

**NEW MEXICO** True

**Adventure that Feeds the Soul.**

## **Outdoor Recreation**

August 31, 2018

Chama, NM

NEW MEXICO *True*

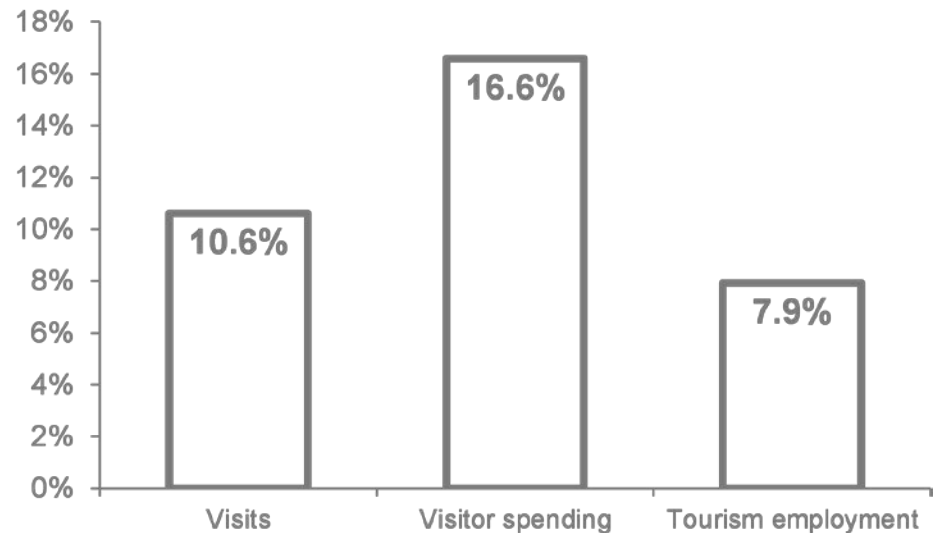
Is Working!

NEW MEXICO *True*



# Tourism Visitation Continues to Rise

- Since 2011:
  - Visits + 18.4%
  - Visitor Spending + 16.6%
  - Tourism Employment + 7.9%



Source: Tourism Economics

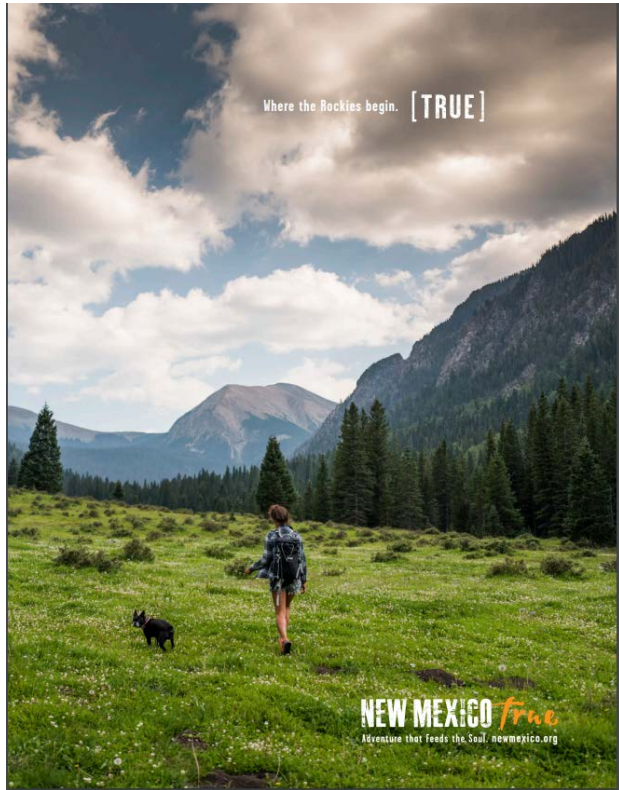
# Tourism Visitation Continues to Rise



- 35.4M domestic trips were taken in New Mexico in 2017
  - 1,000,000 more trips taken than in 2016
  - 3% YOY growth
- Average overnight trip length of 3.2 nights
  - 7% increase from 2016

# Visitation & Activities

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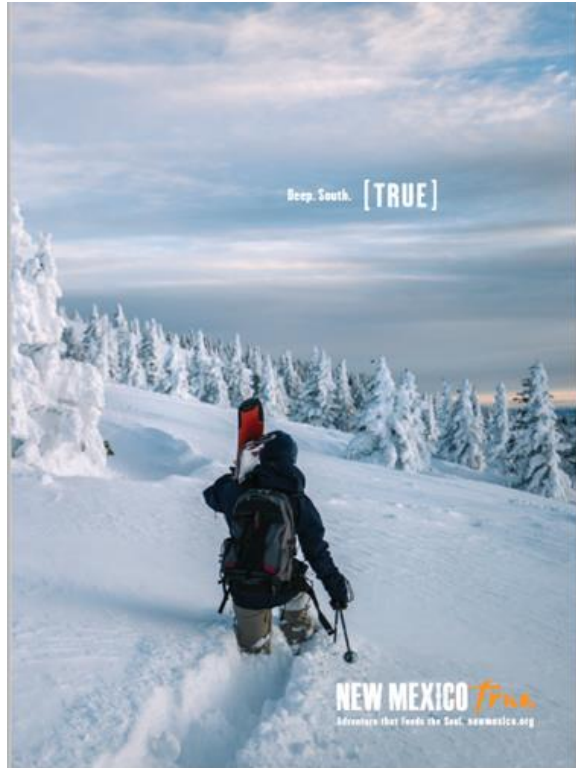
## 35.4 Million visits in 2017

- 15.7 Million overnight
- 7.7% of all overnight visits were for the main purpose of outdoor activities (US Average = 6%)
- 8% of overnight trips were for the special interest of Eco-Tourism
- 9% of day trips were for the main purpose of outdoor activities



# Economic Impact

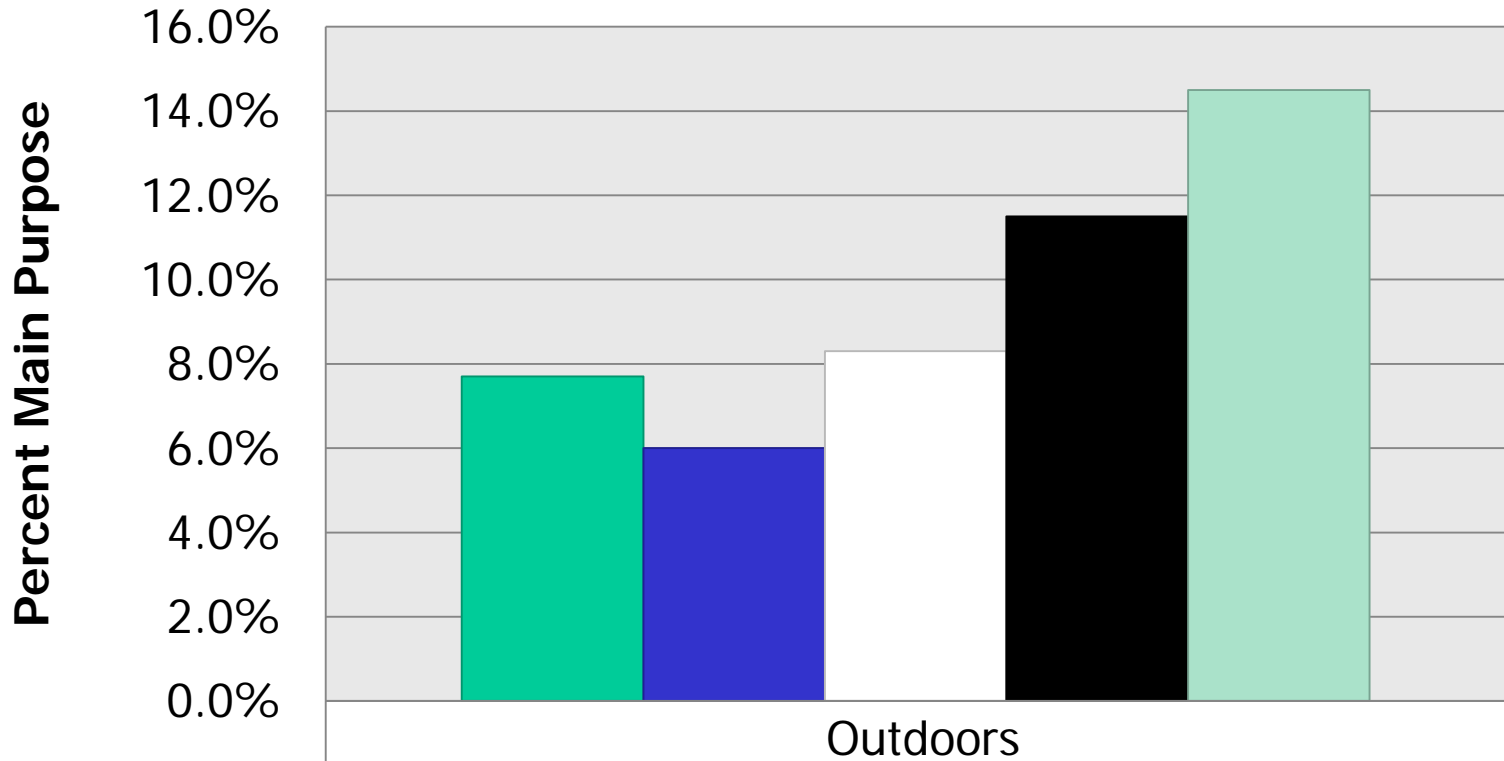
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## **\$6.4B in visitor spending in 2016**

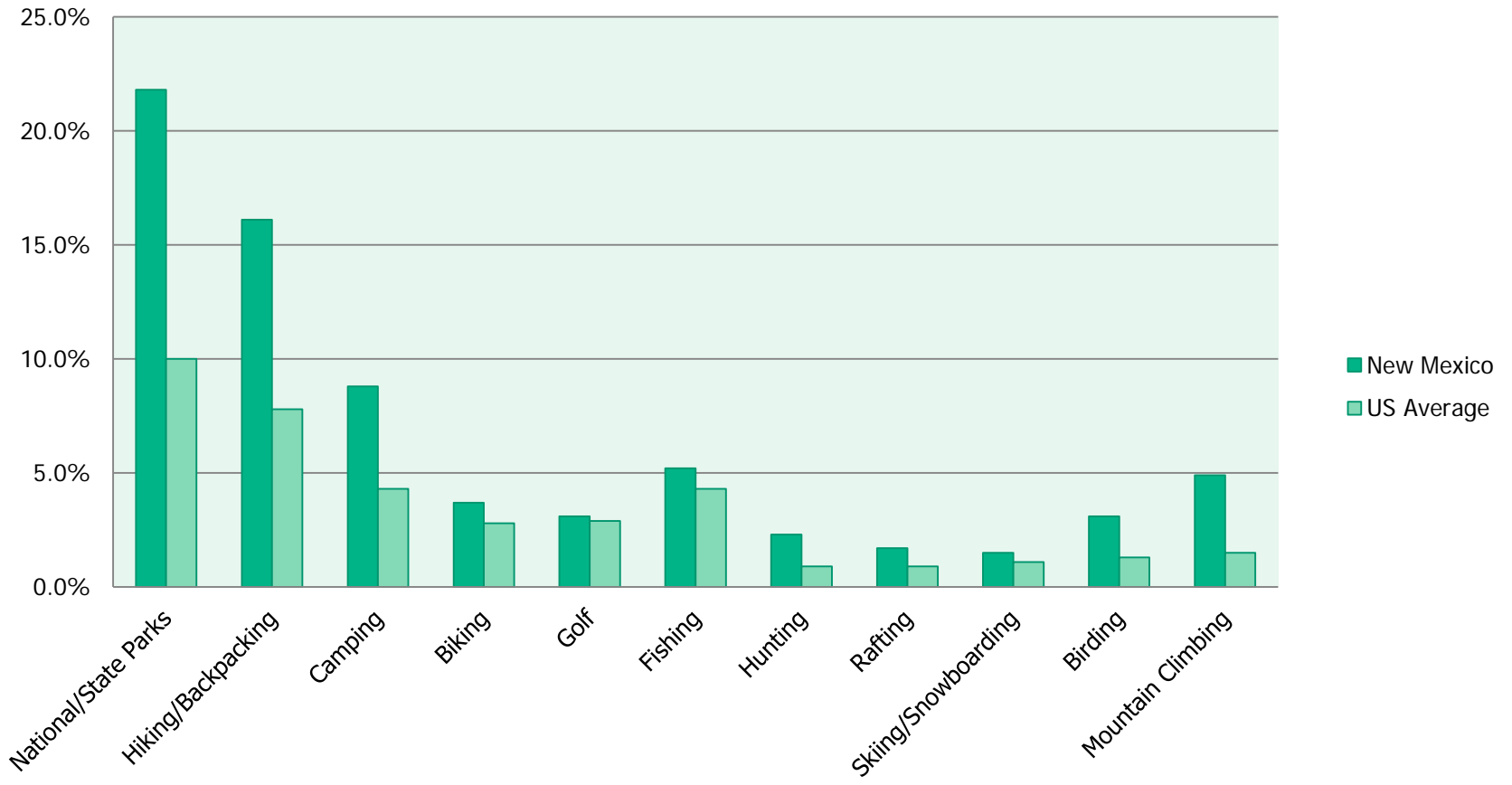
- Recreation accounted for 13% of all spending, totaling \$820 Million.
- From 2011 to 2016, recreation spending has grown by over 10% in New Mexico.
- 52.3% of all recreation jobs are supported by visitor spending.
- Recreation visitor spending directly supports over 13,000 New Mexican jobs, for a personal income total of \$300M.

## Main Purpose of Trip, Outdoors (2017)



 New Mexico	7.7%
 US Average	6.0%
 Arizona	8.3%
 Colorado	11.5%
 Utah	14.5%

Activities Participated In, New Mexico vs US Average (2017)



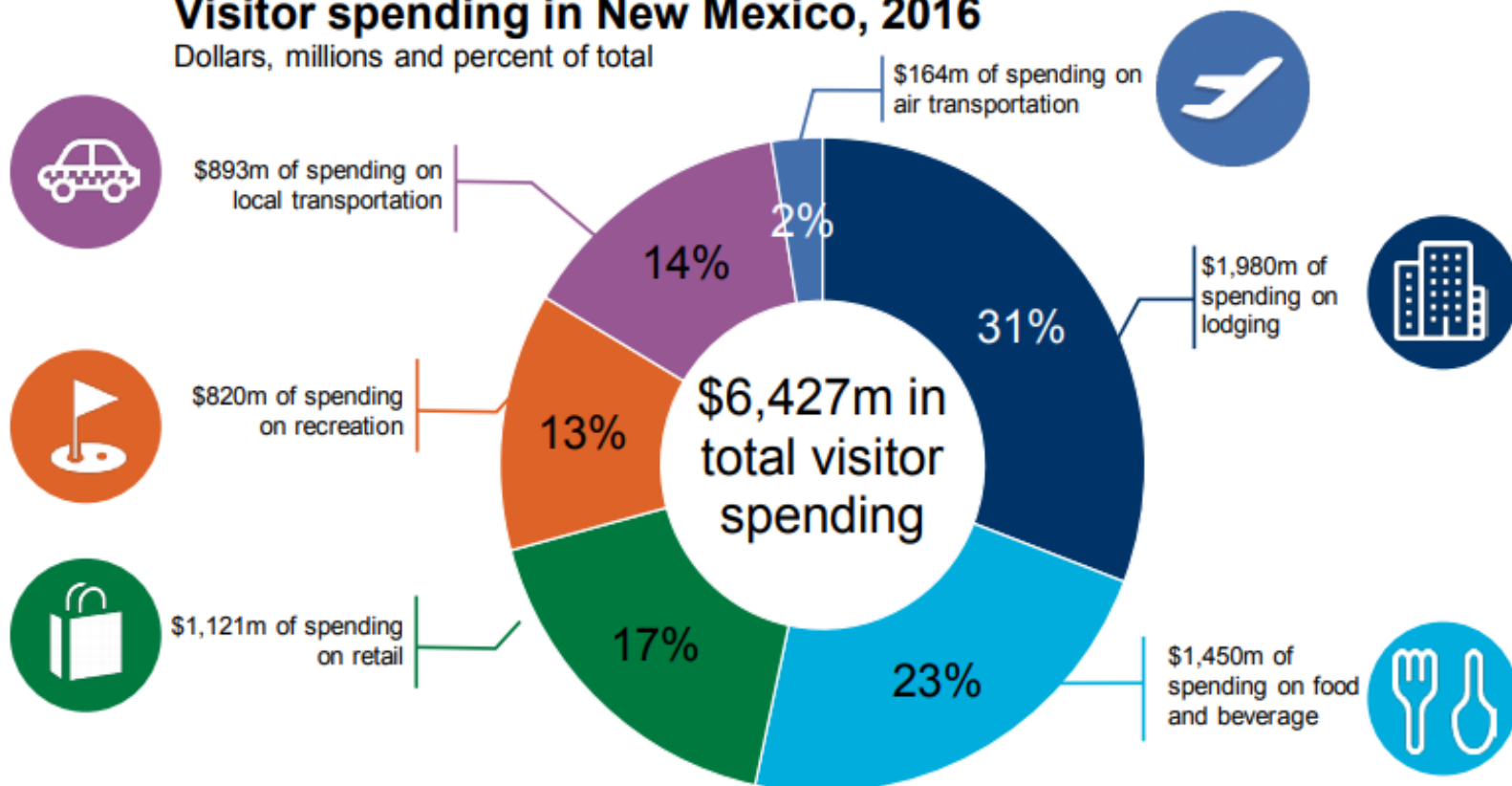


# Visitor spending in New Mexico

Visitors to New Mexico spent \$6.4 billion in 2016

## Visitor spending in New Mexico, 2016

Dollars, millions and percent of total

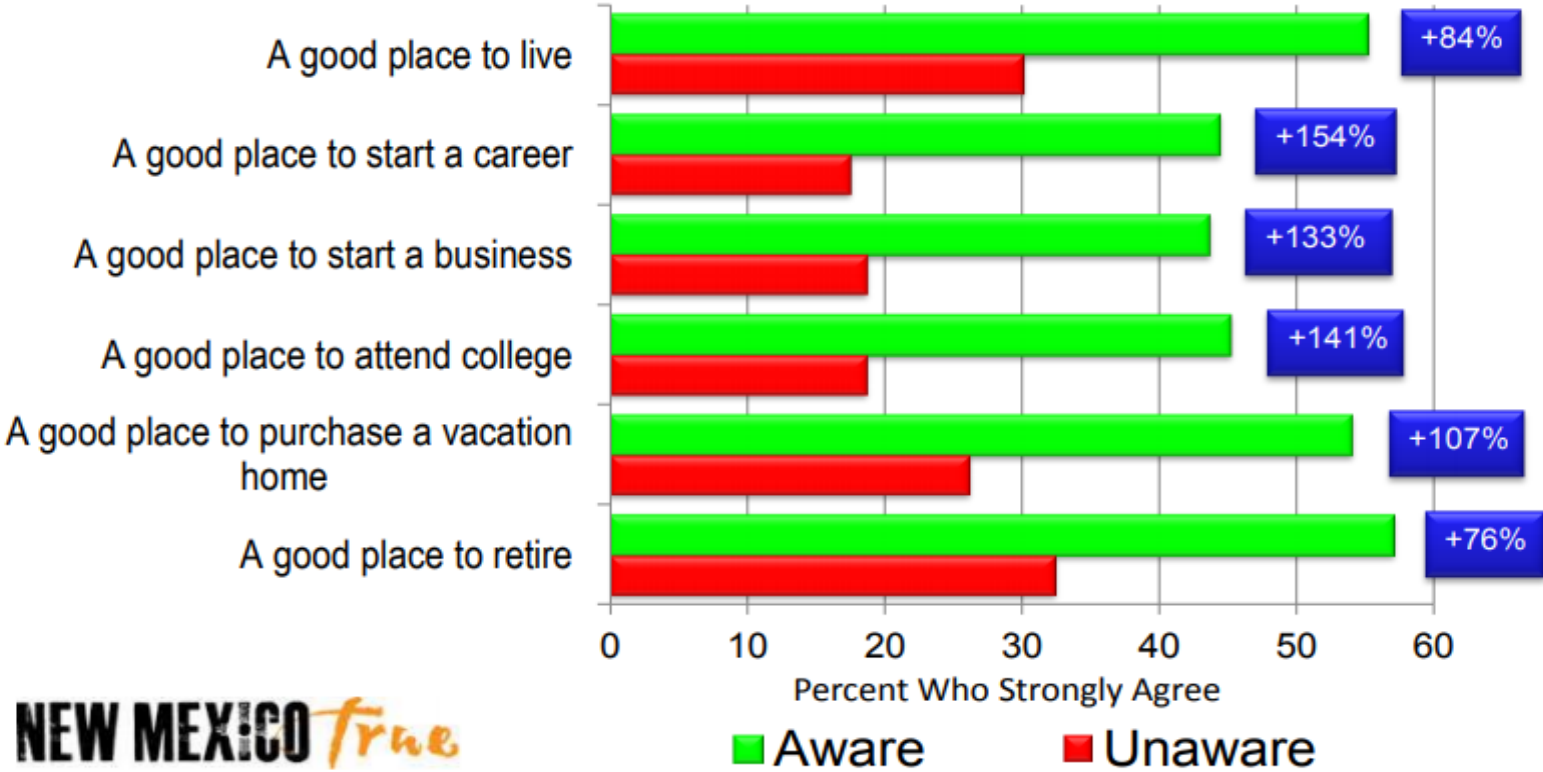


Source: Longwoods International; Tourism Economics

# Impact of New Mexico 2014 Tourism Campaign on State's Economic Development Image



Base: Out-of-State Residents



# Marketing & Promotion

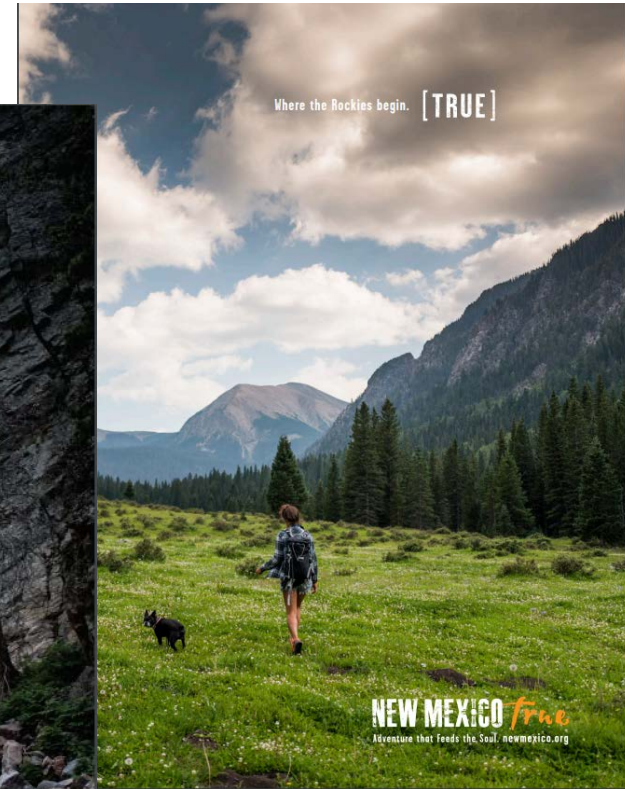
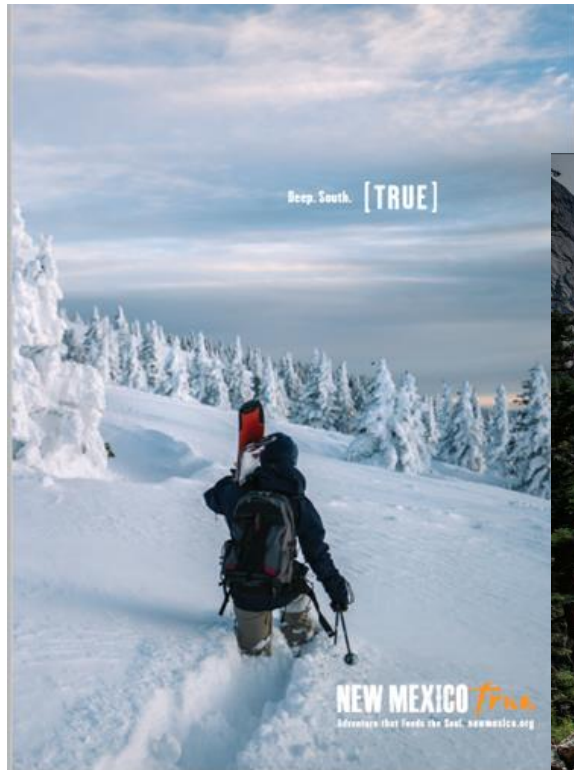
- New Mexico True Thirty
  - Launched in August 2018, features several outdoor recreation sites

The screenshot displays the New Mexico True Thirty website. At the top left is the logo "NEW MEXICO True". To the right are navigation links: "Places to Go", "Things to Do", "Events", "Hotels & More", and "Plan" with a search icon. The main heading reads "WHICH NEW MEXICO True SITES HAVE YOU VISITED?". Below this is a crosshair icon and the text "SELECT THE LOCATIONS YOU'VE BEEN TO.". The page features a 3x3 grid of site images with labels:

- Rio Grande Gorge in Taos
- Shiprock
- Carlsbad Caverns National Park
- Chaco Culture National Historical Park
- Bottomless Lakes State Park
- City of Rocks State Park
- Valles Caldera
- Taos Pueblo
- White Sands



# Outdoor recreation heavily featured in print, digital, and video ads



# Tourism Development

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- Dark Skies Trail
  - Launched FY18, highlights multiple Gold- and Silver-Tier Dark Sky Parks, as certified by the International Dark Sky Association



The screenshot shows a website interface with a dark blue header and a teal main content area. The header contains a menu icon and the text 'IN THIS SECTION' with a dropdown arrow, and a 'SHARE' icon with a share symbol. The main content area features the title 'New Mexico True Dark Skies Trail' in white, followed by a paragraph of text. To the right of the text is a video player with a play button icon. The video player shows a night sky with a bright star and a comet.

## New Mexico True Dark Skies Trail

Did you know that New Mexico was one of the first states in the U.S. with a law that protects our night skies? Did you know that *Travel & Leisure* named New Mexico one of the world's Top 10 stargazing spots? Are you ready to be an astrotourist? Come to the Land of Enchantment and experience an ancient and authentic adventure, where we celebrate our dark skies and relish the starlight. Our high elevations, low population densities, dry climate, clean air, and number of clear nights make for an excellent stargazing adventure.

## New Mexico International Dark Sky Parks

New Mexico is home to Gold and Silver-Tier Dark Sky Parks, as certified by the International Dark Sky Association.



# Tourism Development

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- Rural Pathways Project & the Continental Divide Trail
  - The Continental Divide Coalition applied to RPP “to develop a comprehensive outdoor recreation based tourism strategy for Cuba. Cuba is one of the four identified 'gateway communities' for the Continental Divide National Scenic Trail, "which travels over 3100 miles from Mexico to Canada and passes directly through Cuba acting as an access point to trails, campgrounds, archeological sites, and other places of interest on nearby public lands, including the Santa Fe National Forest and San Pedro Parks Wilderness.”

NMTD will work with the CDT Coalition to develop Cuba into a model outdoor recreation destination that includes a region wide public transportation plan, real time communication strategies, and educational opportunities for both visitors and locals, including business toolkits for guides and tour operators, and environmental sustainability information for thru hikers and other visitors. Through the RPP process, the Steering Committee will also design trail maps, recreation guides, and determine needed signage for the area.

- Tourism Development Grants
  - Ruidoso River Restoration
  - Nambe Pueblo—Development of structures for camping a picknicking
- Branding and Partnerships
  - Rio Grande Trail



