Santa Fe
THE CITY DIFFERENT

Quarterly Report

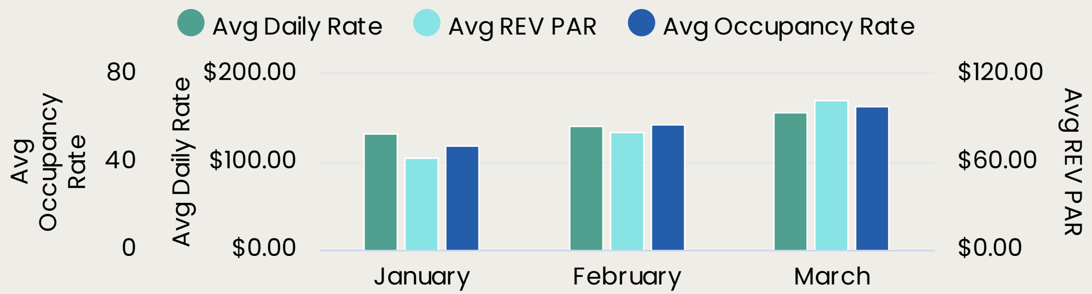
Report Produced by
Vladimir Jones

Vladimir + Jones

Occupancy

Source: STR

56.67	$144.02	$82.28
56.50	*$143.09*	*$81.97*
Avg Occupancy Rate (YoY)	*Avg Daily Rate (YoY)*	*Avg REV PAR (YoY)*
▲ *0.29%*	▲ *0.65%*	▲ *0.37%*



Month of Year	Avg Daily Rate	Avg REV PAR	Avg Occupancy Rate
January	$133.38	$63.58	47.70
February	$141.23	$80.60	57.10
March	$157.45	$102.66	65.20

01/01/2026 through 03/31/2026 Report

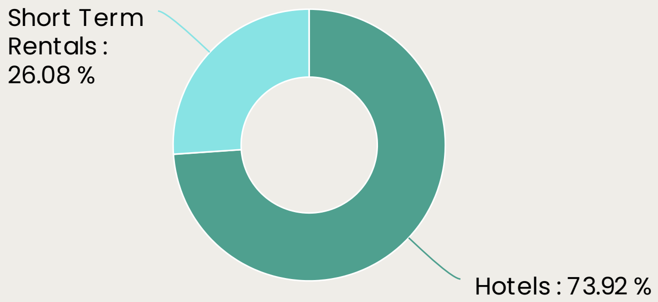
Occupancy and Lodging

Lodging KPIs vs. Previous Year (Average)

56.67	$144.02	$82.28
56.50	*$143.09*	*$81.97*
Occupancy STR	*Avg Daily Rate STR*	*REV PAR STR*
▲ *0.29%*	▲ *0.65%*	▲ *0.37%*

Lodging Tax Collected by Type **

12/01/2025 - 12/31/2025



Type	Amount
Hotels	$940,890
Short Term	$332,019
Total	$1,272,909

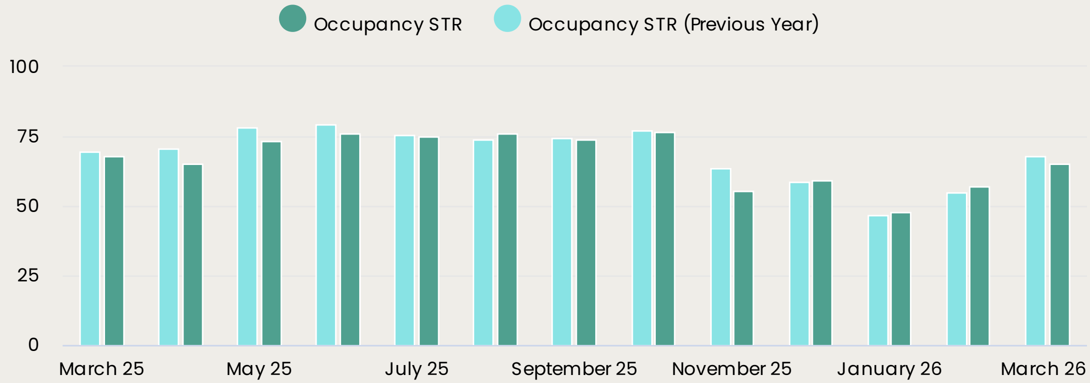
Occupancy by Location vs. Previous Year *

12/01/2025 - 01/31/2026

Location	Occupancy	Average Rate	RevPAR
Cerrillos Road	**47.15%** *48.90%* ▼ *-3.58%*	**$89.89** *$93.92* ▼ *-4.29%*	**$42.76** *$46.45* ▼ *-7.96%*
City Wide	**53.60%** *52.60%* ▲ *1.90%*	**$151.81** *$155.28* ▼ *-2.23%*	**$82.39** *$82.73* ▼ *-0.40%*
County	**50.70%** *0.00%* ▲ *N/A*	**$210.25** *$0.00* ▲ *N/A*	**$108.14** *$0.00* ▲ *N/A*
Downtown	**58.70%** *57.05%* ▲ *2.89%*	**$207.99** *$209.98* ▼ *-0.95%*	**$123.95** *$121.40* ▲ *2.10%*

Occupancy Over Time

03/01/2025 - 03/31/2026



01/01/2026 through 03/31/2026 Report

*Derived from OTAB Report, with 1 month lag.
** Derived from OTAB Report, with 2 month lag.

National KPIs

Primary KPIs

$128,967.71
$87,169.84
Spend
▲ *47.95%*

117,502
379,840
Clicks (Aggregate)
▼ *-69.07%*

Secondary KPIs

2,627
3,192
Accommodation Outbound Click
▼ *-17.70%*

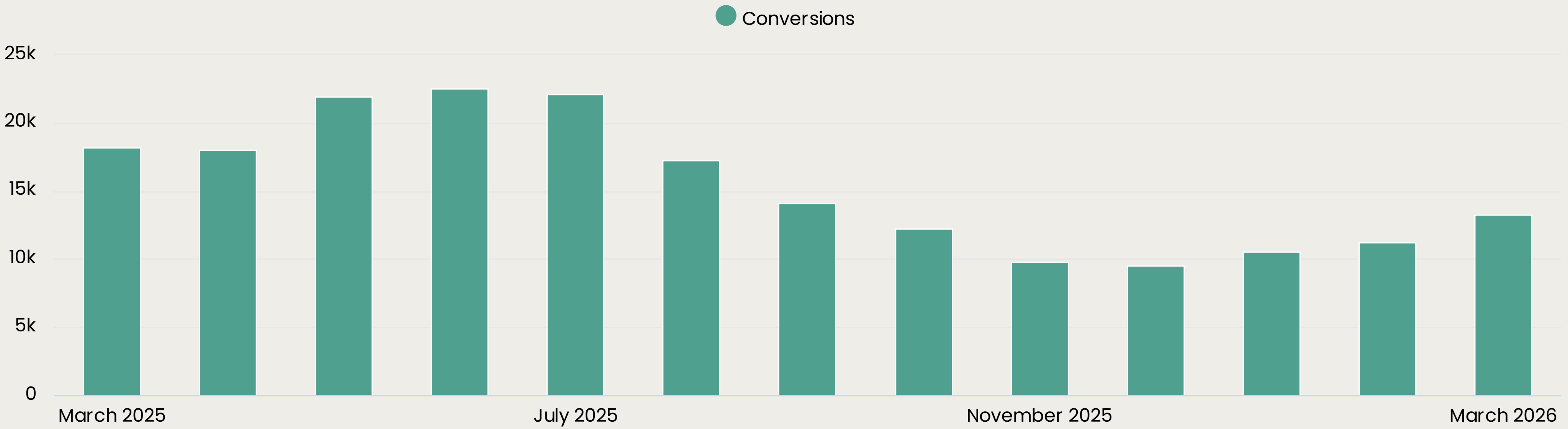
31,007
37,465
Nonaccommodation Outbound Click
▼ *-17.24%*

1,382
2,012
Visitor Guide Download
▼ *-31.31%*

11
21
Submit RFP
▼ *-47.62%*

Key Event Conversions Over Time

03/01/2025 - 03/31/2026



01/01/2026 through 03/31/2026 Report

National Visitation

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269,736
280,701
Visits
▼ *-3.91%*

4.83
5.07
Length of Stay
▼ *-4.61%*

Date	Visits
December 2025	**117,099** 125,325 ▼ -6.56%
January 2026	**87,287** 87,820 ▼ -0.61%
February 2026	**65,350** 67,556 ▼ -3.27%
Total	**269,736** 280,701 ▼ -3.91%

Insights

Top out-of-state origin markets

- Dallas/Ft Worth (10%) **+4% Y/Y**
- Denver (8%) **-2% Y/Y**
- Houston (5%) **+2% Y/Y**
- Austin (4%) **no change Y/Y**
- Phoenix (3%) **+3% Y/Y**

Dallas/Fort Worth accounted for 10% of out-of-state visits (+4%), followed by Denver at 8% (-2%), which saw a slight decline during the shoulder season. Houston increased its share to 5% (+2%), while Austin held steady at 4%, showing consistent demand. Phoenix rounded out the top five with modest growth at 3% (+3%). Overall, while visitation from Texas markets remains strong, there is an opportunity to re-engage Colorado audiences while continuing to capitalize on increased in-destination spending throughout longer stays.

**Please note: Geolocation data and estimates are provided through March 21, 2026.*

Newsletters

Scoop

93,705
98,927
Scoop Subscribers
▼ -5.28%

11.63
13.50
Avg Open Rate (YoY)
▼ -13.83%

1.87%
3.00%
Avg CTR (YoY)
▼ -37.78%

Marketplace

23,456
19,662
Marketplace Subscribers
▲ 19.30%

12.80
14.83
Avg Open Rate
▼ -13.68%

2.23%
3.00%
Avg CTR
▼ -25.56%

Marketing Report

1,781
1,813
Marketing Report Subscribers
▼ -1.77%

38.52
38.82
Avg Open Rate
▼ -0.76%

Subscribers

01/01/2026 - 03/31/2026

	January	February	March
Scoop Subscribers	92,901	92,941	93,705
Marketplace	22,556	22,287	23,456
Marketing Report	1,807	1,785	1,781

Open Rates

	January	February	March	Total
Scoop	11.80	12.00	11.10	**11.63**
Marketplace	12.60	13.60	12.20	**12.80**
Marketing Report	35.81	37.48	42.28	**38.52**

CTR

	January	February	March	Total
Scoop CTR	1.70%	1.90%	2.00%	**1.87%**
Marketplace CTR	2.20%	2.30%	2.20%	**2.23%**

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Newsletters

Insights

Scoop:

- The Scoop campaigns in Q1 2026 drove strong engagement, reaching over 93,000 recipients each month. March Scoop (sent in February) had the highest engagement with a 12% open rate and 1,779 clicks, likely boosted by the timely Spring Break content and the emoji used in the subject line.
- Click rates improved through the quarter from 1.7% to 2.0%, showing that the content and CTAs are resonating better with our audience over time.
- Consistent unsubscribe rate around 0.44-0.45% indicate healthy list engagement.

Marketplace:

- February Marketplace was the top performer this quarter with a 13.6% open rate and 2.3% click rate. The “Shop for the Story” subject line appears to have resonated strongly with the audience.
- There was consistent engagement throughout the quarter with open rate staying between 12-13.6% and click rates around 2.2-2.3%.
- Very low unsubscribe rates (0.23-0.33%) indicate this audience is highly engaged and values the content.

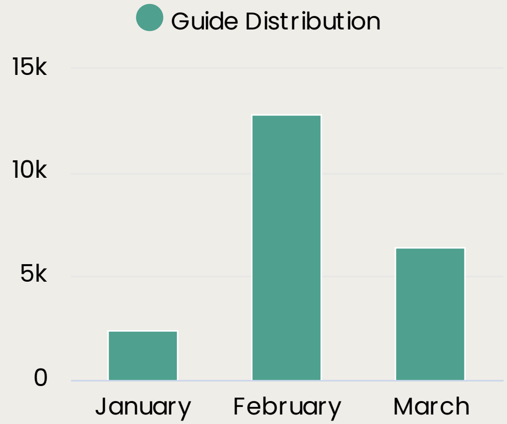
Guides and Visitor Information Centers

Guide Distribution

21,635

19,987 Guide Distribution

▲ 8.25%

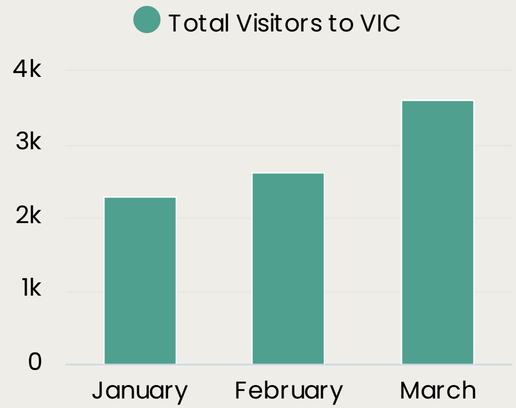


Visitor Information Centers

8,507

7,013 Total Visitors

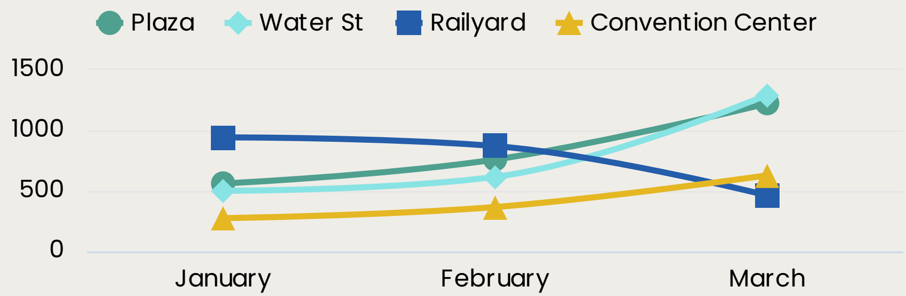
▲ 21.30%



	January	February	March	Total
Total Guide Distribution	2,425	12,794	6,416	**21,635**

	January	February	March	Total
Convention Center	276	368	629	**1,273**
Plaza	562	760	1,222	**2,544**
Railyard	943	871	464	**2,278**
Water St	502	617	1,293	**2,412**
Total Visitors to VIC	2,283	2,616	3,608	**8,507**

01/01/2026 - 03/31/2026



01/01/2026 through 03/31/2026 Report

Public Relations

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Top KPIs

556
1,249
Pitches (YoY)
▼ -55.48%

6
7
SOS (YoY)
▼ -14.29%

12
5
Media Visits (YoY)
▲ 140.00%

$2,024,672
$6,273,267
Earned Media (YoY)
▼ -67.73%

226,003,124
940,990,571
Media Impressions (YoY)
▼ -75.98%

	January	February	March	Total
Pitches	351	104	101	**556**
SOS	4	2	0	**6**
Media Visits	4	2	6	**12**
Earned Media	$560,797	$805,981	$657,894	**$2,024,672**
Media Impressio...	8,411,957	118,905,701	98,685,466	**226,003,124**

Insights

In March we saw multi-platform coverage representing the results of a new strategy that the team employed in Q4 2025. This social media coverage was a direct result of hosting social media editors from Lonely Planet and Food Network.

Despite some great coverage in national media outlets already this year, our earned media metrics have started off slower for Q1 2026 when compared to 2025.

We hosted a small group press trip with two media participants in partnership with Ski Santa in late January 2026, and two other individual winter/ski press visits in early January. This coverage should appear in Q4 ahead of the 26-27 ski season.

Design trend pitching has also been a focus with design stories to Conde Nast Traveler's September 2026 Issue, along with leads about hotels that sell their furniture. Working with writers like Erica Finamore from House Beautiful and Real Simple.

01/01/2026 through 03/31/2026 Report

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Organic Social

Platform Breakdown

Facebook	104,244 *99,487* *Page Likes (YoY)* ▲ *4.78%*	31,729 *37,718* *Engagement (YoY)* ▼ *-15.88%*
Instagram	73,499 *66,160* *Followers (YoY)* ▲ *11.09%*	127,578 *110,067* *Engagement (YoY)* ▲ *15.91%*
YouTube	1,920 *1,403* *Subscribers (YoY)* ▲ *36.85%*	312,077 *39,289* *Views (YoY)* ▲ *694.31%*
TikTok	1,868 *372* *Followers (YoY)* ▲ *402.15%*	25,235 *64,070* *Engagement (YoY)* ▼ *-60.61%*

	January	February	March
Facebook Page Likes	103,819	103,975	104,244
Facebook Engagement	16,434	6,111	9,184
Instagram Followers	72,194	72,701	73,499
Instagram Engagement	20,337	14,659	92,582
YouTube Subscribers	1,830	1,880	1,920
YouTube Views	25,128	18,185	268,764
TikTok Followers	1,812	1,846	1,868
TikTok Engagement	7,777	8,192	9,266
Twitter Followers	14,742	14,746	14,739
Pinterest Impressions	5,216	5,133	5,207
Pinterest Website Referrals	31	18	21

Organic Social

Insights

- Audience growth and video visibility remain strong, showing that overall interest is still building. Even in a softer tourism season, platforms like Instagram and YouTube demonstrated the ability to generate high reach and breakout engagement moments, proving the content strategy can resonate when it hits the right tone or format.
- Engagement declines (Facebook & TikTok) could highlight a lack of consistency and repeatability in the content strategy. This could be exacerbated for TikTok by the reported overall decline in US users in Q1 due to the TikTok sale. Facebook seems mostly tied to reel content not catching on quite the same as other platforms, signaling a possible strategy shift back towards more static and linked posts.

Paid Media / Advertising

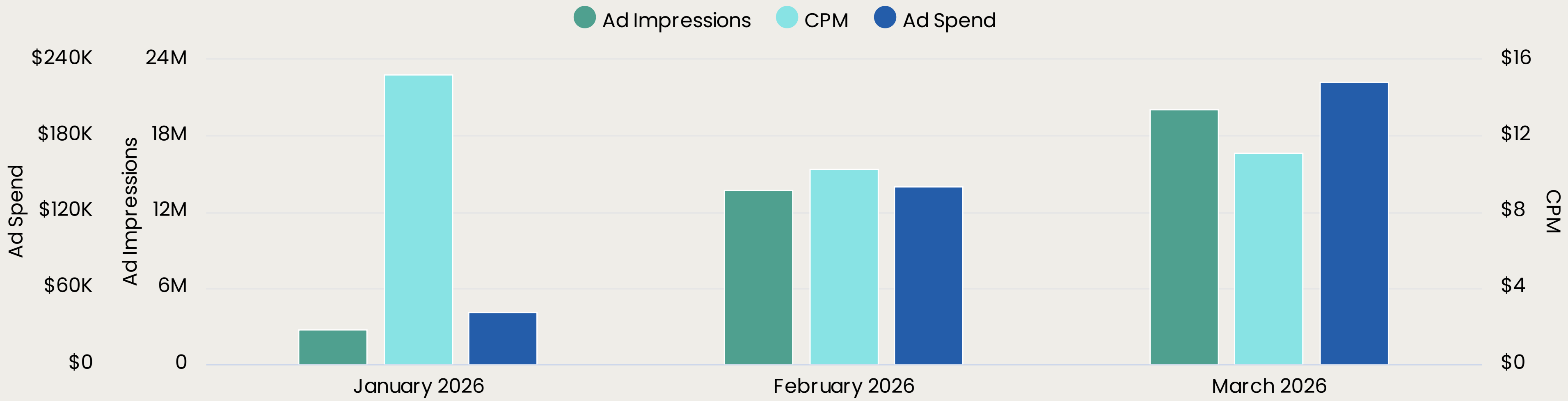
Paid KPI's

$404,095.92
$537,560.90
Ad Spend (YoY)
▼ -24.83%

36,488,562
72,744,155
Ad Impressions (YoY)
▼ -49.84%

$12.17
$6.92
CPM (YoY)
▲ 76.01%

01/01/2026 - 03/31/2026



Date	Ad Impressions	CPM	Ad Spend
January 2026	2,695,125	$15.20	$40,953.57
February 2026	13,721,359	$10.23	$140,409.19
March 2026	20,072,078	$11.10	$222,733.16

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Campaign Performance

Digital Campaigns

25,737,554

57,366,388
Impressions (YoY)
▼ *-55.13%*

$195,689.48

$198,162.05
Spend (YoY)
▼ *-1.25%*

Campaigns by Type

Campaign Type	Clicks	Impressions
Demand Generation	4,205	156,417
Groups	2,999	137,240
Performance Max	15,859	213,751
Search	74,852	1,050,076
Social	144,801	19,832,324
YouTube	5,352	4,347,746

Campaigns by Strategy

Campaign Strategy	Impressions
Awareness	16,800,727
Conversion	3,029,381
Engagement	5,907,446

All Digital Campaigns

01/01/2026 - 03/31/2026

Platform	Campaign Strategy	Campaign Type	Clicks	Impressions
Bing Ads	Conversion	Search	17,458	614,085
Facebook	Awareness	Social	16,706	9,995,881
Facebook	Conversion	Social	33,246	1,313,108
Facebook	Engagement	Social	78,079	3,588,347
Google Ads	Awareness	YouTube	2,269	4,188,957
Google Ads	Conversion	Demand Generation	4,205	156,417
Google Ads	Conversion	Groups	2,999	137,240
Google Ads	Conversion	Performance Max	15,859	213,751
Google Ads	Conversion	Search	57,394	435,991
Google Ads	Conversion	YouTube	3,083	158,789
Pinterest Ads	Awareness	Social	2,254	2,615,889
Pinterest Ads	Engagement	Social	3,193	391,897
Reddit Ads	Engagement	Social	11,323	1,927,202
Total	--	--	248,068	25,737,554

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Campaign Performance

Traditional & Programmatic

23,212,979

8,410,312
Impressions (YoY)
▲ 176.01%

$312,454.66

$231,915.56
Spend (YoY)
▲ 34.73%

Campaigns by Type

Data Source	Impressions	Clicks
DCM	15,329,478	76,578
Traditional Media	7,883,501	65,436

Campaigns by Ad Format

Ad Format	Impressions	Clicks
Display	9,877,547	23,582
Custom Content	2,744,998	37,133
Native Display	2,418,749	22,194
Mobile Quiz	1,806,805	41,838
OLV	1,285,822	4,236
Native Social Package	1,150,704	4,527
In-Feed	1,033,009	2,193
21 rows not shown		

All Traditional & Programmatic Campaigns

01/01/2026 - 03/31/2026

Data Source	Publication	Ad Format	Impression	Clicks
DCM	MIQ	Display	6,062,705	4,806
Traditional Media	Hopper	Custom Content	2,744,998	37,133
Traditional Media	Taboola	Native Display	2,226,537	21,898
DCM	MIQ	Mobile Quiz	1,806,805	41,838
DCM	MIQ	OLV	1,199,534	4,043
Traditional Media	Travel+Leisure	Native Social Package	1,150,704	4,527
DCM	Nativo Inc.	In-Feed	1,033,009	2,193
DCM	MIQ	Streaming Audio	1,029,935	178
DCM	Travel + Leisure	Display	995,931	2,399
Traditional Media	Expedia	Display	815,117	844
DCM	MIQ	CTV	666,031	1,580
DCM	[Display] Uber	Display	522,311	11,814
DCM	Expedia Brand Portfolio	Display	463,280	596
DCM	Trip Advisor	Display	392,000	853
34 rows not shown				
Total	--	--	23,212,979	142,014

Campaign Performance

Campaign Insights

Executive Summary:
Q1 performance reflects that the campaign is effectively maintaining strong visibility and building demand ahead of peak travel season, despite a decrease in visitation in January and February compared to 2025. Given our typical 2-3 month travel planning window, the decrease in visitation in Q1 could largely be attributed to the overall decrease in spend in Q4 YoY. Datafy indicates a slight increase in March visitation YoY. It is also important to note that our shift in audience targeting and segmentation in FY26 is resulting in fewer impressions overall, but is increasing engagement because we are reaching more qualified travelers. Despite slight YoY decreases in lodging KPIs in January and February (with March data still incomplete), the campaign continues to demonstrate strong awareness and engagement that points towards future travel demand:

- **Paid media delivered over 36M impressions** and **traditional and programmatic efforts performed exceptionally well, with a 176% increase in impressions YoY**, successfully achieving our goal of maintaining strong visibility during the winter months.
- Lower funnel tactics are also actively capturing demand, with **digital campaigns amassing a total of 248K clicks**, reinforcing strong pillar interest.
- Both Santa Fe apps produced excellent results and indications of high-intent, with **total downloads for both increasing 10% YoY and 13% YoY**.

As we move into spring and summer, increased media investment, digital optimizations, and a creative refresh position the campaign well to convert this built up demand into visitation. Strong awareness, engagement, and intent signals indicate that the campaign is successfully guiding users from inspiration to trip planning during this crucial window.

Digital Media Highlights:

- As brought to light in the midcampaign report and later optimized towards, Meta continues to serve as the primary awareness and engagement engine. It delivered the **highest volume of impressions with 14.9M**.
- **Google Search remains the most effective driver of clicks with 57K in Q1, an 12% increase YoY**, highlighting continued growth in high-intent demand as travelers are actively searching and planning travel.
- Having taken a different approach to audience segmentation and market specific targeting, we saw a decrease in impression efficiency in our awareness tactics. However, this more targeted approach enabled us to reach higher-qualified travelers, resulting in an **8% increase in engagement**.

Traditional and Programmatic Highlights:

- **Traditional and its corresponding digital media saw a 115% increase in impressions YoY and a 67% increase in clicks YoY**, demonstrating its continued effectiveness in not only expanding reach but also driving meaningful engagement, particularly through high-impact and contextually relevant placements that resonate with potential travelers.
- **Programmatic media saw a 224% increase in impressions YoY and 1,482% increase in clicks YoY**, highlighting its ability to significantly scale awareness while efficiently driving user action.

Top 10 Ads by Impressions

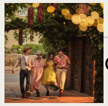
01/01/2026 - 03/31/2026

Data Source	Ad/Group Name	Impressions
Facebook	Q1 - Group Walking I...	3,295,784
Facebook	Q1 - Street Group Wa...	2,658,709
Facebook	Q1 - Ojo	2,595,831
Facebook	Q1 - Camera Girl	1,566,773
Google Ads	Yoga Wellness	1,397,140
Google Ads	Time Travel	1,215,503
Facebook	Q1- Cave	1,117,761
Pinterest Ads	Travel Affinity	1,057,121
Pinterest Ads	Keywords	787,872
Facebook	Family	771,888

Top 3 Facebook Creatives


Q1 - Street Group Walking


Q1 - Camera Girl


Q1 - Group Walking Image

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Website Analytics

533,511	441,483	0:54	2.23	11.97%
628,753	*496,919*	*0:45*	*1.97*	*8.23%*
Total Visits (YoY)	*New Visits (YoY)*	*Average Engagement Time (YoY)*	*Avg Pages Per Session (YoY)*	*Avg Conversion Rate (YoY)*
▼ -15.15%	*▼ -11.16%*	*▲ 20.00%*	*▲ 13.18%*	*▲ 45.50%*

01/01/2026 - 03/31/2026

Month of Year	Total Visits	New Visits	Average Engagement Time	Avg Pages Per Session	Avg Conversion Rate
January	189,698	156,941	1:02	2.68	17.28%
February	178,294	146,892	0:56	2.09	11.80%
March	165,519	137,650	0:44	1.93	6.83%
Total	533,511	441,483	0:54	2.23	11.97%

Insights

Website performance in Q1 reflects strong user engagement, even as overall traffic trends align with typical seasonal softness. While total website visits declined 15% YoY and new users declined 11% YoY, users who did visit the site demonstrated more meaningful interaction. **Average engagement time increased 20% YoY**, and **pages per session rose 13% YoY**, indicating that users are spending more time exploring content and moving deeper into the site. Most notably, **conversion rate increased 46% YoY**, signaling that site traffic is becoming more qualified and intent driven. This suggests that while overall volume is slightly lower, the campaign is successfully driving higher quality users.

While all website KPIs show a gradual decline from January through March, this trend aligns with expected seasonal behavior, as many travelers finalize spring break plans between December and February and shift from planning to traveling during this timeframe. As a result, reduced site activity during this period reflects natural timing shifts in the travel cycle rather than decreased interest.

Blog Analytics

37,805

45,299
Blog Pageviews
▼ *-16.54%*

1:26

1:34
Avg Engagement Time
▼ *-7.83%*

01/01/2026 - 03/31/2026

Month of Year	Blog Pageviews	Avg Engagement Time
January	12,033	1:23
February	11,762	1:26
March	14,010	1:30
Total	37,805	1:26

Insights

Fewer people are reaching our blog content year over year, and those who do are spending a bit less time reading. This may reflect a broader shift in traveler behavior as more consumers use AI tools and search summaries for trip-planning inspiration and quick answers instead of clicking through to traditional blog content.

Visitors who do reach the blog are spending slightly less time reading, suggesting users may be arriving with more specific intent, scanning quickly for key details, and moving on once they find the information they need.

Within the quarter, interaction quality is trending upward: engagement time rises each month, and March also shows the strongest readership. This points to improving visitor intent as the season progresses—more "active planners" browsing itineraries, attractions, and logistics—while overall demand is still below last year's baseline. The month-to-month pattern also hints at seasonal trip-research behavior: early-quarter visitors appear to be in lighter inspiration mode, shifting into deeper planning by March, which is when tourism content typically supports decision-making (where to stay, what to do, how long).

Apps

Visit Santa Fe App

45,433

40,228
Total Downloads (YoY)
▲ *12.94%*

Santa Fe Marketplace

$72,606.00

$59,786.00
Total Sales (YoY)
▲ *21.44%*

126

115
Businesses (YoY)
▲ *9.57%*

Santa Fe Margarita Trail

25,900

23,620
Downloads (YoY)
▲ *9.65%*

28,269

25,818
Paper Passports Sold (YoY)
▲ *9.49%*

$11,853,625.00

$11,524,626.00
Earned Media (YoY)
▲ *2.85%*