2019 OBJECTIVES

• Increase Lodgers’ Tax revenue by 3% or more with first time and repeat travelers (*measured by the Town’s monthly Lodgers’ Tax reports*), which is a metric that is consistent with the Travel Industry of America’s projections nationally.

• Craft and place news stories quarterly.

• Showcase our new New Mexico True-approved creative to our primary and secondary demographics.
TARGET AUDIENCES

• Primary - Boomers & Gen-Xers from:
  • Tucson
  • El Paso/Las Cruces
  • Albuquerque & South
STRATEGIES AND TACTICS

- Public Relations
- Print
- Digital and Social Ads
- Pandora
- Updated Visitors Guide
- Develop Photo and Video Assets
- Leverage New Mexico True branding and tourism grant
ADVERTISING PLACEMENT

PRINT NM TRUE ADS
New Mexico Magazine
New Mexico True Adventure Guide
Albuquerque Journal Summer & Winter Guides
Local Flavor

OUT OF HOME
• Albuquerque Sunport
• Phoenix Sky Harbor
• El Paso Airport

DIGITAL/ONLINE
• Stack Adapt Video (125,000 impressions)
• Dez digital
• Dez Pandora
• Social Media ads on Facebook & Instagram
Comment Here
Public Relations – 7 news releases written and sent

- **October** - Silver City Named One of the Best Places to Retire in New Mexico
- **November** - Unwind this Holiday Season and Ditch the Lines at Traditional Stores in Silver City, NM
- **December** - Mild Climate Makes Silver City Perfect for Winter Travel
- **January** - New Year, New Memories - *Celebrate 2019 with Memorable Experiences in Silver City, NM*
- **February** - Explore Nature with a Spring Birding Expedition in Silver City
- **February** - Experience Art, Education, and Awareness in Silver City, NM *(*One Million Bones)*
- **March** - The 24th Annual Silver City Blues Festival Announces 2019 Line Up

101 placements
21,106,008 total circulation
MORE RESULTS

DIGITAL ADS
• 3,289,835 impressions
• 9,032 clicks (.27%)
• .05 — .1 industry average

PANDORA
• 790,000 impressions served through March

OTHER
• Brand New Visitors Guide
• Developed Electronic Newsletter Being Sent Monthly to 5,000+ database. First one went in April with 31% open rate. Industry average is 17.85%
• Developed new Photo and Video Assets with
• 10.47 percent anticipated increase in lodgers tax
MORE RESULTS

SOCIAL MEDIA ADS
• 190,101 impressions
• 129,571 reach
• 934 clicks

FACEBOOK ORGANIC
• 279,438 impressions
• 194,639 reach
• 7,820 clicks
• 508 new page likes

INSTAGRAM ORGANIC
• 87,548 reach
• 11,066 page likes