

Hi Julia,

I hope you're well.

Desert regions are home to some of the world's most unique geological features and diverse biological habitats. They are known to have vibrant art scenes, exciting dining and shopping options, and near-instant access to nature for outdoor recreation and other activities to rival the metropolitan scene.

But which are the most popular amongst Americans in 2023? To reveal this [Betway](#) analyzed key desert towns to reveal the top ones for thrill-seekers and wine connoisseurs in 2023. The analysis, based on factors such as vineyards, hiking trails, Google search volume, and Instagram posts, revealed the most popular destinations for those seeking an unforgettable experience.

### **New Mexico Towns Dominate the List**

New Mexico dominated the rankings, showcasing the state's captivating blend of desert landscapes and vibrant communities with Madrid, Silver City and Ojo Caliente all ranking in the top 17.

**The full ranking is as follows:**

<b>Ran k</b>	<b>City</b>	<b>Avg. Google search volume</b>	<b>No. of Instagram posts</b>	<b>Hiking trails</b>	<b>Vineyar ds</b>	<b>Sum (out of 100)</b>
1	Joshua Tree	108000	2266188	46	101	70.92
2	Sedona	174000	406681	277	23	54.78
3	Scottsdale	3200	306599	367	71	38.40
4	Amarillo	101000	216060	27	2	21.66
5	Cottonwo od	7600	169040	170	21	16.51
6	Grand Junction	9100	270101	87	28	14.95
7	Springdale	21900	141705	133	3	12.99
8	Boulder City	4300	161877	102	7	9.31

9	Palisade	1400	207027	4	21	6.82
10	Marfa	5500	367440	4	2	5.86
11	Madrid	3900	5280	9	24	5.45
12	Terlingua	900	71984	25	10	3.89
13	Bisbee	2600	142315	14	5	3.52
14	Silver City	3400	90666	25	4	3.38
15	Ojo Caliente	8700	23291	10	6	2.98
16	Elko	900	70364	4	1	0.92
17	John Day	2700	13329	3	1	0.42

If you are interested in using any of the above information, it would be great if you could credit Betway Insider as the source with a link back to [the Betway page](#). Feel free to reach out with any questions.

Many thanks,

Dominic

**ENDS**

**Sources:**

*Google search volume: Google keyword planner*

*Hiking trails: All Trails*

*Vineyards: Yelp*

**Methodology:**

*We sourced the data for each factor to rank the desert towns. Each factor was weighted accordingly and normalized to create the final ranking.*

*All data is correct as of December 2023.*

