

# 6–Month Report

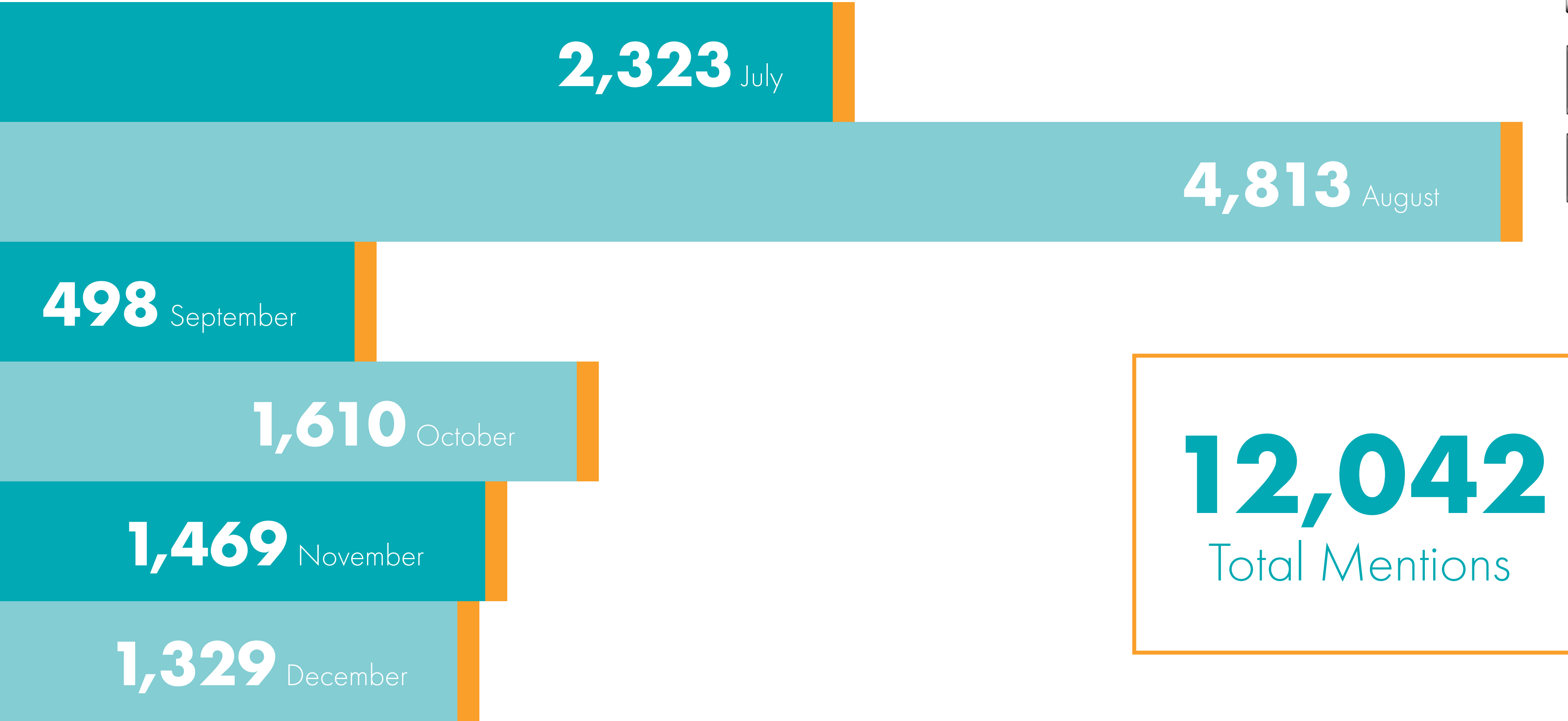
July – December 2018

VISIT**TAOS** | NEW  
MEXICO  
Presented by The Waite Company



# Taos Mentions by Month

July – December 2018



**12,042**  
Total Mentions

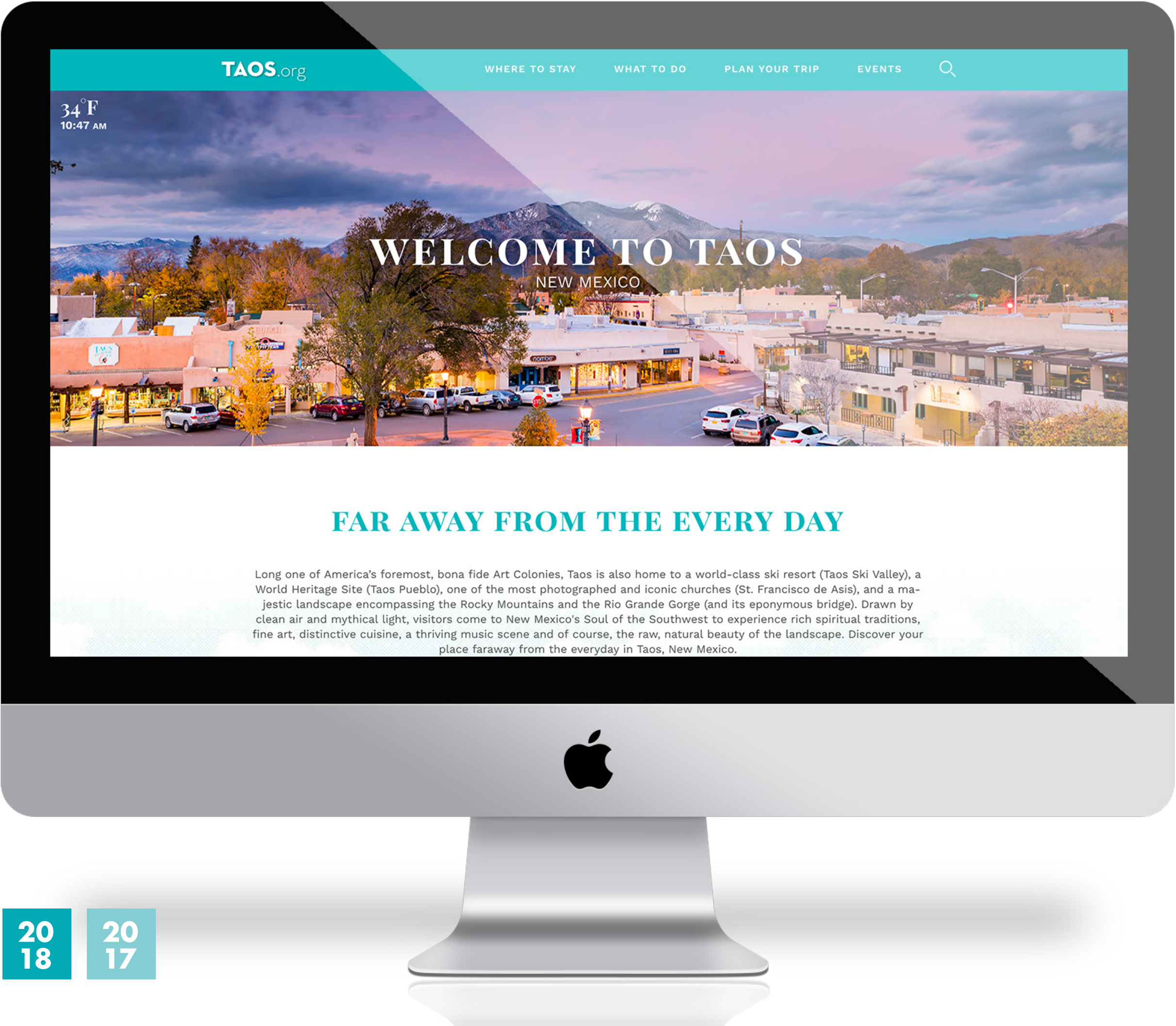


Media mentions are gathered using Cision, a media monitoring software, and reflect tourism-related social media posts, blog posts and print and online news stories.



# Taos.org Traffic by Month

Sessions/Visits – 2017 vs 2018



2018

2017

60,318 July 2018

57,838 July 2017

54,309 August 2018

42,044 August 2017

50,090 September 2018

37,420 September 2017

53,159 October 2018

39,465 October 2017

42,413 November 2018

31,286 November 2017

53,123 December 2018

35,296 December 2017



# Taos.org Metrics

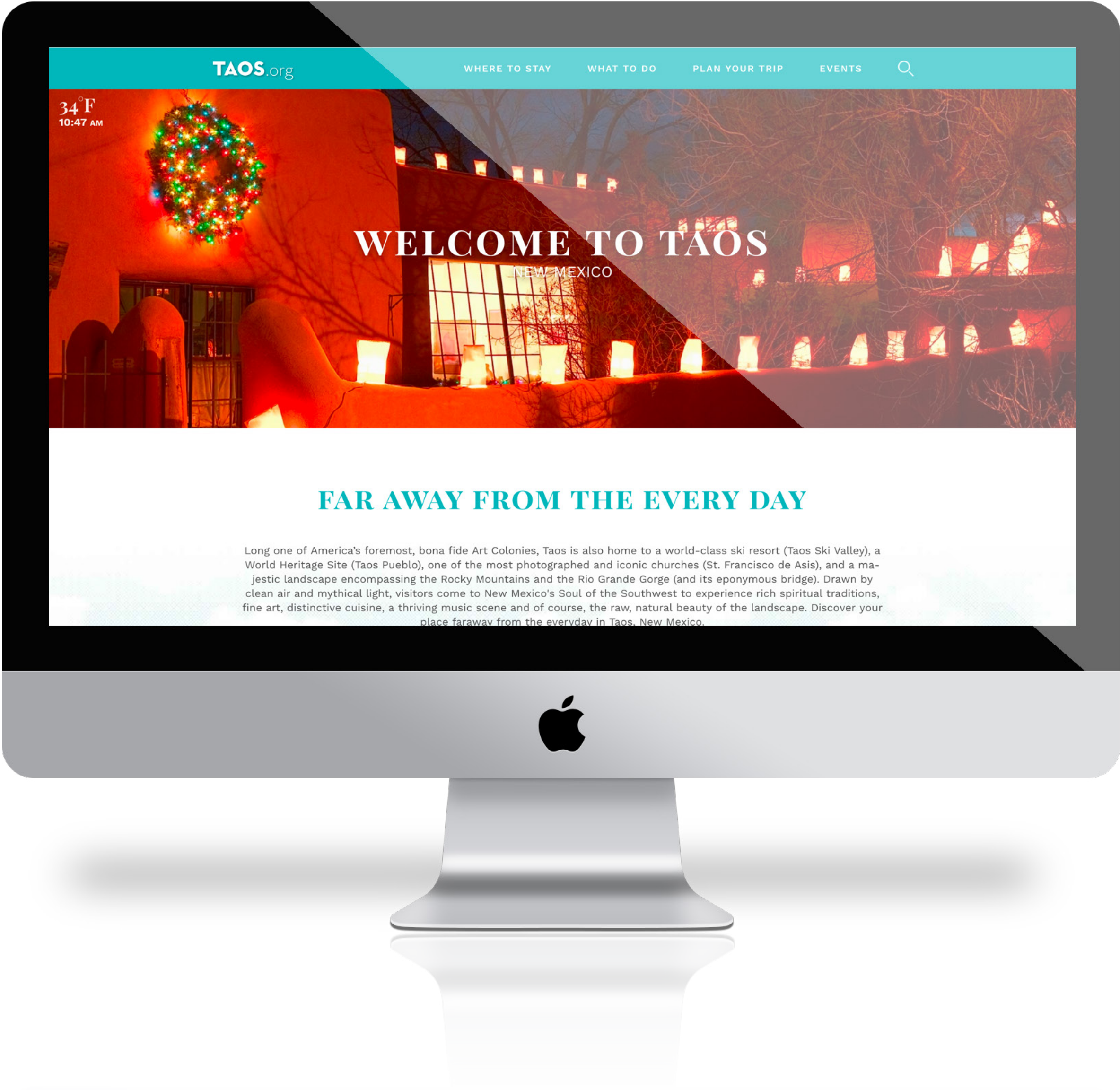
2017 vs 2018

2018

July – December	
Sessions/Visits	313,412
Page Views	1,078,156
Traffic from Social Media	15,769

2017

July – December	
Sessions/Visits	243,349
Page Views	720,926
Traffic from Social Media	12,723





# Social Media

July – December 2018

# 15,769

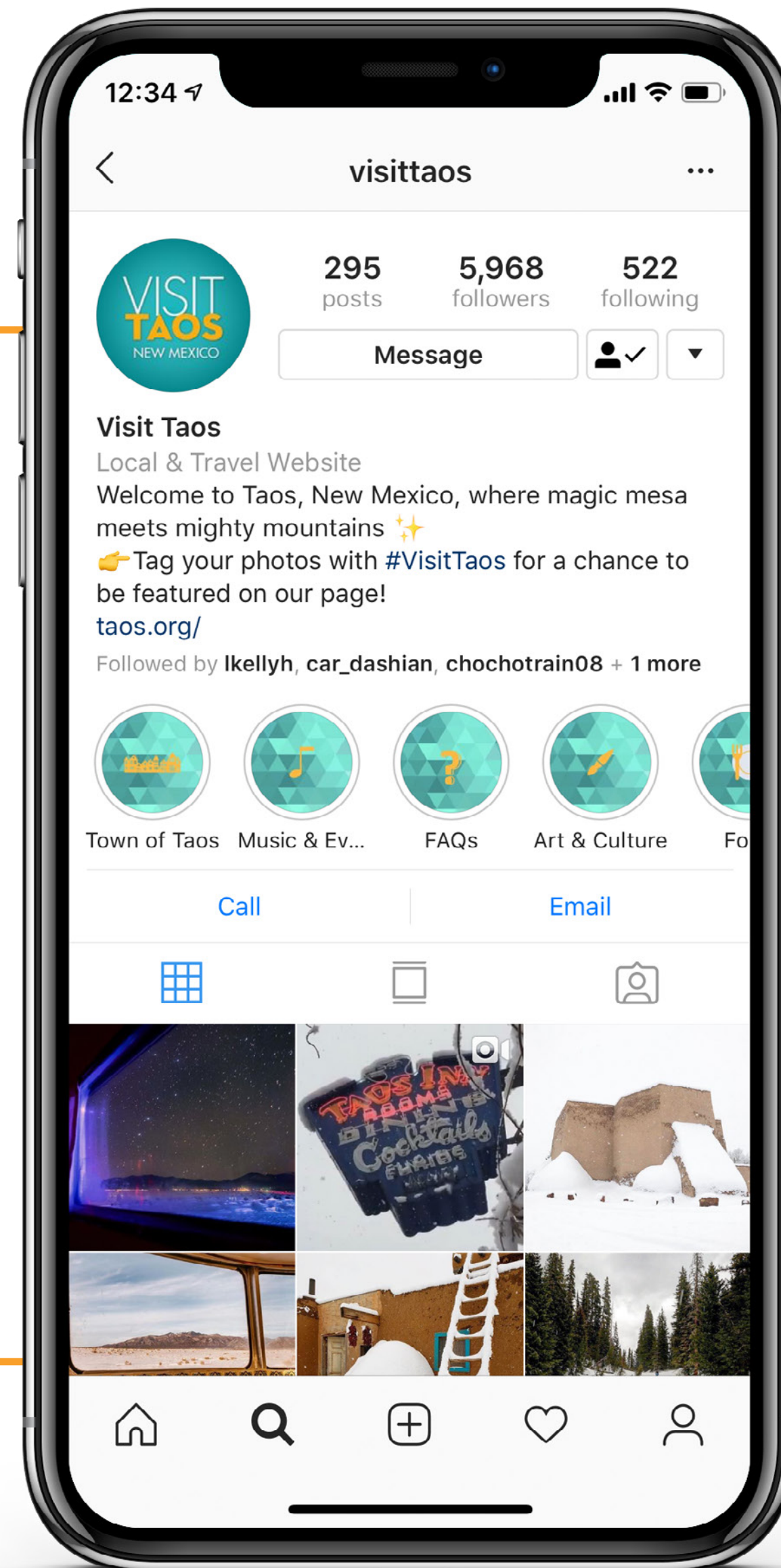
**Total Taos.org Traffic from Social Media  
(July – December 2018)**

**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

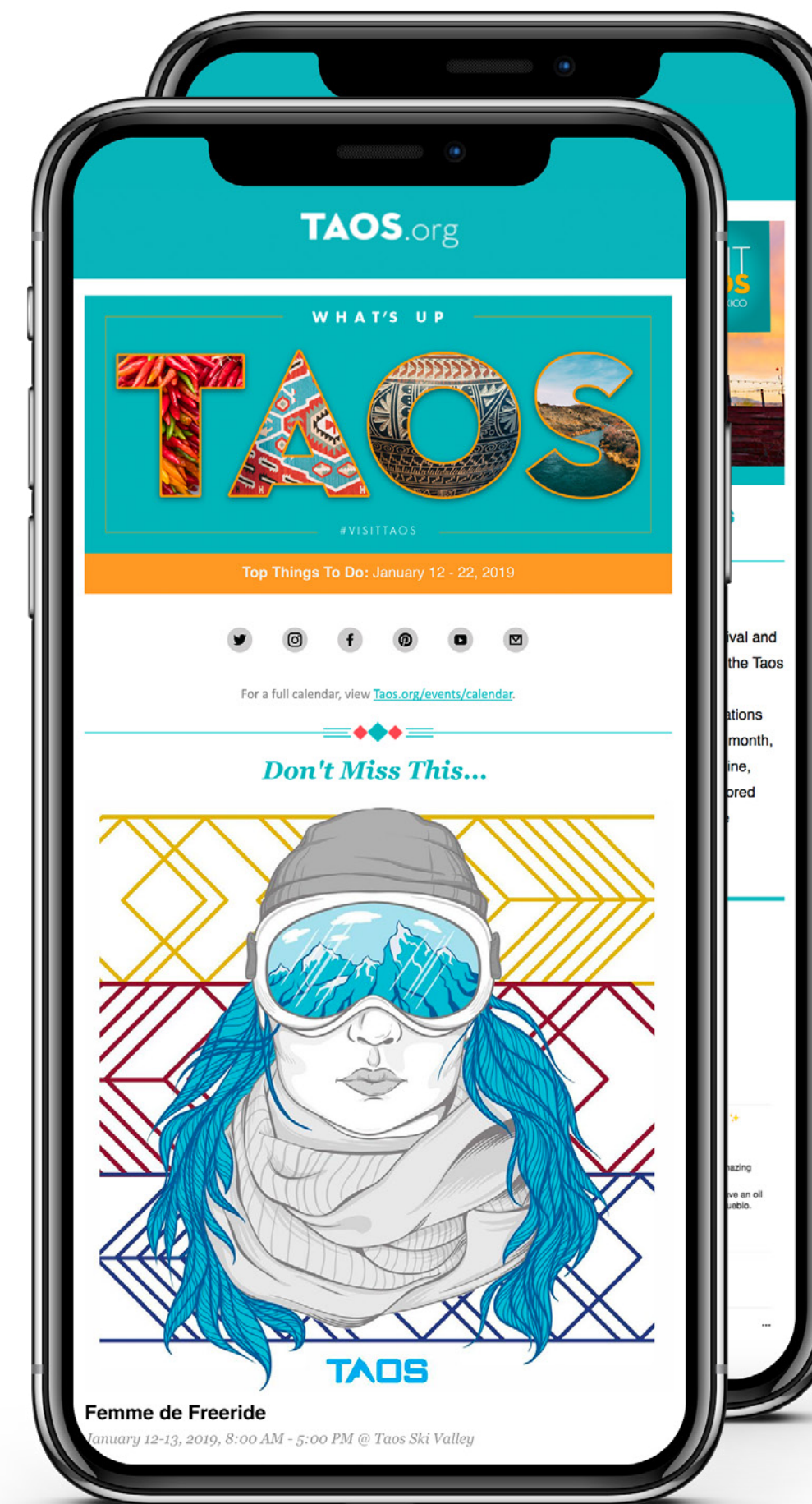
July – December 2018

## 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

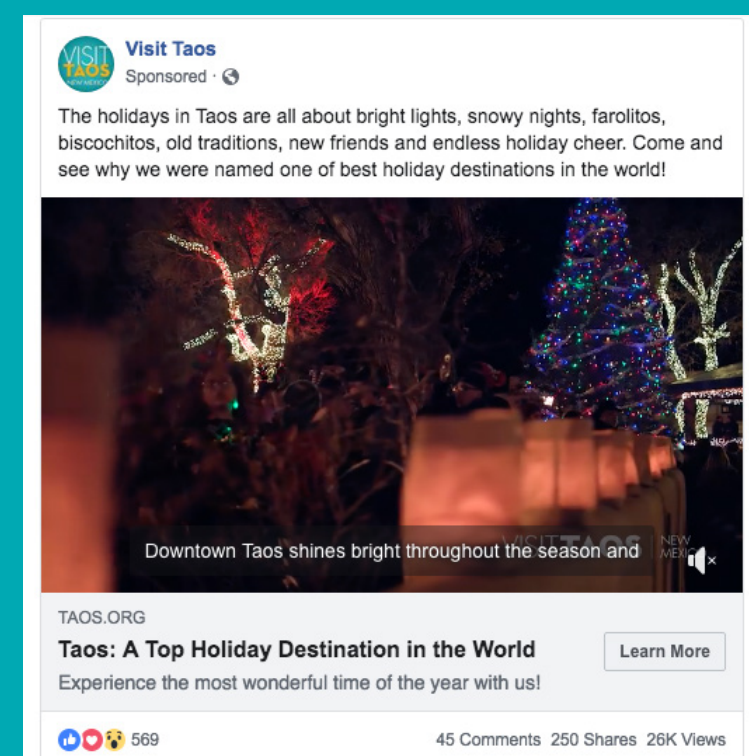
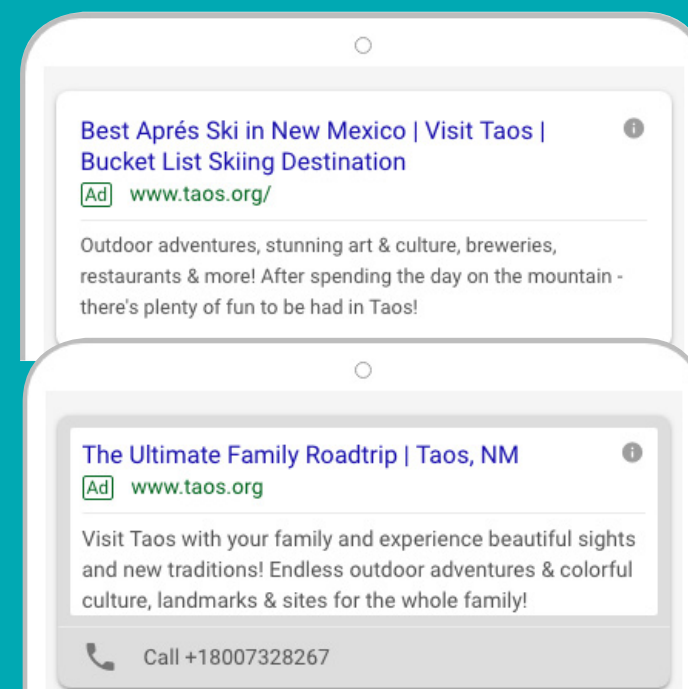
### Programmatic

- Static Ads
- Geo-fencing
- Video

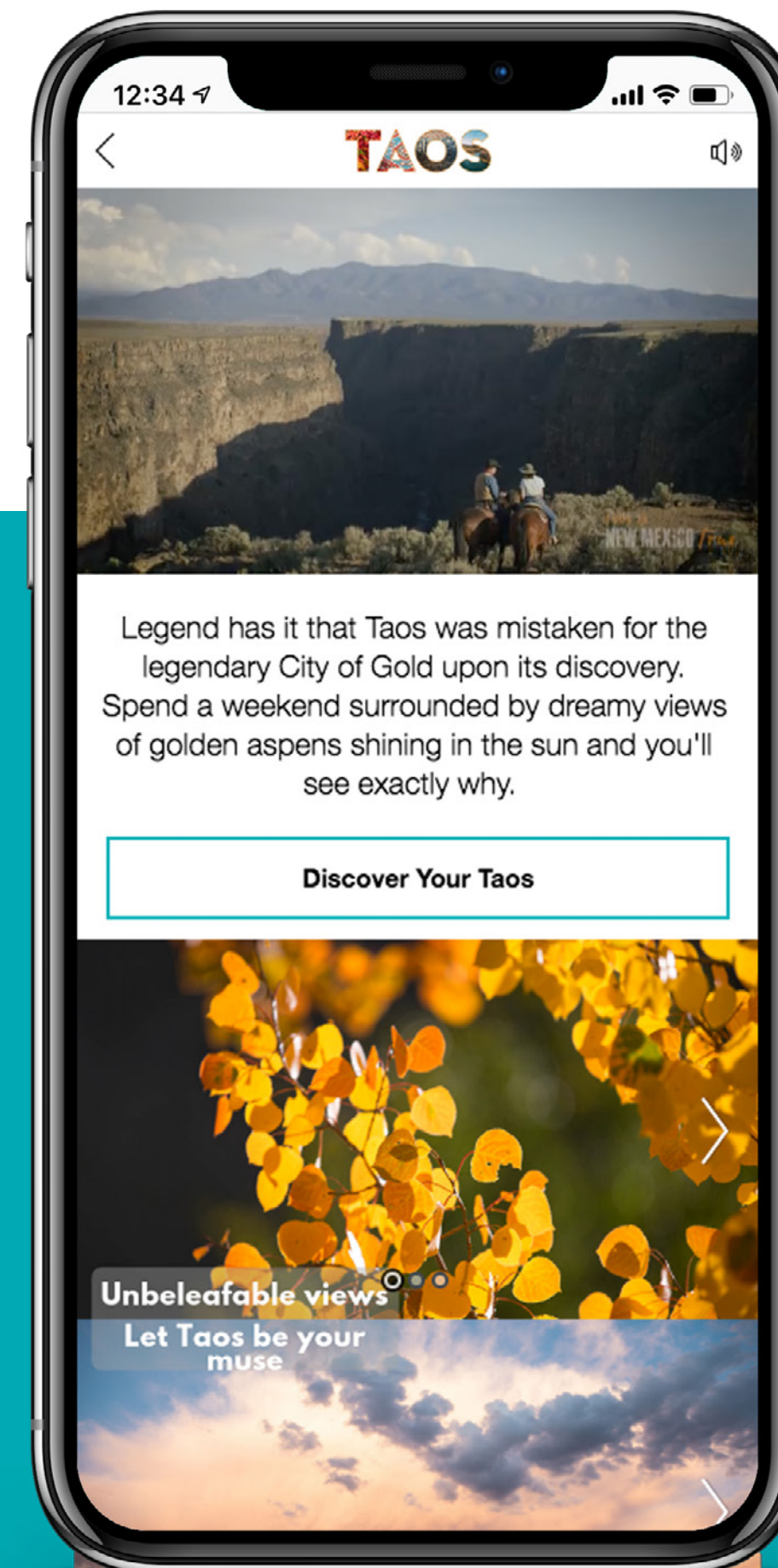
### Facebook

- Traditional Ads
- Instant Experiences

### Google Ads



Facebook Ads



Facebook Instant Experience



Programmatic Ads



# Taos.org Landing Pages

Fall/Winter 2018

## Promoted Pages

Taos.org/plan-your-trip/taos-fall-road-trips

Taos.org/plan-your-trip/family-fun-in-taos

Taos.org/events/festivals/yuletide-in-taos

Taos.org/outdoor-recreation/what-to-do

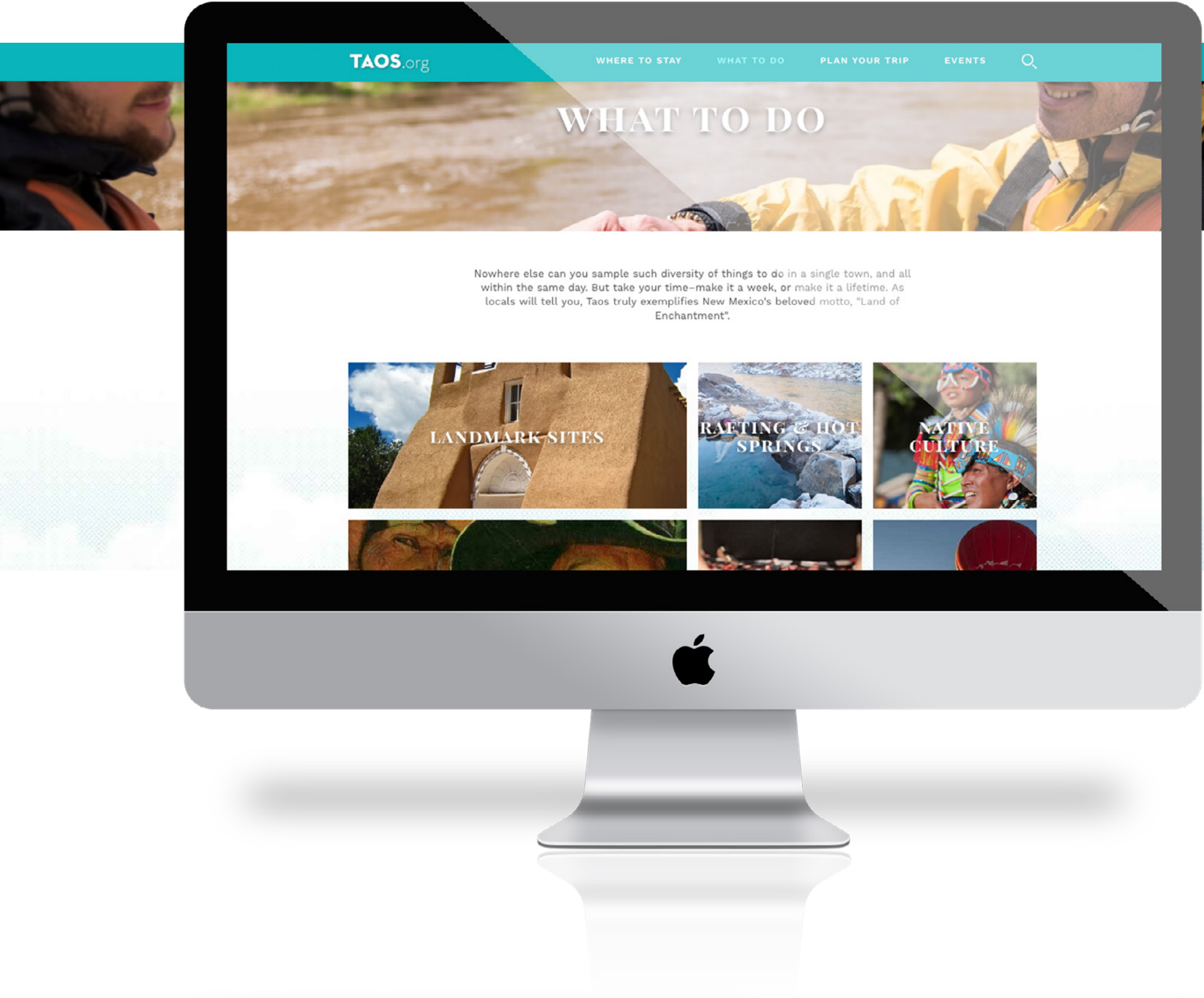
## Page Views During Time of Promotion

7,590

2,148

11,921

5,682  
Campaign in Progress

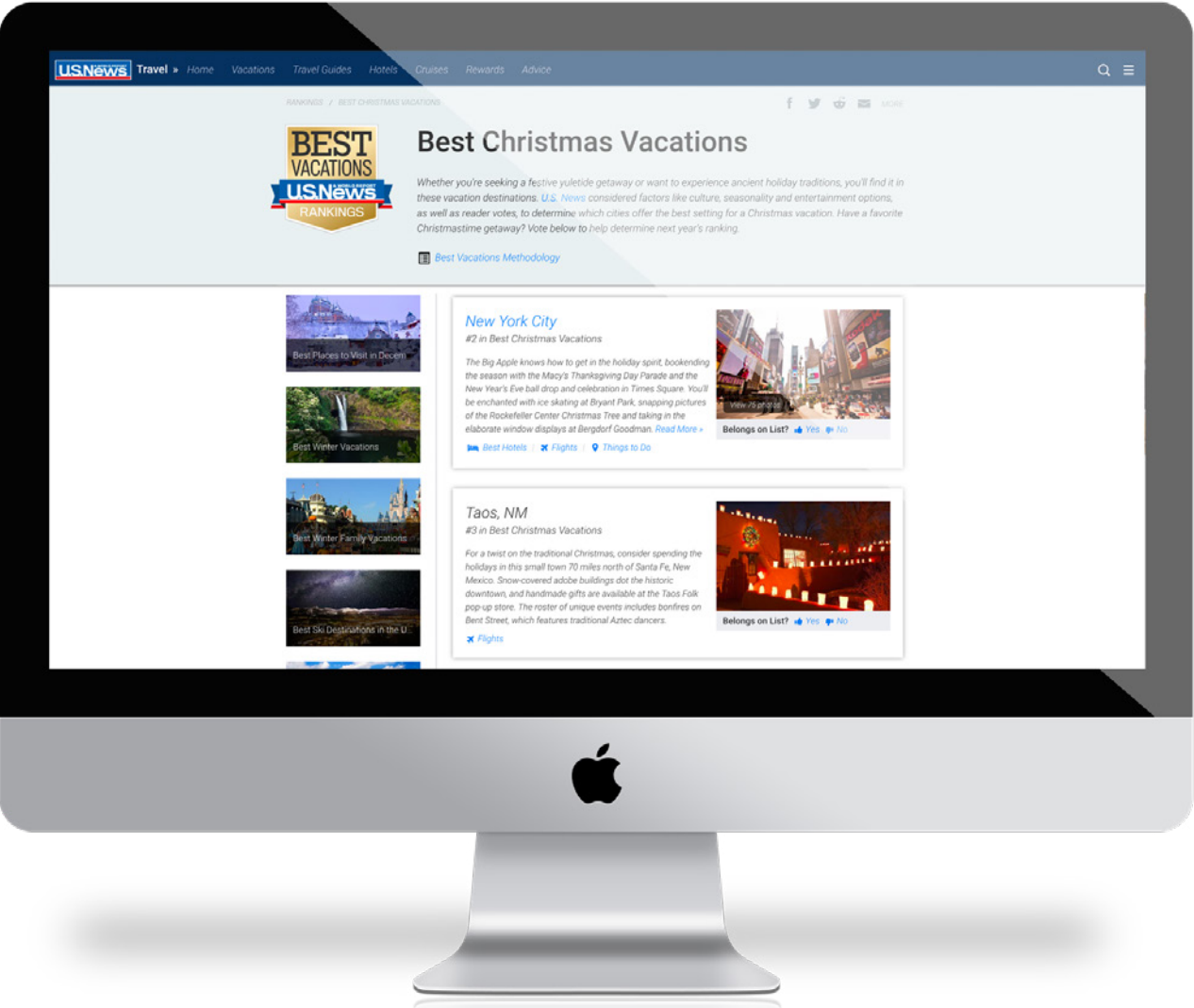




# Top Stories

Fall/Winter 2018

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



U.S. News & World Report



Men’s Journal



# 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







VISIT**TAOS** | NEW  
MEXICO