

TAOS. IT
SPEAKS
FOR ITSELF

6-Month Report
September 2019 – February 2020

VISIT**TAOS** | NEW
MEXICO

Presented by The Waite Company

Who We Are – The Waite Company

- Woman-owned business
- Launched in 2012
- Full-service, integrated marketing firm
- Started work with Town of Taos in Feb 2016
- Offices in Albuquerque and 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-Mail Marketing (What's Up Taos & other e-blasts)
- 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



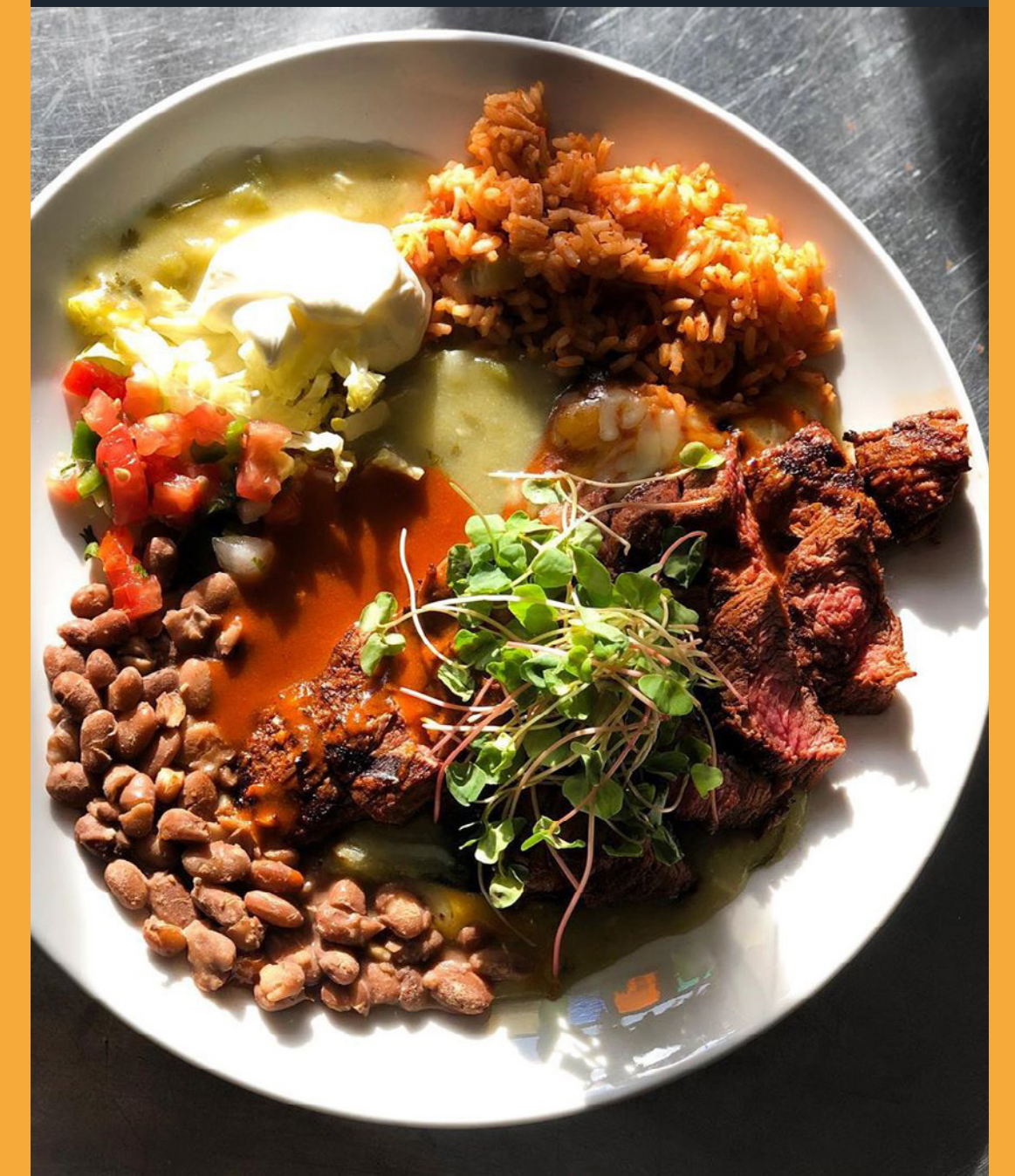
Outdoor Adventure / Nature



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



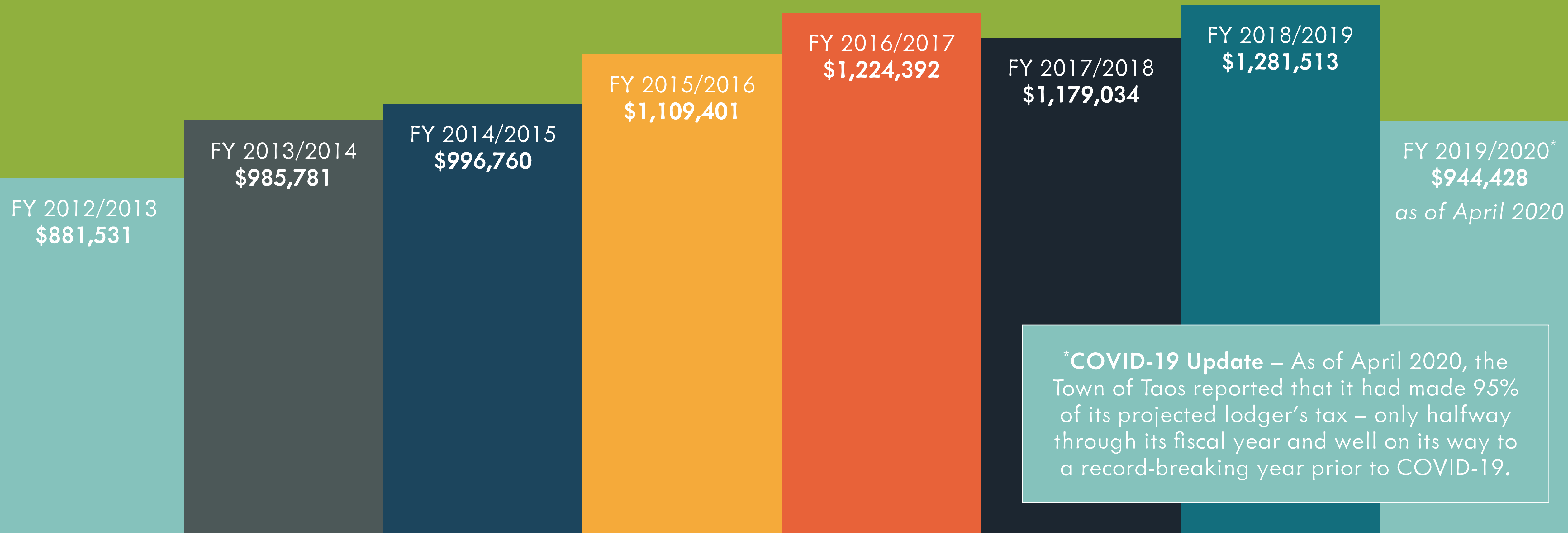
A decorative graphic on the left side of the slide consists of a 4x4 grid of colored squares. The colors used are grey, olive green, dark navy, teal, orange, and light blue. The grid is partially obscured by a large orange rectangle on the right.

PR & Marketing Goals

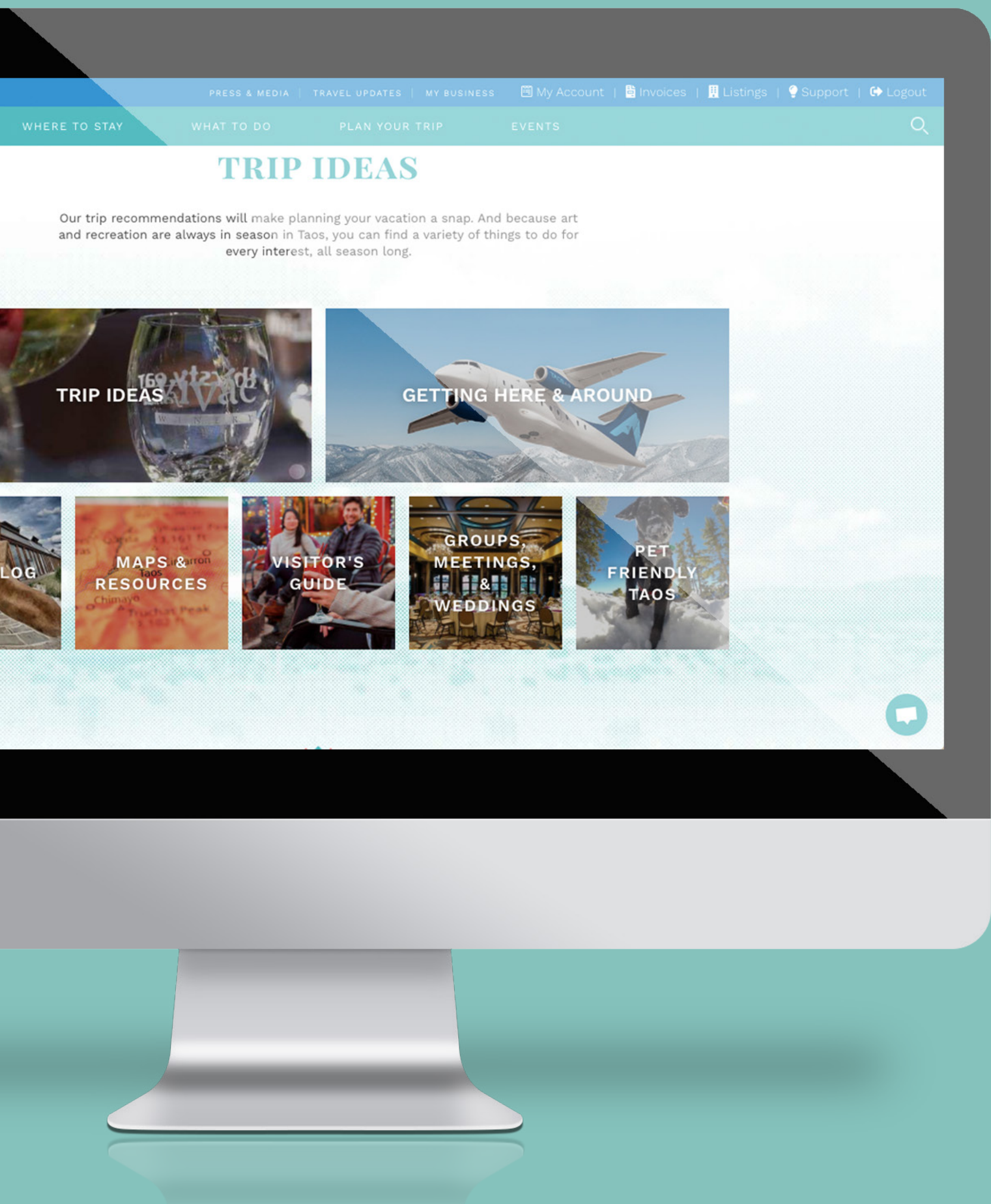
Goal: Increase Lodger's Tax Revenue

Lodger's Tax Collected Since 2012

Time with the Waite Company



Goal: Increase traffic to Taos.org



How we measure it:

	2017	2018	2019	2020* (Jan – Feb)
Users	341,433	437,632 (▲28.2%)	608,025 (▲39.9%)	114,613
Page Views	1.29M	2.4M (▲86.92%)	1.8M	272,610
Pages / Sessions	2.93	4.13 (▲40.9%)	2.24	1.91

*Data available for Jan – Feb 2020

Goal: Increase e-newsletter sign-ups and engagement

How we measure it:

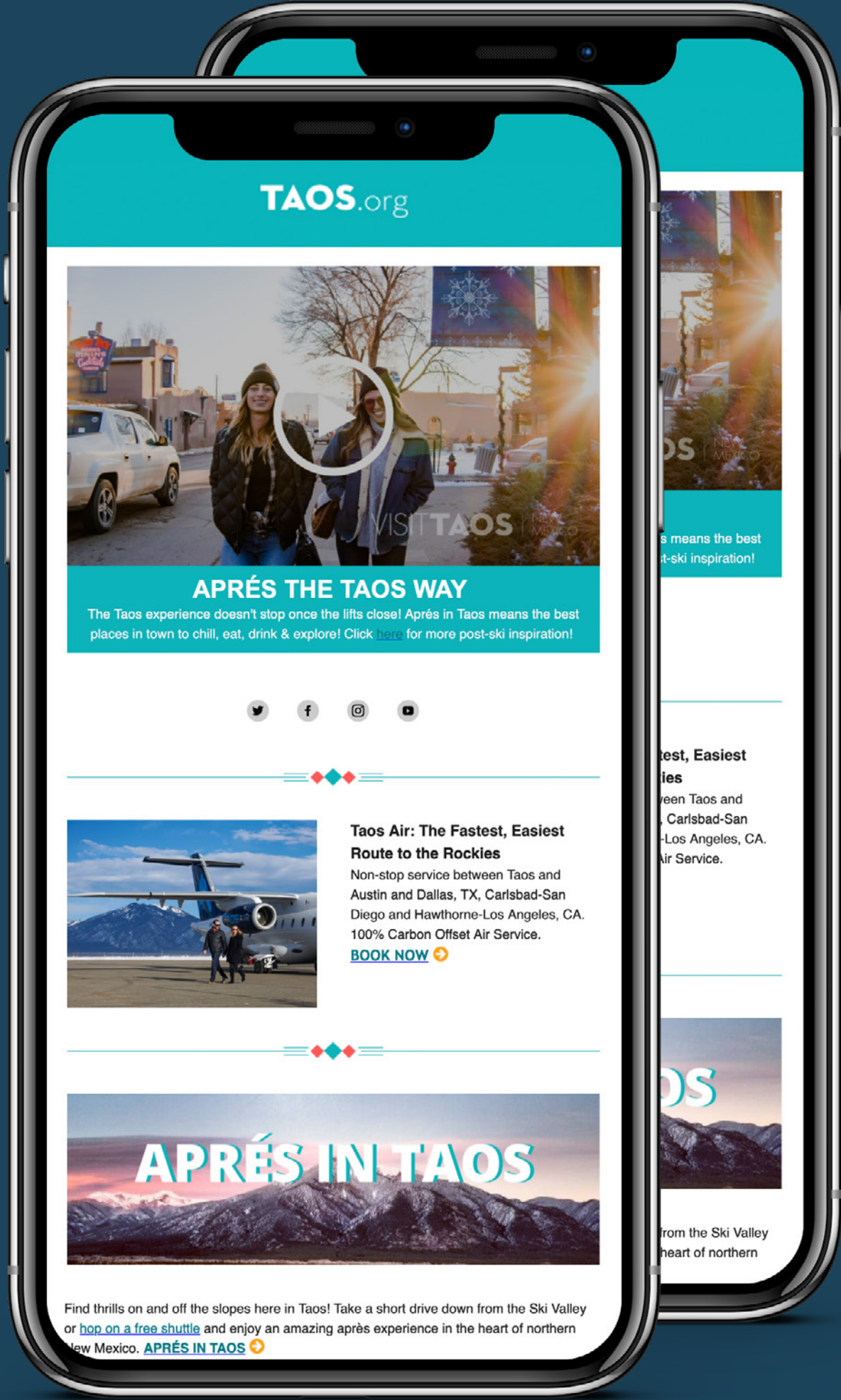
	2017	2018	2019	2020* (Jan – Feb)
Subscribers	9,210	12,366 (▲34.3%)	22,692 (▲83.5%)	22,785
Avg Open Rate	20%	18.4%	16.6%	13%
Avg Click Rate	2.8%	2.6%	1.3%	1.3%

Travel Industry Email Marketing Benchmarks

Open Rate: 20.03%

Click Rate: 2%

*Data available for Jan – Feb 2020



Goal: Increase social media traffic and influence

How we measure it:

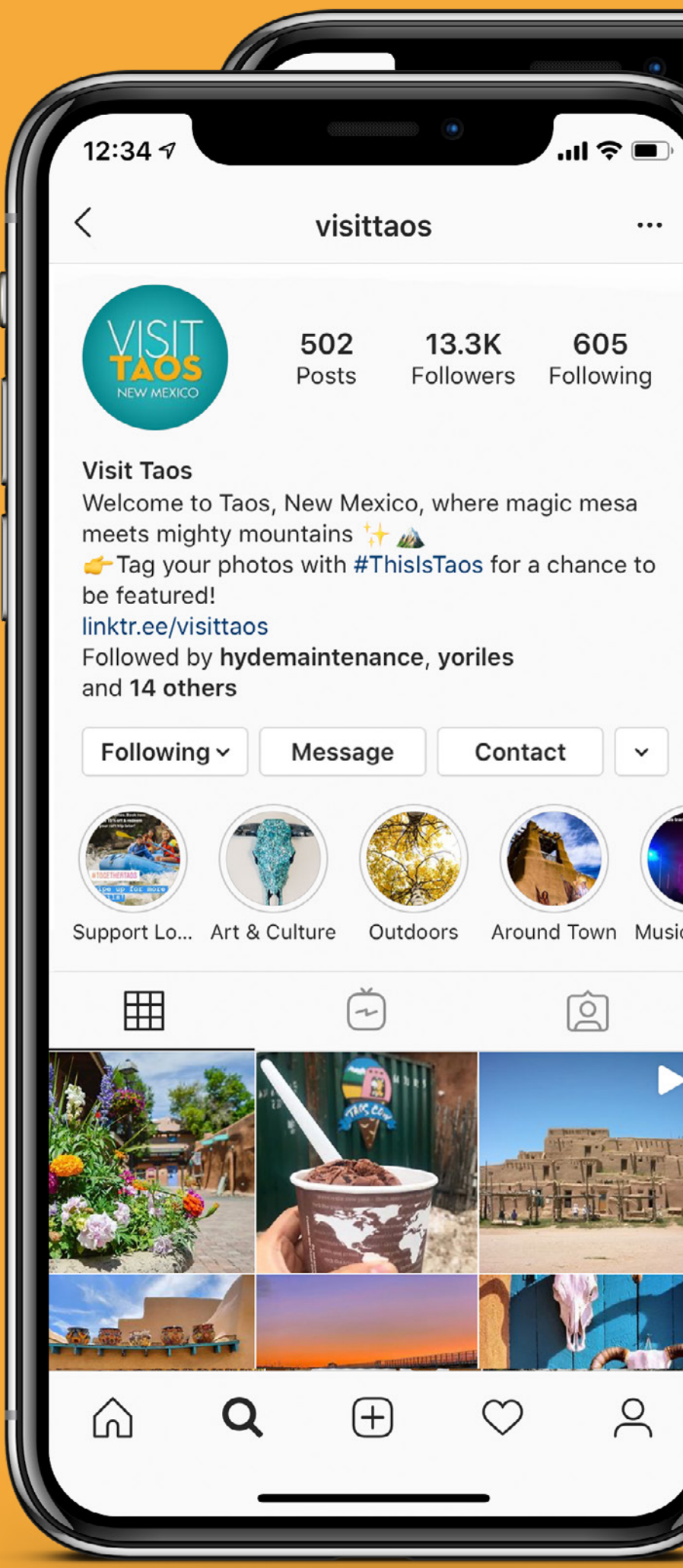


Instagram	2017	2018	2019	2020* (Jan – Feb)
Audience Growth (Followers)	2,676	5,963 (▲122.8%)	10,850 (▲81.9%)	11,903
Total Reach	102,128	272,300 (▲166.6%)	553,756 (▲103.4%)	174,005
Total Engagement	20,657	35,365 (▲71.2%)	61,998 (▲75.3%)	16,435



Twitter	2017	2018	2019	2020* (Jan – Feb)
Audience Growth (Followers)	3,843	4,139 (▲7.5%)	4,676 (▲12.9%)	4,972
Total Impressions	224,102	227,254 (▲1.4%)	234,619 (▲3.2%)	41,548
Total Engagement	2,249	2,480 (▲5.6%)	4,201 (▲69.4%)	575

*Data available for Jan – Feb 2020



Goal: Increase social media traffic and influence

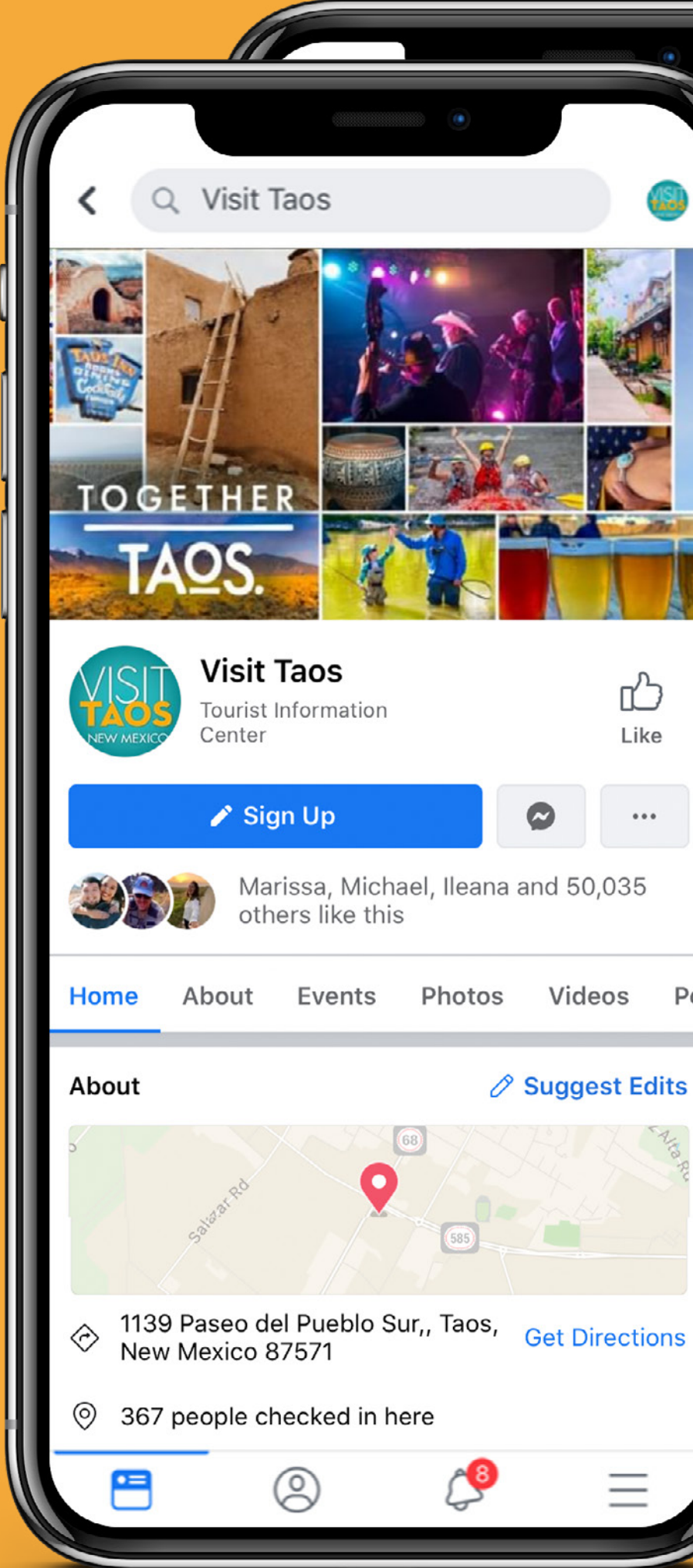
How we measure it:



Facebook	2017	2018	2019	2020* (Jan – Feb)
Audience Growth (Page Likes)	42,082	42,993 (▲2.16%)	47,966 (▲11.6%)	48,706
Total Reach	2M	1.14M (▼30.3%)	3.15M (▲176.3%)	384,234
Total Engagement	251,981	118,387 (▼49.1%)	465,897 (▲293.5%)	41,464

	2017	2018	2019	2020* (Jan – Feb)
Social Media Traffic to Taos.org	19,314	26,681 (▲38.1%)	34,716 (▲30.1%)	3,512

*Data available for Jan – Feb 2020

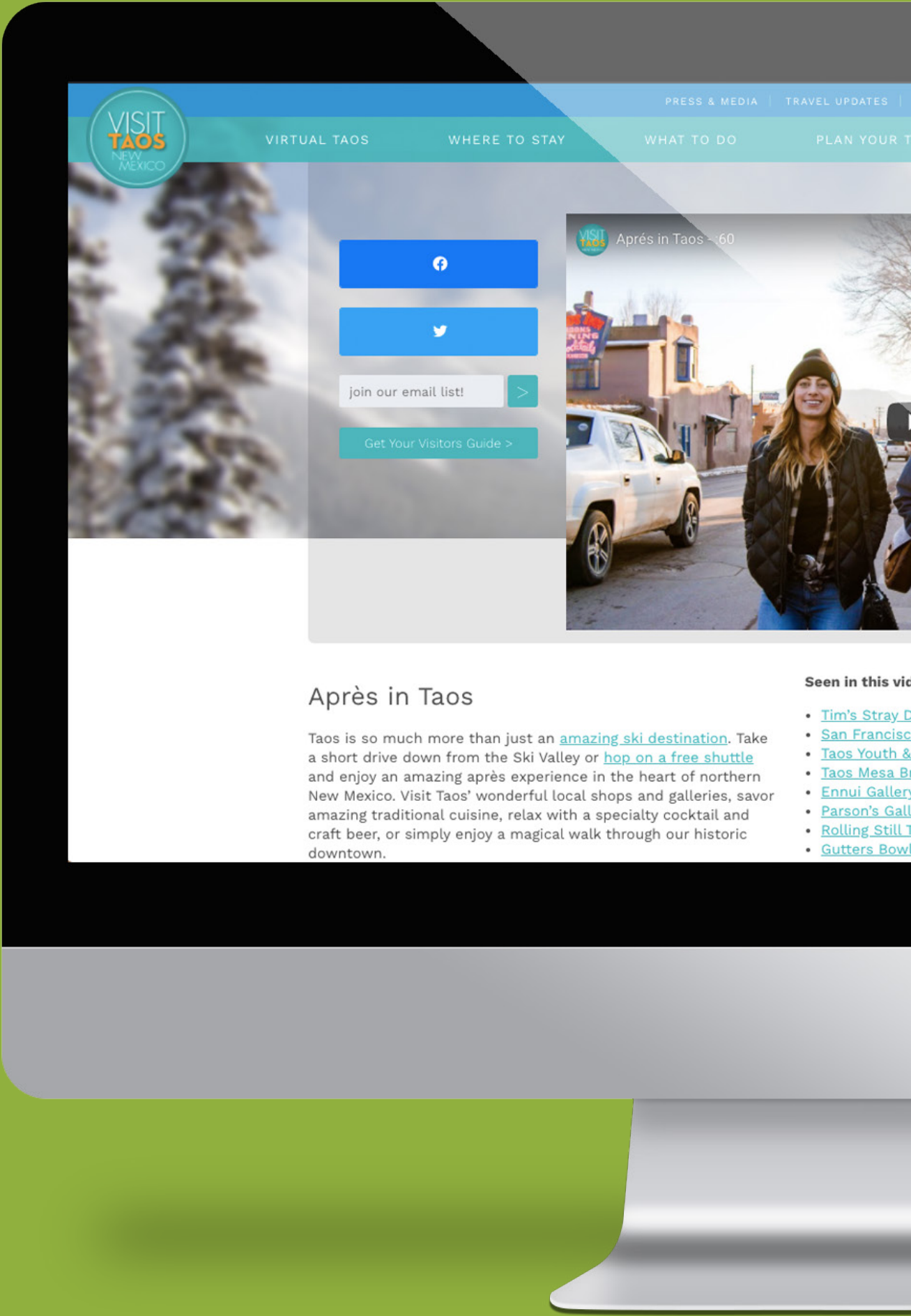


Goal: Increase ROI of marketing campaigns

How we measure it:

	2017 (Sept – Dec)	2018	2019	2020* (Jan – Feb)
Impressions	1.5M	9.8M (▲533.3%)	11.3M (▲15.3%)	540,029
CTR	2.5%	2%	2.4%	10.23%
Clicks	13,608	69,709 (▲412.3%)	127,116 (▲82.4%)	28,902
Conversions	1,017	4,510 (▲343.5%)	6,930 (▲35.7%)	1,567

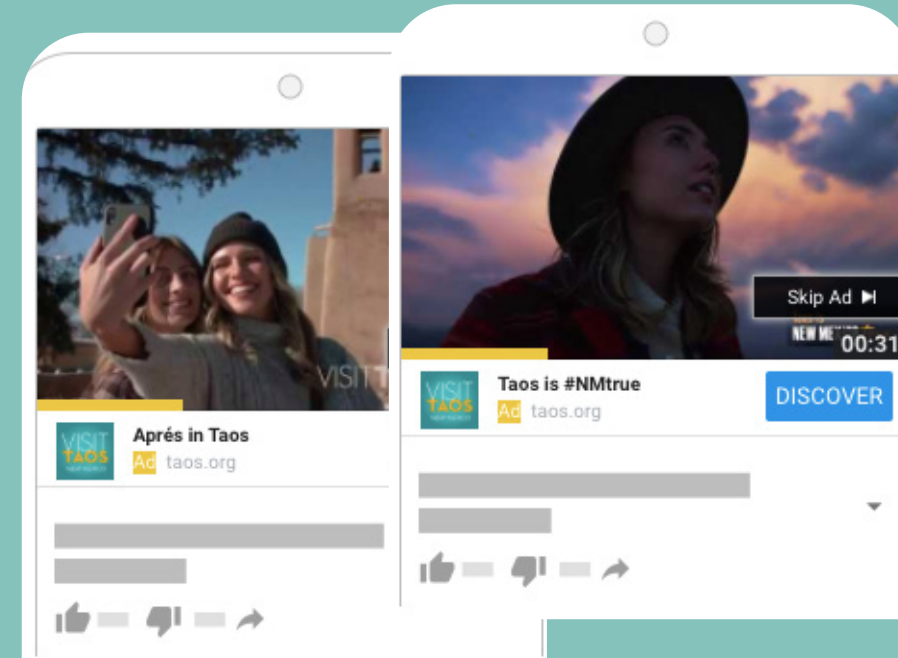
*Data available for Jan – Feb 2020



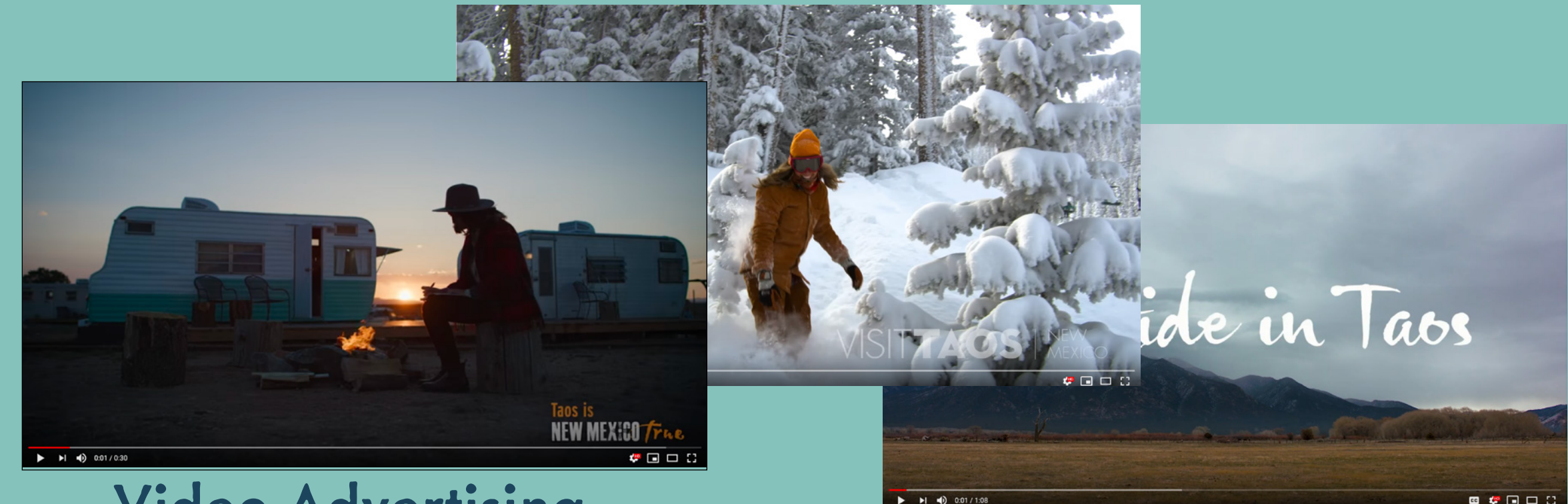
How we are Marketing Taos to Travelers



Taos.org Landing Pages



YouTube Ads



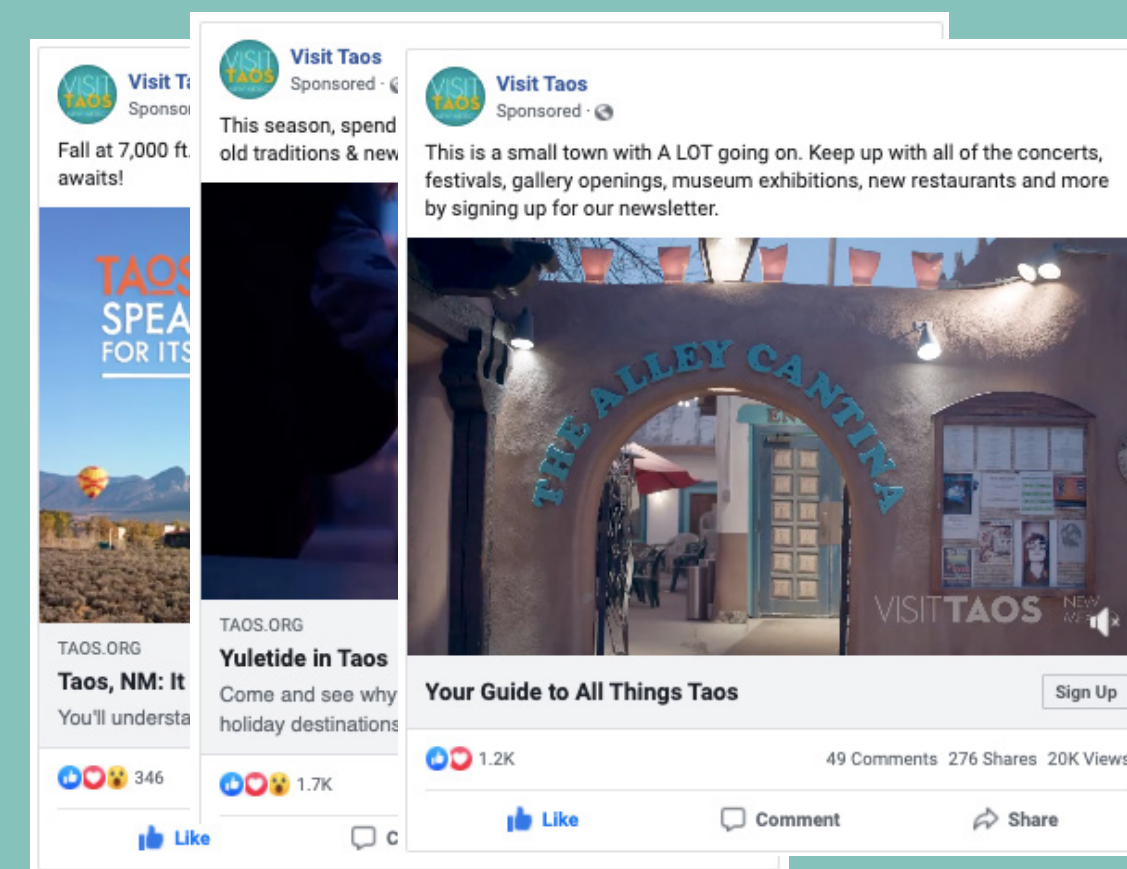
Video Advertising



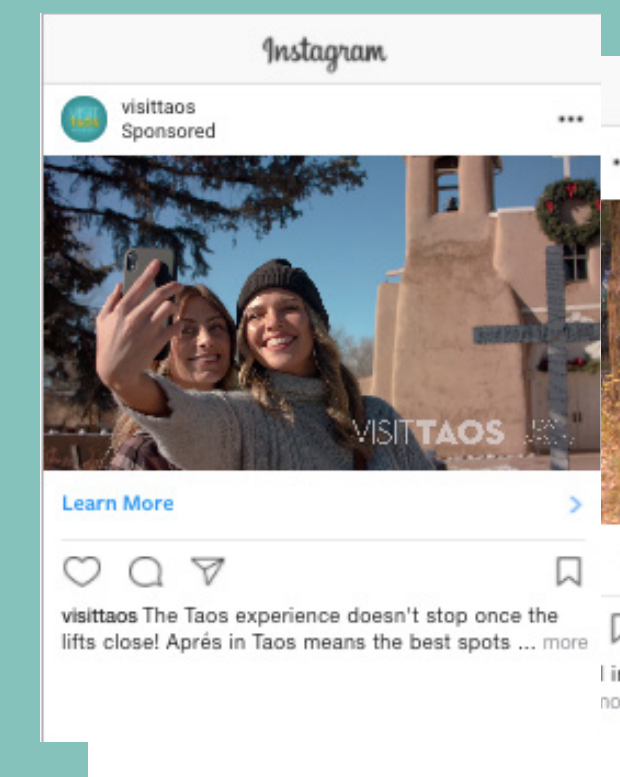
Twitter Ads



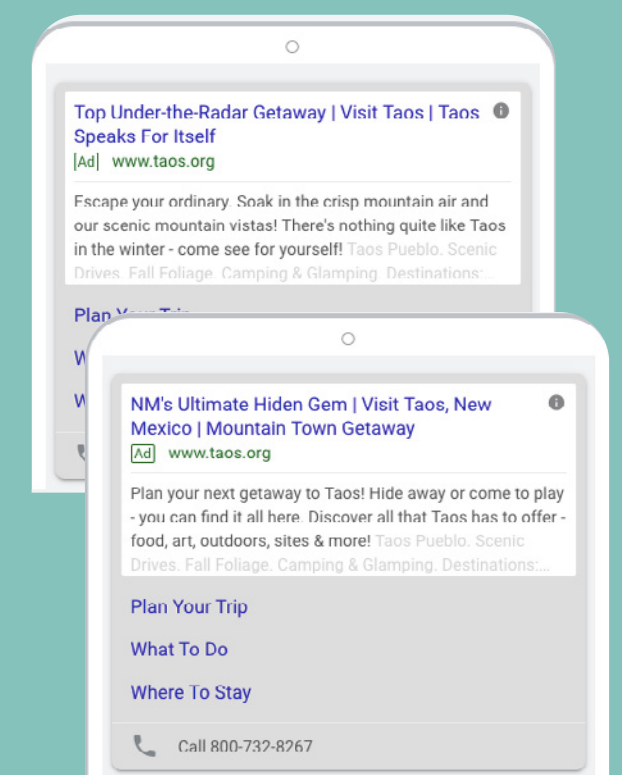
Social Media Contests



Facebook Ads



Instagram Ads



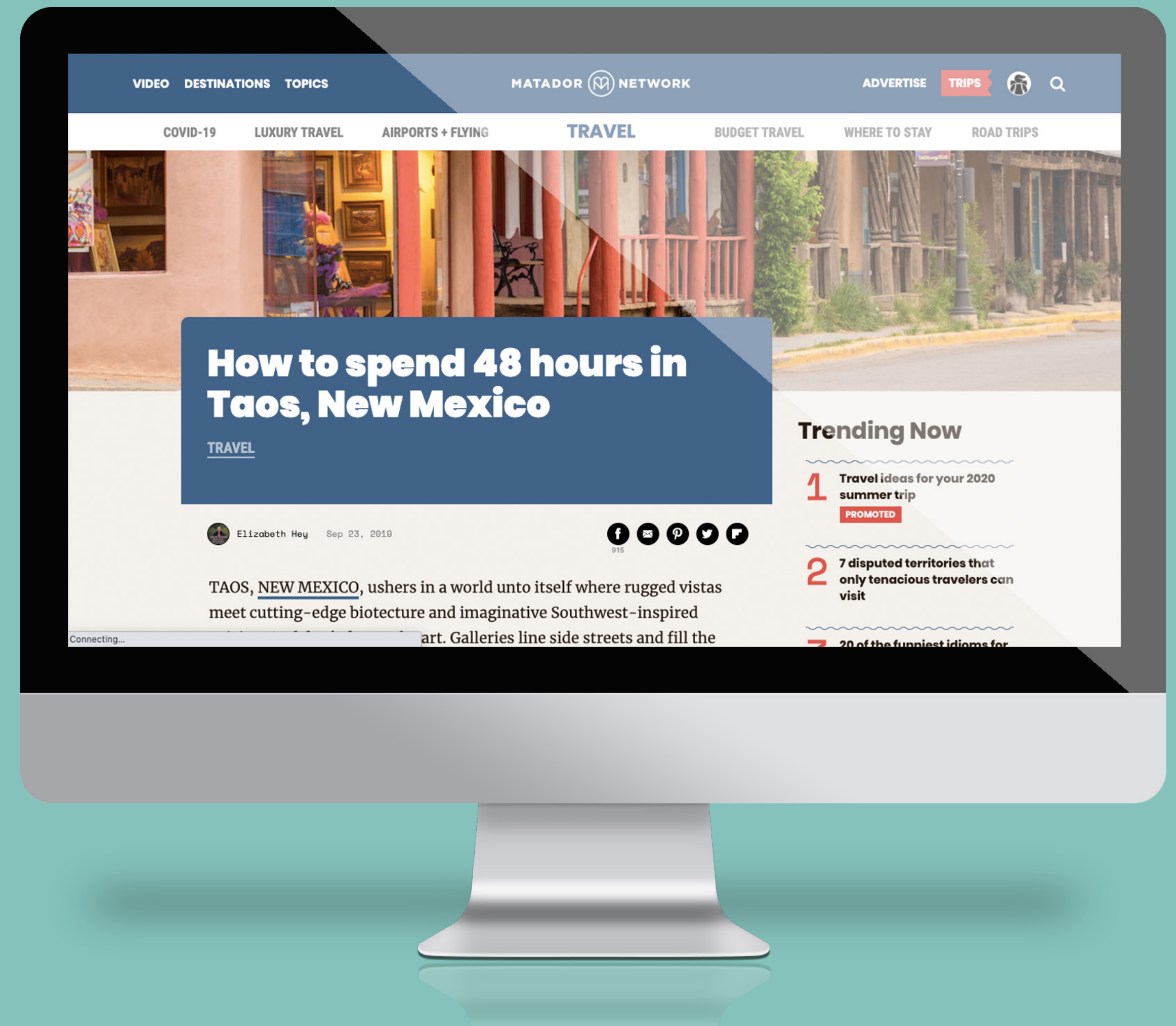
Google Ads
(Search Engine Marketing)

Goal: Increase earned media placements

How we measure it:

2016 – 2020 (To-Date)	
Audience Reach	1.8B
# of Articles	304
Publicity Value (Approx.)	\$1.7M

of Media Trips Hosted
36



Notable Taos PR stories in Fall 2019 / Winter 2020:



Visit Taos – Embracing Past, Present and Future



Once Upon a Time in New Mexico

Forbes

Shop the Trip: Taos Art Museum at Fechin House

TEXAS
LIFESTYLE MAGAZINE

#TravelTuesday: Solo Travelers Can Artfully Linger in Taos, New Mexico

Oyster

8 Underrated U.S. Destinations That Should Be On Your Radar in 2020

MATADOR NETWORK

How to Spend 48 Hours in Taos, New Mexico

Spring 2020 PR & Marketing

Prior to COVID-19, TWC had planned to:

- Leverage Taos Air summer service to work with LA-San Diego, Austin, and Dallas media outlets on Taos PR stories
- Promote the 50th Anniversary of the Return of Blue Lake and Town events
- Partner with DenverPost.com on sponsored articles to reach drive market travelers
- Utilize Instagram and Facebook Stories ads to attract younger audiences
- Maintain a continuous digital presence and an “always on” marketing strategy to capture travelers online at any moment they are searching

Since all paid advertising was paused in early March due to COVID-19, TWC shifted gears and focused efforts on:

- Launch of #TogetherTaos campaign to foster positivity and strength in the community
- Working with local guest writers to produce blogs for Taos.org
- Continuing to post on Visit Taos social channels and post inspiring imagery to keep Taos top-of-mind for future visitors
- Working with media contacts on Taos PR stories that are in line with the rapidly evolving health restrictions for travel
- Compiling Virtual Taos experiences for Taos.org

Social



Instagram Followers: 13,277 (▲396.2%)
Facebook Likes: 49,883 (▲18.5%)
Twitter Followers: 5,078 (▲32.1%)
Pinterest Followers: 1,517 (▲25.8%)
YouTube Subscribers: 154 (▲214.3%)

Email

Email Subscribers: 22,772 (▲208%)

- 10 New Mexico PR / Marketing Awards
- 3 Best of Show Awards
- 1 National PR / Marketing Award

Taos-Owned Photos:
0 to 1654



\$1.7M Approx. Value of Taos PR
1.8B Audience Reach of Taos PR

27k Media Pitches

304 Placed Articles

- Forbes – 3x
- USA Today – 8x
- National Geographic (UK) – 1x
- Travel Channel - 6x
- Matador Network – 3x
- US News & World Report – 4x
- Reader’s Digest – 4x

14k Consumer Conversions from Advertising
23M Advertising Impressions

79 Consumer E-blasts Sent
246k Consumer E-blasts Opens

12 Presentations to Town Council, LTAB & Marketing Committee
6 Biannual Reports
18 Stakeholder Reports

Waite Company + Taos 4-Year Recap: 2016-2020

Some Taos Accolades

- Outside, Best Towns - Culture (2016)
- USA Today 10Best, Best Southwestern Small Town - #6 (2017)
- US News & World Report, Best Christmas Vacations - #3 (2017)
- TripAdvisor, 30 Top USA Cities to Visit in 2018 (2018)
- USA Today 10Best, Best Destinations for Fall Foliage - #10 (2018)
- Matador Network, Coolest Towns in America - #8 (2018)
- Architectural Digest, 25 Best Small Towns in America (2019)

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Thank You