

NEW MEXICO TRUE

Rural Economic Task Force
July 28, 2022

New Mexico Tourism Department



**Antoinette Vigil,
Deputy Cabinet Secretary**



FY23 Agency Budget

\$19.4 million (final)

FY23 budget (executive recommendation): \$29.0 million

FY22 budget: \$16.7 million (**15.9% increase for FY23**)

Additional non-recurring funds for NMTD:

- \$300,000 – New Mexico Bowl
- \$350,000 – branded partnership with New Mexico Special Olympics
- *\$5 million – marketing and advertising, including local events promotion

*ARPA funds

**\$100K in SB48 (junior bill) vetoed



Noteworthy priorities of FY23 budget:

- Online marketplace
- Event accelerator program
- **Sports authority

Hospitality Training Reimbursement Program

Applications for Training Grants are open to all companies in the Tourism and Hospitality industry throughout New Mexico.

Program Criteria www.ready.nm.gov/businesses/hospitality-training-reimbursement-program

Limited funds remain – act quickly!



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ERAP Housing Stabilization Program – Hotel Participation

Program Provisions:

- Hotels qualify as Temporary Housing Locations
- Supports Hotel Occupancy Levels
 - # of rooms are sellable – holds not required
 - # of rooms are at hotels discretion
- A code of conduct is established for the displaced party
- A county -by-county room rate schedule is established – parity at pre-pandemic rates
- Direct Pay or invoice option



New Mexico Department of
Finance & Administration



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Research



Research Division - What We Do

- Annual visitation data/visitor profiles
- ROI studies & marketing research
- Economic Impact analyses
- Visitor spending
- Economic recovery monitoring
- Business statistics
- Leisure and hospitality workforce
- Industry surveys

Research Division - How to Work with Us

In addition to statewide data, we can provide:

Regional data

- Visitor volume (annual)
- Visitor profiles (origin markets, length of stay, in-market behaviors)
- Hotel occupancy rates, revenue and ADR (weekly)
- Workforce data

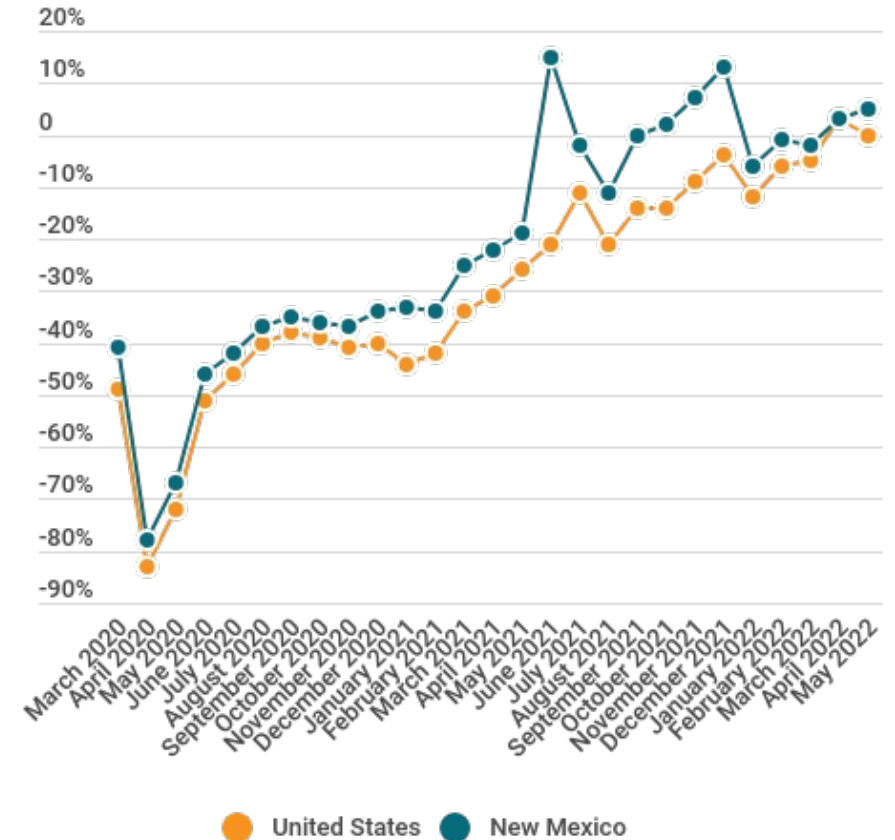
County-level data

- Economic impact data
- Visitor spending
- Jobs supported by visitor spending
- Workforce reliance on tourism
- Local taxes from visitor spending
- GRT by month

Recovery Update - State

- Statewide occupancy rates are at **94%** of 2019 levels
- Visitor spending has increased by **300% (or \$600M)*** compared to 2020
- Deplanements through ABQ have increased by 64% from 2021
- **10,600 more** leisure and hospitality workers compared to 2021

Visitor Spending Percent Change



Recovery Update - DeBaca County

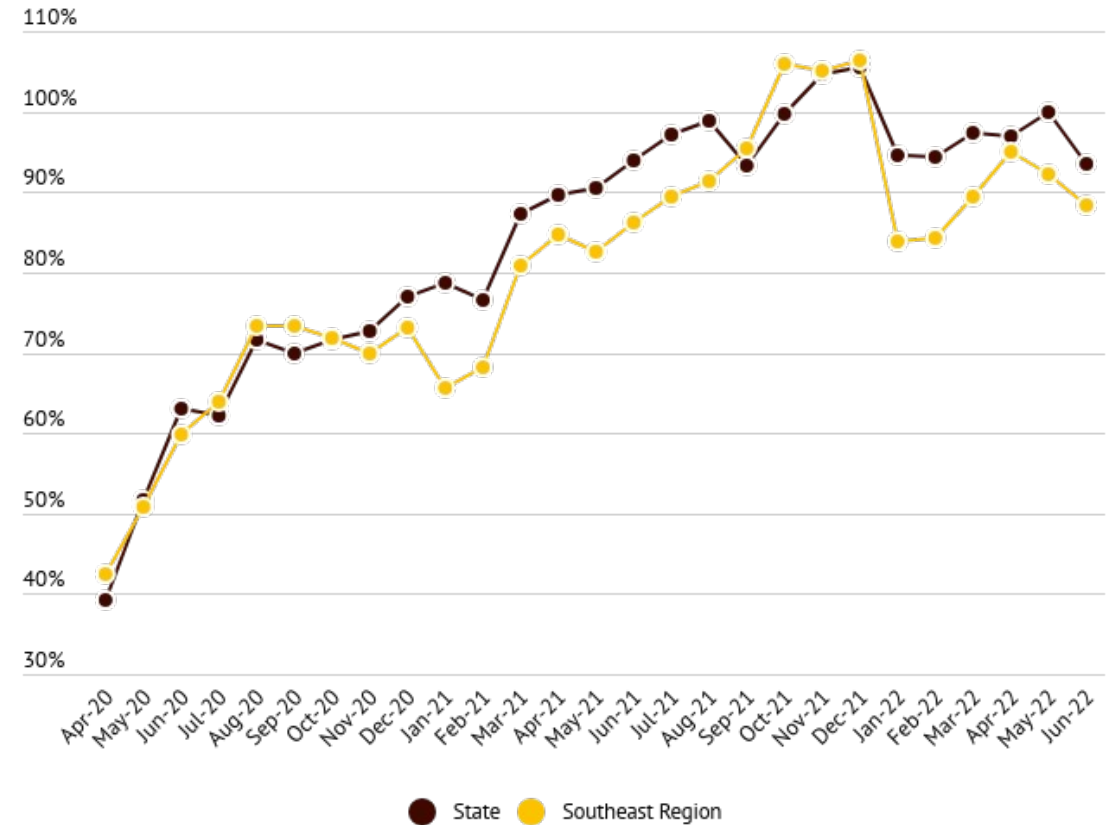
In 2020:

- Tourism directly supported 36 jobs
- Visitor spending equaled \$4.5M

Since April 2020:

- Southeast Regional Occupancy up **133%**
- Leisure and Hospitality revenue up **119%**
- Leisure and Hospitality employment increased **20%**

Occupancy Index (2019)



Marketing



Marketing Division – How to Work With Us

Cooperative Marketing and Advertising Program

- Co-branded and co-funded destination marketing plans to promote your community and attractions

New Mexico True Certified

- Leveraging the power of New Mexico True to support small businesses and made-in-New-Mexico products

List your business, event, or discount

- Grab your presence on NewMexico.org to get in front of the browsing and planning public

Tag us on social media!

- We're @NewMexico on Twitter & Facebook, and @NewMexicoTrue on Instagram!

Marketing Division – Summer Campaign

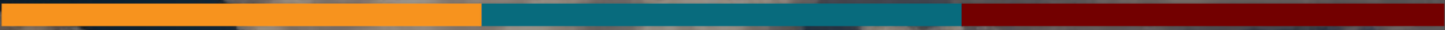


LAX out-of-home advertising



DIA out-of-home train wrap

Communications



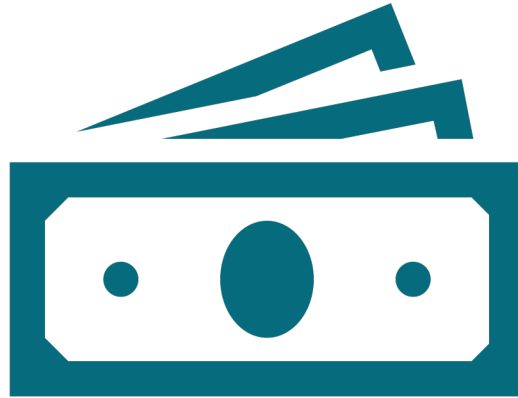
The Value of Earned Media

- ❖ Travel magazines/media outlets are held in high regard and thus influence their audiences
- ❖ Editorial coverage boosts online search ranking and online discovery of your destination/travel experience
- ❖ Enhances marketing & advertising's effectiveness
- ❖ Often less expensive than paid advertising
- ❖ Optimized for social sharing

Earned Media - FY21 Performance



Impressions
1.3B



Value
\$1.7M



ROI
\$5.6 : \$1

***\$8.5 million EMV through FY22 Q3**

Earned Media — How to Leverage



- ✓ Subscribe to Tourism Talk newsletter
- ✓ Share newsworthy developments with communications team
- ✓ Help host media traveling on press trips
- ✓ Reshare media coverage on social
- ✓ Update your business profile on NewMexico.org

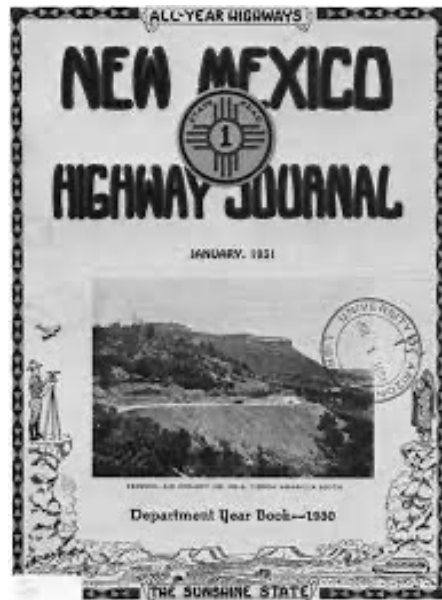
New Mexico Magazine



New Mexico

MAGAZINE

Celebrating 100 Years



Upcoming Editorial Calendar

- **May:** Green Chile Cheeseburgers/ Retirement
- **June:** Summer Road Trips
- **July:** State Parks Adventures
- **August:** Guide to Native Pottery
- **September:** Wine Getaways
- **October:** New Mexico DIY
- **November:** Historic Churches
- **December:** Holidays / True Heroes

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MAKERS' PLACE

Inspired by our land and our past,
New Mexico artisans create an
enchanting mix of beautiful, useful,
and meaningful goods. By Lynn Cline

WITH ADDITIONAL STORIES BY UNGELBAH DÁVILA-SHIVERS,
JULIAN DOSSETT, KAREN FISCHER, AND KELLY KOEPKE

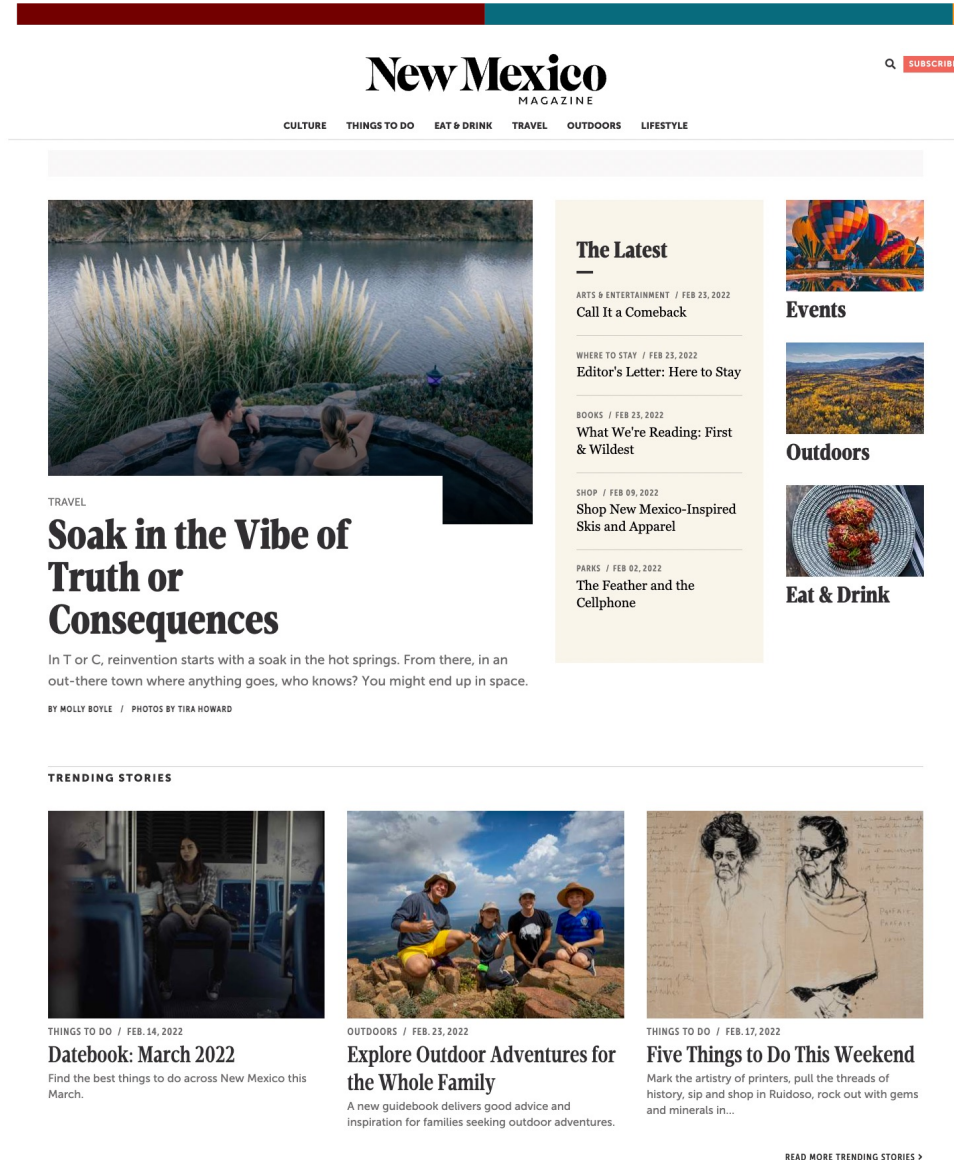
PHOTOGRAPHS BY
Stefan Wachs

38 *New Mexico* / NOVEMBER 2021



New Mexico
MAGAZINE

New Website, Social Media, & Newsletter



NewMexicoMagazine.org

- **What's new:** URL, richer content organized by interest, things to do, advertising opportunities
- **Website users:** up 30.4% from last year
- **Page views:** up 18% from last year
- **Average time on site:** up 55% from last year

Social Media

- **Facebook:** 127.6k, "Where is it Wednesday?"
- **Twitter:** 49.1k, event coverage
- **Instagram:** 17.8k, almost 2x since March 2020

Email newsletter: 32k+ subscribers, over a 30% open rate and a 6.5% CTR

Key Initiatives (2022-2023)

NM True Adventure Guide (TAG)

- Over 300K to be distributed
- Interactive content and advertiser links on digital edition
- Available at our visitor centers and newsstands now!

New Mexico Magazine Special Advertising Opportunities

- Retirement – May
- Faces of New Mexico – June
- True Heroes – Dec
- Photo Contest – Jan/Feb

100th Anniversary

- Planning for our yearlong 100th Anniversary celebration which kicks off in July 2022 and culminates in July 2023
- Celebration of New Mexico: Discover New Mexico Sweepstakes, cookbooks, posters, and special events.



Tourism Development

A wide-angle photograph of a desert landscape. In the foreground, there is a yucca plant with a tall, thin stalk topped with a cluster of small, light-colored flowers. The middle ground shows rolling hills covered in sparse, green and brown vegetation. In the background, a range of rugged, brown mountains stretches across the horizon under a blue sky with scattered white clouds. A horizontal bar with three colored segments (orange, teal, and red) is positioned below the title text.

Key Initiatives

- New Mexico Clean & Beautiful
- Hotel Digital Optimization Program
- Rural Pathway Program (RPP)
- Tourism Infrastructure
- NMTD Visitor Center Enhancements



New Mexico Clean and Beautiful

- **Overview**: Grants are available for New Mexico municipalities, counties, and tribal governments to implement projects and initiatives that contribute to ending littering, reducing waste, beautifying communities, empowering youth, and increasing program capacity
- **Grant size**: awards of \$1,000 - \$50,000 in FY22
- **Match**: 25% match required through donated goods or services, government costs, and/or volunteer hours
- **Funding Cycle**: July 1 – June 30 each year; applications open in February/March
- For more information: lucy.stanus@state.nm.us

Hotel Digital Optimization Program

- NMTD and Talweg partnered with Level60 consulting to perform a full audit of New Mexico's independent lodger's digital on-line presence – the results identified the need for better digital visibility, bookability as well as the need for technical assistance and to help drive hotel conversions
- As a result of these findings this program offers on-line, self paced training for enhancing hotel websites, enabling on-line bookings and how to improve the consumer booking experience
- For more information: holly.kelley@state.nm.us

Rural Pathway Program (RPP)

- **Overview:** The purpose of the Rural Pathway Program is to support the development and implementation of tourism projects throughout New Mexico.
- **Consists of Two Programs in One:** RPP Tourism Incubator; RPP Tourism Grant
 - **Rural Pathway Tourism Incubator:** geared towards tourism projects in the idea stage. The Tourism Incubator provides a series of workshops to guide the project's Steering Committee in developing the project idea and in preparing it for funding.
 - **Rural Pathway Grant:** provides up to \$50,000 in 1:1 matching funds for already-developed tourism projects which are ready for funding.
- **Funding Cycle:** Rolling
- For more information: emily.bates@state.nm.us



Tourism Infrastructure

- NMTD is currently working with local government partners to identify and recommend infrastructure projects that will support tourism in New Mexico
- Partnership with the State's Councils of Government (COG)
- In the 2021 Legislative Session, NMTD worked with local partners to secure over \$2.7MM in capital outlay funding supporting 9 projects, statewide
- In the 2022 Legislative Session, NMTD worked with local partners to secure over \$6.8MM in capital outlay funding supporting 13 projects, statewide
- For more information:
<https://www.newmexico.org/industry/news/capital-outlay/>

Examples of Tourism Infrastructure:

- Airport Construction/Improvements
- Outdoor Recreation
- Cultural Facilities
- Signage
- Event, Performance, Fairground or Convention Space/Facilities
- Museum Facilities
- Visitor Center Construction/Improvements
- Public Art
- Beautification and Placemaking

NMTD Visitor Center Enhancements

- In partnership with the Department of Transportation, 8 interactive kiosks will be placed in our 4 Visitor Information Centers (VIC) along with added security
- New Mexico's Visitor Information Centers serve more than half a million travelers annually:
 - Glenrio VIC - I40 West at the Texas Border
 - Manuelito VIC - I40 East Bound at the Arizona Border
 - Lordsburg VIC - I10 West Exit 20 Rest Area
 - Santa Fe VIC - 491 Old Santa Fe Trail

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@NMtourism



@NMTourismIndustry



www.nmtourism.org