

PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

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

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

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. OTAB Minutes – August 25, 2023
5. **PRESENTATION**
 - a. Lodger’s Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.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 Sales Director, dacarr@santafenm.gov)
- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

8. **MATTERS FROM THE BOARD**

9. **MATTERS FROM THE PUBLIC**

10. **NEXT MEETING: Friday, October 27, 2023**

11. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 25, 2023

1. **CALL TO ORDER**

Meeting called to order at 10:01AM

2. **ROLL CALL**

Members Present:

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

Members Excused:

None

Others Attending:

None

3. **APPROVAL OF AGENDA**

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

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

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

Against: None

Abstain: None

4. **APPROVAL OF MINUTES**

a. Minutes – July 28, 2023



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 25, 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 Sandoval, Member Arnhold

Against: None

Abstain: None

5. PRESENTATION

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

This item is a duplicate and was presented on Matters from staff as #c.

6. 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 Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 25, 2023

7. **MATTERS FROM THE BOARD**

Ray Sandoval provided an update on Zozobra and Dia de Muertos planning.

8. **MATTERS FROM THE PUBLIC**

9. **NEXT MEETING: September 22 2023**

10. **ADJOURN**

Meeting adjourned at 11:01AM

Shirley Spencer

Liaison

Chair



**August 2023 OTAB Report
Sales Report September 22, 2023**

August 2023 Leads:

- 32 total leads requiring sleeping rooms
- 13,141 total room nights sent via leads

August 2023 Confirmed Bookings:

- 7 Definite Bookings
- 1,303 Definite Room Nights
- 14 Definite SFCCC space only events

August 2022 Leads:

- 28 total leads requiring sleeping rooms
- 7,824 room nights sent via leads

August 2022 Confirmed Bookings:

- 3 Definite Bookings
- 272 Definite Room Nights
- 12 Definite SFCCC space only events

2023 YTD Leads:

- 248 total leads requiring sleeping rooms
- 93,563 total room nights sent via leads

2023 YTD Definite:

- 67 Definite Booking
- 19,449 Definite Room Nights
- 109 Definite SFCCC space only events

2022 YTD Leads:

- 202 total leads requiring sleeping rooms
- 70,955 total room nights sent via leads

2022 YTD Definite:

- 41 Definite Booking
- 10,242 Definite Room Nights
- 101 Definite SFCCC space only events

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 8/14/2023

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite	2023												
Event	10	5	14	10	2	12	7	7					67
STLY Event	6	1	4	6	5	10	6	3					41
Event Variance	167%	500%	350%	167%	40%	120%	117%	233%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	163%
Rooms	4,120	3,780	3,074	1,811	120	2,658	2,583	1,303					19,449
STLY Rooms	1,045	100	1,827	1,259	1,109	3,373	1,257	272					10,242
Room Variance	394%	3780%	168%	144%	11%	79%	205%	479%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	190%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Lead	2023												
Event	11	30	36	30	30	35	44	32					248
STLY Event	13	19	28	24	31	37	22	28					202
Event Variance	85%	158%	129%	125%	97%	95%	200%	114%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	123%
Rooms	7,503	8,612	11,656	7,318	11,536	17,852	15,945	13,141					93,563
STLY Rooms	7,805	4,764	11,752	2,735	10,846	17,231	7,998	7,824					70,955
Room Variance	96%	181%	99%	268%	106%	104%	199%	168%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	132%

Booking Pace Report

As of: 9/14/2023

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	225	2,991	4,649	1,570	2,435	2,240	4,387	2,753	3,133	925	1,944	647	2,931	0	965	0	0	0	0	0	0	0	0
February	0	0	0	898	960	200	1,998	3,045	1,702	3,117	5,041	972	1,914	1,859	1,212	20	1,557	0	0	1,445	155	0	427	0	0	0	0	0
March	0	0	67	173	885	425	603	2,210	804	346	5,041	972	1,914	1,859	1,212	20	1,557	0	0	1,445	155	0	427	0	0	0	0	0
April	0	0	190	1,053	284	920	1,440	1,484	2,684	2,558	964	3,944	3,778	2,562	882	2,090	773	0	2,132	35	0	0	0	0	0	0	0	0
May	0	0	950	1,055	2,225	2,601	1,290	2,864	1,825	3,366	2,886	2,872	3,910	2,577	1,417	1,775	1,898	0	0	430	250	0	0	0	0	0	0	0
June	0	0	0	6,368	4,217	2,818	862	1,701	3,379	6,541	1,729	7,964	2,422	1,581	64	4,786	2,086	0	185	807	190	0	0	0	0	0	0	0
July	0	0	57	88	3,907	805	2,807	2,823	2,122	4,708	10,729	5,434	3,515	2,429	1,450	574	377	0	4,135	0	1,898	429	0	0	0	0	0	0
August	0	0	1,755	75	416	985	875	1,633	800	1,615	2,649	4,655	2,562	1,426	760	1,078	1,005	0	0	83	0	0	0	0	0	0	0	0
September	0	0	0	868	695	576	1,486	1,330	2,436	2,444	2,794	3,576	4,447	2,742	255	285	320	0	0	0	0	0	0	0	0	0	0	0
October	0	0	2,201	1,208	3,385	3,899	4,503	2,005	3,675	4,639	2,281	2,556	2,177	3,748	1,319	5,447	576	670	0	1,301	0	1,020	0	0	0	0	0	0
November	0	32	148	3,954	945	1,471	460	3,486	2,682	4,728	2,083	5,342	853	675	4,314	1,781	680	330	0	490	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	5,368	16,365	18,729	15,375	19,355	23,113	26,826	35,984	35,990	43,082	32,468	27,508	16,492	19,633	14,684	1,320	1,320	9,657	3,121	2,088	1,876	0	0	0	0	0
LAST YEAR	0	0	50	5,368	16,365	18,729	15,375	19,355	23,113	26,826	35,984	35,990	43,082	32,468	27,508	16,492	19,633	1,320	1,320	9,657	3,121	2,088	1,876	0	0	0	0	0
Change	0	50	5,318	10,997	2,364	(3,354)	3,980	3,756	3,713	9,158	6	7,092	(10,614)	(4,960)	(11,016)	3,341	(5,149)	1,320	(5,027)	1,801	(7,569)	(1,245)	2,088	1,876	0	0	0	0

TOURISM SANTA FE

OTAB Marketing Report August 2023 Reporting for September 22, 2023 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for August & September

1. [ADVERTISE WITH US] 2024 Santa Fe Visitors Guide



We're busy at work on the 2024 Official Santa Fe Visitors Guide, a glossy, full color, 136-page print publication with 225K distribution in key markets and locations, and by request. Seventy-one percent (1.3 million total visitors) of all Santa Fe-bound visitors use the Official Santa Fe Visitors Guide for their travel plans, so make sure your business has a presence in the 2024 Guide. Readership totals more than 1 million annually.

(Take a look at [2023's Guide via our digital publication partner](#), where advertising links directly to a business' online presence and readership totals more than 20K.)

There are a range of advertising options, including the economical Spotlight Listing for \$700, and again this year, with any full-page ad, a free yearlong SantaFe.org Featured Listing (a \$1,200 value).

The deadline to reserve your space is Friday, October 13. [Click here](#) to learn more and view the media kit or reach out to visitorsguidesales@santafe.org

2. **[NEW!]** Promote Your Tours and Experiences on Viator

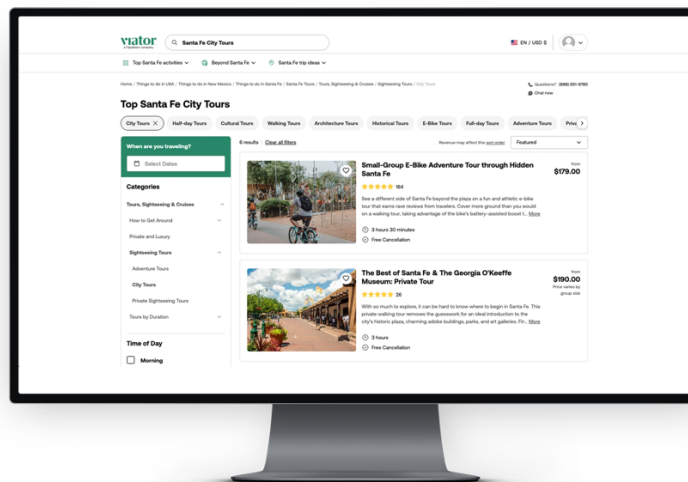
We've got some seriously exciting news to share with you—Simpleview and Viator have teamed up to bring the largest travel experience marketplace to our destination website, santafe.org. With Viator, local companies can build day trips, adventures, and experiences that will help visitors create memories to last a lifetime. The best part is that the connectivity to your listings via santafe.org comes at no additional cost to you! *Note: For those who have previously worked with [Wend Your Way](http://WendYourWay.com), we hope you get set up with our new partner, Viator!*

We're thrilled to be able to offer a one-stop shop for things to do with Viator and help visitors discover Santa Fe's hidden gems. Getting started and selling with Viator is simple! Here's how it works:

1. Create your Tripadvisor listing: Enter your details to create a new listing or find your existing one. Easily manage your reviews to build trust with travelers and grow your sales.

2. Build products at your own pace: Use the Management Center to create products, adding photos, pricing, availability and more. Save as you go along and publish when you're ready.

[Click here](#) to get started.



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

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

A roundtrip ticket is \$55 per person (plus a \$3.50 processing fee). Space is limited and tickets are on a first-come, first-served basis. The purchase of the shuttle ticket does not include access into the Balloon Fiesta Park so guests will need to purchase that separately.

To learn more, please visit santafe.org/balloonfiestashuttle

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

August 2023

- 19,328 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 17,920 paper Passports have been purchased at our Visitor Centers and by partners
- 7,097 people have earned an official T-Shirt by collecting five stamps on the Trail.
- More than 450 members of the Margarita Society have earned 10 or 15 stamps.
- 352 margarita lovers have earned a free copy of the great book of Margarita recipes by earning 20 stamps.
- 228 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

Public Relations

- 7 Press Releases
- 382 Journalist have experienced the Trail
- \$11,297,580 amount of earned media

Social Media

- 615 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

August 2023

- Total Sales: \$40,803
- Businesses: 104
- Items Sold: 518
- Total Orders: 370
- Published Products: 1,196

MONTHLY METRICS

WEBSITE & NEWSLETTERS

August 2023 Website Performance Metrics

VISITS:

- Total Sessions/New Users: 185,562 (21% increase Y/Y)
- Views per Session: 2.6 (32.5% decrease Y/Y)
- Average Engagement Time: 1:31 (60.6% decrease Y/Y)
- Session Conversion Rate 28.1% (71.6% increase Y/Y)

VISITOR GENDER:

- 58.1% Female
- 41.9% Male

Newsletter - Industry

TOURISM Santa Fe Marketing Report

Date: 8/9/23
Sent: Number sent: 1,471
Number opened: 551
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.

Transform Your Home with Santa Fe Treasures

<https://mailchi.mp/santafe/transform-your-home-with-these-santa-fe-treasures>

Send Date: 8/16/23
Subscribers: 20,012
Number Opened: 8,869
Open Rate: 44.3%
CTR: 3.4%

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 September in Santa Fe

<https://mailchi.mp/santafe/get-the-scoop-on-september2023in-santafe>

Send Date: 8/23/23
Subscribers: 60,492
Number Opened: 19,460
Open Rate: 32.2%
CTR: 2.4%

SOCIAL MEDIA

Summary

In August all social channels, with the exception of X (formerly Twitter), experienced slight increases in followers M/M. Overall engagement was almost doubled on Facebook, stayed the same on Instagram, and spiked on X, with the top-ranking posts reaching over 158,000 users on Facebook, and over 21,000 users on Instagram. This is due to experimentation with creating unique postings for Facebook and Instagram in a form of A/B testing. The increase with X was due to simply starting to utilize the platform again.

August 2023 Performance Metrics

Facebook

Total Page Followers: 94,187 (0.52% increase M/M)

Engagement: 21,079 (40.8% increase M/M)

X/Twitter

Followers: 15,836 (0.24% decrease M/M)

Monthly Impressions: 2,788 (76.2% increase M/M)

Engagement: 37 (56.8% increase M/M)

Instagram

Followers: 56,523 (0.16% increase M/M)

Engagement: 17,297 (1.4% decrease M/M)

Pinterest

Impressions: 25,282 (37.5% increase M/M)

YouTube

Subscribers: 946 (0.95% increase M/M)

Views: 156,110 (1.8% increase M/M)

Santa Fe Insider Blog

August 2023 Performance Metrics

Total Blog Views: 35,418 (1.3% decrease M/M)

Average Time on Blog: 1:52 (7.4% decrease M/M)

August 2023 Blog Posts

NEW

Shop Local Santa Fe Artists & Artisans

- Posted August 9, 2023

UPDATED

Enjoy the Wineries and Tasting Rooms In and Around Santa Fe

- Updated August 14, 2023
- Views: 56

13 Events You Can't Miss in Santa Fe this September

- Updated August 22, 2023
- Views: 2,034

Iconic Foods of Santa Fe

- Updated August 23, 2023
- Views: 0

Top 5 Viewed Blog Posts in August

25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 4,301

11 Surprising Facts About Santa Fe, NM

- Updated September 2, 2022
- Views: 3,168

Hiking Trails You Can Access from Santa Fe

- Updated June 8, 2023
- Views: 2,734

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 2,417

Santa Fe: 1 City, 4 Trips

- Updated: February 7, 2023
- Views: 2,306

PUBLIC RELATIONS

Summary

This month, the public relations teams' efforts were focused on outreach to position Santa Fe as a must-see fall and winter destination, as well as highlighting upcoming events, like the Santa Fe Wine and Chile Fiesta and Día de Muertos. The team also coordinated flights and itinerary logistics for four media and influencers visiting for the Burning of Zozobra.

Performance Metrics

August 2023 Numbers (YOY, vs August 2022)

Pitches: 233 (Increased 19% Y/Y)
Media Visits: 8 (No change Y/Y)
Earned Media: \$1,058,633 (Increased 32% Y/Y)
Total Impressions: 157,829,728 (Increased 40% Y/Y)
HARO submissions: 1

Year-to-Date 2023 (vs YTD 2022)

Pitches: 1,043 (Decreased 1% Y/Y)
Media Visits: 34 (Increased 13% Y/Y)
Earned Media: \$4,833,635 (Increased 9% Y/Y)
Total Impressions: 687,929,600 (Increased 8% Y/Y)
HARO submissions: 17

MEDIA PLACEMENTS – ADVERTISING

August 2023 Performance Metrics

Total Spend: \$90,739.22 (12.4% decrease Y/Y)
Total Impressions: 9,250,279 (23.1% increase Y/Y)

August 2023 Media Campaigns

Traditional Media

Impressions: 1,245,889 (4.9% increase Y/Y)
Spend: \$13,808.67 (10.4% increase Y/Y)

Traditional Media Buys

Print

No print placements in August

Interactive/Digital

- 5280 Digital Banners
- Audiology
- Cognitiv
- Cvent
- Datafy
- Expedia
- Gay Ad Network

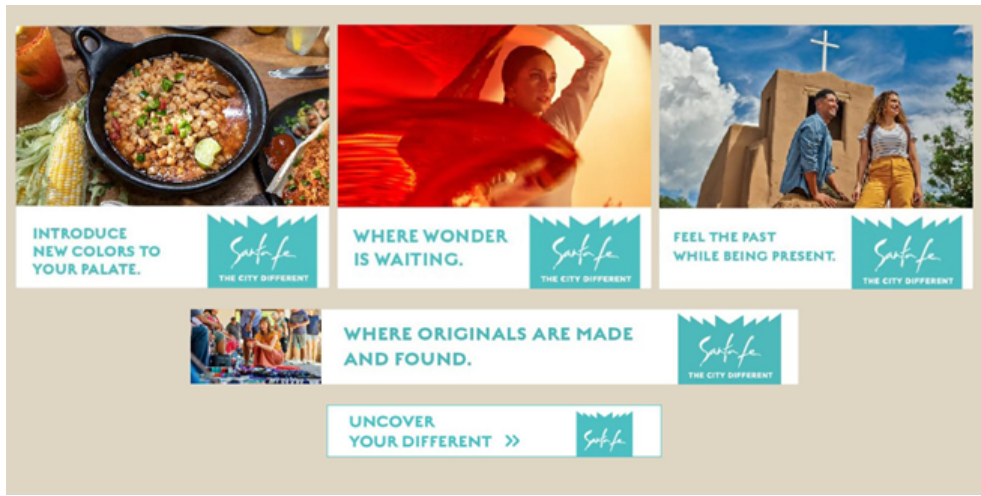
- Nexxen
- Travel + Leisure

Trade Desk

Impressions: 1,365,041 (38.1% decrease Y/Y)
 Spend: \$15,843.18 (24.6% decrease Y/Y)

Google – Display & Discovery

Impressions: 1,511,339 (67% increase Y/Y)
 Spend: \$4,942.49 (116.7% increase Y/Y)



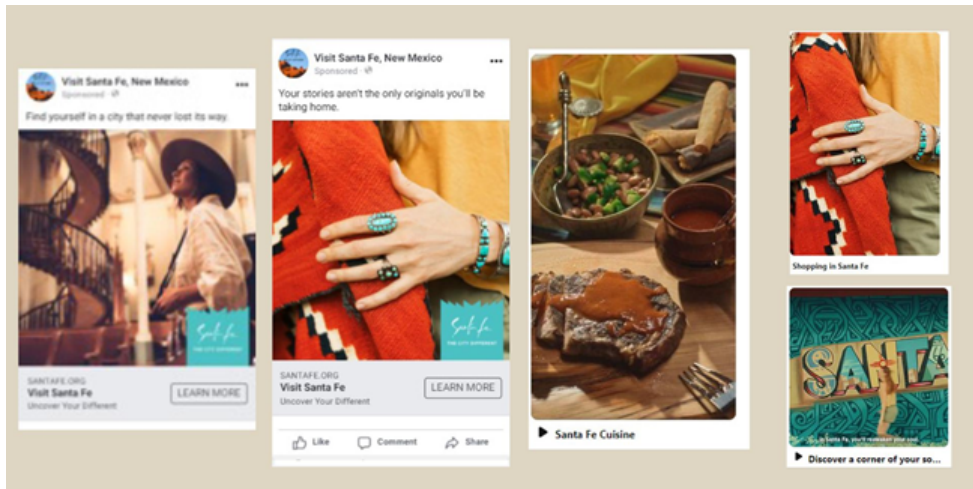
PAID SOCIAL MEDIA

Facebook

Impressions: 2,001,362 (75.8% increase Y/Y)
 Spend: \$12,953.55 (16.7% decrease Y/Y)

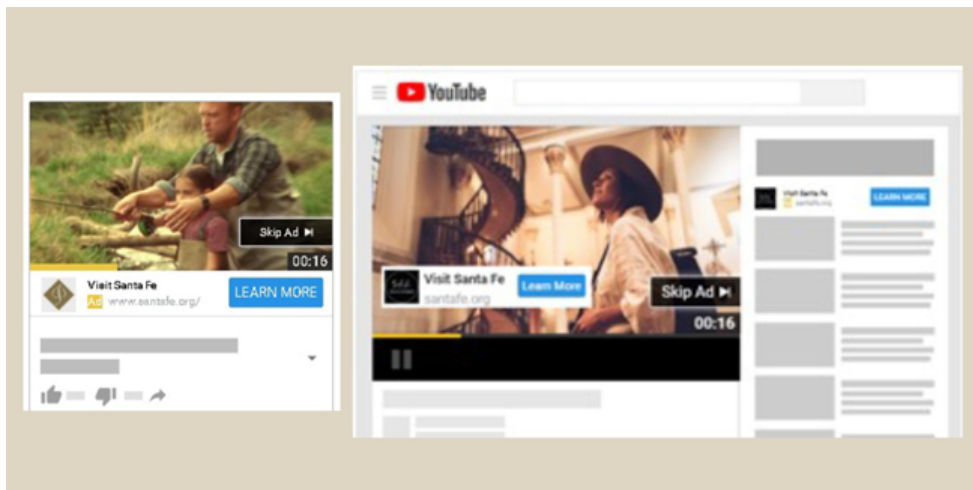
Pinterest

Impressions: 946,999 (65.8% increase Y/Y)
 Spend: \$5,513.82 (21.7% decrease Y/Y)



YouTube

Impressions: 1,550,754 (17.4% increase Y/Y)
 Spend: \$11,971.31 (27.9% increase Y/Y)



PAID SEARCH Google & Bing

Impressions: 427,873 (15.6% increase Y/Y)
 Spend: \$18,494.17 (36% increase Y/Y)

MEETINGS & GROUPS

Google

Impressions: 7,879 (7.8% decrease Y/Y)
 Spend: \$2,159.39 (58.7% increase Y/Y)



MEET IN THE CITY
DIFFERENT.



MEET IN THE CITY
DIFFERENT.



NO MORE BORED
ROOM MEETINGS.



HOST MEETINGS. MAKE MEMORIES.



HOST MEETINGS.
MAKE MEMORIES.

