Meet the Team
Program Overview – Year 1

Feb 2016 – Feb 2017

• Built list of area assets
• Developed press release schedule to promote weekend events
• Coordinated efforts with Atlas Advertising
• Established reporter travel protocol
• Kicked off media pitching program
• Coordinated the town’s first social media influencer trip
• Partnered with journalists to highlight Taos as a year-round destination
Year 1: Top Story Placements
• Online reach: 25,446,800
Online reach: 4,910,404

“New Mexico: From Pueblos to Bat Dwellings”

Online reach: 15,734,042

“8 Charming Towns Close to Nature”
• Print reach: 2,222,115

“Totally Terrific Road Trips“

• Online reach (Cosmo): 9,386,644
• Online reach (CL) : 11,526,810

“America’s 20 Best Small Towns for Christmas“
Year 1: Total Audience Reach

- Total Reach: **230,910,007**
  - Online reach: 227,521,564
  - Print reach: 3,388,443
Current Contract

Public Relations & Social Media – March – May 2017
Program Overview: March-May 2017

• Sent 6 press releases
• Coordinated press trips with vetted media
• Jumpstarted communications with tourism stakeholders
  • Taos Top 3 weekly email
  • End of month lodgers reports
• Sent out biweekly e-newsletter “What’s Up, Taos?”
• Developed social media strategy and monthly content calendars
Taos Story Placements

March – May 2017 (Quarter 2)
“10 Domestic Vacations For Those Traveling on a Tight Budget This Spring”

“Mountain Destinations Elevate the Group Experience”
Online reach: 3,480,773

“The 20 Best Mountain Towns in America”

“20 Breweries That Grow Their Own Hops”
“Taos music festival features Tierra, more Latin and rock ‘n’ roll bands”

“On with the show: Taos gears up for 3-day outdoor music festival”
“Cool summer getaways: Taos, New Mexico”
“Taos: A mix of art, history”
“Could you live in a home made of tires and beer bottles?”
“20 Exhibits You Don’t Want to Miss This Summer”

“Taos man rescues llamas, creates booming tourism business”
Current Contract – Audience Reach

• Total Audience Reach (March – May 2017): 464,292,498
  • Online reach: 463,811,537
  • Print reach: 480,961
Visit Taos Social Media

- **Facebook**
  - Feb 2017 - 40,988
  - May 2017 – 41,345 (+357)
  - Engagement has increased 23.4%

- **Twitter (@taostourism)**
  - Feb 2017 – 3,555
  - May 2017 – 3,617 (+62)
  - Engagement has increased 69.2%

- **Instagram (@visittaos)**
  - Feb 2017 – 922
  - May 2017 – 1,276 (+354)
  - Engagement has increased 75%
More on Instagram...

• Growth of #VisitTaos
  • Feb 2017 – 772 total
  • May 2017 – 1332 total
  • Percentage increase – 72.5%

• Collecting assets and building a photo archive

• Building relationships with high-level influencers & local businesses
  • Los Rios River Runners
Biweekly Newsletter – “What’s Up, Taos?”

• Features top events and a lodging and restaurant spotlight

• Email list has grown by +215 since start of new contract
  • Total list is currently at 7,607

• Averaging 1,710 opens per newsletter
  • Open rate of 22.7%
Looking Ahead – Next Quarter

• Promoting summer events like the Taos Pueblo Pow Wow, July 4\textsuperscript{th}, concerts, and more
• Finalizing a tourism media kit
• Coordinating press trips and pitching story ideas to the media
• Continuing to boost engagement on the Town’s social channels
• Promoting local businesses’ deals and specials
Thank you!