

TOURISM SANTA FE

OTAB Marketing Report Reporting for May 23, 2025 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for March and April

1. **[NOW AVAILABLE]** Order the NEW 2025-26 Santa Fe Menu Magazine



The new, 3rd iteration of the [Santa Fe Menu Magazine, the Official Guide to Dining in The City Different \(2025-26\)](#) has arrived! Thank you to the nearly 60 restaurants and 10 Santa Fe businesses that partnered with TOURISM Santa Fe to create a beautiful and user-friendly resource for exploring the culinary and hospitality scene in our fair city.

Enjoy expanded editorial highlighting all James Beard Foundation Award nominees, finalists, and winners, as well as a robust culinary event calendar and list of foodie attractions, tours, and trails.

Also, meet Jennifer Fresquez, farmer at Monte Vista Farm and President of the Board of the Santa Fe Farmers' Market, who opens the Magazine with a fresh perspective on Santa Fe as a foodie community.

You'll also notice colorful QR codes on every menu directing you to the restaurant's website and Margarita Trail and Reunity Resources' icons indicating the establishment's partnerships.

Find copies of the magazine in turquoise boxes throughout the downtown Plaza area, at all four TSF Visitor Information Centers, and promoted in various hotels, restaurants, and businesses.

Order free magazines for your guests and customers. If you are located in Santa Fe, a representative from Tourism Santa Fe will deliver within a week. You also have the option to pick up your order at the Santa Fe Community Convention Center:
<https://www.santafe.org/industry/dining-guide-bulk-orders/>

2. **[SUBMIT YOUR EVENTS] 2025 Santa Fe Art Week**



Santa Fe Art Week is returning July 9 – 20, 2025!

Santa Fe Art Week will highlight the best visual arts and special events our art community has to offer— including yours! Participate with existing events you already have planned, such as a show, opening, live demo, tour, wine night, or plan a new event showcasing your gallery and artists.

Add your event by signing into your Partner Portal account [here](#) or use the online event submission form found [here](#). **IMPORTANT: Be sure to select the Event Category named 2025 Santa Fe Art Week.** If you need assistance signing into your account, send an email to business@santafe.org.

3. **[VOTE FOR SANTA FE] Condé Nast Travelers 2025 Readers' Choice Awards**

It's time once again for another important voting opportunity for Santa Fe, the *Condé Nast Travelers* Readers' Choice Awards. Last year, Santa Fe was voted the [#2 Best City in the US](#).

We need your votes to get Santa Fe to #1!

Vote today and choose *Cities*. Be sure to rank Santa Fe as *excellent* in all categories! You can easily vote for your favorite individual businesses listed below by selecting the appropriate category and typing the name of the business in the search tool.

By sharing your travel experiences, you'll have the chance to win an eight-day trip along the Rhine, including calls at Amsterdam, Cologne, and Basel, with Viking. Visit cntraveler.com/vote by June 30 to cast your vote and enter for a chance to win.



Don't wait.

VOTE FOR SANTA FE!

Categories featuring Santa Fe:

Cities:

Santa Fe

Hotels:

El Rey Court
Eldorado Hotel & Spa
Hacienda del Cerezo
Hilton Santa Fe Historic Plaza
Hotel Chimayo de Santa Fe
Hotel Santa Fe Hacienda & Spa
Hotel St. Francis
Inn and Spa at Loretto
Inn on the Alameda
La Fonda on the Plaza
Las Palomas Hotel
Rosewood Inn of the Anasazi
The Inn of the Five Graces

Destination Spa:

Ojo Santa Fe Spa Resort
Ten Thousand Waves

Resorts:

Bishop's Lodge Auberge Resorts Collection
Four Seasons Resort Rancho Encantado Santa Fe
Hilton Santa Fe Buffalo Thunder
La Posada de Santa Fe a Tribute Portfolio Resort & Spa

Restaurant, Bar, Beach Club:

Cafe Pasqual's
Geronimo
Horno Restaurant
Jambo Café
Kakawa Chocolate House
La Boca

La Choza
Paloma
Sazón
Tesuque Village Market
The Compound
The Shed
Tia Sophia's

Ski Resort:
Ski Santa Fe

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

In April and May, Santa Fe was included in several pieces of national media coverage in major lifestyle and travel outlets, including **House Beautiful**, **Time Out**, and **Condé Nast Traveler**. Coverage was driven by pitches that highlighted vintage-inspired summer getaways, travel deals at beloved Santa Fe hotels, and past press trips. Additionally, in mid-April, we hosted **Passport Magazine** author Jeff Heilman on a press visit to the city to source content for a culinary feature that will publish in the September/October 2025 issue.

In **House Beautiful**, Santa Fe is featured in, "[The Most Beautiful Places to Park Your RV—Without Battling the Crowds.](#)" resulting from pitching writer April Hussar and securing quotes from Steve Hingtgen, owner of Vintage Trailer Supply in Santa Fe.

Santa Fe is featured in a **Time Out** article titled, "[20 Best Road Trips in the USA for Epic Drives.](#)" resulting from ongoing pitching of writer, Lauren Dana.

In **Condé Nast Traveler**, Santa Fe is featured on the list of, "[28 Spring Travel Deals to Ring in the Season.](#)" resulting from ongoing pitching to staff writer, Paris Wilson.

Santa Fe is featured in the **Lonely Planet** article, "[Best weekend getaways for couples in the US.](#)" resulting from ongoing pitching to freelance writer, Maya Stanton.

Santa Fe is included in an article highlighting the "[14 Best Places to Visit in the USA.](#)" resulting from ongoing pitching to **Lonely Planet** Editors, including Brekke Fletcher.

In **PureWow**, Santa Fe is selected as one of "[The Six Best Places to Travel in May](#)" resulting from previously hosting writer Dan Koday on an individual press trip.

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

April 2025

- 23,816 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 26,882 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,052 people have earned an official T-Shirt by collecting five stamps on the Trail
- 718 members of the Margarita Society have earned 10 or 15 stamps
- 449 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 292 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 398 Journalist have experienced the Trail
- \$11,524,626 amount of earned media

Social Media

- 638 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

April 2025

- Total Sales: \$61,273
- Businesses: 116
- Items Sold: 858
- Total Orders: 579
- Published Products: 1,654

Q1 2025 MARKETING METRICS

A summary of Q1 2025 Marketing results is below. The full report is included in the packet.

Website [Y/Y Change]

- Total Visits: 637,791 [UP 16.04%]
- New Visits: 496,919 [UP 15.56%]
- Average Pages Per Session: 1.95 [DOWN 19.42%]
- Average Engagement Time: 0:44 [DOWN 27.87%]
- Overall Conversion Rate: 8.18% [DOWN 26.77%]

Website performance has been growing positively YoY for sessions and new users. We have seen a 15% increase in conversion rate on-site, which generated 114,934 key events. Top traffic sources were Google, Facebook (mobile), and AdTheorent (desktop), primarily from Dallas, Los Angeles and Chicago. Despite the growth post the

implementation of the landing page audit, average time on-site dropped 2.3% and sessions dropped 3%, likely due to lower-intent audiences from Google, Bing and Facebook and reduced spend for retargeting tactics.

Public Relations [Y/Y Change]

- Earned Media: \$6,273,267 [UP 17.54%]
- Earned Media Impressions: 940,990,571 [UP 17.55%]

This year, for the 2024-2025 Ski Season, we did not host a group ski press trip during Q1 2025 and instead worked with a few writers on individual press visits that included a focus on Ski Santa Fe and winter activities. We spread these visits out from November 2024 through March 2025, thus the decrease in Q1 media visits YoY. The LHG team placed a heavy emphasis on pitching story ideas on various seasonal and trendy themes to get a strong outreach for Q1 that can be seen in the 290% increase in pitches compared with 2024. Pitch themes included: Dry January, Romance in Santa Fe, Pantone Color of the Year, Spring Travel Deals, Vintage Voyages, and Noctourism.

Social Media [Y/Y Change]

- Facebook Followers: 99,487 [UP 3.38%]
- Instagram Followers: 66,160 [UP 8.79%]
- YouTube Subscribers: 1,403 [UP 40.44%]
- TikTok Followers: 372 [UP 9200%]

The TikTok account has started to catch on and get quite a lot of engagement, and in general, have started to hit a “stride” with social media video content. Increases in engagement and followers across all platforms YoY is likely attributed to multiple factors: a very consistent posting schedule and video content, as well as starting to use a much more “informal” voice. Although it goes against brand guidelines, people simply engage more with captions that are more “human,” rather than sounding like an ad.

Blog [Y/Y Change]

- Page Views: 45,299 [DOWN 48.47%]
- Average Engagement Time: 1:58 [UP 9.26%]

We continue to update monthly event blogs as well as supporting listicle content on key trends and topics. A new development from partner Crowdriff is the opportunity to diversify UGC gallery content with the inclusion of video and presentations, so we'll be experimenting with that in the coming months. This could elevate the user experience and extend average engagement times further.

Blog traffic has experienced noticeable declines YoY, in part due to the rise of AI. The way users access information and how search engines present it has shifted due to increased use of AI tools like Google Gemini and ChatGPT. The introduction of AI-generated summaries in search results has led to substantial decreases in click-through rates (CTR). Early studies indicate that traffic reductions range from 20% to 66% for informational queries, as users obtain answers directly from search pages without visiting the actual blogs. (Source: blog.spitfireinbound.com) Although we are seeing decreased traffic to the blog content, average engagement times have increased 9.26% YoY, demonstrating a strong interest in the content.

Email Newsletter [Y/Y Change]

- Consumer: Santa Fe Marketplace
 - Subscribers: 19,662 [DOWN 4.31%]
 - Avg. Open Rate: 14.83% [DOWN 63.07%]
- Consumer: Santa Fe Scoop
 - Subscribers: 98,927 [UP 49.99%]
 - Avg. Open Rate: 13.5% [DOWN 59.01%]

Starting in 2025, we began excluding Apple Mail Privacy Protection (MPP) in the reporting for email campaigns. Apple's MPP automatically downloads incoming emails to Apple servers, which can make it appear as though recipients have opened the email - even if they haven't. This can artificially inflate open rates and related metrics. As a result, while our reported open rates may appear lower YoY, excluding MPP gives us a more accurate view of subscriber engagement.

As reported in the Q4 2024 report, approximately 28,000 contacts were unintentionally added to our Mailchimp subscriber list via an API integration with Segment, our new customer data platform. Most of these contacts were users who had downloaded the Visit Santa Fe or Santa Fe Margarita Trail apps. Of those added, 10,366 had not engaged with any newsletters since being subscribed in December. These non-engaged contacts were removed from the subscriber list, but were offered the option to resubscribe if interested.

The subscribers who are opening the Scoop are demonstrating higher engagement with the content, as reflected in a 3% CTR - an increase of 23.29%Y/Y. Engagement with Marketplace remains consistent with the same period last year with just a slight 1.1% decrease in CTR.

We swapped the distribution dates of the Scoop (now 3rd Wed) and Marketplace (now 4th Wed), giving subscribers earlier access to the Scoop's events-specific content in order to potentially make plans for the following month.

Paid Media/Advertising [Y/Y Change]

- Ad Spend: \$537,560.90 [DOWN 7.98%]
- Ad Impressions: 72,744,155 [UP 19.31%]

Print and Digital Site-Direct: Full Page print ads in Q3 resulted in 1.1M impressions across Austin Monthly, Texas Monthly, San Francisco Magazine, Modern Luxury Chicago, Modern Luxury Houston, D-Magazine, 5280 Magazine, New Mexico Magazine, and Phoenix Magazine. We also ran several digital site-direct ads, which resulted in 626.9K impressions and 25.3K clicks and increased awareness in each of our target markets.

Custom Content: In March, custom content launched across Matador Network, Condé Nast Traveler: Women Who Travel, and Travel + Leisure. Matador's hero video earned 500K+ impressions, 1,690 clicks (0.34% CTR), and a 24.18% view-through rate—4.18% above benchmark. Women Who Travel saw 976K impressions and a 2.75% CTR, exceeding benchmark by 175%. Travel + Leisure's article earned 742K impressions, 20.5K pageviews, and 213 engagements. Tripscout also launched its first influencer campaign with @average.jo.adventures, whose content generated 114K views and 200K total impressions with amplification.

Programmatic Performance and Spend Data: The AdTheorent campaign has driven a 5.37% sales lift in Santa Fe since August, with sales topping \$1.3M. ROAS is up 38% since the last Sales360 report, now at 3.61x. Display and Rich Media units saw the highest and most frequent sales, while History and Shopping creatives led in lift—41% and 31%, respectively. Colorado remains the top-performing market for FY25.

Datafy: Datafy logged 358,442 trips in Q3, with 862,242 visitor days and an average stay of 2.4 days. Denver led trip origins, followed by Dallas and Phoenix. Trips dipped slightly YoY (364,502 in Q3 2024), but visitor days and average stay rose 3.7% and 4.3%, respectively. QoQ, trips and visitor days dropped 8.4% and 9.3%, while length of stay held steady. Denver, Phoenix, and Dallas remained the top markets QoQ and YoY.

Expedia: Expedia's second flight in March generated 1,646 room nights and nearly \$350K in gross bookings, with an average stay of two nights. ROAS rose to 38.2, up from 24.1 in the first flight. March also saw 64 flight purchases, totaling \$31,466 in gross bookings. The top markets for flight bookings were Phoenix, Houston, Denver, Seattle, and Boston.

Digital Insights

Paid Search + Performance Max: Across four national paid search campaigns, top-converting segments were Hotels & Accommodation, Art & Theatre Aficionados, Outdoor Enthusiasts, and Classical Music Enthusiasts - only Art, Theatre, and Music showed conversion-positive YoY growth. Branded Search saw increased conversions in Events and Hotels ad groups, indicating a rise in event travel interest. Pillars Search was led by History & Culture, Outdoors, and Retail, reflecting seasonal shifts. Overall, conversions dropped 20% YoY due to a 16% budget cut and 5% higher cost/conversion. Bing saw 1,460 conversions - a 78% YoY decline due to a 30% budget cut - with top ad groups: Things to Do, Outdoors, and Vacations. Groups Search saw a 22% budget cut, 26% drop in impressions, and 55% fewer conversions YoY. 'Santa Fe venues' rose 83% YoY in conversions. PMAx National and Groups campaigns drove 190% more conversions YoY despite a 36% budget cut, with cost/conversion down 78% to \$1.48—driven by Q3 creative asset expansion and new sitelinks (Events Calendar, Visitor Guides).

Display and Demand Gen: A 17% budget increase drove 278,928 clicks, up 83% YoY. Brand Core saw 47% more clicks from double the budget, though Opportunity had a higher CTR (2.92% vs. 2.60%). Top-performing states were Texas, California, Illinois, and Colorado. Despite a 47% budget cut, Demand Gen saw 28% fewer conversions YoY, while cost/conversion improved 25% YoY to \$11.46 with new creative rotation.

Video: YouTube impressions rose 64% YoY despite a 17% budget cut. Opportunity outperformed Core with 20% more impressions via the Pixability List at a 50% lower CPM YoY. The Pixability test, ending April 14, drove a 111% impression lift across Core and Opp awareness campaigns at a \$3.46 CPM - 55% lower YoY. Top :30 videos - Art that Breathes, Time Travel, and Margarita Trail - saw the strongest engagement.

Paid Social: Meta performed strongly: awareness campaigns delivered 52% more impressions at a \$0.87 CPM (49% lower YoY), while engagement campaigns generated 79,740 clicks at a \$0.28 CPC and 1.98% CTR, exceeding the 0.98% industry benchmark. Meta Conversion campaigns, especially the Women's Trip, drove 62 itinerary

conversions, led by the 2-Day Itinerary. Top awareness markets were Denver, Dallas, LA, and Chicago, with strong performance from Facebook Reels and Feed ads. Pinterest, with 37% less YoY budget, saw 40% fewer clicks at a \$1.65 CPC, as CPMs rose 14%. Reddit outperformed Pinterest with 13,141 clicks (+163%), a 0.3% CTR, and \$1.02 CPC - driven by travel, skiing, and travel hacks communities in Core and Opportunity campaigns. This was due to a higher budget and the late-March Chicago campaign launch. Women drove Reddit awareness, while men engaged more in Opportunity campaigns.

Women's Trip Performance: Women's Trip Paid Search campaigns saw a 33% MoM conversion increase, led by the 3-Day Itinerary, while Meta's top performer remains the 2-Day Itinerary. Pinterest showed strong engagement with 60% more clicks MoM at a \$1.71 CPC, though CPM rose 46% MoM.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

April 2025 Website Performance Metrics

Total Sessions: 307,535 (30.25% increase Y/Y)
New Users: 238,374 (27.86% increase Y/Y)
Average Engagement Time: 0:35 (37.5% decrease Y/Y)
Average Pages Per Session: 1.75 (22.57% decrease Y/Y)
Session Conversion Rate: 6.35% (33.23% 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

Shop New Arrivals from the Heart of Santa Fe

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

Send Date: 4/23/25
Subscribers: 19,630
Number Opened: 2,407
Open Rate: 12.3
CTR: 2.8%

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!

May Scoop on Native Fashion, Literary Festival & Margaritas

<https://mailchi.mp/santafe/may-scoop-on-native-fashion-literary-festival-and-margaritas>

Send Date: 4/16/25
Subscribers: 90,431
Number Opened: 12,420
Open Rate: 13.7%
CTR: 2.1%

SOCIAL MEDIA

Summary

In April, there was above-average engagement numbers across most platforms. The only channels that saw a slight decrease were Pinterest and TikTok. TikTok was likely due to a couple videos that were supposed to go live towards the end of the month failed to publish, without being noticed. As an added bonus to seeing higher engagement during the Spring months, the Facebook page rolled over the 100,000 mark in April, hitting a big milestone.

April 2025 Performance Metrics

Facebook

Total Page Followers: 100,014 (0.43% increase M/M)

Engagement: 23,970 (38.20% increase M/M)

Instagram

Followers: 66,638 (0.72% increase M/M)

Engagement: 20,034 (2.71 % increase M/M)

Pinterest

Followers: 3,259 (0.00% decrease M/M)

Impressions: 5,844 (24.20% decrease M/M)

TikTok

Followers: 487 (30.91 % increase M/M)

Engagement: 8,722 (7.27% decrease M/M)

YouTube

Subscribers: 1,461 (4.13% increase M/M)

Views: 20,034 (36.67% increase M/M)

Santa Fe Insider Blog

April 2025 Performance Metrics

Sessions: 18,708 (7.39% increase M/M)

Average Engagement Time Per Session: 1:37 (6.73% decrease M/M)

April Blog Posts

9 May Events In Santa Fe, New Mexico

- Updated: April 2, 2025
- Views: 1,812

5 Fun Ideas for a Memorable Memorial Day Weekend in Santa Fe

- Updated: April 9, 2025
- Views: 80

9 Top Spots on the Santa Fe Margarita Trail

- Updated: April 14, 2025
- Views: 108

Top 5 Viewed Blog Posts in April

25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 2,734

9 May Events In Santa Fe, New Mexico

- Updated: April 2, 2025

- Views: 1,812

Things to Do in April

- Updated: March 7, 2025
- Views: 1,783

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,746

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,620

PUBLIC RELATIONS

Summary

This month, Santa Fe was included in several pieces of national media coverage in major lifestyle and travel outlets including **House Beautiful**, **Time Out**, and **Condé Nast Traveler**. Coverage was driven by pitches that highlighted vintage-inspired summer getaways, travel deals at beloved Santa Fe hotels, and past press trips. Additionally in mid-April, we hosted **Passport Magazine** author Jeff Heilman on a press visit to the city to source content for a culinary feature that will publish in the September/October 2025 issue.

Performance Metrics

April Numbers (YOY, vs 2024)

Pitches: 150 (Increase 130% Y/Y)
Media Visits: 2 (Decrease 33% Y/Y)
Earned Media: \$268,800 (Decrease 77% Y/Y)
Total Impressions: 40,319,938 (Decrease 77% Y/Y)

Year-to-Date 2025 (vs YTD 2024)

Pitches: 1,399 (Increase 263% Y/Y)
Media Visits: 7 (Decrease 36% Y/Y)
Earned Media: \$6,542,067 (.004% Increase Y/Y)
Total Impressions: 981,310,509 (.3% Increase Y/Y)

MEDIA PLACEMENTS – ADVERTISING

April 2025 Performance Metrics

Total Spend: \$309,799.87 (15.46% decrease Y/Y)
Total Impressions: 40,994,904 (8.14% decrease Y/Y)

Traditional Media

Impressions: 4,129,767 (76.04% decrease Y/Y)
Spend: \$118,991.13 (48.33% decrease Y/Y)

Traditional Print

- Colorado Springs
- Texas Monthly

Traditional Digital

- Matador Network (Hero and Social Video)
- New Mexico Magazine (Sponsored Instagram/Facebook Post)
- Phoenix Magazine (Dedicated E-Blast)
- Texas Monthly (Sponsored Content, NM Trip Planner, Digital Travel Guide)

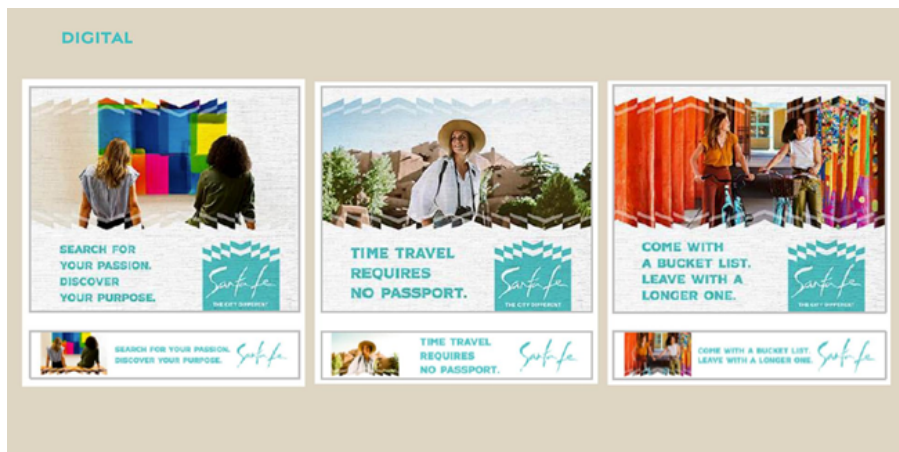


Programmatic Media

Impressions: 6,378,167 (110.85% increase Y/Y)
Spend: \$61,531.88 (147.09% increase Y/Y)

Programmatic Media Buys

Adtheorent
CTV
Condé Nast Traveler (Native, Display, Women's Trip High Impact)
Expedia (Display)
Streaming audio
Travel + Leisure (High Impact Titan Unit, Display)

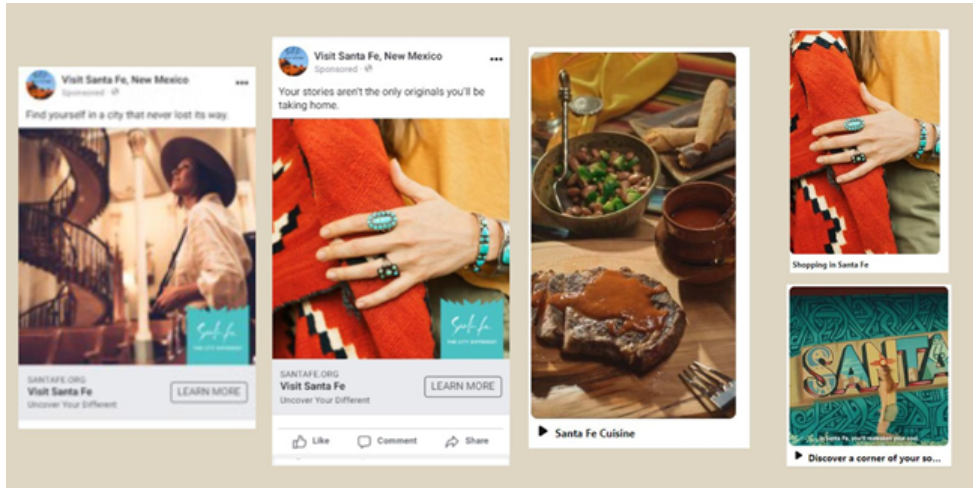


PAID SOCIAL MEDIA

Facebook
Impressions: 14,203,984 (17.28% increase Y/Y)
Spend: \$36,312.01 (6.64% decrease Y/Y)

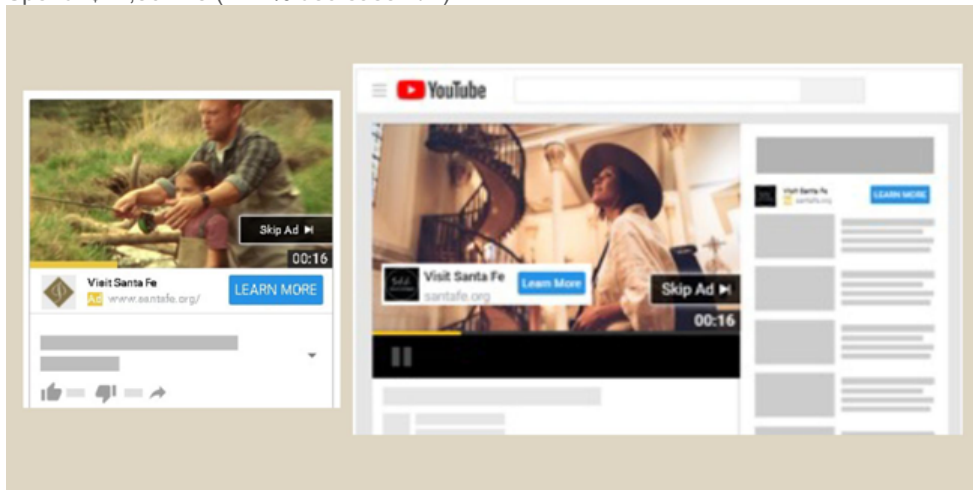
Pinterest

Impressions: 2,208,556 (56.03% decrease Y/Y)
Spend: \$11,542.14 (36.57% decrease Y/Y)



YouTube

Impressions: 5,709,463 (147.69% increase Y/Y)
Spend: \$21,362.13 (2.44% decrease Y/Y)



Reddit

Impressions: 2,976,843 (n/a - new campaign)
Spend: \$10,228.96 (n/a - new campaign)

DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 46,588 (28.95% decrease Y/Y)
Spend: \$1,047.16 (40.37% decrease Y/Y)

Google Display

Impressions: 4,810,134 (5.23% increase Y/Y)
Spend: \$11,833.47 (1.63% decrease Y/Y)

Google Performance Max

Impressions: 208,196 (39.14% decrease Y/Y)
Spend: \$6,626.55 (11.87% decrease Y/Y)

PAID SEARCH

Google

Impressions: 134,205 (7.96% decrease Y/Y)
Spend: \$19,280.27 (14.37% increase Y/Y)

Bing

Impressions: 181,785 (68.03% decrease Y/Y)
Spend: \$8,064.39 (31.32% decrease Y/Y)

MEETINGS & GROUPS

Google

Impressions: 7,219 (43.03% decrease Y/Y)
Spend: \$2,979.78 (28.22% decrease Y/Y)

