

TOURISM

SANTA FE

OTAB Marketing Report
Reporting for January 27, 2026

EXECUTIVE SUMMARY

Key marketing highlights for December and January

- 1) **[SANTA FE NEEDS YOUR VOTE]** *Travel + Leisure* World's Best Awards, America's Favorite Small Town, and *USA Today* 10Best



We need your support to keep Santa Fe *Travel + Leisure's* #1 City in the US.!

It is time once again to get out the vote for the 2026 World's Best Awards. Your vote helps ensure our city remains recognized among the very best in the US and the world. Cast your vote for Santa Fe and be sure to share this opportunity with friends, colleagues, and patrons. Voting is open through February 23, 2026, but don't wait. Vote now <https://wba.m-rr.com/home>.

Vote Daily in Parade + Steller America's Favorite Small Towns

Santa Fe is a nominee in the Parade and Steller America's Favorite Small Towns competition. Whether through history, culture, natural beauty, or neighborly spirit, this competition spotlights the places that make America truly special. Vote daily for Santa Fe! <https://americasfavoritesmalltowns.parade.com/>

Vote Daily in USA Today 10Best Awards

El Museo Cultural de Santa Fe is a nominee in the Best Free Museum category. Please vote daily through Monday, February 9 using the button below. Thanks for your support! <https://10best.usatoday.com/awards/el-museo-cultural-de-santa-fe-santa-fe-new-mexico/>

2) **[DON'T MISS OUT]** Reserve Your Space in the 2026-27 Menu Magazine



How to Participate as a Restaurant, Caterer or Private Space: [Complete and sign a contract for a single or double page menu feature](#) by February 16, [send us your menu and assets](#) by March 2, and we'll create a design for your approval. You'll get more visitor eyeballs on your unique menu with the Official Santa Fe Menu Magazine than ever before!

How to Participate as a Business Owner (non restaurant): [Complete and sign a contract](#) by February 16 and send us your creative by March 13. When you promote your unique offering with a full-page ad, you'll get more exposure than ever before!

What is the Santa Fe Menu Magazine?

- 4th iteration of an official guide to menus and profiles from Santa Fe's most popular restaurants and culinary establishments. [View the 2025-26 Menu Magazine here.](#)
- Glossy, full color, 84-page print publication
- 50K+ distribution in key Santa Fe areas and locations, and by request
- Print readership totals more than 125,000 annually
- [Digital readership](#) is 69K to date
- Economical ad rates for both restaurants and businesses
 - \$50 Restaurant Highlight
 - \$250 Catering/Private Spaces Spotlight full-page
 - \$1,500 business ad
 - \$500/\$900 single- or double-page menu feature

Reserve space in the 2026-27 Menu Magazine by Monday, February 16, 2026.

View and download the Media Kit below to learn more or reach out to advertise@santafe.org.

3) **[ADD YOUR SPECIAL OFFERS]** We'll Promote Your Specials and Route 66 Offerings for Free

Add Your Ski Packages, Winter, and Spring Special Offers Today

Do you have any special deals this winter or spring? We'd love to help promote them for free!

Santafe.org has a dedicated Special Offers page, and your offer could be highlighted in TOURISM Santa Fe's monthly and quarterly newsletters, Santa Fe Scoop (90K subscribers) and The Seasonal (65K subscribers), where we feature offers from the website. To add your offers, log in to the Partner Portal here, go to the Listings, Specials, Events, and Media tab, and click Add Offer.

We want to promote your Route 66-themed Events, Specials, and Experiences.

This is a great way to get in front of visitors who are eager to start planning their trips. To add your offerings, login to the Partner Portal. On the left side of the dashboard, select the section that reads *Listings, Specials, Events, and Media*.

*Event Organizers: Select *Calendar of Events* and the blue *Add Events* button. Complete the form and save. NOTE: You must select the category *Route 66 Centennial Celebration* to be listed on the landing page.

*Special Offers & Experiences (Hotels, Tours, Workshops Restaurants, Museums, and others): Select *Special Offers* and the blue *Add Offers* button. Complete the form and save. NOTE: You must select the category *Route 66 Centennial Celebration* to be listed on the landing page.

If you need assistance signing into your account or have any questions, send an email to business@santafe.org

4) [PR UPDATES & RECENT MEDIA COVERAGE]

The PR team had a strong end to the 2025 calendar year, with Santa Fe featured across many national travel and lifestyle publications. The December coverage underscored Santa Fe as a top holiday travel destination, as well as a must-visit city for 2026. Strategic pitching and ongoing media relationships generated 17 placements this month in outlets including **Travel + Leisure**, **Condé Nast Traveler**, **Vogue**, **Forbes**, **Lonely Planet** and more.

Upcoming pitching efforts will focus on connecting Santa Fe with 2026 travel trends, Where to Go in April and May, and the Margarita Trail's 10th anniversary. A small group press trip with a winter/ski theme is planned for January 28-February 1.

RECENT NEWS COVERAGE

Santa Fe was selected as the #8 city on the **Condé Nast Traveler** list of ["The Best Food Cities in the US: 2025 Readers' Choice Awards."](#)

The **Santa Fe New Mexican**, highlighted Santa Fe's recent accolade from Condé Nast Traveler in the article, ["Condé Nast Traveler' readers name Santa Fe America's eighth-best food city."](#)

In **Condé Nast Traveler**, Santa Fe is featured in the monthly deals article, ["33 Winter Travel Deals to Scoop Up Before December Ends"](#) following a pitch to the writer.

In **Travel + Leisure**, Santa Fe is featured in ["This Southwest Town is the Best Place to Celebrate Christmas in the US"](#) resulting from a pitch.

On **HGTV.com**, Santa Fe's Winter Spanish Market is featured in ["Festive Holiday Markets in All 50 States"](#) following information and photos shared with the writer.

In **Vogue**, Santa Fe is featured as one of the ["Best Christmas Towns USA"](#) resulting from a pitch.

For **House Beautiful**, Santa Fe is featured in an article titled, ["These are the 25 most magical Christmas towns in America."](#)

In **Travel Pulse**, Santa Fe is featured as one of their selections of ["Festive Holiday Season Destinations Across the US."](#)

Condé Nast Traveler, selected Santa Fe as one of ["20 Epic Places to Ring in the New Year"](#) following a pitch about Santa Fe's New Year's Eve event.

Santa Fe is featured by **Brit + Co** as one of the, [“50 Incredible Travel Destinations to Visit in 2026.”](#)

In **Lonely Planet**, Santa Fe is selected as one of the [“14 Best Places to Visit in the US”](#) following a pitch to the publication.

For **Travel + Leisure**, Santa Fe is featured in an article title, [“This is One of the Most Unique Roadtrips in the United States”](#) resulting from assisting with freelance writer, Sharael Kolberg’s October 2025 press trip to New Mexico.

In **InsideHook**, Santa Fe is featured as one of [“The 14 Best US Town's For Solo Travelers”](#) resulting from an ongoing media relationship with freelance writer, Matt Kirouac.

Santa Fe is featured in the **Travel Pulse** [“United States Travel Guide: USA's Best Events, Destinations, and Attractions”](#) following a pitch.

In **Organic Spa Magazine**, Santa Fe is featured in an article titled, [“Wellness on the Rails”](#) resulting from press trip hosting of writer Gretchen Kelly in August 2024.

In **Forbes**, Santa Fe is featured in [“Georgia O'Keefe Lived and Painted in Northern New Mexico – Tewa Country”](#) following media assistance for the writer.

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

December 2025

- 25,562 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 27,831 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,007 people have earned an official T-Shirt by collecting five stamps on the Trail
- 810 members of the Margarita Society have earned 10 or 15 stamps
- 497 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 315 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 412 Journalist have experienced the Trail
- \$11,701,202 amount of earned media

Social Media

- 654 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

December 2025

- Total Sales: \$68,820
- Businesses: 125
- Items Sold: 1,031
- Total Orders: 669
- Published Products: 1,677

MONTHLY METRICS

WEBSITE & NEWSLETTERS

December 2025 Website Performance Metrics

Total Visits:

Organic: 78,363 (1.22% increase Y/Y)

Paid: 82,963 (13.97% decrease Y/Y)

New Visits:

Organic: 62,241 (14.24% increase Y/Y)

Paid: 73,969 (9.31% decrease Y/Y)

Avg. Engagement Time:

Organic: 0:49 (25.21% decrease Y/Y)
Paid: 0:34 (27.13% increase Y/Y)

Avg. Pages per Session

Organic: 1.83 (18.57% decrease Y/Y)
Paid: 1.73 (4.33% increase Y/Y)

Avg. Conversion Rate

Organic: 37.18% (5.76% increase Y/Y)
Paid: 9.95% (4.51% decrease Y/Y)

Newsletter – Consumer

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!

The Joy of 2026 in Santa Fe

<https://mailchi.mp/santafe/january2026>

Send Date: 12/23/25
Subscribers: 92,981
Number Opened: 11,804
Open Rate: 12.7%
CTR: 1.8%

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.

December Marketplace was not sent due to an internal error. It was sent on 1/9/26.

SOCIAL MEDIA

Summary

December 2025 Performance Metrics

December 2025 saw excellent engagement growth across Instagram and Facebook, driven by visually compelling seasonal content and community heritage posts. However, follower growth was modest and some platforms (TikTok, Pinterest) underperformed relative to potential. With enhanced short-form video content, stronger CTA implementation, and trend-aligned TikTok strategies, Tourism Santa Fe could build stronger year-round audience growth and deeper engagement.

Facebook

Total Page Followers: 103,556 (0.5% increase M/M)
Engagement: 32,165(189.5% increase M/M)

Instagram

Followers: 71,635 (1.0% increase M/M)
Engagement: 22,645 (73.9 % increase M/M)

Pinterest

Followers: 3,261 (0.0% increase M/M)
Impressions: 4,670 (2.8% increase M/M)

TikTok
Views: 6,081
Interactions: 181

YouTube
Subscribers: 1,790 (1.7% increase M/M)
Views: 21,278 (13.2% increase M/M)

Santa Fe Insider Blog

December 2025 Performance Metrics

Sessions: 15,297 (17.2% increase M/M)
Average Engagement Time Per Session: 1:05 (17.7% decrease M/M)

December Blog Posts

6 January Events to Start the New Year Off Right

- Updated: December 5, 2025
- Views: 399

25 Reasons to Love Santa Fe

- Updated: December 10, 2025
- Views: 161

Santa Fe Happy Hours

- Updated: December 22, 2025
- Views: 132

Shop Local Santa Fe Artists & Artisans

- Updated: December 22, 2025
- Views: 76

Top 5 Viewed Blog Posts in December

14 Santa Fe December Events to Enjoy This Season

- Updated: November 17, 2025
- Views: 3,323

25 Things to Do in Santa Fe

- Updated: June 30, 2025
- Views: 1,287

Hiking Trails You Can Access from Santa Fe

- Updated: June 30, 2025
- Views: 857

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 824

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 813

PUBLIC RELATIONS

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Performance Metrics

December (YOY, vs 2024)

Pitches: 44 (88% Decrease Y/Y)
Media Visits: 2 (No Change Y/Y)
Earned Media: \$916,343 (84% Increase Y/Y)
Total Impressions: 137,448,943 (84% Increase Y/Y)

Year-to-Date 2025 (vs YTD 2024)

Pitches: 3,207 (68% Increase Y/Y)
Media Visits: 33 (8% Decrease Y/Y)
Earned Media: \$26,500,546 (17% Increase Y/Y)
Total Impressions: 3,975,081,930 (17% Increase Y/Y)

MEDIA PLACEMENTS – ADVERTISING

December 2025 Performance Metrics

Total Spend: \$168,553.67 (49.08% increase Y/Y)
Total Impressions: 12,980,259 (34.68% decrease Y/Y)

Traditional Media

Impressions: 1,552,345 (404.38% increase Y/Y)
Spend: \$62,623.87 (184.53% increase Y/Y)

Traditional Print

- D Mag (Co-Op)
- Modern Luxury – Chicago
- Modern Luxury – Houston
- Modern Luxury – Los Angeles

Traditional Digital

- Hopper (Custom Content)
- Modern Luxury (Dedicated Email)
- Travel + Leisure (Native Social Package)
- Trip Advisor (Native Display)



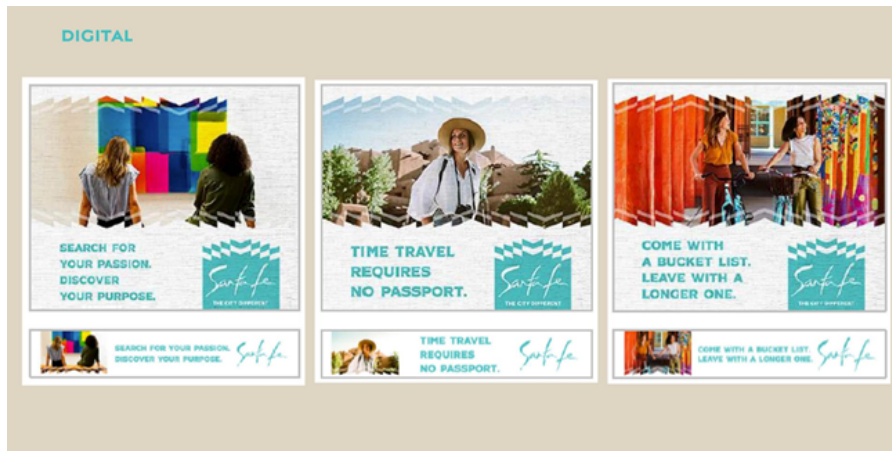
Programmatic Media

Impressions: 3,864,608 (3.05% increase Y/Y)

Spend: \$43,206.34 (11.46% increase Y/Y)

Programmatic Media Buys

- Cvent (Display)
- Expedia (Display)
- Food & Wine (Display)
- MIQ (Display, OLV, CTV, Streaming Audio, Rich Media)
- Travel + Leisure (Display, High Impact Titan)
- Tripadvisor (Display)



PAID SOCIAL MEDIA

Meta

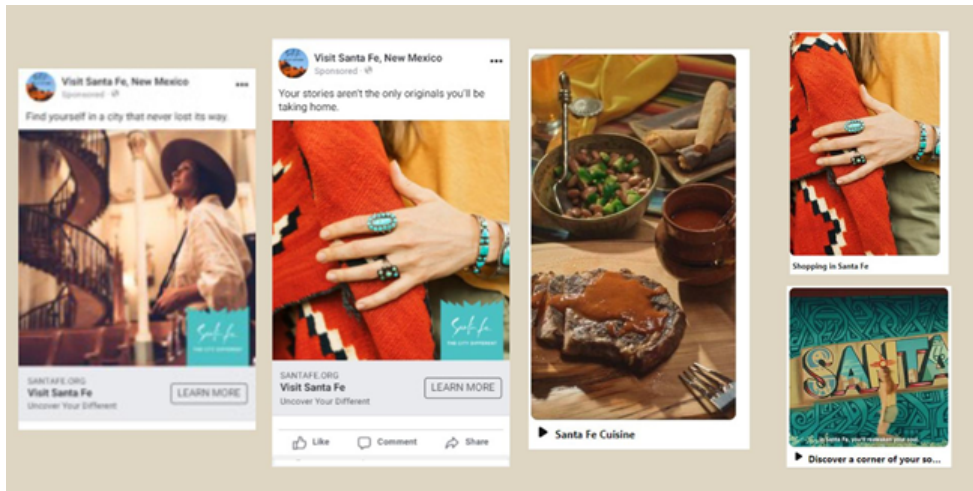
Impressions: 3,875,147 (45.22% decrease Y/Y)

Spend: \$19,203.37 (36.23% increase Y/Y)

Pinterest

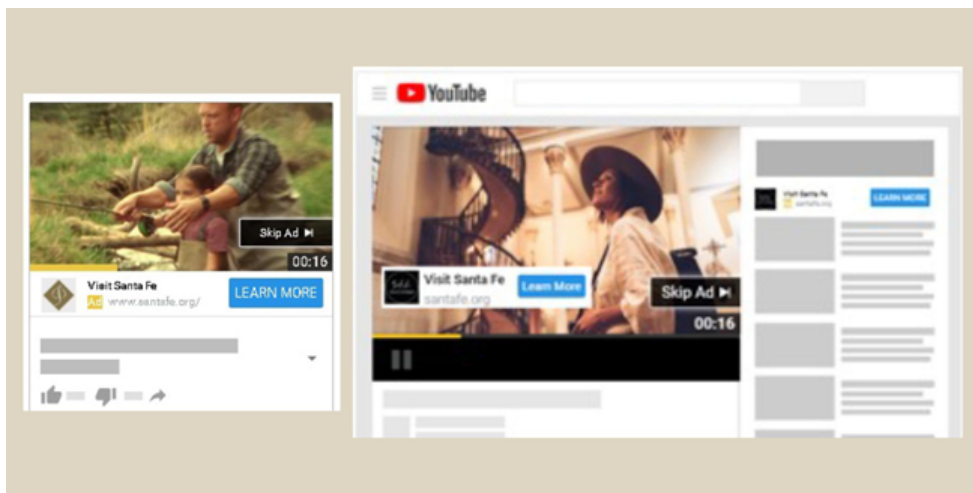
Impressions: 1,016,031 (5.24% increase Y/Y)

Spend: \$6,899.18 (51.86% increase Y/Y)



YouTube

Impressions: 1,203,972 (49.99% decrease Y/Y)
 Spend: \$5,084.71 (49.63% decrease Y/Y)



Reddit

Impressions: 955,101 (9.94% decrease Y/Y)
 Spend: \$7,352.63 (72.79% increase Y/Y)

DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 70,155 (240.10% increase Y/Y)
 Spend: \$2,093 (279.73% increase Y/Y)

Google Performance Max

Conversions: 1,461 (18.01% increase Y/Y)
 Spend: \$2,555.91 (16.58% increase Y/Y)

PAID SEARCH

Google

Clicks: 19,174 (67.36% increase Y/Y)

Spend: \$12,917.71 (145.78% increase Y/Y)

Bing

Clicks: 4,842 (4.06% increase Y/Y)

Spend: \$3,959.09 (29.92% increase Y/Y)

MEETINGS & GROUPS

Google

Conversions: 6 (50% increase Y/Y)

Spend: \$2,659.52 (42.03% increase Y/Y)

