



Agenda

Regular Meeting of the
Occupancy Tax Advisory Board
December 13, 2024 at 10:00 AM
City Council Chambers, City
Hall
200 Lincoln Avenue

Procedures for Occupancy Tax Advisory Board Meeting

The agenda and packet for the meeting will be posted at
<https://santafenm.portal.civicclerk.com/>

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. September 20, 2024 Minutes
 - b. October 29, 2024 Minutes
5. Presentations
 - a. SWAIA OTAB Funding Presentation, Jamie Schulze
 - b. Santa Fe Film, Liesette Bailey, liesette@santafe.film
 - c. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, gm@innogthegovernors.com)
 - d. Lodger's Tax Report (Randy Randall, Interim City Manager, 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 Interim Executive Director, rrandall@santafenm.gov)

c. TSF Executive Director Report (Randy Randall, Inturim City Manager, rrandall@santafenm.gov)

8. Matters from the Board

9. Matters from the Public

10. Next Meeting:

11. Adjourn

Persons with disabilities in need of additional accommodations, contact the City Clerk's office at 505-955-6521, five (5) working days prior to meeting date.



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 20, 2024

1. **CALL TO ORDER**

Meeting called to order at 10:10AM.

2. **ROLL CALL**

Members Present:

Chair Rik Blyth
Member Carlos Medina
Member Sam Gerberding

Members Excused:

Member Bonnie Bennett
Member Ray Sandoval

Others Attending:

Shirley Spencer, Clerk
Jordan Guenther, Attendee
David Carr, Attendee

3. **APPROVAL OF AGENDA**

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

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

For: Chair Blyth, Member Medina, Member Gerberding

Against: None

Abstain: None

4. **APPROVAL OF MINUTES**

a. OTAB Minutes – August 23, 2024



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 20, 2024

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

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

For: Chair Blyth, Member Medina, Member Gerberding

Against: None

Abstain: None

5. PRESENTATION

- a. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, gm@innofthegovernors.com)

Sam provided report.

- b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Jordan Gunther provided in lieu of Randy Randall's absence.

6. ACTION ITEMS

7. MATTERS FROM STAFF

- a. TSF Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)

David Carr provided report. DOS meetings will be held quarterly basis. April Gallegos, Sales Manager is at Smart Meetings in Puerto Rico. Justin Cox , Sales Manager is getting ready for IMEX next month.



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 20, 2024

- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)

Jordan Guenther provided TSF Marketing Report. Big push for Sales Visitor Guides and Menu Magazine publications. Developed new website to see creative brands TSF have created. Route 66 update including an update on two Marketing grants awarded to TSF.

- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rRANDALL@santafenm.gov)

Executive Director Report provided by Jordan Guenther.

8. **MATTERS FROM THE BOARD**

9. **MATTERS FROM THE PUBLIC**

10. **NEXT MEETING: Friday, October 25, 2024**

11. **ADJOURN**

Meeting adjourned at 10:27AM.

Liaison

Chair



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
OCTOBER 29, 2024

1. CALL TO ORDER

Meeting called to order at 10AM.

2. ROLL CALL

Members Present:

Chair Rik Blyth
Member Bonnie Bennett
Member Carlos Medina
Member Ray Sandoval
Member Sam Gerberding

Members Excused:

None

Others Attending:

Randy Randall, Tourism Director
Jordan Guenther, Attendee
David Carr, Attendee

3. APPROVAL OF AGENDA

MOTION: Member Sandoval 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 Sandoval, Member Gerberding

Against: None

Abstain: None

4. APPROVAL OF MINUTES



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
OCTOBER 29, 2024

- a. Minutes – September 2024

The minutes did not get approved – will bring forward to next OTAB meeting on December 13, 2024.

5. PRESENTATION

- a. 10:00AM – 10:40AM SF Chorale Summer (Mark Zero, Grants Manager, mark@desertchorale.org, (505)988-2282)
- b. 10:45AM – 11:25AM Indigenous Ways Festival (Elena Higgins, Grants Director, hello@indigenousways.org, (505)795-2543)
- c. 11:30AM – 12:10PM SITE SF 12th International (Erin De Rosa, Grants Manager, derosa@sitesantafe.org, (505)989-1199)
- d. 01:00PM – 01:40PM International Film Festival (Stephanie Love-Ringer, Director, liesette@santafe.film, (505)397-0371)

Did not show up for presentation.

6. ACTION ITEMS

- a. 01:45PM – 02:25PM Discussion & Recommendation of OTAB Application Presentations (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

MOTION: Member Sandoval moved, seconded by Member Gerberding, to approve the grant as noted on minutes below.

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

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

Against: None

Abstain: None

Approved Funding as followed:

Santa Fe Desert Chorale \$15,000

Site Santa Fe \$40,000

International Literary Festival \$20,000 (Second year of funding – presentation was not required)

International Folk Art Market \$10,000 (due to an error, \$20,000 designated for IFAM in 2024 was not provided)

Santa Fe Gloom \$5,000 (to show support for this new semi pro indoor soccer team and have Santa Fe on the jersey)

OTAB discussed the Indigenous Ways Festival. While in support of their efforts, it determined that it did not fit the funding model for the OTAB grants as it does not attract visitation and is scheduled at the time of Wine and Chile that already causes a sold out city.

The Chair and Randy Randall will make a determination if the Santa Fe Film Institute should be considered at the next regularly scheduled OTAB meeting for partial funding of their request.

OTAB will consider how to use the \$60,000 balance of funding available to increase visitation to the city at future meetings.

b. Approval of 2025 Schedule

Board did not vote on the 2025 Schedule so will include on next agenda.

7. **MATTERS FROM STAFF**
8. **MATTERS FROM THE BOARD**
9. **MATTERS FROM THE PUBLIC**
10. **NEXT MEETING: No Meeting Scheduled**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
OCTOBER 29, 2024

No meeting in November. Next OTAB Meeting will be December 13, 2024.

11. **ADJOURN**

Meeting adjourned at 1:30PM.

Liaison

Chair

MONTH	LAST YEAR		VAR	
October	STR	STR	STR	STR
OCCUPANCY				
City Wide	77.0%	76.2%	0.8%	1.0%
Downtown	82.1%	77.9%	4.2%	5.4%
Cerrillos Road	72.7%	75.5%	-2.8%	-3.7%
AVERAGE RATE				
City Wide	\$219.91	\$218.28	1.63	0.7%
Downtown	\$305.89	\$309.33	(3.44)	-1.1%
Cerrillos Road	\$130.11	\$131.20	(1.09)	-0.8%
REVPAR				
City Wide	\$169.44	\$166.39	3.05	1.8%
Downtown	\$251.25	\$241.07	10.18	4.2%
Cerrillos Road	\$94.64	\$99.06	(4.42)	-4.5%
LODGER'S TAX - September				
Hotels	\$1,432,625	\$1,457,713	(\$25,088)	-1.7%
Short Term Rentals	\$362,384	\$409,188	(\$46,804)	-11.4%
Total	\$1,795,009	\$1,866,901	(\$71,892)	-3.9%

Short Term Rentals	from AirDNA	Entire county	ADR Breakdown		
Entire Place	2,046	down 4%	Average	\$302.09	
Occupancy	62%	down 1%	Entire Place	\$310.20	
ADR	\$302.90	up 1%	Prof Mgt'd	\$369.30	
RevPAR	\$189.20	even	Luxury	\$448.60	

YEAR TO DATE	LAST YEAR		VAR	% Var
October	STR	STR	STR	STR
OCCUPANCY				
City Wide	70.6%	69.5%	1.1%	1.6%
Downtown	72.4%	70.8%	1.6%	2.3%
Cerrillos Road	68.8%	68.2%	0.6%	0.9%
AVERAGE RATE				
City Wide	\$188.30	\$186.16	\$2.14	1.1%
Downtown	\$261.62	\$258.66	\$2.96	1.1%
Cerrillos Road	\$115.15	\$115.60	-\$0.45	-0.4%
REVPAR				
City Wide	\$132.86	\$129.38	\$3.48	2.7%
Downtown	\$189.42	\$183.02	\$6.40	3.5%
Cerrillos Road	\$79.21	\$78.88	\$0.33	0.4%
Lodger's Tax FY through September - 3 months				
Hotels	\$4,426,425	\$4,289,092	\$137,333	3.2%
Short Term Rentals	\$1,179,047	\$1,118,435	\$60,612	5.4%
Total	\$5,605,472	\$5,407,527	\$197,945	3.7%
Lodger's Tax Calendar through September				
Hotels	\$10,185,843	\$10,082,715	\$103,128	1.0%
Short Term Rentals	\$3,222,061	\$3,394,144	(\$172,083)	-5.1%
Total	\$13,407,904	\$13,476,859	(\$68,955)	-0.5%

TOURISM SANTA FE

OTAB Marketing Report
Reporting for December 13, 2024 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for November/December

1. [UPCOMING PUBLICATIONS] 2025 Santa Fe Visitors Guide & Menu Magazine



We're busy at work on both the 2025 Official Visitors Guide and the 2025 Menu Magazine.

[2025 Visitors Guide publishes January 2025](#)

- Glossy, full color, 144-page print publication
- 175K distribution in key regional markets and locations, and by request
- Seventy percent (1.4 million total visitors) of all out of state visitors use the Guide
- Print readership totals more than 1 million annually
- Digital readership is more than 25K to date

[2025 Menu Magazine publishes April 2025](#)

See the [2025 Media Kit](#) for menu feature and business ad rates.

- Glossy, full color, 84-page print publication
- 50K distribution in key Santa Fe areas and locations, and by request
- Print readership totals more than 125,000 annually
- Digital readership is 29K to date

The deadline to reserve space in the Menu Magazine is Friday, January 31, 2025.

We've re-launched eight brand new Menu Magazine Boxes throughout the Historic District making the menu guide even more accessible!



2. **[SANTA FE LOOK BOOK]** Updated Media Hub Containing All TSF Brand Creative

Interested in a deeper dive into all of our campaign and brand creative? We launched a brand new hub, santafelookbook.com, detailing our brand overview, strategic approach to target markets, and ad creative for both leisure and group travel.



3. **[ROUTE 66]** State Tourism Department Offering Various Grants for Centennial

New Mexico will be commemorating the 100th anniversary of Route 66 in 2026 and Santa Fe will be participating in both national and statewide initiatives to celebrate the country's "Mother Road".

Special Events - This grant category is related to promotional sponsorship for Route 66 events, fairs and festivals. Successful applicants will identify NMTD as an official sponsor of the event and co-brand marketing with the official New Mexico Route 66 logo.

Marketing and Promotions [AWARDED] - The primary goal of this category is to promote Route 66 destinations, particularly communities. NMTD would manage the marketing of these destinations and for Route-66 related promotions throughout the year. Communities and eligible non-profits may opt-in to be part of this grant program. Promotional items and assistance with web development/enhancement can be part of this grant track.

Infrastructure or Destination Enhancements [AWARDED] - Grants in this category would provide funding to improve Route 66 related infrastructure. Examples of applicable projects could include: upgrading and renovating signs, improving lighting, installing Route 66 related art projects, or supporting historic structure preservation initiatives.

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

In October, PR efforts were focused on executing Tourism Santa Fe's media appointments in New York and DC, pitching for any short lead opportunities related to Día De Los Muertos and fall foliage, and beginning to assist with upcoming winter/holiday and ski season opportunities.

Public Relations Manager, Joanne Hudson, conducted 12 in-person meetings and three virtual meetings with top travel writers and editors, including Andrea Sachs of **The Washington Post**, Nick Derenzo of **AFAR and Travel + Leisure**, Adam Rathe of **Town & Country**, and Erica Finamore of **Real Simple** during the New York and DC media mission. Looking to December, the team will kick into high gear on holiday and ski pitching, distributing winter media invites, and setting travel dates with interested journalists from October's media tour.

Recent Website Coverage Includes:

Websites:

Resulting from a pitch to writer Allison Ramirez, Piñon Court was included in a round-up of the most stylish roadside motels in **Thrillist**.

Santa Fe was named the #2 city for travelers in the US, as part of **Condé Nast Traveler's** 2024 Reader's Choice Awards.

Santa Fe's pottery and art scene is highlighted in an online version of Lia Picard's article for **Travel + Leisure**.

The Santa Fe Wine + Chile Festival is highlighted in **Time Out**, following a press visit by writer Kelly Yeo in September 2024.

Santa Fe is named one of the best places to travel in November by **Pop Sugar** following a pitch to Emma Glassman Hughes.

Four Seasons Resort Rancho Encantado's "Discover Santa Fe" offer was highlighted in **Conde Nast Traveler's** best travel deals column following a pitch to commerce writer Paris Wilson.

La Fonda was included in a round-up of hotels haunted by female ghosts published in **Fodor's**.

Santa Fe New Mexico was included in the travel section of the **National Association of Baby Boomer Women** website after Tourism Santa Fe assisted the writer with a September 2024 visit.

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

October 2024

- More than 47,000 visitors and locals are enjoying the Santa Fe Margarita Trail
- 22,836 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 24,557 paper Passports have been purchased at our Visitor Centers and by partners
- 9,037 people have earned an official T-Shirt by collecting five stamps on the Trail
- 651 members of the Margarita Society have earned 10 or 15 stamps
- 415 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 264 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 394 Journalist have experienced the Trail
- \$11,423,520 amount of earned media

Social Media

- 634 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

October 2024

- Total Sales: \$54,440
- Businesses: 106
- Items Sold: 740
- Total Orders: 499
- Published Products: 1,433

Q3 2024 MARKETING METRICS

A summary of Q3 2024 Marketing results is below. The full report is included in the packet.

Website [Y/Y Change]

- Total Visits: 683,882 [UP 23.12%]
- New Visits: 540,745 [UP 33.55%]
- Average Pages Per Session: 2.3 [DOWN 14.37%]
- Average Time on Site: 1:07 [DOWN 27.2%]
- Overall Conversion Rate: 9.57% [DOWN 48.38%]

Website visits peaked in July at 238,380, dipped to 202,249 in August, then slightly rebounded to 243,253 in September. However, engagement metrics—such as time spent on site and pages per session—have declined,

suggesting that while traffic volume is up, visitor engagement is waning. This change aligns with our incremental campaign extension in July, staggered launch in August, and all campaigns going live in September timeline.

Public Relations [Y/Y Change]

- Earned Media: \$7,122,339 [UP 244.2%]
- Earned Media Impressions: 1,054,722,873 [UP 240.95%]

During Q3, we made 297 pitches to target media, hosted eleven media visitors, celebrated the results of more than a year of pitching the 100th Burning of Zozobra and did the planning for an in-person media mission in New York and DC. The mission resulted in Joanne Hudson conducting meetings with 14 top writers and editors, during the week of October 7-11. In Q3, we saw the largest earned media value for any quarter this year, when compared to Q1 and Q2, with \$7.1 million dollars calculated.

Social Media [Y/Y Change]

- Facebook Followers: 97,627 [UP 3.37%]
- Instagram Followers: 62,529 [UP 10.02%]
- YouTube Subscribers: 1,141 [UP 19.73%]
- TikTok Followers: 67

Year over year, social media accounts saw some big differences for Q3. Starting with the only decrease, Facebook saw 46.01% less engagement. On the contrary, Instagram saw a 38.25% increase in engagement. Pinterest also did good, with an increase of 35.28% in impressions. And YouTube experienced an absolutely massive jump of 207.78% increase in views. Since X stopped giving free access to analytics, those can no longer be used to compare, and the TikTok account had not been created as of Q3 of 2023, so no data exists to use for its purposes

Blog [Y/Y Change]

- Page Views: 101,308 [DOWN 3.72%]
- Average Time on Blog: 1:47 [DOWN 7.69%]

It's a very busy quarter for some of the most popular events in Santa Fe. Updated monthly event blogs and their related content, which we've determined is the most useful for visitors and search engines. We plan to bolster the practice of employing UGC images in the blog wherever possible to increase interactivity and raise awareness of business partners. This may also encourage visitors to tag #TheCityDifferent in their posts.

Email Newsletter [Y/Y Change]

- Consumer: Santa Fe Marketplace
 - Subscribers: 21,378 [UP 5.84%]
 - Avg. Open Rate: 37.2% [DOWN 12.99%]
- Consumer: Santa Fe Scoop
 - Subscribers: 97,885 [UP 60.32%]
 - Avg. Open Rate: 24.6% [DOWN 19.96%]

We made some design changes to the Scoop to address linking issues that several readers raised. And we continue to work with our MailChimp rep to examine audience behavior as well as highlight up to two higher-profile events or happenings in the subject line to increase open rates. Additionally, we moved the Scoop distribution date from the 4th Wednesday of the month to the 3rd Wednesday to give visitors more time to plan their trips based on the month's event schedule.

We are experiencing challenges with the embedded newsletter sign-up form on santafe.org. Subscribers who use the embedded form are not assigned to a newsletter group and, as a result, are not receiving our newsletters. In the meantime, we have created a manual process for adding subscribers and are working on a permanent, automated process with our MailChimp rep.

Following our efforts to reengage subscribers in Q1, we identified approximately 25K contacts who were not receiving the Santa Fe Scoop monthly newsletters. Also, in August, we added 7,176 contacts who had subscribed but were not added to any newsletter groups due to the abovementioned issues. The large Y/Y increase in Total Subscribers reflects the addition of those contacts. In Q4, we will focus on cleaning the email subscriber list.

The number of subscribers to Santa Fe Marketplace has increased by 37% since last year with open rates decreasing slightly Y/Y.

Paid Media/Advertising [Y/Y Change]

- Ad Spend: \$570,995.10 [UP 41.17%]

- Ad Impressions: 102,392,243 [UP 228.49%]

Q1 began with a rolling launch of paid media tactics, including print and site-direct placements through Modern Luxury, Austin Monthly, 5280 Magazine, Phoenix Magazine, and New Mexico Magazine; programmatic placements through AdTheorent; custom content through Atlas Obscura; and display placements through Expedia.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

October 2024 Website Performance Metrics

Total Sessions: 185,182 (12.97% increase Y/Y)

New Users: 157,500 (28.74% increase Y/Y)

Average Engagement Time: 0:24 (70.37% decrease Y/Y)

Average Pages Per Session: 1.7 (31.84% increase Y/Y)

Session Conversion Rate: 4.03% (61.25% decrease Y/Y)

Newsletter – Consumer

SANTA FE MARKETPLACE

The monthly [Santa Fe Marketplace](#) newsletter is distributed the fourth 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.

Explore All of the Fall Finds

<https://mailchi.mp/santafe/exploreallthefallfinds-7511581>

Send Date: 10/23/24

Subscribers: 21,322

Number Opened: 8,471

Open Rate: 37.9%

CTR: 2.6%

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!

November Scoop on Día de los Muertos and Skiing!

<https://mailchi.mp/santafe/novemberscoop2024>

Send Date: 10/16/24

Subscribers: 97,976

Number Opened: 26,554

Open Rate: 27.1%

CTR: 2%

SOCIAL MEDIA

Summary

October had a fairly expected slight decrease in engagement from Facebook and Pinterest, which tend to dip in the early fall and slowly rise as we get closer to the holidays. Instagram and TikTok experienced some good increase in engagement, likely due to continuing to increase short-form video content, by way of collaborations with local

businesses and visitors. The YouTube view numbers are very skewed because previous months were not accounting for strictly organic views, and now they are.

October 2024 Performance Metrics

Facebook

Total Page Followers: 97,936 (0.32% increase M/M)

Engagement: 9,533 (4.17% decrease M/M)

Instagram

Followers: 63,199 (1.07% increase M/M)

Engagement: 27,088 (54.34 % increase M/M)

Pinterest

Followers: 3,261 (0.00% increase M/M)

Impressions: 40,664 (10.48% decrease M/M)

TikTok

Followers: 75 (11.94 % increase M/M)

Engagement: 4,891 (23.76% increase M/M)

YouTube

Subscribers: 1,178 (3.24% increase M/M)

Views: 10,609 (97.39% decrease M/M)

Santa Fe Insider Blog

October 2024 Performance Metrics

Total Blog Views: 33,675 (3.4% decrease M/M)

Average Time on Blog: 1:37 (7.6% decrease M/M)

October Blog Posts

10 of Santa Fe's Best November Events

- Updated: October 9, 2024
- Views: 2,945

Find Your Inner Calm in Santa Fe's Soothing Waters – Pools, Springs, and Spas

- Updated: October 18, 2024
- Views: 65

7 Incredible Art Experiences You Can Only Have in Santa Fe

- Updated: October 18, 2024
- Views: 503

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,904

Top 5 Viewed Blog Posts in October

Fall for These 9 October Events in Santa Fe

- Updated: September 13, 2024
- Views: 8,043

10 of Santa Fe's Best November Events

- Updated: October 9, 2024
- Views: 2,945

25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 2,603

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,904

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,783

PUBLIC RELATIONS

Summary

This month, PR efforts were focused on executing Tourism Santa Fe's media appointments in New York and DC, pitching for any short lead opportunities related to Dia De Los Muertos and fall foliage, and beginning to assist with upcoming winter/holiday and ski season opportunities. Public Relations Manager, Joanne Hudson, conducted 12 in-person meetings and three virtual meetings with top travel writers and editors, including Andrea Sachs of **The Washington Post**, Nick Derenzo of **AFAR** and **Travel + Leisure**, Adam Rathe of **Town & Country**, and Erica Finamore of **Real Simple** during the New York and DC media mission. Looking to November, the team will kick into high gear on holiday and ski pitching, distributing winter media invites, and setting travel dates with interested journalists from October's media tour.

Performance Metrics

October 2024 Numbers (YOY)

Pitches: 117 (Decreased 58% Y/Y)
Media Visits: 7 (Increased 600% Y/Y)
Earned Media: \$509,076 (Decreased 53% Y/Y)
Total Impressions: 76,361,394 (Decreased 19% Y/Y)

Year-to-Date 2024 (vs YTD 2023)

Pitches: 1,152 (Decreased 27% Y/Y)
Media Visits: 33 (Decreased 8% Y/Y)
Earned Media: \$19,476,100 (Increased 195% Y/Y)
Total Impressions: 2,792,794,571 (Increased 217% Y/Y)

MEDIA PLACEMENTS – ADVERTISING

October 2024 Performance Metrics

Total Spend: \$318,966.75 (169.05% increase Y/Y)
Total Impressions: 45,191,967 (142.6% increase Y/Y)

Traditional Media

Impressions: 4,830,759 (62.65% decrease Y/Y)
Spend: \$121,219.45 (41.28% increase Y/Y)

Traditional Media Buys

Print

- Colorado Springs Magazine
- D Magazine

- Modern Luxury Chicago Style
- New Mexico Magazine (New Mexico TRUE Co-Op)
- Phoenix Magazine (New Mexico TRUE Co-Op)
- San Francisco Magazine (New Mexico TRUE Co-Op)
- Texas Monthly



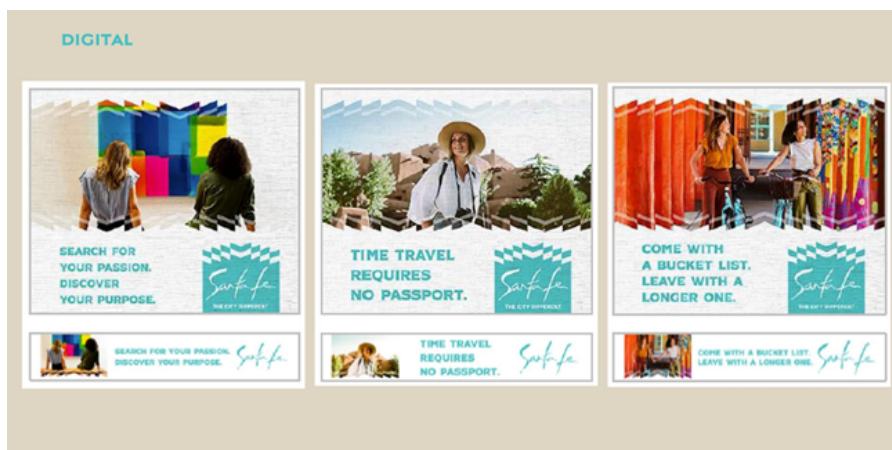
Interactive/Digital

- Expedia
- Cvent
- Atlas Obscura

Adtheorent

Impressions: 9,421,902 (n/a - new campaign)

Spend: \$97,316.59 (n/a - new campaign)



PAID SOCIAL MEDIA

Facebook

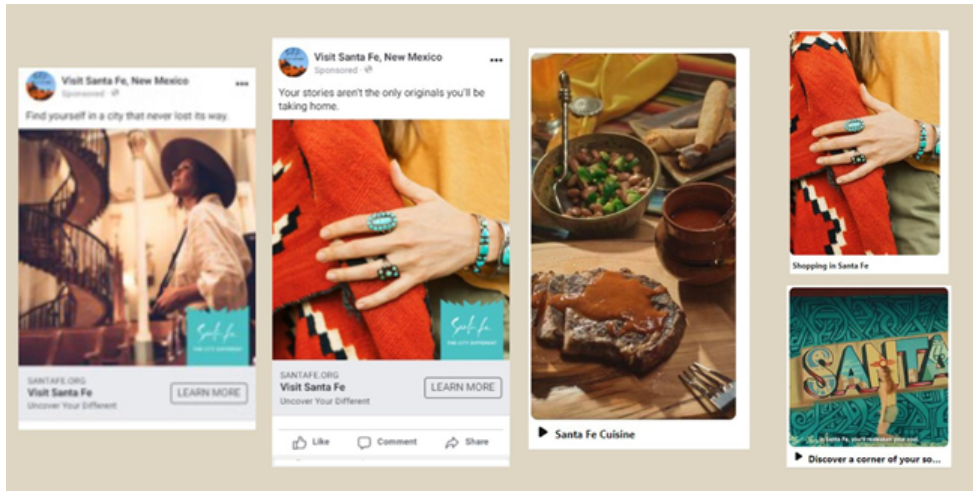
Impressions: 12,924,903 (846.22% increase Y/Y)

Spend: \$28,265.65 (219.32% increase Y/Y)

Pinterest

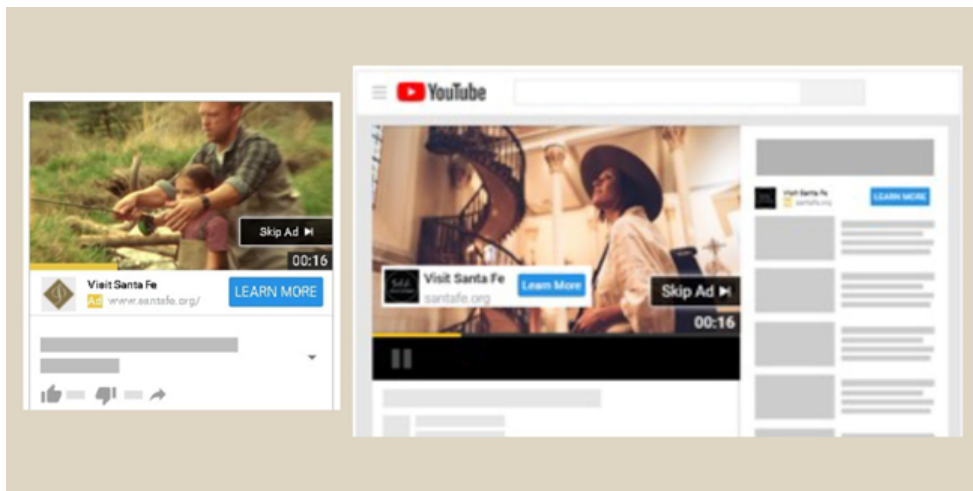
Impressions: 1,734,172 (178.02% increase Y/Y)

Spend: \$8,412.09 (133.76% increase Y/Y)



YouTube

Impressions: 4,252,458 (247.69% increase Y/Y)
 Spend: \$19,035.41 (121.87% increase Y/Y)



Reddit

Impressions: 2,036,345 (n/a - new campaign)
 Spend: \$8,244.08 (n/a - new campaign)

PAID SEARCH

Google

Impressions: 225,717 (130.14% increase Y/Y)
 Spend: \$10,117.72 (38.55% increase Y/Y)

Bing

Impressions: 710,071 (103.76% increase Y/Y)
 Spend: \$6,136.73 (29.4% increase Y/Y)

MEETINGS & GROUPS

Google

Impressions: 36,037 (1,437.41% increase Y/Y)
Spend: \$2,220.64 (60.74% increase Y/Y)





Navigation

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

Occupancy

Data Source: STR

Avg Occupancy Rate

74.8

(Custom Range: 72.3)
▲ 3.54%



Avg Daily Rate

\$216.01

(Custom Range: \$212.79)
▲ 1.51%



Avg Rev Par

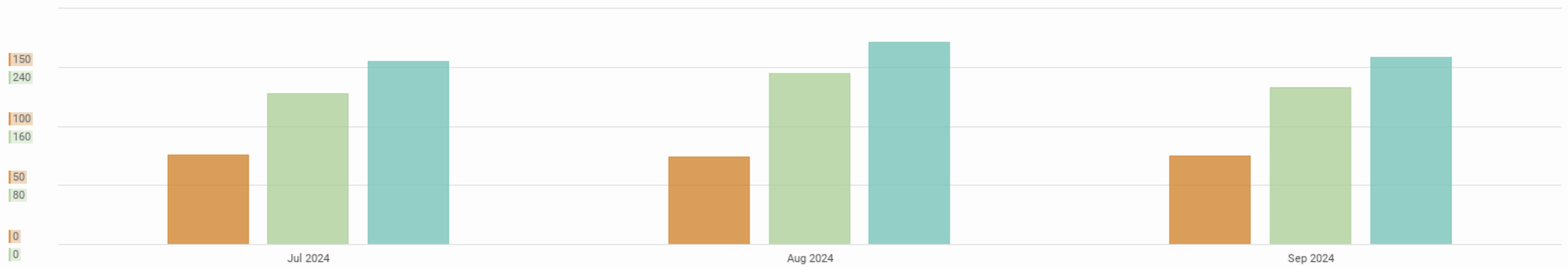
\$161.59

(Custom Range: \$153.69)
▲ 5.14%



Occupancy by Month

Occupancy Avg Daily Rate REV PAR



Occupancy

Month ↓	# Avg Daily Rate	# REV PAR	# Occupancy
Sep 2024	\$212.27	\$158.60	74.7
Aug 2024	\$231.36	\$171.31	74.0
Jul 2024	\$204.39	\$154.85	75.8

1 - 3 of 3 items



Newsletters

Scoop

Total Subscribers
97,885

(Custom Range: 61,055)
▲ 60.32%

Avg Open Rate
24.6

(Custom Range: 30.7)
▼ -19.96%

Avg CTR
2.4 %

(Custom Range: 2.1 %)
▲ 14.52%

Total Subscribers
21,378

(Custom Range: 20,198)
▲ 5.84%

Avg Open Rate
37.2

(Custom Range: 42.8)
▼ -12.99%

Avg CTR
3.1 %

(Custom Range: 3.2 %)
▼ -3.16%

Marketplace

Marketing Report

Newsletters - Marketing

Month	# Marketing Report Subs...	# Marketing Report Ope...	# Marketing Report Avg Open Rate
Jul 2024	2,040	782	38.33
Aug 2024	2,040	754	36.96
Sep 2024	2,037	800	39.27

1 - 3 of 3 items

Total Subscribers
2,037

(Custom Range: 1,479)
▲ 37.73% (558)

Avg Open Rate
38.2

(Custom Range: 39.9)
▼ -4.27% (-1.7)

Insights

Summary:

We made some design changes to the Scoop to address linking issues that several readers raised. And we continue to work with our MailChimp rep to examine audience behavior as well as highlight up to two higher-profile events or happenings in the subject line to increase open rates. Additionally, we moved the Scoop distribution date from the 4th Wednesday of the month to the 3rd Wednesday to give visitors more time to plan their trips based on the month's event schedule.

We are experiencing challenges with the embedded newsletter sign-up form on santafe.org. Subscribers who use the embedded form are not assigned to a newsletter group and, as a result, are not receiving our newsletters. In the meantime, we have created a manual process for adding subscribers and are working on a permanent, automated process with our MailChimp rep.

Following our efforts to reengage subscribers in Q1, we identified approximately 25K contacts who were not receiving the Santa Fe Scoop monthly newsletters. Also, in August, we added 7,176 contacts who had subscribed but were not added to any newsletter groups due to the abovementioned issues. The large Y/Y increase in Total Subscribers reflects the addition of those contacts. In Q4, we will focus on cleaning the email subscriber list.

The number of subscribers to Santa Fe Marketplace has increased by 37% since last year with open rates decreasing slightly Y/Y.

Key Insights:

- The monthly event blog and event-related content consistently drive the most click-throughs from the Scoop.
- Paid ads from local event organizers and businesses continue to perform well. Ads for vacation rentals received the most engagement, after event-related content, with a total of 1,233 click-throughs this
- Despite the large number of contacts added "in bulk" to the subscriber list this year, unsubscribe rates are low. On average, we receive about 365 unsubscribes per Scoop newsletter —approximately .38% of our total subscriber list.

Action Items:

- Create a new segment of non-openers and remove them from the subscriber list
- Automate the embedded newsletter sign-up form on santafe.org

Guides and Visitor Information Centers

Guide Distribution

15,810

(Custom Range: 16,280)

▼ -2.89%



Visitor Information Centers

11,464

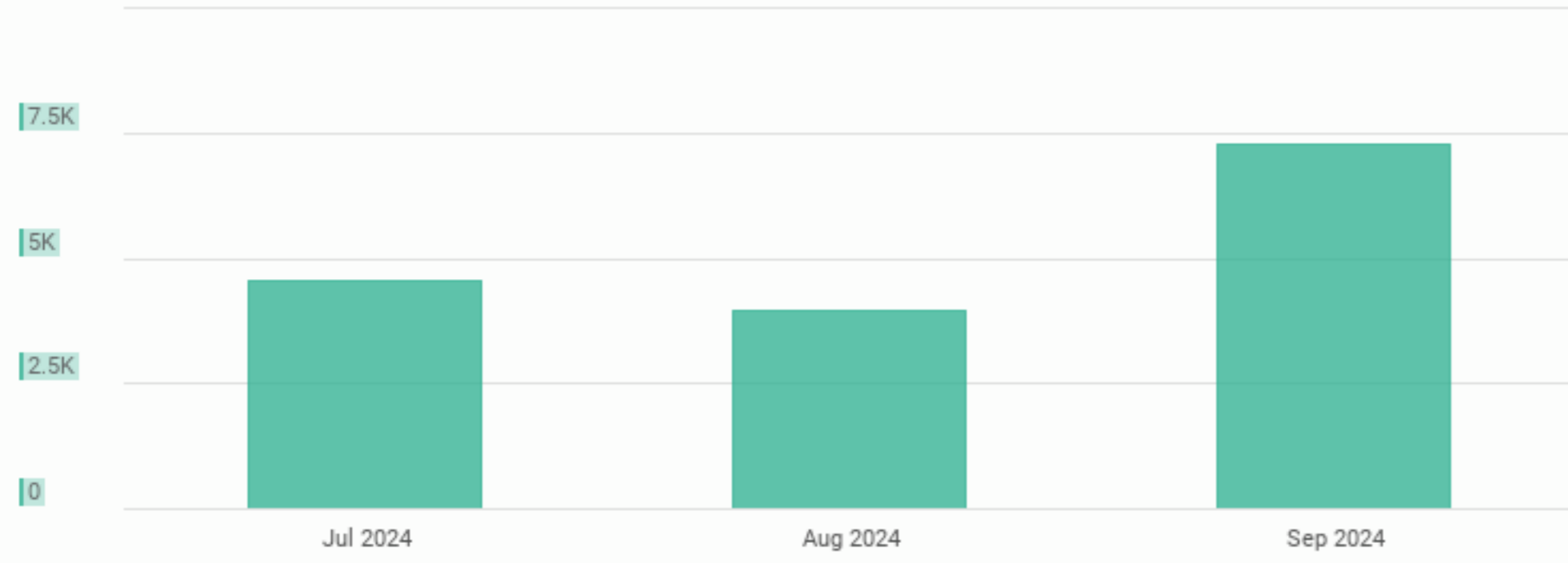
(Custom Range: 11,993)

▼ -4.41%



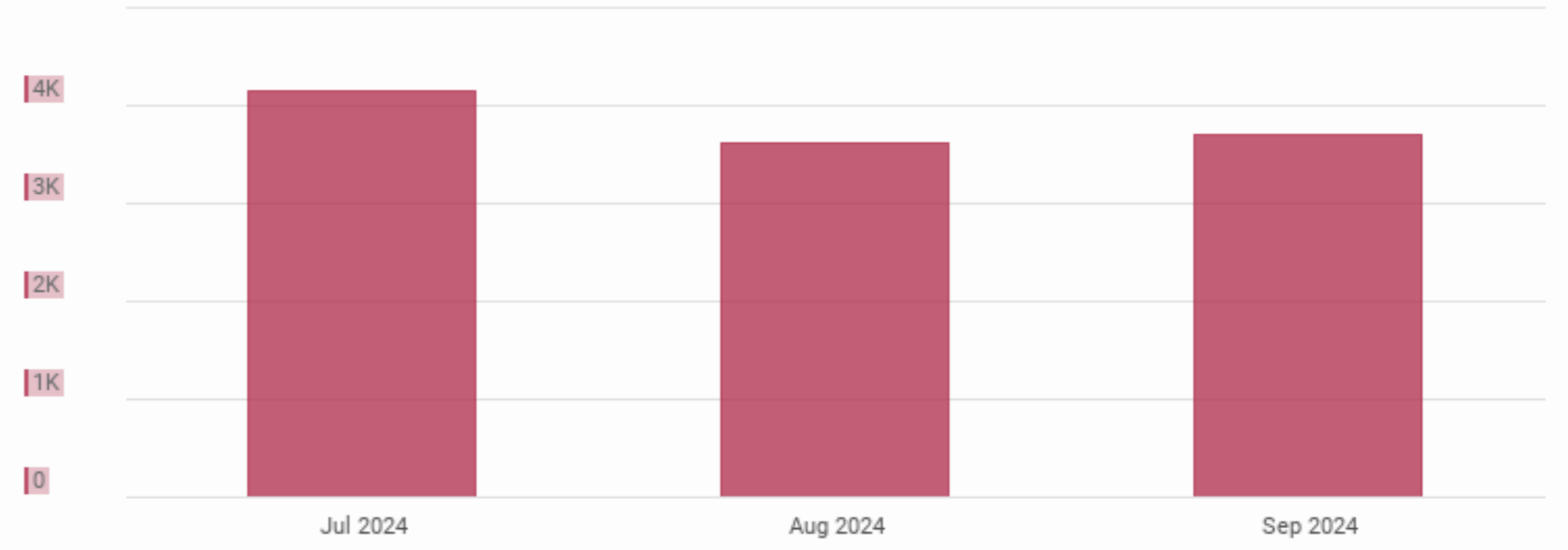
Guide Distribution by Month

Total Guide Distribution



Visitor Information Centers by Month

TOTAL Visitors



Guide Distribution

Month ↓

Total Guide Distribution

Month	Total Guide Distribution
Sep 2024	7,287
Aug 2024	3,977
Jul 2024	4,546

1 - 3 of 3 items



Visitor Information Centers

Month ↓

TOTAL Vis...

Conve...

Plaza

Rail...

Water Street

Month	TOTAL Vis...	Conve...	Plaza	Rail...	Water Street
Sep 2024	3,698	688	1,033	813	1,164
Aug 2024	3,618	831	943	718	1,126
Jul 2024	4,148	705	1,110	941	1,392

1 - 3 of 3 items



Public Relations

Pitches

297

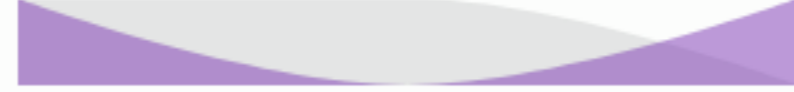
(Custom Range: 535)
▼ -44.49%



HAROS

2

(Custom Range: 2)
▲ 0.00% (0)



Media Visits

11

(Custom Range: 11)
▲ 0.00%



Earned Media

\$7,122,339

(Custom Range: \$2,069,220)
▲ 244.20%



Media Impressions

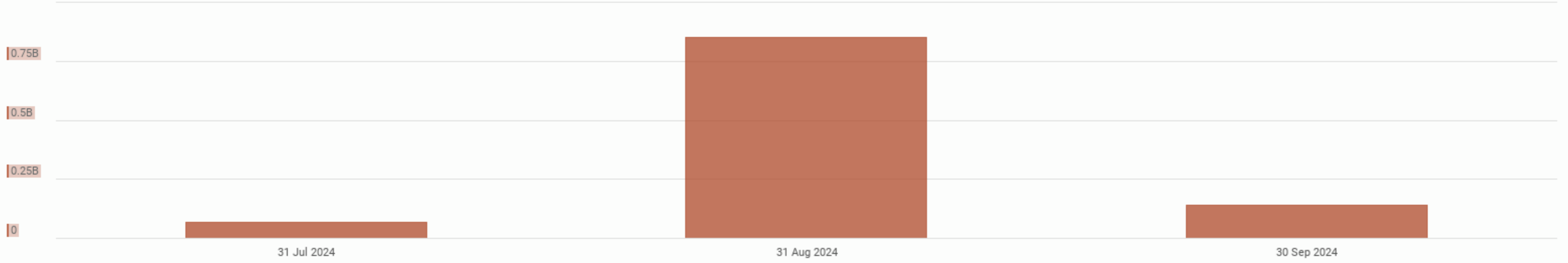
1,054,722,873

(Custom Range: 309,352,652)
▲ 240.95%



Public Relations

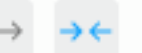
Media Impressions



Public Relations

Month ↓	# Pitches	# Media Visits	# HAROs	# Earned Media	# Media Impressions
Sep 2024	130	4	1	\$906,910	139,336,529
Aug 2024	78	6	0	\$5,773,498	849,114,117
Jul 2024	89	1	1	\$441,931	66,272,227

1 - 3 of 3 items



Insights

Summary:

During Q3, we made 297 pitches to target media, hosted eleven media visitors, celebrated the results of more than a year of pitching the 100th Burning of Zozobra and did the planning for an in-person media mission in New York and DC. The mission resulted in Joanne Hudson conducting meetings with 14 top writers and editors, during the week of October 7-11. In Q3, we saw the largest earned media value for any quarter this year, when compared to Q1 and Q2, with \$7.1 million dollars calculated.

Key Insights:

- Media impressions and the value of earned media coverage both exceeded Q3 targets by nearly 250%. This is due in part to the publication timing of several features in national publications resulting from media visits in both 2023 and 2024 for the Burning of Zozobra and Santa Fe Indian Market. Pitching was down slightly this quarter as the team refocused efforts on coordinating press visits and media tours.
- Earned media coverage values are on track to reach the \$20 million mark by the end of the 2024 calendar year. We have not generated an amount that high since 2018.

Action Items:

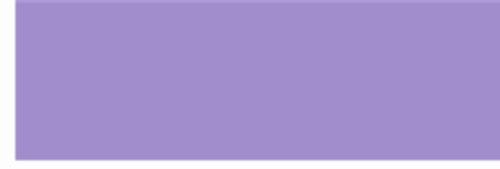
- During Q4, pitching and media visits will focus on holiday and ski offerings in Santa Fe, plus 'Where to Go in 2025' features and wellness-focused pitching to coincide with the New Year.
- In Q4 the LHG team and internal TSF Teams will coordinate on pitch planning and timing for additional media missions for the remainder of FY25.
- We are currently discussing media visits for Travel Noire, Ski Magazine, Travel + Leisure, Town & Country and more.

Organic Social

Facebook Page Li...

97,627

(Custom Range: 94,440)
▲ 3.37%



Facebook Engage...

24,621

(Custom Range: 45,606)
▼ -46.01% (-20,985)



Instagram Follow...

62,529

(Custom Range: 56,833)
▲ 10.02%



Instagram Engage...

65,948

(Custom Range: 47,703)
▲ 38.25% (18,245)



YouTube Subscrib...

1,141

(Custom Range: 953)
▲ 19.73%



YouTube Views

1,310,612

(Custom Range: 425,825)
▲ 207.78% (884,787)



TikTok Follo...

67

(Custom Range: 0)
▲ 100.00% (67)



TikTok Enga...

12,558

(0)
▲ (12,558)



Organic Facebook

Month	# Facebook Page Likes ↓	# Facebook Engagement	# Facebook Website Referrals
Sep 2024	97,627	9,948	686
Aug 2024	97,376	4,561	691
Jul 2024	97,186	10,112	-

1 - 3 of 3 items



Organic Twitter

Month ↓	# Twitter Followers	# Twitter Engagement	# Twitter Impressions	# Twitter Website Referrals
Sep 2024	15,713	0	0	0
Aug 2024	15,714	0	0	0
Jul 2024	15,725	0	0	0

1 - 3 of 3 items



Organic Instagram

Month ↓	# Instagram Followers	# Instagram Engagement	# Instagram Web Referrals
Sep 2024	62,529	17,551	8
Aug 2024	62,303	21,331	30
Jul 2024	62,012	27,066	-

1 - 3 of 3 items



Organic Pinterest

Month ↓	# Pinterest Impressions	# Pinterest Website Referrals
Sep 2024	45,423	60
Aug 2024	18,267	33
Jul 2024	13,478	-

1 - 3 of 3 items



Organic YouTube

Month ↓	# YouTube Subscribers	# YouTube Views	# YouTube Website Referrals
Sep 2024	1,141	407,128	20
Aug 2024	1,102	562,586	26
Jul 2024	1,019	340,898	18

1 - 3 of 3 items



Organic TikTok

Month ↓	# TikTok Engagement	# TikTok Followers
Sep 2024	3,952	67
Aug 2024	5,092	57
Jul 2024	3,514	45
Total	12,558	169

1 - 3 of 3 items



Insights

Summary:

Year over year, social media accounts saw some big differences for Q3. Starting with the only decrease, Facebook saw 46.01% less engagement. On the contrary, Instagram saw a 38.25% increase in engagement. Pinterest also did good, with an increase of 35.28% in impressions. And YouTube experienced an absolutely massive jump of 207.78% increase in views. Since X stopped giving free access to analytics, those can no longer be used to compare, and the TikTok account had not been created as of Q3 of 2023, so no data exists to use for its purposes

Key Insights:

- The large Y/Y increases of Instagram is most definitely due to the increased creation of Reels. The same with Shorts could be a contributing factor with YouTube's success.
- The decrease in Facebook engagement could very well be related to the older demographic not being as interested in the increased publication of short-form video, as that content has not seen nearly the numbers as the same content on Instagram.

Action Items:

- Double-down on short-form video content on Instagram, YouTube and TikTok, as those platforms have seen great success with it
- Continue collaborating with local business to create short-form content, as this has been mentioned to have a direct
- Either reduce the Reels published to Facebook in favor of more static content, or keep the short-form video content, but also bring back more "static" posts or informational articles.

Paid Media / Advertising

Ad Spend

\$570,995.10

(Custom Range: \$404,466.74)

▲ 41.17%

Ad Impressions

102,392,243

(Custom Range: 31,170,733)

▲ 228.49%

CPM

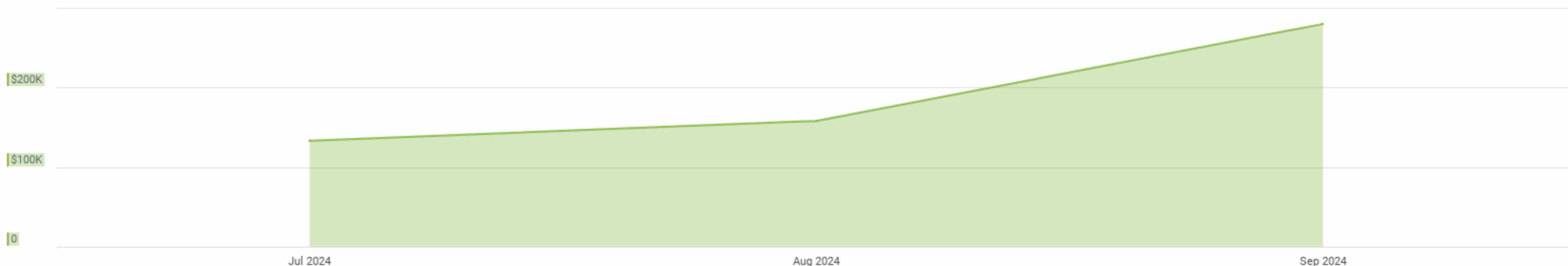
\$5.43

(Custom Range: \$13.44)

▼ -59.61%

Paid Media / Advertising

Ad Spend



Paid Media / Advertising

Month ↓	Ad Spend	Ad Impressions	CPM
Sep 2024	\$279,726.17	41,718,559	6.71
Aug 2024	\$158,051.95	31,687,255	4.99
Jul 2024	\$133,216.98	28,986,429	4.60

1 - 3 of 3 items

Insights

Paid Media Summary:

Q1 began with a rolling launch of paid media tactics, including print and site-direct placements through Modern Luxury, Austin Monthly, 5280 Magazine, Phoenix Magazine, and New Mexico Magazine; programmatic placements through AdTheorent; custom content through Atlas Obscura; and display placements through Expedia.

AdTheorent

- AdTheorent launched in Q1, running programmatic display, CTV, OLV, and streaming audio placements, which generated **2.2M impressions, 1,999 clicks (0.07% CTR), 87 bookings, and \$31K in observed sales** between August 14 and September 4. Its highest-performing sales vertical was “restaurant/bars,” resulting in 35% of sales lift in Q1.
 - By targeting users with sales and predictive data, AdTheorent has generated higher engagement with users that are more likely to visit Santa Fe than what we were observing through The Trade Desk.
 - Over the course of the FY25, we plan to connect AdTheorent with the Segment CDP as an action item via LiveRamp. This will allow us to collect AdTheorent’s quiz responses and sales data to target users who are likely to travel to Santa Fe.
 - AdTheorent’s Sales Lift reporting takes 30 days to process, so Q1 reporting is not comprehensive of the entire quarter. However, as the FY25 campaign continues, its reporting will become more robust.
 - As opposed to running programmatic through The Trade Desk, AdTheorent is able to provide comprehensive Sales Lift reporting, showing us the monetary impact of our programmatic campaigns.
 - In Q2 and beyond, AdTheorent will be launching its rich media quiz unit, which will provide us with reporting on respondents’ preferences of Santa Fe’s brand pillars, which will further inform the context in which our ads are placed in the future. In combination with its predictive modeling and sales targeting, these responses will drive us toward users who are the most likely to book trips to Santa Fe.

The Trade Desk

- The Trade Desk ran in July as an extension of the FY24 Campaign. It generated a total of **1.5M impressions, 747 clicks, and a 0.04% CTR**. This QoQ decrease in impressions and engagement is due to the decrease in spending by 77%.
 - Overall, the combined programmatic efforts of The Trade Desk and AdTheorent resulted in 3.7M impressions in Q1 and will increase as the remainder of the AdTheorent campaign is launched.

Expedia

- Building on its FY24 successes, Expedia’s digital display placements generated 3.7M impressions and 3.1K clicks in Q1, which resulted in **\$722K in revenue, 2.4K room nights, and an overall ROAS of 20.7**. Its highest performing unit thus far was the destination experience gallery, which generated \$261K in revenue: 47.5 ROAS and 1K room nights.
 - Additional Q1 insights:
 - Average Daily Rate: \$229
 - Average Length of Stay: 2 Nights

Atlas Obscura

- In September, we launched the first of our custom content partnerships through Atlas Obscura, beginning with the Custom List, two New Place Pages, a Native Newsletter, and Digital Display placements on the Atlas Obscura network. So far, the Atlas Obscura campaign has earned **687K impressions, 860 clicks, and an overall CTR of 0.13%**, with the Native Newsletter being the largest driver of click-through.
 - In October, the remainder of the custom content placements (Feature Article and social amplification of the campaign contents) launched.

Datafy

- In Q1, Datafy reported 1.3M out-of-state trips (a 15% increase QoQ), with a majority of those coming from Dallas, TX. Datafy also reported 2.7M visitor days and an average length of stay of 2 days, although 68% of trips in Q1 were above 5 days in length. We suspect that this volume of longer trips in this period is attributed to Q1 being toward the end of Santa Fe's peak season and a popular summer vacation time.

Origins Market Performance:

- Dallas (20%)
- Denver (15%)
- Phoenix (14%)
- Los Angeles (8%)
- Houston (7%)
- Austin (5%)
- Colorado Springs (4%)
- Chicago (2%)
- San Francisco (2%)

Modern Luxury Houston

- Modern Luxury Houston delivered its first of five dedicated emails for FY25 on September 18, delivering **13.8K emails to its subscribers, resulting in a 25% open rate and a 0.4% CTR.**

CVENT

- CVENT display placements launched in August and earned **30.7K impressions and 347 clicks, resulting in a CTR of 1.13%.**
- Further conversion data for the competitive market ads and search screen placement will be provided by quarterly meeting.

Action Items

- VJ will continue monitoring the launch of new media tactics and the progress of existing media's performance.
- VJ to develop Objectives and Strategies to bolster our presence in Chicago and among women's group travelers.
- VJ will align 2025 print media kits with creative for 2025 print placements.

Campaign Performance

Digital Campaigns

Impressions
84,744,941
(Previous Year 18,729,530)
+352.47% (+66,015,411)

Spend
\$350,724.66
(Previous Year \$213,865.44)
+63.99% (+\$136,859.22)

Switch Dimensions

Campaign Creative

Switch Measurements

Spend Impressions CPM Clicks CTR CPC Conversions Cost / Conversions

Overview (Excluding Groups)

Data Streams Short	Campaign Name	# Impressions ↓	# Clicks	# Media Cost
Facebook	FY25_TSF_SEE_META_PROSP_BRAND_OPP	15,420,484	15,035	\$21,421.14
Facebook	FY25_TSF_SEE_META_PROSP_BRAND_CORE	11,884,635	10,643	\$15,543.87
Facebook	FY24_TSF_FACEBOOK_SEE_PROSP_BRAND	9,697,657	8,340	\$13,603.64
Youtube	FY25_TSF_SEE_YOUTUBE_PROSP_TRUEVIEW_BR...	7,271,357	896	\$29,366.88
Youtube	FY25_TSF_SEE_YOUTUBE_PROSP_TRUEVIEW_BR...	4,765,880	392	\$21,232.09
Google	FY24_TSF_GOOGLE_THINK_PROSP_DISPLAY_BRA...	4,538,676	66,362	\$6,025.18
Pinterest	FY24_TSF_PINTEREST_SEE_PROSP_BRAND	3,413,142	3,435	\$8,008.58
Facebook	FY25_TSF_THINK_META_PROSP_BRAND_CORE	3,171,001	59,421	\$21,876.78
Google	FY25_TSF_THINK_GOOGLE_PROSP_DISPLAY_BRA...	3,001,297	45,711	\$3,606.92
Bing	FY25_TSF_BING_DO_SEARCH_PILLARS	2,341,671	15,234	\$11,395.12
Pinterest	FY25_TSF_SEE_PINTEREST_PROSP_BRAND_OPP	2,324,791	0	\$8,706.55
Pinterest	FY25_TSF_SEE_PINTEREST_PROSP_BRAND_CORE	1,850,875	0	\$6,232.32
Facebook	FY25_TSF_THINK_META_PROSP_BRAND_OPP	1,838,136	28,734	\$12,144.53
Google	FY25_TSF_THINK_GOOGLE_PROSP_DISPLAY_BRA...	1,734,949	20,107	\$2,100.17
Youtube	FY24_TSF_YOUTUBE_SEE_PROSP_TRUEVIEW_BR...	1,703,231	309	\$16,644.49
Facebook	FY24_TSF_FACEBOOK_THINK_PROSP_BRAND	1,574,202	26,095	\$10,634.60
Google	FY24_TSF_SEE_GOOGLE_PROSP_DISPLAY_6HOUR...	758,515	505	\$573.58
Google	FY24_TSF_SEE_GOOGLE_PROSP_DISPLAY_6HOUR...	748,860	414	\$557.57
Pinterest	FY24_TSF_PINTEREST_THINK_PROSP_BRAND	651,131	3,787	\$6,239.75
Youtube	FY25_TSF_DO_YOUTUBE_RTG_TRUEVIEW_BRAND...	650,483	25,872	\$4,854.46
Facebook	FY24_TSF_FACEBOOK_DO_PROSP_BRAND	421,557	6,526	\$4,463.09
Facebook	FY25_TSF_DO_META_RTG_BRAND_NTL	335,795	7,343	\$5,006.25
Bing	FY25_TSF_BING_DO_SEARCH_SERRAND	332,896	18,832	\$12,766.15
Total		84,140,668	489,208	\$338,484.61

<< < 1 2 > >> | 1 - 50 of 59 items

↔ →←

Google

Campaign Name	# Impressions	# Clicks	# CPC	# Spend
FY24_TSF_GOOGLE_THINK_PROSP_DISPLAY_BRAND	4,538,676	66,362	\$0.09	\$6,025.18
FY25_TSF_THINK_GOOGLE_PROSP_DISPLAY_BRAND_CORE	3,001,297	45,711	\$0.08	\$3,606.92
FY25_TSF_THINK_GOOGLE_PROSP_DISPLAY_BRAND_OPP	1,734,949	20,107	\$0.10	\$2,100.17
FY24_TSF_SEE_GOOGLE_PROSP_DISPLAY_6HOURS_DEN	758,515	505	\$1.14	\$573.58
Total	11,265,872	156,765	\$0.17	\$26,716.51

1 - 11 of 11 items

YouTube

Campaign Name	# Impressions	# CPC	# Spend
FY25_TSF_SEE_YOUTUBE_PROSP_TRUEVIEW_BRAND_OPP	7,271,357	\$32.78	\$29,366.88
FY25_TSF_SEE_YOUTUBE_PROSP_TRUEVIEW_BRAND_CORE	4,765,880	\$54.16	\$21,232.09
Total	15,063,015	\$2.14	\$77,567.21

1 - 7 of 7 items

Facebook

Campaign Name	# Impressions	# Clicks	# CPC	# Spend
FY24_TSF_FACEBOOK_DO_PROSP_SP_BRAND	421,557	6,526	\$0.68	\$4,463.09
FY24_TSF_FACEBOOK_DO_RTG_SP_BRAND	168,939	3,129	\$0.62	\$1,948.75
FY24_TSF_FACEBOOK_SEE_PROSP_OSP_BRAND	9,697,657	8,340	\$1.63	\$13,603.64
FY24_TSF_FACEBOOK_THINK_PROSP_BRAND	1,574,202	26,095	\$0.41	\$10,634.60
FY24_TSF_THINK_FACEBOOK_PROSP_6HOURS_COS	161,337	1,601	\$0.41	\$657.28
FY24_TSF_THINK_FACEBOOK_PROSP_6HOURS_DEN	139,179	2,520	\$0.26	\$660.40
Total	45,367,447	182,584	\$0.64	\$116,577.91

1 - 15 of 15 items

Pinterest

Campaign Name	# Impressions	# Media Cost	# CPC
FY25_TSF_SEE_PINTEREST_PROSP_BRAND_OPP	2,324,791	\$8,706.55	-
FY24_TSF_PINTEREST_SEE_PROSP_BRAND_OPP	3,413,142	\$8,008.58	\$2.33
Total	8,996,829	\$41,459.09	\$5.55

1 - 18 of 18 items

SEM

Platform	Campaign Name	# Clicks	# Impressions	# Media Cost	# CPC
Google	FY25_TSF_GOOGLE_DO_SEARCH_SFBRAND	35,108	203,766	\$18,595.05	\$0.53
Google	FY25_TSF_GOOGLE_DO_SEARCH_PILLARS	21,902	204,785	\$16,511.99	\$0.75
Google	FY25_TSF_GOOGLE_DO_SEARCH_NMBRAND	5,732	142,961	\$6,799.27	\$1.19
Google	FY25_TSF_GOOGLE_DO_SEARCH_COMP	3,103	71,900	\$4,546.92	\$1.47
Google	FY24_TSF_DO_GOOGLE_SEARCH_6HOURS_DEN	397	12,896	\$995.42	\$2.51
Google	FY24_TSF_DO_GOOGLE_SEARCH_6HOURS_COS	273	8,280	\$985.18	\$3.61
Total		106,207	3,447,505	\$76,163.88	\$0.72

1 - 11 of 11 items

Meetings and Groups

Platform	Campaign Name	Media Buy Name	# Clicks	# Impressions	# Media Cost
Google	FY25_TSF_GOOGLE_DO_SEARCH_GROUPS	M+G - Broad Match	2,611	128,320	\$9,952.60
Google	FY24_TSF_GOOGLE_DO_PMAX_GROUPS	Default Media Buy	1,290	273,681	\$1,286.96
Google	FY25_TSF_DO_GOOGLE_PROSP_PMAX_GROUPS	Default Media Buy	1,169	35,038	\$668.11
DCM	FY25_TSF	FY25_TSF_CVENT_THINK_DISPLAY_RTG_GROUPS_300x250	178	11,812	\$127.54
DCM	FY25_TSF	FY25_TSF_CVENT_THINK_DISPLAY_RTG_GROUPS_728x90	86	10,749	\$116.08
DCM	FY25_TSF	FY25_TSF_CVENT_THINK_DISPLAY_RTG_GROUPS_300x600	81	7,240	\$78.18
DCM	FY25_TSF	FY25_TSF_CVENT_THINK_DISPLAY_RTG_GROUPS_160x600	2	982	\$10.58
DCM	FY24_TSF	FY24_TSF_CVENT_THINK_DISPLAY_RTG_GROUPS_728x90	363	59,673	\$0.00
DCM	FY24_TSF	FY24_TSF_CVENT_THINK_DISPLAY_RTG_GROUPS_300x250	244	45,436	\$0.00
DCM	FY24_TSF	FY24_TSF_CVENT_THINK_DISPLAY_RTG_GROUPS_300x600	142	19,243	\$0.00
DCM	FY24_TSF	FY24_TSF_CVENT_THINK_DISPLAY_RTG_GROUPS_160x600	34	12,099	\$0.00
Total			6,200	604,273	\$12,240.05

1 - 11 of 11 items

Top 20 Creative Facebook Images by Impressions

Platform	Image	Name	# Impressions
Facebook		Pathway	10,757,670
Facebook		Pathway	4,144,652
Facebook		San Miguel	2,176,353
Facebook		Loretta	1,911,722
Facebook		Pink Adobe	1,881,604
Facebook		Pink Adobe	1,812,429
Facebook		Pathway	1,574,239
Facebook		Pink Adobe - Option...	1,396,298
Facebook		Pathway	1,330,459
Facebook		Pink Adobe	1,306,309
Facebook		Pathway	1,037,992
Facebook		Pink Adobe - Option...	859,188
Total			35,808,193

1 - 20 of 20 items

Insights

Paid Search + Performance Max

Summary: Google Search remains a crucial component of our conversion-driven strategy. While we observed a 5% increase in spending YoY, there was a 24% decrease in conversions. This decline is primarily due to budget reallocation toward the Search Pillars campaign, which limited budgets for our other campaigns. We will continue to make adjustments to optimize our overall spending and improve performance.

Key Insights:

- **Google:** By increasing investment in Santa Fe's Search Pillars keyword campaign on Google Ads, we achieved an impressive 85% YoY growth, resulting in a 25% increase in conversions. However, we also observed an 8% decline in conversion rate, attributed to a significant rise in impressions and a substantial number of broad keywords.
- Branded keywords related to museums, lodging, and camping and non-branded keywords such as camping in new mexico, things to do in new mexico and walking trails generated the highest volume of conversions.
- **PMAX:** With a 10% decrease in spending, the Branded PMAX campaign generated 45% fewer conversions YoY due to a delayed launch in September.
- **Bing:** Santa Fe's Search Pillars campaign did not respond well to the 67% increase in spending YoY, which only led to a 16% increase in conversions and a 22% decrease in conversion rate. This could be attributed to an uneven increase in impressions and clicks. Notably, we observed a gradual decline in performance after July, following the removal of amplified spend, which was allocated during the end-of-year campaign extension.
- The most-clicked ad asset (description) for both Google Search and Bing Search was *"You'll be amazed by the array of things to do and see in Santa Fe throughout the year."*
- Top-performing locations for paid search campaigns have been Texas, Colorado, California, and Arizona.

Action Items:

- With a 65% increase in conversions from audiences in Arizona, we recommend a 10% bid increase for this location.
- Reallocate the budget back to the Santa Fe Branded Bing and Branded Google campaign from Search Pillars campaign to ensure efficient use of funds during Q2.
- Recent search term trends indicate rising search volume for non-branded dining, branded skiing, and hiking-related keywords. We will incorporate relevant keywords to capture this growing search intent.
- Layering in observation audiences with bid adjustments into Google Paid Search campaigns to identify high-quality users based on top-converting pillars like relaxation, history and culture, retail and cuisine in Q2

Insights

Groups + Meetings

Summary: The Paid Search Groups campaign achieved remarkable results, with an 87% YoY increase in conversions and a 293% rise in conversion rate, fueled by a 27% increase in spending for FY25 and the strategic use of broad match inquiry keywords.

Key Insights:

- Despite the increased budget, the click-through rate (CTR) dropped by 63%, likely due to Q1 being an off-season for corporate events and the addition of non-branded keywords, which led to a large increase in impressions.
- The search campaign performed exceedingly well in locations such as Texas, California, and Massachusetts since this is the seat for most event decision-makers.
- The top-performing ad asset for the paid search groups campaign was *"Don't just have a meeting, have an epiphany. Come together in a place that will inspire."*

Action Items:

- We recommend adjusting the bid for Texas, California, and Massachusetts locations by 10% to enhance visibility in top-performing markets.
- Continue to optimize broader inquiry branded keywords, which will help drive increased conversions during peak event planning season (September–November).
- Testing broad match branded keywords for venues and meeting spaces inquiries and audience segments on search should help in driving RFP submissions.

Insights

Display + Video

Summary: In Q1, spending and impressions surged by 90% and 227% YoY, respectively. This growth can be attributed to the phased launch of our display and video campaigns in September and August. Display and video campaigns have demonstrated a marked increase in efficiency, generating 188,810 clicks and resulting in 2,226 conversions during the quarter.

Key Insights:

- YouTube video campaigns experienced significant growth, showcasing a 200% YoY increase in impressions and a staggering 480% rise in clicks, which raised our CTR by 92% YoY.
- The leading conversion actions were non-accommodation outbound clicks, with the National Retargeting campaign emerging as the standout performer in Q1, generating an impressive 553% more conversions YoY.
- View rate for Q1 video campaigns rose to 210% for the in-feed placement, while we saw a significant decrease in shorts and in-stream placements.
- Apart from travel audience segments, Outdoor Enthusiasts and Art and Theater Aficionados were the top-converting audience segments for Q1.
- Texas, Colorado, California, and Illinois generated the most views for YouTube videos.
- Shortly after launching the Margarita Trail campaign, our ads faced "Alcohol Information" violations, causing delivery delays and reduced performance. The VJ team successfully resolved the non-delivery issues, and as of today, the ad status is now active with Eligible (Limited) status, which limits our audience reach.
- Following a delayed launch in September, display campaigns saw a 102% increase in spend, which resulted in a 112% increase in clicks YoY.
 - We saw a significant increase in conversions from the FY24 retargeting display campaigns. Newsletter subscribers were the top-performing remarketing audience.
 - Top-performing location for display and demand gen campaigns is California, generating 1,507% more clicks YoY.

Action Items:

- After mapping the user journey experience, VJ recommends changing the Margarita Trail campaign type from video to app install, which will drive traffic to the website landing page to capture conversion intent more accurately.
- The top-performing creative is the :15 Food video, which led to 258,851 views that aligns with the increasing search volume for non-branded dining-related keywords. We will add more relevant audience segments and keywords.
- We recommend introducing new ad creative for Q2 to suit the seasonality and relevance of ad creative as the year progresses. We suggest utilizing Christmas shoot creative assets or repurposing TikTok organic content if applicable.

Insights

Paid Social

Summary: In Q1, Paid social channels spent 187% more in FY25 to produce 54,944,779 impressions, which is a 634% increase YoY. This was due to the expansion of target markets and rotation of new creative during the launch of FY25 campaigns. We will continue to make optimizations to increase the efficiency of performance during Q2.

Key Insights:

1. **META:** FY25 META campaigns achieved a remarkable 587.33% increase in impressions, resulting in 2,781 non-accommodation conversions. Amplified spending led to a 144.04% rise in clicks compared to FY24. This can be attributed to new creatives that were launched at the beginning of FY25.
 - a. Top-performing locations were Texas, California, Colorado, Arizona, and Illinois. The inclusion of Opportunity markets has shown a favorable impact on performance by generating 48,184 clicks.
 - b. The Brand National Retargeting campaign recorded the highest number of conversions with a conversion rate of 0.23%.
 - c. In Q1, the Awareness campaign achieved the highest number of impressions from the Facebook Reels in-app placements. In contrast, Engagement campaigns saw the most clicks from in-app Facebook Feed placements. For Conversion campaigns, both in-app and desktop placements in the Facebook Feed delivered strong performance.
 - d. META 6 Hour Away Engagement campaigns demonstrated strong performance with a CTR of 1.37%, surpassing industry benchmarks.
2. **Reddit:** In Q1, Reddit Awareness campaigns generated 579,950 impressions and Engagement campaigns resulted in 1,605 clicks with a 0.35% CTR after launching in late September.
 - a. We used community targeting for FY25 Reddit campaigns. As a result we saw strong engagement from a range of communities interested in topics such as solo travel, travel hacks and others related to hiking, skiing, art, and architecture.
 - b. Top-performing interest groups were North America, outdoors, and wellness.
 - c. For Awareness campaigns, Feed placements yielded the highest number of impressions, while for Engagement campaigns, Conversation placements emerged with the strongest engagement generating 977 clicks.
3. **Pinterest:** Awareness campaigns saw an 85% increase YoY in impressions while Engagement campaigns yielded 14% more clicks YoY.
 - a. Post-July, we saw a gradual dip in impressions for the first week of August due to the launch of new FY25 campaigns. There was a one-week delay for needed creative assets.
 - b. California was the top-performing market for Awareness campaigns, generating 1,548,536 impressions whereas Texas was the top-performing market for Engagement campaigns, generating 1,177 clicks.
 - c. Branded keywords related to outdoor activities, events, and celebrations in Santa Fe generated the most clicks.

Action Items:

- Add relevant branded keywords related to fall/winter events to capture seasonal shifts in search trends.
- Refresh ad creative to align with shifting customer mindsets, transitioning from summer vacations to fall events and winter skiing.
- Continue to develop powerful lookalike audiences based on 1PD to bolster the performance of campaigns on social. This will become even more feasible as we move forward with the implementation of the CDP.
- Optimize placement-based bids and device-specific targeting to make the delivery of ads more efficient.
- Leverage Major PR Releases around top Christmas destinations to encourage visitation during slower months.
- Utilize Visit Santa Fe GA4 App Data to inform audience-building strategies.

Media Campaigns

Impressions
17,066,626
(Previous Year 11,486,163)
+46.70% (+5,580,463)

Spend
\$217,565.85
(Previous Year \$190,601.30)
+14.15% (+\$26,964.55)

Tradedesk

Campaign Name ↓	# Impressions	# Spend
FY24_TSF_TRADE_DESK_SEE_PROSP_VIDEO_BRAND	292,202	\$8,957.94
FY24_TSF_TRADE_DESK_SEE_PROSP_DISPLAY_BRAND	1,247,857	\$3,354.76
Total	1,540,059	\$12,312.69

1 - 2 of 2 items

Additional Media

Campaign Name	Strategy Name	Media Buy Name	# Impressions ↓	# Clicks	# Spend
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	529,923	681	\$2,649.62
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	528,984	673	\$2,644.92
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	528,517	619	\$2,642.59
FY24	Texas Monthly	Digital Travel Guide	411,218	35,596	\$2,500.00
FY25_TSF	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	383,889	2	\$11,132.78
FY25_TSF	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	306,588	3	\$8,891.05
FY25_TSF	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	289,730	2	\$8,691.90
FY25_TSF	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	270,199	3	\$8,105.97
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	249,842	128	\$9,568.95
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	221,963	48	\$4,039.73
FY25_TSF	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	212,059	4	\$6,361.77
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	209,896	45	\$4,030.00
FY24_TSF	320x50 Default Web Ad	FY24_TSF_SAN_FRANCISCO_MAGAZIN...	203,792	183	\$0.00
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	201,422	45	\$3,665.88
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	198,581	59	\$3,614.17
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	196,097	42	\$3,765.06
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	190,445	51	\$952.23
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	190,358	40	\$951.79
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	190,273	48	\$951.37
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	185,752	154	\$928.76
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	185,267	158	\$926.33
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	185,183	129	\$925.92
FY24_TSF	728x90 Default Web Ad	FY24_TSF_SAN_FRANCISCO_MAGAZIN...	182,000	449	\$0.00
FY25_TSF	FY25_TSF_ADTHEORENT_STREAMING_...	FY25_TSF_ADTHEORENT_STREAMING_...	179,345	27	\$3,945.59
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	176,294	46	\$3,384.84
FY25_TSF	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	171,398	6	\$4,970.54
FY25	Phoenix Magazine (Co-Op)	FP4C	170,000	0	\$0.00
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	169,377	52	\$3,082.66
FY25_TSF	FY25_TSF_ADTHEORENT_STREAMING_...	FY25_TSF_ADTHEORENT_STREAMING_...	164,621	4	\$3,621.66
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	164,070	47	\$3,150.14
FY25_TSF	FY25_TSF_ATLAS_OBSCURA_DISPLAY_S...	FY25_TSF_ATLAS_OBSCURA_DISPLAY_S...	156,981	61	\$2,354.72
FY25_TSF	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	149,864	4	\$4,346.06
FY25_TSF	FY25_TSF_ADTHEORENT_STREAMING_...	FY25_TSF_ADTHEORENT_STREAMING_...	146,635	17	\$3,225.97
FY25_TSF	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	FY25_TSF_ADTHEORENT_CTV_SEE_PR...	143,426	5	\$4,302.78
FY25_TSF	FY25_TSF_ADTHEORENT_STREAMING_...	FY25_TSF_ADTHEORENT_STREAMING_...	140,726	1	\$3,095.97
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	106,696	23	\$1,941.87
FY25_TSF	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	FY25_TSF_EXPEDIA_DISPLAY_PROSP_B...	96,137	235	\$5,479.81
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	95,479	29	\$1,833.20
FY25_TSF	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	FY25_TSF_ADTHEORENT_OLV_SEE_PR...	84,760	20	\$1,627.39
FY25_TSF	FY25_TSF_ATLAS_OBSCURA_DISPLAY_S...	FY25_TSF_ATLAS_OBSCURA_DISPLAY_S...	84,660	13	\$1,269.90
FY25_TSF	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	84,351	80	\$624.20
FY25_TSF	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	83,772	90	\$619.91
FY25_TSF	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	82,121	31	\$607.70
FY25_TSF	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	81,320	93	\$601.77
FY25_TSF	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	81,186	88	\$600.78
FY25_TSF	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	80,092	72	\$592.68
FY25_TSF	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	FY25_TSF_ADTHEORENT_DISPLAY_SEE...	79,323	77	\$586.00
Total			15,526,567	44,713	\$205,253.16

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Website Analytics

Visits

683,882

(Custom Range: 555,395)

▲ 23.13%

New Visits

540,745

(Custom Range: 404,910)

▲ 33.55%

Avg Time on Page

00:01:07

(Previous Year: 00:01:32)

▼ 27.2%

Avg Pages per Session

2.3

(Custom Range: 2.7)

▼ 14.37%

Avg Conversion Rate

9.57 %

(Custom Range: 18.55 %)

▼ 48.38%

Analytics by Month

Month ↓	Average Time on Site	# Total Visits	# New Visits	# Pages Per Session	# Conversion Rate
Sep 2024	0:57	243,253	197,228	2.11	0.08
Aug 2024	1:18	202,249	156,245	2.39	0.11
Jul 2024	1:07	238,380	187,272	2.41	0.11
Total		683,882	540,745	6.91	0.29

1 - 3 of 3 items



Insights

Website Analytics

Summary: Website visits peaked in July at 238,380, dipped to 202,249 in August, then slightly rebounded to 243,253 in September. However, engagement metrics—such as time spent on site and pages per session—have declined, suggesting that while traffic volume is up, visitor engagement is waning. This change aligns with our incremental campaign extension in July, staggered launch in August, and all campaigns going live in September timeline.

Key Insights:

1. New and engaged users continue to rise steadily as additional channels are launched during FY25. In Q1, we welcomed 540,745 new users to the website, reflecting a 30% YoY increase.
2. Overall web sessions increased by 25% year over year, largely driven by paid media tactics like Google CPC, Meta, and Display. However, this surge in traffic came with a 12% decrease in engagement rate.
3. 6 Hours Away campaigns strategically targeted drive markets such as Denver and Colorado Springs, which led to 30,605 website sessions and 5,142 conversions.

Blog Analytics

Blog Pageviews

101,308

(Custom Range: 105,219)

▼ -3.72%



Avg Time on Page

00:1:47

(Previous Year: 00:01:57)

▼ -7.69%

Analytics by Month

Month ↓	Blog Time on Page	# Blog Pageviews
Sep 2024	1:45	34,858
Aug 2024	1:48	33,730
Jul 2024	1:50	32,720

1 - 3 of 3 items



Insights

Summary:

It's a very busy quarter for some of the most popular events in Santa Fe. Updated monthly event blogs and their related content, which we've determined is the most useful for visitors and search engines. We plan to bolster the practice of employing UGC images in the blog wherever possible to increase interactivity and raise awareness of business partners. This may also encourage visitors to tag #TheCityDifferent in their posts.

Key Insights:

- Blog content received 101,308 views this quarter, accounting for 6.45% of all santafe.org website traffic.
- On average, visitors spent 1m 49s engaged with blog content.
- A total of 13 blogs were updated and included dedicated blogs featuring popular events such as Santa Fe Indian Market, the 100th Burning of Zozobra, Santa Fe Wine & Chile Fiesta, and Indigenous Peoples' Day.
- The top 5 viewed blogs for Q3 were:
 1. 10+ Events You Can't-Miss in Santa Fe This September (10,544 views)
 2. **25 Things to Do in Santa Fe (9,540 views)
 3. 9 Must-Have Experiences at Santa Fe Indian Market (7,373 views)
 4. *Take A Tour of Santa Fe's Historic Sites (6,016 views)
 5. **Santa Fe: 1 City, 4 Trips (5,545 views)

*Featured in CrowdRiff Homepage Blog gallery and DTN Spotlight Slide **Featured in DTN Spotlight Slide

Action Items:

- Add UGC galleries to blogs
- Continue to update CrowdRiff Homepage Blog Gallery with new and seasonal blog content

Visit Santa Fe App

Visit SF App Downloads

36,641

Santa Fe Marketplace

Marketplace Total Sales

53,766

Marketplace Businesses

107

Santa Fe Margarita Trail

Marg Trail App Downloads

22,553

Paper Passports Sold

24,021

Earned Media

\$11,432,520