

Legislative Finance Committee

New Mexico Tourism Department
FY28 Budget Request
October 21, 2026

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: 62 FTE

Current Vacancy Rate: 14.5% (9 positions: 6-Exempt, 3-Classified with one (1) hire pending at SPO)

FY27 Budget (Current):

Recurring: \$26,573,600

Other State Funds: \$4,780,500

Non-recurring: \$23,730,000

- **\$18,000,000** National and International Marketing and Advertising, including up to \$2.0M for the Marketing Excellence Bureau
- **\$1,000,000** Roswell air show
- **\$1,000,000** For air shows
- **\$1,900,000** Grants for tribal and local governments for tourism related infrastructure projects through Destination Forward grant program, FY27-28
- Other: **\$1,000,000** 400th year of wine celebration; **\$300,000** Marketing of athletic competition for people with disabilities; **\$200,000** New Mexico Bowl; and GRO FY27-28: **\$180,000** tourism event District 67; **\$150,000** Sports Authority

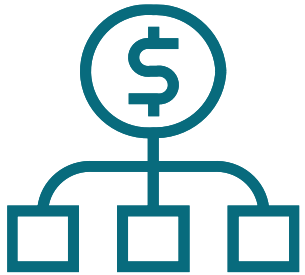
FY26 General Fund Reversions:

- **Recurring:** \$328,159; **1.2%** of \$26,374,300 Total Budget
- **Specials:** \$2,163; **0.00007%** of \$31,400,000 Total Appropriations

Economic Impact: Summary (2025)

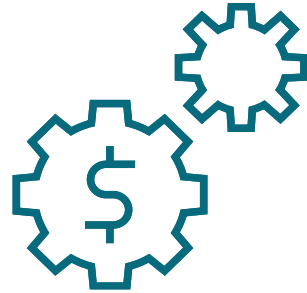
\$11.9 BILLION

Total Economic Impact of Tourism in New Mexico in 2025



\$8.8B

Direct Visitor
Spending



\$11.9B

Total
Economic
Impact



94,169

Total
Jobs
Supported



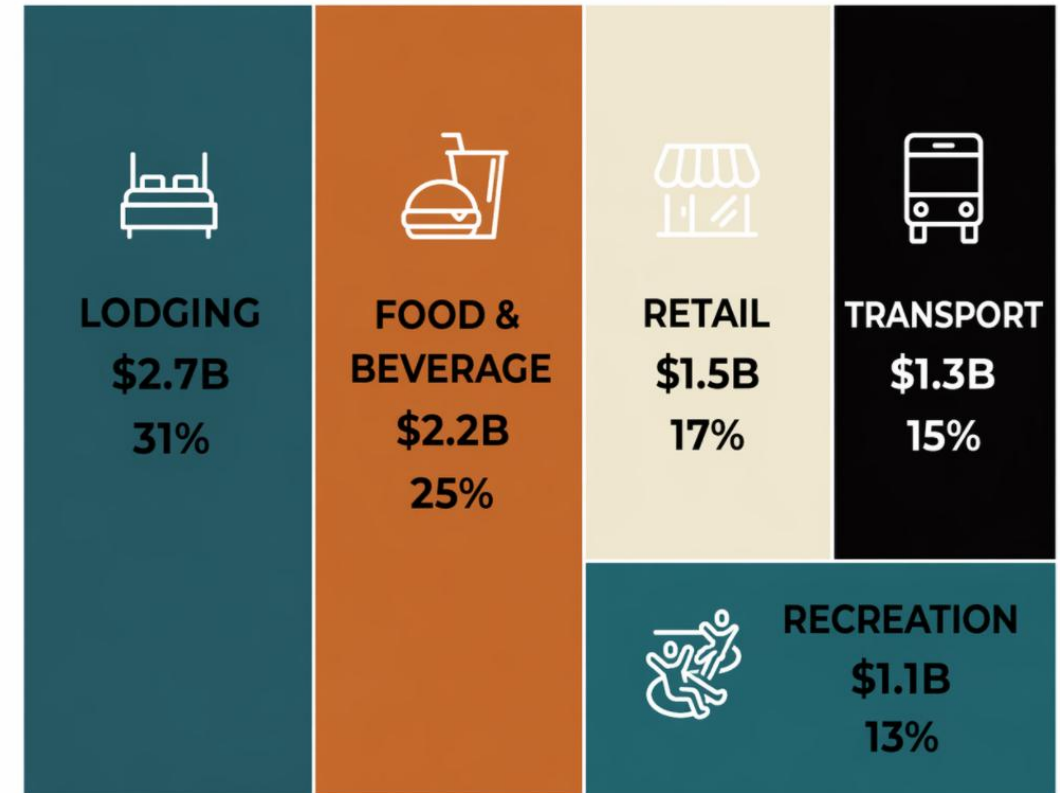
\$835M

State & Local
Taxes Generated

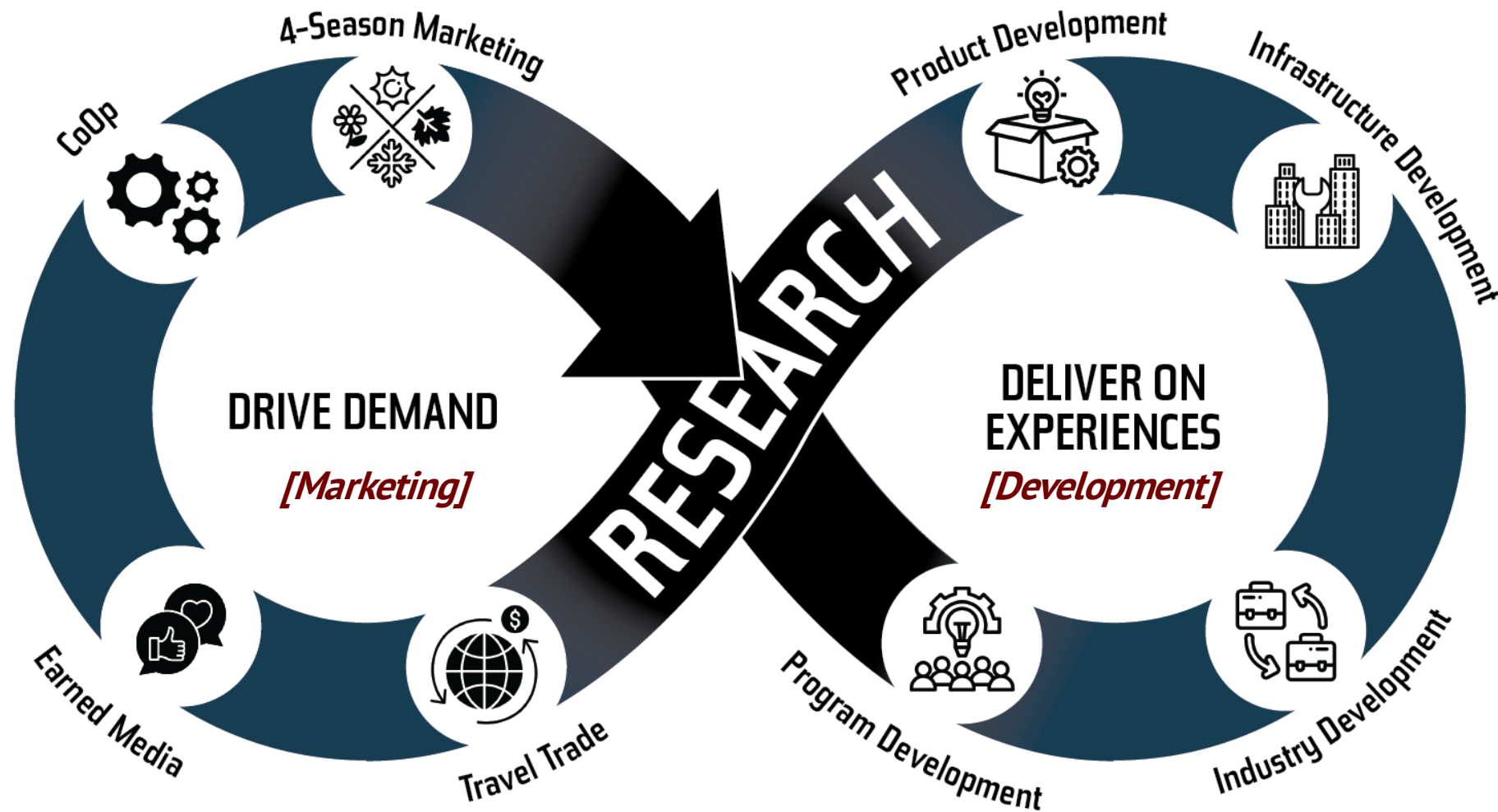
Source: 2025 Economic Impact Study (Tourism Economics)

Economic Impact: Highlights (2025)

- Visitor spending decreased by **half a percent** in 2025.
- International visitation increased by **1.1%** compared to a **5.5% decrease** for the US. New Mexico was one of just 3 states to realize international visitation growth.
- Compared to 2019, domestic visitation has **grown by 9% in New Mexico** and **only 3% nationwide**. In that same time frame, international visitation has **grown 12% in New Mexico** and **decreased 14% nationwide**.



Source: 2025 Economic Impact of Tourism in New Mexico (Tourism Economics)

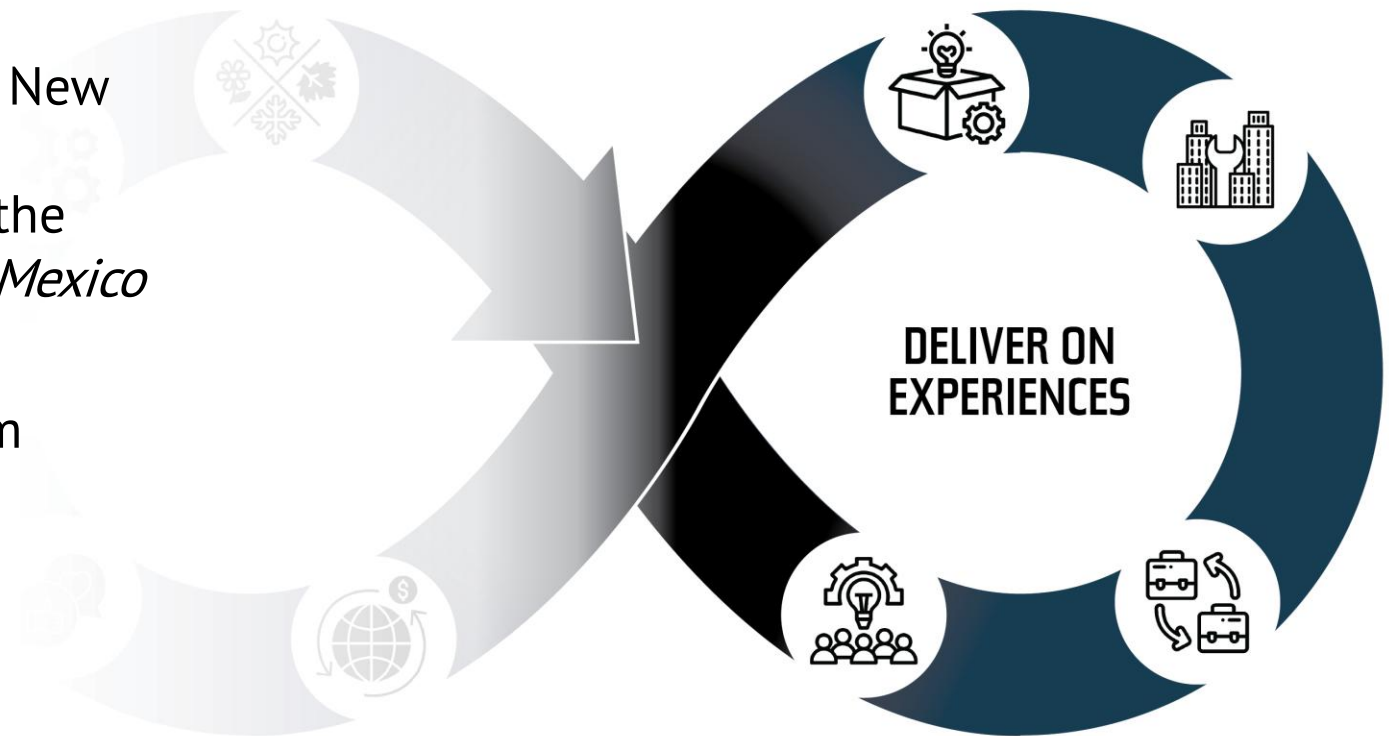


NEW MEXICO  **TRUE**

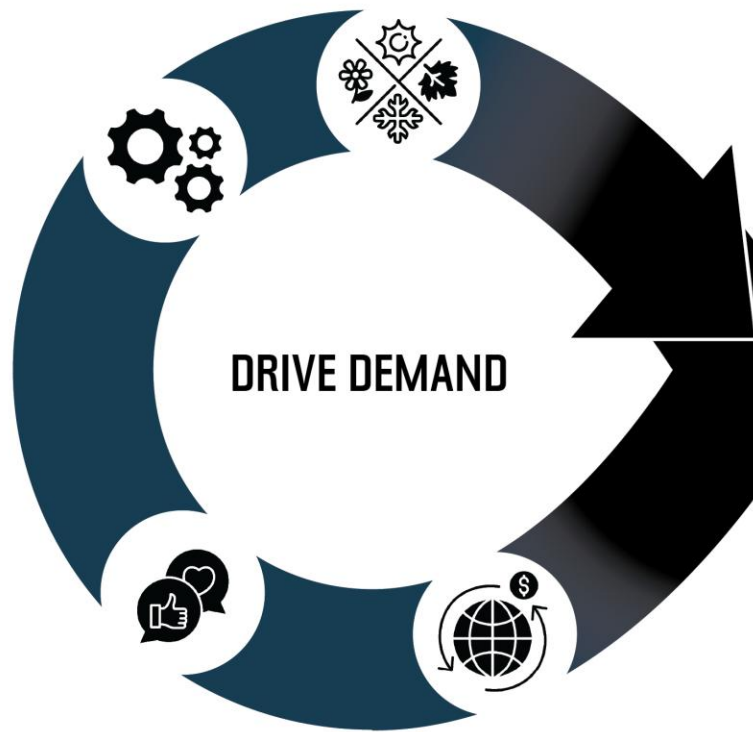
Drive Demand: Tourism Marketing

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

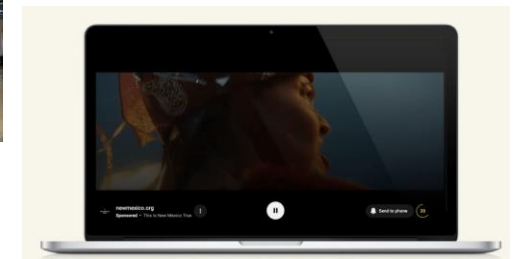
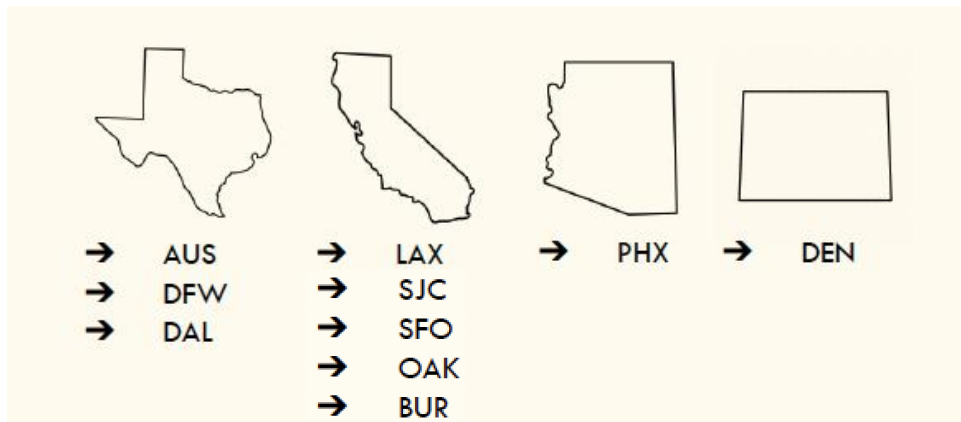
Travel Trade

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

National Marketing

\$25M Investment in Domestic Marketing & Advertising

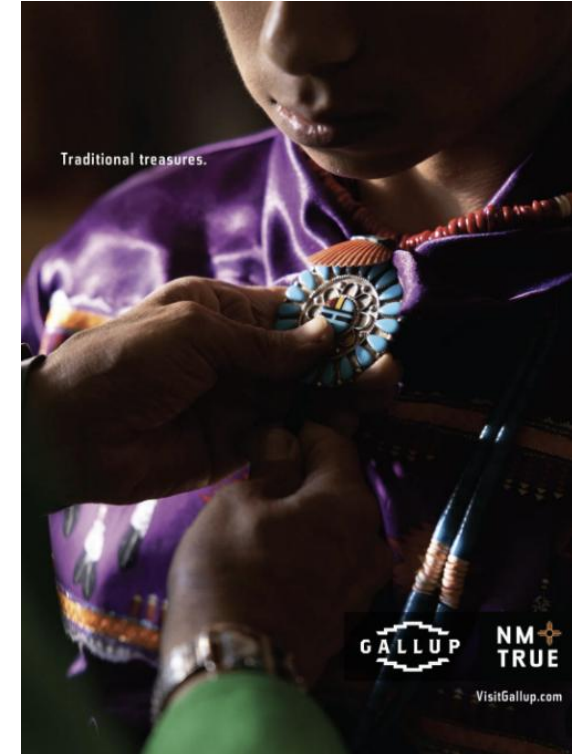
- Major investments include: airport digital billboards, non-skippable streaming placements, social media, and targeted banner ads
- Strong investments continuing in key California markets to influence fly-market travel
- AI-enabled ad technology provides opportunities for better targeting



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 FY27, the CoOp program awarded more than \$3.8MM in funding to 48 local governments, attractions, and tourism-related nonprofits, statewide.

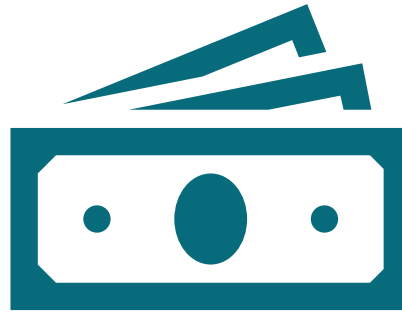


Earned Media

Summary of FY26 National Earned Media Program



**Percent of Top
Tier Coverage
35%**



**Estimated Value
\$91M**



**Secured
Placements
479**

Earned Media – Secured Coverage

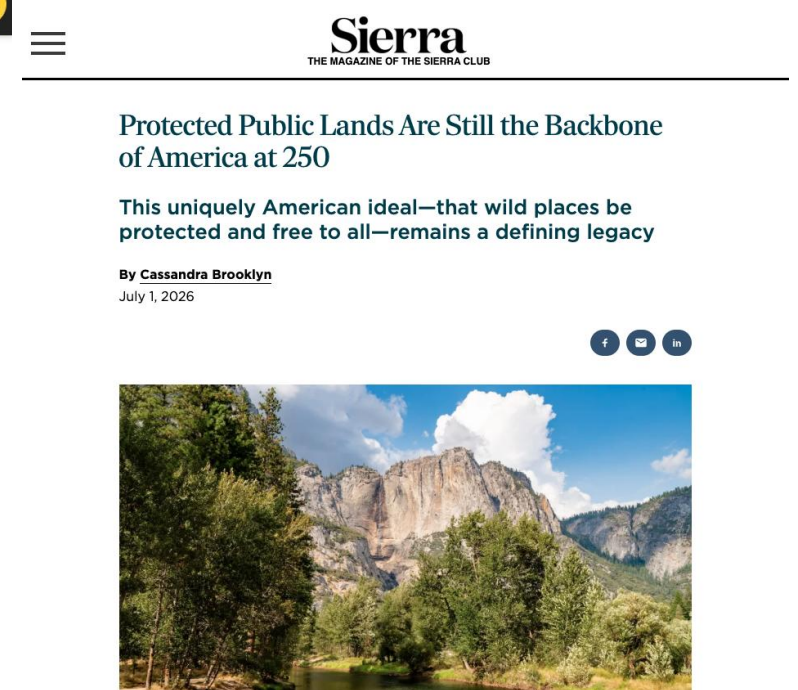
Secured Media Coverage Highlights



Taos featured



Ski Apache featured



*Kasha-Katuwe Tent Rocks
National Monument featured*



New Mexico Magazine

Reaches a monthly audience of over 500,000 through print, digital, and social media venues

- New monthly Puzzles online (jigsaw, crossword, quiz, word search) at nmmag.us/games
- 400 years of wine promotion, including July insert
- Developing non-traditional newsstand distribution
- Baxter Research advertising survey (tentative May 2027)
- New Mexico Foods calendar in 2028

TALES OF STRANGE OCCURRENCES, CREEPY STAYS, UFOs, AND QUIRKY STOPS

New Mexico

PRESENTS

WEIRD

OCTOBER 2008

FEATURING

NEW MEXICO

GHOSTS

PHENOMENA

CREATURES

RED OR GREEN?

DESCEND INTO
MILLS CANYON!
120 BOMBING HALLS, FIVE
COOL DRILLING, AND
GHOST TOWN RAGE



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.



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.

FY26 Accomplishments

- Over 600 meetings and appointments
- Hosted first-ever travel trade familiarization tour for UK market (October 2025)
- Hosted first-ever travel trade mission in UK market (March 2026)

Bookable Product Audit*

- Overnights offered in UK market:
 - 2025: 327 / 2026: 468
- Overnights offered in German market:
 - 2025: 330 / 2026: 368

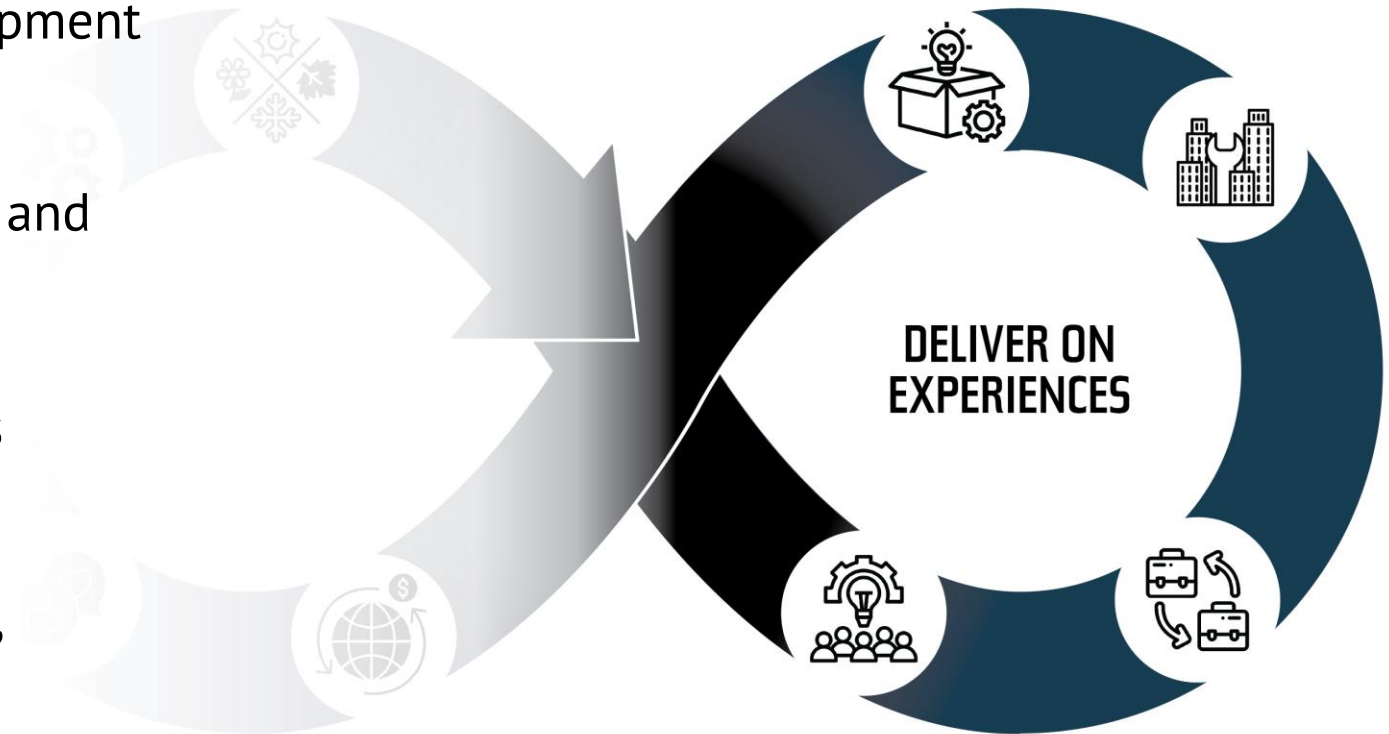
**YOY increase of 27% between NMTD's two primary markets*



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)

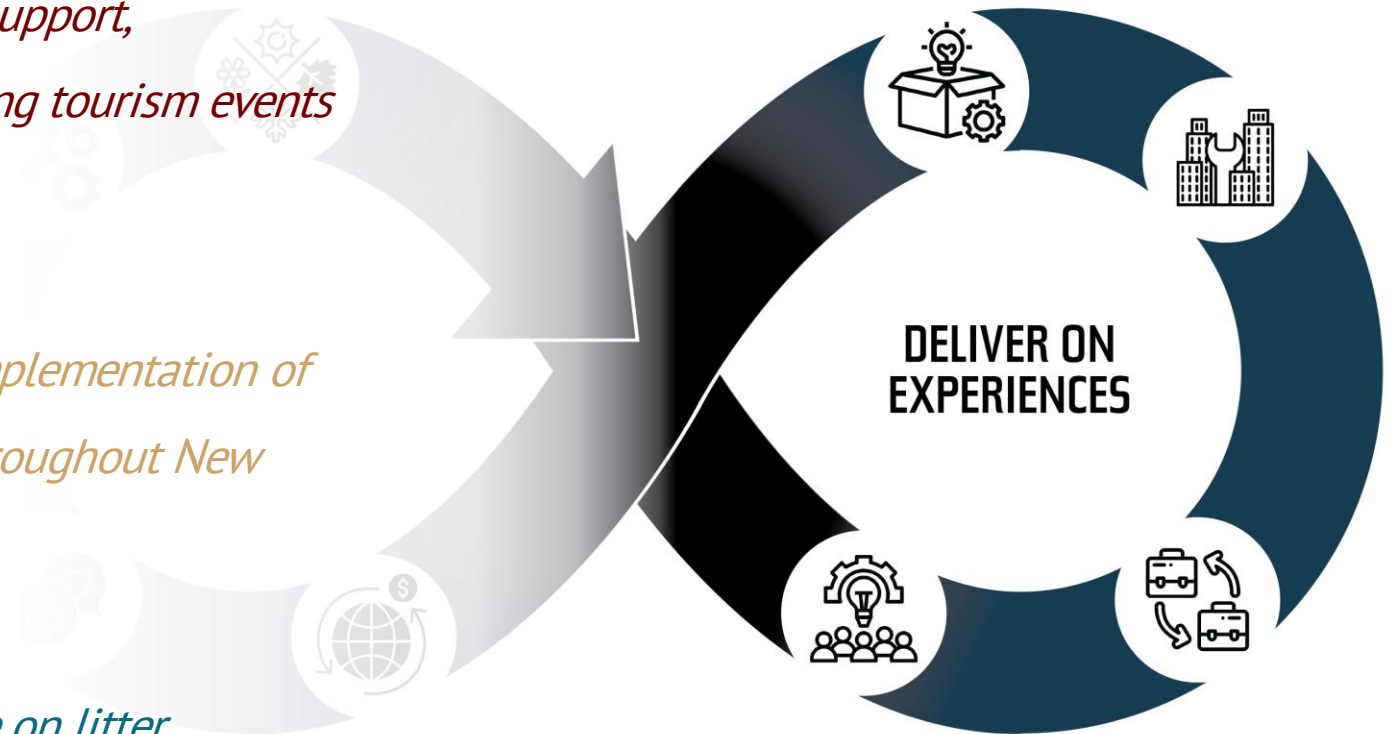
Provides technical assistance, marketing support, and sponsorship opportunities to qualifying tourism events within New Mexico

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)

In FY27, TEGS awarded

\$562K

in grant funding to

39

community partners, statewide.

Destination Forward

In FY27, Destination Forward awarded

\$1.9M

in grant funding to

17

community partners, statewide.

New Mexico Clean & Beautiful

In FY27, Clean & Beautiful awarded

\$831K

in grant funding to

76

community partners, statewide.

Tourism Development Division: Project Examples

TEGS



104th Santa Fe Indian Market

- August 15-16, 2026
- Santa Fe Indian Market (SFIM) is the world's premier juried Native American art market, bringing more than 1,000 artists and thousands of visitors to downtown Santa Fe each August. The event generates major economic benefits for the region while showcasing exceptional Native artistry through market booths, special events, and cultural programming.
- Est. 35,800 Attendees

Destination Forward



Wagon Mound Rodeo Grounds
RV Park Development

Location



Wagon Mound RV Park

- FY27 Award: \$156,000
- Other development funding: \$1,032,914
- After significant upgrades to its rodeo grounds, the Village of Wagon Mound plans to develop a full-service RV park that will attract visitors, generate municipal revenue, and expand much-needed recreational and lodging options in the region.

Clean & Beautiful



Bernalillo County – Tire Amnesty Days

- Bernalillo County, in partnership with the City of Albuquerque Solid Waste Department, organized twenty-five (25) tire amnesty day events at various sites throughout the county.
- 6,202 tires collected
- 95.15 tons of tires were recycled

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 to develop clear, engaging public outreach while preserving each agency's mission and identity.

The Marketing Center's work is organized around four connected pillars that help reduce duplication, expand agency capacity, shorten turnaround time and communicate with a strong, unified voice.

- **Shared Services, Standards and Procedures:** Provide strategy, creative services, media buying, photography and video, brand development and guidance on how campaigns are planned, procured, produced and managed.
- **Marketing Integration:** Connect agencies with complementary missions and identify partnerships/opportunities that may not be obvious while working independently.
- **Statewide and Agency-Specific Brand, Identity and Promotion:** Build a recognizable statewide identity through coordinated brand strategy, integrated campaign initiatives and year-round promotion.

Marketing Center of Excellence

Recent campaigns and initiatives

- Clean-Up Promotion for the Breaking Bad Habits campaign
- Creation and launch of “Yucky the Yucca” promoting #KEEPLITTEROUT and PED coloring contest
- Creation and launch of Ranger Rio (State Parks)
- DoIT brand refresh and brand guide

FY27 Appropriation \$2MM

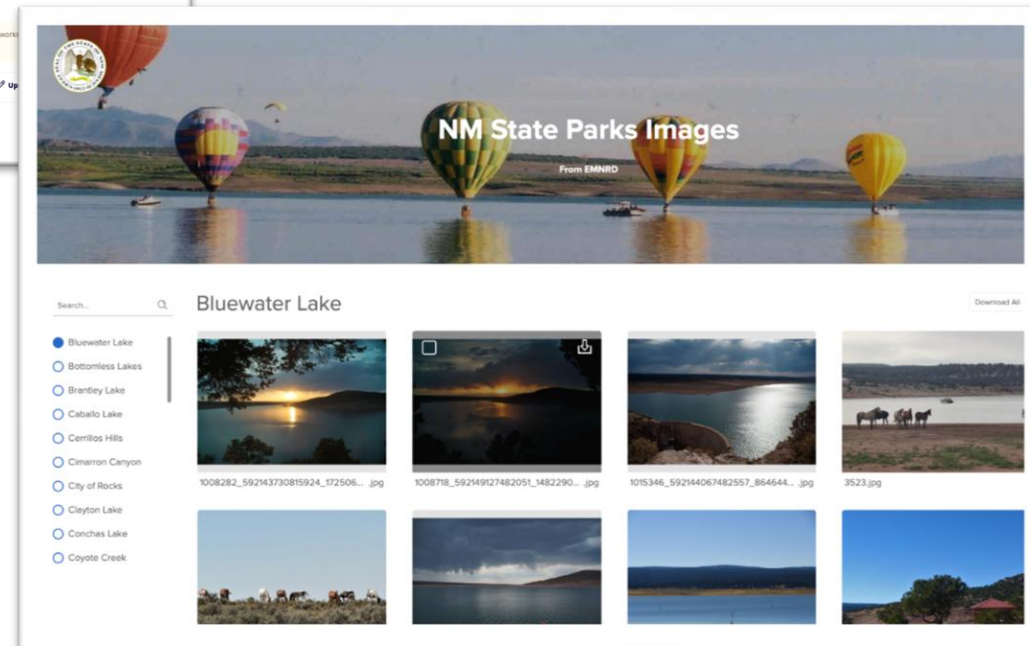


Marketing Center of Excellence

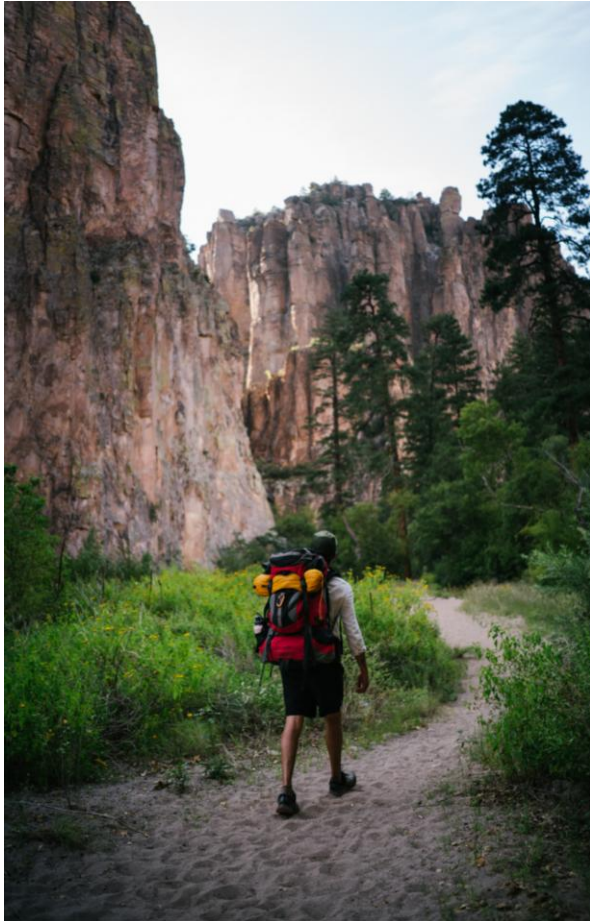
Recent initiatives

- Phase 1 launch of state-digital asset management system
- Development of paid media information database
- Great American State Fair/ NM Spirit, Washington DC

The screenshot shows the 'MEDIA VENDOR NAVIGATOR' interface. It includes a header with 'NEW MEXICO MARKETING CENTER OF EXCELLENCE', 'AGENCY COMMUNICATION SUPPORT', and 'NMMCoE.org'. A 'CONTROLLED PILOT' badge is also present. The main content area is titled 'PURPOSE VENDOR MATCHING GUIDANCE' and explains that the tool provides insight into vendor options based on campaign brief information. It features three steps: 1. COMPLETE THE BRIEF, 2. SELECT YOUR PREFERENCES, and 3. REFRESH VENDOR MATCHES. Below this, there are tabs for 'Recommendations', 'Media plan', 'Vendor repository', and 'Campaign history'. The 'CAMPAIGN BRIEF' section includes fields for 'Campaign name' (Statewide marketing campaign), 'Primary objective' (Marketing), 'Success KPI' (Qualified website visits), and 'Goal or desired action' (Increase awareness and drive residents to the program website). The 'RECOMMENDED SHORTLIST' section shows a search bar and a list of vendors, including 'Albuquerque Journal' and 'Venue'.



FY28 Base Budget Request



Base Budget – Requesting a 10.2% general fund increase over FY27 OPBUD

200 category - \$729,300 

To fully fund all positions and includes one (1) new position – Marketing Excellence Bureau program coordinator (P549), and group insurance increases.

400 category - \$2,000,000 (General Fund)  and \$100,000 (OSF) 

Marketing Excellence Bureau programmatic funds as recurring base and reducing C&B Fund Balance budget, resulting in a partial decrease in the 400 category.

FY28 Special Appropriations Requests



National Advertising - \$18,000,000

For national and international marketing and advertising campaigns, continue expanded presence in California.

Destination Forward - \$5,000,000

For grants to tribal and local governments for tourism related infrastructure projects for expenditure through 2029.

Statewide Beautification Projects - \$2,000,000

To continue beautification projects and anti-litter marketing campaigns.

Special Olympics - \$300,000

New Mexico Bowl - \$200,000

Total \$25,500,000