



# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD  
AUGUST 26, 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. OTAB – June 24, 2022 Minutes (no July Meeting)
5. **PRESENTATION**
  - a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, [lutz.arnhold@innrosewoodhotels.com](mailto:lutz.arnhold@innrosewoodhotels.com))
  - b. Santa Fe County Report (Alex Fitzgerald, [amfitzgerald@santafecountynm.gov](mailto:amfitzgerald@santafecountynm.gov))
  - c. Lodger's Tax Report (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))
6. **ACTION ITEMS**



# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD  
AUGUST 26, 2022  
10:00 AM  
COUNCIL CHAMBERS  
CITY HALL  
200 LINCOLN AVENUE

---

- a. Discussion – in-person vs. virtual meeting (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
7. **MATTERS FROM STAFF**
  - a. TSF Sales Report (David Carr, dacarr@santafenm.gov)
  - b. TSF Marketing Report (Jordan Guenther, Director of Marketing, 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: Friday, September 23, 2022**
11. **ADJOURN**



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
JUNE 24, 2022

## 1. CALL TO ORDER

Meeting called ot 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 Arnhold 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

OCCUPANCY TAX ADVISORY  
BOARD  
JUNE 24, 2022

- a. Minutes – May 24, 2022

**MOTION:** Member Bennett moved, seconded by Member Sandoval, 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@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)
- 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**



City of Santa Fe

# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
JUNE 24, 2022

---

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

10. **ADJOURN**

Meeting adjourned at 10:43AM

*Shirley Spencer*  
\_\_\_\_\_  
Liaison

\_\_\_\_\_  
Chair

STATISTICS REPORT

MONTH JULY	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
<b>OCCUPANCY</b>						
City Wide	75.8%	76.3%	79.8%	81.9%	-4.0%	-5.6%
Downtown	70.6%	72.7%	82.7%	80.5%	-12.1%	-7.8%
Cerrillos Road	81.5%	77.8%	83.3%	82.4%	-1.8%	-4.6%
Periphery	76.9%		68.1%		8.8%	
County		75.6%		79.7%		-4.1%
<b>AVERAGE RATE</b>						
City Wide	218.89	210.00	190.23	182.62	28.66	27.38
Downtown	305.42	298.54	267.34	262.90	38.08	35.64
Cerrillos Road	148.39	140.67	122.97	116.45	25.42	24.22
Periphery	184.40		156.87		27.53	
County		222.97		194.02		28.95
<b>REVPAR</b>						
City Wide	165.99	160.24	151.79	149.55	14.20	10.69
Downtown	215.60	217.17	221.13	211.56	-5.53	5.61
Cerrillos Road	120.99	109.50	102.48	96.00	18.51	13.50
Periphery	141.58		106.87		34.71	
County		168.51		154.56		13.95
<b>Lodger's Tax (June)</b>						
Hotels		\$1,329,017		\$1,152,548		\$176,469
Short Term Rentals		\$278,592		\$365,614		(\$87,022)
Total		\$1,607,609		\$1,518,162		\$89,447

Short Term Rentals JULY

	# Available	Occupancy	Avg. Rate	RevPAR
Entire Place	1,790	76.5%	\$346.95	\$265.56
Private Room	177	79.6%	\$189.39	\$150.82
STR Units Available	1,967	76.8%	\$332.25	\$255.24

YEAR TO DATE JULY			VAR	VAR
	RMLR	STR	RMLR	STR
<b>OCCUPANCY</b>				
City Wide	64.3%	65.2%	52.3%	55.0%
Downtown	63.0%	62.2%	52.1%	51.3%
Cerrillos Road	67.9%	66.4%	55.8%	57.7%
Periphery	61.1%		46.5%	
County		64.7%		54.8%
<b>AVERAGE RATE</b>				
City Wide	\$186.37	\$173.59	\$149.83	\$137.35
Downtown	\$260.05	\$252.06	\$208.98	\$205.32
Cerrillos Road	\$117.26	\$112.26	\$92.47	\$85.89
Periphery	\$167.04		\$142.94	
County		\$185.25		\$146.92
<b>REVPAR</b>				
City Wide	\$119.85	\$113.17	\$78.30	\$75.61
Downtown	\$163.77	\$156.86	\$108.79	\$105.28
Cerrillos Road	\$79.56	\$51.59	\$51.59	\$49.55
Periphery	\$101.98		\$66.51	
County		\$119.95		\$80.58
<b>Lodger's Tax</b> 12 months through June				
Hotels		\$12,510,432		\$4,985,533
Short Term Rentals		\$3,551,099		\$2,035,866
Total		\$16,061,531		\$7,021,399

# TOURISM SANTA FE

---

## July 2022 OTAB Report Sales Report August 26, 2022

### July 2022 Leads:

- 22 total leads requiring sleeping rooms
- 3734 total room nights sent via leads

### July 2022 Confirmed Bookings:

- 6 Definite Bookings
- 1,257 Definite Room Nights
- 11 Definite SFCCC space only events

### July 2021 Leads:

- 29 total leads requiring sleeping rooms
- 7,998 room nights sent via leads

### July Confirmed Bookings:

- 3 Definite Bookings
  - 235 Definite Room Nights
- 

### 2022 YTD Leads:

- 174 total leads requiring sleeping rooms
- 63,131 total room nights sent via leads

### 2022 YTD Definite:

- 38 Definite Booking
- 9,970 Definite Room Nights
- 89 Definite SFCCC space only events

### 2021 YTD Leads:

- 111 total leads requiring sleeping rooms
- 26,316 total room nights sent via leads

### 2021 YTD Definite:

- 9 Definite Booking
- 4,575 Definite Room Nights

# Booking Pace Report

As of: 8/18/2022

Event Type: All

Source: All

Contracted Rooms

Calendar Year

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Actual	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040					
January	0	0	0	509	740	225	2,991	639	4,649	1,570	2,435	1,390	2,763	4,526	3,342	53	0	645	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
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	212	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	67	173	1,160	425	603	2,210	864	348	5,041	972	1,914	1,859	1,212	20	0	480	0	1,445	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
April	0	0	190	1,063	294	920	1,440	1,484	2,684	2,558	984	3,944	3,778	2,562	882	2,090	0	475	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
May	0	0	950	1,065	2,225	2,801	1,260	2,864	1,925	3,366	2,886	2,872	3,910	2,577	1,417	1,775	0	791	0	0	0	0	0	0	0	0	0	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	1,581	64	4,786	0	512	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	57	828	3,907	805	2,807	2,823	2,122	4,708	10,729	5,434	3,515	2,429	1,450	574	0	102	0	2,700	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
August	0	0	1,755	75	416	985	875	1,633	800	1,615	2,649	4,655	2,582	1,426	760	1,078	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
September	0	0	0	868	695	576	1,488	1,330	2,436	2,444	2,784	3,576	4,447	2,742	255	285	0	600	0	0	0	0	0	0	0	0	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	565	0	0	0	0	1,020	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
November	0	0	148	3,954	945	1,471	480	3,486	2,682	4,728	2,063	5,342	853	675	4,314	1,676	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
December	0	0	0	96	60	450	0	196	68	350	179	0	375	250	340	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
TOTAL	0	0	5,368	16,957	19,004	15,375	19,355	23,113	26,826	35,984	35,984	43,082	32,468	27,508	16,280	14,846	0	2,830	987	4,419	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
LAST YEAR	0	0	50	5,318	11,589	2,047	3,980	3,758	3,713	9,158	6	7,092	10,614	4,960	11,228	1,434	0	14,946	987	4,419	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Change	0	0	50	5,318	11,589	2,047	3,980	3,758	3,713	9,158	6	7,092	10,614	4,960	11,228	1,434	0	14,946	987	4,419	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		

# TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 8/15/2022

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite</b>	<b>2022</b>												
Event	6	1	4	6	5	10	6						38
STLY Event	3	0	1	1	1	0	3						9
Event Variance	200%		400%	600%	500%		200%						422%
Rooms	1,045	100	1,827	1,259	1,109	3,373	1,257						9,970
STLY Rooms	3,003	-	61	600	676	-	235						4,575
Room Variance	-287%			209%	164%		534%						217%

	<b>2022</b>												
<b>Lead</b>	<b>2022</b>												
Event	13	19	28	24	31	37	22						174
STLY Event	3	10	15	5	16	33	29						111
Event Variance	433%	190%	86%	480%	193%	12%	-131%						156%
Rooms	7,805	4,764	11,752	2,735	10,846	17,231	7,998						63,131
STLY Rooms	747	2,852	4,112	749	5,881	8,241	3,734						26,316
Room Variance	1044%	167%	285%	365%	184%	209%	-214%						239%

# TOURISM SANTA FE

## OTAB Marketing Report August 2022 Reporting for August 26, 2022 Meeting

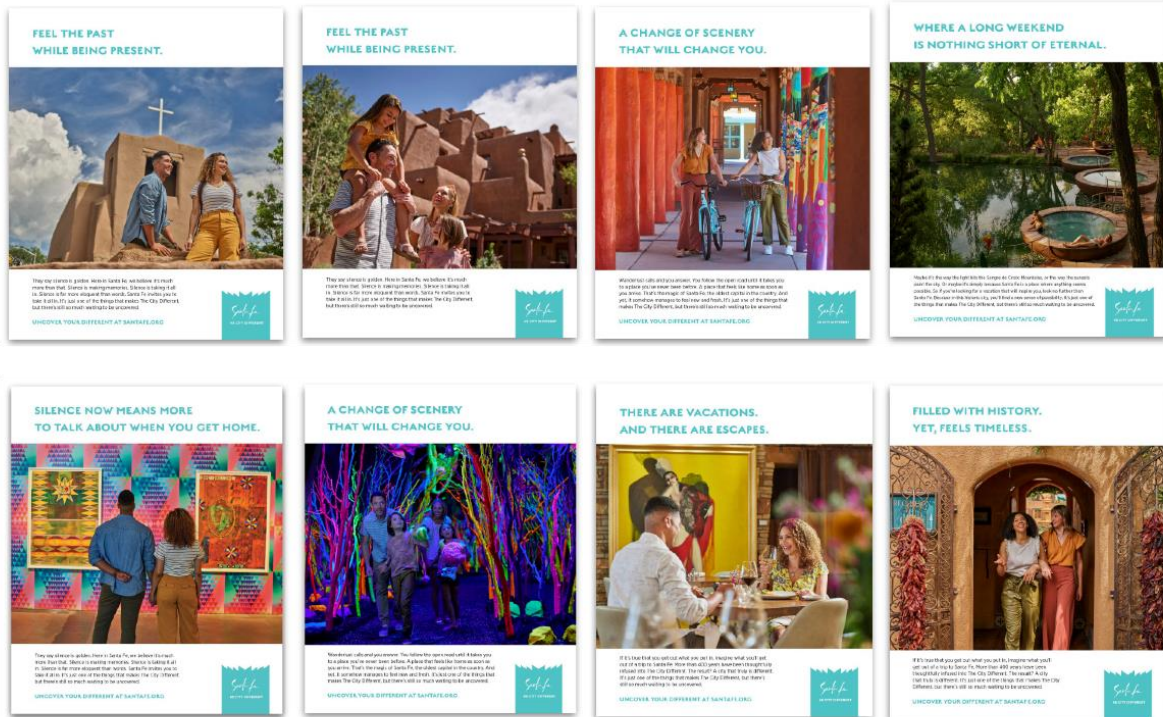
### EXECUTIVE SUMMARY

Key marketing highlights for July and August

#### 1. [3-DAY PRODUCTION SHOOT] TSF + Vladimir Jones Wrapped up 3-Day Production Shoot

Tourism Santa Fe along with the team from VJ shot all over Santa Fe to capture new footage (photos and video) that will accompany our FY23 creative.

- Using a local production company, Inspirado, based out of ABQ.
- Hiring/using as much local talent as possible (cast and models)
- **Sneak peek of mocked-up print creative:**





2. **[TICKETS AVAILABLE] Santa Fe Shuttle to Albuquerque International Balloon Fiesta**

TOURISM Santa Fe is making it easier than ever for your guests and patrons to attend the Albuquerque Balloon Fiesta during their Santa Fe visit. **Convenient shuttle service from Santa Fe will depart from several locations each day throughout the festival.**

A roundtrip ticket is \$50 per person (plus a \$3.50 processing fee). Space is limited and tickets are on a first-come, first-served basis. The purchase of the shuttle ticket does not include access into the Balloon Fiesta Park so guests will need to purchase that separately.

To learn more, please visit [santafe.org/balloonfiestashuttle](http://santafe.org/balloonfiestashuttle)

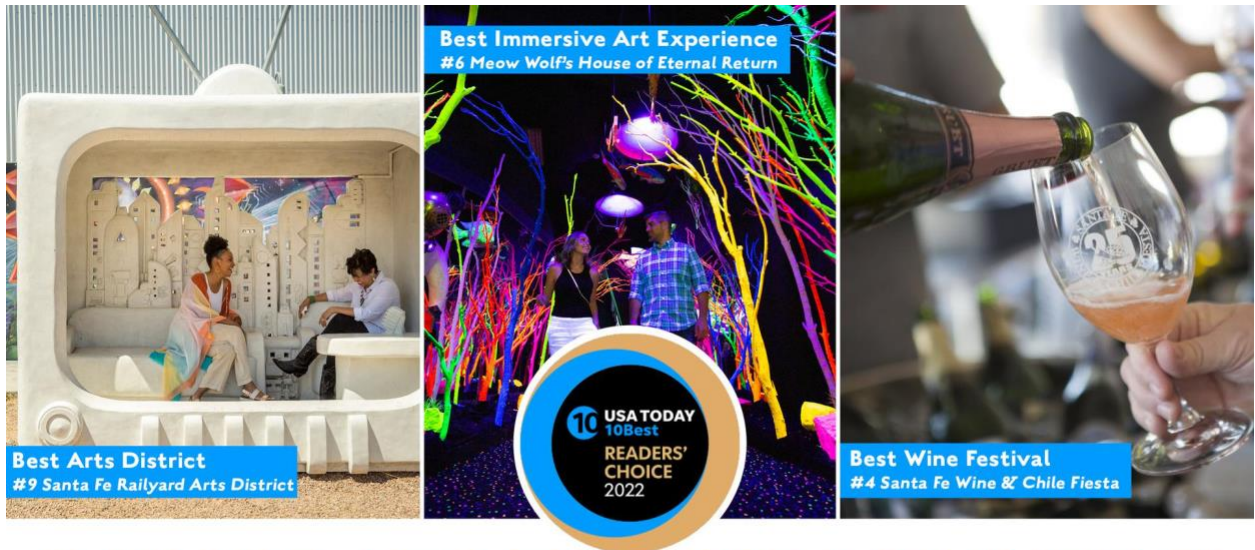
3. **[CONGRATS!] Santa Fe Favorites Rank in 10Best Readers' Choice Awards**

Congratulations to the winners who recently ranked in USA Today's 10Best Readers' Choice Awards.

**Santa Fe Wine & Chile Fiesta**  
[Best Wine Festival - #4](#)

**Meow Wolf's House of Eternal Return**  
[Best Immersive Art Experience - #6](#)

**Santa Fe Railyard Arts District**  
[Best Arts District - #9](#)



# CONGRATS TO THE WINNERS!

## 4. [PR UPDATES & RECENT MEDIA COVERAGE]

In July, the public relations team continued promoting annual summer events for a last push to garner short lead earned media coverage. The team conducted fresh outreach to regional and national media for gauging their interest in visiting The City Different this fall.

Most notably last month, the team helped secure Santa Fe's placement on **Travel + Leisure's**, Best Cities in the United States list, earning a spot at No. 3, and shared the news via a press release to local media.

### **Recent Website Coverage Includes:**

- [23+ Thanksgiving Destinations In + Around the United States for Families \(familieslovetravel.com\)](https://familieslovetravel.com)
- [Meow Wolf: Way more than your average selfie museum - CNN Video](#)

## 5. [2023 SANTA FE VISITORS GUIDE] Reserve Your Spot!

It's that time again! **We're already planning for the 2023 Official Santa Fe Visitor Guide** and look forward to seeing your business promoted in its 100+ pages. Seventy percent (1.3 million total visitors) of all Santa Fe-bound visitors use the [Official Santa Fe Visitors Guide](#) for their travel plans, so make sure your business has a presence in the 2022 Guide.

There are a range of advertising options, and continued for 2023, a free year-long Featured Business Listing on [Santafe.org](http://Santafe.org) with any full-page ad.

***More information and Media Kit coming soon!***

## 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.

#### July 2022 - Cumulative Totals

- 14,081 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 14,213 paper Passports have been purchased at our Visitor Centers and by partners
- 5,850 people have earned an official T-Shirt by collecting five stamps on the Trail.
- More than 350 members of the Margarita Society who have earned 10 or 15 stamps.
- 317 margarita lovers have earned a free autographed copy of The Great Margarita Book by Al Lucero by earning 20 stamps.
- 198 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

#### Public Relations

- 7 Press Releases
- 338 Journalist have experienced the Trail
- \$10,663,395 amount of earned media

#### Social Media

- 609 Total Social Media Posts

### 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.

#### July 2022 - Cumulative Totals

- Total Sales: \$25,983
- Businesses: 92
- Items Sold: 313
- Total Orders: 222
- Published Products: 1,087

## Q2 2022 MARKETING METRICS

---

A summary of Q2 2022 Marketing Results is below. Full report is included in the packet.

#### Website [Q2 Y/Y Change]

- Total Visits: 423,527 [DOWN 6.7%]
- New Visits: 309,372 [DOWN 14.8%]
- Average Pages Per Session: 3.8 [DOWN 13.1%]
- Average Time on Site: 4:18 [DOWN 21.3%]

- Overall Conversion Rate: 16.3% [UP 22.9%]

- While sessions and new users have dipped slightly YoY, we are seeing strong improvements in bounce rate, pages per sessions, and session duration. Users are finding more relevant content and thus bouncing less and spending more time on the site exploring more pages. This dip in sessions YoY aligns with dips in platform performance YoY. We've delivered less impressions and drove less clicks YoY.

- Compared to Q3, however, we are seeing improvements across the board- most notably a 49% increase in sessions QoQ.

- Google search was the top paid channel, driving a 19.41% conversion rate YoY.

- The calendar and Things to Do pages continue to be top performers, with nearly 70,000 sessions between them. People find the most value from these pages because they are full of relevant information.

- All goals conversion rate has seen a 23% increase YoY, and overall goal completions are up 14% YoY. Specifically, the accommodation outbound clicks goal has seen a 165% increase YoY.

- The website collected 56 total RFP submissions

### **Public Relations [Q2 Y/Y Change]**

- Earned Media: \$1,229,180 [DOWN 23%]
- Earned Media Impressions: 175,999,087 [DOWN 47.8%]

In the second quarter of 2022, the public relations team continued its focus on increasing post-pandemic visiting media activity, as press trips to the destination continue to be a strong driver of earned media coverage. This effort has resulted in a year to date increase of 60% compared to the previous year. Highlights of visiting media in Q2 include the PR team securing media attendance at the inaugural Santa Fe Literary Festival and hosting press trips for family focused outlets to experience the destination's enhanced family-friendly product. The PR efforts this quarter also included an influencer trip, allowing the destination to target the key regional market of Austin, TX, where there are fewer traditional media outlets.

Meanwhile, the team garnered coverage on key selling points, such as creative arts, culinary, history and culture through creative storytelling media relations focused on key seasonal events. These strategies were combined with proactively pitching Santa Fe's most popular attractions and actively responding to timely media leads. Top publications featuring the destination this quarter included *Forbes*, *Travel+Leisure*, who named Santa Fe as a top place to go in August 2022, *AAA Magazine* and more resulting from strategic pitching and press trips.

Amongst awards and accolades, Santa Fe was ranked as the #1 U.S. city to visit this year by readers of *TravelAwaits*. In addition, two destination restaurants: La Casa Sena and The Compound, received *Wine Spectator's* Award of Excellence.

### **Social Media [Q2 Y/Y Change]**

- Facebook Followers: 85,192 [UP 5.3%]

- Twitter Followers: 16,400 [UP 4.4%]
- Instagram Followers: 54,626 [UP 17.1%]
- Pinterest Impressions: 151,570 [DOWN 6.1%]
- YouTube Subscribers: 827 [UP 7.5%]

Facebook followers increased 5.3% Y/Y, with 4,301 new followers to the page. Engagement dropped 14% Y/Y, primarily as a result in the way Meta Business Suite changed the way they measured engagement. Twitter followers increased 4.4% Y/Y. Instagram continues to be the most rapidly growing channel, seeing a 17.1% increase in followers Y/Y (7,971 new followers). Organic Pinterest impressions are down 6% Y/Y. YouTube video views dropped dramatically as paid promotions were scaled back.

### **Blog [Q2 Y/Y Change]**

- Page Views: 142,808 [UP 128.7%]
- Average Time on Blog: 2:34 [DOWN 11.7%]
- Referrals to Website Percentage: 16.87% [DOWN 10.8%]

Blog traffic has increased 128.66% Y/Y. Time on site decreased 11.69% Y/Y. /welcome-back was the most visited page for the quarter.

### **Email Newsletter**

- Industry: Marketing Report [Q2 Y/Y change]
  - Subscribers: 1,456 [UP 0.8%]
  - Avg. Open Rate: 37.7% [UP 64.1%]
- Consumer: Santa Fe Marketplace [Q/Q change\*]
  - Subscribers: 17,171 [UP 4.3%]
  - Avg. Open Rate: 26.5% [DOWN 28.8%]
- Consumer: Santa Fe Scoop [Q/Q change\*]
  - Subscribers: 55,735 [UP 3.3%]
  - Avg. Open Rate: 30.6% [UP 1.6%]

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

#### **Santa Fe Scoop (Consumer)**

Y/Y data is not available as our monthly consumer newsletter was paused in Q2 2021. Previous quarter comparisons are shown above. The number of subscribers continues to increase month over month, with 1,772 new subscribers since the end of Q1 2022.

The average open rate of 30% is well-above the industry average of 21%, as reported by Mailchimp.

#### **Santa Fe Marketplace (Consumer)**

The number of subscribers continues to increase month over month, with 709 new subscribers since the end of Q1 2022. In April and May, the average open rate was 37% and in alignment with average open rates for Marketplace campaigns. In June, the open rate dropped to only 5.5%. As a result, we are seeing a decrease in average open rate when compared to the previous quarter. After contacting Mailchimp, they were not able to identify a reporting error or glitch for the June newsletter and it remains unclear as to why engagement with this specific campaign was so low.

### Marketing Report (Industry):

Overall engagement with the Marketing Report remains strong, with average open rates approaching 40%.

### Paid Media/Advertising [Q2 Y/Y Change]

- Ad Spend: \$418,343 [DOWN 23.5%]
- Ad Impressions: 32,225,631 [DOWN 34.8%]

Paid media maintained heightened levels of spend in Q2 with a robust, multi-channel approach to support summer travel demand and kick off FY23 with strong awareness. Spend and impressions were down 23% and 34% respectively YoY, due to a back loaded FY21 as a result of COVID-19. Despite the decrease in spend, the FY22 campaign was significantly more efficient with a 19% decrease in CPM YoY.

## MONTHLY METRICS

---

## WEBSITE & NEWSLETTERS

---

### July 2022 Website Performance Metrics

#### VISITS:

- Total Sessions 159,625 (3.6% decrease Y/Y)
- New Users 115,346 (7.7% decrease Y/Y)
- Pages per Session 4.42 (6.5% increase Y/Y)
- Average Time on Site (not available due to reporting error)
- Conversion Rate 19.69% (39.9% increase Y/Y)

#### VISITOR GENDER:

- 60% Female (3% decrease Y/Y)
- 40% Male (9.8% decrease Y/Y)

#### VISTOR AGE:

- 9.7% 18-24 (7.8% decrease Y/Y)
- 16.1% 25-34 (27.7% decrease Y/Y)
- 19% 35-44 (4.3% increase Y/Y)
- 18.8% 45-54 (0.2% decrease Y/Y)
- 18.8% 55-64 (8.6% decrease Y/Y)
- 17.6% 65+ (6.2% increase Y/Y)

### Newsletter - Industry

### TOURISM Santa Fe Marketing Report

- Date: 7/13/22
- Sent: Number sent: 1,455
- Number opened: 544
- Open rate: 37.4%

## 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.*

#### **Bring the Beauty of Santa Fe to Your Doorstep**

<https://mailchi.mp/santafe/bring-the-beauty-of-santa-fe-to-your-doorstep-7510778>

- Send Date: 7/20/22
- Subscribers: 17,595
- Number Opened: 7,441
- Open Rate: 42.3%
- CTR: 4.8%

### 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!*

#### **Embrace the Heart of a Santa Fe Summer with a July Visit**

<https://mailchi.mp/santafe/get-the-scoop-on-july-in-santa-fe-7510766>

- Send Date: 7/27/22
- Subscribers: 56,458
- Number Opened: 18,050
- Open Rate: 32%
- CTR: 2.3%

## SOCIAL MEDIA

---

## Summary

Instagram continues to be the strongest growing platform, seeing a 74.7% M/M increase in engagement while steadily gaining followers at rate of 0.6% M/M. Facebook engagement decreased 14% from June, while Pinterest organic impressions increased 46.7% M/M. Twitter KPIs continue to slump a bit, with impressions down 14.5% M/M and engagement down 9.9% M/M. YouTube video views spiked as paid video promotions were restarted for the month.

## Facebook

---

### July 2022 Performance Metrics

- Total Page Followers: 85,719 (0.6% increase M/M)
- Engagement: 36,186 (14.1% decrease M/M)
- **Top Ranking Post:**  
Reactions: 5,323  
Comments: 280  
Reach: 95,433  
Monsoon rains bring breathtaking skies.  
[#TheCityDifferent](#) | [SantaFe.org](#)  
📷: @megsmith\_travels”

## Twitter

---

### July 2022 Performance Metrics

- Followers: 16,449 (0.3% increase M/M)
- Monthly Impressions: 17,000 (14.5% decrease M/M)
- Engagement: 631 (9.9% decrease M/M)
- **Top Ranking Post:**  
“Santa Fe Skyline.  
[#TheCityDifferent](#) | [SantaFe.org](#)”  
Impressions: 823  
Retweets: 4  
Total engagements: 66

## Instagram

---

### July 2022 Performance Metrics

- Followers: 54,969 (0.6% increase M/M)
- Engagement: 21,532 (74.7% increase M/M)
- **Top Performing Post:**  
“Monsoon rains bring breathtaking skies.  
[#TheCityDifferent](#) | [SantaFe.org](#)  
📷: @megsmith\_travels”  
Likes: 4,021

## Pinterest

---

## July 2022 Performance Metrics

- Organic Impressions: 79,480 (46.7% increase M/M)

## YouTube

---

### July 2022 Performance Metrics

- Subscribers: 831 (0.5% increase M/M)
- Views: 51,994 (3053.1% increase M/M)

## Santa Fe Insider Blog

---

### July 2022 Performance Metrics

- Total Blog Views: 80,148 (43.8% increase M/M)
- Average Time on Blog: 1:36 minutes (36.5% decrease M/M)

### July 2022 Blog Posts

#### 8 Must Have Experiences at Santa Fe Indian Market

- Updated July 6, 2022
- Views: 1,462

#### 8 Must-See August Events in The City Different

- Updated July 7, 2022
- Views: 2,403

#### The Santa Fe Farmers' Market and More at The Railyard

- Updated July 16, 2022
- Views: 919

#### Burn Zozobra and Our 2022 Gloom

- Updated July 25, 2022
- Views: 192

### Top 5 Viewed Blog Posts in July

#### 25 Reasons to Love Santa Fe

- Published June 20, 2020
- Views: 7,552

#### Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 6,550

#### Take a Tour of Santa Fe's Historic Sites

- Published May 7, 2019
- Views: 5,436

#### 11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 4,817

#### Outdoor Dining in Santa Fe

- Published May 17, 2021
- Views: 4,380

## PUBLIC RELATIONS

---

### Summary

---

In July 2022, the public relations team continued promoting annual summer events for a last push to garner short lead earned media coverage. The team conducted fresh outreach to regional and national media for gauging their interest in visiting The City Different this fall.

Most notably this month, the team helped secure Santa Fe's placement on **Travel + Leisure's**, Best Cities in the United States list, earning a spot at No. 3, and shared the news via a press release to local media.

### Performance Metrics

---

#### July 2022 Numbers (YOY, vs July 2021)

- Pitches: 182 (increase 149% Y/Y)
- Press Releases: 1 (increase 100% Y/Y)
- Media Visits: 3 (decrease 25% Y/Y)
- Media Contacts: 210 (decrease 8% Y/Y)
- Earned Media: \$571,495 (decrease 72% Y/Y)
- Total Impressions: 86,532,095 (decrease 91% Y/Y)
- HARO submissions: 1

#### Year-to-Date 2022 (vs YTD 2021)

- Pitches: 862 (increase 26% Y/Y)
- Press Releases: 2 (decrease 50% Y/Y)
- Media Visits: 22 (increase 100% Y/Y)
- Earned Media: \$3,644,280 (decrease 35% Y/Y)
- Total Impressions: 520,674,524 (decrease 20% Y/Y)
- HARO submissions: 1

## MEDIA PLACEMENTS – ADVERTISING

---

### July 2022 Performance Metrics

Total Spend: \$57,784.63 (59.3% decrease Y/Y)  
Total Impressions: 5,708,257 (63% decrease Y/Y)

### July 2022 Media Campaigns

#### **Traditional Media**

Impressions: 170,000 (85.9% decrease Y/Y)  
Spend: \$5,650 (47.3% decrease Y/Y)

#### **Traditional Media Buys:**

- Phoenix Magazine: Full Page

#### **Trade Desk**

Impressions: 1,678,054 (77.7% decrease Y/Y)  
Spend: \$2,899.89 (95.5% decrease Y/Y)



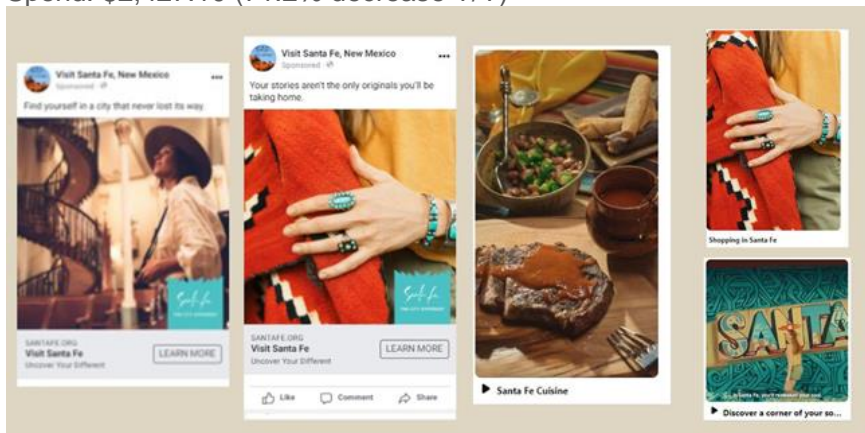
### July 2022 Paid Social Media

#### **Facebook**

Impressions: 1,280,784 (30.6% increase Y/Y)  
Spend: \$16,952.82 (30.8% decrease Y/Y)

#### **Pinterest**

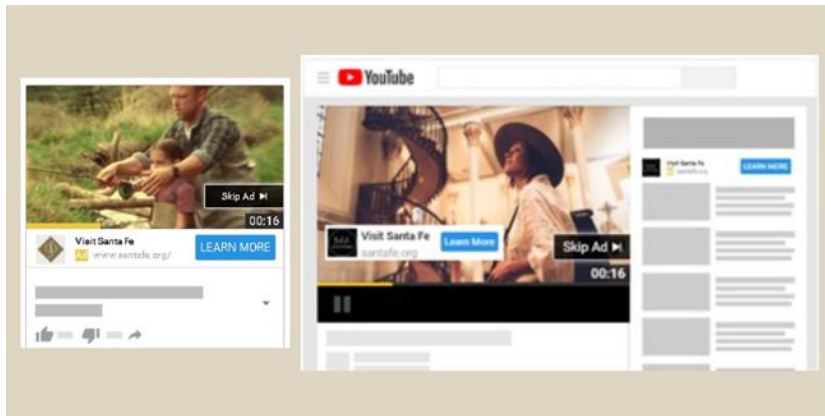
Impressions: 267,157 (52% decrease Y/Y)  
Spend: \$2,427.10 (71.2% decrease Y/Y)



## YouTube

Impressions: 1,358,549 (61.6% decrease Y/Y)

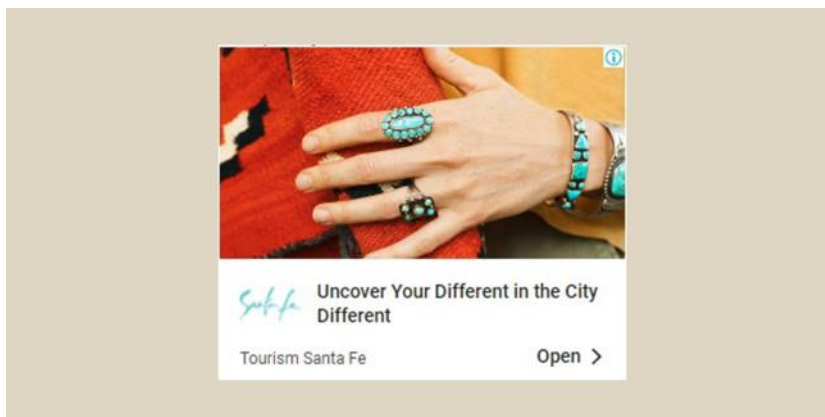
Spend: \$10,307.08 (37.7% decrease Y/Y)



## Google

Impressions: 754,673 (22% decrease Y/Y)

Spend: \$4,298.92 (21.3% decrease Y/Y)



## July 2022 Paid Search (Google & Bing)

Impressions: 189,866 (21% decrease Y/Y)

Spend: \$13,519.70 (9.7% increase Y/Y)

## JULY 2022 MEETINGS & GROUPS

### Search (Google)

Impressions: 9,174 (303.3% increase Y/Y)

Spend: \$1,729.12 (555.9% increase Y/Y)

MEET DIFFERENTLY IN THE CITY DIFFERENT.

Book a meeting in Spafix

Spafix

HOST AN UNFORGETTABLE MEETING IN AN UNCONVENTIONAL PLACE.

Book a meeting in Spafix

Spafix

UNLOCK YOUR TEAM'S DIFFERENT.

Book a meeting in Spafix

Spafix

MEET DIFFERENTLY IN THE CITY DIFFERENT.

Book a meeting in Spafix

Spafix

HAVE YOUR MEETING IN THE CITY DIFFERENT. >>

Spafix



## Navigation

---

Occupancy

Newsletters

Guides and Visitor Information Centers

Public Relations

Organic Social

Paid Media / Advertising

Digital Campaigns

Traditional Campaigns

## Occupancy

---

Data Source: Rocky Mountain Lodging Report

### Avg Occupancy...

74.0

(Previous Year: 62.6)

▲ 18.15%



### Avg Daily Rate

\$193.70

(\$149.48)

▲ 29.58%



### Avg Rev Par

\$143.66

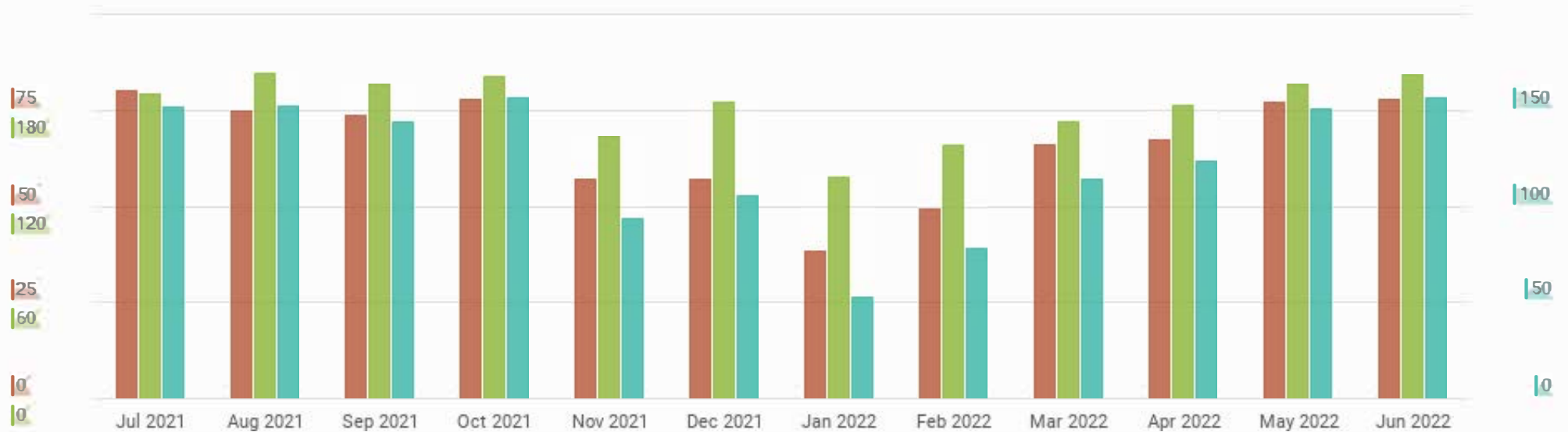
(Previous Year: \$95.04)

▲ 51.15%



## Occupancy by Month

Occupancy Rate   Average Daily Rate   REV PAR



# Occupancy

Month ↓	# Average Daily Rate	# REV PAR	# Occupancy Rate [TSF Market ...]
Jul 2022	-	-	-
Jun 2022	\$201.86	\$156.94	77.80
May 2022	\$196.06	\$150.82	76.90
Apr 2022	\$183.19	\$123.22	67.30
Mar 2022	\$172.78	\$114.11	66.00
Feb 2022	\$158.73	\$78.14	49.20
Jan 2022	\$137.86	\$52.56	38.10
Dec 2021	\$184.71	\$105.71	57.20
Nov 2021	\$163.79	\$93.25	56.90
Oct 2021	\$201.08	\$156.75	78.00
Sep 2021	\$205.64	\$157.88	76.80

1 - 13 of 13 items



Scroll  
to Top

# Newsletters

## Scoop

## Marketplace

Total Subsc...

0

(55,292)

▼ -100.00%



Avg Open R...

30.64

(30.17)

▲ 1.57%



Avg CTR

2.2

(2.5)

▼ -13.33%



Total Subsc...

0

(16,862)

▼ -100.00%



Avg Open R...

26.5

(37.2)

▼ -28.81%



Avg CTR

4.0

(3.9)

▲ 2.54%



## Newsletters - Scoop

Date ↓	# Scoop Sent	# Scoop Op...	# Scoop CTR
31 Jul 2022	-	0.00	-
30 Jun 2022	55,765	30.91	2.00
31 May 2022	55,463	30.39	1.90
30 Apr 2022	55,292	30.62	2.60
31 Mar 2022	53,993	30.20	2.40
28 Feb 2022	53,414	28.20	2.10
31 Jan 2022	53,322	32.10	3.00

1 - 7 of 7 items



## Newsletters - Marketplace

Date ↓	# Marketpla..	# Marketpla..	# Marketpla..
31 Jul 2022	-	0.00	-
30 Jun 2022	17,171	5.49	4.70
31 May 2022	17,015	35.28	3.80
30 Apr 2022	16,862	38.67	3.60
31 Mar 2022	16,462	35.00	4.30
28 Feb 2022	16,013	39.20	3.50
31 Jan 2022	15,929	37.40	4.00

1 - 7 of 7 items



# Marketing Report

## Newsletters - Marketing

Month ↓	# Marketing Re...	# Marketing Re...	# Marketing Re...
Jun 2022	1,457	572	39.26
May 2022	1,458	553	37.93
Apr 2022	1,454	524	36.04

1 - 3 of 3 items



## Total Subsc...

1,456

(1,445)  
▲ 0.81%



## Avg Open R...

37.7

(23.0)  
▲ 64.10%



## Insights

Y/Y data is not available as our monthly consumer newsletter was paused in Q2 2021. Previous quarter comparisons are shown above. The number of subscribers continues to increase month over month, with 1,772 new subscribers since the end of Q1 2022. The average open rate of 30% is well above the industry average of 21%, as reported by Mailchimp.

### Santa Fe Marketplace (Consumer)

The number of subscribers continues to increase month over month, with 709 new subscribers since the end of Q1 2022. In April and May, the average open rate was 37% and in alignment with average open rates for Marketplace campaigns. In June, the open rate dropped to only 5.5%. As a result, we are seeing a decrease in average open rate when compared to the previous quarter. After contacting Mailchimp, they were not able to identify a reporting error or glitch for the June newsletter and it remains unclear as to why engagement with this specific campaign was so low.

### Marketing Report (Industry):

Overall engagement with the Marketing Report remains strong, with average open rates approaching 40%.

### Key Insights:

- We continue to see a steady increase in Subscribers for all consumer and industry newsletters. High open rates continue to be the norm, ranging from 30% - 39%.
- Audience Demographics for Consumer Subscriber
  - Gender: 58.8% Female; 28.5% Male; 12.6% Unknown
  - Age Range: 48.4% 65+; 16.2% 55-64; 11.2% 45-54; 7.3% 35-44; 3% 25-34; 1.3% 18-24

### Action Items:

- Closely monitor performance for Santa Fe Marketplace campaigns.

[Scroll to Top](#)

# Guides and Visitor Information Centers

## Guide Distribution

12,261

(Previous Year: 31,556)

▼ -61.15%



## Visitor Information Centers

8,859

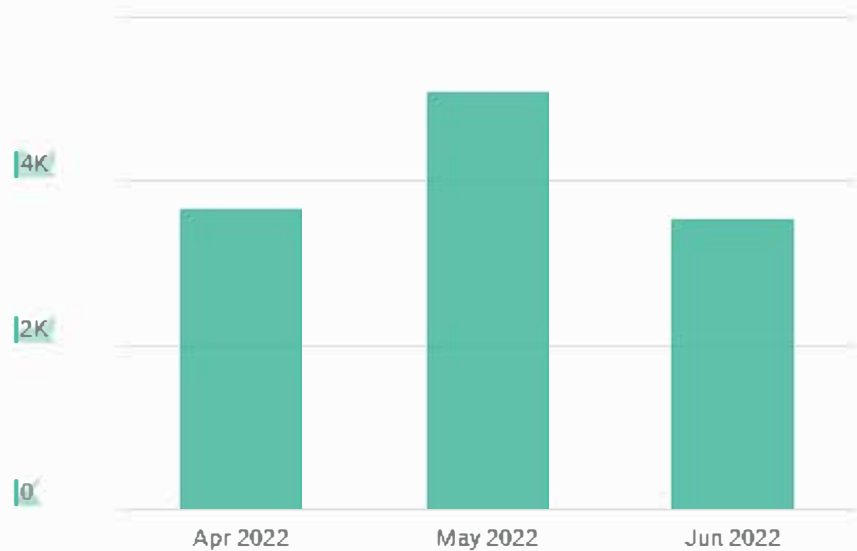
(Previous Year: 12,164)

▼ -27.17%



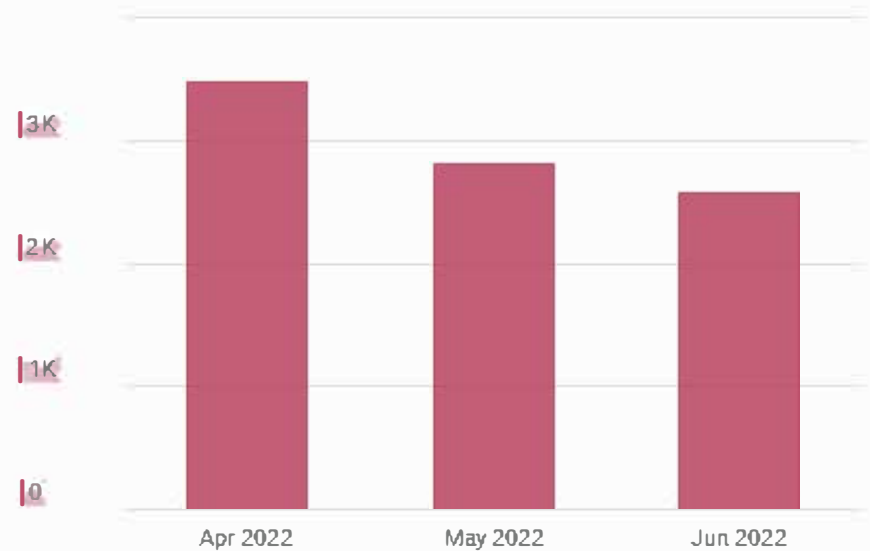
## Guide Distribution by Month

Total Guide Distribution



## Visitor Information Centers by Month

TOTAL Visitors



## Guide Distribution

Month ↓ # Total Guide Distribution

Jun 2022	3,514
May 2022	5,092
Apr 2022	3,655

1 - 3 of 3 items



Scroll to Top

## Visitor Information Centers

Month ↓ # TOTAL Vi... # Conventio... # Plaza

Jun 2022	2,569	739	1,830
May 2022	2,810	919	1,891
Apr 2022	3,480	1,019	67

1 - 3 of 3 items



# Public Relations

---

## Pitches

590

(Previous Year: 208)

▲ 183.65%



## Press Releases

1

(Previous Year: 1)

▲ 0.00%



## Media Visits

9

(Previous Year: 6)

▲ 50.00%



## Earned Media

\$1,229,180

(\$1,596,488)

▼ -23.01%



## Media Impressi...

175,999,087

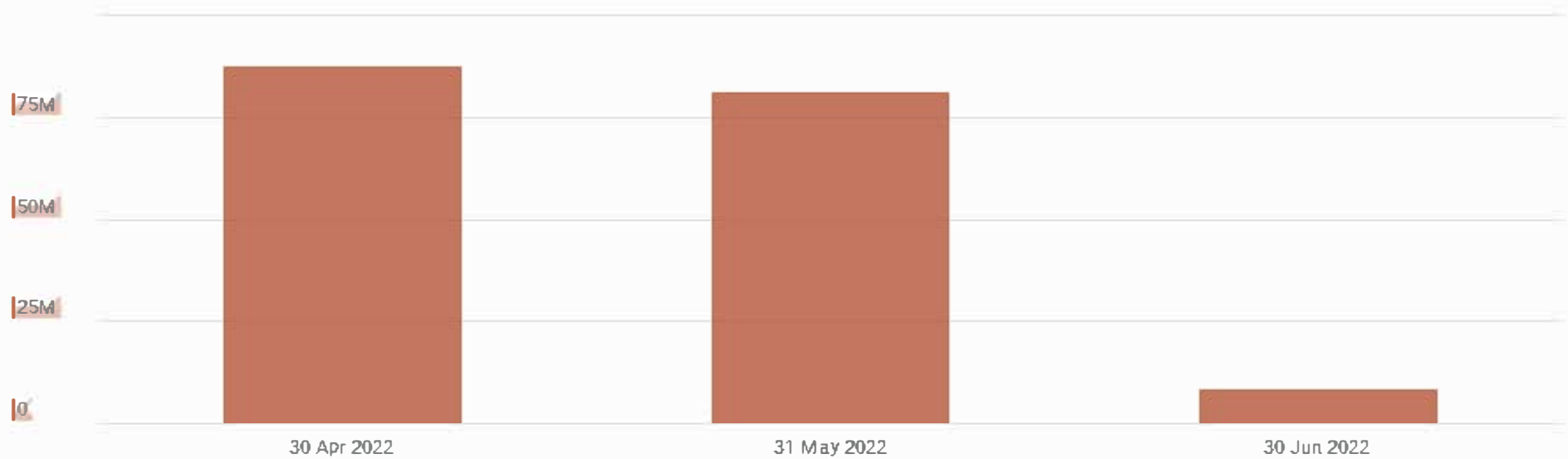
(336,887,960)

▼ -47.76%










## Public Relations

### Media Impressions



## Public Relations

 Month ↓	 Pitches	 Press Releas..	 Media Visits	 Media Conta..	 Earned Media	 Media Impre..
Jun 2022	195	0	1	210	67,055	8,288,690
May 2022	200	1	3	205	580,811	80,639,498
Apr 2022	195	0	5	200	581,314	87,070,899

1 - 3 of 3 items



## Insights

In the second quarter of 2022, the public relations team continued its focus on increasing post-pandemic visiting media activity, as press trips to the destination continue to be a strong driver of earned media coverage. This effort has resulted in a year to date increase of 60% compared to the previous year. Highlights of visiting media in Q2 include the PR team securing media attendance at the inaugural Santa Fe Literary Festival and hosting press trips for family focused outlets to experience the destination's enhanced family-friendly product. The PR efforts this quarter also included an influencer trip, allowing the destination to target the key regional market of Austin, TX, where there are fewer traditional media outlets.

Meanwhile, the team garnered coverage on key selling points, such as creative arts, culinary, history and culture through creative storytelling media relations focused on key seasonal events. These strategies were combined with proactively pitching Santa Fe's most popular attractions and actively responding to timely media leads. Top publications featuring the destination this quarter included *Forbes*, *Travel+Leisure*, who named Santa Fe as a top place to go in August 2022, *AAA Magazine* and more resulting from strategic pitching and press trips.

Amongst awards and accolades, Santa Fe was ranked as the #1 U.S. city to visit this year by readers of *TravelAwaits*. In addition, two destination restaurants: La Casa Sena and The Compound, received *Wine Spectator's* Award of Excellence.

### Key Insights:

- Media is spotting Santa Fe as a destination for solo travelers – the fastest-growing segment of the travel industry. The destination is well positioned to showcase this segment of spontaneous travelers with rich, deeper experiences.
- Cuisine often takes center stage as the primary reason many travelers select a destination. As food tourism gains visibility, so does sustainable food tourism. The PR team will raise Santa Fe's profile as a leader in this area through the facilitation of dialogue with journalists educating them on the restaurant partners who cook with locally sourced ingredients and by leveraging the upcoming Santa Fe Wine and Chile Fiesta.
- Due to the increase in fuel costs and the increasing inflation in the US, travelers are looking for more value for their dollar. Journalists are looking to pair hotels with free or affordable activities within their story to show the value of destinations.

### Action Items:

- Continue to secure press visits, increase year-round visibility
- Finalize FY 2023 PR calendar with creative and seasonal story angles, trends, activities timeline
- Pitch upcoming programming and events including Santa Fe Wine & Chile Fiesta and Zozobra to national
- Monitor for upcoming awards and accolades voting periods and announcements

[Scroll to Top](#)

# Organic Social

## Facebook Page...

85,719

(Previous Year: 81,083)

▲ 5.72%

## Twitter Followe...

16,449

(Previous Year: 15,771)

▲ 4.30%

## Instagram Foll...

0

(Previous Year: 47,547)

▼ -100.00%

## Pinterest Impr...

151,570

(161,480)

▼ -6.14%

## YouTube Subsc...

0

(Previous Year: 772)

▼ -100.00%






## Organic Facebook

Month	# Facebook Page Likes ↓	# Facebook Engagement	# Facebook Website Referrals
Jun 2022	85,192	42,143	5,253
May 2022	84,672	33,407	6,513
Apr 2022	84,412	24,809	6,394

1 - 3 of 3 items



## Organic Twitter

 Month ↓	 Twitter Followers	 Twitter Engagement	 Twitter Impressions	 Twitter Website Referr...
Jun 2022	16,400	701	19,900	149
May 2022	16,352	674	22,500	169
Apr 2022	16,298	624	22,800	218

1 - 3 of 3 items




## Organic Instagram

 Month ↓	 Instagram Followers
Jun 2022	54,626
May 2022	54,105
Apr 2022	53,839

1 - 3 of 3 items



## Organic Pinterest

 Month ↓	# Pinterest Impressions	# Pinterest Website Referrals
Jun 2022	54,180	55
May 2022	48,800	71
Apr 2022	48,590	74

1 - 3 of 3 items



## Organic YouTube

 Month ↓	# YouTube Subscribers	# YouTube Views	# YouTube Website Referrals
Jun 2022	827	1,649	9
May 2022	821	1,912	3
Apr 2022	818	1,943	4

1 - 3 of 3 items



## Insights

Facebook followers increased 5.3% Y/Y, with 4,301 new followers to the page. Engagement dropped 14% Y/Y, primarily as a result in the way Meta Business Suite changed the way they measured engagement. Twitter followers increased 4.4% Y/Y. Instagram continues to be the most rapidly growing channel, seeing a 17.1% increase in followers Y/Y (7,971 new followers). Organic Pinterest impressions are down 6% Y/Y. YouTube video views dropped dramatically as paid promotions were scaled back.

### Key Insights:

- Facebook Page Followers have increased 5.3% Y/Y (4,301 new followers)
- Facebook Engagement decreased 14% Y/Y
- Instagram followers have grown 17.1% Y/Y (9,499 new followers).
- Twitter followers have increased 3% Y/Y
- Twitter impressions are down 60% Y/Y
- Twitter engagement is down 50% Y/Y
- 161,480 Organic Pinterest impressions, down 6% Y/Y.
- YouTube subscribers grew 7.5% 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

[Scroll to Top](#)

## Paid Media / Advertising

---

## Ad Spend

\$418,343.08

(Previous Year: \$546,483.14)

▼ -23.45%

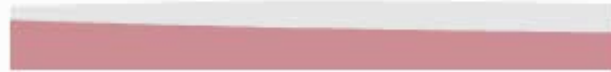


## Ad Impressions

32,225,631

(Previous Year: 49,428,207)

▼ -34.80%



## CPM

\$13.24

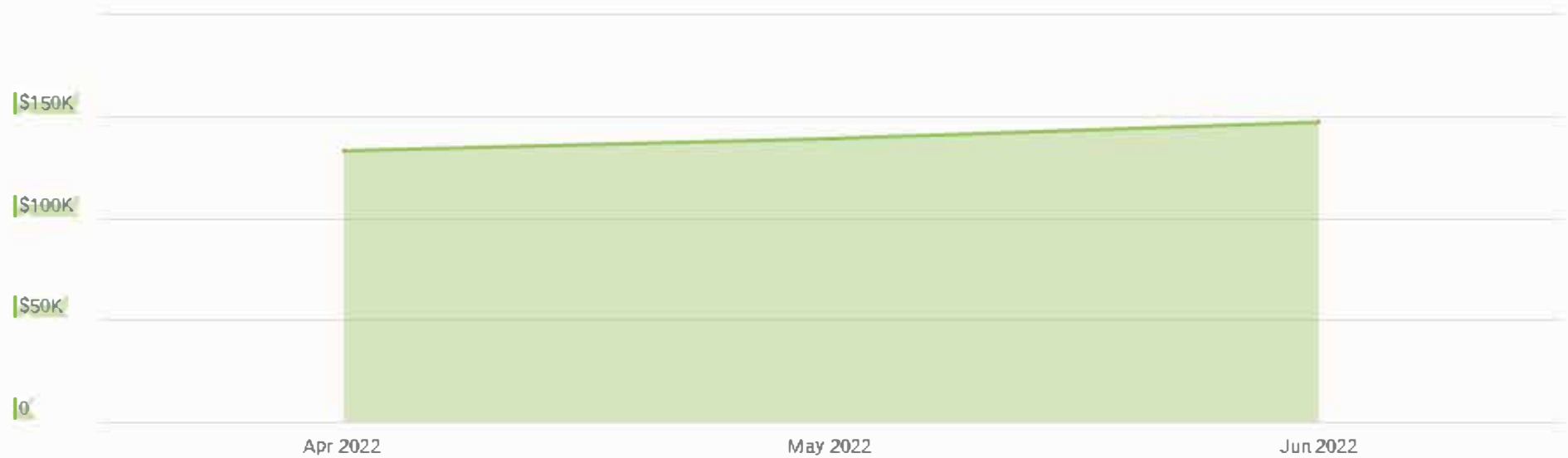
(Previous Year: \$11.11)

▲ 19.24%



## Paid Media / Advertising

### Ad Spend



## Paid Media / Advertising

Month ↓	# Ad Spend	# Ad Impressions	# CPM
Jun 2022	\$146,841.31	9,283,681	15.82
May 2022	\$138,774.00	10,433,274	13.30
Apr 2022	\$132,727.77	12,508,676	10.61

1 - 3 of 3 items



### Insights

Paid media maintained heightened levels of spend in Q2 with a robust, multi-channel approach to support summer travel demand and kick off FY23 with strong awareness. Spend and impressions were down 23% and 34% respectively YoY, due to a backloaded FY21 as a result of COVID-19. Despite the decrease in spend, the FY22 campaign was significantly more efficient with a 19% decrease in CPM YoY.

Scroll to Top

# Campaign Performance

---

## Digital Campaigns

---

Impressions

13,184,623

(Previous Year: 1,190,522)

▲ 1,007.47%



Spend

\$186,397.60

(Previous Year: \$67,306.23)

▲ 176.94%



### Switch Dimensi...

Campaign Creative

### Switch Measurements

Spend Impressions CPM Clicks CTR CPC Conversions

## Google

Campaign ... ↑	# Impressio...	# Clicks	# CPC	# Spend
VJ - Discovery Ads - FY22 - Core	119,645	2,470	\$1.99	\$4,909.98
VJ - Discovery Ads - FY22 - Opp	307,010	1,419	\$3.55	\$5,033.42
VJ - GDN - FY22 - RM - Core	783,002	1,558	\$1.28	\$1,988.54
<b>Total</b>	<b>2,820,272</b>	<b>7,763</b>	<b>\$1.84</b>	<b>\$14,303.16</b>

1 - 4 of 4 items



## Youtube

Campaign Name	# Impressions	# CPC	# Spend ↓
VJ - TrueView - FY22 Opp	1,593,688	\$24.56	\$12,082.52
VJ - Trueview - FY22 Core	1,497,362	\$24.46	\$10,616.24
VJ - TrueView - FY22 - National -	191,985	\$10.78	\$4,645.94
<b>Total</b>	<b>3,283,035</b>	<b>\$20.15</b>	<b>\$27,344.70</b>

1 - 3 of 3 items




## Top 20 Creative Images by Im...

Platform	Image	Narr
Facebook		Bra
Facebook		City
Pinterest		Foc
Pinterest		Bra
Pinterest		Shc
Pinterest		Art
Pinterest		Visi
Facebook		Shc
Facebook		Bra
<b>Total</b>		

1 - 20 of 20 items




## Facebook

 Campaign ... ↑	# Impressio...	# Clicks	# CPC	# Spend
VJ - CTS - FY22 - Core	810,961	7,486	\$2.16	\$16,163.38
VJ - CTS - FY22 - Opp	749,983	2,934	\$6.34	\$18,599.72
VJ - Video - FY22 - Core	866,963	18,182	\$0.72	\$13,102.27
VJ - Video - FY22 - Opp	717,074	5,157	\$2.99	\$15,393.78
<b>Total</b>	<b>3,144,981</b>	<b>33,759</b>	<b>\$1.87</b>	<b>\$63,259.15</b>

1 - 4 of 4 items



## Pinterest

 Campaign Name	# Impressions ↓	# Media Cost	# CPC
VJ - Video - FY22 - Opp	708,669	\$6,563.85	\$1.03
VJ - Carousel - FY22 - Opp	642,872	\$7,863.75	\$1.50
VJ - Video - FY22 - Core	638,405	\$5,783.69	\$0.98
VJ - Carousel - FY22 - Core	619,924	\$7,013.05	\$1.19
<b>Total</b>	<b>2,609,870</b>	<b>\$27,224.34</b>	<b>\$1.16</b>

1 - 4 of 4 items



## SEM

Platform	Campaign Name	# Clicks
Google	FY23_TSF_GOOGLEDO_SEARCH_SFBRAND	56,917
Google	FY23_TSF_GOOGLEDO_SEARCH_PILLARS	9,158
Google	FY23_TSF_GOOGLEDO_SEARCH_COMP	3,733
Google	FY23_TSF_GOOGLEDO_SEARCH_NMBRAND	6,191
Google	FY23_TSF_GOOGLEDO_SEARCH_GROUPS	1,290
Bing	FY23_TSF_BINGDO_SEARCH_SFBRAND	7,162
Bing	FY23_TSF_BINGDO_SEARCH_NMBRAND	2,116
Bing	FY23_TSF_BINGDO_SEARCH_PILLARS	2,875
<b>Total</b>		<b>89,442</b>

1 - 8 of 8 items



## Meetings and Groups

Platform	Campaign Name	Media Buy Name
Linkedin	VJ - CTS - Groups - Job Titles	VJ - CTS - Groups - Job Titles
Linkedin	VJ - CTS - Groups - Event Planners	VJ - CTS - Groups - Event Planners
Linkedin	VJ - CTS - Groups - Event Planners	VJ - CTS - Groups
DCM	FY22 Tourism Santa Fe	fy22tourism_santa_fe_greenspring_media_prospectin_g_display_160x600
DCM	FY22 Tourism Santa Fe	fy22tourism_santa_fe_greenspring_media_prospectin_g_display_300x600
DCM	FY22 Tourism Santa Fe	fy22tourism_santa_fe_mg_cvent_remarketin_g_160x600
DCM	FY22 Tourism Santa Fe	fy22tourism_santa_fe_greenspring_media_prospectin_g_display_300x250
DCM	FY22 Tourism Santa Fe	fy22tourism_santa_fe_mg_cvent_remarketin_g_300x250
DCM	FY22 Tourism Santa Fe	fy22tourism_santa_fe_mg_cvent_remarketin_g_728x90
<b>Total</b>		

1 - 12 of 12 items



## Insights

- Performance on Google Search has increased significantly YoY, with conversions going up 22% despite spending 22% less on the platform.
- This is attributed to high performing keywords concerning things to do and events in Santa Fe. Capitalizing on the resurging interest in these topics by tailoring copy and landing pages could help boost performance even further.
- Bing Search also showed great efficiency in Q4 FY22, churning out an 8.9% increase in conversions with a 34% smaller budget compared to FY21.
- The Brand Pillars campaign showed impressive growth YoY, specifically regarding the outdoors pillar. Conversions from outdoor related keywords went up by 350% YoY thanks to increased activity from hiking and adventure keywords.
- On Facebook, Core audience video ads drove very high engagement with a 2.10% CTR and over 18,000 clicks. This is 110% above CTR benchmark. This audience proves to resonate most with our creative.
- While CPMs increased 40% from Q3, we also saw overall impressions increase, which means our campaigns are becoming more efficient
- On Pinterest, the Core Carousel ads performed the best with a .95% CTR and over 6,000 conversions. This is another example of how our core audience resonates most with our creative.
- Keywords and Pin Engagers + RM targeting have continued to perform best, driving over 7,000 conversions on Pinterest.
- History and Art were the top performing pillars on Pinterest
- While Facebook works to drive the most overall website sessions and goal completions, Pinterest has a slightly stronger on-site conversion rate at 2.41% vs 1.8% on Facebook.
- Facebook also has slightly stronger ad engagement than Pinterest with a 1% CTR vs. .9% on Pinterest.
- Brand video performs best on Facebook while shopping ads perform best on Pinterest. This shopping-centric behavior aligns with the behavior of Pinterest users, as it's often used for shopping.
- The combination of increased costs and decreased budget for Trueview resulted in a 67% decrease in views YoY.
- Increased competition around travel interests has brought the cost of advertising up on nearly all of Google's platforms. However, the view rate increased by 10% thanks to the Core prospecting campaign which saw a 23% increase in view rate as a result of the new creative assets. Emphasizing the outdoor and cuisine pillars in the new creative has seemed to drive more video engagement within the Core audience.
- CPM increased on Google Display Network by 26% YoY, resulting in a dip in conversions despite spending relatively the same amount as Q4 of FY21.
- In the face of the higher costs, the campaigns were able to achieve a 12% higher conversion rate. The Core audience was to thank for this as well, realizing an 82% increase in conversion rate compared to 2020. Allocating more budget to the Core audience in these times of high costs on the platform could help maintain performance, as the Opp audience actually saw a lower conversion rate YoY. With the consolidation of these campaigns heading into FY23, we will be able to use bid adjustments to refine location targeting to drive the most efficiency.
- The Discovery Network experienced a massive increase in CPM of 136% which dampened performance of the campaigns in Q4 FY22.
- The combination of the rising costs and poor performance of the current creative has led to lackluster results on Google Discovery. To combat this, we recommend taking one of two approaches. We can test new Discovery units that would be dynamically built using provided images, logos, and copy to confirm whether the issue is arising from the current carousel units. Or, we could shift the budget into the Google Display Network where we would build a new prospecting display campaign with the objective of driving conversions on a more efficient platform.

[Scroll to Top](#)

# Media Campaigns

Impressions

18,180,454

(Previous Quarter: 11,755,810)

+ 54.65% (6,424,644)



Spend


\$230,543.70

(Previous Quarter: \$42,634.35)

+ 440.75%






## Tradedesk

 Campaign Name	# Impressions ↓	# Spend
FY22 Opportunity Market	9,703,958	\$13,380.20
FY22 Core Market	3,361,139	\$7,786.30
FY22 Opportunity Audience - CTV	648,149	\$17,600.56
FY22 Core Audience - CTV	345,156	\$9,846.71
FY22 Spring Break	4	\$0.01
<b>Total</b>	<b>14,058,406</b>	<b>\$48,613.77</b>

1 - 5 of 5 items



## Additional Media

 Campaign Name ↓	 Strategy Name	 Media Buy Name	# Impressions	# Clicks	# Spend
FY22	SeeSource	Display	1,587,983	1,754	\$0.00
FY22	Travel + Leisure	Display	1,192,685	3,807	\$99,233.34
FY22	Texas Monthly	FP4C	325,000	0	\$9,850.00
FY22	Texas Monthly	Display	265,651	247	\$30,000.00
FY22	Outside Online	Display	135,837	96	\$12,461.05
FY22	Galerie	FP4C	125,000	0	\$6,500.00
FY22	Desert Companion	FP4C	100,000	0	\$4,000.00
FY22	5280 (Co-Op)	FP4C	85,000	0	\$0.00
FY22	Phoenix Mag (Co-O...	FP4C	68,000	0	\$0.00
FY22	New Mexico Mag	FP4C	67,500	0	\$3,587.00
FY22	New Mexico Maga...	FP4C	67,500	0	\$0.00
FY22	Travelzoo	Display	38,790	0	\$0.00
FY22	5280	Display	34,503	22	\$0.00
FY22	American Art Colle...	FP4C	15,000	0	\$1,600.00
FY22	Western Art Collect...	FP4C	11,000	0	\$1,600.00
FY22	New Mexico Maga...	Instagram Post	2,599	407	\$425.00
<b>Total</b>			<b>4,122,048</b>	<b>6,333</b>	<b>\$169,256.39</b>

1 - 16 of 16 items



## Insights

Q4 FY22 included a robust, multi-channel media approach that delivered over 18 million impressions from paid media with additional awareness drivers in the form of paid influencers and custom content. Highlights included efficient Prosecuting Display and CTV within The Trade Desk and several custom content partnerships with Travelzoo, Travel Mindset, Travel + Leisure and Texas Monthly.

**The Trade Desk** Display and CTV delivered over 14 million impressions at an efficient \$3.46 CPM and reached over 4.8 million users in FY22 Q4. Site traffic generated from The Trade Desk display was strong, with a bounce rate under 62% and a new user generated on 63% of sessions.

The final **Travelzoo** Sponsored Gallery promotion wrapped in May with excellent results. Overall, the campaign reached over 3.6 million users with 23k pageviews and over 3.2k sessions driven to [santafe.org](https://santafe.org). Users were strongly engaged with the content, spending over 4.5 minutes on the content, nearly double the Travelzoo benchmark. The content also inspired users to take action, leading to a 28% increase in searches for Santa Fe PoP on [travelzoo.com](https://travelzoo.com) and 303 conversions on [santafe.org](https://santafe.org).

Hannah Rheume, the third and final influencer from the FY22 **Travel Mindset** campaign, visited Santa Fe in May. In total, Hannah delivered 67 total social posts resulting in over 4 million impressions, 63.6k users reached and 1.3k total engagements. Hannah's posts primarily generated awareness amongst women 18-34 with 83% of impressions being served to women and 84% between the age of 18-34.

The last component of the **Travel + Leisure** campaign launched in late May in the form of Native content on [travelandleisure.com](https://travelandleisure.com). The content generated strong engagement, fulfilling the contracted impressions before the end of June with users spending an above average time of 88 seconds on the article. Travel + Leisure also drove over 3,200 sessions to [santafe.org](https://santafe.org) over the course of the campaign. Site engagement was excellent with a 64% bounce rate and 147 total conversions, the second most of any media tactic in FY22 Q4.

The FY22 Custom Content and Influencer campaign with **Texas Monthly** also launched in FY22 Q4 and generated strong results. In total the campaign delivered over 538k impressions and 2,710 views to the content. The 2,710 views were 27% higher than average, indicating strong interest in Santa Fe from the Texas Monthly readers.

The last component of the **Travel + Leisure** campaign launched in late May in the form of Native content on [travelandleisure.com](https://travelandleisure.com). The content generated strong engagement, fulfilling the contracted impressions before the end of June with users spending an above average time of 88 seconds on the article. Travel + Leisure drove over 3,200 sessions to [santafe.org](https://santafe.org) over the course of the campaign. Site engagement was excellent with a 64% bounce rate and 147 total conversions, the second most of any media tactic in Q2.

[Scroll to Top](#)

## Website Analytics

---

## Visits

423,527

(454,294)

-6.77%

## New Visits

309,372

(363,217)

-14.82%

## Avg Time on P...

00:4:18

(Previous Year: 00:05:13)

-21.31%

## Avg Pages per ...

3.8

(Previous Year: 4.4)

-13.10%

## Avg Conversio...

16.3

(Previous Year: 13.3)

+22.85%

## Analytics by Month

Month ↓	Average Time on ...	# Total Visits	# New Visits	# Pages Per Session	# Conversion Rate
Jun 2022	3:05	138,821	100,998	4.21	18.25
May 2022	4:48	142,790	104,281	3.50	14.82
Apr 2022	5:03	141,916	104,093	3.63	15.86
<b>Total</b>		<b>423,527</b>	<b>309,372</b>	<b>11.34</b>	<b>48.93</b>

1 - 3 of 3 items



## Insights

- While sessions and new users have dipped slightly YoY, we are seeing strong improvements in bounce rate, pages per sessions, and session duration. Users are finding more relevant content and thus bouncing less and spending more time on the site exploring more pages. This dip in sessions YoY aligns with dips in platform performance YoY. We've delivered less impressions and drove less clicks YoY.
- Compared to Q3, however, we are seeing improvements across the board- most notably a 49% increase in sessions QoQ.
- Google search was the top paid channel, driving a 19.41% conversion rate YoY.
- The calendar and Things to Do pages continue to be top performers, with nearly 70,000 sessions between them. People find the most value from these pages because they are full of relevant information.
- All goals conversion rate has seen a 23% increase YoY, and overall goal completions are up 14% YoY. Specifically, the accommodation outbound clicks goal has seen a 165% increase YoY.
- The website collected 56 total RFP submissions

## Blog Analytics

### Blog Pageviews

142,808

(Previous Year: 62,453)

▲ 128.66%



### Referrals to We...

16.87

(Previous Year: 18.90)

▼ -10.76%



### Avg Time o...

00:2:34

(Previous Year: 00:02:52)

-11.69%

### Analytics by Month

Month ↓	Blog Time on Page	# Blog Pageviews	# Blog Referrals to Website
Jun 2022	1:36:00	55,722	12.80
May 2022	3:02:00	41,795	18.70
Apr 2022	3:04:00	45,291	19.10

## Insights

Blog traffic has increased 128.66% Y/Y. Time on site decreased 11.69% Y/Y. /welcome-back was 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 paid search made up a larger chunk of traffic than past quarters.
- The blog made up 8.8% of total site traffic
- Referral ratio of 16.87%, down 10.76% from Q2 of 2021.

### Action Items

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

[Scroll to Top](#)