



CONVENTION & VISITORS BUREAU

Hello from Santa Fe,

Thank you for your interest in finding out more about, what we affectionately call The City Different, as we celebrate New Mexico's Centennial in 2012.

What would become the Santa Fe town site was home to Native Americans from 1200 to the early 1400's. Artifacts indicate shells were traded in those early days, establishing the area as a cultural crossroads. That history has continued to play out. El Camino Real, a migratory and mercantile trail, passed through on its way from Mexico City to the Pueblos north of the city starting in the late 16th Century. Then came the Spanish who founded Santa Fe in 1610. The Santa Fe Trail, a commercial highway in the 1800's, traversed central North America connecting Eastern U.S. cities with Santa Fe before statehood was granted to New Mexico in 1912. Then came an influx of American artists in the early 20th Century, creating the vibrant arts community that still flourishes in Santa Fe, ranking the city as the third largest art market in the country.



All of these influences left enduring marks on Santa Fe's day-to-day life. From our savory regional cuisine to our cultural traditions to the rounded adobe architecture; Santa Fe's past is alive in the present. That living heritage and authenticity attract visitors to Santa Fe throughout the year.

Our surveys tell us travelers come to experience Santa Fe's history, culture, art, and beautiful setting. Not to mention the abundant shopping, great food, summer festival of performing arts, extensive outdoor offerings, clean air, friendly folks, winter skiing, romantic surroundings, and relaxed pace of life. All of which we'd like to share with you should your editorial interests include one or more of these areas.

Please contact me with questions about Santa Fe and how the Santa Fe Convention & Visitors Bureau can help you with a visit. While we are not currently able to provide air-fare for travel to the city, we can typically help with lodging, story ideas, itineraries, contacts, information, and high-resolution photographs. Thanks again and I hope we have a chance to work together in Santa Fe.

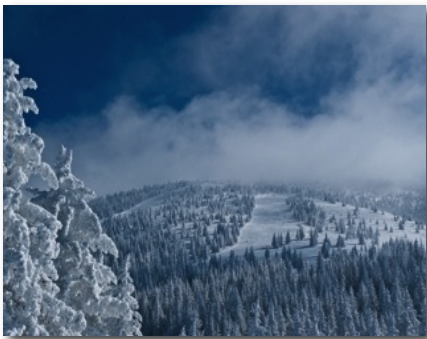
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Santa Fe City Profile

Santa Fe has a population of 68,000 making it the fourth largest city in New Mexico after Albuquerque, Las Cruces, and Rio Rancho. Santa Fe's population is primarily Hispanic, Anglo, and Native American. The city is located at an elevation of 7,000 feet above sea level at the base of the southern Rocky Mountains in north-central New Mexico. Founded in 1610, Santa Fe is the second oldest city in the United States and is considered both the highest and oldest capital city in America. Santa Fe commemorated its 400th Anniversary in 2010.

Government is the largest employer in Santa Fe followed by the hospitality industry. There are a growing number of technology-based businesses locating in the city as well. Santa Fe is considered the second largest art market in the U.S. based on sales with over 240 art galleries and dealers in town.



There are four distinct seasons in Santa Fe including snow during the winter in the city. The hottest month is June when temperatures reach into the mid to upper nineties. The daily temperature typically changes 30 degrees due to the city's elevation and cool evenings. Normal rainfall is 14 inches a year.

In the last four years-2007-2011-Santa Fe attracted between 1.1 to 1.2 million overnight visitors annually. The most popular months for visitors are April through October peaking in July, August, and October. Santa Fe's visitors come from all over the world but most frequently come from Texas, California, New Mexico, Colorado, Illinois, New York, Florida, and Arizona. The greatest number of international visitors come from Canada, Germany, and the U.K.

The Albuquerque Sunport is the closest, major airport to Santa Fe. Santa Fe is located one hour north of Albuquerque by car or shuttle. The Santa Fe Municipal Airport is located just outside of Santa Fe and handles commercial and private aircraft. American Eagle airlines provides multiple daily flights between Dallas and the Santa Fe airport and daily service from Los Angeles LAX airport and Santa Fe. The Santa Fe airport is located about 15 minutes from the downtown area.



Santa Fe was designated a UNESCO Creative City in 2005, the first U.S. city to be so honored and currently one of only a handful of Creative Cities in the world. This sparked a city-wide effort to elevate the profile of Santa Fe's many creative sectors and led to a robust creative tourism movement in town; www.santafecreativetourism.org.

In 2009 the National Trust for Historic Preservation named Santa Fe one of the Trust's Dozen Distinctive Destinations. The city has consistently appeared in the top 10 of *Travel + Leisure's* "World Best Awards", the top 10 of *Conde Nast's* "Reader's Choice Awards", the top 10 of *AmericanStyle's* best small art towns in America, and in a variety of other polls including as having some of the cleanest air in the world according to a World Health Organization survey and one of *AARP Magazine's* Top 10 Healthiest Cities to Live and Retire.

The Santa Fe Community Convention Center, www.communityconventioncenter.com, was opened in the summer of 2008. The 72,000 square foot facility was constructed in keeping with the city's historic architectural look and human scale. It was designed to a LEED Silver Certification - however in 2009 the center was awarded a LEED Gold Certification. The convention center was built using many green technologies and techniques including recycling of building materials and construction waste, minimizing water consumption, and use of low VOC (volatile organic compound) paints and cleaning products.

The Santa Fe Railyard development, www.railyardsantafe.com, was opened in the fall of 2008. The Railyard features a new Santa Fe Farmers Market, www.santafefarmersmarket.com, building



and year 'round sales areas, outdoor performance space, public plaza, park area, xeric gardens, galleries, retail area, multi-use path, and green space. The Railyard revitalized interest in the Guadalupe Street area which it borders and attracted a number of new contemporary galleries to the district.

In the winter of 2008 the New Mexico Rail Runner Express, www.nmrailrunner.com, train began service between Santa Fe and towns to the south including Bernallio, Albuquerque, Los Lunas, and Belen. The train is currently served by three stations in Santa Fe; the Highway 599, south Capitol, and Railyard stations. The train was an instant success with commuters, residents, and visitors alike, making the trip between cities easy and comfortable. Currently trains run 7 days a week to and from Albuquerque and extra trains have been put on for special events like Santa Fe Indian Market.

Santa Fe is a city of museums with more than a dozen different facilities including the Museum of International Folk Art, The Museum of Indian Arts & Culture, SITE Santa Fe, New Mexico Museum of Art, Museum of Spanish Colonial Art, Wheelwright Museum of the American Indian, Georgia O'Keeffe Museum, Santa Fe Children's Museum, New Mexico History Museum/Palace of the Governors, Museum of Contemporary Native Arts, El Rancho de Las Golondrinas, and the Bataan Memorial Museum.

The New Mexico History Museum opened in the spring of 2009 as a state of the art, multi-media, interactive facility. The new building sits next to the Palace of the Governors, the former history museum and now the most important artifact of the new history museum. Information for all the museums is listed at www.santafe.org/Visiting_Santa_Fe/Museums/index.html

The boundary of the Santa Fe National Forest is seven miles from the heart of the city in the Sangre de Cristo Mountains. This Rocky Mountain playground is 1.6 million acres, including the 250,000-acre Pecos Wilderness Area. The forest also contains 660-acre Ski Santa Fe, located 16 miles from the city and one of the state's most popular winter recreation areas. Santa Fe is the gateway to all of the outdoor activities in the national forest and surrounding public lands. The city's expanding trail systems are an evolving resource for hikers, mountain bikers, road cyclists, walkers, and outdoor enthusiasts in general.

Santa Fe is filled with music, theater, and the many pursuits of its highly creative population year 'round. Summer, however, is when a festival of arts takes center stage as the Santa Fe Opera, www.santafeopera.org, and Santa Fe Chamber Music Festival, www.sfcmf.org, present their seasons of world-class performances. In addition, the Thirsty Ear Festival, www.thirstyearfestival.com, of roots music, the New Mexico Jazz Festival, the Santa Fe Bluegrass & Old Time Music Festival, and nightly music scene add to the mix.



The late spring and summer calendars are also filled with the city's many art markets that include some of the largest and most important markets of their kind in the world. Among these are the Native Treasures Indian Arts Festival, Santa Fe International Folk Art Market, Traditional and Contemporary Spanish Markets, ART Santa Fe, SOFA West, Santa Fe Indian Market, the Ethnographic Art Show, and the Invitational Antique Indian Art Show. Adding to this is a weekly schedule of gallery openings, artist receptions, and special events that keep the visual arts calendar filled 52 weeks a year. Find details under City of Art Markets.

Santa Fe is known for its savory, regional cuisine and use of chile in most every dish—we spell chile with an "e". The city has also developed a reputation for great food in general and is home to celebrated chefs and fine cuisine of all kinds. Among Santa Fe's signature food events are the Santa Fe Wine & Chile Fiesta held each September and the Santa Fe "Souper" Bowl fundraiser that takes place each winter.

Creative Tourism

Creative Tourism is all about participating in activities that are based in and reveal the special nature of a place. Like learning about an area's art while creating it. Discovering local culture while living it. Exploring a particular cuisine while making it. This hands on, immersive method is the defining concept of creative tourism and something Santa Fe has been refining and excelling at for years.

There are more than 170 different experiences visitors can take part in to discover Santa Fe. From the city's traditional art forms to its varied cultural influences to the spiritual side, many of the city's artists, writers, and practitioners offer meaningful and memorable ways to learn about Santa Fe throughout the year.

Because of its intensely creative population, Santa Fe has long provided these sorts of opportunities for visitors and locals alike. However, since 2005 when Santa Fe was named UNESCO's first Creative City in the U.S., the number of offerings has increased and the city has taken on an international leadership role, encouraging and teaching other communities to provide similar resources.

In Santa Fe, the number and types of creative tourism classes, one-on-one courses, voluntourism projects, workshops, and activities being offered are now more than a dozen visits to town could hold. Many of these experiences connect directly to Santa Fe's long and varied history, illuminating through instruction the traditions that keep the city's diverse heritage alive. Other activities are derived from different places and cultures that are found in the city or come from modern aspects of Santa Fe.



Regardless of an individual's interests, there is likely an appealing creative tourism experience available, from which a greater understanding of Santa Fe can be gained. Examples include writing, painting, music, and dance workshops, vine to wine classes, adobe church restoration, birding excursions, horseback geology tours, weaving and fiber arts, photography instruction, and cooking classes. For more on creative tourism and the ever-expanding number of opportunities, visit www.santafecreativetourism.org

Attractions

There is much to see and do in Santa Fe; so much so that no one visit will ever contain it all. Here are some suggestions for places to start on a visit.

The Plaza - This is the heart of the city where the Spanish first settled. The Plaza itself sits in the middle of downtown and is surrounded by shops, museums, and galleries. Taking time to wander around the several square blocks radiating from the Plaza provides a good start to discovering some of the city's history as well as what it has to offer visitors. Take a stroll along the portal at the Palace of the Governors, www.palaceofthegovernors.org, where Native American artists sell their work most every day of the year. This is a good place to find authentic Indian craft. The Palace is the oldest public building in the country, built in 1610, and is the signature attraction of the New Mexico History Museum.

Canyon Road - This old trail that lead into the mountains is now the center of Santa Fe's art scene and home to the city's greatest concentration of galleries. Santa Fe is filled with public



art and nowhere is it more apparent than along Canyon. With more than 200 galleries in town, Santa Fe has been ranked the second largest art market - by sales - in the country. A stroll up Canyon Road, www.visitcanyonroad.com, peeking into galleries, exploring the various alleyways, and pausing to rest in a teahouse or restaurant, can easily fill a half-day. Canyon Road may be the country's best street for

window-shopping for art. Every Friday and Saturday evening there is a 'gallery crawl' to visit galleries hosting openings of new exhibits and artists receptions. Some of these events take place at galleries in other parts of town, like downtown or the Railyard, many will be on Canyon. This is a fine tradition during which visitors and locals get to see new works and meet artists up close. The openings are listed every Friday in the *Pasatiempo* section of the "Santa Fe New Mexican," the local paper and on the calendar at www.santafe.org/calendar

Museum Hill - Four of Santa Fe's most popular museums are located a bit out of downtown on Museum Hill, www.museumhill.org. The Museum of Spanish Colonial Art, Museum of Indian Arts & Culture, Museum of International Folk Art, and the Wheelwright Museum of the

American Indian are all set next to the foothills within easy walking distance of one another. The Museum of Spanish Colonial art features the work of mostly local artists, historic and contemporary, working in the very regionally specific style that is Spanish Colonial art. The Museum of Indian Arts & Culture is a must for anyone interested in Native American art, its history, and many influences. Lovers of folk art in all its forms will find the largest collection of folk art in the world at the Museum of International Folk Art. The Wheelwright Museum has rotating exhibitions of Native American art, typically focusing on one artist or specific form. The museum includes the very popular Case Trading Post. It's possible to spend a day exploring the hill with lunch at the Museum Hill Cafe and some quiet time sitting on Milner Plaza, the center of the area, gazing across the width of the Rio Grande Valley. The Santa Fe Trails bus system's M Line is a special route connecting downtown with Museum Hill. Catch it at the bus terminal on Sheridan Street just off Palace downtown.

More Museums - The New Mexico History Museum combines the Palace of the Governors—the oldest public building in the country—with the newest building downtown. Opened in 2009, the result created a must see museum detailing the state's fascinating history. The museum is also worth a visit for some context in understanding Santa Fe's long, winding path to becoming the state capital. The New Mexico Museum of Art—next door to the history museum and both right on the Plaza—is in one of the city's most iconic buildings and features both Western artists of note and special exhibitions. The Georgia O'Keeffe Museum, located three blocks from the Plaza, is the country's only museum strictly dedicated to one female artist. O'Keeffe's work has become synonymous with New Mexico but the museum shows much of her art not inspired by the state and brings her vision into context with works by many of her contemporaries. The Museum of Contemporary Native Arts, located one block from the Plaza, is owned and operated by the Institute of American Indian Art and showcases modern Native American art and forms. Also notable is the New Mexico National Guard Bataan Memorial Museum, operated by the New Mexico National Guard and dedicated to both the guard and the memory of the Bataan Death March. More museum information can be found at, www.santafe.org/Visiting_Santa_Fe/Museums/index.html



Guadalupe Street - This is the old railroad warehouse district. Now mostly shops and restaurants, the area along the rail line has been developed into the Santa Fe Railyard, www.railyardsantafe.com. At over 50 acres, it is home to a 10 acre park, a performance area, permanent year-round home for the Santa Fe Farmers Market, retail center, underground

parking, green space, xeric garden, and housing. The project opened in fall, 2008 and is still being completed in places. There are new businesses, a consortium of galleries, several restaurants, plus a permanent home to the Santa Fe Farmers Market, www.santafefarmersmarket.com, located in the development. The area is home to SITE Santa Fe, www.sitesantafe.org, a contemporary art museum without a permanent collection. The Museo Cultural event center, Santa Fe Southern Railroad, www.sfsr.com, and the shops and restaurants along Guadalupe Street and at Sanbusco Market Center, www.sanbusco.com, are other anchors. The Railyard is the terminus for the New Mexico Rail Runner Express, www.nmrailrunner.com, a commuter train linking Santa Fe to Albuquerque and cities to the south with multiple daily runs. It is also home to the Santa Fe Southern Railroad, an excursion line that runs a train of vintage cars out to the town of Lamy and back. There are different themed trips – sunset or holiday trains or an adult oriented cocktail train – that run throughout the year except for a period in the winter.

Outdoors - Santa Fe is surrounded by public land and is the stepping off point for a variety



of outdoor activities including hiking, camping, fishing, white water rafting, horseback riding, skiing, mountain biking, road cycling, and more. The Santa Fe National Forest is over 1.6 million acres and its boundary lies just seven miles from downtown Santa Fe. For a quick hike, the Dale Ball Trail System on the city's edge offers 30+ miles of maintained trails that interconnect, making it easy to pick just the right distance. The Aspen Vista Trail is higher up in the Sangre de Cristo Mountains and provides more of a challenge and outstanding views, as do the network of trails connecting to the Winsor Trail. In addition, the city of Santa Fe has created a new system of mountain biking trails that includes a route that runs from the Plaza in the heart of town all the way to the top of Lake Peak, a climb of 20+

miles and more than 5,000 vertical feet. Ski Santa Fe, www.skisantafe.com, is 16 miles from the Santa Fe Plaza and provides 660 acres of alpine skiing in the winter. Many of the warm-weather hiking trails become Nordic ski and snowshoe trails when the snow falls. For golfers, Santa Fe is surrounded by courses, the closest and one of the very best is the Marty Sanchez Links de Santa Fe., www.linksdesantafe.com. With some of the best views of the surrounding mountains anywhere in the city, the 18 hole course has five sets of tees playing up to 7,415 yards, a nine-hole par 28 course, plus driving range, café, and pro shop.

Native Americans - Long before the Spanish came to the area in the 16th and early 17th centuries, the ancestors to the



Pueblo Indians called it home. Today there are 19 Pueblo tribes in the state, in addition to the Navajo Nation in Western N.M. and two Apache tribes. North of Santa Fe are 8 Pueblo tribes that offer a view into both the past and the present. San Ildefonso Pueblo has been in its present location for over 800 years and welcomes visitors throughout the year. This Pueblo community is on the way to Bandelier National Monument, a huge cliff dwelling occupied for several centuries by the ancestors of the Pueblo culture and worth seeing. A visit to both Bandelier and San Ildefonso offers a thorough primer in Native American history and is a good day trip. In town, the Native American Artisans program is held each day under the portal at the Palace of the Governors. This is an excellent place to find authentic Native American craft at reasonable prices and provides a chance to meet with dozens of local Native artists.



Food - With over 200 restaurants featuring foods ranging from the region's savory cuisine to modern southwestern fare to internationally inspired meals, Santa Fe has evolved as a destination for food lovers of all kinds. The city's year 'round farmers market has been recognized as one of the top markets in the country providing restaurants and home chefs with the freshest of locally grown products. Events such as ArtFeast, www.artfeast.com, Taste of Santa Fe, and the Santa Fe Wine & Chile Fiesta, www.santafewineandchile.org, are perfect opportunities to sample the range of styles from city's restaurants. In addition, the Santa Fe School of Cooking, www.santafeschoolofcooking.com, offers classes to help master the art of cooking with chile, the city's most ubiquitous ingredient, plus other themed classes and

culinary walking tours.

Turquoise Trail - As an alternative to driving to Santa Fe from the Albuquerque airport on I-25, Highway 14—or the Turquoise Trail—is a more leisurely and scenic route. It's easy to find, just head north on I-25 from the airport, go east on I-40 to the Highway 14 exit, and head north to Santa Fe. The route passes through the oldest turquoise mining area in the country around Golden and Madrid, a mining town that all but disappeared before the counter culture movement of the 60's brought new residents. The mining roots of both these eras are evident. Beyond Madrid is the town of Cerrillos, which is quite small but worth a side trip just to take a look.

Free and Inexpensive Santa Fe

There's nothing like a deal and Santa Fe has plenty of them. From free admission days to breaks for New Mexicans to simply great values, there are ways to save all over town.

Free

Admission to two of the city's most popular museums is free on Friday evenings. From 5:00 to 8:00 pm every Friday, admission to both the New Mexico History Museum/Palace of the Governors and the New Mexico Museum of Art is free. The museums are both located in the heart of the city, on the Santa Fe Plaza, and they sit right across the street from one another making it easy to see both in the same evening. The Georgia O'Keeffe Museum is also free on the first Friday of every month from 5:00 to 8:00 pm.

New Mexicans also get special treatment at the museums. The New Mexico History Museum, Museum of Indian Arts & Culture, Museum of International Folk Art, and the New Mexico Museum of Art knock \$3 off from the admission price for New Mexicans and are free to state residents on Sundays and to New Mexico senior citizens on Wednesdays. The Georgia O'Keeffe Museum also favors New Mexicans with a half price resident's ticket, \$5. Finally, the Museum of Spanish Colonial Art is free to New Mexicans on Sundays.

Every Saturday morning from 8:00 am to 1:00 pm the Santa Fe Farmers Market, www.santafefarmersmarket.com, is open at its permanent location at the Santa Fe Railyard. Besides the freshest produce and foods, the market sells a variety of crafts, garments, body care products and more, plus it's a great place for breakfast. This is one of the most popular Saturday morning events in town and a colorful gathering of New Mexico locals.



Adjacent to the Farmers Market on Saturdays is a free Santa Fe Artists Market. Dozens of local artists sell their work in an open-air setting. The craft market leads right into the Railyard's xeric gardens and on into a large park perfect for a stroll or turning the kids loose in the designated children's area.

Admission to SITE Santa Fe, also located adjacent to the Farmers Market, is free all day on Fridays and on Saturday mornings from 10 to Noon. SITE is a contemporary museum without a permanent collection. The sprawling museum always features exhibitions of cutting-edge art by some of the world's best contemporary artists.

For outdoor enthusiasts, the nearby Santa Fe National Forest offers free access to endless hiking, biking, and camping in more than 1.6 million acres. The forest is located starting seven miles from the Santa Fe Plaza and provides a four-season playground.

There is also a free Bird Walk every Saturday morning at the Randall Davey Audubon Center starting at 8:30. The easy walk covers the 135-acre sanctuary and is led by an experienced birder.

Friday evenings are always filled with exhibition openings, artist's receptions, and special events at various of Santa Fe's 200+ galleries. These are always free and a wonderful way to see some new art and meet Santa Fe's artist's community in person. www.santafe.org/Calendar

Inexpensive

On Saturdays, the foundry at Shidoni Foundry and Galleries is open for the public to watch bronze pours. These are fiery events and can involve monumental pieces being cast for local, national, and international artists. Cost is \$2. Shidoni also features an 8-acre sculpture garden that is free for those wanting to wander the grounds.

Golf is rarely considered inexpensive but a weekend 18 hole round at the stunning Links de Santa Fe is \$36 in the morning and only \$26.50 in the afternoon. The Baxter Spann designed course is located just on the edge of the city with commanding views of the surrounding mountains.



Santa Fe's lodgers and merchants always have some sort of deal to offer, from value-priced overnight accommodations to dining and shopping specials, see what's currently available at www.santafe.org/Visiting_Santa_Fe/Specials/index.html

Santa Fe is culturally, visually, and historically distinctive and can take some understanding to truly appreciate. One of the best ways to be introduced to the city is on a guided walking tour through the city's most historic attractions and some of its nooks and crannies. Historic Walks of Santa Fe, offers twice-daily tours that leave from two downtown locations, \$14/person. For those who prefer to ride rather than walk, the Loretto Line and Custom Tours by Clarice both offer open air, city driving tours throughout the day, \$15/person. The New Mexico History Museum offers a two-hour, \$10 walking tour that leaves Monday-Saturday/April-October at 10:15 am from the blue gate next to the museum on Lincoln Avenue. santafe.org/Visiting_Santa_Fe/Things_to_Do/Tours/index.html

City of Art Markets

Any visit to Santa Fe is unavoidably filled with art. There is simply too much public art, the number of galleries too great, the artists too plentiful, and the importance of art in the city too critical to miss it. Santa Fe runs on creativity, evidenced by its international stature as an art destination, and also by the variety and quality displayed in its annual art markets.



Each year some of the largest art shows and sales of their kind are held in the city's streets and plazas. Nowhere are there more abundant displays of work by folk artists, Spanish Colonial artists, or Native American artists than at the Santa Fe International Folk Art Market, Traditional Spanish Market, and Santa Fe Indian Market.

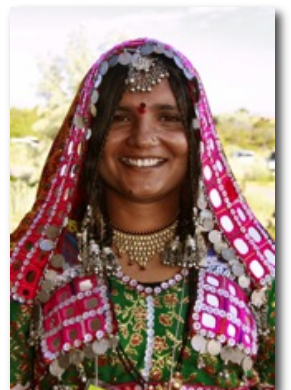
In addition, highly respected annual shows such as ART Santa Fe and SOFA West: Santa Fe plus specialty markets like Native Treasures, the Ethnographic Art Show, and the Antique Indian Art Show keep Santa Fe filled with the finest in contemporary and traditional art.

Finally, the city's ongoing gallery events, presentations, and exhibitions that take place in association with the large markets as well as year round, create an atmosphere found in few other places. For 2012 upcoming major art markets include:

May 26-27, 2012: **Native Treasures Indian Arts Festival** – Presented by the Museum of Indian Arts and Culture, Native Treasures now features more than 200 established masters and emerging Native American artists who are specially invited by the museum to represent the best and brightest of the Indian art world. At the Santa Fe Convention Center.

www.nativetreasuresantafe.org

July 13-15, 2012: **Santa Fe International Folk Art Market** – The largest international folk art market in the world, this annual three-day event connects international cultures as established traditional artists from across the globe come together to display, demonstrate, and sell their work. The days are filled with international music, food, and customs at beautiful Milner Plaza on Museum Hill. The market makes a true difference as sales from the show positively affect thousands of lives in dozens of countries. It is also one of the key reasons Santa Fe was



designated a UNESCO Creative City in Folk Art. On Museum Hill. www.folkartmarket.org

July 13-15, 2012: (dates to be confirmed) **12th Annual Art Santa Fe** – International galleries mix with U.S. galleries to create a powerful collection of art from around the world featuring the work of hundreds of artists. The salon-booth format, artist-styled VIP lounge, grand concourse, prestigious ART Santa Fe presents lecture series, and numerous cultural and educational events make the annual fair a highlight of the summer arts calendar. At the Santa Fe Convention Center. www.artsantafe.com



July 28-29, 2012: **Traditional Spanish Market** – This popular annual event celebrates the rich Hispanic heritage of Northern New Mexico. The market includes handmade traditional, Spanish Colonial arts created by more than 200 local and regional artists. It is the most significant market of its kind in the country and a cultural immersion with continuous live music and dance, art demonstrations, and regional foods. A contemporary Hispanic Market is held during

the same weekend. On the Santa Fe Plaza. www.spanishcolonial.org

August 2-5, 2012: **SOFA West: Santa Fe** – Long heralded as the nation's premier expo for outstanding contemporary decorative arts and design, this is the third year for SOFA West: Santa Fe. Prominent international galleries and dealers present masterworks bridging the worlds of design and fine arts, showcasing the rich visual heritage of the decorative arts alongside new, innovative expressions. At the Santa Fe Convention Center.

www.sofaexpo.com

August 10-11, 2012 **29th Annual Whitehawk Ethnographic Art Show** – An annual show with more than 150 dealers, featuring Oceanic, Pre-Columbian, Spanish Colonial, African, Oriental, Indonesian, and other ethnographic art from around the world. At the Santa Fe Convention Center. www.whitehawkshows.com

August 9-14, 2012: **34th Annual Whitehawk Invitational Antique Indian Art Show** – One of the largest and longest running shows for historic antique Indian art, featuring a wide range of indigenous art treasures. At the Santa Fe Convention Center. www.whitehawkshows.com

August 18-19, 2012: **Santa Fe Indian Market 2012** – More than 1,000 of the most gifted Native American artists from across North America showcase their work in the 91st annual market. Time-honored forms, innovative contemporary art, fashion, music, dance, and food are all part of the largest Native American art show and sale in the world. The show and sale take place over the weekend but the week prior is filled with activity including the Best of Show Ceremony and Luncheon and numerous events at galleries and other locations around town. On the Santa Fe Plaza and side streets.



www.swaia.org

November 24-25, 2012: **2012 SWAIA Santa Fe Winter Indian Market** – The 7th Annual winter version of the summer's largest Native American art market, with at least 200 artists and the same high quality work. At the Santa Fe Convention Center. www.swaia.org

December 1-2, 2012: **Winter Spanish Market** – An annual winter market following the theme of the summer's Traditional Spanish Market. The work of hundreds of artists in traditional Spanish Colonial forms is showcased including pieces in straw appliqué, tin work, and retablos. This is artwork not found anywhere else in the country in this quantity or quality except at the summer Spanish Market. At the Santa Fe Convention Center.

www.spanishmarket.org

Winter in Santa Fe

Santa Fe, New Mexico lies in the heart of the American Southwest at the southern end of the Rocky Mountains. Summer is Santa Fe's most popular time for visitors with warm days, cool nights, and a calendar filled with daily events. The city is best known for its beautiful landscape, bountiful summer performing arts, and, as the second largest art market in the U.S., abundant galleries and busy schedule of citywide art markets.



However, winter is just as attractive in Santa Fe. While the nearby Rockies are covered in snow and offer outstanding winter recreation in the Santa Fe National Forest and at Ski Santa Fe, the city itself is typically sunny on any given day. All of Santa Fe's many museums, shops, galleries, and other attractions remain in place and bring visitors to town in the winter to enjoy the city's many charms during the 'quiet' season. www.skisantafe.com

While town can be filled with travelers during the summer, the winter is a time to have Santa Fe to one's self and indulge at one of the many spas, dine at any of the city's many outstanding restaurants, and take in Santa Fe's charm in an unhurried way. The nearby Marty Sanchez Links de Santa Fe golf course is open year-round, as are most of the area golf courses, which means it's easy to ski in the morning and play a round of golf in the afternoon.

Winter is also value season in Santa Fe with city hotels offering their lowest rates of the year with up to 20 to 40 percent savings off regular prices. Find out what's available at any time of the year on the city's web site, savings specials, www.santafe.org

Whether it's the Santa Fe Opera and white water rafting in the summer or a winter visit filled with powder skiing, gallery hopping, and fine dining, Santa Fe is enchanted, no matter what time of year.

Santa Fe For Family Travel

Santa Fe offers the traveling family a different sort of vacation. Instead of walking the mall



there are centuries old Anasazi villages to explore. Rather than a roller coaster there is mountain biking, river rafting and hiking. In place of the world's biggest ball of twine there is the world's largest collection of folk art. Not to mention relics of the Old West, a close-up look at traditional and modern Native American life, and sweeping landscapes dramatic enough to hold the attention of most any anxious teen. Here are some suggested Santa Fe attractions for families:

Museum of International Folk Art - Filled with more than 10,000 pieces of folk art from all over the world in just the Girard Wing alone, the Folk Art Museum is a must for kids. Regularly voted Santa Fe's "Best Museum," the Folk Art museum houses the world's largest collection of cross-cultural traditional folk art from dolls, puppets and masks to textiles, ceramics and Spanish colonial folk art. Music, drama, dance, storytelling and material culture of more than 100 countries is presented in life-size interactive exhibits, cultural festivals and hands-on activities. www.moifa.org, 505-476-1200.

The Museum of Indian Art and Culture - Using poetry, story, song, dance and artifact, the museum presents the rich, complex and diverse stories that illuminate the art and history of the Americas and the American Southwest through two millennia. The permanent display, "Here Now and Always" gives an in-depth look at the evolution of the American Indian in the Southwest through installations, artifacts, and video. The museum's Discovery Room for kids is filled with hands on and learning exhibits including foam 'adobe' building rocks to create a ruin. www.indianartandculture.org 505-476-1250.

The Randall Davey Audubon Center - The old home and grounds of artist Randall Davey offer 135 acres of gentle hiking and interpretive trails through a preserved historic property plus a longer spur for those who want to hike a little bit more. This is a great place to walk with younger kids who may not be up to a more difficult walk. www.audubon.org/chapter/nm/nm/rdac, 505-983-4609,

A more challenging walk is easily had in the Santa Fe National Forest. The boundary is just 7 miles from downtown and opens into over 1 million acres of public land covered in trails. In addition, the Dale Ball Trail system offers 30+ miles of trails around the edges of the city. Short or long hikes are possible with great views of the city and mountains, all within easy access of town.

El Rancho de Las Golondrinas - A living museum of Spanish Colonial life located on the old Camino Real, this is the perfect kids place. The museum is on over 200 acres filled with 18th century buildings, a mill pond, plenty of animals, and lots of hands on demonstrations like rope making, yarn spinning, etc. by folks dressed in period clothes. www.golondrinas.org, 505-471-2261,

Bandelier National Monument - Anasazi cliff dwellings with a 1-mile interpretive trail that wanders in and out of the carved out rooms, ceremonial caves, and kivas of this 1,000 year old cultural center. There is also a long trail system through the whole 32,000-acre archeological site. A great place for kids to learn about centuries of southwestern history and Native American culture while burning up some energy. www.desertusa.com/ban, 505-672-3861.

Native American Pueblos - New Mexico's heritage is built on the Native American culture. 19 Pueblo tribes are scattered around the state including the 8 Northern Indian Pueblos in the Santa Fe region. These centuries-old communities are a living link with the most indigenous of U.S. peoples and reveal much about the tribe's past and present. Ceremonial feast days, harvest festivals, and other celebrations throughout the year are wonderful times to spend at the Pueblos, sharing in the tribe's sustaining traditions.

<http://www.indianpueblo.org>

Outdoor/Indoor Recreation - Santa Fe is surrounded by more than one million acres of public land in the Santa Fe National Forest, which includes the Pecos Wilderness Area, and borders the Carson National Forest. Spring and summer runoff from winter snows typically fuel great river rafting on the Rio Grande and Chama rivers and keep the smaller streams and rivers in good shape for fishing. There are more hiking and mountain biking trails than can be explored in any one vacation and the nearby forests offer endless camping and backpacking possibilities. Horseback riding goes back to the area's Old West roots and is offered by local outfitters as are guided mountain biking and hiking trips. Kid golf too and the Marty Sanchez Links de Santa Fe's beautiful 18-hole and 9-hole par 3 courses are close to town and affordably priced. The Genoveva Chavez Community Center offers swimming with a kids' pool, a year 'round ice rink, and all



kinds of sports courts – plus visitors only pay a day fee and there is drop-in babysitting.
www.santafe.org

The Santa Fe Children's Museum - This jewel of a museum is a wonderfully creative place that puts an emphasis on learning through doing. There are all kinds of different 'stations' plus a large, one acre, outdoor area with a performance area, greenhouse with animals, garden, water garden, etc. This is a very well run organization that hosts visiting artists, musicians, and kids experts. It also offers a way to drop the kids off for some supervised fun and is a wonderful spot that many visitors don't discover. www.santafechildrensmuseum.org, 505-989-8359.

Ski Santa Fe - Nearby and full-featured, Ski Santa Fe, www.skisantafe.com, has an outstanding children's program and enough varied terrain for skiers of every ability in the family. Chipmunk Corner Children's Center provides rentals, dining, teaching, and daycare services, all in one convenient spot. Youngsters just starting out have their own 'magic carpet' lift and a dedicated area with staff to help them learn the fundamentals. The area's general ski school can take care of any other family members wanting to improve their skiing or boarding skills while those already experienced will find enough runs to stay happy for days.



Lodging - Santa Fe offers accommodations for every family's budget. Many of the city's 5,300 rooms can be found in comfortable chain hotels and motels offering affordable rates that are competitive with any destination. Luxury lodging is also available. The same goes for meals; Northern New Mexico's savory cuisine can be found at many of the city's 200+ restaurants in addition to foods and flavors from around the world at most every price point.

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