



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
MAY 24, 2022
10:00 AM
COUNCIL CHAMBERS
CITY HALL
200 LINCOLN AVENUE

PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

Written Public Comment: Members of the public may submit written comments on legislation by clicking on the comment bubble to the right of the meeting on the public portal at <https://santafe.primegov.com/public/portal> three hours prior to the start of the meeting.

The agenda and packet for the meeting will be posted at <https://santafe.primegov.com/public/portal>.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. Minutes – April 26, 2022
5. **PRESENTATION**
 - a. Lodger' 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)
6. **MATTERS FROM STAFF**
 - a. TSF Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)



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- b. TSF Marketing Report (Joy Rice, TSF Marketing Manager, jlrice@santafenm.gov)
- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

7. **MATTERS FROM THE BOARD**

- a. Discussion on new OTAB meeting date

8. **MATTERS FROM THE PUBLIC**

9. **NEXT MEETING: Tuesday, June 28, 2022**

10. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
APRIL 26, 2022

1. CALL TO ORDER

Meeting Started at 10:02AM

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
David Carr, Attendee

3. APPROVAL OF AGENDA

MOTION: Member Sandoval moved, seconded by Member Medina, 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, Guenther, Member Arnhold, Member Fitzgerald

Against: None

Abstain: None

4. APPROVAL OF MINUTES



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
APRIL 26, 2022

- a. Minutes – March 22, 2022

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

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

For: Chair Blyth, Member Bennett, Member Medina, Member Sandoval, Guenther, 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. ACTION ITEMS

- a. Discussion of Rules and Use of FY23 OTAB Funding (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

MOTION: Member Medina moved, seconded by Member Bennett, to Approved OTAB funding schedule as followed as to make funding available by January 1.
Applications accepted: July – September
Applications reviewed by Board: October – November

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

For: Chair Blyth, Member Bennett, Member Medina, Member Sandoval, Guenther, Member Arnhold, Member Fitzgerald



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
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Against: None

Abstain: None

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

10. NEXT MEETING: May 24 2022

11. ADJOURN

Meeting ended at 11:10AM

Liaison

Chair

STATISTICS REPORT

MONTH April	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	67.3%	67.3%	50.7%	53.2%	16.6%	14.1%
Downtown	71.9%	69.2%	50.1%	50.0%	21.8%	19.2%
Cerrillos Road	68.4%	64.4%	54.5%	55.8%	13.9%	8.6%
Periphery	56.3%		45.4%		10.9%	
County		66.1%		53.7%		12.4%
AVERAGE RATE						
City Wide	\$183.19	\$166.86	\$130.16	\$118.59	\$53.03	\$48.27
Downtown	\$250.53	\$243.25	\$180.22	\$177.86	\$70.31	\$65.39
Cerrillos Road	\$107.92	\$99.21	\$74.87	\$72.73	\$33.05	\$26.48
Periphery	\$167.63		\$137.92		\$29.71	
County		\$180.34		\$128.31		\$52.03
REVPAR						
City Wide	\$123.22	\$112.21	\$66.05	\$63.06	\$57.17	\$49.15
Downtown	\$180.15	\$168.22	\$90.28	\$88.95	\$89.87	\$79.27
Cerrillos Road	\$73.85	\$63.91	\$40.82	\$40.58	\$33.03	\$23.33
Periphery	\$94.38		\$62.67		\$31.71	
County		\$68.70		\$48.80		\$19.90
Lodger's Tax March						
Hotels	889,387					\$0
Short Term Rentals	109,109					\$0
Total	998,496					\$0

Short Term Rentals April

	# Available	Occupancy	Avg. Rate	RevPAR	Avg Stay	Avg Lead
Entire Place	1,728	71.6%	\$318.01	\$227.74	3.4	53.4
Hoel Comparable	654	76.4%	\$179.37	\$136.99	3.4	50.6

YEAR TO DATE April					VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	55.1%	56.0%	36.9%	39.7%	18.2%	16.3%
Downtown	56.2%	54.4%	32.4%	32.6%	23.8%	21.8%
Cerrillos Road	56.3%	56.1%	42.3%	45.4%	14.0%	10.7%
Periphery	51.0%		36.3%		14.7%	
County		55.8%		40.1%		15.7%
AVERAGE RATE						
City Wide	\$166.62	\$151.11	\$118.20	\$103.04	\$48.42	\$48.07
Downtown	\$232.77	\$224.18	\$165.26	\$160.82	\$67.51	\$63.36
Cerrillos Road	\$96.45	\$91.66	\$71.32	\$66.31	\$25.13	\$25.35
Periphery	\$159.99		\$131.91		\$28.08	
County		\$162.48		\$112.74		\$49.74
REVPAR						
City Wide	\$91.81	\$84.68	\$43.63	\$40.89	\$48.18	\$43.79
Downtown	\$130.88	\$122.03	\$53.55	\$52.41	\$77.33	\$69.62
Cerrillos Road	\$54.27	\$51.42	\$30.17	\$30.07	\$24.10	\$21.35
Periphery	\$81.53		\$47.84		\$33.69	
County		\$90.71		\$45.24		\$45.47
Lodger's Tax						
Hotels		\$8,824,380				
Short Term Rentals		\$2,580,008				
Total		\$11,404,388		\$3,650,964		\$7,753,424

TOURISM SANTA FE

April 2022 OTAB Report Sales Report May 24, 2022

April 2022 Leads:

- 24 total leads requiring sleeping rooms
- 2,735 total room nights sent via leads

April 2022 Confirmed Bookings:

- 6 Definite Bookings
- 1,259 Definite Room Nights
- 9 Definite SFCCC space only events

April 2021 Leads:

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

April Confirmed Bookings:

- 1 Definite Bookings
 - 600 Definite Room Nights
-

2022 YTD Leads:

- 84 total leads requiring sleeping rooms
- 27,056 total room nights sent via leads

2022 YTD Definite:

- 17 Definite Booking
- 4,231 Definite Room Nights
- 60 Definite SFCCC space only events

2021 YTD Leads:

- 33 total leads requiring sleeping rooms
- 8,460 total room nights sent via leads

2021 YTD Definite:

- 5 Definite Booking
- 3,664 Definite Room Nights

Booking Pace Report

As of: 5/17/2022

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'	Tentative 2022'	Definite 2023'
January	0	0	0	509	740	225	2,991	535	4,649	1,570	2,435	1,380	2,753	4,526	3,342	53	0	645
February	0	0	0	750	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	3,133	925	1,944	0	0
March	0	0	67	173	1,155	425	603	2,210	804	348	5,041	972	1,914	1,859	1,212	20	0	0
April	0	0	190	1,063	294	920	1,440	1,484	2,684	2,558	964	3,944	3,778	2,562	882	1,790	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	490	0	791
June	0	18	0	6,368	4,217	2,818	882	1,701	3,379	6,541	1,729	7,964	2,422	1,581	64	2,390	0	0
July	0	0	57	828	3,907	805	2,807	2,623	2,122	4,708	10,729	5,434	3,515	2,429	1,450	403	0	102
August	0	0	1,755	75	416	985	875	1,633	800	1,615	2,649	4,655	2,562	1,426	760	0	80	0
September	0	0	0	718	695	576	1,486	1,330	2,436	2,444	2,794	3,576	4,447	2,742	255	225	0	510
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
November	0	32	148	3,954	945	1,471	480	3,486	2,682	4,728	2,063	5,342	853	675	4,314	1,541	0	0
December	0	0	0	96	60	450	0	196	68	350	179	0	375	250	340	0	0	0
TOTAL	0	50	5,368	16,807	18,999	15,375	19,355	23,113	26,826	35,984	35,990	43,082	32,468	27,508	16,280	9,396	80	2,048
LAST YEAR	0	0	50	5,368	16,807	18,999	15,375	19,355	23,113	26,826	35,984	35,990	43,082	32,468	27,508	16,280	0	9,396
Change	0	50	5,318	11,439	2,192	(3,624)	3,980	3,758	3,713	9,158	6	7,092	(10,614)	(4,960)	(11,228)	(6,884)	80	(7,348)

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 5/18/2022

Definite	2021	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event		6	1	4	6									17
STLY Event		3	0	1	1									5
Event Variance		200%		400%	600%									340%
Rooms		1,045	100	1,827	1,259									4,231
STLY Rooms		3,003	-	61	600									3,664
Room Variance		-287%			209%									115%

Lead	2021	January	February	March	April	May	June	July	August	September	October	November	December	Total
Event		13	19	28	24									84
STLY Event		3	10	15	5									33
Event Variance		433%	190%	86%	480%									254%
Rooms		7,805	4,764	11,752	2,735									27,056
STLY Rooms		747	2,852	4,112	749									8,460
Room Variance		1044%	167%	285%	365%									319%

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



**OTAB Marketing Report
May 2022
Reporting for May 24, 2022 Meeting**

EXECUTIVE SUMMARY

Key marketing highlights for March and April

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. [SUMMER EVENTS] Return of Santa Fe Art Week & Santa Fe Music Week

- **4th Annual Santa Fe Art Week returns July 8-17 (santafe.org/artweek);** Enjoy a myriad of art experiences and events, openings and shows, art talks, and workshops at some of Santa Fe's most popular galleries.
 - **Call for Events:** Are you an artist or do you know an artist? Do you own or run an art gallery? The experiences of Art Week will highlight the best visual arts and special events our art community has to offer— including yours! You can participate with existing events you already have planned, such as a show, opening, live demonstration, tour, wine night or plan a new event that will highlight your art or gallery.
 - There is no cost to participate! Deadline to submit your event(s) to santafe.org for inclusion in the printed program is **June 3, 2022**. The program will be distributed around town and in hotels. All event calendar listings will be featured at santafe.org/artweek.
 - Add your event(s) today and be sure to select '2022 Santa Fe Art Week' as one of the categories.
- **5th Annual Santa Fe Music Week returns August 27 – September 3 (santafe.org/musicweek);** Join us for Santa Fe Music Week, featuring local and national artists in venues across Santa Fe. Don't miss free performances every afternoon and evening in the historic Plaza. From jazz to Latin, rock and country, you'll find music to delight all members of the family.
 - *More details coming soon!*

3. [RECENT MEDIA COVERAGE]

- Resulting from media assistance efforts, **AAA Explorer Magazine** published a story entitled, "6 New Mexico Food Trucks Worth Following."
<https://www.ace.aaa.com/publications/food-and-drink/new-mexico-food-trucks.html>
- After hosting the writer in the destination last fall, **Travel + Leisure** included Santa Fe and Bishop's Lodge in a piece titled "Hotels are now hiring reunion specialists to plan your next big family gathering."
<https://www.travelandleisure.com/trip-ideas/family-vacations/the-family-reunion-made-simple>
- Due to a dedicated pitch effort, **Afar** included Santa Fe in a round-up of "3 Book Festivals Around the Country to Dog-Ear This Spring."
<https://www.afar.com/magazine/book-festivals-to-check-out-this-spring>

Visiting Media in the Month of April:

- Haven Lindsey, Freelance on assignment for **Texas Lifestyle Magazine** and **Austin Travels**
- Participants of V media's Native American Arts & Culture group press trip:
 - Chadd Scott, Freelance for **Forbes** and owner of **seegreatart.com**
 - Noreen Kompanik, Freelance for **Travel Pulse**

- Claudia Carbone, Freelance for **Go World Travel**
- Vivian Chung, Freelance for **Fodor's Travel** and **CultureTrip**

4. **[OFFICIAL SANTA FE DINING GUIDE] Ready for local distribution by the end of May!**

A user-friendly dining guide featuring select Santa Fe restaurants through their menus, signature dishes, imagery, and special hallmarks that set them apart.

Digital version NOW available:

<https://issuu.com/visitsantafe/docs/santafediningguide2022-23>



5. **[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 5/11/22)

- 12,174 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 13,857 paper Passports have been purchased at our Visitor Centers and by partners
- 5611 T-shirts that have been earned by Passport holders collecting 5 stamps
- 323 people are members of the Margarita Society
- 311 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 193 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 5/11/22)

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

Social Media (as of 5/11/12)

- 601 Total Social Media Posts – 2 Facebook post. 2 Tweets. 1 Instagram post.

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 5/1/22)

- Total Sales: \$23,065.96
- Businesses: 92
- Items Sold: 272
- Total Orders: 190
- Published Products: 1,108

MONTHLY METRICS

WEBSITE & NEWSLETTERS

April 2022 Website Performance Metrics

VISITS:

- Total Sessions 141,916 (0.75% decrease Y/Y)
- Unique Users 104,093 (10.1% decrease Y/Y)
- Pages per Session 3.63† (17.5% decrease Y/Y)
- Average Time on Site 5:03† (2.6% decrease Y/Y)
- Conversion Rate 15.86% (27% 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:

- 60.2% Female (7.8% decrease Y/Y)
- 39.8% Male (1.37% decrease Y/Y)

VISTOR AGE:

- 10.5% 18 - 24 (2.2% increase Y/Y)
- 16.4% 25 - 34 (17.6% decrease Y/Y)
- 19.5% 35 - 44 (16.3% increase Y/Y)
- 20.2% 45 - 54 (6% increase Y/Y)
- 17.9% 55 - 64 (19.9% decrease Y/Y)
- 13.8% 65+ (0.4% decrease Y/Y)

Newsletter - Industry

TOURISM Santa Fe Marketing Report

- Date: 4/13/22
- Sent: Number sent: 1,454
- Number opened: 524
- Open rate: 36%

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.

Gifts for Mom

<https://mailchi.mp/santafe/gifts-for-mom-7510720>

- Send Date: 4/20/22
- Subscribers: 16,862
- Number Opened: 6,521
- Open Rate: 38.7%
- CTR: 3.6%

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 a Bustling, Eventful May

<https://mailchi.mp/santafe/get-the-scoop-on-december-in-santa-fe-7510724>

- Send Date: 4/27/22
- Subscribers: 55,292
- Number Opened: 16,929
- Open Rate: 30.6%
- CTR: 2.6%

SOCIAL MEDIA

Summary

April continued an adjustment period to the new Meta Suite. Facebook Engagement was down 33.9% as a handful of low-performing posts kept the page from gathering much momentum this month. Instagram continued its strong growth, seeing a 1.6% increase in followers M/M. Twitter impressions and engagement both slid, down 5% and 14% M/M respectively. Pinterest organic impressions dropped 28.7% M/M, while YouTube views saw a 10.7% decrease M/M while paid media continues to be paused.

Facebook

April 2022 Performance Metrics

Total Page Followers: 83,412 (0.3% increase M/M)

Engagement: 24,809 (33.9% decrease M/M)

- Top Performing Post: "Only in Santa Fe. [#TheCityDifferent](#) | [SantaFe.org](#)"
 - Reactions: 4003
 - Comments: 4
 - Reach: 22,385

Twitter

April 2022 Performance Metrics

- Followers: 16,298 (0.2% increase M/M)
- Monthly Impressions: 22,800 (5.0% decrease M/M)
- Engagement: 624 (14.0% decrease M/M)

- Top Performing Post: “Do you recognize this iconic Santa Fe portal? [#TheCityDifferent](#) | [SantaFe.org](#)”
📷: suzy_sunshine111”
 - Impressions: 1556
 - Retweets: 4
 - Total engagements: 88

Instagram

April 2022 Performance Metrics

- Followers: 53,839 (1.6% increase M/M)
- Engagement: 11,363 (New metric)

- Top Performing Post: ““Only in Santa Fe. [#TheCityDifferent](#) | [SantaFe.org](#)”
 - Likes: 2,145

Pinterest

April 2022 Performance Metrics

- Organic Impressions: 48,590 (28.7% decrease M/M)

YouTube

April 2022 Performance Metrics

- Subscribers: 818 (0.5% increase M/M)
- Views: 1943 (10.7% decrease M/M)

Santa Fe Insider Blog

April 2022 Performance Metrics

- Total Blog Views: 45,291 (0.4% increase M/M)

- Average Time on Blog: 3:04 minutes (1.7% increase M/M)

April 2022 Blog Posts

7 May Events in Santa Fe, New Mexico

- Published April 12, 2022
- Views: 1570

Top 5 Viewed Blog Posts in April

25 Reasons to Love Santa Fe

- Published June 20, 2020
- Views: 5075

11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 4173

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 4025

Take a Tour of Santa Fe's Historic Sites

- Published May 7, 2019
- Views: 2849

7 Outdoor Adventures for the Whole Family

- Published March 29, 2022
- Views: 2729

PUBLIC RELATIONS

Summary

In April, the public relations team ramped up efforts to promote the destination's May attractions, including the inaugural Santa Fe Literary Festival and Cinco De Mayo on the Margarita Trail. As a result of these strategies, the team secured national coverage in *Afar* and *Forbes*, while *Fodor's Travel* is set to send an editor to attend the festival.

The team saw several pieces of coverage in outlets such as *AAA Explorer Magazine* and *Travel + Leisure* come to fruition from previous press trips. We also dedicated efforts this month to planning for significant press trip activity in May, with five national media set to visit on individual trips.

Performance Metrics

April 2022

- Pitches: 195 (decrease 43% Y/Y)
- Press Releases: 0 (No change Y/Y)
- Media Visits: 5 (increase 150% Y/Y)
- Media Contacts: 200 (decrease 9% Y/Y)
- Earned Media: \$581,314 (increase 24% Y/Y)
- Total Impressions: 87,070,899 (decrease 53% Y/Y)

Year-to-Date 2022

- Pitches: 285 (decrease 16% Y/Y)
- Press Releases: 0 (decrease 100% Y/Y)
- Media Visits: 15 (increase 400% Y/Y)
- Media Contacts: 400 (increase 33% Y/Y)
- Earned Media: \$2,424,919 (increase 2% Y/Y)
- Total Impressions: 345,217,241 (decrease 24% Y/Y)

MEDIA PLACEMENTS – ADVERTISING

April 2022 Performance Metrics

PRINT

5280 Magazine Co-Op

Target Market: CORE Markets

Flight Dates: 4/1/22 -4/30/22

Impressions: 85,000

Media Spend: N/A

Texas Monthly Magazine

Target Market: CORE Markets

Flight Dates: 4/1/22 -4/30/22

Impressions: 325,000

Media Spend: \$9,850



DIGITAL DISPLAY, VIDEO, MOBILE & SOCIAL MEDIA

The Trade Desk

Prospecting & Remarketing Display

Target Market: CORE Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 1,118,770

Media Spend: \$2,562.38

***The Trade Desk**

Prospecting & Remarketing Display

Target Market: OPP Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 3,409,976

Media Spend: \$4,413.01

The Trade Desk

CTV

Target Market: CORE Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 345,156

Media Spend: \$9,846.71

The Trade Desk

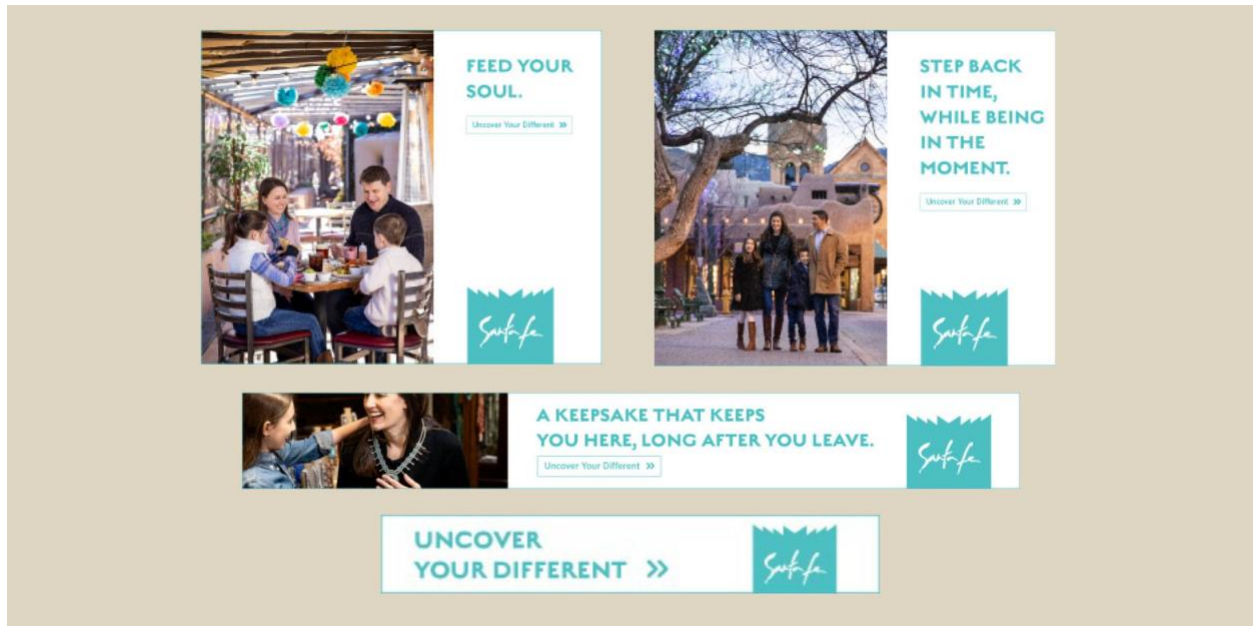
CTV

Target Market: OPP Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 642,116

Media Spend: \$17,455.36



5280

ROS Banners

Target Market: CORE Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 34,467

Media Spend: N/A

Travel + Leisure

ROS Banners

Target Market: CORE Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 37,373

Media Spend: \$972

Travel + Leisure

Pre-Roll

Target Market: CORE Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 97,467

Media Spend: \$4,912.34

New Mexico Magazine

IG Post

Target Market: CORE Markets

Flight Dates: 4/5

Impressions: 2,599

Media Spend: \$425

SeeSource

Prospecting Display

Target Market: CORE Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 523,478

Media Spend: N/A

SeeSource

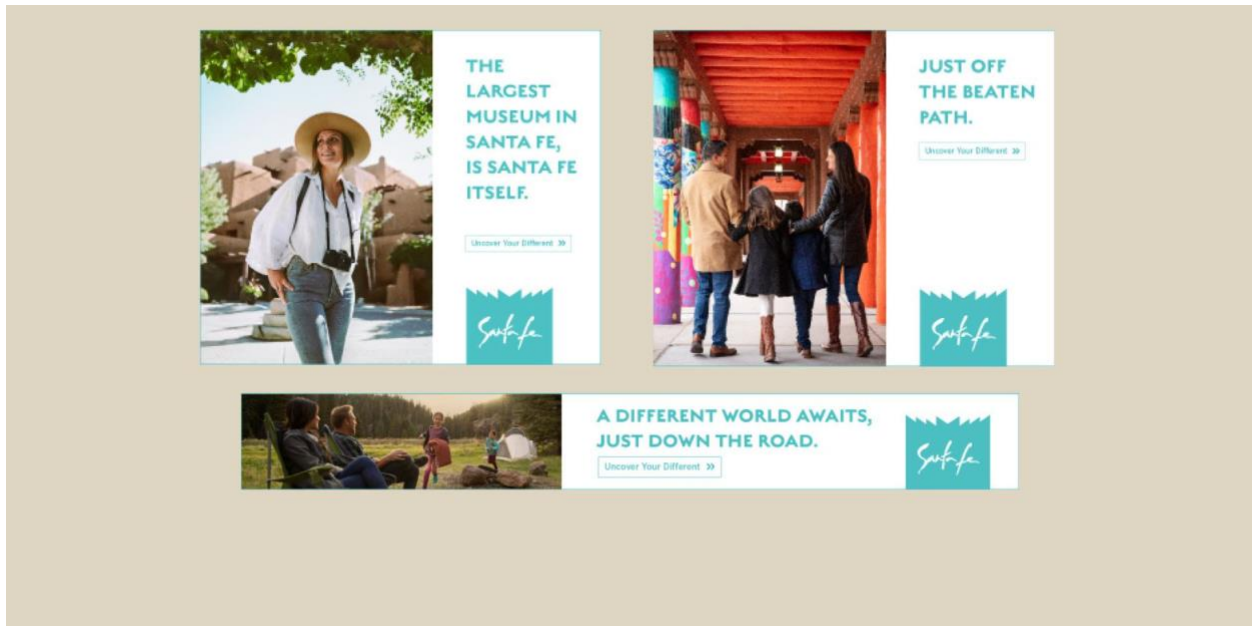
Prospecting Display

Target Market: OPP Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 529,407

Media Spend: N/A



Outside Online

ROS Display

Target Market: OPP Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 60,402

Media Spend: \$1,510.05

Outside Online

Custom E-Blast

Target Market: OPP Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 37,351

Media Spend: \$10,000

Travelzoo

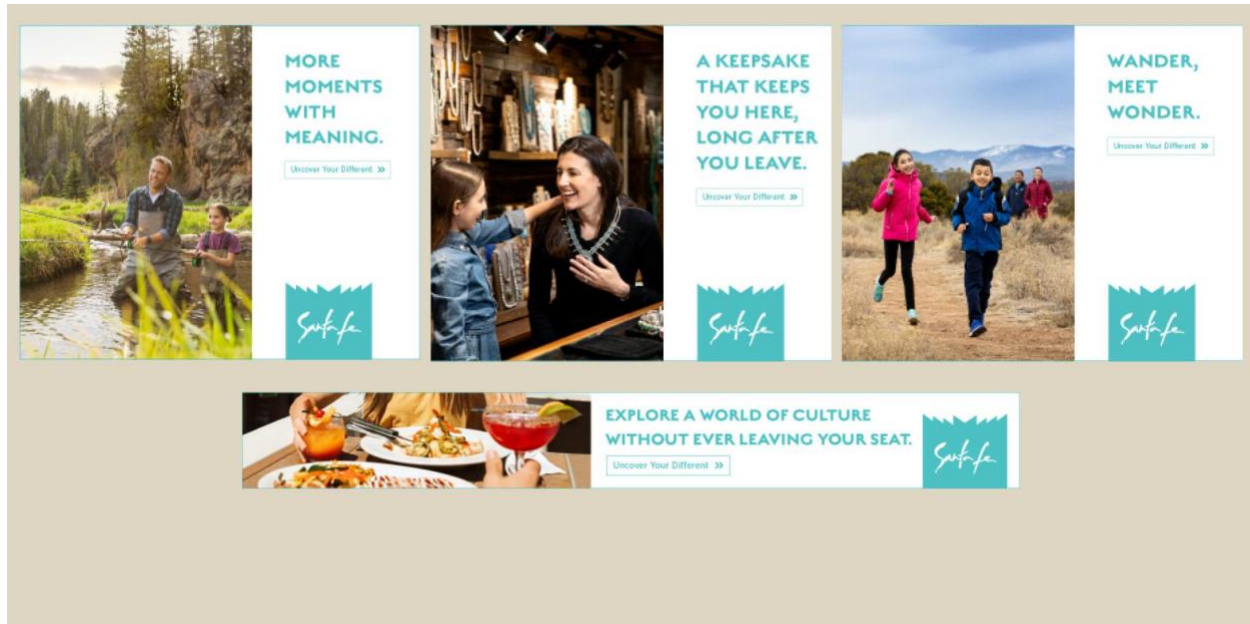
Target Market: OPP Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 35,802

Media Spend: N/A

[Link](#)



Google Discovery Ads

Target Market: CORE Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 55,867

Media Spend: \$1,774.28

Google Discovery Ads

Target Market: OPP Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 93,667

Media Spend: \$1,730.60

Google Display Network Remarketing

Target Market: CORE Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 320,960

Media Spend: \$714.99

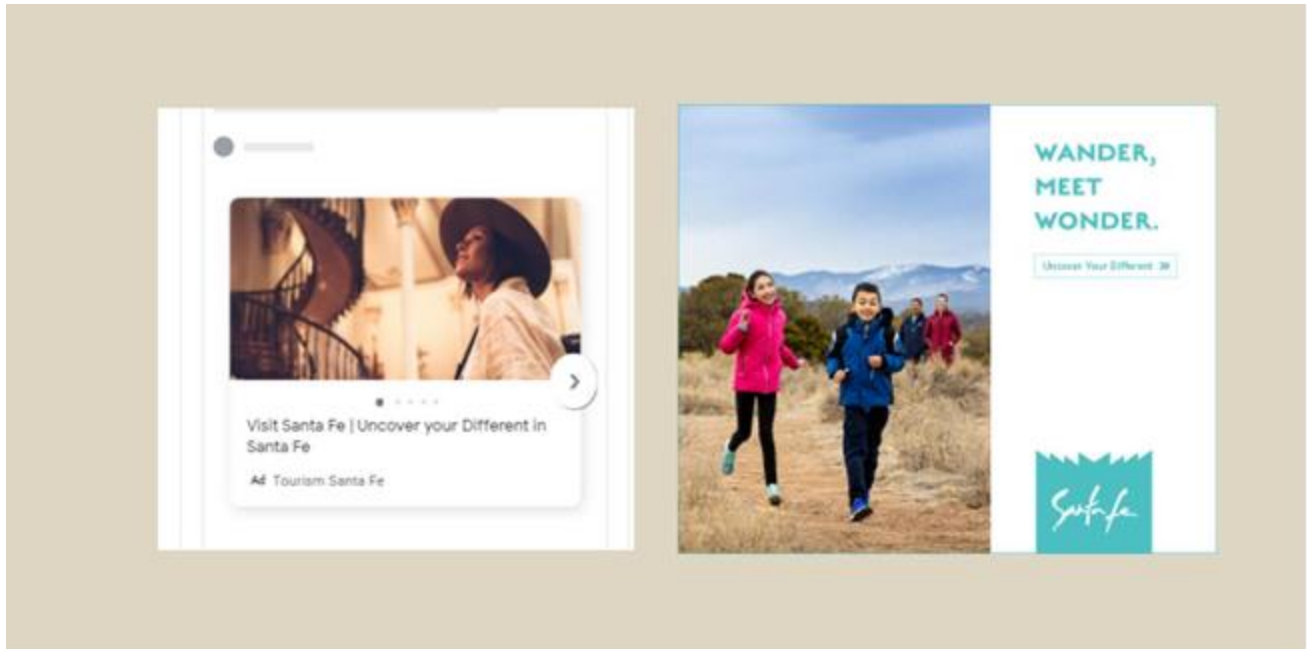
Google Display Network Remarketing

Target Market: OPP Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 668,986

Media Spend: \$832.48



YouTube TrueView

Target Market: CORE Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 679,601

Media Spend: \$4,790.21

YouTube TrueView

Target Market: OPP Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 740,141

Media Spend: \$5,350.39

Link to Video:

<https://www.youtube.com/watch?v=VSCkrvtVt3Y>

YouTube TrueView Remarketing

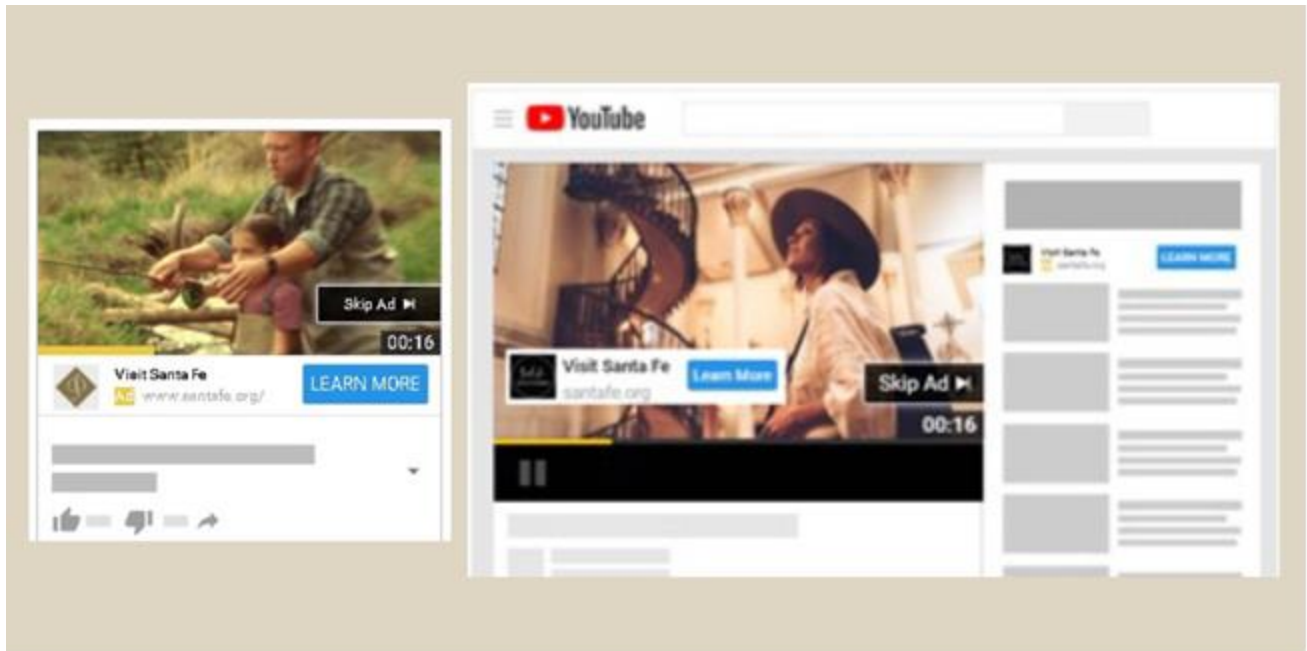
Target Market: National Markets

Flight Dates: 4/1/22-4/30/22

Impressions: 86,816

Media Spend: \$2,112.83

Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



Facebook & Instagram Traffic Conversions

Target Market: CORE Markets
Flight Dates: 4/1/22-4/30/22
Impressions: 291,064
Media Spend: \$5,828.50

Facebook & Instagram Traffic Conversions

Target Market: OPP Markets
Flight Dates: 4/1/22-4/30/22
Impressions: 261,105
Media Spend: \$6,479.75

Facebook & Instagram Video Ads

Target Market: OPP Markets
Flight Dates: 4/1/22-4/30/22
Impressions: 238,305
Media Spend: \$5,358.82

Facebook & Instagram Video Ads

Target Market: CORE Markets
Flight Dates: 4/1/22-4/30/22
Impressions: 306,027
Media Spend: \$4,717.36

Pinterest Image Ads

Target Market: CORE Markets
Flight Dates: 4/1/22-4/30/22
Impressions: 234,279
Media Spend: \$2,523.78

Pinterest Image Ads

Target Market: OPP Markets

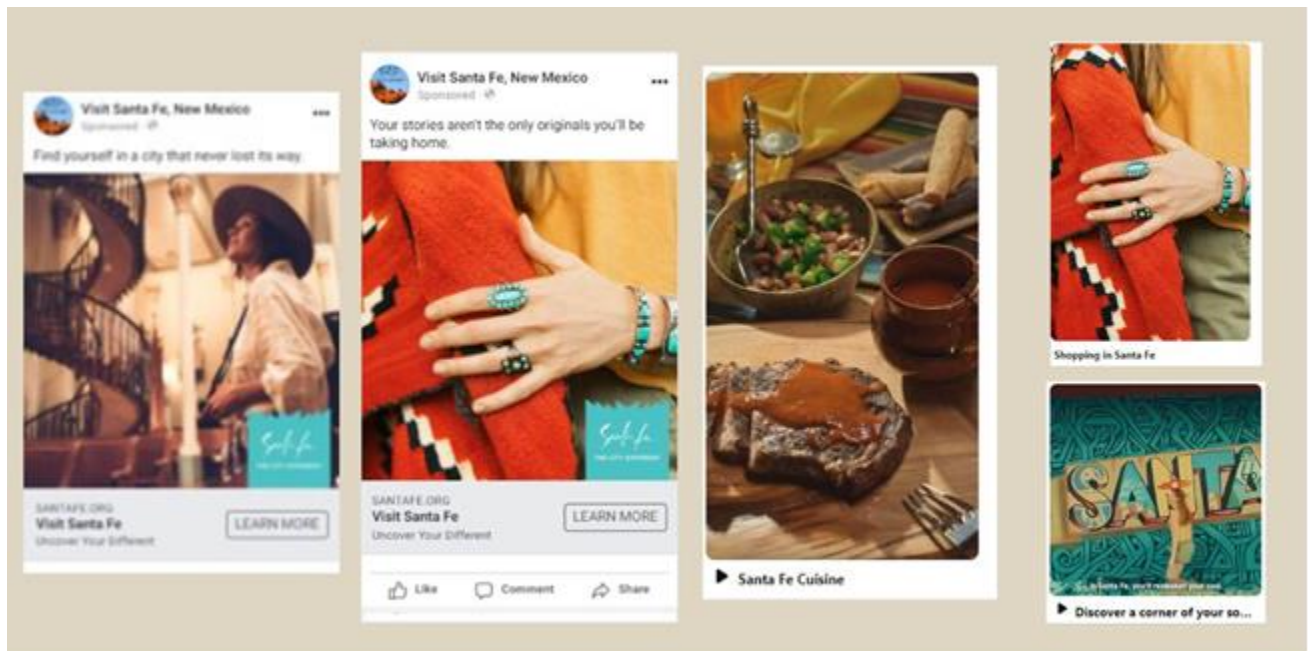
Flight Dates: 4/1/22-4/30/22
Impressions: 223,536
Media Spend: \$2,737.78

Pinterest Video Ads

Target Market: CORE Markets
Flight Dates: 4/1/22-4/30/22
Impressions: 235,394
Media Spend: \$2,080.60

Pinterest Video Ads

Target Market: OPP Markets
Flight Dates: 4/1/22-4/30/22
Impressions: 261,854
Media Spend: \$2,294.68



SEM

Google Search

Target Markets: National
Flight Dates: 4/1/22-4/30/22
Impressions: 218,690
Media Spend: \$14,180.39

Bing Search

Target Markets: National
Flight Dates: 4/1/22-4/30/22
Impressions: 156,497

Media Spend: \$3,255.17

MEETINGS & GROUPS

CVENT

Remarketing Display

Target Market: MEETINGS & GROUPS

Flight Dates: 4/1/22-4/30/22

Impressions: 7,896

Media Spend: N/A

Greenspring Media

Display

Target Market: MEETINGS & GROUPS

Flight Dates: 4/1/22-4/30/22

Impressions: 139,614

Media Spend: \$3,420.54

SEM

Google Search

Target Markets: National

Flight Dates: 4/1/22-4/30/22

Impressions: 4,013

Media Spend: \$597.77

