



Agenda

Regular Meeting of the
Occupancy Tax Advisory Board
February 28, 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, TSF Executive Director, 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 Marketing Director, jguenther@santafenm.gov)
 - c. TSF Executive Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
8. Matters from the Board
9. Matters from the Public
10. Next Meeting:

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

OTAB Marketing Report Reporting for February 28, 2025 Meeting

EXECUTIVE SUMMARY

Key marketing highlights for January/February

1. **[DEADLINE EXTENDED]** Reserve Your Space in the 2025-26 Santa Fe Menu Magazine by Feb 14



We realize January is a month of recuperation for many of you, so we've extended the deadline to this Friday, February 14 to give you proper time to consider participating. There are opportunities for both restaurants and business owners!

Restaurant Rates:

- \$500, single-page menu highlights (view examples [here](#))
- \$900, double-page menu highlights (view example [here](#))

Business (non restaurant) Rates:

- \$1,500, full-page ads (view example [here](#))

The deadline to reserve space in the Menu Magazine has been extended to this Friday, February 14.

2. **[ORDER TODAY]** New 2025 Santa Fe Visitors Guide For Your Business



The free 2025 Visitors Guide is now available to order! This year's guide is more handy than ever, featuring new content, including the 12 Must-Taste Dishes, Santa Fe's fame for TV and film making, the 16 Top Must-Dos, and more. Be sure to have them available for your guests.

It's easy to order copies for your business. If you are located in Santa Fe, we can deliver the guides to you! You also have the option to pick up your order at the Santa Fe Community Convention Center.

3. **[VOTE DAILY] Support Santa Fe With Your Votes**



VOTE FOR SANTA FE LOCATIONS!

[NEW] USA TODAY'S 10BEST READERS' CHOICE AWARDS

Meow Wolf House of Eternal Return, Museum of International Folk Art, Railyard Arts District, and International Folk Art Market are nominated in *USA Today's* 10Best Readers' Choice Awards. Use the links below to vote once a day, per category.

- **Best Immersive Art Experience:** Meow Wolf House of Eternal Return [Vote Here](#) through Feb 17
- **Best Art Museum:** Museum of International Folk Art [Vote Here](#) through Feb 17
- **Best Arts District:** Railyard Arts District [Vote Here](#) through Feb 17
- **Best Art Festival:** International Folk Art Market [Vote Here](#) through March 3

[LAST CHANCE] *Travel + Leisure's* 2025 World's Best Awards

Don't Forget! We are in the final days of voting in the *Travel + Leisure's* 2025 World's Best Awards. Voting ends on February 24, 2025! Please [vote here](#) today!

Santa Fe nominees and categories include:

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

4. **[CONGRATULATIONS!] Santa Fe Chefs Named 2025 James Beard Award Semifinalists**



The 2025 James Beard Award® Semifinalists were recently announced, and three Santa Fe chefs were recognized! Considered to be among the nation’s most prestigious honors, the James Beard Awards® recognize exceptional talent in the culinary and food media industries, as well as a demonstrated commitment to equity, sustainability, and creating a culture where all can thrive.

Congratulations to the following semifinalists in the Best Chef: Southwest (AZ, NM, NV, OK) category!

- Cristian Pontiggia, Sassella
- Fernando Ruiz, Escondido
- Joseph Wrede, Joseph's

Nominees will be announced on Wednesday, April 2, and winners will be announced at the James Beard Restaurant and Chef Awards ceremony on Monday, June 16.

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

In January 2025, our pitching efforts were focused on wellness, romance, skiing and spring travel. This includes a pitch to **AFAR**’s “Where to go in May,” column highlighting Santa Fe’s Literary Festival. This month we also saw the premiere of Season 8 of **Samantha Brown’s Places to Love** on **PBS**, which includes Santa Fe in episode 3.

Pitching efforts, expert quotes and new mentions from previous visits to Santa Fe resulted in a significant amount of coverage this month. January coverage is found in **The New York Times**, **USA Today**, **The Observer** and **Eat This, Not That**. In February, pitching efforts will focus on spring break travel, spring events, outdoor adventure, and long lead pitching for summer. We’ll also prepare for upcoming visits by Sarah Joseph (**The Manual**) and Erin Lukas (**The Zoe Report**), respectively.

Websites:

In **Eat This Not That**, freelance writer, Matt Kirouac, includes Dolina Bakery in a [round-up of best American bakeries](#), following assistance from TSF on past visits to the city.

In **The New York Times**, Santa Fe jewelry makers at the Palace of the Governors are highlighted in a [dedicated feature](#) that quotes Tourism Director, Randall Randy.

In **Samantha Brown's Places to Love**, Santa Fe is one of the subjects of an [episode celebrating Samantha's 25th TV anniversary](#), following a visit and shoot in 2024.

In **The Observer**, Santa Fe is included on a [list of the best wellness destination in the US](#) following continuous pitching to writer Allie Lebos.

In **Phoenix Magazine**, Santa Fe is included in a [round-up of winter getaways](#) with an art-focus, as a result of previously hosting Editor Craig Outhier.

Santa Fe is mentioned in **USA Today** by Samantha Brown while [promoting the latest season of Places to Love](#).

Santa Fe is the subject of a [dedicated destination feature](#) in **The Macaroni Kid**, resulting from providing the writer with recommendations and a welcome bag during a personal visit.

Print:

In **Phoenix Magazine**, Santa Fe is included in a print round-up of art-themed destinations for a winter escape, as a result of previously hosting Editor Craig Outhier.

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 2025

- 23,209 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 25,330 Paper Passports have been purchased at our Visitor Centers and by partners
- 9310 people have earned an official T-Shirt by collecting five stamps on the Trail
- 674 members of the Margarita Society have earned 10 or 15 stamps
- 428 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 278 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

January 2025

- Total Sales: \$58,880
- Businesses: 110
- Items Sold: 819
- Total Orders: 549
- Published Products: 1,511

MONTHLY METRICS

WEBSITE & NEWSLETTERS

January 2025 Website Performance Metrics

Total Sessions: 117,127 (15.2% decrease Y/Y)
New Users: 99,254 (6.44% decrease Y/Y)
Average Engagement Time: 0:29 (65.88% decrease Y/Y)
Average Pages Per Session: 1.68 (35.38% decrease Y/Y)
Session Conversion Rate: 5.8% (53.6% 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

Find New Treasures in Santa Fe!

<https://mailchi.mp/santafe/newtreasuresinsantafe-7511854>

Send Date: 1/22/25
Subscribers: 19,639
Number Opened: 8,583
Open Rate: 43.7%
CTR: 3.4

SANTA FE SCOOP

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

February Scoop on Restaurant Week & the Film Festival

<https://mailchi.mp/santafe/february2025scoop>

Send Date: 1/15/25
Subscribers: 100,006
Number Opened: 39,231
Open Rate: 39.2%
CTR: 3.9

SOCIAL MEDIA

Summary

In January, all social media channels saw an increase of followers and organic engagement, except for Pinterest and Facebook. Facebook's decline came after a huge jump in December of 2024, and returned to numbers on par with last January. Instagram had the largest increase, with a substantial 134% jump; the largest engagement rate of the platform since tracking its analytics.

January 2025 Performance Metrics

Facebook

Total Page Followers: 98,880 (0.13% increase M/M)

Engagement: 6,339 (72.05% decrease M/M)

Instagram

Followers: 65,062 (0.97% increase M/M)

Engagement: 73,885 (134.61 % increase M/M)

Pinterest

Followers: 3,259 (0.03% increase M/M)

Impressions: 7,172 (34.84% decrease M/M)

TikTok

Followers: 167 (30.47 % increase M/M)

Engagement: 8,862 (103.49% increase M/M)

YouTube

Subscribers: 1,309 (3.40% increase M/M)

Views: 13,233 (10.18% increase M/M)

Santa Fe Insider Blog

January 2025 Performance Metrics

Total Blog Views: 11,199(11.89% decrease M/M)

Average Time on Blog: 1:51 (0.91% increase M/M)

January Blog Posts

18 Romantic Must-Dos in Santa Fe

- Updated: January 8, 2025
- Views: 585

Five Ways to Love Santa Fe in February

- Updated: January 13, 2025
- Views: 1,476

Annual Foodie Happenings in Santa Fe

- Updated: January 28, 2025
- Views: 12

Top 5 Viewed Blog Posts in January

25 Things to Do in Santa Fe

- Updated June 8, 2023
- Views: 1,696

Five Ways to Love Santa Fe in February

- Updated: January 13, 2025
- Views: 1,476

6 January Events to Start the New Year Off Right

- Updated: December 20, 2024
- Views: 1,253

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,177

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 980

PUBLIC RELATIONS

Summary

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Pitching efforts, expert quotes and new mentions from previous visits to Santa Fe resulted in a significant amount of coverage this month. January coverage is found in **The New York Times**, **USA Today**, **The Observer** and **Eat This, Not That**. In February, pitching efforts will focus on spring break travel, spring events, outdoor adventure, and long lead pitching for summer. We'll also prepare for upcoming visits by Sarah Joseph (**The Manual**) and Erin Lukas (**The Zoe Report**), respectively.

Performance Metrics

January Numbers (YOY, vs January 2024)

Pitches: 201 (Increase 7% Y/Y)
 Media Visits: 1 (Decrease 80% Y/Y)
 Earned Media: \$1,947,413 (106% Increase Y/Y)
 Total Impressions: 292,112,100 (106% Increase Y/Y)

Year-to-Date 2025 (vs YTD 2024)

Pitches: 201 (Increase 7.4% Y/Y)
 Media Visits: 1 (Decrease 80% Y/Y)
 Earned Media: \$1,947,413 (106% Increase Y/Y)
 Total Impressions: 292,112,100 (106% Increase Y/Y)

MEDIA PLACEMENTS – ADVERTISING

January 2025 Performance Metrics

Total Spend: \$94,701.66 (66.59% increase Y/Y)
 Total Impressions: 23,356,689 (223.35% increase Y/Y)

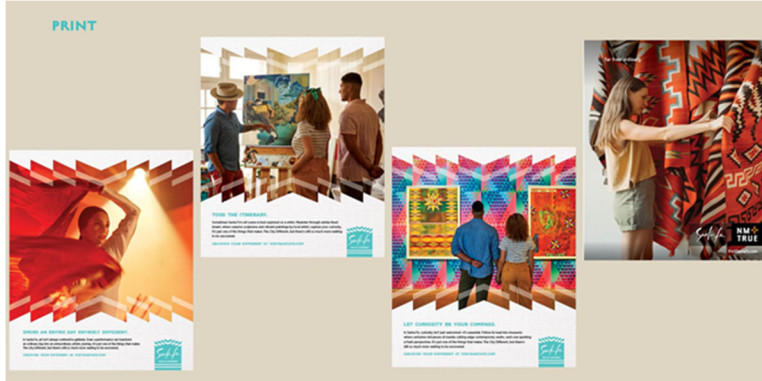
Traditional Media

Impressions: 415,015 (61.91% decrease Y/Y)
 Spend: \$11,747.27 (48.34% decrease Y/Y)

Traditional Media Buys

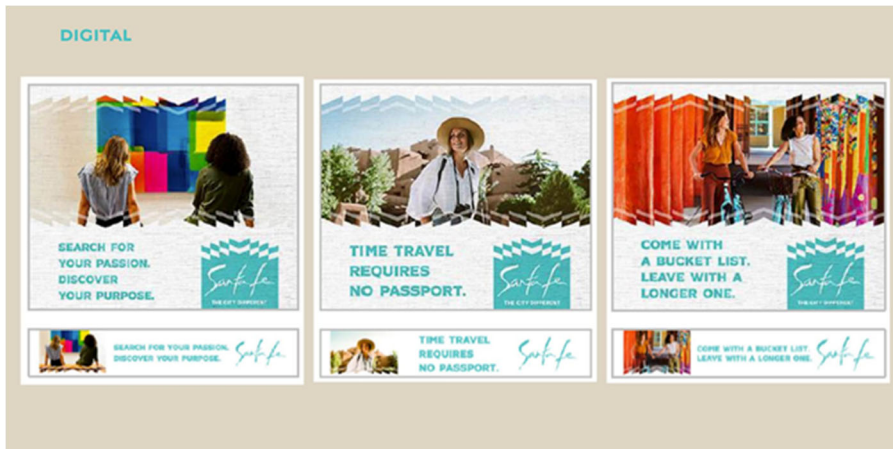
Print

New Mexico Magazine
Phoenix Magazine



Interactive/Digital

Impressions: 2,173,172 (147.59% increase Y/Y)
Spend: \$26,070.80 (1,508.43% Y/Y)



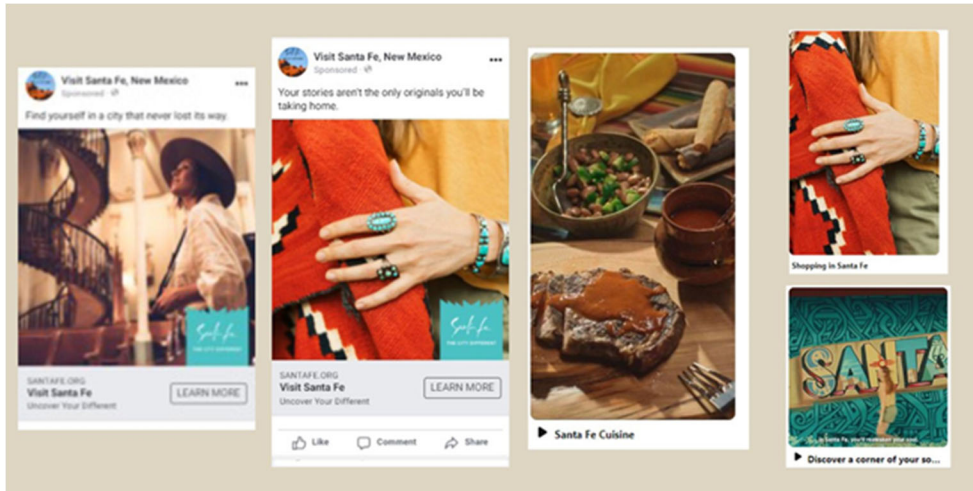
PAID SOCIAL MEDIA

Facebook

Impressions: 10,315,016 (505.94% increase Y/Y)
Spend: \$15,334.85 (95.89% increase Y/Y)

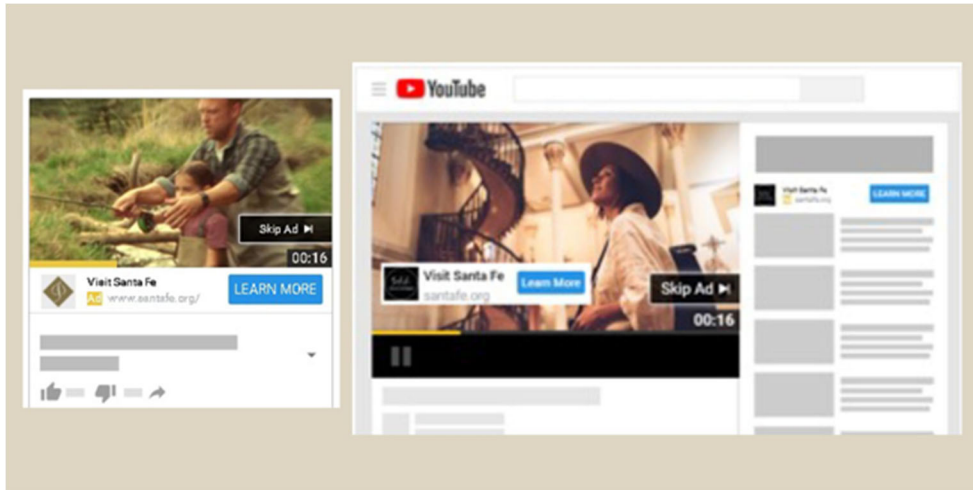
Pinterest

Impressions: 1,270,548 (45.97% increase Y/Y)
Spend: \$4,237.31 (34.83% increase Y/Y)



YouTube

Impressions: 2,961,845 (128% increase Y/Y)
 Spend: \$9,109.81 (40.15% increase Y/Y)



Reddit

Impressions: 1,421,924 (n/a - new campaign)
 Spend: \$4,113.34 (n/a - new campaign)

DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 18,321 (n/a – no campaign in Jan. '24)
 Spend: \$528.83 (n/a – no campaign in Jan. '24)

Google Display

Impressions: 4,224,323 (410.56% increase Y/Y)
 Spend: 5,967.28 (152.01% increase Y/Y)

Google Performance Max

Impressions: 166,072 (40.67% decrease Y/Y)
 Spend: \$2,743.72 (4.4% increase Y/Y)

PAID SEARCH

Google

Impressions: 105,768 (20.46% increase Y/Y)

Spend: \$8,163.41 (32.38% increase Y/Y)

Bing

Impressions: 278,461 (59.36% increase Y/Y)

Spend: \$4,850.75 (21.54% increase Y/Y)

MEETINGS & GROUPS

Google

Impressions: 6,224 (118.08% increase Y/Y)

Spend: \$1,834.29 (53.04% increase Y/Y)

