



The Voice of the Industry

OUR MISSION

The **Tourism Association of New Mexico**

- serves as the
- **ADVOCATE**
- **EDUCATOR**
- and
- **UNIFIED VOICE**

for New Mexico's tourism industry.

EDUCATE

Elected officials and the public..

- **\$5.5 billion** direct revenue from tourism in NM annually.

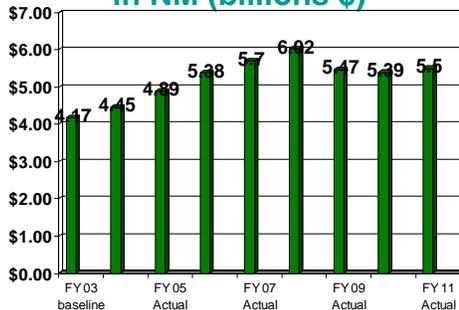


DID YOU KNOW

Tourism in New Mexico...

- **The 4th Largest Private Sector Employer**
- **Employs nearly 86,000;**
~ or 1 in 12 jobs in NM
- **Payroll over \$1.36 billion**

Historical Impact of Tourism in NM (billions \$)



GOOD NEWS ...

- **New study announced recently that more people are coming to NM:**
- We saw a 4.7% increase in the number of domestic visitors to NM in 2011 vs. 2010, from 29.8M to 31.2M

DID YOU KNOW
Tourism in New Mexico...

- Matters to Everyone, esp. in rural NM!
- **Even those not directly connected to the tourism industry** (doctors, teachers, etc)
 - (See postcard handout)

Tourism Matters to Everyone!



- **\$565 Million in taxes** to state and local governments in 2011 which helps pay for essential services. (public education, Medicaid, roads, etc)

DID YOU KNOW
Tourism in New Mexico ...

- **2011 NM Visitor Center visits: 73,330**
 - 22% from TX -20% from CA
 - 16% from NM - 15% AZ
 - 7% CO - 6% OK

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  - International
    - 73% from Canada    \* 10% Germany
    - 8% Mexico            \* 8% England

**DID YOU KNOW**  
**Tourism in New Mexico ...**

- Important to ski towns and New Mexico...
- **THE SKI INDUSTRY PAYS!**

**DID YOU KNOW**  
**Ski Industry in New Mexico ...**

- **2011-12** Ski season was up 19% - to 162,971 skier visits.
- Was the 2<sup>nd</sup> most visits since 2004 -05 season.
- Average snow fall was 34" above 18 yr avg of 135"

**DID YOU KNOW**  
**Ski Industry in New Mexico ...**

- **Economic impact from skier visits:**
  - \$477.6 million -  
up \$91 million over 10-11
  - GRT to NM \$33.4 million -  
up \$3.6 million

(Source: Ski NM)

## Investing in Service Training

### ***Just launched***

- **State of Enchantment – Spirit of Service**
- A new community-based customer service training program offered to communities, tourism destinations and attractions.
- Sponsored by Wells Fargo Bank

## State of Enchantment Spirit of Service

- This program is presented by the Tourism Association of New Mexico and the New Mexico Restaurant Association.
- The mission of the program is to teach how you can provide memorable, enchanting experiences for our guests.

## State of Enchantment Spirit of Service

- Seminars delivered by HospiTotally, John Garcia, in each of New Mexico's six regions to encourage participation by the entire tourism industry.

## State of Enchantment Spirit of Service

- This program is being held in collaboration with the New Mexico Tourism Department's marketing campaign "**New Mexico True**"

## State of Enchantment Spirit of Service

The first six primary dates/locations include:

- ~ Santa Rosa - Saturday, Sept. 15– 10 AM, Blue Hole Conference Center
- ~ Las Cruces - Tuesday, Sept. 25 -- 9:30 and 2:30 Farm & Ranch Heritage Museum
- ~ Farmington - Friday, Sept. 28– 10 AM and 2 PM Farmington Civic Center
- ~ Albuquerque - Tuesday, Oct 2 – 10 AM and 2 PM Sheraton Uptown Hotel
- ~ Santa Fe - Wednesday, Oct. 3 10 AM Santa Fe Convention Center
- ~ Roswell - Thursday, Oct. 11 -- 10 AM Roswell Chamber of Commerce

## US Inbound Travel Reaches Priority Status

- **Tourism is the #1 service that we export, and that means jobs.**
- The U.S. has gotten serious about attracting visitors from other countries by implementing the **Travel Promotion Act.**

## Travel Promotion Act

- **Goal:** Generate more international inbound visitors which will create more jobs and increase revenue for US economy.
- Will help attract approx 1.6 million new international visitors,
  - \$4 billion in new spending and
  - more than \$300 million in tax revenue each year.

## Travel Promotion Act

- The **Travel Promotion Act** is being funded through a \$14 fee on foreign travelers who do not already pay the \$131 for a Visa to enter the US, plus private sector \$
- The fee will be collected once every 2 yrs.
  - The visitors would spend an estimated US \$250 billion per year, supporting more jobs and spurring economic growth in communities across the country.

## Travel Promotion Act

- The U.S. TRAVEL ASSOC. initiated the \$150 million campaign for **Brand USA** this spring with the support of several large tourism groups and travel businesses. It was approved by Congress as part of the TRAVEL PROMOTION ACT OF 2010.  
[www.ustravel.org](http://www.ustravel.org)

## National Travel and Tourism Strategy

- The strategy not only officially **elevates the travel industry as a national priority**, but also recognizes travel for its **fundamental contribution to our economy** and public diplomacy.

## National Travel and Tourism Strategy

- Goal is to **increase U.S. jobs** by attracting and welcoming 100 million international visitors annually by the end of 2021.  
**Rural NM will benefit from this investment.**

## Investing in Advertising

- When Colorado cut tourism investment to zero, its share of U.S. travel plummeted 30% within two years, creating a revenue loss of more than \$2 billion annually.

## Investing in Advertising

- On the flip side... the Greater Philadelphia Tourism Marketing Corp invested \$4 million in its “With Love” tourism marketing campaign;
- Generated \$432 million in visitor spending , \$46 million in new state/local tax revenue = 10:1 ROI
- and over 7,000 new jobs.

## Investing in Advertising

- “Pure Michigan campaign
- Spent \$14 million
- Generated \$70 million in state tax revenue
- 5:1 ROI (per annual Longwood’s study)

## Industry Legislative Issues

- Sustainable funding



## How can NM be competitive?

- Surrounding states amount spent on tourism marketing and advertising...
  - New Mexico **\$2.1** Million
  - Arizona **\$2.2** Million
  - Utah **\$6.9** Million
  - Colorado **\$13.3** Million
  - Texas **\$24** Million

## It’s All About ROI

- NM Tourism Industry agrees
- NM Tourism Dept. investing in research – benefits all
- New Brand 
- Summer campaign results
- New Economic Impact Study

## More Industry Info

- NM Tourism Dept has created a website specifically for industry.
- [www.nmindustrypartners.org](http://www.nmindustrypartners.org)
- Contains research, reports, press releases, new brand details and more



## UNIFIED VOICE

- Industry partners..



## **New Mexico Tourism Coalition** [www.SupportTourismNM.com](http://www.SupportTourismNM.com)



- Combines a website, a Facebook page, and an email delivery system allowing for outreach and communication on tourism issues.

## In Closing...



## Your best connection to the New Mexico Tourism Industry!



*The Voice of the Industry*

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*The Voice of the Industry*

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