

PROCEDURES FOR OCCUPANCY TAX ADVISORY BOARD MEETING

Written Public Comment: Members of the public may submit written comments on legislation by clicking on the comment bubble to the right of the meeting on the public portal at <https://santafe.primegov.com/public/portal> three hours prior to the start of the meeting.

The agenda and packet for the meeting will be posted at <https://santafe.primegov.com/public/portal>.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. OTAB Minutes, December 15, 2023
5. **PRESENTATION**
 - a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
 - b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov, 505-955-6209)
6. **ACTION ITEMS**
7. **MATTERS FROM STAFF**

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

8. **MATTERS FROM THE BOARD**

9. **MATTERS FROM THE PUBLIC**

10. **NEXT MEETING: Friday, February 23, 2024**

11. **ADJOURN**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
DECEMBER 15, 2023

1. **CALL TO ORDER**

Meeting called to order at 10:05AM

2. **ROLL CALL**

Members Present:

Chair Rik Blyth
Member Bonnie Bennett
Member Carlos Medina
Member Ray Sandoval

Members Excused:

Member Lutz Arnhold

Others Attending:

Randy Randall, Tourism Director
Shirley Spencer, Clerk
Jordan Guenther, Attendee
David Carr, Attendee

3. **APPROVAL OF AGENDA**

MOTION: Member Sandoval moved, seconded by Member Bennett, 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 Sandoval

Against: None

Abstain: None

4. **APPROVAL OF MINUTES**



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
DECEMBER 15, 2023

- a. OTAB Minutes for September 22, 2023

MOTION: Member Sandoval moved, seconded by Member Medina, to approve the minutes as presented.

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

For: Chair Blyth, Member Bennett, Member Medina, Member Sandoval

Against: None

Abstain: None

5. PRESENTATION

- a. Lodger's Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)

Lutz Arnhold not present therefore no presentation.

- b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov, 505-955-6209)

6. ACTION ITEMS

- a. Vote on 2024 OTAB Grant Funding Support Awardee's (Rik Blyth, OTAB Chair, rblyth@lafondasantafe.com)

MOTION: Member Sandoval moved, seconded by Member Medina, to approve the OTAB Funding Support as presented.

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

For: Chair Blyth, Member Bennett, Member Medina, Member Sandoval



MINUTES

OCCUPANCY TAX ADVISORY
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Against: None

Abstain: None

b. Vote on 2024 Meeting Schedule

Voted for all in person meetings and schedule as followed:
4th Friday of each month for: Jan, March, May, June, July, August,
September and October
2nd Friday for December
No Meetings in Feb, April and November

7. **MATTERS FROM STAFF**

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

8. **MATTERS FROM THE BOARD**

9. **MATTERS FROM THE PUBLIC**

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

11. **ADJOURN**

Meeting adjourned at 11:10AM

Shirley Spencer



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
DECEMBER 15, 2023

Liaison

Chair

January

2024

OCCUPANCY TAX ADVISORY BOARD

STATISTICS REPORT

| MONTH October | CURRENT | | LAST YEAR | | VAR | VAR | STR |
|--------------------------------|----------|-------------|-----------|-------------|--------|------------|--------|
| | RMLR | STR | RMLR | STR | RMLR | STR | |
| OCCUPANCY | | | | | | | |
| City Wide | 56.7% | 56.5% | 57.4% | 59.8% | -0.7% | -3.3% | -5.5% |
| Downtown | 58.1% | 59.2% | 61.8% | 60.4% | -3.7% | -1.2% | -2.0% |
| Cerrillos Road | 58.8% | 54.0% | 60.4% | 59.4% | -1.6% | -5.4% | -9.1% |
| Periphery | 49.9% | | 43.6% | | 6.3% | | |
| AVERAGE RATE | | | | | | | |
| City Wide | \$194.54 | \$168.82 | \$195.13 | \$175.24 | -0.59 | -6.42 | -3.7% |
| Downtown | \$265.92 | \$240.65 | \$277.72 | \$252.10 | -11.80 | -11.45 | -4.5% |
| Cerrillos Road | \$110.97 | \$95.13 | \$114.35 | \$100.54 | -3.38 | -5.41 | -5.4% |
| Periphery | \$164.78 | | \$158.42 | | 6.36 | 0.00 | |
| REVPAR | | | | | | | |
| City Wide | \$110.38 | \$95.34 | \$112.06 | \$104.75 | -1.68 | -9.41 | -9.0% |
| Downtown | \$154.45 | \$142.56 | \$171.55 | \$152.26 | -17.10 | -9.70 | -6.4% |
| Cerrillos Road | \$65.20 | \$51.41 | \$69.09 | \$59.69 | -3.89 | -8.28 | -13.9% |
| Periphery | \$82.24 | | \$69.08 | | 13.16 | | |
| LODGER'S TAX - November | | | | | | | |
| Hotels | | \$845,914 | | \$929,752 | | (\$83,838) | -9.0% |
| Short Term Rentals | | \$238,769 | | \$228,475 | | \$10,294 | 4.5% |
| Total | | \$1,084,683 | | \$1,158,227 | | (\$73,544) | -6.3% |

| YEAR TO DATE December | | | | | VAR | VAR | STR |
|---|----------|-------------|----------|-------------|---------|-------------|--------|
| | RMLR | STR | RMLR | STR | RMLR | STR | |
| OCCUPANCY | | | | | | | |
| City Wide | 67.8% | 67.3% | 66.8% | 67.8% | 1.0% | -0.5% | -0.7% |
| Downtown | 68.7% | 69.3% | 67.7% | 66.9% | 1.0% | 2.4% | 3.6% |
| Cerrillos Road | 72.4% | 65.6% | 69.5% | 67.8% | 2.9% | -2.2% | -3.2% |
| Periphery | 58.7% | | 60.6% | | -1.9% | | |
| AVERAGE RATE | | | | | | | |
| City Wide | \$199.57 | \$182.45 | \$198.72 | \$186.06 | \$0.85 | -\$3.61 | -1.9% |
| Downtown | \$272.27 | \$253.78 | \$276.10 | \$266.04 | -\$3.83 | -\$12.26 | -4.6% |
| Cerrillos Road | \$129.30 | \$112.34 | \$125.36 | \$115.60 | \$3.94 | -\$3.26 | -2.8% |
| Periphery | \$163.63 | | \$168.54 | | -\$4.91 | | |
| REVPAR | | | | | | | |
| City Wide | \$135.38 | \$122.81 | \$132.74 | \$126.20 | \$2.64 | -\$3.39 | -2.7% |
| Downtown | \$187.27 | \$175.89 | \$187.02 | \$178.01 | \$0.25 | -\$2.12 | -1.2% |
| Cerrillos Road | \$93.65 | \$73.68 | \$87.02 | \$78.35 | \$6.63 | -\$4.67 | -6.0% |
| Periphery | \$96.11 | | \$102.18 | | -\$6.07 | | |
| Hotels Tax FY through - 5 months | | | | | | | |
| Hotels | | \$6,560,617 | | \$7,002,329 | | (\$441,712) | -6.3% |
| Short Term Rentals | | \$1,472,546 | | \$1,770,801 | | (\$298,255) | -16.8% |
| Total | | \$8,033,163 | | \$8,773,130 | | (\$739,967) | -8.4% |

TOURISM

SANTA FE

OTAB Marketing Report December 2023 Reporting for January 26, 2024 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for December & January

1. **[FINAL DAYS]** Vote for Santa Fe in *Travel + Leisure's* 2024 World's Best Awards

We need your help to get to the #1 Best City in the United States. Support Santa Fe and our tourism partners by voting in the [Travel + Leisure 2024 World's Best Awards](#).

Santa Fe nominees and categories include:

Cities in New Mexico

- Santa Fe

Hotels in Santa Fe:

- Antigua Inn
- Bishop's Lodge
- Eldorado Hotel & Spa
- Four Seasons Resort Rancho Encantado
- Hotel Santa Fe The Hacienda & Spa
- Inn and Spa at Loretto
- Inn of the Five Graces
- Inn on the Alameda
- La Fonda on the Plaza
- La Posada de Santa Fe
- Rosewood Inn of the Anasazi

Destination Spa

- Ojo Santa Fe Spa Resort
- Ten Thousand Waves

Voting is open now through February 27, 2024 at 11:59 p.m. ET. You can vote once per email address, per category, and there is no cost to do so. Thanks for your support:

<https://wba.m-rr.com/home>

2. [2024 SANTA FE VISITORS GUIDE] Production and Printing Complete!



Production on the 2024 Official Santa Fe Visitors Guide is complete! Expected delivery date will be end January.

The ALL-NEW [2024 Official Santa Fe Visitors Guide](#) is now available to view digitally and will be available for ordering early February (if not sooner!).

This year's guide is more handy than ever, featuring new content including *What's New in 2024?*, *Top 16 Must Dos*, *UNESCO Creative and Sister Cities*, *100th Burning of Zozobra*, a special section on Flamenco, and full of fun packing tips and explanations of our unique lingo.

3. [ROMANTIC SANTA FE] Share Your Romantic Offerings & Events

Did you know *Cosmopolitan Magazine* chose Santa Fe as one of "[The Best Places to go on your Honeymoon](#)" and *Redbook Magazine* selected us as the "[#4 most beautiful city in the world](#)"? Let's embrace our accolades and promote romance in Santa Fe!

Does your business have an exciting Valentine's Day or otherwise romantic offering (service, a product, event, exhibition) that you'd like to highlight in 2024? We are eager to learn about your upcoming plans, so we can potentially incorporate into a romance-themed blog and pass on to travel media and potential visitors.

Next steps:

- E-mail Editorial Content Manager Cullen Curtiss at cacurtiss1@santafenm.gov with all details.
- Add your offering to santafe.org by signing into the Partner Portal [here](#). You will see a tab named Listings, Specials, Events, and Media in the navigation on the left side of the screen. Choose Specials to add a special offer and choose Events to add your event(s) to the calendar. If you need assistance with your username and/or password, please e-mail us at business@santafe.org.

4. [PR UPDATES & RECENT MEDIA COVERAGE]

In December of 2023, the public relations teams' efforts were focused on pitching to position Santa Fe as a must-see winter destination, as well as handling last-minute requests for holiday season stories. The team worked to finalize the media participants who will attend the ski group press trip in February 2024.

As we tallied up the calendar year performance metrics, the team was excited to see that the 2023 year-end totals for both earned media value and total impressions showed strong increases over 2022. **At nearly \$9 million, the earned media value for 2023 represented the largest increase Y/Y at 33% more than 2022.**

Recent Website Coverage Includes:

Websites:

Resulting from media assistance and as a pre-trip story ahead of the group ski press trip visit, **Thrillist** featured Santa Fe in [“The Best Places In the U.S. to Visit in January”](#) article.

Resulting from pitching, **Luxury Travel Magazine** featured Santa Fe in their [“Destination Wedding Locations Around The World”](#) article.

Resulting from media assistance, **Condé Nast Traveler** featured Santa Fe in their [“Where You Should Travel in 2024, According to Your Sign”](#) article.

Resulting from a media visit in November 2023, **Veranda** featured Santa Fe in their [“How to Spend a Perfect Weekend in Santa Fe, New Mexico”](#) article.

Resulting from pitching, **Conde Nast Traveler** featured Santa Fe in their [“The Best Places to Travel in February”](#) article.

Resulting from media assistance, **Family Vacationist** featured Santa Fe in their [“These Are the Best Places to Take the Family on Vacation in December: Santa Fe, Hershey, Amsterdam, and More”](#) article.

Resulting from pitching and photo assistance, **AFAR** featured Santa Fe in their [“The 10 Top Cozy U.S. Hotels to Visit This Winter”](#) article.

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

December 2023

- 20,163 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 19,546 paper Passports have been purchased at our Visitor Centers and by partners
- More than 7,600 people have earned an official T-Shirt by collecting five stamps on the Trail.
- More than 500 members of the Margarita Society have earned 10 or 15 stamps.
- 366 margarita lovers have earned a free copy of the great book of Margarita recipes by earning 20 stamps.
- 237 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit.

Public Relations

- 7 Press Releases
- 385 Journalist have experienced the Trail
- \$11,297,580 amount of earned media

Social Media

- 621 Total Social Media Posts

Santa Fe Retail Marketplace

The TSF team continues to work with the *Shop Where I Live* team to maximize efficiencies and develop additional promotional campaigns to support the Santa Fe Marketplace.

Cumulative Totals

December 2023

- Total Sales: \$46,470
- Businesses: 105
- Items Sold: 620
- Total Orders: 424
- Published Products: 1,342

MONTHLY METRICS

WEBSITE & NEWSLETTERS

December 2023 Website Performance Metrics

Total Sessions: 130,520 (3.78% increase Y/Y)
New Users: 96,409 (2.71% decrease Y/Y)
Average Engagement Time: 1:18 (33.33% decrease Y/Y)
Average Pages per Session: 2.4 (27.27% increase Y/Y)
Session Conversion Rate 10.7% (10.16% decrease Y/Y)

Newsletter - Industry

TOURISM Santa Fe Marketing Report

Date: 12/13/23
Sent: Number sent: 2,040
Number opened: 746
Open rate: 36.6%

Newsletter - Consumer

SANTA FE MARKETPLACE

The monthly [Santa Fe Marketplace](#) newsletter is distributed the third 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.

Unique Gifts from Santa Fe

<https://mailchi.mp/santafe/uniquegiftsfromsantafe-7511197>

Send Date: 12/6/23
Subscribers: 20,112
Number Opened: 8,575
Open Rate: 42.6%
CTR: 4.4%

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!

Get the Scoop on January in Santa Fe

<https://mailchi.mp/santafe/get-the-scoop-on-january-2024>

Send Date: 12/27/23
Subscribers: 60,720
Number Opened: 19,686
Open Rate: 32.4%
CTR: 2.4%

SOCIAL MEDIA

Summary

In December, Facebook and Instagram saw massive increases in engagement, while all other platforms saw little growth or decreases. Great holiday content that everyone enjoys and keeping a focus on Facebook and Instagram, as they are our largest audiences, is the likely cause of the growth. Twitter (X) has seen steady declines across the board, despite being more active on our account, and could be the result of the platform continuing to fall out of favor. If the trend continues, shifting energy to the other platforms may be best. The decrease in YouTube numbers will likely continue until we prioritize, in the Summer of 2024, packaging and promoting some of the long-form video content TSF has captured.

December 2023 Performance Metrics

Facebook

Total Page Followers: 95,405 (0.44% increase M/M)

Engagement: 34,919 (221.72% increase M/M)

X/Twitter

Followers: 15,789 (0.07% decrease M/M)

Impressions: 2,848 (9.59 % decrease M/M)

Engagement: 35 (54.55% decrease M/M)

Instagram

Followers: 59,216 (2.03% increase M/M)

Engagement: 49,590 (49.89% increase M/M)

Pinterest

Impressions: 15,319 (11.25% decrease M/M)

YouTube

Subscribers: 971 (1.25% increase M/M)

Views: 29,059 (54.14% decrease M/M)

Santa Fe Insider Blog

December 2023 Performance Metrics

Total Blog Views: 23,410 (6.4% decrease M/M)

Average Time on Blog: 1:34 (5.1% decrease M/M)

December 2023 Blog Posts

UPDATED

6 January Events to Start the New Year Off Right

- Updated: December 8, 2023
- Views: 934

Top 5 Viewed Blog Posts in December

15 Santa Fe December Events to Enjoy The Season

- Updated November 9, 2023
- Views: 6,344

25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 1,853

11 Surprising Facts About Santa Fe, NM

- Updated September 2, 2022
- Views: 1,651

Hiking Trails You Can Access from Santa Fe

- Updated June 8, 2023
- Views: 1,534

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,496

PUBLIC RELATIONS

Summary

In December of 2023, the public relations teams' efforts were focused on pitching efforts to position Santa Fe as a must-see winter destination, as well as handling last minute requests for holiday season stories. The team worked to finalize the media participants who will attend the ski group press trip in February 2024.

As we tallied up the calendar year performance metrics, the team was excited to see that the 2023 year-end totals for both earned media value and total impressions showed strong increases over 2022. At just under \$9 million the earned media value for 2023, had the largest increase at 33% more than last year.

Performance Metrics

December 2023 Numbers (YOY, vs December 2022)

Pitches: 400 (Increased 566% Y/Y)
Media Visits: 1 (No change Y/Y)
Earned Media: \$574,763 (Decreased 42% Y/Y)
Total Impressions: 54,373,267 (Decreased 16% Y/Y)
HARO submissions: 1

Year-to-Date 2023 (vs YTD 2022)

Pitches: 1,992 (Increased 31.8% Y/Y)

Media Visits: 39 (Decreased 2% Y/Y)
Earned Media: \$8,902,120 (Increased 33% Y/Y)
Total Impressions: 1,193,909,846 (Increased 20% Y/Y)
HARO submissions: 22

MEDIA PLACEMENTS – ADVERTISING

December 2023 Performance Metrics

Total Spend: \$39,049 (53.14% decrease Y/Y)
Total Impressions: 5,569,206 (39.64% decrease Y/Y)

December 2023 Media Campaigns

Traditional Media

Impressions: 694,990 (53.26% decrease Y/Y)
Spend: \$3,154.49 (90.49% decrease Y/Y)

Traditional Media Buys

Print

D Magazine (Co-Op)
New Mexico Magazine (Co-Op)
Phoenix Magazine
Texas Monthly

Interactive/Digital

Cognitiv
Cvent
Gay Ad Network
Travelzoo

PRINT



Trade Desk

Impressions: 809,969 (67.50% decrease Y/Y)
Spend: \$1,538.89 (62.24% decrease Y/Y)

Google – Display & Discovery

Impressions: 834,091 (31.34% decrease Y/Y)
Spend: \$2,701.74 (64.95% decrease Y/Y)

DIGITAL



PAID SOCIAL MEDIA

Facebook

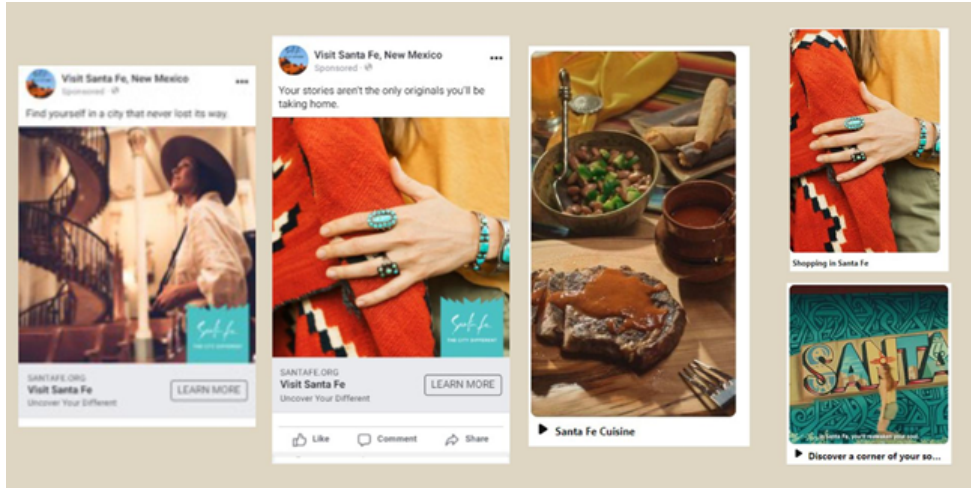
Impressions: 1,205,198 (14.69% decrease Y/Y)

Spend: \$7,793.89 (33.38% decrease Y/Y)

Pinterest

Impressions: 540,352 (59.43% decrease Y/Y)

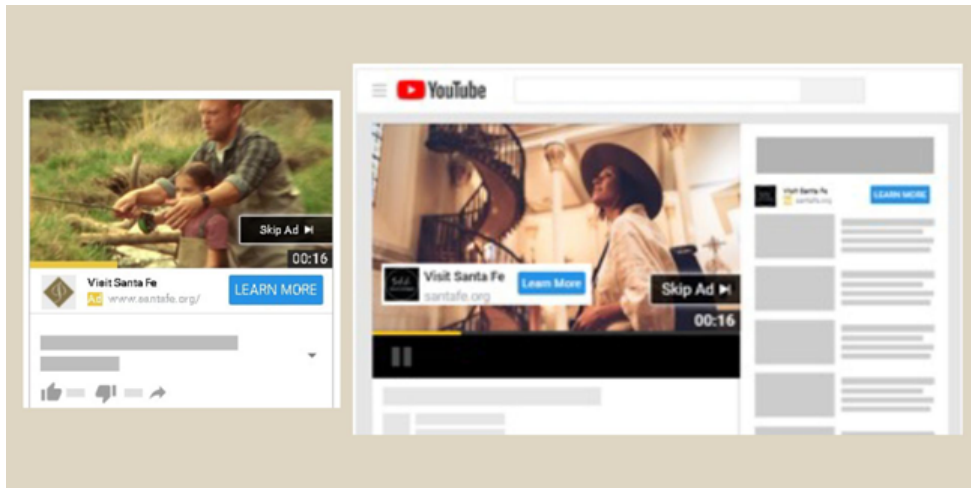
Spend: \$3,026.05 (64.38% decrease Y/Y)



YouTube

Impressions: 1,081,832 (3.34% increase Y/Y)

Spend: \$6,601.04 (9.13% decrease Y/Y)



PAID SEARCH

Google & Bing

Impressions: 242,191 (8.12% increase Y/Y)
Spend: \$10,207.61 (11.47% increase Y/Y)

Google – Performance Max

Impressions: 158,428 (2,755.07% increase Y/Y)
Spend: \$2,861.94 (1,686.60% increase Y/Y)

MEETINGS & GROUPS

Google

Impressions: 2,215 (24.56% decrease Y/Y)
Spend: \$1,163.35 (61.59% increase Y/Y)

