

ACTION PLAN

Submitted by agency?	Yes
Timeline assigned?	Yes
Responsibility assigned?	Yes

The Workforce Solutions Department reports employment in the leisure and hospitality sector dropped by 24.2 percent, the second largest decline in jobs in the state in FY20. Job growth in leisure and hospitality slowed slightly in the second quarter, especially compared to the extremely high growth in the first quarter. Despite slowed growth, average growth for the first two quarters of FY20 still averaged 4 percent. In the third quarter, job growth dipped into the negative, primarily due to job losses in March. As expected, the fourth quarter resulted in substantial job losses in the leisure and hospitality sectors, as COVID-19 forced many leisure and hospitality businesses to operate at significantly lower staffing levels or to close down entirely.

Referrals to partner sites remained high during the fourth quarter of FY20, despite many events and businesses closing due to COVID-19. Despite the closures, this indicates that visitors to NewMexico.org are still actively seeking information on tourism businesses.

Marketing and Promotion

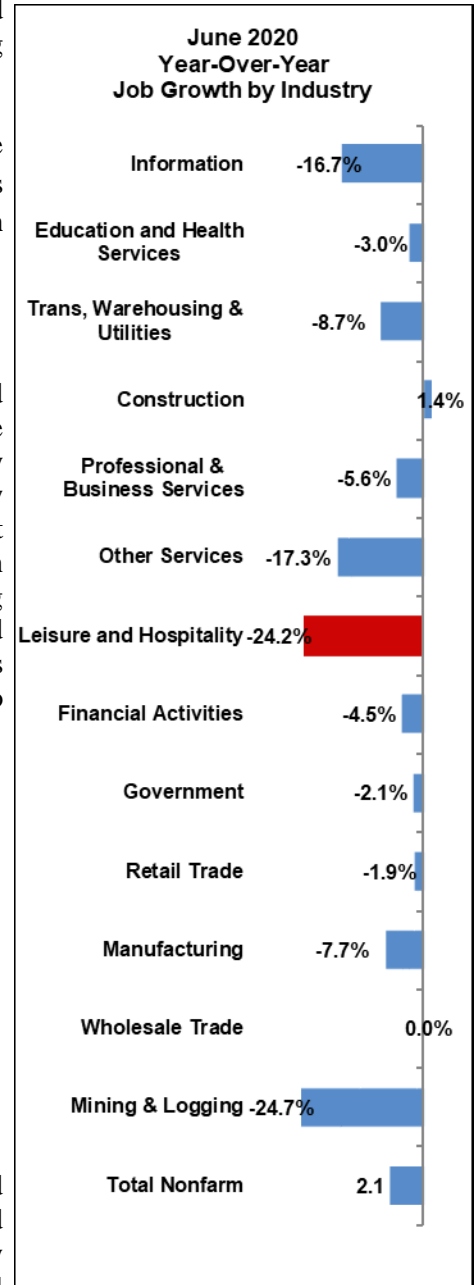
The change in employment in the leisure and hospitality sector significantly missed the annual target, due to hotel capacity being capped at 50 percent during the pandemic. The Marketing and Promotion Program halted advertising in the fly markets in the fourth quarter, and refocused funding for new campaigns across New Mexico to stay home and stay safe, don't litter, and wear masks. The department relies on a third-party survey company, Longwoods International, to provide data on New Mexico trips. This survey, however, only provides calendar year data, meaning that FY20 results will not be available until the summer of 2021. The data provided by the agency for "Dollar amount spent per visitor per day" and "New Mexico's domestic overnight visitor market share," is based on calendar year 2019, prior to the Covid-19 pandemic.

Budget: \$10,539.2 **FTE:** 24

	FY18 Actual	FY19 Actual	FY20 Target	FY20 Actual	Rating
Change in New Mexico leisure and hospitality employment	3%	5%	3%	-27.5%	R
Dollar amount spent per visit per day	\$78	\$76.25	\$80	\$84.85	G
New Mexico's domestic overnight visitor market share	1.1%	1.1%	1.1%	1.1%	G
Referrals from newmexico.org to partner websites	188,921	201,835	170,000	250,943	G
Program Rating	Y	G			Y

New Mexico Magazine

The New Mexico Magazine has a paid circulation of approximately 70 thousand customers. The magazine's digital engagement reaches more than 200 thousand visitors per month across various platforms. The New Mexico Magazine barely missed its FY20 target of \$75 thousand per issue. The department states they will continue the development of digital products to grow and diversify the advertising base and generate new revenue opportunities.



In FY20, the Cooperative marketing grant program awarded \$599 thousand to 33 different local partners including:

- Carlsbad
- Alamogordo
- Deming
- Gallup
- Lovington
- Roswell
- Truth or Consequences
- Tucumcari
- Edgewood Chamber of Commerce
- Farmington Convention and Visitors Bureau
- Grant County Commissioners Committee
- Las Vegas Independence Business Alliance
- Los Alamos County
- National Hispanic Cultural Center
- NM Council of Outfitters and Guides
- Parallel Studios
- Pecos Business Alliance
- Roosevelt County Tourism Alliance
- Santa Fe County
- Ski New Mexico
- Southern NM State Fair and Rodeo
- Santa Fe Indian Market
- Taos Ski Valley Chamber of Commerce
- Tourism Santa Fe
- Town of Mesilla
- Town of Red River
- Town of Silver City
- Town of Taos
- Village of Cloudcroft
- Visit Albuquerque
- Visit Las Cruces
- Wildlife West Nature Park

Budget: \$3,179.3 **FTE:** 14

	FY18 Actual	FY19 Actual	FY20 Target	FY20 Actual	Rating
Advertising revenue per issue, in thousands	\$81	\$73	\$75	\$67.8	Y
Program Rating	Y	G			Y

Program Support and Tourism Development Program

Approximately 78 percent of the department’s \$18 million operating budget was appropriated for advertising and marketing. The Tourism Development Program provides tourism support for communities, regions, and other entities around the state by providing training, litter prevention, cultural heritage outreach, and financial support in the form of competitive grants. Combined advertising spending of communities that have been assisted in the co-op marketing grant program only reached \$599.9 thousand, a quarter of the FY20 target.

Budget: \$2,262.6 **FTE:** 5

	FY18 Actual	FY19 Actual	FY20 Target	FY20 Actual	Rating
Combined advertising spending of communities and entities using the Tourism Department’s current approved brand, in thousands	\$1,464	\$1,100	\$2,200	\$599	R
Program Rating	Y	R			R

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