

Santa Fe

THE CITY DIFFERENT

Report Produced by Vladimir Jones



Occupancy

Source: STR

56.50

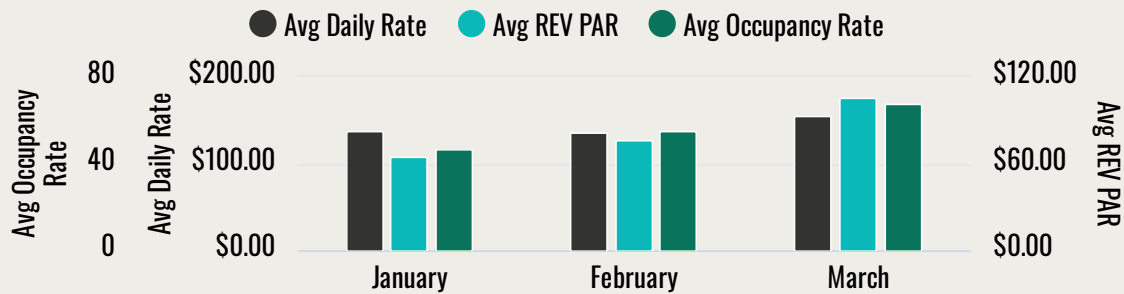
58.60
Avg Occupancy Rate (YoY)
▼ -3.58%

\$143.09

\$143.27
Avg Daily Rate (YoY)
▼ -0.13%

\$81.97

\$84.98
Avg REV PAR (YoY)
▼ -3.54%



Month of Year	Avg Daily Rate	Avg REV PAR	Avg Occupancy Rate
January	\$137.58	\$64.21	46.70
February	\$136.30	\$76.37	55.00
March	\$155.38	\$105.34	67.80

01/01/2025 through 03/31/2025 Report

Newsletters

Scoop

98,927
65,955
Total
Subscribers
(YoY)
 ▲ 49.99%

13.50
32.94
Avg Open
Rate (YoY)
 ▼ -59.01%

3.00%
2.43%
Avg CTR (YoY)
 ▲ 23.29%

Marketplace

19,662
20,548
Total
Subscribers
 ▼ -4.31%

14.83
40.15
Avg Open Rate
 ▼ -63.07%

3.00%
3.03%
Avg CTR
 ▼ -1.10%

Marketing Report

1,813
2,024
Total
Subscribers
 ▼ -10.42%

38.82
36.80
Avg Open
Rate
 ▲ 5.49%

Insights

- 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 event-specific content in order to potentially make plans for the following month.

01/01/2025 - 03/31/2025

Subscribers

	January	February	March	Total
Scoop	100,006	99,618	98,927	298,551
Marketplace	19,639	19,682	19,662	58,983
Marketing Report	2,006	1,986	1,813	5,805

Open Rates

	January	February	March	Total
Scoop	14.40	13.50	12.60	13.50
Marketplace	12.93	14.07	17.49	14.83
Marketing Report	35.19	38.62	42.64	38.82

CTR

	January	February	March	Total
Scoop CTR	3.90%	2.40%	2.70%	3.00%
Marketplace CTR	3.50%	2.70%	2.80%	3.00%

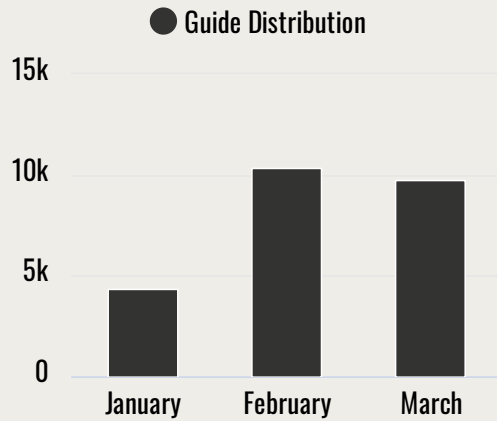


Guides and Visitor Information Centers

Guide Distribution

24,419

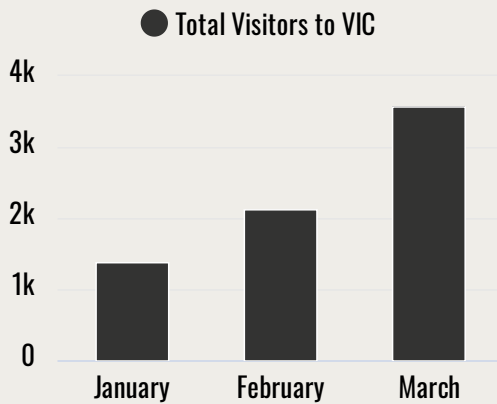
24,937
Guide
Distribution
▼ -2.08%



Visitor Information Centers

7,090

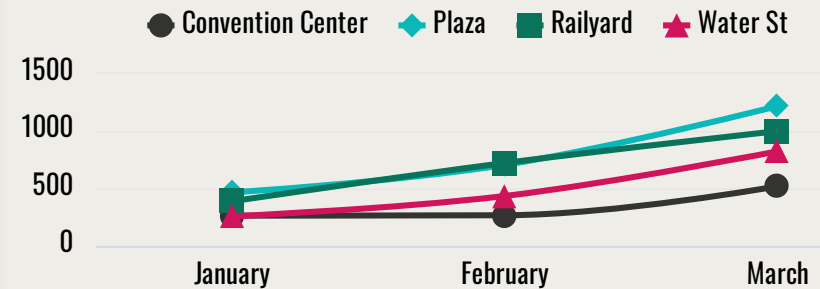
7,177
Total Visitors
▼ -1.21%



	January	February	March	Total
Total Guide Distribution	4,353	10,342	9,724	24,419

	January	February	March	Total
Convention Center	266	269	521	1,056
Plaza	468	708	1,219	2,395
Railyard	391	724	1,001	2,116
Water St	260	437	826	1,523
Total Visitors to VIC	1,385	2,138	3,567	7,090

01/01/2025 - 03/31/2025



Public Relations

Top KPIs

1,249

³²⁰
Pitches (YoY)
▲ 290.31%

7

⁴
SOS (YoY)
▲ 75.00%

5

⁸
Media Visits (YoY)
▼ -37.50%

\$6,273,267

^{\$5,336,955}
Earned Media (YoY)
▲ 17.54%

940,990,571

^{800,474,840}
Media Impressions (YoY)
▲ 17.55%

	January	February	March	Total
Pitches	201	219	829	1,249
SOS	3	0	4	7
Media Visits	1	2	2	5
Earned Media	\$1,947,413	\$1,453,635	\$2,872,219	\$6,273,267
Media Impressions	292,112,100	218,045,488	430,832,983	940,990,571

Insights

- 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.



Organic Social

Platform Breakdown

Facebook

99,487
96,233
Page Likes (YoY)
▲ 3.38%

37,718
23,373
Engagement (YoY)
▲ 61.37%

Instagram

66,160
60,815
Followers (YoY)
▲ 8.79%

110,067
76,481
Engagement (YoY)
▲ 43.91%

YouTube

1,403
999
Subscribers (YoY)
▲ 40.44%

39,289
10,771
Views (YoY)
▲ 264.77%

TikTok

372
4
Followers (YoY)
▲ 9,200.00%

64,070
2,325
Engagement (YoY)
▲ 2,655.70%

	January	February	March
Facebook Page Likes	98,880	99,068	99,487
Facebook Engagement	6,339	14,035	17,344
Instagram Followers	65,062	65,758	66,160
Instagram Engagement	73,885	16,677	19,505
YouTube Subscribers	1,309	1,350	1,403
YouTube Views	13,233	11,397	14,659
TikTok Followers	167	258	372
TikTok Engagement	65,062	65,758	66,160
Twitter Followers	15,212	15,147	15,131
Pinterest Impressions	7,172	14,514	7,710
Pinterest Website Referrals	35	27	39

Insights

- 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.



Paid Media / Advertising

Paid KPIs

\$537,560.90

\$584,187.18
Ad Spend (YoY)
▼ -7.98%

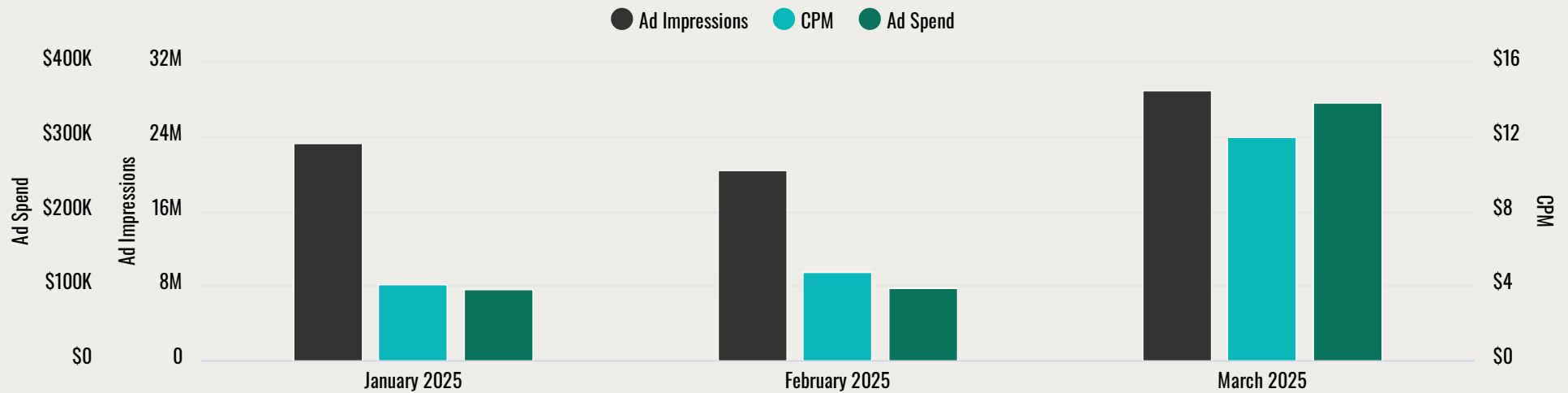
72,744,155

60,968,630
Ad Impressions (YoY)
▲ 19.31%

\$6.92

\$9.30
CPM (YoY)
▼ -25.60%

01/01/2025 - 03/31/2025



Date	Ad Impressions	CPM	Ad Spend
January 2025	23,356,689	\$4.05	\$94,701.66
February 2025	20,458,312	\$4.74	\$97,030.90
March 2025	28,929,154	\$11.95	\$345,828.34



Campaign Performance

Digital Campaigns

57,366,388

38,096,879
Impressions (YoY)
▲ 50.58%

\$198,162.05

\$220,258.23
Spend (YoY)
▼ -10.03%

Campaigns by Type

Campaign Type	Clicks	Impressions	Spend	CPC
Demand Generation	944	65,865	\$1,730.82	\$1.83
Display	278,928	10,756,649	\$19,367.14	\$0.07
Groups	3,098	156,989	\$7,847.28	\$2.53
Performance Max	14,686	296,421	\$6,886.92	\$0.47
Search	72,637	901,780	\$45,105.97	\$0.62
Social	156,569	37,031,350	\$86,344.68	\$0.55
YouTube	10,704	8,157,334	\$30,879.25	\$2.88

Campaigns by Strategy

Campaign Strategy	Impressions	Spend
Awareness	36,739,440	\$63,696.61
Conversion	3,219,511	\$80,845.10
Engagement	17,407,437	\$53,620.34

All Digital Campaigns

01/01/2025 - 03/31/2025

Platform	Campaign Strategy	Campaign Type	Clicks	Impressions	Spend	CPC
Bing Ads	Conversion	Search	21,514	574,628	\$15,336.48	\$0.71
Facebook	Awareness	Social	20,851	23,463,454	\$20,330.93	\$0.98
Facebook	Conversion	Social	31,956	899,168	\$12,085.99	\$0.38
Facebook	Engagement	Social	79,740	4,019,846	\$22,466.17	\$0.28
Google Ads	Awareness	YouTube	284	7,893,355	\$27,283.99	\$96.07
Google Ads	Conversion	Demand Generation	944	65,865	\$1,730.82	\$1.83
Google Ads	Conversion	Display	4,616	635,309	\$3,592.86	\$0.78
Google Ads	Conversion	Groups	3,098	156,989	\$7,847.28	\$2.53
Google Ads	Conversion	Performance Max	14,686	296,421	\$6,886.92	\$0.47
Google Ads	Conversion	Search	51,123	327,152	\$29,769.49	\$0.58
Google Ads	Conversion	YouTube	10,420	263,979	\$3,595.26	\$0.35
Google Ads	Engagement	Display	274,312	10,121,340	\$15,774.28	\$0.06
Pinterest Ads	Awareness	Social	3,641	3,527,862	\$7,982.18	\$2.19
Pinterest Ads	Engagement	Social	6,727	621,597	\$9,184.18	\$1.37
Reddit Ads	Awareness	Social	4,259	1,854,769	\$8,099.52	\$1.90
Reddit Ads	Engagement	Social	9,395	2,644,654	\$6,195.71	\$0.66
Total	--	--	537,566	57,366,388	\$198,162.05	\$0.37



Campaign Performance

Traditional & Programmatic

15,376,318

24,254,533
Impressions (YoY)
▼ -36.60%

\$339,398.81

\$363,959.72
Spend (YoY)
▼ -6.75%

Campaigns by Type

Data Source	Impressions	Clicks	Spend
DCM	11,498,562	13,173	\$140,599.10
Traditional Media	3,877,756	39,674	\$198,799.71

Campaigns by Ad Format

Ad Format	Impressions	Clicks	Spend
Display	4,279,160	7,353	\$34,348.97
CTV	2,258,286	1,893	\$37,058.46
OLV	1,074,640	239	\$20,062.53
FP4C	1,020,907	0	\$34,663.00
Native Article	763,519	483	\$38,709.18
FY25_TSF_ADTHEORENT_...	696,989	524	\$5,945.32
FY25_TSF_CONDE_NAST_...	692,117	706	\$20,009.10
FY25_TSF_ADTHEORENT_...	597,461	540	\$5,693.80
Digital Travel Guide	592,911	24,826	\$2,800.00

24 rows not shown

All Traditional & Programmatic Campaigns

01/01/2025 - 03/31/2025

Data Source	Publication	Ad Format	Impressions	Clicks	Spend
DCM	Programmatic	Display	3,956,939	6,246	\$24,095.47
DCM	Programmatic	CTV	2,258,286	1,893	\$37,058.46
DCM	Programmatic	OLV	1,074,640	239	\$20,062.53
Traditional Media	Travel+Leisure	Native Article	763,519	483	\$38,709.18
DCM	Programmatic	FY25_TSF_AD...	696,989	524	\$5,945.32
DCM	Conde Nast Traveler	FY25_TSF_CO...	692,117	706	\$20,009.10
DCM	Programmatic	FY25_TSF_AD...	597,461	540	\$5,693.80
Traditional Media	TX Monthly	Digital Travel ...	592,911	24,826	\$2,800.00
DCM	Programmatic	FY25_TSF_AD...	553,807	464	\$4,723.97
Traditional Media	Matador Network	Hero Video, S...	500,136	1,690	\$58,333.33
DCM	Programmatic	FY25_TSF_AD...	474,781	488	\$4,524.66
DCM	Programmatic	Streaming Au...	367,484	184	\$8,084.65
Traditional Media	Uber	Journey Ads (D...	361,309	5,261	\$25,000.00
Traditional Media	TX Monthly	FP4C	280,000	0	\$2,500.00
DCM	Programmatic	FY25_TSF_AD...	262,313	322	\$0.00
Traditional Media	Conde Nast Traveler Wome...	Native Article ...	234,945	6,454	\$12,485.20
DCM	Programmatic	FY25_TSF_AD...	233,876	394	\$0.00
34 rows not shown					
Total	--	--	15,376,318	52,847	\$339,398.81



Campaign Performance

Campaign Insights

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.

Datify: Datify 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. PMA 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.

Action Items for traditional and programmatic media:

- Approve and launch remaining Tripscout influencer campaigns.
- Monitor CDP audience performance in the AdTheorent Chicago campaign.
- Approve and launch Chicago Magazine and Chicago Tribune print, articles, and display.
- Monitor the launch of remaining Matador Network videos.

Action items for digital:

- Search: Continue removing non-converting keywords, add seasonal and holiday-related terms, relevant sitelinks, and images to boost performance. Route 66 keywords are being tested in Branded Search to gauge search volume and intent for FY26 planning.
- PMA: Add maximum assets to all PMA campaigns to boost conversion performance.
- Meetings + Groups: Layer in-market and affinity audiences geared towards corporate events and conferences and add high-volume keywords.
- Paid Social: Bring down Pinterest CPM cost by layering in new audience segments to the Women's Trip campaigns.
- Creative Refresh: We will conduct a creative asset audit and rotate in new creative across all media tactics to pre-emptively tackle creative fatigue across platforms.
- CDP audiences: Monitor newly added CDP audience performance to brand and Chicago campaigns.

Top 10 Ads by Impressions

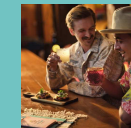
01/01/2025 - 03/31/2025

Data Source	Ad/Group Name	Impressions	Cost
Facebook	History Stairs	7,462,343	\$8,146.00
Google Ads	Uncover Your Differe...	5,900,761	\$9,425.98
Facebook	Pink Adobe - Option 2	5,711,263	\$5,298.81
Facebook	Santa Fe Ski	4,001,276	\$3,233.75
Google Ads	Discover Santa Fe.,U...	3,370,929	\$5,349.62
Google Ads	Art That Breathes - :...	3,038,326	\$8,940.67
Facebook	Sazon	2,649,389	\$3,024.25
Google Ads	Art That Breathes :30	2,520,263	\$9,550.40
Pinterest Ads	Travel Affinity	2,151,039	\$4,772.74
Facebook	San Miguel	1,895,615	\$1,943.70

Top 3 Facebook Creatives



History Stairs



Pink Adobe - Option 2



Santa Fe Ski



Website Analytics

637,791

549,608
Total Visits (YoY)
▲ 16.04%

496,919

429,995
New Visits (YoY)
▲ 15.56%

0:44

1:01
Average Engagement Time (YoY)
▼ -27.87%

1.95

2.42
Avg Pages Per Session (YoY)
▼ -19.42%

8.18%

11.17%
Avg Conversion Rate (YoY)
▼ -26.77%

01/01/2025 - 03/31/2025

Month of Year	Total Visits	New Visits	Average Engagement Time	Avg Pages Per Session	Avg Conversion Rate
January	188,225	150,636	0:44	1.98	7.73%
February	189,074	149,227	0:46	1.99	8.51%
March	251,454	197,056	0:45	1.95	8.44%
Total	628,753	496,919	0:45	1.97	8.00%

INSIGHTS

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.



Blog Analytics

45,299

87,903
Blog Pageviews
▼ -48.47%

1:58

1:48
Avg Engagement Time
▲ 9.26%

01/01/2025 - 03/31/2025

Month of Year	Blog Pageviews	Avg Engagement Time
January	14,232	1:51
February	13,646	1:53
March	17,421	2:10
Total	45,299	1:58

INSIGHTS

- 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.



Visit Santa Fe App

40,228

31,065
Total Downloads (YoY)
▲ 29.50%

Santa Fe Marketplace

\$59,786.00

\$48,275.00
Total Sales (YoY)
▲ 23.84%

115

105
Businesses (YoY)
▲ 9.52%

Santa Fe Margarita Trail

23,620

20,840
Downloads (YoY)
▲ 13.34%

25,818

20,241
Paper Passports Sold (YoY)
▲ 27.55%

\$11,524,626.00

\$11,297,580.00
Earned Media (YoY)
▲ 2.01%

