reduction in conversions YoY. This was a beneficial move because of the incremental performance the reallocated budget was able to produce in the SF branded campaign.
 Even with the smaller budget, the NM campaign became more efficient YoY, reaching a 13% lower CPA and a 12% higher conversion rate.
 Hotel-related search terms served as an excellent buffer in maintaining performance with less budget. This ad group achieved a 54% increase in conversions and an 18% higher conversion rate YoY. Searches for places to stay, resorts, and bed and breakfasts showed great progress.

Brand Pillars Campaign - some keywords paused to prevent cannibalizing campaigns. Retail, relaxation, and history keywords top performers.
 Produced great results YoY with a large portion of the conversions came from broad Santa Fe keywords in the Culture and Outdoors ad group. Thankfully, the campaign was still able to thrive despite the decrease in impressions. Not only did the campaign drive traffic to the site more efficiently, it generated a 26% increase in conversions with 16% less spend than 2021.
 Retail, relaxation, and history keywords underwent the most expansion. Together these three ad groups put up a 158% increase in conversions from an 18% increase in spend. Building upon this learning by expanding the keyword lists in these ad groups will enable the campaigns to make the most of the increased interest around these pillars.

Competitors Campaign --As competitors have re-entered the market, the CPM in the competitors campaign has increased to the tune of 42%.
 This dampened the delivery of the campaign, translating to a 40% decrease in impressions.
 Thankfully, the campaign was still able to thrive despite the decrease in impressions. Not only did the campaign drive traffic to the site more efficiently, it generated a 26% increase in conversions with 16% less spend than 2021.
 These results came from continuous keyword optimization that revealed high performing keywords in the Taos and Albuquerque ad groups.

Bing Search - Lower CPM's on the platform enabled the campaigns to do more with less, demonstrated by a 95% increase in clicks and a 115% increase in conversions. All of this was done with 16% less spend on the platform.

On Site Metrics

| | | | | |
|--|--|---|---|--|
| Sessions 26,265 ↓ -51% | Unique Users 23,275 ↓ -51% | Bounce Rate 79.2% ↓ -6% | Pages / Session 2.67 ↓ -9% <i>Bounces removed.</i> | Conversions 510 ↓ -46% |
|--|--|---|---|--|

Geo Data



Facebook & Instagram

| | | | | |
|---|--|---|--|---|
| Impressions 3.2M ↓ -19% | LPVs 17,434 ↓ -65% | LPV Rate 0.55% ↓ -56% | Conversions 1,254 ↓ -19% | Cost \$47,435 ↑ 20% |
|---|--|---|--|---|

| Campaign | Impressions | Landing page views | LPV Rate | Cost / LPV | Conversions | CVR | Cost/Conv |
|---------------------------------------|-------------|--------------------|----------|------------|-------------|--------|------------|
| VJ - Video - FY22 - Core | 847,512 | 8,554 | 1.01% | \$1.28 | 81 | 0.95% | \$135.25 |
| VJ - CTS - FY22 - Core | 759,176 | 2,826 | 0.37% | \$4.78 | 985 | 34.85% | \$13.72 |
| VJ - CTS - Spring - FY22 - Core + OPP | 596,873 | 2,832 | 0.47% | \$1.77 | 46 | 1.62% | \$108.70 |
| VJ - CTS - FY22 - Opp | 507,990 | 961 | 0.19% | \$10.23 | 134 | 13.94% | \$73.35 |
| VJ - Video - FY22 - Opp | 476,973 | 2,261 | 0.47% | \$3.60 | 8 | 0.35% | \$1,016.74 |

Pinterest

| | | | | |
|--|---------------------------------------|--|--|--|
| Impressions 2.8M ↑ 37% | LPVs 11,495 ↑ 72% | LPV Rate 0.40% ↑ 26% | Conversions 408 ↓ -11% | Cost \$18,490 ↓ -19% |
|--|---------------------------------------|--|--|--|

| Campaign | Impr. | Landing page views | LPV Rate | Cost / LPV | Conversions | CVR | Cost/Conv | Pin Saves | Cost/Save |
|-----------------------------|---------|--------------------|----------|------------|-------------|-------|-----------|-----------|-----------|
| VJ - Carousel - FY22 - Core | 816,078 | 7,145 | 0.88% | \$0.82 | 292 | 4.09% | \$20.05 | 642 | \$9.12 |
| VJ - Carousel - FY22 - Opp | 797,716 | 2,717 | 0.34% | \$1.58 | 53 | 1.95% | \$81.14 | 444 | \$9.69 |
| VJ - Video - FY22 - Core | 693,005 | 1,029 | 0.15% | \$4.70 | 49 | 4.76% | \$98.66 | 111 | \$43.55 |
| VJ - Video - FY22 - Opp | 528,385 | 512 | 0.10% | \$6.83 | 5 | 0.98% | \$699.86 | 59 | \$59.31 |

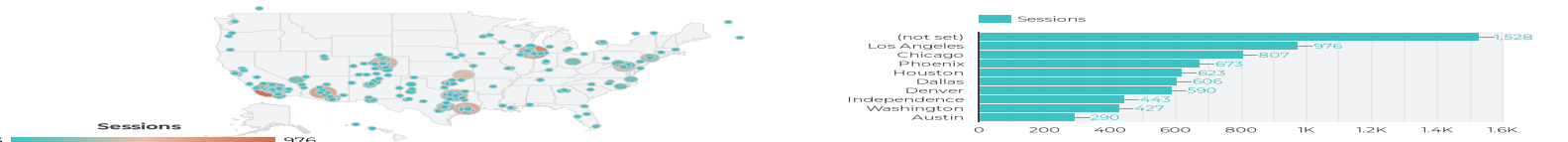
Insights

- The Tourism Santa Fe account saw a **40% increase in CPMs** on Facebook, which explains the slight decrease in YoY performance.
- On Facebook & Instagram, video ads are driving the highest CTR and most conversions, and :30 brand video ads are the top performers.
 - Video should continue to be prioritized as an engaging tactic that drives conversions.
- Las Vegas accounted for **319 sessions** and **5 goal completions** from Facebook.
- The Core Site Visitors Remarketing Audience brought in **35% of conversions** from Facebook.
 - Continue to leverage efficiencies of the Core audiences in driving website conversions.
- Pinterest showed a strong increase in landing page views YoY. Keyword and remarketing audiences drove far more clicks on Pinterest vs. lookalike audiences. The Outdoor remarketing pillar drove the most clicks of remarketing pillars on Pinterest
 - Consider shifting budget from lookalike audiences into more efficient remarketing and keyword audiences.

On Site Metrics

| | | | | |
|---|---|---|---|--|
| Sessions 24,744 ↓ -6% | Unique Users 22,398 ↓ -2% | Bounce Rate 81.0% ↑ 10% | Pages / Session 2.88 ↓ -3% <small>Bounces removed.</small> | Conversions 604 ↓ -25% |
|---|---|---|---|--|

Geo Data



Display Banners

| | | | |
|---|--|--------------------------------------|--|
| Impressions 11,928,635 ↓ -11% | Clicks 11,426 ↓ -21% | CTR 0.10% ↓ -11% | Goal Completions 405 ↑ 13% |
|---|--|--------------------------------------|--|

| Vendor | Impressions | Clicks | CTR |
|-----------------------|-------------|--------|-------|
| The Trade Desk | 10,840,698 | 10,877 | 0.1% |
| Travelzoo | 667,969 | 48 | 0.01% |
| See Source | 291,055 | 371 | 0.13% |
| OutsideOnline.com | 90,965 | 72 | 0.08% |
| 5280 Publishing, Inc | 37,198 | 32 | 0.09% |
| Matador Ventures, Inc | 542 | 5 | 0.92% |

GDN & Discovery

| | | | |
|--|---|-------------------------------------|---|
| Impressions 1,981,856 ↓ -53% | Clicks 9,348 ↓ -41% | CTR 0.47% ↑ 24% | Conversions 151.11 ↓ -64% |
|--|---|-------------------------------------|---|

| Campaign | Impressions | Clicks | CTR | Avg. CPC | Conversions |
|----------------------------------|-------------|--------|-------|----------|-------------|
| VJ - GDN - FY22 - RM - Opp | 774,543 | 952 | 0.12% | \$1.32 | 10.96 |
| VJ - GDN - FY22 - RM - Core | 575,566 | 1,153 | 0.20% | \$1.44 | 57.16 |
| VJ - Discovery Ads - FY22 - Opp | 382,770 | 3,524 | 0.92% | \$0.80 | 28 |
| VJ - Discovery Ads - FY22 - Core | 248,977 | 3,719 | 1.49% | \$1.12 | 55 |

TrueView

| | | | |
|--|--------------------------------------|---|--|
| Impressions 3,983,964 ↓ -19% | CTR 0.07% ↓ -19% | Video view rate 55% ↓ -9% | Conversions 41.48 ↑ 730% |
|--|--------------------------------------|---|--|

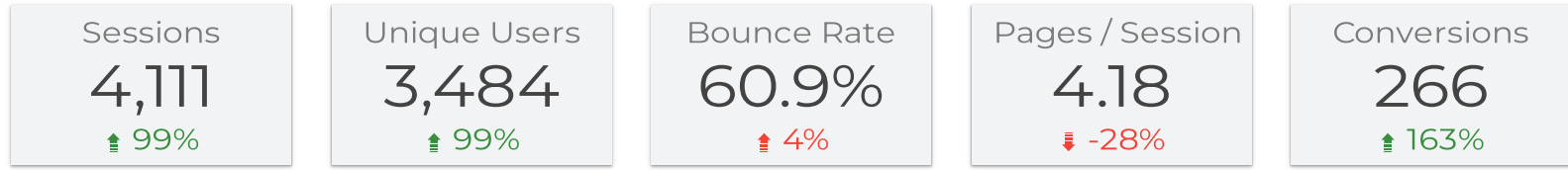
| Campaign | Impressions | Clicks | CTR | Video view rate | Avg. CPV | Conversions |
|--------------------------------------|-------------|--------|-------|-----------------|----------|-------------|
| VJ - Trueview - FY22 Core | 2,089,705 | 1,309 | 0.06% | 56% | \$0.009 | 3 |
| VJ - TrueView - FY22 Opp | 1,524,552 | 892 | 0.06% | 55% | \$0.010 | 3 |
| VJ - TrueView - FY22 - National - RM | 133,098 | 375 | 0.28% | 39% | \$0.077 | 28.22 |
| VJ - TrueView - FY22 Core - RM | 121,066 | 135 | 0.11% | 58% | \$0.030 | 6.26 |

Insights

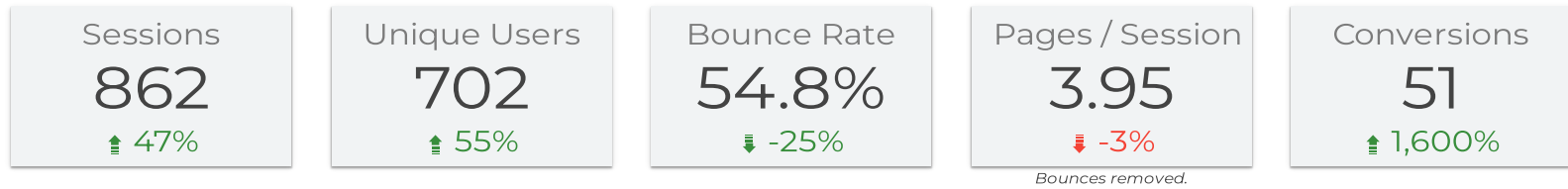
Naturally, paid media began to ramp up in the back half of Q1 delivering the full media mix by early March. Collectively, paid media tactics generated over 23 million Impressions and 11.6k clicks in Q1. The tactical mix in Q1 consisted of campaign staples such as the Trade Desk prospecting display and CTV, as well as key awareness and traffic drivers such as Travelzoo custom content and Strava.

- In mid-March, the second phase of the FY21 partnership with Travelzoo launched in the form of a second Sponsored Gallery. This Art focused content generated excellent engagement reaching over 6 million unique users, 3,105 clickthroughs to santara.org and 373 conversions. The content itself also saw strong engagement with nearly 17k pageviews and an average time on site of 4 minutes and 30 seconds.
- Another unique placement that launched in late Q1 was the Branded Challenge with Strava. This tactic successfully achieved the goals of generating awareness amongst outdoor enthusiasts and collecting first party data for future targeting and direct outreach. The 1-week challenge officially started on March 21st and instantly generated viral participation, ultimately resulting in over 9.9M Impressions, 105k participants, 97k completions and 5.6k redemptions.
- The Trade Desk continued to be a key awareness driver in Q1, reaching over 3.9 million unique users across Display and CTV.
- While See Source display delivered a slightly higher CTR than The Trade Desk, The Trade Desk generated significantly stronger site engagement with a bounce rate of 81% and 90 conversions compared to 97% and 10 conversions for See Source.
- A smaller budget and rising costs on GDN led to YoY decreases in conversions. Fortunately, optimizing the campaigns for conversions equipped them to find efficiency in the face of a much higher CPM compared to Q1 of 2021. A 69% higher conversion rate helped to mitigate the rising CPA triggered by the higher CPM.
- A higher CPM is a common theme seen across display and video platforms this year. This stems from the increased number of advertisers in the market, the influx of new businesses established during the pandemic, and economic factors like rising inflation.
- With the opportunity campaign paused in 2021 in favor of core and in-state campaigns, the budget for the core campaign was much smaller this year in comparison. Combined with a 196% spike in CPM on the platform, the campaign saw a 60% decrease in conversions YoY. Even with these factors placing limits on the campaign, the platform was able to optimize and find efficiency in the campaign to make the most of the reduced budget. The conversion rate in the core campaign increased by 162% YoY, minimizing the increase in CPA that was an inevitable result of the spike in CPM.
- The art interests audience in the core campaign proved to be the most resistant to these fluctuations. This group had a 21% lower cost per conversion and a 35% higher conversion rate than the other audiences. In the opportunity campaign, the art interest audience was previously paused due to low performance. Based on the performance of the audience in the core campaign, we will try enabling art interests in the opportunity campaign to see if there has been a revival in interest in art amongst these markets.
- Users in Las Vegas are driving efficient traffic to the site with a 20% higher CTR and a 9% lower CPC. We haven't seen any conversions yet but this is likely due to the market being much smaller than LA and Chicago and the platform is still learning in order to optimize for conversions in this market specifically. To remedy this, we have placed a bid adjustment on Las Vegas to ensure more delivery that will hopefully bring more users who are likely to convert.
- The combination of the reintroduction of the opportunity campaign and a 14% lower total investment on Google Discovery made YoY comparisons slightly tricky, as spend in the core campaign was 44% lower.
- Comparing the core campaigns YoY, the decrease in spend caused a 45% decrease in clicks, as should be expected with decreased delivery. The problem laid in the disproportionate decrease in conversions that came from this, down 78% from the previous year. Diving into why this happened, we hypothesize that carousel ad units do not perform as well on Discovery as the standard ad units. Last year, we only ran standard ad units as opposed to this year where we did the opposite. Considering that interest in travel is up across nearly all of the platforms, finding a decrease in conversions was incongruent with what we've seen elsewhere. With most of the components of the campaign set up almost identically to the previous year's campaign, it leads us to believe that people are just simply not as engaged with the carousel units as they were with the standard units. This aligns with a trend that we have seen across social platforms, where single-image ad units tend to perform much better. We recommend either running the two ad types side-by-side, or simply pausing the carousel in favor of the standard ads that will likely perform much better.
- While we haven't seen any conversions from the Las Vegas market just yet, users in this location are clicking through to the site at a 14% higher rate. As we incorporate standard Discovery ads, we should see increased performance in not only Vegas, but the other targeted markets as well.
- Due to a 35% decrease in the budget for the core and remarketing campaigns on Trueview, views fell by 50% YoY. A 19% higher CPM on the platform exacerbated this decrease, causing lower view rates and a higher CPV.
- When looking at YoY performance of the core prospecting campaign, a 43% decrease in budget only translated to a 27% decrease in views. Optimizing the campaign for Maximum CPV enabled the campaign to find efficiency, even with the decreased spend. The CPV for the core prospecting campaign fell by 22% compared to 2021.
- Much of the increase in CPM came from the remarketing campaigns. Combined with the factors causing CPM's to rise as mentioned earlier, the growing emphasis on user privacy and limitations placed on tracking by iOS 14 and other factors has made it more difficult to populate remarketing lists and has consequently driven costs up. As the pool of users has shrunk, the CPM increased by 275% YoY. Expanding our remarketing lists to a wider time window as well as incorporating new remarketing lists will help us mitigate this.
- Due to the narrow targeting that comes from combining the core or opportunity markets with remarketing lists, Google was struggling to consistently deliver the Trueview remarketing campaigns. To pivot from this, we combined the core and opportunity remarketing campaigns into a national remarketing campaign with bid adjustments placed on the core and opportunity markets. Targeting people who have visited the site but aren't necessarily located in the target markets expands the opportunity to deliver to the right people. This also helped to reduce the frequency per user, down 48% after consolidating the campaigns.
- The Las Vegas market is showing to be a good addition to the opportunity targeting by achieving a 3% higher view rate than LA and Chicago. The delivery is quite a bit lower due to the smaller population in comparison, but we have placed a bid adjustment on the Las Vegas market to help even that out.

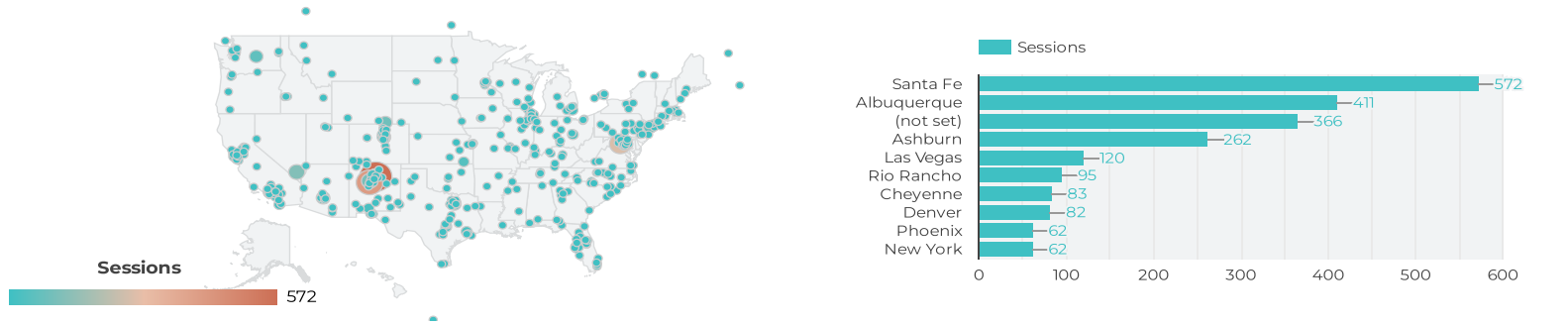
Overall Site Metrics for Meetings Pages



VJ-Driven Traffic



Geo Data



Display Banners

| Vendor | Impressions | Clicks | CTR | Conversions |
|------------|-------------|--------|-------|-------------|
| Cvent, Inc | 20,610 | 197 | 0.96% | 0 |

GDN

| Campaign | Impressions | Clicks | CTR | Avg. CPC | Conversions |
|----------|-------------|--------|-----|----------|-------------|
| No data | | | | | |

Search

| Campaign | Impressions | Clicks | CTR | Avg. CPC | Conversions |
|---------------------------------|-------------|--------|--------|----------|-------------|
| VJ - Search - Groups & Meetings | 8,710 | 926 | 10.63% | \$1.40 | 50.87 |

Insights

CVENT's 3-pronged tactical approach relaunched in late Q1 and aided in exceptional YoY increases across key CVENT metrics.

- Total RFPs (69) up 283%
- Total Room Nights (17,415) up 385%
- Total RFP Value (\$6,514,259) up 340%

- VJ Media is bringing in quality traffic for groups and meetings, as conversions have increased 163% YoY.

- For search, the conference ad group saw the most growth YoY, with a 3,000% increase in conversions, while the banquet halls ad group drove the highest CTR.

- Compared to Q4 2021, search drove 246% more conversions at a 40% lower CPA.

- LinkedIn, being a new platform, drove 34 conversions with an average CPA of \$61, compared to \$25 on search.

- This higher CPA is expected on a platform like LinkedIn which is known for having higher costs than Google Search and Facebook.

The data on this page is from Jan 1, 2022 - March 31, 2022

Digital Spend & Impressions

| Tactic | Impressions | Cost |
|------------------------------------|-------------------|-----------------|
| Travelzoo Custom Content | 662,357 | \$25,000 |
| Strava Branded Challenge | 9,924,150 | \$24,700 |
| Outside Online Youtube Promotion | 577,628 | \$7,500 |
| 5280 Getaway Newsletters | 32,152 | \$3,000 |
| Phoenix Magazine Newsletter | 8,934 | \$1,500 |
| New Mexico Magazine Instagram Post | 5,843 | \$425 |
| Grand total | 11,211,064 | \$62,125 |

Strava



Santa Fe Margarita Trail Challenge

Santa Fe wants you to run, bike, swim, walk (or crawl) and win a free trip!

5 mi / 5 mi

Completed

Redeem Reward

Find new Challenges

Ended — Mar 21, 2022 to Mar 28, 2022

Complete 5 miles of activity
Qualifying Activities: AlpineSki, BackcountrySki, Canoei...

Travelzoo Engagement Heat Map

The Art of Experiencing Santa Fe



Travelzoo Staff
Mar 17, 2022

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For art world insiders, **Santa Fe** has long been a pilgrimage site. Now, the wider world is starting to get a sense of the local art cred thanks to a new British study—immediately reported in **Travel + Leisure**—that named Santa Fe not only the best gallery town on earth, but also the planet's seventh-best art city overall, with everything from a thriving year-round exhibit scene and a trifecta of iconic markets: **International Folk Art Market**, **Spanish Market** and **SWAIA Indian Market**.

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