



The Grand Hacienda

YOUNGSVILLE, NM

The village of Abiquiu—one of the most beautiful places in North Central New Mexico—is rich in history. The area has been witness to dinosaurs, Native American Pueblos, Spanish conquistadors and more recently, the life and work of American painter Georgia O'Keeffe.

Local resident Carolyn Calfee dreamed of sharing this cultural wealth with others through a luxurious, sustainably built bed and breakfast. She chose a location on the caprock of a mesa overlooking Abiquiu Lake, and in 2000, after three years rising from the red soil, the Grand Hacienda opened its doors to travelers from around the world.

In 2017, Carolyn launched a Facebook Page to reach a wider audience of potential visitors. She has used Facebook Events to promote wellness retreats and Reels to display the beauty of the inn's surroundings.

Carolyn has elevated her brand through exceptional customer service that has resulted in excellent reviews, as well as recognition from Airbnb, VRBO and TripAdvisor. She noted that 2022 business was up 30% from the previous year.

"We ran ads on Facebook and Instagram and had more website views as a result," Carolyn said. "When we have vacancy, I post on Facebook and Instagram and regularly fill the dates."



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We love Facebook and Instagram as a way to connect with our visitors and share information, and our private Facebook Group for guests has loyal followers.”

— Carolyn Calfee, Owner,
The Grand Hacienda

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