



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
JUNE 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 – May 24, 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@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 Sales Director, dacarr@santafenm.gov)



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OCCUPANCY TAX ADVISORY
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10:00 AM
COUNCIL CHAMBERS
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- 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)
- 7. **MATTERS FROM THE BOARD**
 - 8. **MATTERS FROM THE PUBLIC**
 - 9. **NEXT MEETING: Friday, July 22, 2022**
 - 10. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
MAY 24, 2022

1. CALL TO ORDER

Meeting started at 10:08AM

2. ROLL CALL

Members Present:

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

Members Excused:

Member Ray Sandoval
Member Alexander Fitzgerald

Others Attending:

Randy Randall, Tourism Director
Shirley Spencer, Clerk
David Carr, Attendee
Joy Rice, Attendee

3. APPROVAL OF AGENDA

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

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

For: Chair Blyth, Member Bennett, Member Medina, Member Arnhold

Against: None

Abstain: None

4. APPROVAL OF MINUTES

a. Minutes – April 26, 2022



MINUTES

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

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

For: Chair Blyth, Member Bennett, Member Medina, Member Arnhold

Against: None

Abstain: None

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)

Rik Blyth presented County report on behalf of Alex Fitzgerald's absence.

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)

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



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
MAY 24, 2022

All present are in agreement with moving OTAB meetings to the 4th Friday of the month starting June 24, 2022.

8. **MATTERS FROM THE PUBLIC**

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

Meeting date is now moved to 4th Fridays of the month starting June 2022. The meeting for June is now Friday, June 24, 2022

10. **ADJOURN**

Meeting ended 11:03AM

Shirley Spencer

Liaison

Chair

VOTE SUMMARY



Meeting Name - Occupancy Tax Advisory Board

Meeting Start Date - 05/24/2022

Meeting Committee - Occupancy Tax Advisory Board

Item Title - Minutes – April 26, 2022

Item Type - minutes

Item Owner -

Item Sponsor -

Item Tracking Number - 22-14659

Motion Type - Approve

Motion Mover - Bonnie Bennett

Motion Seconder - Carlos Medina

Motion Status - approved

Vote For Count - 4

Vote Against Count - 0

Vote Abstain Count - 0

Vote Absent Count - 2

Vote For Names - Rik Blyth, Bonnie Bennett, Carlos Medina, Lutz Arnhold

Vote Against Names -

Vote Abstain Names -

Vote Absent Names - Ray Sandoval, Alexander Fitzgerald

User Name - Jeff Norris

User Email - jtnorris@santafenm.gov

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR
MAY	RMLR	STR	RMLR	STR	RMLR	STR
OCCUPANCY						
City Wide	76.9%	78.2%	62.2%	65.9%	14.7%	12.3%
Downtown	72.7%	72.1%	71.5%	68.3%	1.2%	3.8%
Cerrillos Road	85.3%	82.1%	62.0%	62.9%	23.3%	19.2%
Periphery	72.3%		45.2%		27.1%	
County		77.0%		65.6%		11.4%
AVERAGE RATE						
City Wide	196.06	181.32	154.07	140.13	41.99	41.19
Downtown	277.08	266.18	205.75	201.40	71.33	64.78
Cerrillos Road	126.97	120.56	90.03	85.08	36.94	35.48
Periphery	165.78		152.75		13.03	
County		191.60		149.98		41.62
REVPAR						
City Wide	150.82	141.80	95.90	92.38	54.92	49.42
Downtown	201.39	191.95	147.10	137.54	54.29	54.41
Cerrillos Road	108.33	98.93	55.84	53.49	52.49	45.44
Periphery	119.79		68.99		50.80	
County		147.52		98.34		49.18
Lodger's Tax (May)						
Hotels		973,500				
Short Term Rentals		438,979				
Total		1,412,479		\$1,084,690		\$327,789

Short Term Rentals MAY

	# Available	Occupancy	Avg. Rate	RevPAR
Entire Place	1,811			
Private Room	181			
STR Units Available	1,992	48.7%	\$324.41	\$157.83

YEAR TO DATE			VAR	VAR
MAY			RMLR	STR
OCCUPANCY				
City Wide	59.4%	60.9%	42.1%	45.1%
Downtown	59.6%	58.1%	40.3%	39.9%
Cerrillos Road	61.7%	61.4%	46.4%	48.9%
Periphery	55.4%		38.1%	
County		60.2%		45.4%
AVERAGE RATE				
City Wide	\$174.21	\$159.11	\$129.06	\$114.18
Downtown	\$243.87	\$234.90	\$179.82	\$175.07
Cerrillos Road	\$104.36	\$99.59	\$76.50	\$71.26
Periphery	\$161.55		\$136.99	
County		\$170.17		\$123.79
REVPAR				
City Wide	\$103.56	\$96.41	\$54.34	\$51.46
Downtown	\$145.36	\$136.39	\$72.52	\$69.89
Cerrillos Road	\$64.42	\$61.17	\$35.48	\$34.88
Periphery	\$89.44		\$52.19	
County		\$102.44		\$56.14
Lodger's Tax 11 months through May				
Hotels				
Short Term Rentals				
Total		\$13,353,789		\$5,495,703
				\$7,858,086

TOURISM

SANTA FE

April 2022 OTAB Report Sales Report June 24, 2022

May 2022 Leads:

- 31 total leads requiring sleeping rooms
- 10,846 total room nights sent via leads

May 2022 Confirmed Bookings:

- 5 Definite Bookings
- 1,109 Definite Room Nights
- 8 Definite SFCCC space only events

May 2021 Leads:

- 16 total leads requiring sleeping rooms
- 5,881 room nights sent via leads

May Confirmed Bookings:

- 1 Definite Bookings
 - 676 Definite Room Nights
-

2022 YTD Leads:

- 115 total leads requiring sleeping rooms
- 37,902 total room nights sent via leads

2022 YTD Definite:

- 22 Definite Booking
- 5,340 Definite Room Nights
- 68 Definite SFCCC space only events

2021 YTD Leads:

- 49 total leads requiring sleeping rooms
- 14,341 total room nights sent via leads

2021 YTD Definite:

- 5 Definite Booking
- 4,340 Definite Room Nights

Booking Pace Report

As of: 6/15/2022

Event Type: All

Source: All

Contracted Rooms

Calendar Year

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2022	2022	2023	2023	2023	2024	2024	2025	2025	2025	2026	2026	2027	2027	
	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	
January	0	0	0	509	740	225	2,991	535	4,649	1,570	2,435	1,380	2,753	4,528	3,342	53	0	645	0	0	0	0	0	0	0	0	0	0	0	0	
February	0	0	0	750	980	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	3,133	925	1,944	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	67	173	1,155	425	603	2,210	804	348	5,041	972	1,914	1,659	1,212	20	0	0	0	0	0	1,445	0	0	0	0	0	0	0	0	0
April	0	0	190	1,063	284	920	1,440	1,484	2,684	2,558	964	3,944	3,778	2,582	882	1,790	0	0	0	0	0	274	0	0	0	0	0	0	0	0	0
May	0	0	950	1,065	2,225	2,601	1,200	2,884	1,825	3,366	2,886	2,872	3,910	2,877	1,417	1,395	0	791	0	0	0	0	0	0	0	0	0	0	0	0	0
June	0	18	0	6,368	4,217	2,818	882	1,701	3,379	6,541	1,729	7,964	2,422	1,981	64	2,390	0	212	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	57	828	3,807	805	2,807	2,623	2,122	4,708	10,729	5,434	3,515	2,429	1,450	403	0	102	0	2,700	0	0	0	0	0	0	0	0	0	0	0
August	0	0	1,755	75	418	985	875	1,633	800	1,615	2,640	4,655	2,562	1,426	760	0	80	0	0	0	0	0	0	0	0	0	0	0	0	0	0
September	0	0	0	718	695	576	1,486	1,330	2,436	2,444	2,794	3,376	4,447	2,742	255	225	0	600	0	0	0	0	0	0	0	0	0	0	0	0	0
October	0	0	2,201	1,208	3,385	3,899	4,503	2,006	3,675	4,639	2,281	2,556	2,177	3,748	1,319	540	0	0	0	0	0	0	0	0	600	0	0	0	0	0	0
November	0	32	148	3,954	945	1,471	480	3,486	2,682	4,728	2,063	5,342	853	675	4,314	1,841	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
December	0	0	0	96	60	450	0	199	68	350	179	0	375	250	340	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	50	5,318	16,807	18,999	15,375	19,355	23,113	26,826	35,984	35,990	43,082	32,468	27,508	16,280	10,301	80	2,138	212	4,419	0	0	0	0	600	0	0	0	0	0	0
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	10,301	80	2,138	212	4,419	0	0	0	600	0	0	0	0	0	0
Change	0	0	0	11,439	2,192	(3,624)	3,980	3,758	3,713	5,159	6	7,092	(10,614)	(4,980)	(11,228)	(5,979)	80	(8,163)	132	2,281	(212)	(4,419)	600	0	0	0	0	0	0	0	0

TOURISM SANTA FE

OTAB Marketing Report June 2022 Reporting for June 24, 2022 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for May and June

1. [BEST OF TRAVEL 2022] TravelAwaits Ranks Santa Fe #1

In a reader poll by TravelAwaits, [Santa Fe was named the top destination in “Our 12 Favorite Cities To Visit In The U.S.”](#)

Described as “a must-visit city, full of history and culture, and with plenty to do to keep you busy for weeks,” The City Different finished ahead of many of the regulars like Nashville, Charleston, San Diego, New York City, and New Orleans and a few newcomers like Milwaukee, Kansas City, and Oklahoma City.

2. [OFFICIAL SANTA FE DINING GUIDE] Printed Dining Guide Now Available!

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

- Order Dining Guides for Your Business here:
<https://www.santafe.org/industry/dining-guide-bulk-orders/>
- Digital Version Available here:
<https://issuu.com/visitsantafe/docs/santafediningguide2022-23>



3. **[VOTE FOR SANTA FE]** Condé Nast Traveler & USA Today 10Best Readers' Choice Awards

2022 Condé Nast Traveler Readers' Choice Awards

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."**

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>**

NEW! USA Today 10Best Readers' Choice Awards

USA TODAY is asking readers to help them pick the 10Best Readers' Choice Awards in the Best Arts District and Best Immersive Art Experience categories. **Railyard Arts District and Meow Wolf** are finalist! Use the links below to vote once per day until **polls close on Monday, July 4** at noon ET.

- *Best Arts District*, Santa Fe Railyard Arts District: **[Click here](#)** to vote.
- *Best Immersive Art Experience*, Meow Wolf: **[Click here](#)** to vote.

4. **[RECENT MEDIA COVERAGE]**

Travel + Leisure: **[23 Best Things to Do in Santa Fe — From Sculpture Gardens to a Margarita Trail](#)**. "Instead of skyscrapers, you'll find Pueblo-style architecture, and the

entire city revolves around the traditional plaza, where arts and handicrafts are still sold to this day.”

CNN travel: [Small city has third largest art market in the US](#). “It’s easy to be overwhelmed by the art scene in downtown Santa Fe. The small city has over 200 galleries with pieces ranging from classic to contemporary. Follow Elaine Ritchel, a local art guide, to see how to navigate through it all.”

TravelAwaits: [6 Best Historic Hotels In Santa Fe - TravelAwaits](#). “The hotels and resorts of Santa Fe have embraced the city’s history. Some have painstakingly maintained original structures, while others have blended old and new. The result is a selection of accommodations sure to please any visitor.”

Getting On Travel: [Spend A Weekend in Santa Fe: The City Different - Getting On Travel](#). “A weekend in Santa Fe, New Mexico, pairs the comforts and familiarity of being in the United States with different faces, intriguing flavors, natural wonders, and geographic intrigue.”

5. **[UNBELIEVEABLE PASS LAUNCH] Partnership with Visit Albuquerque is Now LIVE**

Tourism Santa Fe along with Visit Albuquerque announced a partnership for an exclusive version of the **Unbelievable Pass** - a **paid attractions savings pass** highlighting local businesses in Santa Fe and ABQ. 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.

This first promotional period will run from June through October and we are hoping to keep this program ongoing here in Santa Fe if it proves beneficial for everyone.

Experience the Best of Albuquerque & Santa Fe

Plan your trip today! Sign up for a **FREE** mobile pass and check in at participating businesses during your stay to get special offers and **ENTER TO WIN A GRAND PRIZE**.

PLAN MY TRIP

ABQ Santa Fe PASS

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 6/13/22)

- 13,493 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 14,015 paper Passports have been purchased at our Visitor Centers and by partners
- 5,712 T-shirts that have been earned by Passport holders collecting 5 stamps
- 330 people are members of the Margarita Society
- 313 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 197 Bartender Kits have been redeemed by Passport holders

Public Relations (as of 6/13/22)

- 7 Press Releases
- 335 Journalist have experienced the Trail
- \$10,663,388 amount of earned media

Social Media (as of 6/13/22)

- 603 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 6/13/22)

- Total Sales: \$24,808.21
- Businesses: 95
- Items Sold: 297
- Total Orders: 208
- Published Products: 1,146

MONTHLY METRICS

WEBSITE & NEWSLETTERS

May 2022 Website Performance Metrics

VISITS:

- Total Sessions 142,790 (9.2% decrease Y/Y)
- Unique Users 104,281 (17.2% decrease Y/Y)
- Pages per Session 3.5† (20.1% decrease Y/Y)
- Average Time on Site 4:48† (8.3% decrease Y/Y)
- Conversion Rate 14.82% (10.7% 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:

- 60.4% Female (18.5% decrease Y/Y)
- 39.6% Male (16.6% decrease Y/Y)

VISTOR AGE:

- 10.9% 18-24 (9.2% decrease Y/Y)
- 18% 25-34 (26.5% decrease Y/Y)
- 19.2% 35-44 (4.6% decrease Y/Y)
- 19.8% 45-54 (7.5% decrease Y/Y)
- 17.2% 55-64 (30.3% decrease Y/Y)
- 15% 65+ (27.9% decrease Y/Y)

Newsletter - Industry

TOURISM Santa Fe Marketing Report

- Date: 5/11/22
- Sent: Number sent: 1,458
- Number opened:553
- Open rate: 37.9%

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.

Summer Sun From Santa Fe

<https://mailchi.mp/santafe/here-comes-the-sun-7510738>

- Send Date: 5/18/22
- Subscribers: 17,015
- Number Opened: 6,003
- Open Rate: 35.3%
- CTR: 3.8%

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!

Kick Off Summer with a June Visit

<https://mailchi.mp/santafe/get-the-scoop-on-december-in-santa-fe-7510742>

- Send Date: 5/25/22
- Subscribers: 55,463
- Number Opened: 16,857
- Open Rate: 30.4
- CTR: 1.9%

SOCIAL MEDIA

Summary

After a slower April, May provided a nice bounce back to get the summer season started. Facebook engagement was up 34.6% M/M. Instagram engagement also saw an increase of 8.5% M/M. Twitter engagement was up 8.0% M/M, though impressions remained mostly flat. Pinterest organic impressions were up .8% M/M, while YouTube metrics remained mostly unchanged while paid advertising is on hold and no new videos uploaded.

Facebook

May 2022 Performance Metrics

- Total Page Followers: 84,672 (0.3% increase M/M)
- Engagement: 33,407 (34.6% increase M/M)
- Top Ranking Post: “Find yourself in a city that never lost its way. [#TheCityDifferent](#) | [SantaFe.org](#)
: mollymorganphotography”
 - Reactions: 3387
 - Comments: 301
 - Reach: 74,586

Twitter

May 2022 Performance Metrics

- Followers: 16,352 (0.3% increase M/M)
- Monthly Impressions: 22,500 (1.3% decrease M/M)
- Engagement: 674 (8.0% increase M/M)

- Top Performing Post: “The heart of downtown Santa Fe #TheCityDifferent | SantaFe.org 📷: everet91”
 - Impressions: 1,556
 - Retweets: 4
 - Total engagements: 88

Instagram

May 2022 Performance Metrics

- Followers: 54,105 (.5% increase M/M)
- Engagement: 12,324 (8.5% increase M/M)
- Top Performing Post: “Who would rather be spending their weekend here? #TheCityDifferent | SantaFe.org 📷: splurgefrugal”
 - Likes: 2,867

Pinterest

May 2022 Performance Metrics

- Organic Impressions: 48,880 (.4% increase M/M)

YouTube

May 2022 Performance Metrics

- Subscribers: 821 (0.4% increase M/M)
- Views: 1912 (1.5% decrease M/M)

Santa Fe Insider Blog

May 2022 Performance Metrics

- Total Blog Views: 41,795 (7.7% decrease M/M)
- Average Time on Blog: 3:02 minutes (1.1% decrease M/M)

May 2022 Blog Posts

7 May Events in Santa Fe, New Mexico

- Published April 12, 2022
- Views: 1570

Top 5 Viewed Blog Posts in May

Take a Tour of Santa Fe's Historic Sites

- Published May 7, 2019
- Views: 3976

25 Reasons to Love Santa Fe

- Published June 20, 2020
- Views: 3757

Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 2982

How to Spend a Perfect Weekend in Santa Fe, NM

- Updated April 26, 2022
- Views: 2811

11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 2548

PUBLIC RELATIONS

Summary

In May, the public relations team's efforts were focused on promoting new and classic characteristics of the destination. The team hosted media at the inaugural Santa Fe Literary Festival and booked press trips for family media to experience the destination's enhanced family-friendly product. Meanwhile, the team fostered coverage of Santa Fe's classic selling points, such as dining and romantic getaways. The PR efforts this month also included an individual influencer press trip with a Texas-based content creator, allowing Tourism Santa Fe to target a key regional market in a new way.

These efforts produced earned media and impression figures which were significant increases from May 2021, thanks to national placements in Forbes, Travel Awaits, Luxury Magazine and more. To date, earned media is up nearly 10% year over year.

Performance Metrics

May 2022 Numbers (YOY, vs May 2021)

- Pitches: 200 (increase 233% Y/Y)
- Press Releases: 1 (increase 100% Y/Y)
- Media Visits: 3 (decrease 25% Y/Y)

- Media Contacts: 205 (decrease 16% Y/Y)
- Earned Media: \$580,811 (increase 32% Y/Y)
- Total Impressions: 80,639,498 (increase 60% Y/Y)

Year-to-Date 2022 (vs YTD 2021)

- Pitches: 485 (increase 21% Y/Y)
- Press Releases: 1 (increase 100% Y/Y)
- Media Visits: 18 (increase 158% Y/Y)
- Earned Media: \$3,005,730 (increase 7% Y/Y)
- Total Impressions: 425,856,739 (decrease 15% Y/Y)

MEDIA PLACEMENTS – ADVERTISING

May 2022 Performance Metrics

PRINT

Phoenix Magazine Co-Op
 Target Market: CORE Markets
 Flight Dates: 5/1/22 - 5/31/22
 Impressions: 68,000
 Media Spend: N/A

New Mexico Magazine Co-Op
 Target Market: CORE Markets
 Flight Dates: 5/1/22 - 5/31/22
 Impressions: 67,500
 Media Spend: N/A

American Art Collector
 Target Market: CORE Markets
 Flight Dates: 5/1/22 - 5/31/22
 Impressions: 15,000
 Media Spend: \$1,600

Western Art Collector
 Target Market: CORE Markets
 Flight Dates: 5/1/22 - 5/31/22
 Impressions: 11,000
 Media Spend: \$1,600



DIGITAL DISPLAY, VIDEO, MOBILE & SOCIAL MEDIA

Texas Monthly

Custom Influencer Content

Target Market: CORE Markets

Flight Dates: 5/1/22 - 5/31/22

Impressions: 70,230

Media Spend: \$30,000

[Link](#)

The Trade Desk

Prospecting & Remarketing Display

Target Market: CORE Markets

Flight Dates: 5/1/22 - 5/31/22

Impressions: 1,127,704

Media Spend: \$2,645

The Trade Desk

Prospecting & Remarketing Display

Target Market: OPP Markets

Flight Dates: 5/1/22 - 5/31/22

Impressions: 3,250,689

Media Spend: \$4,557

Travel + Leisure

ROS Banners

Target Market: CORE Markets

Flight Dates: 5/1/22 - 5/31/22

Impressions: 198,951

Media Spend: \$5,088

Travel + Leisure**Pre-Roll**

Target Market: CORE Markets

Flight Dates: 5/1/22 - 5/31/22

Impressions: 132,663

Media Spend: \$6,686

Travel + Leisure**Scroller**

Target Market: CORE Markets

Flight Dates: 5/1/22 - 5/31/22

Impressions: 144,373

Media Spend: \$5,053

Travel + Leisure**Newsletters**

Target Market: CORE Markets

Flight Dates: 5/3 and 5/17

Impressions: 78,821

Media Spend: \$10,000

[Link](#)

SeeSource**Prospecting Display**

Target Market: CORE Markets

Flight Dates: 5/1/22 - 5/31/22

Impressions: 184,829

Media Spend: N/A

SeeSource**Prospecting Display**

Target Market: OPP Markets

Flight Dates: 5/1/22 - 5/31/22

Impressions: 183,214

Media Spend: N/A

Outside Online**ROS Display**

Target Market: OPP Markets

Flight Dates: 5/1/22 - 5/31/22

Impressions: 38,077

Media Spend: \$951



Google Discovery Ads

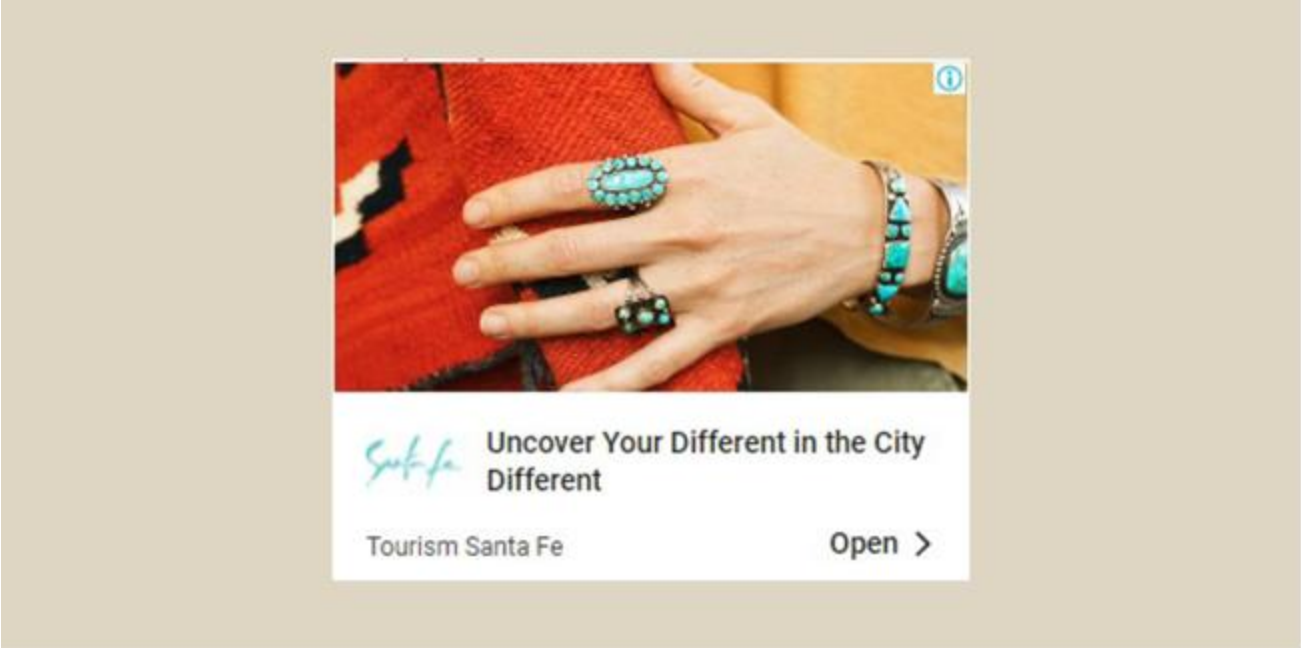
Target Market: OPP Markets
 Flight Dates: 5/1/22 - 5/31/22
 Impressions: 80,400
 Media Spend: \$1,821.44

Google Display Network Remarketing

Target Market: CORE Markets
 Flight Dates: 5/1/22 - 5/31/22
 Impressions: 273,726
 Media Spend: \$721.55

Google Display Network Remarketing

Target Market: OPP Markets
 Flight Dates: 5/1/22 - 5/31/22
 Impressions: 546,669
 Media Spend: \$823.10



YouTube TrueView

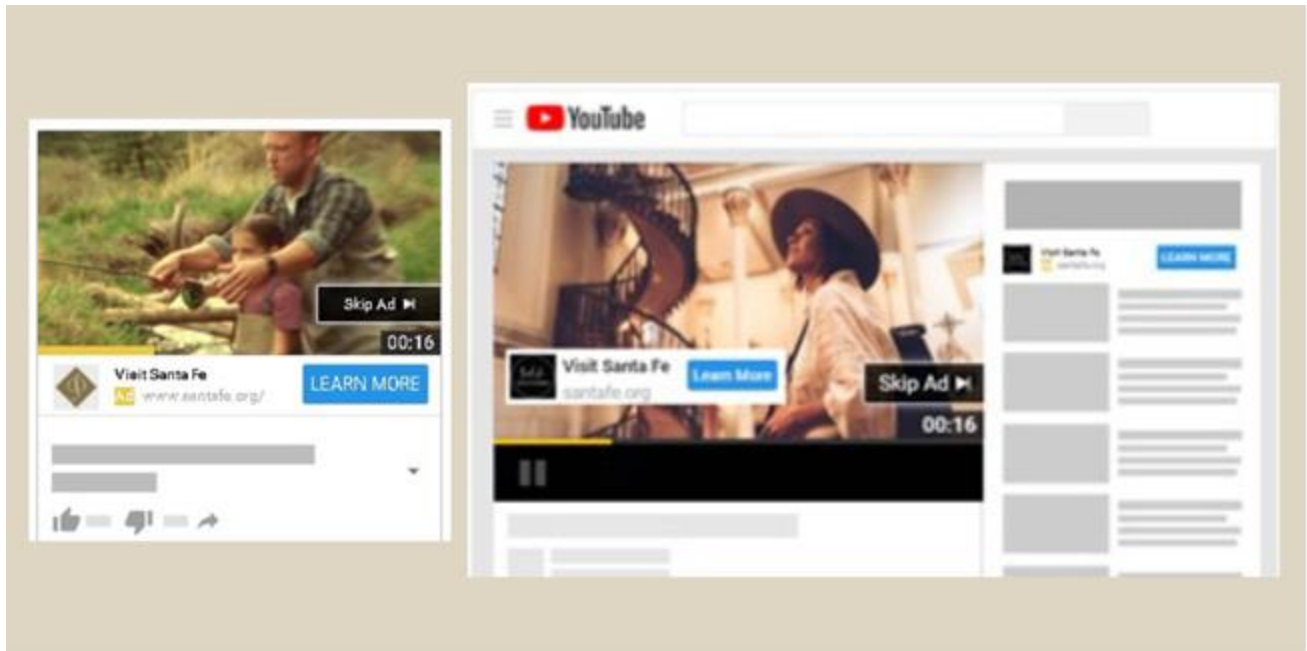
Target Market: CORE Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 634,050
Media Spend: \$4,613.77

YouTube TrueView

Target Market: OPP Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 651,014
Media Spend: \$5,240.87

YouTube TrueView Remarketing

Target Market: National Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 79,923
Media Spend: \$1,917.14
Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



Facebook & Instagram Traffic Conversions

Target Market: CORE Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 259,344
Media Spend: \$5,626.27

Facebook & Instagram Traffic Conversions

Target Market: OPP Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 239,150
Media Spend: \$6,416.00

Facebook & Instagram Video Ads

Target Market: OPP Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 246,772
Media Spend: \$5,322.85

Facebook & Instagram Video Ads

Target Market: CORE Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 322,688
Media Spend: \$4,580.07

Pinterest Image Ads

Target Market: CORE Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 240,200
Media Spend: \$2,448.17

Pinterest Image Ads

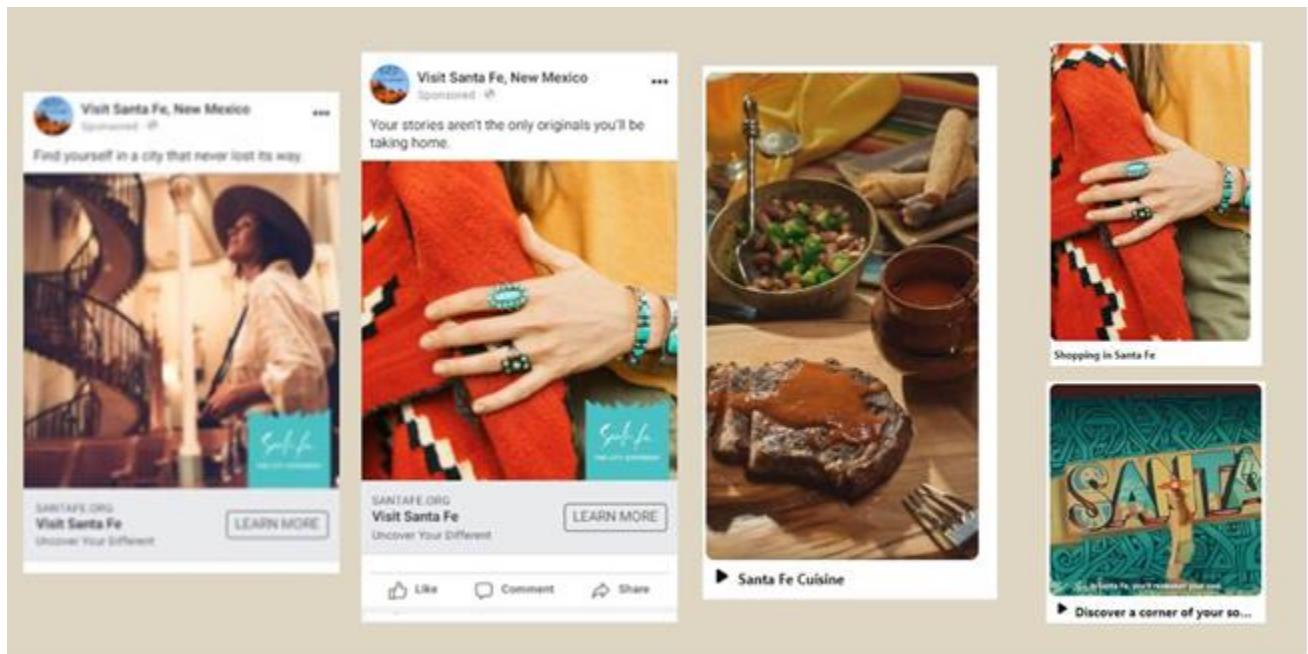
Target Market: OPP Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 221,866
Media Spend: \$2,703.91

Pinterest Video Ads

Target Market: CORE Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 228,666
Media Spend: \$2,025.77

Pinterest Video Ads

Target Market: OPP Markets
Flight Dates: 5/1/22 - 5/31/22
Impressions: 238,867
Media Spend: \$2,222.12



SEM

Google Search

Target Markets: National
Flight Dates: 5/1/22 - 5/31/22
Impressions: 198,577
Media Spend: \$14,052.58

Bing Search

Target Markets: National
Flight Dates: 5/1/22 - 5/31/22

Impressions: 173,484
Media Spend: \$3,282.58

MEETINGS & GROUPS

CVENT

Remarketing Display
Target Market: MEETINGS & GROUPS
Flight Dates: 5/1/22 - 5/31/22
Impressions: 5,684
Media Spend: N/A

Greenspring Media

Display
Target Market: MEETINGS & GROUPS
Flight Dates: 5/1/22 - 5/31/22
Impressions: 181,829
Media Spend: \$4,452

SEM

Google Search
Target Markets: National
Flight Dates: 5/1/22 - 5/31/22
Impressions: 4,501
Media Spend: \$557.29

