



City of Santa Fe

# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD  
OCTOBER 28, 2022  
10:00 AM  
MEETING VIRTUALLY

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## 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.

Join on Zoom: [https://us02web.zoom.us/j/82070852155?  
pwd=RkpQeFkrK2t5YW9KMjdWRnZ6aXJHZz09](https://us02web.zoom.us/j/82070852155?pwd=RkpQeFkrK2t5YW9KMjdWRnZ6aXJHZz09)

By phone: **309 205 3325**

**Meeting ID: 820 7085 2155**

**Passcode: 924658**

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 Minutes August 26, 2022 (no Sept. 2022 meeting)

5. **PRESENTATION**

- a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@innrosewoodhotels.com)
- b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
- c. OTAB Funding Review Results (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

6. **ACTION ITEMS**

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, December 30, 2022**

11. **ADJOURN**



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
AUGUST 26, 2022

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## 1. CALL TO ORDER

Meeting Called to Order at 10:04AM

## 2. ROLL CALL

### **Members Present:**

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

### **Members Excused:**

Member Ray Sandoval

### **Others Attending:**

None

## 3. APPROVAL OF AGENDA

**MOTION:** Member Bennett moved, seconded by Member Arnhold, 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, Member Fitzgerald

**Against:** None

**Abstain:** None

## 4. ACTION ITEMS

- a. Discussion – in-person vs. virtual meeting (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
AUGUST 26, 2022

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Approval to alternate OTAB meeting via Zoom and In-Person. In-Person for September and then Zoom in October.

**MOTION:** Chair Blyth moved, seconded by Member Bennett, to approve the meeting information as presented.

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

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

**Against:** None

**Abstain:** None

## 5. APPROVAL OF MINUTES

- a. OTAB – June 24, 2022 Minutes (no July Meeting)

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

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

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

**Against:** None

**Abstain:** None

## 6. PRESENTATION

- a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, [lutz.arnhold@innrosewoodhotels.com](mailto:lutz.arnhold@innrosewoodhotels.com))



City of Santa Fe

# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
AUGUST 26, 2022

- 
- b. Santa Fe County Report (Alex Fitzgerald, amfitzgerald@santafecountynm.gov)
  - c. Lodger's Tax Report (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)

2 October Meeting will be required – one for regular OTAB meeting and another for OTAB Funding Application reviews. Meeting suggestion dates will be sent out to board.

## 8. MATTERS FROM THE BOARD

## 9. MATTERS FROM THE PUBLIC

10. **NEXT MEETING: September 23 2022**

## 11. ADJOURN

Meeting adjourned at 11:09AM

*Shirley Spencer*  
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Liaison

\_\_\_\_\_  
Chair

STATISTICS REPORT

MONTH September	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
<b>OCCUPANCY</b>						
City Wide	79.5%	79.0%	73.6%	74.7%	5.9%	4.3%
Downtown	82.4%	80.1%	79.6%	77.5%	2.8%	2.6%
Cerrillos Road	81.6%	78.2%	74.3%	71.5%	7.3%	6.7%
Periphery	70.6%		61.1%		9.5%	
County		77.7%		73.1%		4.6%
<b>AVERAGE RATE</b>						
City Wide	230.42	217.02	195.94	187.47	34.48	29.55
Downtown	317.29	308.43	276.01	266.38	41.28	42.05
Cerrillos Road	147.17	132.14	118.06	111.82	29.11	20.32
Periphery	175.34		163.98		11.36	
County		228.33		196.56		31.77
<b>REVPAR</b>						
City Wide	183.26	171.38	144.22	139.98	39.04	31.40
Downtown	261.51	246.95	219.73	206.41	41.78	40.54
Cerrillos Road	120.13	103.34	87.70	79.91	32.43	23.43
Periphery	123.86		100.17		23.69	
County		177.47		143.69		33.78
<b>Lodger's Tax (June)</b>						
Hotels		\$1,590,632		\$1,410,038		\$180,593
Short Term Rentals		\$423,775		\$339,728		\$84,046
Total		\$2,014,406		\$1,749,767		\$264,640

Short Term Rentals

	# Available	Occupancy	Avg. Rate	RevPAR
Entire Place				
Private Room				
STR Units Available				

YEAR TO DATE September					VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
<b>OCCUPANCY</b>						
City Wide	67.1%	67.8%	57.2%	59.3%	9.9%	8.5%
Downtown	66.5%	65.8%	58.0%	56.8%	8.5%	9.0%
Cerrillos Road	70.5%	68.4%	60.4%	60.9%	10.1%	7.5%
Periphery	63.1%		50.1%		13.0%	
County		67.2%		58.9%		8.3%
<b>AVERAGE RATE</b>						
City Wide	\$198.62	\$186.68	\$164.25	\$153.38	\$34.37	\$33.30
Downtown	\$277.54	\$266.88	\$231.76	\$226.56	\$45.78	\$40.32
Cerrillos Road	\$125.22	\$117.09	\$100.52	\$92.35	\$24.70	\$24.74
Periphery	\$170.63		\$149.11		\$21.52	
County		\$198.78		\$163.20		\$35.58
<b>REVPAR</b>						
City Wide	\$133.36	\$126.58	\$93.90	\$90.95	\$39.46	\$35.63
Downtown	\$184.50	\$178.92	\$134.31	\$128.78	\$50.19	\$50.14
Cerrillos Road	\$88.24	\$80.11	\$60.72	\$56.20	\$27.52	\$23.91
Periphery	\$107.67		\$74.67		\$33.00	
County		\$133.54		\$96.05		\$37.49
<b>Lodger's Tax</b> 12 months through June						
Hotels		\$3,020,290		\$2,538,773		\$481,517
Short Term Rentals		\$828,368		\$638,554		\$189,814
Total		\$3,848,658		\$3,177,327		\$671,331

# TOURISM SANTA FE

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## September OTAB Report Sales Report October 28, 2022

### September 2022 Leads:

- 37 total leads requiring sleeping rooms
- 10,533 total room nights sent via leads

### September 2022 Confirmed Bookings:

- 4 Definite Bookings
- 4,080 Definite Room Nights
- 10 Definite SFCCC space only events

### September 2021 Leads:

- 17 total leads requiring sleeping rooms
- 6,967 room nights sent via leads

### September Confirmed Bookings:

- 4 Definite Bookings
  - 417 Definite Room Nights
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### 2022 YTD Leads:

- 239 total leads requiring sleeping rooms
- 81,488 total room nights sent via leads

### 2022 YTD Definite:

- 45 Definite Booking
- 14,322 Definite Room Nights
- 111 Definite SFCCC space only events

### 2021 YTD Leads:

- 144 total leads requiring sleeping rooms
- 35,132 total room nights sent via leads

### 2021 YTD Definite:

- 15 Definite Booking
- 5,622 Definite Room Nights

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

(Sales Team Monthly Production)

Status Date of 10/21/2021

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite</b>	<b>2021</b>												
Event	3	0	1	1	1	0	3	4	2				15
STLY Event	13	15	4	1	2	0	0	1	0				36
Event Variance	-433%	-	-400%	0%	-50%								-240%
Rooms	3,003	-	61	600	676	-	235	417	630				5,622
STLY Rooms	3,487	2,840	1,141	647	118	-	-	2,745	-				10,978
Room Variance	-16%		-187%	-7%	572%								-195%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Lead</b>	<b>2021</b>												
Event	3	10	15	5	16	33	29	16	17				144
STLY Event	23	42	15	11	5	3	5	3	4				111
Event Variance	-766%	55%	0%	-220%	320%	1100%							29%
Rooms	747	2,852	4,112	749	5,881	8,241	3,734	1,849	6,967				35,132
STLY Rooms	5,852	13,846	6,786	14,016	2,577	546	860	3,478	2,165				50,126
Room Variance	-783%	-485%	-65%	-187%	228%	1509%							-142%

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



# TOURISM

## SANTA FE

### OTAB Marketing Report October 2022 Reporting for October 28, 2022 Meeting

## EXECUTIVE SUMMARY

Key marketing highlights for September and October

1. **[CONDE NAST TRAVELER READER'S CHOICE]** Santa Fe Ranked #3 (up from #4 in last year's poll)

Santa Fe ranked #3 on the list of "The Best Small Cities in the U.S." in the 2022 Reader's Choice Awards.

Bishop's Lodge ranked #21 on the 2022 Conde Nast Traveler Readers' Choice Awards list for "Top 25 Hotels in the Southwest & West."

2. **[TRIPADVISOR]** "Best Fine Dining Restaurants in the US"

Two Santa Fe restaurants ranked on the Tripadvisor "Best Fine Dining Restaurants – United States" list in the 2022 Traveler's Choice Awards: Sazón at #8 and Geronimo at #15.

3. **[PR UPDATES & RECENT MEDIA COVERAGE]**

In September of 2022, the public relations teams' efforts were focused on promoting annual fall events like Santa Fe Wine & Chile Fiesta and Indigenous People's Day, as well as, generating interest in future press trips for late fall/winter. TOURISM Santa Fe partnered with NMTD this month to host three media in the city.

The team also began building out our pitch strategy for winter 22/23 and is preparing significant outreach themed around Santa Fe's unique holiday traditions and skiing experience.

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

- [The Best of Santa Fe, According to a Local \(Travel + Leisure\)](#)
- As a result of Tom Austin's media visit, [Business Traveler Magazine published their Extra Day piece featuring Santa Fe!](#)
- [The Best Fine Dining restaurants in the US, According to TripAdvisor \(Timeout.com\)](#)

## HIGHLIGHTS

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### Santa Fe Margarita Trail

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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

##### September 2022

- 14,854 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 15,340 paper Passports have been purchased at our Visitor Centers and by partners
- 6,130 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.
- 325 margarita lovers have earned a free autographed copy of The Great Margarita Book by Al Lucero by earning 20 stamps.
- 204 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

#### Public Relations

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

#### Social Media

- 612 Total Social Media Posts

### Santa Fe Retail Marketplace

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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

##### September 2022

- Total Sales: \$27,869
- Businesses: 94
- Items Sold: 338
- Total Orders: 239
- Published Products: 1,067

## Q3 2022 MARKETING METRICS

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A summary of Q3 2022 Marketing Results is below. Full report is included in the packet.

#### Website [Q3 Y/Y Change]

- Total Visits: 466,701 [UP 0.97%]

- New Visits: 346,842 [DOWN 0.95%]
- Average Pages Per Session: 3.4 [DOWN 15.37%]
- Average Time on Site: 3:16 [DOWN 22.3%]
- Overall Conversion Rate: 18.3% [UP 25.6%]

**Overall site performance has made impressive strides YoY, with both goal completions and goal conversion rate increasing by 25% with nearly the same amount of sessions as 2021.**

- A 39% lower bounce rate and a 28% increase in pages per session show that users were far more engaged on site compared to the previous year.
- Paid search in particular was an extremely valuable channel in Q2. This channel produced 52% more goal completions and a 17% higher conversion rate. This is impressive considering spend on Google search was actually lower compared to 2021.
- The things to do page was a source of much of the growth in terms of the increase in goal completions. This page alone underwent a 350% increase in goal completions YoY. Google search trends show consumers' willingness to buy and spend, but many are looking for deals on things like food, items, and experiences. Consumers are even venturing back to their pre-pandemic lifestyle behaviors, including spending on out-of-home activities and events, but they're also doubling down on things that are available for free as per the Google Partner Insights Reports from Q2.

**Meetings RFP submissions doubled YoY thanks to increases in conversions coming from both organic and paid search.**

- Paid search in particular had a 316% increase in goal completions thanks to the increased investment in that tactic.
- Meetings outbound clicks also increased by 134% thanks to a massive increase of 396% coming from paid search. This insight is in-line with the momentum of business travel increasing again. Many business professional are now returned to the office and many are also returning to the road for business travel. Globally, business travel demand in Q2 was up more than 40% quarter-over-quarter, according to Expedia.

### **Public Relations [Q3 Y/Y Change]**

- Earned Media: \$1,848,909 [DOWN 38.2%]
- Earned Media Impressions: 267,715,414 [UP 106.2%]

In quarter three of 2022, the public relations team focused on executing group press trips for the Centennial SWAIA Santa Fe Indian Market in August and Santa Fe Wine and Chile in September in addition to customized individual trips. The TSF team partnered with SWAIA and NMTD to host eight journalists for the market weekend. A highlight of their visit was a press reception event where the local team welcomed and networked with press attendees. Hosting these media participants for Indian Market resulted in a significant amount of media coverage that quickly went live both during the event and within two weeks after, providing a major boost to the Q3 metrics. The continued effort to host media in the destination this quarter has resulted in a year to date increase of 143% compared to the previous year.

Top publications featuring the destination this quarter included Travel+Leisure, Vogue, WWD, Forbes, Vine Pair, Phoenix Magazine and more resulting primarily from press trips to the destination.

In July, the Travel + Leisure World's Best Awards 2022 were announced and Santa Fe secured the #3 spot on the "Best Cities in the United States" list. The September issue of Sunset Magazine highlighted Santa Fe as a "Standout Southwest Culture Trip" in the 2022 Travel Awards. Additionally several Santa Fe attractions and events ranked in the top 10 on USA Today 10Best Readers' Choice Award lists.

### **Social Media [Q3 Y/Y Change]**

- Facebook Followers: 87,027 [UP 6.7%]
- Twitter Followers: 16,496 [UP 3.68]
- Instagram Followers: 55,236 [UP 13.33%]
- Pinterest Impressions: 164,990 [UP 13.36%]
- YouTube Subscribers: 854 [UP 8.38%]

Facebook followers increased 6.7% Y/Y, with 4872 new followers to the page. Engagement dropped 22.6% Y/Y, primarily as a result of changes in the way engagement was measured. Twitter followers increased 3.7% Y/Y. Instagram continues to be the most rapidly growing channel, seeing an 11.8% increase in followers Y/Y (6,496 new followers). Organic Pinterest impressions are up 13.4% Y/Y. YouTube video views dropped dramatically as paid promotions were scaled back.

### **Blog [Q3 Y/Y Change]**

- Page Views: 180,597 [UP 161.96%]
- Average Time on Blog: 2:34 [DOWN 11.7%]
- Referrals to Website Percentage: 13.6% [DOWN 24%]

Blog traffic has increased 161.98% Y/Y. Time on site decreased 11.7% Y/Y. /welcome-back was the most visited page for the quarter.

### **Email Newsletter**

- Industry: Marketing Report [Y/Y change]
  - Subscribers: 1,456 [UP 0.8%]
  - Avg. Open Rate: 38.1% [UP 65.6%]
- Consumer: Santa Fe Marketplace [Q/Q change]
  - Subscribers: 18,155 [UP 5.73%]
  - Avg. Open Rate: 40.6% [UP 53.34%]
- Consumer: Santa Fe Scoop [Q/Q change]
  - Subscribers: 51,767 [DOWN 7.17%]
  - Avg. Open Rate: 31.28% [UP 2.09%]

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

The 7.1% decrease in Total Subscribers is due to an increased number of bounced emails on The Scoop newsletter sent on September 30. This appears to be a temporary issue relating to the santafe.org domain settings. The newsletter continues to perform well with an average open rate of 31.28%.

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

Total Subscribers for Santa Fe Marketplace increased 5.73% over the last three months, with 984 new subscribers. Open rates also increased when compared to last quarter for the months of July, August, and September with an average open rate of 40%. Average click through rates remain stable at 3.9%

### **Marketing Report (Industry):**

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

### **Paid Media/Advertising [Q3 Y/Y Change]**

- Ad Spend: \$304,126.11 [DOWN 25.14%]
- Ad Impressions: 23,201,809 [DOWN 31.95%]

Paid media ramped up throughout Q3 to its highest levels to date in September. The media mix consisted of Social, Paid Search, YouTube, Print, Display, CTV/Pre-Roll, Site Direct Display, Custom Content and Influencers. Spend and Impressions were down YoY primarily due to a reduced spend in July at the start of FY23.

## **MONTHLY METRICS**

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## **WEBSITE & NEWSLETTERS**

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### **September 2022 Website Performance Metrics**

#### **VISITS:**

- Total Sessions 153,705 (4.7% increase Y/Y)
- New Users 118,717 (3.9% increase Y/Y)
- Pages per Session 2.03† (48.6% decrease Y/Y)
- Average Time on Site 2:08† (57.5% decrease Y/Y)
- Conversion Rate 18.77% (41.6% increase Y/Y)

#### **VISITOR GENDER:**

- 61.1% Female
- 38.9% Male

#### **VISTOR AGE:**

- 10.1% 18-24
- 16.6% 25-34
- 19% 35-44
- 19.4% 45-54
- 18.6% 55-64
- 16.2% 65+

### **Newsletter - Industry**

## TOURISM Santa Fe Marketing Report

- Date: 9/14/22
- Sent: Number sent: 1,456
- Number opened: 571
- Open rate: 39.2%

## 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.*

#### It's Fall on Santa Fe Marketplace

<https://mailchi.mp/santafe/autumn-in-santa-fe-7510814>

- Send Date: 9/21/22
- Subscribers: 18,155
- Number Opened: 6,927
- Open Rate: 38.2%
- CTR: 4.2

### 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!*

#### Fall in Love with Santa Fe in September

<https://mailchi.mp/santafe/get-the-scoop-on-july-in-santa-fe-7510802>

- Send Date: 9/28/22
- Subscribers: 51,767
- Number Opened: 15,107
- Open Rate: 29.2%
- CTR: 2.1%

## SOCIAL MEDIA

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### Summary

Facebook page followers grew 0.6% M/M. Engagement was down 26.6% M/M. Instagram followers increased .2% M/M, with a 9.9% M/M decrease in engagement. Twitter impressions and engagement were down 5.0% M/M and 11.7% M/M respectively. Pinterest organic impressions were

down 23.3% M/M. YouTube saw its strongest growth in followers in recent months, up 1.2% M/M, while views spiked 15.6% M/M with an increased paid presence.

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## September 2022 Performance Metrics

- Total Page Followers: 87,027 (0.6% increase M/M)
- Engagement: 25,375 (26.6% decrease M/M)
- **Top Ranking Post:**  
Reactions: 2,429  
Comments: 132  
Reach: 89,365  
“The largest museum in Santa Fe is Santa Fe itself.  
[#TheCityDifferent](#) | SantaFe.org 📸: @leicaboss63”

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## Twitter

- Followers: 16,499 (0.3% increase M/M)
- Monthly Impressions: 14,900 (5.0% decrease M/M)
- Engagement: 489 (11.7% decrease M/M)
- **Top Ranking Post:** “For 98 years, Santa Fe's original burning man Zozobra, a 50-foot tall, storied marionette, has been built anew. And each year he is stuffed with thousands of paper "glooms" to go up in smoke (and disappear from our lives) [#TheCityDifferent](#)  
<https://www.santafe.org/blog/post/zozobra/...>”  
Impressions: 1,473  
Retweets: 10  
Total engagements: 56

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## Instagram

- Followers: 55,236 (0.2% increase M/M)
- Engagement: 16,168 (9.9% decrease M/M)
- **Top Performing Post:**  
“Santa Fe, New Mexico - best things to do and favorite restaurants?? Comment below! [#kokovisitsnewmexico](#) New mural in Austin by [@CityofSantaFe](#) @ 501 N IH-35! I've been to Santa Fe a few times and it's still one of my fav cities - I can't wait to go back! [ my Santa Fe travel list ]  
~ explore the galleries on Canyon Road  
~ soaking in the hot springs  
~ eating at the local restaurants”  
Likes: 3,015

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## Pinterest

- Organic Impressions: 37,120 (23.3% decrease M/M)

## YouTube

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- Subscribers: 854 (1.2% increase M/M)
- Views: 51,994 (238.6% increase M/M)

## Santa Fe Insider Blog

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### September 2022 Performance Metrics

- Total Blog Views: 42,753 (25.9% decrease M/M)
- Average Time on Blog: 3:24 minutes (68.6% increase M/M)

### September 2022 Blog Posts

#### Dia de Muertos in Santa Fe

- Updated September 16, 2022
- Views: 512

#### Fall for These 11 October Events in Santa Fe

- Updated September 13, 2022
- Views: 3,332

#### Santa Fe Celebrates Indigenous Peoples Day

- Updated September 7, 2022
- Views: 276

#### Outdoor Dining in Santa Fe: 8 Top Patio Restaurants

- Updated September 2, 2022
- Views: 2032

#### Find your Inner Calm in Santa Fe's Soothing Waters- Pools, Springs, and Spas

- Updated September 1, 2022
- Views: 484

### Top 5 Viewed Blog Posts in September

#### 25 Reasons to Love Santa Fe

- Published June 20, 2020
- Views: 4,781

#### Fall for These 11 October Events in Santa Fe

- Updated September 13, 2022
- Views: 3,332

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

- Published February 13, 2020
- Views: 3,134

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

- Published May 7, 2019
- Views: 2,628

### Hiking Trails You Can Access From Santa Fe

- Published October 31, 2019
- Views: 2,358

## PUBLIC RELATIONS

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### Summary

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In September of 2022, the public relations teams' efforts were focused on promoting annual fall events like Santa Fe Wine & Chile Fiesta and Indigenous People's Day, as well as, generating interest in future press trips for late fall/winter. TOURISM Santa Fe partnered with NMTD this month to host three media in the city.

The team also began building out our pitch strategy for winter 22/23 and is preparing significant outreach themed around Santa Fe's unique holiday traditions and skiing experience.

### Performance Metrics

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#### **September 2022 Numbers (YOY, vs September 2021)**

- Pitches: 203 (increase 120% Y/Y)
- Press Releases: 1 (no change Y/Y)
- Media Visits: 4 (increase 300% Y/Y)
- Media Contacts: 217 (decrease 37% Y/Y)
- Earned Media: \$476,836 (decrease 36% Y/Y)
- Total Impressions: 68,265,960 (increase 4% Y/Y)
- HARO submissions: 1

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

- Pitches: 1,260 (increase 30% Y/Y)
- Press Releases: 3 (decrease 50% Y/Y)
- Media Visits: 26 (increase 188% Y/Y)
- Earned Media: \$4,921,694 (decrease 25% Y/Y)
- Total Impressions: 701,857,570 (decrease 5% Y/Y)
- HARO submissions: 5

## MEDIA PLACEMENTS – ADVERTISING

---

## September 2022 Performance Metrics

Total Spend: \$134,669.93 (32.6% increase Y/Y)  
Total Impressions: 9,880,117 (31.5% increase Y/Y)

## September 2022 Media Campaigns

### Traditional Media

Impressions: 1,187.878 (100% increase Y/Y)  
Spend: \$33,330.03 (100% increase Y/Y)

### Traditional Media Buys:

#### Print

- 5280 Magazine
- Galerie
- New Mexico Magazine
- Phoenix Magazine (NMTrue CoOp)
- Texas Monthly

### Interactive/Digital

- Teads
- Artnews
- Expedia
- Galerie



### Trade Desk

Impressions: 2,897,764 (11.5% decrease Y/Y)  
Spend: \$19,939.42 (19.48% decrease Y/Y)



## PAID SOCIAL MEDIA

### Facebook

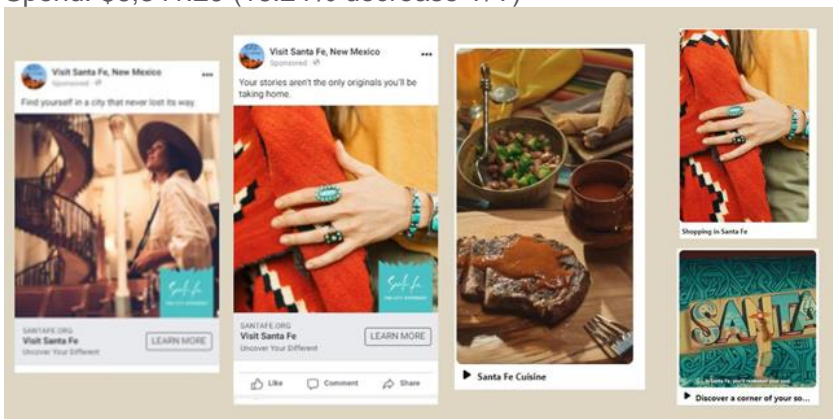
Impressions: 951,520 (40.27% decrease Y/Y)

Spend: \$15,041.03 (36.58% decrease Y/Y)

### Pinterest

Impressions: 468,423 (37.12% decrease Y/Y)

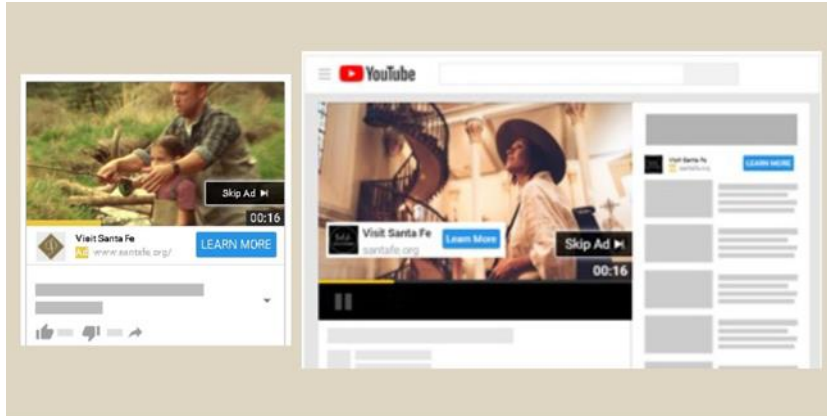
Spend: \$6,341.29 (16.24% decrease Y/Y)



### YouTube

Impressions: 1,424,002(15.21% decrease Y/Y)

Spend: \$11,039.92 (5.95% increase Y/Y)

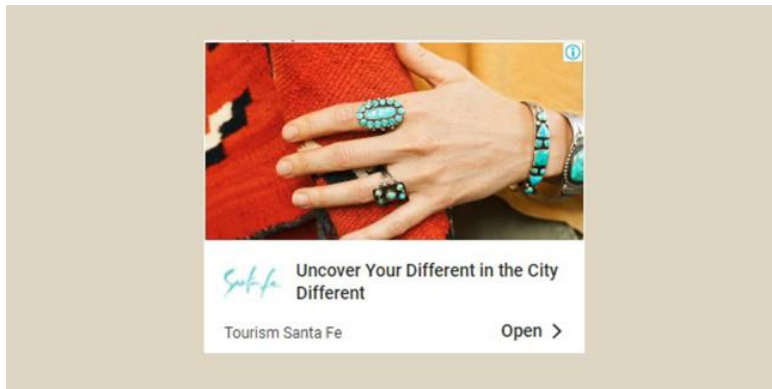


### Google – Performance Max

(New media tactic. No Y/Y data available.)

Impressions: 1,233,238

Spend: \$1,494.13



### PAID SEARCH

#### Google & Bing

Impressions: 164,962 (36.92% decrease Y/Y)

Spend: \$11,787.23 (27.8% decrease Y/Y)

### MEETINGS & GROUPS

#### Search (Google)

Impressions: 8,652 (243.74% increase Y/Y)

Spend: \$1,229.97 (281.53% increase Y/Y)





## Navigation

- Occupancy
- Newsletters
- Guides and Visitor Information Centers
- Public Relations
- Organic Social
- Paid Media / Advertising
- Digital Campaigns
- Traditional Campaigns
- Website Analytics
- Blog Analytics

## Occupancy

Data Source: Rocky Mountain Lodging Report

### Avg Occupancy Rate

76.7

(Previous Year: 76.1)  
▲ 0.83%

### Avg Daily Rate

\$217.44

(Previous Year: \$196.39)  
▲ 10.72%

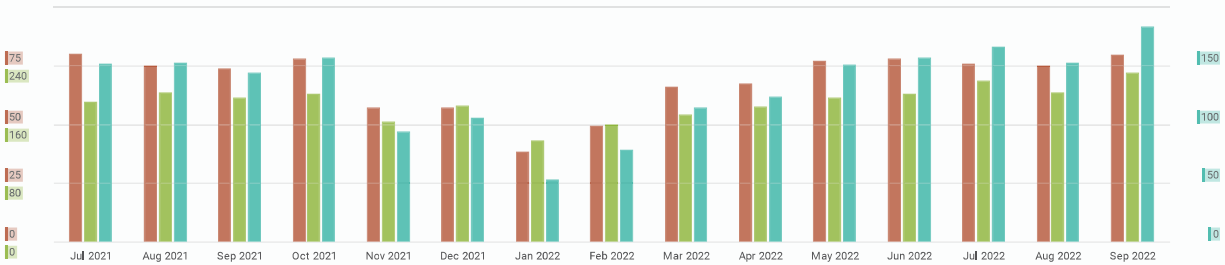
### Avg Rev Par

\$167.09

(Previous Year: \$149.34)  
▲ 11.88%

### Occupancy by Month

Occupancy Rate Average Daily Rate REV PAR



### Occupancy

Month	Average Daily Rate	REV PAR	Occupancy Rate [TSF Marketing Metrics Cen...
Sep 2022	\$230.42	\$183.26	79.50
Aug 2022	\$203.01	\$152.01	74.90
Jul 2022	\$218.89	\$165.99	75.80
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	\$195.94	\$144.22	73.60
Aug 2021	\$203.01	\$152.01	74.90
Jul 2021	\$190.23	\$151.79	79.80

1 - 15 of 15 items



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## Newsletters

## Scoop

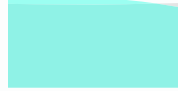
Total Subscribers  
51,767

(55,765)  
-7.17%



Avg Open Rate  
31.28

(30.64)  
+2.09%



Avg CTR  
2.4

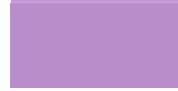
(Previous Quarter: 3.8)  
-58.3%



## Marketplace

Total Subscribers  
18,155

(17,171)  
+5.73%



Avg Open Rate  
40.6

(26.5)  
+53.34%



Avg CTR  
3.9

(Previous Quarter: 4.0)  
-2.48%



## Marketing Report

### Newsletters - Marketing

Month ↓	# Marketing Report Su...	# Marketing Report Op...	# Marketing Report Av...
Sep 2022	1,456	571	39.22
Aug 2022	1,459	550	37.70
Jul 2022	1,455	544	37.39

1 - 3 of 3 items



### Total Subscribers

1456

(Previous Year: 1443)  
+0.8%

### Avg Open Rate

38.1

(Previous Year: 23)  
+65.6%

### Insights

#### Santa Fe Scoop (Consumer)

The 7.1% decrease in Total Subscribers is due to an increased number of bounced emails on The Scoop newsletter sent on September 30. This appears to be a temporary issue relating to the santafe.org domain settings. The newsletter continues to perform well with an average open rate of 31.28%.

#### Santa Fe Marketplace (Consumer)

Total Subscribers for Santa Fe Marketplace increased 5.73% over the last three months, with 984 new subscribers. Open rates also increased when compared to last quarter for the months of July, August, and September with an average open rate of 40%. Average click-through rates remain stable at 3.9%

#### Marketing Report (Industry):

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

#### Key Insights:

- We continue to see high engagement rates with all of our consumer and industry newsletters.
- The number of Consumer subscribers is steadily increasing each month.

#### Action Items:

- Work to resolve the issue with the santafe.org domain setting.

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## Guides and Visitor Information Centers

### Guide Distribution

10,810

(Previous Year: 15,655)  
-30.95%



### Visitor Information Centers

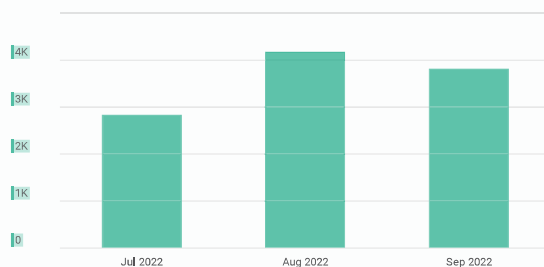
10,689

(Previous Year: 12,132)  
-11.89%



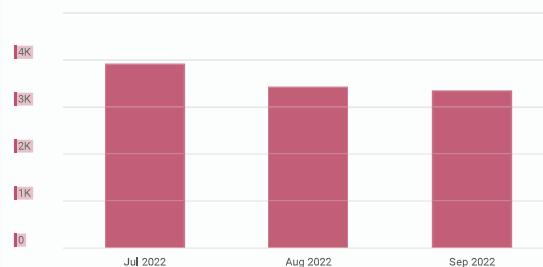
### Guide Distribution by Month

Total Guide Distribution



### Visitor Information Centers by Month

TOTAL Visitors



### Guide Distribution

Month ↓	# Total Guide Distribution
Sep 2022	3,814
Aug 2022	4,168
Jul 2022	2,828

### Visitor Information Centers

Month ↓	# TOTAL Visitors	# Convention...	# Plaza	# Railyard
Sep 2022	3,338	937	1,352	0
Aug 2022	3,435	687	1,368	0
Jul 2022	3,916	603	1,566	0

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## Public Relations

### Pitches

580

(Previous Year: 491)  
▲ 18.13%



### Press Releases

2

(Previous Year: 2)  
▲ 0.00%



### Media Visits

15

(Previous Year: 7)  
▲ 114.29%



### Earned Media

\$1,848,909

(Previous Year: \$2,993,164)  
▼ -38.23%



### Media Impressions

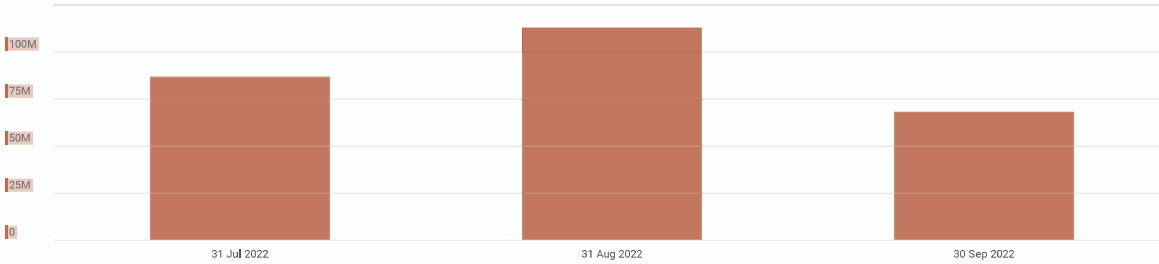
267,715,141

(129,859,658)  
▲ 106.16%



### Public Relations

Media Impressions



### Public Relations

Month ↓	# Pitches	# Press Releases	# Media Visits	# Media Contacts	# Earned Media	# Media Impressions
Sep 2022	203	1	4	217	476,836	68,265,960
Aug 2022	195	0	8	205	800,578	112,917,086
Jul 2022	182	1	3	210	571,495	86,532,095

### Insights

In quarter three of 2022, the public relations team focused on executing group press trips for the Centennial SWAIA Santa Fe Indian Market in August and Santa Fe Wine and Chile in September in addition to customized individual trips. The TSF team partnered with SWAIA and NMTD to host eight journalists for the market weekend. A highlight of their visit was a press reception event where the local team welcomed and networked with press attendees. Hosting these media participants for the Indian Market resulted in a significant amount of media coverage that quickly went live both during the event and within two weeks after, providing a major boost to the Q3 metrics. The continued effort to host media in the destination this quarter has resulted in a year-to-date increase of 143% compared to the previous year.

Top publications featuring the destination this quarter included *Travel+Leisure*, *Vogue*, *WWD*, *Forbes*, *Vine Pair*, *Phoenix Magazine*, and more resulting primarily from press trips to the destination.

In July, the *Travel + Leisure* World's Best Awards 2022 were announced and Santa Fe secured the #3 spot on the "Best Cities in the United States" list. The September issue of *Sunset Magazine* highlighted Santa Fe as a "Standout Southwest Culture Trip" in the 2022 Travel Awards. Additionally, several Santa Fe attractions and events ranked in the top 10 on *USA Today's 10Best Readers' Choice Award* lists.

#### Key Insights:

- The Santa Fe Indian Market group press trip resulted in 12 articles within the month of August alone, with a value of \$654,219 and 98,132,956 impressions of earned media coverage.
- With continued inflation concerns in the US, travelers are looking for more value for their dollar. Journalists will be searching for free or affordable activities to show the value of destinations.

#### Action Items:

- Pitch Santa Fe for "where to go in 2023" opportunities
- Continue to secure press visits with strong media impressions ROI
- Enhance and update FY 2023 PR calendar for remainder of the fiscal year, Jan-June 2023
- Monitor for upcoming awards and accolades voting periods and promote with "get out the vote" tactics

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## Organic Social

### Facebook Page Likes

87,027

(Previous Year: 81,561)  
▲ 6.70%



### Twitter Followers

16,496

(Previous Year: 15,911)  
▲ 3.68%



### Instagram Followers

55,236

(Previous Year: 48,740)  
▲ 13.33%



### Pinterest Impressions

164,990

(Previous Year: 145,550)  
▲ 13.36%



### YouTube Subscribers

854

(Previous Year: 788)  
▲ 8.38%



## Organic Facebook

Month	# Facebook Page Likes ↓	# Facebook Engagement	# Facebook Website Referrals
Sep 2022	87,027	25,375	5,614
Aug 2022	86,498	34,589	8,832
Jul 2022	85,719	36,186	4,998

1 - 3 of 3 items



## Organic Twitter

Month ↓	# Twitter Followers	# Twitter Engagement	# Twitter Impressions	# Twitter Website Referrals
Sep 2022	16,496	489	14,900	168
Aug 2022	16,499	554	15,700	166
Jul 2022	16,449	631	17,000	135

1 - 3 of 3 items



## Organic Instagram

Month ↓	# Instagram Followers
Sep 2022	55,236
Aug 2022	55,122
Jul 2022	54,969

1 - 3 of 3 items



## Organic Pinterest

Month ↓	# Pinterest Impressions	# Pinterest Website Referrals
Sep 2022	37,120	70
Aug 2022	48,390	62
Jul 2022	79,480	55

1 - 3 of 3 items



## Organic YouTube

Month ↓	# YouTube Subscribers	# YouTube Views	# YouTube Website Referrals
Sep 2022	854	203,157	2
Aug 2022	844	60,100	8
Jul 2022	831	51,994	3

1 - 3 of 3 items



## Insights

Facebook followers increased 6.7% Y/Y, with 4872 new followers to the page. Engagement dropped 22.6% Y/Y, primarily as a result of changes in the way engagement was measured. Twitter followers increased 3.7% Y/Y. Instagram continues to be the most rapidly growing channel, seeing an 11.8% increase in followers Y/Y (6,496 new followers). Organic Pinterest impressions are up 13.4% Y/Y. YouTube video views dropped dramatically as paid promotions were scaled back.

### Key Insights:

- Facebook Page Followers have increased 6.7% Y/Y (4872 new followers)
- Facebook Engagement decreased 22.6% Y/Y.
- Instagram followers have grown 11.8% Y/Y (6,496 new followers)
- Twitter followers have increased 3.7% Y/Y
- Twitter impressions are down 67.1% Y/Y
- Twitter engagement is down 51% Y/Y
- 164,990 Organic Pinterest impressions, up 13.4% Y/Y
- YouTube subscribers grew 8.4% Y/Y. Video views were down considerably Y/Y as paid promotions were scaled back

### Action Items:

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

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## Paid Media / Advertising

### Ad Spend

**\$304,126.11**

(Previous Year: \$406,273.17)

-25.14%

### Ad Impressions

**23,201,809**

(Previous Year: 34,096,472)

-31.95%

### CPM

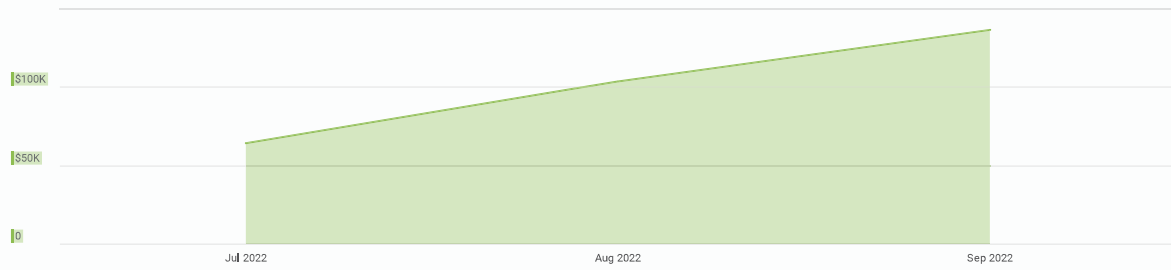
**\$12.90**

(Previous Year: \$12.59)

-2.40%

## Paid Media / Advertising

Ad Spend



## Paid Media / Advertising

Month ↓	# Ad Spend	# Ad Impressions	# CPM
Sep 2022	\$136,463.17	9,980,117	13.67
Aug 2022	\$103,529.56	7,513,435	13.78
Jul 2022	\$64,133.38	5,708,257	11.24

1 - 3 of 3 items



### Insights

Paid media ramped up throughout Q3 to its highest levels to date in September. The media mix consisted of Social, Paid Search, YouTube, Print, Display, CTV/Pre-Roll, Site Direct Display, Custom Content and Influencers. Spend and Impressions were down YoY primarily due to a reduced spend in July at the start of FY23.

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# Campaign Performance

## Digital Campaigns

Impressions

14,745,971

(Previous Year: 6,975,068)  
+ 111.41% (7,770,903)



Spend

\$199,694.63

(Previous Year: \$129,170.58)  
+ 54.60% (\$70,524.05)



### Switch Dimensions

Campaign Creative

### Switch Measurements

Spend Impressions CPM Clicks CTR CPC Conversions Cost / Conversions

### Overview

Data Streams Short	Campaign Name	# Impressions	# Clicks ↓
Facebook	FY23_TSF_FACEBOOK_THINK_VIDEO_BRAND	1,379,796	71,103
Google	FY23_TSF_GOOGLE_DO_SEARCH_SFBRAND	258,815	49,197
Facebook	FY23_TSF_FACEBOOK_DO_CTS_BRAND	1,765,094	22,313
Pinterest	FY23_TSF_PINTEREST_THINK_VIDEO_BRAND	1,025,725	11,694
Bing	FY23_TSF_BING_DO_SEARCH_SFBRAND	203,521	9,388
Google	FY23_TSF_GOOGLE_DO_SEARCH_PILLARS	95,265	8,205
DCM	FY23_TSF	2,056,937	5,789
Google	FY23_TSF_GOOGLE_DO_SEARCH_NMBRAND	77,367	5,386
Facebook	FY23_TSF_FACEBOOK_THINK_PROSP_CTS_AUS...	226,140	5,078
Pinterest	FY23_TSF_PINTEREST_DO_CAROUSEL_BRAND	707,355	4,360
Bing	FY23_TSF_BING_DO_SEARCH_PILLARS	220,536	4,126
Google	FY23_TSF_GOOGLE_DO_SEARCH_COMP	67,783	3,035
Youtube	FY23_TSF_YOUTUBE_SEE_PROSP_BRAND	2,474,598	2,669
Google	FY23_TSF_GOOGLE_DO_DISCOVERY_BRAND	89,381	2,402
Google	FY23_TSF_GOOGLE_DO_REMDISPLAY_BRAND	2,205,571	2,331
Google	FY23_TSF_GOOGLE_DO_SEARCH_GROUPS	26,370	2,287
Bing	FY23_TSF_BING_DO_SEARCH_NMBRAND	77,490	2,210
Google	FY23_TSF_GOOGLE_DO_DISCOVERY_BRAND_2	96,155	1,822
Youtube	FY23_TSF_YOUTUBE_DO_PROSP_TRUEVIEW_BR...	313,441	1,383
Google	FY23_TSF_GOOGLE_DO_PROSP_DISCOVERY_ART	56,244	1,308
Youtube	FY23_TSF_YOUTUBE_DO_NLSUBS_TRUEVIEW_B...	425,536	570
Youtube	FY23_TSF_YOUTUBE_THINK_RTG_BRAND	622,225	569
Google	FY23_TSF_GOOGLE_DO_KWRD_SEARCH_ART	4,365	355
Youtube	FY23_TSF_YOUTUBE_SEE_PROSP_TRUEVIEW_ART	268,008	119
Bing	FY23_TSF_BING_DO_KWRD_SEARCH_ART	2,253	94

### Google

Campaign Name ↑	# Impressions	# Clicks	# CPC
FY23_TSF_GOOGLE_DO_DISCOVERY_B RAND	89,381	2,402	\$1.65
FY23_TSF_GOOGLE_DO_DISCOVERY_BRA ND_2	96,155	1,822	\$1.74
FY23_TSF_GOOGLE_DO_PROSP_DISCOVE RY_ART	56,244	1,308	\$1.03
FY23_TSF_GOOGLE_DO_REMDISPLAY_ BRAND	2,205,571	2,331	\$1.54
<b>Total</b>	<b>2,447,351</b>	<b>7,863</b>	<b>\$1.55</b>

1 - 4 of 4 items

### Youtube

Campaign Name	# Impressions	# CPC	# Spend ↓
FY23_TSF_YOUTUBE_SEE_P ROSP_BRAND	2,474,598	\$6.72	\$17,933.93
FY23_TSF_YOUTUBE_THINK _RTG_BRAND	622,225	\$7.88	\$4,483.88
FY23_TSF_YOUTUBE_DO_NL SUBS_TRUEVIEW_BRAND	425,536	\$5.25	\$2,990.76
<b>Total</b>	<b>4,103,808</b>	<b>\$5.78</b>	<b>\$30,704.59</b>

1 - 5 of 5 items

### Facebook

Campaign Name ↑	# Impressions	# Clicks	# CPC	# Spend
FY23_TSF_FACEBOOK _DO_CTS_BRAND	1,765,094	22,313	\$0.86	\$19,190.91
FY23_TSF_FACEBOOK _THINK_PROSP_CTS_ AUSTIN	226,140	5,078	\$0.57	\$2,906.26
FY23_TSF_FACEBOOK _THINK_VIDEO_BR AND	1,379,796	71,103	\$0.36	\$25,439.71
<b>Total</b>	<b>3,371,030</b>	<b>98,494</b>	<b>\$0.48</b>	<b>\$47,536.88</b>

1 - 3 of 3 items

### Pinterest

Campaign Name	# Impressions ↓	# Media Cost	# CPC
FY23_TSF_PINTEREST_THIN K_VIDEO_BRAND	1,025,725	\$10,466.99	\$0.90
FY23_TSF_PINTEREST_DO_C AROUSEL_BRAND	707,355	\$10,477.76	\$2.40
<b>Total</b>	<b>1,733,080</b>	<b>\$20,944.75</b>	<b>\$1.30</b>

1 - 2 of 2 items

### SEM

Platform ↓	Campaign Name	# Clicks	# Impressions	# Media
Google	FY23_TSF_GOOGLE_DO_SEARCH_SFBRAND	49,197	258,815	\$15.79
Google	FY23_TSF_GOOGLE_DO_SEARCH_PILLARS	8,205	95,265	\$4.72
Google	FY23_TSF_GOOGLE_DO_SEARCH_NMBRAND	5,386	77,367	\$6.19
Google	FY23_TSF_GOOGLE_DO_SEARCH_COMP	3,035	67,783	\$4.65
Google	FY23_TSF_GOOGLE_DO_SEARCH_GROUPS	2,287	26,370	\$4.32
Google	FY23_TSF_GOOGLE_DO_KWRD_SEARCH_ART	355	4,365	\$1.24
Bing	FY23_TSF_BING_DO_SEARCH_PILLARS	4,126	220,536	\$2.93
Bing	FY23_TSF_BING_DO_SEARCH_SFBRAND	9,388	203,521	\$4.32
Bing	FY23_TSF_BING_DO_SEARCH_NMBRAND	2,210	77,490	\$1.76
Bing	FY23_TSF_BING_DO_KWRD_SEARCH_ART	94	2,253	\$18
<b>Total</b>		<b>84,283</b>	<b>1,033,765</b>	<b>\$46.14</b>

1 - 10 of 10 items

### Top 20 Creative Images by Impressions

Platform	Image	Name	#
Facebook		Brand :30	
Pinterest	-	Conversions...	
Facebook		City Backpack	
Facebook		Shopping Ri...	
Pinterest	-	Brand :30	
Pinterest	-	Food :15	
Facebook		History Stairs	
Facebook		Outdoors :15	
Facebook		Food :15	
Facebook		Art Gallery	
Pinterest	-	Outdoors :15	
Facebook		AUSTIN_L10...	
Facebook		AUSTIN_L10...	
Facebook		AUSTIN_L10...	
Facebook		Outdoors Hat	
Facebook		Cuisine Roof...	
<b>Total</b>			

1 - 16 of 16 items

### Meetings and Groups

Platform	Campaign Name	Media Buy Name	# Clicks	# Impressio...	# Media Cost ↓	# CPC
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_728X90	329	15,577	\$3,553.20	\$10.80
Google	FY23_TSF_GOOGLE_DO_SEARC...	Meetings - Broad Match	1,373	18,059	\$2,681.14	\$1.95
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_320X50	119	14,922	\$1,285.20	\$10.80
Google	FY23_TSF_GOOGLE_DO_SEARC...	Conferences - Broad Match	590	5,746	\$1,165.05	\$1.97
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_300X250	92	7,887	\$993.60	\$10.80
Google	FY23_TSF_GOOGLE_DO_SEARC...	Banquet Halls - Broad Match	324	2,565	\$473.93	\$1.46
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_300X600	28	3,615	\$302.40	\$10.80
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_160X600	15	7,249	\$162.00	\$10.80
<b>Total</b>			<b>2,870</b>	<b>75,620</b>	<b>\$10,616.52</b>	<b>\$3.70</b>

1 - 8 of 8 items

### Insights

- CVENT Remarketing Display and Competitive Ads launched in August and aided in strong YoY performance in the CVENT platform.

- o Total CVB RFPs: 75 (+53%)
- o Room Nights: 21,477 (+74%)
- o Unique Planning Organizations: 39 (+160%)

- **The Groups Google Search Campaign responded extremely well to the increased investment this year along with the budget reallocated from LinkedIn. A 371% increase in budget translated to a 610% increase in conversions.**
  - o An influx of conversions coming from highly efficient broad keywords pertaining to venues and convention centers located in Santa Fe drove the CPA down by 33%, allowing the campaign to make the most of the increased budget. This in alignment with trends of business travel increasing as well and more people attending events as mentioned in the paid search section above.
- **The Google Display Network campaign saw a 44% decrease in conversions YoY despite having relatively the same budget.**
  - o One of the main reasons for this is that we are not utilizing responsive display ads. These ad units combine the display banners with a few different headlines and descriptions to make dynamic ads that Google can use to drive conversions more efficiently. It is recommended that we use the same assets being utilized for Discovery to create these units or develop new assets to take advantage of this ad type.
- **The Discovery campaign experienced a 151% increase in CPM YoY, which combined with a 16% smaller investment resulted in a 25% decrease in conversions.**
  - o To combat the rising CPM, we will add in some additional audience segments to our travel prospecting audience to further broaden the total sample size of users to drive down total audiences CPM costs
  - o Swapping out Discovery carousel ads for standard discovery ads has already shown great promise in improving the campaign's performance. Standard units had a 36% lower cost per conversion than the carousel ads.
- **Launching in September, the Austin Mural Google Performance Max campaign drove 1,233,238 impressions and 4,816 visits to the Weird Meet Different page.**
  - o 69% of the users that interacted with the ads ended up on the site, which is impressive considering that PMAx campaigns distribute ads across all of Google's properties including higher funnel ones like YouTube.
  - o We will continue to make adjustments to audience signals to drive higher quality site engagement among the users converting from this campaign until the end of October when the campaign ends.
  - o The Santa Fe Marketplace saw YoY growth and some of this growth may be coming from the focus on arts campaigns in FY23 along with the Austin Mural Campaign
- **Trueview prospecting and retargeting campaigns had a stand out performance across the board thanks to the addition of :06 ads. These two campaigns pushed a 32% increase in clicks with only a 6% increase in spend YoY.**
  - o Besides the expected increases in reported views and view rate due to the shorter content, these shorter form ads drove more engagement. With a 13% higher investment, there was a 30% increase in clicks
  - o A similar story can be told for the remarketing campaign, which not only saw a 45% increase in clicks with 15% less spend, but also produced 16 conversions where there were none in 2021.
- **Trueview for conversions has not quite performed as expected, as the CPA in Q3 averaged around \$240.**
  - o Expanding our retargeting and prospecting audiences by adding in site visitors and additional affinity/in-market segments will help the campaigns find users who are more likely to convert.
  - o According to a Talk Shoppe survey, in the US, 89% agree that "YouTube creators give me the best information about products/brands." Consider including influential creators in future videos.
- **In its first month, the Austin Mural Facebook campaign served 226,140 impressions and drove 1,600 landing page views at \$1.82 per LPV.**
  - o The campaign had a .71% LPV rate, which is slightly lower than what we would like to see. To help bring this up, the in-person image of the mural was paused in favor of the time lapse video which is producing the best results.
  - o The time lapse video had a 1% LPV rate, which is where we'd like to see the campaign performing as a whole. This video also had a 43% view rate.
- **The Facebook video campaign became more efficient YoY demonstrated by a 12% increase in LPV rate and a 12% lower cost per LPV. This campaign had a view rate of 31%**
  - o The email subscriber lookalike audience saw excellent growth YoY which was a driving factor in the performance of this campaign. Much of the spend shifted to this audience away from the converter lookalike audience resulting in a 2300% increase in landing page views. The LPV rate among this audience increased by 37% while cost per LPV fell by 9%.
- **The Facebook Click-to-Site campaign underwent sizable growth in terms of its ability to drive conversions compared to 2021. Utilizing nearly the same budget, this campaign produced a 50% increase in conversions YoY**
  - o This comes as a result of both moving away from less opportune geographic markets as well as increased performance among the email subscriber lookalike audience, which produced half of the overall conversions where it was nearly dormant the previous year.
  - o "City Backpack" was the best performing creative which was also the case in 2021.
- **The Pinterest Video campaign became far more efficient in driving clicks with a 50% lower CPC.**
  - o The new video creative, particularly the videos featuring food were to thank for this increased engagement. The click through rate increased by 70% YoY, mostly due to the high performance of the :15 food video. There seems to be a correlation of pinterest users that respond well to food creative video due to the large amount of content for food recipes on the platforms.
- **The Pinterest Carousel campaign experienced a 33% increase in CPM YoY which dampened the effects of the additional budget.**
  - o The change in CPM is likely due to the change in geographical targeting that took place. However, the campaign was still able to maintain a 1% conversion rate due to the consistent performance of the Pin Engagers and remarketing audiences. The audience built on keywords did not perform as well as it did in 2021, bringing the conversion rate down slightly. We will continue to optimize these keyword lists to bring the performance back up and combat rising costs.
- **The Brand Google Search Campaigns churned out excellent results in Q3, producing a 48% increase in conversions and 28% lower cost per conversion YoY.**
  - o Inflation, coupled with pent-up post-pandemic demand, has resulted in consumers looking for more economical ways to indulge themselves. The end of summer, let to increased discretionary shopping related to travel and entertainment as evidence of a seasonal "grace period" to celebrate the "end of the pandemic." Interest in Santa Fe events seems to have made a healthy comeback in 2022. Not only did event related keywords drive more traffic to the site, but they brought high quality users that ultimately generated an 83% increase in conversions and a 29% lower CPA. "things to do" and general Santa Fe branded terms also continued the pattern of growth seen in Q3 contributing to the overall increase in performance of the campaign.
  - o Google phased out expanded search ads at the end of June and in response, we paused all expanded ads in favor of new responsive search ads which should lead to improved performance.
  - o Exponential YoY Global Increase In Google Searches Via Google Partner Search Insights Reports: Budget hotels and hostels near me +300%, National museum +200%, showtimes near me +100%, Last minute flights 90%+ (skycanner being a top branded keyword search), Day trips, kids eat free, and free parking 70%+, and Free wifi +30%. VJ will add some of the top trending keywords where relevant to current enabled campaigns.
  - o Brand pillar specific search ads have been directed towards more specific pages that correlate with searches to drive more engaged traffic on the site.
- **Bing search also performed extremely well in Q3 indicated by a 101% increase in conversions and a 31% lower CPA.**
  - o Similar trends of increased interest around things to do, Santa Fe branded terms, and event keywords occurred on Bing, but this platform also saw excellent growth when it came to New Mexico branded search terms. Users searching these terms converted at a 60% higher rate YoY, showing that the campaigns are capitalizing on users considering vacationing in New Mexico but have not quite settled on a destination. The NM branded campaign saw a 262% increase in conversions YoY.
  - o Following Google's lead, Microsoft will also be getting rid of expanded text ads in early 2023. To get ahead of the curve, we gave the Bing campaigns a similar treatment of pausing text ads in favor of new responsive ads in order to improve performance again.

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## Media Campaigns

Impressions

7,990,514

(Previous Quarter: 0)  
▲ 100.00% (7,990,514)

Spend

\$102,821.10

(Previous Quarter: \$0.00)  
▲ 100.00%

### Tradedesk

Campaign Name ↓	# Impressions	# Spend
FY23_TSF_TRADE_DESK_SEE_PROSP_VIDEO_BRAND	1,135,868	\$33,999.96
FY23_TSF_TRADE_DESK_SEE_PROSP_DISPLAY_BRAND	4,641,659	\$7,666.67
FY23_TSF_TRADE_DESK_SEE_PROSP_DISPLAY_AUSTIN	120,482	\$491.79
FY23_TSF_TRADE_DESK_SEE_PROSP_DISPLAY_ART	847,343	\$1,665.68
<b>Total</b>	<b>6,745,352</b>	<b>\$43,824.10</b>

## Additional Media

Campaign Name ↓	Strategy Name	Media Buy Name	# Impressions	# Clicks	# Spend
FY23	Texas Monthly	FP4CB	280,000	0	\$11,548.00
FY23	Phoenix Magazine (Co-Op)	FP4C	170,000	0	\$0.00
FY23	Phoenix Magazine	FP4C	170,000	0	\$5,650.00
FY23	Galerie	Full-Page + Advertorial	125,000	0	\$13,000.00
FY23	New Mexico Magazine	FP4C	120,000	0	\$7,174.00
FY23	ARTNews	Newsletter Sponsorship	81,049	92	\$2,000.00
FY23	Art News	Newsletter Sponsorship	74,072	99	\$2,000.00
FY23	5280 Magazine	FP4CB	70,000	0	\$8,275.00
FY23	Galerie	Dedicated E-Blast	59,751	2,314	\$4,000.00
FY23	Galerie	Newsletter Sponsorship	30,000	3,160	\$1,500.00
FY23	New Mexico Magazine	Social Post	24,353	276	\$850.00
FY23	Austin Monthly	FP4CB ADDED VALUE	20,500	0	\$0.00
FY23	5280 Magazine	Dedicated E-Blast	11,785	267	\$1,500.00
FY23	Phoenix Magazine	Dedicated E-Blast	6,961	173	\$1,500.00
FY23	Galerie	Social Post	1,691	62	\$0.00
<b>Total</b>			<b>1,245,162</b>	<b>6,443</b>	<b>\$58,997.00</b>

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## Insights

There were several notable highlights this quarter with strategic partnerships and tactics exceeding benchmarks.

- **Expedia Performance Display** launched in August with the goal of driving hotel bookings in Santa Fe. The campaign to date has generated excellent results with a total of \$521k in gross bookings and an overall campaign ROAS of 68.2. Additionally, the bookings attributed to Expedia media have been strong with an average ADR of \$237
- **The Trade Desk Prospecting Display** continues to be an efficient awareness driver with an excellent overall CPM of \$1.75. The campaign also efficiently reached over 1.8 million users in Q3 with a healthy average frequency of 3x in the quarter.
- A supplemental influencer effort with **Travel Mindset** launched in September in an effort to drive awareness of the Austin Mural. Overall, the campaign performed well with above average engagement in both likes and comments.
- **Teads 3D Cube** units launched in August and have generated excellent engagement to date with a CTR 55% over benchmark.
- **Travelzoo Custom Content** launched in September and generated strong results in the final month of Q3. In September, the article exceeded the total campaign reach goal of 1.5 million users by 34% while also exceeding engagement benchmarks.
  - Scroll Rate: 75% (50% over benchmark)
  - Outbound CTR: 11% (10% over benchmark)
  - Time on Site: 4:43 (92% over benchmark)

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## Website Analytics

## Visits

466,701

(Previous Year: 462,206)

+0.97%

## New Visits

346,842

(Previous Year: 350,185)

-0.95%

## Avg Time on Page

00:3:16

(Previous Year: 00:05:15)

-22.31%

## Avg Pages per Session

3.4

(Previous Year: 4.1)

-15.37%

## Avg Conversion Rate

18.3

(Previous Year: 14.6)

+25.58%

## Analytics by Month

Month ↓	Average Time on Site	# Total Visits	# New Visits	# Pages Per Session	# Conversion Rate
Sep 2022	2:08	153,705	118,717	2.03	18.77
Aug 2022	3:51	153,371	112,779	3.85	16.38
Jul 2022	3:30	159,625	115,346	4.42	19.69
<b>Total</b>		<b>466,701</b>	<b>346,842</b>	<b>10.30</b>	<b>54.84</b>

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## Insights

- **Overall site performance has made impressive strides YoY, with both goal completions and goal conversion rate increasing by 25% with nearly the same amount of sessions as 2021.**
  - A 39% lower bounce rate and a 28% increase in pages per session show that users were far more engaged on site compared to the previous year.
  - Paid search in particular was an extremely valuable channel in Q3. This channel produced 52% more goal completions and a 17% higher conversion rate. This is impressive considering spend on Google search was actually lower compared to 2021.
  - The things to do page was a source of much of the growth in terms of the increase in goal completions. This page alone underwent a 350% increase in goal completions YoY. Google search trends show consumers' willingness to buy and spend, but many are looking for deals on things like food, items, and experiences. Consumers are even venturing back to their pre-pandemic lifestyle behaviors, including spending on out-of-home activities and events, but they're also doubling down on things that are available for free as per the Google Parnter Insights Reports from Q3.
- **Meetings RFP submissions doubled YoY thanks to increases in conversions coming from both organic and paid search.**
  - Paid search in particular had a 316% increase in goal completions thanks to the increased investment in that tactic.
  - Meetings outbound clicks also increased by 134% thanks to a massive increase of 396% coming from paid search. This insight is in-line with the momentum of business travel increasing again. Many business professional are now returned to the office and many are also returning to the road for business travel. Globally, business travel demand in Q3 was up more than 40% quarter-over-quarter, according to [Expedia](#).

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## Blog Analytics

### Blog Pageviews

180,597

(Previous Year: 68,941)

+161.96%



### Referrals to Website

13.60

(Previous Year: 17.90)

-24.02%



### Avg Time on Page

00:2:34

(Previous Year: 00:02:52)

-11.69%



### Analytics by Month

Month ↓	Blog Time on Page	# Blog Pageviews	# Blog Referrals to Website
Sep 2022	3:24:00	42,753	17.20
Aug 2022	2:01:00	57,696	13.60
Jul 2022	1:01:00	80,148	10.00

1 - 3 of 3 items



### Insights

Blog traffic has increased 161.98% Y/Y. Time on site decreased 11.7% Y/Y. The welcome-back was the most visited page for the quarter.

- Site metrics from blog pages also had impressive performance increases YoY. Users bounced from these pages at a 38% lower rate and converted at a 44% higher rate.
- The Welcome Back/25 Things To Do in Santa Fe blog post was particularly strong, driving 206 conversions at a rate that was 283% higher YoY.

#### 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 in past quarters.
- The blog made up 39.7% of the total site traffic
- Referral ratio of 13.6%, down 24.0% from Q3 of 2021.

#### Action Items

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

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## Visit Santa Fe App

### Visit SF App Downloads

15,340

## Santa Fe Marketplace

### Marketplace Total Sal...

27,869

### Marketplace Busines...

94

## Santa Fe Margarita Trail

### Marg Trail App Downl...

14,854

### Paper Passports Sold

15,340

### Earned Media

10,663,395