Taos Mentions by Month
July – December 2018

2,323 July
4,813 August
498 September
1,610 October
1,469 November
1,329 December

12,042 Total Mentions

Media mentions are gathered using Cision, a media monitoring software, and reflect tourism-related social media posts, blog posts and print and online news stories.
<table>
<thead>
<tr>
<th>Month</th>
<th>2017 Sessions</th>
<th>2018 Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>57,838</td>
<td>60,318</td>
</tr>
<tr>
<td>August</td>
<td>54,309</td>
<td>42,044</td>
</tr>
<tr>
<td>September</td>
<td>50,090</td>
<td>37,420</td>
</tr>
<tr>
<td>October</td>
<td>53,159</td>
<td>39,465</td>
</tr>
<tr>
<td>November</td>
<td>53,123</td>
<td>42,413</td>
</tr>
<tr>
<td>December</td>
<td>35,296</td>
<td>31,286</td>
</tr>
</tbody>
</table>
## Taos.org Metrics
### 2017 vs 2018

<table>
<thead>
<tr>
<th>Year</th>
<th>July – December</th>
<th>Sessions/Visits</th>
<th>Page Views</th>
<th>Traffic from Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2018</strong></td>
<td></td>
<td>313,412</td>
<td>1,078,156</td>
<td>15,769</td>
</tr>
<tr>
<td><strong>2017</strong></td>
<td></td>
<td>243,349</td>
<td>720,926</td>
<td>12,723</td>
</tr>
</tbody>
</table>
Social Media
July – December 2018

15,769
Total Taos.org Traffic from Social Media
(July – December 2018)

14,125
Facebook

1,048
Pinterest

261
Instagram

150
Twitter

@VisitTaos
Follower Growth

Facebook: +673 followers | 43,152 total followers
Instagram: +1,688 followers | 5,985 total followers
Twitter: +128 followers | 4,153 total followers
Pinterest: +94 followers | 1,391 total followers
Youtube: +3 followers | 65 total 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.
Photo & Video
July – December 2018

• New Mexico True Co-Op Photo & Video
• Gizmo Productions Yuletide Video

Email Marketing & Stakeholder Communications
July – December 2018

What’s Up Taos
• 13 Newsletters Sent Out
• 12,465 Email Subscribers
• 27,262 Opens
  • Average Number of Opens per Email: 2,097
  • Average Click Rate: 17.76%
  • 3,262 Total Clicks

Stakeholder Communications
• Taos Top 3 Weekly Email
• Monthly Stakeholder Reports
• Both sets of communication go out to an email list of 442
Marketing Campaigns
Fall/Winter 2018

Fall/Winter Campaign
Campaign in Progress

Programmatic
• Static Ads
• Geo-fencing
• Video

Facebook
• Traditional Ads
• Instant Experiences

Google Ads

Legend has it that Taos was mistaken for the legendary City of Gold upon its discovery. Spend a weekend surrounded by dreamy views of golden aspens shining in the sun and you’ll see exactly why.

Discover Your Taos

Unbeatable views from Taos mountain.

Facebook Instant Experience

PROGRAMMATIC ADS

Facebook Ads

Programmatic Ads
## Taos.org Landing Pages
### Fall/Winter 2018

<table>
<thead>
<tr>
<th>Promoted Pages</th>
<th>Page Views During Time of Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taos.org/plan-your-trip/taos-fall-road-trips</td>
<td>7,590</td>
</tr>
<tr>
<td>Taos.org/plan-your-trip/family-fun-in-taos</td>
<td>2,148</td>
</tr>
<tr>
<td>Taos.org/events/festivals/yuletide-in-taos</td>
<td>11,921</td>
</tr>
<tr>
<td>Taos.org/outdoor-recreation/what-to-do</td>
<td>5,682</td>
</tr>
</tbody>
</table>

**Campaign in Progress**
## Top Stories
**Fall/Winter 2018**

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reader’s Digest</td>
<td>11 Road Trips That Showcase Stunning Fall Foliage You Need to Take This Autumn</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>15 of America’s Best Fall Foliage Trips &amp; So Much More (From Classics to Surprising Gems)</td>
</tr>
<tr>
<td>Outside</td>
<td>Brilliant Fall Foliage Outside New England</td>
</tr>
<tr>
<td>Men’s Journal</td>
<td>16 Awesome Family Trips You’ll Actually Want to Take This Fall</td>
</tr>
<tr>
<td>Reader’s Digest</td>
<td>The Best Christmas Town in Every State</td>
</tr>
<tr>
<td>U.S. News &amp; World Report</td>
<td>Best Christmas Vacations (#3 ranking)</td>
</tr>
<tr>
<td>New York Post</td>
<td>10 Best Christmas Towns in America</td>
</tr>
<tr>
<td>Tour Radar</td>
<td>The Best Christmas Towns in the World (#1 ranking)</td>
</tr>
</tbody>
</table>
What’s Up
Next

- Spring/Summer Campaign
- Increase video and photo assets
- Conduct tourism economic impact study, visitor profile and destination brand research
- Create new cooperative marketing partnerships to expand on the art/music tourism market and Taos Air service.
- Explore mutually beneficial collaborations
- Develop creative and interactive campaigns