Taos Mentions by Month
January – June 2018

January: 1,495
February: 1,498
March: 1,435
April: 1,571
May: 1,462
June: *685

Total Mentions: 8,146

Total Mentions Per Media Group:
- Print: 595
- Internet News: 4,073
- Social: 3,478

Total Circulation Reach: 4,412,918,748
Total Online: 4,398,658,969
Total Print: 14,259,779

*as of 6/18/2018
<table>
<thead>
<tr>
<th>Month</th>
<th>Visits 2017</th>
<th>Visits 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>18,498</td>
<td>27,343</td>
</tr>
<tr>
<td>February</td>
<td>17,663</td>
<td>28,492</td>
</tr>
<tr>
<td>March</td>
<td>29,193</td>
<td>34,876</td>
</tr>
<tr>
<td>April</td>
<td>28,345</td>
<td>29,606</td>
</tr>
<tr>
<td>May</td>
<td>34,351</td>
<td>45,912</td>
</tr>
<tr>
<td>June</td>
<td>36,559</td>
<td>27,803</td>
</tr>
</tbody>
</table>

*as of 6/18/2018*
# Taos.org Metrics

## 2017 vs 2018

<table>
<thead>
<tr>
<th>January – June</th>
<th></th>
<th>January – June (as of 6/18)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visits</strong></td>
<td>157,442</td>
<td><strong>Visits</strong></td>
<td>186,137</td>
</tr>
<tr>
<td><strong>Unique Visitors</strong></td>
<td>155,889</td>
<td><strong>Unique Visitors</strong></td>
<td>181,480</td>
</tr>
<tr>
<td><strong>Page Views</strong></td>
<td>572,735</td>
<td><strong>Page Views</strong></td>
<td>1,202,574</td>
</tr>
<tr>
<td><strong>Page / Session</strong></td>
<td>2.89</td>
<td><strong>Page / Session</strong></td>
<td>4.94</td>
</tr>
<tr>
<td><strong>Time on Site</strong></td>
<td>2:24</td>
<td><strong>Time on Site</strong></td>
<td>2:21</td>
</tr>
<tr>
<td><strong>Traffic from Social Media</strong></td>
<td>9,042</td>
<td><strong>Traffic from Social Media</strong></td>
<td>10,878</td>
</tr>
</tbody>
</table>
With Visit Taos’ Spring/Summer 2018 marketing campaign, the team is pushing traffic to multiple key landing pages within Taos.org. Here is one example:

**Taos.org/what-to-do**
Marketing Campaigns
January – June 2018

Interim Campaign
January – March 2018

- **Google AdWords** garnered nearly 6,000 clicks to Taos.org and over 409,000 views
- **Facebook Boosts** reached more than 130,000 people and directed more than 2,600 people to Taos.org for more information
- Blog “6 Reasons Taos is a Dream Come True for Foodies” was viewed 1,687 times via Facebook Retargeting
- **Adventure Awaits Sweepstakes** with Taos Ski Valley collected 700+ entries and emails to the newsletter list

Spring/Summer Campaign
April – Mid-July 2018

- **Instagram Photo** Contest (week 1) with @travelnewmexico lead to 289 new Instagram followers
  - 337 photos were submitted by 66 unique users using the #VisitTaos hashtag during the photo contest period
- Nearly 4,000 people clicked Taos’ ads on Google AdWords and were referred back to Taos.org for more informations
- Visit Taos summer advertorial spread in **5280 Magazine** will reach 150,000 Colorado travelers in June and July
- **Digital banner ads** have been shown 1,450,000 times since May in key targeted markets
- **Facebook Ads** have been clicked on over 3,400 times, leading traffic to key landing pages on Taos.org
# Top Stories
Generated by PR & Marketing Activities

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque Business First, KOB 4, and KRQE 13</td>
<td>Two New Mexico Towns Named 2018 Top Destinations by TripAdvisor</td>
</tr>
<tr>
<td>Zagat</td>
<td>15 Ski Country Hotel Hot Spots You Need to Know</td>
</tr>
<tr>
<td>Brides</td>
<td>11 Best U.S. Honeymoon Cities for Music Lovers</td>
</tr>
<tr>
<td>Taos News</td>
<td>Taos art set to line the streets</td>
</tr>
<tr>
<td>Travel Channel</td>
<td>12 Retro-Chic Trailer Park Resorts to Book Now</td>
</tr>
<tr>
<td>Kids Are a Trip</td>
<td>The Best Family Vacation Destinations for 2018</td>
</tr>
<tr>
<td>Albuquerque Journal</td>
<td>Women’s works: Harwood exhibit showcases significant female artists</td>
</tr>
<tr>
<td>Reader’s Digest &amp; MSN</td>
<td>16 of the Best American Cities for History Buffs</td>
</tr>
<tr>
<td>H Texas</td>
<td>A Natural Feeling</td>
</tr>
<tr>
<td>The Daily Meal</td>
<td>Dessert in the Desert: An Insider Guide to the Taos, New Mexico Food Scene</td>
</tr>
<tr>
<td>Western Art Collector</td>
<td>City Focus: Taos</td>
</tr>
</tbody>
</table>
Email Marketing
January – June 2018

What’s Up Taos: January – June 2018
• 10 email newsletters sent out
• 10,991 email subscribers
• 19,747 total opens
  average # of opens per email: 1,982
• 2,616 total clicks
• Travel & tourism industry open rate: 20.69%
• Average open rate: 19.32%

Stakeholder Communications
January – June 2018

• Taos Top 3 weekly email
• Monthly stakeholder reports
• Both sets of communication goes out to an email list of 387
Social Media
January – June 2018

10,967 Total Taos.org Traffic from Social Media (January – June 2018)

Facebook: +346 followers
Instagram: +1,341 followers
Twitter: +152 followers
Pinterest: +26 followers
Youtube: +5 followers

Social media content ranges from story links, blog posts, photos, landing pages on Taos.org and more. TWC creates monthly content calendars for Facebook and Twitter and then posts on Instagram and Pinterest as needed.
Local Vendors

- 3 Bean Studio
- Heritage Inspirations LLC
- Historic Taos Trolley Tours
- Michael DeYoung: If It’s Outside, We’re In!
- Sancre Productions
- The Historic Taos Inn
- Love Apple

Waite Company Update

- Monthly learning sessions hosted at Taos office
- Marketing and the Arts panel in March 2018
- Pro-bono work with Mother’s Day Whitewater Festival

Monthly Learning Sessions
Marketing and the Arts Panel
Mother’s Day Whitewater Festival
What’s Up Next

• Creating stakeholder survey
• Planning for fall/winter 2018 using data from spring/summer campaign
• 3 summer interns working on Taos projects – at not cost to town
• Continue looking into video for tourism marketing
• Looking forward to following industry travel trends and staying fresh