



AGENDA

REGULAR MEETING OF
OCCUPANCY TAX ADVISORY
BOARD
MAY 26, 2023
10:00 AM
SANTA FE COMMUNITY
CONVENTION CENTER
201 WEST MARCY STREET

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 – April 28, 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**

7. **MATTERS FROM STAFF**

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

8. **MATTERS FROM THE BOARD**

9. **MATTERS FROM THE PUBLIC**

10. **NEXT MEETING: Friday, December 8, 2023**

11. **ADJOURN**

STATISTICS REPORT

| MONTH April | CURRENT | | LAST YEAR | | VAR | VAR | STR |
|-----------------------------|----------|-------------|-----------|-------------|--------|-----------|-------|
| | RMLR | STR | RMLR | STR | RMLR | STR | |
| OCCUPANCY | | | | | | | |
| City Wide | 67.4% | 67.4% | 67.3% | 67.4% | 0.1% | 0.0% | 0.0% |
| OCCUPANCY | | | | | | | |
| Downtown | 70.3% | 70.9% | 71.9% | 70.0% | -1.6% | 0.9% | 1.3% |
| Cerrillos Road | 72.7% | 63.8% | 68.4% | 63.6% | 4.3% | 0.2% | 0.3% |
| Periphery | 53.0% | | 56.3% | | -3.3% | | |
| County | | 65.2% | | 65.9% | | -0.7% | -1.1% |
| AVERAGE RATE | | | | | | | |
| City Wide | \$186.15 | \$166.51 | \$183.19 | \$161.11 | 2.96 | 5.40 | 3.4% |
| Downtown | \$256.76 | \$228.99 | \$250.53 | \$231.74 | 6.23 | -2.75 | -1.2% |
| Cerrillos Road | \$117.22 | \$99.92 | \$107.92 | \$90.54 | 9.30 | 9.38 | 10.4% |
| Periphery | \$149.79 | | \$167.63 | | -17.84 | 0.00 | |
| County | | \$178.76 | | \$174.85 | | 3.91 | 2.2% |
| REVPAR | | | | | | | |
| City Wide | \$125.52 | \$112.26 | \$123.22 | \$108.52 | 2.30 | 3.74 | 3.4% |
| Downtown | \$180.60 | \$162.27 | \$180.15 | \$162.12 | 0.45 | 0.15 | 0.1% |
| Cerrillos Road | \$85.59 | \$63.76 | \$73.85 | \$60.49 | 11.74 | 3.27 | 5.4% |
| Periphery | \$79.35 | | \$94.38 | | -15.03 | | |
| County | | \$116.61 | | \$115.16 | | 1.45 | |
| LODGER'S TAX - March | | | | | | | |
| Hotels | | 983,570 | | 929,527 | | \$54,043 | |
| Short Term Rentals | | 370,868 | | 112,583 | | \$258,285 | |
| Total | | \$1,354,438 | | \$1,042,110 | | \$312,328 | 30.0% |

| YEAR TO DATE April | | | | | VAR | VAR | STR |
|--|----------|--------------|----------|--------------|----------|-------------|-------|
| | RMLR | STR | RMLR | STR | RMLR | STR | |
| OCCUPANCY | | | | | | | |
| City Wide | 62.5% | 62.6% | 55.1% | 56.5% | 7.4% | 6.1% | 10.8% |
| Downtown | 65.6% | 65.9% | 56.2% | 56.0% | 9.4% | 9.9% | 17.7% |
| Cerrillos Road | 66.1% | 59.1% | 56.3% | 55.4% | 9.8% | 3.7% | 6.7% |
| Periphery | 50.6% | | 51.0% | | -0.4% | | |
| County | | 60.9% | | 56.0% | | 4.9% | 8.7% |
| AVERAGE RATE | | | | | | | |
| City Wide | \$166.25 | \$151.47 | \$166.62 | \$146.43 | -\$0.37 | \$5.04 | 3.4% |
| Downtown | \$218.11 | \$202.22 | \$232.77 | \$213.12 | -\$14.66 | -\$10.90 | -5.1% |
| Cerrillos Road | \$112.05 | \$96.21 | \$96.45 | \$87.91 | \$15.60 | \$8.30 | 9.4% |
| Periphery | \$145.76 | | \$159.99 | | -\$14.23 | | |
| County | | \$161.37 | | \$157.86 | | \$3.51 | |
| REVPAR | | | | | | | |
| City Wide | \$103.98 | \$94.83 | \$91.81 | \$82.72 | \$12.17 | \$12.11 | 14.6% |
| Downtown | \$143.14 | \$133.32 | \$130.88 | \$119.37 | \$12.26 | \$13.95 | 11.7% |
| Cerrillos Road | \$74.04 | \$56.91 | \$54.27 | \$48.67 | \$19.77 | \$8.24 | 16.9% |
| Periphery | \$73.77 | | \$81.53 | | -\$7.76 | | |
| County | | \$98.23 | | \$88.34 | | \$9.89 | 11.2% |
| r's Tax FY through March - 9 months | | | | | | | |
| Hotels | | \$10,214,370 | | \$8,875,403 | | \$1,338,967 | |
| Short Term Rentals | | \$3,081,596 | | \$2,603,951 | | \$477,645 | |
| Total | | \$13,295,966 | | \$11,479,354 | | \$1,816,612 | 15.8% |

TOURISM SANTA FE

March 2023 OTAB Report Sales Report May 19, 2023

April 2023 Leads:

- 30 total leads requiring sleeping rooms
- 7,318 total room nights sent via leads

April 2023 Confirmed Bookings:

- 10 Definite Bookings
- 1,811 Definite Room Nights
- 7 Definite SFCCC space only events

April 2022 Leads:

- 24 total leads requiring sleeping rooms
- 2,735 room nights sent via leads

April 2022 Confirmed Bookings:

- 6 Definite Bookings
 - 1,259 Definite Room Nights
-

2023 YTD Leads:

- 107 total leads requiring sleeping rooms
- 35,089 total room nights sent via leads

2023 YTD Definite:

- 39 Definite Booking
- 12,785 Definite Room Nights
- 51 Definite SFCCC space only events

2022 YTD Leads:

- 84 total leads requiring sleeping rooms
- 27,056 total room nights sent via leads

2022 YTD Definite:

- 17 Definite Booking
- 4,231 Definite Room Nights

Booking Pace Report

As of: 5/19/2023

Event Type: All

Source: All

Contracted Rooms

Calendar Year

| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | |
|-----------|------|------|-------|--------|--------|---------|--------|--------|--------|--------|--------|--------|----------|---------|----------|--------|---------|-------|---------|-------|---------|-------|---------|---------|
| January | 0 | 0 | 0 | 509 | 740 | 960 | 225 | 2,991 | 535 | 4,649 | 1,570 | 2,435 | 1,380 | 2,753 | 4,526 | 3,342 | 53 | 2,931 | 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 |
| March | 0 | 0 | 67 | 1,063 | 1,160 | 425 | 603 | 2,210 | 804 | 348 | 5,041 | 972 | 1,914 | 1,659 | 1,212 | 20 | 1,557 | 0 | 1,445 | 155 | 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 | 726 | 0 | 2,132 | 0 | 0 | 0 | 0 | 0 |
| May | 0 | 0 | 950 | 1,065 | 2,225 | 2,501 | 1,290 | 2,864 | 1,825 | 3,366 | 2,886 | 2,872 | 3,910 | 2,577 | 1,417 | 1,775 | 1,888 | 0 | 430 | 0 | 0 | 0 | 0 | 0 |
| June | 0 | 16 | 0 | 6,368 | 4,217 | 2,818 | 882 | 1,701 | 3,379 | 6,541 | 1,729 | 7,964 | 2,422 | 1,581 | 64 | 4,766 | 1,232 | 800 | 185 | 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 | 1,888 | 429 | 0 | 0 | 0 |
| August | 0 | 0 | 1,755 | 75 | 416 | 985 | 875 | 1,533 | 800 | 1,615 | 2,649 | 4,655 | 2,562 | 1,426 | 760 | 1,078 | 650 | 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 |
| October | 0 | 0 | 2,201 | 1,208 | 3,385 | 3,899 | 4,503 | 2,006 | 3,675 | 4,639 | 2,281 | 2,556 | 2,177 | 3,748 | 1,319 | 5,047 | 236 | 50 | 0 | 1,301 | 0 | 1,020 | 0 | 0 |
| November | 0 | 32 | 148 | 3,954 | 945 | 1,471 | 480 | 3,486 | 2,682 | 4,728 | 2,083 | 5,342 | 853 | 675 | 4,314 | 1,781 | 680 | 330 | 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 |
| TOTAL | 0 | 50 | 5,368 | 16,807 | 19,004 | 15,375 | 19,355 | 23,113 | 26,626 | 35,984 | 35,990 | 43,082 | 32,468 | 27,508 | 16,492 | 19,433 | 12,000 | 1,911 | 6,892 | 1,456 | 1,888 | 1,449 | 0 | 0 |
| LAST YEAR | 0 | 0 | 50 | 5,368 | 16,807 | 19,004 | 15,375 | 19,355 | 23,113 | 26,626 | 35,984 | 35,990 | 43,082 | 32,468 | 27,508 | 16,492 | 12,000 | 1,911 | 6,892 | 1,456 | 1,888 | 1,449 | 0 | 0 |
| Change | 0 | 50 | 5,318 | 11,439 | 2,197 | (3,629) | 3,980 | 3,758 | 3,713 | 9,158 | 6 | 7,062 | (10,614) | (4,960) | (11,016) | 2,941 | (7,433) | 1,911 | (5,108) | (455) | (4,954) | (7) | (1,898) | (1,449) |

TOURISM SANTA FE

OTAB Marketing Report
April 2023
Reporting for May 26, 2023 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for April and May

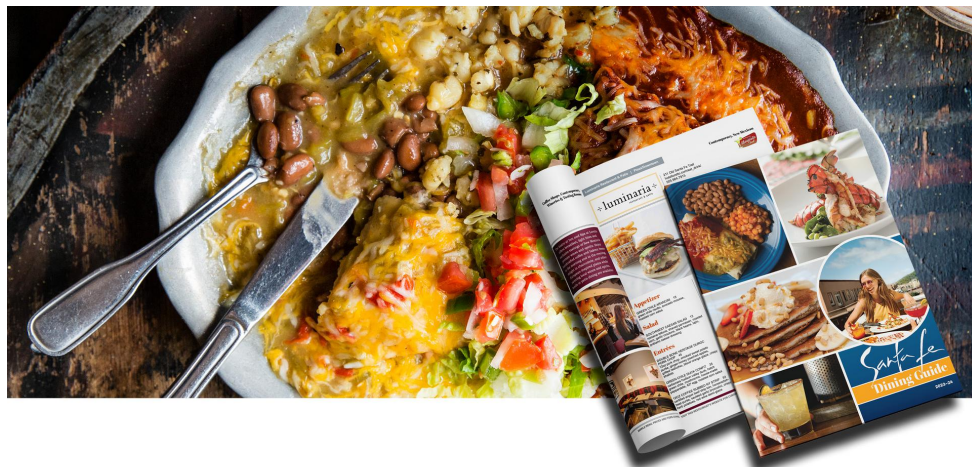
1. **[ORDER YOUR COPIES]** Of the 2023-24 Santa Fe Dining Guide

The new [2023-24 Santa Fe Dining Guide](#) has arrived! This free menu magazine is designed to help visitors make informed decisions about not only their culinary journey, but about the businesses they'll explore.

This year's Guide features 58 restaurants and new partners such as the City of Santa Fe Water Conservation office who joined the Guide to raise awareness about their Waterwise dining program. Look for the Waterwise logo identifying restaurants that are certified in water conservation approaches to their business.

Also new this year, we are making it easier for visitors to find their next stop on the Santa Fe Margarita Trail. The Margarita Trail logo is featured on the participating establishment's page, along with the name of their special margarita.

Order **FREE** copies for your business today and have them available for your visitors this summer: <https://www.santafe.org/industry/dining-guide-bulk-orders/>



2. **[VOTE NOW]** 2023 USA Today 10Best & Condé Nast Traveler Readers' Choice Awards

2023 USA Today 10Best Readers' Choice Awards

Meow Wolf's House of Eternal Return and Santa Fe Railyard Arts District are nominated in this year's USA Today 10Best Readers' Choice Awards. Use the links below to vote once a day, per category now through Monday, June 12. Thanks for your support and votes!

- **Best Immersive Art Experience: Meow Wolf's House of Eternal Return** ([vote here](#))
- **Best Arts District: Santa Fe Railyard Arts District** ([vote here](#))

2023 Condé Nast Traveler Readers' Choice Awards

Don't forget! Voting is still open in the 2023 Condé Nast Traveler Readers' Choice Awards. If you have not yet voted, please do so today. We need everyone's help to keep Santa Fe at the top of this annual award list.

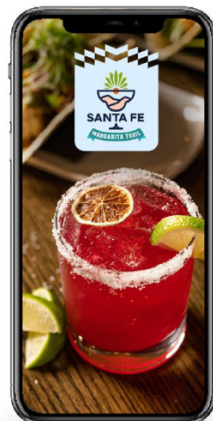
Categories featuring Santa Fe:

- **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

[Vote here](#) now through June 30, 2023! You can vote once per email address, per category.

3. **[COMING SOON!]** Santa Fe Margarita Trail Logo Refresh

Santa Fe is the place to journey deeper into the things you love, like the Margarita Trail, an experience you cannot get anywhere else! The TSF team is currently working our partners at Vladimir Jones to refresh the Margarita Trail logo and develop video concept storyboards which result in two new :30 promotional video.



4. **[FOOD & WINE GLOBAL TASTEMAKERS 2023] Santa Fe Tops *Food & Wine* Global Tastemakers List**

Santa Fe was voted into the **#7 spot on the *Food & Wine* Global Tastemakers 2023 list of “The 10 Best Cities for Neighborhood Restaurants in the U.S.”** Global Tastemakers is *Food & Wine’s* first-ever readers’ choice award and celebrates the best culinary destinations in the U.S. and abroad. Congratulations Santa Fe!

5. **[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.

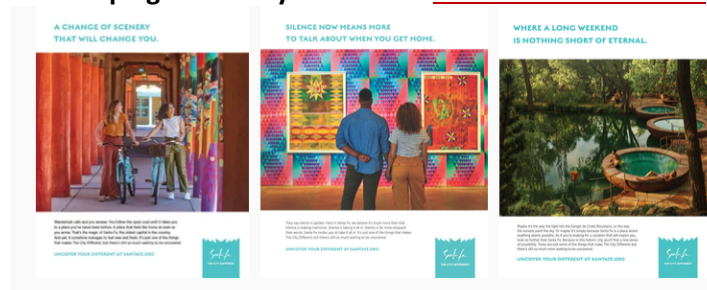
Learn more here: <https://www.santafe.org/advertise/digital>



6. **[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.**



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

April 2023

- 16,921 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 16,616 paper Passports have been purchased at our Visitor Centers and by partners
- 6,557 people have earned an official T-Shirt by collecting five stamps on the Trail.
- More than 400 members of the Margarita Society 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.
- 219 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

Public Relations

- 7 Press Releases
- 372 Journalist have experienced the Trail
- \$10,748,998 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

April 2023

- Total Sales: \$36,731
- Businesses: 96
- Items Sold: 479
- Total Orders: 338
- Published Products: 1,172

MONTHLY METRICS

WEBSITE & NEWSLETTERS

April 2023 Website Performance Metrics

VISITS:

- Total Sessions: 179,858 (26.7% increase Y/Y)
- New Users: 135,850 (30.5% increase Y/Y)
- Pages per Session: 2.07 (43% decrease Y/Y)
- Average Time on Site: 1:57 (61.4% decrease Y/Y)
- Conversion Rate 15.25% (3.8% decrease Y/Y)

VISITOR GENDER:

- 60.5% Female
- 39.5% Male

VISTOR AGE:

- 10.32% 18-24 (14.4% increase Y/Y)
- 15.4% 25-34 (9% increase Y/Y)
- 18.2% 35-44 (8.9% increase Y/Y)
- 18.7% 45-54 (7.9% increase Y/Y)
- 19.5% 55-64 (27.4% increase Y/Y)

Newsletter - Industry

TOURISM Santa Fe Marketing Report

- Date: 4/12/23
- Sent: Number sent: 1,475
- Number opened: 553
- Open rate: 37.5%

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.

Enjoy Colorful Santa Fe!

<https://mailchi.mp/santafe/enjoythevibrantcolors-7510990>

- Send Date: 4/19/23

- Subscribers: 19,174
- Number Opened: 7,821
- Open Rate: 40.8%
- CTR: 3.6%

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 May in Santa Fe

<https://mailchi.mp/santafe/get-the-scoop-on-may2023insantafe>

- Send Date: 4/26/23
- Subscribers: 58,308
- Number Opened: 17,940
- Open Rate: 30.8%
- CTR: 2.6%

SOCIAL MEDIA

Summary

Spring UGC content on Facebook contributed to the highest engagement numbers we have seen on that channel so far this year. Increased engagement on Instagram was also seen with seasonal content proving popular amongst our follower. Engagement increased M/M on all social channels. All social channels, with the exception of Twitter, also showed slight increases in followers.

April 2023 Performance Metrics

Facebook

- Total Page Followers: 89,204 (0.5% increase M/M)
- Engagement: 26,667 (334.6% increase M/M)

Twitter

- Followers: 16,017 (0.3% decrease M/M)
- Monthly Impressions: 1,510 (53.5% increase M/M)
- Engagement: 147 (880% increase M/M)

Instagram

- Followers: 56,116 (0.3% increase M/M)
- Engagement: 8,778 (115.1% increase M/M)

Pinterest

- Organic Impressions: 47,343 (22% decrease M/M)

YouTube

- Subscribers: 916 (0.8% increase M/M)
- Views: 131,882 (33.6% increase M/M)

Santa Fe Insider Blog

April 2023 Performance Metrics

- Total Blog Views: 43,252 (18.4% increase M/M)
- Average Time on Blog: 3:25 (0.2% increase M/M)

April 2023 Blog Posts

HOW TO SPEND A PERFECT WEEKEND IN SANTA FE, NM

- Updated April 24, 2023
- Views: 1,048

7 MAY EVENTS IN SANTA FE, NEW MEXICO

- Updated April 19, 2023
- Views: 6,454

Top 5 Viewed Blog Posts in April

7 MAY EVENTS IN SANTA FE, NEW MEXICO

- Updated April 19, 2023
- Views: 6,454

25 THINGS TO DO IN SANTA FE

- Updated August 26, 2022
- Views: 4,032

11 SURPRISING FACTS ABOUT SANTA FE, NM

- Updated September 2, 2022
- Views: 3,649

HIKING TRAILS YOU CAN ACCESS FROM SANTA FE

- Updated April 14, 2022
- Views: 3,005

THINGS TO DO IN APRIL

- Update March 6, 2023
- Views: 2,872

PUBLIC RELATIONS

Summary

In April 2023, the public relations teams' efforts were focused on outreach to position Santa Fe as a top spring and summer destination, as well as highlighting the Margarita Trail in connection to Cinco de Mayo. Several press trips are currently in discussion as a result of pitching and ongoing media outreach. The team is also looking into lesser known aspects of the city to use in pitching more niche journalists and publications. These lesser known aspects of the city include Santa Fe's unique geological features, ultra-luxury offerings and hidden gems.

PR Manager, Joanne Hudson, was on the road meeting with journalists in two of our target media markets this month. Joanne conducted an individual media mission in Dallas the first week of the month and met with eight media across the DFW area. She also partnered with the New Mexico Tourism Department and Visit Albuquerque on a joint media mission to Los Angeles, CA, to meet with freelance and staff writers/editors in the Southern California market. The New Mexico delegation hosted meetings with 19 journalists.

Performance Metrics

April 2023 Numbers (YOY, vs April 2022)

- Pitches: 196 (increase 0.5% Y/Y)
- Media Visits: 3 (decrease 40% Y/Y)
- Earned Media: \$491,608 (decrease 15% Y/Y)
- Total Impressions: 73,741,173 (decrease 15% Y/Y)
- HARO submissions: 1

Year-to-Date 2023 (vs YTD 2022)

- Pitches: 669 (increase 134% Y/Y)
- Media Visits: 15 (No change Y/Y)
- Earned Media: \$2,443,887 (increase 0.8% Y/Y)
- Total Impressions: 366,582,915 (increase 6% Y/Y)
- HARO submissions: 9

MEDIA PLACEMENTS – ADVERTISING

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

April 2023 Performance Metrics

- Total Spend: \$149,085.38 (12.3% increase Y/Y)
- Total Impressions: 14,432,875 (15.4% increase Y/Y)

April 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

- New Mexico Magazine
- Texas Monthly

Interactive/Digital

- 5280
- Datafy
- Cvent
- New Mexico Magazine Social
- Expedia
- Smithsonian
- Travelzoo
- Teads
- Texas Monthly

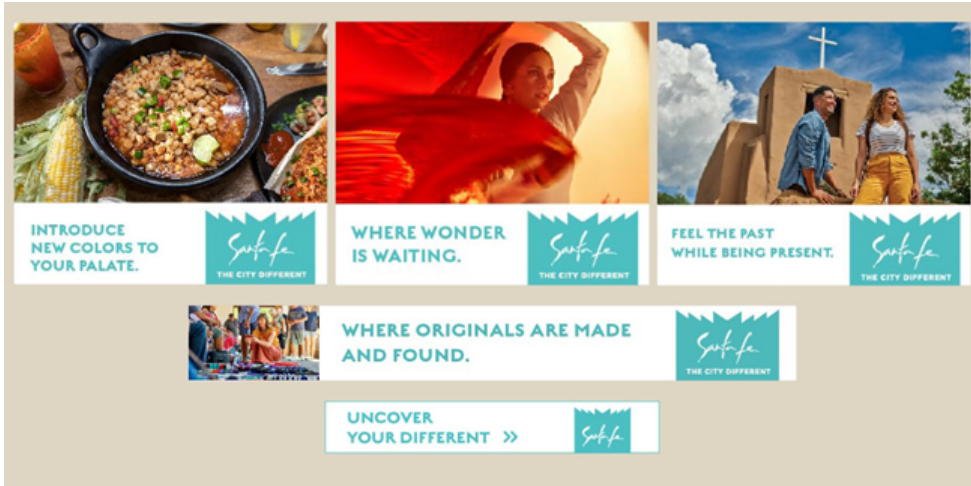


Trade Desk

- Impressions: 1,794,243 (67.5% decrease Y/Y)
- Spend: \$19,205.40 (44% decrease Y/Y)

Google – Display & Discovery

- Impressions: 766,732 (32.7% decrease Y/Y)
- Spend: \$3,950.62 (21.8% decrease Y/Y)



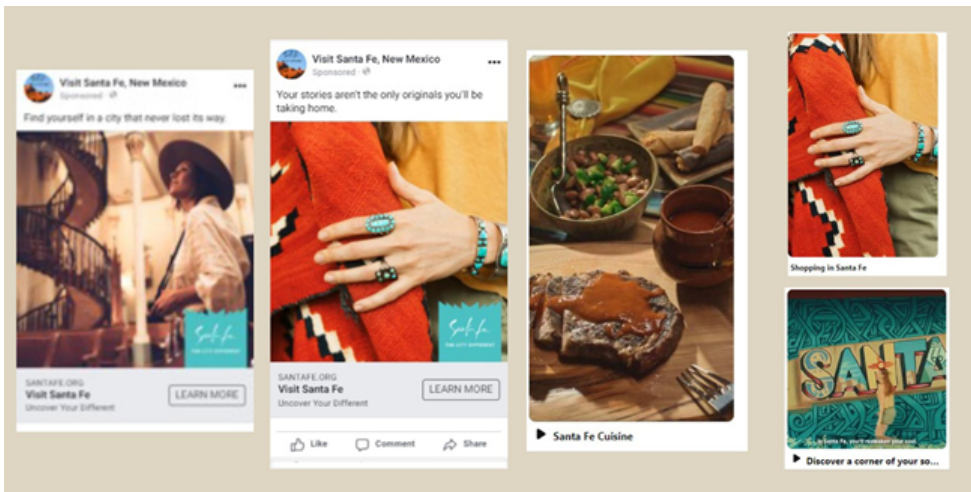
PAID SOCIAL MEDIA

Facebook

Impressions: 3,442,170 (200% increase Y/Y)
 Spend: \$24,240.10 (6.5% increase Y/Y)

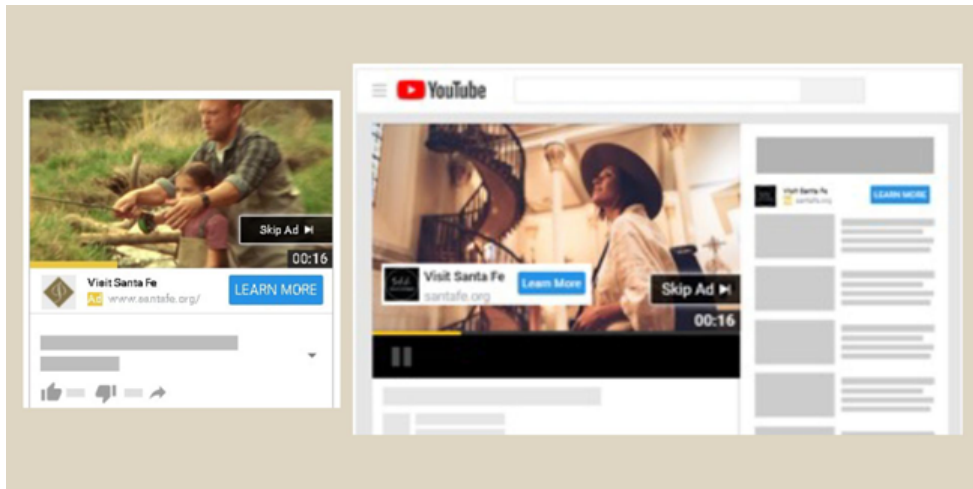
Pinterest

Impressions: 669,275 (30.2% decrease Y/Y)
 Spend: \$7,098.71 (26.3% decrease Y/Y)



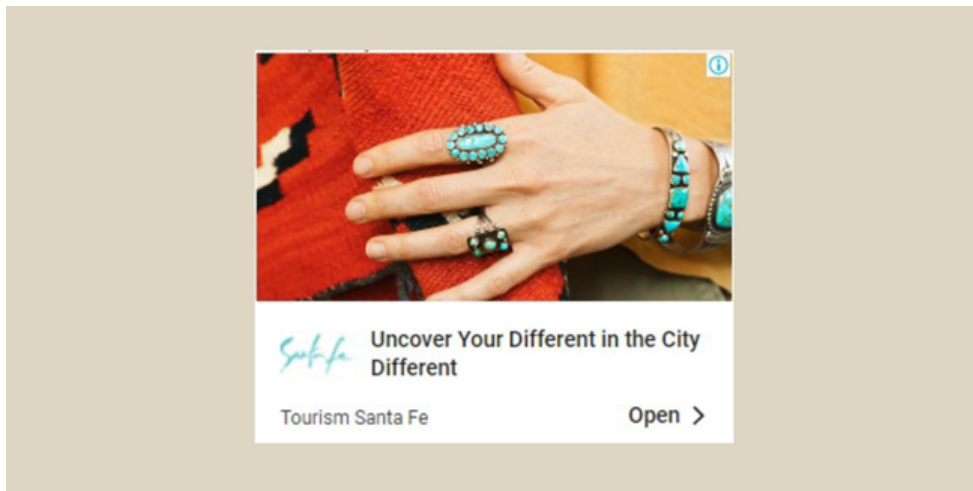
YouTube

- 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: 320,265
- Spend: \$3,671.38



PAID SEARCH

Google & Bing

- Impressions: 388,460 (1.7% decrease Y/Y)
- Spend: \$23,822.28 (31.8 increase Y/Y)

MEETINGS & GROUPS

Search (Google)

- Impressions: 11,867 (195.7% increase Y/Y)
- Spend: \$2,660.52 (345.1% increase Y/Y)

