

# TOURISM SANTA FE

OTAB Marketing Report  
Reporting for January 24, 2025 Meeting

## EXECUTIVE SUMMARY

Key marketing highlights for December/January

1. **[PLACES TO LOVE]** Samantha Brown's *Places to Love* Returns to Santa Fe!



The Season 8 episodes of "Places to Love" have started to air this month on PBS and the 25<sup>th</sup> anniversary episode that features Santa Fe premiered on Saturday, 1/18:

<https://samantha-brown.com/episodes/season-8/santa-fe/>

It will then rerun on Create TV several more times through the end of the month.

The Samantha Brown Team will also upload it to the episode landing page on their website here: <https://samantha-brown.com/episodes/season-8/>

2. **[SHOW YOUR SUPPORT]** Vote for Santa Fe in *Travel + Leisure's* 2025 World's Best Awards



**Get out the vote for Santa Fe** and our tourism partners in *Travel + Leisure's* 2025 World's Best Awards. By sharing your thoughts, you'll be entered into T+L's giveaway for a chance to win a Viking cruise and cash prizes. **Voting ends on February 24, 2025.**

**Cities**

Santa Fe

**Hotels**

Antigua Inn  
Bishop's Lodge  
Eldorado Hotel & Spa  
Four Seasons Rancho Encantado  
Hotel Santa Fe  
Inn and Spa at Loretto  
Inn of The Five Graces  
Inn on the Alameda  
La Fonda on the Plaza  
La Posada de Santa Fe  
Rosewood Inn of the Anasazi

**Destination Spas**

Ojo Santa Fe Spa Resort  
Ten Thousand Waves

3. **[UPCOMING PUBLICATIONS] 2025 Santa Fe Visitors Guide & Menu Magazine**



**2025 Visitors Guide NOW AVAILABLE digitally!**

Available digitally NOW and for pre-order in February 2025 to start planning your trip to The City Different. Get to know our Native culture even better, find out what's special about each of our 6 top neighborhoods, and learn a little about Santa Fe Style, and more!  
2025 Menu Magazine publishes April 2025.

**2025-26 Santa Fe Menu Magazine:**

Spotlight your signature dishes on a single (\$500) or double-page (\$900) menu feature or promote your business with a full-page ad, starting at \$1,500. See the [2025 Media Kit](#) for more detail.

**The deadline to reserve space is Friday, January 31 and the guide will be distributed in early May.**

#### **WHAT IS THE SANTA FE MENU MAGAZINE?**

- 3rd iteration of an official guide to menus and profiles from Santa Fe's most popular restaurants and culinary establishments
- Features economical rates for both restaurants and businesses
- 50K+ distribution in key Santa Fe areas and locations, and by request
- Print readership totals more than 125,000 annually
- Digital readership is 34K to date

**How to Participate as a Restaurant:** Get more visitor eyeballs on your unique menu. The Official Santa Fe Menu Magazine is more visible than ever before. In addition to our steady Santa Fe area distribution and localized hospitality business fulfillment, we've installed 8 gorgeous turquoise boxes around the Plaza and Downtown and are restocking weekly.

**How to Participate as a Business Owners:** Promote your unique offering with a full-page ad. Page 1 and the Inside Back Cover are available, as well as any internal pages.

#### **WHAT'S NEW FOR 2025?**

- No increase in rates!
- Partnership with Reunity Resources, as well as Waterwise and Santa Fe Margarita Trail
- Highlight of all James Beard Foundation Award Nominees, Finalists, and Winners
- New preface contextualizing the Santa Fe cuisine scene
- Graphical refresh

**The deadline to reserve space in the Menu Magazine is Friday, January 31, 2025.**

View the Media Kit to learn more or email [advertise@santafe.org](mailto:advertise@santafe.org) today to discuss your options.



**[REMINDER] We've re-launched eight brand new Menu Magazine Boxes** throughout the Historic District making the menu guide even more accessible!



#### 4. **[PR UPDATES & RECENT MEDIA COVERAGE]**

To wrap up the calendar year, our PR efforts were focused on short-lead holiday and where to go in 2025 pitching; as well as New Year travel deals, wellness, and Dry January/mocktail-themed pitching. These efforts resulted in earned media coverage in **Condé Nast Traveler**, **House Beautiful**, **Parade.com**, **Livability** and more. In January, our pitches shift focus to romantic getaways and family spring break travel. The team is also working on planning for several winter/ski-themed individual press visits scheduled for February 2025.

##### **Year to Date 2024**

- Pitches: 11,021 (Increased 453% Y/Y)
- Media Visits: 36 (Decreased 8% Y/Y)
- Earned Media: \$23,023,659 (Increased 159% Y/Y)
- Total Impressions: 3,373,257,625 (Increased 179% Y/Y)

##### **SANTA FE IN THE NEWS**

###### **Websites:**

Resulting from holiday pitching, Santa Fe is highlighted in the article titled, "The 25 Most Charming Christmas Towns That'll Make You Feel Like a Kid Again," in **House Beautiful**.

Santa Fe is featured in an updated round-up of the best destinations for a quick weekend getaway on **Parade.com**.

Resulting from a pitch to staff writer Paris Wilson the Rosewood Inn of the Anasazi is featured in **Condé Nast Traveler's**, "33 Travel Deals to Score Before the End of the Year."

Following a pitch to freelance writer Michele Herrman, Santa Fe is featured in a round-up of the best holiday lights in **Livability**.

Santa Fe is featured in an updated piece on **Parade.com** titled, "25 Family Christmas Vacations and Getaways for an Unforgettable Holiday Season," following previous pitching.

Santa Fe is named among the most romantic destinations in the US in an updated piece in **Vogue**, following previous pitching.

El Farolito Bed and Breakfast is featured as the New Mexico recommendation in a round-up of the most romantic hotels in every state in **Reader's Digest**, following conversations with freelance writer Robin Raven.

Santa Fe is included in a round-up of the most charming Christmas towns in America in **The Pioneer Woman**, following holiday pitching.

**Print:**

The Burning of Zozobra is named among the most exciting experiences in the Mountain West by **5280 Magazine** after TSF assisted with connecting the writer with festival organizers.

## HIGHLIGHTS

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### Santa Fe Margarita Trail

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The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

#### Cumulative Totals

##### December 2024

- More than 48,000 visitors and locals are enjoying the Santa Fe Margarita Trail
- 23,208 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 25,209 Paper Passports have been purchased at our Visitor Centers and by partners
- 9,232 people have earned an official T-Shirt by collecting five stamps on the Trail
- 669 members of the Margarita Society have earned 10 or 15 stamps
- 424 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 273 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

#### Public Relations

- 397 Journalist have experienced the Trail
- \$11,423,520 amount of earned media

#### Social Media

- 634 Total Social Media Posts

### Santa Fe Retail Marketplace

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The TSF team continues to work with the *Shop Where I Live* team to maximize efficiencies and develop additional promotional campaigns to support the Santa Fe Marketplace.

#### Cumulative Totals

##### December 2024

- Total Sales: \$58,327
- Businesses: 107
- Items Sold: 810
- Total Orders: 541
- Published Products: 1,503

## MONTHLY METRICS

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### WEBSITE & NEWSLETTERS

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#### December 2024 Website Performance Metrics

Total Sessions: 98,512 (24.52% decrease Y/Y)

New Users: 81,557 (15.41% decrease Y/Y)

Average Engagement Time: 0:26 (66.67% decrease Y/Y)

Average Pages Per Session: 1.62 (31.93% decrease Y/Y)

Session Conversion Rate: 4.77% (55.42% decrease Y/Y)

## Newsletter – Consumer

### SANTA FE MARKETPLACE

The monthly [Santa Fe Marketplace](#) newsletter is distributed the fourth Wednesday of each month to our consumer database, and highlights seasonal Santa Fe vendor's products and categories promoted and sold through the Santa Fe Marketplace.

### SANTA FE MARKETPLACE

#### Support Santa Fe: Shop Small, Give Big

<https://mailchi.mp/santafe/supportsantafeshopsmallgivebig>

Send Date: 12/11/24

Subscribers: 19,666

Number Opened: 8,153

Open Rate: 41.5%

CTR: 2.6%

### SANTA FE SCOOP

*Santa Fe Scoop, our monthly consumer awareness newsletter distributed at the end of each month, informs and inspires potential visitors with current happenings, must-see events, national/international accolades, blogs, deals & specials, and more!*

#### January Scoop on WinterBrew & Art Walks

<https://mailchi.mp/santafe/january2025scoop>

Send Date: 12/23/24

Subscribers: 101,051

Number Opened: 31,903

Open Rate: 31.6%

CTR: 2.2%

### SOCIAL MEDIA

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#### Summary

In December, most social media platforms saw a small dip in organic engagement (Instagram, Pinterest, and Youtube), which was not necessarily due to having low engagement, but because November had higher-than-usual engagement. Additionally, TikTok engagement could be impacted by the nearing ban in the U.S. And Pinterest organic engagement is never consistent because we currently do not have a consistent content schedule for that platform. Facebook was the only platform with increased engagement at an over 400% jump, which was due in part to its engagement in November being below-average.

#### December 2024 Performance Metrics

##### Facebook

Total Page Followers: 98,747 (0.62% increase M/M)

Engagement: 22,683 (419.66% increase M/M)

##### Instagram

Followers: 64,434 (0.53% increase M/M)

Engagement: 31,493 (28.76 % decrease M/M)

##### Pinterest

Followers: 3,258 (0.03% decrease M/M)

Impressions: 11,006 (57.78% decrease M/M)

##### TikTok

Followers: 128 (25.49 % increase M/M)  
Engagement: 4,355 (5.02% decrease M/M)

YouTube  
Subscribers: 1,266 (3.52% increase M/M)  
Views: 12,010 (12.73% decrease M/M)

## Santa Fe Insider Blog

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### December 2024 Performance Metrics

Total Blog Views: 12,710 (13.24% decrease M/M)  
Average Time on Blog: 1:50 (11.11% increase M/M)

### December Blog Posts

#### 6 January Events to Start the New Year Off Right

- Updated: December 20, 2024
- Views: 699

#### 25 Reasons to Love Santa Fe

- Updated: December 23, 2024
- Views: 212

### Top 5 Viewed Blog Posts in December

#### 15 Santa Fe December Events to Enjoy The Season

- Updated: November 8, 2024
- Views: 4,242

#### 25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 1,339

#### Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,144

#### Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,041

#### Five Winter Adventures That Might Surprise You When Visiting Santa Fe

- Updated: November 5, 2024
- Views: 834

## PUBLIC RELATIONS

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### Summary

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To wrap up the calendar year, our PR efforts were focused on short-lead holiday and where to go in 2025 pitching; as well as New Year travel deals, wellness, and Dry January/mocktail-themed pitching. These efforts resulted in earned media coverage in **Condé Nast Traveler**, **House Beautiful**, **Parade.com**, **Livability** and more. In January, our pitches shift focus to romantic getaways and family spring break travel. The team is also working on planning for several winter/ski-themed individual press visits scheduled for February 2025.

## Performance Metrics

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### December 2024 Numbers (YOY)

Pitches: 373 (Decrease 6% Y/Y)  
Media Visits: 2 (Increase 100% Y/Y)  
Earned Media: \$267,301 (Decrease 53% Y/Y)  
Total Impressions: 75,294,919 (Increase 38% Y/Y)

### Year-to-Date 2024 (vs YTD 2023)

Pitches: 11,021 (Increased 453% Y/Y)  
Media Visits: 36 (Decreased 8% Y/Y)  
Earned Media: \$23,023,659 (Increased 159% Y/Y)  
Total Impressions: 3,373,257,625 (Increased 179% Y/Y)

## MEDIA PLACEMENTS – ADVERTISING

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In December 2024, media campaigns spent a total budget of \$113,064.70 that generated 19,934,501 impressions. The top-performing impression-based tactics for this month were META, Google Display, and Programmatic Media. We saw a 258% increase in impressions with the rotation of timely and relevant creatives and keywords to complement the beginning of ski season in Santa Fe, and the updated landing pages to be more cohesive with ad content. Post-implementation of the landing page changes, we saw a 3.74% increase MoM in avg. conversion rate and a 10% decrease in time on site. Key Data in Datafy is reporting a MoM increase in Occupancy (41.5%), ADR (54.5%), and RevPar (121.3%).

### December 2024 Performance Metrics

Total Spend: \$113,064.70 (201.42% increase Y/Y)  
Total Impressions: 19,934,501 (258.46% increase Y/Y)

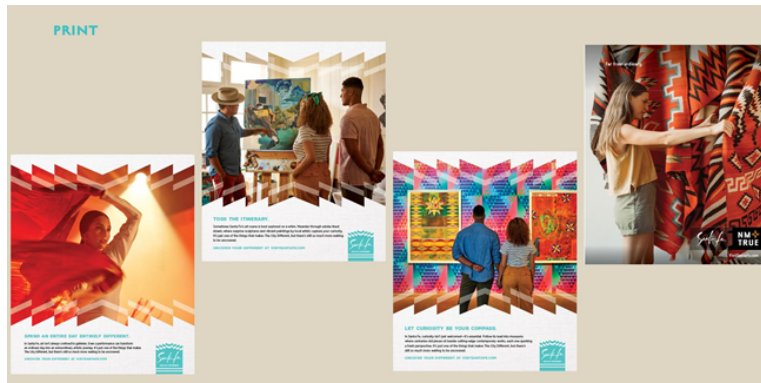
### Traditional Media

Impressions: 371,180 (46.59% decrease Y/Y)  
Spend: \$22,009.60 (597.72% increase Y/Y)

### Traditional Media Buys

#### Print

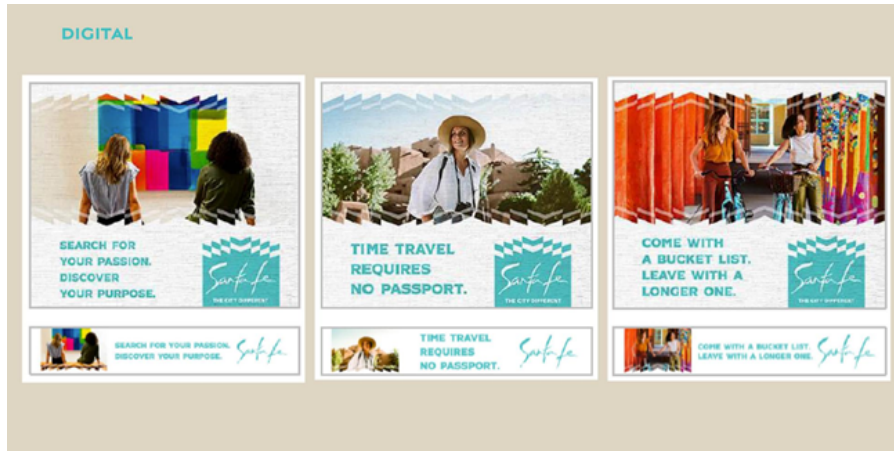
5280 Magazine  
Modern Luxury Chicago  
Modern Luxury Houston  
San Francisco Magazine



### Interactive/Digital

Impressions: 3,750,366 (363.03% increase Y/Y)

Spend: \$38,765.58 (2,419.06% Y/Y)



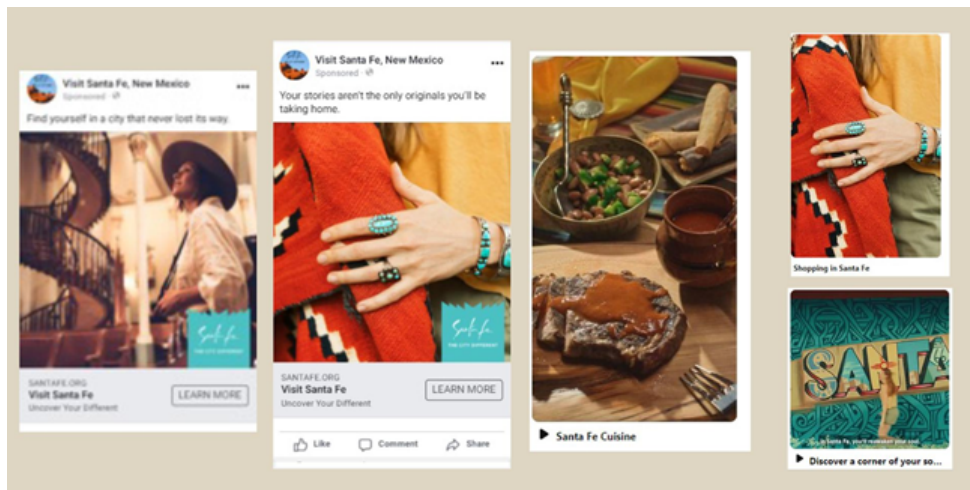
## PAID SOCIAL MEDIA

### Facebook

Impressions: 7,074,657 (487.01% increase Y/Y)  
Spend: \$14,099.61 (80.91% increase Y/Y)

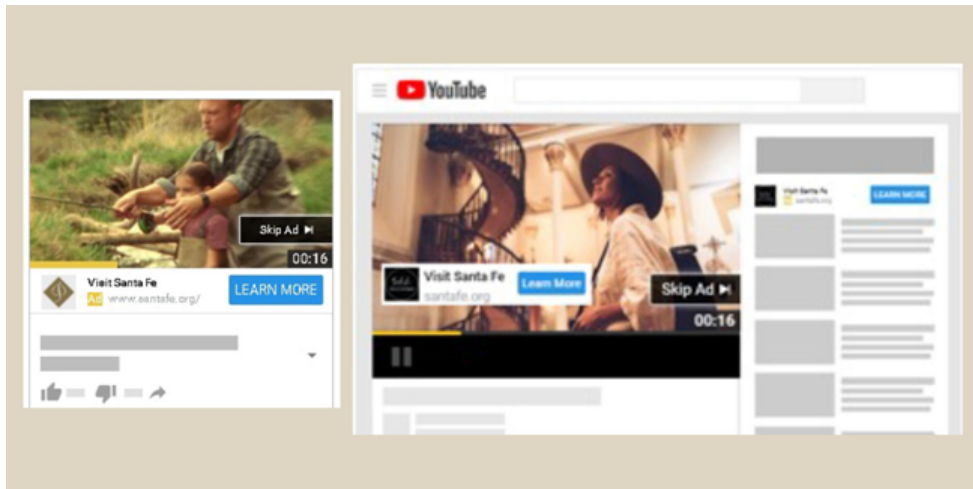
### Pinterest

Impressions: 965,455 (748.67% increase Y/Y)  
Spend: \$4,543.14 (50.13% increase Y/Y)



### YouTube

Impressions: 2,407,640 (122.55% increase Y/Y)  
Spend: \$10,094.16 (52.92% increase Y/Y)



### Reddit

Impressions: 1,060,465 (n/a - new campaign)  
Spend: \$4,255.29 (n/a - new campaign)

### DISPLAY & DISCOVERY

#### Google Demand Generation

Impressions: 20,628 (5.95% decrease Y/Y)  
Spend: \$551.19 (103.12% increase Y/Y)

#### Google Display

Impressions: 3,752,897 (362.09% increase Y/Y)  
Spend: 5,965.67 (145.46% increase Y/Y)

#### Google Performance Max

Impressions: 188,722 (19.12% increase Y/Y)  
Spend: \$2,843.50 (0.64% decrease Y/Y)

### PAID SEARCH

#### Google

Impressions: 76,232 (3.33% decrease Y/Y)  
Spend: \$5,255.81 (15.16% decrease Y/Y)

#### Bing

Impressions: 197,563 (21% increase Y/Y)  
Spend: \$3,047.04 (24.06% decrease Y/Y)

### MEETINGS & GROUPS

#### Google

Impressions: 3,823 (72.6% increase Y/Y)  
Spend: \$1,221.34 (4.98% increase Y/Y)

