

Legislative Finance Committee

New Mexico Tourism Department
FY27 Budget Request
October 15, 2025

Lancing Adams, Acting Cabinet Secretary

NEW MEXICO  TRUE

Agency At-A-Glance

Vision: *Be the primary destination for venturesome travelers*

Mission: *Grow New Mexico's economy through tourism*

Divisions:

- New Mexico Magazine - P546
- Program Support -P547
- Tourism Development –P548
- Marketing and Promotions - P549

Total Authorized FTE: 61 FTE

Current Vacancy Rate: 8.2% (5 positions)

FY26 Budget (Current):

Recurring: \$26,235,300

Other State Funds: \$4,866,500

Non-recurring: \$31,400,000

- **\$18MM** National and International Marketing and Advertising, includes \$2.5MM Rt. 66 Centennial, \$3.0M Litter Campaign and \$400k Connie Mack
- **\$8MM** Roswell air show
- **\$2MM** Marketing Excellence Bureau
- **\$1.9MM** Grants for tribal and local governments for tourism related infrastructure projects through destination forward grant program, FY26-27
- Other: **\$1MM** Las Cruces air show; **\$300K** Marketing of athletic competition for people with disabilities; **\$200K** New Mexico bowl

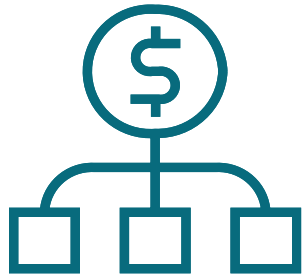
FY25 General Fund Reversions:

- **Recurring:** \$106,357; **0.41%** of \$25.6M Total Budget
- **Specials:** \$235,711; **1.1%** of \$21.4M Total Appropriations

Economic Impact: Summary (2024)

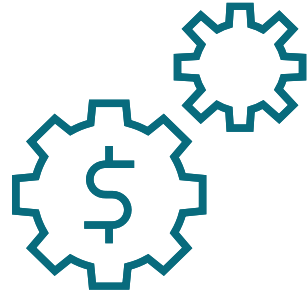
\$12 BILLION

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

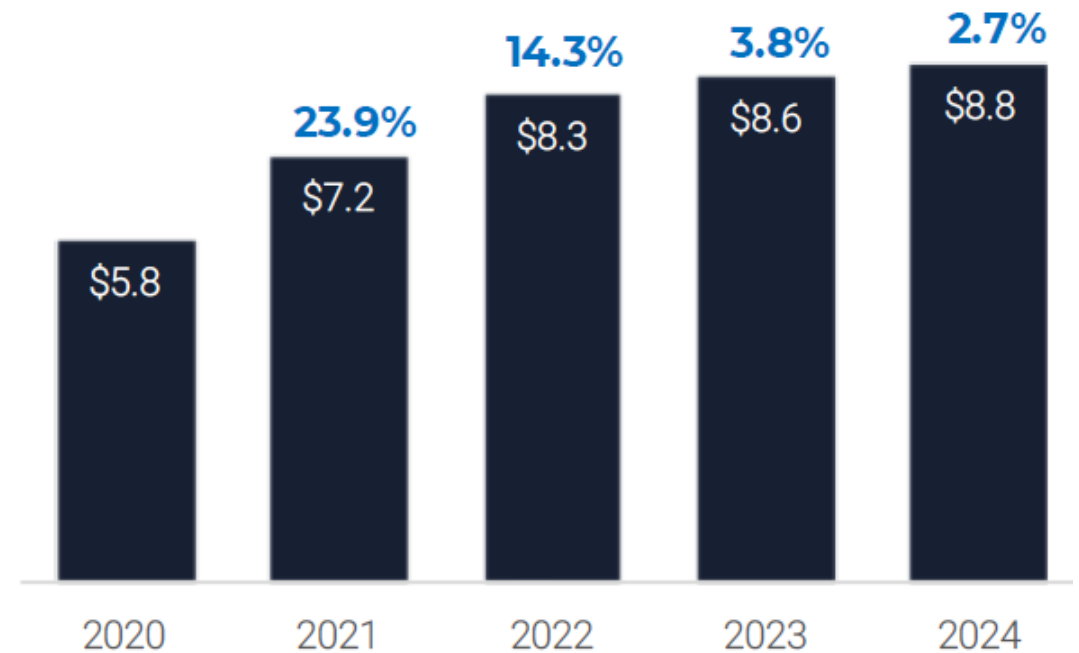
Source: 2024 Economic Impact Study (Tourism Economics)

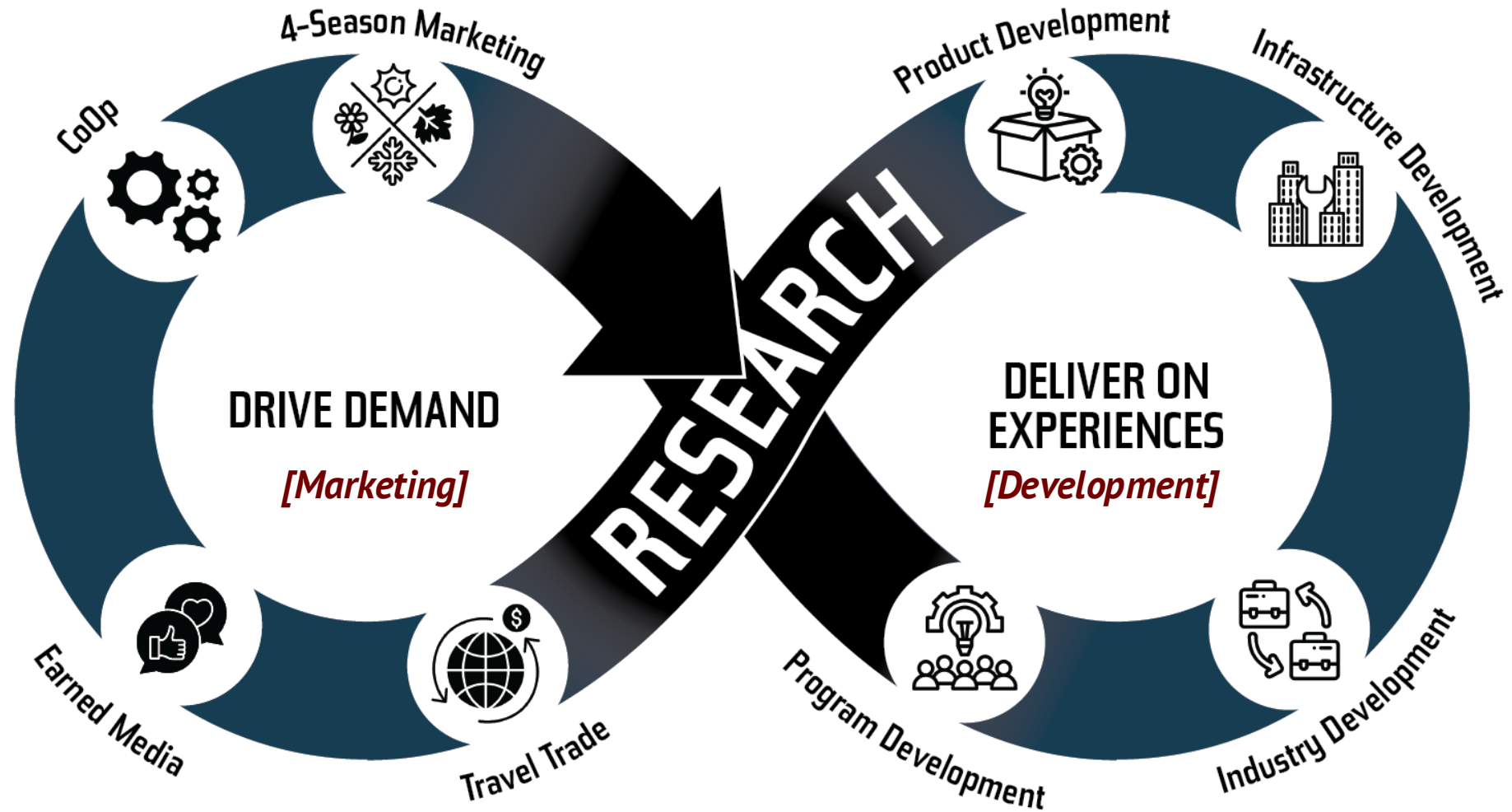
Economic Impact: Highlights (2024)

- Visitor spending increased by **2.7%** in 2024 & total visitation increased by **1.8%**
- International visitation increased by **10.4%**, -- the second straight year of double-digit increases
- International spending in NM increased by **13.8%**
- Visitor-supported employment grew by **2.2%** in 2024
- All visitation and spending categories realized growth in 2024

New Mexico Visitor Spending

\$ billions



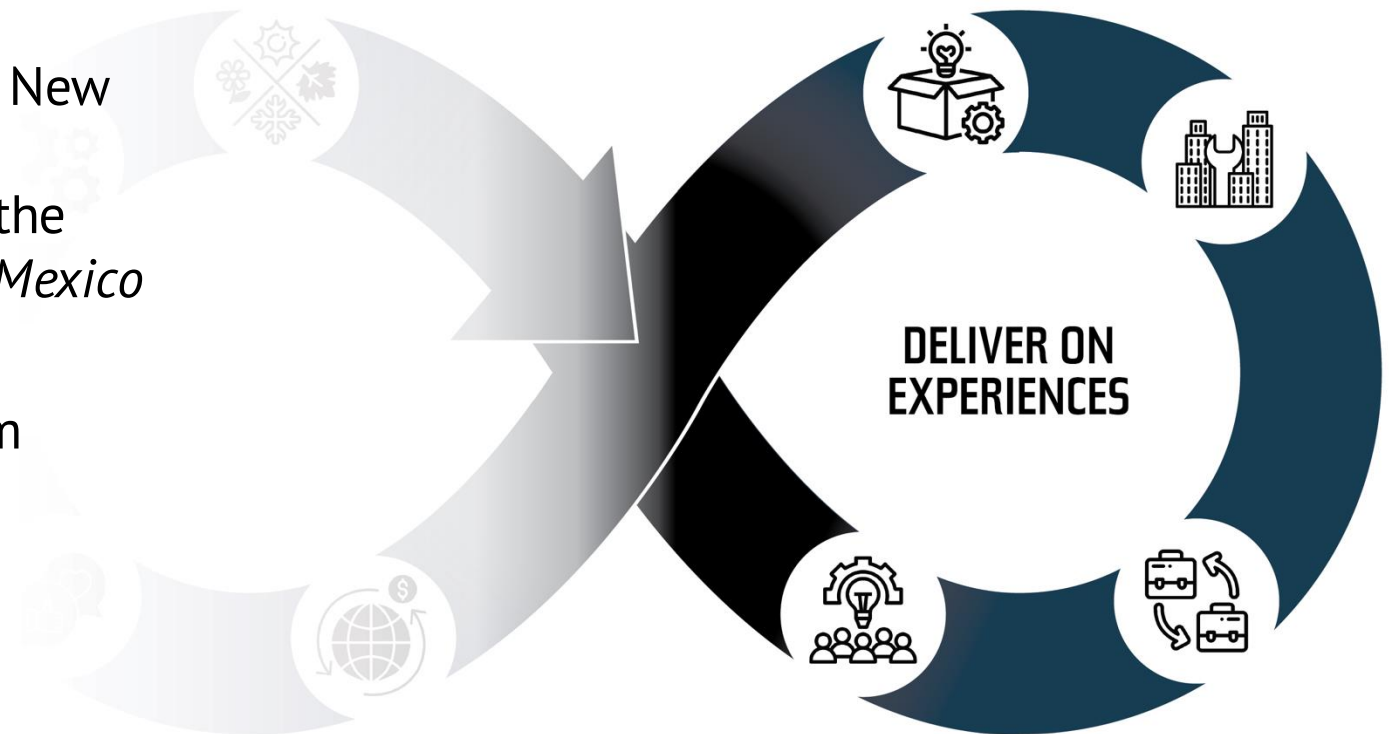


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Drive Demand: Tourism Marketing

The **purpose** of the Marketing and Promotions program is to promote New Mexico as a leisure destination to venturesome travelers, leveraging the nearly 14-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/International 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

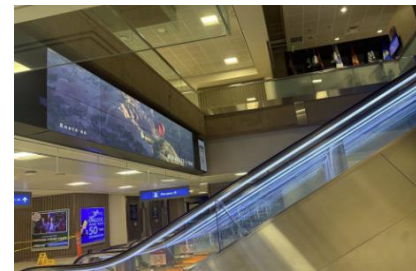
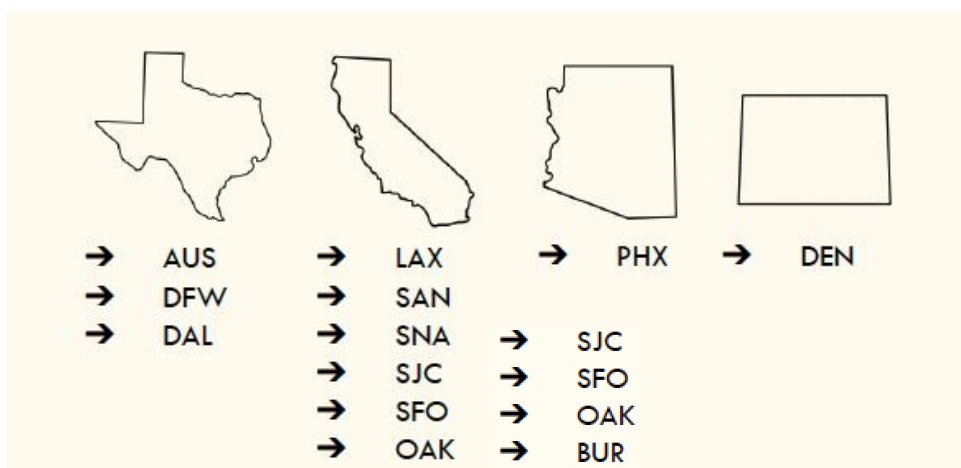
Travel Trade

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

National Marketing

\$25MM Investment in Domestic Marketing & Advertising

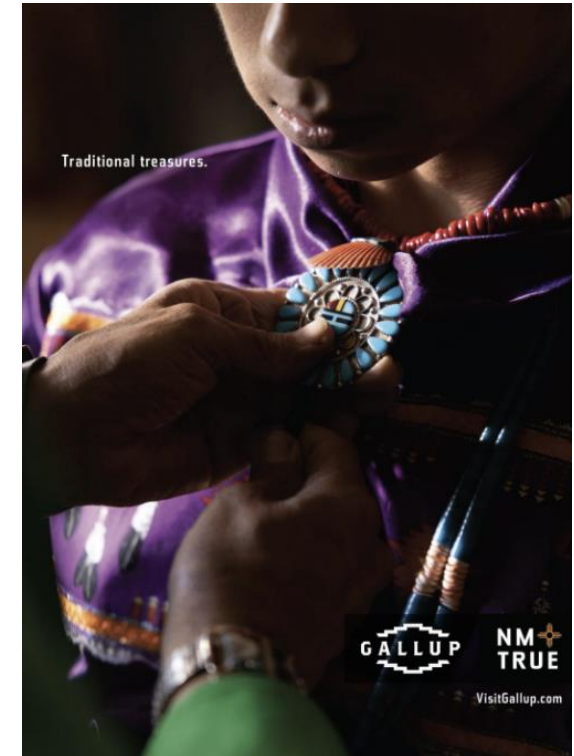
- Major investments include: airport digital billboards, non-skippable streaming placements, social media, and targeted banner ads
- Strong investments continuing in key California markets to influence fly-market travel
- AI-enabled ad technology provides opportunities for better targeting



Cooperative Marketing

The Cooperative Marketing & Advertising Program (CoOp) is a co-funded, co-branded marketing program aimed at growing New Mexico's tourism economy *together* by utilizing the strength of the New Mexico True brand.

In FY26, the CoOp program awarded more than \$3.8MM in funding to 45 local governments, attractions, and tourism-related nonprofits, statewide.

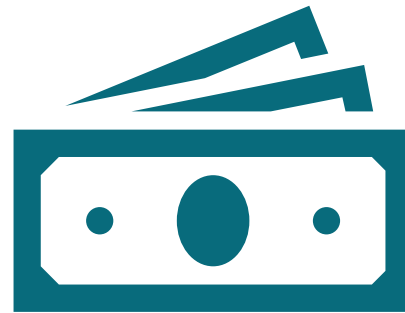


Earned Media

Summary of FY25 National Earned Media Program



**Percent of
Top Tier
Coverage
43%**



**Estimated
Value
\$46.2M**



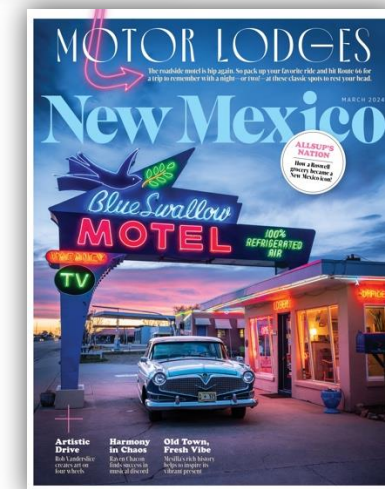
**Secured
Placements
278**

New Mexico Magazine

New Mexico Magazine received 20 excellence awards from the *International Regional Publishers Association*, including the **2024 Magazine of the Year**

Reaches an audience of over 535,000 each month through our print, digital, and social media venues

The 2025 Travel Adventure Guide will be on newsstands in late December with a distribution of 300,000 copies



New Mexico True Certified

This free program is open to licensed New Mexico businesses whose products are made in or grown in New Mexico. Once accepted into New Mexico True Certified, a company's products are eligible for the use of a proprietary logo to use in its packaging or marketing. **Now celebrating 500 partners!**



Travel Trade

Purpose:

The purpose of the Travel Trade Program is to grow visitation to New Mexico through domestic and international travel by promoting New Mexico through business-to-business relationships in the travel trade ecosystem.

FY25 Accomplishments:

- Over 600 meetings and appointments
- New and improved tradeshow booth
- Discover New Mexico USA online education module

Bookable Product Audit:

- Tour operators offering overnight NM product*:
 - Germany: 42 / UK: 35
- Overnight products offered by market:
 - Germany: 330 / UK: 327

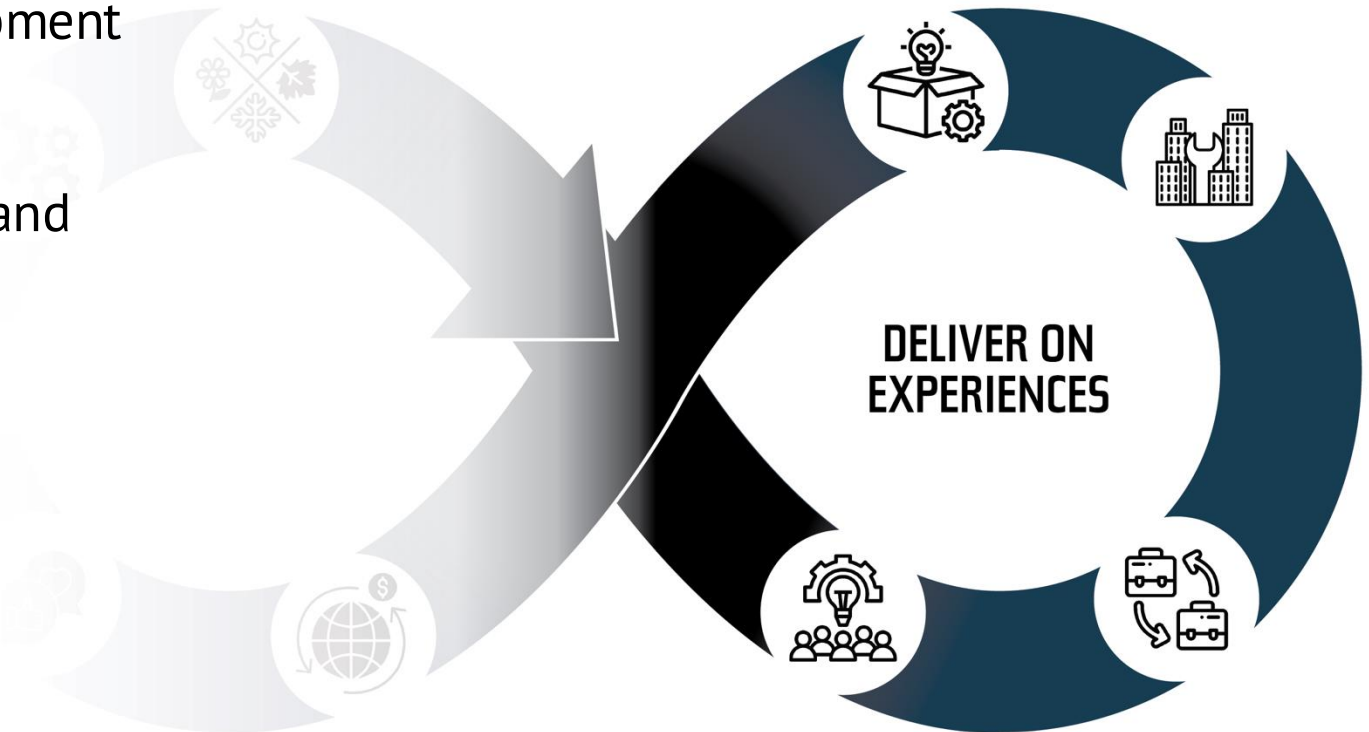
**Represents 35% of identified tour operators in UK + Germany*



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)

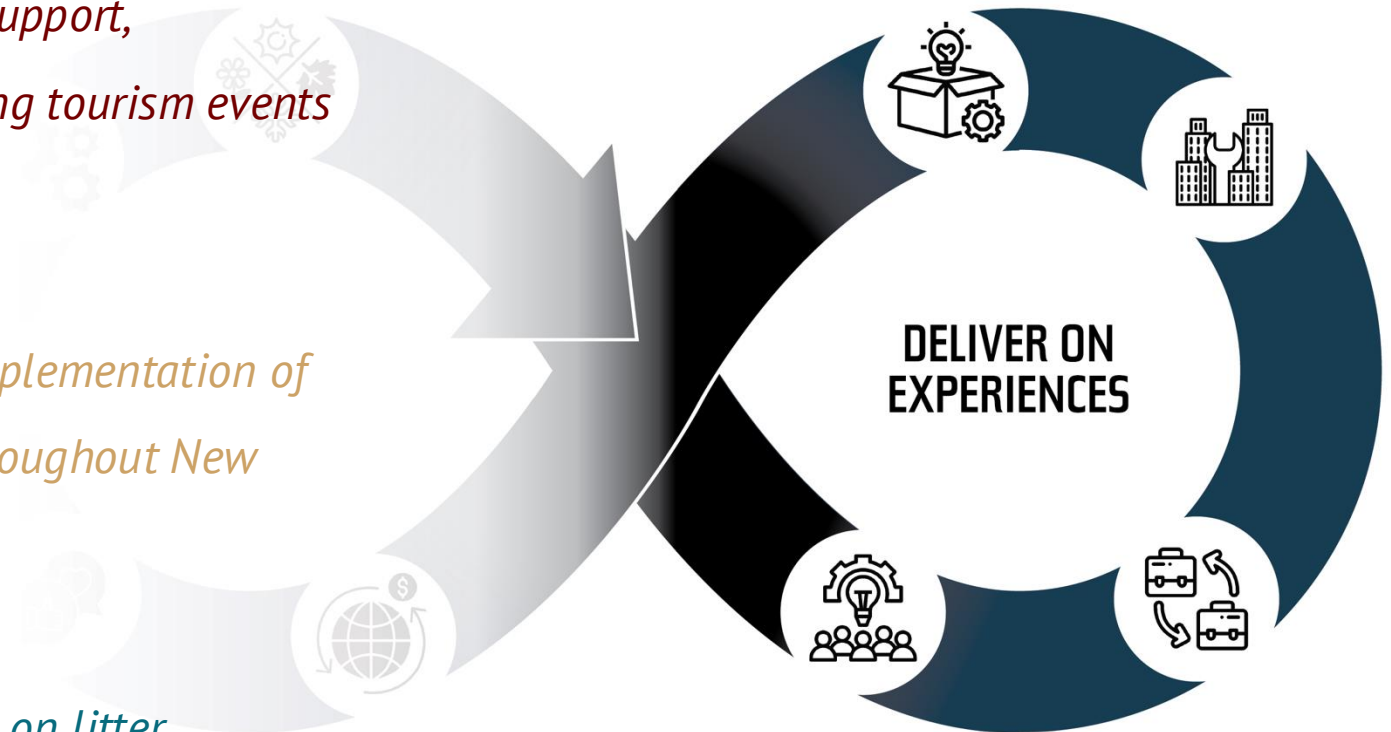
Provides technical assistance, marketing support, and sponsorship opportunities to qualifying tourism events within New Mexico

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



Tourism Development Division: Program Impact

Tourism Event Growth & Sustainability Program (TEGS)



Destination Forward



New Mexico Clean & Beautiful



Tourism Development Division: Project Examples

TEGS



Las Cruces Chile Drop

- 19-foot illuminated chile pepper
- Uniquely New Mexican New Year's Eve celebration
- Pays homage to New Mexico's iconic chile pepper and the state's official question: "Red or Green?"
- Approximately 7,000 attendees in 2024
- Promotes visitation during a typically slower time of year

Destination Forward



Anderson Abruzzo Albuquerque International Balloon Museum

- Destination Forward Award is \$257,500
- Project also received funding from other public sources and ongoing private fundraising
- This is a 21,500 square foot interactive exhibit and event space encouraging visitors to explore the world of ballooning

Clean & Beautiful



Luna County Clean-up Events

- St. Ann's Fiesta
- Deming Duck Races
 - Three groups: Deming High School wrestling team, basketball team, and Intrepid softball team
- Southwest New Mexico State Fair
 - Three groups - League of Churches youth group, Deming soccer and wrestling teams
 - 3,960 lbs of trash removed

Special Appropriations in FY26

- **\$18MM** – National International Advertising -
Includes \$2.5MM to promote, and prepare for, the Route 66 Centennial in 2026
- **\$2MM** – Marketing Center of Excellence
- **\$3MM** – Anti-Litter Campaign
- **\$8MM** – Roswell National Championship Air Races
- **\$1MM** – Las Cruces Air Show
- **\$200k** – New Mexico Bowl
- **\$300k** – Special Olympics



Roswell National Championship Air Races



September 10th-14th, 2025



Estimated 50,000 tickets sold



Marketing Center of Excellence

The Marketing Center of Excellence (MCE) supports executive agencies in developing robust, high-impact campaigns by providing expertise, resources, and technical assistance.

Current key projects include the development and integration of "Shared Services" available for executive agencies using dedicated contractors who are on-call to fulfil requests; providing effective and efficient project turnaround times and no-cost to agencies. Services include:

- Marketing/messaging/earned media/PR strategy support
- Graphic, web and logo design
- Photography/videography services for both immediate use and library/archive use for future
- Media buying research and negotiations for direct purchases
- Bulk advertising space purchases to be allocated to agencies with smaller budgets
- Access to earned media/social media listening and reports
- Additional support and connection to existing resources, as needed

Marketing Center of Excellence

Current key campaigns/projects and related executive agencies, include:

- **Semi-quincentennial Celebration:** DCA, LGO, HED, IAD, etc.
- **Fairgrounds Reimagined:** GOV, TD, EDD
- **Breaking Bad Habits:** GOV, ENV, EMNRD, NMDOT, etc.
- **Mobile ID:** RLD, NMTR, MVD
- **Quantum Business Promotion:** EDD
- **Universal Childcare:** GOV, ECECD
- **State Employment Recruiting:** SPO
- **CreativeCon:** EDD/Creative Industries
- **Accessibility/nm.gov Improvements:** DoIT

FY26 Appropriation: \$2MM



Breaking Bad Habits V2

Campaign includes:

- Clickable Video
- Connected TV
- Broadcast/Cable
- Gas Station/Santa Fe Bus Wrap
- #KEEPLITTEROUT Community Activation/Event Promotion
- **Breakingbadhabits.nm.gov** provides opportunities to:
 - Take the Pledge
 - Volunteer
 - Recruit volunteers
 - Report litter and illegal dumping
 - Share best practices

KEEP LITTER OUT OF OUR TERRITORY

Breaking Bad Habits

BreakingBadHabits.nm.gov

Volunteer with Local Organizations

Discover opportunities to volunteer with local organizations dedicated to keeping New Mexico clean and beautiful.

Whether you're passionate about litter prevention, recycling, or community clean-ups, you can find groups in the grid that match your interests.

Together, we can preserve the natural beauty of our state and make a lasting impact on our environment!

Organization	Address	Phone Number
Clean and Beautiful Central School District	PO Box 1199 Shiprock, NM 87420	(505) 521-5059
Clean and Beautiful City of Alamogordo	1576 East Ninth St. Alamogordo, NM 88310	(575) 439-4100
Clean and Beautiful City of Albuquerque	4600 Edith Blvd. NE Albuquerque, NM 87305	(505) 379-1726
Clean and Beautiful City of Anthony	820 Highway 478 Anthony, NM 88301	(575) 882-2985
Clean and Beautiful City of Artesia	PO Box 1310 Artesia, NM 88211	(575) 748-3192
Clean and Beautiful City of Aztec	201 W Chaco St. Aztec, NM 87410	(505) 334-7616
Clean and Beautiful City of Belen	100 S Main St. Belen, NM 87002	(505) 966-2686
Clean and Beautiful City of Bloomfield	915 N 1st St Bloomfield, NM 87413	(505) 632-5600
Clean and Beautiful City of Carlsbad	101 N. Halaguero S Carlsbad, NM 88220	(575) 234-7904
Clean and Beautiful City of Clovis	321 N Connelly St. Clovis, NM 88301	(575) 769-7870

#KEEPLITTEROUT OF MY STATE

BreakingBadHabits.nm.gov

Sheila Hudman, Village of Santa Clara

Viral Commercial Views since Sept. 16, 2025:

Breaking Bad Tik Tok: 2.7M

YouTube: 357,000

FY26 Appropriation: \$3MM

Route 66 Centennial Campaign



Purpose: To promote New Mexico as a destination for the Route 66 Centennial in 2026, and to support communities as they prepare to welcome visitors.

Partnership with **Brand USA** to promote New Mexico's inclusion in the *America the Beautiful* campaign, scheduled to launch internationally this year

Partnership with Brand USA on **B2B** and **B2C** marketing in the the **U.K.** and **German** markets

New Mexico Route 66 Centennial Coordination Group: Working with the U.S. Route 66 Commission to promote *endorsed* experiences with special “badges” on America the Beautiful Campaign assets and promotion

Route 66 Centennial Grant Program:

Cooperative Marketing: Partnered with communities along the route to produce high quality advertising spots in FY25. In FY26, funding will be used to purchase media to distribute advertising in key-markets

Infrastructure: Supported communities in developing their infrastructure in preparation for the centennial. Projects include: signage, lighting, rehabilitation of public assets, public art, etc.

Special Events: Partnered with communities and event organizers to create new events and re-energize existing events

Travel Trade: Dedicated FAM tours and in-market engagement with the U.K. and German Markets



FY27 Budget Request

NEW MEXICO  **TRUE**

FY27 Base Budget Request



Base Budget – Requesting a 0.63% increase over FY26 OPBUD (GF and OSF)

200 category - \$408.0K 

To support two (2) new positions – one (1) in Program Support (P547) and one (1) in Tourism Development (P548), job architecture changes and GSD fixed costs.

400 category - \$211.8K (Other State Funds) 

Reducing C&B expenses to build Fund Balance for future years resulting in a net decrease in the 400 category

FY27 Special Appropriations Requests



National Advertising - \$18 million

For national and international marketing.

Destination Forward - \$1.9 million

For grants to tribal and local governments for tourism related infrastructure projects for expenditure through 2028.

Marketing Center of Excellence - \$2 million

To continue to implement HB 377 passed in 2022 – centralized state agency marketing campaigns.

Special Olympics - \$300,000

Total \$22,200,000