



Agenda

Regular Meeting of the
Occupancy Tax Advisory Board
February 24, 2026 at 10:00 AM
City Council Chambers, City
Hall
200 Lincoln Avenue

Procedures for Occupancy Tax Advisory Board Meeting

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

Meeting ID: 826 7685 8834

Passcode: 374250

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. OTAB Minutes - January 27, 2026
5. Presentations
 - a. Lodgers Report (Sam Gerberding, General Manager of the Inn of the Governors, gm@innofthegovernors.com)
 - b. Lodgers Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
6. Action Items
7. Matters from Staff
 - a. TSF Sales Report (David Carr, 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: March 31, 2026

11. Adjourn

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

**Regular Meeting of the Occupancy Tax Advisory Board
January 27, 2026 at 10:00 AM
City Council Chambers, City Hall
200 Lincoln Avenue
MINUTES**

1. Call to Order

Meeting called to order at 10:06a.m.

2. Roll Call

MEMBERS PRESENT

Rik Blyth
Sam Gerberding
Raymond Sandoval
Bonnie Bennett - arrived at 10:36AM

OTHER PARTICIPANTS ATTENDING

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

3. Approval of Agenda

MOTION A motion was made by Gerberding, seconded by Sandoval, to amend the agenda to include item Actions 6a. to approve the OTAB meeting time change from 10:00AM to 10:30AM..

VOTE The motion passed on a voice vote.

MOTION A motion was made by Gerberding, seconded by Sandoval, to approve the amended agenda with item action 6a.

VOTE The motion passed on a voice vote.

4. Approval of Minutes

a. OTAB Minutes - December 12, 2025

MOTION A motion was made by Gerberding, seconded by Blyth, to approve the December 12, 2025 minutes.

VOTE The motion passed on a voice vote.

5. Presentations

a. County Presentation (Jonathan Butler, Santa Fe County Community

Development Director, jmbutler@santafecountynm.gov)

No presentation. Mr. Butler did not attend.

- b. Lodgers Report (Sam Gerberding, General Manager of the Inn of the Governors, gm@innofthegovernors.com)

Update provided.

- c. Lodgers Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Lodgers Tax Report update was presented.

6. Action Items

- a. Approval of OTAB meeting time change from 10:00AM to 10:30AM.

MOTION A motion was made by Blyth, seconded by Bennett, to approve Action 6a for the approval of OTAB meeting time change to 10:30AM.

VOTE The motion passed on a voice vote.

7. Matters from Staff

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

A hard copy Sales Report was provided to the board and was presented.

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

TSF Marketing report presented.

- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Provided updates on TSF and City.

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: February 24, 2026

11. Adjourn

The meeting adjourned at 11:02AM.

Chair

Shirley Spencer _____ Liaison

MONTH	LAST YEAR		VAR	
January	STR	STR	STR	STR
OCCUPANCY				
City Wide	47.7%	46.0%	1.7%	3.7%
Downtown	52.6%	50.2%	2.4%	4.8%
Cerrillos Road	41.7%	42.4%	-0.7%	-1.7%
County	45.4%	44.0%	1.4%	3.2%
AVERAGE RATE				
City Wide	\$133.38	\$139.31	-\$5.93	-4.3%
Downtown	\$177.25	\$186.15	-\$8.90	-4.8%
Cerrillos Road	\$82.49	\$84.64	-\$2.15	-2.5%
County	\$181.64	\$186.80	-\$5.16	-2.8%
REVPAR				
City Wide	\$63.58	\$64.14	-\$0.56	-0.9%
Downtown	\$93.32	\$93.39	-\$0.07	-0.1%
Cerrillos Road	\$34.38	\$35.85	-\$1.47	-4.1%
County	\$82.53	\$82.27	\$0.26	0.3%
LODGER'S TAX - January collected for December				
Hotels	\$940,890	\$988,582	(\$47,692)	-4.8%
Short Term Rentals	\$332,019	\$296,402	\$35,617	12.0%
Total	\$1,272,909	\$1,284,984	(\$12,075)	-0.9%

Short Term Rentals - January		
Available Listings	1,444	up 0.8%
Occupancy	43%	up 1.8%
Average Rate	\$217.00	down 1.7%
RevPAR	\$92.60	even

YEAR TO DATE	LAST YEAR		VAR	% Var
January	STR	STR	STR	STR
OCCUPANCY				
City Wide	47.7%	46.0%	1.7%	3.7%
Downtown	52.6%	50.2%	2.4%	4.8%
Cerrillos Road	41.7%	42.4%	-0.7%	-1.7%
County	45.4%	44.0%	1.4%	3.2%
AVERAGE RATE				
City Wide	\$133.38	\$139.31	-\$5.93	-4.3%
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Cerrillos Road	\$34.38	\$35.85	-\$1.47	-4.1%
County	\$82.53	\$82.27	\$0.26	0.3%
Lodger's Tax FY through - 7 months				
Hotels	\$9,031,110	\$9,174,103	(\$142,993)	-1.6%
Short Term Rentals	\$2,485,817	\$2,618,852	(\$133,035)	-5.1%
Total	\$11,516,927	\$11,792,955	(\$276,028)	-2.3%
Lodger's Tax Calendar through 12 months				
Hotels	\$13,498,816	\$14,195,446	(\$696,630)	-4.9%
Short Term Rentals	\$4,031,405	\$4,031,262	\$143	0.0%
Total	\$17,530,221	\$18,226,708	(\$696,487)	-3.8%

Downtown		% of Total
Drury Plaza	182	
El Sendero Inn	83	
Eldorado Hotel	219	
Hilton	158	
Hotel Chimayo	56	
Hotel Santa Fe	160	
St Francis	38	
Inn at Loretto	138	
Inn of the Gov	100	
Inn on Alameda	72	
La Fonda	180	
La Posada	157	
Pinon Court	58	
Rosewood	58	
Total	1477	46.0%
	1985	38.6%
	74.4%	
Cerrillos Road		
El Rey	86	
Motel 6	48	
Sage	154	
Baymont	51	
Best Western	95	
Comfort Inn	83	
Courtyard SF	209	
Coyote South	89	
Days Inn	83	
DoubleTree	130	
Econo Lodge	48	
Fairfield Inn	81	
HI Express	60	
Hyatt Place SF	92	
Inn at Santa Fe	98	
La Quinta Inn	131	
Motel 6	104	
Quality Inn	116	
Ramada	76	
Total	1834	46.8%
	2020	39.3%
	90.8%	
Periphery		
Hotel Glorieta	128	
Residence Inn	120	
Total	248	7.1%
	307	6.0%
	80.8%	
County		
C I Edgewood	72	
Bishops Lodge	98	
Four Seasons	65	
Hilton Buffalo	393	
Homewood Suite:	81	
	709	
Total	833	16.2%
	85.1%	
SF	4312	
Total	5145	

Booking Pace Report

As of: 2/1/2026

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'	Actual 2022'	Actual 2023'	Actual 2024'	Actual 2025'	Definite 2026'	Tentative 2026'	Definite 2027'	Tentative 2027'	Definite 2028'	Tentative 2028'	Definite 2029'	Tentative 2029'	Definite 2030'	Tentative 2030'	0
January	0	0	0	509	740	225	2,991	535	4,649	1,570	2,435	1,380	2,753	4,526	3,342	53	2,931	2,390	1,226	3,115	0	220	0	0	0	0	0	0	0	0
February	0	0	0	700	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	3,133	925	1,944	647	2,693	1,751	996	0	0	0	0	0	0	0	0	0	
March	0	0	67	173	1,155	425	603	2,210	804	348	5,041	972	1,914	1,859	1,212	20	1,557	2,325	2,378	423	0	0	0	0	0	0	0	0	0	
April	0	0	190	1,063	294	920	1,440	1,484	2,684	2,558	964	3,944	3,778	2,562	882	2,090	773	2,396	1,727	344	128	0	0	0	0	0	0	0	0	
May	0	0	950	1,065	2,225	2,601	1,290	2,864	1,825	3,366	2,886	2,872	3,910	2,577	1,417	1,775	1,898	2,986	1,097	0	1,493	0	0	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	7,964	2,422	1,581	64	4,786	2,086	2,669	3,564	852	33	0	0	0	0	0	0	0	0	
July	0	0	57	828	3,907	805	2,807	2,623	2,122	4,708	10,729	5,434	3,515	2,429	1,450	574	377	4,905	3,626	0	0	0	590	0	0	1,922	0	0	0	
August	0	0	1,755	75	416	985	875	1,633	800	1,615	2,649	4,655	2,562	1,426	760	1,078	1,005	138	1,451	0	291	0	0	0	0	0	0	0	0	
September	0	0	0	640	695	576	1,486	1,330	2,436	2,444	2,794	3,576	4,447	2,742	255	285	2,474	2,267	3,031	326	0	0	0	0	0	0	0	0	0	
October	0	0	2,201	1,208	3,385	3,899	4,503	2,006	3,675	4,639	2,281	2,556	2,177	3,748	1,319	5,447	1,666	3,205	2,508	0	1,285	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	4,314	1,781	1,238	6,010	1,306	0	300	0	0	0	0	0	0	0	0	
December	0	0	0	96	60	450	0	196	68	350	179	0	375	250	552	0	0	66	900	54	0	0	0	0	0	0	0	0	0	
TOTAL	0	50	5,368	16,679	18,999	15,375	19,355	23,113	26,826	35,984	35,990	43,082	32,468	27,508	16,492	19,833	16,652	32,050	24,565	6,110	3,530	220	590	0	0	1,922	0	0	0	
LAST YEAR	0	0	50	5,368	16,679	18,999	15,375	19,355	23,113	26,826	35,984	35,990	43,082	32,468	27,508	16,492	19,833	16,652	32,050	24,565	0	6,110	3,530	220	590	0	0	1,922	0	
Change	0	50	5,318	11,311	2,320	(3,624)	3,980	3,758	3,713	9,158	6	7,092	(10,614)	(4,960)	(11,016)	3,341	(3,181)	15,398	(7,485)	(18,455)	3,530	(5,890)	(2,940)	(220)	(590)	1,922	0	(1,922)	0	



January 2026 OTAB Report Sales Report February 24, 2026

January 2026 Leads:

- 41 total leads requiring sleeping rooms
- 20,455 total room nights sent via leads

January 2026 Confirmed Bookings:

- 11 Definite Bookings
- 2,783 Definite Room Nights
- 11 Definite SFCCC space only events

January 2025 Leads:

- 25 total leads requiring sleeping rooms
- 11,766 room nights sent via leads

January 2026 Confirmed Bookings:

- 9 Definite Bookings
 - 2,777 Definite Room Nights
 - 9 Definite SFCCC space only events
-

2026 YTD Leads:

- 41 total leads requiring sleeping rooms
- 20,455 total room nights sent via leads

2026 YTD Definite:

- 11 Definite Bookings
- 2,783 Definite Room Nights
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2025 YTD Leads:

- 25 total leads requiring sleeping rooms
- 11,766 room nights sent via leads

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- 9 Definite Bookings
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- 9 Definite SFCCC space only events

TOURISM

SANTA FE

OTAB Marketing Report Reporting for February 24, 2026

EXECUTIVE SUMMARY

Key marketing highlights for January and February

1) **[ORDER TODAY]** 2026 Santa Fe Visitors Guides for Your Business



The 2026 Santa Fe Visitors Guide is now available to order! This year's guide is more handy than ever and packed with fresh content, including the Route 66 Centennial Celebration, Guys' and Gals' Trip Itineraries, Santa Fe's Culinary Treasures, and more.

Be sure to have copies on hand for your guests. Free copies of the guide are easy to order for your business, with delivery available within Santa Fe or convenient pick up at the Santa Fe Community Convention Center. Place your bulk order today.

2) **[CLAIM YOUR SPOT]** Reserve Your Space in the 2026-27 Santa Fe Menu Magazine



Condé Nast Traveler readers have told the world that Santa Fe is the 8th Best Food City in the US! Let's continue to share our culinary wealth with our 3 million annual visitors! The Menu Magazine is the best and most affordable way

to put your restaurant in front of the in-destination traveler. We show visitors and residents your menu and let what you offer do the rest!

How to Participate as a Restaurant, Caterer or Private Space: [Complete and sign a contract for a single or double page menu feature](#), [send us your menu and assets](#) by March 2, and we'll create a design for your approval. You'll get more visitor eyeballs on your unique menu with the Official Santa Fe Menu Magazine than ever before!

How to Participate as a Business Owner (non restaurant): [Complete and sign a contract](#) and send us your creative by March 13. When you promote your unique offering with a full-page ad, you'll get more exposure than ever before!

What is the Santa Fe Menu Magazine?

- 4th iteration of an official guide to menus and profiles from Santa Fe's most popular restaurants and culinary establishments. [View the 2025-26 Menu Magazine here.](#)
- Glossy, full color, 84-page print publication
- 50K+ distribution in key Santa Fe areas and locations, and by request
- Print readership totals more than 125,000 annually
- [Digital readership](#) is 69K to date
- Economical ad rates for both restaurants and businesses
 - \$50 Restaurant Highlight
 - \$250 Catering/Private Spaces Spotlight full-page
 - \$1,500 business ad
 - \$500/\$900 single- or double-page menu feature

View and download the Media Kit below to learn more or reach out to advertise@santafe.org.

3) **[SHARE YOUR OFFERINGS]** Be Part of Santa Fe's Route 66 Celebration



Showcase your events, specials, and experiences to travelers exploring the Mother Road.

Santa Fe's connection to the Original Route 66 is something to celebrate, and we're excited to showcase the businesses and experiences that will bring it to life during the centennial!

Submit your Route 66-themed events, specials, and experiences to be featured on Santa Fe's Route 66 landing page. It's a great way to get in front of visitors who are actively planning their Santa Fe getaway.

To add your offerings, login to the Partner Portal. On the left side of the dashboard, select the section that reads *Listings, Specials, Events, and Media*.

*Event Organizers: Select *Calendar of Events* and the blue *Add Events* button. Complete the form and save. NOTE: You must select the category *Route 66 Centennial Celebration* to be listed on the landing page.

*Special Offers & Experiences (Hotels, Tours, Workshops Restaurants, Museums, and others): Select *Special Offers* and the blue *Add Offers* button. Complete the form and save. NOTE: You must select the category *Route 66 Centennial Celebration* to be listed on the landing page.

If you need assistance signing into your account or have any questions, send an email to business@santafe.org

4) **[SANTA FE IN THE SPOTLIGHT] Restaurants Recognized on OpenTable Top 100 List**



CONGRATULATIONS!



Each year, OpenTable looks at diner reviews and metrics to determine the top restaurants across the country. Two Santa Fe restaurants, Geronimo and Sazón, recently ranked on the list of 2026's Top 100 Romantic Restaurants.

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

2026 started out strong for the earned media program. We hosted four freelance writers in the destination to experience winter and Ski Santa Fe. Public Relations Manager, Joanne Hudson, traveled to New York to network with national travel media as a sponsor at the **Samantha Brown Places to Love** Season 9 premiere event. We also partnered with New Mexico True and Visit Albuquerque to host a small New Mexico media brunch the day after IMM North America.

Additional efforts included pitching Santa Fe as a romance destination, as a destination for America250, and planning the distribution of curated care packages for "Freelance Writer Appreciation Week" in February. We will be sending the packages to a strategic selection of travel media that we have yet to host in Santa Fe.

Past press trip visits, strategic partnerships, and pitching resulted in earned placements across **Parade, Travel + Leisure, Vogue, AFAR, Smithsonian Magazine, NBC Today** and more; driving strong reach and earned media value for the month.

RECENT NEWS COVERAGE

Broadcast:

Santa Fe was featured in a **Today** show segment on January that highlighted the best places to go in 2026, following a pitch and assistance with b-roll video.

Websites:

As a result of pitching efforts, Santa Fe is featured in an article for **TravelAwaits** titled, ["10 New Places to Visit in 2026: Which Trending Destinations Should You Check Out?"](#)

In **Parade**, Santa Fe is featured in [“10 Cozy Winter Getaways That’ll Make You Actually Love the Cold,”](#) as a result from inviting writer Claire Gallam to participate in our group Ski press trip.

In **AFAR**, Santa Fe is featured in [“Where to Ski in the U.S. for Fewer Crowds, Lower Prices, and Local Charm,”](#) as a result of hosting writer Anna Fiorentino on a Ski press trip in 2022.

In **National Geographic**, Santa Fe is mentioned in [“The best night-sky apps, according to park rangers and aurora chasers,”](#) resulting from hosting writer Amy White in September 2025.

In **AFAR**, Santa Fe and the Traditional Spanish Market are featured as a must-see July event in [“Your Month-by-Month Guide to the Most Exciting Cultural Events in the U.S. in 2026,”](#) following a pitch and assisting the writer.

In **Travel + Leisure**, Santa Fe is featured in [“This 75-mile Drive Is One of the Most Beautiful in the U.S.—With Sacred Sites, Adobe Homes, and Stunning Mountain Views,”](#) following assistance with an October 2025 press visit by Sharael Kolberg.

In **Travel + Leisure**, several Santa Fe locations are featured in [“18 of the Best Places to Visit in New Mexico, According to Locals,”](#) following ongoing media networking with the publication.

Santa Fe is highlighted by **Travel + Leisure** in the article, [“Explore the 15 Best Mother-Daughter Getaways in the U.S.”](#) following pitching efforts.

In **Vogue**, Santa Fe is featured in [“Romantic Getaways in the USA That Are Perfect for Any Couple’s Trip,”](#) following a pitch and ongoing relationship with writer Nicole Kliet.

In **Fodor’s**, Santa Fe is featured as one of [“12 Easy Winter Getaways That Will Cure Your Seasonal Depression,”](#) following a pitch to the writer and photo assistance.

In the **Santa Fe Reporter**, Santa Fe’s ongoing support from Samantha Brown is featured in [“3 Questions with PBS Host Samantha Brown - Santa Fe Reporter.”](#)

In **Smithsonian** magazine, Santa Fe and the New Mexico History Museum are featured in [“Ten of the Most Exciting Ways to Commemorate America’s 250th This Year,”](#) following a pitch to writer Laura Kiniry.

In **Livability**, Santa Fe is featured in [“6 Best Places to Travel in 2026”](#) as the best place for a girls’ getaway trip, following a pitch to Sheryl Nance Nash.

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

January 2026

- 25,636 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 27,869 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,029 people have earned an official T-Shirt by collecting five stamps on the Trail
- 820 members of the Margarita Society have earned 10 or 15 stamps
- 498 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps

- 319 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 413 Journalist have experienced the Trail
- \$11,782,225 amount of earned media

Social Media

- 660 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

January 2026

- Total Sales: \$70,255
- Businesses: 126
- Items Sold: 1,055
- Total Orders: 680
- Published Products: 1,689

CY Q4 2025 MARKETING METRICS

A summary of Calendar Year Q4 2025 Marketing results is below. The full report is included in the packet.

Website [Y/Y Change]

- Total Visits: 497,917 [DOWN 21.44%]
- New Visits: 407,326 [DOWN 18.45%]
- Average Pages Per Session: 1.85 [DOWN 6.73%]
- Average Engagement Time: 0:44 [UP 5.6%]
- Overall Conversion Rate: 7.85% [UP 21.28%]

YoY decline in site traffic is primarily due to an increase in web traffic in 2024 in which we had increased investment within high-reach display tactics.

User quality improved, as average engagement time increased 6% YoY despite fewer pages viewed per session.

Conversion rate strengthened significantly, up 21% YoY, indicating higher-intent traffic and improved site efficiency. December showed momentum with a rebound in visits and stable conversion performance heading into year-end.

Public Relations [Y/Y Change]

- Earned Media: \$4,486,007 [DOWN 1.68%]
- Earned Media Impressions: 672,903,106 [UP 2.4%]

Q4 outreach prioritized high-touch journalist engagement, including a Chicago virtual tour (October), attending Travel Classics (October) and an in-person Los Angeles media mission (November) with top-tier editors and freelancers, strengthening long-term pipelines for culture, cuisine, and winter recreation storytelling. Travel + Leisure Digital Editor Mae Hamilton is now set to visit Santa Fe in March, a direct result of TSF's LA media mission.

Across October–December, Tourism Santa Fe maintained strong momentum with a Q4 focus on holiday traditions, winter escapes, wellness travel, and ski season openings. Pitching and previous media hostings culminated in coverage in Condé Nast Traveler, Travel + Leisure, Vogue, AFAR, Forbes, HGTV, Lonely Planet, Business Insider, Yahoo!, AARP, The Hollywood Reporter, and Passport Magazine.

Q4 included hosted and confirmed media activity with Food Network's Gabriella Rodiles (coverage forthcoming), Tim Ebner (TripAdvisor), Ruksana Hussain (Freelance) and preparations for a robust early 2026 lineup including Boston Magazine's Jonathan Soroff plus a group ski fam with writers such as Brittany Anas, The Denver Post, Francesca Krempa (AFAR), and Clare Volkman (Parade), with upcoming pitching anchored in 2026 travel trends, Where to Go in April/May coverage, and the Santa Fe Margarita Trail's 10th anniversary.

Social Media [Y/Y Change]

- Facebook Followers: 103,556 [UP 4.87%]
- Instagram Followers: 71,635 [UP 11.18%]
- YouTube Subscribers: 1,790 [UP 41.39%]
- TikTok Followers: 1,803 [UP 1,308.59%]

TikTok is the breakout growth channel, despite a smaller audience:

TikTok showed the strongest momentum of any platform, with engagement up 466% YoY and followers up over 1,300% , even though the absolute follower count (1,803) is still relatively small. This indicates the content is resonating strongly with the algorithm and users, suggesting TikTok is currently the most efficient channel for organic reach and discovery. Leaning into this momentum could yield outsized gains compared to more saturated platforms.

Engagement growth is out pacing audience growth, signaling stronger content relevance

Across platforms, engagement is growing faster than follower counts, indicating that recent content is resonating more deeply with existing audiences rather than relying solely on audience expansion. This is a positive signal for content quality and message alignment, suggesting that storytelling, visuals, or themes are better matching audience interests. The next opportunity is to convert this stronger engagement into sustained audience growth and downstream actions (clicks, trip planning, and conversions).

Blog [Y/Y Change]

- Page Views: 45,431 [DOWN 24.12%]
- Average Engagement Time: 1:16 [DOWN 6.94%]

The blog performs better during high-visitor-traffic months, though overall it is experiencing a meaningful traffic decline, with a smaller but notable drop in engagement quality.

Recommendations

Audit top traffic and engagement posts (holding attention past 1:30) and refresh and re-promote. Analyze for topics, keywords, distribution channels, internal linking, stronger intros, and CTAs.

Brainstorm new relevant and evergreen topics.

Email Newsletter [Y/Y Change]

- Consumer: Santa Fe Marketplace
 - Subscribers: 22,122 [DOWN 6.64%]
 - Avg. Open Rate: 12.60% [DOWN 69.19%]
- Consumer: Santa Fe Scoop
 - Subscribers: 92,981 [DOWN 7.99%]
 - Avg. Open Rate: 12.7% [DOWN 58.13%]
 -

Subscriber Growth: Scoop saw a M/M decline driven by a one-time data inflation in Dec 202 4 (2 8K subscribers added in error) and a December 202 5 Travelzoo promo email sent outside the normal cadence, which drove 689 unsubscribes. Overall subscriber growth remains positive. Marketplace continues steady M/M growth since the newsletter pop-up launched in June 2025.

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CTR: Marketplace showed modest CTR improvement, while Scoop declined.

Recommendations: Focus on retaining subscribers and improving open rates through better subject lines, personalized content, and possibly SMS. Uncover issues related to spam deliveries.

Paid Media/Advertising [Y/Y Change]

- Ad Spend: \$773,180.52 [UP 45.48%]
- Ad Impressions: 62,593,404 [DOWN 29.21%]

According to Datafy, October and November experienced an increase in national visitation and length of stay YoY. STR data indicated December visitation increased YoY. It is important to note that December's performance continues to improve year after year, which could be attributed to the increased spend in September and October every year. Relative to Q3, our spend tapered off in Q4. However, our increased mix of rich, publisher-direct content drove stronger engagement in Q4, bringing interested individuals to the Santa Fe website during this slower travel period. Average engagement time increased by 5% YoY and the average conversion rate increased by 21% YoY on the website. Almost all secondary KPIs saw great success in Q4; accommodation outbound clicks, non-accommodation outbound clicks, and visitor guide downloads all greatly increased YoY, pointing to the effectiveness of the impactful media placements garnering attention and increasing visitation intent signals ahead of peak travel period in 2026. Creative focused on food, outdoors, and relaxation drove meaningful engagement, reaching high-intent audiences and expanding retargeting pools. This is a strong indication that our media was reaching and resonating with high-intent travelers; this buildup of awareness and engagement garnered in Q4 could translate into conversion and booked trips as we move into a higher travel period. This slight increase goes against recent 2025 travel trends in which visitation is down, specifically in New Mexico statewide.

MONTHLY METRICS

WEBSITE & NEWSLETTERS

January 2026 Website Performance Metrics

Total Visits:

Organic: 98,690 (38.8% increase Y/Y)
Paid: 91,754 (21.02% decrease Y/Y)

New Visits:

Organic: 73,630 (43.3% increase Y/Y)
Paid: 83,311 (16.06% decrease Y/Y)

Avg. Engagement Time:

Organic: 1:03 (9.24% decrease Y/Y)
Paid: 0:37 (25.37% increase Y/Y)

Avg. Pages per Session

Organic: 2.7 (8.73% increase Y/Y)
Paid: 1.78 (4.88% increase Y/Y)

Avg. Engagement Rate

Organic: 73.47% (18.93% increase Y/Y)
Paid: 40.92% (4.97% increase Y/Y)

Newsletter – Consumer

SANTA FE SCOOP

Santa Fe Scoop, our monthly consumer awareness newsletter distributed at the end of each month, informs and inspires potential visitors with current happenings, must-see events, national/international accolades, blogs, deals & specials, and more!

February Scoop on Live Shows & Exploring Winter in Santa Fe

<https://mailchi.mp/santafe/february2026scoop>

Send Date: 1/21/26

Subscribers: 92,901

Number Opened: 10,995

Open Rate: 11.8%

CTR: 1.7%

SANTA FE MARKETPLACE

The monthly [Santa Fe Marketplace](#) newsletter is distributed the fourth Wednesday of each month to our consumer database, and highlights seasonal Santa Fe vendor's products and categories promoted and sold through the Santa Fe Marketplace.

New Year, New Finds!

<https://mailchi.mp/santafe/newyearnewfinds-7512642>

Send Date: 1/28/26

Subscribers: 22,556

Number Opened: 2,842

Open Rate: 12.6%

CTR: 2.2

SOCIAL MEDIA

January 2026 Performance Metrics

January 2026 reflected a predictable seasonal slowdown following strong holiday performance in December 2025. Engagement declined across most channels — particularly Facebook and TikTok — but follower growth remained stable or slightly positive, indicating continued audience health despite lower seasonal travel intent. TikTok saw the largest decline in engagement, which is not typical, but is more likely related to the ownership change in January, which resulted in a 150% increase in app uninstalls due to hesitancy around the new T&C.

This pattern aligns with typical tourism cycles: December benefits from peak holiday travel inspiration, while January audiences shift toward planning mode rather than immediate visitation, resulting in lower engagement intensity.

Facebook

Total Page Followers: 103,819 (0.3% increase M/M)

Engagement: 16,434 (48.9% decrease M/M)

Instagram

Followers: 72,194 (0.8% increase M/M)

Engagement: 20,337 (10.2 % decrease M/M)

Pinterest

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

Impressions: 5,216 (11.7% increase M/M)

TikTok

Followers: 1,812 (0.5 % increase M/M)

Engagement: 8,929 (63.9% decrease M/M)

YouTube

Subscribers: 1,830 (2.2% increase M/M)

Views: 25,128 (18.1% increase M/M)

[Santa Fe Insider Blog](#)

January 2026 Performance Metrics

Sessions: 12,033 (15.45% decrease Y/Y)

Average Engagement Time Per Session: 1:23 (4.6% decrease Y/Y)

January Blog Posts

Five Ways to Love Santa Fe in February

- Updated: January 14, 2026
- Views: 716

Top 5 Viewed Blog Posts in January

25 Things To Do in Santa Fe

- Updated: June 30, 2025
- Views: 1,710

Hiking Trails You Can Access from Santa Fe

- Updated: June 30, 2025
- Views: 1,161

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,136

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 910

11 Surprising Facts about Santa Fe, NM

- Updated: September 2, 2022
- Views: 831

PUBLIC RELATIONS

2026 started out strong for the earned media program. We hosted four freelance writers in the destination to experience winter and Ski Santa Fe. Public Relations Manager, Joanne Hudson, traveled to New York to network with national travel media as a sponsor at the **Samantha Brown Places to Love** Season 9 premiere event. We also partnered with New Mexico True and Visit Albuquerque to host a small New Mexico media brunch the day after IMM North America.

Additional efforts included pitching Santa Fe as a romance destination, as a destination for America250, and planning the distribution of curated care packages for "Freelance Writer Appreciation Week" in February. We will be sending the packages to a strategic selection of travel media that we have yet to host in Santa Fe.

Past press trip visits, strategic partnerships, and pitching resulted in earned placements across **Parade, Travel + Leisure, Vogue, AFAR, Smithsonian Magazine, NBC Today** and more; driving strong reach and earned media value for the month.

Performance Metrics

January 2026 Numbers (YOY, vs 2025)

Pitches: 351 (Increased 75% Y/Y)

Media Visits: 4 (Increased 300% Y/Y)

Earned Media: \$560,797 (Decreased 71% Y/Y)
Total Impressions: 84,119,570 (Decreased 71% Y/Y)

Year-to-Date 2026 (vs YTD 2025)

Pitches: 351 (Increased 75% Y/Y)
Media Visits: 4 (Increased 300% Y/Y)
Earned Media: \$560,797 (Decreased 71% Y/Y)
Total Impressions: 84,119,570 (Decreased 71% Y/Y)

MEDIA PLACEMENTS – ADVERTISING

January 2026 Performance Metrics

Total Spend: \$137,327.82 (18.53% decrease Y/Y)
Total Impressions: 15,023,734 (15.87% increase Y/Y)

Traditional Media

Impressions: 2,695,125 (565.23% increase Y/Y)
Spend: \$40,953.57 (251.78% increase Y/Y)

Traditional Print

- Modern Luxury – Chicago
- Modern Luxury – Houston
- Modern Luxury – Los Angeles

Traditional Digital

- Hopper (Custom Content)
- Travel + Leisure (Native Social Package)
- Trip Advisor (Native Display)
- Travel + Leisure (Native Social Package)

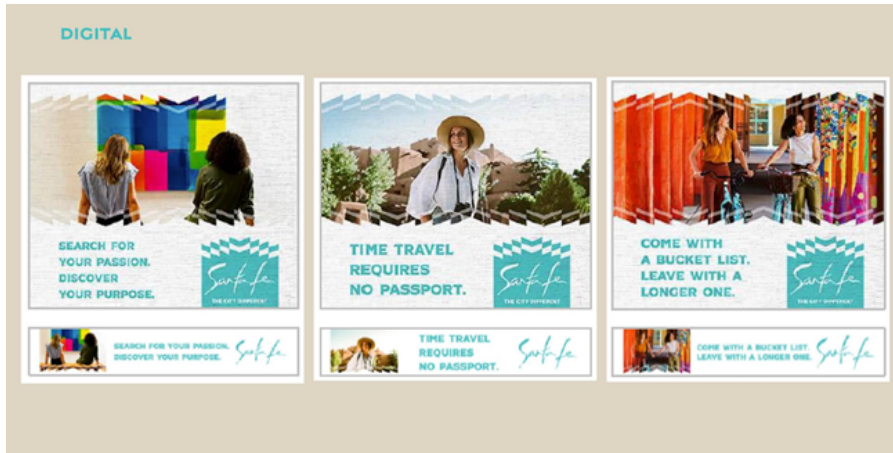


Programmatic Media

Impressions: 3,716,242 (188.78% increase Y/Y)
Spend: \$41,833.69 (173.51% increase Y/Y)

Programmatic and Digital Media Buys

Cvent (Display)
 Expedia (Display)
 Food & Wine (Display)
 MIQ (Display, OLV, CTV, Streaming Audio, Rich Media, Mobile Quiz)
 Travel + Leisure (Display, High Impact)
 Tripadvisor (Display)



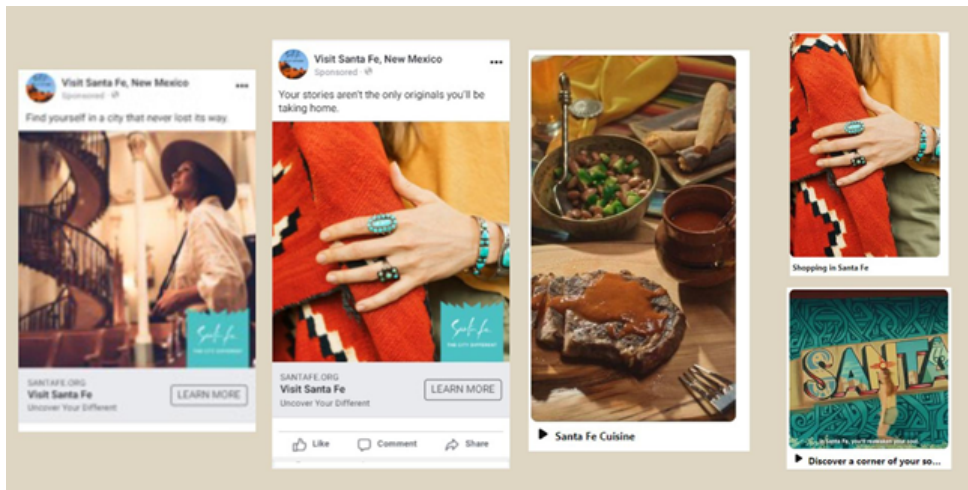
PAID SOCIAL MEDIA

Meta

Impressions: 4,494,243 (56.43% decrease Y/Y)
 Spend: \$16,348.94 (6.61% increase Y/Y)

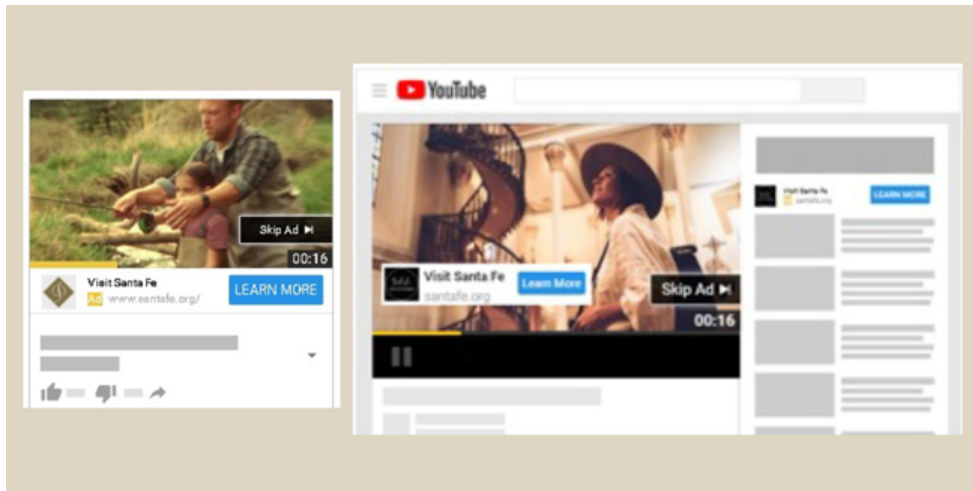
Pinterest

Impressions: 1,402,102 (10.35% increase Y/Y)
 Spend: \$5,992.88 (41.43% increase Y/Y)



YouTube

Impressions: 1,203,972 (49.99% decrease Y/Y)
 Spend: \$5,084.71 (49.63% decrease Y/Y)



Reddit

Impressions: 1,134,964 (20.18% decrease Y/Y)
Spend: \$6,909.00 (67.97% increase Y/Y)

DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 99,054 (440.66% increase Y/Y)
Spend: \$1,786.55 (237.83% increase Y/Y)

Google Performance Max

Conversions: 1,978 (27.53% increase Y/Y)
Spend: \$2,145.09 (0.28% increase Y/Y)

PAID SEARCH

Google

Clicks: 18,889 (26.15% increase Y/Y)
Spend: \$11,602.93 (42.13% increase Y/Y)

Bing

Clicks: 5,312 (15.25% decrease Y/Y)
Spend: \$3,305.28 (31.86% decrease Y/Y)

MEETINGS & GROUPS

Google

Conversions: 6 (20% increase Y/Y)
Spend: \$2,215.29 (9.17% decrease Y/Y)



Santa Fe

THE CITY DIFFERENT

Report Produced by
Vladimir Jones



Occupancy

Source: STR

63.70

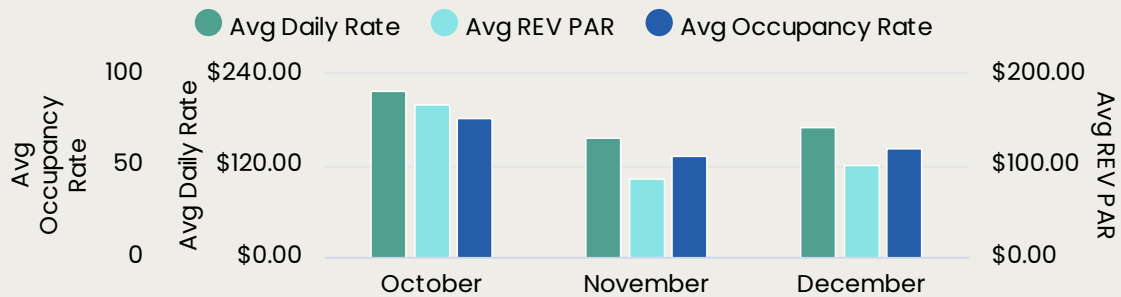
66.37
Avg Occupancy Rate (YoY)
▼ -4.02%

\$181.65

\$185.56
Avg Daily Rate (YoY)
▼ -2.11%

\$118.19

\$124.93
Avg REV PAR (YoY)
▼ -5.40%



Month of Year	Avg Daily Rate	Avg REV PAR	Avg Occupancy ...
October	\$218.80	\$167.18	76.40
November	\$155.90	\$86.17	55.30
December	\$170.25	\$101.21	59.50

10/01/2025 through 12/31/2025 Report

National Visitation

Primary KPIs (10/01/2025 - 11/31/2025)

211,452

210,070
Visits vs. Prev Year
▲ 0.66%

5.00

4.95
Length of Stay vs. Prev Year
▲ 1.01%

Secondary KPIs (Last Quarter)

1,923

1,709
Accommodation
Outbound Click vs. Prev
Year
▲ 12.52%

30,485

27,425
Nonaccommodation
Outbound Click vs. Prev
Year
▲ 11.16%

614

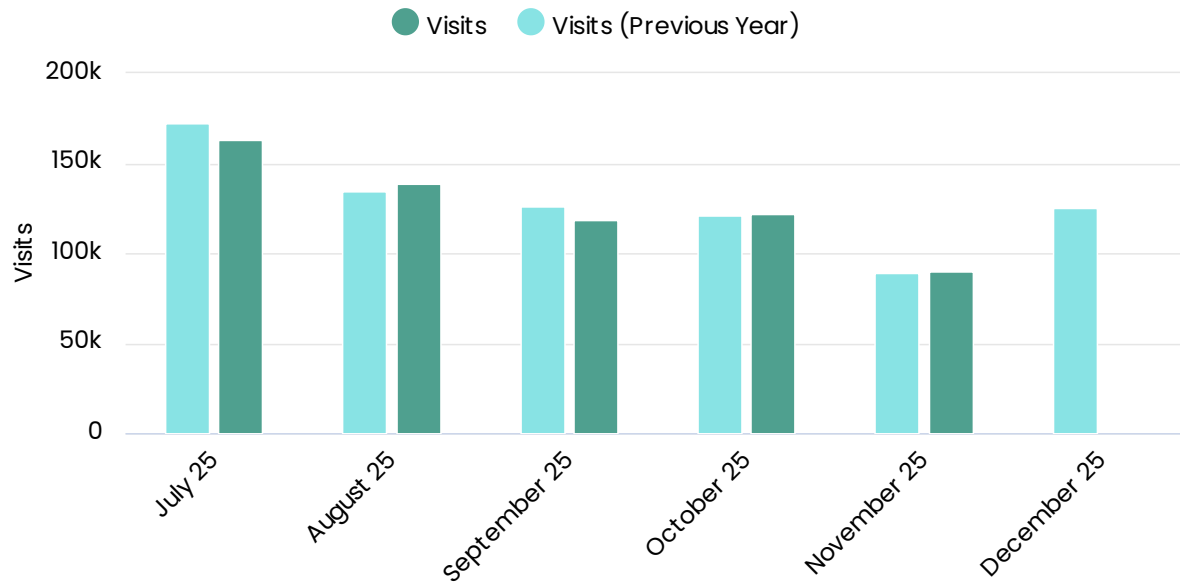
452
Visitor Guide Download
vs. Prev Year
▲ 35.84%

28

36
Submit RFP vs. Prev
Quarter
▼ -22.22%

Datafy Visits Over Time vs. Previous Year

07/01/2025 - 12/31/2025



July 2025	163,193 ▼ -9,128
August 2025	139,052 ▲ 4,845
September 2025	118,193 ▼ -8,065
October 2025	121,631 ▲ 757
November 2025	89,821 ▲ 625
December 2025	0 ▼ -125,325



Newsletters

Scoop

92,981
101,051
Total Subscribers
(YoY)
 ▼ -7.99%

12.70
30.33
Avg Open Rate
(YoY)
 ▼ -58.13%

1.87%
2.03%
Avg CTR (YoY)
 ▼ -8.20%

Marketplace

22,122
19,666
Total Subscribers
 ▲ 12.49%

12.60
40.90
Avg Open Rate
 ▼ -69.19%

2.65%
2.63%
Avg CTR
 ▲ 0.76%

*averages for October and November only.
 December was not sent to due an internal error

Marketing Report

2,011
2,013
Total Subscribers
 ▼ -0.10%

38.62
34.83
Avg Open Rate
 ▲ 10.88%

Insights

Subscriber Growth: Scoop saw a M/M decline driven by a one-time data inflation in Dec 2024 (28K subscribers added in error) and a December 2025 Travelzoo promo email sent outside the normal cadence, which drove 689 unsubscribes. Overall subscriber growth remains positive. Marketplace continues steady M/M growth since the newsletter pop-up launched in June 2025.

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CTR: Marketplace showed modest CTR improvement, while Scoop declined.

Recommendations: Focus on retaining subscribers and improving open rates through better subject lines, personalized content, and possibly SMS. Uncover issues related to spam deliveries.

10/01/2025 - 12/31/2025

Subscribers

	October	November	December
Scoop	93,448	93,552	92,981
Marketplace	21,919	22,122	22,122
Marketing Report	1,840	2,017	2,011

Open Rates

	October	November	December	Total
Scoop	12.50	12.90	12.70	12.70
Marketplace	12.40	12.80	0.00	12.60
Marketing Report	40.33	38.37	37.15	38.62

CTR

	October	November	December	Total
Scoop CTR	2.10%	1.70%	1.80%	1.87%
Marketplace CTR	2.70%	2.60%	0.00%	2.65%

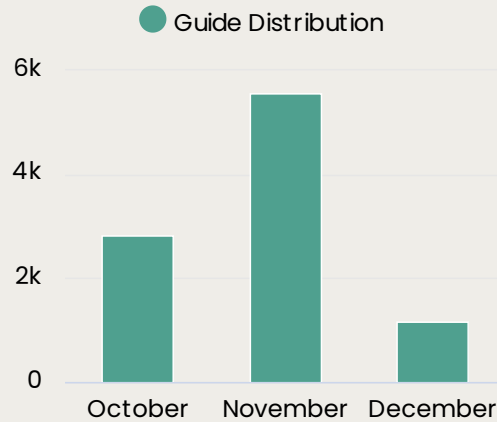


Guides and Visitor Information Centers

Guide Distribution

9,561

9,526
Guide
Distribution
▲ 0.37%



Visitor Information Centers

11,446

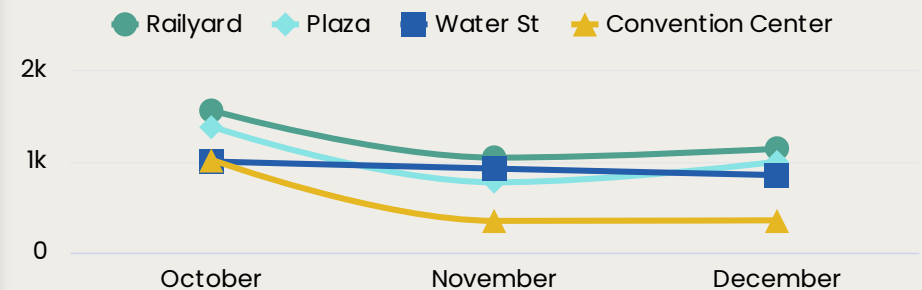
9,093
Total Visitors
▲ 25.88%



	October	Novem...	Decem...	Total
Total Guide Distribution	2,835	5,568	1,158	9,561

	October	Novemb...	Decemb...	Total
Convention Center	1,023	351	357	1,731
Plaza	1,388	776	1,003	3,167
Railyard	1,567	1,048	1,146	3,761
Water St	1,005	927	855	2,787
Total Visitors to VIC	4,983	3,102	3,361	11,446

10/01/2025 - 12/31/2025



Public Relations

Top KPIs

911

869
Pitches (YoY)
▲ 4.83%

10

2
SOS (YoY)
▲ 400.00%

7

10
Media Visits (YoY)
▼ -30.00%

\$4,486,007

\$4,562,711
Earned Media (YoY)
▼ -1.68%

672,903,106

657,124,448
Media Impressions (YoY)
▲ 2.40%

	October	November	December	Total
Pitches	429	438	44	911
SOS	3	4	3	10
Media Visits	2	3	2	7
Earned Media	\$580,352	\$2,989,342	\$916,313	\$4,486,007
Media Impressio...	87,052,854	448,401,309	137,448,943	672,903,106

Insights

- Q4 outreach prioritized high-touch journalist engagement, including a Chicago virtual tour (October), attending Travel Classics (October) and an in-person Los Angeles media mission (November) with top-tier editors and freelancers, strengthening long-term pipelines for culture, cuisine, and winter recreation storytelling. Travel + Leisure Digital Editor Mae Hamilton is now set to visit Santa Fe in March, a direct result of TSFs LA media mission.
- Across October-December, Tourism Santa Fe maintained strong momentum with a Q4 focus on holiday traditions, winter escapes, wellness travel, and ski season openings. Pitching and previous media hostings culminated in coverage in Condé Nast Traveler, Travel + Leisure, Vogue, AFAR, Forbes, HGTV, Lonely Planet, Business Insider, Yahoo!, AARP, The Hollywood Reporter, and Passport Magazine.
- Q4 included hosted and confirmed media activity with Food Network's Gabriella Rodiles (coverage forthcoming), Tim Ebner (TripAdvisor), Ruksana Hussain (Freelance) and preparations for a robust early 2026 lineup including Boston Magazine's Jonathan Soroff plus a group ski fam with writers such as Brittany Anas, The Denver Post, Francesca Krempa (AFAR), and Clare Volkman (Parade), with upcoming pitching anchored in 2026 travel trends, Where to Go in April/May coverage, and the Santa Fe Margarita Trail's 10th anniversary.

Organic Social

Platform Breakdown

Facebook	103,556 98,747 Page Likes (YoY) ▲ 4.87%	76,365 36,581 Engagement (YoY) ▲ 108.76%
Instagram	71,635 64,434 Followers (YoY) ▲ 11.18%	66,285 102,786 Engagement (YoY) ▼ -35.51%
YouTube	1,790 1,266 Subscribers (YoY) ▲ 41.39%	54,402 36,381 Views (YoY) ▲ 49.53%
TikTok	1,803 128 Followers (YoY) ▲ 1,308.59%	78,308 13,831 Engagement (YoY) ▲ 466.18%

	October	November	December
Facebook Page Likes	102,821	103,098	103,556
Facebook Engagement	33,072	11,128	32,165
Instagram Followers	70,231	70,960	71,635
Instagram Engagement	29,498	13,085	23,702
YouTube Subscribers	1,740	1,760	1,790
YouTube Views	14,331	18,793	21,278
TikTok Followers	1,630	1,753	1,803
TikTok Engagement	14,033	39,569	24,706
Twitter Followers	14,943	14,791	14,755
Pinterest Impressions	1,740	1,760	1,790
Pinterest Website Referrals	14	0	14

Insights

TikTok is the breakout growth channel, despite a smaller audience:

TikTok showed the strongest momentum of any platform, with **engagement up 466% YoY** and **followers up over 1,300%**, even though the absolute follower count (1,803) is still relatively small. This indicates the content is resonating strongly with the algorithm and users, suggesting TikTok is currently the most efficient channel for organic reach and discovery. Leaning into this momentum could yield outsized gains compared to more saturated platforms.

Engagement growth is outpacing audience growth, signaling stronger content relevance

Across platforms, engagement is growing faster than follower counts, indicating that recent content is resonating more deeply with existing audiences rather than relying solely on audience expansion. This is a positive signal for content quality and message alignment, suggesting that storytelling, visuals, or themes are better matching audience interests. The next opportunity is to convert this stronger engagement into sustained audience growth and downstream actions (clicks, trip planning, and conversions).

Paid Media / Advertising

Paid KPI's

\$773,180.52

\$531,482.93
Ad Spend (YoY)
▲ 45.48%

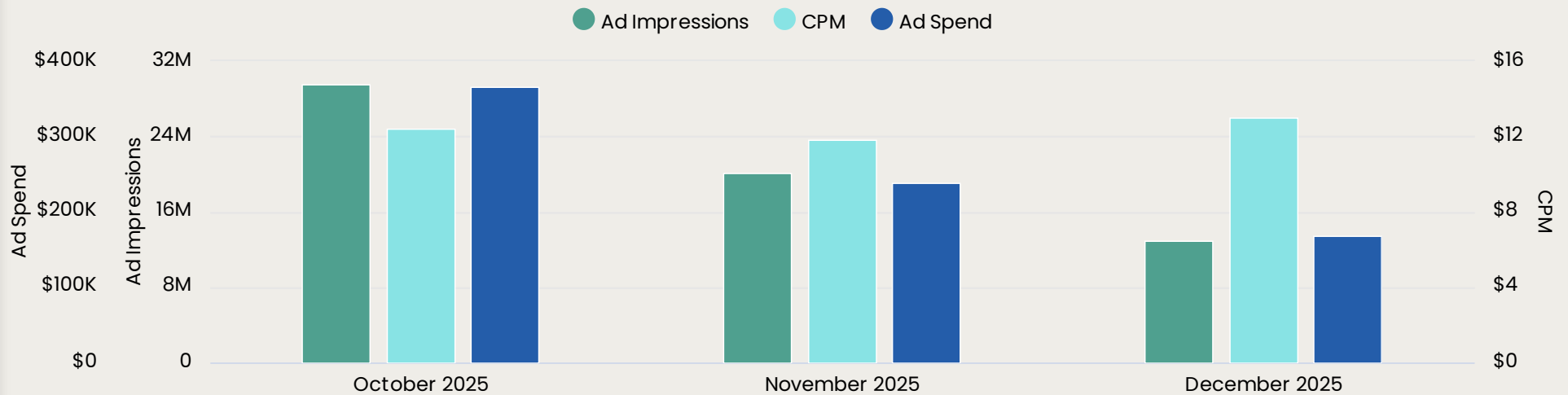
62,593,404

88,415,093
Ad Impressions (YoY)
▼ -29.21%

\$12.42

\$5.67
CPM (YoY)
▲ 119.10%

10/01/2025 - 12/31/2025



Date	Ad Impressions	CPM	Ad Spend
October 2025	29,479,594	\$12.43	\$366,392.16
November 2025	20,133,551	\$11.83	\$238,234.69
December 2025	12,980,259	\$12.99	\$168,553.67



Campaign Performance

Digital Campaigns

28,150,636

65,982,824
Impressions (YoY)
▼ -57.34%

\$218,221.32

\$214,675.95
Spend (YoY)
▲ 1.65%

Campaigns by Type

Campaign Type	Clicks	Impressions
Demand Generation	2,346	112,899
Groups	3,241	150,893
Performance Max	16,716	256,549
Search	71,850	930,090
Social	136,951	21,488,830
YouTube	5,239	5,211,375

Campaigns by Strategy

Campaign Strategy	Impressions
Awareness	18,003,395
Conversion	2,475,232
Engagement	7,672,009

All Digital Campaigns

10/01/2025 - 12/31/2025

Platform	Campaign Strategy	Campaign Type	Clicks	Impressions
Bing Ads	Conversion	Search	16,864	462,734
Facebook	Awareness	Social	15,120	9,706,120
Facebook	Conversion	Social	25,433	889,342
Facebook	Engagement	Social	72,275	3,633,685
Google Ads	Awareness	YouTube	2,892	5,075,916
Google Ads	Conversion	Demand Generation	2,346	112,899
Google Ads	Conversion	Groups	3,241	150,893
Google Ads	Conversion	Performance Max	16,716	256,549
Google Ads	Conversion	Search	54,986	467,356
Google Ads	Conversion	YouTube	2,347	135,459
Pinterest Ads	Awareness	Social	2,577	3,221,359
Pinterest Ads	Engagement	Social	2,733	310,802
Reddit Ads	Engagement	Social	18,813	3,727,522
Total	--	--	236,433	28,150,636



Campaign Performance

Traditional & Programmatic

34,392,179

22,256,794
Impressions (YoY)
▲ 54.52%

\$556,970.08

\$316,272.61
Spend (YoY)
▲ 76.10%

Campaigns by Ad Format

Ad Format	Impressions	Clicks
Display	14,029,302	11,560
Custom Podcast	4,503,618	0
OLV	2,063,017	7,334
Custom Content	1,501,223	17,152
Rich Media	1,400,828	395
Streaming Audio	1,291,193	162
Hero Video	1,263,505	4,629
CTV	1,178,549	1,662
60 rows not shown		

All Traditional & Programmatic Campaigns

10/01/2025 - 12/31/2025

Data Source	Publication	Ad Format	Impressions	Clicks
Programmatic	MIQ	Display	8,085,547	3,965
Direct	Atlas Obscura	Custom Podcast	4,503,618	0
OTA	Expedia Brand Por...	Display	2,081,457	3,988
Programmatic	MIQ	OLV	2,063,017	7,334
Direct	Atlas Obscura	Display	1,979,885	264
OTA	Hopper	Custom Content	1,501,223	17,152
Programmatic	MIQ	Rich Media	1,400,828	395
Programmatic	MIQ	Streaming Audio	1,291,193	162
Direct	Matador Network	Hero Video	1,263,505	4,629
Programmatic	MIQ	CTV	1,178,549	1,662
Direct	Travel+Leisure	Native Social Packa...	1,092,420	3,245
Direct	Travel + Leisure	Display	1,090,651	1,236
Programmatic	MIQ	Rich Media	698,339	185
Direct	Matador Network	Social Cutdown (3...	672,902	943
Programmatic	Nativo	Native Article	479,380	1,217
Programmatic	MIQ	Rich Media	456,259	196
OTA	Trip Advisor	Display	417,761	556
69 rows not shown				
Total	--	--	34,392,179	58,179



Campaign Performance

Campaign Insights

According to Datafy, October and November experienced an increase in national visitation and length of stay YoY. STR data indicated December visitation increased YoY. It is important to note that December's performance continues to improve year after year, which could be attributed to the increased spend in September and October every year. Relative to Q3, our spend tapered off in Q4. However, our increased mix of rich, publisher-direct content drove stronger engagement in Q4, bringing interested individuals to the Santa Fe website during this slower travel period. Average engagement time increased by 5% YoY and the average conversion rate increased by 21% YoY on the website. Almost all secondary KPIs saw great success in Q4; accommodation outbound clicks, non-accommodation outbound clicks, and visitor guide downloads all greatly increased YoY, pointing to the effectiveness of the impactful media placements garnering attention and increasing visitation intent signals ahead of peak travel period in 2026. Creative focused on food, outdoors, and relaxation drove meaningful engagement, reaching high-intent audiences and expanding retargeting pools. This is a strong indication that our media was reaching and resonating with high-intent travelers; this buildup of awareness and engagement garnered in Q4 could translate into conversion and booked trips as we move into a higher travel period. This slight increase goes against recent 2025 travel trends in which visitation is down, specifically in New Mexico statewide.

Digital Media highlights:

Social drove scale and amassed awareness while search drove efficiency and intent, garnering large amounts of clicks and brought increased traffic to the Santa Fe website.

- Facebook (Awareness) emerged as the single-largest reach driver in Q4, keeping Santa Fe top of mind for potential travelers on social media.
- Facebook (Engagement), the largest click contributor, indicated engaging creative and strong audience alignment.
- Google Search Ads (Conversion) displayed standout efficiency and demand capture, having an improved CTR YoY and driving home the effectiveness of search in conversion and lower-funnel behaviors.

Traditional and Programmatic highlights:

Traditional media proved to have a very strong audience response in Q4, highlighting its efficiency in driving action and bringing interested travelers to the Santa Fe website. Programmatic media, on the other hand, proved to be the effective scale driver, providing a significant lift in impressions YoY.

- Custom content generated the strongest response with a 1.14% CTR. That's a strong signal that story-led, context-rich placements are resonating with potential Santa Fe visitors.
- Programmatic media saw an almost 42% increase in impressions YoY; these are valuable impressions to help build awareness for not only Q1 and Q2 travel, but also could be accountable for the continued increase of performance in December.

Top 10 Ads by Impressions

10/01/2025 - 12/31/2025

Data Source	Ad/Group Name	Impressions
Facebook	Q1 - Group Walking L...	3,432,106
Facebook	Q1 - Street Group Wa...	2,773,405
Facebook	Q1 - Ojo	2,488,050
Google Ads	Yoga Wellness	1,968,581
Google Ads	Time Travel	1,968,485
Pinterest Ads	Travel Affinity	1,475,133
Facebook	Q1- Cave	1,421,997
Facebook	Q1 - Camera Girl	1,339,012
Pinterest Ads	Keywords	911,043
Facebook	Family	904,724

Top 3 Facebook Creatives



Q1 - Street Group Walking



Q1 - Group Walking Image



Q1 - Camera Girl

Website Analytics

497,917

633,806
Total Visits (YoY)
▼ -21.44%

407,326

499,487
New Visits (YoY)
▼ -18.45%

0:44

0:42
Average Engagement
Time (YoY)
▲ 5.60%

1.85

1.98
Avg Pages Per Session
(YoY)
▼ -6.73%

7.85%

6.47%
Avg Conversion Rate (YoY)
▲ 21.28%

10/01/2025 - 12/31/2025

Month of Year	Total Visits	New Visits	Average Engagement Time	Avg Pages Per Session	Avg Conversion Rate
October	185,892	149,123	0:47	1.90	7.76%
November	150,090	121,993	0:44	1.87	8.00%
December	161,935	136,210	0:41	1.77	7.78%
Total	497,917	407,326	0:44	1.85	7.85%

Insights

- YoY decline in site traffic is primarily due to an increase in web traffic in 2024 in which we had increased investment within high-reach display tactics.
- User quality improved, as average engagement time increased 6% YoY despite fewer pages viewed per session.
- Conversion rate strengthened significantly, up 21% YoY, indicating higher-intent traffic and improved site efficiency.
- December showed momentum with a rebound in visits and stable conversion performance heading into year-end.



Blog Analytics

45,431

59,871
Blog Pageviews
▼ -24.12%

1:16

1:22
Avg Engagement Time
▼ -6.94%

10/01/2025 - 12/31/2025

Month of Year	Blog Pageviews	Avg Engagement Time
October	17,083	1:24
November	13,051	1:19
December	15,297	1:05
Total	45,431	1:16

Insights

The blog performs better during high-visitor-traffic months, though overall it is experiencing a meaningful traffic decline, with a smaller but notable drop in engagement quality.

Recommendations:

- Audit top traffic and engagement posts (holding attention past 1:30) and refresh and re-promote. Analyze for topics, keywords, distribution channels, internal linking, stronger intros, and CTAs.
- Brainstorm new relevant and evergreen topics.



Visit Santa Fe App

44,152

38,639
Total Downloads
(YoY)
▲ 14.27%

Santa Fe Marketplace

\$68,820.00

\$58,327.00
Total Sales (YoY)
▲ 17.99%

125

107
Businesses (YoY)
▲ 16.82%

Santa Fe Margarita Trail

25,562

23,208
Downloads (YoY)
▲ 10.14%

27,831

25,209
Paper Passports Sold (YoY)
▲ 10.40%

\$11,701,202.00

\$11,432,520.00
Earned Media (YoY)
▲ 2.35%