

A Closer Look: The Path of the Tourism Dollar



A family of 4 visits
New Mexico

Spends
Weekend in
New Mexico

Lodging	\$200
Food	\$280
Zoo Amusement Park, Museum, etc. (admission, souvenirs, etc.)	\$180
Shopping	\$230
Incidentals (gas, snacks, etc.)	\$180
Total Spent in New Mexico	\$1,000+

- Creates New Mexican Jobs
- Offsets household tax burden for New Mexican families



TOURISM BY THE NUMBERS NEW MEXICO IN 2016

34.4M VISITORS *an all-time high!*

- 1,00,000 more visitors than last year
- 15.4% increase since 2010

12.8M OVERNIGHT VISITORS *an all-time high!*

- 84,000 more visitors than last year

3,300 MORE TOURISM JOBS

- 3.5% increase in 2016
- 17.5% increase since 2010

HOSPITALITY POLICY PRIORITIES *Supporting travel, tourism, and lodging in New Mexico*

Guiding Principles

NMHA takes positions and advocates for legislation and policy that align with five guiding principles.

1. Build the tourism industry
2. Promote the tourism industry
3. Foster a business-friendly environment for tourism
4. Increase opportunities for tourism development
5. Preserve tourism resources and funding mechanisms

Positions on Key Issues

NMHA Supports

- A state tourism department with a cabinet position that only focuses on growing New Mexico's tourism market share and supporting tourism-related businesses.
- Increased state investment for the New Mexico Tourism Department that is 1) research based and 2) increases tourism promotion/advertising in fly markets and/or drive markets, which incorporates out-of-state and in-state travel.
- Policies that provide for the commercially-viable development of tourism and capital investment, including infrastructure (roads, broadband, internet, cell service and capital investments), tax credits or similar incentives.
- Fair and equitable contribution to lodger's tax for all lodging establishments, including short term rental segment.
- Preserve the integrity and intent of the lodger's tax statute to grow tourism in New Mexico, including a modification of the lodger's tax statute to eliminate ambiguity.
- The evaluation of the entire liquor license code for recommendations to create a fair, equitable and responsible solution, without a disproportionate burden to those already owning liquor licenses.

NMHA Opposes

- Anything that is detrimental to the hospitality industry as a whole.

