



Agenda

Regular Meeting of the
Occupancy Tax Advisory Board
January 24, 2025 at 10:00 AM
City Council Chambers, City
Hall
200 Lincoln Avenue

Procedures for Occupancy Tax Advisory Board Meeting

The agenda and packet for the meeting will be posted at
<https://santafenm.portal.civicclerk.com/>

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
5. Presentations
 - a. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, gm@innofthegovernors.com)
 - b. Lodger's Tax Report (Randy Randall, Interim City Manager, rrandall@santafenm.gov)
6. Action Items
7. Matters from Staff
 - a. TSF Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)
 - b. TSF Marketing Report (Jordan Guenther, TSF Interim Executive Director, jguenther@santafenm.gov)
 - c. TSF Executive Report (Randy Randall, Interim City Manager, rrandall@santafenm.gov & Jordan Guenther, jguenther@santafenm.gov)
8. Matters from the Board
9. Matters from the Public
10. Next Meeting:

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.

TOURISM Santa Fe Sales Definite Bookings and Leads sent by month

(Sales Team Monthly Production)

Status Date of 1/15/2025

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Definite 2023													
Event	6	8	14	13	8	6	7	5	6	2	14	2	91
STLY Event	10	5	14	10	2	12	7	7	5	5	2	2	81
Event Variance	60%	160%	100%	130%	400%	50%	100%	71%	120%	40%	700%	100%	112%
Rooms	1,424	6,817	2,210	2,024	756	1,312	1,937	2,697	998	621	2,809	1,135	24,740
STLY Rooms	4,120	3,780	3,074	1,811	120	2,658	2,583	1,303	2,315	4,023	150	720	26,657
Room Variance	35%	180%	72%	112%	630%	49%	75%	207%	43%	15%	1873%	158%	93%

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Lead 2023													
Event	37	44	24	52	39	49	40	44	16	17	28	17	407
STLY Event	11	30	36	30	30	35	44	32	27	32	15	16	338
Event Variance	336%	147%	67%	173%	130%	140%	91%	138%	59%	53%	187%	106%	120%
Rooms	24,818	14,413	4,378	23,469	8,037	22,891	15,352	24,072	9,524	5,800	11,130	5,892	169,776
STLY Rooms	7,503	8,612	11,656	7,318	11,536	17,852	15,945	13,141	7,125	9,761	5,510	7,311	123,270
Room Variance	331%	167%	38%	321%	70%	128%	96%	183%	134%	59%	202%	81%	138%

TOURISM

SANTA FE

December 2024 OTAB Report Sales Report January 24, 2024

December 2024 Leads:

- 17 total leads requiring sleeping rooms
- 5,892 total room nights sent via leads

December 2024 Confirmed Bookings:

- 2 Definite Bookings
- 1,135 Definite Room Nights
- 10 Definite SFCCC space only events

December 2023 Leads:

- 16 total leads requiring sleeping rooms
- 7,311 room nights sent via leads

December 2023 Confirmed Bookings:

- 2 Definite Bookings
 - 720 Definite Room Nights
 - 13 Definite SFCCC space only events
-

2024 YTD Leads:

- 407 total leads requiring sleeping rooms
- 169,776 total room nights sent via leads

2024 YTD Definite:

- 91 Definite Booking
 - 24,740 Definite Room Nights
 - 173 Definite SFCCC space only events
-

2023 YTD Leads:

- 338 total leads requiring sleeping rooms
- 123,270 total room nights sent via leads

2023 YTD Definite:

- 81 Definite Booking
- 26,657 Definite Room Nights
- 166 Definite SFCCC space only events

Booking Pace Report

As of: 1/15/2025

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	Actual 2026	Actual 2027	Actual 2028	Actual 2029	Actual 2030	
January	0	0	0	509	740	740	225	4,649	1,570	2,435	2,435	1,390	2,753	4,526	3,342	53	2,931	2,390	1,226	0	0	0	0	0	0
February	0	0	0	750	960	200	1,998	3,045	1,702	3,117	2,240	4,387	3,762	3,133	925	1,944	647	2,693	96	395	0	0	0	0	0
March	0	0	67	173	1,160	425	603	2,210	804	348	5,041	972	1,914	1,859	1,212	20	1,557	2,325	1,812	145	0	0	0	0	0
April	0	0	190	1,063	294	1,440	1,484	2,694	2,558	964	3,944	3,778	2,562	882	2,090	773	2,396	255	281	94	0	0	0	0	0
May	0	0	950	1,065	2,225	2,691	2,864	1,825	3,366	2,896	2,896	2,872	3,910	2,577	1,417	1,775	1,898	2,996	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	7,864	2,422	1,581	64	4,786	2,086	2,669	825	609	0	0	0	0	0
July	0	0	57	828	3,807	805	2,807	2,623	2,122	4,708	10,729	5,434	3,515	2,429	1,450	574	377	4,905	2,516	475	0	0	1,922	0	0
August	0	0	1,755	75	416	985	875	1,633	800	1,515	2,649	4,655	2,562	1,426	760	1,078	1,005	138	0	0	0	0	0	0	0
September	0	0	0	868	695	576	1,486	1,330	2,436	2,794	3,576	4,447	2,742	255	285	2,474	2,267	0	546	0	0	0	0	0	0
October	0	0	2,201	1,208	3,395	3,999	4,503	2,006	3,675	4,639	2,281	2,556	2,177	3,748	1,319	5,447	1,666	3,205	1,070	0	0	785	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	0	0	0	0	0	0	0
December	0	0	0	96	60	450	68	186	68	350	179	0	375	250	552	0	0	0	0	0	0	0	0	0	0
TOTAL	0	50	5,368	16,957	19,004	15,375	19,355	23,113	26,826	35,984	35,990	43,092	32,468	27,508	16,492	19,833	16,652	31,984	7,800	2,423	94	785	0	0	0
LAST YEAR	0	50	5,368	16,957	19,004	15,375	19,355	23,113	26,826	35,984	35,990	43,092	32,468	27,508	16,492	19,833	16,652	31,984	7,800	2,423	94	785	0	0	0
Change	0	50	5,318	11,589	2,047	(3,629)	3,980	3,758	3,713	9,158	6	7,992	(10,514)	(4,860)	(11,016)	3,341	(3,181)	15,332	(24,184)	2,423	(7,706)	(64)	(785)	0	0

TOURISM SANTA FE

OTAB Marketing Report
Reporting for January 24, 2025 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for December/January

1. **[PLACES TO LOVE]** Samantha Brown's *Places to Love* Returns to Santa Fe!



The Season 8 episodes of "Places to Love" have started to air this month on PBS and the 25th anniversary episode that features Santa Fe premiered on Saturday, 1/18:
<https://samantha-brown.com/episodes/season-8/santa-fe/>

It will then rerun on Create TV several more times through the end of the month. The Samantha Brown Team will also upload it to the episode landing page on their website here: <https://samantha-brown.com/episodes/season-8/>

2. **[SHOW YOUR SUPPORT]** Vote for Santa Fe in *Travel + Leisure's* 2025 World's Best Awards



Get out the vote for Santa Fe and our tourism partners in *Travel + Leisure's* 2025 World's Best Awards. By sharing your thoughts, you'll be entered into T+L's giveaway for a chance to win a Viking cruise and cash prizes. **Voting ends on February 24, 2025.**

Cities

Santa Fe

Hotels

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

Destination Spas

Ojo Santa Fe Spa Resort
Ten Thousand Waves

3. **[UPCOMING PUBLICATIONS] 2025 Santa Fe Visitors Guide & Menu Magazine**



2025 Visitors Guide NOW AVAILABLE digitally!

Available digitally NOW and for pre-order in February 2025 to start planning your trip to The City Different. Get to know our Native culture even better, find out what's special about each of our 6 top neighborhoods, and learn a little about Santa Fe Style, and more!
2025 Menu Magazine publishes April 2025.

2025-26 Santa Fe Menu Magazine:

Spotlight your signature dishes on a single (\$500) or double-page (\$900) menu feature or promote your business with a full-page ad, starting at \$1,500. See the [2025 Media Kit](#) for more detail.

The deadline to reserve space is Friday, January 31 and the guide will be distributed in early May.

WHAT IS THE SANTA FE MENU MAGAZINE?

- 3rd iteration of an official guide to menus and profiles from Santa Fe's most popular restaurants and culinary establishments
- Features economical rates for both restaurants and businesses
- 50K+ distribution in key Santa Fe areas and locations, and by request
- Print readership totals more than 125,000 annually
- Digital readership is 34K to date

How to Participate as a Restaurant: Get more visitor eyeballs on your unique menu. The Official Santa Fe Menu Magazine is more visible than ever before. In addition to our steady Santa Fe area distribution and localized hospitality business fulfillment, we've installed 8 gorgeous turquoise boxes around the Plaza and Downtown and are restocking weekly.

How to Participate as a Business Owners: Promote your unique offering with a full-page ad. Page 1 and the Inside Back Cover are available, as well as any internal pages.

WHAT'S NEW FOR 2025?

- No increase in rates!
- Partnership with Reunity Resources, as well as Waterwise and Santa Fe Margarita Trail
- Highlight of all James Beard Foundation Award Nominees, Finalists, and Winners
- New preface contextualizing the Santa Fe cuisine scene
- Graphical refresh

The deadline to reserve space in the Menu Magazine is Friday, January 31, 2025.

View the Media Kit to learn more or email advertise@santafe.org today to discuss your options.



[REMINDER] We've re-launched eight brand new Menu Magazine Boxes throughout the Historic District making the menu guide even more accessible!



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

To wrap up the calendar year, our PR efforts were focused on short-lead holiday and where to go in 2025 pitching; as well as New Year travel deals, wellness, and Dry January/mocktail-themed pitching. These efforts resulted in earned media coverage in **Condé Nast Traveler**, **House Beautiful**, **Parade.com**, **Livability** and more. In January, our pitches shift focus to romantic getaways and family spring break travel. The team is also working on planning for several winter/ski-themed individual press visits scheduled for February 2025.

Year to Date 2024

- Pitches: 11,021 (Increased 453% Y/Y)
- Media Visits: 36 (Decreased 8% Y/Y)
- Earned Media: \$23,023,659 (Increased 159% Y/Y)
- Total Impressions: 3,373,257,625 (Increased 179% Y/Y)

SANTA FE IN THE NEWS

Websites:

Resulting from holiday pitching, Santa Fe is highlighted in the article titled, "The 25 Most Charming Christmas Towns That'll Make You Feel Like a Kid Again," in **House Beautiful**.

Santa Fe is featured in an updated round-up of the best destinations for a quick weekend getaway on **Parade.com**.

Resulting from a pitch to staff writer Paris Wilson the Rosewood Inn of the Anasazi is featured in **Condé Nast Traveler's**, "33 Travel Deals to Score Before the End of the Year."

Following a pitch to freelance writer Michele Herrman, Santa Fe is featured in a round-up of the best holiday lights in **Livability**.

Santa Fe is featured in an updated piece on **Parade.com** titled, "25 Family Christmas Vacations and Getaways for an Unforgettable Holiday Season," following previous pitching.

Santa Fe is named among the most romantic destinations in the US in an updated piece in **Vogue**, following previous pitching.

El Farolito Bed and Breakfast is featured as the New Mexico recommendation in a round-up of the most romantic hotels in every state in **Reader's Digest**, following conversations with freelance writer Robin Raven.

Santa Fe is included in a round-up of the most charming Christmas towns in America in **The Pioneer Woman**, following holiday pitching.

Print:

The Burning of Zozobra is named among the most exciting experiences in the Mountain West by **5280 Magazine** after TSF assisted with connecting the writer with festival organizers.

HIGHLIGHTS

Santa Fe Margarita Trail

The TSF team continues to fulfill passport orders; manage prize inventory; promote the Trail on social media and through PR efforts; and maintain communication with Margarita Trail participants.

Cumulative Totals

December 2024

- More than 48,000 visitors and locals are enjoying the Santa Fe Margarita Trail
- 23,208 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 25,209 Paper Passports have been purchased at our Visitor Centers and by partners
- 9,232 people have earned an official T-Shirt by collecting five stamps on the Trail
- 669 members of the Margarita Society have earned 10 or 15 stamps
- 424 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 273 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 397 Journalist have experienced the Trail
- \$11,423,520 amount of earned media

Social Media

- 634 Total Social Media Posts

Santa Fe Retail Marketplace

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

Cumulative Totals

December 2024

- Total Sales: \$58,327
- Businesses: 107
- Items Sold: 810
- Total Orders: 541
- Published Products: 1,503

MONTHLY METRICS

WEBSITE & NEWSLETTERS

December 2024 Website Performance Metrics

Total Sessions: 98,512 (24.52% decrease Y/Y)

New Users: 81,557 (15.41% decrease Y/Y)

Average Engagement Time: 0:26 (66.67% decrease Y/Y)

Average Pages Per Session: 1.62 (31.93% decrease Y/Y)

Session Conversion Rate: 4.77% (55.42% decrease Y/Y)

Newsletter – Consumer

SANTA FE MARKETPLACE

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

SANTA FE MARKETPLACE

Support Santa Fe: Shop Small, Give Big

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

Send Date: 12/11/24

Subscribers: 19,666

Number Opened: 8,153

Open Rate: 41.5%

CTR: 2.6%

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!

January Scoop on WinterBrew & Art Walks

<https://mailchi.mp/santafe/january2025scoop>

Send Date: 12/23/24

Subscribers: 101,051

Number Opened: 31,903

Open Rate: 31.6%

CTR: 2.2%

SOCIAL MEDIA

Summary

In December, most social media platforms saw a small dip in organic engagement (Instagram, Pinterest, and Youtube), which was not necessarily due to having low engagement, but because November had higher-than-usual engagement. Additionally, TikTok engagement could be impacted by the nearing ban in the U.S. And Pinterest organic engagement is never consistent because we currently do not have a consistent content schedule for that platform. Facebook was the only platform with increased engagement at an over 400% jump, which was due in part to its engagement in November being below-average.

December 2024 Performance Metrics

Facebook

Total Page Followers: 98,747 (0.62% increase M/M)

Engagement: 22,683 (419.66% increase M/M)

Instagram

Followers: 64,434 (0.53% increase M/M)

Engagement: 31,493 (28.76 % decrease M/M)

Pinterest

Followers: 3,258 (0.03% decrease M/M)

Impressions: 11,006 (57.78% decrease M/M)

TikTok

Followers: 128 (25.49 % increase M/M)
Engagement: 4,355 (5.02% decrease M/M)

YouTube

Subscribers: 1,266 (3.52% increase M/M)

Views: 12,010 (12.73% decrease M/M)

Santa Fe Insider Blog

December 2024 Performance Metrics

Total Blog Views: 12,710 (13.24% decrease M/M)

Average Time on Blog: 1:50 (11.11% increase M/M)

December Blog Posts

6 January Events to Start the New Year Off Right

- Updated: December 20, 2024
- Views: 699

25 Reasons to Love Santa Fe

- Updated: December 23, 2024
- Views: 212

Top 5 Viewed Blog Posts in December

15 Santa Fe December Events to Enjoy The Season

- Updated: November 8, 2024
- Views: 4,242

25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 1,339

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,144

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,041

Five Winter Adventures That Might Surprise You When Visiting Santa Fe

- Updated: November 5, 2024
- Views: 834

PUBLIC RELATIONS

Summary

To wrap up the calendar year, our PR efforts were focused on short-lead holiday and where to go in 2025 pitching; as well as New Year travel deals, wellness, and Dry January/mocktail-themed pitching. These efforts resulted in earned media coverage in **Condé Nast Traveler**, **House Beautiful**, **Parade.com**, **Livability** and more. In January, our pitches shift focus to romantic getaways and family spring break travel. The team is also working on planning for several winter/ski-themed individual press visits scheduled for February 2025.

Performance Metrics

December 2024 Numbers (YOY)

Pitches: 373 (Decrease 6% Y/Y)
Media Visits: 2 (Increase 100% Y/Y)
Earned Media: \$267,301 (Decrease 53% Y/Y)
Total Impressions: 75,294,919 (Increase 38% Y/Y)

Year-to-Date 2024 (vs YTD 2023)

Pitches: 11,021 (Increased 453% Y/Y)
Media Visits: 36 (Decreased 8% Y/Y)
Earned Media: \$23,023,659 (Increased 159% Y/Y)
Total Impressions: 3,373,257,625 (Increased 179% Y/Y)

MEDIA PLACEMENTS – ADVERTISING

In December 2024, media campaigns spent a total budget of \$113,064.70 that generated 19,934,501 impressions. The top-performing impression-based tactics for this month were META, Google Display, and Programmatic Media. We saw a 258% increase in impressions with the rotation of timely and relevant creatives and keywords to complement the beginning of ski season in Santa Fe, and the updated landing pages to be more cohesive with ad content. Post-implementation of the landing page changes, we saw a 3.74% increase MoM in avg. conversion rate and a 10% decrease in time on site. Key Data in Datafy is reporting a MoM increase in Occupancy (41.5%), ADR (54.5%), and RevPar (121.3%).

December 2024 Performance Metrics

Total Spend: \$113,064.70 (201.42% increase Y/Y)
Total Impressions: 19,934,501 (258.46% increase Y/Y)

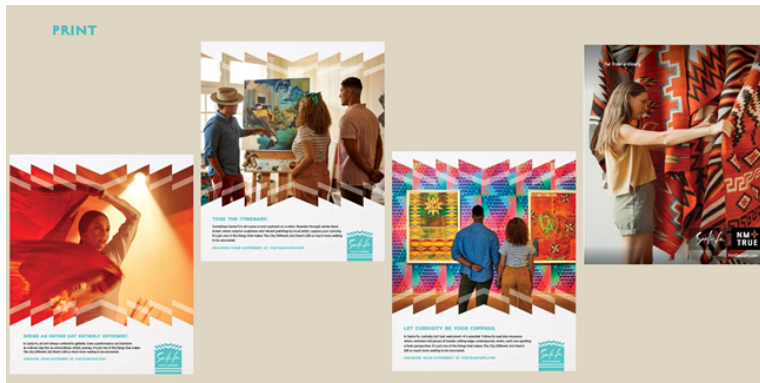
Traditional Media

Impressions: 371,180 (46.59% decrease Y/Y)
Spend: \$22,009.60 (597.72% increase Y/Y)

Traditional Media Buys

Print

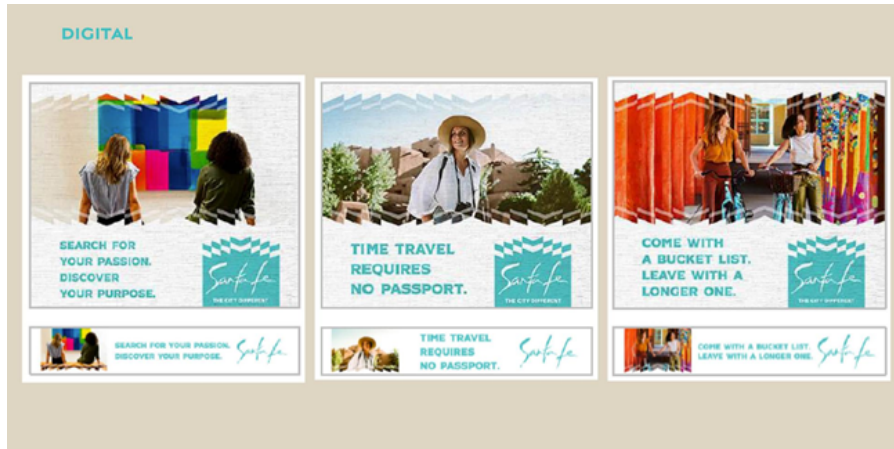
5280 Magazine
Modern Luxury Chicago
Modern Luxury Houston
San Francisco Magazine



Interactive/Digital

Impressions: 3,750,366 (363.03% increase Y/Y)

Spend: \$38,765.58 (2,419.06% Y/Y)



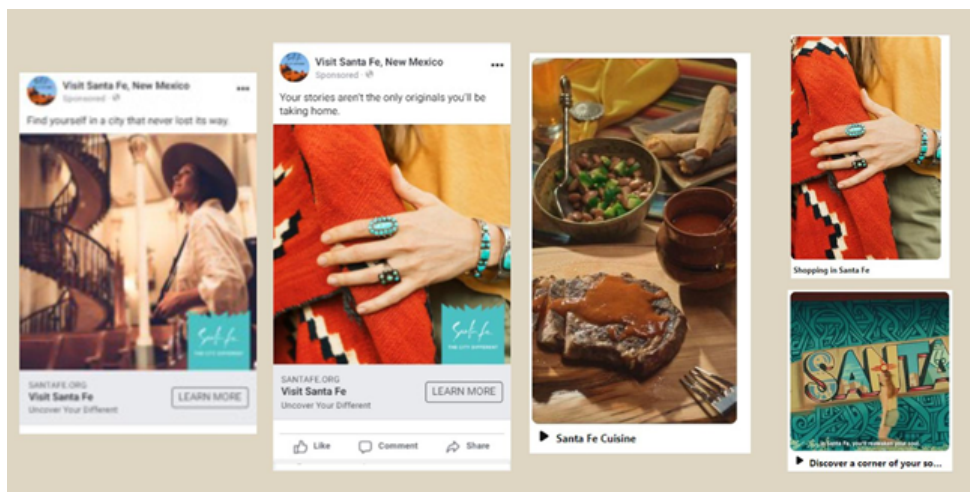
PAID SOCIAL MEDIA

Facebook

Impressions: 7,074,657 (487.01% increase Y/Y)
Spend: \$14,099.61 (80.91% increase Y/Y)

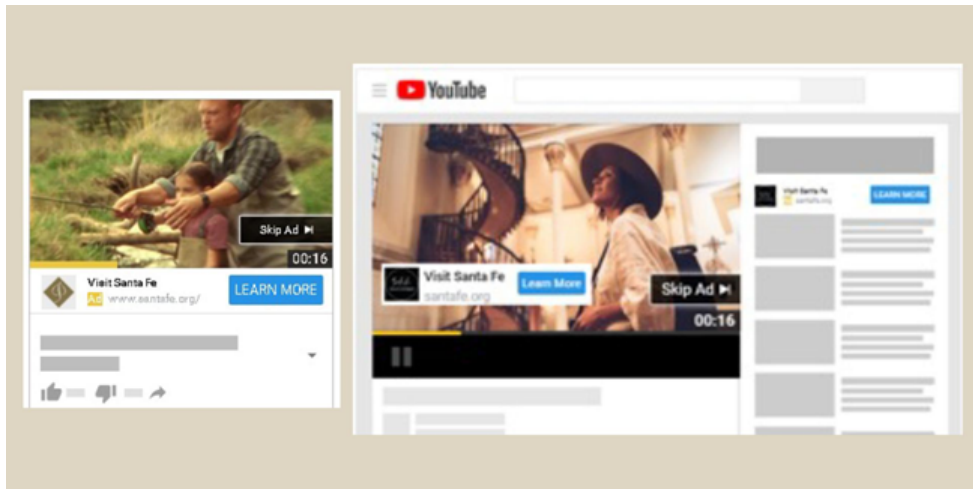
Pinterest

Impressions: 965,455 (748.67% increase Y/Y)
Spend: \$4,543.14 (50.13% increase Y/Y)



YouTube

Impressions: 2,407,640 (122.55% increase Y/Y)
Spend: \$10,094.16 (52.92% increase Y/Y)



Reddit

Impressions: 1,060,465 (n/a - new campaign)
Spend: \$4,255.29 (n/a - new campaign)

DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 20,628 (5.95% decrease Y/Y)
Spend: \$551.19 (103.12% increase Y/Y)

Google Display

Impressions: 3,752,897 (362.09% increase Y/Y)
Spend: 5,965.67 (145.46% increase Y/Y)

Google Performance Max

Impressions: 188,722 (19.12% increase Y/Y)
Spend: \$2,843.50 (0.64% decrease Y/Y)

PAID SEARCH

Google

Impressions: 76,232 (3.33% decrease Y/Y)
Spend: \$5,255.81 (15.16% decrease Y/Y)

Bing

Impressions: 197,563 (21% increase Y/Y)
Spend: \$3,047.04 (24.06% decrease Y/Y)

MEETINGS & GROUPS

Google

Impressions: 3,823 (72.6% increase Y/Y)
Spend: \$1,221.34 (4.98% increase Y/Y)

