OCTOBER 2026 OCCUPANCY TAX ADVISORY BOARD
Meeting

MONTH			LAST YEAR		VAR	
September	STR		STR		STR	STR
OCCUPANCY						
City Wide	80.7%		73.8%		6.9%	9.3%
Downtown	86.7%		81.6%		5.1%	6.3%
Cerrillos Road	75.1%		67.0%		8.1%	12.1%
County	76.2%		64.1%		12.1%	18.9%
AVERAGE RATE						
City Wide	$223.10		$206.11		$16.99	8.2%
Downtown	$313.15		$291.13		$22.02	7.6%
Cerrillos Road	$132.11		$113.29		$18.82	16.6%
County	$333.64		$296.15		$37.49	12.7%
REVPAR						
City Wide	$179.95		$152.19		$27.76	18.2%
Downtown	$271.42		$237.60		$33.82	14.2%
Cerrillos Road	$99.17		$75.88		$23.29	30.7%
County	$254.34		$189.81		$64.53	34.0%
LODGER'S TAX - August collected in September						
Hotels	$1,476,789		$1,600,652		($123,864)	-7.7%
Short Term Rentals	$490,395		$41,466		$448,929	1082.7%
Total	$1,967,183		$1,642,118		$325,065	19.8%

Short Term Rentals - September			
	1,960		dn 6%
Available Listings	70.31%		up 8%
Occupancy	$295.50		up 6%
Average Rate	$207.76		up 14%
RevPAR			

YEAR TO DATE			LAST YEAR		VAR	% Var
September	STR		STR		STR	STR
OCCUPANCY						
City Wide	68.3%		67.7%		0.6%	0.9%
Downtown	73.6%		73.3%		0.3%	0.4%
Cerrillos Road	62.5%		62.6%		-0.1%	-0.2%
County	67.7%		64.4%		3.3%	5.1%
AVERAGE RATE						
City Wide	$183.44		$180.81		$2.63	1.5%
Downtown	$256.44		$250.54		$5.90	2.4%
Cerrillos Road	$107.59		$105.96		$1.63	1.5%
County	$277.44		$269.38		$8.06	3.0%
REVPAR						
City Wide	$125.33		$122.50		$2.83	2.3%
Downtown	$188.81		$183.58		$5.23	2.8%
Cerrillos Road	$67.27		$66.38		$0.89	1.3%
County	$187.91		$173.51		$14.40	8.3%
Lodger's Tax FY through - 3 months						
Hotels	$4,119,579		$4,362,701		($243,122)	-5.6%
Short Term Rentals	$1,415,480		$1,166,966		$248,514	21.3%
Total	$5,535,059		$5,529,667		$5,392	0.1%
Lodger's Tax Calendar through 9 months						
Hotels	$9,471,676		$9,771,298		($299,622)	-3.1%
Short Term Rentals	$3,301,108		$3,044,573		$256,535	8.4%
Total	$12,772,784		$12,815,871		($43,087)	-0.3%

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

Downtown		% of Total
Drury Plaza	182	
El Sendero Inn	83	
Eldorado Hotel	219	
Hilton	158	
Hotel Chimayo	56	
Hotel Santa Fe	35	
St Francis	80	
Inn at Loretto	138	
Inn of the Gov	100	
Inn on Alameda	72	
La Fonda	180	
La Posada	157	
Pinon Court	58	
Rosewood	58	
	1394	46.0%
Total	1985	38.6%
	70.2%	
Cerrillos Road		
El Rey	86	
Motel 6	48	
Sage	154	
Baymont	51	
Best Western	95	
Comfort Inn	83	
Courtyard SF	209	
Coyote South	89	
Days Inn	83	
DoubleTree	130	
Econo Lodge	48	
Fairfield Inn	81	
HI Express	60	
Hyatt Place SF	92	
Inn at Santa Fe	98	
La Quinta Inn	131	
Motel 6	104	
Quality Inn	116	
Ramada	76	
	1834	46.8%
Total	2020	39.3%
	90.8%	
Periphery		
Hotel Glorieta	128	
Residence Inn	120	
	248	7.1%
Total	307	6.0%
	80.8%	
County		
C I Edgewood	72	
Bishops Lodge	98	
Four Seasons	65	
Hilton Buffalo	393	
Homewood Suites	81	
	709	
Total	833	16.2%
	85.1%	
SF	4312	
Total	5145	