

NEW MEXICO *True*

Adventure that feeds the soul begins here.

Asset Website/ Community Toolkit

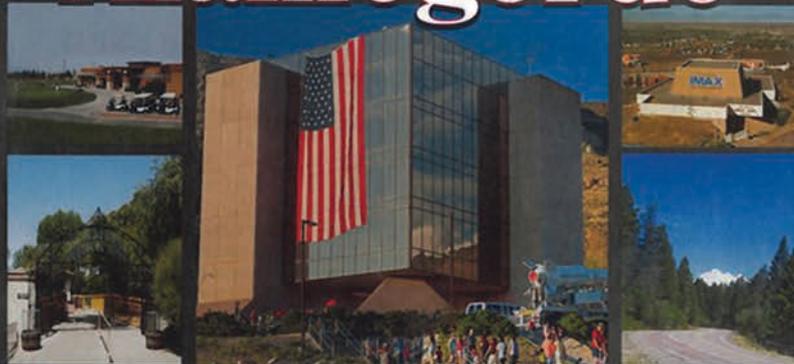
NEW MEXICO *True*

Adventure that feeds the soul begins here.

Then

"Just one of the Secrets of Southeastern New Mexico"

Alamogordo



www.alamogordo.com

<http://alamogordo2012.weebly.com>

Alamogordo Visitor Center
1301 N. White Sands Blvd.
1-575-437-6120 or 1-800-826-0294



- ▶ Alameda Zoo & Park
- ▶ Tularosa Basin Historical Museum
- ▶ New Mexico Museum of Space History
- ▶ Flickinger Center for the Performing Arts
- ▶ Desert Lakes Golf Course
- ▶ White Sands National Monument
- ▶ IMAX Dome Theater
- ▶ Toy Train Depot and Museum
- ▶ Lincoln National Forest
- ▶ Oliver Lee Memorial State Park

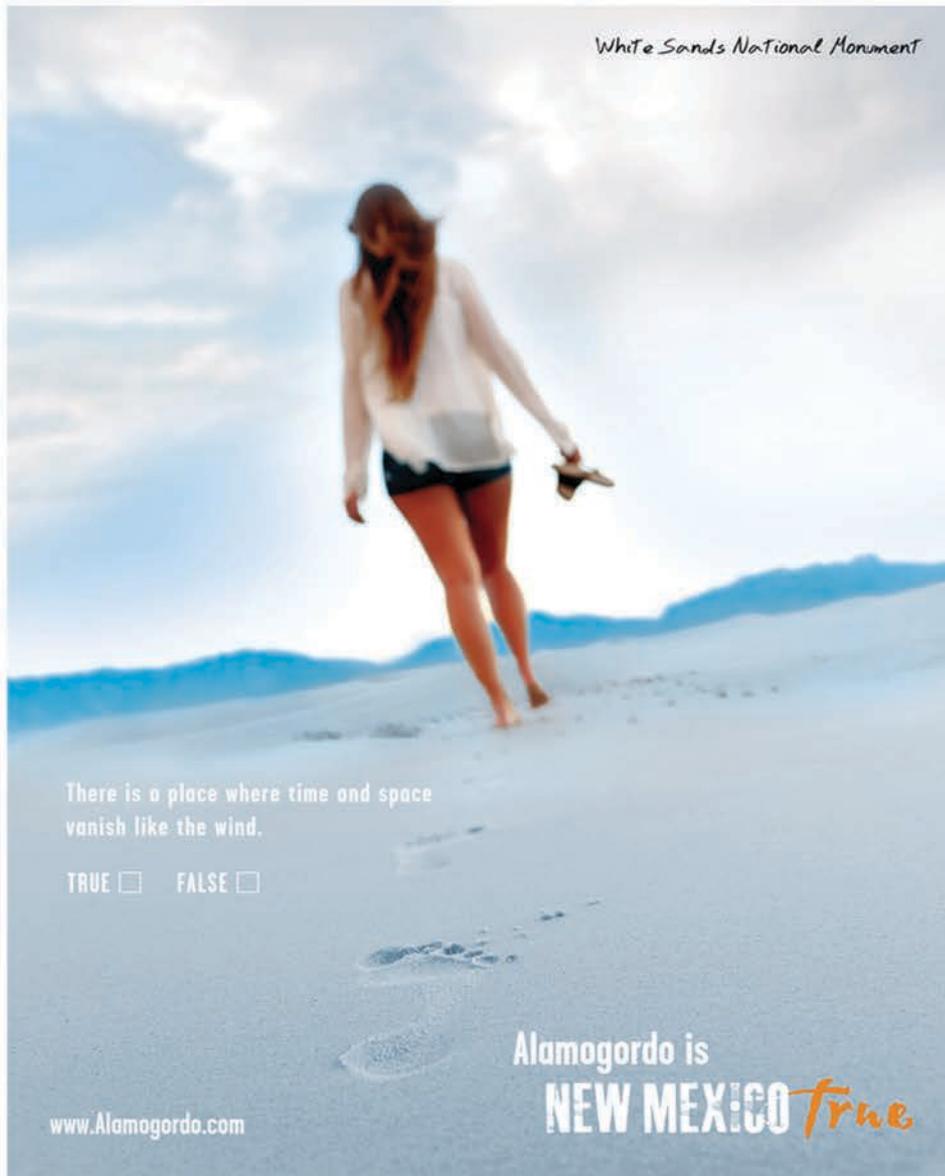


COMMUNITY PARTNER

VISIT: www.newmexico.org
www.nmcentennial.org

Now

White Sands National Monument



There is a place where time and space
vanish like the wind.

TRUE FALSE

Alamogordo is
NEW MEXICO *True*

www.Alamogordo.com

NEW MEXICO *True*

Adventure that feeds the soul begins here. newmexico.org

Now

Then

"Where Legends Begin"
TUCUMCARI
 Tonite

575-461-1694
 chamber@tucumcarinm.com
 www.tucumcarinm.com

Nights Along Historic Route 66
TUCUMCARI
TONIGHT

Wheels on 66 and NM Rt. 66 Motor Tour
 Tucumcari Convention Center
 June 6-8, 2013

ENM Bluegrass & Old Tyme Music Association
 Annual Bluegrass Festival
 Tucumcari Convention Center
 May 9-12, 2013



Historic Route 66 in Tucumcari

Tucumcari is
NEW MEXICO *True*

Stories born on the Mother Road will feed your soul.

TRUE FALSE



www.tucumcarinm.com

NEW MEXICO *True*

Adventure that feeds the soul begins here.

Then



Carlsbad *New Mexico*

Special year round packages available call 866-822-9226 for details

or visit our website at www.carlsbadchamber.com



Funded in part by City of Carlsbad Lodgers Tax



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Now



Adventure above & below!



Carlsbad Caverns

Carlsbad is
NEW MEXICO *True*



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A Place to Call home!
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NEW MEXICO *True*

Adventure that feeds the soul begins here.

Then

GALLUP

Adventure Capital of New Mexico

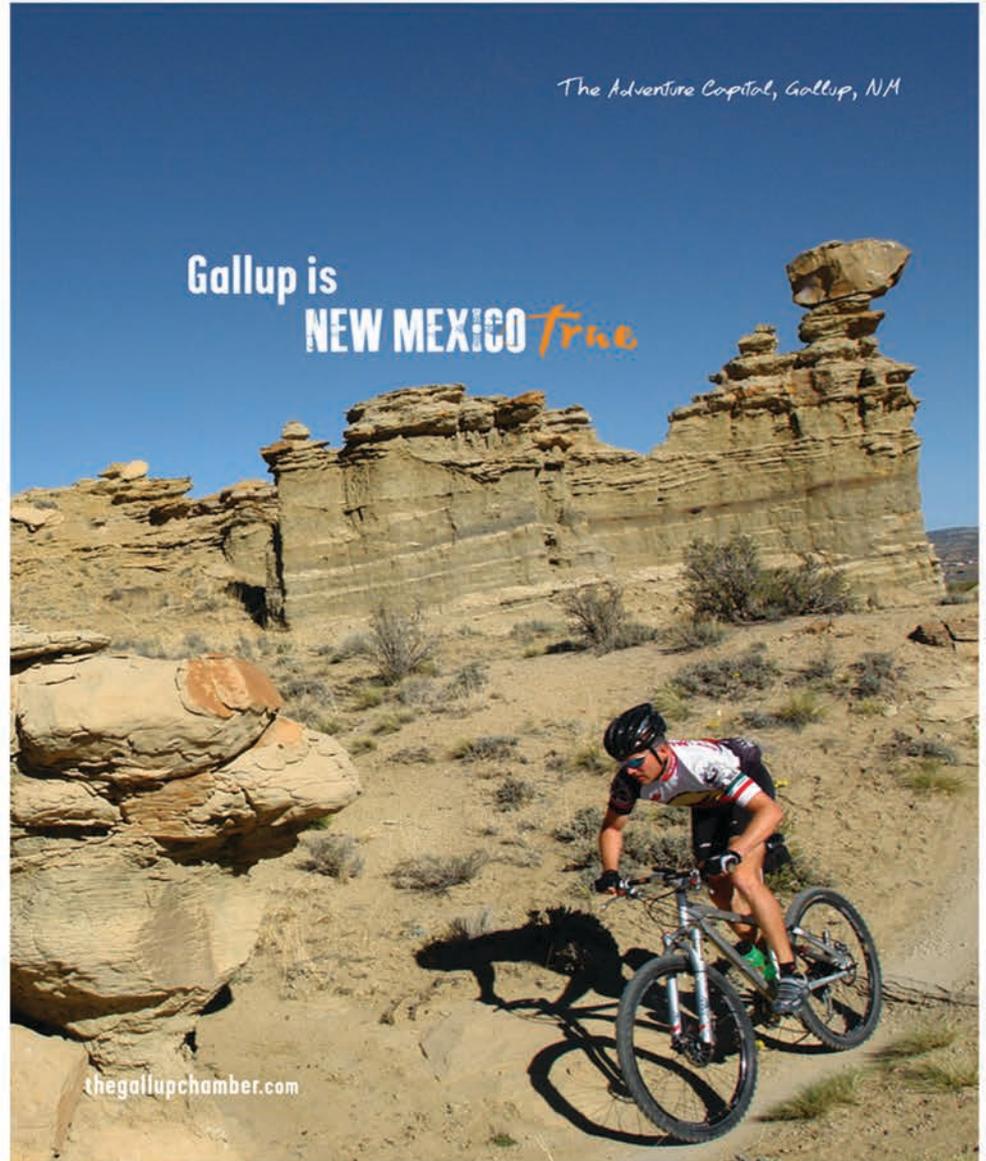


www.adventuregallup.org • www.galluptrails2010.com

Now

The Adventure Capital, Gallup, NM

Gallup is
NEW MEXICO *True*

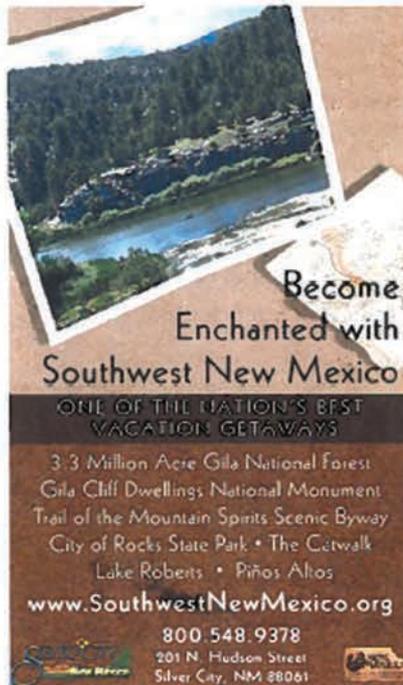


thegallupchamber.com

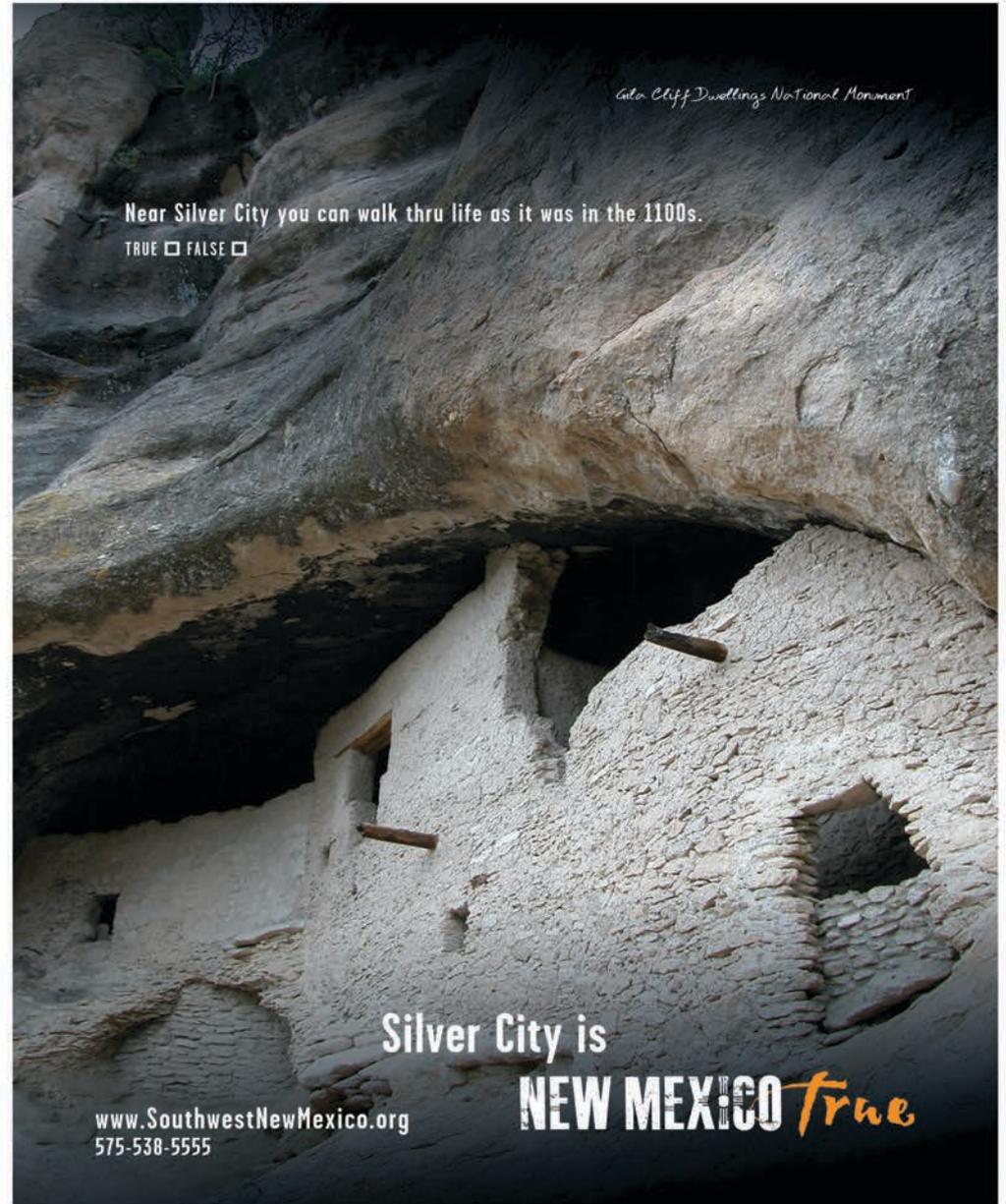
NEW MEXICO *True*

Adventure that feeds the soul begins here.

Then



Now

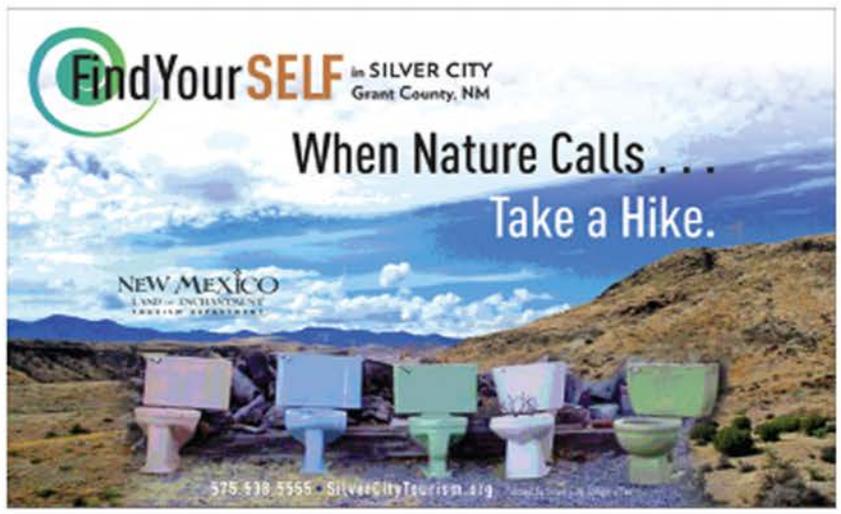


NEW MEXICO *True*

Adventure that feeds the soul begins here. newmexico.org

Now

Then



COME HUNGRY!

Silver City is
NEW MEXICO *True*

575.538.5555
SilverCityTourism.org
Powered by Silver City Lodgers' Inn

Programs Highlighting Rural Areas...

Film Trails



Many scenes in *Easy Rider* ('69) were shot in Taos. When Billy and Wyatt head for "The Commune" they ride past the 1000 year old dwelling Taos Pueblo.

36°26'19.28"N 105°32'43.42"W

Things to do in Taos:

Taos Pueblo Tours, Kit Carson Museum, Harwood Museum of Art, Mabel Dodge Luhan House

Nearby: Ski Taos, Whitewater Rafting

Los Alamos

Wonder how New Mexico looked like Wyoming for the TV Series *Longmire* ('12)? Visit the Valles Caldera National Preserve - you'll be amazed!

35°51'25.75"N 106°29'27.80"W

Santa Fe

Jeff Bridges won an Oscar for his role in *Crazy Heart* ('09). A visit to the Santa Fe Opera will make you feel like you're in the end of the movie!

35°45'52.19"N 105°56'48.49"W

Things to do in Santa Fe:

Historic Plaza/Downtown, Canyon Road Art Walk
Georgia O'Keeffe Museum, Loretto Chapel, Wheelwright Indian Museum
New Mexico History Museum, Santa Fe Railyard District,
Aspen Vista Hiking Trail

Take the beautiful scenic ride on State Road 41 to Galisteo - you'll recognize the landscape from westerns such as *The Cowboys* ('72), *Silverado* ('85), *Lonesome Dove* ('89) and *3:10 to Yuma* ('07)

35°23'43"N 105°56'52"W

Madrid

The town of Madrid on the beautiful Turquoise Trail was featured in the John Travolta movie *Wild Hogs* ('07). Stop at "v Diner"!

35°24'26.15"N 106°09'07.27"W

Zia Pueblo

Some of the most diverse desert landscapes can be found at Zia Pueblo which has seen many films including *Cowboys and Aliens* ('11)

35°30'31"N 106°43'21"W



NORTH CENTRAL NEW MEXICO

Chama

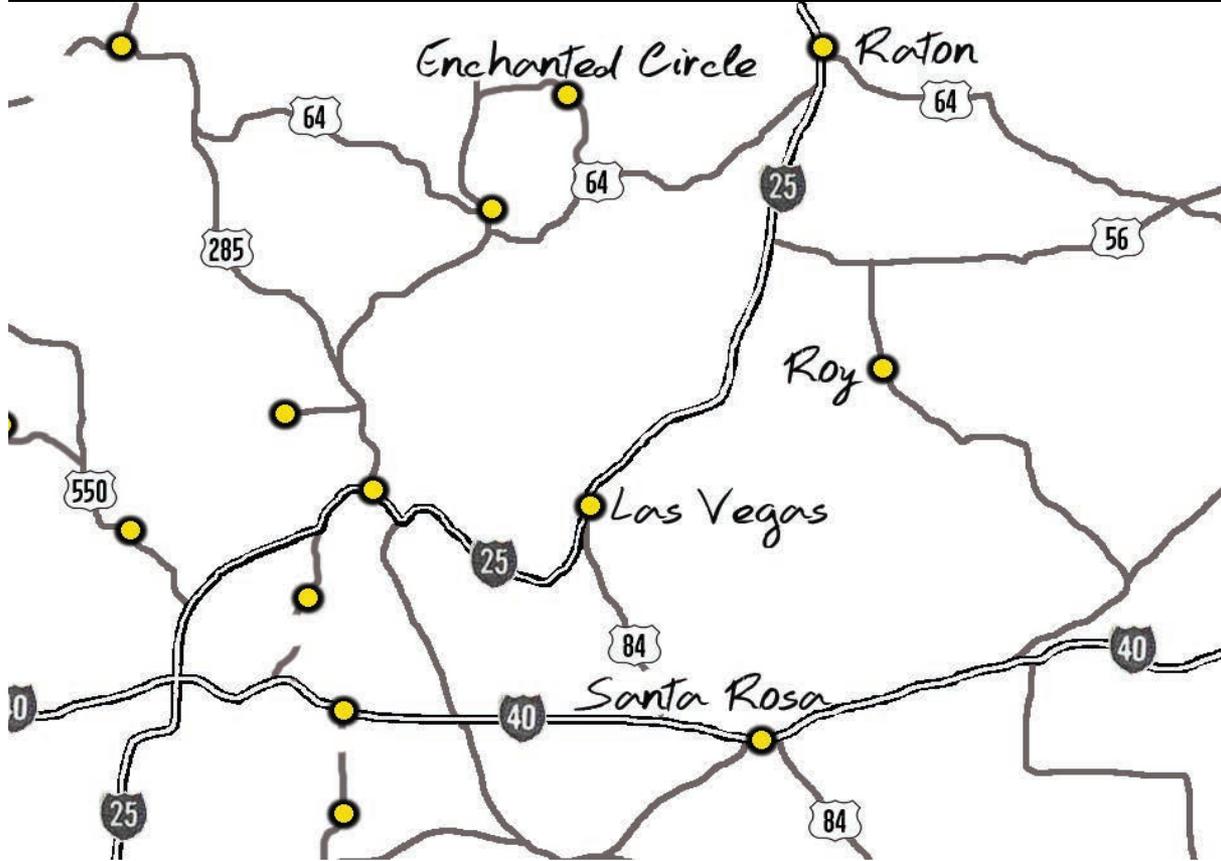
Ride the vintage Cumbres and Toltec Railroad through 10,020' Cumbres Pass! Just like they did in *Butch Cassidy & the Sundance Kid* ('69) and *Indiana Jones and the Temple of Doom* ('84).

36°54'9"N 106°34'42"W

Taos

The Rio Grande Gorge Bridge is the 5th highest Bridge in the US and has been featured in *Terminator Salvation* ('09), *Wild Hogs* ('07) and *Natural Born Killers* ('94).

36°28'36.49"N 105°43'58.39"W



NORTHEASTERN NEW MEXICO

The Enchanted Circle

The Enchanted Circle is a beautiful mountain drive through Questa, Red River, Eagle Nest and Angel Fire. The area was the backdrop for Chloe Moretz in *Let Me In* ('07) and Sean Penn in *This Must Be the Place* ('11).

36°54'9"N 106°34'42"W

Things to do in the Enchanted Circle:

Angel Fire Vietnam Memorial, Red River Historical Society
Angel Fire Mountain Bike Trails, Eagle Nest Lake State Park
Angel Fire Resort Golf

Raton

Remember the song *Big Bad John* by Jimmy Dean? Well - they made it into a movie ('90) with beautiful Vermejo Park, just outside of Raton, as the backdrop.

36°53'31.52"N 104°59'38.65"W

Things to do in Raton:

Vermejo Park, Shuler Theater, Capulin Volcano,
Sugarite Canyon State Park, NRA Whittington Center

Las Vegas

Anton Chigurh (Javier Bardem) shot Carson Wells (Woody Harrelson) at the Plaza Hotel in *No Country for Old Men* ('07). You'll recognize a lot of Las Vegas from that Academy Award winning film.

35°35'34.80"N 105°13'39.03"W

Much traveler confusion resulted when *No Country for Old Men* ('07) built the "Mexico Border Crossing" on the University Ave - Interstate 25 overpass.

35°35'46.15"N 105°12'38.90"W

The cult movie classic, *Red Dawn* ('84), used a whole lot of Las Vegas in the film. The "Calumet Says Howdy" mural is still visible on the corner of 6th and Grand Avenue (PICTURE OPPORTUNITY!)

35°35'38.40"N 105°12'52.89"W

Things to do in Las Vegas:

Historic Old Town, The Rough Rider Museum,
Fort Union National Monument, Storrie Lake

Nearby:

Montezuma Castle

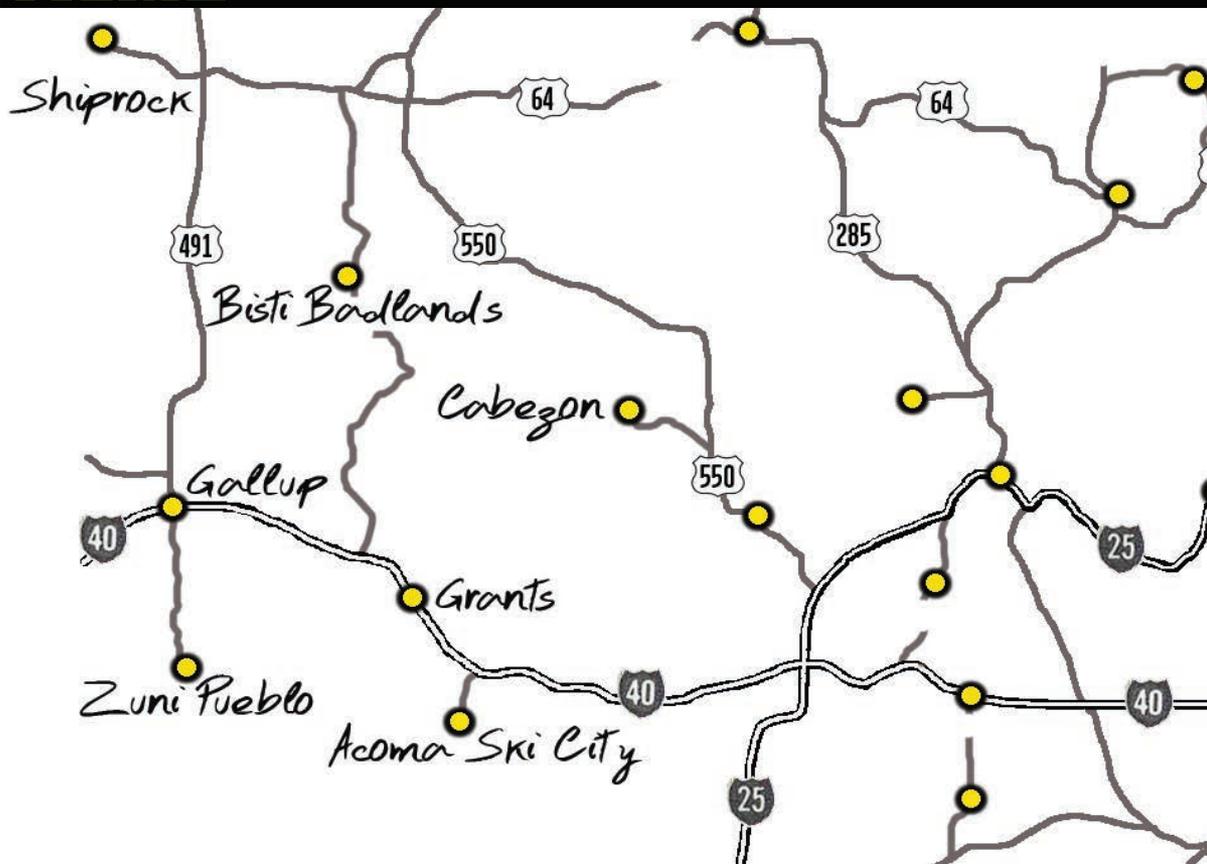
Roy

Roy, New Mexico stood in for "Ray, Wyoming" in *Did you Hear About the Morgans?* ('09). Sarah Jessica Parker in Roy? Yes!

35°56'38.05"N 104°11'45.92"W

Santa Rosa

The Joad's ramshackle truck drove through the town of Santa Rosa in *The Grapes of Wrath* ('40). The actual Rt 66 passes through this classic town.



NORTHWESTERN NEW MEXICO

Shiprock

The impressive edifice of the Shiprock formation rises 1583' from the high desert plains. It has appeared in diverse films such as *Transformers* ('07), *Natural Born Killers* ('94) and *The Hallelujah Trail* ('65)

36°41'15" N 108°50'11" W

Things to do in Shiprock/Farmington:

Navajo Lake, San Juan River Fishing, Chaco Canyon
Four Corners Monument, Aztec Ruins, The Farmington Museum

Bisti Badlands

One of the most unusual landscapes in New Mexico, The Bisti Badlands played another planet in *Star Gate Universe: Malice* ('10).
36°18'16" N 108°7'5" W

Gallup

Though technically The Rockies end near Santa Fe, Red Rock was also the setting for *Rocky Mountain* ('50) with Errol Flynn and Slim Pickens.
35°32'33.62" N 108°36'47.18" W

Stunning Red Rock Park hosted many westerns through the years, including *Only the Valiant* ('51) starring Gregory Peck and Ward Bond.
35°32'33.62" N 108°36'47.18" W

When the Joads cross into "Arizona" in *The Grapes of Wrath* ('40), Pyramid Rock in Gallup NM is clearly visible in the background.
35°33'15.14" N 108°37'02.58" W

Things to do in Gallup:

Red Rock Park & Museum, Historic El Rancho Hotel
Gallup Historical Museum, Rex Museum, Zuni Pueblo
Navajo Code Talkers Museum, Inscription Rock

Zuni Pueblo

The film *Dark Blood* ('93) shot some scenes at Zuni Pueblo. The film was never released due to the death of its star, River Phoenix, during production.
35°4'10" N 108°50'48" W

Cabazon

The volcanic plug Cabazon Peak is visible for miles in this area. It also has appeared in *My Name is Nobody* ('73) and the TV show *Breaking Bad* ('10).
35°35'56.4" N 107°5'42" W

Acoma Sky City

Acoma Sky City sits atop a spectacular 367' high mesa as protection for it's inhabitants. In 1929 the film *Red Skin* ('29) asked permission to build a road to the top. It is still the only existing road to reach the pueblo today.
34°53'50.92" N 107°34'53.92" W



Truth Or Consequences

The town of *Truth or Consequences* (formally Hot Springs) got its name from a contest run by the Radio/TV show ('50) of the same name. The show's host, Ralph Edwards, visited the town for Fiesta every year for 50 years after broadcasting the show from town.

Things to do in T or C:

Ralph Edwards Park, Elephant Butte Lake, Hot Mineral Springs, Geronimo Springs Museum, Spaceport America, Ghost Town Tour

Silver City

The awesome (and huge) Silver City area copper mines were used for the film *North Country* ('05) starring Charlize Theron.
34°48'28.86"N 108°04'00.81"W

Things to do in Silver City:

Gila Cliff Dwellings, City of Rocks State Park, Historic Downtown, The Catwalk Scenic Trail, The Silver City Museum, Bear Canyon Lake, Downtown Art Galleries

Lordsburg

Liam Neeson and Pierce Brosnan battled it out on the dry lake bed west of town in *Seraphim Falls* ('06).
32°16'51.21"N 108°52'48.32"W

Deming

The WWII era hangars at the Deming Municipal Airport appear in *Indiana Jones and the Kingdom of the Crystal Skull* ('08).
32°15'44"N 107°43'14"W

Las Cruces

Parts of the Clint Eastwood "oater" *Hang 'Em High* ('68) were shot in Las Cruces. Try Old for a taste of Old Mexico.
32°16'47.26"N 106°49'00.49"W

Things to do in Las Cruces:

Historic Old Mesilla, Vaqueros Baseball, Railroad Museum, Fort Selden, Kilbourne Hole, Farm and Ranch Museum, Winery Tours

SOUTHWESTERN NEW MEXICO

The Very Large Array

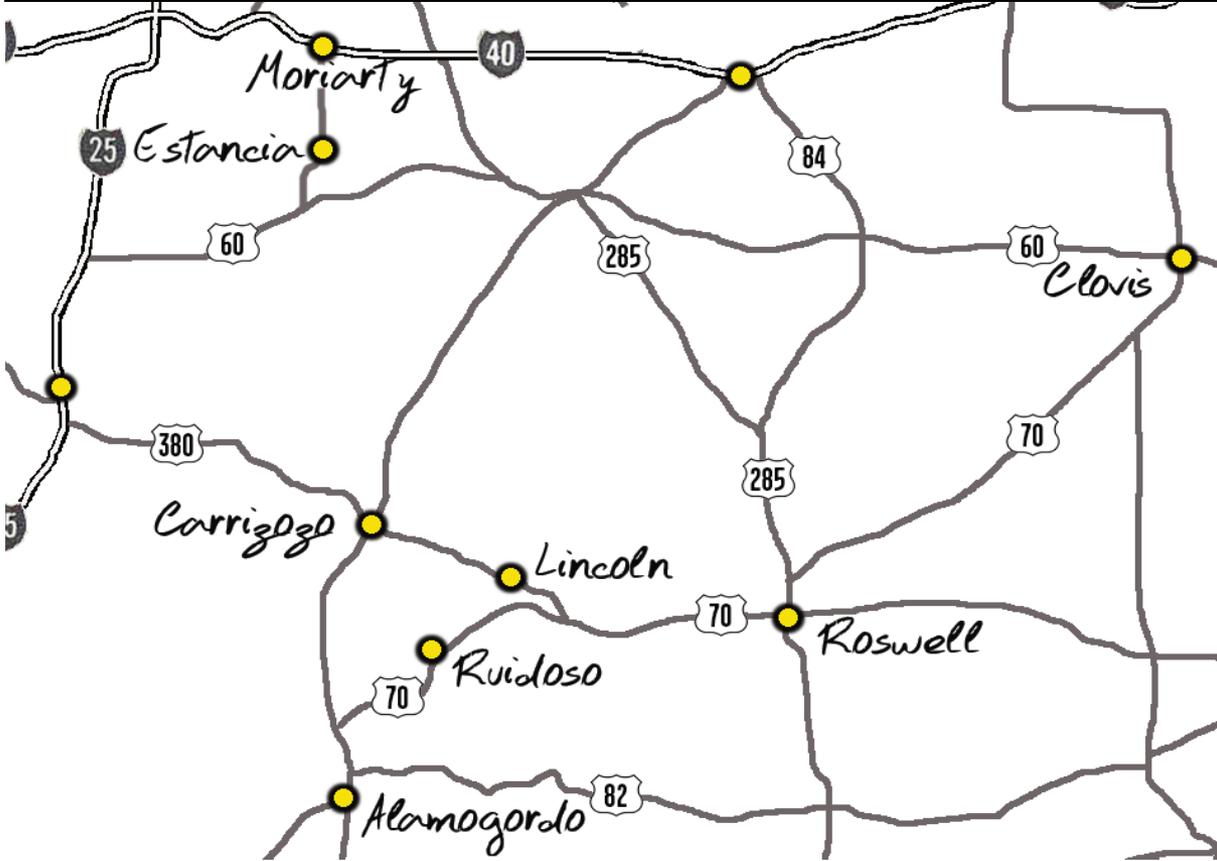
The Very Large Array (VLA) is a radio astronomy observatory consisting of 27 (209 metric ton) movable antennas. Jodie Foster used it to communicate with aliens in *Contact* ('97). Visitors welcome!

34°04'43.497"N 107°37'05.819"W

Mogollon

Terence Hill met Henry Fonda in Mogollon in *My Name is Nobody* ('73). This ghost town looks almost exactly like it did then. This film was Fonda's last western.

33°23'48.22"N 108°47'39.22"W



SOUTHEASTERN NEW MEXICO

Moriarty

Christopher Walken steals the abused dog outside Mae's High Valley Cafe in Moriarty in the film *Around the Bend* ('04).
33°38'38.67"N 105°52'28.67"W

Estancia

10-4 Good Buddy! Kris Kristofferson rumbled through Estancia in the classic Trucker film *Convoy* ('78).

Carrizozo

Historic 12th Street in Carrizozo became a Post-Apocalyptic Main Street in *The Book of Eli* ('10) starring Denzel Washington.
33°38'38.67"N 105°52'28.67"W 33°38'38.67"N 105°52'28.67"W

Lincoln

One of New Mexico's most colorful historical characters, Billy the Kid, found his fame in Lincoln. The town looks much like it did then and was used in the film *Dirty Little Billy* ('72).
33°29'30.25"N 105°23'04.70"W

Things to do in Lincoln County:

White Oaks Ghost Town, Smokey Bear Park, Ruidoso Downs Spencer Theater, Hubbard Western Museum

Roswell

Roswell was the backdrop for a real life UFO encounter in 1947 - and for the David Bowie film *The Man Who Fell to Earth* ('76). Don't miss the UFO Museum!
33°23'37.57"N 104°31'22.49"W

George Clooney strode the grounds of the New Mexico Military Institute in *The Men Who Stare at Goats* ('09).

Things to do in Roswell:

UFO Museum, Downtown Historic District, Roswell Museum & Art Center UFO Festival, Bitter Lake Wildlife Refuge, Spring River Park & Zoo Walker Aviation Museum

Carlsbad

Director Henry Levin wanted to make a film called *Journey to the Center of the Earth* ('59) - where in New Mexico would you do that?. Well... Carlsbad Caverns of course... A journey to the center of the earth for real!
32°10'31"N 104°26'38"W

Alamogordo

White Sands is the largest surface deposit of gypsum sand dunes in the world. It has appeared in many films, including *Transformers 1 & 2* ('07, '09)
32°23'3"N 106°29'52"W

Things to do in Alamogordo:

White Sands National Park, Museum of Space History, IMAX Dome Theater Toy Train Museum, Oliver Lee State Park, National Solar Observatory White Sands Missile Range Museum

newmexico FILM OFFICE



For five seasons Albuquerque has been the location and the setting of the hit TV series *Breaking Bad* ('12). Take the Albuquerque Trolley Company *Breaking Bad* Tour!

35°05'06.51"N 107°23'18"W

More things to do in Albuquerque:

Rattlesnake Museum, Coronado State Monument, Explora, Historic Nob Hill, International Balloon Museum, Indian Pueblo Cultural Center, Petroglyph Park

The Desert Sands Motel, where Josh Brolin meets his end, was supposed to be in Texas in *No Country for Old Men* ('07). You'll actually find it on Central Avenue in Albuquerque.

35°04'40.66"N 106°35'20.08"W

In the classic film *Lonely Are the Brave* ('62), Kirk Douglas rides his horse straight up the 10,678' sheer face of the Sandia Mountains on the eastern edge of Albuquerque to elude Walter Mathau.

35°12'32"N 106°26'49"W

Rio Rancho

As a vampire, Colin Farrell terrorized the quiet neighborhoods of Rio Rancho in *Fright Night* ('11).

Laguna Pueblo

The *Jo*'s passed through the remarkably picturesque Laguna Pueblo in *The Grapes of Wrath* ('40). It is just as photogenic today as it was then.

35°02'05.22"N 107°23'15.18"W

To'hajiilee

To'hajiilee Indian Reservation has provided gorgeous desert landscapes for many films such as the Tony Hillerman penned *A Thief of Time* ('04).

Isleta Pueblo

One of the first films ever made by the Edison company was *Indian Day School* (1898) a 50 second depiction of children leaving school at Isleta Pueblo.

34°54'31"N 106°41'30"W

Belen

The town of "Texico, New Mexico" in Kevin Costner's *Swing Vote* ('08) was actually the crossroads of Becker Avenue and 2nd Street in Belen.

34°39'34.98"N 106°46'09.89"W

CENTRAL NEW MEXICO

Albuquerque

Once the largest steam locomotive repair facility in the country, The Rail yard has been a location in *Terminator Salvation* ('09), *Transformers* ('07) and *The Avengers* ('12).

35°04'05.22"N 107°23'15.18"W

Things to do in Albuquerque:

Historic Old Town Plaza, Central Avenue Rt66, National Hispanic Cultural Center, Isotopes Baseball, Museum of Natural History, Sandia Tramway, Unser Racing Museum

Fairs and Festivals Poster



THE
WHOLE ENCHILADA
FIESTA
Las Cruces

FESTIVAL OF
the
CRANES
Bosque Del Apache



ALBUQUERQUE
INTERNATIONAL
BALLOON FIESTA
Albuquerque




UFO
FESTIVAL
Roswell



Great
AMERICAN
DUCK RACE
Deming



International
FOLK ART MARKET
Santa Fe



Hatch
CHILE FESTIVAL
Hatch



Intertribal
INDIAN CEREMONIAL
Gallup



Santa Fe
WINE & CHILE FIESTA
Santa Fe



TRADITIONAL
SPANISH MARKET
Santa Fe



Gathering of Nations
POW WOW
Albuquerque




RED ROCK BALLOON RALLY
Gallup



LINCOLN COUNTY
COWBOY SYMPOSIUM
Ruidoso



Hot Chili Days
COOL MOUNTAIN NIGHTS
Red River



Santa Fe
INDIAN MARKET
Santa Fe



White Sands
BALLOON INVITATIONAL
Alamogordo



Duck races, balloons, chile and aliens.
It must be the weekend in New Mexico.

TRUE FALSE

Each year, New Mexico hosts a wide range of fairs and festivals. As you might expect from a state so unique, each has its own identity and spirit. Match your interests to whatever level of quirk you might find on our calendar, and join us.

NEW MEXICO *True*
newmexico.org/events

NEW MEXICO *True*

Statewide Sing-Along

“Feels Like Home”
Richmond

Verse 1

I've been treading water trying to
make my way to you
My senses are enchanted when I'm
lost in something new
I hear your October skies are colored
like an evening fire
And that sounds like something I
could use

Chorus

It feels so true when I'm with you I'm
free
A place I go that feels like home to me
And it feels so true
It's time well spent when I spend it
with you

Verse 2

As I wander through the canyon
seams your beauty paints the way
It's the map I've found in all my
dreams, the marks from summer rain
Open my eyes to your night skies the
stars look like fireflies
The sunset and let them come out and
play

Chorus

It feels so true when I'm with you I'm
free
A place I go that feels like home to me
And it feels so true
It's time well spent when I spend it
with you

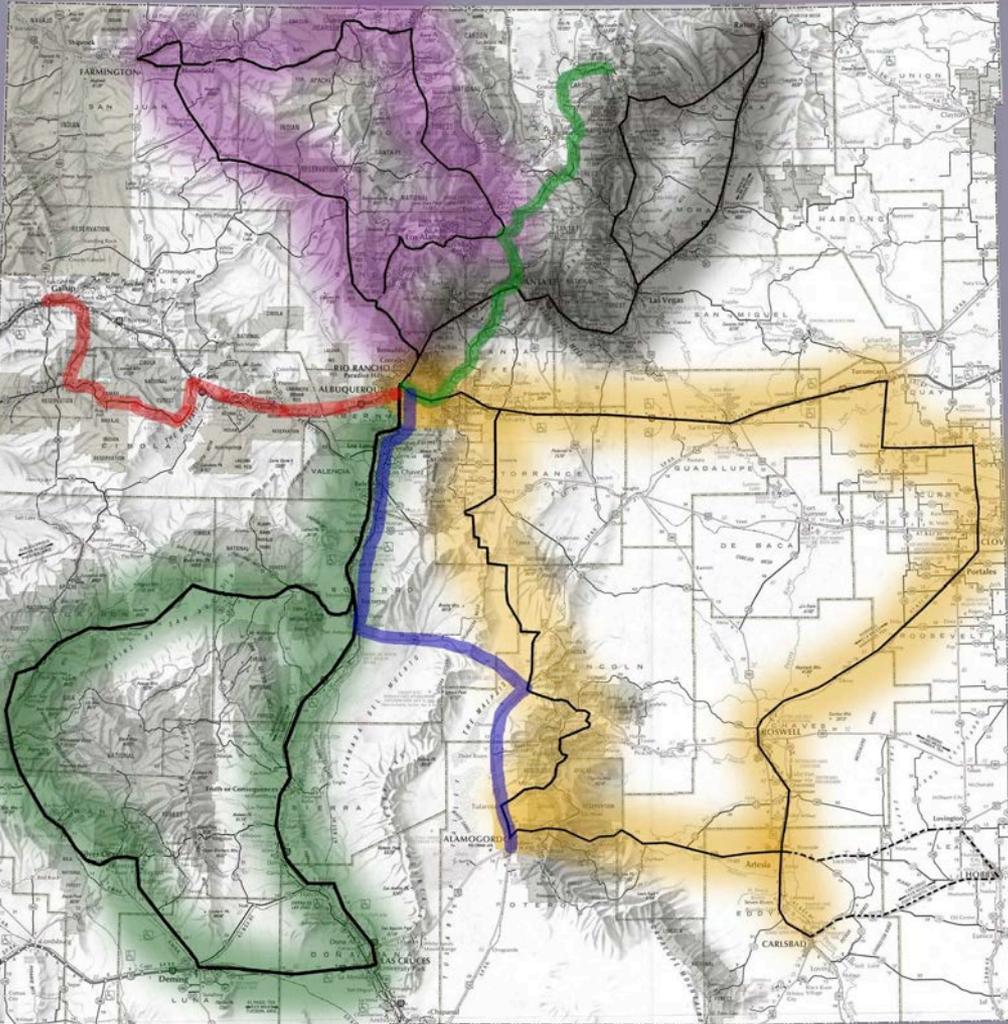
Instrumental break

Verse 3

I take a dive into your open arms I've
grown to fit into
As your seasons change the feelings
stay, It's never been so true
I love when your mountain lies
underneath that warm sunrise
It's beauty I don't mind waking up to

Chorus

It feels so true when I'm with you I'm
free
New Mexico feels like home to me
And it feels so true
It's time well spent when I spend it
with you
It's time well spent when I spend it
with you



Bond Trip One
Bond Trip Two
Bond Trip Three
Sing-a-Long One
Sing-a-Long Two
Sing-a-Long Three
Sing-a-Long Four

New Mexico True Stories

ARE YOU NEW MEXICO *True*?

That's the question the New Mexico Tourism Department is asking people this summer as we kick off New Mexico True Stories -- **the summer's biggest promotion!**

We're asking New Mexicans all over the state and people who are visiting New Mexico to:

- 1) Travel the State
- 2) Tell us their NM True stories by uploading their photos and stories of their traveling experiences to our website

The contest will launch on May 6 and continue through August 4, 2013.

At the end of the contest period, the top 20 entries, voted on by popular vote, will be featured as a "True Insider" in the 2014 New Mexico Vacation Guide. This publication will not only showcase the people, places and culture of the state, it will feature an authentic collection of True Stories, as told by New Mexicans and those traveling to the Land of Enchantment.

Additionally, contestants can win prizes throughout the contest period to inspire travel, and we're looking for participation from the industry by supplying these prizes for our True Travelers.



NEW MEXICO *True*

VIEW ENTRY

♥ VOTE (107) □ GALLERY ◀ PREV ▶ NEXT

JULIANA HALVORSON

*Graphic Designer
Roswell, New Mexico*

Who went on the trip?

My family (husband and two daughters)

When did your trip take place?

2012

What place, or places did you go?

Every corner of New Mexico

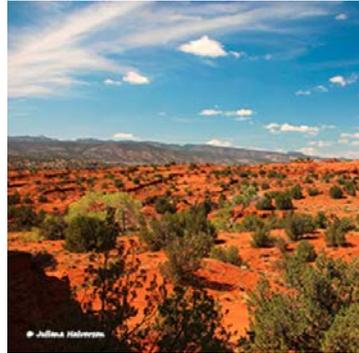
What was the most uniquely New Mexican True thing you did while on your vacation?

We have always wanted to travel all over New Mexico. When the New Mexico Centennial "Get the Picture" contest began, this gave us the excuse and motivation to do so. We will always remember our travels in completing this quest (we did get every 100). Traveling through the beautiful Basin Range, the stunning Colorado Plateau, wide-open Great Plains and stunning Rocky Mountains was an experience that I recommend to everyone. Driving on the Scenic Byways, Historic Route 66, Santa Fe Trail and the Enchanted Circle gave us a view of New Mexico that we could never have imagined seeing. We camped out in so many unique locations and really enjoyed the outdoor experience. We also stayed in many historic hotels. We did our best to enjoy as much of the history as possible.

Describe your favorite meal from the trip. Tell us where it was, what you liked about it and what made it an authentic New Mexico dining experience.

There were so many wonderful dining experiences on this trip. From Pepper's in Roswell, Doc Martin's in Taos, Texas Red's in Red River to the Landmark Grill in the Plaza Hotel in Las Vegas. We had to decide on one and that is Doc Martin's in Taos. Just being in Taos give you an unique New Mexico feel. The charming restaurant provided a wonderful true New Mexican meal with fresh green chile grown in New Mexico!

Describe the most beautiful thing you saw while on your trip.



VIEW ENTRY

♥ VOTE (36) □ GALLERY ◀ PREV ▶ NEXT

MICHELLE FIGURSKI

*Art Therapist
Lake Havasu City, AZ*

Who went on the trip?

Just me

When did your trip take place?

September 2012

What place, or places did you go?

Santa Fe, Albuquerque, Abiquiu/Ghost Ranch, Taos, Madrid, Cerrillos, Las Vegas, Pecos National Historic Park, Fort Union National Monument

What was the most uniquely New Mexican True thing you did while on your vacation?

Hitting the open road to enjoy the sun, true blue skies and gorgeous landscapes - just what I love about New Mexico. Going by myself was a wonderful experience since I could enjoy everything I wanted to see and changes plans on a whim.

Describe your favorite meal from the trip. Tell us where it was, what you liked about it and what made it an authentic New Mexico dining experience.

Tortilla club at El Charro in Santa Fe - a club-style wrap with green chiles. It was my first time trying the chiles and I went back a few times. I also enjoyed the outdoor dining atmosphere with music, people, and plant life.

Describe the most beautiful thing you saw while on your trip.

The awe-inspiring red layered rocks on the road to Abiquiu/Ghost Ranch. I recognized the area from the airplane on the way in, but it was even more amazing up-close.

Tell us about your greatest outdoor adventure.

I did a solo hike up the Chimney Rock Trail at Ghost Ranch. Having limited hiking experience and being alone, it was a bit daunting but I was determined to make it up, even if at times I wondered how I would get back down! As a photographer, I took a ton of photos on the way up, and soaked in the experience of absolute silence and stillness along



VIEW ENTRY

♥ VOTE (175)

■ GALLERY

◀ PREV

▶ NEXT

LENORE CHIARELLO

Administrative
Rio Rancho NM

Who went on the trip?

Gregg Gibson and Lenore Chiarello

When did your trip take place?

August 2012

What place, or places did you go?

Route 66: Albuquerque, Edgewood, Moriarty, Santa Rosa, Cuervo, Newkirk, Montoya, Tucumcari.

What was the most uniquely New Mexican True thing you did while on your vacation?

Our journey retracing Route 66 WAS uniquely New Mexico True. Route 66 through New Mexico perfectly embodies the spirit of our state. That same sense of adventure symbolized by the "Mother Road" echoes around every turn. Route 66 is a reflection of New Mexico past, as well as a glimpse into our future. Central Avenue in Albuquerque combines beautifully preserved, vintage era architecture, with thoughtfully designed modern structures. Just east, you find yourself winding through the Sandia Mountains. Ghost towns, neon relics, mid century treasures and rustic ruins that await you on the road to Tucumcari.

Describe your favorite meal from the trip. Tell us where it was, what you liked about it and what made it an authentic New Mexico dining experience.

Joseph's Bar and Grill in Santa Rosa, don't miss the Zia Omelette. The New Mexico standard Green Chili Cheeseburger from Holy Cow in Albuquerque is divine (add bacon and a fried egg for a little different take). Go classic with Huevos Rancheros from Manny's in Albuquerque. Enjoy a local craft beer on the patio at Kelly's, Route 66 directly in front of you.

Describe the most beautiful thing you saw while on your trip.

Beauty is truly in the eye of the beholder. The faded glamour of the "Paradise Motel" neon sign in Tucumcari is a thing of beauty to me. The architecture of the Sunshine Building in



Regional Marketing Program

Albuquerque, New Mexico

Central Region



Tent Rocks National Monument



Indian Pueblo Cultural Center



Gruet Winery



Albuquerque ✦ Belen ✦ Bernalillo ✦ Bosque Farms ✦ Cochiti
Corrales ✦ Cuba ✦ Edgewood ✦ Isleta ✦ Jemez Springs
Mountainair ✦ Moriarty ✦ Rio Rancho

Our Central Region is
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Shiprock

Northwest Region



Red Rock Balloon Rally



Shiprock Marathon



Native American Dance



Acoma ✦ Aztec ✦ Bloomfield ✦ El Morro
Farmington ✦ Gallup ✦ Grants ✦ Laguna
Ramah ✦ Shiprock ✦ Zuni

Our Northwest Region is

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St. Francis of Assisi Church, Ranchos de Taos

North Central Region



Red River



Rio Grande



Bandelier National Monument



Abiquiú ✦ Chama ✦ Chimayo ✦ Española ✦ Los Alamos
Madrid ✦ Nambé ✦ Ojo Caliente ✦ Peñasco ✦ Pojoaque
Questa ✦ Red River ✦ Santa Fe ✦ Taos ✦ Tesuque

Our North Central Region is

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Pecos National Historical Park

Northeast Region



Springer Rodeo



The Blue Hole



Angel Fire Zipline



Angel Fire ✦ Cimarrón ✦ Clayton ✦ Capulin
Eagle Nest ✦ Las Vegas ✦ Mora ✦ Pecos ✦ Ratón
Santa Rosa ✦ Tucumcari ✦ Wagon Mound

Our **Northeast** Region is
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NEW MEXICO True



Roswell



Carlsbad Caverns



Cloudcroft



Alamogordo ✦ Artesia ✦ Carlsbad ✦ Cloudcroft
Clovis ✦ Hobbs ✦ Roswell ✦ Ruidoso

Our **Southeast** Region is
NEW MEXICO *True*

NEW MEXICO *True*

Spaceport America

Southwest Region



Hatch



Gila National Forest



Truth or Consequences



Deming ✦ Elephant Butte ✦ Gila ✦ Hatch ✦ Hillsboro
Las Cruces ✦ Lordsburg ✦ Magdalena ✦ Mesilla ✦ Silver City
Socorro ✦ Truth or Consequences ✦ Pie Town ✦ Upham

Our Southwest Region is

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THANK YOU!