



Agenda

Regular Meeting of the
Occupancy Tax Advisory Board
July 28, 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-](https://santafenm.gov.zoom.us/j/82676858834?pwd=C9bV6CYXC5A9QoL9syYkHxGNBi6jRn.1)

[gov.zoom.us/j/82676858834?pwd=C9bV6CYXC5A9QoL9syYkHxGNBi6jRn.1](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 - June 30, 2026
5. Presentations
 - a. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governors, gm@innofthegovernors).
 - 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 Director Report (Randy Randall, TSF Executive Director, rRANDALL@santafenm.gov).
8. Matters from the Board
9. Matters from the Public

10. Next Meeting: August 25, 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
June 30, 2026 at 10:30 AM
City Council Chambers, City Hall
200 Lincoln Avenue
MINUTES**

1. Call to Order

Meeting called to order at 10:34AM.

2. Roll Call

MEMBERS PRESENT

Bonnie Bennett
Rik Blyth
Michael Trujillo

MEMBERS EXCUSED

Ray Sandoval
Sam Gerberding

OTHER PARTICIPANTS ATTENDING

Randy Randall, TSF Executive Director
David Carr, TSF Sales Director
Joy Rice, TSF Marketing Manager
Shirley Spencer, Liason

3. Approval of Agenda

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

VOTE The motion passed on a voice vote.

4. Approval of Minutes

a. OTAB Minutes - May 26, 2026

MOTION A motion was made by Trujillo, seconded by Bennett, 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)

Sam was not present for report.

b. Lodgers Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Presented with no questions.

6. Action Items

No Actions.

7. Matters from Staff

- a. TSF Sales Report (David Carr, Director of Sales, dacarr@santafenm.gov)

Presented.

- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)

Joy Rice, TSF Marketing Manager presented the Marketing Report in Jordan Guenther, TSF Marketing Director's absence.

- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Randy Randall presented TSF Executive Director Report.

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: July 28, 2026

11. Adjourn

The meeting adjourned at 11:13AM.

Chair

Shirley Spencer

Liaison

TOURISM SANTA FE

OTAB Marketing Report Reporting for July 28, 2026

EXECUTIVE SUMMARY

Key marketing highlights for June and July

1) **[BIG NEWS!]** Santa Fe Repeats as the #1 U.S. City in *Travel + Leisure* World's Best Awards



Santa Fe is honored to once again be named the #1 U.S. City in the *Travel + Leisure* World's Best Awards and the #19 city on the list of their 25 favorite cities in the world.

Download the promotional toolkit using the link below to promote our city's #1 ranking and spread the word. Potential visitors to Santa Fe need to hear this from many sources.

In addition to the best cities lists, Santa Fe resorts also appeared on lists of best hotels and spas. Bishop's Lodge, Auberge Collection took the #3 spot on the list of top resorts in the west and Ten Thousand Waves was #15 on the list of best domestic wellness retreats.

Travel + Leisure also compiled a list of the "Best Hotels in Santa Fe," highlighting The Inn of the Five Graces, La Fonda on the Plaza, Inn on the Alameda, Hotel Santa Fe The Hacienda & Spa, Four Seasons Resort Rancho Encantado Santa Fe. **Travel + Leisure Announcement Toolkit**



TRAVEL + LEISURE ANNOUNCEMENT TOOLKIT

Announcement Link: [World's Best Awards 2026](#)
Official Hashtag: [#TLWorldsBest](#)
Santa Fe Image/Video Library: [CLICK HERE](#)

SAMPLE SOCIAL MEDIA POSTS

FACEBOOK POSTS:
Santa Fe is honored to once again be named the #1 Best City in the U.S. in the Travel + Leisure World's Best Awards for 2026! Tell us why Santa Fe is #1 for you! [#TheCityDifferent](#) [#TLWorldsBest](#)

We can officially proclaim our [Insert Business Type: hotel, restaurant, museum, etc.] is located in the #1 Best City in the U.S.! Thank you @Travel+Leisure World's Best Awards. [\[LINK\]](#)

Santa Fe is once again the #1 Best City in the U.S. and we're [x award]. Thank you Travel + Leisure World's Best Awards! Come see why!

INSTAGRAM POST:
Santa Fe was once again named the #1 Best City in the U.S. in the 2026 @travelandleisure World's Best Awards! Tell us why Santa Fe is #1 for you!! [#TheCityDifferent](#) [#TLWorldsBest](#)
(NOTE: Add to link section of bio)

[POSTER DOWNLOAD #1](#) [POSTER DOWNLOAD #2](#) [POSTER DOWNLOAD #3](#) [PROMOTIONAL VIDEO](#) [SANTA FE ASSET LIBRARY](#)

2) **[LEARN MORE & APPLY]** Occupancy Tax Advisory Board (OTAB) Event Grants



To assist our established, new or expanding, non-profit events, the Occupancy Tax Advisory Board (OTAB) has begun accepting grant applications for marketing funding for events in FY27. The purpose of the OTAB funding program is to support marketing efforts to directly increase tourism through new, multi-year events or the expansion of existing multi-year events.

The application period will close on September 23, 2026 at 5 pm MT, with any required presentations on October 20. Applicants can request up to \$40,000 in year one, matched by the organization, and the dollars must be used to market the event to an audience beyond a 100-mile radius from Santa Fe. Click [here](#) to learn more about the program, event and applicant criteria.

The deadline to submit applications is September 23 at 5:00 pm MT.

3) **[REQUEST SANTA FE DATA]** Custom Visitation Reports Available

Need visitor data for a specific location? Curious how many people are visiting a particular area, attraction, or business district in Santa Fe? We can help!

TOURISM Santa Fe utilizes industry-leading location intelligence platforms, Datafy and Placer.ai, to create custom visitation reports using anonymized mobile location data. These reports can provide valuable estimates of visitor activity within a defined geographic area, helping organizations better understand visitation patterns, visitor origins, length of stay, and more!

If you have a specific data question or would like a customized report, submit a Data Request Form. We'll work with you to determine the best metrics to answer your question.



4) [PR UPDATES & RECENT MEDIA COVERAGE]

June 2026 was a busy month for pitching efforts to keep Santa Fe coverage coming for the several months. Many national publications are already sourcing for their "where to go in 2027" lists and it was time to share fall seasonal offerings for September and October coverage.

A highlight this month was the completion of almost a full year of work with producers from **ABC** with the airing of **Good Morning America's** segment, "See New Mexico in 90 Seconds." Several articles from previous press trips published this month and **Travels with Darley** also published a Route 66 and Santa Fe travel guide.

RECENT NEWS COVERAGE

Broadcast:

On **Good Morning America**, Santa Fe was included in the 50 States in 50 Weeks segment titled, "See New Mexico in 90 Seconds." secured through a deskside meeting, multiple conversations with segment producers and b-roll assistance.

Print:

In the June/July print issue of the Australian publication **Travel & Luxury Magazine**, Santa Fe is featured in a ten-page design-themed travel article as a result of hosting freelance writer & photographer Matt Dutile in April 2026.

In the June print issue of **Meetings Today**, Santa Fe is featured in "Taking Off: Santa Fe, New Mexico, Is Capturing National and International Attention."

Websites:

In **Condé Nast Traveler**, two Santa Fe hotels were included in the "Triple Crown: United States and Canada." a new award recognition highlighting the Inn of the Five Graces and Four Seasons Resort Rancho Encantado Santa Fe.

In **The Knokturnal**, Santa Fe is featured in an article titled, "Is Santa Fe LA's Latest Weekend Getaway?" by Lauren Goldenberg, resulting from a deskside meeting in fall 2025 and press trip in April 2026.

In **Forbes**, Santa Fe is included in "Is It Cheaper to Drive or Fly? I Compared Vacation Costs in 2026." written by Brittany Anas, comparing driving versus flying costs to summer destinations amid rising 2026 travel prices.

Fodor's Travel included Santa Fe as one of "10 Small U.S. Cities Hosting Amazing Pride Celebrations."

In **Arlington Magazine**, the city is featured in "Find Your Way to Santa Fe" written by Tim Ebner. The comprehensive overview of where to eat, stay, and play in the city resulted from Tim's hosted media visit in November 2025.

As a result of pitching efforts, Santa Fe is featured in the **Travel + Leisure** article, "25 Best Girls Weekend Getaways Around the World." highlighting Ojo Santa Fe for a spa weekend, La Posada de Santa Fe, and the Santa Fe School of Cooking.

Sunset, included Santa Fe in the article, "These Are the Best Solo Trips You Can Take This Summer, According to a Travel Editor."

In **Condé Nast Traveler**, the city is featured in "11 Santa Fe Airbnbs That Embody 'The City Different.'" written by freelance writer, Lola Méndez. The article spotlights the best rentals in New Mexico's capital with adobe architecture, kiva fireplaces, and Southwestern spirit.

Santa Fe is included in the **AFAR** article, "Lowriders, Rodeos, and Cowboy Poetry: America 250 Celebrations in the West." highlighting the New Mexico History Museum's yearlong "Americana at 250" exhibition exploring symbols of national identity.

Traze Travel featured the city in an article titled, "3 Summer Markets to Attend in Santa Fe, New Mexico." which spotlighted the International Folk Art Market, the Spanish Market, and the Indian Market with dates, details, and what to expect at each.

The Christmas.com included Santa Fe in an article titled, "Your Guide to the Top Christmas Towns to Visit This Holiday Season."

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

June 2026

- 26,436 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 29,322 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,682 people have earned an official T-Shirt by collecting five stamps on the Trail
- 874 members of the Margarita Society have earned 10 or 15 stamps
- 520 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 340 people have completed more than 30 stops on the Trail, which earned them a custom Margarita Trail Bartender Kit

Public Relations

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

Social Media

- 663 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

June 2026

- Total Sales: \$75,827
- Businesses: 125
- Items Sold: 1,104
- Total Orders: 717
- Published Products: 1,791

MONTHLY METRICS

WEBSITE & NEWSLETTERS

June 2026 Website Performance Metrics

Total Visits:

Organic: 106,561 (22.02% decrease Y/Y)

Paid: 97,887 (64.76% decrease Y/Y)

New Visits:

Organic: 84,959 (13.23% decrease Y/Y)

Paid: 82,599 (66.36% decrease Y/Y)

Avg. Engagement Time:

Organic: 0:42 (2.21% increase Y/Y)
Paid: 0:52 (112.80% increase Y/Y)

Avg. Pages per Session

Organic: 1.82 (3.57% decrease Y/Y)
Paid: 2.12 (38.82% increase Y/Y)

Avg. Engagement Rate

Organic: 53.18% (19.65% increase Y/Y)
Paid: 51.91% (62.65% 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!

July Scoop on Festivals, Markets & the 4th!

<https://mailchi.mp/santafe/july-scoop-on-festivals-markets-the-4th>
Send Date: 6/17/26
Subscribers: 104,925
Number Opened: 12,783
Open Rate: 12.2%
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.

Hello Summer, Love Santa Fe
<https://mailchi.mp/santafe/hellosummerlovesantafe>
Send Date: 6/24/26
Subscribers: 25,099
Number Opened: 2,778
Open Rate: 11.1
CTR: 2.1

SOCIAL MEDIA

June 2026 Performance Metrics

June delivered a strong month overall for Tourism Santa Fe's social media presence. All social media channels continued to build audience growth across every platform while engagement trends varied by channel. The month's strongest performers shared a common theme: Santa Fe's history, architecture, and upcoming summer events. Engagement declines on Instagram and TikTok during summer are not that unusual, as there is increased competition for attention and changing user behavior while audiences are traveling.

Facebook
Total Page Followers: 104,984 (0.4% increase M/M)
Engagement: 18,500 (107.3% increase M/M)

Instagram
Followers: 76,380 (1.5% increase M/M)
Engagement: 15,936 (41.9% decrease M/M)

Pinterest
Followers: 3,261 (0.0% increase M/M)

Impressions: 5,730 (5.7% decrease M/M)

TikTok

Followers: 2,252 (5.8 % increase M/M)

Engagement: 43,116 (12.8% decrease M/M)

YouTube

Subscribers: 2,090 (2.5% increase M/M)

Views: 31,983 (9.1% increase M/M)

Santa Fe Insider Blog

June 2026 Performance Metrics

Sessions: 18,312 (1.75% decrease Y/Y)

Average Engagement Time Per Session: 1:24 (16% decrease Y/Y)

June Blog Posts

9 Must-See August Events in The City Different

- Updated: June 1, 2026
- Views: 426

Outdoor dining in Santa Fe: 16 marvelous patio restaurants

- Updated: June 4, 2026
- Views: 963

Hiking Trails You Can Access From Santa Fe

- Updated: June 4, 2026
- Views: 1,578

5 Ways to Spend Your Labor Day in The City Different

- Updated: June 17, 2026
- Views: 53

A Guide to Santa Fe Wine & Chile Fiesta

- Updated: June 17, 2026
- Views: 119

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

- Updated: June 17, 2026
- Views: 641

The Art of Native Fashion at Santa Fe Indian Market

- Updated: June 17, 2026
- Views: 95

9 Must-Have Experiences at Santa Fe Indian Market

- Updated: June 18, 2026
- Views: 185

Santa Fe Celebrates Indigenous Peoples' Day

- Updated: June 25, 2026
- Views: 34

102nd Anniversary: Burn Zozobra and Our 2026 Gloom!

- Updated: June 25, 2026
- Views: 43

Top 5 Viewed Blog Posts in June

25 Things To Do in Santa Fe

- Updated: June 30, 2025
- Views: 2,230

July is Festival Season in The City Different

- Updated May 28, 2025
- Views: 1,806

Hiking Trails You Can Access From Santa Fe

- Updated: June 4, 2026
- Views: 1,578

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,223

Take a Tour of Santa Fe's Historic Sites

- Updated April 14, 2022
- Views: 1,199

PUBLIC RELATIONS

Performance Metrics

June Numbers (YOY, vs 2025)

Pitches: 811 (336% Increase Y/Y)
Media Visits: 5 (37% Decrease Y/Y)
Earned Media: \$832,327 (4% Decrease Y/Y)
Total Impressions: 124,849,106 (4% Decrease Y/Y)

Year-to-Date 2026 (vs YTD 2025)

Pitches: 2,355 (41% Increase Y/Y)
Media Visits: 25 (38% Increase Y/Y)
Earned Media: \$5,314,660 (55% Decrease Y/Y)
Total Impressions: 794,609,187 (55% Decrease Y/Y)

MEDIA PLACEMENTS – ADVERTISING

June 2026 Performance Metrics

Total Spend: \$180,893.15 (65.95% decrease Y/Y)
Total Impressions: 12,470,926 (86.04% decrease Y/Y)

Traditional Media

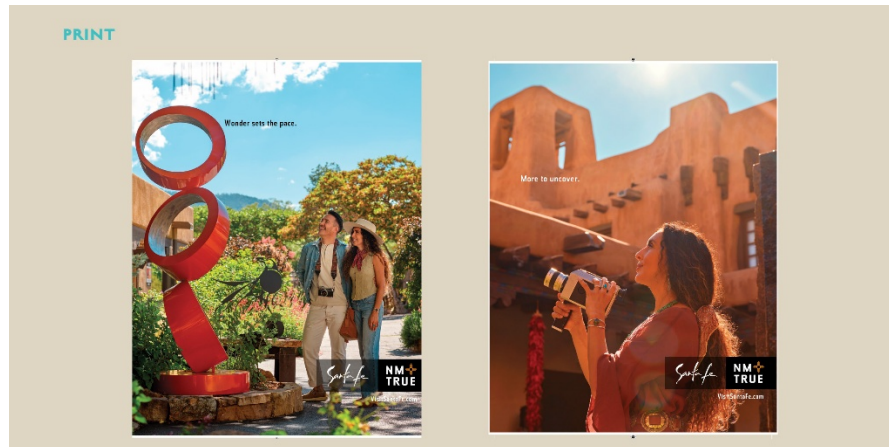
Impressions: 2,359,862 (92.50% decrease Y/Y)
Spend: \$52,156.38 (75.53% decrease Y/Y)

Traditional Print

- 5280 Magazine
- Phoenix Magazine
- Colorado Springs Magazine
- Texas Monthly Magazine (Co-Op)
- Austin Monthly

Traditional Digital

- Expedia (Display)
- Texas Monthly (Static Digital)
- Travel + Leisure (Native Social Package)
- Modern Luxury (Newsletter, Dedicated Email)
- Trip Advisor (Native Display)
- 5280 Magazine (ROC Display, Sponsored Content, Dedicated Email Blast)



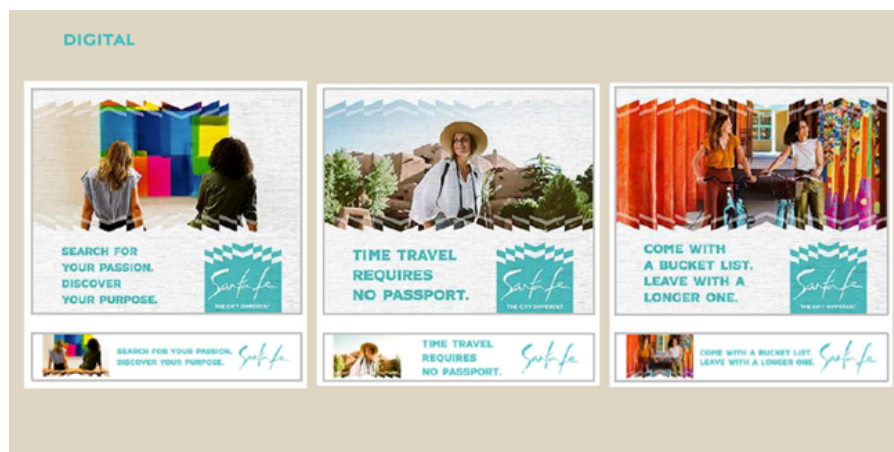
Programmatic Media

Impressions: 3,521,789 (48.35% decrease Y/Y)

Spend: \$16,056.65 (75.92% decrease Y/Y)

Programmatic and Digital Media Buys

- MIQ (Display, OLV, CTV, Streaming Audio, Rich Media, Mobile Quiz)
- Expedia (Display)
- Nativo (In-Feed, Native)
- Travel + Leisure (Display, High Impact)
- Tripadvisor (Display)
- 5280 Magazine (Display)
- Outside Magazine (Display)
- Food & Wine (Display)
- Texas Monthly (Display)



PAID SOCIAL MEDIA

Meta

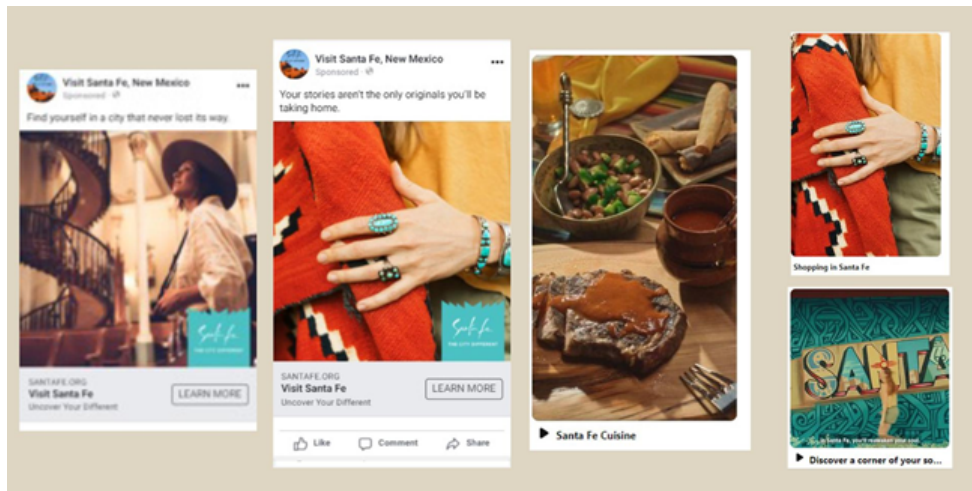
Impressions: 4,975,494 (77.79% decrease Y/Y)
Spend: \$36,548.64 (48.45% decrease Y/Y)

Pinterest

Impressions: 352,377 (89.73% decrease Y/Y)
Spend: \$17,547.90 (28.24% increase Y/Y)

YouTube

Impressions: 393,404 (96.11% decrease Y/Y)
Spend: \$1,526.38 (95.65% decrease Y/Y)



DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 220,947 (131.80% increase Y/Y)
Spend: \$4,680.16 (161.38% increase Y/Y)

Google Performance Max

Conversions: 2,680 (46.52% decrease Y/Y)
Spend: \$5,891.19 (43.64% decrease Y/Y)

PAID SEARCH

Google

Clicks: 28,055 (0.90% increase Y/Y)
Spend: \$32,715.81 (21.63% decrease Y/Y)

Bing

Clicks: 8,367 (21.71% decrease Y/Y)
Spend: \$9,038.31 (26.73% decrease Y/Y)

MEETINGS & GROUPS

Google

Conversions: 7 (22.22% decrease Y/Y)
Spend: \$4,731.73 (40.80% decrease Y/Y)

