



### **Tourism is Focused on Four Strategic Planks**

- Build the Brand
- Inspire Pride of Place
- Unify & Serve the Industry
- Ramp Up the Rigor

### **Tourism Program Highlights**

#### **Cooperative Marketing Grant Program**

- FY19 grant program wrapping up with \$566K awarded to 35 different partners. (Final reporting on in-market impact complete by September.)
- FY20 program rollout delivered improvements based on industry feedback and generated unprecedented demand with 41 partner applications totaling nearly \$1.3MM in grant requests with a total in-market media value of \$2.65MM. 33 partners with exceptional applications were awarded of \$600K to support both Media Menu Program (MMP) and Flex initiatives with a total in-market value of \$1.26MM. (NMTD's investment is 50% of the \$1.26MM)

#### **New Mexico Magazine**

- Revenue topped \$2.3MM in FY19 (unaudited/unadjusted; Final revenue available at DFA close 8/9/19)
- Monthly Subscriptions
  - 300,000+ Monthly audience 70,000 Circulation / 160,000 Readers
  - 121,000+ Facebook Followers
  - 45,000+ Twitter Followers
  - 8,000 Instagram Followers
  - 30,000+ Newsletter Subscribers
- Accolades
  - IRMA Awards:
    - Silver award for Magazine Writer of the Year
    - Silver award in the Essay category
    - Silver award in Profiles category
    - Silver in the Nature and Environment Feature category
  - Award of merit in the Travel Feature category
  - Bronze in the Portrait Photo category

#### **Rural Development**

- Issued a \$50,000 grant in partnership with Rio Arriba County and the Española Lowrider Coalition to build out the Española Lowrider Museum, which will be an anchor for community and economic development.
- Contracted with a national leader to develop a Destination Development Roadmap to assess tourism assets and develop a set of strategic initiatives to grow the NM tourism economy in a sustainable way. Initial efforts are now underway, starting with statewide listening sessions, an outdoor recreation visitor perception study, and gap analysis to yield a detailed Situation Assessment to inform strategy for destination development statewide.

#### **Outdoor Recreation**

- Developed an interagency year action plan with EDD, State Parks.

- Defined outdoor recreation visitation economic impact research methodology, which aligns with NMTD's modeling.
- Considering sponsoring Outside Magazine's Bike Test featuring product demos, editorial content, advertising AND a leadership summit with outdoor industry stakeholders (supports Office of Outdoor Rec recruitment of manufacturers).
- Applying strategic emphasis on outdoor recreation in Destination Development Roadmap project, which will identify specific visitor perceptions of outdoor recreation in New Mexico, key gaps and opportunities, and a comprehensive plan to develop New Mexico's outdoor economy in a sustainable way.
- Featuring last season's record-breaking snow to showcase our outdoor rec in new winter advertising.

### **Tribal Engagement**

- Joined by Indian Pueblo Cultural Center at our New Mexico True IPW tradeshow booth for the first time.
- Welcomed Darrin Rock (Santa Clara Pueblo/Puye Cliffs) to the Northcentral Regional Board (with a goal to have tribal representation on all Regional Marketing Boards where tribes have a presence).
- Hiring Cultural Heritage Coordinator to serve as liaison between NMTD and the 23 Pueblos and Nations, developing collaborative tourism goals and leveraging the New Mexico True brand.
- Initiating Cultural Heritage Tourism Study define cultural heritage tourism in New Mexico, evaluate assets and understand visitor expectations. The results will guide our efforts align our marketing, outreach and PR efforts to reach the right visitors with the appropriate message and ensure a positive visitor experience.
- Prominently featuring tribal cultures in New Mexico True Adventure Guide and New Mexico Magazine.

### **NM Clean and Beautiful Grant Program**

- Awarded nearly \$650,000 in grants to 38 local governments statewide who demonstrate pride in their outdoor resources, devotion to environmental stewardship, and a commitment to Keep New Mexico True.
- FY18 program produced an estimated 4.3 million pounds of recycled materials, collected close to 2.5 million pounds of waste, and cleaned an estimated 476 acres of parks, public lands and open spaces. (FY19 pending)

### **Regional Tourism Boards**

- Clarified roles and strategic areas of focus for the boards, centered on 4 strategic planks:
  1. Unite to increase quality brand impressions
  2. Collaborate to enhance tourism experiences
  3. Share best practices to increase effectiveness and desired outcomes
  4. Elevate regional opportunities and challenges
- Established FY20 priorities, namely comprehensive representation across all tourism sectors, including outdoor rec and tribal governments, visibility for the regions at Tourism Commission meetings, and inclusion of guest panels of regional tourism stakeholders and other state/federal agency representatives.
- Collaborating on key FY20 projects including:
  - [NewMexico.org](https://www.newmexico.org) — redesigning regional web pages to better represent regions
  - Google DMO Partnership — NMTD funded education program to improve search results regionally
  - Lodger's Tax Best Practices Handbook — NMTD provide access through Hospitality Association
  - Destination Development Roadmap — Regional input to situation assessment to inform strategy

## **Marketing**

- Continued momentum of the New Mexico True brand, with strong 2018 growth in the high revenue overnight trips that are the #1 focus of brand advertising investment:
  - Marketable overnight trips +6.6% in 2018
  - Overnight trips by out of state visitors +7.1%, with out of state now 82% of all overnight visits.
- Executing improvements to NewMexico.org, our primary call to action for all paid media, to enhance user experience including navigation optimization and translation of content into 12 global languages.
- Driving brand adoption, evidenced by over 1 million usages of #NewMexicoTrue as of May 2019.

## **Brand Extension**

- Delivered 170MM brand impressions and big wins for partners in the New Mexico True Certified program:
  - New, prime retail placements at ABQ Sunport, Albertsons, and Smiths
  - Strong partner growth reported, with an average of 25-115% in grocery stores (Q4 2018) and a stunning 275% YOY increase (2017-18) for products at the ABQ Sunport
- Collaborating with other state agencies on strategic application of New Mexico True branding, including State Parks modernization campaign, recruitment efforts at both State Personnel and Higher Ed, and developing brand guidelines for DoIT to adapt for other state agency websites.
- Created a strong, unified New Mexico True brand presence for a coalition of industry partners at IPW, the leading international inbound travel trade show, to pitch New Mexico to 23 travel writers, including National Geographic, CNN and BBC, and 61 tour operators and travel buyers.