

TOURISM SANTA FE

OTAB Marketing Report
Reporting for April 28, 2026

EXECUTIVE SUMMARY

Key marketing highlights for March and April

1) **[VOTE NOW!]** Condé Nast Travelers 2026 Readers' Choice Awards Survey



It's time once again for another important voting opportunity for Santa Fe, the *Condé Nast Travelers* Readers' Choice Awards. Last year, Santa Fe was voted the #2 Best City in the U.S. We need your votes to get Santa Fe to #1!

Vote today and choose *Cities*. Be sure to rank Santa Fe as *excellent* in all categories and answer a few simple questions. You can easily vote for your favorite individual businesses listed below by selecting the appropriate category and typing the name of the business in the search tool.

By sharing your travel experiences, you'll have the chance to win a 15-day Viking ocean voyage to explore the British Isles, which includes calls at Scotland's Shetland Islands, Dublin, and Greenwich, England.

Visit cntraveler.com/vote to cast your vote and enter for a chance to win. Voting is open now through June 30.

A full list of destination-related inclusions is below:

CITIES

Santa Fe, NM

HOTELS

El Rey Court
Eldorado Hotel & Spa
Hacienda del Cerezo
Hilton Santa Fe Historic Plaza
Hotel Chimayo de Santa Fe
Hotel Glorieta
Hotel Santa Fe Hacienda & Spa
Hotel St. Francis
Inn and Spa at Loretto

Inn on the Alameda
La Fonda on the Plaza
Las Palomas Hotel
Pinon Court
Rosewood Inn of the Anasazi
The Inn of the Five Graces

RESORTS

Bishop's Lodge, Auberge Collection
Four Seasons Resort Rancho Encantado Santa Fe
Hilton Santa Fe Buffalo Thunder
La Posada de Santa Fe a Tribute Portfolio Resort & Spa

DESTINATION SPAS

Ojo Santa Fe Spa Resort
Ten Thousand Waves

RESTAURANTS / BARS

Café Pasqual's
Geronimo
Horno Restaurant
Jambo Café
Kakawa Chocolate House
La Boca
La Choza
Milk of the Poppy
Paloma
Sazon
Tesuque Village Market
The Compound
The Shed
Tia Sophia's

SKI RESORTS

Ski Santa Fe

Vote here: <https://www.cntraveler.com/story/vote-readers-choice-awards>

2) [LEARN MORE] City of Santa Fe SAFE Grant Program Now Open

The City's Office of Economic Development, in partnership with the Community Services Department, has launched the **Security Assistance for Enterprises (SAFE) Grant Program**.

SAFE helps businesses invest in security upgrades, recover from break-ins or vandalism, and implement solutions that deter future crime.

Funding Details

- Up to **\$5,000 per incident** and is reimbursement-based

Applications are now open. Funding is limited and will be awarded on a rolling basis until fully allocated.

What SAFE Supports

- Security upgrades (cameras, lighting, alarms)
- Recovery from break-ins, theft, or vandalism (including unreimbursed past costs)
- Improvements that create safer, more active business environments

Requirements

- Complete a free Santa Fe Police Department site security assessment
- Participate in the Santa Fe Police Department Business Watch program

Questions? Please email the Project Manager, Rachel Stark at rsstark@santafenm.gov.

Learn More and Apply: <https://santafenm.gov/economic-development/programs-initiatives/safe-santa-fe-grant-program>

3) **[SIGN UP] Hands-On Partner Portal Workshop**



Need help navigating the santafe.org Partner Portal? Join us for our Partner Portal Workshop, an in-person hands-on session designed to support Tourism Santa Fe businesses with their accounts for santafe.org.

Whether you're creating a new account, updating your business listing, submitting an event, adding a deal or special offer, or just have questions, we're here to help. Bring your laptop and we'll work through it together.

Date: Tuesday, April 21

Time: 2:00–3:00 PM

Location: Santa Fe Community Convention Center, Conference Room, 201 W. Marcy Street

Capacity: Limited to 10 participants

RSVP: Please email Carlette Tena at cstena@santafenm.gov to reserve your spot.

4) **[ADVERTISE WITH US]** Explore Digital Advertising Opportunities



Did you know TOURISM Santa Fe offers website and digital advertising opportunities across santafe.org and in our newsletters? There are a variety of ways to deliver your marketing message to visitors who are actively planning their trips to the Santa Fe area and are ready to book and buy.

Advertising placements include Banner ads, Premium Page Sponsors, Featured Business Listings, and Newsletter ads. With prices ranging from \$100 - \$400 per month, there is something suitable for businesses and events of every size, scope, and scale to capitalize on the fantastic visitor traffic.

Make us a part of your 2026 advertising plan! Learn More - <https://www.santafe.org/advertise/digital/>

5) **[VOTE DAILY]** Santa Fe: Best Summer Travel Destination



USA TODAY 10 BEST - VOTE NOW!

Santa Fe has been nominated for Best Summer Travel Destination, as part of USA TODAY 10BEST's Readers' Choice Awards. Vote once per day until polls close on Monday, May 11 at 10 am MT. The winner will be announced on May 20. Thanks for your votes!

VOTE DAILY <https://10best.usatoday.com/awards/santa-fe-new-mexico/>

6) **[ADD YOUR OFFERINGS]** Promote Your Route 66 Events & Experiences



TOURISM Santa Fe is actively promoting Santa Fe as a Route 66 destination during the Centennial year, driving highly qualified visitors to our [landing page](#) as they plan trips.

We encourage partners to add Route 66-themed events and experiences to take advantage of this traffic. Your business does not need to be located on the original route. This is a citywide opportunity to be part of Santa Fe's Route 66 Centennial Celebration!

Ideas include:

- Route 66-themed menus or cocktails
- Lodging packages and/or Route 66-themed welcome gifts
- Guided tours of Santa Fe's Route 66 history
- Route 66-inspired art exhibits
- "66" themed pricing or promotions
-

Instructions to Add Your Offerings to the Santa Fe Route 66 Landing Page

Log in to the Partner Portal here. 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, Retail, 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 about adding your offering, send an email to business@santafe.org.

[Reminder] Download the Santa Fe Route 66 Campaign Toolkit

Access ready-to-use images, logos, and copy to promote your business and Santa Fe's Route 66 connection. Use these assets to promote your business as a Route 66 destination! Download the toolkit [here](https://idss-email.s3.amazonaws.com/images/C273/Route%2066%20Toolkit_FINAL%203.11.26.pdf), https://idss-email.s3.amazonaws.com/images/C273/Route%2066%20Toolkit_FINAL%203.11.26.pdf

7) [PR UPDATES & RECENT MEDIA COVERAGE]

In March, our earned media coverage was multi-platform and represented the results of a new strategy that the team employed last fall. As a direct result of hosting social media editors from **Lonely Planet** and **Food Network**, Santa Fe was highlighted in several posts on these outlet's official social accounts. Articles themed around the Route 66 centennial, which results from pitching efforts, continue to be a strong portion of monthly coverage. We hosted several media this month including a Digital Editor from **Travel + Leisure**, *three journalists from Japan on a Brand USA group press trip* and a content creator for **ExploreWithCassie.com**. *The team continues to plan for upcoming press visits in April and May.*

RECENT NEWS COVERAGE

In **Vogue**, Santa Fe's El Rey Court is featured in "[The Most Stylish Stays Along the Iconic Route 66—Which Is Celebrating Its 100th Anniversary](#)," which results from pitching efforts.

In **Travel + Leisure**, Santa Fe's El Rey Court is featured as one of "[9 Vintage Revival Hotels to Visit for Route 66's 100th Anniversary](#)," as a result of pitching efforts.

In **Women's Health**, Ojo Santa Fe was selected in the "Rejuvenating Retreats" category of the "[Women's Health Travel Awards 2026](#)."

In **InsideHook**, Santa Fe is included in a roundup article titled, "[Eat Your Way Through America's Best Food Tours](#)," which results from an ongoing media relationship with the writer.

In **Pasadena Weekly**, Santa Fe is featured in the article, "[Under the Radar Gem: Santa Fe Is the Place for a Mellow, Unique Trip](#)," which results from hosting Ed Condran on a press visit in January 2026.

In **The Points Guy**, a Santa Fe hotel is included in the article, "[Backup Western Ski Trips You Can Book With Points](#)."

In the **Albuquerque Journal**, Santa Fe is featured in [coverage of the sale of La Posada hotel](#), which results from Randy Randall being interviewed and quoted.

New: Earned Social Media Coverage

On the **Food Network** Instagram account, Santa Fe and Second Street Brewery are spotlighted through [coverage of the destination's culinary scene](#), which results from hosting Food Network's Social Media Director, Gabriela Rodiles.

On the **Food Network** TikTok, Santa Fe is featured in [video coverage](#) from hosting Food Network's Social Media Director, Gabriela Rodiles.

On the **Food Network** Facebook account, Santa Fe is featured in [video coverage](#) from hosting Food Network's Social Media Director, Gabriela Rodiles.

On **Food Network's** YouTube channel, Santa Fe is featured in [short-form video coverage](#) from hosting Food Network's Social Media Director, Gabriela Rodiles.

On the **Lonely Planet** TikTok, Santa Fe is featured in [destination coverage](#) from hosting social media editor, Rachel Lewis.

On the **Lonely Planet** Facebook account, Santa Fe is featured in [video coverage](#) from hosting social media editor, Rachel Lewis.

On the **Lonely Planet** YouTube channel, Santa Fe is featured in [short-form video coverage](#) from hosting social media editor, Rachel Lewis.

On the **Lonely Planet** Instagram account, Santa Fe is featured in social [video coverage](#) from hosting social media editor, Rachel Lewis

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

March 2026

- 25,900 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 28,269 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,234 people have earned an official T-Shirt by collecting five stamps on the Trail
- 842 members of the Margarita Society have earned 10 or 15 stamps
- 505 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 327 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 415 Journalist have experienced the Trail
- \$11,853,625 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

March 2026

- Total Sales: \$72,606
- Businesses: 126
- Items Sold: 1,069
- Total Orders: 692
- Published Products: 1,884

MONTHLY METRICS

WEBSITE & NEWSLETTERS

March 2026 Website Performance Metrics

Total Visits:

Organic: 115,689 (15.87% decrease Y/Y)
Paid: 106,639 (4.29% decrease Y/Y)

New Visits:

Organic: 91,954 (12.42% decrease Y/Y)
Paid: 93,043 (1.07% increase Y/Y)

Avg. Engagement Time:

Organic: 0:41 (10.73% decrease Y/Y)

Paid: 0:38 (17.49% decrease Y/Y)

Avg. Pages per Session

Organic: 1.87 (6.17% decrease Y/Y)

Paid: 1.82 (6.52% decrease Y/Y)

Avg. Engagement Rate

Organic: 55.26% (19.13% increase Y/Y)

Paid: 41.18% (8.63% 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!

April Scoop on the Arts & Joy of Spring

<https://mailchi.mp/santafe/april-scoop-on-the-arts-joy-of-spring>

Send Date: 3/18/26

Subscribers: 93,705

Number Opened: 10,368

Open Rate: 11.1%

CTR: 2.0%

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.

Hello to Spring in Santa Fe

<https://mailchi.mp/santafe/hellospring2026>

Send Date: 3/25/26

Subscribers: 23,456

Number Opened: 2,861

Open Rate: 12.2

CTR: 2.2

SOCIAL MEDIA

March 2026 Performance Metrics

March showed a strong rebound in engagement across key platforms as a high-engagement, content-driven success month, even as follower growth remained modest. March marks the start of spring travel inspiration, even if not peak visitation yet, meaning audiences are starting to plan, leading to higher engagement.

Facebook

Total Page Followers: 104,244 (0.3% increase M/M)

Engagement: 9,184 (50.3% increase M/M)

Instagram

Followers: 73,499 (1.1% increase M/M)

Engagement: 92,582 (531.6 % increase M/M)

Pinterest

Followers: 3,262 (0.0% increase M/M)

Impressions: 5,207 (1.4% increase M/M)

TikTok

Followers: 1,868 (1.2 % increase M/M)

Engagement: 9,266 (13.1% increase M/M)

YouTube

Subscribers: 1,920 (2.1% increase M/M)

Views: 268,764 (1,377.9% increase M/M)

Santa Fe Insider Blog

March 2026 Performance Metrics

Sessions: 14,010 (19.58% decrease Y/Y)

Average Engagement Time Per Session: 1:30 (13.46% decrease Y/Y)

March Blog Posts

Explore the Cultural Legacy of Chimayó

- Updated: March 6, 2026
- Views: 314

A Day Trip to Chimayó from Santa Fe

- Updated: March 6, 2026
- Views: 1,019

Things to Do in April

- Updated: March 10, 2026
- Views: 1,248

9 May Events in Santa Fe, New Mexico

- Updated: March 30, 2026
- Views: 221

5 Fun Ideas for a Memorable Memorial Day Weekend in Santa Fe

- Updated: March 31, 2026
- Views: 19

Top 5 Viewed Blog Posts in March

25 Things To Do in Santa Fe

- Updated: June 30, 2025
- Views: 2,016

Hiking Trails You Can Access from Santa Fe

- Updated: June 30, 2025
- Views: 1,634

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,256

Things to Do in April

- Updated: March 10, 2026
- Views: 1,248

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,161

PUBLIC RELATIONS

In March, our earned media coverage was multi-platform and represented the results of a new strategy that the team employed last fall. As a direct result of hosting social media editors from **Lonely Planet** and **Food Network**, Santa Fe was highlighted in several posts on these outlet's official social accounts. Articles themed around the Route 66 centennial, which results from pitching efforts, continue to be a strong portion of monthly coverage. We hosted several media this month including a Digital Editor from **Travel + Leisure**, three journalists from Japan on a Brand USA group press trip and a content creator for **ExploreWithCassie.com**. The team continues to plan for upcoming press visits in April and May.

Performance Metrics

March Numbers (YOY, vs 2025)

Pitches: 101 (87% Decrease Y/Y)
Media Visits: 6 (200% Increase Y/Y)
Earned Media: \$657,894 (77% Decrease Y/Y)
Total Impressions: 98,685,466 (77% Decrease Y/Y)

Year-to-Date 2026 (vs YTD 2025)

Pitches: 510 (59% Decrease Y/Y)
Media Visits: 12 (140% Increase Y/Y)
Earned Media: \$2,022,004 (67% Decrease Y/Y)
Total Impressions: 301,310,542 (67% Decrease Y/Y)

MEDIA PLACEMENTS – ADVERTISING

March 2026 Performance Metrics

Total Spend: \$222,733.16 (23.5% decrease Y/Y)
Total Impressions: 20,072,078 (24.2% decrease Y/Y)

Traditional Media

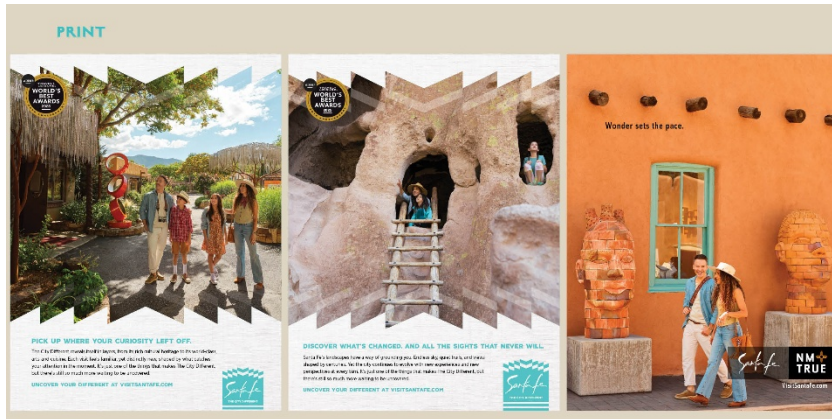
Impressions: 7,587,939 (100.9% increase Y/Y)
Spend: \$99,003.97 (45.83% decrease Y/Y)

Traditional Print

- New Mexico Magazine
- Phoenix Magazine
- Texas Monthly

Traditional Digital

- Taboola (Native Display)
- Hopper (Custom Content)
- Expedia (Display)
- Travel + Leisure (Native Social Package)
- Trip Advisor (Native Display)
- Phoenix Magazine (Digital Banners)
- New Mexico Magazine (Facebook and Instagram)



Programmatic Media

Impressions: 3,823,535 (33.38% increase Y/Y)

Spend: \$45,578.91 (54.04% increase Y/Y)

Programmatic and Digital Media Buys

MIQ(Display, OLV, CTV, Streaming Audio, Rich Media, Mobile Quiz)

Native

Uber (Display)

Travel + Leisure (Display, High Impact)

Tripadvisor (Native Display)

Expedia (Display)

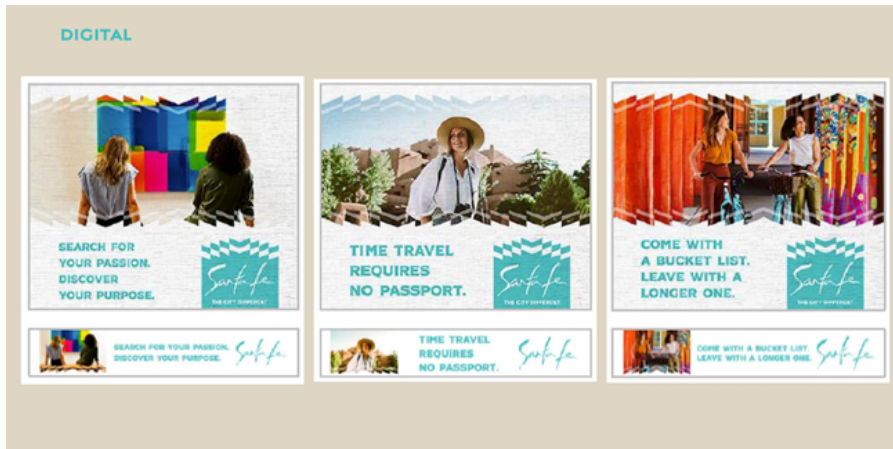
Outside Magazine (Display)

Smithsonian (OLV, Display, Newsletter)

Food & Wine (Display)

Texas Monthly (Display)

Cvent (Display)



PAID SOCIAL MEDIA

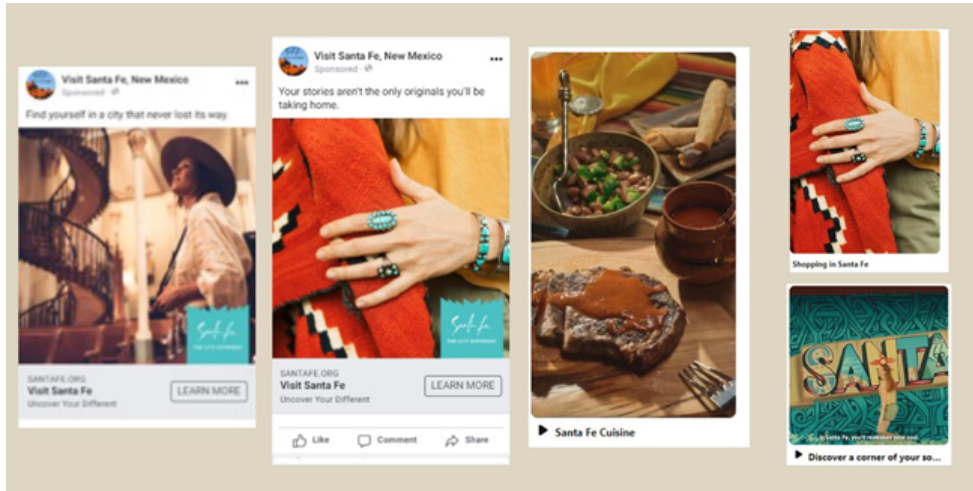
Meta

Impressions: 5,961,490 (41.18% decrease Y/Y)

Spend: \$36,273.23 (58.98% increase Y/Y)

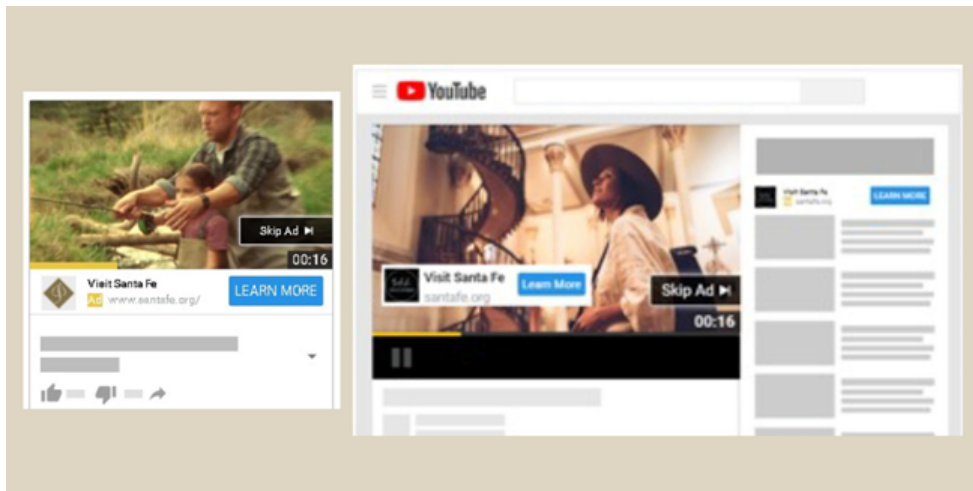
Pinterest

Impressions: 136,385 (90.7% decrease Y/Y)
Spend: \$4,232.13 (41.38% decrease Y/Y)



YouTube

Impressions: 1,875,701 (30.21% decrease Y/Y)
Spend: \$6,645.06 (43.31% decrease Y/Y)



DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 118,361 (378.21% increase Y/Y)
Spend: \$2,401.90 (257.68% increase Y/Y)

Google Performance Max

Conversions: 2,368 (14.48% decrease Y/Y)
Spend: \$3,011.76 (13.82 increase Y/Y)

PAID SEARCH

Google

Clicks: 20,899 (3.49% increase Y/Y)
Spend: \$18,183.21 (54.88% increase Y/Y)

Bing

Clicks: 6,841 (17.51% decrease Y/Y)
Spend: \$4,995.40 (11.01% decrease Y/Y)

MEETINGS & GROUPS

Google

Conversions: 1 (75% decrease Y/Y)
Spend: \$2,407.58 (17.55% decrease Y/Y)

