### Occupancy & Room Rates

- **Occupancy Rate**
  - 22.4
  - ↓ -51.1

- **Average Daily Rate**
  - $90.86
  - ↓ -35.5%

- **REV PAR**
  - $21.50
  - ↓ -79.4%

### Guide & Visitor Centers

- **Guide Distribution**
  - 2,860
  - ↓ -96.6%

- **Total Visits to TSF Visitor Centers**
  - 674
  - ↓ -94.7%
TOURISM Santa Fe Marketing Report

Occupancy & Room Rates

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- **-51.1**

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Guide & Visitor Centers

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### Total Visits to TSF Visitor Centers

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**Source:** Rocky Mountain Lodging Report

Unless otherwise stated, all comparisons are vs. previous year.
Summary:
All regular consumer newsletters and the sales report were paused during Q2. As a result, newsletters only drove 2% of campaign traffic and just above 1% of total site traffic, a large drop from both last quarter and last year. The sales report and consumer newsletters will be taken in-house by TOURISM Santa Fe starting in Q3 CY2020/Q1 FY2021.

Key Insights:
- One-off and irregular mailings had lower than normal open rates in Q2. The Santa Fe Gift Guide had a 17% open rate, while the Dream Now, Visit Later mailing (sent to announce the Virtual Experiences page) had an open rate of 15%.
- Two mailings to site advertisers announcing the cessation and resumption of advertising billing had open rates of 68% and 64% respectively.
- The first marketing report in Q2 had a higher than normal open rate, but the open rate fell about 25% in June.

Action Items:
- Support TOURISM Santa Fe as they transition the consumer newsletters and sales report in house.
- Potential redesign of marketing report to match new newsletter design in Q3.
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TOURISM Santa Fe Marketing Report

Social Media Overview

Facebook & Instagram

- FB Page Likes: 76,534 (+9.3%)
- FB Eng.: 99,631 (-31.8%)
- IG Followers: 34,829 (+28.6%)

Pinterest

- Impressions: 185,880

YouTube

- Subscribers: 696 (+32.1%)

Twitter

- Followers: 15,350 (+5.7%)
- Impressions: 312,500 (+20.9%)
- Engagement: 3,353 (-13.7%)

Insights

Summary:
The second quarter of the 2020 calendar year saw social media efforts somewhat hamstrung by the COVID-19 outbreak and travel restrictions. Bright spots included increased traffic to santafe.org, as well as significant growth on Instagram, with followers continuing to grow steadily (28.6% Y/Y). YouTube video views soared as a result of Vladimir Jones paid promotion. Facebook engagement was hardest hit, dropping 31.8% Y/Y. Twitter followers and impressions were up (5.7% and 20.9% Y/Y), though engagement dropped 13.7% Y/Y.

Key Insights:
- Facebook Page Followers have increased 9.3% year over year (6540 new followers)
- Facebook Engagement dropped year over year. (31.8%)
- Website referrals are up across all platforms.
- Instagram followers have grown 28.6% Y/Y (7750 new followers).
- Pinterest impressions baseline set. Y/Y data is not yet available.
- YouTube Video views skyrocketed (-97.5%) as a result of paid efforts.

Action Items:
- Remain nimble and able to adapt as travel rules and regulations continue to remain very fluid.
- Continue to build photo asset library with Crowdrift
TOURISM Santa Fe
Marketing Report

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- Continue to build photo asset library with Crowdrift.
Summary:
Blog traffic is down 52.4% Y/Y. Time on site has decreased by 5.2%. The 11 Surprising Facts blog was the most visited blog of the quarter, with the Chimayo blog slipping to 5th.

Key Insights:
- Events-based content saw a drastic drop in traffic. Previously the most visited content, there was not any event-based content in the top 10 most visited pages.
- The main traffic driver for the blog remains Organic Search.
- The blog made up 6.5% of total site traffic in Q2
- Referral ratio jumped to 11.7, up 77.6% Y/Y.

Action Items
- Continue to shift blog from event-focused content to more editorial content.
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Action Items
- Continue to shift blog from event-focused content to more editorial content.
Summary:
Q2 was a challenging quarter with the impacts of COVID-19. With many travel restrictions in place, we were forced to cancel media missions and put a hold on all incoming media visits – our number one driver of feature coverage. The impact of having no media trips during this period will likely influence the total impressions and ad value for the remainder of the year.

We saw the most media inquiries for virtual experiences and examples of feel good/give back stories. The demand for virtual experiences, with consumers confined to their homes, covered all topics, ranging from museums to cooking classes. The feel good stories were an area Santa Fe excelled in, with the PR team landing a New York Times placement, among others.

Despite the obvious setbacks from the global pandemic, the PR team was able to leverage the virtual Margarita Trail in conjunction with Cinco De Mayo, securing multiple placements including a Forbes.com dedicated feature. In late June, Santa Fe was recognized as the #3 Best Small City by Afar Magazine.

Key Insights:
- The Margarita Trail is one of the largest PR drivers of coverage within the destination; the virtual videos worked but could be produced at a higher quality for future use.
- Evergreen pitches were not successful during this period, all content picked up was timely to pandemic topics.
- Americans are not getting on planes right now; the following months travelers plan to visit by car (pending quarantine).

Action Items:
- Work closely with hotel partners to understand what packages they’ll have available when they can welcome travelers; maximize “welcome back” messaging as a destination.
- Survey business partners to gauge interest in timing on when to resume hosting media, when time allows.
- Focus efforts on regional pitching to cater to the drive market traveler.
- Demand for International travel is growing but restricted, so there is opportunity to promote ways Santa Fe feels like an international destination.
TOURISM Santa Fe
Marketing Report

Public Relations

Media Visits
0
\(-100.0\%\)

Earned Media
$3.04M
\(-18.4\%\)

Media Impressions
275.3M
\(-4.8\%\)

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Q2 was a challenging quarter with the impacts of COVID-19. With many travel restrictions in place, we were forced to cancel media missions and put a hold on all incoming media visits — our number one driver of feature coverage. The impact of having no media trips during this period will likely influence the total impressions and ad value for the remainder of the year.

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Summary:
Despite low traffic at the start of the quarter, Q2 traffic to the website was up slightly over last year. Over the quarter, traffic patterns showcased the changing visitor interests as the pandemic continued. Phone and tablet traffic made up almost 70% of visitors. While traffic fell from most states, TX, AZ, and OK all more than doubled their traffic to the site.

Key Insights:
- The low traffic noted on March 21 persisted until April 13 when traffic began to resume. A surge in June brought the overall traffic for the quarter to slightly above last year.
- Despite low traffic at the start of the quarter, Q2 traffic to the website was up slightly over last year. Over the quarter, traffic patterns showcased the changing visitor interests as the pandemic continued. Phone and tablet traffic made up almost 70% of visitors. While traffic fell from most states, TX, AZ, and OK all more than doubled their traffic to the site.
- The most-visited pages on the site clearly reflect changing visitor interest as the pandemic settled in. Home page traffic doubled in session count, with almost 40% of all traffic going to the home page. The COVID-19 information page that was put up at the end of Q1 was the second most visited page, receiving almost 1K visits a day at its peak. It was replaced by the Santa Fe Re-Opening page, which despite only being live during June, was the 7th most popular page for the quarter. It reached 600 visits a day and is currently receiving about 400 visits per day. The Virtual Experiences page went live in mid-April and quickly reached over 1,000 visits per day during May. While traffic going to the home page. The COVID-19 information page that was put up at the end of Q1 was the second most visited page, receiving almost 1K visits a day at its peak. It was replaced by the Santa Fe Re-Opening page, which despite only being live during June, was the 7th most popular page for the quarter. It reached 600 visits a day and is currently receiving about 400 visits per day. The Virtual Experiences page went live in mid-April and quickly reached over 1,000 visits per day during May. While traffic fell sharply in June, it was the 3rd most visited page for the quarter. The remaining top pages were the normal set (Accommodations, Things To Do, Calendar, Visitors Guide), and traffic fell sharply to all those pages with the surprising exception of Accommodations, which doubled traffic from last year.
- Removing bounces from pages/session and time on site reporting will now deliver a more accurate picture of visitor activity in the top site KPIs. The base numbers will be higher going forward.
- The low traffic noted on March 21 persisted until April 13 when traffic began to resume. A surge in June brought the overall traffic for the quarter to slightly above last year.
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Action Items:
- Visual and organizational improvements to the site completed.
- Pandemic-related information prioritized.
- Calendar improvement de-prioritized.
- New ad placements for Q3.
- Evergreen content (ongoing).
- Server and CMS technology and functionality updates for Q3.

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TOURISM Santa Fe Marketing Report
- Website Analytics -

Top-Level KPIs

- Sessions: 303,298 (+0.6%)
- Unique Users: 242,432 (+3.0%)
- Bounce Rate: 64% (+6.4%)
- Pages / Session: 2.96 (-24.5%)
- Time on Site: 03:53 (-31.8%)

Conversions

Primary Goals
- Visitor Guides: 2,142 (-48.9%)
- Overall Conv. Rate: 6.16% (-70.0%)

Secondary Goals
- Accom. Clicks: 6,451 (+8.6%)
- Non-Accom. Clicks: 9,056 (-30.0%)
- 15-page Sessions: 851 (-57.9%)

Geo Data

Channel Breakdown

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Sessions</th>
<th>Pages / Session</th>
<th>Bounce Rate</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. google / organic</td>
<td>102,944</td>
<td>1.8</td>
<td>60%</td>
<td>8,099</td>
</tr>
<tr>
<td>2. facebook / vj-social</td>
<td>64,787</td>
<td>1.56</td>
<td>65%</td>
<td>272</td>
</tr>
<tr>
<td>3. google / cpc</td>
<td>52,058</td>
<td>1.84</td>
<td>61%</td>
<td>5,375</td>
</tr>
<tr>
<td>4. (direct) / (none)</td>
<td>19,303</td>
<td>1.66</td>
<td>69%</td>
<td>1,129</td>
</tr>
<tr>
<td>5. TTD / vj-media</td>
<td>9,877</td>
<td>1.19</td>
<td>86%</td>
<td>7</td>
</tr>
<tr>
<td>6. pinterest / vj-social</td>
<td>9,144</td>
<td>1.16</td>
<td>89%</td>
<td>36</td>
</tr>
<tr>
<td>7. FBK / vj-social</td>
<td>7,460</td>
<td>1.45</td>
<td>73%</td>
<td>39</td>
</tr>
<tr>
<td>8. bing / organic</td>
<td>5,314</td>
<td>2.46</td>
<td>48%</td>
<td>787</td>
</tr>
<tr>
<td>9. m.facebook.com / referral</td>
<td>4,897</td>
<td>1.46</td>
<td>69%</td>
<td>82</td>
</tr>
<tr>
<td>10. yahoo / organic</td>
<td>4,001</td>
<td>2.13</td>
<td>48%</td>
<td>490</td>
</tr>
<tr>
<td>11. bing / cpc</td>
<td>2,739</td>
<td>2.49</td>
<td>44%</td>
<td>655</td>
</tr>
<tr>
<td>12. facebook.com / referral</td>
<td>1,527</td>
<td>1.23</td>
<td>86%</td>
<td>29</td>
</tr>
<tr>
<td>13. duckduckgo.com / referral</td>
<td>1,498</td>
<td>1.9</td>
<td>63%</td>
<td>83</td>
</tr>
<tr>
<td>14. santafesf.org / referral</td>
<td>1,473</td>
<td>1.95</td>
<td>29%</td>
<td>418</td>
</tr>
<tr>
<td>15. Dream-Now-Visit-Later / E...</td>
<td>1,355</td>
<td>1.67</td>
<td>61%</td>
<td>64</td>
</tr>
</tbody>
</table>

Grand total: 303,298 (1.71) 64% 18,691

Insights

Summary:
Despite low traffic at the start of the quarter, Q2 traffic to the website was slightly up overall last year. Over the quarter, traffic patterns showcased the changing visitor interests as the pandemic continued. Phone and tablet traffic made up almost 70% of visitors. While traffic fell from most states, TX, AZ, and OK all more than doubled their traffic to the site.

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TOURISM Santa Fe Marketing Report

- Advertising Overview -

Spend & Impressions

Ad Spend
$277K
↑ 5.5%

Ad Impressions
34.6M
↑ 21.7%

Unless otherwise stated, all comparisons are vs. previous year.
Top Keywords

- *Missouri* - 4,190
- *Osage* - 2,121
- *South Dakota* - 990
- *Nebraska* - 797
- *Iowa* - 746

**Google Ads**

- **Impressions**: 485,292 (0.9%)
- **Clicks**: 30,392 (213.4%)
- **CTR**: 6.26% (210.8%)
- **Cost/Conv**: $5.80 (-52.7%)

**Bing Ads**

- **Impressions**: 92,115 (84.4%)
- **Clicks**: 2,976 (37.5%)
- **CTR**: 3.23% (-25.4%)
- **Cost/Conv**: $5.97 (-23.0%)

**On Site Metrics**

- **Unique Users**: Pages / Session Bounce Rate Conversions
  - VI - Search - Santa Fe Branded: 13,947 11,918 2.31% 47% 2,412
  - VI - Search - New Mexico Branded: 9,104 7,706 2.25% 55% 1,558
  - VI - Search - Brand Pillars: 4,430 1,594 3.12% 50% 700
  - VI - Search - Competitors: 3,847 3,246 1.11% 65% 377
  - VI - Search - Santa Fe Branded - Target CP: 11 11 100% 0

**Search Campaigns**

- **Campaign Impressions Clicks CTR Conversions Cost Cost/Conv**
  - VI - Search - Santa Fe Branded: 174,508 11,777 8.02% 299 $13,469 $44.90
  - VI - Search - New Mexico Branded: 153,585 8,713 6.57% 1,413 $7,844 07 $5.50
  - VI - Search - Brand Pillars: 46,199 4,995 53.54% 715 $4,304 98 $6.02
  - VI - Search - Competitors: 141,980 3,276 23.22% 242 $4,314 40 $16.55

**Insights**

- SEM was the only strategy that continued to run consistently throughout the quarter. For all other tactics, Phase 1 ran from April 13 - May 17, and Phase 2 ran from June 1-30.

- "We had a messaging adjustment with the start of Phase 2, moving from copy focused on safe, future travel planning (‘When it’s Safe to Travel...’, ‘When Life Returns to Normal’... etc.) to more present-focused messaging (‘Santa Fe is Closer Than You Think’, ‘Explore Wide Open Outdoors’). When comparing Phase 1 to Phase 2 messaging, we saw the new copy resonated well with our audience. On Google search, there was an 86% increase in our conversion rate and improved on-site engagement across the board. We saw the country was beginning to open back up in June, interest in travel followed suit.

- Our SEM campaigns drove 2,818 more conversions in Q2 vs. Q1.

- "Second to the branded campaign, the Brand Pillars campaign had the highest CTR this quarter, and the conversion rate jumped up 62% compared to Q1. The users driven to the site via this campaign bounced less frequently, and they visited more pages than people driven via the other SEM campaigns. This gives us insight that SEM was the only strategy that continued to run consistently throughout the quarter. For all other tactics, Phase 1 ran from April 13 - May 17, and Phase 2 ran from June 1-30."

- "We've seen this platform historically drive a unique audience to the website, and it did even better at that in Q2 with 81% of those driven to the site being new users, or people who haven't been to the website before (+9% quarter/quarter)."

- "Speciﬁcally, there was a spike in search impressions and clicks for keywords related to hiking. There were 5 times more clicks (+494%) for hiking-related search terms in the quarter. This is consistent with the national trend that people are not just looking to travel anywhere, but are especially interested in destinations with outdoor activities as they can remain socially distanced while on vacation."

- "The Bing SEM campaigns have gotten even better at driving incremental trafﬁc. We’ve seen this platform historically drive a unique audience to the website, which did even better at that in Q2 with 81% of those driven to the site being new users, or people who haven’t been to the website before (+9% quarter/quarter)."
TOURISM Santa Fe Marketing Report
- Paid Search -

On Site Metrics

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Sessions</th>
<th>Unique Users</th>
<th>Pages/Session</th>
<th>Bounce Rate</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1 - Search - Santa Fe Branded</td>
<td>13,047</td>
<td>11,918</td>
<td>2.18</td>
<td>47%</td>
<td>2,402</td>
</tr>
<tr>
<td>V3 - Search - New Mexico Branded</td>
<td>9,054</td>
<td>7,786</td>
<td>2.72</td>
<td>56%</td>
<td>1,548</td>
</tr>
<tr>
<td>V2 - Brand Pillars</td>
<td>5,520</td>
<td>4,030</td>
<td>2.20</td>
<td>57%</td>
<td>371</td>
</tr>
<tr>
<td>V3 - Search - Competitors</td>
<td>3,947</td>
<td>3,240</td>
<td>1.15</td>
<td>65%</td>
<td>371</td>
</tr>
<tr>
<td>V3 - Search - Santa Fe Branded - Target CR</td>
<td></td>
<td></td>
<td></td>
<td>100%</td>
<td>0</td>
</tr>
</tbody>
</table>

**Clicks**

- 18,226
- 1,431
- 2.35%

**Sessions**

- 137,385
- 3,276
- $4,304.98
- 4.81%

**CTR Conversions Cost Cost/Conv**

- $4,314.40
- 8,753
- 261
- $6.02
- $4.03
- 9.52%

**Desktop**

- 127
- 7.54%
- $7,866.07
- 141,180

**Tablet**

- 977
- 4,990
- $1,119.60
- 276
- $16.55

**Mobile**

- 26,083
- $8.82

**Top Keywords**

- Clicks
- Clicks
- 18,226
- 1,431
- 2.35%

- Sessions
- Sessions
- 137,385
- 3,276
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**Insights**

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- "While we saw a slight drop in CTR in Q2, the users who did come to the website were highly engaged, with a 39% higher conversion rate across our SEM platforms. In addition, there were 17% more visitor guide orders in the quarter from SEM. This is particularly notable because Q1 was mostly prior to COVID-19, while Jun 1-30.

- "SEM was the only strategy that continued to run consistently throughout the quarter. For all other tactics, Phase 1 ran from April 13 - May 17, and Phase 2 ran June 1-30.

- "Bing’s on-site engagement also improved in Q2 in regards to bounce rate and session duration. In addition, there were 51 visitor guide downloads in the quarter, proving this medium is also adept at bringing in a qualified audience."

- "Our SEM campaigns drove 2,868 more conversions in Q2 vs. Q1, while we saw a slight drop in CTR in Q2. The users who did come to the website were highly engaged, with a 39% higher conversion rate across our SEM platforms. In addition, there were 7% more visitor guide orders in the quarter from SEM. This is particularly notable because Q1 was mostly prior to COVID-19, while Jun 1-30.

- "SEM was the only strategy that continued to run consistently throughout the quarter. For all other tactics, Phase 1 ran from April 13 - May 17, and Phase 2 ran June 1-30.

- "The Bing Brand Pillars campaign showed the most improvement in Q2. Second to the branded campaign, the Brand Pillars campaign had the highest CTR this quarter, and the conversion rate jumped up 62% compared to Q1. The users who did come to the site in this campaign bounces less frequently, and they visited more pages than people driven via the other SEM campaigns. This gives us insight that people were interested in more than just where to visit, they were using the time during quarantine to look into what activities they might do during a stay."

- "Specifically, there was a spike in search impressions and clicks for keywords related to hiking. There were five times more clicks (+494%) for hiking-related search terms in the quarter. This is consistent with the national trend that people are not just looking to travel anywhere, but are especially interested in destinations with outdoor activities so they can remain socially distanced while on vacation."

- "The Bing SEM campaigns have gotten even better at driving incremental traffic. We have seen this platform historically drive a unique audience to the website, which is even better at that in Q2 with 83% of those driven to the site being new users, or people who haven’t been to the website before (6% quarter/quarter)."
Top Keywords

- "santa fe tourism" (3.1% increase)
- "things to do in santa fe" (1.2% increase)
- "best things to do santa fe" (0.9% increase)
- "what to do in new mexico" (0.5% increase)
- "santa fe adventure" (0.4% increase)

Comparisons are vs. previous year.

Google Ads

- SEM was the only strategy that continued to run consistently throughout the quarter. For all other tactics, Phase 1 ran from April 13 - May 17, and Phase 2 ran from June 1-30.

- We had a messaging adjustment with the start of Phase 2, moving from copy focused on safe, future travel planning ("It's Safe to Travel..."). When Life Returns to Normal,...

- Bing's on-site engagement also improved in Q2 in regards to bounce rate and session duration. In addition, there were 51 visitor guide downloads in the quarter, proving this medium is also adept at bringing in a qualified audience.

- Second to the branded campaign, the Brand Pillars campaign had the highest CTR this quarter, and the conversion rate jumped up 62% compared to Q1. The users driven to the site via this campaign bounced less frequently, and they visited more pages than people driven via the other SEM campaigns. This gives us insight that SEM was the only strategy that continued to run consistently throughout the quarter. For all other tactics, Phase 1 ran from April 13 - May 17, and Phase 2 ran from June 1-30.

- Our SEM campaigns drove 2,388 more conversions in Q2 vs. Q1.

- Bing Ads

- "best things to do santa fe" (2.23% increase)
- "what to do in new mexico" (1.75% increase)
- "santa fe adventure" (0.9% increase)

- When comparing Phase 1 to Phase 2 messaging, we saw the new copy resonated well with our audience. On Google search, there was an 85% increase in our

- -25.4% 65%

- 47%

- 50%

- 47.2%

- "how to get to santa fe" (1.89% increase)
- "santa fe travel" (1.33% increase)
- "what to do in santa fe" (0.92% increase)

- The Bing SEM campaigns have gotten even better at driving incremental traffic. While we saw a slight drop in CTR in Q2, the users who did come to the website were highly engaged, with a 39% higher conversion rate across our SEM platforms.

- In addition, there were 17% more visitor guide orders in the quarter from SEM. This is particularly notable because Q1 was mostly prior to COVID-19, while

- "santa fe adventure" (19.7% increase)
- "what to do in new mexico" (16.8% increase)
- "best things to do santa fe" (10.8% increase)

- Comparisons are vs. previous year.

- Google Ads

- Impressions 27,931

- Conversions 1,558

- "how to get to santa fe" (1.25% increase)
- "santa fe travel" (1.65% increase)
- "what to do in santa fe" (1.22% increase)

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## Insights

### Pinterest
- **Impressions**: 1.6M (+20.8%)
- **LPVs**: 9,294 (+95.5%)
- **LPV Rate**: 0.57% (+61.8%)
- **Conversions**: 118 (+107.0%)
- **Cost**: $12,716 (-0.3%)

### Facebook & Instagram
- **Impressions**: 7.4M (+135.8%)
- **LPVs**: 62,254 (+179.9%)
- **LPV Rate**: 0.84% (+18.7%)
- **Conversions**: 654 (+180.7%)
- **Cost**: $53,002 (+164.5%)

### On Site Metrics
- **Sessions**: 81,395 (+154.7%)
- **Unique Users**: 69,728 (+154.8%)
- **Bounce Rate**: 68.4% (-13.0%)
- **Pages / Session**: 2.6 (-2.2%)
- **Conversions**: 347 (+123.9%)

### Geo Data

### Comparisons

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When looking holistically at both the GDN remarketing campaign along with the Discovery ad campaigns we have run, our display campaigns improved at driving users to the website in Q2.

- New Mexico Safe Promise creative showed strong performance with a 0.13% CTR.
- Triplelift relaunched in June and generated a strong CTR of 0.25%, in line with their native benchmark.

Displays Banners

- The Trade Desk display clickthrough rates continued to be slightly above the 0.08% benchmark and showed improved website interaction in Q2.
- Conversions increased from 2 to 7.
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GDN & Discovery

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- Phase 1 display ads had forward-looking phrasing like “We’ll See You Soon”, while in Phase 2 the messaging was more present-thinking, like “It’s an Easy Road. Visit Santa Fe”. When comparing the two Phases, we see that Phase 2 was better at driving conversions with a 91% increase in conversion rate, meaning our more direct, present-thinking messaging in Phase 2 was more effective in encouraging clicks to our website.
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**Display Data**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
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<td>8.7%</td>
<td>0</td>
</tr>
</tbody>
</table>

**GDN & Discovery**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>VJ - GDN - 2019/20 RM</td>
<td>2,247,460</td>
<td>8,946</td>
<td>0.40%</td>
<td>$0.58</td>
</tr>
<tr>
<td>VJ - Discovery Ads 2019/20</td>
<td>657,408</td>
<td>43,377</td>
<td>6.59%</td>
<td>$0.15</td>
</tr>
<tr>
<td>VJ - GDN - NM Safe Promise 2020</td>
<td>196,016</td>
<td>66</td>
<td>0.34%</td>
<td>$0.74</td>
</tr>
</tbody>
</table>

**TrueView**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>CTR</th>
<th>Video view rate</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>VJ - TrueView - 2019/20 Protect</td>
<td>1,914,689</td>
<td>1,659</td>
<td>0.09%</td>
<td>71%</td>
</tr>
<tr>
<td>VJ - TrueView - 2019/20 Conver</td>
<td>0</td>
<td>0</td>
<td>0.00%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Insights**

- The Google Display campaign proved more cost efficient in Q2 vs. Q1.
- The campaign's CPM dropped by 38%, and with that there was a similar drop in CPC. This helped us to achieve 79% more conversions in the quarter.
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- The campaign's CPM dropped by 38%, and with that there was a similar drop in CPC. This helped us to achieve 79% more conversions in the quarter.
- When looking at Phase 2 versus Phase 1 messaging in these video ads, we found that twice as many users clicked through to the site during Phase 2.
- We ran the new NM Safe Promise Campaign in June, which drove 461 clicks to the website.
### Overall Site Metrics for Meetings Pages

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>2,403</td>
<td>181.4%</td>
</tr>
<tr>
<td>Unique Users</td>
<td>2,058</td>
<td>181.1%</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>66.6%</td>
<td>-44.0%</td>
</tr>
<tr>
<td>Pages / Session</td>
<td>4.39</td>
<td>-96.8%</td>
</tr>
<tr>
<td>Conversions</td>
<td>30</td>
<td>-16.7%</td>
</tr>
</tbody>
</table>

### VJ-Driven Traffic

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>221</td>
<td>-80.5%</td>
</tr>
<tr>
<td>Unique Users</td>
<td>186</td>
<td>-76.6%</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>59.7%</td>
<td>-30.5%</td>
</tr>
<tr>
<td>Pages / Session</td>
<td>3.93</td>
<td>-24.3%</td>
</tr>
<tr>
<td>Conversions</td>
<td>10</td>
<td>25.0%</td>
</tr>
</tbody>
</table>

### Geo Data

![Map showing sessions distribution across different cities](map.png)

### Display Banners

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mountain Meetings and Events</td>
<td>10</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
</tr>
</tbody>
</table>

### GDN

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Avg CPC</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>VJ - GDN - Groups RM</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>$0.00</td>
<td>0</td>
</tr>
</tbody>
</table>

### Search

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Avg CPC</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>VJ - Search - Groups &amp; Meetings</td>
<td>3,460</td>
<td>237</td>
<td>6.85%</td>
<td>$3.16</td>
<td>8</td>
</tr>
</tbody>
</table>

### LinkedIn

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>Avg CPC</th>
<th>Conversions</th>
</tr>
</thead>
</table>

### Facebook

No data

### Insights

- Overall traffic to the groups and meetings pages increased by 181% compared to Q2 of 2019.
  - This near tripling of traffic is most likely due event planners having to cancel and re-plan events.
  - VJ-driven media was mostly absent in the quarter, except for the Groups SEM campaign.
- We continued to run Google SEM throughout the quarter with mixed results.
  - We saw fewer impressions and clicks due to a 26% higher CPM in Q2 vs. Q1. This could be due to the increase in event planner activity, which caused there to be more competition on meetings-related keywords.
  - The users who did come to the site seemed to be more engaged, as we had a 48% higher conversion rate in the quarter.
Overall traffic to the groups and meetings pages increased by 181% compared to Q2 of 2019.

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- The users who did come to the site seemed to be more engaged, as we had a 48% higher conversion rate in the quarter.
## Print Spend & Impressions

<table>
<thead>
<tr>
<th>Publication</th>
<th>Impressions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas Monthly</td>
<td>270,746</td>
<td>$9,850</td>
</tr>
<tr>
<td>Phoenix Magazine</td>
<td>242,496</td>
<td>$11,120</td>
</tr>
<tr>
<td>New Mexico Magazine</td>
<td>210,000</td>
<td>$13,290</td>
</tr>
<tr>
<td>Galerie Magazine</td>
<td>100,000</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

**Grand total**

- **Impressions**: 823,242
- **Cost**: $41,760
<table>
<thead>
<tr>
<th>Tactic</th>
<th>Impressions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>NM E-News</td>
<td>120,285</td>
<td>$0</td>
</tr>
<tr>
<td>5280 ROS</td>
<td>34,464</td>
<td>$0</td>
</tr>
<tr>
<td>NM FB</td>
<td>4,607</td>
<td>$0</td>
</tr>
<tr>
<td>5280 Scene Event Listing</td>
<td>570</td>
<td>$0</td>
</tr>
</tbody>
</table>

**Grand total**: 159,926 $0

**New Mexico Magazine**

**5280 Magazine**

### Santa Fe Farmers' Market

- **Manager**: corporate@sffarmersmarket.com
- **Name**: Santa Fe Farmers' Market
- **Address**: 330 East 5th St, Santa Fe, NM 87501
- **Phone**: 505.988.0700
- **Website**: <http://sffarmersmarket.com>

**Open Year Round**

**Historical Notes**

1835: Christmas Market

1870: First Market

1873: First Market under City Charter

**Santa Fe Farmers' Market**

**Location**: 330 East 5th St, Santa Fe, NM 87501

**Hours**: Saturdays: 7-11am

**Contact**: 505.988.0700

### Sante Fe Soul in Santa Fe E-News

**On the Trail Less Traveled**

**Sante Fe Soul in Santa Fe E-News**

**Sante Fe Soul in Santa Fe**

**Address**: P.O. Box 8089

**City**: Santa Fe, NM 87504

**Phone**: 505.988.2929

**Website**: <http://santefesoul.com>

### Summer Guide: Let Luxury Be Your Guide

**Sante Fe Soul in Santa Fe**

**Address**: 120 E. 4th St.

**City**: Santa Fe, NM 87501

**Phone**: 505.988.2929

**Website**: <http://santefesoul.com>