

TOURISM SANTA FE

OTAB Marketing Report Reporting for September 29, 2026

EXECUTIVE SUMMARY

Key marketing highlights for August & September

- 1) **[RESERVE YOUR SPACE]** Advertise in the 2027 Santa Fe Visitors Guide and Menu Magazine



Advertise in these vital, high-visibility publications. There's an opportunity for every business or organization in Santa Fe!

2027 Visitors Guide publishes January 2027; On stands through January 2028

See the [2027 Media Kit](#) for business ad rates

- Glossy, full color, 156-page print publication
- A range of advertising options:
 - (\$950) Spotlight Listing in Editorial
 - (\$3,000) 1/3 Page in Editorial **NEW!**
 - (\$2,250) 1/4 Page
 - (\$7,000/\$12,000) Advertorial
 - (\$11,000) Double-Page spread
- With any full-page or double-page ad, you receive a FREE year-long Featured Business Listing on [Santafe.org](#) (a \$1200 value). 175K distribution in key regional markets and locations, and by request
- 95% of respondents to a spring 2025 survey expressed high praise for the Santa Fe Visitors Guide's usefulness. It is seen as a trusted, motivating, and enriching tool to experience Santa Fe fully.
- Print readership totals more than 500K annually
- [Digital readership](#) is more than 24K to date

Reserve space in the 2027 Santa Fe Visitors Guide by Friday, October 9, 2026.

2027-28 Menu Magazine publishes May 2027; On stands thru May 2028

See the [2027 Media Kit](#) for menu features and business ad rates

- Glossy, full color, 88-page print publication
- A range of advertising options:
 - (\$50) [Restaurant Highlight](#)
 - (\$350) [Catering/Event Spaces/Breweries/Tasting Rooms/Distilleries Spotlight](#) **NEW Categories!**
 - (\$1,500) Full-Page business ad
 - (\$500/\$900) single- or double-page menu feature
- 60K distribution in key Santa Fe areas and locations, and by request
- Print readership totals more than 200,000 annually
- [Digital readership](#) is 4,500 to date

Reserve space in the Menu Magazine by Monday, February 27, 2027.

2) [TICKETS ON SALE] Balloon Fiesta Shuttle From Santa Fe Hotels



Don't make that early drive or deal with the hassle of parking at this year's Balloon Fiesta.

If you or your guests are looking for convenient roundtrip transportation to the 2026 Albuquerque International Balloon Fiesta, book tickets now for the Santa Fe Balloon Fiesta Shuttle. **The Shuttle will run every day, October 3-11, for the early morning sessions and there will also be two afternoon shuttle departures for the evening Glowdeo events on October 8 and 9.**

The Shuttle will depart from three hotel locations around Santa Fe — **Eldorado Hotel, La Fonda on the Plaza, and The Courtyard Marriot.**

The shuttle service will drop passengers off right in front of the Public Transit Area at the SE corner of Balloon Fiesta Park, just steps from the event entrance gates and will pick up at the same place several hours later.

Shuttle Tickets are \$55 (+\$3.75 processing fee) per person. For schedule information and to reserve seats, visit www.santafe.org/balloonfiestashuttle. Space is limited and tickets are on a first- come, first-serve basis.

Download the flyer to print and distribute to your guests or display at your business.

3) **[LAST CALL FOR DISTRIBUTION]** Share Our Visitors Survey



TOURISM Santa Fe is conducting a Visitor Survey and have extended the deadline to September 30. We need your help to gather valuable feedback from recent visitors.

The insights collected through this survey will help us better understand who is visiting Santa Fe, what inspires their trips, and how we can continue enhancing the visitor experience.

The Partner Toolkit includes everything you need to help promote the survey throughout the short campaign, including:

- Campaign timeline and recommended promotion schedule
- QR Code & Survey link
- Ready-to-use social media copy
- Email and newsletter copy
- Branded graphics
- Best practices for sharing the survey

[Access the TSF Visitor Survey Partner Toolkit HERE to download graphics and view ready-to-use copy.](#)

Please share the survey and promote it using the materials we have provided. Whether you share it through social media, newsletters, post-stay emails, your website, or other visitor communications, every response helps us build a more complete picture of Santa Fe's visitors. If you're able to segment your lists to include only out-of-town guests, that is encouraged.

As a thank you for participating, visitors who complete the brief survey will be entered into a drawing to win a 3-night stay in Santa Fe.

We appreciate your partnership and support in making this survey a success. If you have any questions or need additional materials, please reach out to Isabella Regis at iaregis@santafenm.gov.

4) **[SANTA FE IN THE SPOTLIGHT]** Santa Fe's Culinary Scene Celebrated



CONGRATULATIONS!

Santa Fe's culinary scene continues to earn national recognition, with local establishment receiving notable accolades from leading publications and the MICHELIN Guide.

Santa Fe was honored to be included in the MICHELIN Guide's first-ever Southwest restaurant selections. Congratulations to all who were recognized!

Bib Gourmand Award

A designation given to select restaurants that offer good quality food for a good value—often known as personal favorites among the inspectors when dining on their own time.

- Jambo Café
- La Choza
- Paper Dosa
- Tia Sophia's

Recommended Restaurants

Recommended restaurants highlighted by the MICHELIN Guide inspectors.

- Arroyo Vino
- Izanami
- Joseph's Culinary Pub
- Market Steer
- Paloma
- Restaurant Martin

Leo's was recognized in the Bon Appétit Best New Restaurants 2026 list.

<https://www.bonappetit.com/story/best-new-restaurants-2026>

Santa Fe Farmers Market named one of the best Farmers' Markets in America by TimeOut.

<https://www.timeout.com/usa/things-to-do/best-farmers-markets-usa>

5) [PR UPDATES & RECENT MEDIA COVERAGE]

Websites:

In **PaperCity**, Santa Fe is featured in, ["Tap Into a Spirit of Adventure at Bishop's Lodge, Auberge Collection, Your Basecamp in Santa Fe."](#) resulting from a press trip in July 2026.

In **Forbes**, Santa Fe is featured in, ["Discover America's Eclectic Antique Shops During Your Next Road Trip."](#) resulting from pitching efforts.

Santa Fe is featured by **Forbes** in, ["Beyond New England: 8 Stunning Destinations For Spectacular Fall Foliage."](#) resulting from pitching efforts.

In **AFAR**, Santa Fe is featured in, ["10 Best Places to Travel in October."](#) resulting from pitching efforts.

In **ELLE**, Santa Fe hotel El Rey Court is featured in, ["The Best Hotels That Aren't Super Expensive."](#) resulting from pitching efforts.

The Arizona Republic featured Santa Fe in the article, ["Santa Fe Is an Easy Weekend Escape From Phoenix. Here's Your Guide,"](#) resulting from a press trip in August 2026.

In **TimeOut**, the Santa Fe Farmer's Market is honored as one of ["The Best Farmers' Markets in America."](#) resulting from pitching efforts.

On **Yahoo Creators**, Santa Fe is featured in, ["This Santa Fe Hotel Offers a Free Art Tour, and It's One of the City's Iconic Experiences."](#) resulting from a press visit in September 2025.

In the **Nob Hill Gazette**, Santa Fe is featured in the article titled, ["Explore Santa Fe Through the Eyes of Georgia O'Keeffe."](#) resulting from a media visit in June 2025.

Santa Fe is included in the article, ["It's Road Trip Season! 7 Scenic Drives Worth the Detour."](#) by **Brit + Co**, resulting from pitching efforts.

In **Global Traveler**, the Santa Fe Margarita Trail is featured in, ["Agave Road: The Santa Fe Margarita Trail Makes Every Day Feel Like Cinco de Mayo."](#) resulting from a press visit in April 2026.

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

August 2026

- 26,763 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 29,817 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,954 people have earned an official T-Shirt by collecting five stamps on the Trail
- 914 members of the Margarita Society have earned 10 or 15 stamps
- 532 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 347 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 421 Journalist have experienced the Trail
- \$11,924,033 amount of earned media

Social Media

- 664 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

August 2026

- Total Sales: \$76,721
- Businesses: 125
- Items Sold: 1,112
- Total Orders: 724
- Published Products: 1,794

MONTHLY METRICS

WEBSITE & NEWSLETTERS

WEBSITE METRICS

August 2026

Total Visits:

Organic: 96,448 (24.83% increase Y/Y)

Paid: 90,672 (41.91% decrease Y/Y)

New Visits:

Organic: 76,177 (40.94% increase Y/Y)

Paid: 75,238 (45.84% decrease Y/Y)

Avg. Engagement Time:

Organic: 0:48 (37.76% decrease Y/Y)

Paid: 0:43 (33.17% increase Y/Y)

Avg. Pages per Session

Organic: 1.8 (24.78% decrease Y/Y)

Paid: 1.8 (11.97% increase Y/Y)

Avg. Engagement Rate

Organic: 57.35% (16.69% decrease Y/Y)

Paid: 47.60% (45.45% increase Y/Y)

Newsletters – 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!

September in Santa Fe is Zozobra, Wine & Chile, and More!

- Send Date: 8/19/26
- Subscribers: 99,053
- Number Opened: 12,576
- Open Rate: 12.7%
- CTR: 2.3%

THE SEASONAL

The Seasonal, our quarterly consumer awareness newsletter informs and inspires potential visitors with seasonal happenings, must-see events, national/international accolades, blogs, deals & specials, and more!

Plan Your Trip to Santa Fe this Fall

- Send Date: 8/13/26
- Subscribers: 70,686
- Number Opened: 9,463
- Open Rate: 13.4%
- CTR: 1.9%

SOCIAL MEDIA

August 2026 Performance Metrics

August showed strong momentum across Tourism Santa Fe's social channels, led by significant engagement growth on TikTok (+144.1%) and Instagram (+15.4%). Facebook delivered a major content win, with its top-performing Zozobra post reaching 122,305 people and generating 3,254 interactions, approximately three times the engagement and reach of the previous month's top post. However, the slight 0.6% decline in overall Facebook engagement indicates that this breakout performance was concentrated in a single post rather than reflected across the broader content mix. The opportunity is clear: lean into the types of timely, experiential, distinctly Santa Fe storytelling that drove the Zozobra success and replicate those winning elements across more content.

Facebook

Total Page Followers: 106,539 (0.9% increase M/M)

Engagement: 13,898 (0.6% decrease M/M)

Instagram

Followers: 78,413 (1.4% increase M/M)

Engagement: 28,370 (15.4% increase M/M)

Pinterest

Followers: 3,260 (0.0% increase M/M)

Impressions: 2,178 (53.3% decrease M/M)

TikTok

Followers: 2,748 (15.9 % increase M/M)

Engagement: 93,824 (144.1% increase M/M)

YouTube

Subscribers: 2,190 (2.8% increase M/M)

Views: 30,681 (2.7% increase M/M)

Santa Fe Insider Blog

August 2026 Performance Metrics

Sessions: 19,699 (3.9% decrease Y/Y)

Average Engagement Time Per Session: 1:26 (19.6% decrease Y/Y)

August Blog Posts

Fall for these 10+ October Events in Santa Fe

- Updated August 20, 2026
- Views: 1,003

Experience Balloon Fiesta in a "Different" Way

- Updated: August 22, 2026
- Views: 302

Top 5 Viewed Blog Posts in August

10+ Events You Can't Miss in Santa Fe this September

Updated: July 23, 2026

Views: 2,579

25 Things To Do in Santa Fe

Updated: June 30, 2025

Views: 2,035

11 surprising facts about Santa Fe, NM

Updated: July 6, 2026

Views: 1,979

Hiking Trails You Can Access From Santa Fe

Updated: June 4, 2026

Views: 1,434

Santa Fe: 1 City, 4 Trips

Updated: October 18, 2024

Views: 1,109

PUBLIC RELATIONS

Performance Metrics

August Numbers (YOY, vs 2025)

Pitches: 329 (73% Increase Y/Y)

Media Visits: 3 (No change Y/Y)

Earned Media: \$891,774 (43% Decrease Y/Y)

Total Impressions: 133,766,171 (43% Decrease Y/Y)

Year-to-Date 2026 (vs YTD 2025)

Pitches: 2,868 (43% Increase Y/Y)

Media Visits: 31 (41% Increase Y/Y)

Earned Media: \$17,353,885 (20% Decrease Y/Y)
Total Impressions: 2,599,827,387 (20% Decrease Y/Y)

MEDIA PLACEMENTS – ADVERTISING

August 2026 Performance Metrics

Total Spend: \$207,128.34 (37.12% decrease Y/Y)
Total Impressions: 11,058,294 (66.56% decrease Y/Y)

Traditional and Programmatic Media

Impressions: 7,455,595 (32.28% decrease Y/Y)
Spend: \$99,446.44 (46.41% decrease Y/Y)

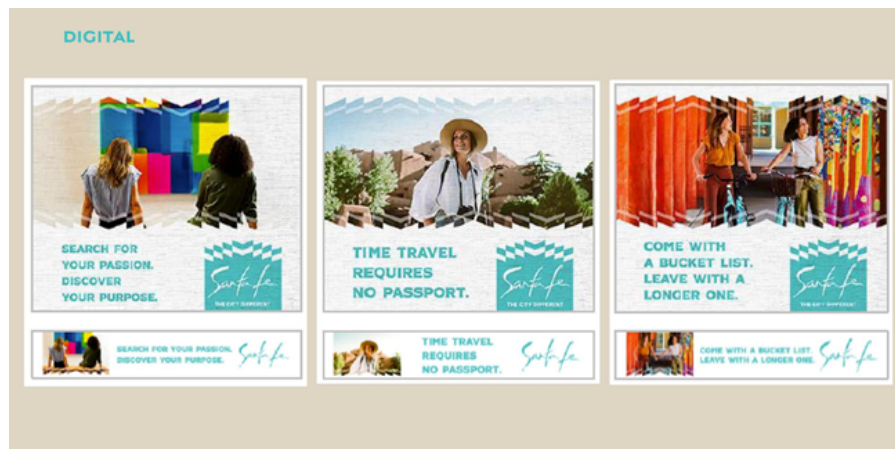
Traditional Print

- Modern Luxury - Chicago
- Modern Luxury - Houston



Traditional Digital

- Sojern (OLV)
- Meta
- Pinterest
- Google (Demand Gen, Search, PMAX)
- CVENT (M&G, Display, RFP Dashboard)



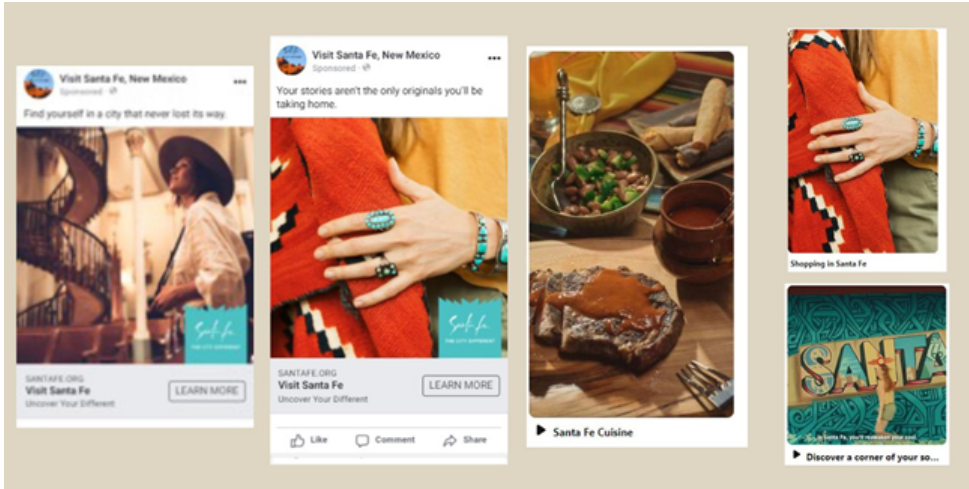
PAID SOCIAL MEDIA

Meta

Link Clicks: 40,543 (29.74% decrease Y/Y)
Spend: \$31,419.48 (27.81% decrease Y/Y)

Pinterest

Pin Clicks: 6,689 (73.97% increase Y/Y)
Spend: \$28,065.67 (73.93% increase Y/Y)



DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 766,949 (258.29% increase Y/Y)
Spend: \$14,825.90 (203.91% increase Y/Y)

Google Performance Max

Conversions: 2,723 (9.01% increase Y/Y)
Spend: \$7,014.49 (18.20% increase Y/Y)

PAID SEARCH

Google

Clicks: 19,807 (11.73% decrease Y/Y)
Spend: \$23,009.04 (15.87% increase Y/Y)

MEETINGS & GROUPS

Google

Conversions: 4 (69.23% decrease Y/Y)
Spend: \$3,347.31 (48.24% decrease Y/Y)

