



## Agenda

Regular Meeting of the  
Occupancy Tax Advisory Board  
August 22, 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](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 - July 25, 2025
5. Presentations
  - a. SWAIA OTAB Final Report FY25 (Jamie Schulze, [jschulze@swaia.org](mailto:jschulze@swaia.org))
  - b. SITE Santa Fe OTAB Final Report FY25 (Erin De Rosa, [derosa@sitesantafe.org](mailto:derosa@sitesantafe.org))
  - c. County Presentation (Dawn Ibis, Chair of the County Lodger's Tax Board (LTAB), [dawnibis@yahoo.com](mailto:dawnibis@yahoo.com))
  - d. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, [gm@innofthegovernors.com](mailto:gm@innofthegovernors.com))
  - e. Lodger's Tax Report (Randy Randall, TSF Executive Director, [rrandall@santafenm.gov](mailto:rrandall@santafenm.gov))
6. Action Items
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 Director 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: September 26, 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  
July 25, 2025 at 10:00 AM  
City Council Chambers, City Hall  
200 Lincoln Avenue  
MINUTES**

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1. Call to Order

Meeting called to order at 10:04AM.

2. Roll Call

**MEMBERS PRESENT**

Rik Blyth  
Sam Gerberding  
Bonnie Bennett

**MEMBERS EXCUSED**

Carlos Medina  
Ray Sandoval

**OTHER PARTICIPANTS ATTENDING**

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

3. Approval of Agenda

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

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

4. Approval of Minutes

a. Minutes - June 27, 2025

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

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

5. Presentations

a. Santa Fe Literary Festival 2025 Final Report (Megan Mulry  
[Megan@sfinternationallitfest.org](mailto:Megan@sfinternationallitfest.org))

Presented by Megan Mulry and provided report material. Presented Final OTAB

Funding Report for FY25.

- b. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, [gm@innofthegovernors.com](mailto:gm@innofthegovernors.com))

Provided update.

- c. Lodger's Tax Report (Randy Randall, TSF Executive Director, [randall@santafenm.gov](mailto:randall@santafenm.gov))

Provided Lodgers Tax Report.

6. Action Items

- a. Official Appointment of a Liaison to County LTAB

No action on this.

7. Matters from Staff

- a. TSF Sales Report (David Carr, TSF Sales Director, [dacarr@santafenm.gov](mailto:dacarr@santafenm.gov))

Provided Sales Report and presented.

- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, [jguenther@santafenm.gov](mailto:jguenther@santafenm.gov))

Presented Marketing Report as outlined in Marketing Report.

- c. TSF Executive Report (Randy Randall, TSF Executive Director, [randall@santafenm.gov](mailto:randall@santafenm.gov))

Randy Provided TSF Report - no material provided.

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: August 22, 2025

11. Adjourn

Meeting Adjourned at 11:18AM.

\_\_\_\_\_ Chair



\_\_\_\_\_ Liaison

# TOURISM SANTA FE

## OTAB Marketing Report Reporting for August 22, 2025

### EXECUTIVE SUMMARY

#### Key marketing highlights for July and August

1. **[SHARE YOUR EVENTS & EXPERIENCES]** Be a Part of Santa Fe's Original Route 66 Celebration



**We're launching a major Route 66 ad campaign! Showcase your events, specials, and experiences to travelers exploring the Mother Road.**

As you may have heard, Route 66 turns 100 next year. Although Santa Fe is no longer on the current route, we're proud of our place on the Original Route 66 and we're ready to celebrate!

Every year, an estimated 3 million travelers explore Route 66. Starting in September, we'll launch an advertising campaign to draw those enthusiasts to Santa Fe. All our advertising will be directed to our Route 66 landing page, [santafe.org/route-66-centennial](https://santafe.org/route-66-centennial).

**We'd love to showcase your Route 66-themed events, specials, or experiences on the landing page.**

Whether your offer is this year or in 2026, add it today! It's a great way to get in front of visitors who are eager to start planning their trips.

You can share your offers by signing into your Partner Portal account.

- 1) Login to the Partner Portal
- 2) 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.

**\*Experiences** (Hotels, Tours, Workshops Restaurants, Museums 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.

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

**Applications are open, so help spread 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. **[TICKETS AVAILABLE] Balloon Fiesta Shuttle from Santa Fe Hotels**



If you or your guests are looking for convenient roundtrip transportation to the 2025 Albuquerque International Balloon Fiesta book tickets now for the Santa Fe Balloon Fiesta Shuttle. **The Shuttle will run every day, October 4-12, for the early morning sessions and there will also be two afternoon shuttle departures for the evening Glowdeo events on October 9 & 10.**

The Shuttle will depart from three hotel locations around Santa Fe — **Eldorado Hotel, La Fonda on the Plaza, and The Courtyard Marriot**. An ideal option for locals is to hop on the shuttle in midtown at The Courtyard Marriott on Cerrillos Road. The hotel is offering complimentary parking for shuttle ticket holders. Another option is the Sandoval Parking Garage downtown and board the shuttle at the Eldorado Hotel pick-up point.

The shuttle service will drop passengers off right in front of the Public Transit Area at the SE corner of Balloon Fiesta Park just steps from the event entrance gates and will pick up at the same place several hours later.

Shuttle Tickets are \$55 (+\$3.75 processing fee) per person. **For schedule information and to reserve seats, visit [santafe.org/balloonfiestashuttle](https://santafe.org/balloonfiestashuttle).** Space is limited and tickets are on a first-come, first-served basis. Be sure to distribute the flyer to your guests or display at your business.

4. **[CONGRATULATIONS!] Santa Fe Businesses and Event Receive International & National Recognition**



## CONGRATULATIONS!

### **Tumbleroot's Gins Win Big at The Gin Masters 2025**

Tumbleroot Brewery & Distillery has earned international recognition at The Gin Masters 2025, a prestigious blind-tasting competition held annually in the UK. The distillery's Navy Strength Gin won the coveted Master Medal, the highest honor in its category, solidifying its status among the world's finest gins. The High Desert Gin and Botanical Gin also secured Silver Medals, highlighting Tumbleroot's dedication to bold, New Mexico-inspired flavors. Help them celebrate their win at the Gin Masters Jazz Jam on August 31!

### **Two Casitas Recognized in the 2025 AirDNA Awards**

Two Casitas has been named by AirDNA as one of the best Airbnb Management Companies in the U.S. and the 2025 Award for Cleanest Property Manager in the U.S. Congratulations on this well-deserved honor!

### **Santa Fe Wine & Chile Fiesta Voted One of the Best Wine Festivals in the U.S.**

Congratulations to the Santa Fe Wine & Chile Fiesta for being voted the #3 Best Wine Festival in the U.S. in the USA Today 10Best Awards! Thanks to all who supported the event with your votes. Get your tickets for this year's festivities here.

5. **[PR UPDATES & RECENT MEDIA COVERAGE]**

In July 2025, the public relations team focused on amplifying the news of the **Travel + Leisure** 2025 World's Best Award. This effort included coordinating on camera interviews with all three New Mexico network news stations and other local and regional publications. Members of the team attended the **Travel + Leisure** World's Best Summit in New York and combined that event with meetings at **Condé Nast Traveler**, **The New York Times**, **The Lonely Planet**, **Fodor's Travel** and **ABC Good Morning America**.

Pitching efforts this month highlighted the new accolade while also targeting long-lead holiday features and inclusion in upcoming the annual, "Where to Go in 2026" roundups. Coverage secured throughout the month included standout placements in **Travel + Leisure**, **Condé Nast Traveler**, **The Hollywood Reporter**, **Esquire** and more. The total coverage generated by the **Travel + Leisure World's Best Awards** amounted to \$8,367,965.06 in earned media value.

### **RECENT NEWS COVERAGE**

In **Travel + Leisure**, Santa Fe is featured in ["This Southwestern City Was Just Named the No. 1 U.S. Travel Destination for Its Natural Beauty and Food Scene,"](#) results article from the 2025 World's Best Awards.

In **Travel + Leisure**, Santa Fe is featured in ["How a Glamping Adventure Revealed the Secrets of New Mexico's Chaco Canyon,"](#) resulting from press visit hosting. This article also appears in print in the August 2025 issue.

In **Forbes**, Santa Fe is featured in ["A New Way To See Santa Fe: 12th Site Santa Fe International,"](#) resulting from an ongoing media relationship with the freelance writer, Chadd Scott.

In **Condé Nast Traveler**, Santa Fe is featured in an article listing ["51 Airbnbs With Incredible Pools, From Joshua Tree to Lake Como,"](#) as a result from pitching.

In **The Hollywood Reporter**, Santa Fe is featured in ["George RR Martin's Real Kingdom? A Faraway Land Called Santa Fe,"](#) resulting from press visit hosting and assisting the assigned writer.

In **Esquire**, Santa Fe is featured in ["An Insider's Guide to Santa Fe, One of America's Great Destinations,"](#) as a result of networking with the writer who lives in Santa Fe

In **Southwest Travel + Life**, Santa Fe is featured in ["Zozobra 101, Santa Fe, New Mexico,"](#) resulting from providing images to the publication.

In **Yahoo News**, Santa Fe is featured in the article, ["Santa Fe ranked number one in the U.S. for best city to visit,"](#) resulting from amplification of the World's Best Awards accolade.

In **The Weather Channel**, Santa Fe is featured in ["Charleston Dethroned As America's Top Travel Destination — Here's The New No. 1,"](#) resulting from amplification of the World's Best Awards accolade.

## 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

##### July 2025

- 24,708 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 28,544 Paper Passports have been purchased at our Visitor Centers and by partners
- 10,215 people have earned an official T-Shirt by collecting five stamps on the Trail
- 758 members of the Margarita Society have earned 10 or 15 stamps
- 465 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 301 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

- 647 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

##### July 2025

- Total Sales: \$63,580
- Businesses: 121
- Items Sold: 881
- Total Orders: 596
- Published Products: 1,881

#### Q2 2025 MARKETING METRICS

*A summary of Q2 2025 Marketing results is below. The full report is included in the packet.*

##### Website [Y/Y Change]

- Total Visits: 1,072,944 [UP 52.67%]
- New Visits: 854,344 [UP 54.77%]
- Average Pages Per Session: 1.72 [DOWN 26.60%]
- Average Engagement Time: 0:33 [DOWN 40.48%]
- Overall Conversion Rate: 6.23% [DOWN 37.91%]

Website performance improved YoY, with sessions and new users both up 55%, totaling over 1M and 854K, respectively. Google led in conversions (+21% YoY), driven by traffic from Phoenix, Dallas, and Denver. Despite growth, lower time on site and key event engagement suggest we're reaching a lower-intent audience, reinforced by higher cost/conversion on platforms like Google, Bing, and Facebook, and

reduced remarketing. However, post-landing page audit, traffic and conversions have increased, indicating stronger ad-to-user intent alignment and more efficient paths to conversion. Since adding the newsletter pop-up to santafe.org, the client has gained over 655 new subscribers. These will be included in the updated 1PD lists once uploaded to the platform.

#### **Public Relations [Y/Y Change]**

- Earned Media: \$5,660,194 [DOWN 5.69%]
- Earned Media Impressions: 849,029,259 [DOWN 1.38%]

The number of press visits started out low in 2025, but picked up significantly in Q2, and while historically May is a very busy month for media hosting, this year we saw more visits in June.

The majority of our Q2 press trip visitors were in Santa Fe to research for multi-page feature articles.

A great source for press visit opportunities in Q2 has been co-hosting partnerships with Santa Fe hotels, including Four Seasons Rancho Encantado, Inn of the Five Graces, and La Fonda on the Plaza.

#### **Social Media [Y/Y Change]**

- Facebook Followers: 100,770 [UP 4.25%]
- Instagram Followers: 67,909 [UP 10.25%]
- YouTube Subscribers: 1,560 [UP 54.46%]
- TikTok Followers: 1,164 [UP 3,427.27%]

TikTok growth is still going strong as a new platform, and additionally, YouTube is seeing good growth with more consistent content uploads.

Increases in engagement and followers across all platforms Y/Y in consecutive quarters is thanks to simply paying attention to what content resonates the most with followers. This has been found to consist of a mix of video types, along with utilizing carousels to provide more information and using very few single images.

#### **Blog [Y/Y Change]**

- Page Views: 57,391 [DOWN 29.17%]
- Average Engagement Time: 1:38 [UP 14.79%]

With the mixed bag results of blog pageviews down, but engagement on the rise, the conclusions remain that once users find the TSF content amid a brave new world AI scraping, it is rich and helpful.

While Pageviews are down 29.17% Y/Y, it does reflect a significant improvement from the 48% Y/Y decline reported in Q1. With the seasonal uptick in popular summer events and a growing interest in related content, we are hopeful that views will continue to trend upward in Q3.

#### **Email Newsletter [Y/Y Change]**

- Consumer: Santa Fe Marketplace
  - Subscribers: 19,706 [DOWN 6.64%]
  - Avg. Open Rate: 12.17% [DOWN 68.55%]
- Consumer: Santa Fe Scoop
  - Subscribers: 91,583 [UP 1.22%]
  - Avg. Open Rate: 12.97% [DOWN 47.01%]
  -

In June, we added the Mailchimp e-newsletter signup form to santafe.org. To date, 1,976 e-mail addresses have subscribed to our newsletters. Additionally, we have been able to capture subscribers' interests.

According to TSF's Mailchimp account representative, TSF e-newsletters (Scoop, Marketplace, and Seasonal) are performing well within the context of industry standards. We're constantly evaluating ways to hone our subscriber base, including periodic reengagement emails.

We will continue to monitor engagement with Santa Fe Marketplace e-mails, as this is the second consecutive quarter we've seen declines Y/Y in both Subscribers and Average CTRs. Fewer products are being featured in the emails, which are designed by the Shop Where I Live team. This may be a contributing factor to lower clickthroughs.

As stated last quarter, we began excluding Apple Mail Privacy Protection (MPP) in the reporting for email campaigns in 2025. As a result, while our reported open rates will appear significantly lower YoY for all TSF e-newsletters, excluding MPP gives us a more accurate view of subscriber engagement.

#### **Paid Media/Advertising [Y/Y Change]**

- Ad Spend: \$992,887.27 [UP 13.7%]
- Ad Impressions: 151,340,010 [UP 42.7%]

#### **Print and Digital Site-Direct:**

Full-page print ads across key markets, including Texas Monthly, 5280, Austin Monthly, and Modern Luxury titles, delivered 794,000 total impressions. Complementary digital efforts, including E-blasts, newsletters, and ROC banners featured within these publications, generated 241,000 impressions and 5,000 clicks, reinforcing print efforts and increasing brand frequency.

#### **Custom Content:**

Q4 continued with Matador Network, which delivered 2.8 million impressions, 457,000 views (+72% above benchmark), and a 4.5% VCR (vs. a 3.75% benchmark). The Condé Nast: Women Who Travel article wrapped in May, exceeding benchmarks with a 0.08% CTR (+61%) and 11,752 social engagements at a 3.43% rate—112% above the 1.62% benchmark. The Travel + Leisure article wrapped in May with 682 engagements and the highest average time spent on the flight, 63 seconds, nearly double the 32-second benchmark. Chicago custom content launched in Q4, with a Chicago Tribune advertorial generating 100K impressions and 48 clicks (0.05% CTR), and Chicago Magazine's article earned 2,190 views and a 3 minute 30s average session duration. In June, the Opportunity market creators @finding.jules and @roinwanderlust shared 10 posts, generating 183K impressions and 7.7K engagements. Tripscout's cross-promotion of influencer content across additional travel-focused profiles reached 408K impressions and 14K total engagements.

#### **Programmatic Performance and Spend Data:**

Since August, the AdTheorent campaign has generated \$1.9M in extrapolated sales on a \$550K media spend, delivering a strong ROAS of 3.53x. The CTV line generated over \$10K in incremental sales with a 126% sales lift, driven primarily by the predictive audience segment. The Retail vertical led with a 10% sales increase, while Hotels saw a 5% lift, generating over \$7K in incremental revenue.

Q4's CPA rose to \$30.02 (+63%), likely due to the addition of new CDP audiences and the launch of the Women's Trip and Chicago campaigns. The Women's Trip rich media unit had the highest engagement rate (47%) with a \$31.71 CPA. CDP audiences drove 1,594 landing page visits at the lowest cost per view (\$7.47), resulting in 332 conversions. Chicago display units outperformed Women's Trip in conversions, delivering 1,317 conversions at a \$21.45 CPA.

**Datafy:** In Q4, Datafy recorded 1.8M total trips and 4M visitor days, with an average stay of 2.2 days. Denver, Phoenix, and Dallas remained the top origin markets. While total trips fell 7% and visitor

days 4% YoY, average stay increased slightly (+0.1%). This dip aligns with growing economic uncertainty; 23% of adults are unsure about summer travel (up 18% from 2024), contributing to the “wait and see” mindset, which has shortened the summer booking window to just 21 days (eMarketer). However, QoQ, total trips, and visitor days increased by 4% and 8% respectively, while the average length of stay held steady at 2.2 days.

**Expedia:** Expedia generated 10,286 room nights, \$2.5M in gross bookings, and a 35.5X ROAS since August. The 420 airfare tickets contributed \$222K in gross bookings and an average trip duration of 5.1 days. Top origin markets—New York, Boston, Denver, Milwaukee, and Phoenix—aligned with Datafy insights of Denver and Phoenix ranked top three.

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## MONTHLY METRICS

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## WEBSITE & NEWSLETTERS

### July 2025 Website Performance Metrics

Total Sessions: 336,208 (41.04% increase Y/Y)  
New Users: 278,775 (48.86% increase Y/Y)  
Average Engagement Time: 0:38 (28.3% decrease Y/Y)  
Average Pages Per Session: 1.76 (26.97% decrease Y/Y)  
Session Conversion Rate: 6.72% (36.9% 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.*

#### SANTA FE MARKETPLACE

Celebrate Santa Fe Creativity  
<https://mailchi.mp/santafe/celebratesantafecreativity-7512305>  
Send Date: 7/23/25  
Subscribers: 20,406  
Number Opened: 2,494  
Open Rate: 12.2%  
CTR: 2.7%

#### 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!*

#### August Scoop from the #1 Best City in the United States

<https://mailchi.mp/santafe/augustscoop2025>  
Send Date: 7/16/25  
Subscribers: 91,938  
Number Opened: 13,521  
Open Rate: 14.7%  
CTR: 2.5%

## SOCIAL MEDIA

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### Summary

#### July 2025 Performance Metrics

Tourism Santa Fe's social media channels showed steady growth and strong engagement in July 2025, with notable highlights and a few areas of concern. TikTok was the standout performer with the highest month-over-month (M/M) growth in followers and increase in engagement, followed closely by Facebook's increase in engagement. Instagram continued strong performance in reach and engagement, despite a slight decline in engagement M/M. The campaign around Santa Fe being named the #1 U.S. Travel Destination effectively boosted visibility and interaction across platforms, especially on Facebook, Instagram, and TikTok. However, YouTube's sharp viewership decline and Pinterest's stagnation may require focused attention moving forward.

#### Facebook

Total Page Followers: 101,187 (0.41% increase M/M)  
Engagement: 19,861 (9.98% increase M/M)

#### Instagram

Followers: 69,028 (1.65% increase M/M)  
Engagement: 20,843 (5.62 % decrease M/M)

#### Pinterest

Followers: 3,263 (0.00% increase M/M)  
Impressions: 6,073 (2.50% increase M/M)

#### TikTok

Followers: 1,332 (14.43 % increase M/M)  
Engagement: 38,278 (17.22% increase M/M)

#### YouTube

Subscribers: 1,610 (3.21% increase M/M)  
Views: 13,161 (22.12% decrease M/M)

## Santa Fe Insider Blog

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#### July 2025 Performance Metrics

Sessions: 21,989 (17.97% increase M/M)  
Average Engagement Time Per Session: 1:43 (3% increase M/M)

#### July Blog Posts

##### 8 Must-Have Experiences at Santa Fe Indian Market

- Updated: July 1, 2025
- Views: 792

##### The Art of Native Fashion at Santa Fe Indian Market

- Updated: July 1, 2025
- Views: 296

##### Experience Balloon Fiesta in a "Different" Way

- Updated: July 2, 2025
- Views: 575

##### Fall For These 11 October Events in Santa Fe

- Updated: July 2, 2025
- Views: 1,234

#### A Guide to Santa Fe Wine & Chile Fiesta

- Updated: July 17, 2025
- Views: 234

#### 12 Locations to Act Like a Movie Star in The City Different

- Published: July 23, 2025
- Views: 314

### **Top 5 Viewed Blog Posts in July**

#### 25 Things to Do in Santa Fe

- Updated: June 30, 2025
- Views: 5,318

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

- Updated: June 30, 2025
- Views: 2,005

#### Santa Fe: 1 City, 4 Trips

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

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

- Updated: June 23, 2025
- Views: 1,924

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

- Updated April 14, 2022
- Views: 1,724

## **PUBLIC RELATIONS**

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### **Summary**

In July 2025, the public relations team focused on amplifying the news of the **Travel + Leisure** 2025 World's Best Award. This effort included coordinating on camera interviews with all three New Mexico network news stations and other local and regional publications. Members of the team attended the **Travel + Leisure** World's Best Summit in New York and combined that event with meetings at **Condé Nast Traveler**, **The New York Times**, **The Lonely Planet**, **Fodor's Travel** and **ABC Good Morning America**.

Pitching efforts this month highlighted the new accolade while also targeting long-lead holiday features and inclusion in upcoming the annual, "Where to Go in 2026" roundups. Coverage secured throughout the month included standout placements in **Travel + Leisure**, **Condé Nast Traveler**, **The Hollywood Reporter**, **Esquire** and more. The total coverage generated by the **Travel + Leisure World's Best Awards** amounted to \$8,367,965.06 in earned media value.

### **Performance Metrics**

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#### **July Numbers (YOY, vs 2024)**

Pitches: 142 (Increase 59% Y/Y)

Media Visits: 1 (No change Y/Y)

Earned Media: \$9,121,307 (Increase 1,964% Y/Y)

Total Impressions: 1,368,196,152 (Increase 1,964% Y/Y)

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

Pitches: 1,807 (Increase 118% Y/Y)  
Media Visits: 19 (Increase 18% Y/Y)  
Earned Media: \$20,178,742 (Increase 75% Y/Y)  
Total Impressions: 3,027,687,588 (Increase 75% Y/Y)

**MEDIA PLACEMENTS – ADVERTISING**

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**July 2025 Performance Metrics**

Total Spend: \$318,589.48 (163.5% increase Y/Y)  
Total Impressions: 54,070,155 (86.55% increase Y/Y)

**Traditional Media**

Impressions: 4,691,102 (248.64% increase Y/Y)  
Spend: \$18,419.14 (229.62% increase Y/Y)

**Traditional Print**

- Austin Monthly

**Traditional Digital**

- 5280
- Tripscout Influencer Campaign



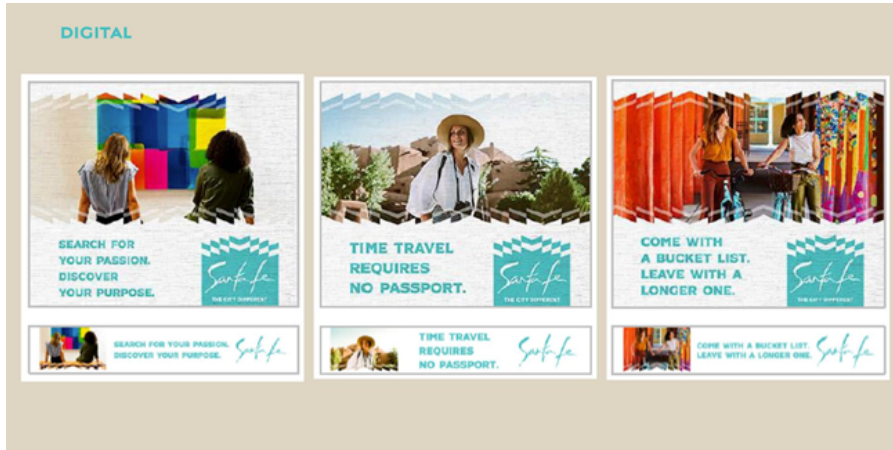
**Programmatic Media**

Impressions: 4,921,639 (219.57% increase Y/Y)  
Spend: \$65,524.04 (432.17% increase Y/Y)

**Programmatic Media Buys**

- 5280 (Display)
- Adtheorent Rich Media
- Chicago Magazine (Display)
- Expedia (Display)
- CTV/OLV
- Cvent (Display)

MIQ Rich Media  
Streaming audio  
Texas Monthly (Display)  
Travel + Leisure (Display)



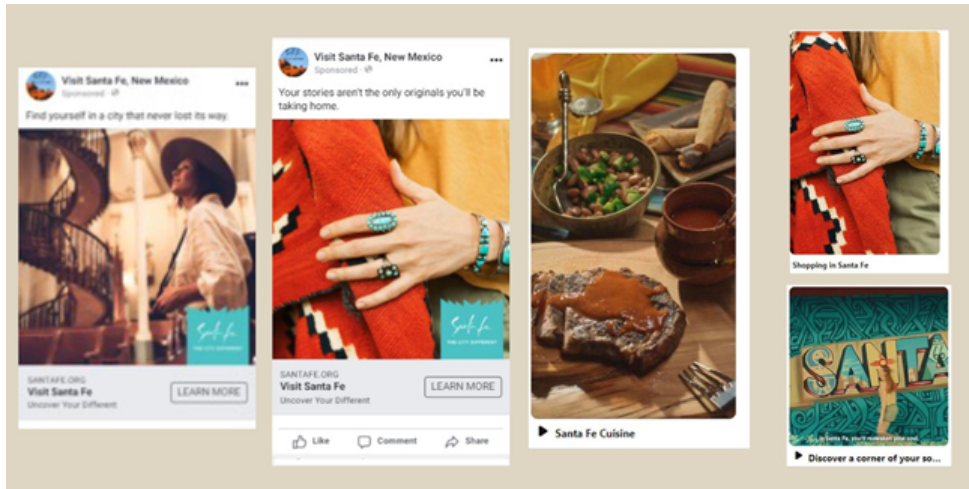
#### PAID SOCIAL MEDIA

##### **META (Facebook)**

Impressions: 20,034,230 (64.72% increase Y/Y)  
Spend: \$70,438.15 (120.34% increase Y/Y)

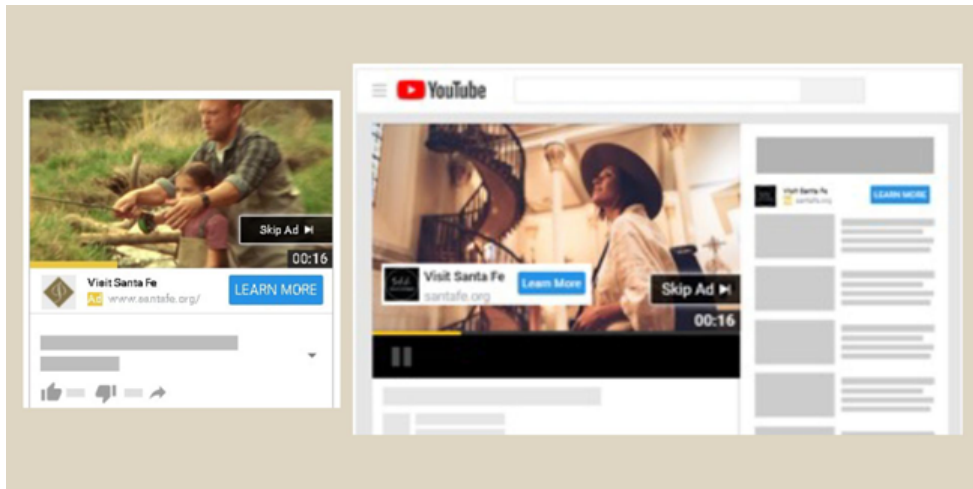
##### **Pinterest**

Impressions: 3,630,837 (17.91% decrease Y/Y)  
Spend: \$21,122.70 (37.4% increase Y/Y)



##### **YouTube**

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



### Reddit

Impressions: 3,359,756 (n/a - new campaign)

Spend: \$13,992.60 (n/a - new campaign)

### DISPLAY & DISCOVERY

#### Google Demand Generation

Impressions: 493,450 (834.83% increase Y/Y)

Spend: \$9,871.86 (553.50% increase Y/Y)

#### Google Display

Impressions: 2,477,656 (60.25% decrease Y/Y)

Spend: \$5,049.82 (98.46% increase Y/Y)

#### Google Performance Max

Impressions: 536,087 (78.73% increase Y/Y)

Spend: \$15,944.21 (180.11% increase Y/Y)

### PAID SEARCH

#### Google

Impressions: 188,463 (20.61% decrease Y/Y)

Spend: \$30,335.73 (72.53% increase Y/Y)

#### Bing

Impressions: 276,464 (64.97% decrease Y/Y)

Spend: \$17,544.17 (101.43% increase Y/Y)

### MEETINGS & GROUPS

#### Google

Impressions: 20,505 (49.2% decrease Y/Y)

Spend: \$8,337.17 (155.56% increase Y/Y)

MEET IN THE CITY DIFFERENT. *Santa Fe* THE CITY DIFFERENT

MEET IN THE CITY DIFFERENT. *Santa Fe* THE CITY DIFFERENT

NO MORE BORED ROOM MEETINGS. *Santa Fe* THE CITY DIFFERENT

HOST MEETINGS. MAKE MEMORIES. *Santa Fe* THE CITY DIFFERENT

HOST MEETINGS. MAKE MEMORIES. *Santa Fe* THE CITY DIFFERENT

# Santa Fe

## THE CITY DIFFERENT

Report Produced by Vladimir Jones



# Occupancy

Source: STR

**71.67**

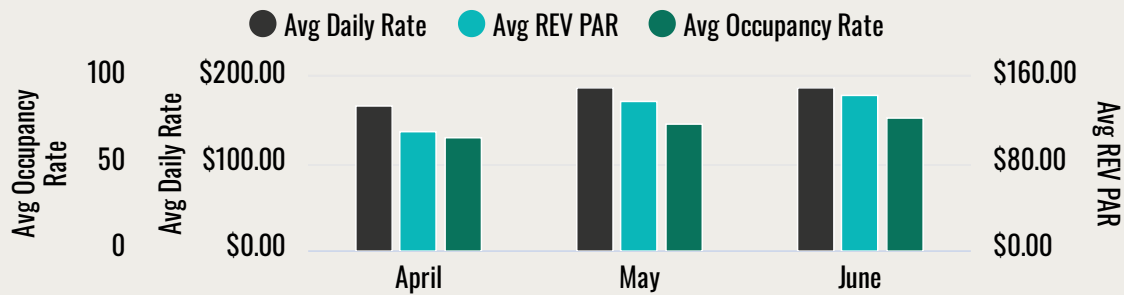
75.97  
Avg Occupancy Rate (YoY)  
▼ -5.66%

**\$180.79**

\$180.82  
Avg Daily Rate (YoY)  
▼ -0.01%

**\$129.97**

\$137.83  
Avg REV PAR (YoY)  
▼ -5.70%



Month of Year	Avg Daily Rate	Avg REV PAR	Avg Occupancy Rate
April	\$167.43	\$109.52	65.40
May	\$187.09	\$137.25	73.40
June	\$187.85	\$143.13	76.20

04/01/2025 through 06/30/2025 Report

# Newsletters

## Scoop

**91,583**  
*90,480*  
*Total*  
*Subscribers*  
*(YoY)*  
 ▲ 1.22%

**12.97**  
*24.47*  
*Avg Open*  
*Rate (YoY)*  
 ▼ -47.01%

**1.80%**  
*2.07%*  
*Avg CTR (YoY)*  
 ▼ -12.90%

## Marketplace

**19,706**  
*21,108*  
*Total*  
*Subscribers*  
 ▼ -6.64%

**12.17**  
*38.69*  
*Avg Open Rate*  
 ▼ -68.55%

**2.50%**  
*3.30%*  
*Avg CTR*  
 ▼ -24.24%

## Marketing Report

**1,774**  
*2,042*  
*Total*  
*Subscribers*  
 ▼ -13.12%

**40.69**  
*34.83*  
*Avg Open*  
*Rate*  
 ▲ 16.83%

## Insights

- In June, we added the Mailchimp e-newsletter signup form to santafe.org. To date, 1,976 e-mail addresses have subscribed to our newsletters. Additionally, we have been able to capture subscribers' interests.
- According to TSF's Mailchimp account representative, TSF e-newsletters (Scoop, Marketplace, and Seasonal) are performing well within the context of industry standards. We're constantly evaluating ways to hone our subscriber base, including periodic re-engagement emails.
- We will continue to monitor engagement with Santa Fe Marketplace e-mails, as this is the second consecutive quarter we've seen declines Y/Y in both Subscribers and Average CTRs. Fewer products are being featured in the emails, which are designed by the Shop Where I Live team. This may be a contributing factor to lower clickthroughs.
- As stated last quarter, we began excluding Apple Mail Privacy Protection (MPP) in the reporting for email campaigns in 2025. As a result, while our reported open rates will appear significantly lower YoY for all TSF e-newsletters, excluding MPP gives us a more accurate view of subscriber engagement.

04/01/2025 - 06/30/2025

## Subscribers

	April	May	June	Total
<b>Scoop</b>	90,431	91,083	91,583	<b>273,097</b>
<b>Marketplace</b>	19,630	19,562	19,706	<b>58,898</b>
<b>Marketing Report</b>	1,808	1,790	1,774	<b>5,372</b>

## Open Rates

	April	May	June	Total
<b>Scoop</b>	13.70	11.90	13.30	<b>12.97</b>
<b>Marketplace</b>	12.30	11.90	12.30	<b>12.17</b>
<b>Marketing Report</b>	41.26	39.44	41.38	<b>40.69</b>

## CTR

	April	May	June	Total
<b>Scoop CTR</b>	2.10%	1.50%	1.80%	<b>1.80%</b>
<b>Marketplace CTR</b>	2.80%	2.50%	2.20%	<b>2.50%</b>

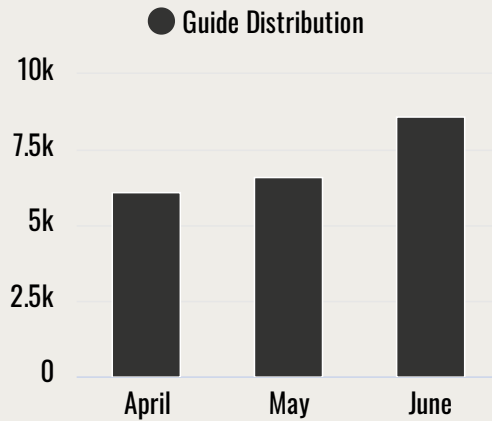


# Guides and Visitor Information Centers

## Guide Distribution

21,308

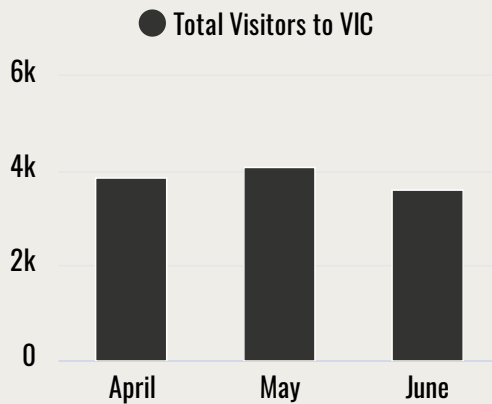
13,774  
Guide  
Distribution  
▲ 54.70%



## Visitor Information Centers

11,556

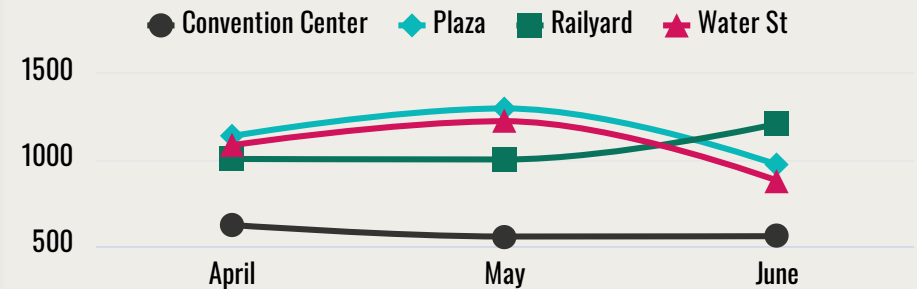
11,594  
Total Visitors  
▼ -0.33%



	April	May	June	Total
<b>Total Guide Distribution</b>	6,118	6,609	8,581	<b>21,308</b>

	April	May	June	Total
<b>Convention Center</b>	623	556	558	<b>1,737</b>
<b>Plaza</b>	1,139	1,299	972	<b>3,410</b>
<b>Railyard</b>	1,006	1,003	1,210	<b>3,219</b>
<b>Water St</b>	1,086	1,225	879	<b>3,190</b>
<b>Total Visitors to VIC</b>	3,854	4,083	3,619	<b>11,556</b>

04/01/2025 - 06/30/2025



# Public Relations

## Top KPIs

416

418  
Pitches (YoY)  
▼ -0.48%

12

0  
SOS (YoY)  
▲ N/A

13

7  
Media Visits (YoY)  
▲ 85.71%

\$5,660,194

\$6,001,654  
Earned Media (YoY)  
▼ -5.69%

849,029,259

860,935,464  
Media Impressions (YoY)  
▼ -1.38%

	April	May	June	Total
Pitches	150	80	186	416
SOS	7	4	1	12
Media Visits	2	3	8	13
Earned Media	\$268,800	\$4,515,365	\$876,029	\$5,660,194
Media Impressions	40,319,938	677,304,898	131,404,423	849,029,259

## Insights

- The number of press visits started out low in 2025, but picked up significantly in Q2, and while historically May is a very busy month for media hosting, this year we saw more visits in June.
- The majority of our Q2 press trip visitors were in Santa Fe to research for multi-page feature articles.
- A great source for press visit opportunities in Q2 has been co-hosting partnerships with Santa Fe hotels, including Four Seasons Rancho Encantado, Inn of the Five Graces, and La Fonda on the Plaza

# Organic Social

## Platform Breakdown

### Facebook

100,770

96,659  
Page Likes (YoY)  
▲ 4.25%

47,536

17,239  
Engagement (YoY)  
▲ 175.75%

### Instagram

67,909

61,594  
Followers (YoY)  
▲ 10.25%

65,242

56,172  
Engagement (YoY)  
▲ 16.15%

### YouTube

1,560

1,010  
Subscribers (YoY)  
▲ 54.46%

57,006

13,113  
Views (YoY)  
▲ 334.73%

### TikTok

1,164

33  
Followers (YoY)  
▲ 3,427.27%

61,373

5,939  
Engagement (YoY)  
▲ 933.39%

	April	May	June
Facebook Page Likes	100,014	100,230	100,770
Facebook Engagement	23,970	5,508	18,058
Instagram Followers	66,638	67,224	67,909
Instagram Engagement	20,034	23,123	22,085
YouTube Subscribers	1,461	1,495	1,560
YouTube Views	20,195	19,911	16,900
TikTok Followers	487	875	1,164
TikTok Engagement	8,722	19,995	32,656
Twitter Followers	15,104	15,013	15,008
Pinterest Impressions	7,437	5,844	5,775
Pinterest Website Referrals	37	15	16

### Insights

- TikTok growth is still going strong as a new platform, and additionally, YouTube is seeing good growth with more consistent content uploads.
- Increases in engagement and followers across all platforms Y/Y in consecutive quarters is thanks to simply paying attention to what content resonates the most with followers. This has been found to consist of a mix of video types, along with utilizing carousels to provide more information and using very few single images.



# Paid Media / Advertising

## Paid KPI's

**\$992,887.27**

\$873,236.97  
Ad Spend (YoY)  
▲ 13.70%

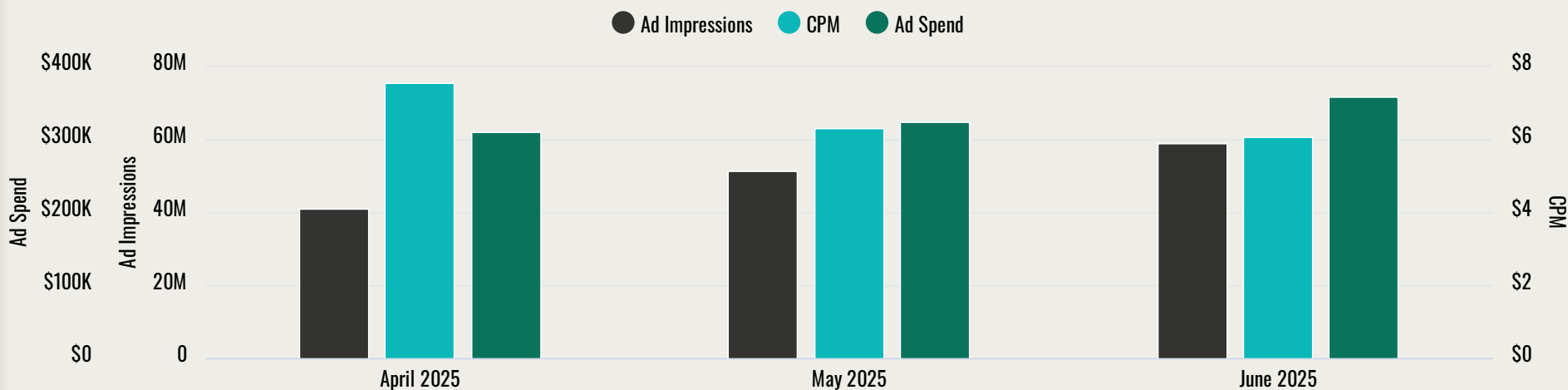
**151,340,010**

106,052,530  
Ad Impressions (YoY)  
▲ 42.70%

**\$6.65**

\$8.18  
CPM (YoY)  
▼ -18.64%

04/01/2025 - 06/30/2025



Date	Ad Impressions	CPM	Ad Spend
April 2025	40,994,904	\$7.56	\$309,799.87
May 2025	51,428,249	\$6.31	\$324,606.89
June 2025	58,916,857	\$6.08	\$358,480.51



# Campaign Performance

## Digital Campaigns

121,401,718

68,338,528  
Impressions (YoY)  
▲ 77.65%

\$522,256.48

\$355,967.52  
Spend (YoY)  
▲ 46.71%

### Campaigns by Type

Campaign Type	Clicks	Impressions	Spend	CPC
Demand Generation	11,850	242,901	\$4,199.28	\$0.35
Display	562,486	22,383,521	\$47,349.85	\$0.08
Groups	5,896	506,097	\$15,811.36	\$2.68
Performance Max	42,192	869,076	\$20,842.21	\$0.49
Search	104,553	1,351,394	\$107,050.86	\$1.02
Social	333,200	72,865,719	\$244,369.91	\$0.73
YouTube	26,534	23,183,010	\$82,633.01	\$3.11

### Campaigns by Strategy

Campaign Strategy	Impressions	Spend
Awareness	57,520,044	\$162,430.17
Conversion	6,838,573	\$202,606.51
Engagement	57,043,101	\$157,219.80

### All Digital Campaigns

04/01/2025 - 06/30/2025

Platform	Campaign Strategy	Campaign Type	Clicks	Impressions	Spend	CPC
Bing Ads	Conversion	Search	30,248	825,855	\$29,945.77	\$0.99
Facebook	Awareness	Social	32,661	24,448,961	\$48,931.67	\$1.50
Facebook	Conversion	Social	67,932	2,262,257	\$37,430.05	\$0.55
Facebook	Engagement	Social	176,860	28,061,408	\$67,662.43	\$0.38
Google Ads	Awareness	YouTube	352	22,214,235	\$74,226.77	\$210.87
Google Ads	Conversion	Demand Generation	11,850	242,901	\$4,199.28	\$0.35
Google Ads	Conversion	Display	9,195	638,073	\$8,866.51	\$0.96
Google Ads	Conversion	Groups	5,896	506,097	\$15,811.36	\$2.68
Google Ads	Conversion	Performance Max	42,192	869,076	\$20,842.21	\$0.49
Google Ads	Conversion	Search	74,305	525,539	\$77,105.09	\$1.04
Google Ads	Conversion	YouTube	26,182	968,775	\$8,406.24	\$0.32
Google Ads	Engagement	Display	553,291	21,745,448	\$38,483.34	\$0.07
Pinterest Ads	Awareness	Social	6,533	6,330,151	\$19,574.44	\$3.00
Pinterest Ads	Engagement	Social	17,806	2,142,390	\$32,534.40	\$1.83
Reddit Ads	Awareness	Social	8,489	4,526,697	\$19,697.30	\$2.32
Reddit Ads	Engagement	Social	22,919	5,093,855	\$18,539.63	\$0.81
<b>Total</b>	--	--	<b>1,086,711</b>	<b>121,401,718</b>	<b>\$522,256.48</b>	<b>\$0.48</b>



# Campaign Performance

## Traditional & Programmatic

29,949,239

39,442,120  
Impressions (YoY)  
▼ -24.07%

\$446,869.49

\$520,924.38  
Spend (YoY)  
▼ -14.22%

### Campaigns by Type

Data Source	Impressions	Clicks	Spend
DCM	26,124,882	20,658	\$286,531.33
Traditional Media	3,824,357	20,020	\$160,338.16

### Campaigns by Ad Format

Ad Format	Impressions	Clicks	Spend
Display	14,371,727	13,074	\$100,572.80
CTV	3,736,308	1,689	\$55,154.67
Hero Video, Social Video	2,089,090	1,919	\$29,166.66
OLV	1,838,225	258	\$34,351.72
FY25_TSF_CONDE_NAST_...	919,421	1,300	\$26,580.46
FY25_TSF_ADTHEORENT_...	886,301	297	\$7,560.15
FY25_TSF_ADTHEORENT_...	819,949	356	\$7,814.11
FY25_TSF_TRAVEL_LEISU...	810,865	2,117	\$29,191.14
FP4C	734,606	0	\$45,927.50

32 rows not shown

## All Traditional & Programmatic Campaigns

04/01/2025 - 06/30/2025

Data Source	Publication	Ad Format	Impressions	Clicks	Spend
DCM	Programmatic	Display	9,774,377	6,674	\$63,236.79
DCM	Programmatic	CTV	3,736,308	1,689	\$55,154.67
DCM	Expedia Brand Portfolio	Display	3,424,551	5,193	\$33,349.55
Traditional Media	Matador Network	Hero Video, S...	2,089,090	1,919	\$29,166.66
DCM	Programmatic	OLV	1,838,225	258	\$34,351.72
DCM	Travel + Leisure	Display	934,576	720	\$0.00
DCM	Conde Nast Traveler	FY25_TSF_CO...	919,421	1,300	\$26,580.46
DCM	Programmatic	FY25_TSF_AD...	886,301	297	\$7,560.15
DCM	Programmatic	FY25_TSF_AD...	819,949	356	\$7,814.11
DCM	Travel + Leisure	FY25_TSF_TR...	810,865	2,117	\$29,191.14
DCM	Programmatic	FY25_TSF_AD...	725,560	294	\$6,189.03
DCM	Programmatic	FY25_TSF_AD...	713,860	348	\$6,803.09
DCM	Programmatic	Streaming Au...	439,877	193	\$9,677.29
DCM	Programmatic	FY25_TSF_AD...	415,189	219	\$0.00
Traditional Media	Tripscout: Local Influencer	Influencer - Fly	407,609	13,590	\$40,000.00
DCM	Programmatic	FY25_TSF_AD...	369,578	293	\$0.00
Traditional Media	TX Monthly	FP4C	280,000	0	\$11,548.00
44 rows not shown					
<b>Total</b>	--	--	<b>29,949,239</b>	<b>40,678</b>	<b>\$446,869.49</b>



# Campaign Performance

## Campaign Insights

### Print and Digital Site-Direct:

Full-page print ads across key markets, including Texas Monthly, 5280, Austin Monthly, and Modern Luxury titles, delivered 794,000 total impressions. Complementary digital efforts, including E-blasts, newsletters, and ROC banners featured within these publications, generated 241,000 impressions and 5,000 clicks, reinforcing print efforts and increasing brand frequency.

### Custom Content:

Q4 continued with Matador Network, which delivered 2.8 million impressions, 457,000 views (+72% above benchmark), and a 4.5% VCR (vs. a 3.75% benchmark). The Condé Nast: Women Who Travel article wrapped in May, exceeding benchmarks with a 0.08% CTR (+61%) and 11,752 social engagements at a 3.43% rate—112% above the 1.62% benchmark. The Travel + Leisure article wrapped in May with 682 engagements and the highest average time spent on the flight, 63 seconds, nearly double the 32-second benchmark. Chicago custom content launched in Q4, with a Chicago Tribune advertorial generating 100K impressions and 48 clicks (0.05% CTR), and Chicago Magazine's article earned 2,190 views and a 3 minute 30s average session duration. In June, the Opportunity market creators @findingjules and @roinwanderlust shared 10 posts, generating 183K impressions and 7.7K engagements. Tripscout's cross-promotion of influencer content across additional travel-focused profiles reached 408K impressions and 14K total engagements.

### Programmatic Performance and Spend Data:

Since August, the AdTheorent campaign has generated \$1.9M in extrapolated sales on a \$550K media spend, delivering a strong ROAS of 3.53x. The CTV line generated over \$10K in incremental sales with a 126% sales lift, driven primarily by the predictive audience segment. The Retail vertical led with a 10% sales increase, while Hotels saw a 5% lift, generating over \$7K in incremental revenue. Q4's CPA rose to \$30.02 (+63%), likely due to the addition of new CDP audiences and the launch of the Women's Trip and Chicago campaigns. The Women's Trip rich media unit had the highest engagement rate (47%) with a \$31.71 CPA. CDP audiences drove 1,594 landing page visits at the lowest cost per view (\$7.47), resulting in 332 conversions. Chicago display units outperformed Women's Trip in conversions, delivering 1,317 conversions at a \$21.45 CPA.

**Datafy:** In Q4, Datafy recorded 1.8M total trips and 4M visitor days, with an average stay of 2.2 days. Denver, Phoenix, and Dallas remained the top origin markets. While total trips fell 7% and visitor days 4% YoY, average stay increased slightly (+0.1%). This dip aligns with growing economic uncertainty; 23% of adults are unsure about summer travel (up 18% from 2024), contributing to the "wait and see" mindset, which has shortened the summer booking window to just 21 days (eMarketer). However, QoQ, total trips, and visitor days increased by 4% and 8% respectively, while the average length of stay held steady at 2.2 days.

**Expedia:** Expedia generated 10,286 room nights, \$2.5M in gross bookings, and a 35.5X ROAS since August. The 420 airfare tickets contributed \$222K in gross bookings and an average trip duration of 5.1 days. Top origin markets—New York, Boston, Denver, Milwaukee, and Phoenix—aligned with Datafy insights of Denver and Phoenix ranked top three.

### Action Items for traditional and programmatic media:

- Launch and monitor new programmatic campaigns
- Monitor Santa Fe travel attribution via Datafy pixel tracking in campaigns.
- Launch FY26 Expedia, Travel & Leisure, and Nativo campaigns
- Build a strategy for the Route 66 campaign
- Monitor and Launch Digital Direct launches from Austin Monthly

## Top 10 Ads by Impressions

04/01/2025 - 06/30/2025

Data Source	Ad/Group Name	Impressions	Cost
Google Ads	Uncover Your Different...	12,017,660	\$19,434.64
Facebook	Lasting Memories	10,463,770	\$25,558.70
Facebook	Women's Trip - Version 1	8,102,085	\$18,917.05
Facebook	History Stairs	6,971,327	\$11,693.99
Google Ads	Art That Breathes - :06	6,271,818	\$19,877.25
Google Ads	Art That Breathes :30	5,297,027	\$17,935.13
Google Ads	Discover Santa Fe.,Unc...	4,921,438	\$10,220.89
Google Ads	One place, endless stori...	4,918,483	\$10,404.02
Google Ads	Art - :15	4,338,815	\$14,992.37
Facebook	Timeless Treasures	3,930,476	\$8,669.17

## Top 3 Facebook Creatives



History Stairs



Lasting Memories



Women's Trip - Version 1



## Campaign Insights

**Paid Search + Performance Max:** Santa Fe and New Mexico branded search campaigns saw YoY conversion growth in Hotel, Vacation, and Event ad groups, driven by strong commercial and informational keywords like “Things to do in New Mexico,” “What to do in Santa Fe,” and “Santa Fe Lodging. However, overall search conversions declined 10.4% YoY, with a 67% rise in cost/conversion, likely impacted by Google’s AI Overview rollout in May. The NM branded campaign outranked competitors in approximately 93% of shared auctions, whereas the SF-branded campaign outranked 82% of the time. The Pillars campaign saw YoY conversion growth in Cuisine, Relaxation, and Outdoors, driven by top keywords like “Camping New Mexico,” “Hiking in Santa Fe,” and “Santa Fe restaurant.” Search campaign conversions are up YoY across all Core and Opportunity markets, led by Denver, Phoenix, and Dallas, driven largely by non-accommodation click conversions (31,291). The Groups search campaign saw 9% fewer conversions and a 13% higher cost/conversion, likely from low keyword quality scores. Improving ad, keyword, and landing page alignment could boost FY26 performance. Bing experienced an 80% drop in conversions, largely driven by a 15% budget cut to its top-performing ad group, SF Brand. The conversions that did occur were primarily driven by Hotel and Outdoors ad groups. A 33% budget increase for PMAx campaigns drove 12,801 conversions (+593% YoY) and reduced cost/conversion by 81%, from \$10.35 to \$1.99. The national campaign generated 11,208 non-accommodation clicks and 727 visitor guide downloads (up from 30 in 2024).

**Display + Demand Gen:** A 43% budget increase drove a 154% YoY rise in display clicks, totaling 562K in Q4. The Brand Core campaign delivered 344K clicks at \$0.07 CPC and 2.19% CTR, while the Opportunity campaign had a higher CTR (3.49%) but fewer clicks due to limited reach. Despite a 12% budget cut, demand gen campaigns saw a 75% YoY conversion increase (635), with CDP Lookalike audiences driving 624 conversions at a \$4.77 CPA, 74% lower than other groups, including 54 visitor guide downloads and 5 newsletter signups.

**Video:** YouTube delivered 23M impressions in Q4 (+292% YoY) on a 50% higher budget. The Opportunity campaign generated 8M impressions, and the newly launched standalone Chicago campaign drove 5.3M. Core and Opportunity CPMs stayed efficient at \$3.23, 12% lower than Chicago’s \$3.62. The RTG campaign drove 1,071 conversions, up 265% YoY. The :06 Art That Breathes spot led Core and Opportunity, while the :30 version performed best in Chicago.

**Paid Social:** Meta awareness campaigns saw a 3% decrease in impressions and a \$0.29 increase in CPM (now \$2.00). Despite this, CTR rose by 53% year-over-year, driving a total of 32,661 clicks. This improvement is likely tied to the introduction of CDP audiences, segments more likely to engage but also more competitive, contributing to the higher CPM. Engagement campaigns followed a similar pattern, with clicks increasing 77% to 177,000, and CPC improving by 3%, reflecting greater cost efficiency. Conversion campaigns experienced a 21% reduction in budget, resulting in a 5% decline in conversions. However, performance became more efficient, with CPC dropping 27% YoY to \$0.42 and CTR increasing by 117% to 4.50%. Top-performing awareness markets included Dallas, Houston, Los Angeles, and Chicago, with Facebook In-Feed and Reels placements leading in performance. The Margarita Trail campaigns on Meta led to 13 app downloads, 7 from Apple and 6 from the Google Play store. Pinterest, with a 6% YoY budget increase, drove 19,942 clicks (+9%) while reducing CPC by 14% to \$2.30. Reddit outperformed Pinterest in engagement on a smaller budget, generating 31,541 clicks at a lower CPC of \$1.22. This was largely driven by placements within travel, outdoor, and art-focused subreddits. Across both Reddit and Pinterest, women were the most engaged audience segment throughout the awareness and engagement phases.

**Women’s Trip:** Women’s trip search campaign resulted in 351 conversions, a 72% increase QoQ, led by the 3-Day itinerary. This was also the top performer on Facebook, supported by the 2-day itinerary, to totaled 212 conversions. Pinterest showed strong engagement, generating 7,768 clicks, a 358% increase QoQ, with a 0.67% CTR. Half of the itinerary downloads for the women’s trip campaign were for the 3-day itinerary (550), suggesting strong interest in this length of visit for the female segment. This conversion action can help gauge preferred trip lengths across markets. Competitor analysis shows success with market-specific itineraries, so future itineraries should be tailored to each target market for better performance. The campaign successfully expanded reach by bringing in 39,470 new users, achieved a 22% engagement rate, and generated 1,220 total conversions. Facebook and Google conversion campaigns contributed to high-quality traffic, with an average session duration of 1 minute and 50 seconds.

**Chicago:** The Chicago search and PMAx campaign generated 229 conversions since launching in April, driven by outbound clicks, 32 visitor guide downloads, and 9 newsletter signups. Focused on non-branded keywords and activity-based PMAx signals, it aimed to reach travel-intent audiences distinct from national efforts. Reddit drove 6,966 clicks at a \$1.06 CPC, performing best in Chicago-specific and travel subreddits. Facebook outperformed Reddit with 33,812 clicks at a \$0.49 CPC, with static creatives like the backpack and gallery ads leading engagement. Overall, the campaign drove increased awareness in Chicago, delivering 13.4M impressions, 41,006 clicks, and 56,715 new users—a 147% QoQ lift. The Chicago-specific campaign significantly contributed to CDP data collection, growing the landing page audience to 40,000—one of the largest to date. This audience can now be used in FY26 to retarget users with branded content or build lookalike audiences to expand reach in Chicago across Meta, Pinterest, and soon Reddit.

### Actionable Recommendations:

- Consider applying bid adjustments to high-performing summer keywords added in May, such as those related to outdoor activities and seasonal search trends, to capture increased search intent.
- Review top-performing keywords from last year and incorporate them into the new FY26 campaign strategy.
- Consider slightly increasing investment in the SF brand campaign on Bing, as well as redistributing the remaining budget evenly across Pillars and the NM Brand to drive higher conversions in FY26.
- Use updated Pixability List targeting in YouTube campaigns to improve VCR and attract more qualified leads, as evidenced by the QoQ drop in VCR following the pause of Pixability lists.
- Input Lookalikes of other 1PD lists into the remarketing campaign on Demand Gen campaigns after seeing the CDP LKL audience’s success.
- Introduce dynamic 1PD list uploads within Google Ads to bypass data-syncing errors
- Add Travel & Leisure’s “#1 City in US” award to creative assets to test in Q1

# Website Analytics

1,072,944

702,787  
Total Visits (YoY)  
▲ 52.67%

854,344

551,992  
New Visits (YoY)  
▲ 54.77%

0:33

0:56  
Average Engagement Time (YoY)  
▼ -40.48%

1.72

2.34  
Avg Pages Per Session (YoY)  
▼ -26.60%

6.23%

10.03%  
Avg Conversion Rate (YoY)  
▼ -37.91%

04/01/2025 - 06/30/2025

Month of Year	Total Visits	New Visits	Average Engagement Time	Avg Pages Per Session	Avg Conversion Rate
April	307,535	238,374	0:35	1.75	6.35%
May	347,487	272,525	0:36	1.78	6.69%
June	417,922	343,445	0:29	1.63	5.65%
<b>Total</b>	<b>1,072,944</b>	<b>854,344</b>	<b>0:33</b>	<b>1.72</b>	<b>6.23%</b>

Website performance improved YoY, with sessions and new users both up 55%, totaling over 1M and 854K, respectively. Google led in conversions (+21% YoY), driven by traffic from Phoenix, Dallas, and Denver. Despite growth, lower time on site and key event engagement suggest we're reaching a lower-intent audience, reinforced by higher cost/conversion on platforms like Google, Bing, and Facebook, and reduced remarketing. However, post-landing page audit, traffic and conversions have increased, indicating stronger ad-to-user intent alignment and more efficient paths to conversion. Since adding the newsletter pop-up to santafe.org, the client has gained over 655 new subscribers. These will be included in the updated 1PD lists once uploaded to the platform.



# Blog Analytics

57,391

81,023  
*Blog Pageviews*  
 ▼ -29.17%

1:38

1:26  
*Avg Engagement Time*  
 ▲ 14.79%

04/01/2025 - 06/30/2025

Month of Year	Blog Pageviews	Avg Engagement Time
April	18,708	1:37
May	20,044	1:38
June	18,639	1:40
<b>Total</b>	<b>57,391</b>	<b>1:38</b>

- With the mixed bag results of blog pageviews down, but engagement on the rise, the conclusions remain that once users find the TSF content amid a brave new world AI scraping, it is rich and helpful.
- While Pageviews are down 29.17% Y/Y, it does reflect a significant improvement from the 48% Y/Y decline reported in Q1. With the seasonal uptick in popular summer events and a growing interest in related content, we are hopeful that views will continue to trend upward in Q3.



### Visit Santa Fe App

**39,630**

*33,805*  
*Total Downloads (YoY)*  
▲ 17.23%

### Santa Fe Marketplace

**\$61,957.00**

*\$50,651.00*  
*Total Sales (YoY)*  
▲ 22.32%

**116**

*107*  
*Businesses (YoY)*  
▲ 8.41%

### Santa Fe Margarita Trail

**24,253**

*21,728*  
*Downloads (YoY)*  
▲ 11.62%

**28,137**

*22,594*  
*Paper Passports Sold (YoY)*  
▲ 24.53%

**\$11,609,097.00**

*\$11,423,520.00*  
*Earned Media (YoY)*  
▲ 1.62%