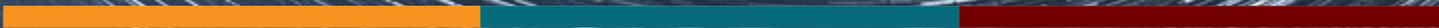


Legislative Finance Committee

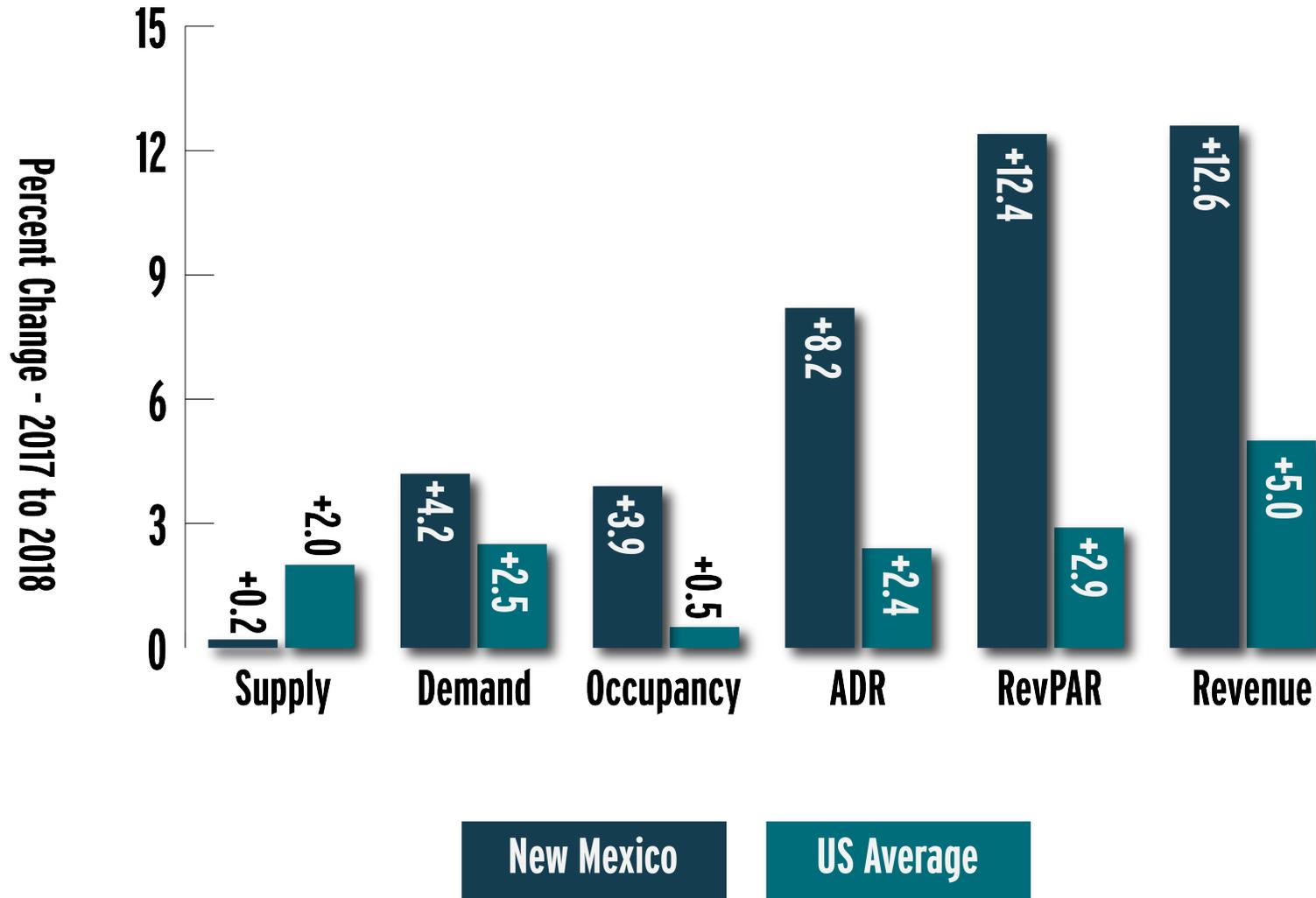
# New Mexico Tourism

# Department

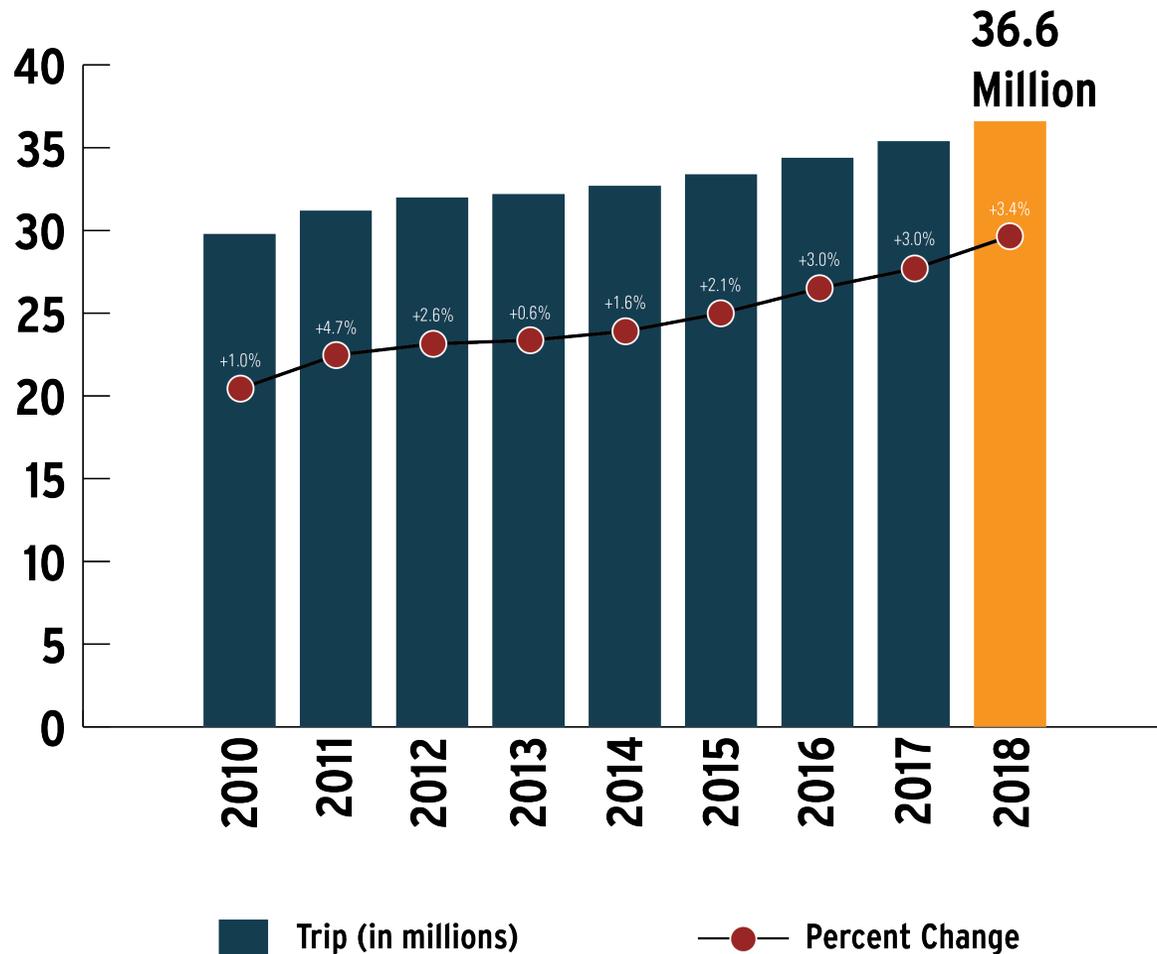
Nov. 19, 2019



# Key Lodging Metrics - NM vs. US Average



# Record-Breaking Visitation (millions)

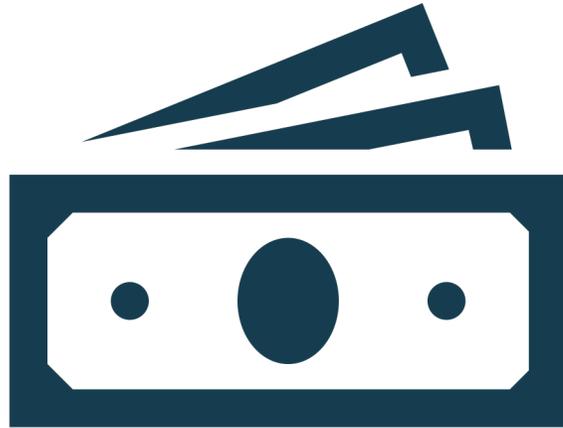


**NM outperforms  
US Average by  
79% in 2018**

# 2018 Economic Impact



7% increase year-over-year in visitor spending



**Visitor Spending**  
**\$7.1 billion**



**Impact on Employment**  
**1 out of 12 of all NM jobs**

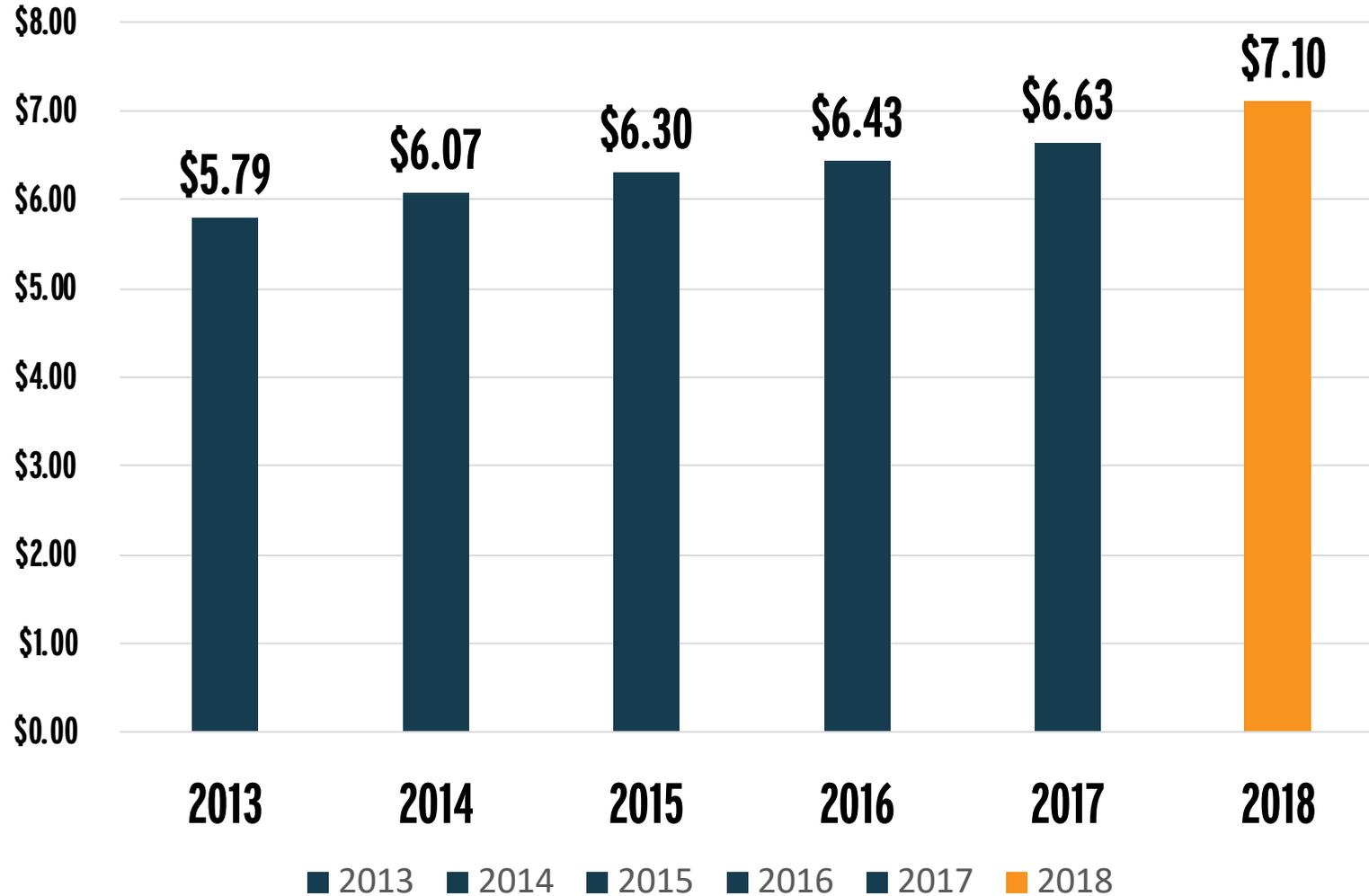
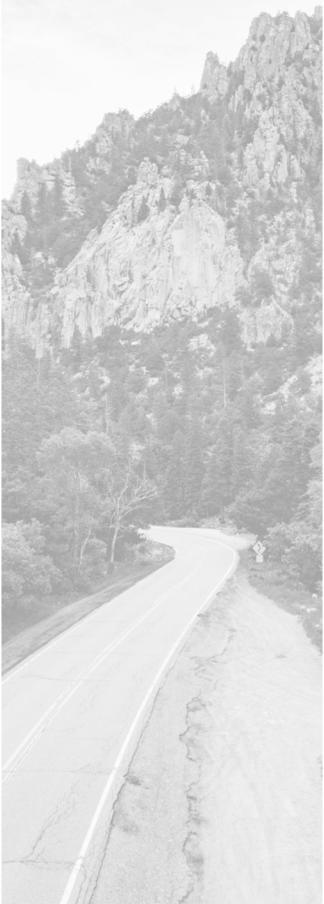


**State & Local Taxes**  
**\$693.5 million**

# Visitor Spending (billions)

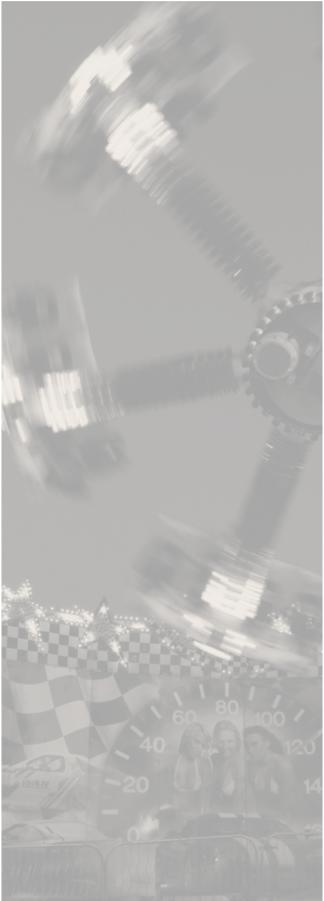
Nearly 23% growth since 2013

Source: Tourism Economics



# Tax Revenue from Visitor Spending

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**State Taxes**  
**\$475.1 million**

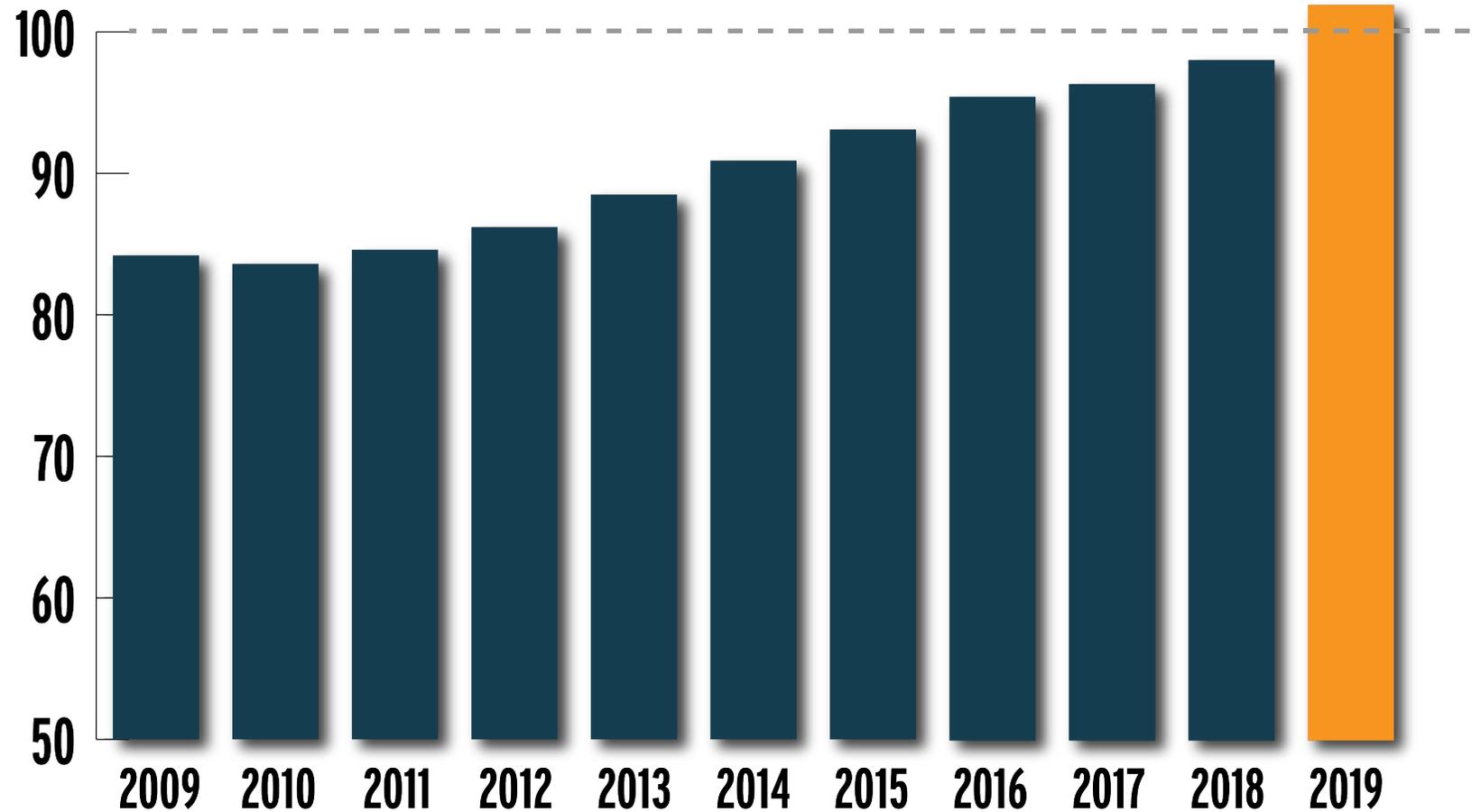


**Local Taxes**  
**\$218.4 million**



Visitor spending offset the tax burden on New Mexico residents by **\$900** per household.

# Statewide Employment

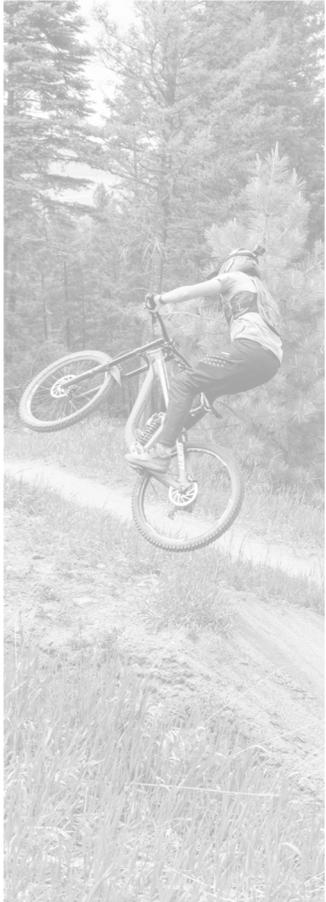


Jobs (in thousands)

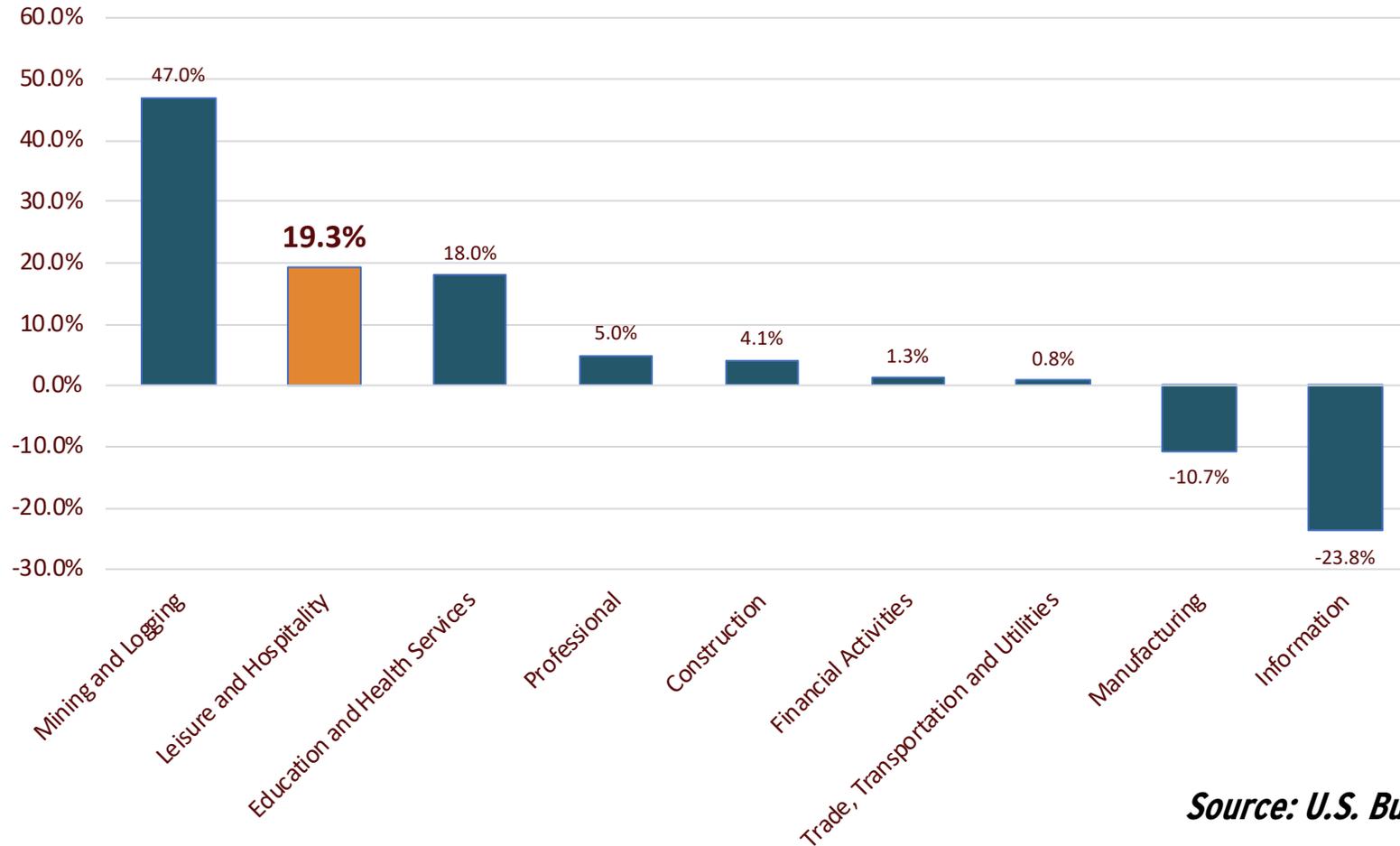
*\*2019 average: Jan - Sept*

*Source: U.S. Bureau of Labor Statistics*

# New Mexico Job Growth by Industry

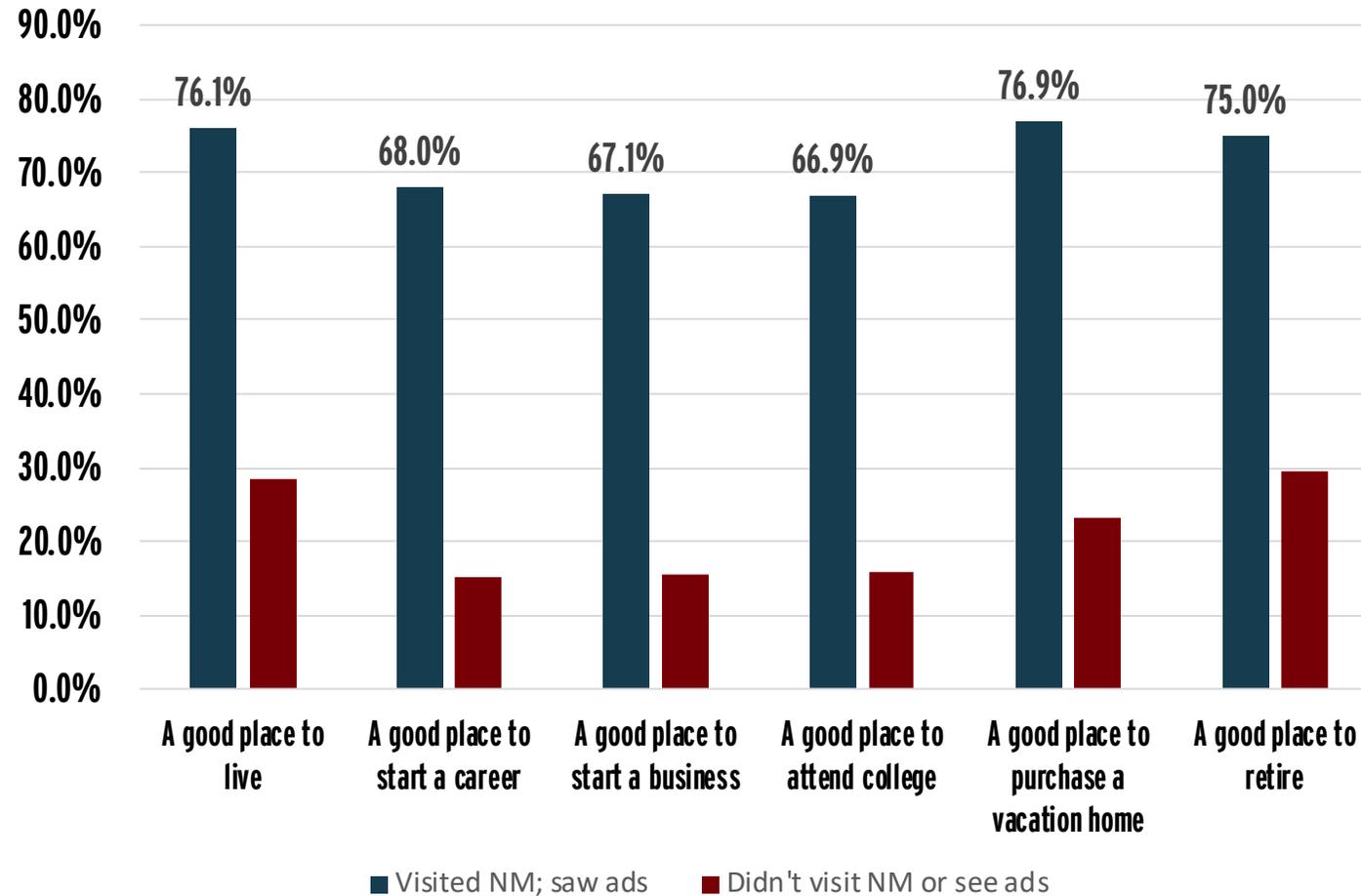


Total Growth 2009-Current



Source: U.S. Bureau of Labor Statistics

# The Halo Effect



# Tourism Development

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## Destination Development Roadmap



## Tourism Region Boards

Grow with **Google**

## New Mexico Clean & Beautiful Program

**KEEP** NEW MEXICO *True*

## Lodgers' Tax Best Practices Handbook



## Online Commerce Taskforce



# Marketing & Promotion

## New Mexico True Certified Program



## Cooperative Marketing Grant Program



## Signature Earned Media



### 36 Hours in Albuquerque

In this New Mexico city, fall is a colorful affair, with the yearly Balloon Fiesta, flamenco, Pueblo culture and forest hikes.



Hot air balloons near the Sandia Mountains during last year's Albuquerque International Balloon Fiesta. Maddie Meyer/Getty Images

By Elaine Glusac

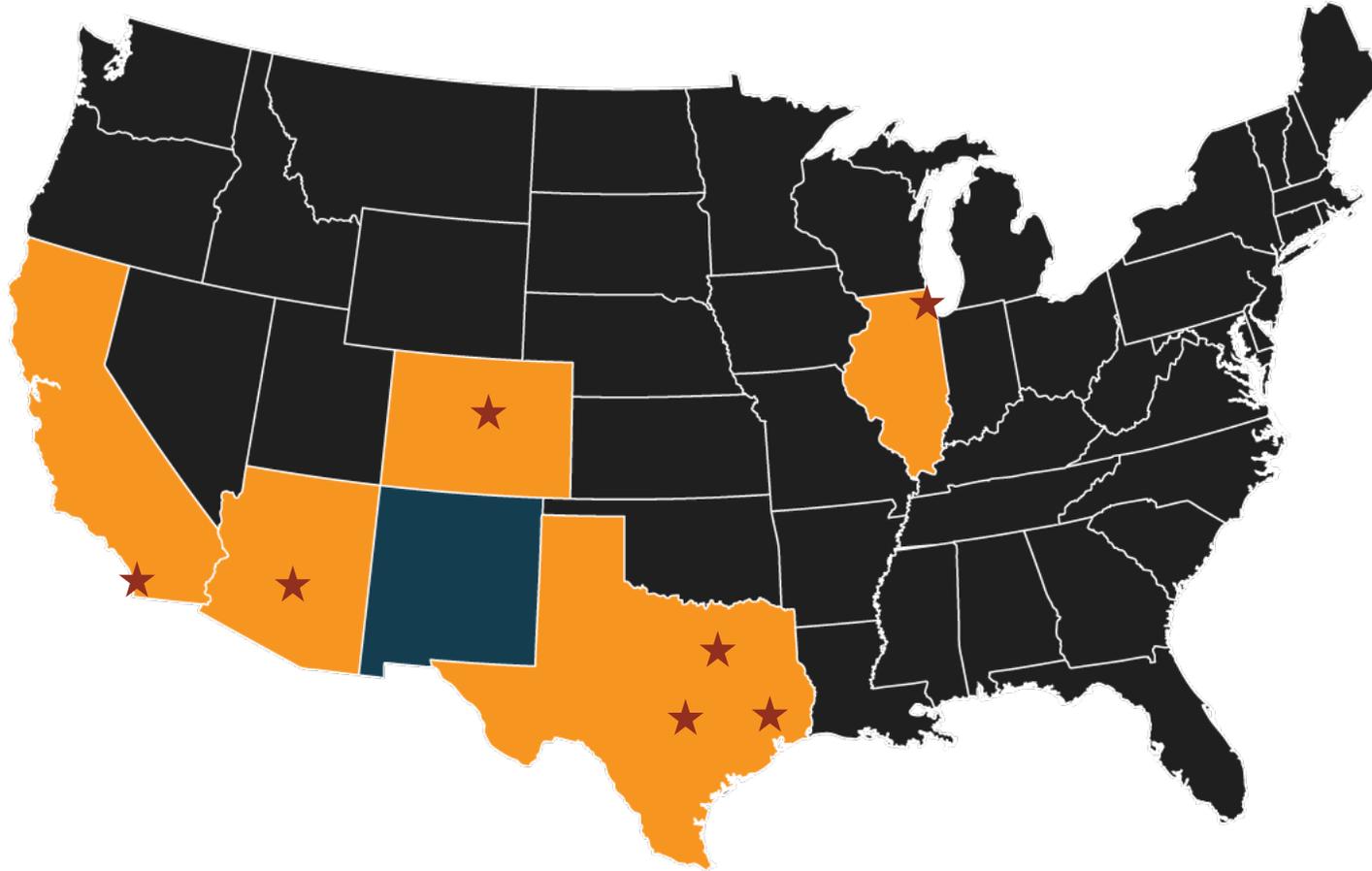
Sept. 19, 2019



Any conversation about travel to New Mexico seems to start with Santa Fe, the tourist-magnet about 60 miles up the road from Albuquerque, the state's largest city. But Duke City (so called for its namesake, the Duke of Albuquerque, the early 18th-century Viceroy of New Spain) has been emerging from its neighbor's shadow ever since the popular drama "Breaking Bad" began in 2008. Home to sizable Native American and Latino communities, both with major cultural attractions (including the [National Hispanic Cultural Center](#), which holds more than 700 cultural events a year), Albuquerque expects more time on camera since Netflix bought local ABQ Studios last fall and announced a plan to bring \$1 billion in production to the state over the next 10 years. Entrepreneurs are starting up midcentury-modern tours, dealing clever T-shirts and kombucha at the Rail Yards Market, opening craft breweries and redefining retail. See the city at its most colorful during the [Albuquerque International Balloon Fiesta](#), Oct. 5 to 13, when hundreds of hot air balloons launch in early morning mass ascensions.

# Fly Markets

San Diego  
Phoenix  
Denver  
Austin  
Dallas  
Houston  
Chicago



Individuals aware of the New Mexico True brand are **2X** more likely to visit than those who aren't exposed to the brand.

*Source: Longwoods International*

# NMTD research

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**Aviation Business Development**



**Return on Investment**



**Cultural Heritage**



**Advertising Effectiveness**

# NMTD awards and accolades

## New Mexico Tourism Department



## New Mexico Magazine



“ I continue to be incredibly impressed by the work our partners are doing. The series called, “New Mexico True Stories,” is an unexpected look at the magical adventures to be experienced there. I think my favorite video is one called “Earthships,” which is about sustainability. Every single video in the series makes you want to go there now, which, by the way, is my simple screen for whether a piece of content works. ”

# FY21 Budget Summary – General Fund

	FY21 Total Request	Requested Base Increase
<b>Marketing &amp; Promotion</b>	\$16,582,100	\$2,970,000
P549 – Marketing & Promotion: Base increase of \$2.9M for national advertising, fly markets		
<b>Current Staff</b>	\$3,343,400	\$778,000
Overall agency need to fully fund the current 54 authorized FTEs, also proposing realignment of FTE per PCode; therefore, a significant shift between Pcodes in personal services category.		
<b>Co-op/Brand Extension</b>	\$2,976,000	\$2,376,000
P549 – Marketing & Promotion: Base increase of \$1.3M for the Cooperative Marketing Program, bringing programmatic total to \$1.9M.		
<ul style="list-style-type: none"> <li>• FY20 grant requests totaled \$1.3M; lost \$700K in matching opportunity</li> <li>• \$990K for Brand Extension</li> </ul>		
<b>Additional Staff</b>	\$969,000	\$969,000
Additional 16 FTE agency-wide. Top priority is an additional 5 FTEs for Visitor Information Centers (need at least 4 per location for health and safety of staff). This is preceded by programmatic needs in marketing and promotion, tourism development and program support.		
<b>Total FY21 Budget Summary</b>	<b>\$23,870,500</b>	<b>\$7,093,000</b>

# Connect with us

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