

# Economic & Rural Development & Policy Committee

## *Creative & Cultural Industries of New Mexico*

San Juan College School of Energy  
Farmington, NM  
September 4, 2025

Lancing Adams, Acting Cabinet Secretary  
New Mexico Tourism Department

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# Economic Impact of Tourism in New Mexico

## \$12 BILLION



Total Economic Impact of Tourism in New Mexico in 2024



### \$8.8B

Direct Visitor  
Spending



### \$12B

Total  
Economic  
Impact



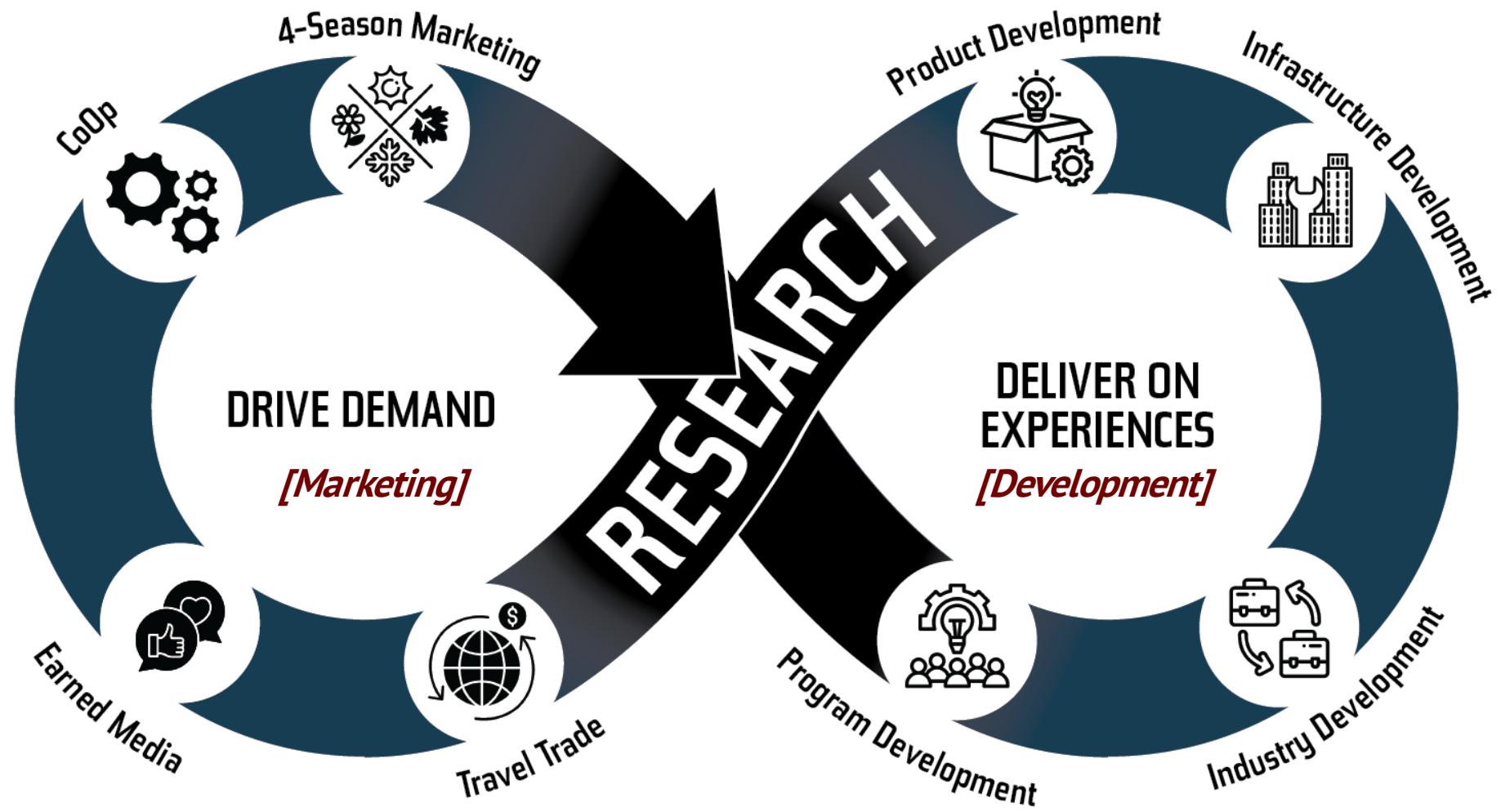
### 95,219

Total  
Jobs  
Supported



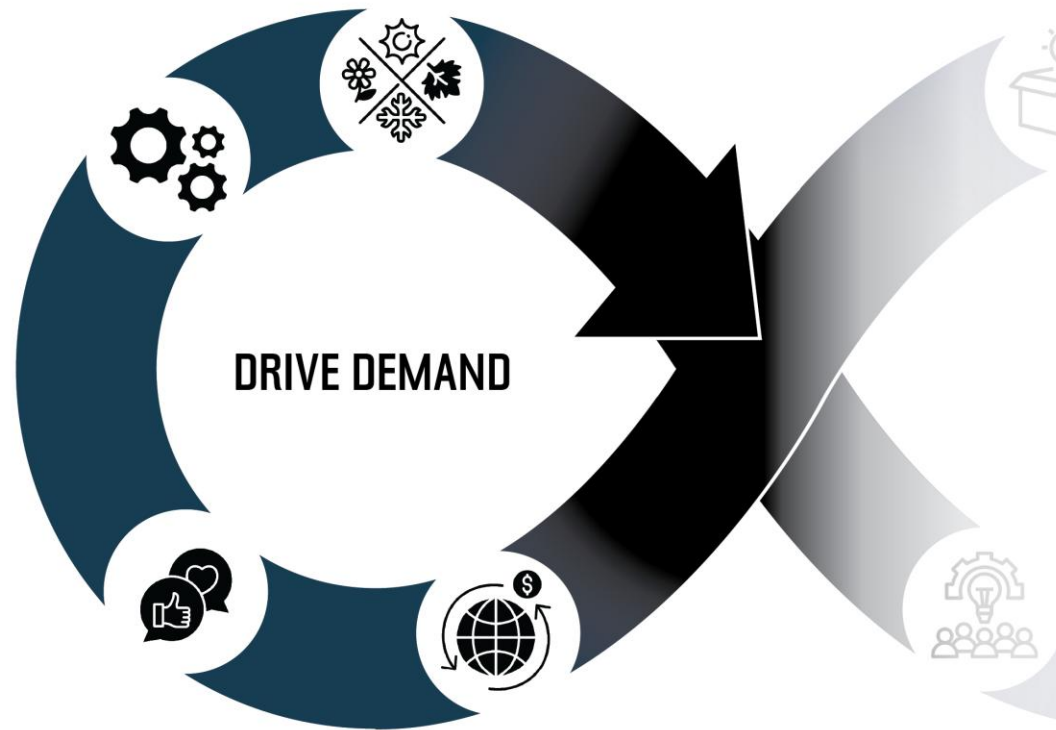
### \$838.8M

State & Local  
Taxes Generated



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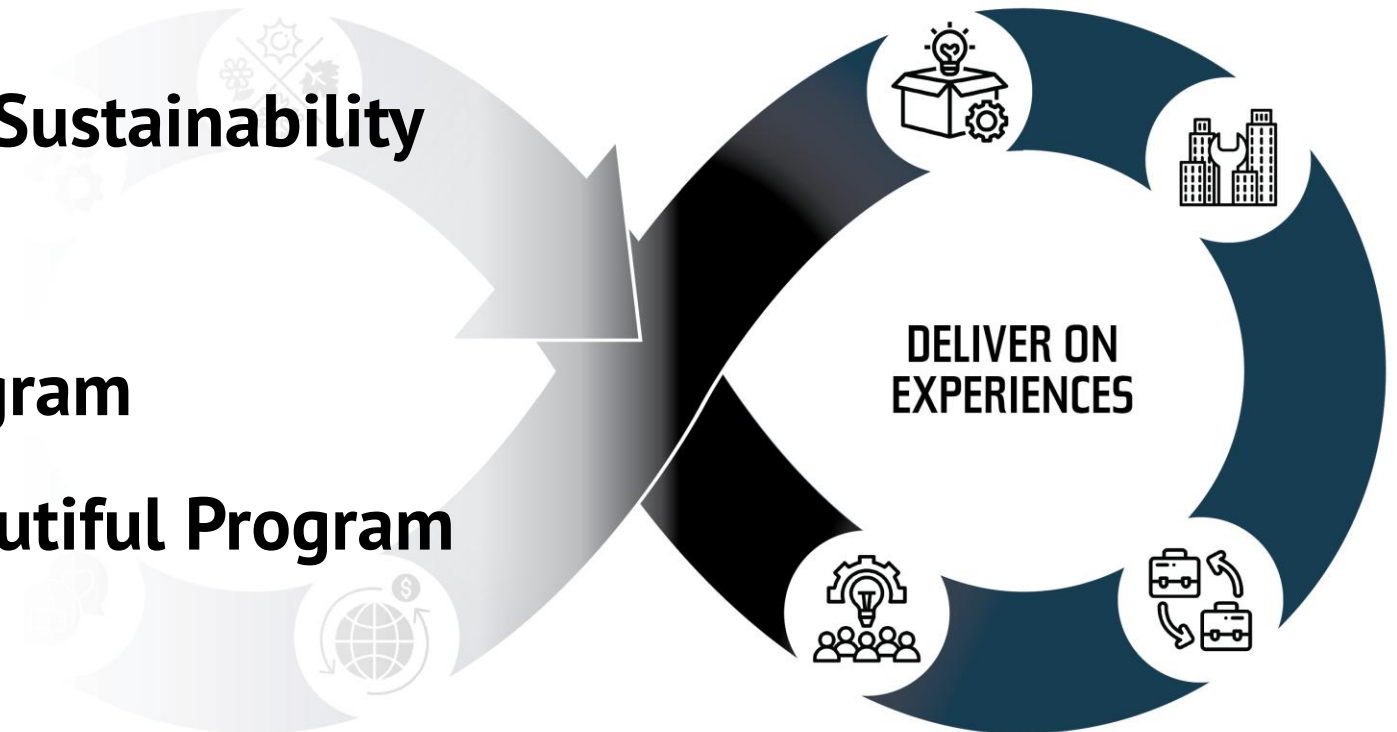
# Drive Demand: Tourism Marketing



- **National Marketing**
- **International Marketing**
- **Cooperative Marketing**
- **Earned Media**
- **New Mexico Magazine**
- **New Mexico True Certified**
- **Travel Trade**

# Deliver on Experiences: Tourism Development

- **Tourism Event Growth & Sustainability Program (TEGS)**
- **Destination Forward Program**
- **New Mexico Clean & Beautiful Program**



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- **13 years of success:**
  - ✓ **40M annual visits** on average (over last five years)
  - ✓ **\$7.75B in annual visitor spending**, on average (over the last five years)
- Loved and adopted by residents (#NewMexicoTrue has been used more than 2.3M times!), nearly 500 local New Mexico True Certified businesses, and 45 current CoOp communities and tourism-related nonprofits
- Research on brand impact effectiveness demonstrates that New Mexico True indexes well on Native/Indigenous experiences, arts and culture, and local cuisine – all central fixtures of our national campaign throughout the year.

Questions?

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