



AGENDA

REGULAR MEETING OF
OCCUPANCY TAX ADVISORY
BOARD
MARCH 24, 2023
10:00 AM
COUNCIL CHAMBERS, CITY
HALL
200 LINCOLN AVENUE

PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

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

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

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. Minutes – January 27, 2023
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)

6. **ACTION ITEMS**

- a. Use of OTAB Balance Funding

7. **MATTERS FROM STAFF**

- a. TSF Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
- b. TSF Marketing Report (Jordan Guenther, TSF 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, April 28, 2023**

11. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 27, 2023

1. **CALL TO ORDER**

2. **ROLL CALL**

Members Present:

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

Members Excused:

Member Ray Sandoval

Others Attending:

Randy Randall, Tourism Director
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: Member Bennett, Member Arnhold

Against: None

Abstain: Chair Blyth, Member Medina

4. **APPROVAL OF MINUTES**

a. Minutes – December 9, 2022

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



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 27, 2023

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

For: Member Bennett, Member Arnhold

Against: None

Abstain: Chair Blyth, Member Medina

5. PRESENTATION

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7. MATTERS FROM THE BOARD

8. MATTERS FROM THE PUBLIC

9. NEXT MEETING: February 24 2023

10. ADJOURN



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 27, 2023

Shirley Spencer

Liaison

Chair

	RMLR		
Drury Plaza	182		182
El Sendero Inn	83		83
Eldorado Hotel & Spa	219	219	219
Fort Marcy Hotel Suites	55		
Guadalupe Inn	12		
Hilton Santa Fe	158	158	158
Hotel Chimayo	56	56	56
Hotel Santa Fe	161	161	160
Hotel St. Francis	81	80	80
Inn and Spa & Loretto	136	136	136
Inn at Vanessie	21	21	
Inn of the Five Graces	24		
Inn of the Governors	100	90	90
Inn on the Alameda	70	72	72
Inn of the Turquoise Bear	9	9	
Las Palomas	50	50	
La Fonda on the Plaza	180	180	180
La Posada de Santa Fe	157	157	157
Old Santa Fe Inn	58	58	58
Rosewood Inn of the Anasazi	57	58	58
Santa Fe Motel and Inn	24		
	1893	1505	1689
		79.5%	89.2%
Baymont By Windham	50	44	51
Best Western Plus	95	95	95
Comfort Inn Santa Fe	83		83
Cottonwood Court Motel	14		
Courtyard by Marriott	209	209	209
Coyote South	89		89
Days Inn Santa Fe	83		83
Double Tree by Hilton Santa Fe	130		130
EconoLodge Inn & Suites	50		48
El Rey Court	86	86	86
Fairfield Inn & Suites	81	81	81
GreenTree Inn	85		118
Holiday Inn & Suites Santa Fe	60		60
Hyatt Place Santa Fe	92	92	92
Inn at Santa Fe	98	98	98
King's Rest Court	19		
La kQuinta Inn Santa Fe	131		131
Lamplighter Inn	70		
Motel 6 - 3007 Cerrillos Rd	104		104
Motel 6 - 3470 Cerrillos Rd	96	76	
Motel 6 - 646 Cerrillos Rd	46	48	48

Pecos Trail Inn	23		
Quality Inn	96	98	
Ramada by Wyndham	76	76	73
Residence inn Santa Fe	120	120	
The Sage Hotel	145	145	145
Silver Saddle Motel	27	27	
Western Scene Motel	30		
	2288	1295	1824
		56.6%	79.7%

Bishop's Lodge	100		100
Cities of Gold Casino Hotel	124	124	
Four Seasons Resort	65		
Hacienda del Cerezo	10		
Hilton SF Buffalo Thunder	393	393	
Homewood Suites SF	81	81	
Ojo Santa Fe Spa Resort	52		
Residence inn Santa Fe	120		120
Ten Thousand Waves	14	16	
The Lodge at Santa Fe	125	128	128
	1084	742	348
		68.5%	32.1%

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR			
	Februray	RMLR	STR	RMLR	STR	RMLR		STR	
OCCUPANCY									
City Wide	60.1%	59.8%		49.2%	49.8%		10.9%	10.0%	20.1%
Downtown	64.2%	64.2%		50.5%	47.9%		13.7%	16.3%	34.0%
Cerrillos Road	60.7%	55.0%		49.3%	50.5%		11.4%	4.5%	8.9%
Periphery	50.9%			47.4%			3.5%		
County		58.1%			50.3%			7.8%	
AVERAGE RATE									
City Wide	\$153.34	\$140.48		\$158.73	\$135.45		-5.39	5.03	3.7%
Downtown	\$197.99	\$186.23		\$222.63	\$205.33		-24.64	-19.10	-9.3%
Cerrillos Road	\$102.04	\$87.67		\$89.07	\$77.42		12.97	10.25	13.2%
Periphery	\$140.28			\$154.95			-14.67	0.00	
County		\$148.08			\$141.93			6.15	
REVPAR									
City Wide	\$92.19	\$83.59		\$78.14	\$67.44		14.05	16.15	23.9%
Downtown	\$127.21	\$119.48		\$111.67	\$98.41		15.54	21.07	21.4%
Cerrillos Road	\$61.96	\$48.19		\$43.91	\$39.12		18.05	9.07	23.2%
Periphery	\$71.36			\$73.40			-2.04		
County		\$86.08			\$71.41			14.67	
LODGER'S TAX - December									
Hotels		\$932,593			\$896,218			\$36,375	
Short Term Rentals		\$293,637			\$287,688			\$5,949	
Total		\$1,226,230			\$1,183,906			\$42,324	3.6%

YEAR TO DATE					VAR	VAR			
	February				RMLR	STR			
OCCUPANCY									
City Wide	55.2%	55.5%		43.4%	44.5%		11.8%	11.0%	24.7%
Downtown	60.3%	60.1%		41.7%	42.3%		18.6%	17.8%	42.1%
Cerrillos Road	54.8%	50.9%		45.9%	45.0%		8.9%	5.9%	13.1%
Periphery	45.6%			42.2%			3.4%		
County		54.0%			44.6%			9.4%	
AVERAGE RATE									
City Wide	\$150.12	\$137.10		\$149.07	\$128.33		\$1.05	\$8.77	6.8%
Downtown	\$189.38	\$179.76		\$213.35	\$192.10		-\$23.97	-\$12.34	-6.4%
Cerrillos Road	\$101.90	\$87.05		\$82.46	\$74.77		\$19.44	\$12.28	16.4%
Periphery	\$140.60			\$154.32			-\$13.72		
County		\$145.64			\$137.92			\$7.72	
REVPAR									
City Wide	\$82.82	\$76.11		\$64.66	\$57.11		\$18.16	\$19.00	33.3%
Downtown	\$114.14	\$107.97		\$88.91	\$81.18		\$25.23	\$26.79	33.0%
Cerrillos Road	\$55.82	\$44.33		\$37.86	\$33.63		\$17.96	\$10.70	31.8%
Periphery	\$64.11			\$65.16			-\$1.05		
County		\$78.63			\$61.46			\$17.17	
Tax FY through December - 6 months									
Hotels		\$7,921,114			\$6,910,387			\$1,010,727	
Short Term Rentals		\$2,064,180			\$1,888,527			\$175,653	
Total		\$9,985,294			\$8,798,914			\$1,186,380	13.5%

TOURISM SANTA FE

February 2023 OTAB Report Sales Report March 24, 2023

February 2023 Leads:

- 30 total leads requiring sleeping rooms
- 8,612 total room nights sent via leads

February 2023 Confirmed Bookings:

- 5 Definite Bookings
- 3,780 Definite Room Nights
- 12 Definite SFCCC space only events

February 2022 Leads:

- 19 total leads requiring sleeping rooms
- 4,764 room nights sent via leads

February 2022 Confirmed Bookings:

- 1 Definite Bookings
 - 100 Definite Room Nights
-

2023 YTD Leads:

- 41 total leads requiring sleeping rooms
- 16,115 total room nights sent via leads

2023 YTD Definite:

- 15 Definite Booking
- 7,900 Definite Room Nights
- 29 Definite SFCCC space only events

2022 YTD Leads:

- 32 total leads requiring sleeping rooms
- 12,569 total room nights sent via leads

2022 YTD Definite:

- 7 Definite Booking
- 1,145 Definite Room Nights

Booking Pace Report

As of: 3/17/2023

Event Type: All

Source: All

Contracted Rooms

Calendar Year

	Actual 2007	Actual 2008	Actual 2009	Actual 2010	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017	Actual 2018	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Definite 2023	Tentative 2023	Definite 2024	Tentative 2024	Definite 2025	Tentative 2025	Definite 2026	Tentative 2026	Definite 2027	Tentative 2027	
January	0	0	0	509	740	740	225	2,891	535	4,649	1,570	2,435	1,380	2,753	4,529	3,342	53	2,931	0	0	0	0	0	0	0	0	0	0
February	0	0	0	750	960	960	200	1,998	3,045	1,702	3,117	4,397	3,762	3,133	925	1,944	647	0	0	0	0	0	0	0	0	0	0	0
March	0	0	67	173	1,160	425	603	2,210	804	348	5,041	972	1,914	1,659	1,212	20	1,557	0	1,445	0	0	0	0	0	0	0	0	0
April	0	0	190	1,063	284	920	1,440	2,684	2,558	964	3,944	3,776	2,562	882	2,090	473	225	1,976	0	0	0	0	0	0	0	0	0	0
May	0	0	950	1,065	2,225	2,601	1,290	2,864	1,825	3,366	2,886	2,872	3,910	2,577	1,417	1,775	791	100	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	900	893	185	0	0	0	0	0	0	0	0	0
July	0	0	57	828	3,907	805	2,807	2,623	2,122	4,708	10,729	5,434	3,515	2,429	1,450	574	102	2,700	0	2,700	0	1,888	429	0	0	0	0	0
August	0	0	1,755	75	416	985	875	1,633	800	1,615	2,649	4,655	2,562	1,426	760	1,078	70	0	0	0	0	0	0	0	0	0	0	0
September	0	0	0	718	695	576	1,486	1,330	2,436	2,444	2,794	3,576	4,447	2,427	285	285	945	121	0	0	0	0	0	0	0	0	0	0
October	0	0	2,201	1,208	3,885	3,899	4,503	2,006	3,675	4,639	2,281	2,566	2,177	3,748	1,319	5,047	236	0	0	0	1,020	0	0	0	0	0	0	0
November	0	32	148	3,954	945	1,471	480	3,486	2,682	4,728	2,093	5,342	853	675	4,314	1,781	260	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	552	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	50	5,388	16,807	19,004	15,375	19,355	23,113	26,826	35,984	35,990	43,082	32,468	27,508	16,492	19,433	8,912	1,339	6,306	0	1,888	1,449	0	0	0	0	0	0
LAST YEAR	0	0	50	5,318	11,439	2,197	3,629	3,980	3,758	3,713	9,158	6	7,062	10,614	4,980	11,016	2,841	10,521	1,339	2,606	1,339	6,306	1,449	1,888	1,449	0	0	0
Change	0	0	0	60	1,565	17,807	15,848	19,355	23,113	26,826	35,984	35,984	43,082	32,468	27,508	16,492	19,433	8,912	1,339	6,306	1,449	0	0	0	0	0	0	0



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

65.7

(Previous Year: 64.0)
▲ 2.60%



Avg Daily Rate

\$196.81

(Previous Year: \$183.19)
▲ 7.43%



Avg Rev Par

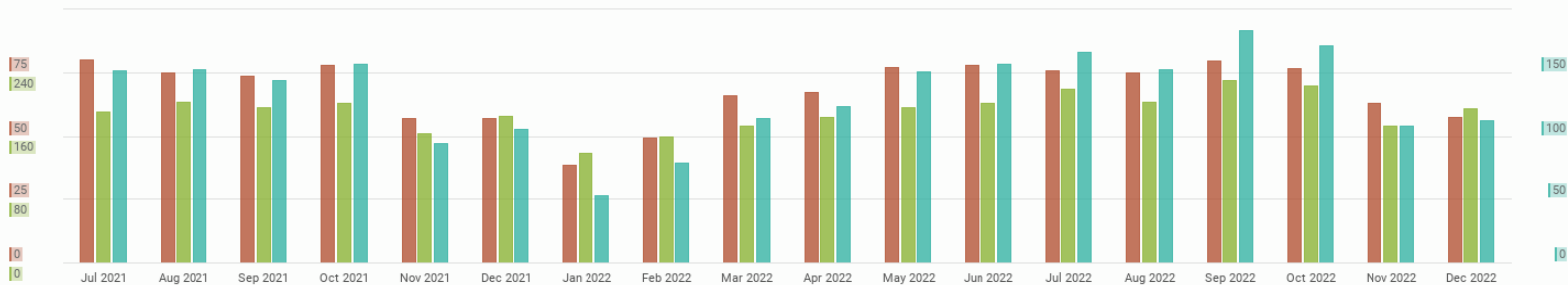
\$130.57

(Previous Year: \$118.57)
▲ 10.12%



Occupancy by Month

Occupancy Rate Average Daily Rate REV PAR



Occupancy

Month ↓	# Average Daily Rate	# REV PAR	# Occupancy Rate [TSF Marketing Metrics Central Database]
Dec 2022	\$195.13	\$112.06	57.40
Nov 2022	\$172.28	\$108.41	62.90
Oct 2022	\$223.02	\$171.25	76.80
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

Newsletters

Scoop

Total Subscribers

57,877

(Previous Quarter: 51,767)

▲ 11.80%

Avg Open Rate

31.34

(Previous Quarter: 31.28)

▲ 0.18%

Avg CTR

2.2 %

(Previous Quarter: 2.4 %)

▼ -8.33% (-0.2 %)

Total Subscribers

18,323

(Previous Quarter: 18,155)

▲ 0.93%

Avg Open Rate

34.2

(Previous Quarter: 40.6)

▼ -15.89%

Avg CTR

3.2

(Previous Quarter: 3.9)

▼ -19.49%

Marketing Report

Newsletters - Marketing

Month ↓	# Marketing Report Sub...	# Marketing Report Opened	# Marketing Report Avg Open Rate
Dec 2022	1,506	551	36.59
Nov 2022	1,513	551	36.42
Oct 2022	1,514	566	37.38

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Total Subscribers

1,506

(Previous Quarter: 1,456)

▲ 3.43% (50)

Avg Open Rate

36.8

(Previous Quarter: 38.1)

▼ -3.42% (-1.3)

Insights

Santa Fe Scoop (Consumer)

The issue from last quarter relating to an increased number of bounced e-mails continued in October but was resolved in November and December. As a result, the reported percentage increase for *Total Subscribers* is slightly skewed when compared to Q3. However, we do continue to see an increase in subscribers with approximately 1,000 new subscribers since the end of last quarter. The newsletter continues to perform well with an average open rate of 31.3% in Q4.

Santa Fe Marketplace (Consumer)

Total Subscribers for Santa Fe Marketplace increased slightly over the last three months, with 168 new subscribers. October and November open rates were 38.8% and 35.6%, respectively, and on par with previous months. December's newsletter had a lower-than-average open rate of 28.1%. Consequently, average open rates decreased 15.9% compared to last quarter.

Marketing Report (Industry):

Overall engagement with the Marketing Report remains strong, with an average open rate of 36.8%.

Key Insights:

- The number of Consumer subscribers continues to increase each month with the most interest in Santa Fe Scoop, our monthly newsletter highlighting current happenings, must-see events, accolades, blog content, and deals & specials.
- We continue to see high engagement rates with consumer and industry newsletters.

Action Items:

- Closely monitor open rates and engagement for Santa Fe Marketplace
- Continue to monitor bounce rates for Santa Fe Scoop
- Introduce paid advertising opportunities for partners in Santa Fe Scoop

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Guides and Visitor Information Centers

Guide Distribution

4,270

(Previous Year: 6,103)

▼ -30.03%



Visitor Information Centers

5,488

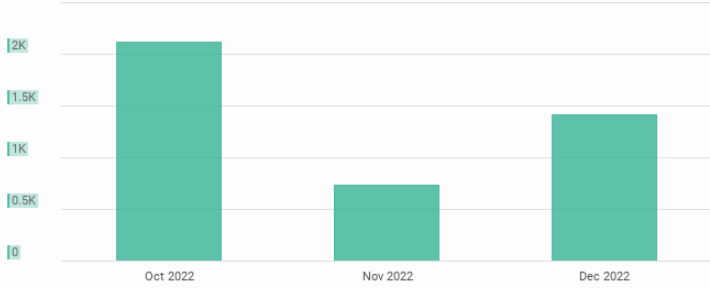
(Previous Year: 7,313)

▼ -24.96%



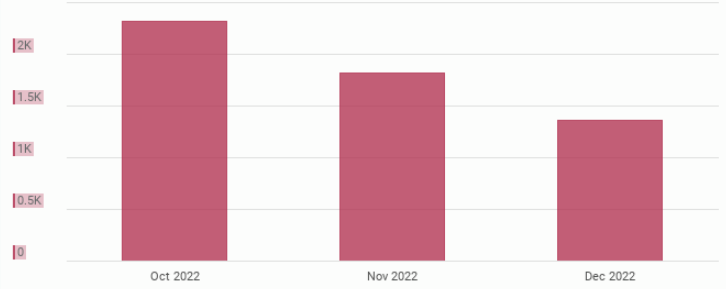
Guide Distribution by Month

Total Guide Distribution



Visitor Information Centers by Month

TOTAL Visitors



Guide Distribution

Month ↓

Total Guide Distribution

Dec 2022	1,417
Nov 2022	735
Oct 2022	2,118

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Visitor Information Centers

Month ↓

TOTAL Visitors

Convention...

Plaza

Railyard

Dec 2022	1,357	413	749	0
Nov 2022	1,817	735	824	0
Oct 2022	2,314	1,166	1,534	0

1 - 3 of 3 items



Public Relations

Pitches

275

(Previous Year: 262)
+ 4.96%

Press Releases

2

(Previous Year: 1)
+ 100.00%

Media Visits

6

(Previous Year: 6)
+ 0.00%

Earned Media

\$1,678,060

(Previous Year: \$4,553,169)
- 63.15%

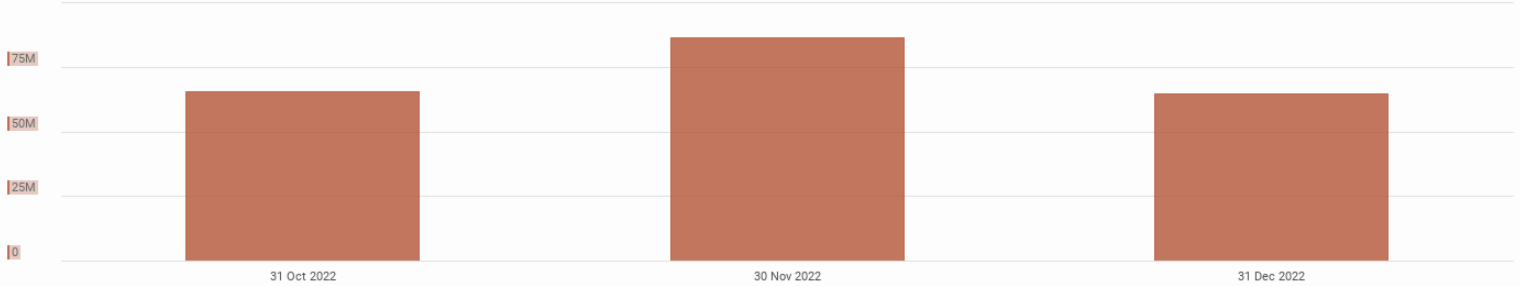
Media Impressions

216,894,017

(Previous Year: 679,634,273)
- 68.09%

Public Relations

Media Impressions



Public Relations

Month ↓	# Pitches	# Press Releases	# Media Visits	# Media Contacts	# Earned Media	# Media Impressions
Dec 2022	60	0	1	62	996,311	64,853,393
Nov 2022	122	0	0	122	87,320	86,384,278
Oct 2022	93	2	5	208	594,429	65,656,346

1 - 3 of 3 items



Insights

Summary:

In the fourth quarter of 2022, the efforts of Lou Hammond Group and TOURISM Santa Fe were focused on generating media interest for both the unique experiences that Santa Fe offers throughout the winter and holiday season, as well as longer lead pitching for Q1-2 2023. As a result, Santa Fe received outstanding Q4 coverage in notable outlets such as Conde Nast Traveler, Travel + Leisure, Travel Awaits, Cosmopolitan, Forbes, USA Today, and Thrillist. Santa Fe was acknowledged as a top destination for Christmas/holiday experiences by both Conde Nast Traveler and Travel + Leisure.

The team conducted significant outreach with journalists for both individual press trips, and for the Ski Santa Fe group press trip, scheduled for February 2023. The team is also working on pitching Santa Fe for feature stories like the 36 hours feature in the New York Times.

Key Insights:

- According to the Destination Analysts American Traveler Survey, 40% of those surveyed said they will be more proactive on environmental sustainability in 2023. Of those, the majority were younger Gen Z and Millennial travelers. The PR team should highlight sustainable practices in Santa Fe to appeal to this younger generation of travelers.
- Destination Analysts also found 51.4% of those surveyed said they will be seeking more authentic travel experiences in 2023, making Santa Fe's rich history and museums newsworthy to highlight.
- According to Conde Nast Traveler's editors and contributors, Indigenous travel will continue to be an increasingly popular travel trend.
- A report on NBC's Today show identified solo female travel — meaning traveling without spouses/kids and instead with friends or alone — and nostalgia/retro travel as expected hot trends for 2023.

Action Items:

- Continue to conduct outreach and planning media visits with niche targeted themes.
- Craft creative pitches that align with travel trends for 2023.
- Continue to update media contacts with new offerings in Santa Fe.

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Organic Social

Facebook Page Likes

87,839

(Previous Year: 82,155)

▲ 6.92%

Twitter Followers

16,123

(Previous Year: 16,107)

▲ 0.10%

Instagram Followers

55,500

(Previous Year: 51,721)

▲ 7.31%

Pinterest Impressions

172,730

(Previous Year: 132,680)

▲ 30.19%

YouTube Subscribers

876

(Previous Year: 799)

▲ 9.64%

Organic Facebook

Month	# Facebook Page Likes ↓	# Facebook Engagement	# Facebook Website Referrals
Dec 2022	87,839	17,149	2,044
Nov 2022	87,467	823	1,430
Oct 2022	87,275	15,661	4,675

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Organic Twitter

Month ↓	# Twitter Followers	# Twitter Engagement	# Twitter Impressions	# Twitter Website Referrals
Dec 2022	16,123	116	3,143	6
Nov 2022	16,143	186	4,466	7
Oct 2022	16,392	326	9,200	68

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Organic Instagram

Month ↓	# Instagram Followers
Dec 2022	55,500
Nov 2022	55,393
Oct 2022	55,322

1 - 3 of 3 items



Organic Pinterest

Month ↓	# Pinterest Impressions	# Pinterest Website Referrals
Dec 2022	76,387	85
Nov 2022	65,972	91
Oct 2022	30,371	77

1 - 3 of 3 items



Organic YouTube

Month ↓	# YouTube Subscribers	# YouTube Views	# YouTube Website Referrals
Dec 2022	876	232,096	8
Nov 2022	865	199,803	0
Oct 2022	861	229,225	8

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Insights

Summary:

Facebook followers increased 6.9% Y/Y with 5,684 new Followers since Q4 2021. Twitter followers increased 0.10% Y/Y. Instagram continues to be the most rapidly growing channel, seeing a 7.3% increase in followers Y/Y. Organic Pinterest impressions are up 30.2% Y/Y. YouTube subscribers increased 9.6% Y/Y.

Key Insights:

- The number of followers/subscribers have increased across all social media channels.
- Instagram Stories were introduced this quarter. A total of 24 stories reached more than 12K people and had 492 total engagements.
- Engagement is down across all channels this quarter due to the Social Media Coordinator position being vacated in October 2022. As a result, the number of social media posts across all channels have temporarily decreased while we work to fill the position.

Action Items:

- Utilize Instagram Stories to post editorial content
- Continue to share and build user generated content library in Crowdriff

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Paid Media / Advertising

Ad Spend

\$333,060.05

(Previous Year: \$199,823.99)
▲ 66.68%

Ad Impressions

33,246,507

(Previous Year: 20,365,274)
▲ 63.25%

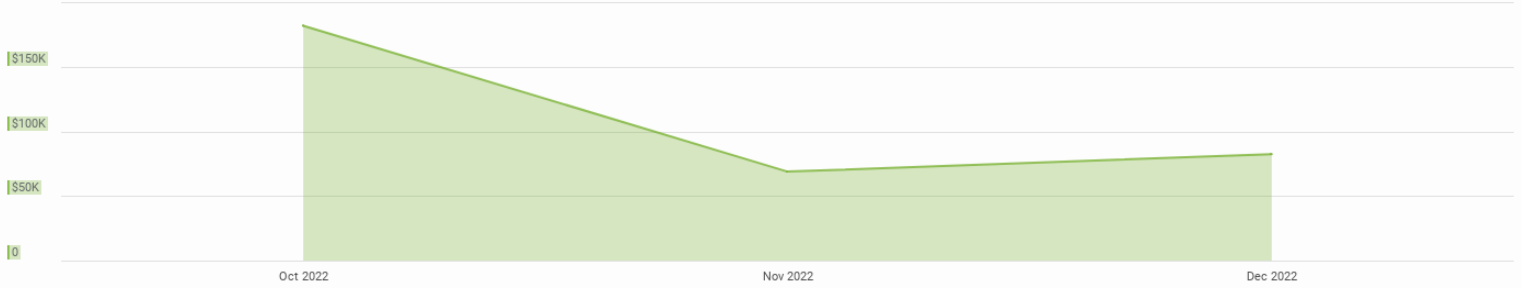
CPM

\$9.77

(Previous Year: \$9.74)
▲ 0.30%

Paid Media / Advertising

Ad Spend



Paid Media / Advertising

Month ↓	# Ad Spend	# Ad Impressions	# CPM
Dec 2022	\$82,444.45	9,226,142	8.94
Nov 2022	\$68,850.12	7,197,287	9.57
Oct 2022	\$181,765.48	16,823,078	10.80

1 - 3 of 3 items



Insights

Media Overview

In Q4, paid media began to decrease in November and December in a scheduled effort to preserve budget for a second-half ramp-up in late Q1. Despite a modest ~10% increase quarter over quarter, paid media increased nearly 70% YoY, largely as a result of custom content initiatives fully launching in October. Paid media will continue to dip throughout the offseason before ramping back up in March.

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Campaign Performance

Digital Campaigns

Impressions

15,412,959

(Previous Year: 10,151,557)

+ 51.83% (5,261,402)

Spend

\$144,471.93

(Previous Year: \$180,326.71)

- 19.88% (\$-35,854.78)

Switch Dimensions

Switch Measurements

Campaign Creative

Spend Impressions CPM Clicks CTR CPC Conversions Cost / Conversions

Overview

Data Streams Short	Campaign Name ↓	# Impressions	# Clicks	# Media Cost
Youtube	FY23_TSF_YOUTUBE_THINK_RTG_BRAND	429,126	66	\$2,417.06
Youtube	FY23_TSF_YOUTUBE_SEE_PROSP_TRUEVIEW_ART	977,792	376	\$7,664.98
Youtube	FY23_TSF_YOUTUBE_SEE_PROSP_BRAND	1,333,759	873	\$9,663.89
Youtube	FY23_TSF_YOUTUBE_DO_PROSP_TRUEVIEW_BR...	110,492	767	\$1,644.83
Youtube	FY23_TSF_YOUTUBE_DO_NLSUBS_TRUEVIEW_B...	166,165	497	\$1,611.77
Pinterest	FY23_TSF_PINTEREST_THINK_VIDEO_BRAND	564,292	4,959	\$5,610.07
Pinterest	FY23_TSF_PINTEREST_THINK_PROSP_CAROUS...	1,889,926	8,181	\$9,981.94
Pinterest	FY23_TSF_PINTEREST_DO_CAROUSEL_BRAND	326,942	2,589	\$5,631.68
Google	FY23_TSF_GOOGLE_DO_SEARCH_SFBRAND	156,155	30,751	\$8,378.49
Google	FY23_TSF_GOOGLE_DO_SEARCH_PILLARS	54,012	6,496	\$2,491.82
Google	FY23_TSF_GOOGLE_DO_SEARCH_NMBRAND	51,131	4,643	\$3,356.91
Google	FY23_TSF_GOOGLE_DO_SEARCH_GROUPS	13,904	1,167	\$2,291.09
Google	FY23_TSF_GOOGLE_DO_SEARCH_COMP	36,721	2,263	\$2,525.82
Google	FY23_TSF_GOOGLE_DO_RTG_DISPLAY_ART	2,525,319	6,006	\$11,961.76
Google	FY23_TSF_GOOGLE_DO_REMDISPLAY_BRAND	663,688	1,459	\$1,921.99
Google	FY23_TSF_GOOGLE_DO_PROSP_PMAXPV_AUSTIN	1,452,395	8,696	\$1,476.34
Google	FY23_TSF_GOOGLE_DO_PROSP_DISCOVERY_ART	408,235	6,124	\$5,587.40
Google	FY23_TSF_GOOGLE_DO_PMAX_GROUPS	29,216	2,122	\$455.83
Google	FY23_TSF_GOOGLE_DO_KWRD_SEARCH_ART	27,173	2,067	\$3,728.94
Google	FY23_TSF_GOOGLE_DO_DISCOVERY_BRAND_2	289,297	3,366	\$5,344.98
Facebook	FY23_TSF_FACEBOOK_THINK_VIDEO_BRAND	1,009,513	28,882	\$13,697.02
Facebook	FY23_TSF_FACEBOOK_THINK_PROSP_CTS_AUS...	250,497	3,775	\$3,093.74
Facebook	FY23_TSF_FACEBOOK_THINK_PROSP_CTS_ART	1,310,849	59,190	\$9,999.90
Facebook	FY23_TSF_FACEBOOK_DO_CTS_BRAND	857,816	10,100	\$10,276.52
Total		15,412,959	211,055	\$144,471.93

1 - 29 of 29 items



Google

Campaign Name	# Impressions	# Clicks	# Spend ↑
FY23_TSF_GOOGLE_DO_PROSP_PMAXPV_AUSTIN	1,452,395	8,696	\$1,476.34
FY23_TSF_GOOGLE_DO_REMDISPLAY_BRAND	663,688	1,459	\$1,921.99
FY23_TSF_GOOGLE_DO_DISCOVERY_BRAND_2	289,297	3,366	\$5,344.98
FY23_TSF_GOOGLE_DO_PROSP_DISCOVERY_ART	408,235	6,124	\$5,587.40
FY23_TSF_GOOGLE_DO_RTG_DISPLAY_ART	2,525,319	6,006	\$11,961.76
Total	5,338,934	25,651	\$26,292.47

1 - 5 of 5 items



YouTube

Campaign Name	# Impressions	# CPC	# Spend ↓
FY23_TSF_YOUTUBE_SEE_PROSP_BRAND	1,333,759	\$11.07	\$9,663.89
FY23_TSF_YOUTUBE_SEE_PROSP_TRUEVIEW_ART	977,792	\$20.39	\$7,664.98
FY23_TSF_YOUTUBE_THINK_RTG_BRAND	429,126	\$36.62	\$2,417.06
FY23_TSF_YOUTUBE_DO_PROSP_T RUEVIEW_BRAND	110,492	\$2.14	\$1,644.83
FY23_TSF_YOUTUBE_DO_NLSUBS_TRUEVIEW_BRAND	166,165	\$3.24	\$1,611.77
Total	3,017,334	\$8.92	\$23,002.54

1 - 5 of 5 items

Facebook

Campaign Name ↑	# Impressions	# Clicks	# CPC	# Spend
FY23_TSF_FACEBOOK_DO_CTS_BRAND	857,816	10,100	\$1.02	\$10,276.52
FY23_TSF_FACEBOOK_THINK_PROSP_CTS_ART	1,310,849	59,190	\$0.17	\$9,999.90
FY23_TSF_FACEBOOK_THINK_PROSP_CTS_AUSTIN	250,497	3,775	\$0.82	\$3,093.74
FY23_TSF_FACEBOOK_THINK_VIDEO_BRAND	1,009,513	28,882	\$0.47	\$13,697.02
Total	3,428,675	101,947	\$0.36	\$37,067.18

1 - 4 of 4 items

Pinterest

Campaign Name	# Impressions ↓	# Media Cost	# CPC
FY23_TSF_PINTEREST_THINK_PROSP_CAROUSEL_ART	1,889,926	\$9,981.94	\$1.22
FY23_TSF_PINTEREST_THINK_VIDEO_BRAND	564,292	\$5,610.07	\$1.13
FY23_TSF_PINTEREST_DO_CAROUSEL_BRAND	326,942	\$5,631.68	\$2.18
VJ - Carousel - FY22 - Opp	2,058	\$0.00	\$0.00
VJ - Video - FY22 - Core	1,439	\$0.00	\$0.00
VJ - Carousel - FY22 - Core	1,036	\$0.00	\$0.00
VJ - Carousel - FY21 - Protect - Conversions	606	\$0.00	\$0.00
VJ - CTS - FY20	506	\$0.00	\$0.00
VJ - Video - FY22 - Opp	289	\$0.00	\$0.00
VJ - Carousel - FY21 - Convert - Conversions	268	\$0.00	\$0.00
VJ - Video - FY20 - Traffic	76	\$0.00	–
VJ - Video - FY21 - Protect	31	\$0.00	–
VJ - Carousel - FY21 - In-state	22	\$0.00	–
VJ - Video - FY21 - In-state	5	\$0.00	–
VJ - Video - FY21 - Convert	1	\$0.00	–
VJ - Carousel - FY21 - In-state - CONV	1	\$0.00	\$0.00
Total	2,787,498	\$21,223.69	\$1.34

1 - 16 of 16 items

SEM

Platform ↓	Campaign Name	# Clicks	# Impres...	# Media Cost	# CPC
Google	FY23_TSF_GOOGLE_DO_SEARCH_SFBRAND	30,751	156,155	\$8,378.49	\$0.27
Google	FY23_TSF_GOOGLE_DO_SEARCH_PILLARS	6,496	54,012	\$2,491.82	\$0.38
Google	FY23_TSF_GOOGLE_DO_SEARCH_NMBRAND	4,643	51,131	\$3,356.91	\$0.72
Google	FY23_TSF_GOOGLE_DO_SEARCH_COMP	2,263	36,721	\$2,525.82	\$1.12
Google	FY23_TSF_GOOGLE_DO_KWRD_SEARCH_ART	2,067	27,173	\$3,728.94	\$1.80
Bing	FY23_TSF_BING_DO_KWRD_SEARCH_ART	4,749	142,968	\$4,207.72	\$0.89
Bing	FY23_TSF_BING_DO_SEARCH_SFBRAND	5,810	127,800	\$2,357.46	\$0.41
Bing	FY23_TSF_BING_DO_SEARCH_PILLARS	2,804	81,250	\$1,336.21	\$0.48
Bing	FY23_TSF_BING_DO_SEARCH_NMBRAND	1,851	65,478	\$1,154.95	\$0.62
Total		61,434	742,688	\$29,538.32	\$0.48

1 - 9 of 9 items

Top 20 Creative Images by Impressions

Platform	Image	Name	# Impressio...
Pinterest		Railyard Arts Distric...	1,605,760
Facebook		ART_V_1080X1080...	1,258,074
Facebook		BRAND_V_1080X1080...	567,411
Facebook		BRAND_L_1080X1080...	469,627
Pinterest		Where creativity lives	284,166
Facebook		BRAND_V_1080X1080...	283,230
Pinterest		Food :15	187,160
Pinterest		Conversions Visit ...	170,025
Facebook		BRAND_L_1080X1080...	166,538
Pinterest		Brand Carousel V1	156,917
Facebook		AUSTIN_L_1080X1080...	143,969
Pinterest		Art :15	115,842
Facebook		Brand :30	107,930
Pinterest		Time Travel :06	103,242
Facebook		City Backpack	68,862
Facebook		AUSTIN_L_1080X1080...	65,110
Pinterest		Brand :30	61,926
Pinterest		Outdoors :15	60,458
Facebook		Shopping Rings	52,007
Facebook		ART_L_1080X1080...	46,585
Total			5,974,839

1 - 20 of 20 items

Meetings and Groups

Platform	Campaign Name	Media Buy Name	# Clicks	# Impressions	# Media Cost ↓	# CPC
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_320X50	231	26,458	\$2,494.80	\$10.80
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_728X90	129	15,411	\$1,393.20	\$10.80
Google	FY23_TSF_GOOGLE_DO_SEARCH_GROUPS	Meetings - Broad Match	539	7,565	\$983.99	\$1.83
Google	FY23_TSF_GOOGLE_DO_SEARCH_GROUPS	Conferences - Broad Match	440	4,544	\$748.33	\$1.70
Google	FY23_TSF_GOOGLE_DO_SEARCH_GROUPS	Banquet Halls - Broad Match	188	1,795	\$558.77	\$2.97
Google	FY23_TSF_GOOGLE_DO_PMAX_GROUPS	Default Media Buy	2,122	29,216	\$455.83	\$0.21
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_300X250	34	8,418	\$367.20	\$10.80
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_300X600	21	5,917	\$226.80	\$10.80
DCM	FY23_TSF	FY23_TSF_CVENT_SEE_DISPLAY_RTG_GROUPS_160X600	11	4,844	\$118.80	\$10.80
Total			3,715	104,168	\$7,347.72	\$1.98

1 - 9 of 9 items



Insights

Paid Search

Summary: Optimizing responsive search ads and the landing pages they bring users to bolstered the performance of the Google and Bing search campaigns.

Key Insights: Annual Google Search Campaigns

- Continuous optimization on our responsive search ads has resulted in great YoY growth on Google Search.
 - With a 32% smaller budget, the campaigns still produced a 5% increase in conversions at a 36% lower cost per conversion.
 - Bringing users to more relevant landing pages pertaining to their keyword searches has significantly increased the efficacy of the search ads. Changes in headlines and descriptions to responsive search ads improved ad strength. The Search Pillars campaign in particular made huge strides, where pushing users to outdoor, history and culture, and retail pages led users to convert at a 45% higher rate YoY.
- The trend of increased activity from "thing to do" keywords has continued into Q4.
 - These terms drove a 49% increase in conversions and a 27% lower cost per conversion within the Santa Fe branded campaign. One common theme among people searching these keywords is the interest in finding kid-friendly activities.
- Consolidating our competitor ad groups into one and including competitor keywords in our ad copy without conquering language significantly improved our ad quality.
 - Compared to the old segmented ad groups, the new consolidated group has a 25% higher CTR and 36% lower CPC. The campaign also became more cost efficient in terms of driving conversions, indicated by a 14% lower cost per conversion.
- We conducted an extensions audit during Q4, in which we refreshed sitelinks, callouts, structured snippets and verified they were all pointing to valid landing pages instead of broken pages or 404 errors which lead to reduction of wasted ad spend for outdated pages.

Action Items: Annual Google Search Campaigns

- Incorporate more kid activity related keywords in the search campaigns. Also consider creating a section on the website dedicated to these activities.
 - Increased search activity regarding these terms leads us to believe they would be a great addition to the campaign, especially if they landed on a page full of kid friendly resources.
- Continue to emphasize directing users to the most relevant pages possible based on their search queries.

Key Insights: Google Arts Search Campaign

- The new Google Arts Search campaign was able to drive 250 conversions in Q4 with a 10.37% conversion rate.
 - The most common searches were surrounding museum, gallery, and studio keywords.
 - The bounce rate was higher than we would like to see, sitting 44% higher than our annual campaigns. This is likely due to the campaigns bringing people to the Santa Fe homepage rather than an arts page.

Action Items: Google Arts Search Campaign

- For future arts campaigns, we recommend bringing users directly to arts pages rather than the Santa Fe homepage.
 - This would almost certainly reduce the bounce rate and lead to more engagement on site.

Key Insights: Annual Bing Search Campaigns

- Bing search received the same treatment as Google, driving a significant increase in performance compared to 2021.
 - Focusing on increasing ad quality and bringing users to specific landing pages culminated in a 43% increase in conversions and a 36% lower CPA.
- "Things to do" keywords were a key driver of performance on this platform as well, driving a 119% increase in conversions in the branded campaign with nearly the same budget as the previous year.
 - Some of the particular activities that matched our keywords included snow tubing, hiking, foodie tours, and Jeep tours.
- In the non-branded campaign, we saw excellent growth from New Mexico vacation terms, showing that the campaign was doing a great job of capturing more mid-funnel users who are considering travel to NM but may not have decided on an exact destination.
 - Despite a 13% smaller investment, this campaign conjured an 86% increase in conversions thanks to the combined performance of both the "things to do" and vacation related terms.
- There was similar growth around the retail and outdoor pillars on Bing. Cuisine was a far more popular pillar on the platform as well. A significant drop in CPM led to an astronomical increase in impressions from these terms. This is likely due to people becoming more comfortable going out in public to eat again and thus there are more searches pertaining to restaurants in Santa Fe.
 - Capitalizing on this with our increased ad quality translated to a 256% increase in conversions.
 - The recent CBS feature of the "Red and Green" chiles could have also sparked more interest surrounding cuisine topics.

Action Items: Annual Bing Search Campaigns

- Capitalize on higher interest around "things to do" by drilling down to more specific activities that users are searching for.
 - Adding snow tubing, foodie tours, etc., as keywords to find the most popular activities users are searching for.
- Continue to explore Cuisine related keywords, as these showed great performance in Q4 with relevant recipe images or specific New Mexico cuisine dishes.

Key Insights: Bing Arts Search Campaign

- Compared to Google, the Arts search campaign was far more successful on Bing.
 - The conversion rate was nearly double that of Google at 20.34%, allowing the campaign to drive 966 conversions.
 - Galleries and museums were popular search queries, but interestingly enough, Bing users were far more interested in searching about the artists themselves.
- Users coming from Bing were also more engaged on site.
 - These users bounced at a 27% lower rate and spent more time on site than Google users.

Action Items: Bing Arts Search Campaign

- For future arts focused campaigns, we can try using keywords surrounding popular Santa Fe based artists to build on our learnings.
 - Add keywords for Narciso Abeyta, George Ancona, Hazel Larsen Archer and other Santa Fe artists that users could be searching for.

Insights

Paid Social

Summary:

- Efforts to establish a true marketing funnel on Facebook rather than strictly prioritizing conversions have begun to take shape.
- It became apparent that the performance of the Pinterest campaigns is heavily dependent on the quality of the creative assets. Having a more tailored approach to creative production of Pinterest specific units would improve performance immensely.

Key Insights: Facebook CTS Campaign

- Facebook CTS campaign was able to perform well despite a much smaller investment.
 - A 40% decrease in budget only translated to a 20% decrease in conversions. The cost per conversion also fell by 33%.
- Retargeting users who viewed prospecting videos along with lookalikes of these users has proven to be a valuable addition to the campaign.
 - This audience had a 31% lower cost per conversion than the other lookalike audiences. This is a great sign because it shows that video and CTS campaigns are working in tandem to move users down the funnel.

Action Items: Facebook CTS Campaign

- Strengthen the video viewers and lookalikes audience by funneling users down from the Facebook video campaign
 - Targeting travel interests in the video campaign could help channel more users down into this audience.

Key Insights: Facebook Video Campaign

- The Facebook Video THINK campaign saw YoY decreases in efficiency when it came to driving users to the website.
 - This is likely due to the audience sizes shrinking as geo targeting was pruned back. The cost per LPV went up by 21% while the LPV rate fell by 21%.
 - Another factor that could have had an effect on this was the exclusion of the New Mexico market that took place during Q4, bringing down the available pool of users.

Action Items: Facebook Video Campaign

- It is recommended that we begin testing broader prospecting audiences with travel interests targeting.
 - Examples of available travel audience segments include adventure travel, air travel, ecotourism, hotels, tourism, and vacations. We can also drill down to travel related behavior including frequent travelers, and users who recently returned from travel.
 - Not only would this help the campaign find efficiency and drive more traffic, we could capitalize on these new users by retargeting them in the DO phase with the previously mentioned video viewer and viewer lookalike audience.

Key Insights: Facebook Arts Campaign

- The Arts campaign on Facebook drove impressive results, producing 35,839 landing page views and hitting an LPV rate of 2.79%
 - The art video was largely to thank for this performance, hitting an LPV rate that was 95% higher than the static images. Creatives featuring painting, sculptures, and performing arts would do very well here.
 - The powerful creative coupled with an arts interest prospecting audience allowed the campaign to push a significant number of users to the site. The success of this audience leads us to believe that a broad audience in our branded THINK campaign would drive similar results.

Action Items: Facebook Arts Campaign

- Focus more on creation of video assets for future Arts campaigns, as video proved to be the most effective format.
 - Testing different :06 and :30 videos along with different types of content would allow us to find what resonates the most with art based audiences. Because one of our top audiences in this campaign have theater interests, it would be great to highlight more of the performing arts in Santa Fe, as that was only a small component of the current creative.

Key Insights: Austin Mural Facebook Campaign

- We reached 76,496 users on Facebook with the Facebook CTS campaign that had an Avg. CPM \$12.59, CPC 0.68, and CTR 1.86%.
 - The timelapse video on Facebook was the best performing creative

Action Items: Austin Mural Facebook Campaign

- For future campaigns of this nature, it would be beneficial to place a bigger emphasis on video creative, as it was more effective than the single image ad.

Key Insights: Pinterest Carousel Campaign

- As purchase intent and seasonal travel increased in Q4, CPM for our consideration campaign on Pinterest rose significantly to the tune of 73%. This dampened the performance of the DO campaign.
 - Changes in creative versions could have also had an effect on this. Last year, we ran a combination of single image and carousel ads, whereas we now only have carousel units. Single Image ads seem to have much lower CPMs on average.

Action Items: Pinterest Carousel Campaign

- Incorporate single-image ads alongside the existing carousel ads in the campaign
 - This would help bring down the CPM and help the campaign drive more conversions.

Key Insights: Pinterest Video Campaign

- Unlike the conversions campaign, the CPM for the video consideration campaign on Pinterest actually fell by 16%, allowing the campaign to serve nearly the same number of impressions with a reduced budget
 - Unfortunately this did not translate to a proportionate increase in clicks, indicated by a 16% lower CTR. This is likely due to changes in creative that occurred. Last year, we had very pillar specific creative, particularly surrounding themes that are popular on Pinterest like art, outdoors, and cuisine.

Action Items: Pinterest Video Campaign

- We recommend pausing the "Time Travel" video creative in favor of the old videos which align more closely with pillars that are popular on Pinterest.
 - With cuisine being one of the most popular topics on the platform, our :15 Food video would be an excellent candidate for driving more consideration.

Key Insights: Pinterest Arts Campaign

- With a 0.43% CTR, the Pinterest Arts campaign did not perform as well as its Facebook counterpart.
 - The lower engagement is likely due to the lack of video creative for Pinterest specifically. With Pinterest being a highly visual platform, video often performs far better when it comes to driving consideration.

Action Items: Pinterest Arts Campaign

- For future arts campaigns, we highly recommend using video creative rather than carousels.
 - Much of the disparity in performance between the Facebook and Pinterest campaigns can be attributed to the lack of video on Pinterest.

Insights

Display and Video

Summary:

- As Google continues to favor machine learning and responsive ad units, it is imperative to not only use them, but to start moving away from standard units.
- Many of the display and video campaigns had a portion of their delivery consumed by demographic groups that are less likely to travel to Santa Fe than others. Excluding these users in favor of more valuable demographic groups could help make the most of every dollar being spent.
- The introduction of :06 bumper ads significantly increased the view rate for both the prospecting and retargeting campaigns on YouTube

Key Insights: Annual GDN Campaign

- YoY performance for the GDN remarketing campaign was less than stellar, as conversions fell by 72%.
 - This can be attributed to the lack of responsive display ads toward the beginning of the quarter. As Google continues to emphasize machine learning by favoring responsive ad units, standard ad units across all of Google's properties have become less efficient. These responsive ad units were recently added back in, and are slowly ramping back up to reach the same levels of performance as they did in 2021.
 - Splitting out the Arts GDN campaign also pulled conversions away from the annual campaign, as RM to art page visitors was one of the key drivers of performance within this campaign last year.

Action Items: Annual GDN Campaign

- Consider moving away from standard display ads in the near future.
 - These ads consume media dollars and delivery that would be far better utilized by responsive display ads.

Key Insights: GDN Arts Campaign

- The efficacy of responsive display ads became apparent in the new Arts GDN campaign.
 - This unit had a 71% lower cost per conversion and drove 41% of the conversions for the campaign.
- Users who are 55+ seemed to be most responsive to this campaign.
 - Users in this age bracket accounted for 63% of the total conversions.
- Household income also played a major role in the tendency to convert.
 - Users in the top 20% of HH income produced 42% of the overall conversions.

Action Items: GDN Arts Campaign:

- Exclude younger age brackets as well users in lower income brackets.
 - While older and higher income users drove the best results, their ability to perform to their full potential was likely limited because of the budget being consumed by younger, lower income users.

Key Insights: Annual Discovery Campaign

- The CPM for the Discovery campaign dropped by 34% YoY, leading to a significant increase in impressions and a 21% increase in clicks from a budget that was 7% lower. Conversions stayed relatively flat.
- The Search terms audience showed a lot of growth YoY thanks to increased search activity around our top converting keywords.
 - Conversions from this audience increased by 473% while the CPA fell by 22%.
- Conversely, the travel prospecting audience that used to be a main source of conversions from the campaign saw a sharp decrease.
 - It is likely that as Google moves towards a more privacy-centric future that interests based audiences are becoming less effective. Combatting this by strengthening our search terms audience as well as finding new, more efficient audiences will be imperative moving forward.

Action Items: Annual Discovery Campaign

- Strengthen the search terms audience by continuously updating with top-converting keywords.
 - Based on our learnings from search in Q4, expanding "things to do" keywords within this audience could help push performance further and we should conduct a google keyword planner tool analysis to deliver and discuss growth opportunities.
- Combat the decrease in performance from the travel prospecting audience by exploring new affinity and in-market segments.

Insights

Groups and Meetings

Summary: Increased investment in Search as well as exploring PMAx for groups and meetings led to excellent growth compared to Q4 of 2021

Key Insights: Discovery Arts Campaign

- While the Discovery Arts campaign was fairly efficient in terms of driving traffic to the site, it wasn't as successful in achieving its objective of driving conversions.
 - The campaign achieved a 1.5% CTR, but only produced 4 conversions in Q4.
 - With a broad prospecting audience on a display based platform such as Discovery, it may be hard for users to draw a conclusion on what the ad is trying to convince them to do. On top of that, leading to the Santa Fe homepage could be causing more confusion.

Action Items: Discovery Arts Campaign

- A combination of landing users on a more relevant page and having a clearer call to action that speaks to the target audience could drive more conversions for future campaigns of this nature.
 - Painting a clearer picture of the desired action we would like users to take will make their journey from ad to conversion a more direct one.

Key Insights: YouTube Prospecting Campaign

- The introduction of :06 non-skippable ads to our YouTube prospecting audience protected the campaign from a 26% higher CPM and a 40% decrease in budget.
 - The campaign only experienced a 25% decrease in views despite the impressions falling by 52%.
- Book lovers accounted for 34% of the total views in the campaign.

Action Items: YouTube Prospecting Campaign

- Excluding younger and lower income demographics would be beneficial in this campaign as well. Many of the views came from the 18-24 age group.
 - Users in older age brackets tend to be more likely to travel to Santa Fe, and we should focus our delivery on these groups.

Key Insights: YouTube Retargeting Campaign

- A similar effect seen in the YouTube prospecting campaign also took place in the retargeting campaign.
 - As budget decreased by 41%, the campaign still managed to achieve a 37% increase in views thanks to shorter form video.
- Retargeting users who have viewed Youtube videos was more efficient than remarketing to site visitors.
 - Video viewers achieved a 14% higher view rate than the site visitors.

Action Items: YouTube Retargeting Campaign

- Similar to the prospecting campaign, it would also be beneficial to exclude younger and lower income audiences in the retargeting campaign.

Key Insights: YouTube for Conversions Campaign

- After testing YouTube for conversions in 2022, we are not seeing the volume of conversions we would like to see from a campaign with that objective.

Action Items: YouTube for Conversions

- We recommend shifting budget away from this tactic into another more proven DO phase tactic such as search or testing this as a YouTube Ads Shorts play.
 - YoY growth in conversions coming from paid search campaigns positions them as excellent candidates for incremental budget.
 - YouTube Ads Shorts is now available in 2023 for us to test.

Key Insights: YouTube Arts Campaign

- Using last year's prospecting YouTube campaign as a benchmark for this year's art campaign, performance seemed to be right on track.
 - The campaign had a 3% higher view rate YoY.
- The Art and Theater Aficionados audience segment was by far the top performer, generating 89% of the total views for the campaign.
 - Compared to the other audience segments this group had a 13% higher view rate.

Action Items: YouTube Arts Campaign

- Testing multiple different videos of different lengths could help us determine which format works best for this type of campaign.
 - Bumper ads would inherently raise the view rate as they are non-skippable, and we could be sure that users are being exposed to the entire message
 - Longer ads would allow us to deliver a more complete message communicating the value Santa Fe has to offer.

Key Insights: Austin Mural PMAx Campaign

- The Google PMAx campaign had an average Avg. CPM \$1.11, CPC 0.19, and CTR 0.58%
 - The square image of the mural up on the side of the building was the best performing image for Google with the headline "Hello, Different.," Description: A must-see mural in Austin., and a Long headline "Plan your next getaway to Santa Fe."

Key Insights: Groups Search Campaign

- The Groups search campaign responded extremely well to the additional budget in Q4.
 - A 243% increase in budget translated to a 444% increase in conversions.
 - 47% of the conversions came from users searching for the Santa Fe Convention Center specifically.
 - Ohio and Washington had the highest conversion rates.

Action Items: Groups Search Campaign

- Create Santa Fe Convention Center specific ad versions to build upon the increased search activity concerning that location.
- Place bid adjustments on locations with the highest conversion rates.

Key Insights: Groups PMAX Campaign

- PMAX for the groups and meetings campaign showed to be a valuable addition, achieving a conversion rate of 5.69%.
- Beyond conversions, the campaign was efficient in driving traffic to the site, illustrated by a 7.26% CTR and a \$0.21 CPC.
 - This performance was very similar to that of the search campaign. This is great because although search is a component of PMAX, it also incorporates display and video, which typically see lower engagement.

Action Items: Groups PMAX Campaign

- Continue to optimize the audience signals for the Groups campaign to drive incremental conversions.

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Media Campaigns

Impressions
16,814,337
 (Previous Quarter: 7,990,514)
 + 110.43% (8,823,823)

Spend
\$188,588.12
 (Previous Quarter: \$138,719.78)
 + 35.95%

Tradedesk

Campaign Name ↓	# Impressions	# Spend
FY23_TSF_TRADE_DESK_SEE_PROSP_VIDEO_BRAND	1	\$0.04
FY23_TSF_TRADE_DESK_SEE_PROSP_DISPLAY_BRAND	3,911,838	\$6,760.18
FY23_TSF_TRADE_DESK_SEE_PROSP_DISPLAY_AUSTIN	132,958	\$508.21
FY23_TSF_TRADE_DESK_SEE_PROSP_DISPLAY_ART	2,834,792	\$5,334.32
Total	6,879,589	\$12,602.75

1 - 4 of 4 items

Additional Media

Campaign Name ↓	Strategy Name	Media Buy Name	# Impressions	# Clicks	# Spend
FY23_TSF	FY23_TSF_TEADS_SEE_CUBE_PRO...	FY23_TSF_TEADS_SEE_CUBE_PRO...	470,212	2,271	\$7,523.39
FY23_TSF	FY23_TSF_ARTNEWS_SEE_DISPLA...	FY23_TSF_ARTNEWS_SEE_DISPLA...	130,833	125	\$3,040.56
FY23_TSF	FY23_TSF_ARTNEWS_SEE_DISPLA...	FY23_TSF_ARTNEWS_SEE_DISPLA...	67,517	64	\$1,569.10
FY23_TSF	FY23_TSF_EXPEDIA_DO_DISDEG1...	FY23_TSF_EXPEDIA_DO_DISDEG1...	64,824	0	\$1,815.07
FY23_TSF	FY23_TSF_TEADS_SEE_IMAGE_AD...	FY23_TSF_TEADS_SEE_IMAGE_AD...	44,886	123	\$0.00
FY23_TSF	FY23_TSF_ARTNEWS_SEE_DISPLA...	FY23_TSF_ARTNEWS_SEE_DISPLA...	43,395	66	\$1,008.50
FY23_TSF	FY23_TSF_EXPEDIA_DO_VRBO_IN...	FY23_TSF_EXPEDIA_DO_VRBO_IN...	31,723	48	\$729.63
FY23_TSF	FY23_TSF_EXPEDIA_DO_DISFSR1...	FY23_TSF_EXPEDIA_DO_DISFSR1...	30,893	3	\$494.29
FY23_TSF	FY23_TSF_EXPEDIA_DO_DISHIDR...	FY23_TSF_EXPEDIA_DO_DISHIDR...	27,062	0	\$541.24
FY23_TSF	FY23_TSF_ARTNEWS_SEE_DISPLA...	FY23_TSF_ARTNEWS_SEE_DISPLA...	21,243	26	\$493.69
FY23_TSF	FY23_TSF_EXPEDIA_DO_DISFSR1...	FY23_TSF_EXPEDIA_DO_DISFSR1...	19,912	17	\$318.59
FY23_TSF	FY23_TSF_EXPEDIA_DO_DISDEG2...	FY23_TSF_EXPEDIA_DO_DISDEG2...	10,883	0	\$293.84
FY23_TSF	FY23_TSF_EXPEDIA_DO_DISFSR1...	FY23_TSF_EXPEDIA_DO_DISFSR1...	3,499	0	\$55.98
FY23_TSF	FY23_TSF_EXPEDIA_DO_DISFSR1...	FY23_TSF_EXPEDIA_DO_DISFSR1...	2,067	1	\$33.07
FY23_TSF	FY23_TSF_EXPEDIA_DO_DISFSR1...	FY23_TSF_EXPEDIA_DO_DISFSR1...	589	0	\$9.42
FY23_TSF	(not set)	FY23_TSF_TEADS_SEE_IMAGE_AD...	0	0	\$0.00
FY23_TSF	(not set)	FY23_TSF_ARTNEWS_SEE_DISPLA...	0	0	\$0.00
FY23_TSF	(not set)	FY23_TSF_ARTNEWS_SEE_DISPLA...	0	0	\$0.00
FY23_TSF	(not set)	FY23_TSF_ARTNEWS_SEE_DISPLA...	0	0	\$0.00
FY23_TSF	(not set)	FY23_TSF_ARTNEWS_SEE_DISPLA...	0	0	\$0.00
FY23_TSF	(not set)	FY23_TSF_EXPEDIA_DO_DISDEG1...	0	0	\$0.00
FY23_TSF	(not set)	FY23_TSF_EXPEDIA_DO_DISDEG2...	0	0	\$0.00
FY23_TSF	(not set)	FY23_TSF_EXPEDIA_DO_DISFSR1...	0	0	\$0.00
FY23_TSF	(not set)	FY23_TSF_EXPEDIA_DO_DISFSR1...	0	0	\$0.00
Total			10,905,189	234,374	\$175,985.38

1 - 50 of 57 items

Insights

Paid media in Q4 consisted of a robust media mix including print, The Trade Desk prospecting display, high-impact display, Austin Monthly giveaway, Expedia, influencer media, and custom content initiatives with Travelzoo, Austin Monthly, ArtNews, and Galerie. All Art initiatives ended in Q4, wrapping up a successful campaign across social, display, and site-direct partnerships.

The Trade Desk

Prospecting display delivered over 6.8 million impressions in Q4 across three campaigns. The campaign was extremely efficient, wrapping Q4 with an overall CPM of \$1.83. The three campaigns reached over 1.96 million unique users with an average frequency of 4x in Q4.

Travelzoo

Travelzoo's first custom article wrapped in Q4 and exceeded benchmarks across the board. In total, the campaign reached over 2.3 million users, exceeding the reach benchmark by 54%.

Other key metrics included:

Pageviews: 20,591 (3% over benchmark)

CPM: \$10.84 (35% under benchmark)

Social Actions: 5,980 (139% over benchmark)

Scroll Rate: 75% (50% over benchmark)

Time on Gallery: 5:02 (118% over benchmark)

Total Time Spent: 1,715 hours (106% over benchmark)

Austin Monthly

A custom giveaway promotion ran in Q4 with Austin Monthly that generated excellent results. In total, there were **1,638 pageviews and 1,049 entries**. The giveaway page was the **sixth-most viewed article** on the website over this period and the giveaway generated the **most entries of any giveaway** on austinmonthly.com so far in 2022. Of the **1,049 entries, 594 opted in** and can be added to Santa Fe's database for ongoing outreach. The promotion for the campaign included a newsletter inclusion, an Instagram post, an Instagram story, and a Facebook post totaling over 29K impressions and nearly 700 clicks.

Travel Mindset

The first of three influencers traveled to Santa Fe in Q4 and delivered over 3.6 million impressions. @livelikeitsthekwnd published 42 posts across social channels, generating over 104K video views and reaching over 100K unique users. Her audience was predominantly female (82%) between the ages of 25 and 34.

ArtNews

A custom article with artnews.com launched in Q4 and generated strong awareness and engagement. In total, the article generated over 2,300 pageviews with users spending an average of 3:21 on the content.

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Website Analytics

Visits

412,360

(Previous Year: 375,698)

+ 9.76%

New Visits

320,589

(Previous Year: 292,146)

+ 9.74%

Avg Time on Page

00:1:59

(Previous Year: 00:04:37)

-56.68%

Avg Pages per Session

1.9

(Previous Year: 3.7)

-48.97%

Avg Conversion Rate

14.0

(Previous Year: 12.7)

+ 10.64%

Analytics by Month

Month ↓	Average Time on Site	# Total Visits	# New Visits	# Pages Per Session	# Conversion Rate
Dec 2022	1:57	125,767	99,094	1.87	11.91
Nov 2022	2:01	127,461	98,503	1.88	11.53
Oct 2022	2:01	159,132	122,992	1.95	18.66
Total		412,360	320,589	5.70	42.10

1 - 3 of 3 items



Insights

Key Insights:

- While on-site engagement wasn't as strong as the previous year, there was a 23% increase in goal completions and users on site converted at a 12% higher rate.
 - The dip in on-site engagement came largely from Google paid campaigns. However, these campaigns also generated a 37% increase in goal completions and a 36% increase in goal completion rate.
- Paid and organic traffic from Google were powerhouses in driving incremental meetings and groups conversions.
 - An overall 62% increase in RFP submissions and a 138% increase in outbound clicks came primarily from this channel. This could be attributed to the larger trend of increased demand for business travel on Facebook.

Action Items:

- Focus on driving more engaged traffic to the site to help bring down bounce rate and increase time on site.
 - Tighten up audience targeting specifically in our Google campaigns to reduce disengaged users.
 - Continue to focus on bringing users to the most relevant landing page possible from given ad copy creative and keyword targeting to create a more consistent user journey. These changes were made recently and should come to fruition in the near future.

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Blog Analytics

Blog Pageviews

93,310

(Previous Year: 74,328)
+ 25.54%

Referrals to Website

18.97

(Previous Year: 13.80)
+ 37.44%

Avg Time on Page

00:3:23

(Previous Year: 00:03:16)
+3%

Analytics by Month

Month ↓	Blog Time on Page	# Blog Pageviews	# Blog Referrals to Website
Dec 2022	3:19:00	26,153	20.10
Nov 2022	3:28:00	28,279	18.80
Oct 2022	3:24:00	38,878	18.00

1 - 3 of 3 items



Insights

Summary:

Blog performance has shown consistent growth over the last year due to the efforts of the Editorial Content Manager and Marketing team to update out of date blog content and through the consolidation of monthly event content. Page views to the blog have increased 25.5% Y/Y and time on site increased 3% Y/Y with an average time of 3:23.

Key Insights:

- The top 5 viewed blogs for Q4 were *Surprising Facts about Santa Fe*, *25 Things to Do in Santa Fe*, and *Hiking Trails You Can Access from Santa Fe*, as well as the November and December event blogs.
- Evergreen and event-focused blog content remain the most popular and most viewed.
- Referrals to the website increased almost 19% over Q4 2021.

Action Items:

- Create event-specific blog content to promote new events.
- Continue to review and update old blog content and other event-specific content.

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Visit Santa Fe App

Marg Trail App Downloads

15,924

Visit SF App Downloads

17,926

Santa Fe Marketplace

Marketplace Total Sales

33,156

Marketplace Businesses

93

Santa Fe Margarita Trail

Paper Passports Sold

16,007

Earned Media

10,663,395

TOURISM SANTA FE

OTAB Marketing Report February 2023 Reporting for March 24, 2023 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for February and March

1. **[2023 SANTA FE VISITORS GUIDE]** Has Arrived and Distribution has Begun!

Production on the 2023 Official Santa Fe Visitors Guide is complete! Expected delivery date will be end January.



The ALL-NEW **2023 Official Santa Fe Visitors Guide** is now available to view digitally and will be available for ordering early February.

This year's guide is more handy than ever, featuring new content, including *What's New?*, *Top 15 Must Experiences*, and *Get Santa Fe Ready!*, full of fun packing tips and explanations of our unique lingo.

2. **[GET OUT THE VOTE] 10Best Readers' Choice Awards**

There are two ways to show your support for Santa Fe with your votes!

[NEW] Best Spa Resort, 10Best Readers' Choice Award: Vote for **Ten Thousand Waves** in the 10Best Readers' Choice Awards. Vote daily now through April 3.

[NEW] Best Spa Resort, 10Best Readers' Choice Award: Vote for **Ojo Caliente** in the 10Best Readers' Choice Awards. Vote daily now through April 3.

[NEW] Best Wellness Retreat, 10Best Readers' Choice Award: Vote for **Bishop's Lodge, Auberge Resorts Collection** in the 10Best Readers' Choice Awards. Vote daily now through April 3.

3. **[NOMINATE YOUR BUSINESS] 2023 Sunset Travel Awards**

Submissions for the **2023 Sunset Travel Awards** are now open. Nominate your business and let's represent Santa Fe! Submissions are divided into five categories:

- **Where to Go**
- **Where to Stay**
- **What to Do**
- **Where to Eat & Drink**
- **How to Get There**



Entering is easy! Simply choose which category you'd like to enter in and fill out the form. This is a paid-entry program, and the price will increase over the span of the submissions period, so register early. **The submission deadline is April 20, 2023.**

Sunset's editors will judge the entries, and the lucky winners will be honored in the fall Travel issue, on social media, and in a robust online package. They will also be including every entrant in a dedicated online travel directory. We hope you will submit and be a part of this year's awards!

4. **[2023 SANTA FE DINING GUIDE] Wrapped Advertising/Solicitations of the 2nd annual Official Santa Fe Dining Guide**

TOURISM Santa Fe is excited to begin production on its 2023-24 Santa Fe Dining Guide! In its second year, our popular, user-friendly menu magazine will feature even more participating

Santa Fe restaurants through your signature dishes, your gorgeous imagery, and the special hallmarks that set Santa Fe apart.

The 2023-23 Santa Fe Dining Guide will be available in our Visitor Centers, hotels, and other high-traffic areas by May 2023. It will also be available digitally on santafe.org, santafenm.gov, santafe.com, santafechamber.com, santafenewmexican.com, as well as other popular websites our visitors use in planning their visits to Santa Fe.

5. **[SIGN UP TODAY] Tourism Exchange USA with New Mexico True**

Be one of the first to sign up to receive information about the upcoming launch of the New Mexico Tourism Exchange!

If you haven't heard, let's catch you up! The New Mexico Tourism Department is taking the reins as leaders in the tourism industry with New Mexico being the first state in the U.S. to adapt and launch this innovative platform.

What is the New Mexico Tourism Exchange? The Exchange is a digital platform currently operating in Australia, the U.K., and Japan that connects suppliers (that's you) with distributors (OTA's tour operators, local destinations, and other websites) that will package and sell your products and services on a global stage, bringing visitors from all over the world to experience our amazing destination!

What should you do next? That's easy! Please visit the Tourism Exchange USA website and sign up to receive more information on the official launch of the Exchange, webinars, and more. You don't want to miss out on this amazing opportunity to connect with more distributors, expand your visibility, and grow your business, so sign up now!

For further questions, [Joe Leong](#) from the New Mexico Tourism Department would be happy to help.



HIGHLIGHTS

Santa Fe Margarita Trail

The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

Cumulative Totals

February 2023

- 16,350 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 16,155 paper Passports have been purchased at our Visitor Centers and by partners
- 6,347 people have earned an official T-Shirt by collecting five stamps on the Trail.
- More than 430 members of the Margarita Society who have earned 10 or 15 stamps.
- 335 margarita lovers have earned a free autographed copy of The Great Margarita Book by Al Lucero by earning 20 stamps.
- 209 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

Public Relations

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

Social Media

- 614 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.

Cumulative Totals

February 2023

- Total Sales: \$35,937
- Businesses: 96
- Items Sold: 465
- Total Orders: 324
- Published Products: 1,139

Q4 2022 MARKETING METRICS

A summary of Q4 2022 Marketing Results is below. **Full report is included in the packet.**

Website [Q4 Y/Y Change]

- Total Visits: 412,360 [UP 9.8%]
- New Visits: 320,589 [UPO 9.7%]
- Average Pages Per Session: 1.9 [DOWN 49%]
- Average Time on Site: 1:59 [DOWN 56.7%]
- Overall Conversion Rate: 14% [UP 10.6%]

While on-site engagement wasn't as strong as the previous year, there was a 23% increase in goal completions and users on site converted at a 12% higher rate.

Paid and organic traffic from Google were powerhouses in driving incremental meetings and groups conversions.

Public Relations [Q4 Y/Y Change]

- Earned Media: \$1,678,060 [DOWN 63.2%]
- Earned Media Impressions: 216,894,017 [DOWN 68.1%]

In the fourth quarter of 2022, the efforts of Lou Hammond Group and TOURISM Santa Fe were focused on generating media interest for both the unique experiences that Santa Fe offers throughout the winter and holiday season, as well as longer lead pitching for Q1-2 2023. As a result, Santa Fe received outstanding Q4 coverage in notable outlets such as Conde Nast Traveler, Travel+Leisure, Travel Awaits, Cosmopolitan, Forbes, USA Today, and Thrillist. Santa Fe was acknowledged as a top destination for Christmas/holiday experiences by both Conde Nast Traveler and Travel + Leisure.

The team conducted significant outreach with journalists for both individual press trips, and for the Ski Santa Fe group press trip, scheduled for February 2023. The team is also working on pitching Santa Fe for feature stories like the 36 hours feature in the New York Times.

Social Media [Q4 Y/Y Change]

- Facebook Followers: 87,839 [UP 6.9%]
- Twitter Followers: 16,123 [UP 0.1%]
- Instagram Followers: 55,500 [UP 7.3%]
- Pinterest Impressions: 172,730 [UP 30.2%]
- YouTube Subscribers: 876 [UP 9.6%]

Facebook followers increased 6.9% Y/Y with 5,684 new Followers since Q4 2021. Twitter followers increased 0.10% Y/Y. Instagram continues to be the most rapidly growing channel, seeing a 7.3% increase in followers Y/Y. Organic Pinterest impressions are up 30.2% Y/Y. YouTube subscribers increased 9.6% Y/Y.

Blog [Q4 Y/Y Change]

- Page Views: 93,130 [UP 25.5%]
- Average Time on Blog: 3:23 [UP 3%]

Blog performance has shown consistent growth over the last year due to the efforts of the Editorial Content Manager and Marketing team to update out of date blog content and through the consolidation of monthly event content. Page views to the blog have increased 25.5% Y/Y and time

on site increased 3% Y/Y with an average time of 3:23. Referrals to Website Percentage: 19% [UP 37.4%]

Email Newsletter [Q4 Q/Q Change]

- Industry: Marketing Report
 - Subscribers: 1,506 [UP 3.4%]
 - Avg. Open Rate: 36.8 [DOWN 3.4%]
- Consumer: Santa Fe Marketplace
 - Subscribers: 18,323 [UP 0.9%]
 - Avg. Open Rate: 34.2% [DOWN 15.9%]
- Consumer: Santa Fe Scoop
 - Subscribers: 57,877 [UP 11.8%]
 - Avg. Open Rate: 31.34% [UP 0.2%]

Santa Fe Scoop (Consumer)

The issue from last quarter relating to an increased number of bounced e-mails continued in October but was resolved in November and December. As a result, the reported percentage increase for Total Subscribers is slightly skewed when compared to Q3. However, we do continue to see an increase in subscribers with approximately 1,000 new subscribers since the end of last quarter. The newsletter continues to perform well with an average open rate of 31.3% in Q4.

Santa Fe Marketplace (Consumer)

Total Subscribers for Santa Fe Marketplace increased slightly over the last three months, with 168 new subscribers. October and November open rates were 38.8% and 35.6%, respectively, and on par with previous months. December's newsletter had a lower-than-average open rate of 28.1%. Consequently, average open rates decreased 15.9% compared to last quarter.

Marketing Report (Industry):

Overall engagement with the Marketing Report remains strong, with an average open rate of 36.8%.

Paid Media/Advertising [Q4 Y/Y Change]

- Ad Spend: \$333,060.05 [UP 66.7%]
- Ad Impressions: 33,246,507 [UP 63.3%]

In Q4, paid media began to decrease in November and December in a scheduled effort to preserve budget for a second-half ramp-up in late Q1. Despite a modest -10% increase quarter over quarter, paid media increased nearly 70% YoY, largely as a result of custom content initiatives fully launching in October. Paid media will continue to dip throughout the offseason before ramping back up in March.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

February 2023 Website Performance Metrics

VISITS:

- Total Sessions: 116,061 (1.1% decrease Y/Y)
- New Users: 87,906 (1.9% decrease Y/Y)
- Pages per Session: 2.26 (39.6% decrease Y/Y)
- Average Time on Site: 1:58 (59.6% decrease Y/Y)
- Conversion Rate 18.3% (19.3% increase Y/Y)

VISITOR GENDER:

- 59.2% Female
- 40.8% Male

VISTOR AGE:

- 11.7% 18-24 (5.2% decrease Y/Y)
- 17.4% 25-34 (10.8% decrease Y/Y)
- 19.9% 35-44 (9.7% decrease Y/Y)
- 18.6% 45-54 (14.5% decrease Y/Y)
- 17.2% 55-64 (11.8% decrease Y/Y)
- 15.3% 65+ (12.7% decrease Y/Y)

Newsletter - Industry

TOURISM Santa Fe Marketing Report

- Date: 2/8/23
- Sent: Number sent: 1,477
- Number opened: 514
- Open rate: 34.8%

Newsletter - Consumer

SANTA FE MARKETPLACE

The monthly Santa Fe Marketplace newsletter is distributed the third 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.

Art Has the Power to Inspire

<https://mailchi.mp/santafe/arthasthepowertoinspire-7510942>

- Send Date: 2/15/23
- Subscribers: 18,618
- Number Opened: 8,042

- Open Rate: 43.2%
- CTR: 3.5%

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!

Get the Scoop on March in Santa Fe

<https://mailchi.mp/santafe/get-the-scoop-on-march2023insantafe>

- Send Date: 2/22/23
- Subscribers: 58,193
- Number Opened: 18,166
- Open Rate: 31.2%
- CTR: 2.6%

SOCIAL MEDIA

Summary

Winter imagery proved to be popular among our Facebook and Instagram followers this month with UGC content receiving the most engagement on both channels. Facebook followers and engagement increased 0.3% M/M and 13.4% M/M, respectively. Instagram followers increased 0.2% M/M but saw a 56.7% M/M decrease in engagement. Twitter followers remained steady at just over 16,100 followers. YouTube saw a slight growth in followers and views decreased 22.6% M/M.

February 2023 Performance Metrics

Facebook

- Total Page Followers: 88,470 (0.3% increase M/M)
- Engagement: 8,265 (13.4% increase M/M)

Twitter

- Followers: 16,102 (no change M/M)
- Monthly Impressions: 1,917 (35.3% decrease M/M)
- Engagement: 76 (46.1% decrease M/M)

Instagram

- Followers: 55,749 (0.2% increase M/M)
- Engagement: 5,042 (56.7% decrease M/M)

Pinterest

- Organic Impressions: 44,229 (1.7% increase M/M)

YouTube

- Subscribers: 894 (1.9% increase M/M)

- Views: 29,569 (22.6% decrease M/M)

Santa Fe Insider Blog

February 2023 Performance Metrics

- Total Blog Views: 28,314 (4% decrease M/M)
- Average Time on Blog: 3:25 (1.5% increase M/M)

February 2023 Blog Posts

SANTA FE: 1 CITY, 4 TRIPS

- Updated February 7, 2023
- Views: 2,240

SPRING INTO MARCH

- Updated February 13, 2023
- Views: 403

SIX IN THE CITY: 6 TIPS FOR YOUR SANTA FE GIRLFRIEND GETAWAY

- Updated February 17, 2023
- Views: 298

Top 5 Viewed Blog Posts in February

11 SURPRISING FACTS ABOUT SANTA FE, NM

- Updated September 2, 2022
- Views: 3,170

25 THINGS TO DO IN SANTA FE

- Updated August 26, 2022
- Views: 3,108

SANTA FE: 1 CITY, 4 TRIPS

- Updated February 7, 2023
- Views: 2,240

HIKING TRAILS YOU CAN ACCESS FROM SANTA FE

- Updated April 14, 2022
- Views: 2,087

TAKE A TOUR OF SANTA FE'S HISTORIC SITES

- Updated April 12, 2022
- Views: 2,085

PUBLIC RELATIONS

Summary

In February 2023, the public relations teams' efforts were focused on writing pitches to position Santa Fe as a strong spring and summer destination, as well as the perfect backdrop for a wellness getaway. Several press trips are currently in discussion as a result of this pitching. The team has also been conducting follow-up with journalists met during the IMM North America event in January.

This month the team executed a small group press trip in partnership with Ski Santa Fe and exposed three journalist to Santa Fe's winter, ski and après ski offerings. We also hosted a four-night visit to the city for a luxury travel writer who is preparing a multi-page feature story for the summer issue of Artful Living magazine.

Performance Metrics

February 2023 Numbers (YOY, vs February 2022)

- Pitches: 52 (decrease 67% Y/Y)
- Media Visits: 6 (decrease 25% Y/Y)
- Earned Media: \$1,362,388 (increase 5% Y/Y)
- Total Impressions: 204,358,135 (increase 16% Y/Y)
- HARO submissions: 4

Year-to-Date 2023 (vs YTD 2022)

- Pitches: 158 (decrease 36% Y/Y)
- Media Visits: 7 (decrease 12% Y/Y)
- Earned Media: \$1,620,198 (decrease 9% Y/Y)
- Total Impressions: 243,029,645 (decrease 2% Y/Y)
- HARO submissions: 7

MEDIA PLACEMENTS – ADVERTISING

Visit santafelookbook.com to view additional advertising campaign details and creative.

February 2023 Performance Metrics

- Total Spend: \$30,374.51 (36.5% decrease Y/Y)
- Total Impressions: 3,957,501 (40.2% decrease Y/Y)

February 2023 Media Campaigns

Traditional Media

- Impressions: 141,978 (1,862% increase Y/Y)
- Spend: \$2,955.09 (100% increase Y/Y)

Traditional Media Buys:

Print

- No Print in February

Interactive/Digital

- Expedia
- TEADS

Trade Desk

- Impressions: 1,063,181 (59.6% decrease Y/Y)
- Spend: \$2,057.66 (62.2% decrease Y/Y)

Google – Display & Discovery

- Impressions: 294,200 (62.8% decrease Y/Y)
- Spend: \$2,090.75 (31.7% decrease Y/Y)



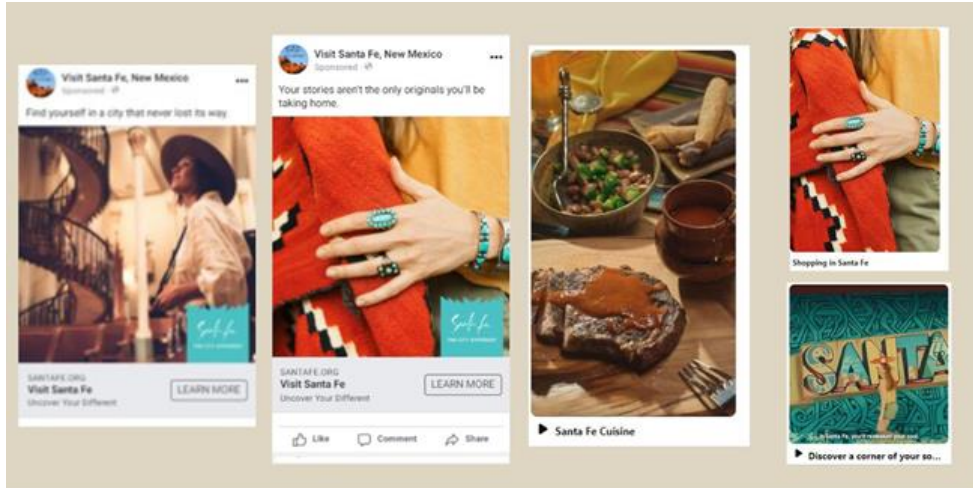
PAID SOCIAL MEDIA

Facebook

- Impressions: 980,243(1.4% decrease Y/Y)
- Spend: \$7,457.77 (50.4% decrease Y/Y)

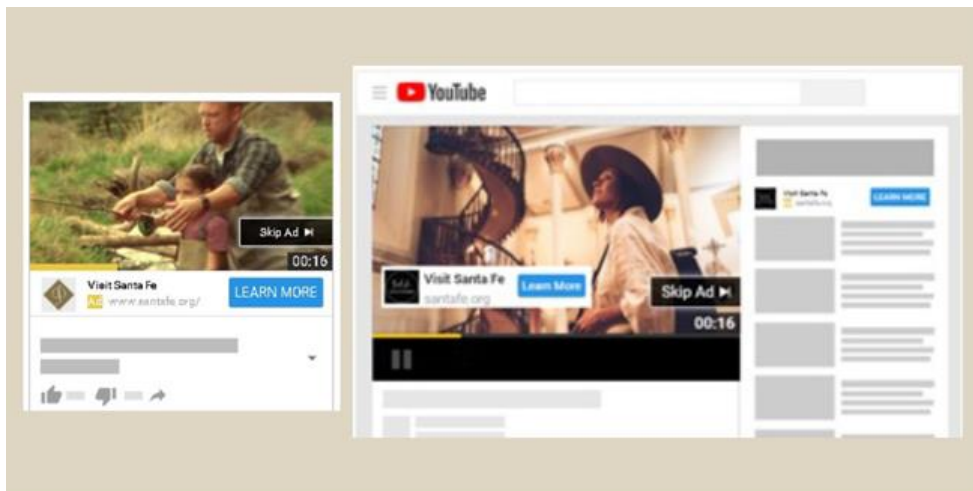
Pinterest

- Impressions: 368,519 (56.2% decrease Y/Y)
- Spend: \$3,312.59 (43.1% decrease Y/Y)



YouTube

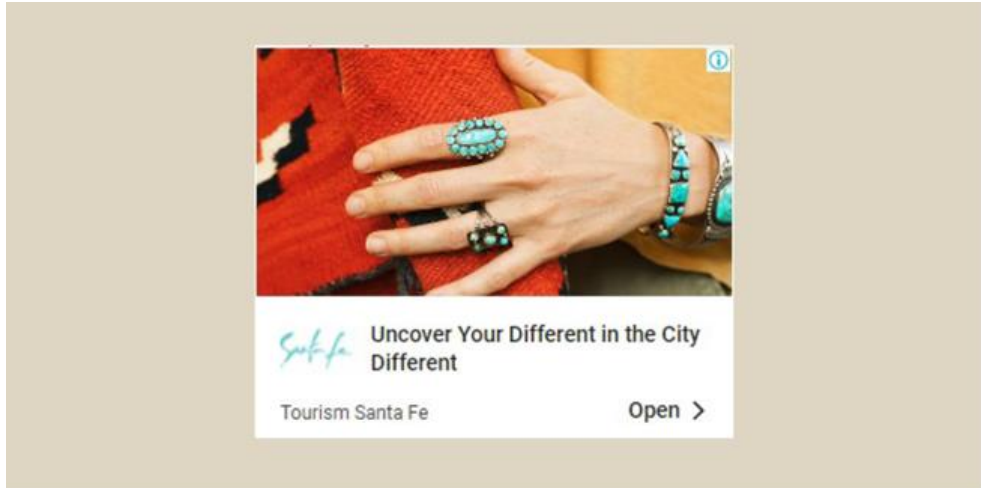
- Impressions: 825,058 (30.7% decrease Y/Y)
- Spend: \$4,829.79 (21.1% decrease Y/Y)



Google – Performance Max

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

- Impressions: 96,625
- Spend: \$209.38



PAID SEARCH

Google & Bing

- Impressions: 184,711 (53% decrease Y/Y)
- Spend: \$6,755.58 (58% decrease Y/Y)

MEETINGS & GROUPS

Search (Google)

- Impressions: 2,986 (28.4% increase Y/Y)
- Spend: \$705.90 (98.4% increase Y/Y)

