



City of Santa Fe

# AGENDA

REGULAR MEETING OF  
OCCUPANCY TAX ADVISORY  
BOARD  
APRIL 28, 2023  
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/87667365646?pwd=TG15am9ZUWIMdmUrcHNRSXBxb01FZz09>

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 – March 24, 2023
5. **PRESENTATION**
  - a. Art + Sol Final OTAB Funding Report (Andrea Cassutt,  
cassutt@sfpromusica.org; Emma Scherer,  
escherer@santafesymphony.org and Amy Iwano,

iwano@performancesantafe.org)

- b. Lensic Performing Arts Center Presentation (Joel Aalberts, Executive Director, jaalberts@lensic.org)
- c. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@innrosewoodhotels.com)
- d. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

6. **ACTION ITEMS**

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, May 26, 2023**

11. **ADJOURN**



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
MARCH 24, 2023

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1. **CALL TO ORDER**

Meeting called to order at 10:05AM

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 Bennett moved, seconded by Member Medina, to approve the agenda as presented.

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

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

**Against:** None

**Abstain:** None

4. **APPROVAL OF MINUTES**

a. Minutes – January 27, 2023



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
MARCH 24, 2023

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

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

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

**Against:** None

**Abstain:** None

## 5. PRESENTATION

- a. Lodger'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 ITEM

- a. Use of OTAB Balance

**MOTION:** Chair Blyth moved, seconded by Member Medina, to recognize and appreciate that the efforts of the Santa Fe Lodgers Association have promoted the growth of the hospitality industry in Santa Fe through the success of the Level UP internship initiative. Furthermore, due to the Association's outreach focusing on building a more inclusive membership with Cerrillos Rd hotel properties and Allied Members, the Occupancy Tax Advisory Board recommends and approves a four year sponsorship of \$25,000 annually. This will allow the SFLA to operate as a non-dues paying organization for their hotel members.

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

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



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
MARCH 24, 2023

**Against:** None

**Abstain:** None

## 7. MATTERS FROM STAFF

- a. TSF Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
- b. TSF Marketing Report (Jordan Guenther, TSF Director of Marketing, jguenther@santafenm.gov)
- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Randy presented information on the Jazz Festival to be held September 14-17 as a part of the NM Jazz Festival held September 7-30. he suggested that this event would be good use of the balance of the OTAB Funding by offering a \$200,000 marketing sponsorship. The Jazz Festival will make a presentation followed by a vote at the April OTAB meeting. Members were asked to advise Randy of any other thoughts on the use of the funds prior to the April meeting.

## 8. MATTERS FROM THE BOARD

## 9. MATTERS FROM THE PUBLIC

Sara Diaz introduced herself as the Secretary and Professional Development Chair of the New Mexico Music Commission (NMMC). Along with OTAB member Carlos Media, who serves as President of the NMMC, she advised that the NMMC had finally received funding to be available in the next fiscal year and was looking for partnerships to raise visibility for the NMMC in support of their mission of supporting the performing arts. She suggested possible partnerships with Pancakes on the Plaza, The NM Jazz Festival, Zozobra, the Plaza Music Series and other public events. Randy will work with Carlos and Sara to determine how TSF can work with NMMC. Carlos will also offer a standard report at future OTAB meetings so long as there is relevant information to share.



City of Santa Fe

# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
MARCH 24, 2023

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10. **NEXT MEETING: April 28 2023**
  11. **ADJOURN**

Meeting adjourned at 11:20AM

*Shirley Spencer*

Liaison

Chair

STATISTICS REPORT

MONTH March	CURRENT		LAST YEAR		VAR	VAR	STR
	RMLR	STR	RMLR	STR	RMLR	STR	
<b>OCCUPANCY</b>							
City Wide	71.8%	71.5%	66.0%	68.6%	5.8%	2.9%	4.2%
Downtown	71.1%	72.1%	68.8%	68.5%	2.3%	3.6%	5.3%
Cerrillos Road	81.1%	70.5%	65.1%	67.1%	16.0%	3.4%	5.1%
Periphery	57.9%		62.6%		-4.7%		
County		69.6%		68.0%			2.4%
<b>AVERAGE RATE</b>							
City Wide	\$171.61	\$159.63	\$172.78	\$155.88	-1.17	3.75	2.4%
Downtown	\$226.91	\$221.42		\$214.24	226.91	7.18	3.4%
Cerrillos Road	\$120.18	\$104.96		\$98.09	120.18	6.87	7.0%
Periphery	\$149.93				149.93	0.00	
County		\$170.56		\$167.76			1.7%
<b>REVPAR</b>							
City Wide	\$123.14	\$114.13		\$106.98	123.14	7.15	6.7%
Downtown	\$161.30	\$154.53		\$151.63	161.30	2.90	1.9%
Cerrillos Road	\$97.52	\$74.03		\$65.84	97.52	8.19	12.4%
Periphery	\$86.74				86.74		
County						0.00	
<b>LODGER'S TAX - January</b>							
Hotels		\$637,736		\$457,980		\$179,756	
Short Term Rentals		\$341,144		\$292,464		\$48,680	
Total		\$978,880		\$750,444		\$228,436	30.4%

YEAR TO DATE March					VAR	VAR	STR
	RMLR	STR	RMLR	STR	RMLR	STR	
<b>OCCUPANCY</b>							
City Wide	60.9%	61.0%	51.2%	52.9%	9.7%	8.1%	15.3%
Downtown	64.1%	64.3%	51.0%	51.4%	13.1%	12.9%	25.1%
Cerrillos Road	63.9%	57.6%	52.5%	52.6%	11.4%	5.0%	9.5%
Periphery	49.8%		49.2%		0.6%		
County		59.4%		52.7%			12.7%
<b>AVERAGE RATE</b>							
City Wide	\$158.90	\$145.93	\$159.58	\$140.28	-\$0.68	\$5.65	4.0%
Downtown	\$203.95	\$192.38	\$224.43	\$204.66	-\$20.48	-\$12.28	-6.0%
Cerrillos Road	\$109.90	\$94.76	\$91.78	\$85.04	\$18.12	\$9.72	11.4%
Periphery	\$144.33		\$157.17		-\$12.84		
County						\$0.00	
<b>REVPAR</b>							
City Wide	\$96.80	\$89.05	\$81.66	\$74.15	\$15.14	\$14.90	20.1%
Downtown	\$130.64	\$123.67	\$114.45	\$105.11	\$16.19	\$18.56	17.7%
Cerrillos Road	\$70.19	\$54.62	\$48.17	\$44.73	\$22.02	\$9.89	22.1%
Periphery	\$71.90		\$77.39		-\$5.49		
County		\$92.12		\$79.43		\$12.69	16.0%
<b>'s Tax FY through January - 7 months</b>							
Hotels		\$8,562,127		\$7,368,367		\$1,193,760	
Short Term Rentals		\$2,405,968		\$2,180,991		\$224,977	
Total		\$10,968,095		\$9,549,358		\$1,418,737	14.9%

# TOURISM

## SANTA FE

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### March 2023 OTAB Report Sales Report April 28, 2023

#### March 2023 Leads:

- 36 total leads requiring sleeping rooms
- 11,656 total room nights sent via leads

#### March 2023 Confirmed Bookings:

- 14 Definite Bookings
- 3,074 Definite Room Nights
- 16 Definite SFCCC space only events

#### March 2022 Leads:

- 28 total leads requiring sleeping rooms
- 11,752 room nights sent via leads

#### March 2022 Confirmed Bookings:

- 4 Definite Bookings
  - 1,827 Definite Room Nights
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#### 2023 YTD Leads:

- 77 total leads requiring sleeping rooms
- 27,771 total room nights sent via leads

#### 2023 YTD Definite:

- 29 Definite Booking
- 10,974 Definite Room Nights
- 44 Definite SFCCC space only events

#### 2022 YTD Leads:

- 77 total leads requiring sleeping rooms
- 24,321 total room nights sent via leads

#### 2022 YTD Definite:

- 11 Definite Booking
- 2,972 Definite Room Nights

# Booking Pace Report

As of: 4/1/2023

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	Deficits 2023	Tentative 2023	Deficits 2024	Tentative 2024	Deficits 2025	Tentative 2025	Deficits 2026	Tentative 2026	Deficits 2027	Tentative 2027	
January	0	0	0	509	740	225	2,991	535	4,649	1,570	2,435	1,390	2,163	4,526	3,342	63	2,931	0	0	0	0	0	0	0	0	0	0
February	0	0	0	750	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	3,133	925	1,944	647	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	1,859	1,212	20	1,557	0	1,445	0	0	0	0	0	0	0	0
April	0	0	190	1,063	294	920	1,440	1,484	2,684	2,558	964	3,944	3,778	2,562	882	2,090	473	225	1,976	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	2,866	2,872	3,910	2,577	1,417	1,775	1,660	100	0	430	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	1,591	64	4,766	900	893	185	0	0	0	0	0	0	0	0
July	0	0	57	828	3,907	805	2,907	2,623	2,122	4,708	10,729	5,434	3,515	2,429	1,450	574	102	0	2,700	0	1,898	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	650	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	2,742	255	285	1,341	516	0	0	0	0	0	0	0	0	0
October	0	0	2,201	1,208	3,385	3,899	4,503	2,006	3,675	4,639	2,281	2,566	2,177	3,748	1,319	5,047	236	0	0	1,301	0	1,020	0	0	0	0	0
November	0	32	148	3,954	945	1,471	480	3,486	2,652	4,728	2,063	5,342	853	675	4,314	1,781	280	330	0	0	0	0	0	0	0	0	0
December	0	0	0	96	60	450	0	196	68	369	179	0	375	250	552	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	50	5,368	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	10,757	2,064	6,306	1,731	1,898	1,449	0	0	0	0	0
LAST YEAR	0	0	50	5,368	16,807	19,004	15,375	19,355	23,113	26,826	35,994	35,990	43,082	32,468	27,508	16,492	19,433	10,757	2,064	6,306	1,731	1,898	1,449	0	0	0	0
Change	0	50	5,318	11,439	2,197	(3,629)	3,980	3,758	3,713	9,158	6	7,092	(10,614)	(4,960)	(11,016)	2,941	(8,676)	2,064	(4,451)	(333)	(4,408)	(282)	1,898	1,449	0	0	0





**OTAB Marketing Report  
March 2023  
Reporting for April 28, 2023 Meeting**

## **EXECUTIVE SUMMARY**

**Key marketing highlights for March and April**

### **1. [VOTE NOW] 2023 Condé Nast Traveler Readers' Choice Awards**

Voting is now open in the 2023 *Condé Nast Traveler Readers' Choice Awards*. We need everyone's help to keep Santa Fe at the top of this annual award list. Vote today and rank Santa Fe as "excellent" in all categories. Be sure to also share the link with as many others as you can.

**Link to Vote:** <https://www.cntraveler.com/story/vote-readers-choice-awards>. **Vote now through June 30, 2023! You can vote once per email address, per category.**

#### **Cities**

- Santa Fe

#### **Hotels:**

- Rosewood Inn of the Anasazi
- Las Palomas Hotel
- The Inn of the Five Graces
- Hotel Santa Fe, Hacienda & Spa
- Inn on the Alameda
- Hilton Santa Fe Historic Plaza
- La Fonda on the Plaza
- Eldorado Hotel & Spa
- Inn and Spa at Loretto
- Hacienda del Cerezo
- Hotel St. Francis
- Hotel Chimayó

#### **Destination Spa Resorts**

- Ten Thousand Waves
- Ojo Santa Fe Spa Resort

#### **Resorts**

- Four Seasons Resort Rancho Encantado Santa Fe
- Hilton Santa Fe Buffalo Thunder
- La Posada de Santa Fe, a Tribute Portfolio Resort & Spa
- Bishop's Lodge, Auberge Resorts Collection Santa Fe

## Ski Resorts

- Ski Santa Fe

## 2. **[FOOD & WINE GLOBAL TASTEMAKERS 2023] Santa Fe has been named a first-time recipient of Food & Wine's Global Tastemakers Awards!**

In this inaugural list, Food & Wine highlights the best places to eat and drink around the world! This elite list includes establishments that create an extraordinary travel experiences.

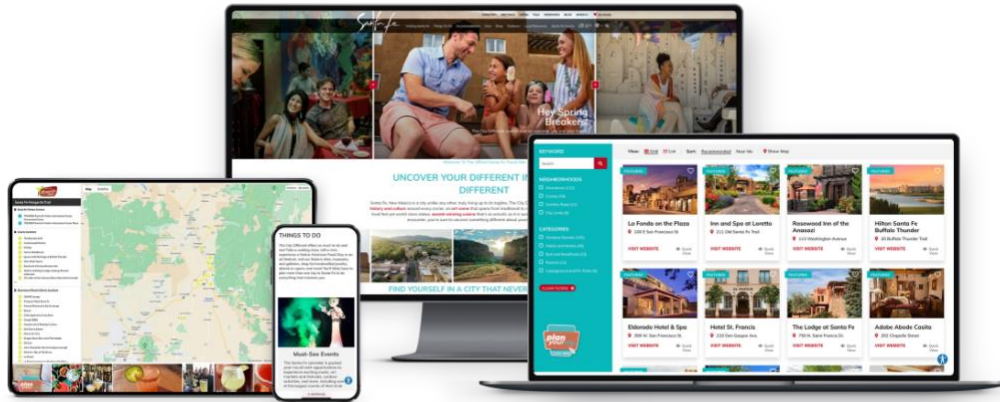
The Food & Wine Global Tastemakers Awards reflect the best of the best across the culinary industry, as chosen by Food & Wine's readers, food lovers & culinary-focused travelers.

## 3. **[ADVERTISE WITH US] New Digital Advertising on santafe.org & Newsletters**

TOURISM Santa Fe now offers website and digital advertising opportunities across santafe.org and in our newsletters, the Santa Fe Scoop and The Seasonal. There are a variety of ways to deliver your marketing message to visitors who are actively planning their trips to the Santa Fe area and are ready to book and buy!

Advertising placements include Banner Ads, Premium Page Sponsors, Featured Business Listings, and Newsletter Ads with a range of prices suitable for businesses of every size, scope, and scale.

Learn more here: <https://www.santafe.org/advertise/digital>



## 4. **[NEW!] Santa Fe Advertising Campaign Look Book**

The campaign "Uncover Your Different" is centered around the idea that there truly is something for everyone in Santa Fe, and you may be surprised to find what that is for you. It's a blend of education and self-discovery and it sheds light on all the things that make The City Different.

The advertising creative is designed to reach people most likely to travel to Santa Fe and who are looking to experience all that Santa Fe has to offer. Our media plan was carefully crafted to focus on markets with the largest concentrations of people looking to stay and play in Santa Fe.

We have created a central place for partners to view current creative and placements. View our campaigns and key markets at [santafelookbook.com](http://santafelookbook.com).



5. **[2023 SANTA FE DINING GUIDE] 2<sup>nd</sup> Annual Official Santa Fe Dining Guide off to Press**

In its second year, our popular, user-friendly menu magazine will feature even more participating Santa Fe restaurants (58) through their signature dishes, their 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](http://santafe.org), [santafenm.gov](http://santafenm.gov), [santafe.com](http://santafe.com), [santafechamber.com](http://santafechamber.com), [santafenewmexican.com](http://santafenewmexican.com), as well as other popular websites our visitors use in planning their visits to Santa Fe.



# 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

#### March 2023

- 16,722 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 16,248 paper Passports have been purchased at our Visitor Centers and by partners
- 6,437 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.
- 211 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

#### Public Relations

- 7 Press Releases
- 369 Journalist have experienced the Trail
- \$10,748,998 amount of earned media

#### Social Media

- 614 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

#### March 2023

- Total Sales: \$36,533
- Businesses: 96
- Items Sold: 474
- Total Orders: 333
- Published Products: 1,167

# MONTHLY METRICS

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## WEBSITE & NEWSLETTERS

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### March 2023 Website Performance Metrics

#### VISITS:

- Total Sessions: 161,863 (5.2% decrease Y/Y)
- New Users: 120,655 (6.9% decrease Y/Y)
- Pages per Session: 2.21 (38.8% decrease Y/Y)
- Average Time on Site: 1:56 (60.1% decrease Y/Y)
- Conversion Rate 16.6% (11.4% increase Y/Y)

#### VISITOR GENDER:

- 60.3% Female
- 39.7% Male

#### VISTOR AGE:

- 11.3% 18-24 (12.1% decrease Y/Y)
- 16.7% 25-34 (20.1% decrease Y/Y)
- 20% 35-44 (19% decrease Y/Y)
- 18.9% 45-54 (17.1% decrease Y/Y)
- 18.3% 55-64 (3% increase Y/Y)
- 15% 65+ (5.3% decrease Y/Y)

### Newsletter - Industry

#### TOURISM Santa Fe Marketing Report

- Date: 3/10/23
- Sent: Number sent: 1,478
- Number opened: 525
- Open rate: 35.5%

### 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.*

#### Hello March! Hello Green!

<https://mailchi.mp/santafe/hellomarchhellogreen-7510962>

- Send Date: 3/15/23
- Subscribers: 18,852
- Number Opened: 8,118
- Open Rate: 43.1%
- CTR: 3%

## 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 April in Santa Fe

<https://mailchi.mp/santafe/get-the-scoop-on-april2023>

- Send Date: 3/22/23
- Subscribers: 58,591
- Number Opened: 18,454
- Open Rate: 31.5%
- CTR: 2.3%

## SOCIAL MEDIA

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### Summary

All social channels, with the exception of Twitter, showed slight increases in followers. Engagement was down overall. Facebook followers increased 0.4% M/M, while engagement was down 25.8% M/M. Instagram followers increased 0.3% M/M with a 19.1% M/M decrease in engagement. Twitter followers decreased slightly by 0.3% M/M. YouTube saw a slight growth in followers and views are up significantly M/M due to an increase in media spend.

### March 2023 Performance Metrics

#### Facebook

- Total Page Followers: 88,796 (0.4% increase M/M)
- Engagement: 6,131 (25.8% decrease M/M)

#### Twitter

- Followers: 16,059 (0.3% decrease M/M)
- Monthly Impressions: 984 (48.7% decrease M/M)
- Engagement: 15 (80% decrease M/M)

#### Instagram

- Followers: 55,936 (0.3% increase M/M)
- Engagement: 4,080 (19.1% decrease M/M)

## Pinterest

- Organic Impressions: 60,671 (37.2% increase M/M)

## YouTube

- Subscribers: 909 (1.7% increase M/M)
- Views: 98,712(233.8% increase M/M)

## Santa Fe Insider Blog

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### March 2023 Performance Metrics

- Total Blog Views: 36,528 (4% decrease M/M)
- Average Time on Blog: 3:25 (no change M/M)

### March 2023 Blog Posts

#### THINGS TO DO IN APRIL

- Updated March 6, 2023
- Views: 1,805

#### EXPLORE THE CULTURAL LEGACY OF CHIMAYÓ

- Updated March 8, 2023
- Views: 446

#### SANTA FE GARDENS IN BLOOM

- Updated March 8, 2023
- Views: 349

#### SANTA FE SPRING TRAVEL FAQs

- Updated March 8, 2023
- Views: 893

#### A DAY TRIP TO CHIMAYÓ FROM SANTA FE

- Updated March 8, 2023
- Views: 1,928

### Top 5 Viewed Blog Posts in March

#### 11 SURPRISING FACTS ABOUT SANTA FE, NM

- Updated September 2, 2022
- Views: 3,908

#### 25 THINGS TO DO IN SANTA FE

- Updated August 26, 2022
- Views: 3,766

#### SANTA FE: 1 CITY, 4 TRIPS

- Updated February 7, 2023
- Views: 2,927

## HIKING TRAILS YOU CAN ACCESS FROM SANTA FE

- Updated April 14, 2022
- Views: 2,769

## TAKE A TOUR OF SANTA FE'S HISTORIC SITES

- Updated April 12, 2022
- Views: 2,450

# PUBLIC RELATIONS

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## Summary

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This month, the public relations teams' efforts were focused on hosting several spring press trips to the city, sending out pitches to position Santa Fe as a strong spring and summer destination, as well as promoting the destination as a perfect backdrop for a wellness getaway. Several press trips are currently in discussion as a result of that pitching. The team also worked on a pitch specifically targeted to The New York Times "36 hours in" article series.

## Performance Metrics

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### March 2023 Numbers (YOY, vs March 2022)

- Pitches: 315 (increase 96% Y/Y)
- Media Visits: 5 (increase 150% Y/Y)
- Earned Media: \$332,081 (decrease 74% Y/Y)
- Total Impressions: 49,812,097 (decrease) 71% Y/Y)
- HARO submissions: 1 (No Y/Y data yet)

### Year-to-Date 2023 (vs YTD 2022)

- Pitches: 473 (increase 89% Y/Y)
- Media Visits: 12 (increase 20% Y/Y)
- Earned Media: \$1,952,279 (increase 9% Y/Y)
- Total Impressions: 292,841,742 (increase 17% Y/Y)
- HARO submissions: 8 (No Y/Y data yet)

## MEDIA PLACEMENTS – ADVERTISING

Visit [santafelookbook.com](https://santafelookbook.com) to view additional advertising campaign details and creative.

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### March 2023 Performance Metrics

- Total Spend: \$149,275.76 (19.2% decrease Y/Y)
- Total Impressions: 9,062,569 (60.5% decrease Y/Y)

### March 2023 Media Campaigns

## Traditional Media

Impressions: 2,527,351 (78.7% decrease Y/Y)

Spend: \$80,098.77 (5% decrease Y/Y)

## Traditional Media Buys

### Print

- 5280 Magazine
- Austin Monthly
- D Magazine
- Phoenix Magazine

### Interactive/Digital

- Expedia
- Cvent
- Smithsonian
- Teads
- Texas Monthly

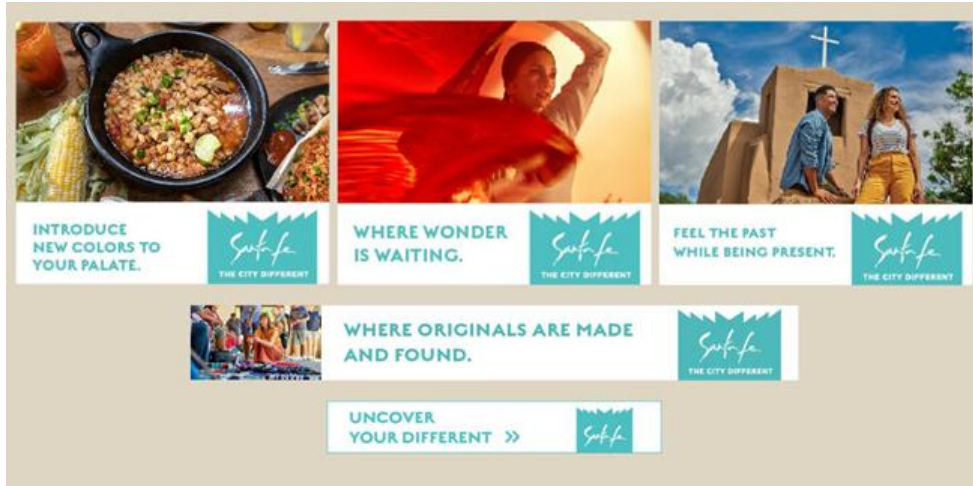


## Trade Desk

- Impressions: 1,861,299 (66.7% decrease Y/Y)
- Spend: \$22,153.23 (30.5% decrease Y/Y)

## Google – Display & Discovery

- Impressions: 590,549 (27.7% decrease Y/Y)
- Spend: \$4,078.81 (10.8% decrease Y/Y)



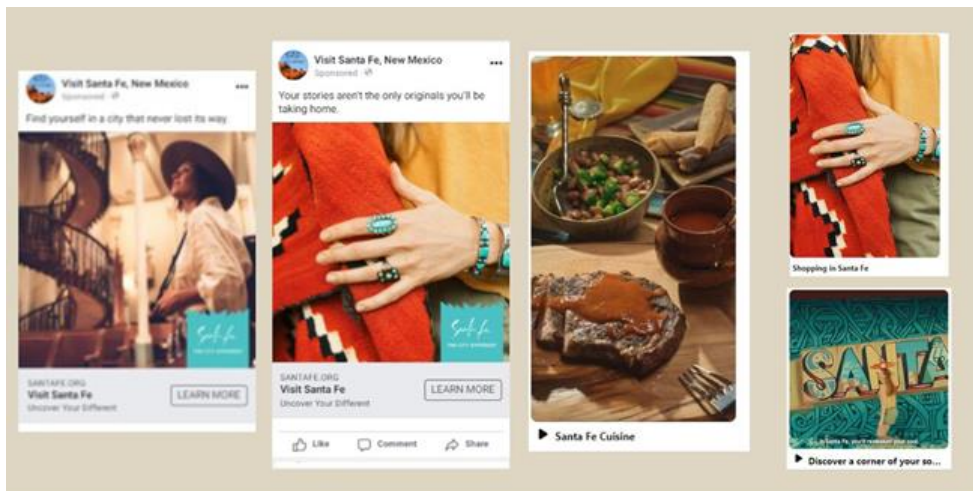
## PAID SOCIAL MEDIA

### Facebook

- Impressions: 1,421,919 (21.5% decrease Y/Y)
- Spend: \$11,453.40 (55.7% decrease Y/Y)

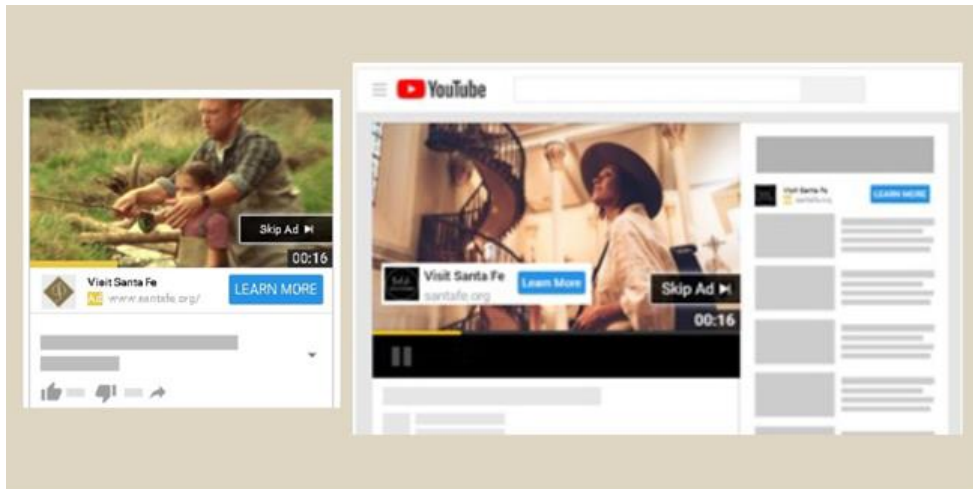
### Pinterest

- Impressions: 685,605 (42% decrease Y/Y)
- Spend: \$7,024.29 (16% decrease Y/Y)



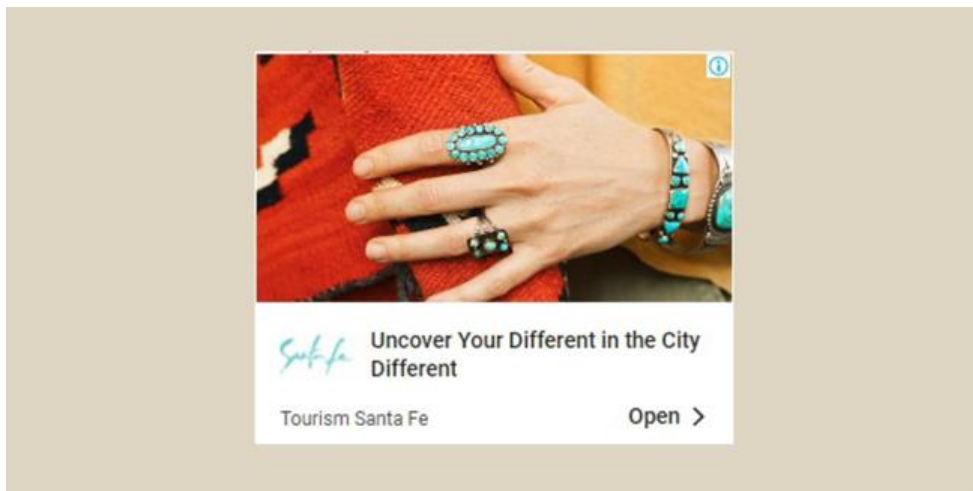
### YouTube

- Impressions: 1,558,150 (5.84% decrease Y/Y)
- Spend: \$9,387.20 (33.1% decrease Y/Y)



**Google – Performance Max**  
*(New media tactic. No Y/Y data available.)*

- Impressions: 105,088
- Spend: \$185.57



**PAID SEARCH**

**Google & Bing**

- Impressions: 307,925 (34.2% decrease Y/Y)
- Spend: \$13,477.21 (32% decrease Y/Y)

**MEETINGS & GROUPS**

**Search (Google)**

- Impressions: 4,683 (3.9% decrease Y/Y)
- Spend: \$1,417.27 (86.4% increase Y/Y)

