

Santa Fe

THE CITY DIFFERENT

Report Produced by
Vladimir Jones



Occupancy

Source: STR

63.70

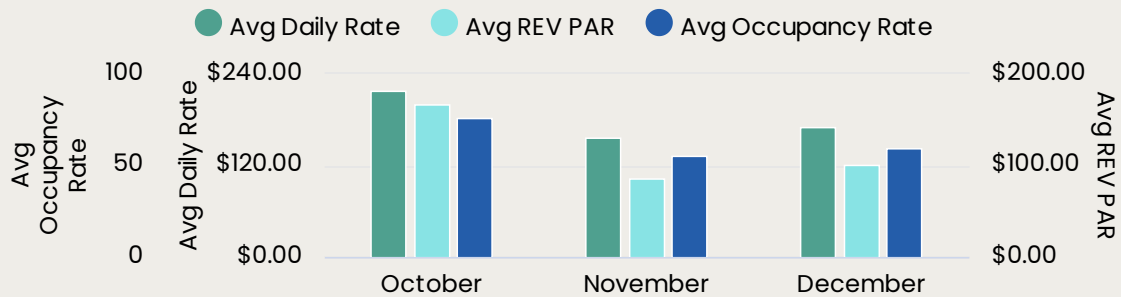
66.37
Avg Occupancy Rate (YoY)
▼ -4.02%

\$181.65

\$185.56
Avg Daily Rate (YoY)
▼ -2.11%

\$118.19

\$124.93
Avg REV PAR (YoY)
▼ -5.40%



Month of Year	Avg Daily Rate	Avg REV PAR	Avg Occupancy ...
October	\$218.80	\$167.18	76.40
November	\$155.90	\$86.17	55.30
December	\$170.25	\$101.21	59.50

10/01/2025 through 12/31/2025 Report

National Visitation

Primary KPIs (10/01/2025 - 11/31/2025)

211,452

210,070
Visits vs. Prev Year
▲ 0.66%

5.00

4.95
Length of Stay vs. Prev Year
▲ 1.01%

Secondary KPIs (Last Quarter)

1,923

1,709
Accommodation
Outbound Click vs. Prev
Year
▲ 12.52%

30,485

27,425
Nonaccommodation
Outbound Click vs. Prev
Year
▲ 11.16%

614

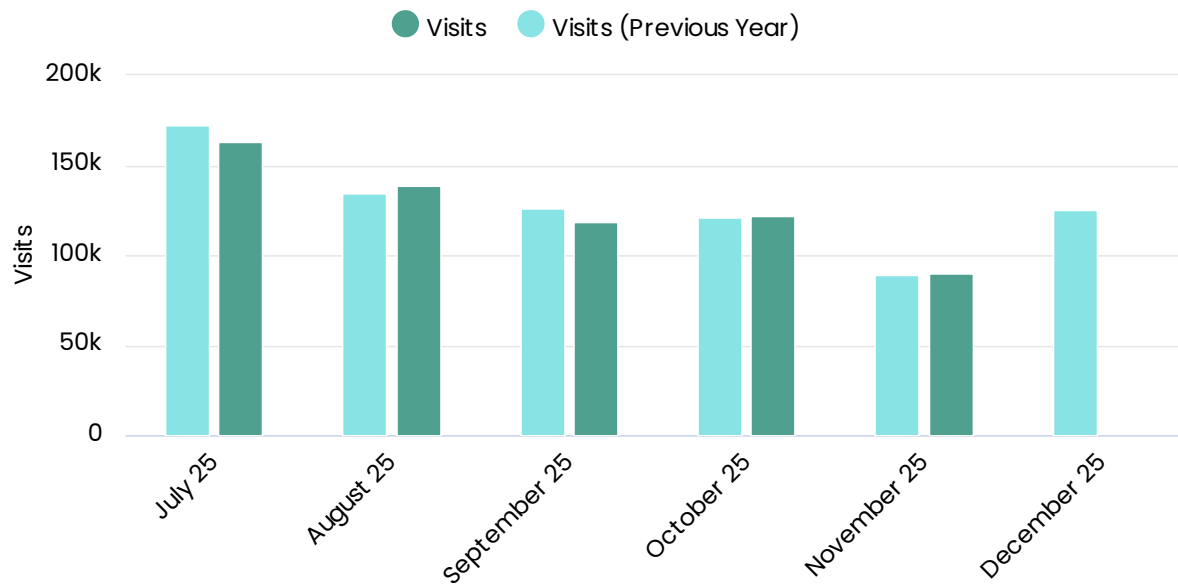
452
Visitor Guide Download
vs. Prev Year
▲ 35.84%

28

36
Submit RFP vs. Prev
Quarter
▼ -22.22%

Datafy Visits Over Time vs. Previous Year

07/01/2025 - 12/31/2025



July 2025	163,193 ▼ -9,128
August 2025	139,052 ▲ 4,845
September 2025	118,193 ▼ -8,065
October 2025	121,631 ▲ 757
November 2025	89,821 ▲ 625
December 2025	0 ▼ -125,325



Newsletters

Scoop

92,981
101,051
Total Subscribers
(YoY)
 ▼ -7.99%

12.70
30.33
Avg Open Rate
(YoY)
 ▼ -58.13%

1.87%
2.03%
Avg CTR (YoY)
 ▼ -8.20%

Marketplace

22,122
19,666
Total Subscribers
 ▲ 12.49%

12.60
40.90
Avg Open Rate
 ▼ -69.19%

2.65%
2.63%
Avg CTR
 ▲ 0.76%

*averages for October and November only.
 December was not sent to due an internal error

Marketing Report

2,011
2,013
Total Subscribers
 ▼ -0.10%

38.62
34.83
Avg Open Rate
 ▲ 10.88%

Insights

Subscriber Growth: Scoop saw a M/M decline driven by a one-time data inflation in Dec 2024 (28K subscribers added in error) and a December 2025 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 2025 due to the exclusion of Apple Mail Privacy Protection (MPP). Y/Y trends are expected to normalize in Q1 2026. 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.

10/01/2025 - 12/31/2025

Subscribers

	October	November	December
Scoop	93,448	93,552	92,981
Marketplace	21,919	22,122	22,122
Marketing Report	1,840	2,017	2,011

Open Rates

	October	November	December	Total
Scoop	12.50	12.90	12.70	12.70
Marketplace	12.40	12.80	0.00	12.60
Marketing Report	40.33	38.37	37.15	38.62

CTR

	October	November	December	Total
Scoop CTR	2.10%	1.70%	1.80%	1.87%
Marketplace CTR	2.70%	2.60%	0.00%	2.65%

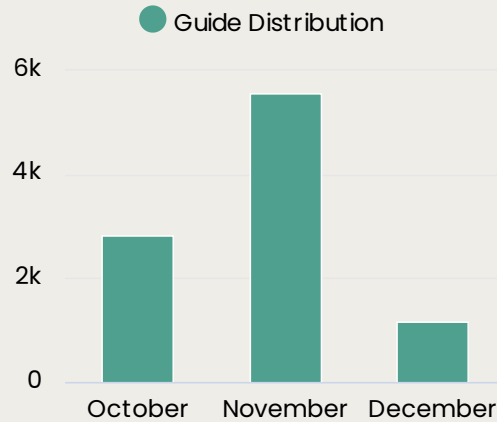


Guides and Visitor Information Centers

Guide Distribution

9,561

9,526
Guide
Distribution
▲ 0.37%



Visitor Information Centers

11,446

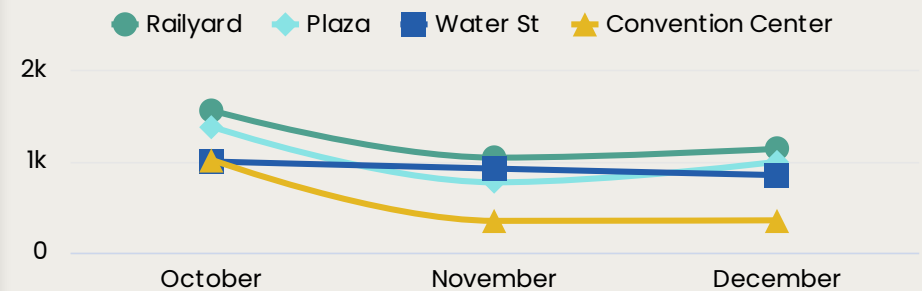
9,093
Total Visitors
▲ 25.88%



	October	Novem...	Decem...	Total
Total Guide Distribution	2,835	5,568	1,158	9,561

	October	Novemb...	Decemb...	Total
Convention Center	1,023	351	357	1,731
Plaza	1,388	776	1,003	3,167
Railyard	1,567	1,048	1,146	3,761
Water St	1,005	927	855	2,787
Total Visitors to VIC	4,983	3,102	3,361	11,446

10/01/2025 - 12/31/2025



Public Relations

Top KPIs

911

869
Pitches (YoY)
▲ 4.83%

10

2
SOS (YoY)
▲ 400.00%

7

10
Media Visits (YoY)
▼ -30.00%

\$4,486,007

\$4,562,711
Earned Media (YoY)
▼ -1.68%

672,903,106

657,124,448
Media Impressions (YoY)
▲ 2.40%

	October	November	December	Total
Pitches	429	438	44	911
SOS	3	4	3	10
Media Visits	2	3	2	7
Earned Media	\$580,352	\$2,989,342	\$916,313	\$4,486,007
Media Impressio...	87,052,854	448,401,309	137,448,943	672,903,106

Insights

- 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 TSFs 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.



Organic Social

Platform Breakdown

Facebook	103,556 98,747 Page Likes (YoY) ▲ 4.87%	76,365 36,581 Engagement (YoY) ▲ 108.76%
Instagram	71,635 64,434 Followers (YoY) ▲ 11.18%	66,285 102,786 Engagement (YoY) ▼ -35.51%
YouTube	1,790 1,266 Subscribers (YoY) ▲ 41.39%	54,402 36,381 Views (YoY) ▲ 49.53%
TikTok	1,803 128 Followers (YoY) ▲ 1,308.59%	78,308 13,831 Engagement (YoY) ▲ 466.18%

	October	November	December
Facebook Page Likes	102,821	103,098	103,556
Facebook Engagement	33,072	11,128	32,165
Instagram Followers	70,231	70,960	71,635
Instagram Engagement	29,498	13,085	23,702
YouTube Subscribers	1,740	1,760	1,790
YouTube Views	14,331	18,793	21,278
TikTok Followers	1,630	1,753	1,803
TikTok Engagement	14,033	39,569	24,706
Twitter Followers	14,943	14,791	14,755
Pinterest Impressions	1,740	1,760	1,790
Pinterest Website Referrals	14	0	14

Insights

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 outpacing 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).



Paid Media / Advertising

Paid KPI's

\$773,180.52

\$531,482.93
Ad Spend (YoY)
▲ 45.48%

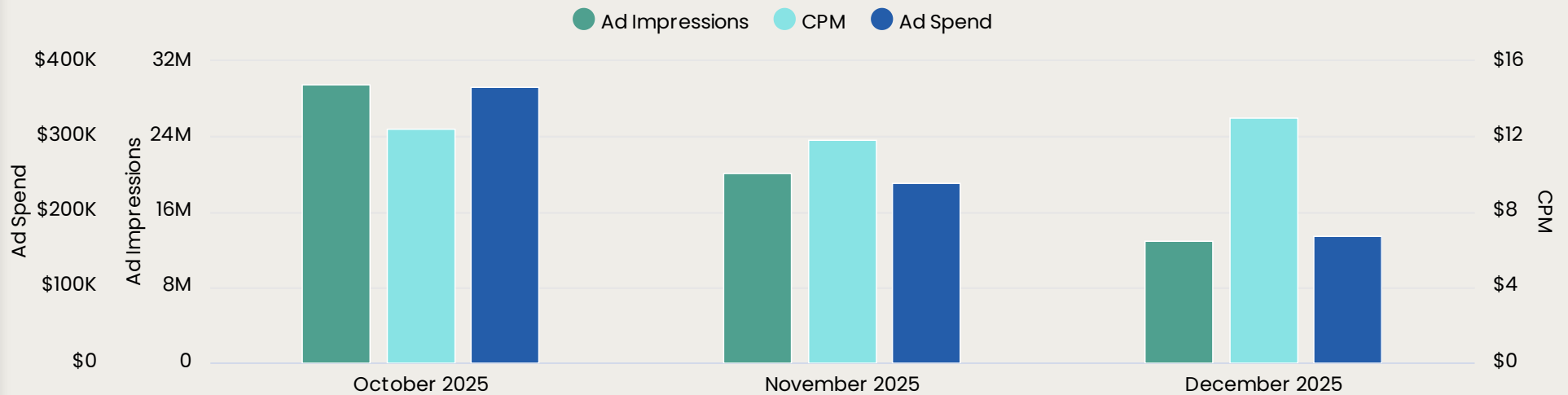
62,593,404

88,415,093
Ad Impressions (YoY)
▼ -29.21%

\$12.42

\$5.67
CPM (YoY)
▲ 119.10%

10/01/2025 - 12/31/2025



Date	Ad Impressions	CPM	Ad Spend
October 2025	29,479,594	\$12.43	\$366,392.16
November 2025	20,133,551	\$11.83	\$238,234.69
December 2025	12,980,259	\$12.99	\$168,553.67



Campaign Performance

Digital Campaigns

28,150,636

65,982,824
Impressions (YoY)
▼ -57.34%

\$218,221.32

\$214,675.95
Spend (YoY)
▲ 1.65%

Campaigns by Type

Campaign Type	Clicks	Impressions
Demand Generation	2,346	112,899
Groups	3,241	150,893
Performance Max	16,716	256,549
Search	71,850	930,090
Social	136,951	21,488,830
YouTube	5,239	5,211,375

Campaigns by Strategy

Campaign Strategy	Impressions
Awareness	18,003,395
Conversion	2,475,232
Engagement	7,672,009

All Digital Campaigns

10/01/2025 - 12/31/2025

Platform	Campaign Strategy	Campaign Type	Clicks	Impressions
Bing Ads	Conversion	Search	16,864	462,734
Facebook	Awareness	Social	15,120	9,706,120
Facebook	Conversion	Social	25,433	889,342
Facebook	Engagement	Social	72,275	3,633,685
Google Ads	Awareness	YouTube	2,892	5,075,916
Google Ads	Conversion	Demand Generation	2,346	112,899
Google Ads	Conversion	Groups	3,241	150,893
Google Ads	Conversion	Performance Max	16,716	256,549
Google Ads	Conversion	Search	54,986	467,356
Google Ads	Conversion	YouTube	2,347	135,459
Pinterest Ads	Awareness	Social	2,577	3,221,359
Pinterest Ads	Engagement	Social	2,733	310,802
Reddit Ads	Engagement	Social	18,813	3,727,522
Total	--	--	236,433	28,150,636



Campaign Performance

Traditional & Programmatic

34,392,179

22,256,794
Impressions (YoY)
▲ 54.52%

\$556,970.08

\$316,272.61
Spend (YoY)
▲ 76.10%

Campaigns by Ad Format

Ad Format	Impressions	Clicks
Display	14,029,302	11,560
Custom Podcast	4,503,618	0
OLV	2,063,017	7,334
Custom Content	1,501,223	17,152
Rich Media	1,400,828	395
Streaming Audio	1,291,193	162
Hero Video	1,263,505	4,629
CTV	1,178,549	1,662
60 rows not shown		

All Traditional & Programmatic Campaigns

10/01/2025 - 12/31/2025

Data Source	Publication	Ad Format	Impressions	Clicks
Programmatic	MIQ	Display	8,085,547	3,965
Direct	Atlas Obscura	Custom Podcast	4,503,618	0
OTA	Expedia Brand Por...	Display	2,081,457	3,988
Programmatic	MIQ	OLV	2,063,017	7,334
Direct	Atlas Obscura	Display	1,979,885	264
OTA	Hopper	Custom Content	1,501,223	17,152
Programmatic	MIQ	Rich Media	1,400,828	395
Programmatic	MIQ	Streaming Audio	1,291,193	162
Direct	Matador Network	Hero Video	1,263,505	4,629
Programmatic	MIQ	CTV	1,178,549	1,662
Direct	Travel+Leisure	Native Social Packa...	1,092,420	3,245
Direct	Travel + Leisure	Display	1,090,651	1,236
Programmatic	MIQ	Rich Media	698,339	185
Direct	Matador Network	Social Cutdown (3...	672,902	943
Programmatic	Nativo	Native Article	479,380	1,217
Programmatic	MIQ	Rich Media	456,259	196
OTA	Trip Advisor	Display	417,761	556
69 rows not shown				
Total	--	--	34,392,179	58,179



Campaign Performance

Campaign Insights

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.

Digital Media highlights:

Social drove scale and amassed awareness while search drove efficiency and intent, garnering large amounts of clicks and brought increased traffic to the Santa Fe website.

- Facebook (Awareness) emerged as the single-largest reach driver in Q4, keeping Santa Fe top of mind for potential travelers on social media.
- Facebook (Engagement), the largest click contributor, indicated engaging creative and strong audience alignment.
- Google Search Ads (Conversion) displayed standout efficiency and demand capture, having an improved CTR YoY and driving home the effectiveness of search in conversion and lower-funnel behaviors.

Traditional and Programmatic highlights:

Traditional media proved to have a very strong audience response in Q4, highlighting its efficiency in driving action and bringing interested travelers to the Santa Fe website. Programmatic media, on the other hand, proved to be the effective scale driver, providing a significant lift in impressions YoY.

- Custom content generated the strongest response with a 1.14% CTR. That's a strong signal that story-led, context-rich placements are resonating with potential Santa Fe visitors.
- Programmatic media saw an almost 42% increase in impressions YoY; these are valuable impressions to help build awareness for not only Q1 and Q2 travel, but also could be accountable for the continued increase of performance in December.

Top 10 Ads by Impressions

10/01/2025 - 12/31/2025

Data Source	Ad/Group Name	Impressions
Facebook	Q1 - Group Walking I...	3,432,106
Facebook	Q1 - Street Group Wa...	2,773,405
Facebook	Q1 - Ojo	2,488,050
Google Ads	Yoga Wellness	1,968,581
Google Ads	Time Travel	1,968,485
Pinterest Ads	Travel Affinity	1,475,133
Facebook	Q1- Cave	1,421,997
Facebook	Q1 - Camera Girl	1,339,012
Pinterest Ads	Keywords	911,043
Facebook	Family	904,724

Top 3 Facebook Creatives



Q1 - Street Group Walking



Q1 - Group Walking Image



Q1 - Camera Girl



Website Analytics

497,917

633,806
Total Visits (YoY)
▼ -21.44%

407,326

499,487
New Visits (YoY)
▼ -18.45%

0:44

0:42
Average Engagement
Time (YoY)
▲ 5.60%

1.85

1.98
Avg Pages Per Session
(YoY)
▼ -6.73%

7.85%

6.47%
Avg Conversion Rate (YoY)
▲ 21.28%

10/01/2025 - 12/31/2025

Month of Year	Total Visits	New Visits	Average Engagement Time	Avg Pages Per Session	Avg Conversion Rate
October	185,892	149,123	0:47	1.90	7.76%
November	150,090	121,993	0:44	1.87	8.00%
December	161,935	136,210	0:41	1.77	7.78%
Total	497,917	407,326	0:44	1.85	7.85%

Insights

- 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.



Blog Analytics

45,431

59,871
Blog Pageviews
▼ -24.12%

1:16

1:22
Avg Engagement Time
▼ -6.94%

10/01/2025 - 12/31/2025

Month of Year	Blog Pageviews	Avg Engagement Time
October	17,083	1:24
November	13,051	1:19
December	15,297	1:05
Total	45,431	1:16

Insights

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.



Visit Santa Fe App

44,152

38,639
Total Downloads
(YoY)
▲ 14.27%

Santa Fe Marketplace

\$68,820.00

\$58,327.00
Total Sales (YoY)
▲ 17.99%

125

107
Businesses (YoY)
▲ 16.82%

Santa Fe Margarita Trail

25,562

23,208
Downloads (YoY)
▲ 10.14%

27,831

25,209
Paper Passports Sold (YoY)
▲ 10.40%

\$11,701,202.00

\$11,432,520.00
Earned Media (YoY)
▲ 2.35%

