



Agenda

Regular Meeting of the
Occupancy Tax Advisory Board
August 25, 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 - July 28, 2026
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 (Justin Cox, National Sales Manager, jrcOX@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: September 29, 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
July 28, 2026 at 10:30 AM
City Council Chambers, City Hall
200 Lincoln Avenue
MINUTES**

1. Call to Order

Meeting called to order at 10:34 AM

2. Roll Call

MEMBERS PRESENT

Bonnie Bennett

Rik Blyth

Sam Gerberding

Michael Trujillo

MEMBERS EXCUSED

Ray Sandoval

OTHER PARTICIPANTS ATTENDING

Randy Randall, TOURISM Santa Fe Executive Director

Jordan Guenther, TOURISM Marketing Director

David Carr, TOURISM Sales Director

Shirley Spencer, Liason

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 - June 30, 2026

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

VOTE The motion passed on a voice vote.

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).

Statistical Lodger's Report was provided by Randy Randall.

6. Action Items

7. Matters from Staff

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

David Carr provided Sales Report.

- 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

Meeting adjourned at 11:27 AM.

_____Chair

Shirley Spencer Liaison



July 2026 OTAB Report Sales Report August 28, 2026

July 2026 Leads:

- 46 total leads requiring sleeping rooms
- 14,771 total room nights sent via leads

July 2026 Confirmed Bookings:

- 10 Definite Bookings
- 2,579 Definite Room Nights
- 6 Definite SFCCC space only events

July 2025 Leads:

- 32 total leads requiring sleeping rooms
- 8,952 room nights sent via leads

July 2025 Confirmed Bookings:

- 12 Definite Bookings
 - 2,517 Definite Room Nights
 - 14 Definite SFCCC space only events
-

2026 YTD Leads:

- 262 total leads requiring sleeping rooms
- 100,983 total room nights sent via leads

2026 YTD Definite:

- 69 Definite Bookings
- 19,206 Definite Room Nights
- 60 Definite SFCCC space only events

2025 YTD Leads:

- 240 total leads requiring sleeping rooms
- 85,530 room nights sent via leads

2025 YTD Definite:

- 62 Definite Bookings
- 16,026 Definite Room Nights
- 62 Definite SFCCC space only events

TOURISM SANTA FE

OTAB Marketing Report Reporting for August 25, 2026

EXECUTIVE SUMMARY

Key marketing highlights for July & August

1) **[SHARE OUR SURVEY]** Help Us Learn More About Santa Fe's Visitors



TOURISM Santa Fe is conducting a Visitor Survey now through August 31 and 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.

2) [WE'RE #1 AGAIN] Let's Keep Santa Fe in the Spotlight



Last month Santa Fe was once 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. This recognition is a powerful way to showcase what makes Santa Fe so special!

Keep the momentum going by featuring the award in your marketing and visitor communications. From social media and email, to your website and other promotional materials, sharing this recognition can help inspire travel and put Santa Fe, and your business, in front of potential visitors!

We've made it easy ! Download the promotional toolkit to access the Santa Fe image and video library, posters, and sample social media posts.



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

3) **[TAKE THE PLEDGE]** New Mexico Tourism Department's Keep it True Campaign



When it comes to the use of generative AI for destination marketing and promotion, the position is clear: the New Mexico Tourism Department and TOURISM Santa Fe will not use generative AI to fabricate the people, places and experiences found in the Land of Enchantment.

At a time when the tourism industry seems to be experimenting with generative AI for scale and efficiency in creative production, NMTD and TSF has pledged to stick to what's tried and true: working with real creatives to tell real stories about the Land of Enchantment.

Destination promotion has existed as a visual-first endeavor for decades. This is why it is more important now than ever to depict our destination authentically and accurately.

We want to make it easy for our partners to do just that! TOURISM Santa Fe has a variety of photos and videos of Santa Fe available for your use. To access the collection, visit <https://platform.crowdriff.com/m/tourism-santa-fe> and create a profile. Upon approval, you will be able to sign in and explore the collection.

Join our commitment to Keep it True in destination marketing and advertising by taking the pledge today!

4) **[APPLY NOW]** OTAB Event Grant Applications Now Open



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.

5) [PR UPDATES & RECENT MEDIA COVERAGE]

Websites:

Travel + Leisure readers named Santa Fe the [#1 City in the U.S.](#) in its 2026 World's Best Awards. In addition to the online T+L coverage, the accolade resulted in 41 articles across national, regional, and local media outlets including: **People**, **TODAY Show**, **Yahoo**, **NY Post**, **Financial Times**, and **Brit + Co**, among others.

Travel + Leisure also featured Santa Fe in a new destination guide article titled, ["23 Best Things to Do in Santa Fe—From Sculpture Gardens to a Margarita Trail."](#) as a result of the World's Best Award recognition.

In **Fodor's Travel**, Santa Fe is featured as the New Mexico thing in ["The One Thing You Have to Do in Every State."](#) resulting from pitching efforts.

Travel + Leisure, featured Santa Fe hotel, La Fonda on the Plaza, in ["These Are the Most Iconic Hotels in the U.S., According to Travel + Leisure."](#) resulting from a prior media visit.

In **AFAR**, Santa Fe is mentioned as part of the Route 66 section in, ["7 Unforgettable U.S. Cross-Country Road Trips."](#) resulting from pitching efforts.

In **Condé Nast Traveler**, Santa Fe is featured in the section on the Turquoise Trail National Scenic Byway in the article titled, ["17 Ultra-Scenic Road Trips in the USA Worth Every Single Mile."](#) This article resulted from an ongoing media relationship established during a deskside meeting with the writer.

In **Real Food Traveler**, Santa Fe is featured online and in a podcast titled, ["Local Cuisine with the Santa Fe School of Cooking."](#) resulting from a hosted press visit with editor Courtney Drake McDonough in July 2026.

In **Real Food Traveler**, Santa Fe is featured in ["Santa Fe School of Cooking Recipe for Carne Adovada,"](#) resulting from a hosted press visit with editor Courtney Drake McDonough in July 2026.

In **In Good Taste Denver**, Santa Fe is featured in ["What's Behind New Mexican Cuisine: With the Santa Fe School of Cooking."](#) resulting from a hosted press visit with editor Courtney Drake McDonough in July 2026.

In **Sedona Monthly**, Santa Fe is featured in ["Let's Go: Exploring Savory Santa Fe,"](#) with story assistance from our team.

Santa Fe and the Santa Fe International Literary Festival are featured in the **Oprah Daily** article, ["I Built My Life Around Books. Then I Realized I'd Been Reading Them All Wrong."](#) as a result of press visit assistance in May 2026.

In **Parade Magazine**, Santa Fe is recommended in the article, ["The Grown-Woman Getaways I'm Telling Every Friend Over 40 to Book,"](#) resulting from an ongoing relationship with the writer.

Newsletters:

Santa Fe was featured in the **Cowboys & Indians** magazine e-newsletter in section titled, "Santa Fe's Hottest Spots," resulting from press visit assistance for freelance writer Shilo Urban. The newsletter is sent to 40,000 subscribers.

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

July 2026

- 26,596 Margarita Trail Apps have been downloaded onto Apple or Android devices
- 29,629 Paper Passports have been purchased at our Visitor Centers and by partners
- 11,812 people have earned an official T-Shirt by collecting five stamps on the Trail
- 889 members of the Margarita Society have earned 10 or 15 stamps
- 526 margarita lovers have earned a free copy of *The Margarita Book* by earning 20 stamps
- 342 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

July 2026

- Total Sales: \$76,075
- Businesses: 124
- Items Sold: 1,107
- Total Orders: 720
- Published Products: 1,812

MONTHLY METRICS

WEBSITE & NEWSLETTERS

WEBSITE METRICS

July 2026

Total Visits:

Organic: 123,775 (16.91% increase Y/Y)

Paid: 106,883 (53.34% decrease Y/Y)

New Visits:

Organic: 101,480 (36.27% increase Y/Y)

Paid: 89,306 (56.29% decrease Y/Y)

Avg. Engagement Time:

Organic: 0:42 (29.85% decrease Y/Y)

Paid: 0:43 (46.89% increase Y/Y)

Avg. Pages per Session

Organic: 1.8 (17.77% decrease Y/Y)
Paid: 1.8 (15.34% increase Y/Y)

Avg. Engagement Rate

Organic: 51.91% (10.28% decrease Y/Y)
Paid: 47.60% (40.25% 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!

Get the August Scoop on Santa Fe Indian Market, the Opera & More

<https://us10.campaign-archive.com/?u=d334d7059567a463279ed91c6&id=6c63f9f09e>

Send Date: 7/15/26
Subscribers: 97,290
Number Opened: 11,194
Open Rate: 11.5%
CTR: 2.3%

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.

Start Here for a Santa Fe Summer

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

Send Date: 7/22/26
Subscribers: 24,940
Number Opened: 3,338
Open Rate: 13.4%
CTR: 3.0%

SOCIAL MEDIA

July 2026 Performance Metrics

July demonstrates that social channels continue to build a larger audience across all major platforms, even during a month when engagement naturally softened, while audiences begin traveling and spend less time engaging online despite continuing to consume content. The strongest-performing content consistently centered on Santa Fe's unique identity; its history, culture, architecture, and nationally recognized reputation.

Facebook

Total Page Followers: 105,674 (0.8% increase M/M)
Engagement: 13,979 (24.4% decrease M/M)

Instagram

Followers: 77,357 (1.3% increase M/M)
Engagement: 24,950 (54.3% increase M/M)

Pinterest

Followers: 3,260 (0.0% decrease M/M)
Impressions: 4,664 (18.6% decrease M/M)

TikTok

Followers: 2,371 (5.3 % increase M/M)
Engagement: 38,432 (10.8% decrease M/M)

YouTube

Subscribers: 2,130 (1.9% increase M/M)
Views: 29,878 (6.6% decrease M/M)

Santa Fe Insider Blog

July 2026 Performance Metrics

Sessions: 22,335 (1.6% increase Y/Y)

Average Engagement Time Per Session: 1:24 (18.4% decrease Y/Y)

July Blog Posts

11 surprising facts about Santa Fe, NM

- Updated: July 6, 2026
- Views: 1,623

Fall for these 10+ October Events in Santa Fe

- Updated: July 6, 2026
- Views: 836

8 of Santa Fe's Best November Events

- Updated: July 15, 2026
- Views: 408

15 Santa Fe December Events to Enjoy the Season

- Updated: July 23, 2026
- Views: 521

Top 5 Viewed Blog Posts in July

25 Things To Do in Santa Fe

- Updated: June 30, 2025
- Views: 4,029

Hiking Trails You Can Access From Santa Fe

- Updated: June 4, 2026
- Views: 1,647

11 surprising facts about Santa Fe, NM

- Updated: July 6, 2026
- Views: 1,623

9 Must-See August Events in The City Different

- Updated: June 1, 2026
- Views: 1,597

Santa Fe: 1 City, 4 Trips

- Updated: October 18, 2024
- Views: 1,348

PUBLIC RELATIONS

Performance Metrics

July Numbers (YOY, vs 2025)

Pitches: 184 (29% Increase Y/Y)

Media Visits: 3 (200% Increase Y/Y)

Earned Media: \$11,147,451 (22% Increase Y/Y)

Total Impressions: 1,671,452,029 (22% Increase Y/Y)

Year-to-Date 2026 (vs YTD 2025)

Pitches: 2,539 (40% Increase Y/Y)

Media Visits: 28 (47% Increase Y/Y)
Earned Media: \$16,462,111 (18% Decrease Y/Y)
Total Impressions: 2,466,061,216 (18% Decrease Y/Y)

MEDIA PLACEMENTS – ADVERTISING

July 2026 Performance Metrics

Total Spend: \$194,401.96 (40.83% decrease Y/Y)
Total Impressions: 10,152,739 (79.66% decrease Y/Y)

Traditional and Programmatic Media

Impressions: 6,362,960 (16.55% increase Y/Y)
Spend: \$79,856.01 (5.85% increase Y/Y)

Traditional Print

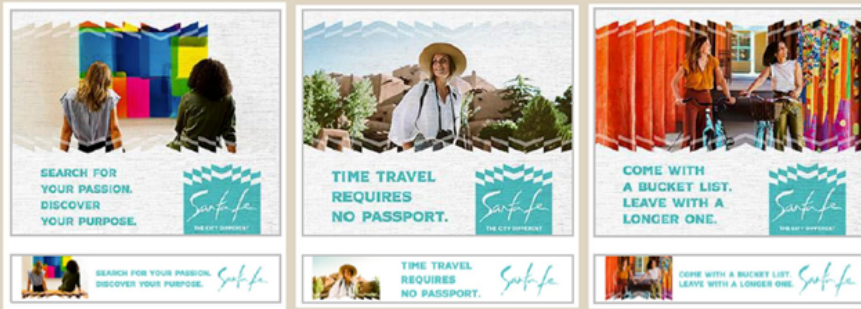
- Modern Luxury - Chicago
- Modern Luxury - Houston
- New Mexico True Adventure Guide (FP4C - Co-Op)



Traditional Digital

- Sojern (OLV)
- Meta
- Pinterest
- Google (Demand Gen, Search, PMAx)
- CVENT (M&G, Display, RFP Dashboard)
- New Mexico True Adventure Guide (Advertorial + Digital Static)

DIGITAL



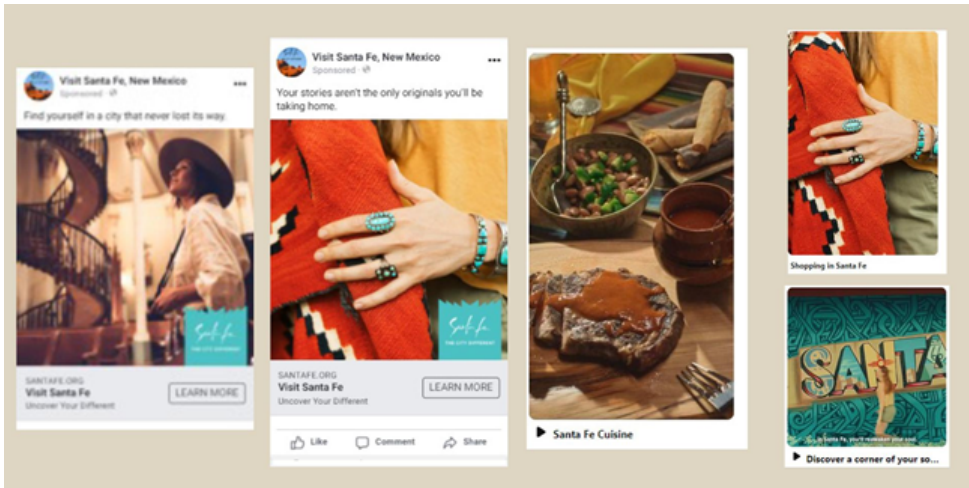
PAID SOCIAL MEDIA

Meta

Visitor Guide Requests: 1,980 (3.77% increase Y/Y)
Spend: \$33,086.09 (53.03% decrease Y/Y)

Pinterest

Pin Clicks: 6,459 (3.61% increase Y/Y)
Spend: \$27,917.44 (32.17% increase Y/Y)



DISPLAY & DISCOVERY

Google Demand Generation

Impressions: 693,125 (40.47% increase Y/Y)
Spend: \$16,738.24 (61.09% increase Y/Y)

Google Performance Max

Conversions: 3,062 (25.64% decrease Y/Y)
Spend: \$7,213.59 (47.01% decrease Y/Y)

PAID SEARCH

Google

Clicks: 22,512 (17.62% decrease Y/Y)
Spend: \$26,117.51 (26.82% decrease Y/Y)

MEETINGS & GROUPS

Google

Conversions: 2 (75% decrease Y/Y)

Spend: \$3,473.08 (76.77% decrease Y/Y)

