



THE  
WAITE COMPANY  
We Get It.

## **Taos Tourism Public Relations**

The Waite Company & Town of Taos

Quarter 2: March – May 2017

# 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

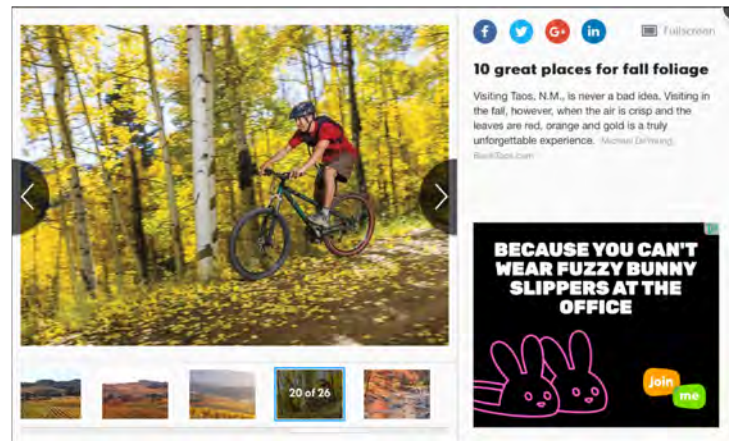


# **Year 1: Top Story Placements**

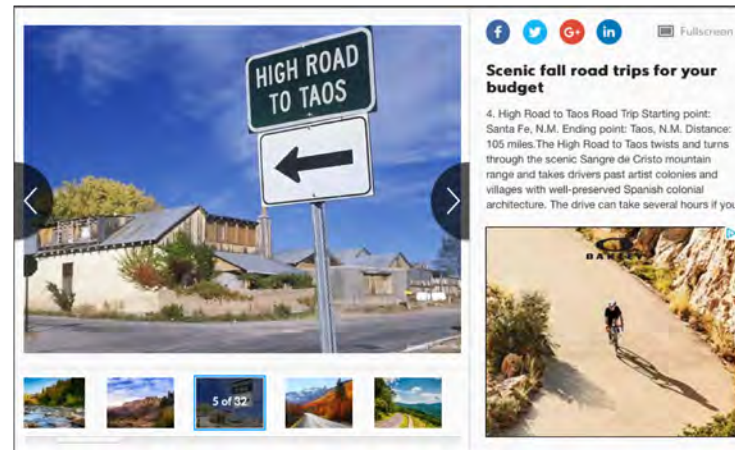




- Online reach: 25,446,800



“Fall Foliage: 10 Spots for Great Leaf Peeping”



“31 Scenic Fall Road Trips on a Budget”



“America’s Top Holiday Towns”



- Online reach: 4,910,404



“New Mexico: From  
Pueblos to Bat  
Dwellings”



- Online reach: 15,734,042



“8 Charming Towns Close to Nature”



# redbook

- Print reach: 2,222,115



“Totally Terrific Road Trips “

# COSMOPOLITAN CountryLiving

- 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



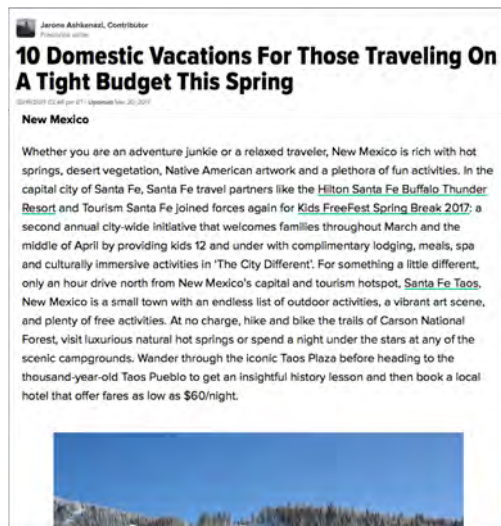
# Taos Story Placements

March – May 2017 (Quarter 2)





- Online reach: 22,976,936



“10 Domestic Vacations For Those Traveling on a Tight Budget This Spring”



- Online reach: 30,254
- Print reach: 55,000



“Mountain Destinations Elevate the Group Experience”



# MEN'S JOURNAL

- Online reach: 3,480,773



“The 20 Best Mountain Towns in America”

## MEN'S JOURNAL 20 Breweries That Grow Their Own Hops



### Taos Mesa Brewing, Taos, New Mexico

In addition to growing their hops locally, this brewer uses local water and boasts The Mothership, an environmentally friendly headquarters that uses a solar greenhouse to heat the whole building and a rainwater-catching system. Come visit for live music, games, and plenty of seating.

“20 Breweries That Grow Their Own Hops”



- Online reach: 709,671



- Print reach: 91,127
- Online reach: 462,811

### Taos music festival features Tierra, more Latin and rock 'n' roll bands

By: [Jen Mulson](#) · May 10, 2017 · Updated: May 10, 2017 at 5:05 pm



With 20 bands, including Tierra, Mezcal, Micky Cruz, Divino and No Parking, 5-10 p.m. Friday, noon-7 p.m. Saturday and Sunday, Kit Carson Park, 211 Paseo Del Pueblo Norte, Taos, free; 1-575-758-4491, [lmmochroadcasting.com](http://lmmochroadcasting.com)



#### Related:

-  Opera Theatre of the Rockies popular 'Mikado'
-  Two weekend entertainment beyond the Springs

“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

By [Glen Rosales](#) / Journal Staff Writer  
Sunday, May 20th, 2017 at 12:03am



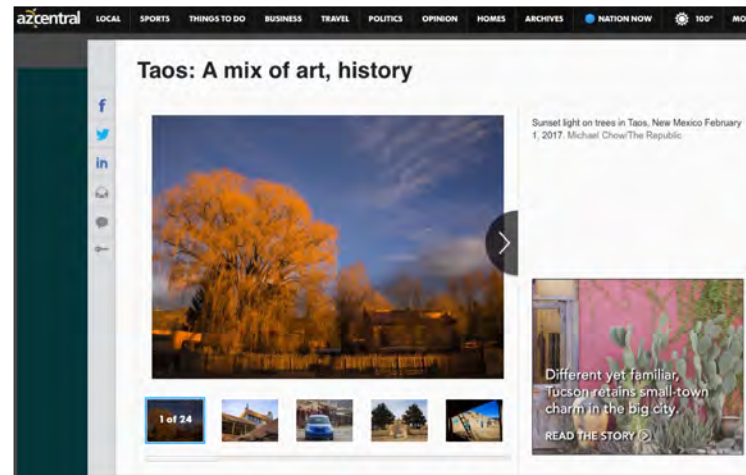
“On with the show: Taos gears up for 3-day outdoor music festival”



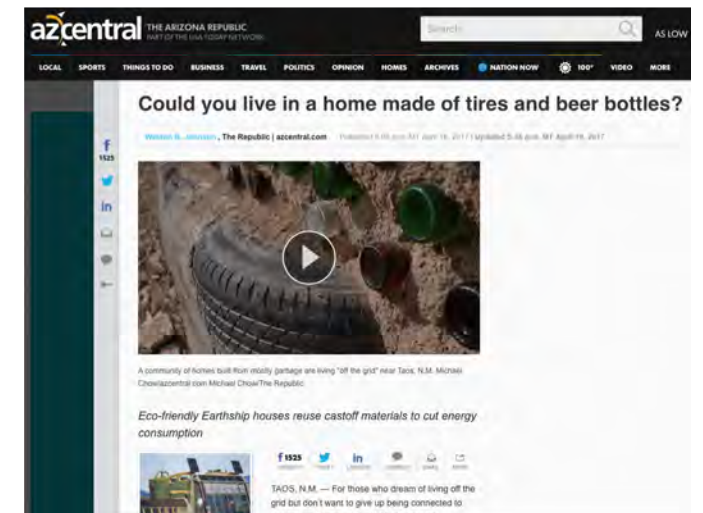
- Print reach: 188,467
- Online reach: 10,850,638



“Cool summer getaways: Taos, New Mexico”



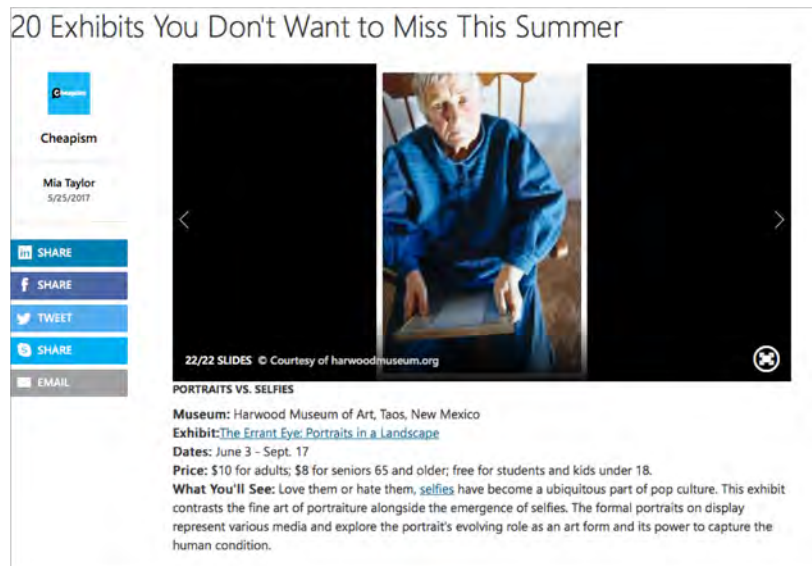
“Taos: A mix of art, history”



“Could you live in a home made of tires and beer bottles?”



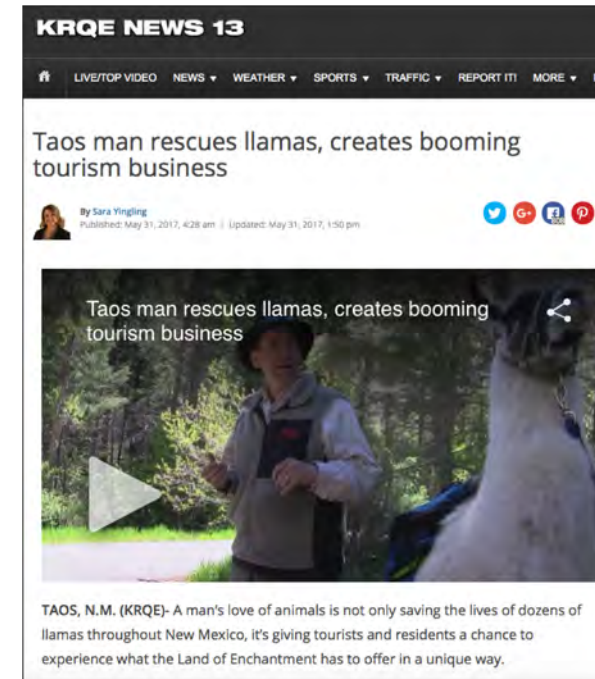
- Online reach: 10,034,422



“20 Exhibits You Don’t Want to Miss This Summer”



- Online reach: 446,561



“Taos man rescues llamas, creates booming tourism business”

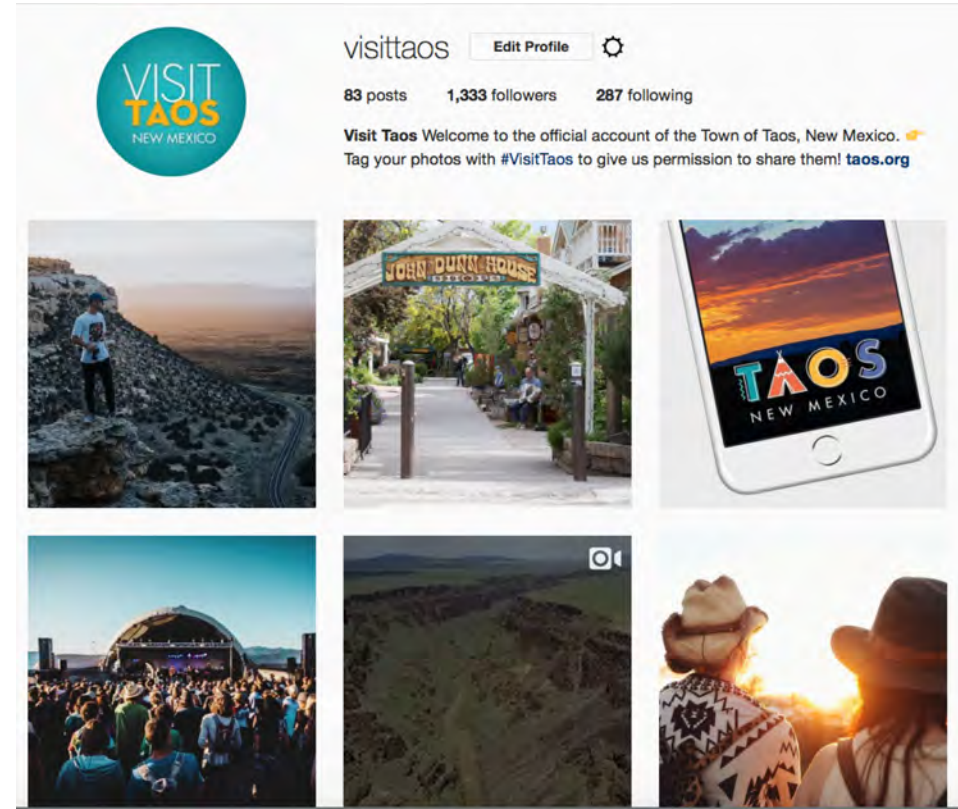


# Current Contract – Audience Reach

- 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%



@visittaos Instagram

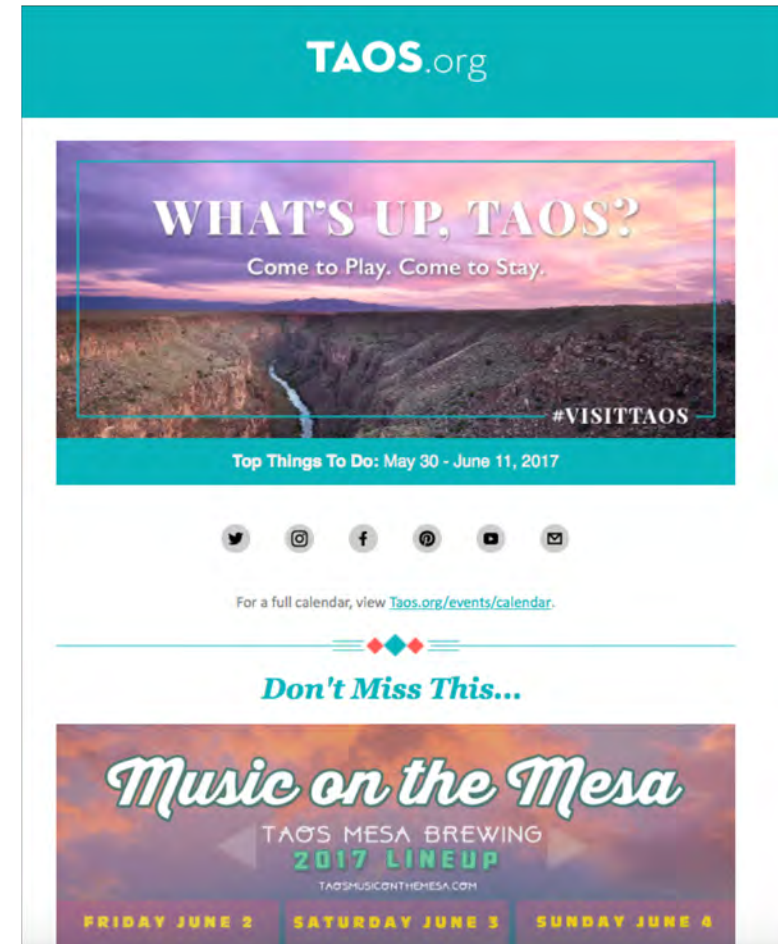
# More on Instagram...

- 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<sup>th</sup>, 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!

