



# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD  
JANUARY 25, 2022  
10:00 AM  
ATTEND VIRTUALLY

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## **SPECIAL PROCEDURES FOR VIRTUAL ATTENDANCE AND PUBLIC COMMENT:**

**Attendance:** In response to the risks identified in the State’s declaration of a Public Health Emergency and the Mayor’s Proclamation of Emergency and the emergency orders issued to reduce those health risks, the Governing Body meeting will be conducted virtually.

**Attending on Zoom:** Members of the public may attend the Zoom meeting on a computer, mobile device, or phone. The video conference link and teleconference number will be posted at <https://santafe.primegov.com/public/portal> at least seventy-two (72) hours before the meeting.. The direct Zoom link is: <https://us02web.zoom.us/j/87289396655?pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09> and use password: **6w89VT**.

**Attending Zoom by Phone:** Members of the public can attend the Zoom meeting by phone by dialing:  
US: **(253) 215-8782** or **(346) 248-7799** or **(929) 205-6099**  
Webinar ID: 872 8939 6655.

## **Public Comment:**

- By video: A person attending the Zoom meeting by video conference (using a computer, mobile device, or smart phone) may provide public comment during the meeting. Attendees should use the “Raise Hand” function to be recognized by the chair to speak at the appropriate time.
- By phone: A person attending the Zoom meeting by phone may provide public comment during the meeting. Phone attendees should press \*9 to use the “Raise Hand” function to be recognized at the appropriate time.
- In writing: A person may submit written public comments by 5pm the Monday prior to the meeting via the virtual comment “button” at <https://santafe.primegov.com/public/portal>.

### **1. CALL TO ORDER**



# AGENDA

OCCUPANCY TAX ADVISORY  
BOARD  
JANUARY 25, 2022  
10:00 AM  
ATTEND VIRTUALLY

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2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
  - a. OTAB Minutes – December 14, 2021
5. **PRESENTATION**
  - a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
  - b. Santa Fe County Report (Alex Fitzgerald, amfitzgerald@santafecountynm.gov) and/or Joseph Montoya, jrmontoya@santafecountynm.gov)
  - c. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
  - d. Budget Status Update (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
  - e. Use/Discussion of Occupancy Tax Advisory Board Funds (Rik Blyth, VP & GM of La Fonda, rblyth@lafondasantafe.com)
6. **MATTERS FROM STAFF**
  - a. TOURISM Santa Fe Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
  - b. TOURISM Santa Fe Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
  - c. TOURISM Santa Fe Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
7. **MATTERS FROM THE BOARD**



# AGENDA

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8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING: Tuesday, February 22, 2022**
10. **ADJOURN**



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
DECEMBER 14, 2021

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1. **CALL TO ORDER**

Meeting called to order at 10:02AM

2. **ROLL CALL**

**Members Present:**

Chair Rik Blyth  
Member Bonnie Bennett  
Member Carlos Medina  
Member Lutz Arnhold

**Members Excused:**

Member Ray Sandoval

**Others Attending:**

None

3. **APPROVAL OF AGENDA**

**MOTION:** Member Bennett moved, seconded by Member Arnhold, to approve the Agenda as presented.

**VOTE:** The motion was approved on the following Roll Call vote:

**For:** Chair Blyth, Member Bennett, Member Medina, Member Arnhold

**Against:** None

**Abstain:** None

4. **APPROVAL OF MINUTES**

a. OTAB Minutes – October 26, 2021

**MOTION:** Member Bennett moved, seconded by Member Arnhold, to approve the Minutes as presented.

**VOTE:** The motion was approved on the following Roll Call vote:



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
DECEMBER 14, 2021

**For:** Chair Blyth, Member Bennett, Member Medina, Member Arnhold

**Against:** None

**Abstain:** None

5. **PRESENTATION**

- a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
- b. Santa Fe County LTAB Report (Alex Fitzgerald, amfitgerald@santafecountynm.gov and/or Joseph Montoya, jrmonoya@santafecountynm.gov)
- c. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

6. **MATTERS FROM STAFF**

- a. TOURISM Santa Fe Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
- b. TOURISM Santa Fe Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- c. TOURISM Santa Fe Executive Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

7. **MATTERS FROM THE BOARD**

8. **MATTERS FROM THE PUBLIC**

9. **NEXT MEETING: No Meeting Scheduled**

Next Meeting Jan. 25, 2022

10. **ADJOURN**



City of Santa Fe

# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
DECEMBER 14, 2021

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Meeting adjourned at 10:49AM

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Liaison

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Chair

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR		2019 RMLR	2019 STR
	RMLR	STR	RMLR	STR	RMLR	STR		
<b>OCCUPANCY</b>								
City Wide	57.2%	56.3%	24.2%	29.2%	33.0%	27.1%	56.4%	59.3%
Downtown	62.5%	59.5%	17.1%	17.9%	45.4%	41.6%	65.8%	66.4%
Cerrillos Road	55.1%	53.3%	29.3%	38.4%	25.8%	14.9%	54.1%	53.7%
County		55.4%		29.4%		26.0%		
Periphery	50.6%		29.6%		21.0%		41.6%	
<b>AVERAGE RATE</b>								
City Wide	\$184.71	\$170.88	\$110.94	\$89.61	\$73.77	\$81.27	\$150.03	\$143.89
Downtown	\$254.27	\$248.97	\$159.69	\$150.88	\$94.58	\$98.09	\$200.16	\$193.26
Cerrillos Road	\$105.14	\$98.49	\$74.89	\$61.73	\$30.25	\$36.76	\$89.78	\$89.90
County		\$181.77		\$98.23	\$0.00	\$83.54		
Periphery	\$169.65		\$116.50		\$53.15		\$136.61	
<b>REVPAR</b>								
City Wide	\$105.21	\$96.25	\$26.90	\$26.16	\$78.31	\$70.09	\$84.57	\$85.34
Downtown	\$158.91	\$148.11	\$27.35	\$27.05	\$131.56	\$121.06	\$131.58	\$128.31
Cerrillos Road	\$57.91	\$52.52	\$21.93	\$22.95	\$35.98	\$29.57	\$21.93	\$48.29
County		\$100.69		\$28.89	\$0.00	\$71.80		
Periphery	\$85.91		\$34.44		\$51.47		\$56.83	
<b>SHORT TERM RENTALS</b>								
Total Available								
County								
City Wide								
87501 Zip Code								
<b>Lodger's Tax</b>	<b>October</b>							
Total	\$1,717,275		\$403,827		\$1,313,448		\$1,302,014	

YEAR TO DATE							VAR	VAR
							RMLR	STR
<b>OCCUPANCY</b>								
City Wide	58.8%	60.4%	35.9%	37.2%	22.9%	23.2%	69.9%	69.5%
Downtown	61.0%	59.3%	37.0%	34.9%	24.0%	24.4%	76.3%	76.8%
Cerrillos Road	61.0%	60.6%	35.7%	38.1%	25.3%	22.5%	63.8%	63.0%
County		59.6%		37.3%		22.3%		
Periphery	50.9%		34.0%		16.9%		67.9%	
<b>AVERAGE RATE</b>								
City Wide	\$169.79	\$157.24	\$111.66	\$102.67	\$58.13	\$54.57	\$146.87	\$141.08
Downtown	\$237.09	\$231.29	\$150.81	\$147.32	\$86.28	\$83.97	\$191.90	\$188.91
Cerrillos Road	\$103.23	\$96.47	\$73.65	\$68.21	\$29.58	\$28.26	\$92.95	\$91.96
County		\$167.30		\$110.17	\$0.00	\$57.13		
Periphery	\$153.01		\$114.67		\$38.34		\$136.61	
<b>REVPAR</b>								
City Wide	\$99.87	\$94.94	\$40.05	\$38.18	\$59.82	\$56.76	\$102.67	\$98.06
Downtown	\$144.71	\$137.22	\$55.83	\$51.47	\$88.88	\$85.75	\$146.34	\$144.99
Cerrillos Road	\$62.93	\$58.49	\$26.29	\$25.96	\$36.64	\$32.53	\$59.29	\$57.89
County		\$99.78		\$41.11	\$0.00	\$58.67		
Periphery	\$77.91		\$38.99		\$38.92		\$91.22	
<b>Lodger's Tax (Cal YTD through October)</b>								
Total	\$12,335,487		\$3,997,131		\$8,338,356		\$10,738,540	

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR RMLR	VAR STR	2019 RMLR	2019 21-Oct
	RMLR	STR	RMLR	STR				
<b>OCCUPANCY</b>								
City Wide	78.0%	77.4%	46.8%	46.8%	31.2%	30.6%	80.4%	80.4%
Downtown	84.2%	80.2%	48.3%	45.1%	35.9%	35.1%	87.6%	87.4%
Cerrillos Road	80.2%	73.9%	48.3%	45.1%	31.9%	28.8%	73.2%	73.6%
County		75.1%		46.4%		28.7%		
Periphery	62.9%		41.2%		21.7%		79.5%	
<b>AVERAGE RATE</b>								
City Wide	\$201.08	\$187.62	\$118.65	\$106.86	\$82.43	\$80.76	\$163.87	\$157.98
Downtown	\$267.88	\$262.91	\$156.84	\$154.65	\$111.04	\$108.26	\$219.95	\$213.69
Cerrillos Road	\$131.41	\$119.51	\$73.81	\$67.43	\$57.60	\$52.08	\$103.50	\$102.87
County		\$198.69		\$79.61	\$0.00	\$119.08		
Periphery	\$163.19		\$126.91		\$36.28		\$144.58	
<b>REVPAR</b>								
City Wide	\$156.75	\$145.19	\$55.51	\$50.03	\$101.24	\$95.16	\$131.77	\$126.94
Downtown	\$225.64	\$210.77	\$75.73	\$69.77	\$149.91	\$141.00	\$192.75	\$186.74
Cerrillos Road	\$105.36	\$88.36	\$35.67	\$30.40	\$69.69	\$57.96	\$75.78	\$75.70
County		\$149.29		\$54.59	\$0.00	\$94.70		
Periphery	\$102.72		\$52.26		\$50.46		\$114.91	
<b>SHORT TERM RENTALS</b>								
Total Available								
County								
City Wide								
87501 Zip Code								
<b>Lodger's Tax (December)</b>								
Hotels						\$0		
Short Term Rentals						\$0		
Total		\$0		\$0		\$0		

YEAR TO DATE	CURRENT RMLR	CURRENT STR	LAST YEAR RMLR	LAST YEAR STR	VAR RMLR	VAR STR	2019 RMLR	2019 21-Oct
City Wide	59.2%	61.3%	38.0%	38.7%	21.2%	22.6%	72.0%	71.6%
Downtown	60.6%	59.2%	41.4%	38.3%	19.2%	20.9%	77.6%	78.5%
Cerrillos Road	62.1%	62.4%	36.5%	38.3%	25.6%	24.1%	65.8%	65.1%
County		60.5%		38.8%		21.7%		
Periphery	51.4%		34.9%		16.5%		71.4%	
<b>AVERAGE RATE</b>								
City Wide	\$168.87	\$156.42	\$112.70	\$105.03	\$56.17	\$51.39	\$148.31	\$142.39
Downtown	\$236.82	\$230.87	\$151.22	\$148.12	\$85.60	\$82.75	\$193.64	\$191.02
Cerrillos Road	\$104.00	\$96.94	\$74.10	\$69.51	\$29.90	\$27.43	\$94.58	\$93.37
County		\$166.19		\$112.43	\$0.00	\$53.76		
Periphery	\$150.87		\$114.67		\$36.20		\$135.04	
<b>REVPAR</b>								
City Wide	\$112.70	\$95.83	\$42.88	\$40.63	\$69.82	\$55.20	\$106.76	\$101.89
Downtown	\$151.22	\$136.72	\$62.58	\$56.71	\$88.64	\$80.01	\$150.29	\$149.91
Cerrillos Road	\$74.10	\$60.45	\$27.08	\$28.63	\$47.02	\$31.82	\$62.21	\$60.78
County		\$100.63		\$43.63	\$0.00	\$57.00		
Periphery	\$114.67		\$40.03		\$74.64		\$96.47	
<b>Lodger's Tax (YTD thru December)</b>								
Hotels						\$0		
Short Term Rentals						\$0		
Total		\$0		\$0		\$0		

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR RMLR	VAR STR	2019 RMLR	2019 STR
	RMLR	STR	RMLR	STR				
<b>OCCUPANCY</b>								
City Wide	73.6%	74.5%	44.9%	46.2%	28.7%	28.3%	78.5%	80.6%
Downtown	79.6%	77.0%	46.8%	44.7%	32.8%	32.3%	86.1%	86.7%
Cerrillos Road	74.3%	71.8%	45.4%	45.0%	28.9%	26.8%	71.7%	74.8%
County		72.6%		46.0%		26.6%		
Periphery	61.1%		40.3%		20.8%		76.0%	
<b>AVERAGE RATE</b>								
City Wide	\$195.94	\$185.77	\$115.47	\$105.78	\$80.47	\$79.99	\$164.75	\$156.12
Downtown	\$276.01	\$266.29	\$150.07	\$148.76	\$125.94	\$117.53	\$220.21	\$214.26
Cerrillos Road	\$118.06	\$113.75	\$74.27	\$68.19	\$43.79	\$45.56	\$103.15	\$100.32
County		\$194.78		\$115.56		\$79.22		
Periphery	\$163.98		\$125.11		\$38.87		\$147.49	
<b>REVPAR</b>								
City Wide	\$144.22	\$138.48	\$51.88	\$48.83	\$92.34	\$89.65	\$129.31	\$125.77
Downtown	\$219.76	\$205.07	\$70.26	\$66.50	\$149.50	\$138.57	\$189.69	\$185.66
Cerrillos Road	\$87.70	\$81.71	\$33.75	\$30.70	\$53.95	\$51.01	\$73.91	\$75.02
County		\$141.35		\$53.15		\$88.20		
Periphery	\$100.17		\$50.37		\$49.80		\$112.04	
<b>SHORT TERM RENTALS</b>								
Total Available								
County								
City Wide								
87501 Zip Code								
<b>Lodger's Tax (December)</b>								
Hotels						\$0		
Short Term Rentals						\$0		
Total		\$0		\$0		\$0		

YEAR TO DATE	CURRENT RMLR	CURRENT STR	LAST YEAR RMLR	LAST YEAR STR	VAR RMLR	VAR STR	2019 RMLR	2019 STR
City Wide	57.2%	59.4%	36.9%	37.7%	20.3%	21.7%	71.0%	70.6%
Downtown	58.0%	56.8%	40.4%	37.4%	17.6%	19.4%	76.5%	77.5%
Cerrillos Road	60.4%	61.0%	35.3%	37.5%	25.1%	23.5%	64.9%	74.8%
County		58.9%		37.9%		21.0%		
Periphery	50.1%		34.0%		16.1%		70.5%	
<b>AVERAGE RATE</b>								
City Wide	\$164.25	\$151.82	\$111.76	\$104.69	\$52.49	\$47.13	\$146.28	\$140.38
Downtown	\$231.76	\$225.74	\$150.30	\$147.12	\$81.46	\$78.62	\$190.31	\$188.11
Cerrillos Road	\$100.52	\$93.85	\$74.14	\$68.82	\$26.38	\$25.03	\$93.36	\$92.14
County		\$161.43		\$111.65		\$49.78		
Periphery	\$149.11		\$112.58		\$36.53		\$133.81	
<b>REVPAR</b>								
City Wide	\$93.90	\$90.22	\$41.29	\$39.50	\$52.61	\$50.72	\$103.88	\$99.05
Downtown	\$134.31	\$128.31	\$60.78	\$55.06	\$73.53	\$73.25	\$145.60	\$145.73
Cerrillos Road	\$60.72	\$57.28	\$26.15	\$26.20	\$34.57	\$31.08	\$60.57	\$59.08
County		\$95.03		\$42.28		\$52.75		
Periphery	\$74.67		\$38.30		\$36.37		\$94.37	
<b>Lodger's Tax (YTD thru December)</b>								
Hotels						\$0		
Short Term Rentals						\$0		
Total		\$0		\$0		\$0		

## STATISTICS REPORT

MONTH JULY	CURRENT		2019		VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
<b>OCCUPANCY</b>						
City Wide	79.8%	81.7%	84.2%	83.4%	-4.40%	-1.70%
Downtown	82.7%	80.1%	85.9%	85.9%	-3.20%	-5.80%
Cerrillos Road	83.3%	82.4%	81.7%	80.2%	1.60%	2.20%
Periphery	68.1%		85.3%		-17.20%	
<b>AVERAGE RATE</b>						
City Wide	\$190.23	\$182.10	\$162.55	\$158.71	\$27.68	\$23.39
Downtown	\$267.34	\$262.78	\$218.42	\$217.02	\$48.92	\$45.76
Cerrillos Road	\$122.97	\$116.38	\$108.51	\$106.21	\$14.46	\$10.17
Periphery	\$156.87		\$143.59		\$13.28	
<b>REVPAR</b>						
City Wide	\$151.79	\$148.78	\$136.87	\$132.38	\$14.92	\$16.40
Downtown	\$221.13	\$210.38	\$187.64	\$186.40	\$33.49	\$23.98
Cerrillos Road	\$102.48	\$95.92	\$88.70	\$85.22	\$13.78	\$10.70
Periphery	\$106.87		\$122.50		(\$15.63)	
<b>SHORT TERM RENTALS</b>						
	# Units	Occ	ADR	YTD Occ	YTD ADR	
Total Available						
County						
City Wide						
87501 Zip Code						
<b>Lodger's Tax (June)</b>						
Hotels						\$0
Short Term Rentals						\$0
Total						\$0

YEAR TO DATE DECEMBER					VAR	VAR
	RMLR	STR	RMLR	STR	RMLR	STR
<b>OCCUPANCY</b>						
City Wide	52.3%	55.1%	68.0%	67.5%	-15.7%	-12.4%
Downtown	52.1%	51.4%	73.7%	74.5%	-21.6%	-23.1%
Cerrillos Road	55.8%	57.7%	61.3%	60.7%	-5.5%	-3.0%
Periphery	46.5%		68.1%		-21.6%	
<b>AVERAGE RATE</b>						
City Wide	\$149.83	\$136.55	\$137.11	\$131.66	\$12.72	\$4.89
Downtown	\$208.98	\$204.35	\$176.22	\$174.58	\$32.76	\$29.77
Cerrillos Road	\$92.47	\$85.45	\$87.00	\$86.87	\$5.47	(\$1.42)
Periphery	\$142.91		\$127.87		\$15.04	
<b>REVPAR</b>						
City Wide	\$78.30	\$75.24	\$93.29	\$88.84	(\$14.99)	(\$13.60)
Downtown	\$108.79	\$105.01	\$129.81	\$130.13	(\$21.02)	(\$25.12)
Cerrillos Road	\$51.59	\$49.30	\$53.35	\$52.70	(\$1.76)	(\$3.40)
Periphery	\$66.51		\$87.08		(\$20.57)	
<b>Lodger's Tax (June - November)</b>						
Hotels						\$0
Short Term Rentals						\$0
Total						\$0

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR
February	RMLR	STR	RMLR	STR	RMLR	STR
<b>OCCUPANCY</b>						
City Wide	27.1%	31.3%	55.1%	54.7%	-28.0%	-23.4%
Downtown	21.2%	23.2%	63.4%	63.9%	-42.2%	-40.7%
Cerrillos Road	34.0%	37.4%	46.6%	47.0%	-12.6%	-9.6%
Periphery	27.1%		54.4%		-27.3%	
<b>AVERAGE RATE</b>						
City Wide	\$103.79	\$85.34	\$119.20	\$113.19	(\$15.41)	(\$27.85)
Downtown	\$139.57	\$131.83	\$149.06	\$145.60	(\$9.49)	(\$13.77)
Cerrillos Road	\$66.43	\$59.12	\$73.85	\$74.05	(\$7.42)	(\$14.93)
Periphery	\$127.28		\$123.14		\$4.14	
<b>REVPAR</b>						
City Wide	\$28.12	\$26.70	\$65.64	\$61.92	(\$37.52)	(\$35.22)
Downtown	\$29.56	\$30.57	\$94.46	\$92.99	(\$64.90)	(\$62.42)
Cerrillos Road	\$22.60	\$22.09	\$34.43	\$34.77	(\$11.83)	(\$12.68)
Periphery	\$34.49		\$66.99		(\$32.50)	
<b>SHORT TERM RENTALS</b>						
Total Available						
County						
City Wide						
87501 Zip Code						
<b>Lodger's Tax (January)</b>						
Hotels		\$140,547		\$409,002		(\$268,455)
Short Term Rentals		\$93,443		\$181,939		(\$88,496)
Total		\$233,990		\$590,941		(\$356,951)

YEAR TO DATE					VAR	VAR
February					RMLR	STR
<b>OCCUPANCY</b>						
City Wide	24.3%	28.9%	53.4%	53.1%	-29.1%	-24.2%
Downtown	18.3%	20.1%	62.8%	62.7%	-44.5%	-42.6%
Cerrillos Road	30.5%	35.9%	44.7%	45.3%	-14.2%	-9.4%
Periphery	25.1%		51.0%		-25.9%	
<b>AVERAGE RATE</b>						
City Wide	\$101.45	\$82.79	\$116.63	\$112.40	(\$15.18)	(\$29.61)
Downtown	\$134.99	\$128.40	\$144.18	\$142.95	(\$9.19)	(\$14.55)
Cerrillos Road	\$66.68	\$35.90	\$74.25	\$45.30	(\$7.57)	(\$9.40)
Periphery	\$126.79		\$118.91		\$7.88	
<b>REVPAR</b>						
City Wide	\$24.62	\$23.91	\$62.26	\$59.66	(\$37.64)	(\$35.75)
Downtown	\$24.66	\$25.81	\$90.55	\$89.57	(\$65.89)	(\$63.76)
Cerrillos Road	\$20.32	\$21.12	\$33.17	\$33.45	(\$12.85)	(\$12.33)
Periphery	\$31.86		\$60.62		(\$28.76)	
<b>Lodger's Tax</b>						
Hotels		\$1,626,526		\$7,925,147		(\$6,298,621)
Short Term Rentals		\$854,320		\$1,475,790		(\$621,470)
Total		\$2,480,846		\$9,400,937		(\$6,920,091)

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR		
<b>OCCUPANCY</b>						
City Wide					0.0%	0.0%
Downtown					0.0%	0.0%
Cerrillos Road					0.0%	0.0%
Periphery					0.0%	
<b>AVERAGE RATE</b>						
City Wide					\$0.00	\$0.00
Downtown					\$0.00	\$0.00
Cerrillos Road					\$0.00	\$0.00
Periphery					\$0.00	
<b>REVPAR</b>						
City Wide					\$0.00	\$0.00
Downtown					\$0.00	\$0.00
Cerrillos Road					\$0.00	\$0.00
Periphery					\$0.00	
<b>SHORT TERM RENTALS</b>						
Total Available						
County						
City Wide						
87501 Zip Code						
<b>Lodger's Tax (December)</b>						
Hotels						\$0
Short Term Rentals						\$0
Total		\$0		\$0		\$0

YEAR TO DATE	CURRENT	STR	LAST YEAR	STR	VAR	VAR
<b>OCCUPANCY</b>						
City Wide					0.0%	0.0%
Downtown					0.0%	0.0%
Cerrillos Road					0.0%	0.0%
Periphery					0.0%	
<b>AVERAGE RATE</b>						
City Wide					\$0.00	\$0.00
Downtown					\$0.00	\$0.00
Cerrillos Road					\$0.00	\$0.00
Periphery					\$0.00	
<b>REVPAR</b>						
City Wide					\$0.00	\$0.00
Downtown					\$0.00	\$0.00
Cerrillos Road					\$0.00	\$0.00
Periphery					\$0.00	
<b>Lodger's Tax (YTD thru December)</b>						
Hotels						\$0
Short Term Rentals						\$0
Total		\$0		\$0		\$0

## STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR RMLR	VAR STR
	RMLR	STR	RMLR	STR		
<b>OCCUPANCY</b>						
City Wide	56.4%	58.9%	58.4%	56.3%	-2.0%	2.6%
Downtown	65.8%	66.4%	62.2%	62.2%	3.6%	4.2%
Cerrillos Road	54.1%	52.9%	53.1%	50.7%	1.0%	2.2%
Periphery	41.6%		59.4%		-17.8%	
<b>AVERAGE RATE</b>						
City Wide	\$150.03	\$143.29	\$146.17	\$141.41	3.86	1.88
Downtown	\$200.16	\$193.22	\$194.48	\$193.05	5.68	0.17
Cerrillos Road	\$89.78	\$89.42	\$86.40	\$87.49	3.38	1.93
Periphery	\$136.61		\$128.85		7.76	
<b>REVPAR</b>						
City Wide	\$84.57	\$84.43	\$85.33	\$79.65	(0.76)	4.78
Downtown	\$131.68	\$128.39	\$120.91	\$120.14	10.77	8.25
Cerrillos Road	\$48.57	\$47.31	\$45.83	\$44.34	2.74	2.97
Periphery	\$56.83		\$76.56		(19.73)	
<b>SHORT TERM RENTALS</b>						
Total Available	2,087	52%	\$222.00			
County	526	49%	\$206.00			
City Wide	1,561	53%	\$227.00			
87501 Zip Code	990	50%	\$242.00			
<b>Lodger's Tax ( November)</b>						
Hotels		\$736,027		\$710,908		\$25,119
Short Term Rentals		\$133,244		\$115,982		\$17,262
Total		\$869,271		\$826,890		\$42,381

YEAR TO DATE					VAR RMLR	VAR STR
	RMLR	STR	RMLR	STR		
<b>OCCUPANCY</b>						
City Wide	69.9%	69.6%	70.3%	68.1%	-0.4%	1.5%
Downtown	76.3%	76.8%	74.8%	75.5%	1.5%	1.3%
Cerrillos Road	63.8%	62.9%	63.2%	61.3%	0.6%	1.6%
Periphery	67.9%		72.3%		-4.4%	
<b>AVERAGE RATE</b>						
City Wide	\$146.87	\$141.21	\$143.25	\$137.37	\$3.62	\$3.84
Downtown	\$191.90	\$188.93	\$186.63	\$185.34	\$5.27	\$3.59
Cerrillos Road	\$92.95	\$91.96	\$86.82	\$88.00	\$6.13	\$3.96
Periphery	\$134.33		\$128.04		\$6.29	
<b>REVPAR</b>						
City Wide	\$102.67	\$98.29	\$100.67	\$93.61	\$2.00	\$4.68
Downtown	\$146.34	\$145.04	\$139.58	\$139.84	\$6.76	\$5.20
Cerrillos Road	\$59.29	\$57.88	\$54.91	\$53.90	\$4.38	\$3.98
Periphery	\$91.22		\$92.52		(\$1.30)	
<b>Lodger's Tax ( YTD thru November)</b>						
Hotels		\$10,016,954		\$9,664,453		\$352,501
Short Term Rentals		\$1,954,181		\$1,641,080		\$313,101
Total		\$11,971,135		\$11,305,533		\$665,602

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR		
<b>OCCUPANCY</b>						
City Wide	51.8%	51.7%	47.5%	46.8%	4.3%	4.9%
Downtown	62.3%	61.6%	55.0%	56.9%	7.3%	4.7%
Cerrillos Road	42.9%	43.9%	37.9%	37.5%	5.0%	6.4%
Periphery	47.8%		48.8%		-1.0%	
<b>AVERAGE RATE</b>						
City Wide	\$114.06	\$110.80	\$110.10	\$109.13	\$3.96	\$1.67
Downtown	\$139.53	\$140.42	\$134.25	\$136.39	\$5.28	\$4.03
Cerrillos Road	\$74.65	\$72.75	\$71.11	\$71.44	\$3.54	\$1.31
Periphery	\$114.41		\$106.36		\$8.05	
<b>REVPAR</b>						
City Wide	\$59.10	\$57.26	\$52.30	\$51.12	\$6.80	\$6.14
Downtown	\$86.89	\$86.57	\$73.81	\$77.64	\$13.08	\$8.93
Cerrillos Road	\$32.00	\$31.92	\$26.93	\$26.82	\$5.07	\$5.10
Periphery	\$54.66		\$51.89		\$2.77	
<b>SHORT TERM RENTALS</b>						
Total Available	2,091	61%	\$202.00			
County	528	61%	\$190.00			
City Wide	1,563	61%	\$206.00			
87501 Zip Code	999	58%	\$218.00			
<b>Lodger's Tax (December)</b>						
Hotels		\$898,538		\$819,943		\$78,595
Short Term Rentals		\$173,023		\$168,335		\$4,688
Total		\$1,071,561		\$988,278		\$83,283

YEAR TO DATE	RMLR	STR	VAR	VAR
<b>OCCUPANCY</b>				
City Wide	51.8%	51.7%	4.3%	4.9%
Downtown	62.3%	61.6%	7.3%	4.7%
Cerrillos Road	42.9%	43.9%	5.0%	6.4%
Periphery	47.8%		-1.0%	
<b>AVERAGE RATE</b>				
City Wide	\$114.06	\$110.80	\$3.96	\$1.67
Downtown	\$139.53	\$140.42	\$5.28	\$4.03
Cerrillos Road	\$74.65	\$72.75	\$3.54	\$1.31
Periphery	\$114.41		\$8.05	
<b>REVPAR</b>				
City Wide	\$59.10	\$57.26	\$6.80	\$6.14
Downtown	\$86.89	\$86.57	\$13.08	\$8.93
Cerrillos Road	\$32.00	\$31.92	\$5.07	\$5.10
Periphery	\$54.66		\$2.77	
<b>Lodger's Tax (YTD thru December)</b>				
Hotels	\$10,860,408		\$10,484,396	\$376,012
Short Term Rentals	\$2,127,204		\$1,809,415	\$317,789
Total	\$12,987,612		\$12,293,811	\$693,801



	2019 Hotel	STR	Total		2019	4%	3%
Jan	512,561	153,701	666,262	Jan	677,276	507,957	
Feb	477,166	153,116	630,282	Feb	338,496	253,872	
Mar	760,271	195,409	955,680	Mar	402,071	301,553	
Apr	698,600	152,407	851,007	Apr	560,283	420,212	
May	895,665	178,720	1,074,385	May	490,772	368,079	
Jun	1,052,618	187,116	1,239,734	Jun	472,996	354,747	
Jul	1,258,511	209,923	1,468,434	Jul	984,080	738,060	
Aug	1,347,407	237,838	1,585,245	Aug	911,840	683,880	
Sep	1,130,185	171,828	1,302,013	Sep	866,498	649,874	
Oct	1,147,943	180,879	1,328,822	Oct	806,250	604,688	
Nov	680,943	133,244	814,187	Nov	760,841	570,631	
Dec	898,538	173,023	1,071,561	Dec	465,250	348,937	
	10,860,408	2,127,204	12,987,612		7,736,653	5,802,490	

Total		
1,185,233	Jan	518,971
592,368	Feb	-37,914
703,624	Mar	-252,056
980,495	Apr	129,488
858,851	May	-215,534
827,743	Jun	-411,991
1,722,140	Jul	253,706
1,595,720	Aug	10,475
1,516,372	Sep	214,359
1,410,938	Oct	82,116
1,331,472	Nov	517,285
814,187	Dec	-257,374
13,539,143		551,531

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR		
<b>OCCUPANCY</b>						
City Wide					0.0%	0.0%
Downtown					0.0%	0.0%
Cerrillos Road					0.0%	0.0%
Periphery					0.0%	
<b>AVERAGE RATE</b>						
City Wide					\$0.00	\$0.00
Downtown					\$0.00	\$0.00
Cerrillos Road					\$0.00	\$0.00
Periphery					\$0.00	
<b>REVPAR</b>						
City Wide					\$0.00	\$0.00
Downtown					\$0.00	\$0.00
Cerrillos Road					\$0.00	\$0.00
Periphery					\$0.00	
<b>SHORT TERM RENTALS</b>						
Total Available						
County						
City Wide						
87501 Zip Code						
<b>Lodger's Tax (December)</b>						
Hotels						\$0
Short Term Rentals						\$0
Total						\$0

YEAR TO DATE	VAR	VAR
<b>OCCUPANCY</b>		
City Wide	0.0%	0.0%
Downtown	0.0%	0.0%
Cerrillos Road	0.0%	0.0%
Periphery	0.0%	
<b>AVERAGE RATE</b>		
City Wide	\$0.00	\$0.00
Downtown	\$0.00	\$0.00
Cerrillos Road	\$0.00	\$0.00
Periphery	\$0.00	
<b>REVPAR</b>		
City Wide	\$0.00	\$0.00
Downtown	\$0.00	\$0.00
Cerrillos Road	\$0.00	\$0.00
Periphery	\$0.00	
<b>Lodger's Tax (YTD thru December)</b>		
Hotels		\$0
Short Term Rentals		\$0
Total		\$0

As you will recall, we deferred the standard RFP process for the Fiscal Year 2022 budget allocation of \$50,000 for OTAB grants to support non-profit events. It does not appear that we have events struggling for survival as we have come out of the pandemic at a more rapid pace than projected and in general existing events were able to operate much as they have in the pre-pandemic period.

In order to make the funds useful in this fiscal year, it is proposed that we make a series of marketing sponsorships from our advertising funds in the amount of \$50,000 that can be done without the competitive process that is required for grants.

The following list of sponsorships is proposed for your consideration and approval:

SWAIA/100<sup>th</sup> celebration - \$15,000

This year marks the 100<sup>th</sup> year for SWAIA and provides a wonderful opportunity for more Santa Fe exposure with some added marketing. The funds would be require SWAIA to market the celebration and history of the event rather than simply marketing this year's event.

Kiwanis/New Year Eve - \$7,500

The celebration of New Year's Eve on the plaza as a community and visitor event has been coordinated by Kiwanis for the past seven years. While it is a public/private partnership, 70% is provided by the city and this base will ensure it continued occurrence and allow for some growth.

IC22 - \$7,500

This is the new effort to celebrate Indigenous Art on a year around basis, using this year's SWAIA 100<sup>th</sup> as a base of the launch. It is planned to be an annual celebration always using Indigenous art as a base but highlighting another aspect of Santa Fe's broad art base!

SF Century/new gravel race on Saturday - \$5,000

This 100 mile bike race has been around for years focusing only on a Sunday race that did little to bring visitation into the Santa Fe market. As a one day race, many stayed in their cars or at a roadside stop to and from Santa Fe. This will be a second race on Saturday designed to build occupancy in Santa Fe hotels.

Opera Business Fund Drive Kick off - \$5,000

The Opera has a Business Council that focuses on financial and operational support for the opera from the Santa Fe business community. It has an annual kick off reception that starts the campaign. This year there is a lack of funding for the kick off. This will make OTAB/TORUISM Santa Fe the sponsor with any left over funding accruing to the business drive.

Day of the Dead Celebration - \$5,000

Ray Sandoval is planning a Day of the Dead celebration on the Plaza on Halloween weekend. He would use this sponsorship for planning and marketing costs. This would be contingent on Kiwanis or some

other organization being the fiscal agent with no more than 10% going to administration or management.

\$5,000 Santa Fe Community College (or subset)

SFCC is planning a new hospitality training offering to replace the former class offering that went out of business. These funds will market the new program, reducing this portion of the startup cost faced by the college and the industry.

In addition, OTAB can consider any other event support the members might suggest in addition to or in lieu any of the above recommended by TORUISM Santa Fe.

# TOURISM SANTA FE

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## December 2021 OTAB Report Sales Report January 25, 2022

### December 2021 Leads:

- 19 total leads requiring sleeping rooms
- 3,289 total room nights sent via leads

### December 2021 Confirmed Bookings:

- 1 Definite Bookings
- 150 Definite Room Nights
- 8 Definite SFCCC space only events

### December 2020 Leads:

- 2 total leads requiring sleeping rooms
- 238 room nights sent via leads

### December 2020 Confirmed Bookings:

- No Definite Bookings
  - No Definite Room Nights
  - 1 Definite SFCCC space only events
- 

### 2021 YTD Leads:

- 196 total leads requiring sleeping rooms
- 49,888 total room nights sent via leads

### 2021 YTD Definite:

- 28 Definite Booking
- 6,911 Definite Room Nights
- 63 Definite SFCCC space only events

### 2020 YTD Leads:

- 119 total leads requiring sleeping rooms
- 60,986 total room nights sent via leads

### 2020 YTD Definite:

- 38 Definite Booking
- 11,161 Definite Room Nights
- 36 Definite SFCCC space only events

# Booking Pace Report

As of: 1/1/2022

Event Type: All

Source: All

## Contracted Rooms

### Calendar Year

	Actual 2007	Actual 2008	Actual 2009	Actual 2010	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017	Actual 2018	Actual 2019	Actual 2020	Actual 2021	Definite 2022	Tentative 2022	Definite 2023	Tentative 2023	Definite 2024	Tentative 2024	Definite 2025	Tentative 2025	
January	0	0	0	509	740	225	2,991	535	4,649	1,570	2,435	1,380	2,753	4,528	3,342	53	0	0	0	0	0	0	0	0
February	0	0	0	750	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	3,133	925	150	1,585	0	0	0	0	0	0	0
March	0	0	0	67	1,160	425	603	2,210	804	348	5,041	972	1,914	1,859	1,212	0	0	0	0	1,445	0	0	0	0
April	0	0	190	1,063	294	920	1,440	1,484	2,884	2,558	964	3,944	3,778	2,562	882	1,354	436	0	0	0	0	0	0	0
May	0	0	950	1,065	2,225	2,601	1,290	2,854	1,825	3,366	2,886	2,872	3,910	2,577	1,417	0	210	791	0	0	0	0	0	0
June	0	18	0	6,368	4,217	2,818	882	1,701	3,379	6,541	1,729	7,984	2,422	1,581	64	2,330	0	0	0	0	0	0	0	0
July	0	0	57	770	3,907	805	2,807	2,623	2,122	4,708	10,729	5,434	3,515	2,429	1,450	103	0	102	0	2,700	0	0	0	0
August	0	0	1,755	75	416	985	875	1,833	800	1,615	2,649	4,655	2,562	1,426	760	0	0	0	0	0	0	0	0	0
September	0	0	0	868	895	576	1,486	1,330	2,436	2,444	2,794	3,576	4,447	2,742	255	0	0	510	0	0	0	0	0	0
October	0	0	2,201	1,208	3,385	3,899	4,303	2,006	3,675	4,639	2,281	2,556	2,177	3,748	1,319	540	0	0	0	0	0	0	0	0
November	0	32	148	3,954	945	1,471	480	3,486	2,682	4,728	2,063	5,342	853	675	2,799	1,541	0	0	0	0	0	0	0	0
December	0	0	0	96	60	450	0	196	68	350	179	0	375	260	340	0	0	0	0	0	0	0	0	0
TOTAL	0	50	5,388	16,899	19,004	15,375	19,355	23,113	26,826	35,984	35,960	43,082	32,488	27,508	14,785	6,071	2,231	1,403	0	4,145	0	0	600	0
LAST YEAR	0	0	50	5,388	16,899	19,004	15,375	23,113	26,826	35,984	35,960	43,082	32,488	27,508	14,785	6,071	2,231	1,403	0	4,145	0	0	600	0
Change	0	50	5,338	11,531	2,105	(3,629)	3,980	3,758	3,713	9,158	6	7,082	(10,614)	(4,960)	(12,743)	(8,684)	2,231	(4,688)	(2,231)	2,742	0	(4,145)	600	0

# TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 1/18/2022

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Definite</b>	<b>2021</b>												
Event	3	0	1	1	1	0	3	4	2	9	3	1	28
STLY Event	13	15	4	1	2	0	0	1	0	0	1	0	37
Event Variance	-433%	-	-400%	0%	-50%								-32%
Rooms	3,003	-	61	600	676	-	235	417	630	748	391	150	6,911
STLY Rooms	3,487	2,840	1,141	647	118	-	-	2,765	-	-	125	-	11,123
Room Variance	-16%		-187%	-7%	572%								-60%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Lead</b>	<b>2021</b>												
Event	3	10	15	5	16	33	29	16	17	16	17	19	196
STLY Event	23	42	15	11	5	3	5	3	4	1	2	2	68
Event Variance	-766%	55%	0%	-220%	320%	1100%							150%
Rooms	747	2,852	4,112	749	5,881	8,241	3,734	1,849	6,967	6,664	4,803	3,289	49,888
STLY Rooms	5,852	13,846	6,786	14,016	2,577	546	860	3,478	2,165	280	357	238	51,001
Room Variance	-783%	-485%	-65%	-187%	228%	1509%							-2%

2019 Goals    190 Definite Bookings    46,000 Definite Room Nights  
 2018 Goals    165 Definite Bookings    42,043 Definite Room Nights

# TOURISM SANTA FE

## OTAB Marketing Report January 2021 Reporting for January 25, 2022 Meeting

### EXECUTIVE SUMMARY

Key marketing highlights for December and January

#### 1. [RECENT MEDIA COVERAGE]

##### 1. Travel + Leisure - The 10 Best Cities in the World for Art Lovers, According to a New Study

Overall, U.S. cities dominated the rankings with San Francisco (No. 5), **Santa Fe (No. 7)** and Seattle (No. 8) also ranking in the top eight best cities for art and culture lovers. Europe also made a strong showing with Austria coming in fourth place, followed by Berlin in ninth, and Milan in 10th.

UVM: 5,254,000

Ad Value: \$30,211



##### 2. Suitcase Magazine – Nine Art Cities to visit in 2022

Santa Fe featured with the likes of Vienna (Austria), Oslo (Norway), Cairo (Egypt), Florence (Italy), and Paris (France)!

## 2. **[NEW PLANNING TOOL]** Visit Santa Fe Widget and Mobile App

Planning the perfect day in Santa Fe just got much easier! We are excited to launch the **Visit Santa Fe Widget on [santafe.org](https://santafe.org)**, along with the new and improved official *Visit Santa Fe!* app. Both offer an interactive way for visitors to map out everything they want to see and do during their visit to Santa Fe.

Designed with our partners at Visit Widget, this tool provides a new way to explore what Santa Fe has to offer, including hotels, restaurants, activities, shopping, and more.

### **iOS:**

<https://apps.apple.com/us/app/visit-santa-fe/id1403483556>

### **Android:**

[https://play.google.com/store/apps/details?id=com.visitwidget.santafe&hl=en\\_US&gl=US](https://play.google.com/store/apps/details?id=com.visitwidget.santafe&hl=en_US&gl=US)



## 3. **[VIEW NOW]** 2022 Official Santa Fe Visitors Guide Digital Edition

Find the **2022 Official Santa Fe Visitors Guide online** through our interactive digital partner ISSUU. (Printed copies will be available in February 2022.)

With more in-depth content than ever before, the 2022 Guide is a robust tool to help visitors plan a memorable trip to The City Different.



# 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 (as of 1/14/22)

- 11,086 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 13,289 paper Passports have been purchased at our Visitor Centers and by partners
- 5,245 T-shirts that have been earned by Passport holders collecting 5 stamps
- 291 people are members of the Margarita Society
- 301 Copies of The Great Margarita Book redeemed by Passport holders earning 20 stamps
- 185 Bartender Kits have been redeemed by Passport holders

### Public Relations (as of 1/18/22)

- 7 Press Releases
- 314 Journalist have experienced the Trail
- \$10,302,670 amount of earned media

### Social Media (as of 1/18/22)

- 585 Total Social Media Posts – 2 Facebook posts. 2 Tweets.

## 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.

Month	Pageviews	Unique Visits	First Time	Returning	Gross Sales	Orders	Sub Orders	Items Purches	Exit Links	Clic. Inquiries	All Products	Businesses
Dec '20	3,658	703	436	267	\$0.00	0	0	0	-	0	40	18
Jan '21	13,600	2,857	2,065	792	\$349.00	1	1	1	-	1	284	41
Feb '21	19,381	5,946	4,718	1,228	\$95.43	1	1	1	-	4	539	54
Mar '21	35,428	10,049	8,016	2,033	\$1,104.95	15	15	23	-	8	611	65
Apr '21	25,405	9,999	7,991	2,008	\$3,524.77	21	24	27		462 16	709	71
May '21	21,888	8,440	6,735	1,705	\$2,365.06	10	10	20		526 12	737	75
Jun '21	22,884	10,558	8,653	1,905	\$505.38	6	6	6		328 6	751	76
Jul '21	19,395	9,790	7,894	1,896	\$994.88	8	8	9		308 5	764	77
Aug '21	22,593	7,815	6,101	1,714	\$2,583.72	24	25	32		536 4	963	78
Sep '21	19,992	7,332	5,600	1,732	\$1,808.95	20	20	30		382 8	986	79
Oct '21	16,860	5,547	4,252	1,295	\$3,508.78	12	13	23		402 7	1,085	82
Nov '21	13,880	4,306	3,177	1,129	\$2,043.33	15	16	30		338 7	1,033	85
Dec '21	13,965	4,249	3,142	1,107	\$2,023.32	14	17	20		238 6	1,177	86
<b>Total</b>	<b>248,929</b>	<b>87,591</b>	<b>68,780</b>	<b>18,811</b>	<b>\$20,907.57</b>	<b>147</b>	<b>156</b>	<b>222</b>	<b>3,520</b>	<b>84</b>	<b>-</b>	<b>-</b>

## Q4 2021 MARKETING METRICS

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A summary of Q4 2021 Marketing Results is below. Full report is included in the packet.

### Website [Q4 Y/Y Change]

- Total Sessions: 375,698 [UP 92%]
- Unique Users: 288,117 [UP 77%]
- Average Pages Per Session: 3.74\* [UP 22%]
- Average Time on Site: 4:39 [DOWN 3%]
- Overall Conversion Rate: 12.8% [UP 70%]

*\*Bounces have been removed from pages/session and time on site to deliver a more accurate picture of visitor activity in the top site KPIs.*

Website metrics continue to show improvement when compared to both 2019 and 2020 with a 14% increase in users compared to 2019 and a 77% increase YOY.

When compared to the previous period website performance decreased slightly, due to less advertising dollars being spent overall during this period relative to Q3.

The increase in users and engagement is a trend we've observed since Q1 2021, showcasing sustained growth throughout the year.

YOY engagement is positive with an increase in pages per session of 22%.

In this time the visitor guide downloads also increased 199% YoY and did so at a rate 70% higher than 2020 Q4, at 12.8%.

The accommodations landing page and sub-pages saw the highest increase in traffic when compared to 2019, with just over 10,700 thousand sessions (+80%), and also saw 3,172 total goal completions, an increase of 117% YoY.

Another page that saw growth was the things to do landing page and sub-pages, which led over 34,750 users to the site in q4 and saw a very high 19.97% goal completion conversion rate. This shows us that once users arrive on the site and find out where they are staying in the city, then they are looking for things to go out and actively do.

### Public Relations [Q4 Y/Y Change]

- Earned Media: \$4.55M [UP 115%]
- Earned Media Impressions: 679.6M [UP 176%]

In the final quarter of 2021, the public relations team leveraged the destination's seasonal and holiday offerings to finish the year strong. Total impressions ended up 60% over the previous year.

A variety of tactics were engaged in Q4, including a focus on securing individual press trips, proactively pitching Santa Fe's legacy attributes, and responding to timely seasonal leads. As a

unique media relationship-building tactic, the team developed and distributed a media mailer with inspiration and supplies to bring the destination's farolito tradition into journalist's homes for the holiday season.

In addition to national feature articles in Afar and Travel + Leisure resulting from a November media visit, notable placements also include roundup articles in Conde Nast Traveler, The New York Times, USA Today and Thrillist. Supplementing national pitching, the team engaged regional media in top visitor markets to secure coverage in the Denver Life Magazine, Orange County Register and KLTA 5 Los Angeles.

Building upon the positive earned media momentum of 2021, the team will attend a major media tradeshow in New York in January, followed by hosting a ski-themed FAM - the first group trip since the pandemic – in February. The team will also continue to leverage and proactively pitch the destination's newest products including: Sky Railway, Indigenous Celebrations 2022, a year of milestones, the new Santa Fe Literary Festival, Rail Explorers, The Vladem Contemporary, and more.

### **Social Media [Q4 Y/Y Change]**

- Facebook Followers: 82,155 [UP 4%]
- Facebook Engagement: 134,923 [DOWN 18%]
- Twitter Followers: 16,107 [UP 3%]
- Twitter Engagement: 3,259 [UP 5%]
- Twitter Impressions: 144,900 [UP 16%]
- Instagram Followers: 51,721 [UP 26%]
- Pinterest Impressions: 132,680 [UP 13%]
- YouTube Subscribers: 799 [UP 9%]

Facebook followers grew 4% Y/Y gaining 3137 new followers. Engagement dipped 19% Y/Y as 2021 lacked the same level of viral snow content. Twitter impressions are down 37%, though engagement is up 5% Y/Y. Instagram continues to be the most rapidly growing channel, seeing a 26% increase in followers Y/Y (10,545 new followers). Organic Pinterest impressions are up 13% Y/Y. YouTube video views dropped dramatically as paid promotions were scaled back.

### **Blog [Q4 Y/Y Change]**

- Page Views: 74,411 [UP 272%]
- Average Time on Blog: 3:16 [UP 7%]
- Referrals to Website Percentage: 13.9% [UP 26%]

Blog traffic has increased 272% Y/Y. Time on site increased 7% Y/Y. /surprising-facts remained the most visited page for the quarter, but holiday event content performed very strongly as well.

### **Email Newsletter**

- **Industry: Marketing Report [Q4 Y/Y change]**
  - Number Sent: 4,339 [UP 28%]
  - Marketing Report Open Rate: 26.1% [DOWN 2%]

- **Consumer: Santa Fe Marketplace**

- Subject: Finds Unique to Santa Fe  
<https://mailchi.mp/santafe/finds-unique-to-santa-fe-7510560>
- Send Date: 10/20/21
- Number Sent: 54,851
- Number Opened: 15,332
- Open Rate: 28%
- Total Clicks: 2,454
  
- Subject: One-of-a-kind gifts from The City Different  
<https://mailchi.mp/santafe/one-of-a-kind-giftsfrom-the-city-different-7510576>
- Send Date: 11/17/21
- Number Sent: 15,532
- Number Opened: 5,832
- Open Rate: 37.5%
- Total Clicks: 979
  
- Subject: Enjoy the Holiday Season with Gifts from Santa Fe  
<https://mailchi.mp/santafe/enjoy-the-holiday-seasonwith-gifts-from-santa-fe-7510600>
- Send Date: 12/8/21
- Number Sent: 15,634
- Number Opened: 6,729
- Open Rate: 43%
- Total Clicks: 1,214

- **Consumer: Santa Fe Scoop**

- Subject: November Beckons with a Lingering Autumn Glow  
<https://mailchi.mp/santafe/get-the-quick-scoop-on-santa-fe-in-november>
- Send Date: 10/27/21
- Number Sent: 89,732
- Number Opened: 26,309
- Open Rate: 29.3%
- Total Clicks: 3,755
  
- Subject: Welcome to the Warmth of a High-Altitude Winter  
<https://mailchi.mp/santafe/get-the-scoop-on-december-in-santa-fe>
- Send Date: 11/30/21
- Number Sent: 89,722
- Number Opened: 30,278
- Open Rate: 33.7%
- Total Clicks: 2,597
  
- Subject: Begin the New Year in the oldest capital city (412 years) in the US  
<https://mailchi.mp/santafe/get-the-scoop-on-december-in-santa-fe-7510616>
- Send Date: 12/30/21
- Number Sent: 53,281
- Number Opened: 21,415

- Open Rate: 40.2%
- Total Clicks: 2,785

We continue to see a steady increase in the number of subscribers for the *Industry/Marketing Report*. While open rates have slightly declined when compared to last year, open rates have increased month over month.

In Q4 2021, we re-launched the newly designed and named Consumer e-newsletter, *Santa Fe Scoop*. *The Scoop* is a monthly e-newsletter meant to inspire potential visitors with current happenings, must-see events, national/international accolades, blogs, deals & specials, and more! *The Scoop* has averaged an impressive open rate of 34% since its launch.

The *Santa Fe Marketplace* newsletter also continues to experience high open rates with an average this quarter of 36%.

### **Paid Media/Advertising [Q4 Y/Y Change]**

- Ad Spend: \$200,000 [UP 149%]
- Ad Impressions: 20.4M [UP 89%]

### **PAID SEARCH**

- Google search campaigns in Q4 have seen a continued increase in conversions while cost has continued to decrease, showing that performance is increasing when comparing YoY.
- The pillar that saw the most users arrive on the site in Q4 was shopping, with just under 8,500 thousand sessions.
- Google's SEM efforts are continuing to drive new users that are highly engaged with the brand to the site.
- On Bing, performance has continued to increase YoY, conversions have continued to increase with 2,191 conversions in Q4, a 289% increase from last year.

### **PAID SOCIAL**

- Performance continues to increase YoY after Switching to conversion-focused bidding strategies, which have continued to lead to more overall efficiency in the CTS campaigns, producing an increase in conversions that was 33% higher than Q4 of 2020.
- Results from the Q4 brand lift study on Facebook & Instagram revealed that the ads drove even higher increases in recommendation and intent than was observed back in quarters one through three a great sign of improvement on the platform.
- These combined brand lift studies continue to show that paid advertising on the platform is leading to higher performance above both the North American, and tourism industry benchmarks in both recommendation and intent.
- Utilizing the conversion-focused bidding tactic for the CTS campaigns on Pinterest has continued to see the cost per conversion drop here in Q4 by 28% in the Opp campaign and 23% in the Core campaign

### **DISPLAY & VIDEO**

- Paid media maintained heightened levels into October and began to ramp down in the second half of the quarter. Collectively, paid media tactics generated over 8.5 million impressions and accounted for 2% of site traffic in Q4.

- Adjustments in audience targeting on the Google Display Network have led to increased efficiency in driving conversions compared to Q3 of 2021. Compared to Q3, conversions increased by 18% while the budget remained flat when compared to Q3.
- Due to poor performance, the art ad group in the Opportunity campaign was paused back in early October to funnel the budget into more efficient audiences. The campaign responded extremely well to this pivot, by prioritizing more cost-effective audiences in Q4, we saw a 22% lower Cost Per Action and a 9% higher conversion rate when compared to Q3 data.
- Increases in CPM on the Google Discovery Network due to COVID in 2020 and very cheap costs on the platform during that time skewed result comparisons in the quarter. However, key optimizations made at the beginning of Q4 resulted in considerable increases in efficiency compared to Q3. Notably, the CTR increased by 192%, and the conversion rate increased more than 5x in the quarter when compared to Q3 data.
- As costs to advertise on Youtube have fallen with a CPM decrease of 27%, impressions rose up 135% YoY. This increase in traffic was also highly engaged with a View rate increase of 9% and cost per view down 32% YoY.

### GROUPS & MEETINGS

- Despite a drop in budget relative to Q3 of 27%, Group's search efforts have seen the Click Through Rate rise by 13%. VJ-driven traffic for groups has also seen efficiency increases YoY with the bounce rate decreasing 12% and the page per session increased by 30% YoY.

## MONTHLY METRICS

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### WEBSITE & NEWSLETTERS

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#### December 2021 Website Performance Metrics

##### VISITS:

- Total Sessions 112,689 (48.2% increase Y/Y)
- Unique Users 90,111 (40.2% increase Y/Y)
- Pages per Session 3.49† (21.2% increase Y/Y)
- Average Time on Site 4:25† (1.5% decrease Y/Y)
- Conversion Rate 11.94% (76.1% increase Y/Y)

†Bounces have been removed from pages/session and time on site to deliver a more accurate picture of visitor activity in the top site KPIs.

##### VISITOR GENDER:

- 60.1% Female (33.1% increase Y/Y)
- 39.89% Male (17.8% increase Y/Y)

## VISTOR AGE:

- 11.1% 18 - 24 (47% increase Y/Y)
- 17.9% 25 - 34 (11.2% increase Y/Y)
- 21.5% 35 - 44 (68.2% increase Y/Y)
- 18.9% 45 - 54 (42.1% increase Y/Y)
- 16.2% 55 - 64 (3.9% decrease Y/Y)
- 14.6% 65+ (5.6% increase Y/Y)

## Newsletter - Industry

### TOURISM Santa Fe Marketing Report

- Date: 12/8/21
- Sent: Number sent: 1,447
- Number opened: 424
- Open rate: 29.3%

## Newsletter - Consumer

### SANTA FE MARKETPLACE

*The monthly Santa Fe Marketplace newsletter is distributed the first 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.*

Subject: Enjoy the Holiday Season with Gifts from Santa Fe  
<https://mailchi.mp/santafe/enjoy-the-holiday-seasonwith-gifts-from-santa-fe-7510600>

- Send Date: 12/8/21
- Number Sent: 15,634
- Number Opened: 6,729
- Open Rate: 43%
- Total Clicks: 1,214

### SANTA FE SCOOP

*Santa Fe Scoop, our NEW 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! And a seasonal Santa Fe Scoop is coming soon. This quarterly newsletter looks ahead at the next season's general events and specials, and is designed to be a planning tool for would-be visitors!*

Subject: Get the Scoop on January in Santa Fe  
<https://mailchi.mp/santafe/get-the-scoop-on-december-in-santa-fe-7510616>

- Send Date: 12/30/21
- Number Sent: 53,281

- Number Opened: 21,415
- Open Rate: 40.2%
- Total Clicks: 2,785

## SOCIAL MEDIA

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### Summary

Though December is traditionally a very strong month for our social channels, this December was stronger than most. Driven by UGC photos of holiday lights, Facebook Engagement and PTAT both saw double digit increases M/M. Instagram also saw its strongest month engagement-wise and a continued steady follower growth of 2.1% M/M. Twitter impressions and engagement both saw strong gains as well, growing 33.7% and 37.2% respectively. Pinterest impressions and YouTube views both saw month over month gains, though were not as strong as other channels.

### Facebook

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#### December 2021 Performance Metrics

- Total Page Followers: 82,155 (.31% increase M/M)
- People Talking About This (PTAT): 21,642 (139.3% increase M/M)
- Engagement: 66,277 (154.6% increase M/M)
  
- Top Ranking Post: "All dressed up for the holidays.  
[#TheCityDifferent](#) | [SantaFe.org](#)  
📷: @kakawa\_chocolatehouse"
  - Reactions: 6,229
  - Comments: 475
  - Reach: 81,276

### Twitter

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#### December 2021 Performance Metrics

- Followers: 16,107 (.52% increase M/M)
- Monthly Impressions: 44,400 (33.7% increase M/M)
- Engagement: 1,314 (37.2% increase M/M)
  
- Top Ranking Post: "All Dressed Up for the Holidays.  
[#TheCityDifferent](#) | [SantaFe.org](#)  
📷: @kakawa\_chocolatehouse"
  - Impressions: 5,135
  - Retweets: 18
  - Total engagements: 226

### Instagram

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#### December 2021 Performance Metrics

- Followers: 51,721 (2.1% increase M/M)
- Top Performing Post: “Glowing with holiday cheer. #TheCityDifferent | SantaFe.org 📷: @mjgphoto505”
  - Likes: 4,997

## Pinterest

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### December 2021 Performance Metrics

- Organic Impressions: 41,560 (8.7% increase M/M)

## YouTube

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### December 2021 Performance Metrics

- Subscribers: 799 (0.6% increase M/M)
- Views: 2,194 (31.5% increase M/M)

## Santa Fe Insider Blog

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### December 2021 Performance Metrics

- Total Blog Views: 23,458(2.9% increase M/M)
- Average Time on Blog: 3:16 minutes (0.1% decrease M/M)

### December 2021 Blog Posts

#### Dig into the Roots of Santa Fe’s Winter Cuisine

- Published December 17, 2021
- Views: 141

#### 6 January Events to Start the New Year Off Right!

- Published December 16, 2021
- Views: 869

### Top 5 Viewed Blog Posts in December

#### 11 Surprising Facts about Santa Fe, NM

- Published February 13, 2020
- Views: 3,719

### 10 Santa Fe December Events to Enjoy the Season

- Published November 15, 2021
- Views: 3,255

### Holiday Recipes from The City Different

- Published November 21, 2018
- Views: 2,310

### Family-Fantastic Santa Fe

- Published November 29, 2021
- Views: 1,283

### Five Winter Adventures That Might Surprise You When Visiting Santa Fe

- Published November 8, 2021
- Views: 995

## PUBLIC RELATIONS

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### Summary

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In December, our PR efforts were focused on a mix of assisting recent press trip journalists in getting all the necessary follow up materials to publish their coverage; planning future press trips for early 2022; and engaging with media on holidays-themed story opportunities. As a result of this activity, the team secured national feature coverage in both Travel + Leisure and Afar, as well as inclusion in roundup articles in Conde Nast Traveler, Thrillist and The Knot. We finished 2021 strong, with total media impressions up nearly 60%.

As a unique media relationship-building tactic, the team developed and distributed a farolito media mailer to key journalist contacts, providing the supplies and inspiration to bring the destination's tradition into their homes for the holiday season.

The team has also been busy planning and securing media attendance for a ski focused group press trip set to take place in February 2022, with national travel, outdoors, and ski-specific journalists.

### Performance Metrics

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#### December 2021

- Pitches: 85 (increase 6% Y/Y)
- Press Releases: 0 (No Change Y/Y)
- Media Visits: 1 (increase 100% Y/Y)
- Media Contacts: 180 (increase 6% Y/Y)
- Earned Media: \$223,999 (decrease 78% Y/Y)
- Total Impressions: 33,599,992 (decrease 74% Y/Y)

#### Year-to-Date 2021

- Pitches: 1,226 (increase 13% Y/Y)

- Press Releases: 5 (decrease 29% Y/Y)
- Media Visits: 12 (decrease 63% Y/Y)
- Media Contacts: 2,730 (increase 10% Y/Y)
- Earned Media: \$10,937,868 (decrease 26% Y/Y)
- Total Impressions: 1,383,319,355 (increase 57% Y/Y)

## Visiting Press

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- Karin Leperi, Freelance on assignment for Getting On Travel

## MEDIA PLACEMENTS – ADVERTISING

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### December 2021 Performance Metrics

#### PRINT

##### Texas Monthly

Full Page

Target Market: CORE Markets

Flight Dates: December

Impressions: 325,000

Media Spend: \$9,850

##### 5280 Magazine

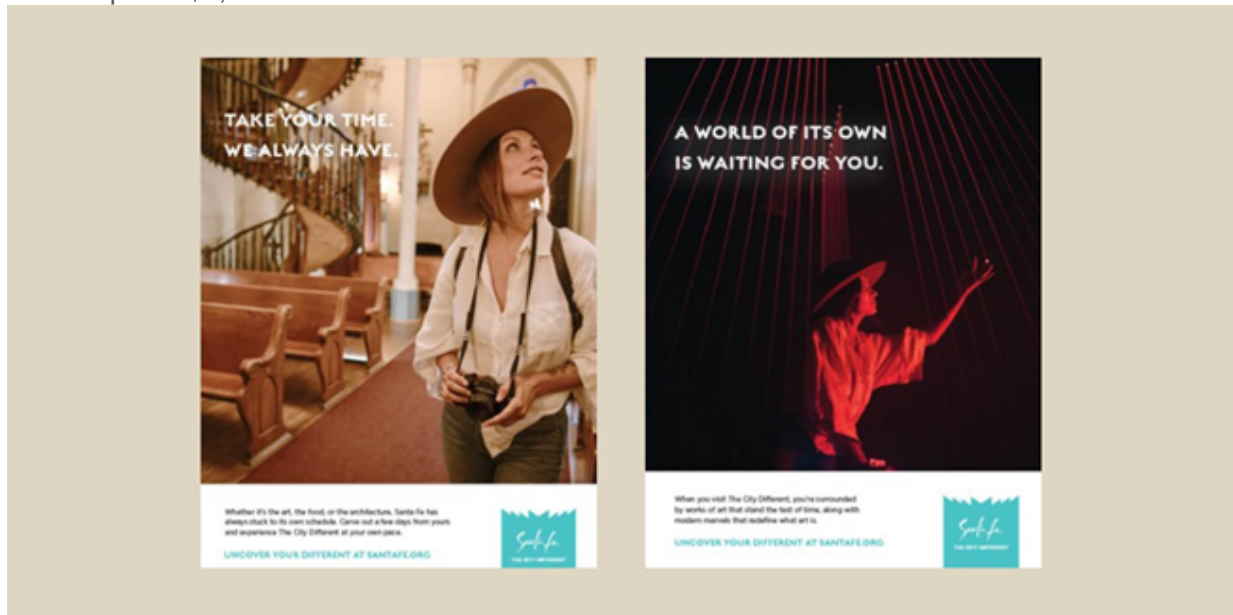
Full Page

Target Market: CORE Markets

Flight Dates: December

Impressions: 85,000

Media Spend: \$8,275



## DIGITAL DISPLAY, E-BLASTS, PREROLL VIDEO & MOBILE

### The Trade Desk

#### Standard Display

Target Market: CORE Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 1,101,198

Media Spend: \$2,649.56

### The Trade Desk

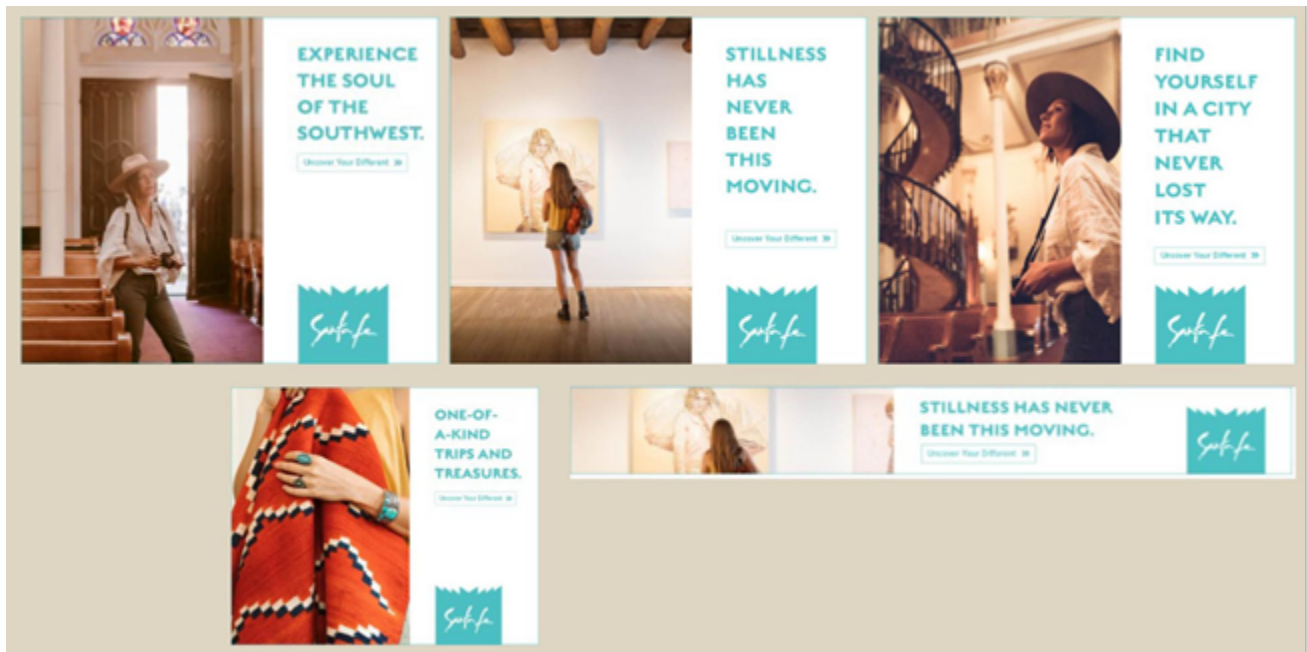
#### Standard Display

Target Market: OPP Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 1,641,268

Media Spend: \$2,647.73



### Outside Online

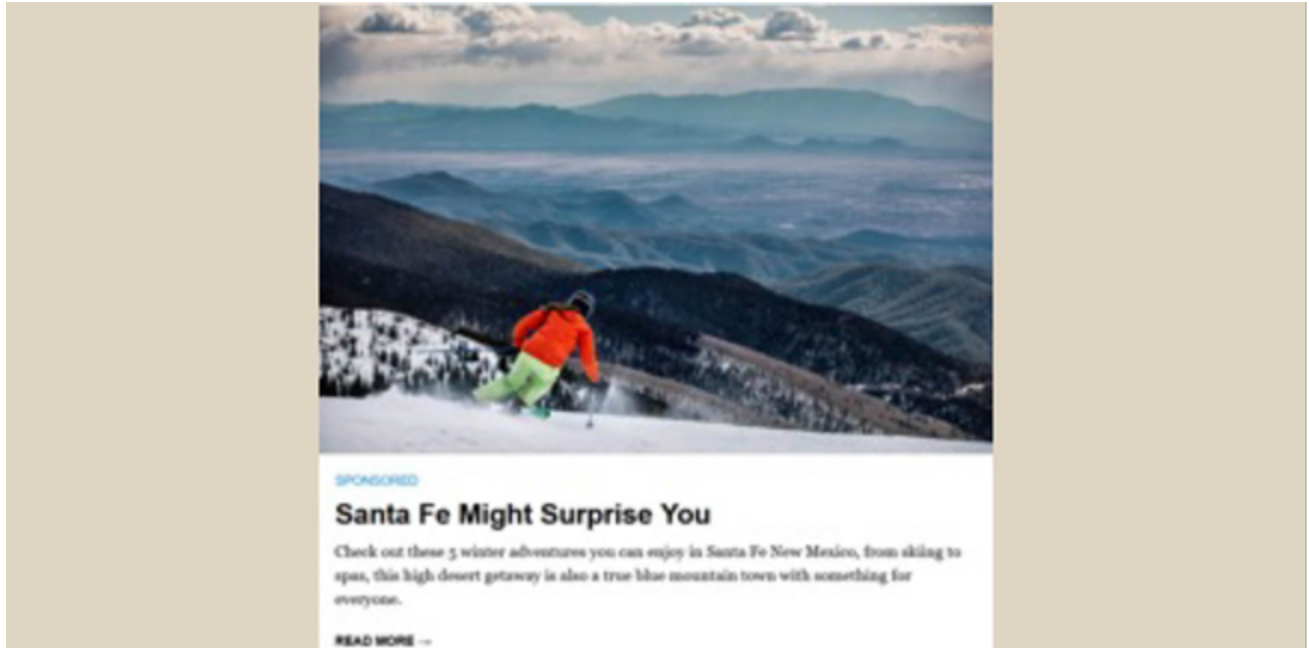
#### Destinations Newsletter

Target Market: OPP Markets

Flight Dates: 12/6/21

Impressions: 40,453

Media Spend: \$4,225



### **Google Discovery Ads**

Target Market: CORE Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 14,480

Media Spend: \$839.74

### **Google Discovery Ads**

Target Market: OPP Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 9,816

Media Spend: \$549.61

### **Google Display Network Remarketing**

Target Market: CORE Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 109,664

Media Spend: \$355.29

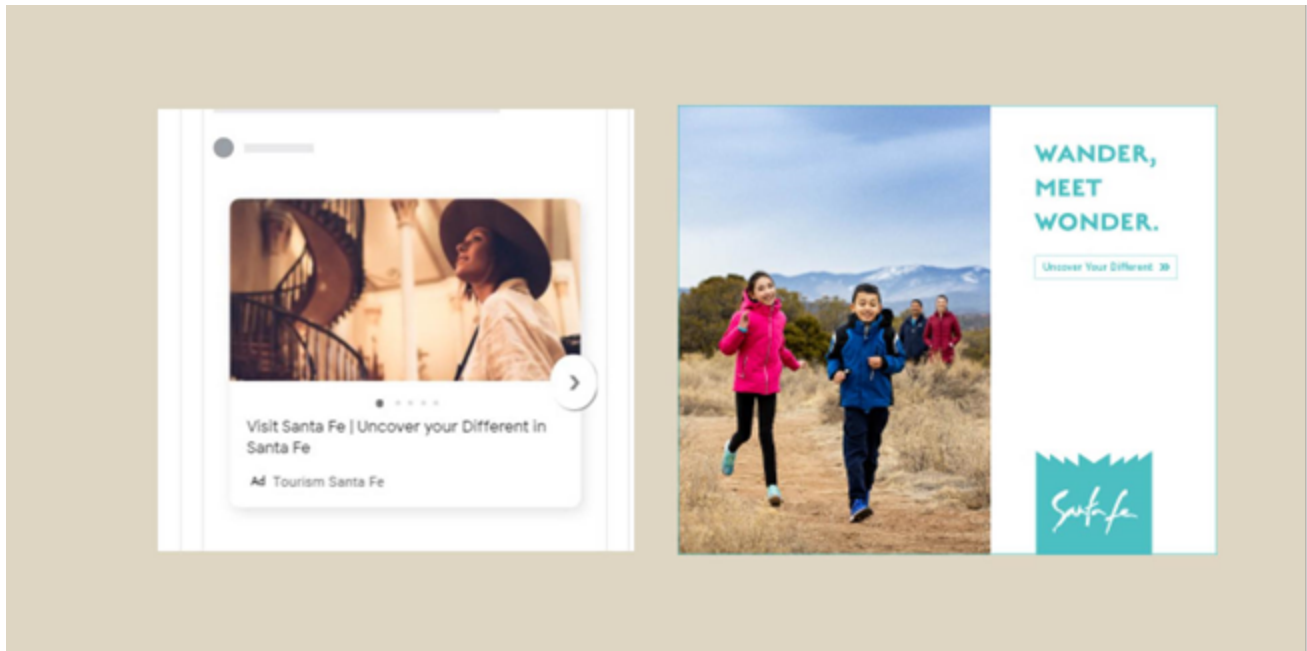
### **Google Display Network Remarketing**

Target Market: OPP Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 49,629

Media Spend: \$247.42



### **YouTube TrueView**

Target Market: CORE Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 469,679

Media Spend: \$2,410.25

### **YouTube TrueView**

Target Market: OPP Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 314,160

Media Spend: \$1,607.30

Link to Video:

<https://www.youtube.com/watch?v=VSCkrvtVt3Y>

### **YouTube TrueView Remarketing**

Target Market: CORE Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 3,400

Media Spend: \$38.18

### **YouTube TrueView Remarketing**

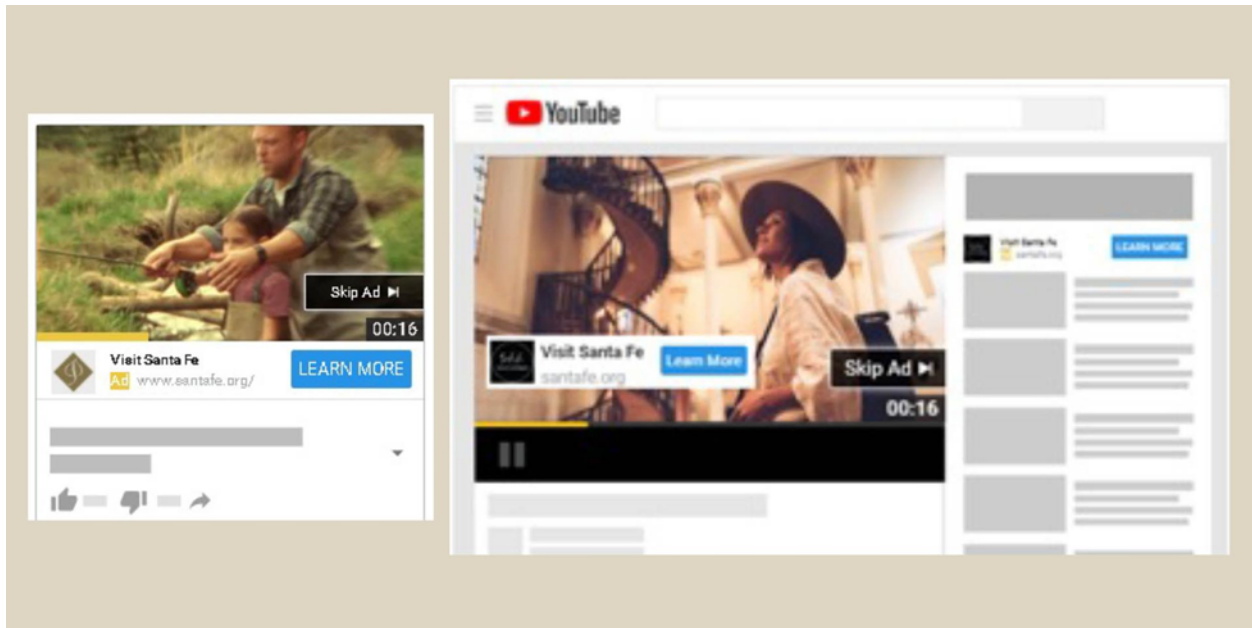
Target Market: OPP Markets

Flight Dates: 12/1/21-12/31/21

Impressions: 1,876

Media Spend: \$20.35

Link to Video: <https://www.youtube.com/watch?v=cF5ds5YSW5I>



**Facebook & Instagram Traffic Conversions**

Target Market: CORE Markets  
 Flight Dates: 12/1/21-12/31/21  
 Impressions: 136,868  
 Media Spend: \$2,917.18

**Facebook & Instagram Traffic Conversions**

Target Market: OPP Markets  
 Flight Dates: 12/1/21-12/31/21  
 Impressions: 91,901  
 Media Spend: \$1,920.07

**Facebook & Instagram Video Ads**

Target Market: OPP Markets  
 Flight Dates: 12/1/21-12/31/21  
 Impressions: 90,911  
 Media Spend: \$1,596.24

**Facebook & Instagram Video Ads**

Target Market: CORE Markets  
 Flight Dates: 12/1/21-12/31/21  
 Impressions: 174,975  
 Media Spend: \$2,374.01

**Pinterest Image Ads**

Target Market: CORE Markets  
 Flight Dates: 12/1/21-12/31/21  
 Impressions: 147,912

Media Spend: \$1,275.23

**Pinterest Image Ads**

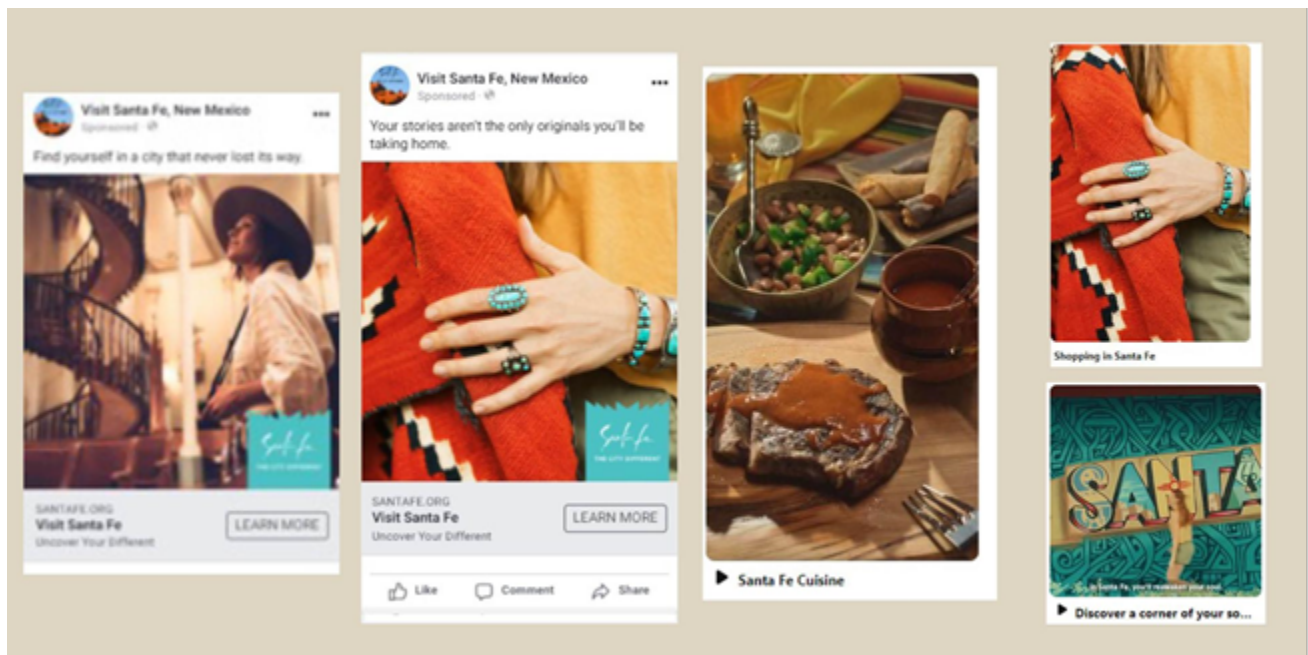
Target Market: OPP Markets  
Flight Dates: 12/1/21-12/31/21  
Impressions: 133,059  
Media Spend: \$859.39

**Pinterest Video Ads**

Target Market: CORE Markets  
Flight Dates: 12/1/21-12/31/21  
Impressions: 87,756  
Media Spend: \$1,056.83

**Pinterest Video Ads**

Target Market: OPP Markets  
Flight Dates: 12/1/21-12/31/21  
Impressions: 63,887  
Media Spend: \$695.18



**SEM**

**Google Search**

Target Markets: National  
Flight Dates: 12/1/21-12/31/21  
Impressions: 144,925  
Media Spend: \$7,020.67

**Bing Search**

Target Markets: National  
Flight Dates: 12/1/21-12/31/21  
Impressions: 143,132  
Media Spend: \$2,135.55

**MEETINGS AND GROUPS**

**CVENT**

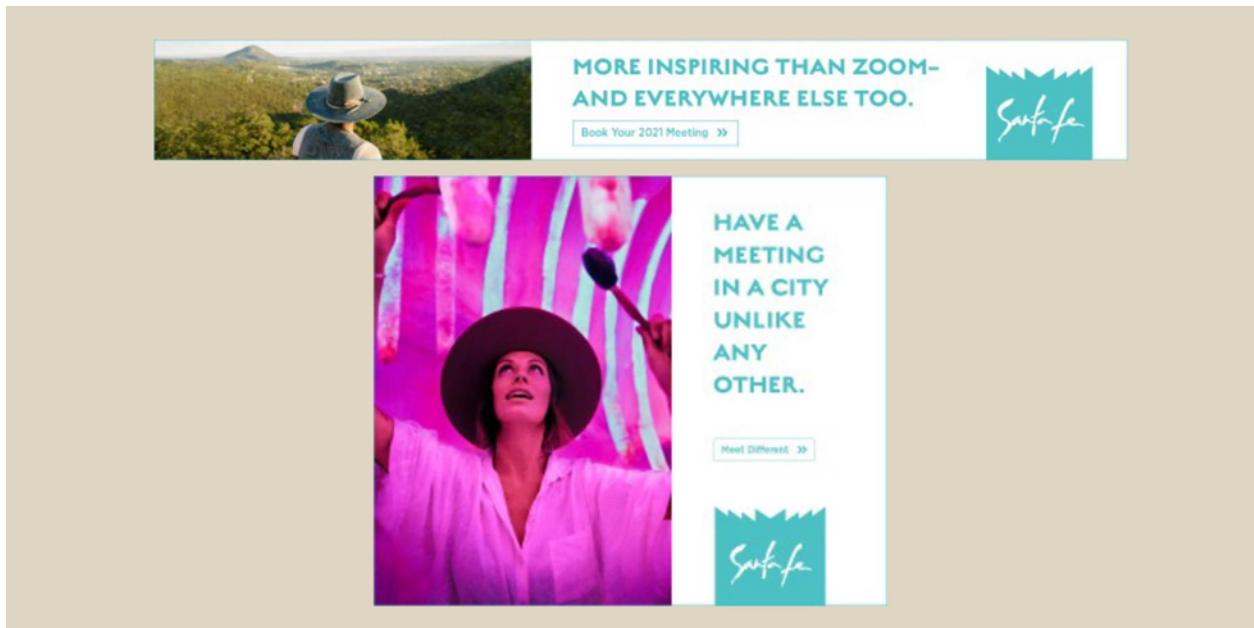
**Remarketing Display**

Target Market: MEETINGS & GROUPS Markets  
Flight Dates: 12/1/21/12/31/21  
Impressions: 7,897  
Media Spend: N/A

**SEM**

**Google Search**

Target Markets: National  
Flight Dates: 12/1/21-12/31/21  
Impressions: 1,200  
Media Spend: \$167.13



# TOURISM

## SANTA FE

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**Quarterly Marketing Report**  
**2021 Q4 | October – December 2021**

## Occupancy & Room Rates

Occupancy Rate

64.03

↑ 31.1

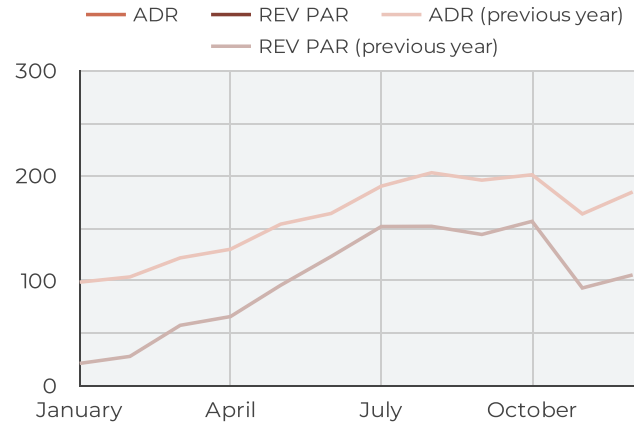
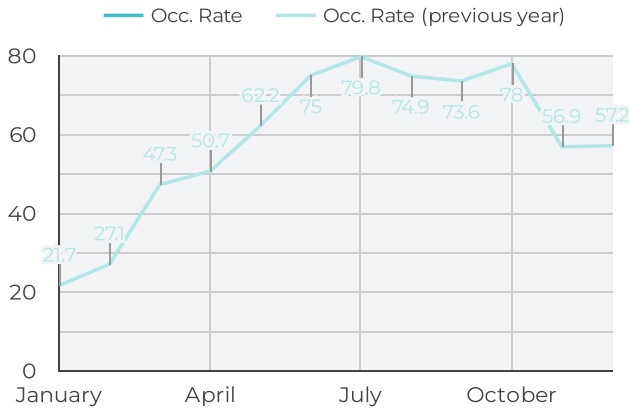
Average Daily Rate

\$183.19

REV PAR

\$118.57

↑ 223.5%



Source: Rocky Mountain Lodging Report

## Guide & Visitor Centers

Total Guides

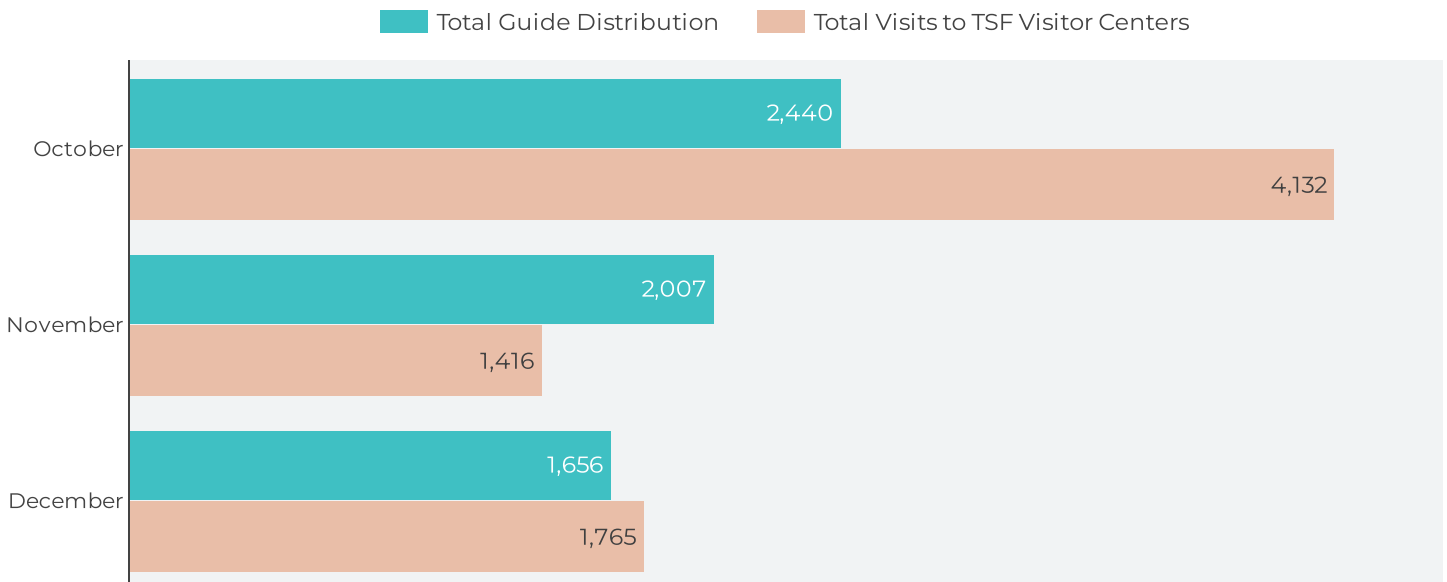
6,103

↑ 103%

Total Visits to  
TSF Visitor Centers

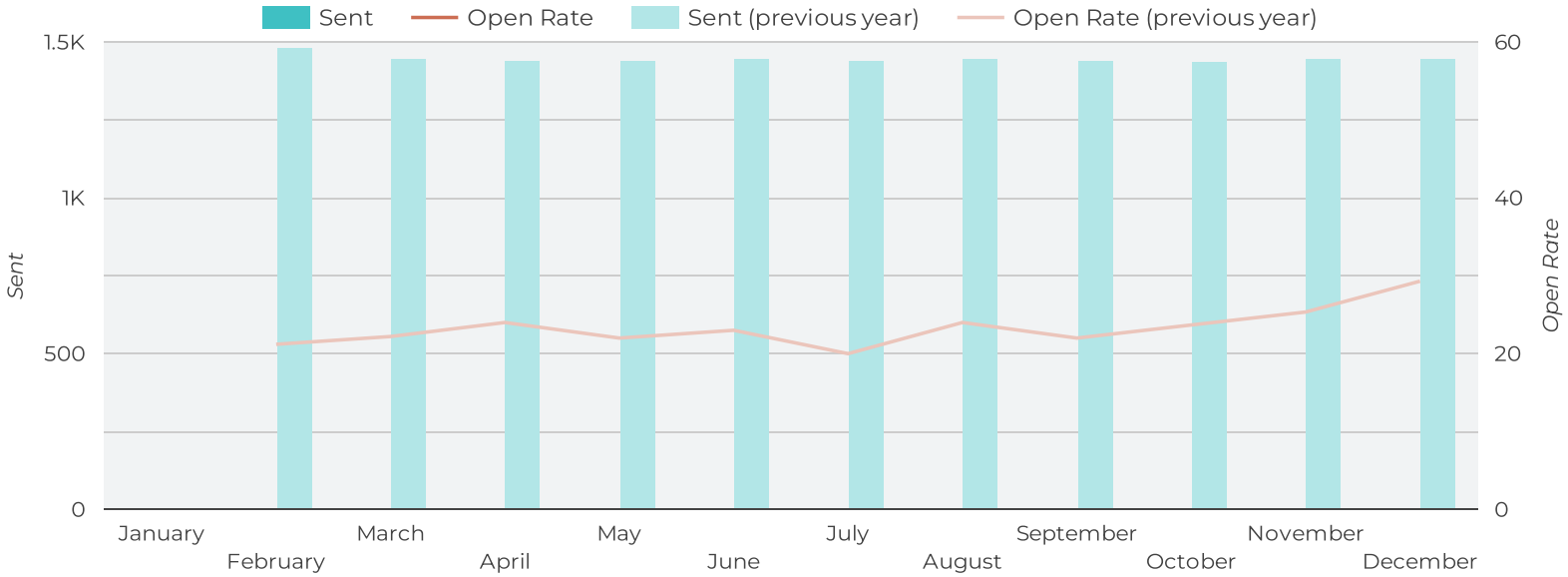
7,313

↑ 343%



## Email

### Industry: Marketing Report



Sent  
**4,339**  
↑ 28%

Open Rate  
**26.1**  
↓ -2%

Totals for the selected dates.

## Insights

### Summary:

There has been a steady increase in the number of subscribers for the *Industry/Marketing Report*. While open rates have slightly declined when compared to last year, open rates have increased month over month. In Q4 2021, we re-launched the newly designed and named Consumer e-newsletter, *Santa Fe Scoop*. *The Scoop* is a monthly e-newsletter meant to inspire potential visitors with current happenings, must-see events, national/international accolades, blogs, deals & specials, and more! See performance metrics below.

#### Consumer: Santa Fe Marketplace

Subject: Finds Unique to Santa Fe (10/20/21)

Number Sent: 54,851; Open Rate: 28%

Subject: One-of-a-kind gifts from The City Different (11/17/21)

Number Sent: 15,532; Open Rate: 37.5%

Subject: Enjoy the Holiday Season with Gifts from Santa Fe (12/8/21)

Number Sent: 15,634; Open Rate: 43%

#### Consumer: Santa Fe Scoop

Subject: November Beckons with a Lingering Autumn Glow (10/27/21)

Number Sent: 89,732; Open Rate: 29.3%

Subject: Welcome to the Warmth of a High-Altitude Winter (11/30/21)

Number Sent: 89,722; Open Rate: 33.7%

Subject: Begin the New Year in the oldest capital city (412 years) in the US (12/30/21)

Number Sent: 53,281; Open Rate: 40.2%

### Key Insights:

- The Consumer e-newsletters, Santa Fe Marketplace and Santa Fe Scoop, are performing well with average open rates of 36% and 34%, respectively.

### Action Items:

- Send 'opt-in' email to leads generated by GoNewMexico.

## Social Media Overview

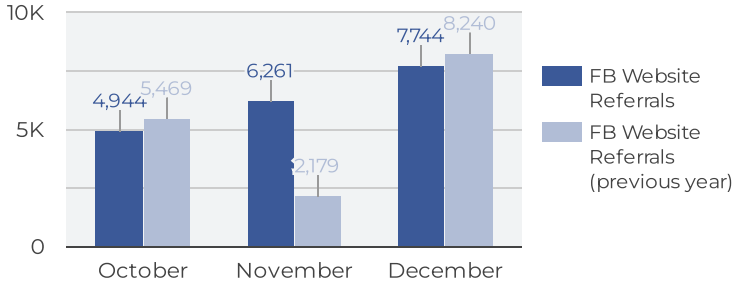


### Facebook & Instagram

FB Page Likes  
**82,155**  
↑ 4%

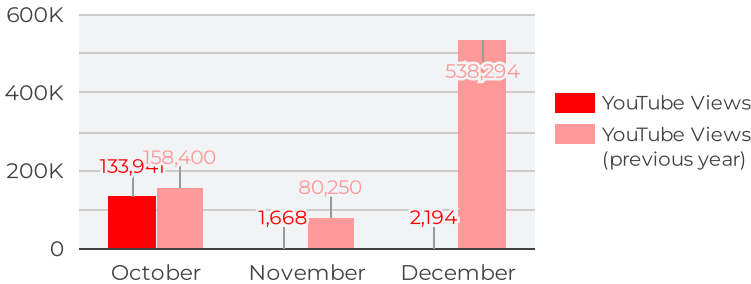
FB Eng.  
**134,923**  
↓ -18%

IG Followers  
**51,721**  
↑ 26%



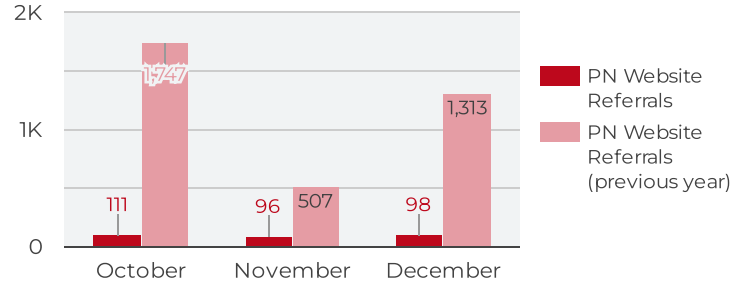
### YouTube

Subscribers  
**799**  
↑ 9%



### Pinterest

Impressions  
**132,680**  
↑ 13%

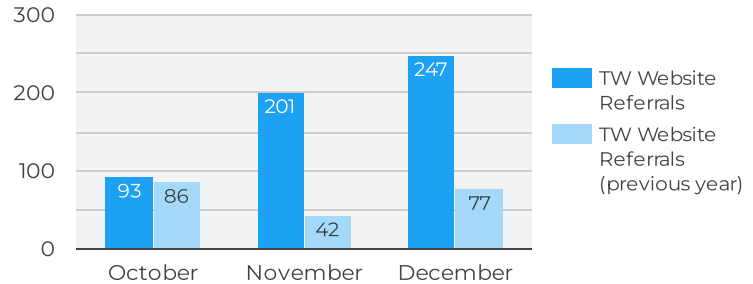


### Twitter

Followers  
**16,107**  
↑ 3%

Impressions  
**114,100**  
↓ -37%

Engagement  
**3,259**  
↑ 16%



## Insights

**Summary:** Facebook followers grew 4% Y/Y gaining 3137 new followers. Engagement dipped 19% Y/Y as 2021 lacked the same level of viral snow content. Twitter impressions are down 37%, though engagement is up 5% Y/Y. Instagram continues to be the most rapidly growing channel, seeing a 26% increase in followers Y/Y (10,545 new followers). Organic Pinterest impressions are up 13% Y/Y. YouTube video views dropped dramatically as paid promotions were scaled back.

- Key Insights:**
- Facebook Page Followers have increased 4% Y/Y (3137 new followers)
  - Facebook Engagement decreased 18% Y/Y.
  - Instagram followers have grown 26% Y/Y (10,545 new followers).
  - Twitter followers have increased 3% Y/Y
  - Twitter impressions are down 37% Y/Y
  - Twitter engagement is up 5% Y/Y
  - 132,680 Organic Pinterest impressions, up 13% Y/Y.
  - YouTube subscribers grew 9% Y/Y. Video views were down 82% Y/Y paid promotions were scaled back.

- Action Items:**
- Continue to build UGC photo asset library with Crowdriff
  - Renewed focus on event-based content as events return to 100%
  - Integrate new editorial content into posting schedule as published

## Blog

Pageviews

74,411

↑ 272%

Time on Page

03:16

↑ 7%

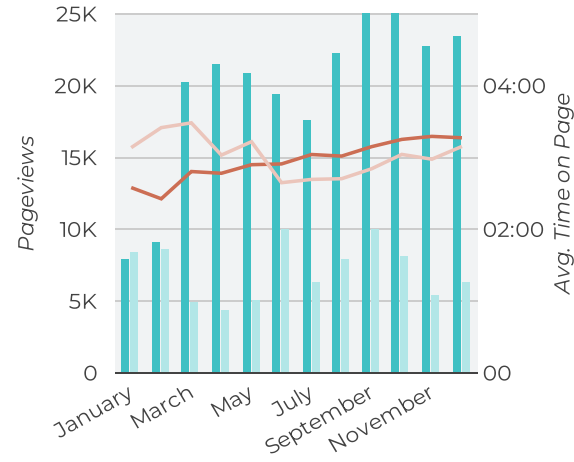
Site Referral Rate

13.9%

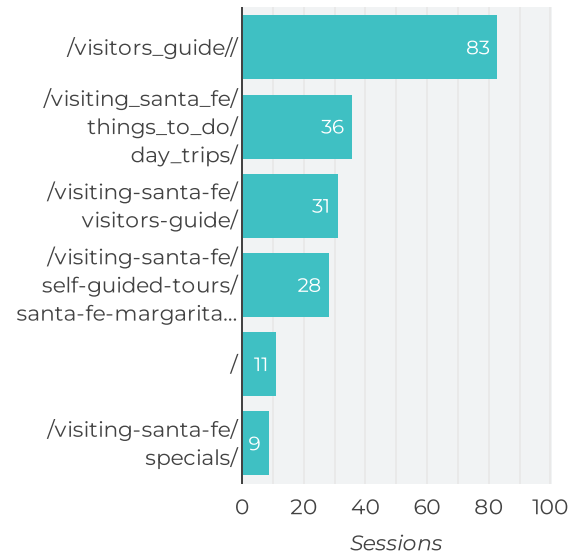
↑ 26%

Top Blog Pages	Pageviews	Time on Page	Bounce Rate
<a href="/blog/post/surprising-facts/">/blog/post/surprising-facts/</a>	8,610	05:25	83%
<a href="/blog/post/9_santa-fe_december_events/">/blog/post/9_santa-fe_december_events/</a>	6,685	03:05	72%
<a href="/blog/post/thanksgiving_weekend/">/blog/post/thanksgiving_weekend/</a>	4,081	04:12	66%
<a href="/blog/post/hiking-trails/">/blog/post/hiking-trails/</a>	3,963	02:58	82%
<a href="/blog/post/holiday-recipes/">/blog/post/holiday-recipes/</a>	3,627	03:46	89%
<a href="/blog/post/itinerary-for-a-weekend-getaway-in-santa-fe-new-mexico/">/blog/post/itinerary-for-a-weekend-getaway-in-santa-fe-new-mexico/</a>	2,986	06:07	78%
<a href="/blog/post/november-events-autumn/">/blog/post/november-events-autumn/</a>	2,978	02:17	65%
<a href="/blog/post/7-art-experiences/">/blog/post/7-art-experiences/</a>	2,966	03:17	78%
<a href="/blog/post/historic-sites/">/blog/post/historic-sites/</a>	2,748	02:42	81%
<a href="/blog/post/a-day-trip-to-chimayo-from-santa-fe/">/blog/post/a-day-trip-to-chimayo-from-santa-fe/</a>	2,144	05:15	76%
<a href="/blog/post/spend-perfect-weekend-santa-fe-nm/">/blog/post/spend-perfect-weekend-santa-fe-nm/</a>	2,051	04:15	78%
<a href="/blog/post/october-events/">/blog/post/october-events/</a>	1,987	02:30	59%
<a href="/blog/post/ve-winter-adventures/">/blog/post/ve-winter-adventures/</a>	1,568	02:24	82%
<b>Grand total</b>	<b>74,411</b>	<b>03:16</b>	<b>76%</b>

### Blog Performance by Month



### Top Landing Pages from Blog Referrals



## Insights

### Summary:

Blog traffic has increased 272% Y/Y. Time on site increased 7% Y/Y. /surprising-facts remained the most visited page for the quarter, but holiday event content performed very strongly as well.

### Key Insights:

- Event content and older evergreen content made up the majority of the top visited pages.
- The main traffic driver for the blog remains Organic Search, though social referrals drove much of the event traffic.
- The blog made up 19.8% of total site traffic
- Referral ratio of 13.9%, up from 13.9% Q4 of 2020.

### Action Items

- Continue to update out-of-date monthly event and other event-specific blog content.
- Begin to plan new editorial content for blog.

## Public Relations

Media Visits

6

↑ 20%

Earned Media

\$4.55M

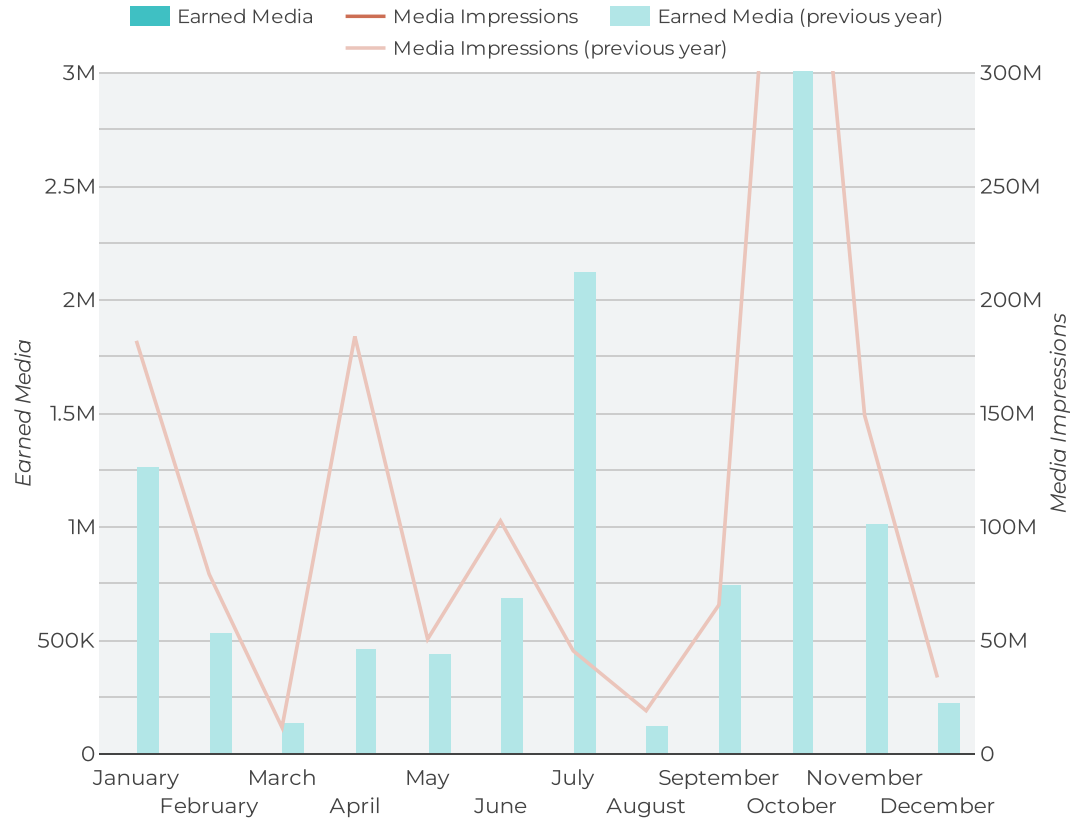
↑ 115%

Media Impressions

679.6M

↑ 176%

Totals for the selected dates.



## Insights

**Summary:** In the final quarter of 2021, the public relations team leveraged the destination's seasonal and holiday offerings to finish the year strong. Total impressions ended up 60% over the previous year.

A variety of tactics were engaged in Q4, including a focus on securing individual press trips, proactively pitching Santa Fe's legacy attributes, and responding to timely seasonal leads. As a unique media relationship-building tactic, the team developed and distributed a media mailer with inspiration and supplies to bring the destination's farolito tradition into journalist's homes for the holiday season.

In addition to national feature articles in Afar and Travel + Leisure resulting from a November media visit, notable placements also include roundup articles in Conde Nast Traveler, The New York Times, USA Today and Thrillist. Supplementing national pitching, the team engaged regional media in top visitor markets to secure coverage in the Denver Life Magazine, Orange County Register and KLTA 5 Los Angeles.

Building upon the positive earned media momentum of 2021, the team will attend a major media tradeshow in New York in January, followed by hosting a ski-themed FAM - the first group trip since the pandemic - in February. The team will also continue to leverage and proactively pitch the destination's newest products including: Sky Railway, Indigenous Celebrations 2022, a year of milestones, the new Santa Fe Literary Festival, Rail Explorers, The Vladem Contemporary, and more.

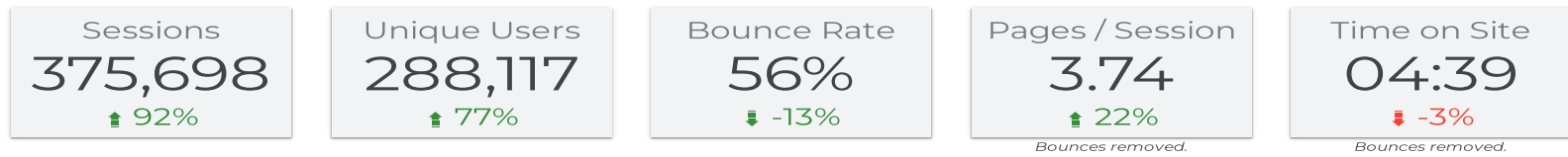
### Key Insights:

- Despite another pandemic surge and concerns sparked by the Omicron variant, travel media have continued to travel, and their 2022 calendars are already booking up. Some trips are being postponed and individual trips are once again the preference over groups (though interest in the ski FAM has been strong due to being outdoors); however, there remains a desire to travel.
- Highlighting Santa Fe as a four-season destination is working, with continued opportunities ahead for winter and spring months to drive awareness for low season offerings. The destination has been of interest for many ski and winter roundups due to the distinct ski experience it offers.
- As media continue to seek out authentic and immersive travel experiences, Santa Fe is well positioned in 2022 to pitch the many Indigenous celebrations and destination milestones for long-lead feature stories across major travel and lifestyle publications.

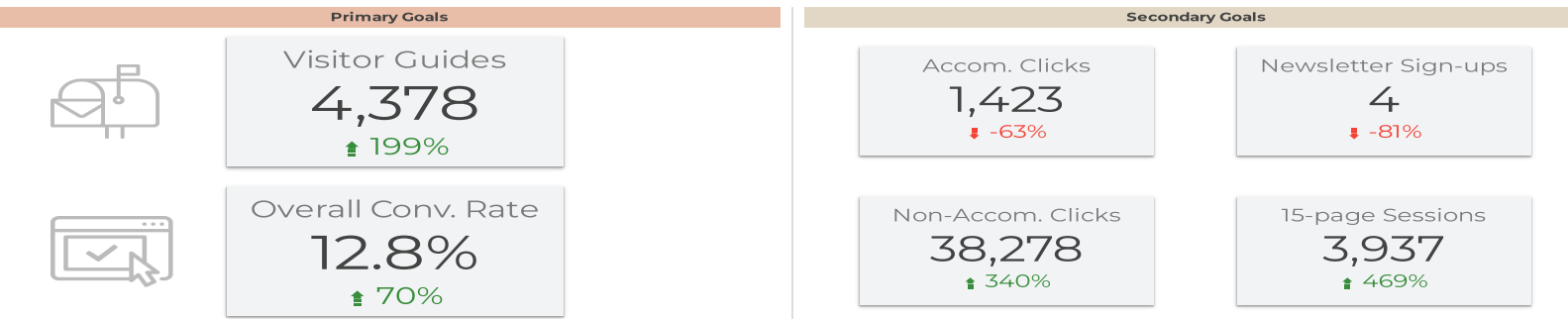
### Action Items:

- Expand regional pitching to emerging markets, including Los Angeles and San Francisco
- Monitor for upcoming awards and accolades voting periods and announcements
- Begin crafting Indigenous Celebration and milestones story angles, planning media targets

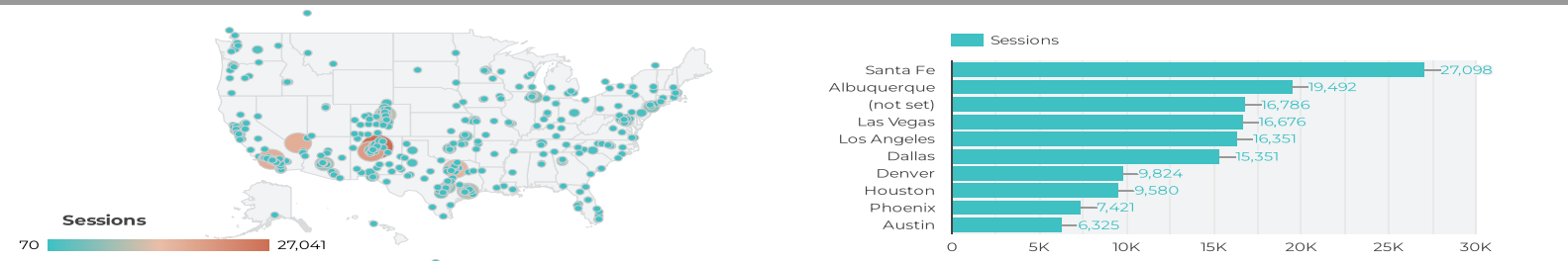
### Top-Level KPIs



### Conversions



### Geo Data



### Channel Breakdown

Source / Medium	Sessions	Pages / Session	Bounce Rate	Conversions
1. google / organic	151,215	2.21	51%	22,335
2. google / cpc	77,671	2.76	47%	12,397
3. (direct) / (none)	50,146	1.92	65%	3,919
4. facebook / vj-social	25,384	1.2	89%	342
5. m.facebook.com / referral	12,797	1.25	83%	270
6. bing / cpc	7,770	3.12	46%	1,761
7. bing / organic	7,497	2.82	41%	1,963
8. TTD / VJ-Media	6,140	1.7	68%	9
9. yahoo / organic	5,667	2.57	41%	1,433
10. pinterest / vj-social	4,482	1.56	69%	127
11. duckduckgo / organic	3,784	2.71	40%	890
12. lm.facebook.com / referral	3,132	1.37	81%	86
13. l.facebook.com / referral	2,816	1.47	78%	135
14. www-santafe-org.cdn.ampp...	1,873	1.98	57%	206
15. travelzoo / VJ-Media	1,523	1.8	54%	415
<b>Grand total</b>	<b>375,698</b>	<b>2.2</b>	<b>56%</b>	<b>48,188</b>

### Insights

Website metrics continue to show improvement when compared to both 2019 and 2020 with a **14% increase in users** compared to 2019 and a **77% increase YOY**. In this time the **visitor guide downloads** also increased **199% YoY** and did so at a rate **70% higher** than 2020 Q4, at 12.8%.

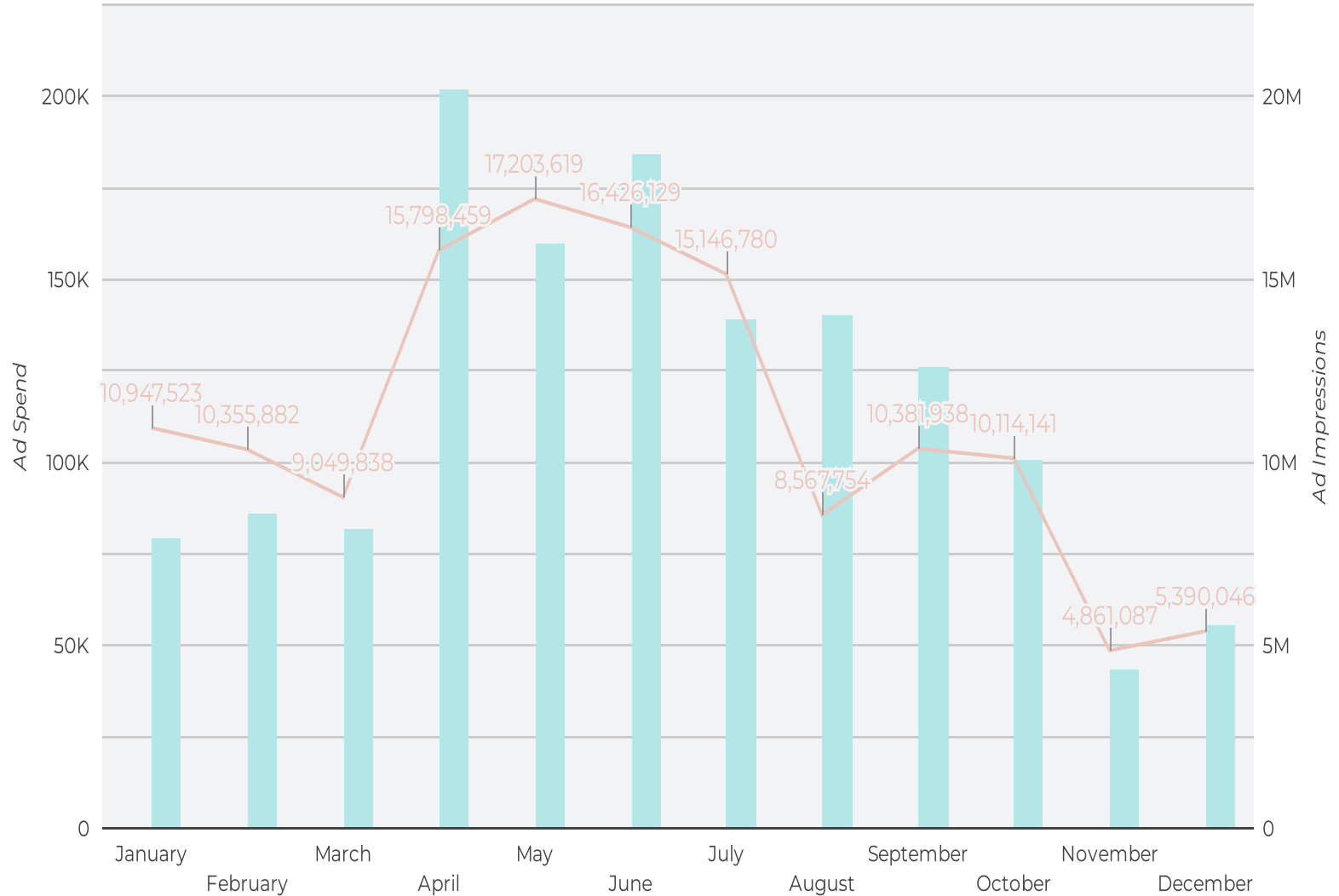
Due to a higher emphasis on **non-accommodation outbound clicks** in FY22 those rose **340% YoY**, In Q4 YoY there were not only more users reaching the site but those who did remain highly engaged seeing an increase in **15-page sessions of 469% YoY**.

- When compared to the previous period website performance decreased slightly, due to less advertising dollars being spent overall during this period relative to Q3 in FY21.
- The increase in users and engagement is a trend we've observed since Q1 2021, showcasing sustained growth throughout the year. YOY engagement is positive with an increase in **pages per session of 22%**.
- The accommodations landing page and sub-pages saw the highest increase in traffic when compared to 2019, **with just over 10,700 thousand sessions (+80%), and also saw 3,172 total goal completions, an increase of 117% YoY**.
- Another page that saw growth YoY was the things to do landing page and sub-pages, which led over **34,750 users to the site in q4 and saw a very high 19.97% goal completion conversion rate**.
- This shows us that once users arrive on the site and find out where they are staying in the city, then they are looking for things to go out and actively do.

Oct 1, 2021 - Dec 31, 2021

### Spend & Impressions

Ad Spend    Ad Impressions    Ad Spend (previous year)    Ad Impressions (previous year)

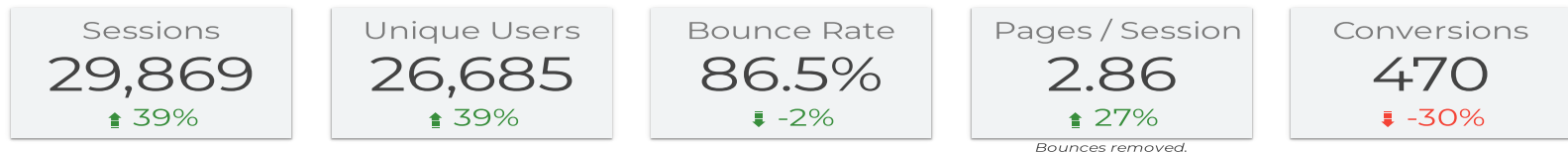


Ad Spend  
**200K**  
↑ 149%

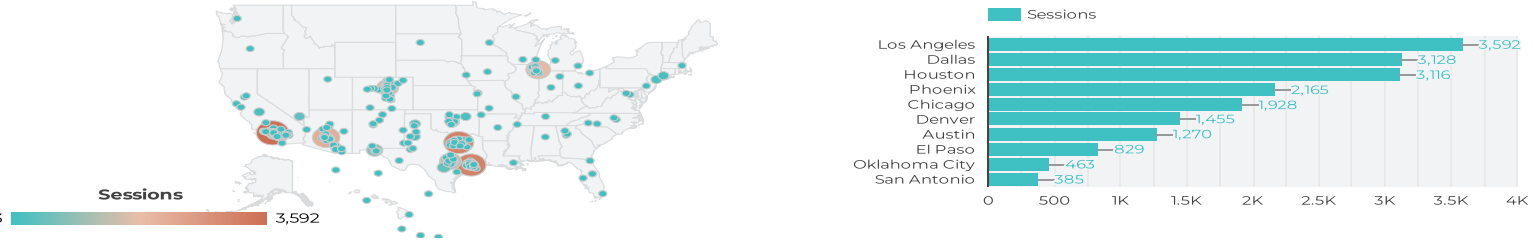
Ad Impressions  
**20.4M**  
↑ 89%



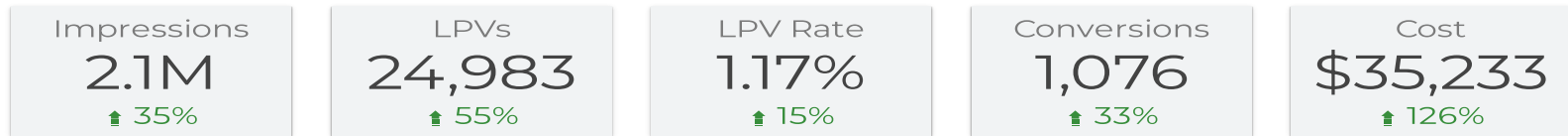
### On Site Metrics



### Geo Data



### Facebook & Instagram



Campaign	Impressions	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv
VJ - Video - FY22 - Core	715,333	15,627	2.18%	\$0.61	33	0.21%	\$286.89
VJ - CTS - FY22 - Core	597,720	2,264	0.38%	\$5.16	871	38.47%	\$13.40
VJ - CTS - FY22 - Opp	422,024	938	0.22%	\$8.21	167	17.80%	\$46.13
VJ - Video - FY22 - Opp	391,994	6,154	1.57%	\$1.04	5	0.08%	\$1,277.54

### Pinterest



Campaign	Impr.	Landing page views	LPV Rate	Cost / LPV	Conversions	CVR	Cost/Conv	Pin Saves	Cost/Save
VJ - Carousel - FY22 - Core	448,308	4,922	1.10%	\$1.03	286	5.81%	\$17.74	330	\$15.38
VJ - Carousel - FY22 - Opp	401,841	2,041	0.51%	\$1.68	59	2.89%	\$57.96	267	\$12.81
VJ - Video - FY22 - Core	347,540	959	0.28%	\$4.37	37	3.86%	\$113.37	85	\$49.35
VJ - Video - FY22 - Opp	238,914	278	0.12%	\$9.94	3	1.08%	\$920.96	49	\$56.39

### Insights

- Performance continues to increase YoY after switching to conversion-focused bidding strategies, which have continued to lead to more overall efficiency in the CTS campaigns, producing an increase in conversions that was 33% higher than Q4 of 2020.
- The CTS campaigns, when comparing YoY, saw conversions increase by more than 33% in the quarter. In Q4, costs rose on the platform when compared to YoY data, this was common for many clients on Facebook, which saw costs increase in FY21 after a historically low FY20 where few advertisers were in the market due to Covid and other business factors.
- Video campaigns on Facebook continue to provide great strides in driving awareness, as well as landing page views in Q4. In Q4, the cost per landing page view decreased by 17% when compared to Q3, this decrease in cost, as well as the increase in efficiency enforced in these campaigns YoY, has allowed a landing page view increase of more than 141% when compared to the previous year.
- The Converter lookalike audience has continued to be the top performer from the campaign. This targeted audience outperformed other audiences in driving landing page views and also had a landing page view rate 19% higher than Q3, showing that not only is this audience seeing the most traffic but is also seeing a higher more success in driving users to the site.
- Results from the Q4 brand lift study on Facebook & Instagram revealed that the ads drove even higher increases in recommendation and intent than was observed back in quarters one through three a great sign of improvement on the platform. Among users who saw Santa Fe's ads last quarter, there was a 10% lift in recommendation, an increase above Q3 of 43%, seeing 62% of users after being exposed to the ad saying that they would recommend Santa Fe to a friend. This was an even higher number from the Q3 Brand Lift, which saw a 7% lift. This lift in recommendation is nearly 3x higher than the North American benchmark and nearly 2x higher than the industry benchmark.
- We also saw a lift in intent of 4%, users who viewed the ads were more inclined to visit Santa Fe than members of the control group. This lift in intent is more than 2x higher than the norm for the US and more than 3x higher than the benchmark for the tourism vertical. The ad recall brand lift study also saw success with an ad recall of 29.4%, this was almost 4x higher than the North American benchmark and the industry benchmarks.
- These combined brand lift studies continue to show that paid advertising on the platform is leading to higher performance above both the North American, and tourism industry benchmarks in both recommendation and intent. This is an outstanding sign that our paid advertising throughout Q4 is not only drawing engagement from our audiences but is also significantly influencing social sentiment across all objectives on the platform.
- Utilizing the conversion-focused bidding tactic for the CTS campaigns on Pinterest has continued to see the cost per conversion drop here in Q4 by 28% in the Opp campaign and 23% in the Core campaign. These results reinforce the decision to use the consideration objective for video and conversions objective for the display campaign. These two strategies have been a great pairing throughout this entire flight.
- For both Pinterest and Facebook, we recommend swapping in new creative paired with top-performers from the current flight when possible to ensure we do not see any creative wear out as we head towards the spring season.

On Site Metrics

<b>Sessions</b> <b>12,736</b> ↓ -19%	<b>Unique Users</b> <b>12,058</b> ↓ -13%	<b>Bounce Rate</b> <b>90.5%</b> ↑ 13%	<b>Pages / Session</b> <b>3.11</b> ↑ 12% <i>Bounces removed.</i>	<b>Conversions</b> <b>147</b> ↓ -29%
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Geo Data



Display Banners

<b>Impressions</b> <b>8,489,500</b> ↑ 59%	<b>Clicks</b> <b>8,236</b> ↑ 16%	<b>CTR</b> <b>0.10%</b> ↓ -27%	<b>Goal Completions</b> <b>437</b> ↑ 4,270%
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Vendor	Impressions	Clicks	CTR
The Trade Desk	7,782,592	7,726	0.1%
See Source	272,846	306	0.11%
Travelzoo	225,211	4	+0%
OutsideOnline.com	160,239	162	0.1%
5280 Publishing, Inc	47,433	22	0.05%
Matador Ventures, Inc	653	4	0.61%

GDN & Discovery

<b>Impressions</b> <b>684,609</b> ↓ -16%	<b>Clicks</b> <b>4,539</b> ↓ -4%	<b>CTR</b> <b>0.66%</b> ↑ 13%	<b>Conversions</b> <b>151.69</b> ↓ -23%
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Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - GDN - FY22 - RM - Core	354,822	1,117	0.31%	\$1.28	35.03
VJ - GDN - FY22 - RM - Opp	220,988	645	0.29%	\$1.54	15.66
VJ - Discovery Ads - FY22 - Core	65,898	1,933	2.93%	\$1.85	74
VJ - Discovery Ads - FY22 - Opp	42,901	844	1.97%	\$2.64	27

TrueView

<b>Impressions</b> <b>3,309,060</b> ↑ 135%	<b>CTR</b> <b>0.08%</b> ↓ -8%	<b>Video view rate</b> <b>60%</b> ↑ 9%	<b>Conversions</b> <b>2</b> ↓ -33%
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Campaign	Impressions	Clicks	CTR	Video view rate	Avg. CPV	Conversions
VJ - Trueview - FY22 Core	1,689,972	1,447	0.09%	60%	\$0.010	0
VJ - TrueView - FY22 Opp	1,141,101	1,007	0.09%	59%	\$0.010	0
VJ - TrueView - FY22 Core - RM	283,215	150	0.05%	64%	\$0.013	1
VJ - TrueView- FY22 Opp - RM	194,772	109	0.06%	61%	\$0.014	1

Insights

- Paid media maintained heightened levels into October and began to ramp down in the second half of the quarter. Collectively, paid media tactics generated over 8.5 million impressions and accounted for 2% of site traffic in Q4.
- On October 20th Travelzoo and Tourism Santa Fe partnered to launch a Sponsored Gallery that educated and inspired Travelzoo members by showcasing everything the destination has to offer.
- In total, the campaign delivered over 2.5 million impressions, over 21k page views and fueled a 112% increase in YoY Santa Fe searches on Travelzoo.com.
- Users were engaged with the content, spending an average of 5:20 minutes per session, which is 126% over the benchmark for time spent on site.
- Social Engagement was also exceptional with 3,091 total actions, 15x the engagement benchmark.
- Traffic driven from the article to Santafe.org was equally as strong with a bounce rate of 53% and 415 conversions. The top Links that contributed to this traffic include Accommodations, La Fonda on the Plaza, Bandelier National Monument, and Dining.
- Traffic driven from The Trade Desk Standard and Remarketing Display showed improvement in Q4 with Bounce Rates decreasing 9% and Pages per Session increasing 11% PoP.
- Adjustments in audience targeting on the Google Display Network have led to increased efficiency in driving conversions compared to Q3 of 2021. Compared to Q3, conversions increased by 18% while the budget remained flat when compared to Q3.
- The All Site Visitors remarketing audience yielded the best results within the Core campaign, capturing 49% of the total conversions within this campaign at a 61% lower cost when compared to the other audiences. The Opportunity campaign saw the best performance occur from users who had previously visited history and culture pages. This ad group generated 51% of the total conversions within this campaign and did so at a 37% lower cost per conversion when compared to other audiences in the quarter.
- Due to poor performance, the art ad group in the Opportunity campaign was paused back in early October to funnel the budget into more efficient audiences. The campaign responded extremely well to this pivot, by prioritizing more cost-effective audiences in Q4, we saw a 22% lower Cost Per Action and a 9% higher conversion rate when compared to Q3 data.
- Increases in CPM on the Google Discovery Network due to COVID in 2020 and very cheap costs on the platform during that time skewed result comparisons in the quarter. However, key optimizations made at the beginning of Q4 resulted in considerable increases in efficiency compared to Q3. Notably, the CTR increased by 192%, and the conversion rate increased more than 5x in the quarter when compared to Q3 data.
- As the CPM on the discovery network increased YoY due to extremely low costs in 2020, the discovery campaigns experienced a 21% decrease in impressions. Due to the higher costs on the platform YoY, the campaign also saw a higher Cost Per Acquisition and Cost Per Click as a result.
- Despite these increased costs, clicks only fell by 6% after seeing a click-through rate increase by 20%. The users that clicked through to the site were also more engaged, bouncing at a 28% lower rate YoY. These signs indicate that the campaigns are still reaching a healthy volume of qualified users in the face of fluctuating advertising costs.
- As costs to advertise on Youtube have fallen with a CPM decrease of 27%, impressions rose up 135% YoY. This increase in traffic was also highly engaged with a view rate increase of 9% and cost per view down 32% YoY.
- Unlike Discovery campaigns which saw higher costs YoY, the CPM on Trueview fell significantly YoY, creating an excellent opportunity to make use of the 72% increase in budget. The lower CPM and additional YoY budget helped to lead to a 155% increase in views compared to Q4 of 2020. Users after arriving on-site from these campaigns remain fairly engaged at a flat rate YoY and continue to be highly engaged, with a bounce rate of 83%, only 2% higher than the previous year despite impressions increasing by more than 135%.
- The Core Trueview prospecting campaign was paused in Q4 of 2020 in favor of an in-state campaign as a response to COVID-19. Opening this campaign back up to the surrounding markets here in FY21 has provided excellent results, with 51% of the views for the quarter coming from the core prospecting campaign alone.

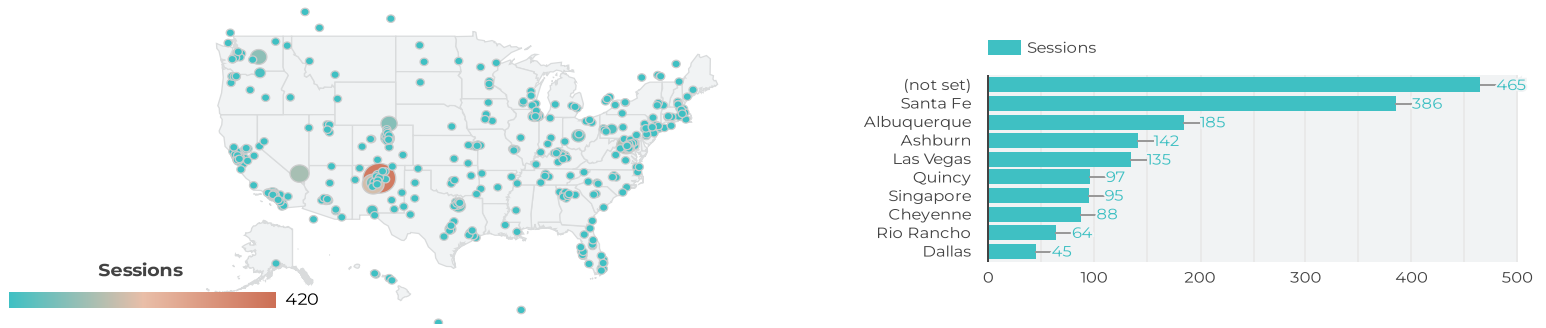
### Overall Site Metrics for Meetings Pages

<b>Sessions</b> <b>3,218</b> <span style="color: green;">↑ 59%</span>	<b>Unique Users</b> <b>2,716</b> <span style="color: green;">↑ 59%</span>	<b>Bounce Rate</b> <b>61.7%</b> <span style="color: green;">↓ -9%</span>	<b>Pages / Session</b> <b>4.28</b> <span style="color: red;">↓ -23%</span> <i>Bounces removed.</i>	<b>Conversions</b> <b>168</b> <span style="color: green;">↑ 700%</span>
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### VJ-Driven Traffic

<b>Sessions</b> <b>655</b> <span style="color: red;">↓ -27%</span>	<b>Unique Users</b> <b>593</b> <span style="color: red;">↓ -16%</span>	<b>Bounce Rate</b> <b>72.8%</b> <span style="color: green;">↓ -12%</span>	<b>Pages / Session</b> <b>3.94</b> <span style="color: green;">↑ 30%</span> <i>Bounces removed.</i>	<b>Conversions</b> <b>15</b> <span style="color: green;">↑ 1,400%</span>
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### Geo Data



### Display Banners

Vendor	Impressions	Clicks	CTR	Conversions
Cvent, Inc	25,915	332	1.28%	0

### GDN

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
No data					

### Search

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions
VJ - Search - Groups & Meetings	5,861	460	7.85%	\$1.45	14.69

### Insights

- Despite a drop in budget relative to Q3 of 27%, Group's search efforts have seen the Click Through Rate rise by 13%. VJ-driven traffic for groups has also seen efficiency increases YoY with the bounce rate decreasing 12% and the page per session increased by 30% YoY.

- With 55% more spend when comparing Yoy, the campaign saw 161% more clicks and over a 10x increase in conversions due to the cost per conversion dropping by 89% when compared to Q4 in 2020.

- The meetings ad group saw the most conversions with ten followed by the conference ad groups with four in the quarter.

- When compared to 2019 results, with a spend decrease of 32%, we were able to see an increase in conversions of 389%, at a much lower cost per conversion decreasing by 86% when compared to Q4 2019. All these are good signs of sustained improvement when compared to both 2019 & 2020.

The data on this page is from Oct 1, 2021 - Dec 31, 2021

### Print Spend & Impressions

Publication	Impressions	Cost
Texas Monthly	650,000	\$19,700
5280 Magazine	170,000	\$8,275
Phoenix Magazine	68,000	\$0
New Mexico Magazine	67,500	\$0
Co-Op Print	0	\$7,636
<b>Grand total</b>	<b>955,500</b>	<b>\$35,611</b>

#### Texas Monthly



#### Phoenix Magazine



#### New Mexico Magazine



#### 5280



