



## Agenda

Regular Meeting of the  
Occupancy Tax Advisory Board  
July 25, 2025 at 10:00 AM  
City Council Chambers, City  
Hall  
200 Lincoln Avenue

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### Procedures for Occupancy Tax Advisory Board Meeting

Join on Zoom: <https://santafenm.gov.zoom.us/j/82676858834?pwd=C9bV6CYXC5A9QoL9syYkHxGNBi6jRn.1>

Meeting ID: 826 7685 8834

Passcode: 374250

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
  - a. Minutes - June 27, 2025
5. Presentations
  - a. Santa Fe Literary Festival 2025 Final Report (Megan Mulry  
[Megan@sfinternationallitfest.org](mailto:Megan@sfinternationallitfest.org))
  - b. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, [gm@innofthegovernors.com](mailto:gm@innofthegovernors.com))
  - c. Lodger's Tax Report (Randy Randall, TSF Executive Director,  
[randall@santafenm.gov](mailto:randall@santafenm.gov))
6. Action Items
  - a. Official Appointment of a Liaison to County LTAB
7. Matters from Staff
  - a. TSF Sales Report (David Carr, TSF Sales Director, [dacarr@santafenm.gov](mailto:dacarr@santafenm.gov))
  - b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director,  
[jguenther@santafenm.gov](mailto:jguenther@santafenm.gov))
  - c. TSF Executive Report (Randy Randall, TSF Executive Director,  
[randall@santafenm.gov](mailto:randall@santafenm.gov))

8. Matters from the Board
9. Matters from the Public
10. Next Meeting: August 22, 2025
11. Adjourn

Persons with disabilities in need of additional accommodations, contact the City Clerk's office at 505-955-6521, five (5) working days prior to meeting date.

**Regular Meeting of the Occupancy Tax Advisory Board  
June 27, 2025 at 10:00 AM  
City Council Chambers, City Hall  
200 Lincoln Avenue  
MINUTES**

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1. Call to Order

The Meeting started at 10:02AM

2. Roll Call

**MEMBERS PRESENT**

Bonnie Bennett  
Rik Blyth  
Carlos Medina

**MEMBERS EXCUSED**

Ray Sandoval  
Sam Gerberding

**OTHER PARTICIPANTS ATTENDING**

Randy Randall, TSF Executive Director  
Jordan Guenther, TSF Marketing Director  
David Carr, TSF Sales Director

3. Approval of Agenda

**MOTION** A motion was made by Bennett, seconded by Medina, to approve the agenda as presented.

**VOTE** The motion passed on a voice vote.

4. Approval of Minutes

- a. OTAB Minutes - May 23, 2025

**MOTION** A motion was made by Bennett, seconded by Medina, to approve the minutes as presented.

**VOTE** The motion passed on a voice vote.

5. Presentations

- a. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, [gm@innofthegovernors.com](mailto:gm@innofthegovernors.com))
- b. Lodger's Tax Report (Randy Randall, TSF Executive Director, [randall@santafenm.gov](mailto:randall@santafenm.gov))

6. Action Items

No Actions

7. Matters from Staff

- a. TSF Sales Report (David Carr, TSF Sales Director, [dacarr@santafenm.gov](mailto:dacarr@santafenm.gov))
- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, [jguenther@santafenm.gov](mailto:jguenther@santafenm.gov))
- c. TSF Executive Report (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: July 25, 2025

11. Adjourn

meeting adjourned at 11:03AM.

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Chair

*Shirley Spencer*

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Liaison

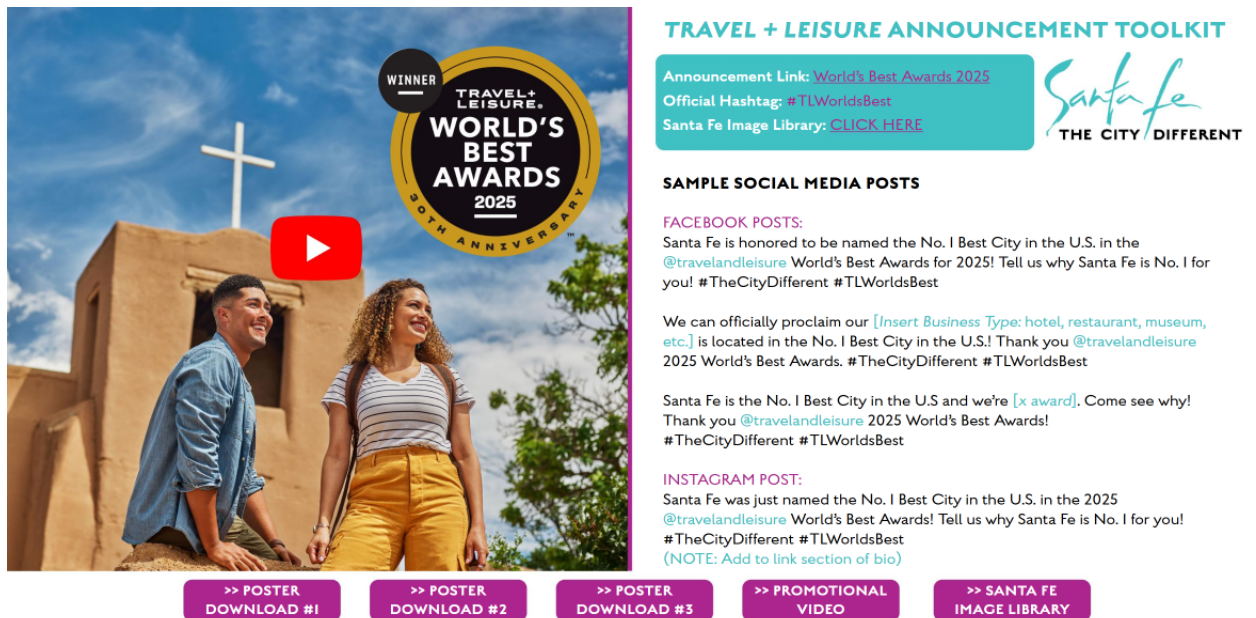
# TOURISM SANTA FE

## OTAB Marketing Report Reporting for July 25, 2025 Meeting

### EXECUTIVE SUMMARY

#### Key marketing highlights for June and July

#### 1. [SPREAD THE WORD] Download the T+L World's Best Awards Promotional Toolkit



**TRAVEL + LEISURE ANNOUNCEMENT TOOLKIT**

Announcement Link: [World's Best Awards 2025](#)  
Official Hashtag: [#TLWorldsBest](#)  
Santa Fe Image Library: [CLICK HERE](#)

**Santa Fe**  
THE CITY / DIFFERENT

**SAMPLE SOCIAL MEDIA POSTS**

**FACEBOOK POSTS:**  
Santa Fe is honored to be named the No. 1 Best City in the U.S. in the [@travelandleisure](#) World's Best Awards for 2025! Tell us why Santa Fe is No. 1 for you! [#TheCityDifferent](#) [#TLWorldsBest](#)

We can officially proclaim our [*Insert Business Type: hotel, restaurant, museum, etc.*] is located in the No. 1 Best City in the U.S.! Thank you [@travelandleisure](#) 2025 World's Best Awards. [#TheCityDifferent](#) [#TLWorldsBest](#)

Santa Fe is the No. 1 Best City in the U.S and we're [*x award*]. Come see why! Thank you [@travelandleisure](#) 2025 World's Best Awards! [#TheCityDifferent](#) [#TLWorldsBest](#)

**INSTAGRAM POST:**  
Santa Fe was just named the No. 1 Best City in the U.S. in the 2025 [@travelandleisure](#) World's Best Awards! Tell us why Santa Fe is No. 1 for you! [#TheCityDifferent](#) [#TLWorldsBest](#)  
(NOTE: Add to link section of bio)

>> POSTER DOWNLOAD #1   >> POSTER DOWNLOAD #2   >> POSTER DOWNLOAD #3   >> PROMOTIONAL VIDEO   >> SANTA FE IMAGE LIBRARY

**ICYMI:** For the first time in 30 years, Santa Fe is honored to be named the [#1 Best City in the US in the Travel + Leisure World's Best Awards 2025](#) and the [#19 city on the list of 25 favorite cities in the world.](#)

In addition to the best cities lists, Santa Fe resorts also appeared on lists of best hotels and spas. **Bishop's Lodge, Auberge Resorts Collection** took the [#2 spot on the list of top resorts in the west](#) and **Ten Thousand Waves** was [#15 on the list of best domestic U.S. spas.](#)

*Travel + Leisure* also compiled a list of the ["5 Favorite Santa Fe Hotels of 2025,"](#) highlighting **The Inn of the Five Graces, Four Seasons Resort Rancho Encantado Santa Fe, La Fonda on the Plaza, Hotel Santa Fe The Hacienda and Spa, and Rosewood Inn of the Anasazi.**

Download the promotional toolkit using the button below to promote Santa Fe's #1 ranking and spread the word. Potential visitors to Santa Fe need to hear this from many sources.

Congratulations Santa Fe!

## 2. **[LEARN MORE AND APPLY] Occupancy Tax Advisory Board (OTAB) Event Grants**

### **Applications are open, so help spreads the word!**

To assist our established, new or expanding, non-profit events, the [Occupancy Tax Advisory Board \(OTAB\)](#) has begun accepting grant applications for marketing funding in FY26. The purpose of the OTAB funding program is to support marketing efforts to directly increase tourism through new, multi-year events or the expansion of existing multi-year events.

**The application period will close on September 19, 2025 at 5 pm MT**, with any required presentations on October 9 or 10th. Applicants can request up to \$40,000 in year one, matched by the organization, and the dollars must be used to market the event to an audience beyond a 100-mile radius from Santa Fe.

## 3. **[ADD YOUR SUMMER SPECIALS] We Will Promote Your Deals & Specials for Free**

Do you have any special offers planned for this summer? We want to promote your business for free!

Santafe.org has a [Special Offers](#) page dedicated to promoting deals and specials being offered throughout the city. Additionally, TOURISM Santa Fe's monthly email newsletter, [The Santa FeScoop](#), and quarterly email newsletter, [The Seasonal](#), is sent to more than 90K and 60K subscribers, respectively, and contains a special section dedicated to promoting deals & specials posted on santafe.org, as well as drive traffic to the [Special Offers](#) page.

For an opportunity to be featured in the newsletters, we encourage you to add your offer(s) today. To add your offers, simply login to the Partner Portal [here](#). You will see a tab named *Listings, Specials, Events and Media* in the navigation on the left side of the screen. Select this tab and *Special Offers*. Click the blue button that reads, *Add Offer*. Complete the form and save. If you need assistance with your username and/or password, please email us at [business@santafe.org](mailto:business@santafe.org).

## 4. **[PR UPDATES & RECENT MEDIA COVERAGE]**

The public relations team had a busy month in June 2025, with attending the IPW International Media Marketplace in Chicago and hosting eight media on press trips with a wide variety of themes. Pitching efforts continued and highlighted the Route 66 centennial, stargazing, Santa Fe's summer offerings and programming, including art and cultural markets and the Santa Fe Opera. We also received our first requests for "Where to Go in 2026," from several national publications including **Condé Nast Traveler**, **Fodor's Travel**, **AFAR**, & **Travel + Leisure**.

A major focus this month was preparing promotional efforts and social media amplification for **Travel + Leisure's** 2025 World's Best Awards announcement on July 8, and planning New York City media meetings for members of the Tourism Santa Fe team visiting July 15-18. We are now preparing for July and August media visits to Santa Fe, including a freelance writer for **Houston Chronicle's Chron** and **D CEO Magazine's** Will Maddox who will be flying on JSX's new Santa Fe route from Dallas.

Coverage highlights this month include placements in **The Zoe Report** and **Forbes**, resulting from past media visits, and **Food & Wine** naming Santa Fe a top US culinary city.

## RECENT NEWS COVERAGE

In **The Zoe Report**, Santa Fe was featured in a [Santa Fe City Guide](#) resulting from a press trip for writer Erin Lukas.

Santa Fe was featured on the **Food & Wine** list of, [“Best Small US Cities for Foodies.”](#)

In **Condé Nast Traveler**, the destination’s culinary scene is featured in an article titled, [“16 Best Restaurants in Santa Fe.”](#)

In **Forbes**, Santa Fe and SWAIA Native Fashion Week is featured in [“At Santa Fe’s Native Fashion Week It’s Not Just About Style It’s About Presence.”](#) resulting from media visit assistance.

In **TimeOut**, Santa Fe’s new JSX flight route is featured in [“JSX New Flight From Dallas to Santa Fe,”](#) as a result of a press trip for the writer.

Santa Fe is included in a [“Best Bachelorette Party Destination Guide”](#) on **The Knot**, resulting from ongoing pitching and lead response to writer Ester Lee.

In **Oprah Daily**, Santa Fe’s Inn of the Five Graces is named a winner in the 2025 [Hotel O-Wards](#) in the US/Canada category resulting from hotel partnership and ongoing relationship with contributing editor, Ashlea Halpern.

In **Condé Nast Traveler**, Santa Fe’s Four Seasons Rancho Encantado resort deal is featured in [“30 Best Summer Travel Deals to Book This June”](#) resulting from ongoing target pitching to editor Paris Wilson.

## HIGHLIGHTS

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### Santa Fe Margarita Trail

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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

##### June 2025

- 24,253 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 28,134 Paper Passports have been purchased at our Visitor Centers and by partners
- 10,073 people have earned an official T-Shirt by collecting five stamps on the Trail
- 753 members of the Margarita Society have earned 10 or 15 stamps
- 462 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 300 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

#### Public Relations

- 402 Journalist have experienced the Trail
- \$11,609,097 amount of earned media

#### Social Media

- 644 Total Social Media Posts

### Santa Fe Retail Marketplace

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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

##### June 2025

- Total Sales: \$61,957
- Businesses: 116
- Items Sold: 866
- Total Orders: 587
- Published Products: 1,818

## MONTHLY METRICS

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### WEBSITE & NEWSLETTERS

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#### June 2025 Website Performance Metrics

- Total Sessions: 417,922 (74.22% increase Y/Y)
- New Users: 343,445 (84.92% increase Y/Y)
- Average Engagement Time: 0:29 (45.28% decrease Y/Y)
- Average Pages Per Session: 1.63 (31.22% decrease Y/Y)
- Session Conversion Rate: 5.65% (47.54% decrease Y/Y)

## Newsletter – Consumer

### 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.

#### Embrace Summer with Santa Fe-made Goods

<https://mailchi.mp/santafe/embracesummerwithsantafe-madegoods>

Send Date: 6/25/25

Subscribers: 19,706

Number Opened: 2,417

Open Rate: 12.3%

CTR: 2.2%

### 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!*

#### July Scoop on Art Markets, Chamber Music & More!

<https://mailchi.mp/santafe/julyscoop2025>

Send Date: 6/18/25

Subscribers: 91,583

Number Opened: 12,174

Open Rate: 13.3%

CTR: 1.8%

## SOCIAL MEDIA

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### Summary

#### June 2025 Performance Metrics

In June, social media channels experienced some unexpected increases and decreases. Facebook had a large engagement bump, which was mainly due to a sharp decrease last month. YouTube and Pinterest had decreases, along with Instagram. The number for Instagram show that many of the collaborative posts with a couple influencers throughout the month may have performed lower than expected, and by-and-large, those videos get less traction than organic “owned” content. And TikTok kept up its nice growth as a still relatively new platform, with carousel posts oddly far outperforming any videos for the month.

#### Facebook

Total Page Followers: 100,770 (0.54% increase M/M)

Engagement: 18,058 (227.85% increase M/M)

#### Instagram

Followers: 67,909 (1.02% increase M/M)

Engagement: 22,085 (4.49 % decrease M/M)

#### Pinterest

Followers: 3,263 (0.03% increase M/M)

Impressions: 5,775 (22.35% decrease M/M)

TikTok

Followers: 1,164 (33.03 % increase M/M)

Engagement: 32,656 (63.32% increase M/M)

YouTube

Subscribers: 1,560 (4.35% increase M/M)

Views: 16,900 (15.12% decrease M/M)

## Santa Fe Insider Blog

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### June 2025 Performance Metrics

Sessions: 18,639 (7.01% decrease M/M)

Average Engagement Time Per Session: 1:40 (2.04% increase M/M)

### June Blog Posts

#### July is Festival Season in The City Different

- Updated: June 11, 2025
- Views: 2,128

#### 6 Santa Fe Sculpture Gardens

- Published: June 12, 2025
- Views: 82

#### Strike a Yoga Pose While in Santa Fe

- Updated: June 13, 2025
- Views: 33

#### 10 Must-See August Events in The City Different

- Updated: June 23, 2025
- Views: 288

#### 101<sup>st</sup> Anniversary: Burn Zozobra and our 2025 Gloom!

- Updated: June 23, 2025
- Views: 50

#### 10+ Events You Can't Miss in Santa Fe this September

- Updated: June 24, 2025
- Views: 412

#### 10 Top Spots on the Santa Fe Margarita Trail

- Updated: June 24, 2025
- Views: 80

#### 6 Ways to Spend Your Labor Day in The City Different

- Updated: June 25, 2024
- Views: 42

#### 25 Things to Do in Santa Fe

- Updated: June 30, 2025
- Views: 2,845

#### Hiking Trails You Can Access from Santa Fe

- Updated: June 30, 2025
- Views: 1,490

## Top 5 Viewed Blog Posts in June

### 25 Things to Do in Santa Fe

- Updated: June 30, 2025
- Views: 2,845

### June Events in The City Different

- Updated: May 20, 2025
- Views: 2,274

### July is Festival Season in The City Different

- Updated: June 11, 2025
- Views: 2,128

### Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,763

### Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,722

## PUBLIC RELATIONS

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### Summary

The public relations team had a busy month in June 2025, with attending the IPW International Media Marketplace in Chicago and hosting eight media on press trips with a wide variety of themes. Pitching efforts continued and highlighted the Route 66 centennial, stargazing, Santa Fe's summer offerings and programming, including art and cultural markets and the Santa Fe Opera. We also received our first requests for "Where to Go in 2026," from several national publications including **Condé Nast Traveler**, **Fodor's Travel**, **AFAR**, & **Travel + Leisure**.

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### Performance Metrics

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#### June Numbers (YOY, vs 2024)

Pitches: 186 (Decrease 34% Y/Y)  
Media Visits: 8 (Increase 100% Y/Y)  
Earned Media: \$876,029 (Decrease 79% Y/Y)  
Total Impressions: 131,404,423 (Decrease 78% Y/Y)

#### Year-to-Date 2025 (vs YTD 2024)

Pitches: 1,665 (Increase 126% Y/Y)  
Media Visits: 18 (Increase 20% Y/Y)  
Earned Media: \$11,933,461 (Increase 5% Y/Y)  
Total Impressions: 1,113,393,134 (Decrease 33% Y/Y)

## MEDIA PLACEMENTS – ADVERTISING

### June 2025 Performance Metrics

Total Spend: \$358,480.51 (60.66% increase Y/Y)  
Total Impressions: 58,916,857 (106.73% increase Y/Y)

### Traditional Media

Impressions: 1,039,932 (79.98% decrease Y/Y)  
Spend: \$59,232.55 (46.85% decrease Y/Y)

#### Traditional Print

- 5280 Magazine
- Austin Monthly

#### Traditional Digital

- 5280 (Getaway Eblast)
- Modern Luxury Houston (Dedicated Eblast)
- Phoenix Magazine (Dedicated Eblast)
- Tripscout (Local Influencers)

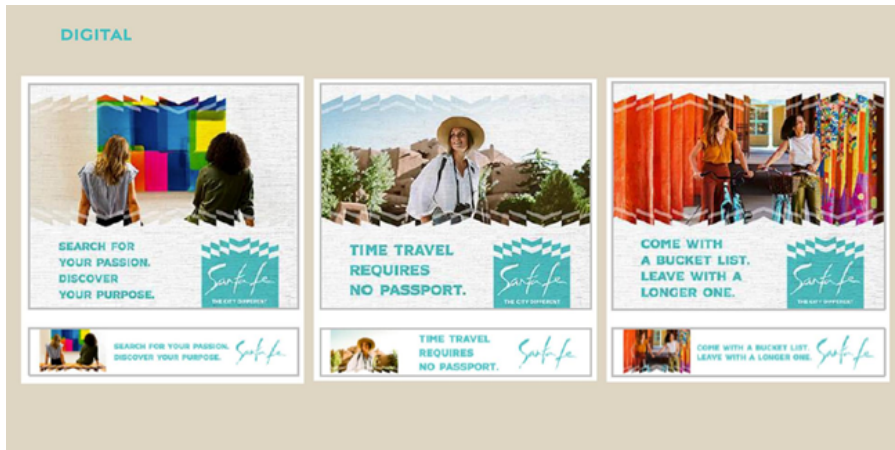


### Programmatic Media

Impressions: 6,818,865 (288.44% increase Y/Y)  
Spend: \$66,688.21 (356.33% increase Y/Y)

#### Programmatic Media Buys

- 5280 (Display)
- Adtheorent
- CTV
- Chicago Magazine (Display)
- Cvent (Display)
- Expedia (Display)
- Streaming audio
- Texas Monthly (Digital Travel Guide and Display)
- Travel + Leisure (Display)



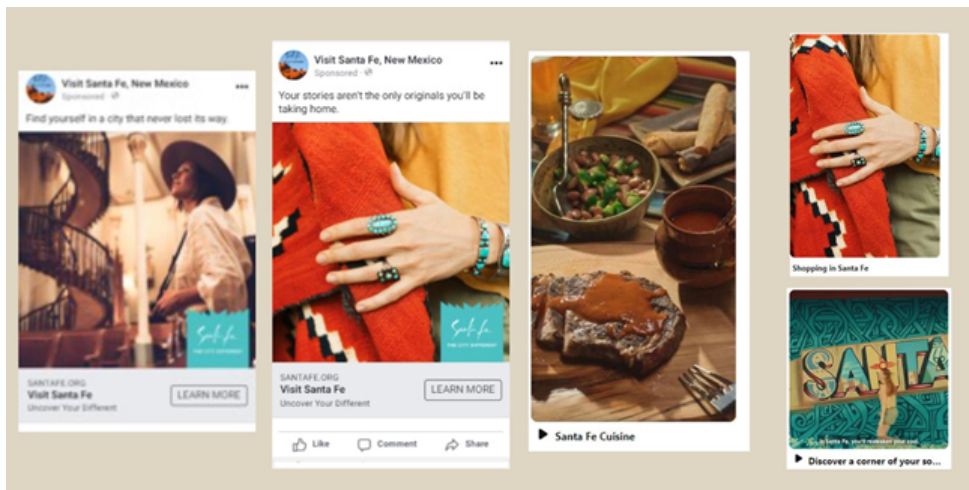
**PAID SOCIAL MEDIA**

**META (Facebook)**

Impressions: 22,402,991 (110.15% increase Y/Y)  
 Spend: \$70,892.85 (121.77% increase Y/Y)

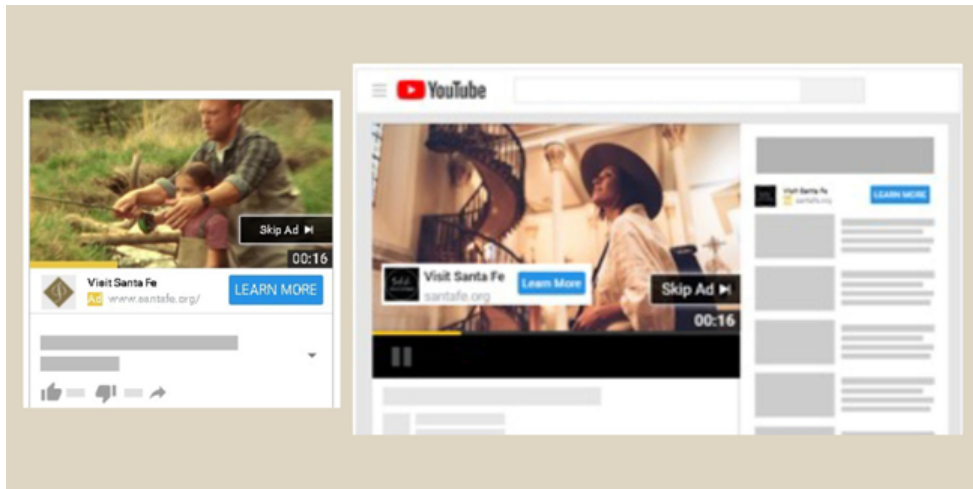
**Pinterest**

Impressions: 3,431,363 (12.59% decrease Y/Y)  
 Spend: \$24,453.34 (59.83% increase Y/Y)



**YouTube**

Impressions: 10,124,315 (517.18% increase Y/Y)  
 Spend: \$35,056.99 (128.54% increase Y/Y)



**Reddit**

Impressions: 3,826,064 (n/a - new campaign)  
 Spend: \$16,258.68 (n/a - new campaign)

**DISPLAY & DISCOVERY**

**Google Demand Generation**

Impressions: 95,319 (40.14% increase Y/Y)  
 Spend: \$1,790.54 (18.65% increase Y/Y)

**Google Display**

Impressions: 9,874,826 (112.37% increase Y/Y)  
 Spend: \$20,610.08 (98.46% increase Y/Y)

**Google Performance Max**

Impressions: 728,496 (166.28% increase Y/Y)  
 Spend: \$10,940.95 (89.12% increase Y/Y)

**PAID SEARCH**

**Google**

Impressions: 209,037 (0.46% increase Y/Y)  
 Spend: \$35,483.99 (100.90% increase Y/Y)

**Bing**

Impressions: 354,001 (36.89% decrease Y/Y)  
 Spend: \$12,334.89 (40.46% increase Y/Y)

**MEETINGS & GROUPS**

**Google**

Impressions: 11,648 (14.41% decrease Y/Y)  
 Spend: \$4,737.44 (41.74% increase Y/Y)

