

TOURISM SANTA FE

OTAB Marketing Report Reporting for May 26, 2026

EXECUTIVE SUMMARY

Key marketing highlights for April and May

1) **[NOW AVAILABLE]** New 2026-27 Santa Fe Menu Magazine

The new, 4th iteration of the Santa Fe Menu Magazine, the Official Guide to Dining in The City Different (2026-27) has arrived! Thank you to the restaurants and Santa Fe businesses that partnered with TOURISM Santa Fe to create a beautiful and user-friendly resource for exploring the culinary and hospitality scene in our fair city.

Enjoy expanded editorial highlighting Santa Fe Culinary Treasures, the dawn of the The MICHELIN Guide Southwest, all James Beard Foundation Award nominees, finalists, and winners, as well as a robust culinary event calendar and list of foodie attractions, tours, and trails.

Find copies of the magazine in turquoise boxes throughout the downtown Plaza area, at all four TSF Visitor Information Centers, and promoted in various hotels, restaurants, and businesses.

Order free magazines for your guests and customers. If you are located in Santa Fe, a representative from Tourism Santa Fe will deliver within a week. You also have the option to pick up your order at the Santa Fe Community Convention Center: <https://www.santafe.org/industry/dining-guide-bulk-orders/>

2) **[SHARE YOUR FEEDBACK]** New Mexico Tourism Department Industry Survey



The New Mexico Tourism Department is seeking input from leisure and hospitality businesses regarding their sentiment of the economy and the state of their operations, and they could use your help. If you were able to take five minute to complete this brief survey, you will be able to help the New Mexico Tourism Department better understand important economic conditions currently impacting the industry.

Take the Survey - <https://www.surveymonkey.com/r/NMTDBiz>

3) **[REGISTER NOW]** New Mexico Hospitality Association Governor’s Conference



Where Hospitality Meets the Horizon – June 24 & 25, 2026

The 2026 New Mexico Governor’s Conference on Hospitality and Tourism is New Mexico’s premier event for hospitality and tourism professionals. Hosted by the New Mexico Hospitality Association and presented by New Mexico True, this annual conference brings together industry leaders from across the state to share ideas, build connections, and strengthen New Mexico’s visitor economy.

What to Expect

Join us for two full days in Las Cruces focused on practical learning and real-world insights you can put to work right away. The program includes keynote speakers and breakout sessions designed to help you grow your business and stay competitive.

Join us at this marquee event where New Mexico’s hospitality and tourism community comes together to learn, connect, and look toward what’s next on the horizon.

Learn More and Register

<https://newmexicohospitalitynm.memberzone.com/events/details/2026-new-mexico-true-governor-s-conference-on-hospitality-and-tourism-1197>

4) **[REMINDER TO VOTE!]** 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>

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



Need help navigating the [santafe.org](https://www.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](https://www.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, June 30

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.

6) **[GET THE REPORT] Emerging Travel Trends & Insights**



We're excited to share exLOusive Traveler Insights — a new series from our PR partner, Lou Hammond Group, designed to keep you ahead of the evolving travel landscape.

As traveler behaviors continue to shift, we're seeing meaningful changes in how, why, and where people travel — from the rise of experience-led demand and evolving traveler expectations to the growing influence of AI and new discovery platforms. With this inaugural edition, we've explained the key trends shaping the industry today, along with what they mean for brands looking to stay relevant and competitive.

This report is intended to be both a strategic resource and a conversation starter, highlighting not only what is happening across the travel landscape, but how brands can adapt their positioning, storytelling, and communications strategies in response.

Download the report [here](#).

7) **[SANTA FE IN THE SPOTLIGHT] Meow Wolf Recognized in TIME100 Most Influential Companies**



CONGRATULATIONS!

This year, TIME editors introduced the TIME100 Companies: Industry Leaders lists, an expansion of the TIME100 Most Influential Companies issue that dives deeper into 20 sectors to spotlight the companies shaping their industries.

Meow Wolf has been named one of the Top 10 most influential companies in travel and tourism for 2026. Congratulations on this well-deserved recognition.

Read More - <https://time.com/article/2026/04/28/time100-companies-travel-and-tourism/>

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

In April 2026, public relations efforts focused on hosting key media and advancing upcoming press visits scheduled for May and June. The team successfully hosted Kelly Magyarics for a margarita trail-focused trip, a portion of an NMTD press visit for Melanie Haiken and writer/photographer Matt Dutile on assignment for a feature story for Travel and Luxury Magazine. We also finalized travel and the itinerary for four top tier journalists for the Native Art & Culinary FAM May3-6, 2026.

Pitching focused heavily on the Margarita Trail 10th Anniversary and Pride Celebrations in smaller US cities. In parallel, the team is actively developing broadcast opportunities, with a larger scale potential opportunity with Good Morning America surrounding their America250 "50 States in 50 Weeks" series.

RECENT NEWS COVERAGE

In the Spring 2026 print issue of **AAA Traveler Worldwide Magazine**, Santa Fe is featured in a piece titled "An Enchanted Escape."

Santa Fe is honored in **Food & Wine's** digital story the "[The Top 10 Small US Cities for Food & Drink According to the Experts.](#)"

Santa Fe and El Rey Court were included in the **National Geographic** Route 66 story, "6 of the best motels along Route 66."

Meow Wolf and the Georgia O'Keeffe Museum were both included in **Travel + Leisure's** article on the, "26 Best Museums in the U.S. for Art, Culture, and Unique Experiences."

Santa Fe was included in the **Travel + Leisure** article, "21 Perfect August Getaways for Every Type of Traveler."

In **AAA The Extra Mile**, Santa Fe is featured in a destination story titled, "Why New Mexico Should Be Your Next Road Trip."

In **Southwest Travel & Life**, Santa Fe is featured in coverage about Flamenco rooted in New Mexico as a result of hosting the writer on an individual press visit in December 2025.

Santa Fe is featured in an art focused story for **Observer.com** titled, "In Santa Fe, a Vibrant Contemporary Scene Has Been Taking Shape for Decades." which results from hosting the writer on a press trip in winter 2023.

In **The Independent**, Santa Fe is included in a story highlighting, "7 of the most beautiful downtowns in American – and they're all walkable." which results from pitching the publication's US Travel Editor.

In **Northern Virginia Magazine**, Santa Fe is included in a story titled, "Discover 5 Destinations with Direct Flights from Northern Virginia Airports." which results from a deskside meeting and hosted media visit in 2025.

Rosewood Inn of the Anasazi in Santa Fe was reviewed in **Global Traveler** following the April 2026 hosted media visit for freelance writer Kelly Magyarics.

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

April 2026

- 26,088 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 28,435 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,605 people have earned an official T-Shirt by collecting five stamps on the Trail
- 858 members of the Margarita Society have earned 10 or 15 stamps
- 510 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 331 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

- 661 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

April 2026

- Total Sales: \$72,972
- Businesses: 126
- Items Sold: 1,076
- Total Orders: 699
- Published Products: 1,840

MONTHLY METRICS

WEBSITE & NEWSLETTERS

April 2026 Website Performance Metrics

Total Visits:

Organic: 166,736 (4.86% decrease Y/Y)

Paid: 97,168 (28.41% decrease Y/Y)

New Visits:

Organic: 146,838 (18.91% increase Y/Y)

Paid: 83,934 (26.94% decrease Y/Y)

Avg. Engagement Time:

Organic: 0:26 (12.9% decrease Y/Y)

Paid: 0:39 (5.42% decrease Y/Y)

Avg. Pages per Session

Organic: 1.47 (12.63% decrease Y/Y)

Paid: 1.84 (1.96% increase Y/Y)

Avg. Engagement Rate

Organic: 33.10% (9.1% decrease Y/Y)

Paid: 40.24% (8.85% 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!

May Scoop on Fashion & the 10th Anniversary of the Margarita Trail<https://mailchi.mp/santafe/may-scoop-on-fashion-the-10th-anniversary-of-the-margarita-trail>

Send Date: 4/15/26

Subscribers: 94,512

Number Opened: 12,123

Open Rate: 12.8%

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.

Shop Spring in Santa Fe

<https://mailchi.mp/santafe/shopspringinsantafe-7512814>

Send Date: 4/22/26

Subscribers: 24,098

Number Opened: 3,145

Open Rate: 13.1

CTR: 3.2

SOCIAL MEDIA

April 2026 Performance Metrics

April shows a return to baseline across most channels after March's abnormal spike, particularly on Instagram and YouTube. While month-over-month declines appear steep on paper, they're largely a normalization rather than a true performance drop. Growth in followers/subscribers remained steady across nearly all platforms, indicating continued audience-building despite softer engagement. Meta noted reporting issues for views the first week of April, which may slightly affect Facebook and Instagram analytics.

Facebook

Total Page Followers: 104,470 (0.3% increase M/M)

Engagement: 8,801 (4.2% decrease M/M)

Instagram

Followers: 74,512 (1.3% increase M/M)

Engagement: 12,282 (86.7 % decrease M/M)

Pinterest

Followers: 3,261 (0.0% decrease M/M)

Impressions: 5,635 (8.2% increase M/M)

TikTok

Followers: 1,932 (3.1 % increase M/M)

Engagement: 16,331 (76.2% increase M/M)

YouTube

Subscribers: 1,970 (2.6% increase M/M)

Views: 32,784 (87.8% decrease M/M)

Santa Fe Insider Blog

April 2026 Performance Metrics

Sessions: 13,228 (29.29% decrease Y/Y)

Average Engagement Time Per Session: 1:31 (6.19% decrease Y/Y)

April Blog Posts

10 Top Spots on the Santa Fe Margarita Trail

- Updated: April 8, 2026
- Views: 108

The Must-See Art Markets, Festivals & Exhibitions of the Summer

- Updated: April 22, 2026
- Views: 242

June Events in The City Different

- Updated: April 27, 2026
- Views: 263

Top 5 Viewed Blog Posts in April

25 Things To Do in Santa Fe

- Updated: June 30, 2025
- Views: 1,867

Hiking Trails You Can Access from Santa Fe

- Updated: June 30, 2025
- Views: 1,297

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,169

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,134

11 Surprising Facts about Santa Fe, NM

- Updated: September 2, 2022
- Views: 1,014

PUBLIC RELATIONS

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NMTD press visit for Melanie Haiken and writer/photographer Matt Dutile on assignment for a feature story for Travel and Luxury Magazine. We also finalized travel and the itinerary for four top tier journalists for the Native Art & Culinary FAM May3-6, 2026.

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Performance Metrics

April Numbers (YOY, vs 2025)

Pitches: 523 (248% Increase Y/Y)
Media Visits: 3 (50% Increase Y/Y)
Earned Media: \$900,302 (234% Increase Y/Y)
Total Impressions: 134,445,378 (233% Increase Y/Y)

Year-to-Date 2026 (vs YTD 2025)

Pitches: 1,033 (26% Decrease Y/Y)
Media Visits: 15 (114% Increase Y/Y)
Earned Media: \$2,922,306 (55% Decrease Y/Y)
Total Impressions: 435,755,920 (55% Decrease Y/Y)

MEDIA PLACEMENTS – ADVERTISING

April 2026 Performance Metrics

Total Spend: \$212,982.33 (19.77% decrease Y/Y)
Total Impressions: 17,986,574 (54.74% decrease Y/Y)

Traditional Media

Impressions: 3,359,881 (13.6% increase Y/Y)
Spend: \$74,678.42 (0.75% decrease Y/Y)

Traditional Print

- 5280 Magazine
- Colorado Springs Magazine
- New Mexico Magazine
- Phoenix Magazine
- Texas Monthly

Traditional Digital

- Expedia (Display)
- Travel + Leisure (Native Social Package)
- Texas Monthly (Display)
- Trip Advisor (Native Display)
- 5280 Magazine (Display and Sponsored Content)
- Colorado Springs Magazine (Social Post)
- New Mexico Magazine (Display)
- Phoenix Magazine (Dedicated Email)
- Modern Luxury (Dedicated Email)

PRINT



Programmatic Media

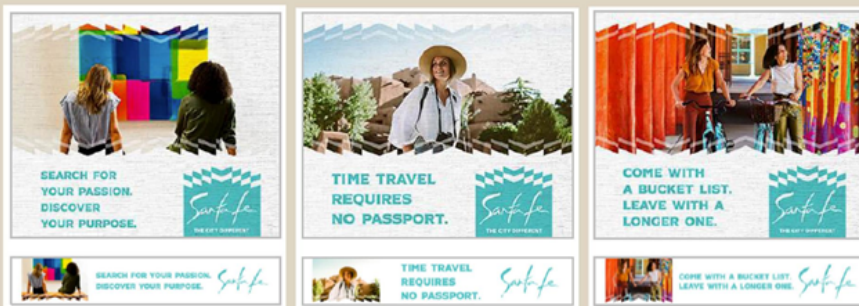
Impressions: 3,466,632 (45.65% decrease Y/Y)

Spend: \$39,085.09 (36.48% decrease Y/Y)

Programmatic and Digital Media Buys

- MIQ (Display, OLV, CTV, Streaming Audio, Rich Media, Mobile Quiz)
- Nativo (In-Feed, Native)
- Uber (Display)
- Travel + Leisure (Display, High Impact)
- Tripadvisor (Native Display)
- Expedia (Display)
- Outside Magazine (Display, Newsletter)
- Smithsonian (OLV, Display, Pre-roll, Newsletter)
- Food & Wine (Display)
- Texas Monthly (Display)
- Cvent (Display)

DIGITAL



PAID SOCIAL MEDIA

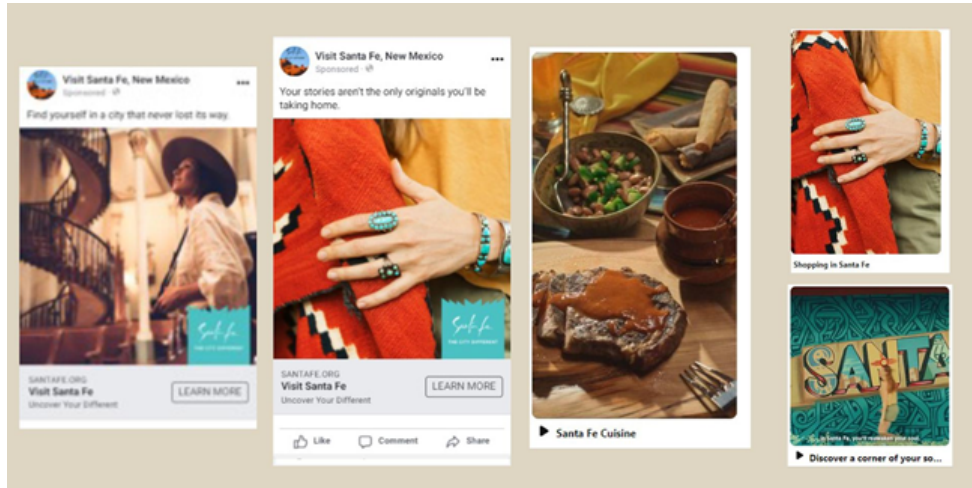
Meta

Impressions: 7,883,269 (44.50% decrease Y/Y)

Spend: \$36,330.78 (0.05% increase Y/Y)

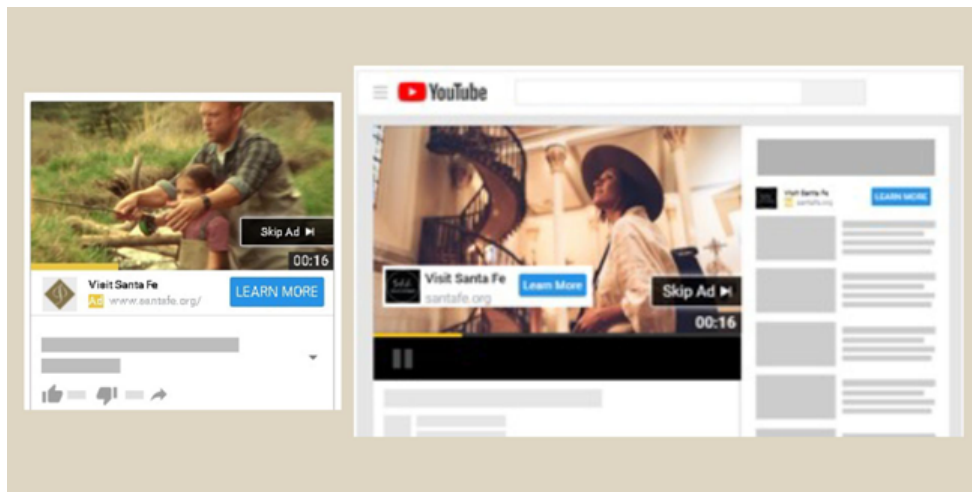
Pinterest

Impressions: 349,807 (84.16% decrease Y/Y)
Spend: \$17,171 (48.77% increase Y/Y)



YouTube

Impressions: 2,240,188 (60.76% decrease Y/Y)
Spend: \$9,703.23 (54.58% decrease Y/Y)



DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 129,431 (177.82% increase Y/Y)
Spend: \$2,816.04 (168.92% increase Y/Y)

Google Performance Max

Conversions: 1,980 (40.15% decrease Y/Y)
Spend: \$3,467.53 (36.98% decrease Y/Y)

PAID SEARCH

Google

Clicks: 19,617 (6.67% decrease Y/Y)
Spend: \$21,624.59 (12.16% increase Y/Y)

Bing

Clicks: 6,767 (25.04% decrease Y/Y)
Spend: \$5,351.31 (33.64% decrease Y/Y)

MEETINGS & GROUPS

Google

Conversions: 5 (25% increase Y/Y)
Spend: \$2,754.35 (32.89% decrease Y/Y)

