



Agenda

Regular Meeting of the
Occupancy Tax Advisory Board
June 30, 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 - May 26, 2026
5. Presentations
 - a. Lodgers Report (Sam Gerberding, General Manager of the Inn of the Governors, gm@innofthegovernors.com)
 - b. Lodgers Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
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)
8. Matters from the Board
9. Matters from the Public

10. Next Meeting: July 28, 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
May 26, 2026 at 10:30 AM
City Council Chambers, City Hall
200 Lincoln Avenue
MINUTES**

1. Call to Order

The Occupancy Tax Advisory Board (OTAB) Meeting was called to order by Rik Blyth, OTAB Chair at 10:32 AM, on Tuesday, May 26, 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
Michael Trujillo

MEMBERS EXCUSED

Ray Sandoval

OTHER PARTICIPANTS ATTENDING

Randy Randall, TSF Executive Director
Jordan Guenther, TSF Marketing Director
David Carr, TSF Sales Director
Shirley Spencer, OTAB Liaison

3. Approval of Agenda

MOTION A motion was made by Gerberding, seconded by Trujillo, to approve the agenda as presented.

VOTE The motion passed on a voice vote.

4. Approval of Minutes

a. OTAB Minutes - April 28, 2026

MOTION A motion was made by Gerberding, seconded by Trujillo, 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)
- b. Lodgers Tax Report (Randy Randall, TSF Executive Director,

rRANDALL@santafenm.gov)

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)

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: June 30, 2026

11. Adjourn

The meeting ended at 11:25AM

Chair

Shirley Spencer

Liaison

TOURISM SANTA FE

OTAB Marketing Report Reporting for June 30, 2026

EXECUTIVE SUMMARY

Key marketing highlights for May & June

1) **[ORDER TODAY]** New 2026-27 Santa Fe Menu Magazine



The 4th iteration of the Santa Fe Menu Magazine, the Official Guide to Dining in The City Different (2026-27) has arrived. Free copies of the Magazine are easy to order for your business, with delivery available within Santa Fe or convenient pick up at the Santa Fe Community Convention Center.

Thank you to the **50+ restaurants and 7 Santa Fe businesses** that partnered with TOURISM Santa Fe to create a beautiful and user-friendly resource for exploring the culinary and hospitality scene in our fair city.

Expanded editorial highlights **18 culinary treasures** that have been serving delicious fare to visitors and locals alike for more than 50 years, a comprehensive look at all **James Beard Foundation Award nominees, finalists, and winners**, and a short piece about what to expect from **The MICHELIN Guide Southwest**.

The revamped Table of Contents tells the nutshell story of each restaurant and the **brand-new Catering & Event Spaces** section welcomes 10 establishments ready to serve!

Also, **meet Lois Ellen Frank, owner of Red Mesa Cuisine**, a catering company that specializes in Indigenous Cuisine and Cultural Education, who opens the Magazine with a reminder about the contribution of ancestral Native American ingredients to Santa Fe's culinary scene.

You'll also notice colorful QR codes on every menu directing you to the restaurant's website and Margarita Trail icons indicating the establishment's partnerships.

2) **[SANTA FE IN THE SPOTLIGHT]** Santa Fe International Film Festival and Santa Fe Hotels Recognized Nationally



Santa Fe International Film Festival Recognized by *MovieMaker Magazine*

For its 12th year, [Santa Fe International Film Festival](#) has earned a coveted spot as one of [MovieMaker Magazine's "50 Festivals Worth the Entry Fee,"](#) a testament to the festival's dedication to filmmakers and the cinematic arts. SFiFF is the only film festival in the State of New Mexico that is accredited by the Academy of Motion Pictures Arts and Sciences® as a qualifying festival, and the only festival in New Mexico to be recognized in *MovieMaker's* 2026 list. Don't miss this year's festival from October 14-19, 2026.

The Inn of the Five Graces and Four Seasons Resort Rancho Encantado Earn *Condé Nast Traveler's* "Triple Crown" Honor

Condé Nast Traveler has introduced a new award recognizing the most celebrated hotels in its rankings: the "Triple Crown." This new distinction is awarded only to properties that have appeared on all three of the publication's annual hotel lists—the [Hot List](#), which highlights the best new hotels; the [Gold List](#), featuring editors' favorite properties; and [Readers' Choice](#), selected by travelers themselves. As the publication notes, "Win all three and you're a *Condé Nast Traveler* Triple Crown property." Congratulations on receiving this well-deserved recognition!

3) **[PR UPDATES & RECENT MEDIA COVERAGE]**

In May 2026, public relations efforts focused on press trip execution and media outreach through thematic pitching. A small group press visit themed around Native Art in Santa Fe and the School for Advanced Research was completed May 3-6, hosting Rebecca Rhoades, Mona Gable, Rona Berg, and Ariel Frager. The team also hosted freelance writer, Lauren Goldenberg to research an article for **The Knockturnal**.

Earned media coverage this month appeared in major national outlets, and many articles highlighted Santa Fe in connection to the Route 66 Centennial and the American 250 celebration. Santa Fe was honored with a new accolade from **Eating Well**, which included the city as one of the nation's top "wellness towns."

RECENT NEWS COVERAGE

Print:

In the May 2026 print issue of **Food & Wine**, the Santa Fe School of Cooking is featured in an article titled, "Study Abroad," by Veronica Stoddard, highlighting it as a destination-worthy cooking class.

In the Summer 2026 print issue of **Colorado Expression** magazine, Santa Fe is featured in a Route 66 destination story by Caren Austin. This placement resulted from assisting with press visit hosting in February 2026.

Websites:

In **Travel + Leisure**, Santa Fe is featured in "[21 Perfect August Getaways for Every Type of Traveler](#)," secured through pitching efforts.

Eating Well selected Santa Fe as a top wellness town in America and featured the city in "This High-Desert New Mexican Town Is Where Fresh Ingredients Meet Bold Southwestern Flavor."

In **Vogue**, Santa Fe is featured in an article titled, "In Santa Fe, a Native Fashion Showcase Celebrated Handcraft," secured through ongoing media relationship with writer.

In **Time Out**, Santa Fe is featured in "The Best U.S. Destinations for Culture Lovers," secured through pitching efforts.

In **Forbes**, Santa Fe is featured in the article, "Slow Down With Emmi Whitehorse At Wheelwright Museum In Santa Fe," resulting from an ongoing media relationship with the writer.

In the **Los Angeles Times**, Santa Fe is featured in "More than 66 fascinating, fun and downright cool stops along Route 66," secured from sharing destination information with the writer.

In **AFAR**, La Reina at El Rey Court is featured in "The 7 Best Drag Shows, Queer Nights, and Welcoming Bars Along Route 66," secured through pitching.

In the **Food & Wine** article, "You've Been Ordering Wine by the Glass Wrong — Here's What to Ask For Instead," freelance writer Kelly Magyarics includes a quote from Kristina Hayden Bustamante, wine director at Rosewood Inn of the Anasazi. This connection was made from Kelly's April 2026 press visit.

In **Travel + Leisure**, Santa Fe is featured in, "50 Unique Experiences Across the U.S. to Celebrate America's 250th," as part of their America 250 coverage. The Santa Fe section was written by Mae Hamilton, following a March 2026 press visit.

Forbes included Santa Fe as one of, "52 All-American Summer Getaways," as part of their America's 250th anniversary state-by-state travel guide. The article highlights the city as New Mexico's quintessential American getaway and spotlights Rosewood Inn of the Anasazi, Canyon Road, the Georgia O'Keeffe Museum, and Santa Fe's position as one of the largest art markets in the U.S.

In **Condé Nast Traveler**, Santa Fe and El Rey Court are featured in the article, "These Iconic Hotels and Inns Along Route 66 Are Keeping the Magic Alive—One Neon Sign at a Time," as part of their Route 66 centennial coverage. This placement was secured through a meeting with writer Jessica Chapel.

In **Time Out USA**, Santa Fe's Margarita Trail is featured in "This New Mexico City Has One of the Most Unique Cocktail Trails in the U.S. and It's Rooted in 400 Years of History," with photo assistance provided.

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

May 2026

- 26,242 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 29,172 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,555 people have earned an official T-Shirt by collecting five stamps on the Trail
- 862 members of the Margarita Society have earned 10 or 15 stamps
- 515 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 336 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

- 417 Journalist have experienced the Trail
- \$11,923,232 amount of earned media

Social Media

- 662 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

May 2026

- Total Sales: \$74,798
- Businesses: 125
- Items Sold: 1,094
- Total Orders: 713
- Published Products: 1,778

MONTHLY METRICS

WEBSITE & NEWSLETTERS

May 2026 Website Performance Metrics

Total Visits:

Organic: 106,780 (29.58% decrease Y/Y)

Paid: 107,629 (45.19% decrease Y/Y)

New Visits:

Organic: 88,716 (17.19% decrease Y/Y)

Paid: 94,044 (43.14% decrease Y/Y)

Avg. Engagement Time:

Organic: 0:42 (6.89% increase Y/Y)

Paid: 0:42 (23.85% increase Y/Y)

Avg. Pages per Session

Organic: 1.8 (3.97% decrease Y/Y)

Paid: 1.93 (13.82% increase Y/Y)

Avg. Engagement Rate

Organic: 50.96% (21.55% increase Y/Y)

Paid: 43.24% (12.35% increase Y/Y)

Newsletters – Consumer**THE SEASONAL (SUMMER)**

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!

6 Steps to the Best Summer Visit to Santa Fe

<https://mailchi.mp/santafe/6-steps-to-the-best-summer-visit-to-santa-fe>

Send Date: 5/14/26

Subscribers: 67,523

Number Opened: 6,863

Open Rate: 10.2%

CTR: 1.9%

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!

🌻 Get the Scoop on Route 66, Santa Fe Magazine Festival, and more!

<https://mailchi.mp/santafe/get-the-scoop-on-route-66-santa-fe-magazine-festival-and-more>

Send Date: 5/20/26

Subscribers: 95,394

Number Opened: 11,726

Open Rate: 12.3%

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.

Shop for Everyone in Santa Fe

<https://mailchi.mp/santafe/shoppinginsantafe-7512905>

Send Date: 5/27/26

Subscribers: 24,807

Number Opened: 2,913

Open Rate: 11.7

CTR: 2.6

SOCIAL MEDIA

May 2026 Performance Metrics

May performance reflects the beginning of the summer travel planning season, with audiences showing particularly strong interest in upcoming events and experiences. Instagram and TikTok experienced exceptional engagement growth, driven largely by content that helped visitors plan summer activities. Overall, the data suggests increasing consumer interest in Santa Fe as a summer destination, with event-driven and experience-focused content generating the strongest audience response across platforms.

Facebook

Total Page Followers: 104,649 (0.2% increase M/M)

Engagement: 8,923 (1.4% increase M/M)

Instagram

Followers: 75,216 (0.9% increase M/M)

Engagement: 27,445 (123.5 % increase M/M)

Pinterest

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

Impressions: 6,256 (7.4% increase M/M)

TikTok

Followers: 2,129 (10.2 % increase M/M)

Engagement: 49,465 (202.9% increase M/M)

YouTube

Subscribers: 2,040 (3.6% increase M/M)

Views: 29,317 (10.6% decrease M/M)

[Santa Fe Insider Blog](#)

May 2026 Performance Metrics

Sessions: 17,107 (14.65% decrease Y/Y)

Average Engagement Time Per Session: 1:20 (18.37% decrease Y/Y)

May Blog Posts

July is Festival Season in The City Different

- Updated May 28, 2025
- Views: 249

A Guide to Contemporary Hispanic Market in Santa Fe

- Updated: May 28, 2026
- Views: 16

Top 5 Viewed Blog Posts in May

25 Things To Do in Santa Fe

- Updated: June 30, 2025
- Views: 2,043

June Events in The City Different

- Updated: April 27, 2026
- Views: 1,527

Hiking Trails You Can Access from Santa Fe

- Updated: June 30, 2025
- Views: 1,421

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,317

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,148

PUBLIC RELATIONS

Performance Metrics

In May 2026, public relations efforts focused on press trip execution and media outreach through thematic pitching. A small group press visit themed around Native Art in Santa Fe and the School for Advanced Research was completed May 3-6, hosting Rebecca Rhoades, Mona Gable, Rona Berg, and Ariel Frager. The team also hosted freelance writer, Lauren Goldenberg to research an article for The Knockturnal.

Earned media coverage this month appeared in major national outlets, and many articles highlighted Santa Fe in connection to the Route 66 Centennial and the American 250 celebration. Santa Fe was honored with a new accolade from Eating Well, which included the city as one of the nation's top "wellness towns."

MEDIA PLACEMENTS – ADVERTISING

May 2026 Performance Metrics

Total Spend: \$210,002.85 (38.31% decrease Y/Y)

Total Impressions: 17,181,472 (70.13% decrease Y/Y)

Traditional Media

Impressions: 4,565,788 (58.75% increase Y/Y)

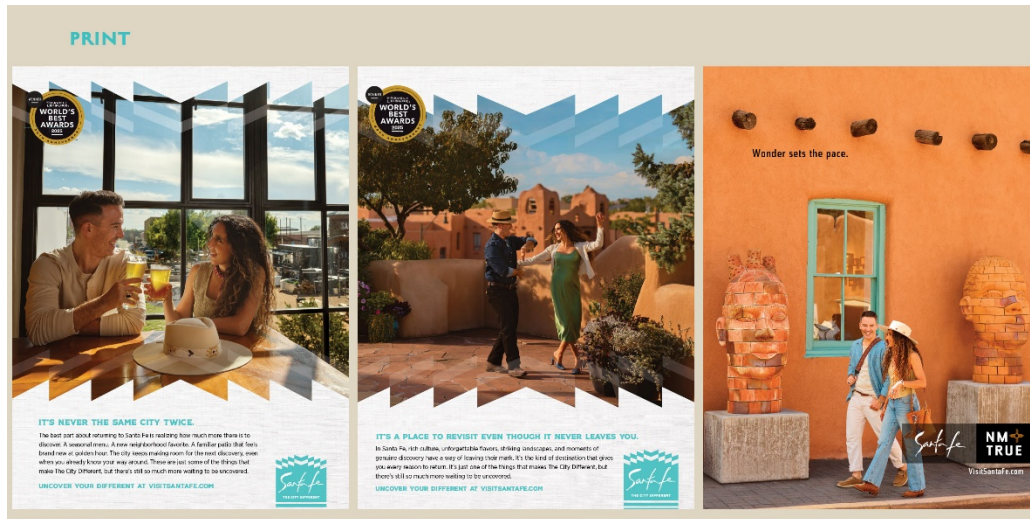
Spend: \$88,360.62 (14.72% decrease Y/Y)

Traditional Print

- Austin Monthly
- New Mexico Magazine
- Texas Monthly (CoOp)
- Colorado Springs Magazine
- Modern Luxury – Chicago
- Modern Luxury – Los Angeles
- Modern Luxury - Houston

Traditional Digital

- Expedia (Display)
- Travel + Leisure (Native Social Package)
- Trip Advisor (Native Display)
- Austin Monthly (Web Editorial)
- 5280 Magazine (Display)
- Phoenix Magazine (Dedicated Email)
- New Mexico Magazine (Instagram Post)



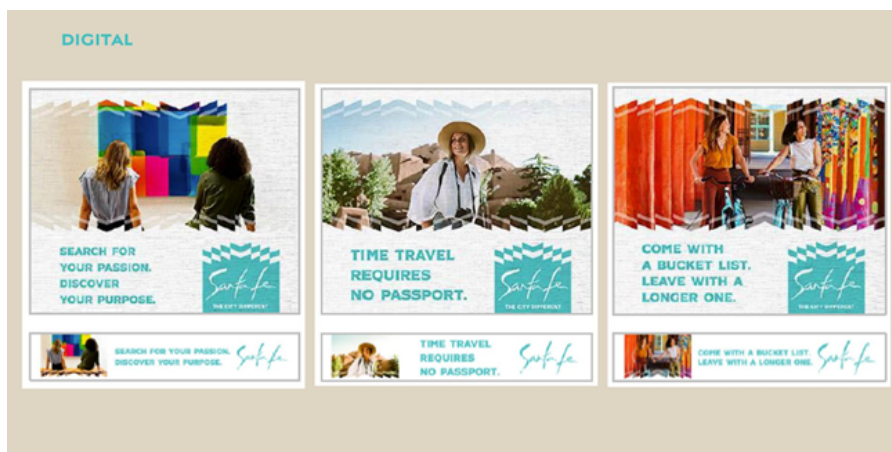
Programmatic Media

Impressions: 3,018,421 (52.72% decrease Y/Y)

Spend: \$20,387.81 (67.41% decrease Y/Y)

Programmatic and Digital Media Buys

- MIQ (Display, OLV, CTV, Streaming Audio, Rich Media, Mobile Quiz)
- Expedia (Display)
- Nativio (In-Feed, Native)
- Travel + Leisure (Display, High Impact)
- Tripadvisor (Display)
- Outside Magazine (Display)
- Food & Wine (Display)
- Texas Monthly (Display)



PAID SOCIAL MEDIA

Meta

Impressions: 7,835,863 (56.86% decrease Y/Y)

Spend: \$37,878.68 (19.10% decrease Y/Y)

Pinterest

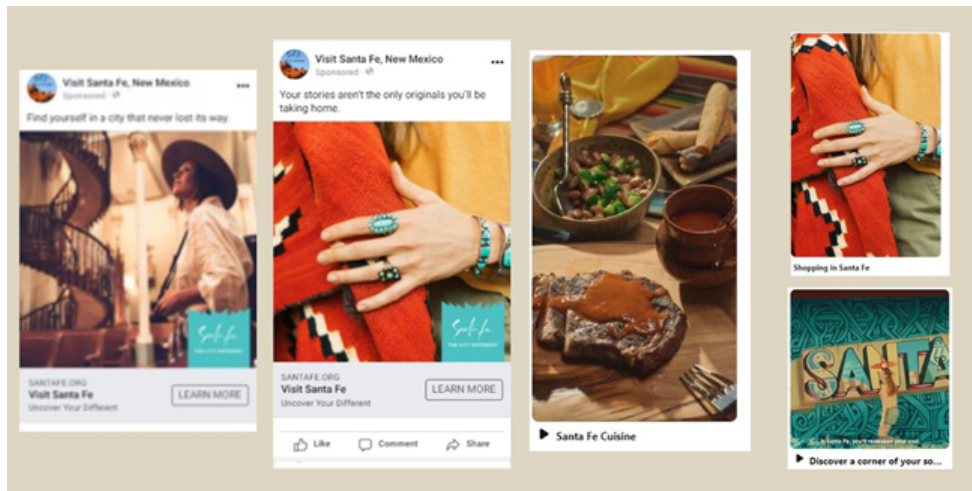
Impressions: 387,777 (86.29% decrease Y/Y)

Spend: \$17,947.97 (11.39% increase Y/Y)

YouTube

Impressions: 691,526 (90.59% decrease Y/Y)

Spend: \$2,893.06 (87.7% decrease Y/Y)



DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 156,985 (55.44% increase Y/Y)

Spend: \$3,504.38 (157.38% increase Y/Y)

Google Performance Max

Conversions: 2,499 (44.37% decrease Y/Y)

Spend: \$4,221.51 (34.60% decrease Y/Y)

PAID SEARCH

Google

Clicks: 25,031 (1.77% decrease Y/Y)

Spend: \$25,086.56 (12.29% increase Y/Y)

Bing

Clicks: 7,316 (30.58% decrease Y/Y)

Spend: \$6,420.11 (32.75% decrease Y/Y)

MEETINGS & GROUPS

Google

Conversions: 7 (133.33% increase Y/Y)

Spend: \$3,886.56 (32.77% decrease Y/Y)

