



TOURISM SANTA FE MESSAGE PLANNING GRID



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Prospective Visitors are Planning for:	+45 TO 90 DAYS: MARCH - APRIL	+45 TO 90 DAYS: APRIL - MAY	+45 TO 90 DAYS: MAY - JUNE	+45 TO 90 DAYS: JUNE - JULY	+45 TO 90 DAYS: JULY - AUGUST	+45 TO 90 DAYS: AUGUST - SEPT	+45 TO 90 DAYS: SEPT - OCT	+45 TO 90 DAYS: OCT - NOV	+45 TO 90 DAYS: NOV - DEC	+45 TO 90 DAYS: DEC - JAN	+45 TO 90 DAYS: JAN - FEB	+45 TO 90 DAYS: FEB - MAR
Season to be Promoted	SPRING			SUMMER			FALL			WINTER		
Vibe/ Experience	Renewal, Spring Awakening, Getting Outside!, Nature, Exploring Santa Fe, Fun Activities			Markets, Art Exhibitions, Music, History, Culture, Performing Arts, Events and Adventure			Farmers Market, Green Chile Roasting, Sightseeing, Balloon Fiesta, Fall Aspens, Celebration of the Senses			Santa Fe Holiday Magic, Farolitos, Beauty of Light, Cozy Up By A Fire, Thrill of Winter Sports & Rec.		
Brand Pillars	<Promote throughout the year, all seasons >			Visual Arts, Performing Arts, Cuisine, Shopping, Outdoor Adventure, History, Culture						<Promote throughout the year, all seasons >		
Events & Activities to be Featured	MARCH: Spring Break/Kids Free (thru mid-April)	APRIL: Spring Break/Kids Free (thru mid-April)	MAY: Outside Bike & Brew. Canyon Road Spring Art Festival. Native Treasures Indian Arts Festival.	JUNE: ARTFeast Edible Art Tour. Rodeo De Santa Fe. Santa Fe Studio Tour.	JULY: International Folk Art Market Santa Fe. HIPICO Santa Fe Summer Series Equestrian Event. Traditional Spanish Market. Contemporary Hispanic Arts & Crafts.	AUGUST: Santa Fe Indian Market. Whitehawk Annual Antique & Ethnographic Art Show. Object of Art Santa Fe. Santa Fe Chamber Music Festival.	SEPTEMBER: Santa Fe Wine & Chile Fiesta Burning of Zozobra. Santa Fe Fiesta. Fiestas De Santa Fe.	OCTOBER: Historic Canyon Road Paint & Sculpt Out. Santa Fe Independent Film Festival.	NOVEMBER: Fall Foliage Ski Lift Rides. Annual Holiday Lighting. Ski Santa Fe Opens.	DECEMBER: Canyon Road Farolito Walk. New Year's Eve on the Plaza. Santa Fe Film Festival.	JANUARY: Souper Bowl	FEBRUARY: ArtFeast Art of Home Tour. Santa Fe Restaurant Week.
	Artists In Residence through 2/28/18											
	Saturdays, April through December -- Santa Fe Artists Market - Santa Fe Railyard near Farmers Market											
	Santa Fe Opera Festival Season.....]											
Throughout the Year	Pueblo Feast Days and Dances, Lentic Performing Arts Center Events, Museum Exhibitions and Events, Multiple Studio Tours, Other Music Festivals and Events, Guided Historic Tours, Classes and Workshops, Margarita Trail											
2018 Themes/ Focus	ARTISTS IN RESIDENCE SPRING BREAK - KIDS FREE		MARGARITA TRAIL OUTDOOR RECREATION MARKETS (INT'L FOLK ART MARKET, TRADITIONAL SPANISH MARKET, SANTA FE INDIAN MARKET)				VISUAL ARTS, FOOD & WINE, GOLDEN ASPENS			SANTA FE HOLIDAY MAGIC, WINTER GETAWAYS & SHOPPING		ROMANCE/ VALENTINES DAY