

# TOURISM SANTA FE

OTAB Marketing Report  
Reporting for February 28, 2025 Meeting

## EXECUTIVE SUMMARY

Key marketing highlights for January/February

1. **[DEADLINE EXTENDED]** Reserve Your Space in the 2025-26 Santa Fe Menu Magazine by Feb 14



We realize January is a month of recuperation for many of you, so we've extended the deadline to this Friday, February 14 to give you proper time to consider participating. There are opportunities for both restaurants and business owners!

Restaurant Rates:

- \$500, single-page menu highlights (view examples [here](#))
- \$900, double-page menu highlights (view example [here](#))

Business (non restaurant) Rates:

- \$1,500, full-page ads (view example [here](#))

The deadline to reserve space in the Menu Magazine has been extended to this Friday, February 14.

2. **[ORDER TODAY]** New 2025 Santa Fe Visitors Guide For Your Business



The free 2025 Visitors Guide is now available to order! This year's guide is more handy than ever, featuring new content, including the 12 Must-Taste Dishes, Santa Fe's fame for TV and film making, the 16 Top Must-Dos, and more. Be sure to have them available for your guests.

It's easy to order copies for your business. If you are located in Santa Fe, we can deliver the guides to you! You also have the option to pick up your order at the Santa Fe Community Convention Center.

### 3. **[VOTE DAILY] Support Santa Fe With Your Votes**



**VOTE FOR SANTA FE LOCATIONS!**

#### **[NEW] USA TODAY'S 10BEST READERS' CHOICE AWARDS**

Meow Wolf House of Eternal Return, Museum of International Folk Art, Railyard Arts District, and International Folk Art Market are nominated in *USA Today's* 10Best Readers' Choice Awards. Use the links below to vote once a day, per category.

- **Best Immersive Art Experience:** Meow Wolf House of Eternal Return [Vote Here](#) through Feb 17
- **Best Art Museum:** Museum of International Folk Art [Vote Here](#) through Feb 17
- **Best Arts District:** Railyard Arts District [Vote Here](#) through Feb 17
- **Best Art Festival:** International Folk Art Market [Vote Here](#) through March 3

#### **[LAST CHANCE] *Travel + Leisure's* 2025 World's Best Awards**

Don't Forget! We are in the final days of voting in the *Travel + Leisure's* 2025 World's Best Awards. Voting ends on February 24, 2025! Please [vote here](#) today!

#### **Santa Fe nominees and categories include:**

##### **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

#### 4. **[CONGRATULATIONS!] Santa Fe Chefs Named 2025 James Beard Award Semifinalists**



The 2025 James Beard Award® Semifinalists were recently announced, and three Santa Fe chefs were recognized! Considered to be among the nation’s most prestigious honors, the James Beard Awards® recognize exceptional talent in the culinary and food media industries, as well as a demonstrated commitment to equity, sustainability, and creating a culture where all can thrive.

Congratulations to the following semifinalists in the Best Chef: Southwest (AZ, NM, NV, OK) category!

- Cristian Pontiggia, Sassella
- Fernando Ruiz, Escondido
- Joseph Wrede, Joseph's

Nominees will be announced on Wednesday, April 2, and winners will be announced at the James Beard Restaurant and Chef Awards ceremony on Monday, June 16.

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

In January 2025, our pitching efforts were focused on wellness, romance, skiing and spring travel. This includes a pitch to **AFAR’s** “Where to go in May,” column highlighting Santa Fe’s Literary Festival. This month we also saw the premiere of Season 8 of **Samantha Brown’s Places to Love** on **PBS**, which includes Santa Fe in episode 3.

Pitching efforts, expert quotes and new mentions from previous visits to Santa Fe resulted in a significant amount of coverage this month. January coverage is found in **The New York Times**, **USA Today**, **The Observer** and **Eat This, Not That**. In February, pitching efforts will focus on spring break travel, spring events, outdoor adventure, and long lead pitching for summer. We’ll also prepare for upcoming visits by Sarah Joseph (**The Manual**) and Erin Lukas (**The Zoe Report**), respectively.

##### **Websites:**

In **Eat This Not That**, freelance writer, Matt Kirouac, includes Dolina Bakery in a [round-up of best American bakeries](#), following assistance from TSF on past visits to the city.

In **The New York Times**, Santa Fe jewelry makers at the Palace of the Governors are highlighted in a [dedicated feature](#) that quotes Tourism Director, Randall Randy.

In **Samantha Brown's Places to Love**, Santa Fe is one of the subjects of an [episode celebrating Samantha's 25<sup>th</sup> TV anniversary](#), following a visit and shoot in 2024.

In **The Observer**, Santa Fe is included on a [list of the best wellness destination in the US](#) following continuous pitching to writer Allie Lebos.

In **Phoenix Magazine**, Santa Fe is included in a [round-up of winter getaways](#) with an art-focus, as a result of previously hosting Editor Craig Outhier.

Santa Fe is mentioned in **USA Today** by Samantha Brown while [promoting the latest season of Places to Love](#).

Santa Fe is the subject of a [dedicated destination feature](#) in **The Macaroni Kid**, resulting from providing the writer with recommendations and a welcome bag during a personal visit.

**Print:**

In **Phoenix Magazine**, Santa Fe is included in a print round-up of art-themed destinations for a winter escape, as a result of previously hosting Editor Craig Outhier.

## 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

##### January 2025

- 23,209 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 25,330 Paper Passports have been purchased at our Visitor Centers and by partners
- 9310 people have earned an official T-Shirt by collecting five stamps on the Trail
- 674 members of the Margarita Society have earned 10 or 15 stamps
- 428 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 278 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

### January 2025

- Total Sales: \$58,880
- Businesses: 110
- Items Sold: 819
- Total Orders: 549
- Published Products: 1,511

## MONTHLY METRICS

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## WEBSITE & NEWSLETTERS

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### January 2025 Website Performance Metrics

Total Sessions: 117,127 (15.2% decrease Y/Y)

New Users: 99,254 (6.44% decrease Y/Y)

Average Engagement Time: 0:29 (65.88% decrease Y/Y)

Average Pages Per Session: 1.68 (35.38% decrease Y/Y)

Session Conversion Rate: 5.8% (53.6% 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

Find New Treasures in Santa Fe!

<https://mailchi.mp/santafe/newtreasuresinsantafe-7511854>

Send Date: 1/22/25

Subscribers: 19,639

Number Opened: 8,583

Open Rate: 43.7%

CTR: 3.4

#### 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!*

#### February Scoop on Restaurant Week & the Film Festival

<https://mailchi.mp/santafe/february2025scoop>

Send Date: 1/15/25

Subscribers: 100,006

Number Opened: 39,231

Open Rate: 39.2%

CTR: 3.9

## SOCIAL MEDIA

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### Summary

In January, all social media channels saw an increase of followers and organic engagement, except for Pinterest and Facebook. Facebook's decline came after a huge jump in December of 2024, and returned to numbers on par with last January. Instagram had the largest increase, with a substantial 134% jump; the largest engagement rate of the platform since tracking its analytics.

### January 2025 Performance Metrics

#### Facebook

Total Page Followers: 98,880 (0.13% increase M/M)

Engagement: 6,339 (72.05% decrease M/M)

#### Instagram

Followers: 65,062 (0.97% increase M/M)

Engagement: 73,885 (134.61 % increase M/M)

#### Pinterest

Followers: 3,259 (0.03% increase M/M)

Impressions: 7,172 (34.84% decrease M/M)

#### TikTok

Followers: 167 (30.47 % increase M/M)

Engagement: 8,862 (103.49% increase M/M)

#### YouTube

Subscribers: 1,309 (3.40% increase M/M)

Views: 13,233 (10.18% increase M/M)

## Santa Fe Insider Blog

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### January 2025 Performance Metrics

Total Blog Views: 11,199(11.89% decrease M/M)

Average Time on Blog: 1:51 (0.91% increase M/M)

### January Blog Posts

#### 18 Romantic Must-Dos in Santa Fe

- Updated: January 8, 2025
- Views: 585

#### Five Ways to Love Santa Fe in February

- Updated: January 13, 2025
- Views: 1,476

#### Annual Foodie Happenings in Santa Fe

- Updated: January 28, 2025
- Views: 12

### Top 5 Viewed Blog Posts in January

#### 25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 1,696

#### Five Ways to Love Santa Fe in February

- Updated: January 13, 2025
- Views: 1,476

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

- Updated: December 20, 2024
- Views: 1,253

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

- Updated: October 18, 2024
- Views: 1,177

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

- Updated April 14, 2022
- Views: 980

## PUBLIC RELATIONS

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### Summary

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### Performance Metrics

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#### **January Numbers (YOY, vs January 2024)**

Pitches: 201 (Increase 7% Y/Y)  
 Media Visits: 1 (Decrease 80% Y/Y)  
 Earned Media: \$1,947,413 (106% Increase Y/Y)  
 Total Impressions: 292,112,100 (106% Increase Y/Y)

#### **Year-to-Date 2025 (vs YTD 2024)**

Pitches: 201 (Increase 7.4% Y/Y)  
 Media Visits: 1 (Decrease 80% Y/Y)  
 Earned Media: \$1,947,413 (106% Increase Y/Y)  
 Total Impressions: 292,112,100 (106% Increase Y/Y)

## MEDIA PLACEMENTS – ADVERTISING

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#### **January 2025 Performance Metrics**

Total Spend: \$94,701.66 (66.59% increase Y/Y)  
 Total Impressions: 23,356,689 (223.35% increase Y/Y)

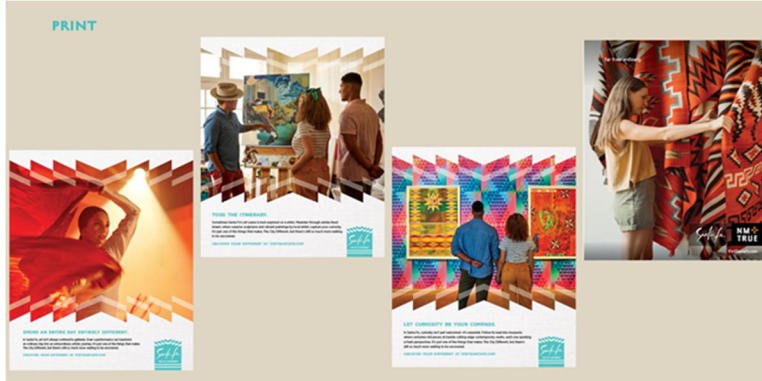
#### **Traditional Media**

Impressions: 415,015 (61.91% decrease Y/Y)  
 Spend: \$11,747.27 (48.34% decrease Y/Y)

## Traditional Media Buys

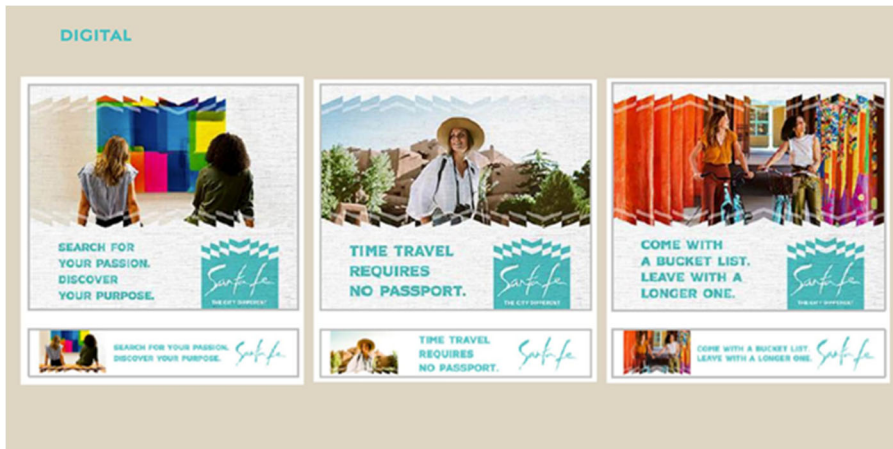
### Print

New Mexico Magazine  
Phoenix Magazine



### Interactive/Digital

Impressions: 2,173,172 (147.59% increase Y/Y)  
Spend: \$26,070.80 (1,508.43% Y/Y)



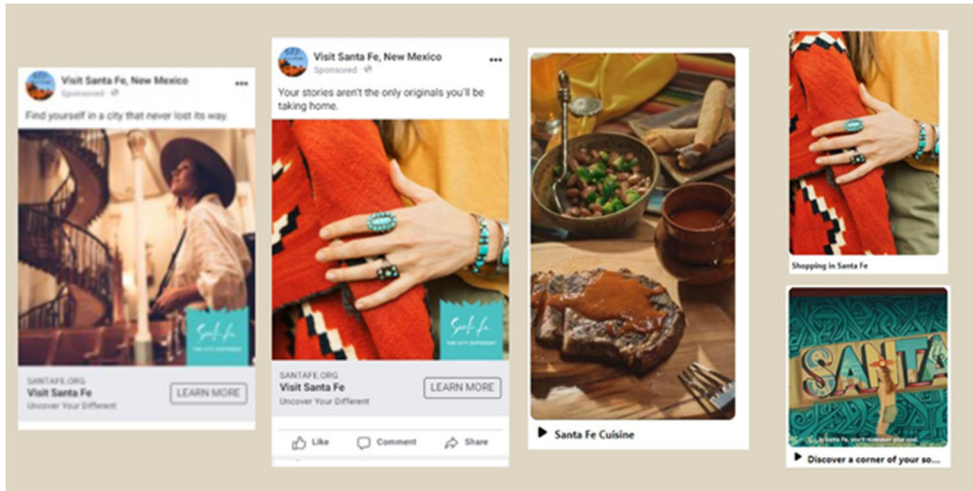
## PAID SOCIAL MEDIA

### Facebook

Impressions: 10,315,016 (505.94% increase Y/Y)  
Spend: \$15,334.85 (95.89% increase Y/Y)

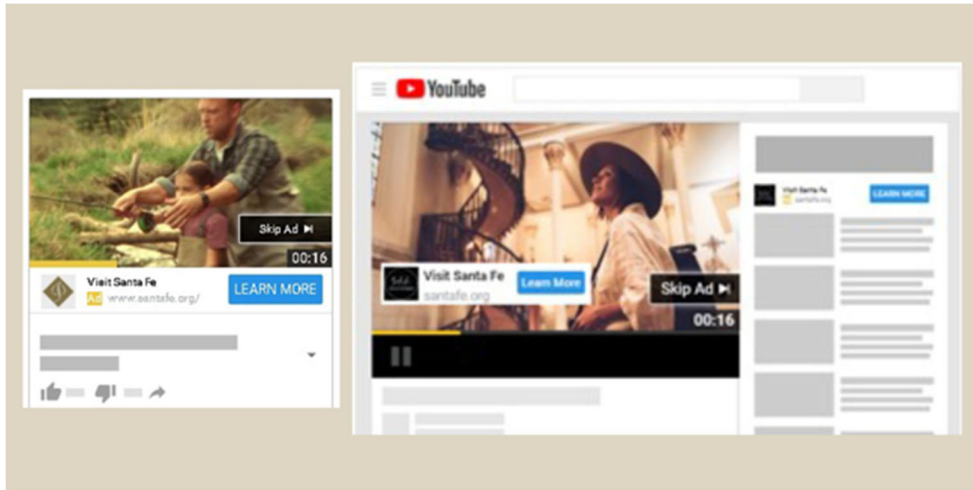
### Pinterest

Impressions: 1,270,548 (45.97% increase Y/Y)  
Spend: \$4,237.31 (34.83% increase Y/Y)



## YouTube

Impressions: 2,961,845 (128% increase Y/Y)  
 Spend: \$9,109.81 (40.15% increase Y/Y)



## Reddit

Impressions: 1,421,924 (n/a - new campaign)  
 Spend: \$4,113.34 (n/a - new campaign)

## DISPLAY & DISCOVERY

### Google Demand Generation

Impressions: 18,321 (n/a – no campaign in Jan. '24)  
 Spend: \$528.83 (n/a – no campaign in Jan. '24)

### Google Display

Impressions: 4,224,323 (410.56% increase Y/Y)  
 Spend: 5,967.28 (152.01% increase Y/Y)

### Google Performance Max

Impressions: 166,072 (40.67% decrease Y/Y)  
 Spend: \$2,743.72 (4.4% increase Y/Y)

**PAID SEARCH**

**Google**

Impressions: 105,768 (20.46% increase Y/Y)

Spend: \$8,163.41 (32.38% increase Y/Y)

**Bing**

Impressions: 278,461 (59.36% increase Y/Y)

Spend: \$4,850.75 (21.54% increase Y/Y)

**MEETINGS & GROUPS**

**Google**

Impressions: 6,224 (118.08% increase Y/Y)

Spend: \$1,834.29 (53.04% increase Y/Y)

