

TOURISM SANTA FE

OTAB Marketing Report Reporting for March 28, 2025 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for February and March

1. **[WATCH THE PREMIERE]** Truly Santa Fe and Very Local Production

Last July, Very Local Productions, in partnership with TOURISM Santa Fe, filmed and produced an original episode called *Truly Santa Fe*, to showcase the history, culture, food, and outdoor activities that draw people to Santa Fe.

The episode, which premiered on March 19, is hosted by New Mexico native, Amanda Machon, with special guest Bobby Beals, a local artist and gallery owner. In the 20-minute episode, they visited El Rancho de las Golondrinas, Meow Wolf, The Pink Adobe, and New Mexico River Adventures.

Programming will run locally and nationally on the free Very Local app, including 24/7 FAST (Free Ad-Supported Streaming Television) and VOD (Video On Demand) options. The episode will remain accessible on FAST and VOD for a minimum of one year and may run on FAST 100+ times within the first year of release, providing “always on” exposure. Additionally, the episode will be promoted on the Very Local and Visit Santa Fe Facebook and Instagram accounts.

Watch the *Truly Santa Fe* episode by downloading the Very Local app on your mobile device or tablet. Or, find Very Local on your Roku, Fire TV, or wherever you stream!



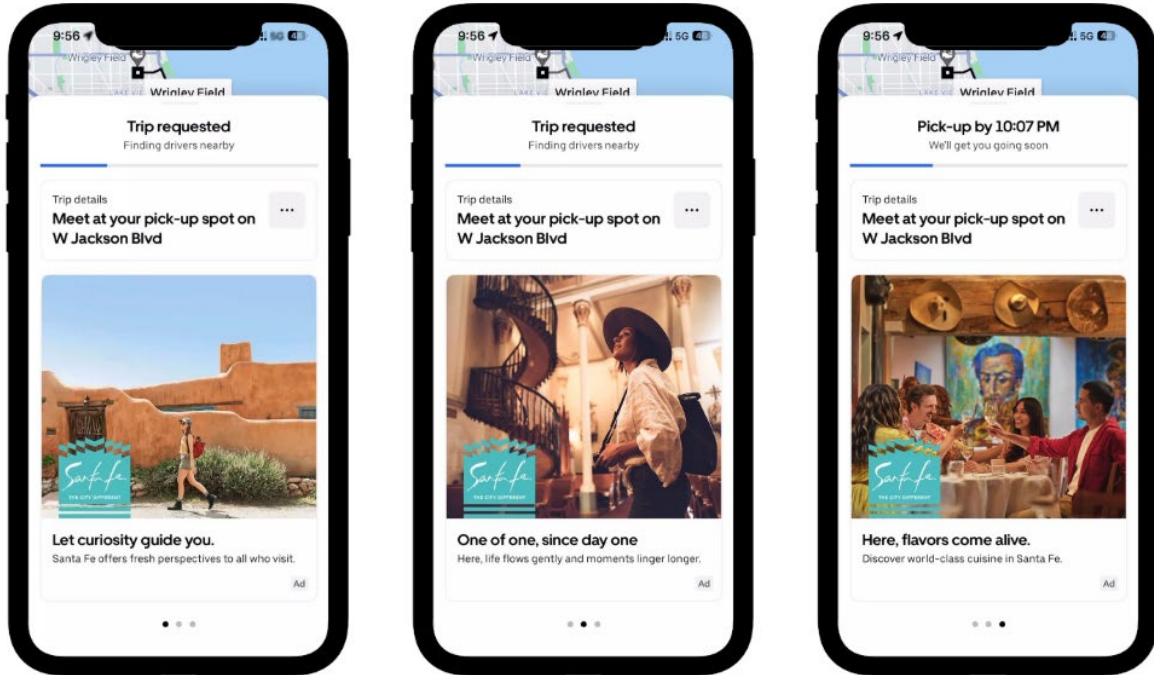
2. **[NEW CAMPAIGN]** Chicago Activation: Scaling for Future Growth

In March we launched a new, dedicated campaign in the Chicago area to increase awareness and conversion in a market that has shown consistent growth and engagement Y/Y. From March – June

2025, we will execute a media strategy to reach the Chicago audience at scale to drive engagement and generate conversion.

Our current social media and search strategy will be bolstered by Chicago-specific messaging to connect with the audience on a more personal level. Additional media buys will include the following custom content:

- Uber (March) – Dispatch, En-route, On Trip Digital ad (see examples below)
- Chicago Tribune (April-May) – Print Advertorial, E-newsletters, and Social Media
- Chicago Magazine (May-June) – Sponsored Content, E-blast, “Go Travel” newsletter
- Trip Scout (May-June) - Influencer/content creator campaign



3. [CONGRATULATIONS!] Santa Fe Earns Top Rankings in National Awards



CONGRATULATIONS!

Santa Fe hotels, restaurants, and districts were recently recognized in national awards celebrating the best in travel.

2025 U.S. News & World Report

The U.S. News & World Report travel rankings are based on an analysis of expert opinions and traveler reviews, in addition to recommendations from in-destination writers and editors. Highlighted below are the rankings for the top three Santa Fe hotels and resorts in the state.

Best Hotels in New Mexico – https://travel.usnews.com/hotels/new_mexico-r79/

- 1) Rosewood Inn of the Anasazi
- 2) The Inn of the Five Graces
- 3) Bishop's Lodge, Auberge Resorts Collection

Best Resorts in New Mexico - https://travel.usnews.com/hotels/best-resorts-in-new_mexico-r79/

- 1) Bishop's Lodge, Auberge Resorts Collection
- 2) Four Season Resort Rancho Encantado Santa Fe
- 3) La Posada de Santa Fe, A Tribute Portfolio Resort & Spa

2025 Forbes Five Star Travel Guide Star Awards

Multiple Santa Fe properties have been recognized in the 2025 Forbes Five Travel Guide Star Awards! Click on the property name to read the review and learn more about the tiered ranking system.

- [Four Seasons Rancho Encantado](#) (4 stars)
- [Bishop's Lodge](#) (Recommended)
- [Inn of the Five Graces](#) (Recommended)
- [Rosewood Inn of the Anasazi](#) (Recommended)
- [Geronimo](#) (4 Stars)

To be named a winner, the highly trained inspectors of Forbes Travel Guide must visit the property rated and evaluate it based on up to 900 objective criteria. The Forbes global team of inspectors are always anonymous, so they have the same experience as a typical guest. View the full list of winners here: <https://www.forbestravelguide.com/award-winners>

USA Today 10Best Readers' Choice Awards

The Santa Fe Railyard Arts District ranked #7 in the Best Arts District USA Today 10Best Readers' Choice Awards. Results can be viewed here: <https://10best.usatoday.com/awards/travel/best-arts-district-2025/>. Thanks to all who voted!

4. [PR UPDATES & RECENT MEDIA COVERAGE]

For **Outside Magazine**, Megan Michelson includes Santa Fe as a pit stop of in her [Cross-Country Road Trip story](#).

On **Forbes.com**, Laura Begley Bloom includes Santa Fe in her [solo female travel story](#) based on Darley Newman's top destinations.

On **Cosmopolitan**, Hannah Chub includes Santa Fe as one of the ["top 35 Best Girls' Trip Destinations in the US."](#)

In **Conde Nast Traveler**, staff writer Paris Wilson includes Inn of the Anasazi in her monthly [travel deals column](#).

Resulting from the 2024 ski group press trip, Ski Santa Fe is included in Perri Blumberg's story for **Fox News** digital, as a [top affordable ski destination in the U.S.](#)

Perri Blumberg's **Fox News** story including Ski Santa Fe was syndicated to **AOL**.

In **Travel + Leisure**, Santa Fe is included in an article as a [top affordable girls' weekend getaway destination.](#)

In **Matador Network**, Santa Fe is included in a story highlighting the [best places for solo travel in the U.S.](#)

On **Your Life Arizona**, Director of Sales, David Carr, and Santa Fe are featured in a segment sponsored by the Phoenix Travel & Adventure Show.

HIGHLIGHTS

Santa Fe Margarita Trail

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

February 2025

- 23,565 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 25,787 Paper Passports have been purchased at our Visitor Centers and by partners
- 9,469 people have earned an official T-Shirt by collecting five stamps on the Trail
- 696 members of the Margarita Society have earned 10 or 15 stamps
- 431 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 281 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

- 636 Total Social Media Posts

Santa Fe Retail Marketplace

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

February 2025

- Total Sales: \$59,482
- Businesses: 115
- Items Sold: 834
- Total Orders: 558
- Published Products: 1,628

MONTHLY METRICS

WEBSITE & NEWSLETTERS

February 2025 Website Performance Metrics

Total Sessions: 114,559 (31.29% decrease Y/Y)

New Users: 95,679 (27.33% decrease Y/Y)

Average Engagement Time: 0:31 (59.21% decrease Y/Y)

Average Pages Per Session: 1.76 (26.67% decrease Y/Y)

Session Conversion Rate: 6.36% (42.08% 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.

Show Your Love for Local

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

Send Date: 2/26/25

Subscribers: 19,682

Number Opened: 7,935

Open Rate: 40.3%

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!

March Scoop on Santa Fe: Spring Break Ideas & More

<https://mailchi.mp/santafe/march2025scooponsantafespringbreak>

Send Date: 2/19/25

Subscribers: 99,618

Number Opened: 40,916

Open Rate: 41.1%

CTR: 2.4%

SOCIAL MEDIA

Summary

In February social channels saw some large fluctuations. All channels, with the exception of Instagram saw increases in engagement, with Facebook, Pinterest, and TikTok seeing an over 100% increase. In February, posting to Twitter/X was mostly stopped due to the platforms continued loss of popularity, and instead a Bluesky account was created. Twitter/X posting may resume simply to maintain the small audience still there, but will continue to be deprioritized as have started to see consistent growth with TikTok.

February 2025 Performance Metrics

Facebook

Total Page Followers: 99,068 (0.61% increase M/M)

Engagement: 14,035 (120.41% increase M/M)

Instagram

Followers: 65,758 (1.07% increase M/M)

Engagement: 16,677 (77.43 % decrease M/M)

Pinterest

Followers: 3,260 (0.03% increase M/M)

Impressions: 14,514 (102.37% increase M/M)

TikTok

Followers: 258 (54.49 % increase M/M)

Engagement: 45,802 (416.84% increase M/M)

YouTube

Subscribers: 1,350 (3.13% increase M/M)

Views: 11,397 (13.88% decrease M/M)

Santa Fe Insider Blog

February 2025 Performance Metrics

Total Blog Views: 10,874 (2.9% decrease M/M)

Average Time on Blog: 1.53 (1.8% increase M/M)

February Blog Posts

Spring Into March Events

- Updated: February 11, 2025
- Views: 451

The Must-See Art Markets, Festivals & Exhibitions of the Summer

- Updated: February 25, 2025
- Views: 142

Top 5 Viewed Blog Posts in February

25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 1,882

Five Ways to Love Santa Fe in February

- Updated: January 13, 2025
- Views: 1,373

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,161

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,140

Hiking Trails You Can Access from Santa Fe

- Updated June 8, 2023
- Views: 994

PUBLIC RELATIONS

Summary

In February 2025, our media pitching efforts were focused on spring break travel and wellness/relaxation story ideas connected to Stress Awareness Month in April. We hosted a long awaited press trip with writer Sarah Joseph from **The Manual** who focused on skiing and winter visiting tips. Pitching efforts and previous press visits to Santa Fe resulted in national coverage in **Cosmopolitan**, **FOX News**, **Travel + Leisure**, **Matador Network** and **Conde Nast Traveler**.

In March, pitching efforts will highlight The Santa Fe International Literary Festival, Santa Fe Native Fashion Week in addition to ongoing themes related to the destination's brand pillars. We'll also finalize and execute a luxury wellness press trip for Erin Lukas, editor at **The Zoe Report**, March 17-21.

Performance Metrics

February Numbers (YOY, vs January 2024)

Pitches: 219 (Increase 247% Y/Y)
Media Visits: 2 (Increase 200% Y/Y)
Earned Media: \$1,453,635 (62% Decrease Y/Y)
Total Impressions: 218,045,488 (62% Decrease Y/Y)

Year-to-Date 2025 (vs YTD 2024)

Pitches: 420 (Increase 50% Y/Y)
Media Visits: 3 (Decrease 40% Y/Y)
Earned Media: \$3,401,048 (29% Decrease Y/Y)
Total Impressions: 510,157,588 (29% Decrease Y/Y)

MEDIA PLACEMENTS – ADVERTISING

February 2025 Performance Metrics

Total Spend: \$97,030.90 (53.81% decrease Y/Y)
Total Impressions: 20,458,312 (6.72% decrease Y/Y)

Traditional Media

Impressions: 101,542 (98.68% decrease Y/Y)
Spend: \$1,968.78 (97.09% decrease Y/Y)

Traditional Media Buys

Print

5280 Magazine (NM True Co-Op)
New Mexico Magazine
Phoenix Magazine



Programmatic Media

Impressions: 3,594,482 (94.29% increase Y/Y)

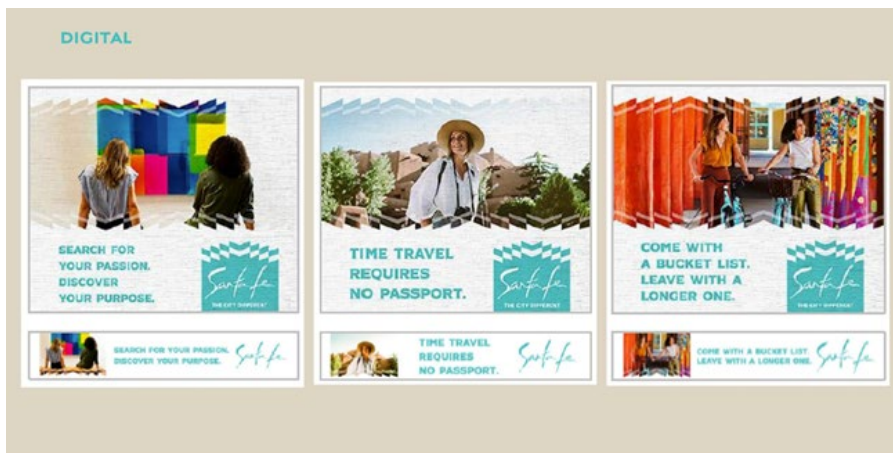
Spend: \$32,590.22 (32.79% increase Y/Y)

Programmatic Media Buys

Adtheorent

CTV

Streaming audio



PAID SOCIAL MEDIA

Facebook

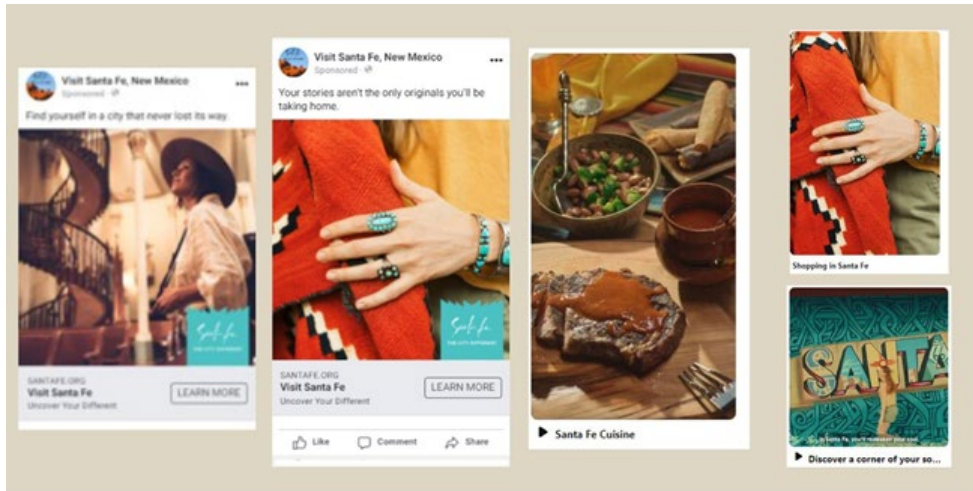
Impressions: 7,932,624 (57.18% increase Y/Y)

Spend: \$16,731.97 (3.08% increase Y/Y)

Pinterest

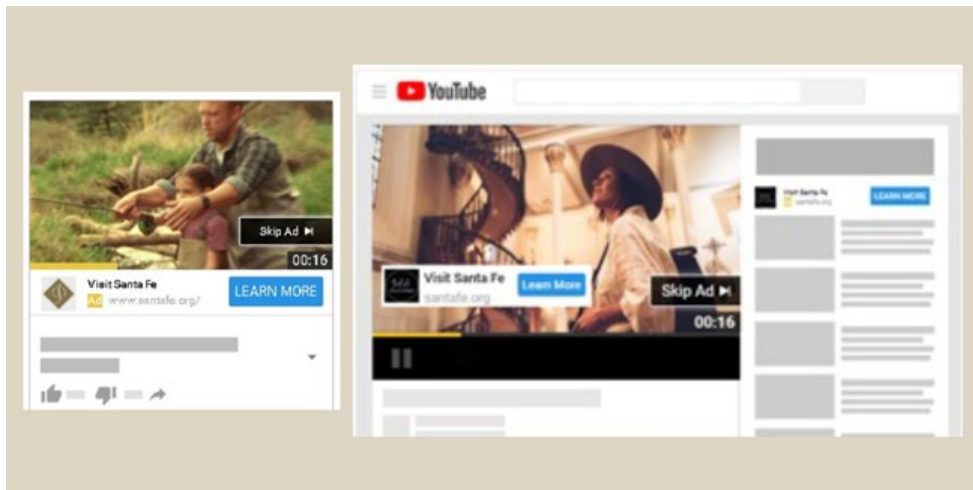
Impressions: 1,409,404 (35.25% decrease Y/Y)

Spend: \$5,707.72 (20.57% decrease Y/Y)



YouTube

Impressions: 2,507,890 (91.98% increase Y/Y)
Spend: \$10,047.59 (8.63% increase Y/Y)



Reddit

Impressions: 1,415,260 (n/a - new campaign)
Spend: \$4,159.47 (n/a - new campaign)

DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 22,793 (53.71% decrease Y/Y)
Spend: \$530.46 (54.36% decrease Y/Y)

Google Display

Impressions: 3,102,843 (102.36% increase Y/Y)
Spend: \$5,966.08 (49.73% increase Y/Y)

Google Performance Max

Impressions: 124,900 (7.21% increase Y/Y)
Spend: \$2,666.92 (23.3% decrease Y/Y)

PAID SEARCH

Google

Impressions: 99,935 (6.64% increase Y/Y)

Spend: \$9,866.05 (24% increase Y/Y)

Bing

Impressions: 142,242 (56.12% decrease Y/Y)

Spend: \$4,872.39 (18.57% decrease Y/Y)

MEETINGS & GROUPS

Google

Impressions: 4,397 (42.15 decrease Y/Y)

Spend: \$1,923.25 (13.4% decrease Y/Y)

