

TAOS. IT
SPEAKS
FOR ITSELF

6-Month Report
January – June 2019

VISIT**TAOS** | NEW
MEXICO

Presented by The Waite Company

Who We Are – The Waite Company

- Woman-owned business
- Launched in 2012
- 20 employees
- Full-service, integrated marketing firm
- Strong internship program
- Offices in Albuquerque, Taos, Melbourne (FL)



What We Do – PR & Marketing Efforts

- Public Relations & Earned Media
- Media Relations
- Media Visits and Influencer Trips
- Advertising: Digital, Print, Paid Search, Radio, Social Media
- Social Media Management
- E-Newsletter (What's Up Taos)
- Stakeholder Relations, Quarterly Stakeholder Reports
- Biannual Reports

How We Do It – Our Mission

We strive to **thoughtfully promote Taos as a year-round destination** and saturate desired markets in order to produce **increased awareness, visits and overnight stays.**

Taos Tourism Core Brand Pillars

Arts & Culture



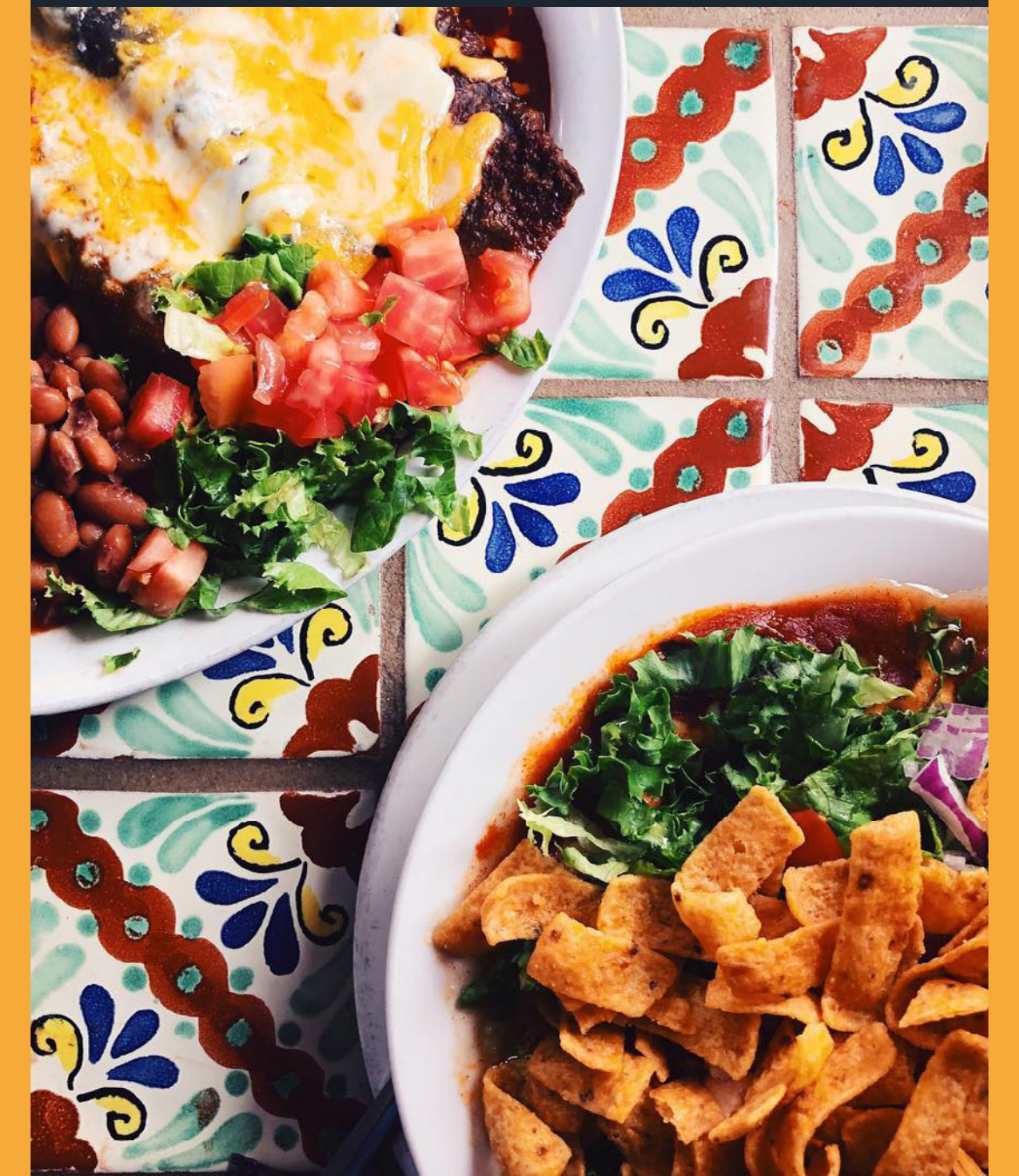
Outdoor Adventure / Nature



Spiritual / Well-being



Culinary / Beer & Wine



Target Audience

Men and Women

Ages 25–65+

Primary Markets:

New Mexico:

Albuquerque, Rio Rancho, Santa Fe

Colorado:

Denver, Boulder, Colorado Springs, Durango

Texas:

Dallas-Fort Worth, Austin



A decorative graphic on the left side of the slide consists of a 4x4 grid of colored squares. The colors used are grey, olive green, dark navy, teal, orange, and light blue. The grid is partially obscured by a large orange rectangle on the right.

PR & Marketing Goals

Goal: Increase Lodger's Tax Revenue

Lodger's Tax Collected Since 2012

Time with the Waite Company

FY 2012/2013
\$881,531

FY 2013/2014
\$985,781

FY 2014/2015
\$996,760

FY 2015/2016
\$1,109,401

FY 2016/2017
\$1,224,392

FY 2017/2018
\$1,179,034

\$1,246,203
Projected

FY 2018/2019
\$1,014,071
as of April 2019

Goal: Increase traffic to Taos.org



How we measure it:

	2017	2018	2019* (Jan – May)
Users	341,433	437,632 (▲28.2%)	223,172
Page Views	1.29M	2.4M (▲86.92%)	784,593
Pages / Sessions	2.93	4.13 (▲40.9%)	2.71

*Data available for Jan – May only

Goal: Increase e-newsletter sign-ups and engagement

How we measure it:

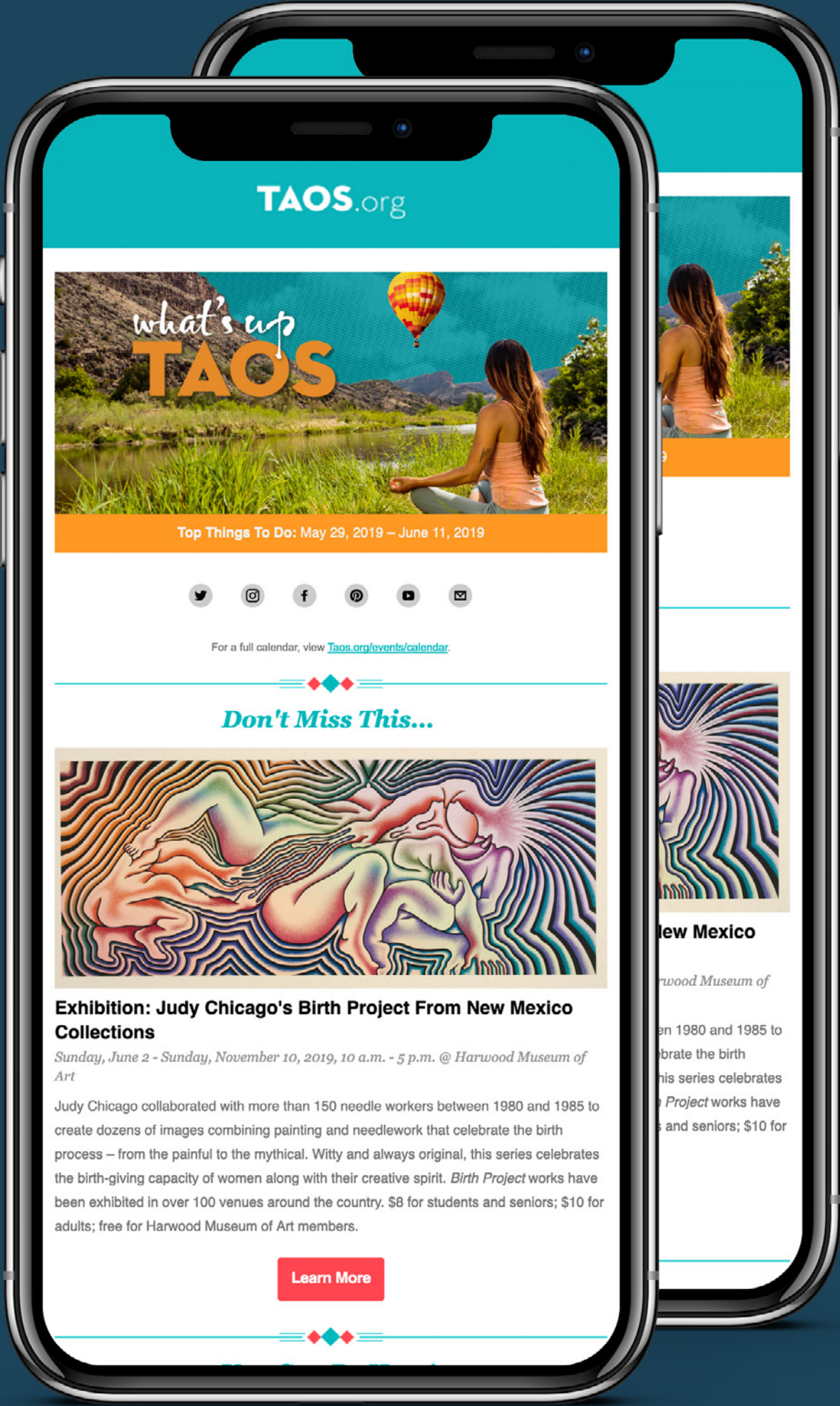
	2017	2018	2019* (Jan – May)
Subscribers	9,210	12,366 (▲34.3%)	25,927
Avg Open Rate	20%	18.4%	18.4%
Avg Click Rate	2.8%	2.6%	2.3%

Travel Industry Email Marketing Benchmarks

Open Rate: 20.03%

Click Rate: 2%

*Data available for Jan – May only



Goal: Increase social media traffic and influence

How we measure it:

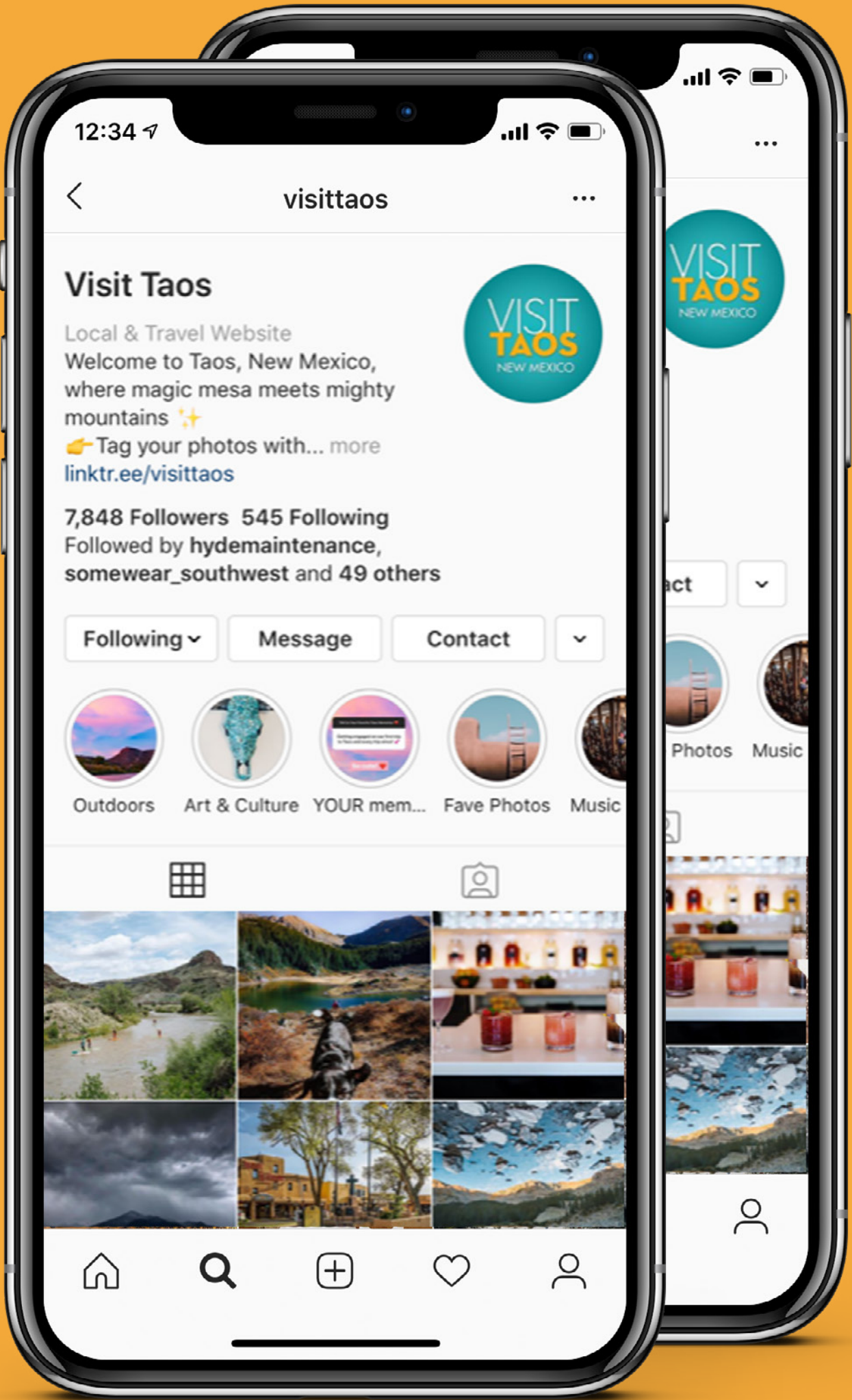


Instagram	2017	2018	2019* (Jan – May)
Audience Growth (Followers)	2,676	5,963 (▲122.8%)	7,717
Total Reach	102,128	272,300 (▲166.6%)	211,937
Total Engagement	20,657	35,365 (▲71.2%)	26,302



Twitter	2017	2018	2019* (Jan – May)
Audience Growth (Followers)	3,843	4,130 (▲7.5%)	4,255
Total Impressions	224,102	227,254 (▲1.4%)	111,143
Total Engagement	2,249	2,480 (▲5.6%)	2,349

*Data available for Jan – May only



Goal: Increase social media traffic and influence

How we measure it:



Facebook	2017	2018	2019* (Jan – May)
Audience Growth (Page Likes)	42,082	42,993 (▲2.16%)	45,013
Total Reach	2M	1.14M (▼30.3%)	1.29M
Total Engagement	251,981	118,387 (▼49.1%)	221,244

Social Media Traffic to Taos.org	
2019* (Jan – May)	15,131
2018	26,681 (▲38.1%)
2017	19,314

*Data available for Jan – May only

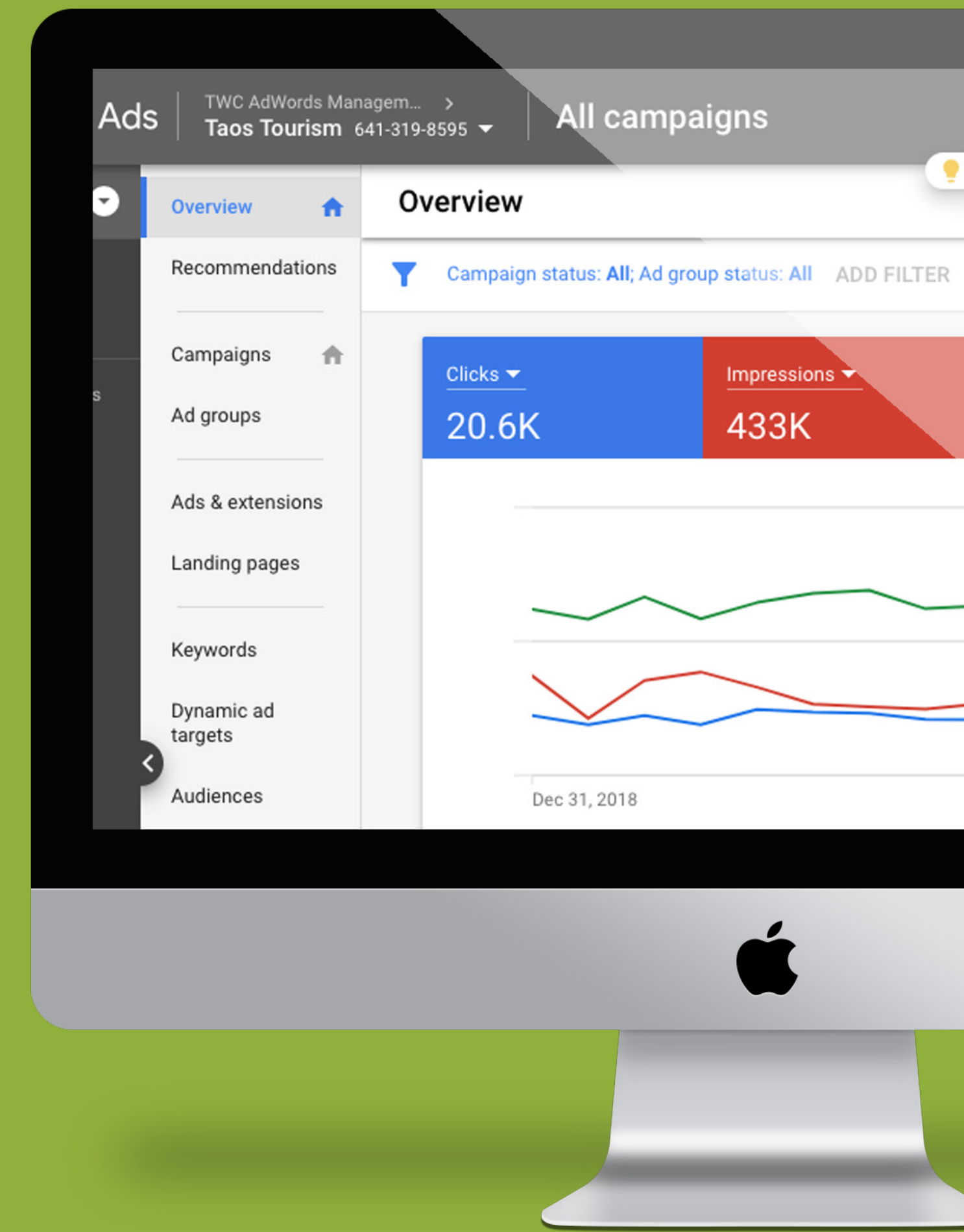


Goal: Increase ROI of marketing campaigns

How we measure it:

	2017 (Sept – Dec)	2018 (Jan – Dec)	2019* (Jan – May)
Impressions	1.5M	9.8M	3.4M
CTR	2.5%	2%	2.4%
Clicks	13,608	69,709	33,016
Conversions	1,017	4,510	1,561

*Data available for Jan – May only



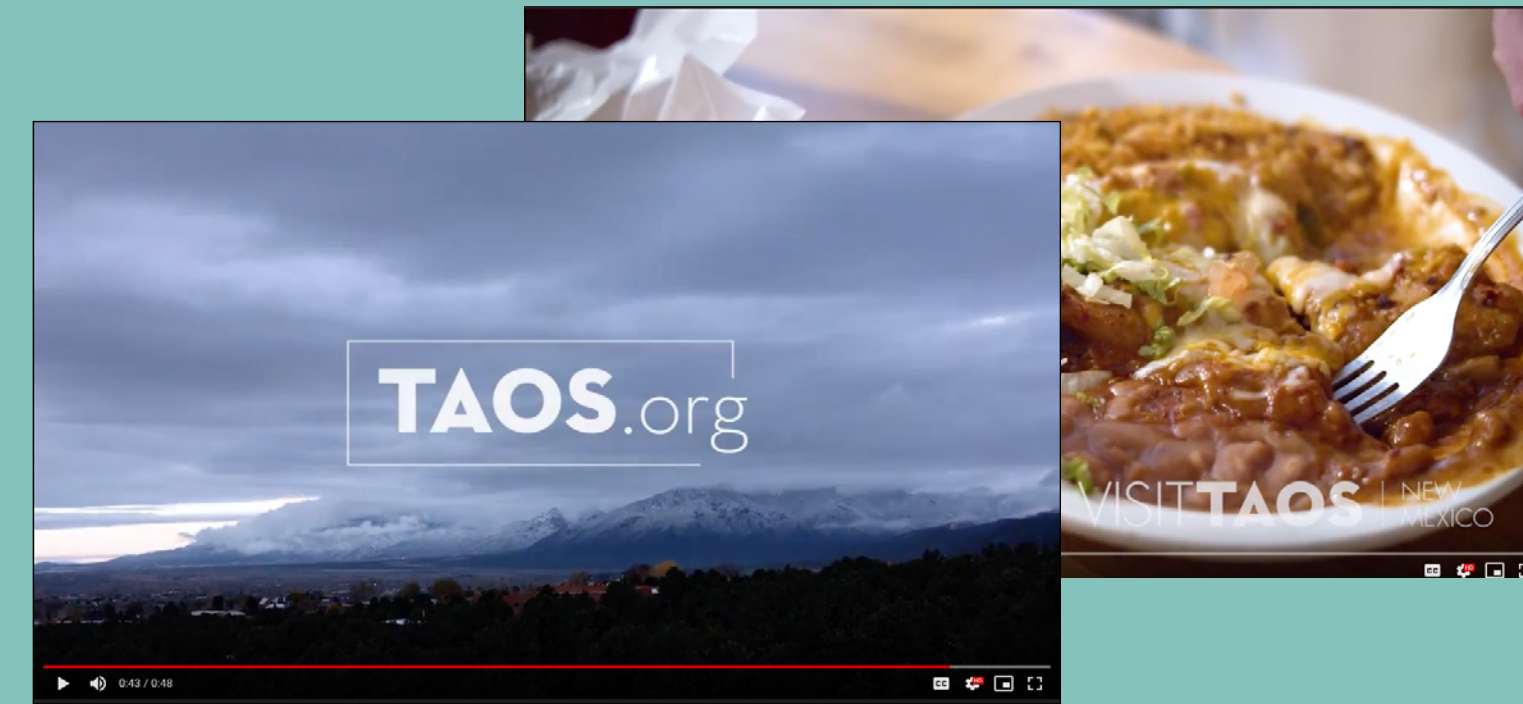
How we are Marketing Taos to Travelers: Taos: It Speaks For Itself



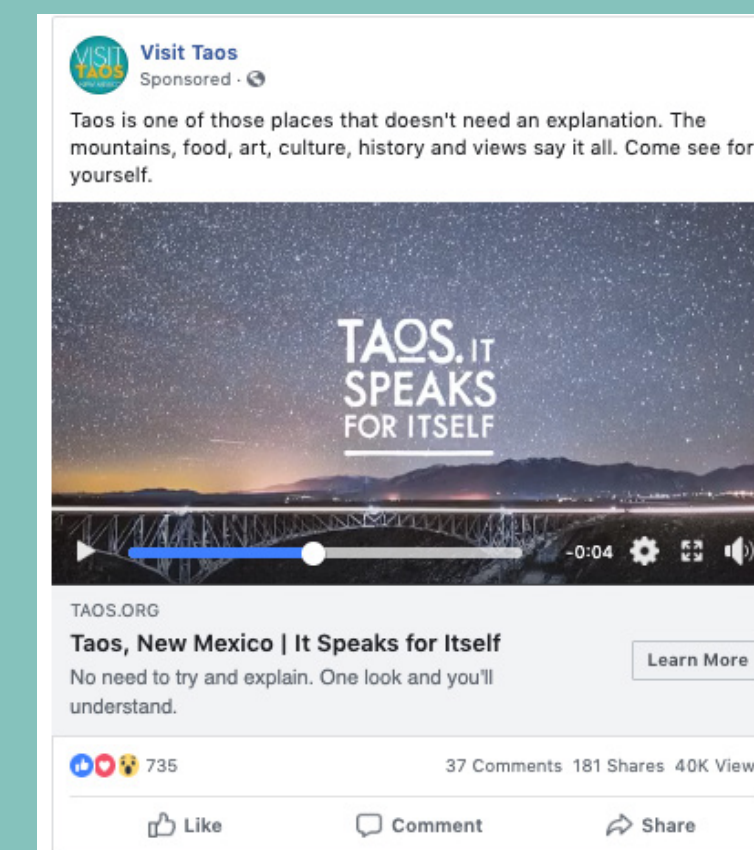
Taos.org Landing Page



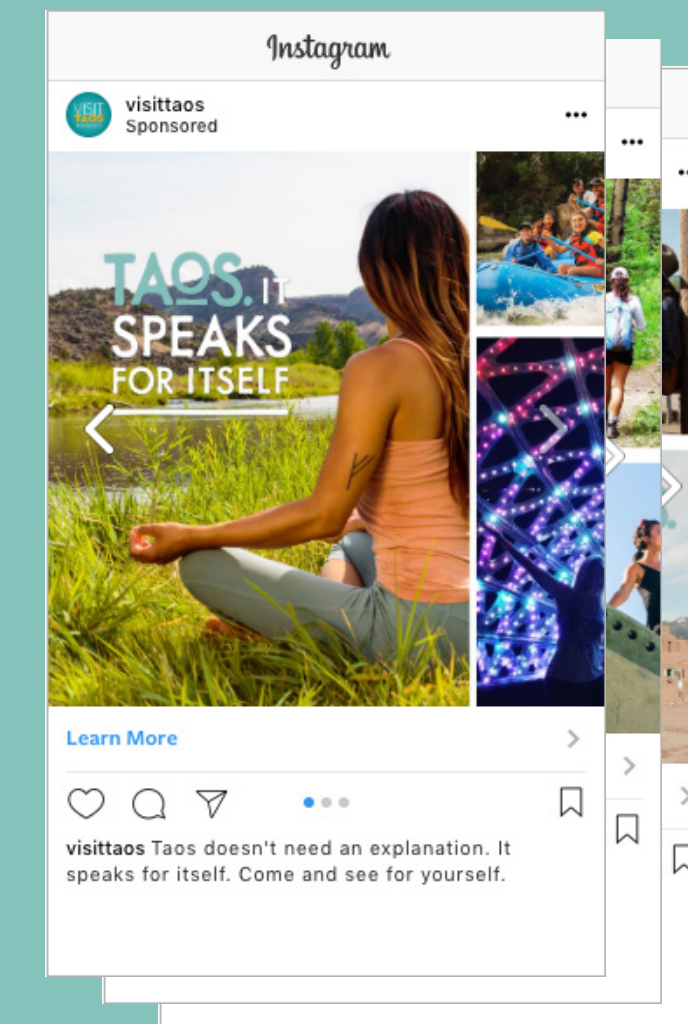
Advertorials



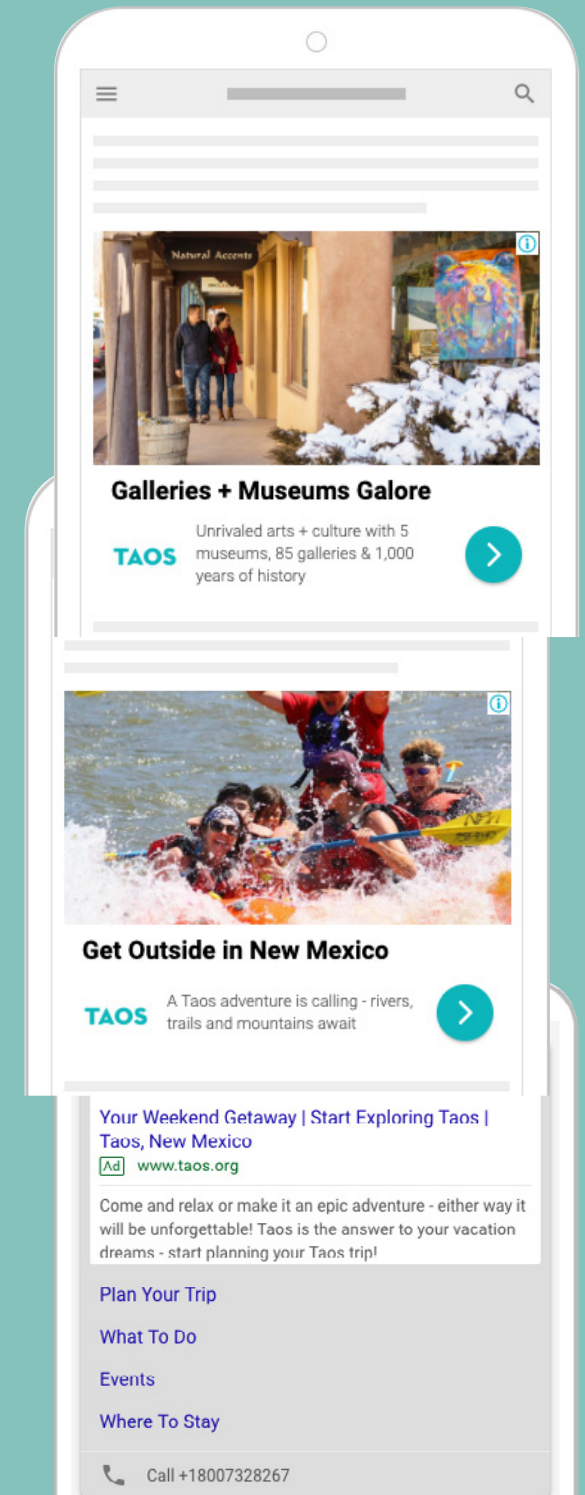
Video Advertising



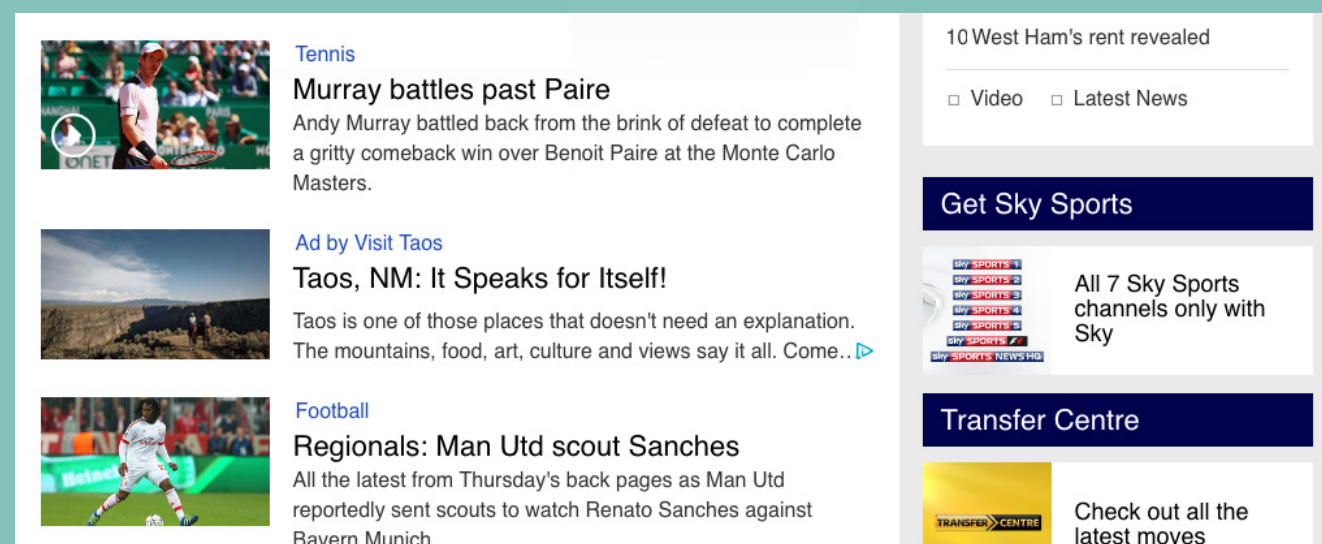
Facebook Ads



Instagram Ads



Google Ads
(Search Engine Marketing)



Native Advertising



Social Media Contests

Goal: Increase earned media placements

How we measure it:

2016 – 2019 (To-Date)	
Audience Reach	1.4B
# of Articles	223
Publicity Value (Approx.)	\$1.4M

of media trips hosted (To-Date)
23



Notable Taos PR stories in 2019:



Brilliant Fall Foliage Outside New England

Forbes

These Beautiful, Off-The-Grid Airbnb Rentals Are Made Of Reclaimed Garbage



Rafters looking for big water, big year

MEN'S JOURNAL

TRAVEL

16 Awesome Family Trips You'll Actually Want to Take This Fall

**Reader's
digest**

The Best Christmas Town in Every State



From Disney movies to dogs, these 10 vacation rentals take themes to the extreme



New Mexico: Taking Wow to a New Level



Photo Library with CrowdRiff

of UGC assets collected:
(user-generated content)
50

Taos.org Photo Galleries



Awards & Accolades

National – New York City



**2019 Silver Anvil Award
of Excellence**

Yuletide in Taos Influencer
Trip – Best Campaign on a
Shoestring Budget Under \$5k

New Mexico – Albuquerque



**2018 Cumbre Award
Best-of-Show**

Yuletide in Taos Influencer Trip
– Social Media

New Mexico – Albuquerque



**2018 Top Hat
Award Finalist**

Yuletide in Taos Influencer Trip
– Social Media

Awards & Accolades

Other 2018

- **2018 Cumbre Award, Gold – New Mexico Chapter of Public Relations Society of America**
Visit Taos Fall/Winter 2017 PR & Marketing – Integrated Communications

2017

- **2017 Cumbre Award, Best-of-Show – New Mexico Chapter of Public Relations Society of America**
Taos Tourism Instagram Influencer Trip, Winter 2016-17 – Social Media
- **2017 Cumbre Award, Silver – New Mexico Chapter of Public Relations Society of America**
Taos Tourism Media Relations – Media Relations
- **2017 Top Hat Award, Finalist – New Mexico Hospitality Association**
Taos Tourism Instagram Influencer Trip, Winter 2016-17 – Social Media

What's Next for Taos PR & Marketing Team:

- Organize July Waite Co Workshop in Taos – “Email Marketing 101”
- Execute “It Speaks for Itself” campaign & social media contests
- Coordinate International “Food & Wine Travel Writer’s Association”
Taos post-conference trip
- Host media to Taos from top-tier outlets like “National Geographic Traveler (UK)”, “Travel + Leisure”, “Vogue” and more
- Coordinate with New Mexico Tourism Department on Taos destination e-blasts to lists of 180,000

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Thank You