RED RIVER MARKETING EFFORTS

2014-2015 FISCAL

DECISION MAKING

Marketing decisions are a collaboration between the Town of Red River's advertising agency, the Tourism Director, and the Economic Development and Lodgers Tax Committee.

BRAND ANALYSIS

WHO IS RED RIVER?

RED RIVER BRAND ANALYSIS SUMMARY

The town of Red River is located in northern New Mexico on an 84-mile scenic byway known as the Enchanted Circle, which consists of Taos, Angel Fire, Eagle Nest, Questa and Red River. Red River is known as a vacation destination, drawing over 300,000 annual visitors from all over the country (and in some cases here lately overseas). Our primary visitors come from New Mexico, Texas, Oklahoma, Colorado, Louisiana, and Kansas.

Red River offers a multitude of activities for individuals and families seeking both outdoor adventure and relaxation. Red River also houses the Red River Conference Center, which hosts hundreds of groups year round for meetings, retreats, weddings, reunions, and chamber events.

Red River's brand attributes (points of interest in our area that we consider part of our brand: natural attractions, events, activities, our "Bavarian alpine" style) have strong regional awareness in New Mexico, Oklahoma, Texas and parts of Arizona.

MARKET RESEARCH STUDY

THE FOLLOWING INFORMATION WAS GATHERED IN A RESEARCH STUDY IN 2013 – THE RESULTS OF WHICH WE BASE OUR MARKETS AND OUTREACH ON.

MARKET RESEARCH

Question	Overall Avg.	Age 18-34	Age 35-49	Age 50-64	Age 65+
Length of Stay	3.9 days	3.6 days	3.7 days	3.9 days	4.4 days
Children in Party	1.5	1.7	2.3	0.9	1
Average Spending	$1,453.39	$1,284.44	$1,673.53	$1,436.63	$969.72
Average Age	49.5	29.9	42.9	55.9	69.5

Fast fact: Regardless of age, we know from in depth research that at this point in time, mobile is key for digital advertising. Nearly all visits to RedRiver.org and our facebook page are through mobile devices. Over 85% of our facebook posts and paid advertisements are viewed on mobile devices.

MARKET RESEARCH: GEOGRAPHICS

Texas comprises one third of visitors/inquiries of Red River; followed by Oklahoma, New Mexico, California and Florida.

1. Texas 36.9%
2. Oklahoma 10.9%
3. New Mexico 6.6%
4. California 4.0%
5. Florida 2.8%
6. Colorado 2.5%
7. Kansas 2.5%
8. Missouri 2.2%
9. Wisconsin 2.1%
10. Louisiana 1.9%
11. Arizona 1.9%
12. New York 1.8%
13. Illinois 1.8%
14. Arkansas 1.6%
15. Ohio 1.5%
16. Pennsylvania 1.5%
17. Michigan 1.3%
18. Washington 1.1%
19. Tennessee 1.1%
20. North Carolina 1.1%

Fast fact: In 2013, we chose to market mainly in Texas due to the fact that they house our largest demographic. Red River Ski and Summer Area took over marketing in Oklahoma and we share the advertising space of New Mexico year-round.

TRIP PLANNING – EXECUTIVE FINDINGS

The call to action in ordering vacation/literature information is through www.RedRiver.org as the internet is the most critical marketing tool for vacation planning. 85% of the respondents in our 2013 market research study use the internet when considering or planning a vacation.

However, magazine and newspaper advertising remain a critical component in marketing Red River; eight (8) percent of respondents ordered literature after seeing a Red River magazine/newspaper advertisement.

Visitors are now planning trips in shorter time periods. Two-thirds of visitors surveyed plan their trips a month out. Summer visitors tend to take the longest to plan a trip (average of 11 weeks, versus an overall average of 9.4 weeks). Younger visitors (18-34) with lower incomes (less than $40k) have the shortest planning period at 7.9 weeks.

Visitors on average take a little under two mountain vacations a year. Membership in frequent traveler programs for Red River visitors has dropped five (5) percent in the last six years, but AAA remains the highest used club.

REDRIVER.ORG EVALUATION

The Red River website is by far the most important tool in marketing Red River. Responses to the 2013 survey indicate that the site is well designed and rated highly with respondents.

Two major improvements needed were: additional lodging information and the use of more pictures. The trend is toward less text and more visuals. We remedied this issue by making the Jack Rabbit widget more accessible (and red) and by utilizing more hero pics in the scrolling home page images.

LEAST LIKELY VISITOR ACTIVITIES

Visitors are the least likely to visit for snowshoeing, cross-country skiing, mountain biking or to visit museums.

The number one reason to visit Red River in 2013 was to "Drive the Enchanted Circle," followed closely by shopping, ATV/back country jeeping, skiing, visiting Taos, and fishing.

What are we doing to fix this?
The use of the mountain biking photo as the cover of our Red River 2015 Summer Vacation Guide was intentional. We are trying to bring our "least likely" Red River activities to the forefront.

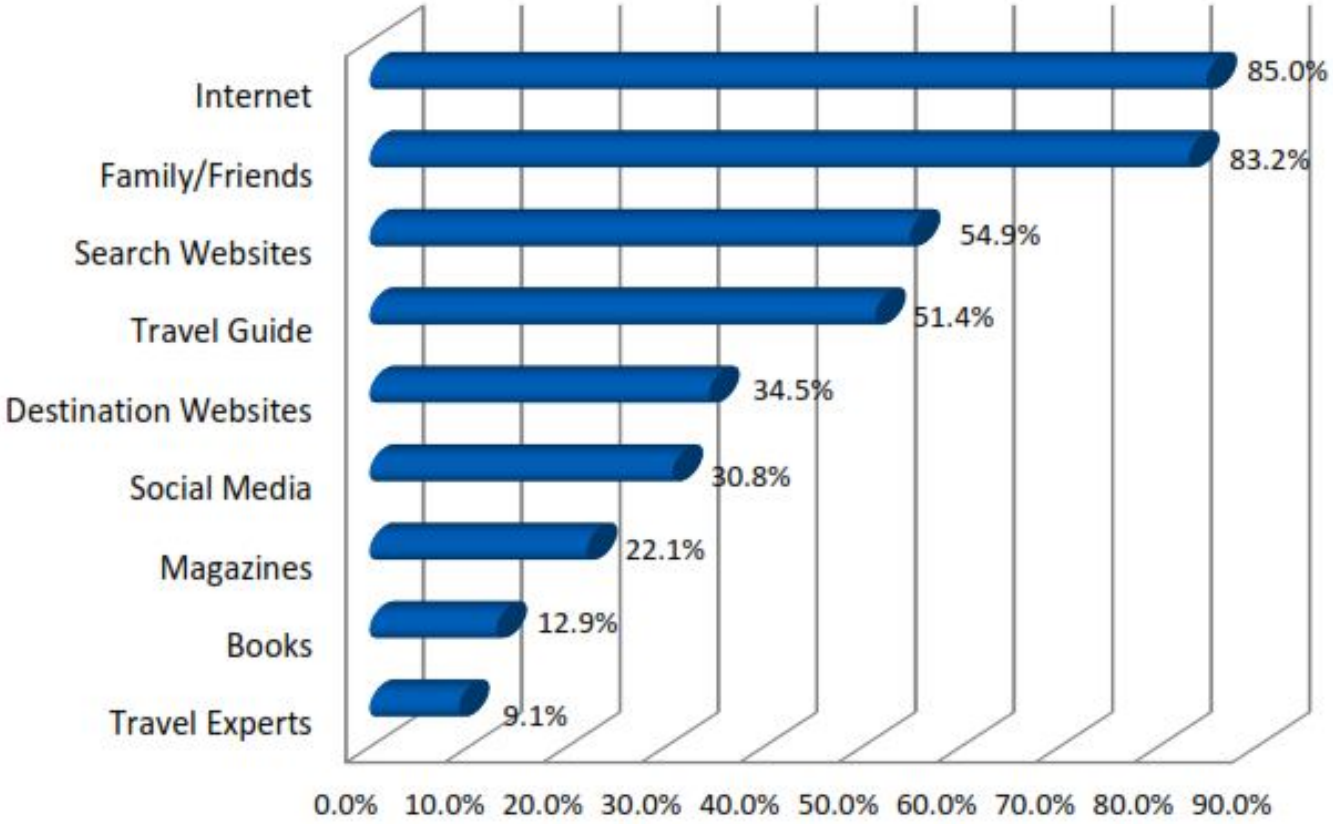
To boost our cross-country and snowshoeing we took out a paid facebook ad; #New Mexico True TV filmed a segment of the Enchanted Forest Cross Country Ski Area for air in Winter 2015; lastly, we accepted a news spot on KASA on President's Day 2015 to promote Just Desserts Eat and Ski.

VISITOR'S PLANNING RELIANCE

This graphic is a representation of the sources people use when planning a trip.

Fast fact: Search engines, vacation guide outreach, social media, and word of mouth are Red River's most powerful vacation attraction tools.

Which of the following sources do you use when looking for advise and insight about travel destinations you are considering? (check all that apply) n = 788



TOP 5 COMPETITORS

1. Taos, NM
2. Santa Fe, NM
3. Angel Fire, NM
4. Ruidoso, NM
5. Durango, CO

BUZZWORDS

These are the top five mental positioning words that come to mind when visitors hear "Red River".

1. Mountains
2. Skiing
3. Fishing
4. Beautiful
5. Relaxing

Fast fact: These words pop up frequently in our hash tags on Instagram, Twitter, facebook, and Wordpress.

CURRENT MARKETING

THE FOLLOWING SLIDES ENCOMPASS A HANDFUL OF OUR MARKETING EFFORTS FROM SUMMER 2014-CURRENT.

CREATIVE STRATEGY

1. To remain relevant with our loyal customer base in Oklahoma, Texas, and New Mexico and to expand into new areas alongside state marketing efforts as budget allows.
2. To grow all social media platforms in a manner that is interesting, informative, and more about “the experience” in an effort to capture more millennial and Generation X travelers. Quality over quantity of postings.
3. To remain relevant with our older demographic through pointed magazine and newspaper print placement.
4. To “market smarter” for special events through targeted demographic outreach.
5. To allow visitors and followers a chance to get to know the people behind the businesses in order to make the idea of living in Red River more plausible. “If they did it, so can I.”

CREATIVE STRATEGY (CONTINUED)

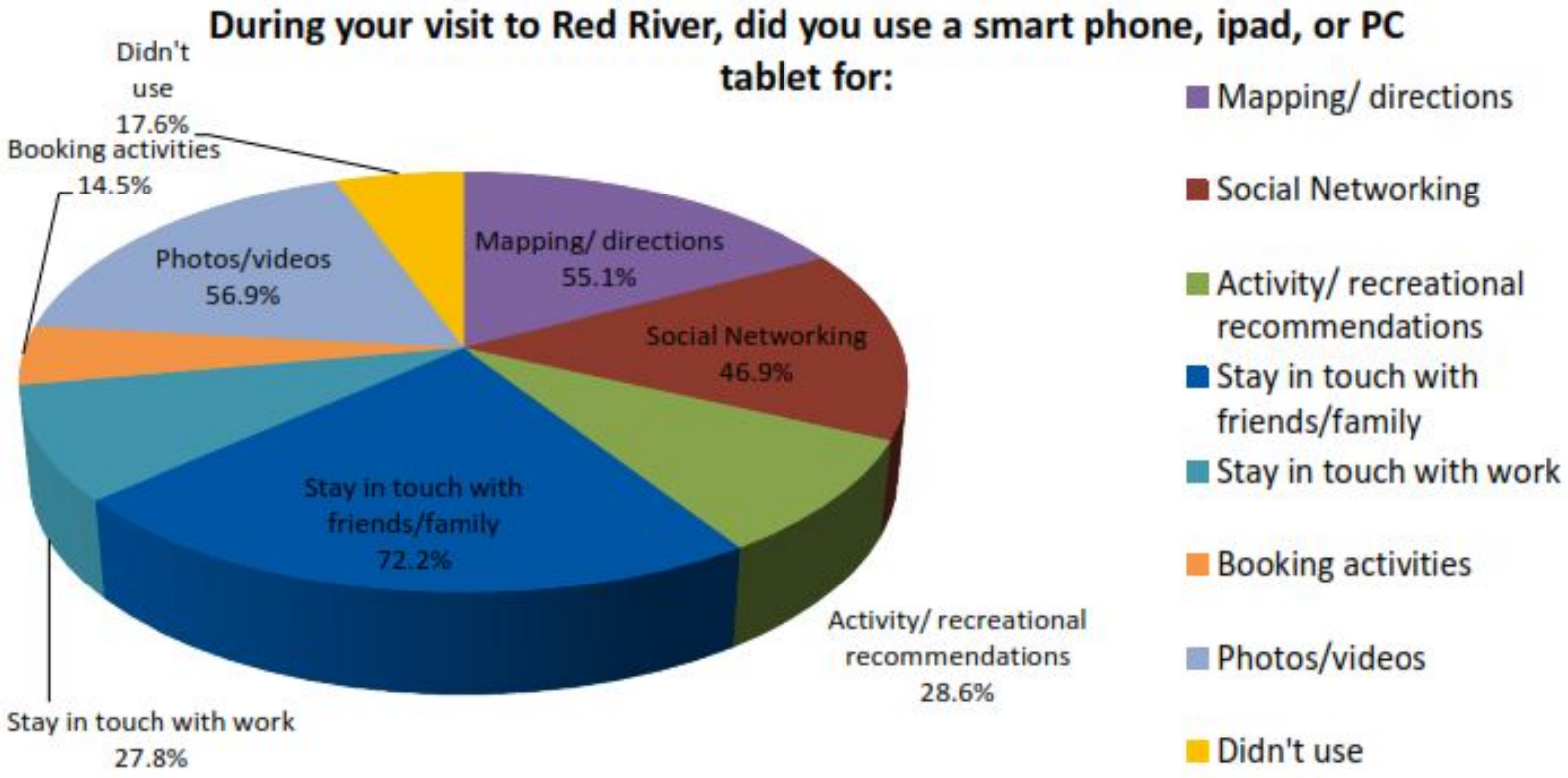
6. To take advantage of and spread the word about Red River's versatility through the seasons:

   Summer – Hiking, ATV Trails, Mountain Biking, Horseback Riding, Fishing, Guided Hunts, comfortable climate, scenic chair lift rides, aerial ropes course, music, zip line, special events (Classic Car Show, River and Brews, Bingo, Art & Wine Festival, Arbor Day Celebration, Red River Family Encampment, Chuck wagon Dinners, Michael Martin Murphey, July 4 Parade, Smokin' & Blazin' BBQ Bout), etc.

   Fall – the changing colors, tranquility, wineries to visit, food, relaxation, mountain majesty, light rain storms, hiking, ATV Trails, Mountain Biking, Fishing, Horseback Riding, special events (Hoodstock, Bingo, Buckaroo Ball, Dulcimer Festival, Hot Chili Days Cool Mountain Nights Music Festival and Chili Cook-off, Arts & Carafes at The Tip, Bluegrass Festival, Century Tour, Aspencade, Disc Golf Tournament, Oktoberfest, Opening Day), etc.

   Winter/Early Spring – Skiing, Cross-Country Skiing, Snowshoeing, Snowmobiling, Snow, Yurt Camping, Snowboarding, Snow Play, Sledding, Snow cat Tours, special events (Switch on the Holidays, Race Camp with UNM, Deal Daze, College Days, Christmas Eve Torchlight & Luminaria Ski and Snowshoe Tour, Old Fashioned NYE, January Bargain Days, Winter Carnival, Mardi Gras, Just Desserts Eat & Ski, Spring Break Beach Weeks, Dog Days), etc.

STAYING IN TOUCH WITH CURRENT VISITORS

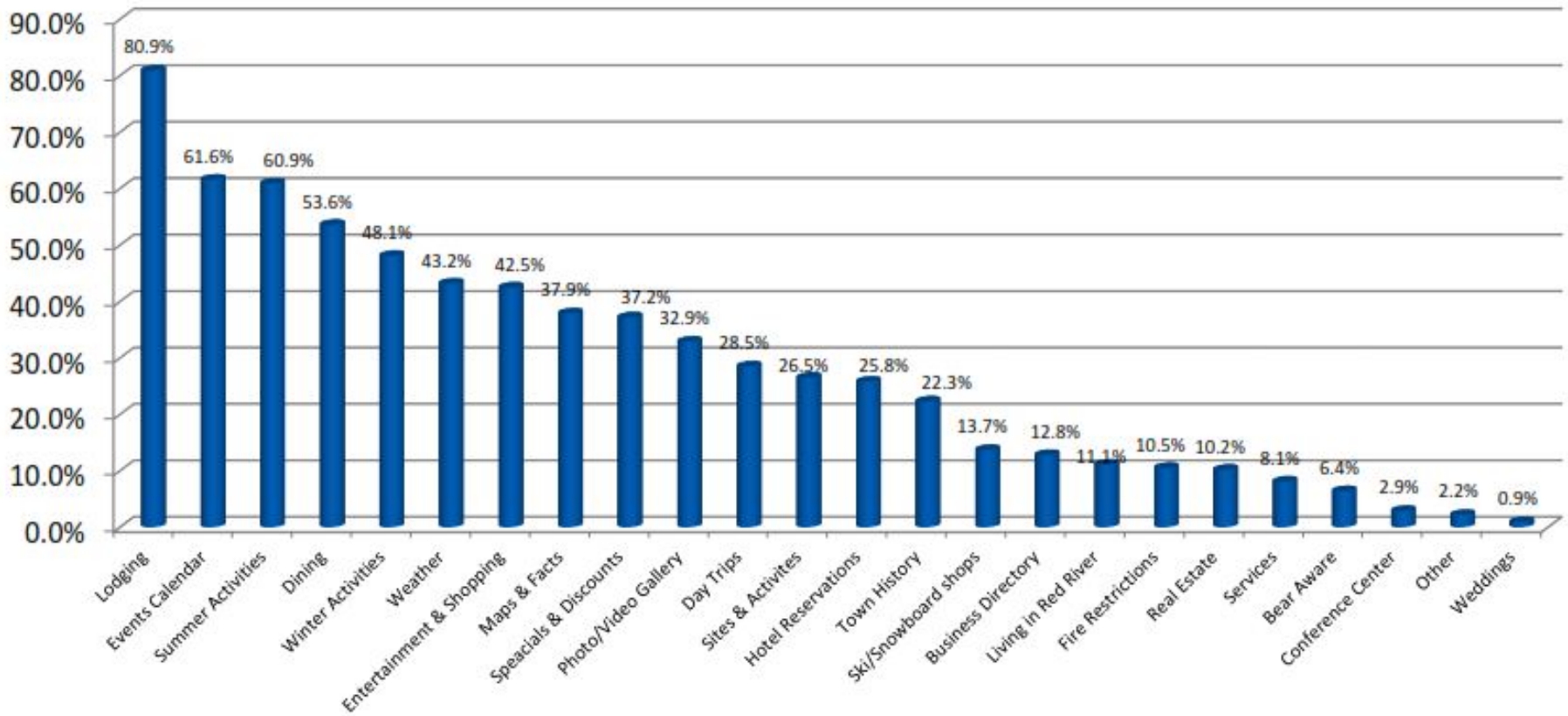


Fast fact: It is important for us keep visitors who are currently in Red River up-to-date. We do this by posting TWIRR, schedules, event changes, meal specials, etc. to our social media outlets and website.

FREQUENT TRAVELER PROGRAMS

We do not advertise in frequent traveler programs as they are and have been on the decline for many years. Triple AAA remains the highest used club among those still being utilized.

REDRIVER.ORG USAGE



Fast fact: RedRiver.org is setup to accommodate the "most searched for" items from our 2013 study. It is updated weekly with new activities, events, and information as needed. It is meant to be a wealth of knowledge and interactive resource for visitors, not a minute-by-minute play of Red River happenings (that's what our facebook page is for).

MAGAZINE USAGE

Top read magazines for Red River visitors:

1. Southern Living
2. People
3. New Mexico Magazine
4. Good Housekeeping
5. Texas Monthly

We do a full page ad buy with New Mexico Magazine every year for their adventure guide (ads follow). In 2014, we also did a plastic wrap around the magazine that went to 80,000 households in Dallas and San Diego.

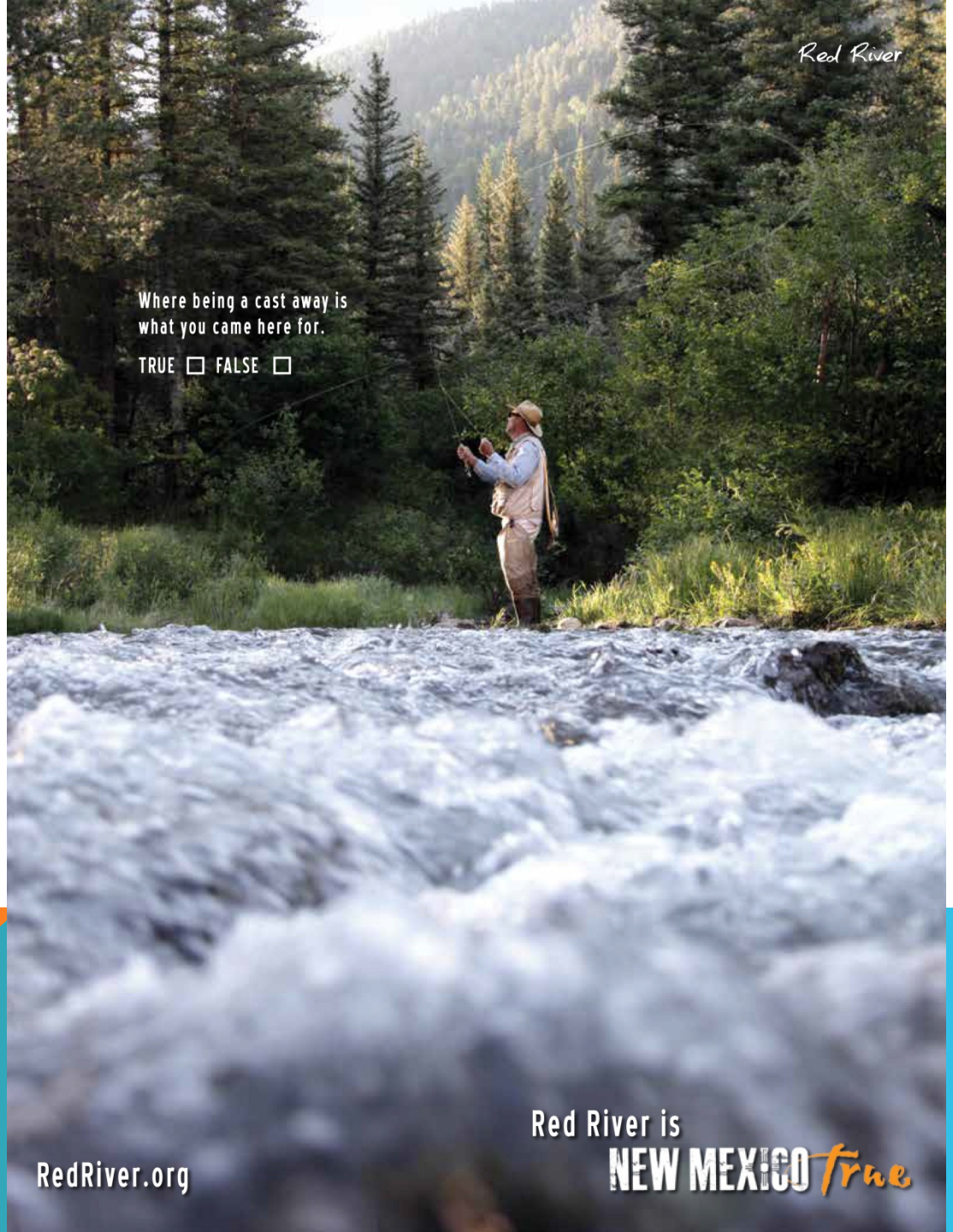
Other magazines we've recently advertised in include: 505, Slopes, Taos Winter Guide, New Mexico Magazine, Winter Enchantment, etc. This spring, Texas Monthly will be doing a feature on the Red River Memorial Day Rally.

Winter ad placed in New Mexico Magazine Vacation Guide in 2014.

The goal of this ad was to show the convenience of Main Street meeting the mountain (and snow, of course).

Image used on plastic wrap around New Mexico Magazine Vacation Guide in 2014 that went to 80,000 households in Dallas and San Diego.

A summer picture was chosen as we have a winter picture on the inside, showing our versatility in all seasons.



USING THE VISITOR CENTER TO MARKET

In the Visitor Center, we currently utilize a map that asks “Where are you from? We want to know!” Visitors drop red pins in the area that they are visiting from. Not surprisingly, the majority of the pins are from Texas and Oklahoma.

Additionally, we keep a tally of which activites visitors are inquiring most about and a guest book to collect information such as phone numbers and e-mail addresses. After the guest has left, we wait a few weeks and call to say thank you for visiting and see if there is anything we can do to improve their stay in the future. This keeps a personal touch to their Red River vacation experience.

Vacation Guide requests continue to be a strong conversion for Red River – requests come in daily from redriver.org and gonewmexico.com. We do offer an e-magazine version on the website, but as we are catering to many different demographics, it’s best for us to continue to offer both options.

BILLBOARDS

We currently have three billboards in the west Texas area. We chose this area specifically because another research study we conducted in 2013 with Internet Honey pointed to a gap in the 287 corridor of people that we were not reaching. It is a high traffic area within an acceptable driving distance to Red River. The billboards are branded with #NewMexicoTrue and switched out seasonally. The Tourism Director hopes to dive into digital billboards in the Dallas Fort Worth area in May 2015.

SUMMER BILLBOARDS CONTINUED

WINTER BILLBOARDS

WINTER BILLBOARDS (CONTINUED)

NEWSPAPER MARKETING

Market research in 2013 found that nearly three-fourths of our visitors (72.5% of those surveyed) read the newspaper.

We maintain a heavy presence in the Sangre de Cristo Chronicle and the Red River Miner and a moderate presence in the Albuquerque Journal. We advertise in The Alibi occasionally, but it is expensive and the Tourism Director feels our money is better spent on digital targeting through facebook.

We've also been fortunate to have several articles placed in heavy hitters such as National Geographic and the LA Times in the last quarter. The most recent stories can be found at www.RedRiver.org/Media-Room.

In the following slides, you'll see some of our most recent print advertising.

Winter Carnival digital and print ad.

This upcoming event calendar and Mardi Gras ad ran in the Sangre de Cristo Chronicle, Winter Enchantment, on facebook, and the Red River Miner.

This ad ran in the Sangre de Cristo Chronicle's digital home page advertising space as well as in a hard copy newspaper directory.

This is a new opportunity that we started in January 2015 in an effort to get the word out to our immediate area about upcoming events. The click through rate is currently 26% (FANTASTIC).

This ad will run in Colorado Runner Magazine and Texas Runner and Tri Magazine in April. Also, we will be targeting runners and fitness enthusiasts in facebook paid posts, attending a race in Colorado in person to market the High Mountain Half Marathon and the Century Tour, and doing an e-blast to a database of all runners through 3W races in Colorado.

Our strategy with event marketing is to spend smarter by targeting each event's specific demographic.

These print and digital advertising examples are in no way inclusive of everything the Town of Red River has done to reach visitors in the last quarter. They are meant to provide you with an example or our style and outreach.

TV/RADIO PLACEMENT

The Town of Red River works with advertising agency Hayduk-King for year-round brand and event radio and TV placement. As a result of our partnership with this agency, we receive many bulk package perks, such as extra air time and assistance advertising vacation package giveaways. Hayduk-King also alerts us to new marketing trends and opportunities often and provide graphics support as needed.

At the beginning of last fiscal, Colorado Springs was taken out of rotation as the Tourism Director felt it a moot market for Red River and the Red River Ski and Summer Area took over radio and TV advertising in the state of Oklahoma. Currently, the Town of Red River runs seasonal TV and radio ads in the following markets:

- Albuquerque, New Mexico
- Amarillo, Texas
- Dallas Fort-Worth, Texas
- Austin, Texas
- San Antonio, Texas

This year, the Town of Red River will spend just over $230k in radio and TV fields.

WHY THOSE MARKETS?

Nearly 90% of Red River visitors are repeats. Red River has an extremely loyal customer base, making our marketing efforts primarily to stay relevant in the minds of our loyal customers as they are our second best marketing tool – word of mouth. We know without a doubt that Texas houses our largest demographic, followed closely by Oklahoma and New Mexico.

Austin – Austin is a wealthy city with an adventurous/outdoorsy spirit that vibes well with what Red River has to offer. We have seen an increase in Austin and San Antonio visitors in the Visitor Center since efforts began in August of 2014.

San Antonio – We're first to market alongside the state "New Mexico True" campaign in San Antonio. We want to continue to be pioneers with the state's effort to capitalize on converting their in-state visitors to Red River visitors.

Dallas Fort Worth – we're doing double duty as the State of New Mexico is marketing in this area and it is twice the bang for our buck. Also, Dallas is one of the fastest growing markets in the United States.

Amarillo – the proximity and the brand loyalty.

Albuquerque – Mainly event outreach; proximity.

WINTER BRAND TV COMMERCIAL

SUMMER BRAND TV COMMERCIAL

RADIO ADS

Summer Outdoor

Winter Outdoor

Winter Main Street

Beach Weeks

Mardi Gras

River & Brews

Century Tour

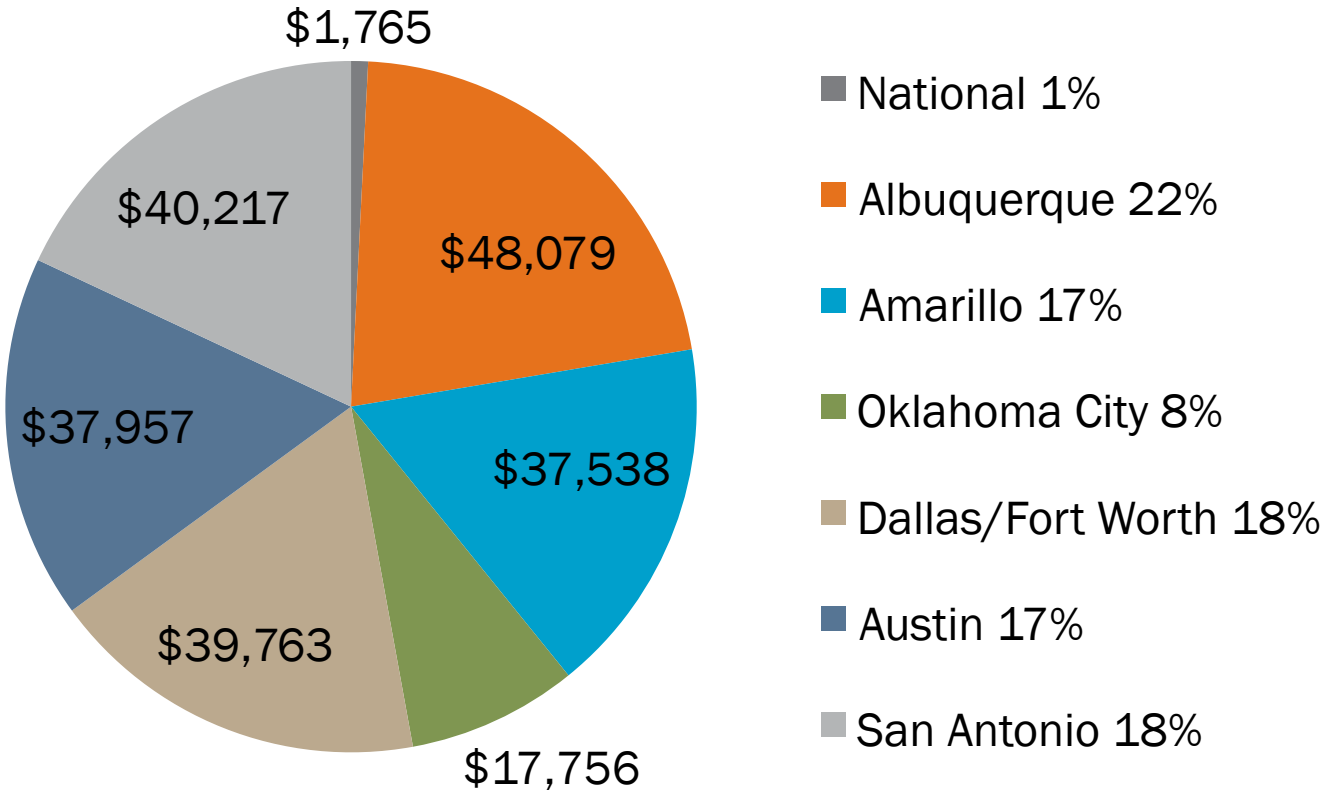
Classic Car Show

Art & Wine

Hot Chili Days Cool Mountain Nights

Fast fact: The top music styles of our Visitors from our market research study in 2013 were country, rock and classic. We utilize FM radio stations that are predominantly country and adult contemporary when choosing which stations to advertise on in select markets.

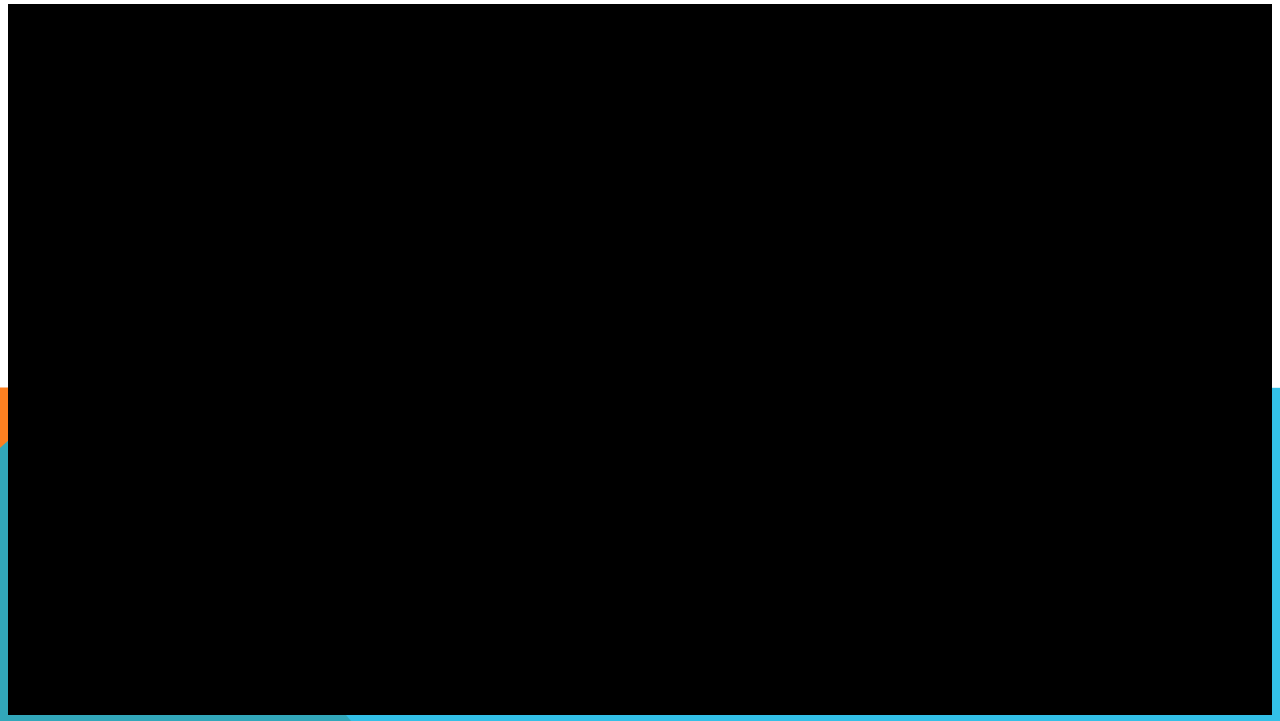
BREAKDOWN OF 2014-2015 MARKET SPEND



#NEWMEXICOTRUE TV

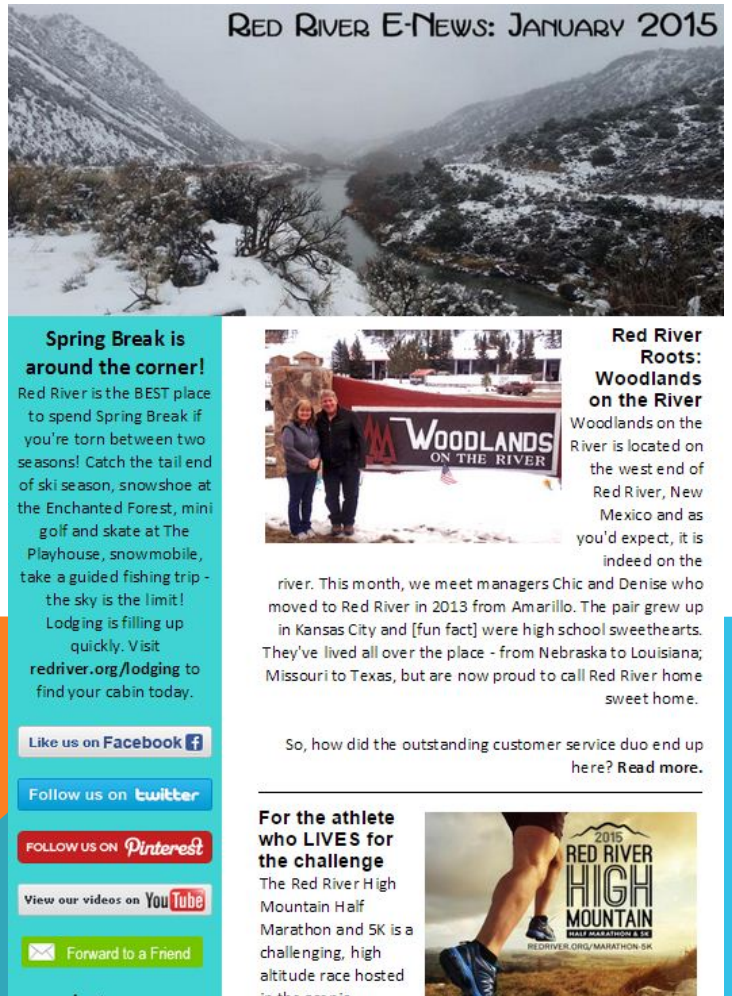
New Mexico True TV New Mexico True TV is a state marketing effort to bring awareness of all that New Mexico has to offer. It airs on Sunday mornings in select New Mexico and Texas markets and on YouTube.

The “True Crew” has visited Red River twice. Red River’s fall episode aired in November 2014 and the winter episode featuring the Enchanted Forest Cross Country Ski Area will air in Winter 2015.



E-COMMUNICATION W/ CONSTANT CONTACT

Each month, we send out a newsletter (and event e-blasts as needed) to a base of nearly 13k. You can sign up for our e-newsletter at www.redriver.org. The newsletter encompasses upcoming events, behind the scenes business stories, social media plugs, happenings around Red River, etc. Our open rate is between 20-22%, which is above the industry average of 17%.



SOCIAL MEDIA STRATEGY

First and foremost, we seek to make our social media outlets known by including our contact information in print ads, e-blasts, web advertisements, on RedRiver.org, etc.

Facebook

Our social media strategy on facebook is to promote local business, share intriguing "hero" pictures and make followers wish they were in Red River with compelling content. The priority is not likes, but shares. www.facebook.com/redriver1895

Instagram

Our Instagram strategy is to draw in millennials with video shorts and hero pics with direction to RedRiver.org for conversion to trip planning. @redrivernm

Twitter

Our Twitter goal is to connect with ski pros, local businesses, other New Mexico vacation destinations and to remain relevant on trending issues as they relate to Red River. @Red_River_NM

Wordpress

In addition to media releases, we aim to keep our audience informed with our blog. www.wordpress.com/redrivernmblog

Google Ad Words

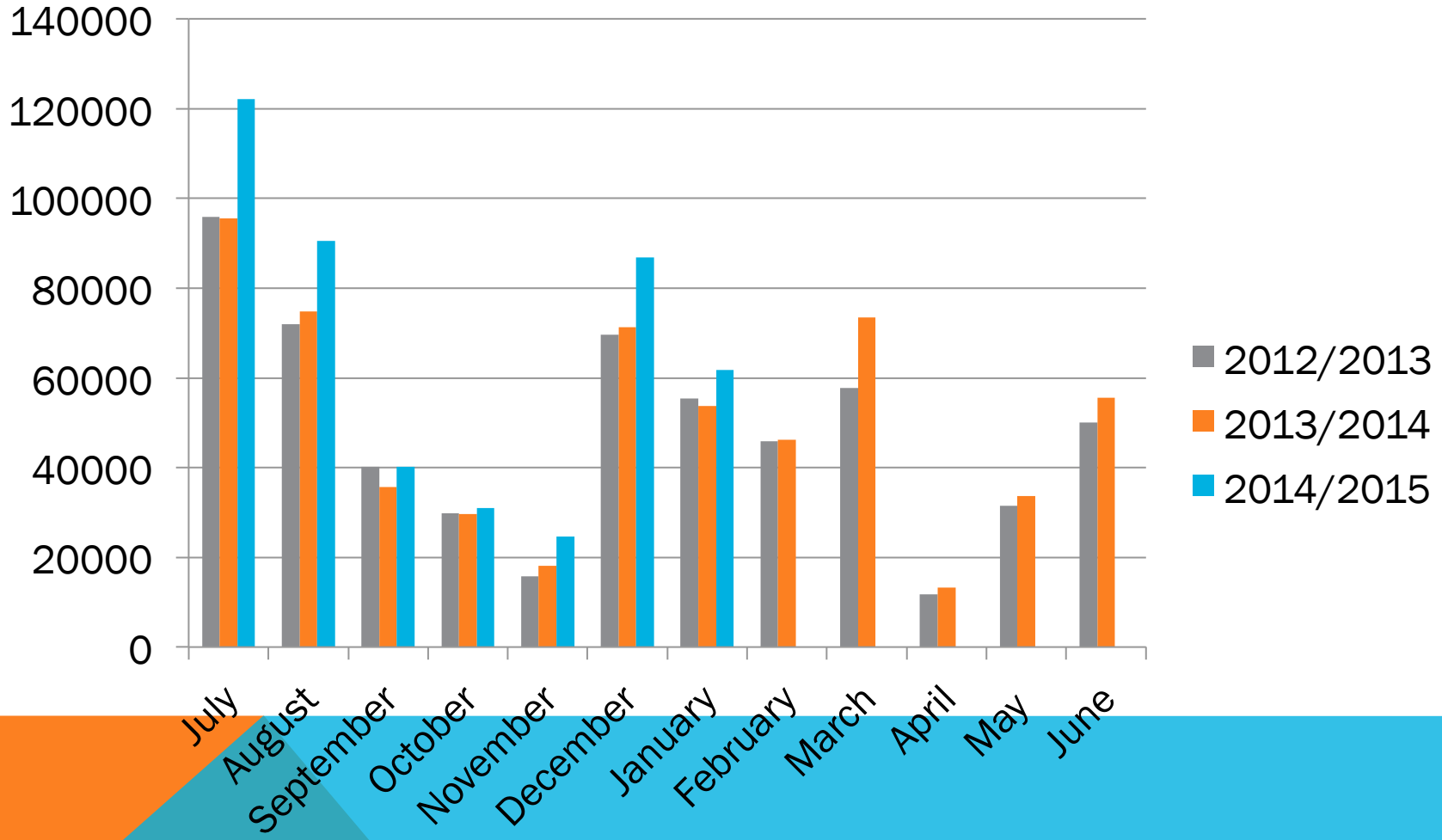
We utilize google ad words for search engine optimization. Markets vary depending on the season and upcoming events.

Hashtag growth of #redrivernm and #rrsa are key on all social media platforms.

GOALS FOR THE FUTURE [TOURISM]

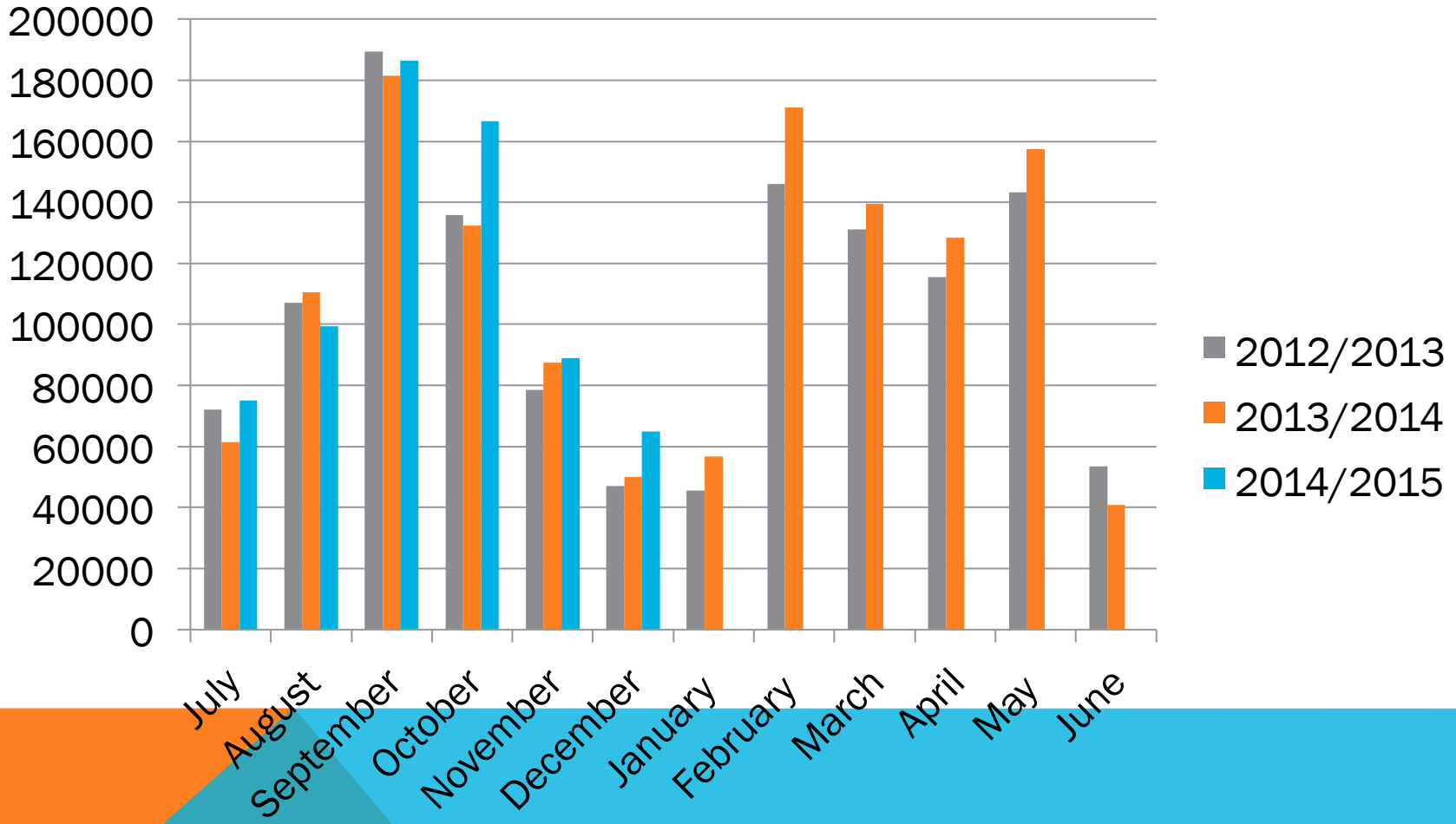
1. Increase our in-state visitors.
2. Increase our e-news signup and retention rate.
3. Increase organic reach and shares on facebook.
4. Create a successful meme and “viral” video for YouTube.
5. Increase Instagram followers to create a stronger relationship with Millennials and Generation X.
6. Plant more PR stories in the Dallas, Austin and San Antonio areas to give our TV and radio buys in these areas more reach.
7. Take advantage of special events during shoulder months – i.e. Tough Mudder Race in April; RV Expo in the Fall; Music Festival end of February.
8. Figure out how to draw in more mid-week winter visitors without cutting our prices – this devalues our “Red River” brand.

THE PROOF IS IN THE NUMBERS – LODGERS TAX

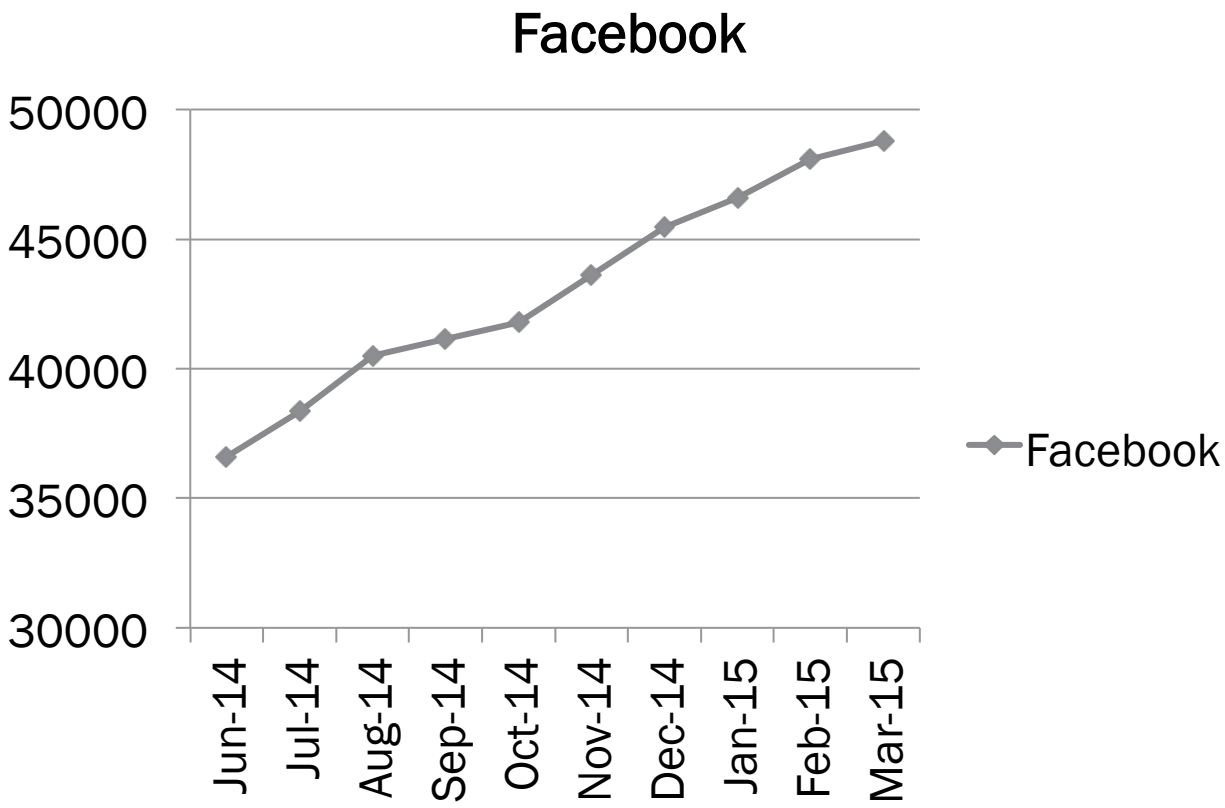


For the month of January 2015, we saw an increase of 15.23% or $8,175.00. Year to date we are at an increase of 11.59% or $47,495.00.

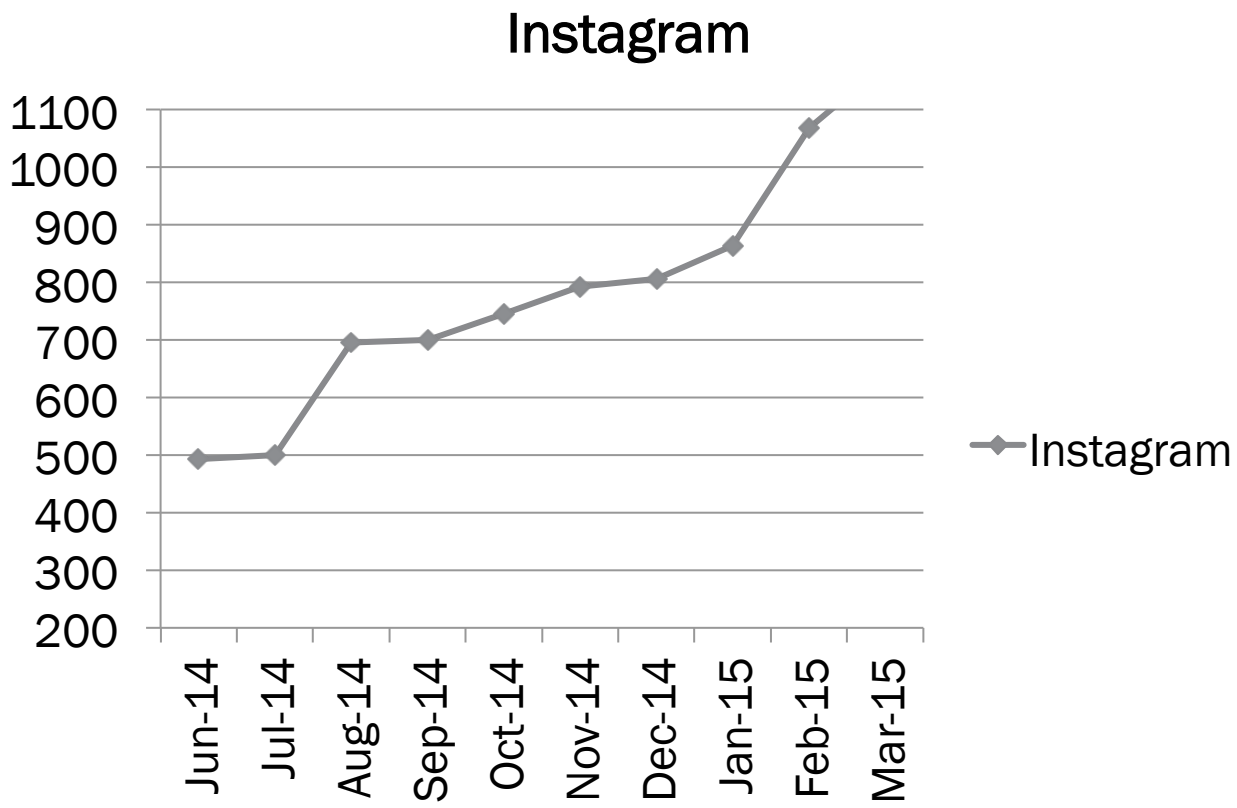
THE PROOF IS IN THE NUMBERS – GRT



FACEBOOK GROWTH 2014/2015



INSTAGRAM GROWTH 2014/2015



Questions?

Contact jhester@redriver.org