

FEBRUARY 2026 OCCUPANCY TAX ADVISORY BOARD Meeting

MONTH	LAST YEAR		VAR	
January	STR	STR	STR	STR
OCCUPANCY				
City Wide	47.7%	46.0%	1.7%	3.7%
Downtown	52.6%	50.2%	2.4%	4.8%
Cerrillos Road	41.7%	42.4%	-0.7%	-1.7%
County	45.4%	44.0%	1.4%	3.2%
AVERAGE RATE				
City Wide	\$133.38	\$139.31	-\$5.93	-4.3%
Downtown	\$177.25	\$186.15	-\$8.90	-4.8%
Cerrillos Road	\$82.49	\$84.64	-\$2.15	-2.5%
County	\$181.64	\$186.80	-\$5.16	-2.8%
REVPAR				
City Wide	\$63.58	\$64.14	-\$0.56	-0.9%
Downtown	\$93.32	\$93.39	-\$0.07	-0.1%
Cerrillos Road	\$34.38	\$35.85	-\$1.47	-4.1%
County	\$82.53	\$82.27	\$0.26	0.3%
LODGER'S TAX - January collected for December				
Hotels	\$940,890	\$988,582	(\$47,692)	-4.8%
Short Term Rentals	\$332,019	\$296,402	\$35,617	12.0%
Total	\$1,272,909	\$1,284,984	(\$12,075)	-0.9%

Short Term Rentals - January		
Available Listings	1,444	up 0.8%
Occupancy	43%	up 1.8%
Average Rate	\$217.00	down 1.7%
RevPAR	\$92.60	even

YEAR TO DATE	LAST YEAR		VAR	% Var
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Lodger's Tax FY through - 7 months				
Hotels	\$9,031,110	\$9,174,103	(\$142,993)	-1.6%
Short Term Rentals	\$2,485,817	\$2,618,852	(\$133,035)	-5.1%
Total	\$11,516,927	\$11,792,955	(\$276,028)	-2.3%
Lodger's Tax Calendar through 12 months				
Hotels	\$13,498,816	\$14,195,446	(\$696,630)	-4.9%
Short Term Rentals	\$4,031,405	\$4,031,262	\$143	0.0%
Total	\$17,530,221	\$18,226,708	(\$696,487)	-3.8%

Downtown		% of Total
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 of the Gov	100	
Inn on Alameda	72	
La Fonda	180	
La Posada	157	
Pinon Court	58	
Rosewood	58	
Total	1477	46.0%
	1985	38.6%
	74.4%	
Cerrillos Road		
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%	
Periphery		
Hotel Glorieta	128	
Residence Inn	120	
Total	248	7.1%
	307	6.0%
	80.8%	
County		
C I Edgewood	72	
Bishops Lodge	98	
Four Seasons	65	
Hilton Buffalo	393	
Homewood Suite:	81	
	709	
Total	833	16.2%
	85.1%	
SF		4312
Total		5145