

The image shows the Santa Fe train station building, a white stucco structure with a red-tiled roof. The words "SANTA FE" are prominently displayed in large, dark blue letters above the entrance. To the left, a blue and red train with yellow accents is stopped at the platform. The train has "RAIL RUNNER" written on its side and the numbers "1008" and "1012" on the cars. Several people are walking on the platform, some carrying bags. The sky is clear and blue. In the foreground, there is a dirt area and a wooden post.

SANTA FE

LHG
LOU HAMMOND GROUP

Tourism Santa Fe
HIGHLIGHT COVERAGE January – December 2025

2025 CALENDAR YEAR IN REVIEW

NATIONAL COVERAGE

Ad Value: \$38.4M

Impressions: 5.7B

Media Visits: 33

+70% YEAR-OVER-YEAR

YEAR IN REVIEW

NATIONAL COVERAGE

BRIT+CO

January 3, 2025
UVM: 859,374
Ad Value: \$5,729

Travel

14 "Stunning" U.S. Cities To Add To Your Travel Bucket List In 2025



Art Hop In Santa Fe

Santa Fe is a haven for art lovers. Start your visit on **Canyon Road**, a lively arts district lined with more than 100 galleries showcasing everything from Native American pottery to contemporary sculptures. Visit the **Georgia O'Keeffe Museum** to view her most important works, and then brunch at **Dolina Bakery & Cafe** or dine at the Spanish-inspired **La Boca**. Share a cozy casita at the stunning **Bishop Lodge** and explore the Santa Fe National Forest. Day trips: Drive about an hour to O'Keefe's home and **Ghost Ranch**, a stunning education center nestled near the red and yellow cliffs of the Piedra Lumbre. Take a drive along the scenic Turquoise Trail, which links Albuquerque and Santa Fe, and catch a breathtaking view from atop Sandia Crest (stop through the mining towns of Golden and Madrid too).

<https://www.brit.co/us-travel-bucket-list/>

YEAR IN REVIEW

NATIONAL COVERAGE



January 9, 2025
UVM: 1,109,041
Ad Value: \$7,393.60

INTERESTS // TIPS

Love you to the (mini) moon and back: Mini-moon trips for the discerning newlywed

The honeymoon can wait



By [Allison Tibaldi](#)
JANUARY 9, 2025

Santa Fe, New Mexico



Santa Fe offers a visually stunning mini-moon — Photo courtesy of Tourism Santa Fe

<https://bit.ly/4gSOH83>

YEAR IN REVIEW

NATIONAL COVERAGE

Condé Nast
Traveler

January 15th, 2025
UVM: 4,310,808
Ad Value: \$2,478

NEWS & ADVICE

29 January Travel Deals for Last-Minute Winter Getaways

Take advantage of these winter travel deals now, from flight and hotel bundles to discounted cruise fares.

BY PARIS WILSON AND KYLER ALVORD

January 15, 2025

Hotel deals



Earn a free night at this RCA-winning hotel in Santa Fe

A 2024 Readers' Choice Awards winner, the [Rosewood Inn of the Anasazi](#) is located in Santa Fe, New Mexico, just steps from the town's historic plaza. The 58-room boutique hotel features legendary decor and architecture, including works by local artisans, massive hand-carved doors, sculptured stairways, and sandstone walls that throw back to prehistoric Pueblo living. From now until March 21, guests can extend their vacation with a complimentary extra night when booking a minimum stay of two nights.

[BOOK NOW AT THE ROSEWOOD INN OF THE ANASAZI](#)

[29 January Travel Deals for Last-Minute Winter Getaways | Condé Nast Traveler](#)

YEAR IN REVIEW

NATIONAL COVERAGE

TRAVEL+
LEISURE

February 3, 2025

UVM: 13,815,893

Ad Value: \$92,105

25 Affordable Girls Weekend Getaways That Won't Break the Bank



Filled with art, culture, and history, Santa Fe is tailor-made for a girls getaway. While in town, take a break from shopping for gorgeous gemstone jewels and eating all the New Mexican cuisine to go on a history or art-focused walking tour to learn more about this special city.

Money-saving tip: Curate your own self-guided tour down the [Santa Fe margarita trail](#). Purchase a passport for \$3, and get perks at each location.

<https://www.travelandleisure.com/trip-ideas/best-cheap-girls-getaway-weekend-ideas>

YEAR IN REVIEW

NATIONAL COVERAGE

Forbes

February 26, 2025
UVM: 88,209,424
AVE: 588,062

11 Amazing Places For Solo Female Travel In 2025



Solo Female Travel: 11 Amazing Places

Newman's extensive adventures have led her to some of the most inspiring destinations for solo travel. Here are her picks for the best solo trips for women.

Santa Fe, New Mexico

One of Newman's favorite places for solo woman travelers is Santa Fe, New Mexico, thanks to its mix of fascinating culture, history and the diversity of its cuisine. "You can visit this destination year-round, but I do recommend August for Santa Fe Indian Market, where a mix of artists from around the world showcase colorful pottery, fashion, jewelry, dance, music and stories. Get tickets to some of the special events ahead of time, like Best of Show," says Newman. A few things not to miss: "Eat mole with Chef Fernando Olea at James Beard Award-winning [Sazón](#), take a flamenco dance class with [EmiArte Flamenco](#) and head out to Cerillos to go horseback riding with [Broken Saddle Riding Company](#)."

<https://www.forbes.com/sites/laurabegleybloom/2025/02/25/11-amazing-places-for-solo-female-travel-in-2025/>

YEAR IN REVIEW

NATIONAL COVERAGE

Outside

February 27th, 2025
UVM: 3,491,313
AVE: 23,275

Three Epic Cross-Country Road Trips to Start Planning Now

Pitstop: Santa Fe, New Mexico

Take a detour off I-40 in Albuquerque to spend a night or two in Santa Fe, the highest elevation capital city in the U.S., which sits at 7,000 feet in the high desert. Splurge on a night at [Bishop's Lodge](#) (from \$645), a full-service retreat in the foothills of the Sangre de Cristos. For art and history buffs, the [Georgia O'Keefe Museum](#) and the [Museum of Indian Arts and Culture](#) are well worth a visit.

<https://www.outsideonline.com/adventure-travel/destinations/north-america/cross-country-road-trips/>

YEAR IN REVIEW

NATIONAL COVERAGE



March 3, 2025
UVM: 3,491,313
Ad Value: \$23,275

HOME · OUTDOORS

Ski Santa Fe: The best hidden gem ski resort you never knew existed



When you think about ski resorts, Steven's Pass in Washington or Saddleback Mountain in Maine might be the first ones that come to mind, but skiing isn't totally isolated to the north. Head to the Southwest, and you might find that Colorado is also [famous for its skiing](#).

That said, the commutes are long, the traffic is a nightmare, and you'll be fighting to carve your place in the mountain. Fortunately, Colorado isn't the only state [with excellent skiing](#). In partnership with [Tourism Santa Fe](#), I had the chance to fly down to New Mexico, of all places, to experience the powder firsthand. [Ski Santa Fe](#) has some of the best skiing in the Southwest, so here's why Santa Fe might be a better pick for you next snow sports season.

What to know before visiting Ski Santa Fe



<https://www.themanual.com/outdoors/ski-santa-fe/#dt-heading-what-to-know-before-visiting-ski-santa-fe>

YEAR IN REVIEW

NATIONAL COVERAGE

VOGUE

March 20, 2025
UVM: 12,569,727
Ad Value: \$83,798

TRAVEL

The Best Places to Visit in the USA, From Historic Landmarks to Epic Landscapes

BY NICOLE KLIEST
March 20, 2025

Historic Churches in New Mexico



Photo: Getty Images

Stay Here: [Bishop's Lodge, Auberge Resorts Collection](#) sits just a few miles outside of downtown Santa Fe in the foothills of the Sangre de Cristo range and was once the private home of the first Archbishop of Santa Fe. Now, the luxury lodge (surrounded by 317 acres of forest) is a luxury retreat complete with all the details that make New Mexico distinct, from kiva fireplaces in the guest rooms to the SkyFire restaurant with its wood-fired cooking.

<https://www.vogue.com/article/best-places-to-visit-in-usa>

YEAR IN REVIEW

NATIONAL COVERAGE

COSMOPOLITAN

March 3, 2025
UVM: 24,755,839
Ad Value: \$165,038

32

Santa Fe, New Mexico

We Ranked the 35 Best Girls' Trip Destinations in the U.S. to Book for Your Next Bestie-cation



Home to incredible restaurants, art galleries, spas ([Ten Thousand Waves](#) and [Sunrise Springs](#) are musts), and one of THE most charming downtowns on this list, Santa Fe truly earns New Mexico its "Land of Enchantment" nickname. The best time to visit is probably late fall, when the tourist season has died down a bit and temperatures are dropping.

<https://www.cosmopolitan.com/lifestyle/g44672821/best-girls-trip-destinations/>

YEAR IN REVIEW

NATIONAL COVERAGE

The New York Times

May 13, 2025



Jump to:

[Recommendations](#)
[Itinerary](#)

By Ingrid K. Williams Photographs by Jessica Lutz

Ingrid K. Williams is a regular contributor to the Travel section.

May 8, 2025

Springtime, when the weather has warmed but the summer festival season (with its attendant crowds) has not yet begun, is an ideal time to visit this perennially sunny, chile-obsessed Southwestern city. Despite a population of only about 90,000, Santa Fe supports an outsize cultural scene, with more galleries, museums, theaters and arts institutions than anyone can hope to explore over a single weekend. The mix of cultural influences is evident everywhere, from the Spanish Pueblo architecture to the breadth of fine art that encompasses contemporary Native American works, the Modernist paintings of Georgia O’Keeffe and the original experiential [Meow Wolf](#) installation. Add to that hundreds of miles of hiking trails in the surrounding mountains, a new contemporary art destination in the revitalized Railyard district, a craft-beer boom and the distinctive regional cuisine that demands visitors all learn their preference for New Mexican chiles: red, green or, if you want a little of both, Christmas?

YEAR IN REVIEW

NATIONAL COVERAGE

	March 24, 2025 3 rd Hour Audience: ~1,800,000 Ad Value: \$850,000	Today.com UVM: 18,528,983 Ad Value: \$123,526
		
<p>HOT SPRING TRAVEL DESTINATIONS </p>		
		
<p>SANTA FE, NM INN & SPA AT LORETTO FROM \$249/NIGHT </p>		
<p>https://bit.ly/4kRzOFz</p>		

YEAR IN REVIEW

NATIONAL COVERAGE

GOOD
HOUSEKEEPING

March 31st, 2025
UVM: 23,567,248
AVE: \$157,144

35 Best Solo Travel Destinations in the United States

Santa Fe, New Mexico



Santa Fe is a prime destination for art lovers, as it's home to both the Georgia O'Keeffe Museum and the original Meow Wolf (an experimental, immersive art exhibit that doubles as something of a psychedelic escape room). Art galleries, antique stores and craft shops line picturesque downtown Santa Fe, which is also a great place to try New Mexico's famous red and green chiles.

Where to Stay: Located on the downtown Plaza, the iconic, upscale [La Fonda on the Plaza](#) oozes Southwestern vibes while recently renovated [Piñon Court](#) is more friendly on the budget.

EXPLORE NOW

<https://www.goodhousekeeping.com/life/travel/g42815451/best-solo-travel-destinations-united-states/>

YEAR IN REVIEW

NATIONAL COVERAGE

purewow

April 2, 2025
UVM: 4,569,384
Ad Value: \$30,462.56

TRAVEL

A Travel Editor's List of the 6 Best Places to Travel in May 2025

SPRING FESTS, GLORIOUS GARDENS AND URBAN BUZZ
BY [DAN KODAY](#)



2. [Santa Fe, New Mexico](#)

- **Why We Recommend It:** art walks, incredible spas, proximity to nature
- **Where to Stay:** [Inn of the Five Graces](#) (sleeps 2, from \$540/night), [Adobe Home with Fireplace](#) (sleeps 2, from \$300/night), [Bishop's Lodge, Auberge Resorts Collection](#) (from \$927/night)

Santa Fe is one of those cities where you can always expect the unexpected, hence its nickname as "the City Different." And come spring and summer, the town famous for its adobe architecture and kiva fireplaces comes alive with various festivals—and every day feels like its own art walk when you cruise down the famed Canyon Rd., which is lined with funky art galleries.

Check out traditional art at the [Museum of Indian Arts & Culture](#), and make time for an immersive contemporary art experience at [Meow Wolf](#), the interactive installation created by a coalition of artists in Santa Fe that now operates in seven cities nationwide. Also make time to browse [Mountain Standard Time](#), a boutique housed in a former hotel suite at The Parador that sells stylish new and vintage knick-knacks for the home.

<https://bit.ly/3ZXPUS6>

YEAR IN REVIEW

NATIONAL COVERAGE

House Beautiful

April 24, 2025
UVM: 4,251,380
Ad Value: \$28,342.53

The Most Beautiful Places to Park Your RV—Without Battling the Crowds

We went straight to the experts—people living the RV life full time—to find the most gorgeous places to park.

BY APRIL DANIELS HUSSAR | PUBLISHED: APR 24, 2025

HIPICO, Santa Fe, New Mexico



COURTESY HIPICO

<https://bit.ly/3YbotXe>

YEAR IN REVIEW

NATIONAL COVERAGE

TZR

June 3, 2025
UVM: 1,623,632
Ad Value: \$10824.21

(Travel)

Santa Fe Is The Underrated Wellness Destination That's A Must-Visit This Summer

by ERIN LUKAS



Between my daily workload, industry networking events, and social commitments, burnout has been creeping up on me more often than I'd like to admit these past few years. I'm not alone: friends, family, and colleagues all agree that they're often feeling like they're drowning. To stay afloat, I've started partaking in solo trips two or three times a year. For me, traveling alone provides a much-needed reset — I can do what I want, when I want, all while discovering a new place. My destinations are usually major cities because they provide the perfect balance of culture, delicious food, and self-care, and they're typically easy to navigate by public transit or foot. While I've jetted off to London, Paris, and Toronto alone, I've never done a domestic trip. So in mid-March after a very busy first few months of the year covering award shows, fashion month, and launching our TZR Groundbreaker Awards, I jumped on a plane to Santa Fe, New Mexico.

<https://bit.ly/4ksvzza>

YEAR IN REVIEW

NATIONAL COVERAGE

The Washington Post
Democracy Dies in Darkness

June 8th, 2025
UVM: 4,951,782
Ad Value: \$2,847

By The Way

11 destinations that hit their absolute peak in summer

Where to travel across the U.S. this summer for glorious weather and joyous vibes.

Updated June 14, 2025 | Published June 8, 2024

Santa Fe, New Mexico



The grounds at Bishop's Lodge in Santa Fe. (Ramsay de Givé for The Washington Post)

While its Southwest neighbors struggle with extreme heat, [Santa Fe](#) keeps relatively cool in the summer. Lindsay Messina, co-founder of [Fioraé Luxury Travel](#), says visitors can expect average highs in the 80s.

All summer long, the city [teems with activity](#), from art shows, live music, outdoor movies and artisan markets to beer, food and wine festivals. Once the sun goes down, look up; Santa Fe is a premiere stargazing destination.

The region's celestial beauty is best appreciated outside the city, from one of New Mexico's "dark sky parks," certified by the [International Dark Sky Association](#). Or you can hop on Santa Fe's new StarGazer train. During the some two-hour tour, riders have access to an outdoor open-air flatbed car for an unobstructed view.

<https://www.washingtonpost.com/travel/2024/06/08/summer-travel-chicago-michigan-maine/>

YEAR IN REVIEW

NATIONAL COVERAGE

TRAVEL+ LEISURE

Travel + Leisure Readers' 15 Favorite Cities in the U.S. of 2025

Readers favored U.S. cities that are steeped in history in our annual “World’s Best Awards” survey for 2025.

By [Elizabeth Cantrell](#) | Published on July 8, 2025

1. Santa Fe, New Mexico



For the first time, [this Southwestern city](#) has claimed the top spot. Readers raved about the inventive New Mexican cuisine and the destination’s natural beauty—sitting at 7,000 feet, Santa Fe is at the foothills of the [Sangre de Cristo](#) mountain range and enjoys over 300 days of sunshine per year. Voters also appreciated the urban offerings, such as markets and art galleries. “Every trip exceeds the last, with so many new things to discover,” one repeat visitor said, adding, “Santa Fe offers a multi-layer experience.” Another summed it up well: Santa Fe is “a true gem of a place in America.”

<https://www.travelandleisure.com/worlds-best-awards-2025-cities-us-11740107>

YEAR IN REVIEW

NATIONAL COVERAGE

AFAR

August 7, 2025
UVM: 771,349
Ad Value: \$10824.21

12 U.S. Fall Foliage Drives Full of Winding Roads, Gorgeous Colors, and Scenic Overlooks



11. The High Road, New Mexico

- **Start:** Santa Fe
- **End:** Taos
- **Distance:** 105 miles

The U.S. Southwest isn't exactly known for its fall foliage, but at high elevation, you can see spurts of changing aspens contrast with red-desert landscapes. There's another good reason to drive the High Road in autumn: The summer heat can be brutal, but it starts to wane in September. Kick off in Santa Fe, head north through Old Spanish communities like Chimayo, and see the Sangre de Cristo Mountains backdrop the yellowing leaves and green junipers. Once in Taos, there's the option to extend the adventure along the [Enchanted Circle Scenic Byway](#).

[12 Scenic Drives in the USA for Fall Foliage - AFAR](#)

YEAR IN REVIEW

NATIONAL COVERAGE

Condé Nast
Traveler

August 13th, 2025
UVM: 4,401,138
AVE: \$29,340

NEWS & ADVICE

39 Travel Deals to Ring in the End of Summer

Take advantage of these seasonal travel deals now.

BY PARIS WILSON
August 18, 2025

Explore Santa Fe with Four Season Resort Rancho Encantado

You haven't missed your chance to check out Santa Fe, one of our [Best Places to Go in 2024](#). [Four Seasons Resort Rancho Encantado Santa Fe](#) is offering guests who're staying a minimum of two nights on the property, two complimentary local experiences. Guests have their pick of: mountain biking, a two-hour private family hike, a fireside indoor picnic in Piñon, cocoa in the Enchanted Cabin, a 60-minute private yoga session, a festive cookie-decorating kit, or s'mores in the courtyard. This offer is valid for reservations made from now until January 1, 2026.

[BOOK NOW AT FOUR SEASONS](#)

<https://www.cntraveler.com/gallery/best-new-england-resorts-from-maine-to-rhode-island>

YEAR IN REVIEW

NATIONAL COVERAGE

 INDEPENDENT

September 19th, 2025

UVM: 10,473,388

AVE: \$69,822

Six leaf-peeping US states you didn't expect for stunning fall colors

2. New Mexico



Golden aspens line a road in the Sangre de Cristo Mountains above Santa Fe, New Mexico (Getty Images)

State capital Santa Fe also offers terrific tints, with the foliage typically peaking from mid-September to early October. Groves of aspens blaze against the city's adobe architecture and the surrounding Sangre de Cristo Mountains.

One of the best drives is along the Santa Fe National Forest Scenic Byway – a 16-mile route lined with brilliant gold and crimson leaves that starts in Hyde Memorial State Park and finishes 10,000 ft up in Ski Santa Fe. Once there, jump out in your hiking boots and ascend the moderate Aspen Vista Trail through the aspen forests.

<https://www.the-independent.com/travel/north-america/usa/leaf-peeping-fall-foliage-autumn-b2825627.html>

YEAR IN REVIEW

NATIONAL COVERAGE

The Boston Globe

Circ.: 346,630
AdValue: \$2,310
September 14, 2025

SEPTEMBER 14, 2025 BOSTON SUNDAY GLOBE Travel N29

SundayTravel

WITH: NEW ENGLAND DESTINATIONS
BOSTON SUNDAY GLOBE SEPTEMBER 14, 2025 | BOSTONGLOBE.COM/TRAVEL

'People either think I'm crazy, or they're intrigued.'

Meet the travelers tackling JetBlue's 25-airport challenge

For anyone who was left off the flight nearly a month on planes crisscrossing the United States, Brock Fillingim seemed suspiciously chipper as he walked through Logan Airport with a purple carry-on and a smile on a recent Thursday night.

The man talking to flight crew members knew how he created a computer program using a language called Python to help him fly to as many airports as possible in a month. Then he started to explain exactly how the program works, and, well... Let's back up a minute.

In June, JetBlue announced it was celebrating its 25th anniversary with a challenge to passengers: If they went to 25 different airports on JetBlue flights between June 15 and Dec. 31, they'd receive 200,000 points (roughly the equivalent of \$4,500 — \$5,000, plus Mileage Plus status for 25 years). Mileage plus perks such as free checked baggage and upgrades to seats with more legroom. It's a good 25 for 25.

Fillingim took the offer up on the challenge. As he stepped off his final 25th flight at Logan, he was understandably excited that he had won the points and the status, but he seemed equally, if not more, excited about how his stonewall (and computer programming skills) helped him complete JetBlue's challenge in less than a month. He didn't feel a sense of triumph, but he did hit 25 cities in 25 days with points and just \$2,300.

Just this is where the story really begins.

When JetBlue announced the promotion in June, there was little fanfare, and

CHRISTOPHER MOTHER

25 FOR 25, Page N32



Stars restate in the night sky over the East Branch of the Penobscot River, in this time exposure photo taken at the Katahdin Woods and Waters National Monument near Patten, Maine, in August 2017.

Looking for starry, starry nights? You can find them here.

By Pamela Wright and Diane Bair
COLOR: CHRISTOPHER WOOD

PATTEN, Maine — "I had a piece of wood that never saw a falling star. I almost cried, knowing that. We stayed outside until we saw one," said Anne Rush, a park ranger at the Thibault Park Contact Station at Katahdin Woods and Waters National Monument.

The rearing track: One-third of the world's population can no longer see the Milky Way due to artificial light. But it is possible to experience the wonder of an airy sky again with stars at Katahdin Woods and Waters (www.gobackcountry.com), home to the darkest skies east of the Mississippi. The nearly 30,000-acre property, designated a national monument in 2018 by President Trump, is the first International Dark Sky Sanctuary in New England (<https://darksky.org>). A light pollution map on display at the newly opened contact station shows bright patches of light around Boston, Paris,

KATAHDIN, Page N31

As travelers seek escape, kitsch makes a comeback



Ephemera from Wildwood, N.J., is preserved at the Doo Wop Experience, a museum of mid-century artifacts.

By Jim Marcus
PHOTO: CHRISTOPHER WOOD

HONOLULU — From an old poster poster on the bar's neon chair, a young Thai on a surfboard oozes his blue-eyed gaze toward a hodgepodge of local items, like vintage, and carved wooden ship figurines of mermaids. Hawaiian reggae fills the room.

Ruze Wong's Doo Wop is a kitsch bar, just a few blocks but miles away from the state hotels, restaurants, and stores of Hawaii's tourist economy. And while it lives up to its name by being in an alleyway in West Waukihi that can contain the sharpest tip, it is enjoying a surge of popularity.

"The real tourists find me," said the bartender, Laura Zyckle, between greeting regulars by name and helping up the flow of cheap beers to a party of Australians throwing darts in a corner.

There are 500 umbrellas on the bar, like the chairs serve. Zyckle said she'd love to see the bar are

where the real locals drink and where the bartenders go to die," she said, smiling widely as an ocean breeze wafted in through the wide-open entrance.

From Waukihi to Route 66, Wild Drug to Atlantic City, attractions such as these are being rediscovered, as vacationers seek out nostalgia, a

WYCKLE, Page N32

Inside

THE VIB LOUNGE INTO THE DEEP
Kula Shaker frontman Cristian Mills has insights on Cornwall, England, Disneyland, processed cheese

SEASONAL SOJOURNS FALL TRAVEL COMES INTO ITS OWN
Across Europe and the US, destinations once emptied by October are now brimming with guests

N30 **N31** **N32**

YEAR IN REVIEW

NATIONAL COVERAGE



September 25, 2025
Audience: 711,090
Ad Value: \$4,740

Executive Travel

A Stress-Free Escape: Dallas to Santa Fe

Skip the airport chaos, fly private-style with JSX, and unwind at Santa Fe's most luxurious resort.

By Will Maddox | September 19, 2025 | 3:31 pm



Courtesy: Four Seasons Resort

This past May, public charter carrier JSX launched nonstop service from Love Field to Santa Fe, offering North Texans a quick escape from the boiling prairie to the cooler air of the southern Rockies. The route marks the latest step in the company's rapid expansion, even as pilot unions and competitors push to change FAA regulations that could upend its business model.

JSX offers business- or first-class-style experiences, with spacious seating, free high-speed internet, and plenty of snacks. Dogs are welcome on board, a perk for many travelers. But the real differentiator is the pre-flight process: passengers can arrive just 20 minutes before departure, check bags at the private terminal, and skip the main airport entirely. For our family of four with two energetic boys, the extra space, snacks, Wi-Fi, and minimal time in the terminal are game-changers.

YEAR IN REVIEW

NATIONAL COVERAGE

PASSPORT
TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!

October 17th, 2025

UVM: 787,500

AVE: \$5,250

Discover Santa Fe, the oldest capital in America with a rich history and a vibrant culinary scene.

So nicknamed by local leaders in the early 1900's for its singular heritage and culture, Santa Fe (Holy Faith) is truly the City Different. Settled by Spanish colonialist's in 1607 on the long-abandoned site of Pueblo Indian villages dating to 1050, Santa Fe joins Jamestown, Virginia as the second oldest European colony in the U.S. behind St. Augustine, Florida (1565). It is America's oldest capital though, from 1610, when the Spanish made it headquarters of their "Kingdom of New Mexico." Located on a semi-arid steppe 7,000 feet above sea level, it is also the nation's highest-elevation capital.

Today, artists, storytellers, and the city's award-winning chefs set the scene in this creative mecca. With foodways passed down through the centuries, the New Mexican blend of Indigenous, Spanish, and Mexican ingredients and traditions is among North America's oldest food cultures. In time warp Santa Fe, the slow cooked cuisine is an art form unto itself.

As visitation to Sante Fe dawned, all roads, including the Santa Fe wagon trail from Missouri, and part of the original Route 66, led to **La Fonda on the Plaza** (100 E. San Francisco St. Tel: 505-982-5511. lafondasantafe.com). Reputedly occupying the corner site of an inn (fonda in Spanish) from 1610, the "Old Inn at the End of the Trail" emerged in the 19th century as Santa Fe's hospitality headquarters under a succession of names before assuming its present form.

[World Eats: Santa Fe, New Mexico](#)

YEAR IN REVIEW

NATIONAL COVERAGE



October 30th, 2025
UVM: 10,832,105
AVE: \$72,214

The 10 best destinations in the U.S. to destress between the holidays

You don't need to wait until January for a reset.

Santa Fe, NM



At 7,000 feet above sea level, [Santa Fe](#) trades summer heat for crisp air and clear mountain light. During the holiday season, *farolitos* (small paper lanterns made from brown bags, sand, and candles) glow along adobe rooftops and walkways, giving the city a warm, festive feel. Late November marks the start of ski season at [Ski Santa Fe](#), where early snow and lighter crowds make for peaceful runs. Back in town, browse galleries along Canyon Road (like [Edition ONE](#) or [Adobe Gallery](#)) before retreating to [Ten Thousand Waves](#) or [Ojo Santa Fe](#), where mineral soaks and massages take the edge off the winter chill.

<https://www.timeout.com/usa/things-to-do/best-destinations-to-destress-between-holidays>

YEAR IN REVIEW

NATIONAL COVERAGE

AFAR

November 11, 2025

UVM: 771,349

Ad Value: \$5,142

Neon-Lit Landmarks and Stylish Adobe Hotels: Our Favorite Places to Stay Along Route 66

La Fonda on the Plaza

LOCATION: Santa Fe, New Mexico

WHY WE LOVE IT: It's an artsy hotel with so much history that it makes Route 66 look spritely

RATES: From \$300

BOOK NOW



In one of the most storied sections of Route 66, [La Fonda on the Plaza](#) holds the distinction of being the city's first inn. Originally established in 1607 and rebuilt in 1922, it remains the only hotel directly on Santa Fe Plaza. The adobe landmark sits along the original Route 66 path), and is a showcase of Pueblo Revival architecture and regional art. The property offers complimentary art and history tours through its public spaces (including La Plazuela restaurant and La Fiesta Lounge), which include more than 800 works from the past century. The 180 guest rooms are appointed with hand-carved New Mexican furniture, original Southwestern artwork, and hand-painted headboards. For sunset views, the Bell Tower Rooftop Bar serves top-shelf margaritas, while a courtyard pool and spa offer a serene pause. For extra seclusion, book the [Terrace Inn at La Fonda](#), the property's 15-room hotel-within-a-hotel with its own rooftop patio.

[The 10 Best Hotels on Route 66 - AFAR](#)

YEAR IN REVIEW

NATIONAL COVERAGE

AARP

November 21, 2025

UVM: 16,640,632

Ad Value: \$110,937

TRAVEL

15 Cheap Vacation Destinations to Travel to This Winter



Santa Fe, New Mexico

Though the Southwest conjures images of scorching heat, Santa Fe, with its year-round sunshine and 7,198-foot elevation, is a winter paradise from about November through March, with an average of 32 inches of snow in town and up to 300 inches in the surrounding mountains. Skiing is a popular pursuit, since you can be schussing down the slopes just 35 minutes from downtown at family-friendly Ski Santa Fe, where weekday full-day lift tickets for older adults (ages 62 to 71) are \$84 (\$22 for those 72-plus).

YEAR IN REVIEW

NATIONAL COVERAGE

TRAVEL+
LEISURE

November 18, 2025
UVM: 13,815,893
AVE: \$92,105

THE 50 BEST PLACES TO TRAVEL IN 2026

By Travel + Leisure Editors | Published on November 18, 2025

DESTINATIONS FOR

BIG-CITY THRILLS



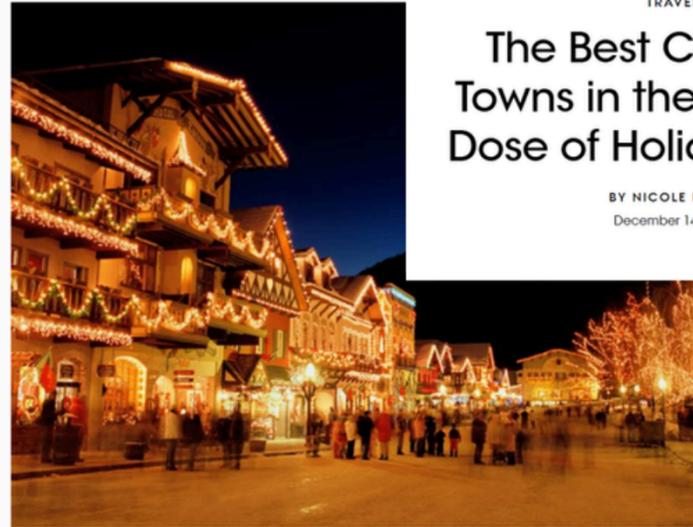
<https://bit.ly/3X4LOJ7>

YEAR IN REVIEW

NATIONAL COVERAGE

VOGUE

December 14, 2025
UVM: 10,512,875
Ad Value: \$70,085



TRAVEL

The Best Christmas Towns in the USA for a Dose of Holiday Cheer

BY NICOLE KLIEST
December 14, 2025

The holiday season is upon us, meaning you now have carte blanche to enjoy as many freshly baked snickerdoodles and mugs of mulled wine as you like. But where to enjoy said festive treats? The best Christmas towns in the USA are a fine place to start. As these charming destinations begin to string up lights and trim their trees, it's the perfect time to plan an atmospheric getaway.

The hallmarks of a Christmas town go beyond the expected decor, offering traditional markets, immersive programming, and an overall magical mood. And while powdery white snow makes for a particularly storybook feel, there are plenty of Christmas towns that can achieve that sense of wonder no matter the weather. Ahead, 19 holly jolly locales across the states to head for this season.

