NEW MEXICO True NMTD Progress and Plan

1. Build a strong magnetic brand

Launched new New Mexico True campaign

- Heavily researched, gold standard campaign that creates a foundation for years to come
- Phase 1 includes Colorado, Arizona, and Texas
- Will expand in FY13 to one fly market and targeted national web

Redesigned website

- First time the website has been re-designed in over 10 years
- Website will serve as key conversion tool with future phases to include a booking agent

Strengthened social media presence

- Reorganized department to increase focus on social media outlets
- Established a consistent and authentic voice across a myriad of social media channels
- Facebook; grown number of fans by 16.1% since last year* and greatly increased level of interaction with fans
- Also grew presence on Twitter, now at 6,540 followers and spearheaded presence on Pinterest

More aggressive PR Plan

- New York media event; an efficient and effective way to reach publishers of top publications including Travel + Leisure and New York Times
- Targeted press trips

*April 2011 to April 2012

2. Unify and lead industry partners

Leverage our scale to create financial advantages for our partners

- MAPP Program
- New York Press Event
- Economic impact modeling

Launched industry website

- Monthly research reports
- Industry specific tool kits
- Advertising templates

Co-op

- 159 entities working together statewide to promote their area, event, or region as opposed to 24 in FY11

Indian Tourism

- Collaborated with chambers of commerce, tribal administrators, and industry partners to form an Indian tourism press trip
- Conducted personal outreach to understand unique needs and goals of tribes
- Initiated presence at the Indian Village at the State Fair for the first time

New Mexico Beautiful

- Received the Diamond Recognition Award for its outstanding promotion of the Keep America Beautiful mission

3. Ramp up the rigor

Financial Rigor

- Moved New Mexico Magazine from operating at a $600,000 deficit to self sufficient in one year, while significantly improving the quality of content and delivery
- Increased FY13 advertising spending by $500,000 by reallocating dollars without additional general fund monies
- Spent $56,000 less on travel between FY11 and FY12

Research Rigor

- Conducted an extensive deep dive into current situation (quantitative and qualitative)
- Used research to inform advertising campaign specifics(where to start/media plan and what to feature)
- Regularly keep stakeholders informed (monthly reports)

Future Plan

- Economic impact study
- ROI study (completed by December)

4. Block and tackle

Catch the Kid

- Generated $4-5 million in direct impact
- 3,100 registered posses
- 9,000-15,000 people traveling the state
- Facebook traffic up 28% over the duration of this promotion

Get the Picture – Centennial

- 5,000* approved photo entries
- 54,402* site visits
- 10 participants have uploaded all 100 photos (4,000-5,000 miles of travel)
- Reached our goal of encouraging and promoting travel within the state, while celebrating and educating people about our rich culture and history
- "Weekend before last I had a 17 photo blowout with a good friend of mine, we drove, and drove, and snapped shots all over. I am having a great time getting not only the contest photos but others, as well as meeting people and learning so much about our state." Maribeth Robison

*as of May 29, 2012