

TOURISM

SANTA FE

OTAB Marketing Report Reporting for February 24, 2026

EXECUTIVE SUMMARY

Key marketing highlights for January and February

1) **[ORDER TODAY]** 2026 Santa Fe Visitors Guides for Your Business



The 2026 Santa Fe Visitors Guide is now available to order! This year's guide is more handy than ever and packed with fresh content, including the Route 66 Centennial Celebration, Guys' and Gals' Trip Itineraries, Santa Fe's Culinary Treasures, and more.

Be sure to have copies on hand for your guests. Free copies of the guide are easy to order for your business, with delivery available within Santa Fe or convenient pick up at the Santa Fe Community Convention Center. Place your bulk order today.

2) **[CLAIM YOUR SPOT]** Reserve Your Space in the 2026-27 Santa Fe Menu Magazine



Condé Nast Traveler readers have told the world that Santa Fe is the 8th Best Food City in the US! Let's continue to share our culinary wealth with our 3 million annual visitors! The Menu Magazine is the best and most affordable way

to put your restaurant in front of the in-destination traveler. We show visitors and residents your menu and let what you offer do the rest!

How to Participate as a Restaurant, Caterer or Private Space: [Complete and sign a contract for a single or double page menu feature](#), [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!

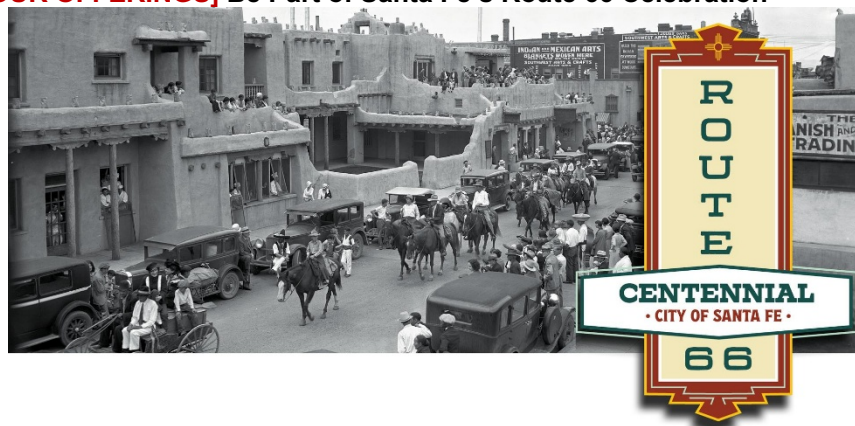
How to Participate as a Business Owner (non restaurant): [Complete and sign a contract](#) and send us your creative by March 13. When you promote your unique offering with a full-page ad, you'll get more exposure than ever before!

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

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

3) **[SHARE YOUR OFFERINGS]** Be Part of Santa Fe's Route 66 Celebration



Showcase your events, specials, and experiences to travelers exploring the Mother Road.

Santa Fe's connection to the Original Route 66 is something to celebrate, and we're excited to showcase the businesses and experiences that will bring it to life during the centennial!

Submit your Route 66-themed events, specials, and experiences to be featured on Santa Fe's Route 66 landing page. It's a great way to get in front of visitors who are actively planning their Santa Fe getaway.

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) **[SANTA FE IN THE SPOTLIGHT] Restaurants Recognized on OpenTable Top 100 List**



CONGRATULATIONS!



Each year, OpenTable looks at diner reviews and metrics to determine the top restaurants across the country. Two Santa Fe restaurants, Geronimo and Sazón, recently ranked on the list of 2026's Top 100 Romantic Restaurants.

5) **[PR UPDATES & RECENT MEDIA COVERAGE]**

2026 started out strong for the earned media program. We hosted four freelance writers in the destination to experience winter and Ski Santa Fe. Public Relations Manager, Joanne Hudson, traveled to New York to network with national travel media as a sponsor at the **Samantha Brown Places to Love** Season 9 premiere event. We also partnered with New Mexico True and Visit Albuquerque to host a small New Mexico media brunch the day after IMM North America.

Additional efforts included pitching Santa Fe as a romance destination, as a destination for America250, and planning the distribution of curated care packages for "Freelance Writer Appreciation Week" in February. We will be sending the packages to a strategic selection of travel media that we have yet to host in Santa Fe.

Past press trip visits, strategic partnerships, and pitching resulted in earned placements across **Parade, Travel + Leisure, Vogue, AFAR, Smithsonian Magazine, NBC Today** and more; driving strong reach and earned media value for the month.

RECENT NEWS COVERAGE

Broadcast:

Santa Fe was featured in a **Today** show segment on January that highlighted the best places to go in 2026, following a pitch and assistance with b-roll video.

Websites:

As a result of pitching efforts, Santa Fe is featured in an article for **TravelAwaits** titled, "[10 New Places to Visit in 2026: Which Trending Destinations Should You Check Out?](#)"

In **Parade**, Santa Fe is featured in [“10 Cozy Winter Getaways That’ll Make You Actually Love the Cold,”](#) as a result from inviting writer Claire Gallam to participate in our group Ski press trip.

In **AFAR**, Santa Fe is featured in [“Where to Ski in the U.S. for Fewer Crowds, Lower Prices, and Local Charm,”](#) as a result of hosting writer Anna Fiorentino on a Ski press trip in 2022.

In **National Geographic**, Santa Fe is mentioned in [“The best night-sky apps, according to park rangers and aurora chasers,”](#) resulting from hosting writer Amy White in September 2025.

In **AFAR**, Santa Fe and the Traditional Spanish Market are featured as a must-see July event in [“Your Month-by-Month Guide to the Most Exciting Cultural Events in the U.S. in 2026,”](#) following a pitch and assisting the writer.

In **Travel + Leisure**, Santa Fe is featured in [“This 75-mile Drive Is One of the Most Beautiful in the U.S.—With Sacred Sites, Adobe Homes, and Stunning Mountain Views,”](#) following assistance with an October 2025 press visit by Sharael Kolberg.

In **Travel + Leisure**, several Santa Fe locations are featured in [“18 of the Best Places to Visit in New Mexico, According to Locals,”](#) following ongoing media networking with the publication.

Santa Fe is highlighted by **Travel + Leisure** in the article, [“Explore the 15 Best Mother-Daughter Getaways in the U.S.”](#) following pitching efforts.

In **Vogue**, Santa Fe is featured in [“Romantic Getaways in the USA That Are Perfect for Any Couple’s Trip,”](#) following a pitch and ongoing relationship with writer Nicole Kliet.

In **Fodor’s**, Santa Fe is featured as one of [“12 Easy Winter Getaways That Will Cure Your Seasonal Depression,”](#) following a pitch to the writer and photo assistance.

In the **Santa Fe Reporter**, Santa Fe’s ongoing support from Samantha Brown is featured in [“3 Questions with PBS Host Samantha Brown - Santa Fe Reporter.”](#)

In **Smithsonian** magazine, Santa Fe and the New Mexico History Museum are featured in [“Ten of the Most Exciting Ways to Commemorate America’s 250th This Year,”](#) following a pitch to writer Laura Kiniry.

In **Livability**, Santa Fe is featured in [“6 Best Places to Travel in 2026”](#) as the best place for a girls’ getaway trip, following a pitch to Sheryl Nance Nash.

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

January 2026

- 25,636 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 27,869 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,029 people have earned an official T-Shirt by collecting five stamps on the Trail
- 820 members of the Margarita Society have earned 10 or 15 stamps
- 498 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps

- 319 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 413 Journalist have experienced the Trail
- \$11,782,225 amount of earned media

Social Media

- 660 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

January 2026

- Total Sales: \$70,255
- Businesses: 126
- Items Sold: 1,055
- Total Orders: 680
- Published Products: 1,689

CY Q4 2025 MARKETING METRICS

A summary of Calendar Year Q4 2025 Marketing results is below. The full report is included in the packet.

Website [Y/Y Change]

- Total Visits: 497,917 [DOWN 21.44%]
- New Visits: 407,326 [DOWN 18.45%]
- Average Pages Per Session: 1.85 [DOWN 6.73%]
- Average Engagement Time: 0:44 [UP 5.6%]
- Overall Conversion Rate: 7.85% [UP 21.28%]

YoY decline in site traffic is primarily due to an increase in web traffic in 2024 in which we had increased investment within high-reach display tactics.

User quality improved, as average engagement time increased 6% YoY despite fewer pages viewed per session.

Conversion rate strengthened significantly, up 21% YoY, indicating higher-intent traffic and improved site efficiency. December showed momentum with a rebound in visits and stable conversion performance heading into year-end.

Public Relations [Y/Y Change]

- Earned Media: \$4,486,007 [DOWN 1.68%]
- Earned Media Impressions: 672,903,106 [UP 2.4%]

Q4 outreach prioritized high-touch journalist engagement, including a Chicago virtual tour (October), attending Travel Classics (October) and an in-person Los Angeles media mission (November) with top-tier editors and freelancers, strengthening long-term pipelines for culture, cuisine, and winter recreation storytelling. Travel + Leisure Digital Editor Mae Hamilton is now set to visit Santa Fe in March, a direct result of TSF's LA media mission.

Across October–December, Tourism Santa Fe maintained strong momentum with a Q4 focus on holiday traditions, winter escapes, wellness travel, and ski season openings. Pitching and previous media hostings culminated in coverage in Condé Nast Traveler, Travel + Leisure, Vogue, AFAR, Forbes, HGTV, Lonely Planet, Business Insider, Yahoo!, AARP, The Hollywood Reporter, and Passport Magazine.

Q4 included hosted and confirmed media activity with Food Network's Gabriella Rodiles (coverage forthcoming), Tim Ebner (TripAdvisor), Ruksana Hussain (Freelance) and preparations for a robust early 2026 lineup including Boston Magazine's Jonathan Soroff plus a group ski fam with writers such as Brittany Anas, The Denver Post, Francesca Krempa (AFAR), and Clare Volkman (Parade), with upcoming pitching anchored in 2026 travel trends, Where to Go in April/May coverage, and the Santa Fe Margarita Trail's 10th anniversary.

Social Media [Y/Y Change]

- Facebook Followers: 103,556 [UP 4.87%]
- Instagram Followers: 71,635 [UP 11.18%]
- YouTube Subscribers: 1,790 [UP 41.39%]
- TikTok Followers: 1,803 [UP 1,308.59%]

TikTok is the breakout growth channel, despite a smaller audience:

TikTok showed the strongest momentum of any platform, with engagement up 466% YoY and followers up over 1,300% , even though the absolute follower count (1,803) is still relatively small. This indicates the content is resonating strongly with the algorithm and users, suggesting TikTok is currently the most efficient channel for organic reach and discovery. Leaning into this momentum could yield outsized gains compared to more saturated platforms.

Engagement growth is out pacing audience growth, signaling stronger content relevance

Across platforms, engagement is growing faster than follower counts, indicating that recent content is resonating more deeply with existing audiences rather than relying solely on audience expansion. This is a positive signal for content quality and message alignment, suggesting that storytelling, visuals, or themes are better matching audience interests. The next opportunity is to convert this stronger engagement into sustained audience growth and downstream actions (clicks, trip planning, and conversions).

Blog [Y/Y Change]

- Page Views: 45,431 [DOWN 24.12%]
- Average Engagement Time: 1:16 [DOWN 6.94%]

The blog performs better during high-visitor-traffic months, though overall it is experiencing a meaningful traffic decline, with a smaller but notable drop in engagement quality.

Recommendations

Audit top traffic and engagement posts (holding attention past 1:30) and refresh and re-promote. Analyze for topics, keywords, distribution channels, internal linking, stronger intros, and CTAs.

Brainstorm new relevant and evergreen topics.

Email Newsletter [Y/Y Change]

- Consumer: Santa Fe Marketplace
 - Subscribers: 22,122 [DOWN 6.64%]
 - Avg. Open Rate: 12.60% [DOWN 69.19%]
- Consumer: Santa Fe Scoop
 - Subscribers: 92,981 [DOWN 7.99%]
 - Avg. Open Rate: 12.7% [DOWN 58.13%]
 -

Subscriber Growth: Scoop saw a M/M decline driven by a one-time data inflation in Dec 202 4 (2 8K subscribers added in error) and a December 202 5 Travelzoo promo email sent outside the normal cadence, which drove 689 unsubscribes. Overall subscriber growth remains positive. Marketplace continues steady M/M growth since the newsletter pop-up launched in June 2025.

Open Rates: Reported open rates appear lower beginning in 202 5 due to the exclusion of Apple Mail Privacy Protection (MPP). Y/Y trends are expected to normalize in Q1 202 6. Broader industry factors (inbox saturation, filtering, deliverability issues) are also contributing.

CTR: Marketplace showed modest CTR improvement, while Scoop declined.

Recommendations: Focus on retaining subscribers and improving open rates through better subject lines, personalized content, and possibly SMS. Uncover issues related to spam deliveries.

Paid Media/Advertising [Y/Y Change]

- Ad Spend: \$773,180.52 [UP 45.48%]
- Ad Impressions: 62,593,404 [DOWN 29.21%]

According to Datafy, October and November experienced an increase in national visitation and length of stay YoY. STR data indicated December visitation increased YoY. It is important to note that December's performance continues to improve year after year, which could be attributed to the increased spend in September and October every year. Relative to Q3, our spend tapered off in Q4. However, our increased mix of rich, publisher-direct content drove stronger engagement in Q4, bringing interested individuals to the Santa Fe website during this slower travel period. Average engagement time increased by 5% YoY and the average conversion rate increased by 21% YoY on the website. Almost all secondary KPIs saw great success in Q4; accommodation outbound clicks, non-accommodation outbound clicks, and visitor guide downloads all greatly increased YoY, pointing to the effectiveness of the impactful media placements garnering attention and increasing visitation intent signals ahead of peak travel period in 2026. Creative focused on food, outdoors, and relaxation drove meaningful engagement, reaching high-intent audiences and expanding retargeting pools. This is a strong indication that our media was reaching and resonating with high-intent travelers; this buildup of awareness and engagement garnered in Q4 could translate into conversion and booked trips as we move into a higher travel period. This slight increase goes against recent 2025 travel trends in which visitation is down, specifically in New Mexico statewide.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

January 2026 Website Performance Metrics

Total Visits:

Organic: 98,690 (38.8% increase Y/Y)
Paid: 91,754 (21.02% decrease Y/Y)

New Visits:

Organic: 73,630 (43.3% increase Y/Y)
Paid: 83,311 (16.06% decrease Y/Y)

Avg. Engagement Time:

Organic: 1:03 (9.24% decrease Y/Y)
Paid: 0:37 (25.37% increase Y/Y)

Avg. Pages per Session

Organic: 2.7 (8.73% increase Y/Y)
Paid: 1.78 (4.88% increase Y/Y)

Avg. Engagement Rate

Organic: 73.47% (18.93% increase Y/Y)
Paid: 40.92% (4.97% increase 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!

February Scoop on Live Shows & Exploring Winter in Santa Fe

<https://mailchi.mp/santafe/february2026scoop>

Send Date: 1/21/26
Subscribers: 92,901
Number Opened: 10,995
Open Rate: 11.8%
CTR: 1.7%

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.

New Year, New Finds!

<https://mailchi.mp/santafe/newyearnewfinds-7512642>
Send Date: 1/28/26
Subscribers: 22,556
Number Opened: 2,842
Open Rate: 12.6%
CTR: 2.2

SOCIAL MEDIA

January 2026 Performance Metrics

January 2026 reflected a predictable seasonal slowdown following strong holiday performance in December 2025. Engagement declined across most channels — particularly Facebook and TikTok — but follower growth remained stable or slightly positive, indicating continued audience health despite lower seasonal travel intent. TikTok saw the largest decline in engagement, which is not typical, but is more likely related to the ownership change in January, which resulted in a 150% increase in app uninstalls due to hesitancy around the new T&C.

This pattern aligns with typical tourism cycles: December benefits from peak holiday travel inspiration, while January audiences shift toward planning mode rather than immediate visitation, resulting in lower engagement intensity.

Facebook

Total Page Followers: 103,819 (0.3% increase M/M)
Engagement: 16,434 (48.9% decrease M/M)

Instagram

Followers: 72,194 (0.8% increase M/M)
Engagement: 20,337 (10.2 % decrease M/M)

Pinterest

Followers: 3,261 (0.0% increase M/M)
Impressions: 5,216 (11.7% increase M/M)

TikTok

Followers: 1,812 (0.5 % increase M/M)
Engagement: 8,929 (63.9% decrease M/M)

YouTube

Subscribers: 1,830 (2.2% increase M/M)

Views: 25,128 (18.1% increase M/M)

[Santa Fe Insider Blog](#)

January 2026 Performance Metrics

Sessions: 12,033 (15.45% decrease Y/Y)

Average Engagement Time Per Session: 1:23 (4.6% decrease Y/Y)

January Blog Posts

Five Ways to Love Santa Fe in February

- Updated: January 14, 2026
- Views: 716

Top 5 Viewed Blog Posts in January

25 Things To Do in Santa Fe

- Updated: June 30, 2025
- Views: 1,710

Hiking Trails You Can Access from Santa Fe

- Updated: June 30, 2025
- Views: 1,161

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,136

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 910

11 Surprising Facts about Santa Fe, NM

- Updated: September 2, 2022
- Views: 831

PUBLIC RELATIONS

2026 started out strong for the earned media program. We hosted four freelance writers in the destination to experience winter and Ski Santa Fe. Public Relations Manager, Joanne Hudson, traveled to New York to network with national travel media as a sponsor at the **Samantha Brown Places to Love** Season 9 premiere event. We also partnered with New Mexico True and Visit Albuquerque to host a small New Mexico media brunch the day after IMM North America.

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Performance Metrics

January 2026 Numbers (YOY, vs 2025)

Pitches: 351 (Increased 75% Y/Y)

Media Visits: 4 (Increased 300% Y/Y)

Earned Media: \$560,797 (Decreased 71% Y/Y)
Total Impressions: 84,119,570 (Decreased 71% Y/Y)

Year-to-Date 2026 (vs YTD 2025)

Pitches: 351 (Increased 75% Y/Y)
Media Visits: 4 (Increased 300% Y/Y)
Earned Media: \$560,797 (Decreased 71% Y/Y)
Total Impressions: 84,119,570 (Decreased 71% Y/Y)

MEDIA PLACEMENTS – ADVERTISING

January 2026 Performance Metrics

Total Spend: \$137,327.82 (18.53% decrease Y/Y)
Total Impressions: 15,023,734 (15.87% increase Y/Y)

Traditional Media

Impressions: 2,695,125 (565.23% increase Y/Y)
Spend: \$40,953.57 (251.78% increase Y/Y)

Traditional Print

- Modern Luxury – Chicago
- Modern Luxury – Houston
- Modern Luxury – Los Angeles

Traditional Digital

- Hopper (Custom Content)
- Travel + Leisure (Native Social Package)
- Trip Advisor (Native Display)
- Travel + Leisure (Native Social Package)

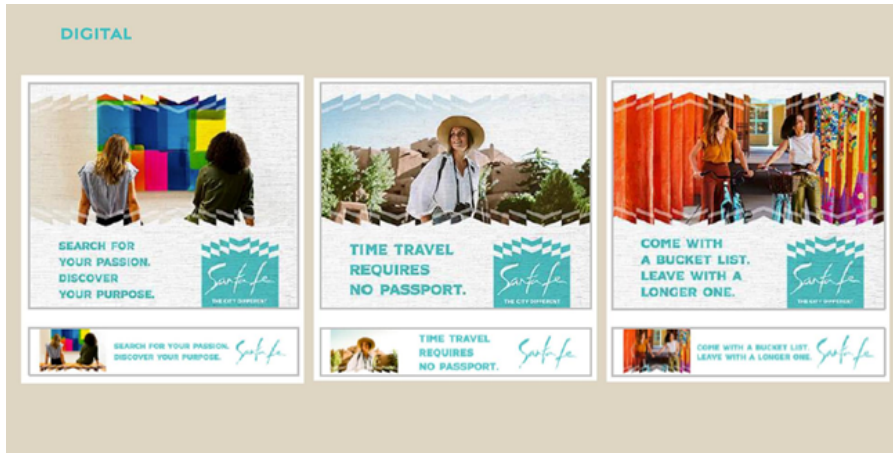


Programmatic Media

Impressions: 3,716,242 (188.78% increase Y/Y)
Spend: \$41,833.69 (173.51% increase Y/Y)

Programmatic and Digital Media Buys

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



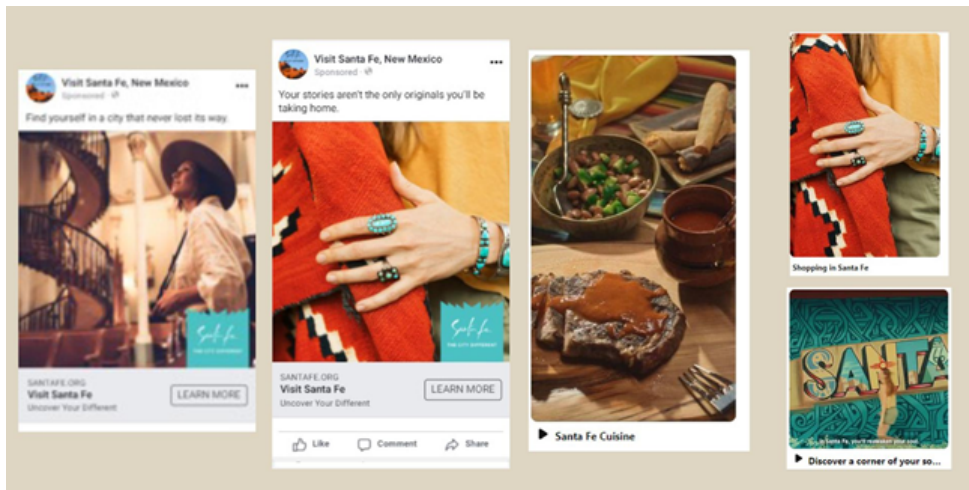
PAID SOCIAL MEDIA

Meta

Impressions: 4,494,243 (56.43% decrease Y/Y)
 Spend: \$16,348.94 (6.61% increase Y/Y)

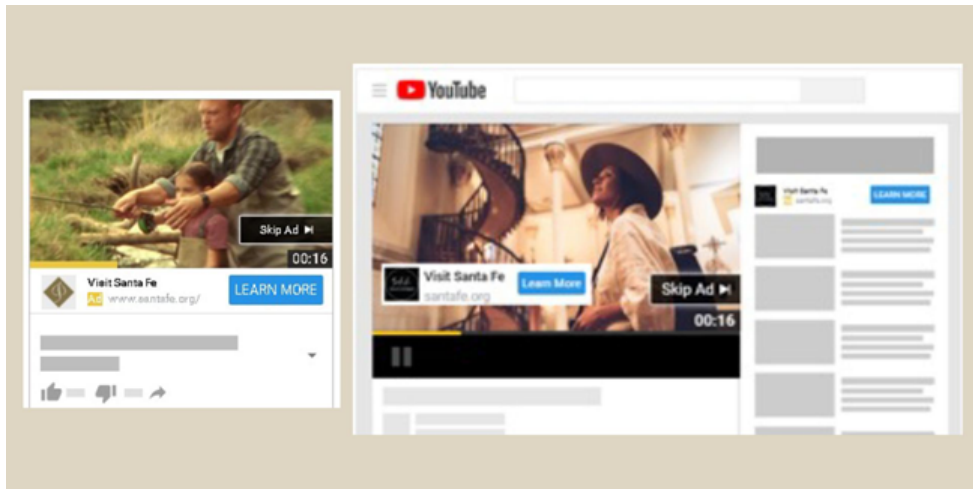
Pinterest

Impressions: 1,402,102 (10.35% increase Y/Y)
 Spend: \$5,992.88 (41.43% increase Y/Y)



YouTube

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



Reddit

Impressions: 1,134,964 (20.18% decrease Y/Y)
Spend: \$6,909.00 (67.97% increase Y/Y)

DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 99,054 (440.66% increase Y/Y)
Spend: \$1,786.55 (237.83% increase Y/Y)

Google Performance Max

Conversions: 1,978 (27.53% increase Y/Y)
Spend: \$2,145.09 (0.28% increase Y/Y)

PAID SEARCH

Google

Clicks: 18,889 (26.15% increase Y/Y)
Spend: \$11,602.93 (42.13% increase Y/Y)

Bing

Clicks: 5,312 (15.25% decrease Y/Y)
Spend: \$3,305.28 (31.86% decrease Y/Y)

MEETINGS & GROUPS

Google

Conversions: 6 (20% increase Y/Y)
Spend: \$2,215.29 (9.17% decrease Y/Y)



MEET IN THE CITY
DIFFERENT.



MEET IN THE CITY
DIFFERENT.



NO MORE BORED
ROOM MEETINGS.



HOST MEETINGS. MAKE MEMORIES.



HOST MEETINGS.
MAKE MEMORIES.

