

Greater Albuquerque Hotel and Lodging Association Luncheon

Lancing Adams, Acting Cabinet Secretary

New Mexico Tourism Department

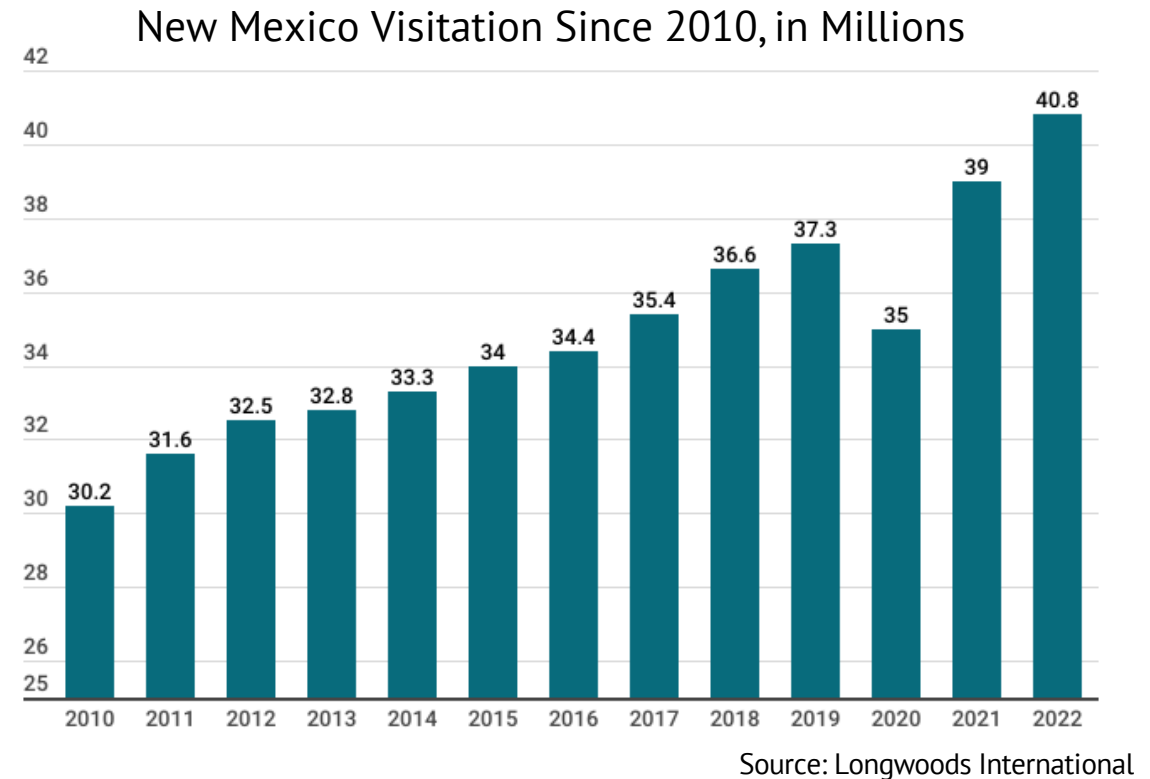
January 18, 2024



**NEW MEXICO
TRUE**

2022 Visitation Report

- In 2022, NM saw **40.8M** total trips – **4.7%** more than in 2021 and **9.3%** more than 2019
- The percent of business trips nearly **doubled** from 2021 to **9%**
- Average length of stay increased from **3.2 nights** per trip to **3.7** per trip
- **49%** of overnight visits included a cultural activity (vs **29%** US average)

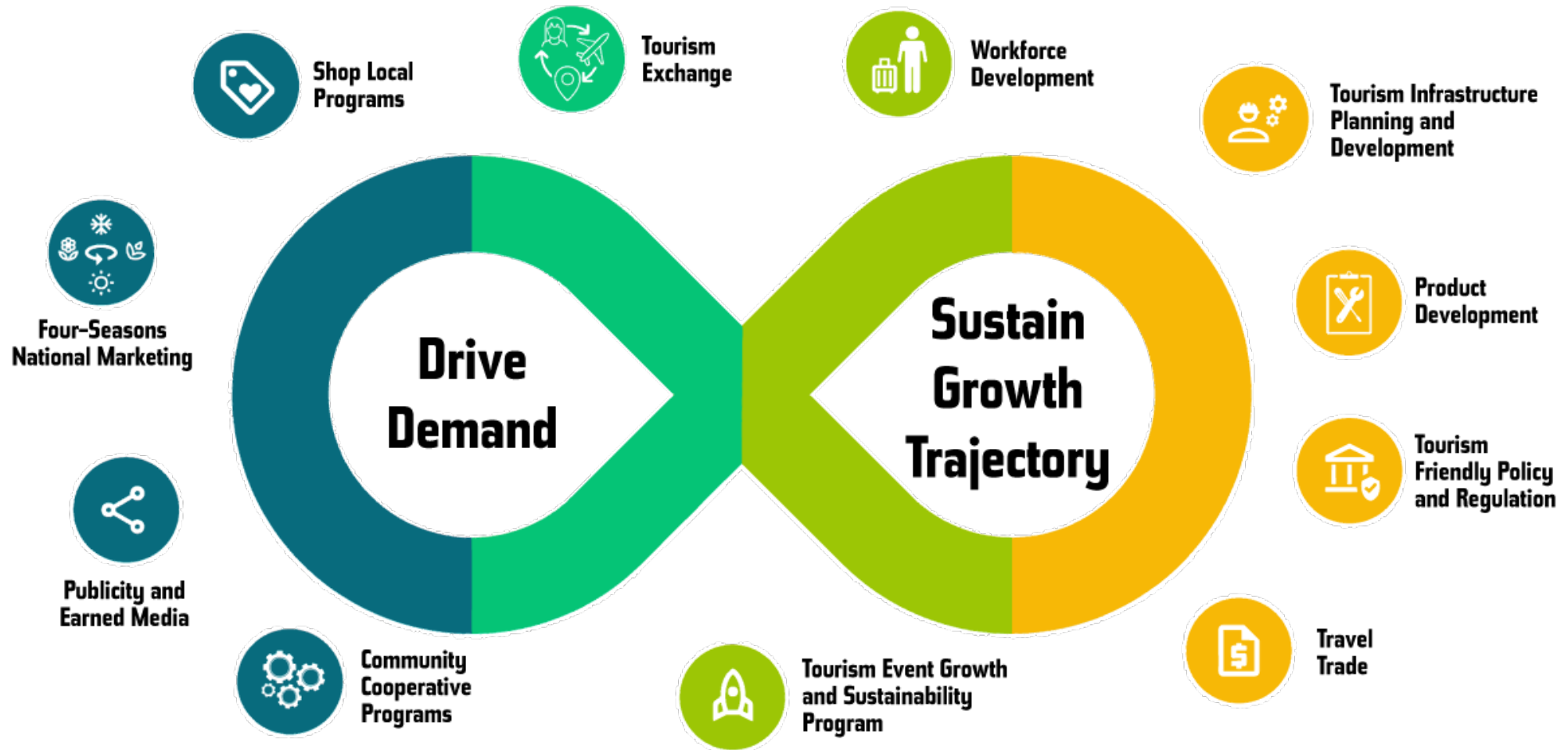


NEW MEXICO TRUE

OUR BRAND SUCCESS STORY

- Nearly 12 years of success:
 - ✓ **37.7M annual visits** on average (over last five years)
 - ✓ **\$7.1B in annual visitor spending**, on average (over the last five years)
 - ✓ Tourism wage growth exceeded all other NM industries (through 2022)
- Loved and adopted by residents, more than 450 local businesses, 30+ communities, and tourism entities – public and private
- Market research on Brand Impact demonstrates both brand fidelity, expanded economic benefits and future opportunities

Tourism Economy Advancement Model



Tourism Marketing and Tourism Development



Tourism **Marketing** makes a promise of “Adventure Steeped in Culture” through quality brand impressions.



Tourism **Development** delivers on our promise through quality amenities, attractions, and access.

A scenic view of a desert landscape with red rock formations and a valley in the distance. The sky is clear and blue, and the terrain is rugged with sparse vegetation.

Delivering the New Mexico True Brand Promise

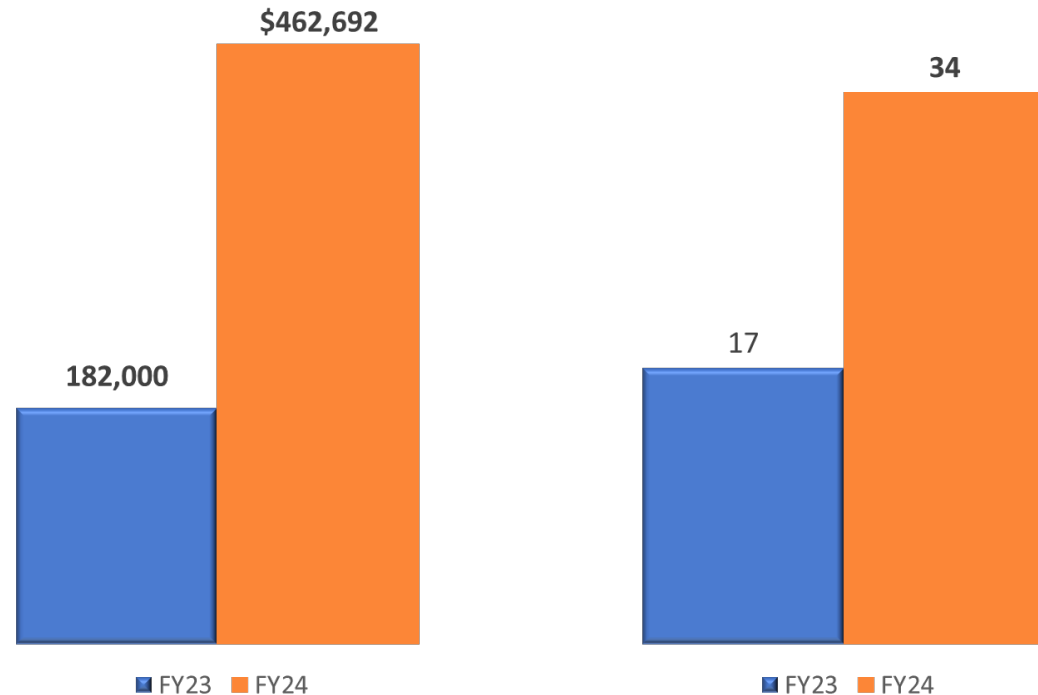
**Tourism Development delivers
on our brand promise through
quality amenities, attractions,
and access.**

Tourism Event Growth & Sustainability Program

This program provides technical assistance, marketing, and sponsorship to qualified tourism events within New Mexico to support their growth and sustainability.

To be eligible, tourism events must:

- Drive out-of-state visitation
- Drive in-state travel resulting in overnight stays
- Provide an experience aligned with the New Mexico True brand promise



Tourism Event Growth & Sustainability Program

Program Success!

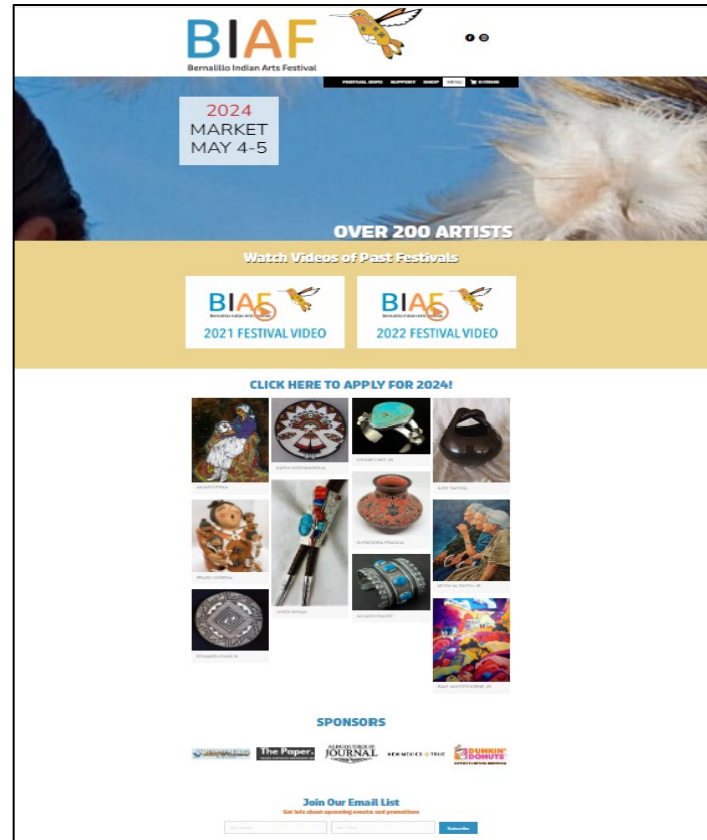
Bernalillo Indian Arts Festival

FY23 TEGS Accelerator Grant Award Recipient

- Funds used for improving website design including addition of an online store
- Ability to track on-site festival attendance & visitor demographics

FY24 TEGS CoOp 2:1 Match Grant Award Recipient

- Highly optimized digital marketing package designed to target their desired audience to drive specific actions on their website (ticket sales, schedule downloads, etc.)

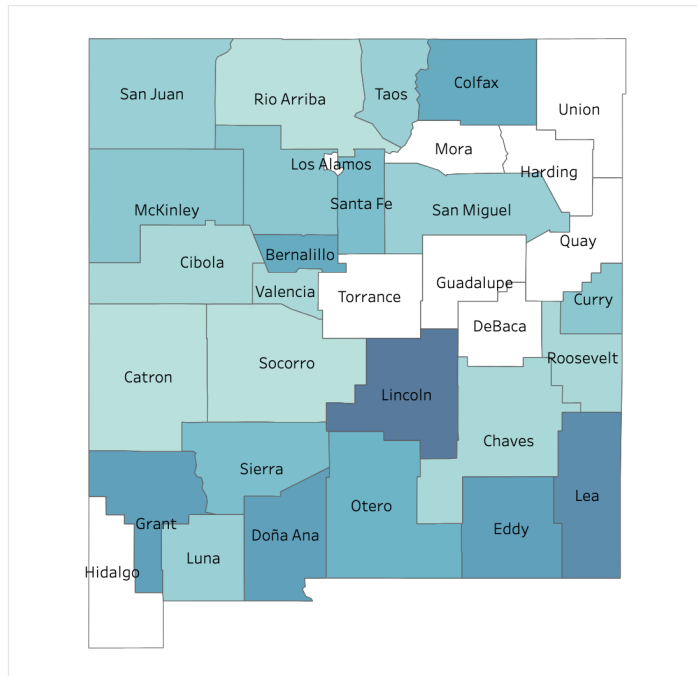


Tourism Infrastructure - Dashboard

To remain competitive, it is critical that the state focus strategically on improving tourism-related assets by investing in the infrastructure that our visitors and our residents enjoy.

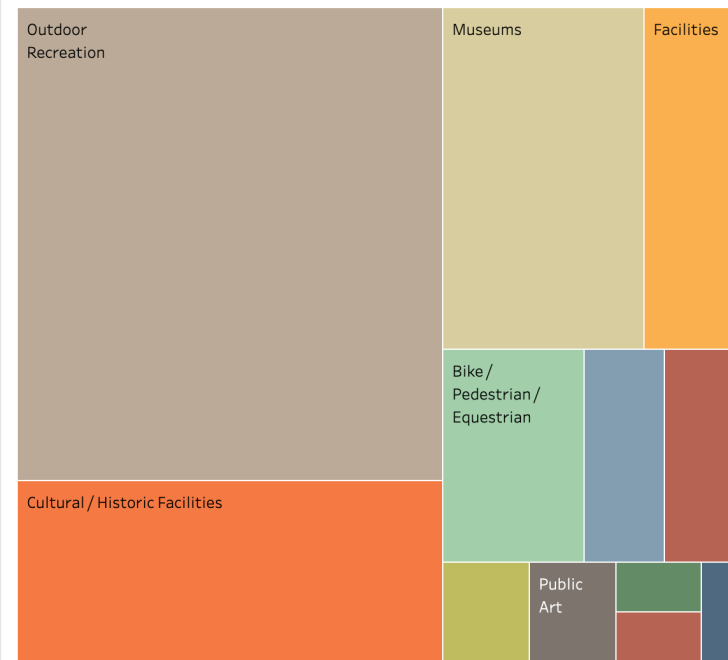


Click on County name to view project details in all charts by County selected. Select County a second time to clear filter.



Projects by Category

Hover cursor over Project Category to view category details.



Dashboard

Track the progress of tourism-related infrastructure projects by county, project type, project cost and more.



www.NMtourism.org

Tourism Infrastructure – Destination Forward

Recommendations set forth by NMTD and the Council of Governments for tourism infrastructure projects culminated in the development of NMTD's newest grant program, **Destination Forward**, which is dedicated to supporting tourism infrastructure projects throughout the state of New Mexico.



Guiding Principles:

- Either demonstrate the ability to
 - increase visitation,
 - increase capacity, and/or
 - improve the visitor experience
- High priority project in the ICIP and the region

\$1.9 million of funding awarded to Destination Forward projects in FY24. Ten projects selected as recipients of this grant program, supporting partial funding for 8 Infrastructure Capital Improvement Plan (ICIP) projects, supporting 10 communities around the state.

New Mexico Clean & Beautiful

Purpose: Empower New Mexican municipalities, counties, and tribal governments to create projects that contribute to:

- Ending littering,
- Reducing waste
- Beautifying communities
- Empowering youth
- Increasing program capacity through youth volunteers and professional coalitions.

In FY24, the New Mexico Clean and Beautiful Program **grew from 45 to 59 grant partners**, statewide.

- Funding increased from \$790,801 to \$906,958.00 with 75% of grantees representing rural communities



Red River
Flowers on Mainstreet

New Mexico Clean & Beautiful

FY24 Request vs. Allocation – By Program Goal:

Goal	Request	Allocation
Littering	\$553,252.12	\$275,696.20
Reduce Waste	\$322,014.57	\$115,353.97
Beautify Communities	\$1,031,369.89	\$259,247.74
Empower Youth	\$428,895.25	\$213,660.70
Increase Program Capacity	\$68,010.32	\$43,499.30
Total	\$2,403,542.15	\$907,457.91

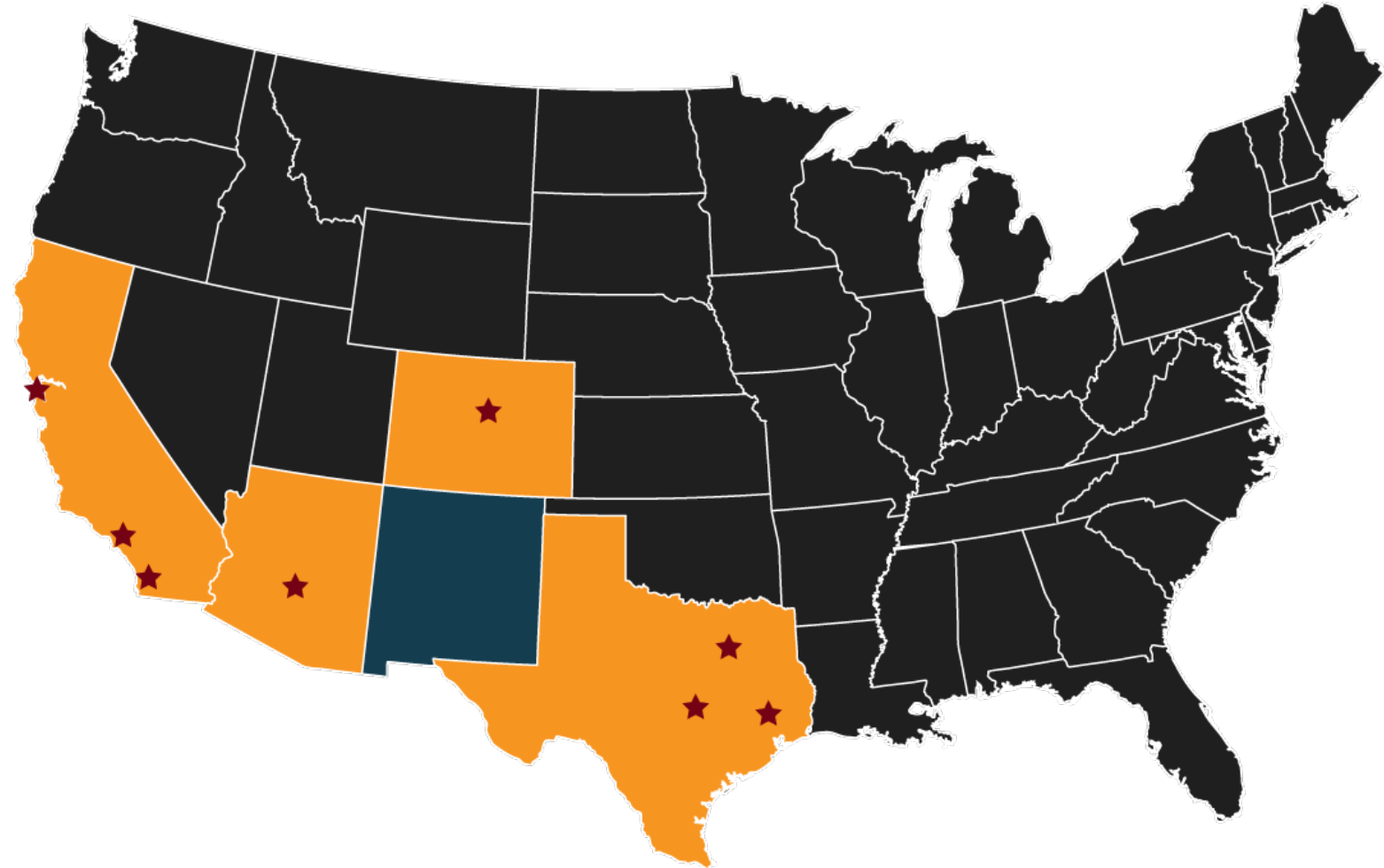
Drive Demand

A night sky with the Milky Way galaxy and two silhouetted figures on a sand dune. The scene is dark blue and black, with the bright, white, and yellowish stars of the Milky Way stretching across the upper half of the frame. Two small, dark silhouettes of people are standing on the crest of a large, smooth sand dune in the lower half of the frame. The overall mood is serene and expansive.

Marketing uses data to target the most valuable and most likely travelers to ensure New Mexico is a primary domestic destination

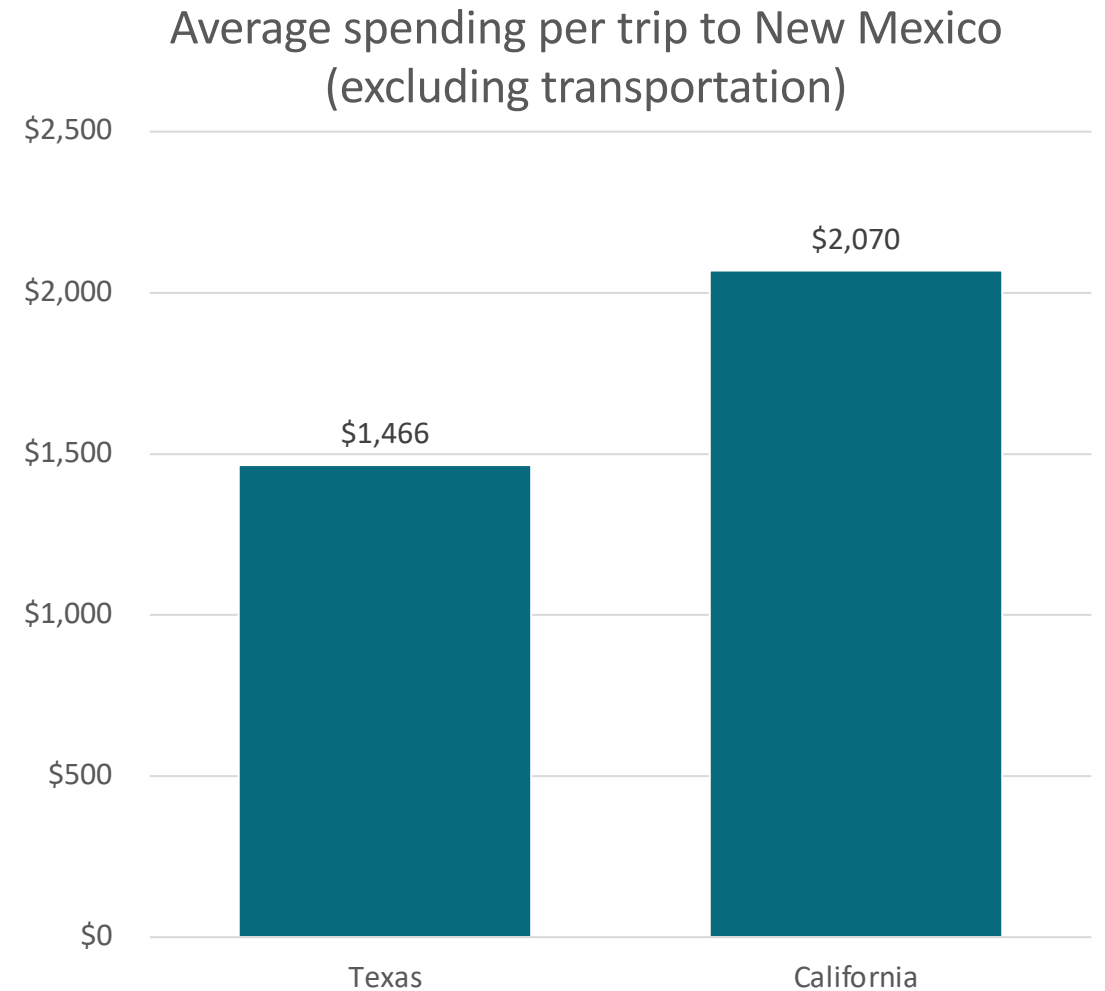
Drive Demand in Priority Markets

- Austin
- Dallas
- Houston
- Denver
- Phoenix
- San Diego
- Los Angeles
- San Francisco



California Markets — Spending

- A study commissioned by NMTD in 2023 evaluated the spending and travel behaviors of current and potential fly and drive markets to determine if there were geographic differences in travel and spending behavior
- This study demonstrated that Californians, on average, spend more per trip than NM's other primary market of Texas – over **\$600 more per trip**
- Additional data from Longwoods International and Zartico support this finding



New Mexico Magazine



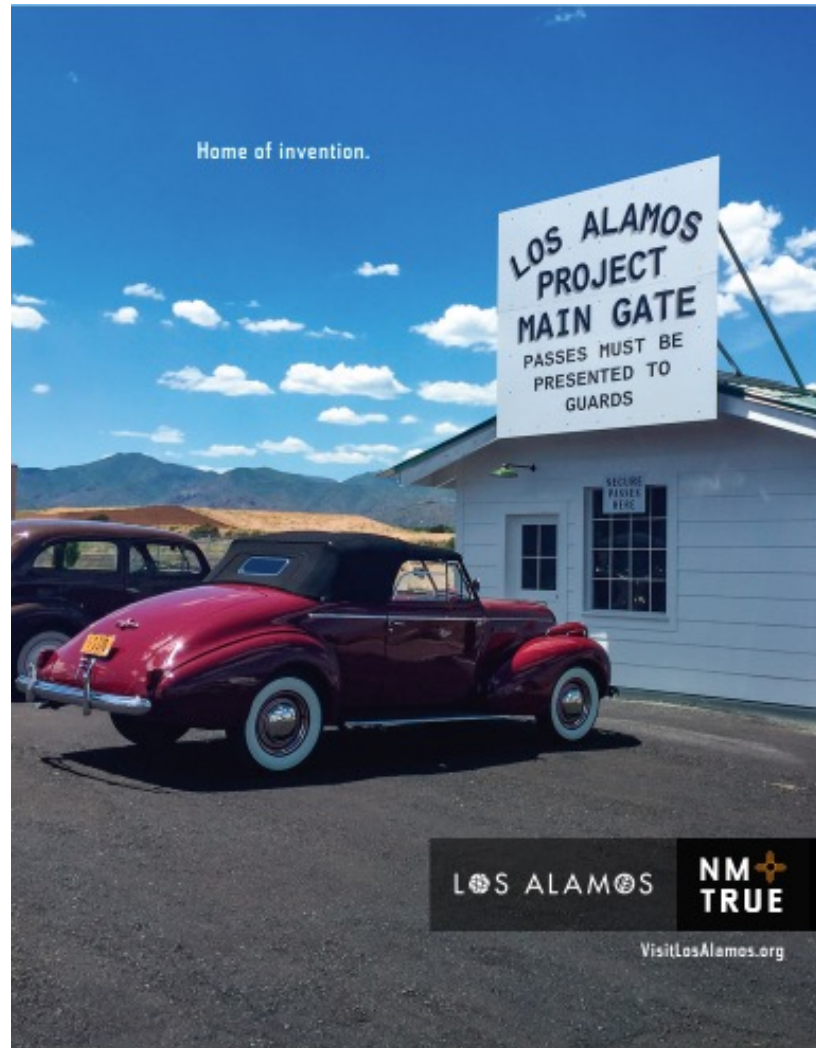
Facts about New Mexico Magazine

- Longest tenured state travel publication in the United States
- Reaches a monthly audience of over 490,000 through our print, digital, and social media platforms
- Our mission is to inspire authentic experiences with our people, places, art, culture and food
- 58% of our audience lives outside of the State of New Mexico

New Mexico True Adventure Guide 2024

- Guide published in mid-December
- Available at visitor centers, hotels, and travel locations throughout the state
- The guide is available on newsstands nationwide at most Barnes & Noble and Books-A-Million Stores

FY24 Cooperative Marketing Grant Program



NMTD funding: \$3.4 million

Match level: 2:1

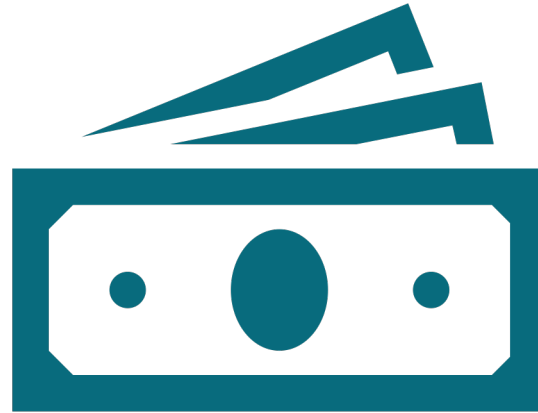
Awarded partners: 47 (up 13% from FY23)

**Total Co-funded Media Value
\$5.1 million**

Earned Media KPI's – FY23



Impressions
2.8 billion



Advertising Value
Equivalency
\$23.9 million



ROI
\$67: \$1

Tourism Economy Advancement Model

Results

2022 Visitor Spending

\$11.2 BILLION

Total Economic Impact of Tourism in New Mexico in 2022



\$8.3B

Direct Visitor
Spending



\$11.2B

Total
Economic
Impact



91,279

Total
Jobs
Sustained



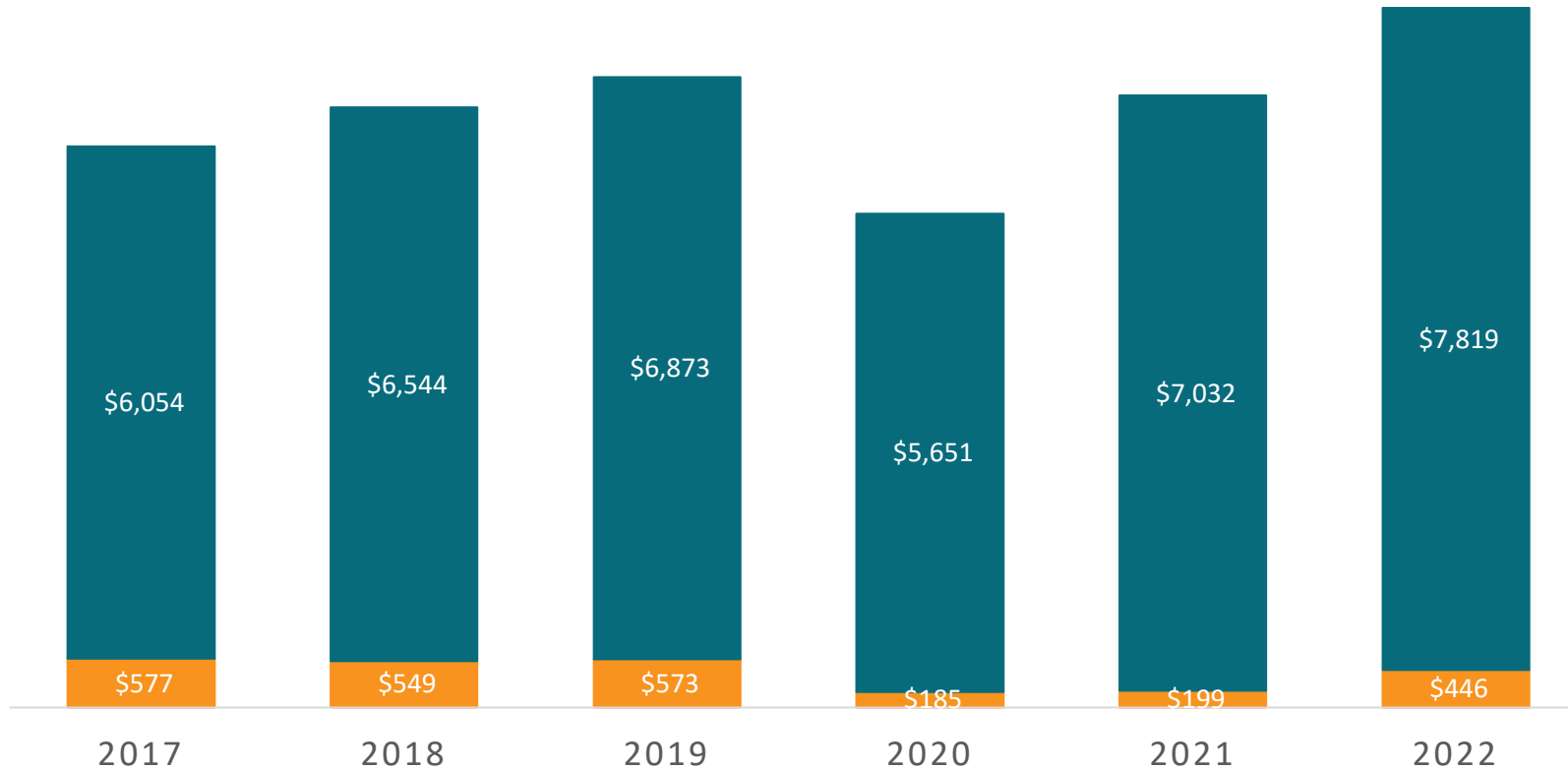
\$782M

State & Local
Taxes Generated

Visitor Spending – 6 Year History

VISITOR SPENDING (IN MILLIONS)

International Domestic



2022 saw a record-breaking

\$8.3B

in
Direct Visitor
Spending



New Initiatives in FY25

Route 66 Centennial



- Congress established the Route 66 Centennial Commission to commemorate the 100th anniversary of Route 66 in 2026. The Route 66 Centennial Commission consists of members appointed from the eight (8) states along the Mother Road.
- On September 8, 2023, Governor Michelle Lujan Grisham signed Executive Order 2023-131, establishing the Route 66 Centennial Coordination Group for the state of New Mexico.
- The State Route 66 Centennial Coordination Group is tasked with recommending, planning, sponsoring, and coordinating official Route 66 centennial events, programs, and activities in the State.
- In parallel to the work of State Route 66 Centennial Coordination Group, NMTD is seeking to leverage existing proven programs to support Route 66 themed projects (e.g. event sponsorships, advertising, infrastructure/product development, creative production, etc.) with a targeted special appropriation of \$2M in FY25.

FY25 Budget Request

FY25 Agency Base Budget Request



Base Budget

- Requesting an overall increase of 7.6% over FY24

Base Budget – 200s

- \$459,700 increase
 - To reduce the unfunded vacancy rate from 9% to 2.4%
 - To support 1 FTE for Travel Trade

Base Budget – 400s

- \$1,000,000 increase
 - To assist with maintaining current funding levels for programs that are vital to local communities --the Regional Cooperative Marketing and Advertising Program and for the Tourism Event Growth and Sustainability Program
- \$400,000
 - To support the Travel Trade Program

FY25 Agency Special Appropriations Request



Special – National Advertising

- \$15,000,000 one time
- Promote New Mexico all four seasons; add the San Francisco media market; execute out-of-home major airport media takeovers

Special – Destination Forward

- \$3,000,000 one time
- For grants to tribal and local governments for tourism related infrastructure projects for expenditure in fiscal years 2024 through 2026

Special – Route 66

- \$2,500,000 one time
- For the revitalization of Route 66 - to commemorate the centennial of the mother road and to match federal grant opportunities

Special – Marketing Center of Excellence

- \$2,000,000 one time
- To implement HB 377 – centralized state agency marketing campaigns

Special – Clean and Beautiful

- \$2,000,000 one time
- For statewide beautification and litter control efforts

Tourism Day @ The Capitol



Tourism Day
at the *Capitol*

JANUARY 22, 2024
9:00 AM – 3:00 PM

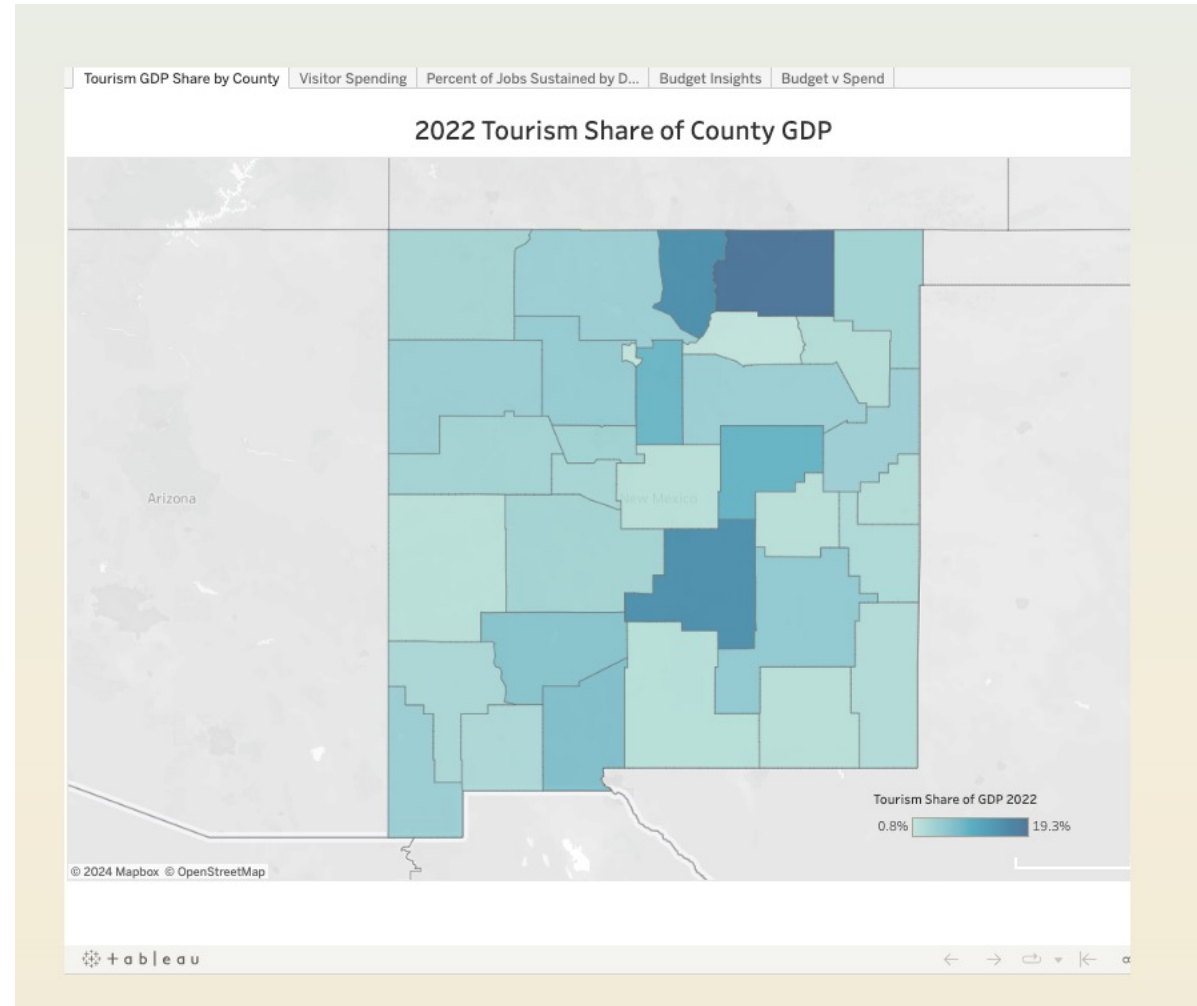
NEW MEXICO
TOURISM DEPARTMENT



Exhibitor
Participants

- Anderson Abruzzo International Balloon Museum Foundation
- Los Alamos County
- City of Roswell
- Albuquerque Hispano Chamber of Commerce
- Carlsbad Chamber of Commerce
- Outdoor Recreation Division
- Visit Las Cruces
- City of Alamogordo
- Bernalillo County
- International Folk Art Market
- Sandia Peak Tram & Ski
- Santa Fe Tour Guides Association
- New Mexico State Parks
- El Rancho de Las Glandrinas
- National Institute of Flamenco
- NMSU School of HRTM
- Cumbres & Toltec Scenic Railroad
- Tourism Santa Fe
- Visit Albuquerque
- New Mexico Magazine
- New Mexico True
- Sandoval County
- Santa Fe Opera
- Navajo Nation Tourism Department

Tourism Data Dashboard



Scan to View



Or visit:

<https://www.newmexico.org/industry/resources/2024-legislative-session/>