

## 6-Month Report

January – June 2018



VISIT **TAOS** | NEW MEXICO

Presented by The Waite Company

# Taos Mentions by Month

January – June 2018

**1,495** January

**1,498** February

**1,435** March

**1,571** April

**1,462** May

**\*685** June  
\*as of 6/18/2018

**8,146**  
Total Mentions

## Total Mentions Per Media Group

**595**  
Print

**4,073**  
Internet News

**3,478**  
Social

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



# Taos.org Traffic by Month

Visits – 2017 vs 2018

**18,498** January 2017

**27,343** January 2018

**17,663** February 2017

**28,492** February 2018

**29,193** March 2017

**34,876** March 2018

**28,345** April 2017

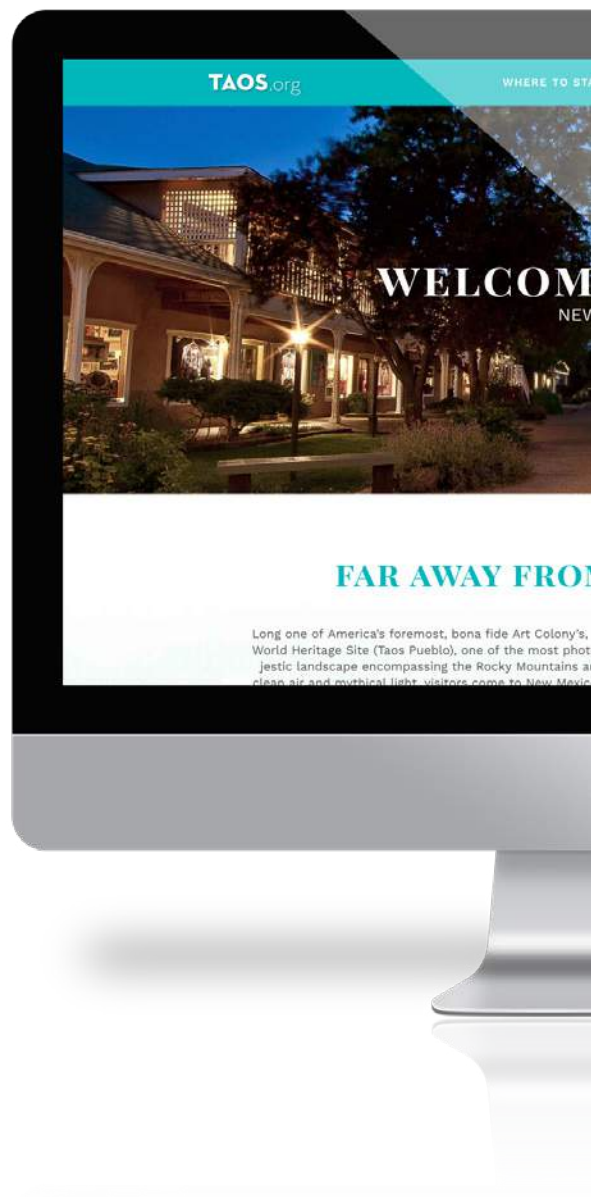
**29,606** April 2018

**34,351** May 2017

**45,912** May 2018

**36,559** June 2017

**\*27,803** June 2018  
\*as of 6/18/2018



20  
17

20  
18

# Taos.org Metrics

2017 vs 2018

## 2017

### January – June

|                           |         |
|---------------------------|---------|
| Visits                    | 157,442 |
| Unique Visitors           | 155,889 |
| Page Views                | 572,735 |
| Page / Session            | 2.89    |
| Time on Site              | 2:24    |
| Traffic from Social Media | 9,042   |

## 2018

### January – June (as of 6/18)

|                           |           |
|---------------------------|-----------|
| Visits                    | 186,137   |
| Unique Visitors           | 181,480   |
| Page Views                | 1,202,574 |
| Page / Session            | 4.94      |
| Time on Site              | 2:21      |
| Traffic from Social Media | 10,878    |



# Taos.org Landing Page

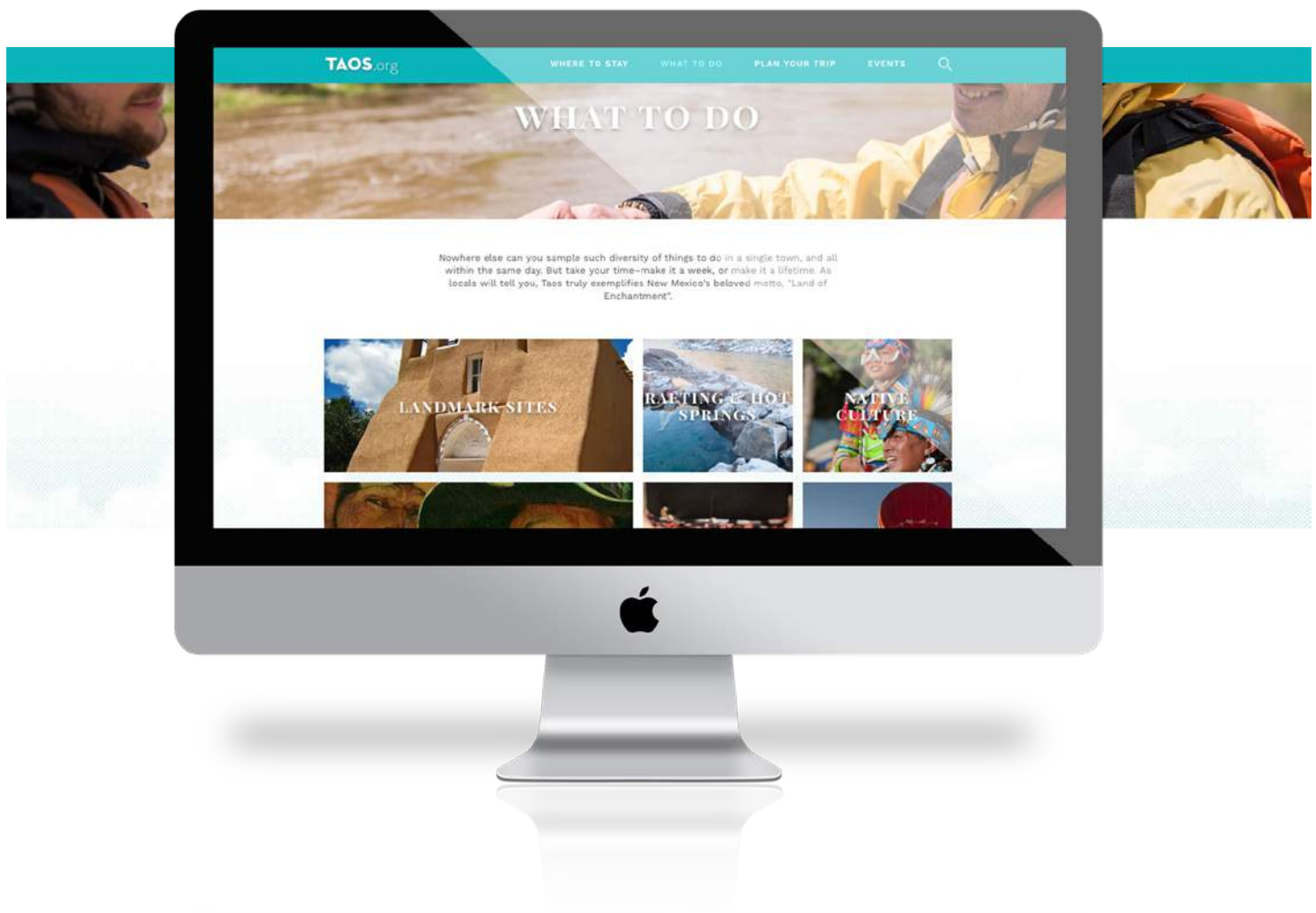
With Visit Taos' Spring/Summer 2018 marketing campaign, the team is pushing traffic to multiple key landing pages within Taos.org. Here is one example:

**Taos.org/what-to-do**

**34,026** 2017

**Page Views**

**73,518** 2018





# Photo & Video

January – June 2018

**Michael  
DeYoung**



**Sancre  
Productions**





# 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 **2,6000** 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

Blog: 6 Reasons Taos is a Dream Come True for Foodies



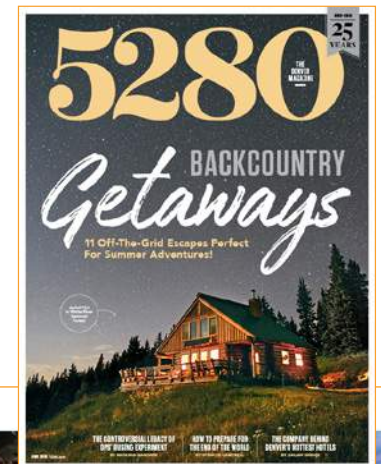
Adventure Awaits Sweepstakes

## 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

5280 Magazine  
June Issue



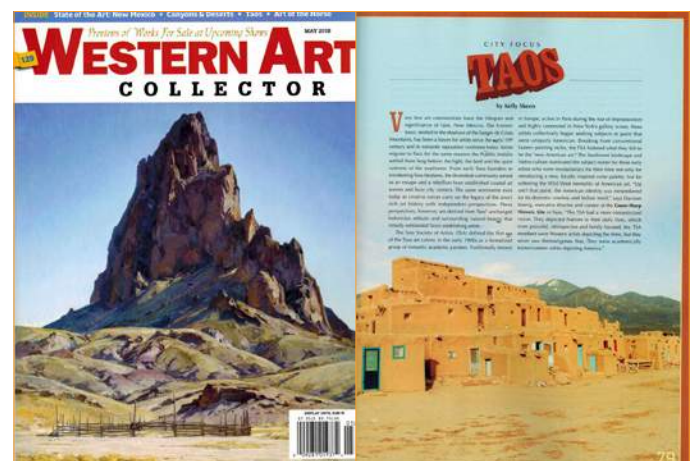
# Top Stories

Generated by PR & Marketing Activities

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



Travel Channel



Western Art Collector, May 2018 Issue

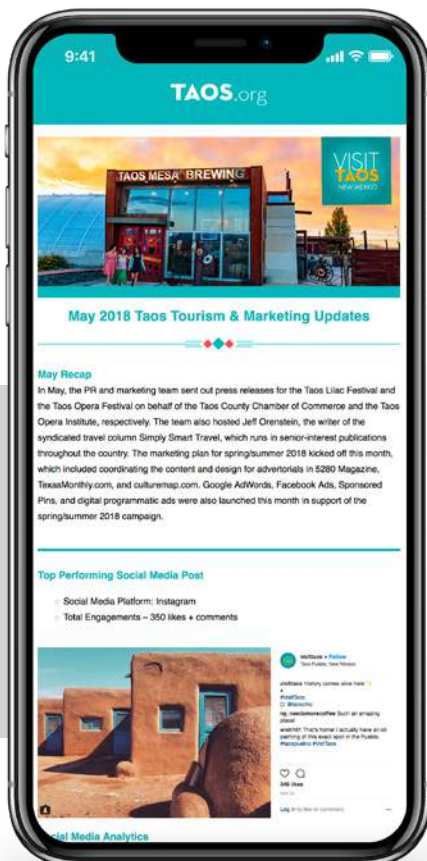
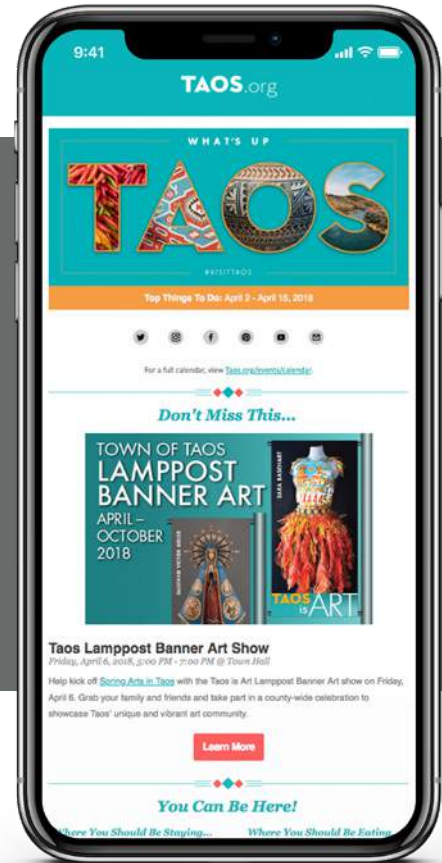


# Email Marketing

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)**

**9,007**  
Facebook

**1,066**  
Pinterest

**629**  
Instagram

**139**  
Twitter

**Facebook:** + 346 followers

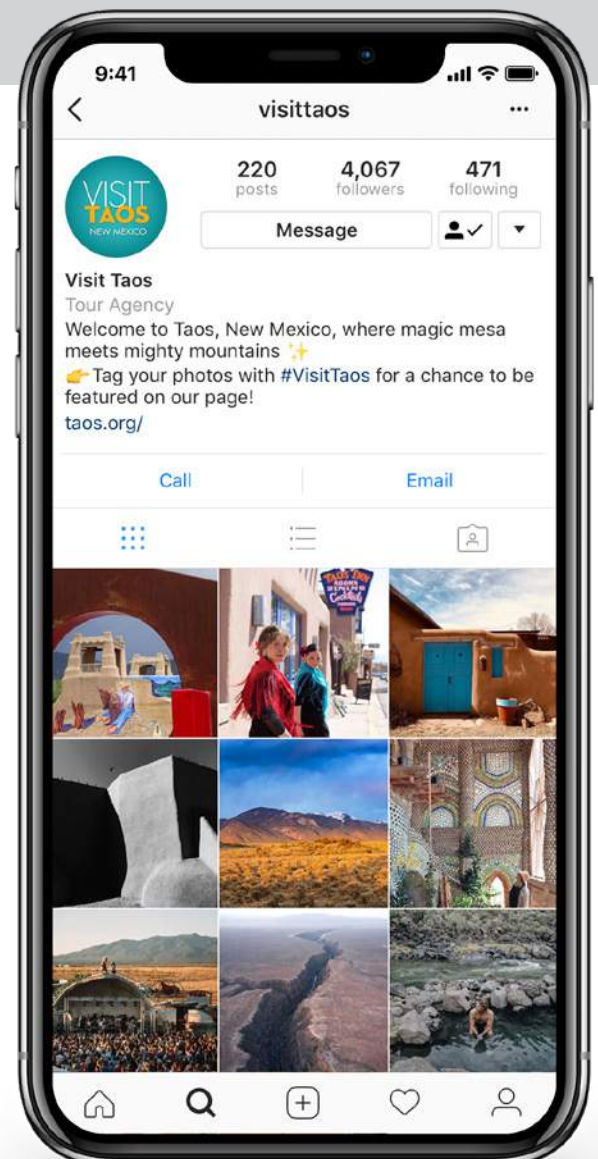
**Instagram:** + 1,341 followers

**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



MICHAEL DEYOUNG IF IT'S OUTSIDE, WE'RE IN!

SANCRE PRODUCTIONS



# 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

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