

November/December Meeting 2025 OCCUPANCY TAX ADVISORY BOARD

MONTH	LAST YEAR		VAR	
OCTOBER	STR	STR	STR	STR
<b>OCCUPANCY</b>				
City Wide	76.4%	76.4%	0.0%	0.0%
Downtown	83.6%	81.4%	2.2%	2.7%
Cerrillos Road	70.0%	71.9%	-1.9%	-2.6%
County	70.5%	70.4%	0.1%	0.1%
<b>AVERAGE RATE</b>				
City Wide	\$218.80	\$220.68	-\$1.88	-0.9%
Downtown	\$309.78	\$307.01	\$2.77	0.9%
Cerrillos Road	\$123.41	\$130.89	-\$7.48	-5.7%
County	\$294.55	\$305.42	-\$10.87	-3.6%
<b>REVPAR</b>				
City Wide	\$167.18	\$168.55	-\$1.37	-0.8%
Downtown	\$259.13	\$249.92	\$9.21	3.7%
Cerrillos Road	\$86.37	\$94.17	-\$7.80	-8.3%
County	\$207.72	\$215.08	-\$7.36	-3.4%
<b>LODGER'S TAX - September</b>				
Hotels	\$1,600,652	\$1,334,520	\$266,132	19.9%
Short Term Rentals	\$414,066	\$429,874	(\$15,808)	-3.7%
Total	\$2,014,718	\$1,764,394	\$250,324	14.2%
October				
<b>Short Term Rentals - 12 month through O (AirDNA)</b>				
			ADR Breakdown	
Entire Place	2,073	up 3%	Average	\$262.64
Occupancy	63%	no change	Entire Place	\$269.07
ADR	\$262.64	down 1%	Prof Mgt'd	\$363.83
RevPAR	\$166.09	even	Luxury	\$464.96
<b>YEAR TO DATE</b>				
OCTOBER	STR	STR	STR	% Var
<b>OCCUPANCY</b>				
City Wide	68.6%	70.2%	-1.6%	-2.3%
Downtown	74.3%	72.2%	2.1%	2.9%
Cerrillos Road	63.4%	68.3%	-4.9%	-7.2%
County	66.0%	64.1%	1.9%	3.0%
<b>AVERAGE RATE</b>				
City Wide	\$185.12	\$188.77	-\$3.65	-1.9%
Downtown	\$257.33	\$262.04	-\$4.71	-1.8%
Cerrillos Road	\$107.93	\$115.64	-\$7.71	-6.7%
County	\$272.16	\$270.10	\$2.06	0.8%
<b>REVPAR</b>				
City Wide	\$127.03	\$132.57	-\$5.54	-4.2%
Downtown	\$191.27	\$189.15	\$2.12	1.1%
Cerrillos Road	\$68.39	\$78.95	-\$10.56	-13.4%
County	\$177.00	\$173.18	\$3.82	2.2%
<b>Lodger's Tax FY through - 3 months</b>				
Hotels	\$4,362,701	\$4,088,621	\$274,080	6.7%
Short Term Rentals	\$1,166,966	\$1,295,549	(\$128,583)	-9.9%
Total	\$5,529,667	\$5,384,170	\$145,497	2.7%
<b>Lodger's Tax Calendar through 9 months</b>				
Hotels	\$9,771,298	\$10,098,546	(\$327,248)	-3.2%
Short Term Rentals	\$3,044,573	\$3,004,361	\$40,212	1.3%
Total	\$12,815,871	\$13,102,907	(\$287,036)	-2.2%

Notes: Information for county is not calculated into the city wide totals.

<b>Downtown</b>		
Drury Plaza	182	
El Sendero Inn	83	
Eldorado Hotel	219	
Hilton	158	
Hotel Chimayo	56	
Hotel Santa Fe	160	
St Francis	38	
Inn at Loretto	138	
Inn on Alameda	72	
La Fonda	180	
La Posada	157	
Pinon Court	58	
Rosewood	58	
Total	1559	46.0%
	1985	38.6%
	78.5%	
<b>Cerrillos Road</b>		
El Rey	86	
Motel 6	48	
Sage	154	
Baymont	51	
Best Western	95	
Comfort Inn	83	
Courtyard SF	209	
Coyote South	89	
Days Inn	83	
DoubleTree	130	
Econo Lodge	48	
Fairfield Inn	81	
HI Express	60	
Hyatt Place SF	92	
Inn at Santa Fe	98	
La Quinta Inn	131	
Motel 6	104	
Quality Inn	116	
Ramada	76	
Total	1834	46.8%
	2020	39.3%
	90.8%	
<b>Periphery</b>		
Hotel Glorieta	128	
Residence Inn	120	
Total	248	7.1%
	307	6.0%
	80.8%	
<b>County</b>		
C I Edgewood	72	
Bishops Lodge	98	
Four Seasons	65	
Hilton Buffalo	393	
Homewood Suites	81	
	709	
Total	833	16.2%
	85.1%	
SF	4312	
Total	5145	