



Agenda

Regular Meeting of the
Occupancy Tax Advisory Board
April 28, 2026 at 10:30 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 - February 24, 2026
5. Presentations
 - a. Santa Fe Desert Chorale OTAB Funding Report (Emma Marzen, Executive Director, emma@desertchorale.org).
 - b. Santa Fe Pro Musica OTAB Funding Report (Sarah Schwneke, Development Manager, development@sfpromusica.org).
 - c. Lodgers Report (Sam Gerberding, General Manager of the Inn of the Governors, gm@innofthegovernors.com).
 - d. Lodgers 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, 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, 505-955-6209).

8. Matters from the Board
9. Matters from the Public
10. Next Meeting: May 26, 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
February 24, 2026 at 10:00 AM
City Council Chambers, City Hall
200 Lincoln Avenue
MINUTES**

1. Call to Order

The OTAB Meeting was called to order by Rik Blyth at 10:34 AM, on Tuesday, February 24, 2026, in the Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

2. Roll Call

MEMBERS PRESENT

Bonnie Bennett
Rik Blyth
Sam Gerberding

MEMBERS EXCUSED

Ray Sandoval

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 Bennett, to approve the agenda as presented.

VOTE The motion passed on a voice vote.

4. Approval of Minutes

- a. OTAB Minutes - January 27,2026

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

VOTE The motion passed on a voice vote.

5. Presentations

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

Presented update.

- b. Lodgers Tax Report (Randy Randall, TSF Executive Director,

rRANDALL@santafenm.gov)

Presented update.

6. Action Items

No Actions.

7. Matters from Staff

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

Presented Sales Report.

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

Presented Marketing Report.

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

Presented TSF Executive Director Updates.

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: March 31, 2026

Agreed that the OTAB Meeting, March 31, 2026 should be canceled.

11. Adjourn

Meeting adjourned at 11:25AM.

_____ Chair

Shirley Spencer

_____ Liaison

| MONTH | LAST YEAR | | VAR | |
|---|-----------|-------------|------------|-------|
| March | STR | STR | STR | STR |
| OCCUPANCY | | | | |
| City Wide | 65.2% | 67.8% | -2.6% | -3.8% |
| Downtown | 69.2% | 74.7% | -5.5% | -7.4% |
| Cerrillos Road | 60.6% | 61.4% | -0.8% | -1.3% |
| County | 70.2% | 64.8% | 5.4% | 8.3% |
| AVERAGE RATE | | | | |
| City Wide | \$157.45 | \$155.31 | \$2.14 | 1.4% |
| Downtown | \$216.93 | \$208.16 | \$8.77 | 4.2% |
| Cerrillos Road | \$95.19 | \$94.84 | \$0.35 | 0.4% |
| County | \$237.36 | \$235.04 | \$2.32 | 1.0% |
| REVPAR | | | | |
| City Wide | \$102.66 | \$105.25 | -\$2.59 | -2.5% |
| Downtown | \$150.10 | \$155.43 | -\$5.33 | -3.4% |
| Cerrillos Road | \$57.70 | \$58.21 | -\$0.51 | -0.9% |
| County | \$166.54 | \$152.21 | \$14.33 | 9.4% |
| LODGER'S TAX - February collected in March | | | | |
| Hotels | \$716,068 | \$746,053 | (\$29,985) | -4.0% |
| Short Term Rentals | \$279,193 | \$301,572 | (\$22,379) | -7.4% |
| Total | \$995,261 | \$1,047,625 | (\$52,364) | -5.0% |

| Short Term Rentals - March | | |
|----------------------------|----------|-----------|
| Available Listings | 1,281 | up 3.9% |
| Occupancy | 57% | down 3.3% |
| Average Rate | \$223.00 | up 6.0% |
| RevPAR | \$128.00 | up 2.6% |

| YEAR TO DATE | LAST YEAR | | VAR | % Var |
|---|--------------|--------------|-------------|-------|
| March | STR | STR | STR | STR |
| OCCUPANCY | | | | |
| City Wide | 56.6% | 56.5% | 0.1% | 0.2% |
| Downtown | 61.5% | 62.5% | -1.0% | -1.6% |
| Cerrillos Road | 51.2% | 50.9% | 0.3% | 0.6% |
| County | 56.5% | 54.5% | 2.0% | 3.7% |
| AVERAGE RATE | | | | |
| City Wide | \$145.38 | \$145.20 | \$0.18 | 0.1% |
| Downtown | \$196.73 | \$193.16 | \$3.57 | 1.8% |
| Cerrillos Road | \$88.92 | \$88.71 | \$0.21 | 0.2% |
| County | \$211.16 | \$207.87 | \$3.29 | 1.6% |
| REVPAR | | | | |
| City Wide | \$82.36 | \$82.01 | \$0.35 | 0.4% |
| Downtown | \$121.03 | \$120.76 | \$0.27 | 0.2% |
| Cerrillos Road | \$45.49 | \$45.14 | \$0.35 | 0.8% |
| County | \$119.27 | \$113.36 | \$5.91 | 5.2% |
| Lodger's Tax FY through - 9 months | | | | |
| Hotels | \$10,298,219 | \$10,451,895 | (\$153,676) | -1.5% |
| Short Term Rentals | \$3,056,155 | \$3,231,669 | (\$175,514) | -5.4% |
| Total | \$13,354,374 | \$13,683,564 | (\$329,190) | -2.4% |
| Lodger's Tax Calendar through 3 months | | | | |
| Hotels | \$2,208,000 | \$2,266,374 | (\$58,374) | -2.6% |
| Short Term Rentals | \$902,357 | \$909,219 | (\$6,862) | -0.8% |
| Total | \$3,110,357 | \$3,175,593 | (\$65,236) | -2.1% |

Notes: Information for county is not calculated into the city wide totals.

| <u>Downtown</u> | | % 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 | |
| | 1477 | 46.0% |
| Total | 1985 | 38.6% |
| | 74.4% | |
| <u>Cerrillos Road</u> | | |
| 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 | |
| | 1834 | 46.8% |
| Total | 2020 | 39.3% |
| | 90.8% | |
| <u>Periphery</u> | | |
| Hotel Glorieta | 128 | |
| Residence Inn | 120 | |
| | 248 | 7.1% |
| Total | 307 | 6.0% |
| | 80.8% | |
| <u>County</u> | | |
| 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 | |

TOURISM SANTA FE

OTAB Marketing Report
Reporting for April 28, 2026

EXECUTIVE SUMMARY

Key marketing highlights for March and April

1) **[VOTE NOW!]** Condé Nast Travelers 2026 Readers' Choice Awards Survey



It's time once again for another important voting opportunity for Santa Fe, the *Condé Nast Travelers* Readers' Choice Awards. Last year, Santa Fe was voted the #2 Best City in the U.S. We need your votes to get Santa Fe to #1!

Vote today and choose *Cities*. Be sure to rank Santa Fe as *excellent* in all categories and answer a few simple questions. You can easily vote for your favorite individual businesses listed below by selecting the appropriate category and typing the name of the business in the search tool.

By sharing your travel experiences, you'll have the chance to win a 15-day Viking ocean voyage to explore the British Isles, which includes calls at Scotland's Shetland Islands, Dublin, and Greenwich, England.

Visit cntraveler.com/vote to cast your vote and enter for a chance to win. Voting is open now through June 30.

A full list of destination-related inclusions is below:

CITIES

Santa Fe, NM

HOTELS

El Rey Court
Eldorado Hotel & Spa
Hacienda del Cerezo
Hilton Santa Fe Historic Plaza
Hotel Chimayo de Santa Fe
Hotel Glorieta
Hotel Santa Fe Hacienda & Spa
Hotel St. Francis
Inn and Spa at Loretto

Inn on the Alameda
La Fonda on the Plaza
Las Palomas Hotel
Pinon Court
Rosewood Inn of the Anasazi
The Inn of the Five Graces

RESORTS

Bishop's Lodge, Auberge Collection
Four Seasons Resort Rancho Encantado Santa Fe
Hilton Santa Fe Buffalo Thunder
La Posada de Santa Fe a Tribute Portfolio Resort & Spa

DESTINATION SPAS

Ojo Santa Fe Spa Resort
Ten Thousand Waves

RESTAURANTS / BARS

Café Pasqual's
Geronimo
Horno Restaurant
Jambo Café
Kakawa Chocolate House
La Boca
La Choza
Milk of the Poppy
Paloma
Sazon
Tesuque Village Market
The Compound
The Shed
Tia Sophia's

SKI RESORTS

Ski Santa Fe

Vote here: <https://www.cntraveler.com/story/vote-readers-choice-awards>

2) [LEARN MORE] City of Santa Fe SAFE Grant Program Now Open

The City's Office of Economic Development, in partnership with the Community Services Department, has launched the **Security Assistance for Enterprises (SAFE) Grant Program**.

SAFE helps businesses invest in security upgrades, recover from break-ins or vandalism, and implement solutions that deter future crime.

Funding Details

- Up to **\$5,000 per incident** and is reimbursement-based

Applications are now open. Funding is limited and will be awarded on a rolling basis until fully allocated.

What SAFE Supports

- Security upgrades (cameras, lighting, alarms)
- Recovery from break-ins, theft, or vandalism (including unreimbursed past costs)
- Improvements that create safer, more active business environments

Requirements

- Complete a free Santa Fe Police Department site security assessment
- Participate in the Santa Fe Police Department Business Watch program

Questions? Please email the Project Manager, Rachel Stark at rsstark@santafenm.gov.

Learn More and Apply: <https://santafenm.gov/economic-development/programs-initiatives/safe-santa-fe-grant-program>

3) [SIGN UP] Hands-On Partner Portal Workshop



Need help navigating the santafe.org Partner Portal? Join us for our Partner Portal Workshop, an in-person hands-on session designed to support Tourism Santa Fe businesses with their accounts for santafe.org.

Whether you're creating a new account, updating your business listing, submitting an event, adding a deal or special offer, or just have questions, we're here to help. Bring your laptop and we'll work through it together.

Date: Tuesday, April 21

Time: 2:00–3:00 PM

Location: Santa Fe Community Convention Center, Conference Room, 201 W. Marcy Street

Capacity: Limited to 10 participants

RSVP: Please email Carlette Tena at cstena@santafenm.gov to reserve your spot.

4) **[ADVERTISE WITH US]** Explore Digital Advertising Opportunities



Did you know TOURISM Santa Fe offers website and digital advertising opportunities across santafe.org and in our newsletters? There are a variety of ways to deliver your marketing message to visitors who are actively planning their trips to the Santa Fe area and are ready to book and buy.

Advertising placements include Banner ads, Premium Page Sponsors, Featured Business Listings, and Newsletter ads. With prices ranging from \$100 - \$400 per month, there is something suitable for businesses and events of every size, scope, and scale to capitalize on the fantastic visitor traffic.

Make us a part of your 2026 advertising plan! Learn More - <https://www.santafe.org/advertise/digital/>

5) **[VOTE DAILY]** Santa Fe: Best Summer Travel Destination



USA TODAY 10 BEST - VOTE NOW!

Santa Fe has been nominated for Best Summer Travel Destination, as part of USA TODAY 10BEST's Readers' Choice Awards. Vote once per day until polls close on Monday, May 11 at 10 am MT. The winner will be announced on May 20. Thanks for your votes!

VOTE DAILY <https://10best.usatoday.com/awards/santa-fe-new-mexico/>

6) **[ADD YOUR OFFERINGS]** Promote Your Route 66 Events & Experiences



TOURISM Santa Fe is actively promoting Santa Fe as a Route 66 destination during the Centennial year, driving highly qualified visitors to our [landing page](#) as they plan trips.

We encourage partners to add Route 66-themed events and experiences to take advantage of this traffic. Your business does not need to be located on the original route. This is a citywide opportunity to be part of Santa Fe's Route 66 Centennial Celebration!

Ideas include:

- Route 66-themed menus or cocktails
- Lodging packages and/or Route 66-themed welcome gifts
- Guided tours of Santa Fe's Route 66 history
- Route 66-inspired art exhibits
- "66" themed pricing or promotions
-

Instructions to Add Your Offerings to the Santa Fe Route 66 Landing Page

Log in to the Partner Portal here. 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, Retail, 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 about adding your offering, send an email to business@santafe.org.

[Reminder] Download the Santa Fe Route 66 Campaign Toolkit

Access ready-to-use images, logos, and copy to promote your business and Santa Fe's Route 66 connection. Use these assets to promote your business as a Route 66 destination! Download the toolkit [here](https://idss-email.s3.amazonaws.com/images/C273/Route%2066%20Toolkit_FINAL%203.11.26.pdf), https://idss-email.s3.amazonaws.com/images/C273/Route%2066%20Toolkit_FINAL%203.11.26.pdf

7) [PR UPDATES & RECENT MEDIA COVERAGE]

In March, our earned media coverage was multi-platform and represented the results of a new strategy that the team employed last fall. As a direct result of hosting social media editors from **Lonely Planet** and **Food Network**, Santa Fe was highlighted in several posts on these outlet's official social accounts. Articles themed around the Route 66 centennial, which results from pitching efforts, continue to be a strong portion of monthly coverage. We hosted several media this month including a Digital Editor from **Travel + Leisure**, *three journalists from Japan on a Brand USA group press trip* and a content creator for **ExploreWithCassie.com**. *The team continues to plan for upcoming press visits in April and May.*

RECENT NEWS COVERAGE

In **Vogue**, Santa Fe's El Rey Court is featured in "The Most Stylish Stays Along the Iconic Route 66—Which Is Celebrating Its 100th Anniversary," which results from pitching efforts.

In **Travel + Leisure**, Santa Fe's El Rey Court is featured as one of "9 Vintage Revival Hotels to Visit for Route 66's 100th Anniversary," as a result of pitching efforts.

In **Women's Health**, Ojo Santa Fe was selected in the "Rejuvenating Retreats" category of the "Women's Health Travel Awards 2026."

In **InsideHook**, Santa Fe is included in a roundup article titled, "Eat Your Way Through America's Best Food Tours," which results from an ongoing media relationship with the writer.

In **Pasadena Weekly**, Santa Fe is featured in the article, "Under the Radar Gem: Santa Fe Is the Place for a Mellow, Unique Trip," which results from hosting Ed Condran on a press visit in January 2026.

In **The Points Guy**, a Santa Fe hotel is included in the article, "Backup Western Ski Trips You Can Book With Points."

In the **Albuquerque Journal**, Santa Fe is featured in coverage of the sale of La Posada hotel, which results from Randy Randall being interviewed and quoted.

New: Earned Social Media Coverage

On the **Food Network** Instagram account, Santa Fe and Second Street Brewery are spotlighted through coverage of the destination's culinary scene, which results from hosting Food Network's Social Media Director, Gabriela Rodiles.

On the **Food Network** TikTok, Santa Fe is featured in video coverage from hosting Food Network's Social Media Director, Gabriela Rodiles.

On the **Food Network** Facebook account, Santa Fe is featured in video coverage from hosting Food Network's Social Media Director, Gabriela Rodiles.

On **Food Network's** YouTube channel, Santa Fe is featured in short-form video coverage from hosting Food Network's Social Media Director, Gabriela Rodiles.

On the **Lonely Planet** TikTok, Santa Fe is featured in destination coverage from hosting social media editor, Rachel Lewis.

On the **Lonely Planet** Facebook account, Santa Fe is featured in video coverage from hosting social media editor, Rachel Lewis.

On the **Lonely Planet** YouTube channel, Santa Fe is featured in short-form video coverage from hosting social media editor, Rachel Lewis.

On the **Lonely Planet** Instagram account, Santa Fe is featured in social video coverage from hosting social media editor, Rachel Lewis

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

March 2026

- 25,900 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 28,269 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,234 people have earned an official T-Shirt by collecting five stamps on the Trail
- 842 members of the Margarita Society have earned 10 or 15 stamps
- 505 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 327 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 415 Journalist have experienced the Trail
- \$11,853,625 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

March 2026

- Total Sales: \$72,606
- Businesses: 126
- Items Sold: 1,069
- Total Orders: 692
- Published Products: 1,884

MONTHLY METRICS

WEBSITE & NEWSLETTERS

March 2026 Website Performance Metrics

Total Visits:

Organic: 115,689 (15.87% decrease Y/Y)
Paid: 106,639 (4.29% decrease Y/Y)

New Visits:

Organic: 91,954 (12.42% decrease Y/Y)
Paid: 93,043 (1.07% increase Y/Y)

Avg. Engagement Time:

Organic: 0:41 (10.73% decrease Y/Y)

Paid: 0:38 (17.49% decrease Y/Y)

Avg. Pages per Session

Organic: 1.87 (6.17% decrease Y/Y)

Paid: 1.82 (6.52% decrease Y/Y)

Avg. Engagement Rate

Organic: 55.26% (19.13% increase Y/Y)

Paid: 41.18% (8.63% decrease 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!

April Scoop on the Arts & Joy of Spring

<https://mailchi.mp/santafe/april-scoop-on-the-arts-joy-of-spring>

Send Date: 3/18/26

Subscribers: 93,705

Number Opened: 10,368

Open Rate: 11.1%

CTR: 2.0%

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.

Hello to Spring in Santa Fe

<https://mailchi.mp/santafe/hellospring2026>

Send Date: 3/25/26

Subscribers: 23,456

Number Opened: 2,861

Open Rate: 12.2

CTR: 2.2

SOCIAL MEDIA

March 2026 Performance Metrics

March showed a strong rebound in engagement across key platforms as a high-engagement, content-driven success month, even as follower growth remained modest. March marks the start of spring travel inspiration, even if not peak visitation yet, meaning audiences are starting to plan, leading to higher engagement.

Facebook

Total Page Followers: 104,244 (0.3% increase M/M)

Engagement: 9,184 (50.3% increase M/M)

Instagram

Followers: 73,499 (1.1% increase M/M)

Engagement: 92,582 (531.6 % increase M/M)

Pinterest

Followers: 3,262 (0.0% increase M/M)

Impressions: 5,207 (1.4% increase M/M)

TikTok

Followers: 1,868 (1.2 % increase M/M)

Engagement: 9,266 (13.1% increase M/M)

YouTube

Subscribers: 1,920 (2.1% increase M/M)

Views: 268,764 (1,377.9% increase M/M)

Santa Fe Insider Blog

March 2026 Performance Metrics

Sessions: 14,010 (19.58% decrease Y/Y)

Average Engagement Time Per Session: 1:30 (13.46% decrease Y/Y)

March Blog Posts

Explore the Cultural Legacy of Chimayó

- Updated: March 6, 2026
- Views: 314

A Day Trip to Chimayó from Santa Fe

- Updated: March 6, 2026
- Views: 1,019

Things to Do in April

- Updated: March 10, 2026
- Views: 1,248

9 May Events in Santa Fe, New Mexico

- Updated: March 30, 2026
- Views: 221

5 Fun Ideas for a Memorable Memorial Day Weekend in Santa Fe

- Updated: March 31, 2026
- Views: 19

Top 5 Viewed Blog Posts in March

25 Things To Do in Santa Fe

- Updated: June 30, 2025
- Views: 2,016

Hiking Trails You Can Access from Santa Fe

- Updated: June 30, 2025
- Views: 1,634

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,256

Things to Do in April

- Updated: March 10, 2026
- Views: 1,248

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,161

PUBLIC RELATIONS

In March, our earned media coverage was multi-platform and represented the results of a new strategy that the team employed last fall. As a direct result of hosting social media editors from **Lonely Planet** and **Food Network**, Santa Fe was highlighted in several posts on these outlet's official social accounts. Articles themed around the Route 66 centennial, which results from pitching efforts, continue to be a strong portion of monthly coverage. We hosted several media this month including a Digital Editor from **Travel + Leisure**, three journalists from Japan on a Brand USA group press trip and a content creator for **ExploreWithCassie.com**. The team continues to plan for upcoming press visits in April and May.

Performance Metrics

March Numbers (YOY, vs 2025)

Pitches: 101 (87% Decrease Y/Y)
Media Visits: 6 (200% Increase Y/Y)
Earned Media: \$657,894 (77% Decrease Y/Y)
Total Impressions: 98,685,466 (77% Decrease Y/Y)

Year-to-Date 2026 (vs YTD 2025)

Pitches: 510 (59% Decrease Y/Y)
Media Visits: 12 (140% Increase Y/Y)
Earned Media: \$2,022,004 (67% Decrease Y/Y)
Total Impressions: 301,310,542 (67% Decrease Y/Y)

MEDIA PLACEMENTS – ADVERTISING

March 2026 Performance Metrics

Total Spend: \$222,733.16 (23.5% decrease Y/Y)
Total Impressions: 20,072,078 (24.2% decrease Y/Y)

Traditional Media

Impressions: 7,587,939 (100.9% increase Y/Y)
Spend: \$99,003.97 (45.83% decrease Y/Y)

Traditional Print

- New Mexico Magazine
- Phoenix Magazine
- Texas Monthly

Traditional Digital

- Taboola (Native Display)
- Hopper (Custom Content)
- Expedia (Display)
- Travel + Leisure (Native Social Package)
- Trip Advisor (Native Display)
- Phoenix Magazine (Digital Banners)
- New Mexico Magazine (Facebook and Instagram)



Programmatic Media

Impressions: 3,823,535 (33.38% increase Y/Y)

Spend: \$45,578.91 (54.04% increase Y/Y)

Programmatic and Digital Media Buys

MIQ(Display, OLV, CTV, Streaming Audio, Rich Media, Mobile Quiz)

Nativo

Uber (Display)

Travel + Leisure (Display, High Impact)

Tripadvisor (Native Display)

Expedia (Display)

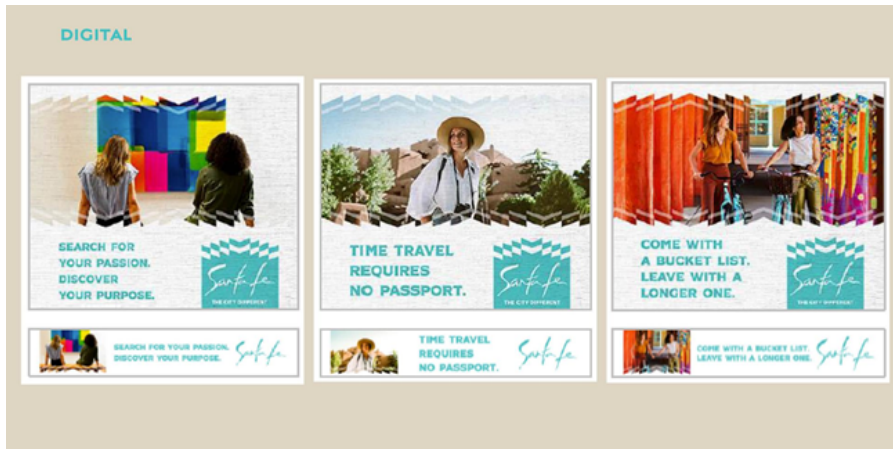
Outside Magazine (Display)

Smithsonian (OLV, Display, Newsletter)

Food & Wine (Display)

Texas Monthly (Display)

Cvent (Display)



PAID SOCIAL MEDIA

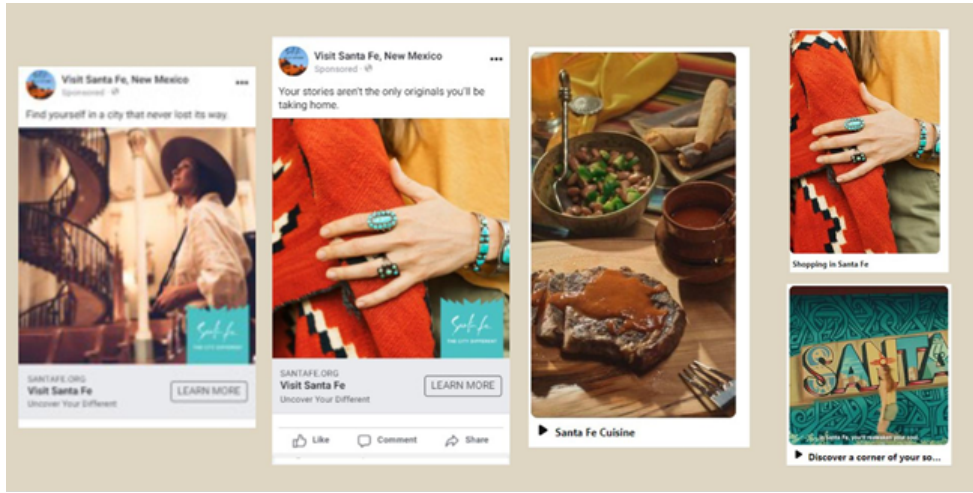
Meta

Impressions: 5,961,490 (41.18% decrease Y/Y)

Spend: \$36,273.23 (58.98% increase Y/Y)

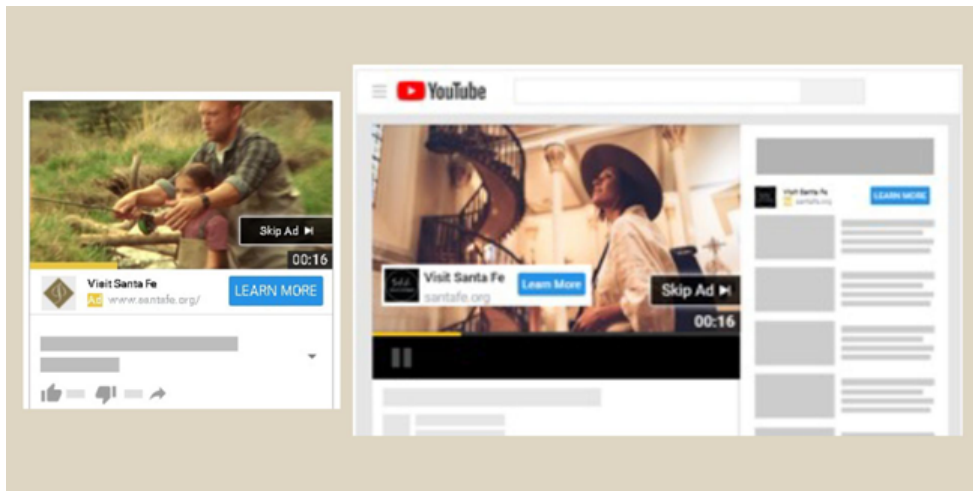
Pinterest

Impressions: 136,385 (90.7% decrease Y/Y)
Spend: \$4,232.13 (41.38% decrease Y/Y)



YouTube

Impressions: 1,875,701 (30.21% decrease Y/Y)
Spend: \$6,645.06 (43.31% decrease Y/Y)



DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 118,361 (378.21% increase Y/Y)
Spend: \$2,401.90 (257.68% increase Y/Y)

Google Performance Max

Conversions: 2,368 (14.48% decrease Y/Y)
Spend: \$3,011.76 (13.82 increase Y/Y)

PAID SEARCH

Google

Clicks: 20,899 (3.49% increase Y/Y)
Spend: \$18,183.21 (54.88% increase Y/Y)

Bing

Clicks: 6,841 (17.51% decrease Y/Y)
Spend: \$4,995.40 (11.01% decrease Y/Y)

MEETINGS & GROUPS

Google

Conversions: 1 (75% decrease Y/Y)
Spend: \$2,407.58 (17.55% decrease Y/Y)



Quarterly Report

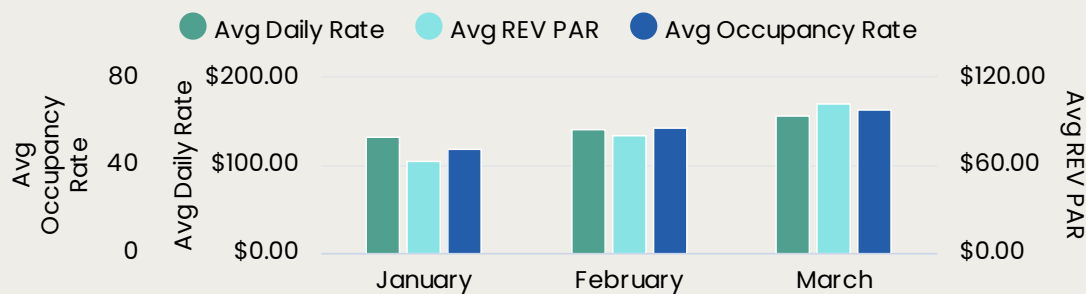
Report Produced by
Vladimir Jones

Vladimir + Jones

Occupancy

Source: STR

| | | |
|--|--|---|
| <p>56.67</p> <p><i>56.50</i> Avg Occupancy Rate (YoY) ▲ 0.29%</p> | <p>\$144.02</p> <p><i>\$143.09</i> Avg Daily Rate (YoY) ▲ 0.65%</p> | <p>\$82.28</p> <p><i>\$81.97</i> Avg REV PAR (YoY) ▲ 0.37%</p> |
|--|--|---|



| Month of Year | Avg Daily Rate | Avg REV PAR | Avg Occupancy Rate |
|---------------|----------------|-------------|--------------------|
| January | \$133.38 | \$63.58 | 47.70 |
| February | \$141.23 | \$80.60 | 57.10 |
| March | \$157.45 | \$102.66 | 65.20 |

Occupancy and Lodging

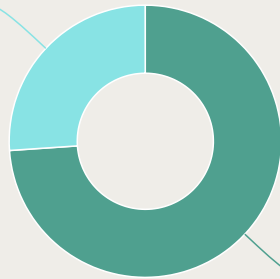
Lodging KPIs vs. Previous Year (Average)

| | | |
|---|--|---|
| 56.67 56.50 Occupancy STR ▲ 0.29% | \$144.02 \$143.09 Avg Daily Rate STR ▲ 0.65% | \$82.28 \$81.97 REV PAR STR ▲ 0.37% |
|---|--|---|

Lodging Tax Collected by Type **

12/01/2025 - 12/31/2025

Short Term Rentals :
26.08 %



Hotels : 73.92 %

| Type | Amount |
|--------------|--------------------|
| Hotels | \$940,890 |
| Short Term | \$332,019 |
| Total | \$1,272,909 |

01/01/2026 through 03/31/2026 Report

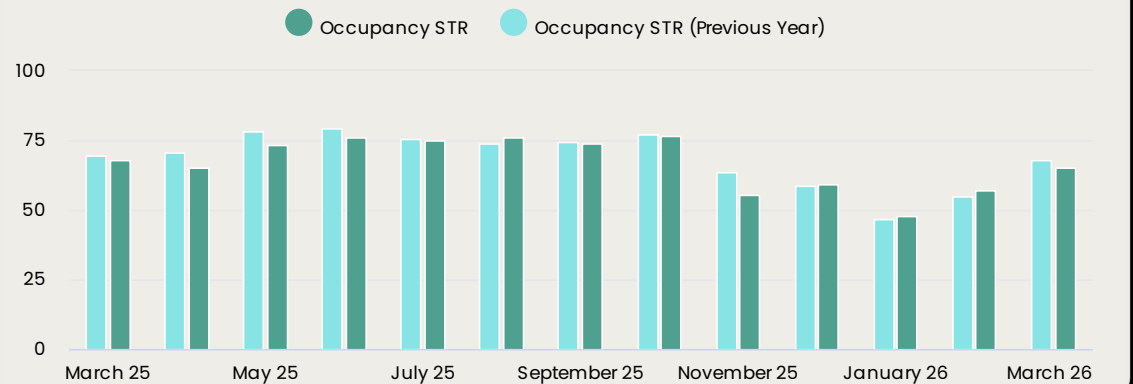
Occupancy by Location vs. Previous Year *

12/01/2025 - 01/31/2026

| Location | Occupancy | Average Rate | RevPAR |
|----------------|--------------------|----------------------|---------------------|
| Cerrillos Road | 47.15% | \$89.89 | \$42.76 |
| | 48.90% ▼ -3.58% | \$93.92 ▼ -4.29% | \$46.45 ▼ -7.96% |
| City Wide | 53.60% | \$151.81 | \$82.39 |
| | 52.60% ▲ 1.90% | \$155.28 ▼ -2.23% | \$82.73 ▼ -0.40% |
| County | 50.70% | \$210.25 | \$108.14 |
| | 0.00% ▲ N/A | \$0.00 ▲ N/A | \$0.00 ▲ N/A |
| Downtown | 58.70% | \$207.99 | \$123.95 |
| | 57.05% ▲ 2.89% | \$209.98 ▼ -0.95% | \$121.40 ▲ 2.10% |

Occupancy Over Time

03/01/2025 - 03/31/2026



*Derived from OTAB Report, with 1 month lag.

** Derived from OTAB Report, with 2 month lag.



National KPIs

Primary KPIs

\$128,967.71

\$87,169.84
Spend
▲ 47.95%

117,502

379,840
Clicks (Aggregate)
▼ -69.07%

Secondary KPIs

2,627

3,192
Accommodation
Outbound Click
▼ -17.70%

31,007

37,465
Nonaccommodation
Outbound Click
▼ -17.24%

1,382

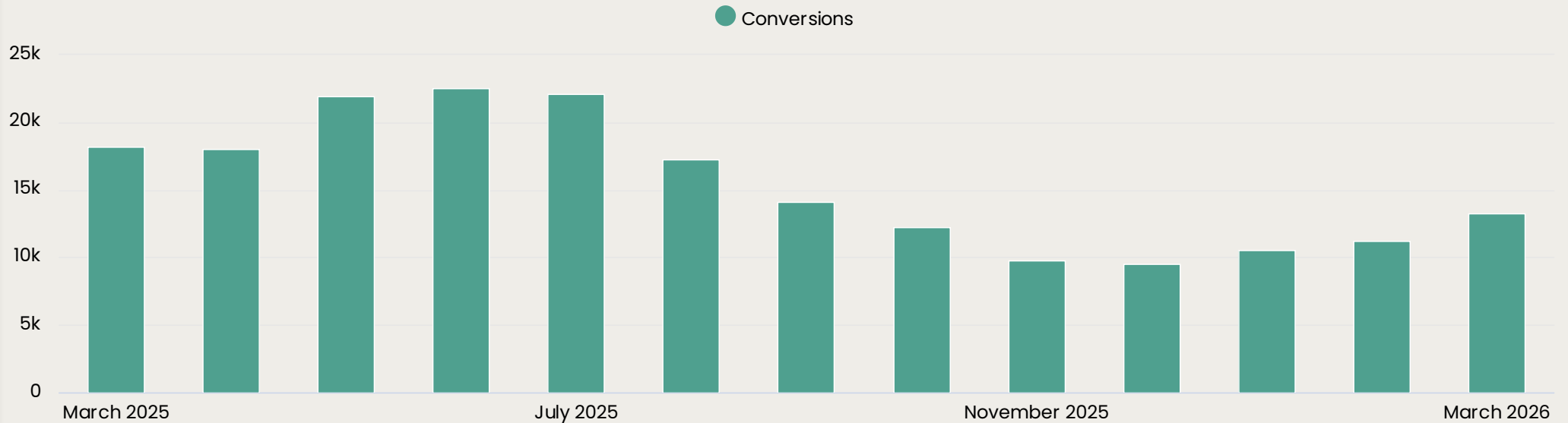
2,012
Visitor Guide
Download
▼ -31.31%

11

21
Submit RFP
▼ -47.62%

Key Event Conversions Over Time

03/01/2025 - 03/31/2026



National Visitation

269,736

280,701
Visits
▼ -3.91%

4.83

5.07
Length of Stay
▼ -4.61%

| Date | Visits |
|---------------|---------------------------------------|
| December 2025 | 117,099 125,325 ▼ -6.56% |
| January 2026 | 87,287 87,820 ▼ -0.61% |
| February 2026 | 65,350 67,556 ▼ -3.27% |
| Total | 269,736 280,701 ▼ -3.91% |

Insights

Top out-of-state origin markets

- Dallas/Ft Worth (10%) **+4% Y/Y**
- Denver (8%) **-2% Y/Y**
- Houston (5%) **+2% Y/Y**
- Austin (4%) **no change Y/Y**
- Phoenix (3%) **+3% Y/Y**

Dallas/Fort Worth accounted for 10% of out-of-state visits (+4%), followed by Denver at 8% (-2%), which saw a slight decline during the shoulder season. Houston increased its share to 5% (+2%), while Austin held steady at 4%, showing consistent demand. Phoenix rounded out the top five with modest growth at 3% (+3%). Overall, while visitation from Texas markets remains strong, there is an opportunity to re-engage Colorado audiences while continuing to capitalize on increased in-destination spending throughout longer stays.

**Please note: Geolocation data and estimates are provided through March 21, 2026.*

Scoop

93,705

98,927
Scoop Subscribers
▼ -5.28%

11.63

13.50
Avg Open Rate (YoY)
▼ -13.83%

1.87%

3.00%
Avg CTR (YoY)
▼ -37.78%

Marketplace

23,456

19,662
Marketplace Subscribers
▲ 19.30%

12.80

14.83
Avg Open Rate
▼ -13.68%

2.23%

3.00%
Avg CTR
▼ -25.56%

Marketing Report

1,781

1,813
Marketing Report Subscribers
▼ -1.77%

38.52

38.82
Avg Open Rate
▼ -0.76%

Subscribers

01/01/2026 - 03/31/2026

| | January | February | March |
|--------------------------|---------|----------|--------|
| Scoop Subscribers | 92,901 | 92,941 | 93,705 |
| Marketplace | 22,556 | 22,287 | 23,456 |
| Marketing Report | 1,807 | 1,785 | 1,781 |

Open Rates

| | January | February | March | Total |
|-------------------------|---------|----------|-------|--------------|
| Scoop | 11.80 | 12.00 | 11.10 | 11.63 |
| Marketplace | 12.60 | 13.60 | 12.20 | 12.80 |
| Marketing Report | 35.81 | 37.48 | 42.28 | 38.52 |

CTR

| | January | February | March | Total |
|------------------------|---------|----------|-------|--------------|
| Scoop CTR | 1.70% | 1.90% | 2.00% | 1.87% |
| Marketplace CTR | 2.20% | 2.30% | 2.20% | 2.23% |

Insights

Scoop:

- The Scoop campaigns in Q1 2026 drove strong engagement, reaching over 93,000 recipients each month. March Scoop (sent in February) had the highest engagement with a 12% open rate and 1,779 clicks, likely boosted by the timely Spring Break content and the emoji used in the subject line.
- Click rates improved through the quarter from 1.7% to 2.0%, showing that the content and CTAs are resonating better with our audience over time.
- Consistent unsubscribe rate around 0.44-0.45% indicate healthy list engagement.

Marketplace:

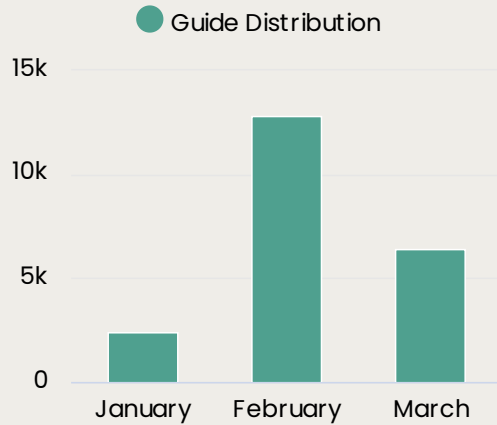
- February Marketplace was the top performer this quarter with a 13.6% open rate and 2.3% click rate. The “Shop for the Story” subject line appears to have resonated strongly with the audience.
- There was consistent engagement throughout the quarter with open rate staying between 12-13.6% and click rates around 2.2-2.3%.
- Very low unsubscribe rates (0.23-0.33%) indicate this audience is highly engaged and values the content.

Guides and Visitor Information Centers

Guide Distribution

21,635

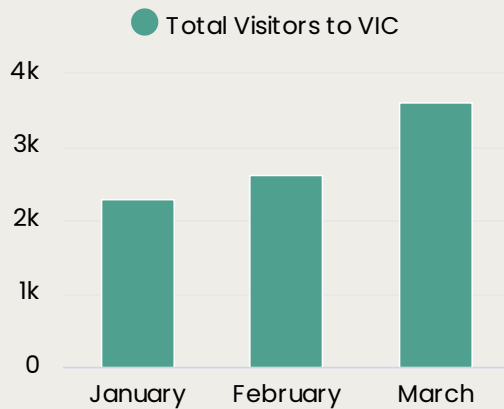
19,987
Guide
Distribution
▲ 8.25%



Visitor Information Centers

8,507

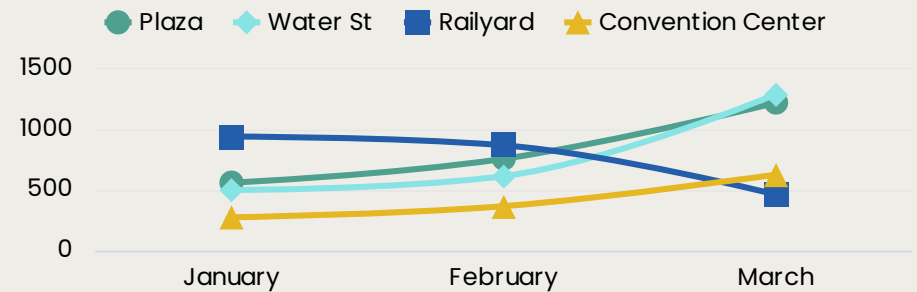
7,013
Total Visitors
▲ 21.30%



| | January | February | March | Total |
|---------------------------------|---------|----------|-------|---------------|
| Total Guide Distribution | 2,425 | 12,794 | 6,416 | 21,635 |

| | January | February | March | Total |
|------------------------------|---------|----------|-------|--------------|
| Convention Center | 276 | 368 | 629 | 1,273 |
| Plaza | 562 | 760 | 1,222 | 2,544 |
| Railyard | 943 | 871 | 464 | 2,278 |
| Water St | 502 | 617 | 1,293 | 2,412 |
| Total Visitors to VIC | 2,283 | 2,616 | 3,608 | 8,507 |

01/01/2026 - 03/31/2026



Top KPIs

556

^{1,249}
Pitches (YoY)
▼ -55.48%

6

⁷
SOS (YoY)
▼ -14.29%

12

⁵
Media Visits (YoY)
▲ 140.00%

\$2,024,672

^{\$6,273,267}
Earned Media (YoY)
▼ -67.73%

226,003,124

^{940,990,571}
Media Impressions (YoY)
▼ -75.98%

| | January | February | March | Total |
|---------------------------|-----------|-------------|------------|--------------------|
| Pitches | 351 | 104 | 101 | 556 |
| SOS | 4 | 2 | 0 | 6 |
| Media Visits | 4 | 2 | 6 | 12 |
| Earned Media | \$560,797 | \$805,981 | \$657,894 | \$2,024,672 |
| Media Impressio... | 8,411,957 | 118,905,701 | 98,685,466 | 226,003,124 |

Insights

In March we saw multi-platform coverage representing the results of a new strategy that the team employed in Q4 2025. This social media coverage was a direct result of hosting social media editors from Lonely Planet and Food Network.

Despite some great coverage in national media outlets already this year, our earned media metrics have started off slower for Q1 2026 when compared to 2025.

We hosted a small group press trip with two media participants in partnership with Ski Santa in late January 2026, and two other individual winter/ski press visits in early January. This coverage should appear in Q4 ahead of the 26-27 ski season.

Design trend pitching has also been a focus with design stories to Conde Nast Traveler's September 2026 Issue, along with leads about hotels that sell their furniture. Working with writers like Erica Finamore from House Beautiful and Real Simple.

Organic Social

Platform Breakdown

| | | |
|------------------|---|---|
| Facebook | <p>104,244 99,487 Page Likes (YoY) ▲ 4.78%</p> | <p>31,729 37,718 Engagement (YoY) ▼ -15.88%</p> |
| Instagram | <p>73,499 66,160 Followers (YoY) ▲ 11.09%</p> | <p>127,578 110,067 Engagement (YoY) ▲ 15.91%</p> |
| YouTube | <p>1,920 1,403 Subscribers (YoY) ▲ 36.85%</p> | <p>312,077 39,289 Views (YoY) ▲ 694.31%</p> |
| TikTok | <p>1,868 372 Followers (YoY) ▲ 402.15%</p> | <p>25,235 64,070 Engagement (YoY) ▼ -60.61%</p> |

| | January | February | March |
|------------------------------------|---------|----------|---------|
| Facebook Page Likes | 103,819 | 103,975 | 104,244 |
| Facebook Engagement | 16,434 | 6,111 | 9,184 |
| Instagram Followers | 72,194 | 72,701 | 73,499 |
| Instagram Engagement | 20,337 | 14,659 | 92,582 |
| YouTube Subscribers | 1,830 | 1,880 | 1,920 |
| YouTube Views | 25,128 | 18,185 | 268,764 |
| TikTok Followers | 1,812 | 1,846 | 1,868 |
| TikTok Engagement | 7,777 | 8,192 | 9,266 |
| Twitter Followers | 14,742 | 14,746 | 14,739 |
| Pinterest Impressions | 5,216 | 5,133 | 5,207 |
| Pinterest Website Referrals | 31 | 18 | 21 |

Insights

- Audience growth and video visibility remain strong, showing that overall interest is still building. Even in a softer tourism season, platforms like Instagram and YouTube demonstrated the ability to generate high reach and breakout engagement moments, proving the content strategy can resonate when it hits the right tone or format.
- Engagement declines (Facebook & TikTok) could highlight a lack of consistency and repeatability in the content strategy. This could be exacerbated for TikTok by the reported overall decline in US users in Q1 due to the TikTok sale. Facebook seems mostly tied to reel content not catching on quite the same as other platforms, signaling a possible strategy shift back towards more static and linked posts.

Paid Media / Advertising

Paid KPI's

\$404,095.92

\$537,560.90
Ad Spend (YoY)
▼ -24.83%

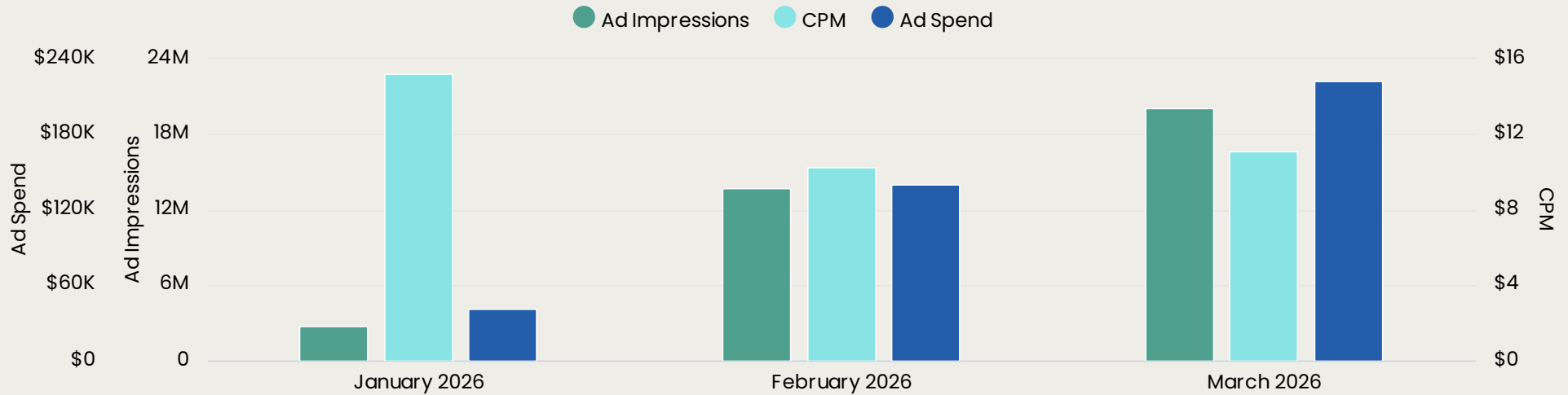
36,488,562

72,744,155
Ad Impressions (YoY)
▼ -49.84%

\$12.17

\$6.92
CPM (YoY)
▲ 76.01%

01/01/2026 - 03/31/2026



| Date | Ad Impressions | CPM | Ad Spend |
|---------------|----------------|---------|--------------|
| January 2026 | 2,695,125 | \$15.20 | \$40,953.57 |
| February 2026 | 13,721,359 | \$10.23 | \$140,409.19 |
| March 2026 | 20,072,078 | \$11.10 | \$222,733.16 |

Campaign Performance

Digital Campaigns

25,737,554

57,366,388
Impressions (YoY)
▼ -55.13%

\$195,689.48

\$198,162.05
Spend (YoY)
▼ -1.25%

Campaigns by Type

| Campaign Type | Clicks | Impressions |
|-------------------|---------|-------------|
| Demand Generation | 4,205 | 156,417 |
| Groups | 2,999 | 137,240 |
| Performance Max | 15,859 | 213,751 |
| Search | 74,852 | 1,050,076 |
| Social | 144,801 | 19,832,324 |
| YouTube | 5,352 | 4,347,746 |

Campaigns by Strategy

| Campaign Strategy | Impressions |
|-------------------|-------------|
| Awareness | 16,800,727 |
| Conversion | 3,029,381 |
| Engagement | 5,907,446 |

All Digital Campaigns

01/01/2026 - 03/31/2026

| Platform | Campaign Strategy | Campaign Type | Clicks | Impressions |
|---------------|-------------------|-------------------|----------------|-------------------|
| Bing Ads | Conversion | Search | 17,458 | 614,085 |
| Facebook | Awareness | Social | 16,706 | 9,995,881 |
| Facebook | Conversion | Social | 33,246 | 1,313,108 |
| Facebook | Engagement | Social | 78,079 | 3,588,347 |
| Google Ads | Awareness | YouTube | 2,269 | 4,188,957 |
| Google Ads | Conversion | Demand Generation | 4,205 | 156,417 |
| Google Ads | Conversion | Groups | 2,999 | 137,240 |
| Google Ads | Conversion | Performance Max | 15,859 | 213,751 |
| Google Ads | Conversion | Search | 57,394 | 435,991 |
| Google Ads | Conversion | YouTube | 3,083 | 158,789 |
| Pinterest Ads | Awareness | Social | 2,254 | 2,615,889 |
| Pinterest Ads | Engagement | Social | 3,193 | 391,897 |
| Reddit Ads | Engagement | Social | 11,323 | 1,927,202 |
| Total | -- | -- | 248,068 | 25,737,554 |

Campaign Performance

Traditional & Programmatic

23,212,979

8,410,312
Impressions (YoY)
▲ 176.01%

\$312,454.66

\$231,915.56
Spend (YoY)
▲ 34.73%

Campaigns by Type

| Data Source | Impressions | Clicks |
|-------------------|-------------|--------|
| DCM | 15,329,478 | 76,578 |
| Traditional Media | 7,883,501 | 65,436 |

Campaigns by Ad Format

| Ad Format | Impressions | Clicks |
|-----------------------|-------------|--------|
| Display | 9,877,547 | 23,582 |
| Custom Content | 2,744,998 | 37,133 |
| Native Display | 2,418,749 | 22,194 |
| Mobile Quiz | 1,806,805 | 41,838 |
| OLV | 1,285,822 | 4,236 |
| Native Social Package | 1,150,704 | 4,527 |
| In-Feed | 1,033,009 | 2,193 |

21 rows not shown

All Traditional & Programmatic Campaigns

01/01/2026 - 03/31/2026

| Data Source | Publication | Ad Format | Impression | Clicks |
|-------------------|-------------------------|-----------------------|------------|---------|
| DCM | MIQ | Display | 6,062,705 | 4,806 |
| Traditional Media | Hopper | Custom Content | 2,744,998 | 37,133 |
| Traditional Media | Taboola | Native Display | 2,226,537 | 21,898 |
| DCM | MIQ | Mobile Quiz | 1,806,805 | 41,838 |
| DCM | MIQ | OLV | 1,199,534 | 4,043 |
| Traditional Media | Travel+Leisure | Native Social Package | 1,150,704 | 4,527 |
| DCM | Nativo Inc. | In-Feed | 1,033,009 | 2,193 |
| DCM | MIQ | Streaming Audio | 1,029,935 | 178 |
| DCM | Travel + Leisure | Display | 995,931 | 2,399 |
| Traditional Media | Expedia | Display | 815,117 | 844 |
| DCM | MIQ | CTV | 666,031 | 1,580 |
| DCM | [Display] Uber | Display | 522,311 | 11,814 |
| DCM | Expedia Brand Portfolio | Display | 463,280 | 596 |
| DCM | Trip Advisor | Display | 392,000 | 853 |
| 34 rows not shown | | | | |
| Total | -- | -- | 23,212,979 | 142,014 |



Campaign Performance

Campaign Insights

Executive Summary:

Q1 performance reflects that the campaign is effectively maintaining strong visibility and building demand ahead of peak travel season, despite a decrease in visitation in January and February compared to 2025. Given our typical 2-3 month travel planning window, the decrease in visitation in Q1 could largely be attributed to the overall decrease in spend in Q4 YoY. Datafy indicates a slight increase in March visitation YoY. It is also important to note that our shift in audience targeting and segmentation in FY26 is resulting in fewer impressions overall, but is increasing engagement because we are reaching more qualified travelers. Despite slight YoY decreases in lodging KPIs in January and February (with March data still incomplete), the campaign continues to demonstrate strong awareness and engagement that points towards future travel demand:

- **Paid media delivered over 36M impressions and traditional and programmatic efforts performed exceptionally well, with a 176% increase in impressions YoY**, successfully achieving our goal of maintaining strong visibility during the winter months.
- Lower funnel tactics are also actively capturing demand, with **digital campaigns amassing a total of 248K clicks**, reinforcing strong pillar interest.
- Both Santa Fe apps produced excellent results and indications of high-intent, with **total downloads for both increasing 10% YoY and 13% YoY**.

As we move into spring and summer, increased media investment, digital optimizations, and a creative refresh position the campaign well to convert this built up demand into visitation. Strong awareness, engagement, and intent signals indicate that the campaign is successfully guiding users from inspiration to trip planning during this crucial window.

Digital Media Highlights:

- As brought to light in the midcampaign report and later optimized towards, Meta continues to serve as the primary awareness and engagement engine. It delivered the **highest volume of impressions with 14.9M**.
- **Google Search remains the most effective driver of clicks with 57K in Q1, an 12% increase YoY**, highlighting continued growth in high-intent demand as travelers are actively searching and planning travel.
- Having taken a different approach to audience segmentation and market specific targeting, we saw a decrease in impression efficiency in our awareness tactics. However, this more targeted approach enabled us to reach higher-qualified travelers, resulting in an **8% increase in engagement**.

Traditional and Programmatic Highlights:

- **Traditional and its corresponding digital media saw a 115% increase in impressions YoY and a 67% increase in clicks YoY**, demonstrating its continued effectiveness in not only expanding reach but also driving meaningful engagement, particularly through high-impact and contextually relevant placements that resonate with potential travelers.
- **Programmatic media saw a 224% increase in impressions YoY and 1,482% increase in clicks YoY**, highlighting its ability to significantly scale awareness while efficiently driving user action.

Top 10 Ads by Impressions

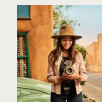
01/01/2026 - 03/31/2026

| Data Source | Ad/Group Name | Impressions |
|---------------|-------------------------|-------------|
| Facebook | Q1 - Group Walking I... | 3,295,784 |
| Facebook | Q1 - Street Group Wa... | 2,658,709 |
| Facebook | Q1 - Ojo | 2,595,831 |
| Facebook | Q1 - Camera Girl | 1,566,773 |
| Google Ads | Yoga Wellness | 1,397,140 |
| Google Ads | Time Travel | 1,215,503 |
| Facebook | Q1- Cave | 1,117,761 |
| Pinterest Ads | Travel Affinity | 1,057,121 |
| Pinterest Ads | Keywords | 787,872 |
| Facebook | Family | 771,888 |

Top 3 Facebook Creatives



Q1 - Street Group Walking



Q1 - Camera Girl



Q1 - Group Walking Image

Website Analytics

533,511

628,753
Total Visits (YoY)
▼ -15.15%

441,483

496,919
New Visits (YoY)
▼ -11.16%

0:54

0:45
Average Engagement
Time (YoY)
▲ 20.00%

2.23

1.97
Avg Pages Per Session
(YoY)
▲ 13.18%

11.97%

8.23%
Avg Conversion Rate (YoY)
▲ 45.50%

01/01/2026 - 03/31/2026

| Month of Year | Total Visits | New Visits | Average Engagement Time | Avg Pages Per Session | Avg Conversion Rate |
|---------------|----------------|----------------|-------------------------|-----------------------|---------------------|
| January | 189,698 | 156,941 | 1:02 | 2.68 | 17.28% |
| February | 178,294 | 146,892 | 0:56 | 2.09 | 11.80% |
| March | 165,519 | 137,650 | 0:44 | 1.93 | 6.83% |
| Total | 533,511 | 441,483 | 0:54 | 2.23 | 11.97% |

Insights

Website performance in Q1 reflects strong user engagement, even as overall traffic trends align with typical seasonal softness. While total website visits declined 15% YoY and new users declined 11% YoY, users who did visit the site demonstrated more meaningful interaction. **Average engagement time increased 20% YoY**, and **pages per session rose 13% YoY**, indicating that users are spending more time exploring content and moving deeper into the site. Most notably, **conversion rate increased 46% YoY**, signaling that site traffic is becoming more qualified and intent driven. This suggests that while overall volume is slightly lower, the campaign is successfully driving higher quality users.

While all website KPIs show a gradual decline from January through March, this trend aligns with expected seasonal behavior, as many travelers finalize spring break plans between December and February and shift from planning to traveling during this timeframe. As a result, reduced site activity during this period reflects natural timing shifts in the travel cycle rather than decreased interest.

Blog Analytics

37,805

45,299
Blog Pageviews
▼ -16.54%

1:26

1:34
Avg Engagement Time
▼ -7.83%

01/01/2026 - 03/31/2026

| Month of Year | Blog Pageviews | Avg Engagement Time |
|---------------|----------------|---------------------|
| January | 12,033 | 1:23 |
| February | 11,762 | 1:26 |
| March | 14,010 | 1:30 |
| Total | 37,805 | 1:26 |

Insights

Fewer people are reaching our blog content year over year, and those who do are spending a bit less time reading. This may reflect a broader shift in traveler behavior as more consumers use AI tools and search summaries for trip-planning inspiration and quick answers instead of clicking through to traditional blog content.

Visitors who do reach the blog are spending slightly less time reading, suggesting users may be arriving with more specific intent, scanning quickly for key details, and moving on once they find the information they need.

Within the quarter, interaction quality is trending upward: engagement time rises each month, and March also shows the strongest readership. This points to improving visitor intent as the season progresses—more “active planners” browsing itineraries, attractions, and logistics—while overall demand is still below last year’s baseline. The month-to-month pattern also hints at seasonal trip-research behavior: early-quarter visitors appear to be in lighter inspiration mode, shifting into deeper planning by March, which is when tourism content typically supports decision-making (where to stay, what to do, how long).

Apps

Visit Santa Fe App
45,433
40,228
Total Downloads (YoY)
▲ 12.94%

Santa Fe Marketplace
\$72,606.00
\$59,786.00
Total Sales (YoY)
▲ 21.44%

126
115
Businesses (YoY)
▲ 9.57%

Santa Fe Margarita Trail
25,900
23,620
Downloads (YoY)
▲ 9.65%

28,269
25,818
Paper Passports Sold (YoY)
▲ 9.49%

\$11,853,625.00
\$11,524,626.00
Earned Media (YoY)
▲ 2.85%