



Economic & Rural Development & Policy Committee

New Mexico Tourism Department Update

July 1, 2026

Lancing Adams, Acting Cabinet Secretary
New Mexico Tourism Department

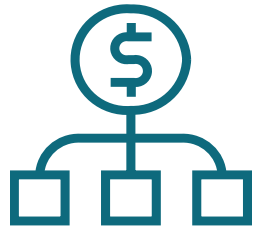
NEW MEXICO  TRUE

Economic Impact of Tourism in New Mexico

\$12 BILLION



Total Economic Impact of Tourism in New Mexico in 2024



\$8.8B

Direct Visitor
Spending



\$12B

Total
Economic
Impact



95,219

Total
Jobs
Supported



\$838.8M

State & Local
Taxes Generated

Source: 2024 Economic Impact Study (Tourism Economics)

Tourism Industry Performance : NM

Travel has been holding steady so far in 2026, after a demand decrease in 2025.

May 2026 Hotel KPIs

From February through May, hotel KPIs increased YoY in each category

May Occupancy: 1% YoY increase

ADR: 2.4% YoY increase

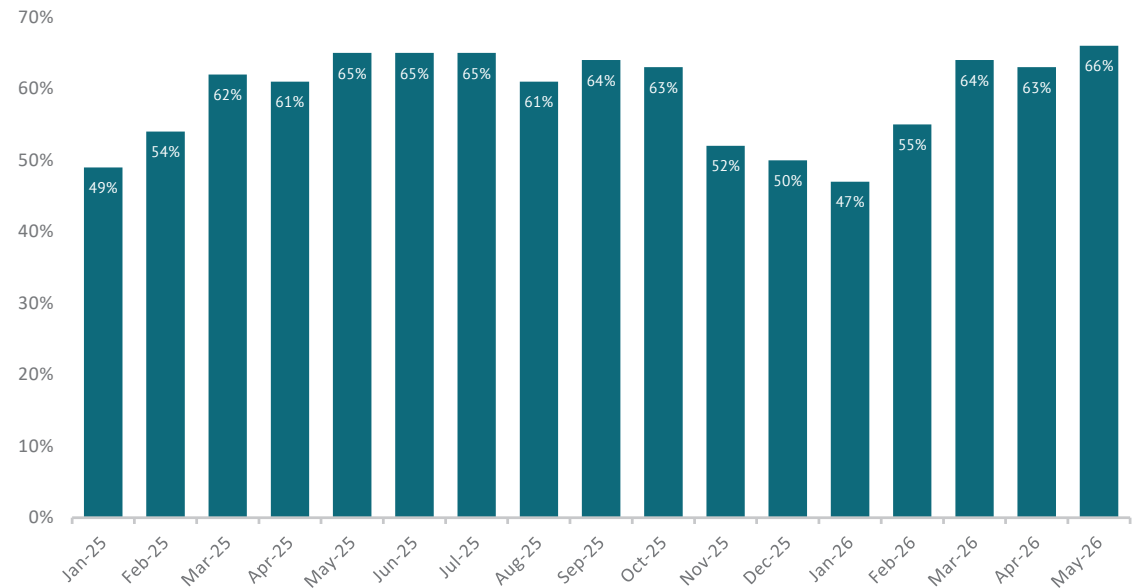
RevPAR: 3% YoY increase

Other Indicators

Air passenger volume showed an increase in April, surpassing a flat national volume.

Leisure and hospitality jobs continue to decline—down **0.7% YTD**. Current jobs numbers have been hovering at 2019 levels.

Hotel Occupancy Rate



Tourism Industry Performance : Macro

The overall picture for travel in and the US is mixed. Domestic travel (with the exceptions of February and March) has largely flattened, and overseas arrivals continue to trend down (-4.3% year to date through April), even compared to 2025's declines.

US Travel Headwinds:

Declining overseas arrivals, even compared to 2025

“K-Shaped Economy” – ADR being held up by luxury segments while mid-scale and economy suffer. Consumer sentiment is at an all-time low.

High costs and travel inflation

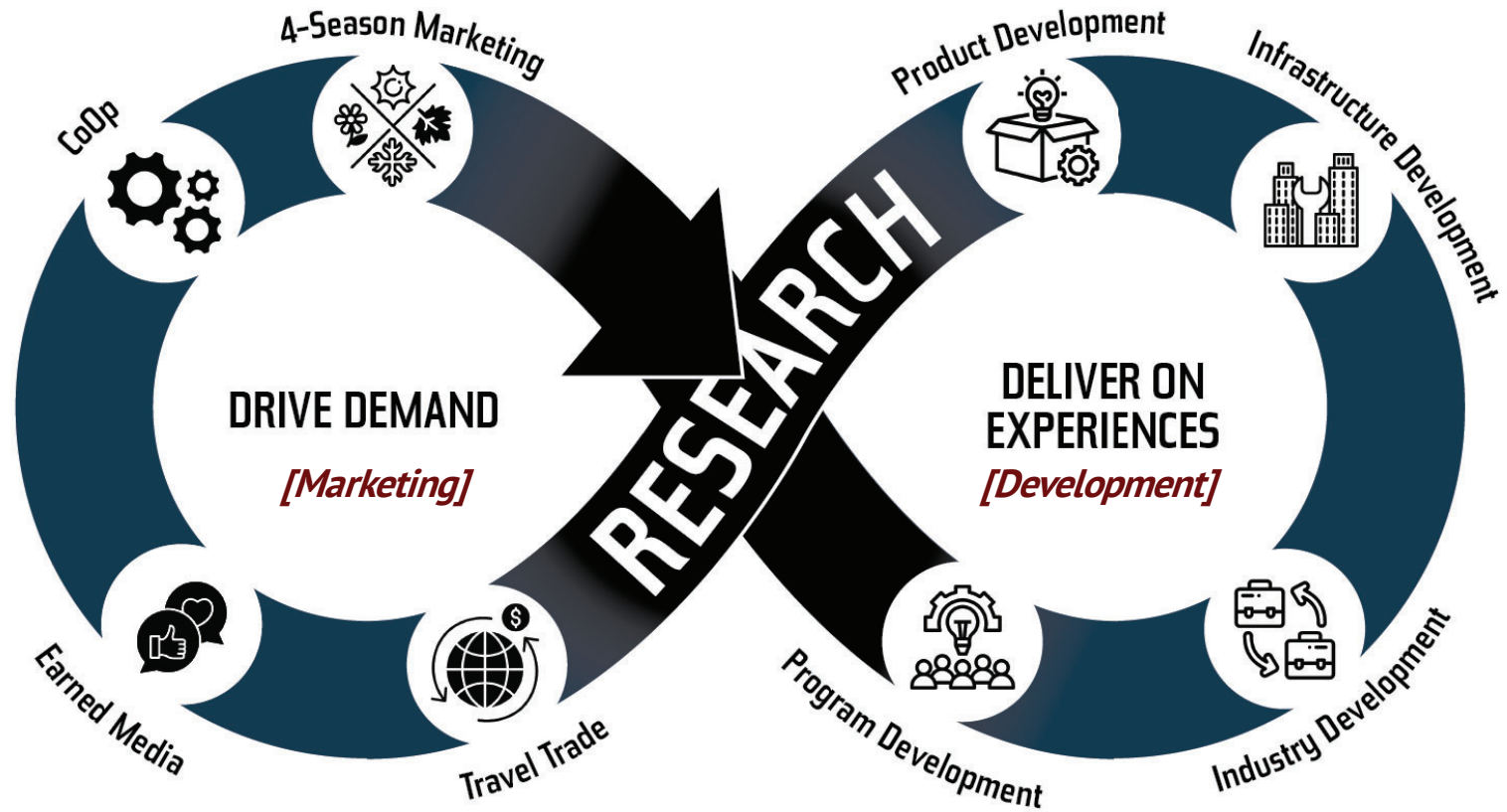
- Overall inflation was up **4.2%** YoY in May
- Travel inflation (TPI) was up **9.8%** YoY, driven mostly by the cost of gas

Travel Indicators

% change relative to same month vs. Previous Year

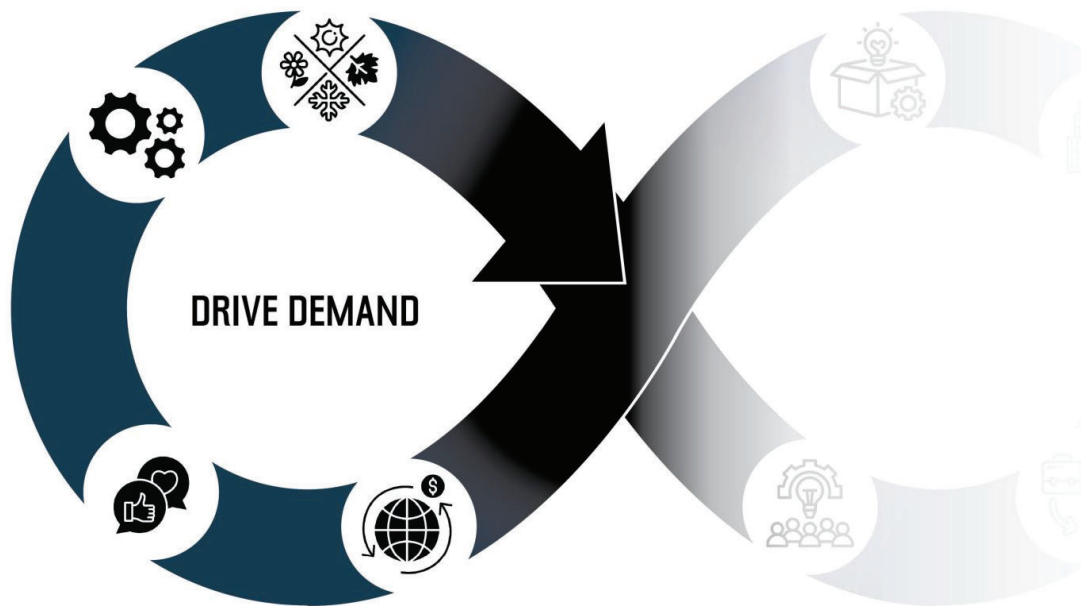
Indicators	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Travel Spending (Tourism Economics)	0.6%	-0.4%	0.2%	0.2%	-0.7%	0.0%	-1.8%	-0.1%	1.0%	3.4%	5.0%	4.5%
Air Passengers (TSA)	-1.5%	-0.4%	1.2%	1.0%	0.7%	3.6%	-0.2%	0.0%	0.1%	2.7%	1.7%	0.1%
Overseas Arrivals (NTTO)	-2.8%	-3.4%	-3.1%	-2.9%	-7.7%	-3.1%	-3.5%	-1.3%	-4.2%	0.8%	3.6%	-14.1%
Hotel Demand (STR)	-0.1%	-1.0%	-0.4%	-0.6%	-1.2%	-1.6%	-2.2%	-0.2%	0.4%	2.8%	2.5%	2.0%
Top 25 Group Hotel Demand** (STR)	-4.4%	-6.1%	-9.3%	-10.8%	-8.7%	-5.1%	-3.3%	-8.4%	-6.8%	-1.5%	0.9%	-1.5%
Short-term Rental Demand (AIRDNA)	6.2%	3.6%	4.9%	4.2%	0.1%	2.1%	0.9%	0.8%	1.4%	0.0%	1.8%	2.6%
National Park Visits (National Park Service)	-1.1%	-6.6%	-1.3%	1.1%	-2.4%	-5.6%	-4.2%	-0.6%	20.7%	-2.6%	-3.8%	-3.4%

-14.1%  20.7%



NEW MEXICO  TRUE

Drive Demand: Tourism Marketing



The **purpose** of the Marketing and Promotions program is to promote New Mexico as a leisure destination to venturesome travelers, leveraging the nearly **15-year** success of the *New Mexico True* brand

The Marketing and Promotion Team is tasked with promoting New Mexico as a destination of “**adventure steeped in culture,**” leaning into our **authenticity** and **enchantment**.

Drive Demand: Tourism Marketing



National Marketing

Promote New Mexico through a robust, 4-season, multi-media awareness campaign

Cooperative Marketing

Partner with communities to co-brand and co-promote their destinations under the New Mexico True Brand

Earned Media

Engage with travel writers and content creators to secure coverage that presents New Mexico as an ideal destination for leisure travel

New Mexico Magazine

Leverage the power of the country's oldest state-publication and award-winning magazine to promote New Mexico

New Mexico True Certified

Promote New Mexico small businesses that grow, source, and create their products in New Mexico

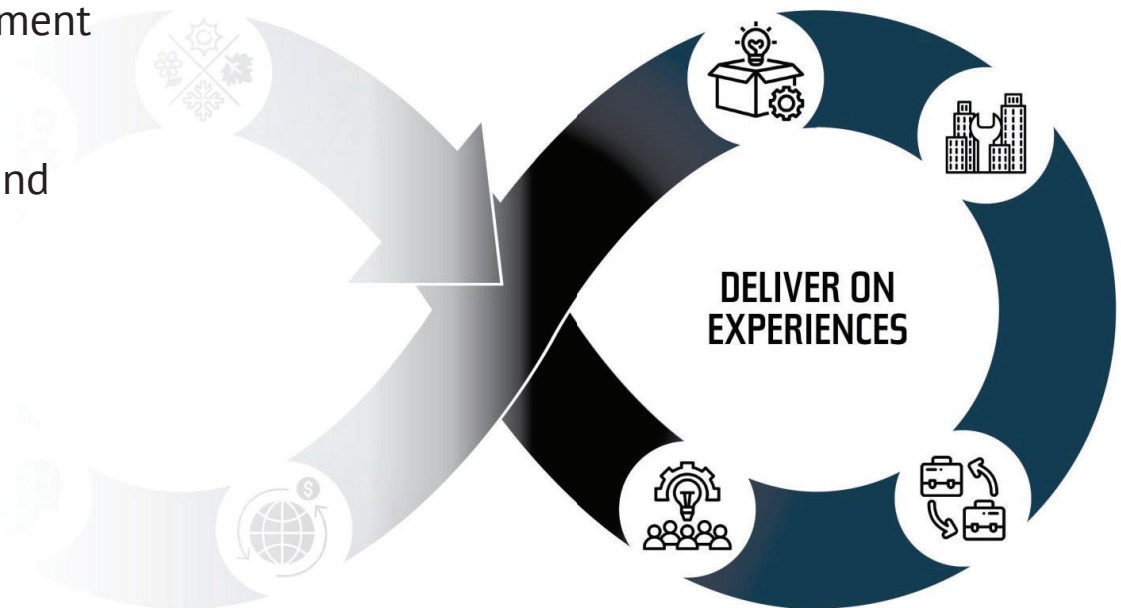
Travel Trade

Promote New Mexico (B2B) to national/international tour operators and travel agencies to increase and activate bookable product in New Mexico

Deliver on Experiences: Tourism Development

The **purpose** of the tourism development program is to provide support and technical assistance to community partners in developing, enhancing, and sustaining their tourism product.

The Tourism Development Team is tasked with ***Delivering on the New Mexico True promise*** by developing high-quality **amenities, attractions, and access.**



Tourism Development Division: Program Impact

Tourism Event Growth & Sustainability Program (TEGS)

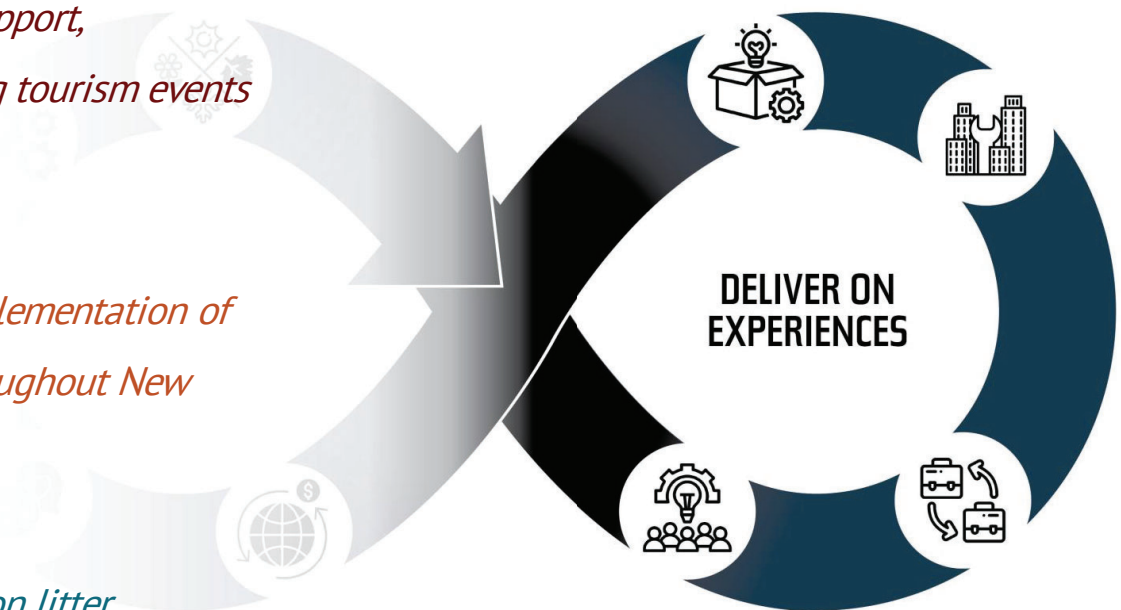
Provides technical assistance, marketing support, and sponsorship opportunities to qualifying tourism events within New Mexico

Destination Forward Program

Provides support the development and implementation of tourism-related infrastructure projects throughout New Mexico

New Mexico Clean & Beautiful Program

Provides funding and technical assistance on litter eradication, waste reduction, and community beautification initiatives



Other Initiatives FY26–FY27

- Route 66 Centennial
- Breaking Bad Habits Campaign
- Roswell National Championship Air Races
- Marketing Center of Excellence
- MICHELIN Guide: American Southwest Region
- 400 Years of New Mexico Wine

