



2014 was New Mexico's Third Consecutive Year of Record-Breaking Tourism Growth

- 32.7 Million Domestic Visitors in 2014:

1.6% increase YOY (500,000 more visitors than in 2013)
9.7% increase since 2010 (2.9 million more visitors in past four years)
14.9 million overnight trips, 17.8 million day trips

- Marketable Overnight Trips:

(leisure travel influenced by advertising and marketing, primary purpose of New Mexico True campaign)

2.1% increase YOY (7.9 million marketable overnight trips in 2014)
40.6% increase in marketable overnight trips since 2010
249,000 more out-of-state overnight visitors in 2014 than in 2013

- More New Mexicans Traveling and Inviting Their Friends & Relatives to Visit

9.1 % increase in New Mexico day trips (7.3 million in 2014)
2.1 % increase in New Mexico overnight trips (2.5 million in 2014)
5.1 % increase in 'Visiting Friends & Relatives' (5.1 million in 2014)

- Leisure and Hospitality Jobs are Increasing as Well

More than 90,600 New Mexicans are employed in the L & H industry
2.5 % increase in 2014 (2,242 jobs added)
8.4 % increase since 2010 (7,000 jobs added)

- Upcoming Research

2014 ROI Study (late-July)

National and market-specific research on the return on investment of New Mexico True advertising at the tax-base level

2014 Halo effect of New Mexico True advertising (late-July)

Larger impact of New Mexico True advertising on perceptions of New Mexico as a place to start a business, retire, etc

2014 Economic Impact Study (mid-August)

Economic impact of tourism down to the county level, spending breakdown by market and by category

Thank You for Your Support!

NEW MEXICO True

Adventure that Feeds the Soul.

20 FREE Ways **NEW MEXICO** *True* Can Work For You

GET SEEN:

1. Add your travel-inspiring videos to the interactive New Mexico True map at NewMexico.org/VideoMap. Under two minutes per video is recommended.
2. Get your event or special travel deal in the NMTD Monthly Newsletter. Email a 50-word summary along with beautiful images at least six weeks in advance to Digital.Media@state.nm.us.
3. Get in-state or national PR exposure for your uniquely New Mexican, travel-inspiring destination or event. Email completed press releases to Industry.Relations@state.nm.us.
4. Suggest a uniquely New Mexican, travel-inspiring story for "New Mexico True Television" by contacting show producer Melinda Frame at Melinda@Cliffdwellerdigital.com.
5. Promote your tribal tourism opportunities and attractions. Contact Indian.Tourism@state.nm.us.
6. Get your business's tourism-related news posted on NMTD's Industry Partners website. Email Industry.Relations@state.nm.us.
7. Submit story ideas to New Mexico Magazine. Contact NewMexico.Magazine@state.nm.us.
8. Feature your tourism-oriented business in the New Mexico Vacation Guide. Contact NewMexico.Magazine@state.nm.us.

GET LISTED:

9. Add your tourism-related business listing to newmexico.org (120,000 visitors each month.) Visit newmexico.org, scroll to the bottom, and click on Partner Login. Don't forget to upload beautiful, eye-catching images.
10. List your events on the NMTD Events Calendar at newmexico.org. Go to Partner Login at bottom of page. Your event will also then be considered for NM True TV promotion and included on the New Mexico Magazine website.
11. Be included on the NMTD Media Resources page for visiting journalists. Contact Industry.Relations@state.nm.us.

GET TRUE:

12. Create your New Mexico True ad with the Ad Builder Toolkit. Go to media.nmtourism.org, create an account and receive authorization within 24 hours to get started.
13. Be part of the NMTD Regional Marketing efforts. Contact your Regional Tourism Marketing Board Chair at nmtourism.org (click on "Contact").
14. Host an NMTD True Tour in your city. Contact True.Tour@state.nm.us.
15. Take advantage of the beautiful videos (New Mexico True Television, New Mexico True Stories, etc.) to promote your area. Link to and share these videos from youtube.com/visitnewmexico.

GET FUNDED:

16. Apply for a Cooperative Marketing grant by visiting nmtourism.org/coop-marketing. Available to New Mexico-based IRS 501(c) non-profits, tourism-related organizations, or local and tribal governments. Contact Grants.Admin@state.nm.us.
17. Partner with New Mexico Clean & Beautiful or apply for a 25% matching grant. Contact Clean.Beautiful@state.nm.us.
18. Apply for an Event Sponsorship grant at nmtourism.org (under partnership opportunities). Contact Grants.Admin@state.nm.us with questions.

GET INFORMED:

19. Access NMTD research and presentations at nmtourism.org/resources. Contact Tourism.Research@state.nm.us.
20. Be in the know! Sign up for our Industry Newsletter at nmtourism.org.

GET CONNECTED:

NEW MEXICO *True*

Adventure that Feeds the Soul.



facebook.com/NewMexico



[@NewMexico](https://twitter.com/NewMexico)



youtube.com/VisitNewMexico

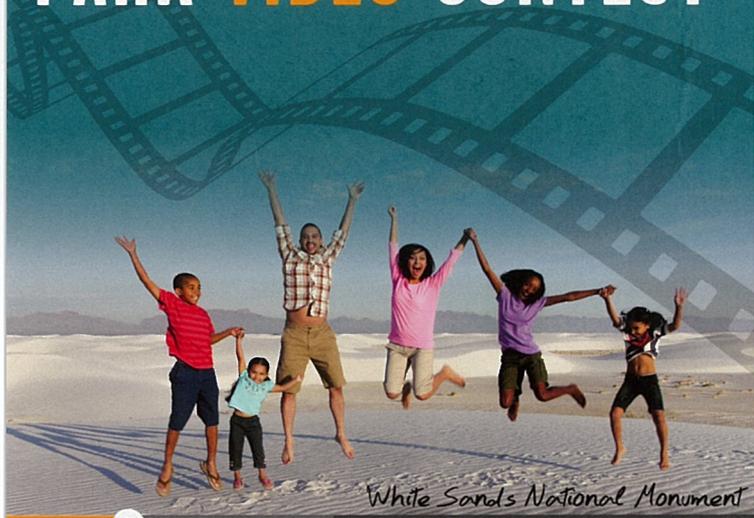


instagram.com/NewMexicoTrue



pinterest.com/VisitNewMexico

FIND YOUR NEW MEXICO *True* PARK VIDEO CONTEST



New Mexico boasts a truly outstanding collection of State Parks, Historic Sites, and National Parks and Monuments and exploring them this summer will be even more fun and rewarding with the **Find Your New Mexico True Park Video Contest!**

To be eligible to participate in the contest and win a prize:

- The video submission must show why that Park, Site or Monument is True - an authentic New Mexico experience - to you
- The video must be recorded in a New Mexico State Park, Historic Site, National Park or Monument (see back for locations)
- The video must be no more than two minutes long

Winners will be selected in three categories: Best State Park Video, Best State Historic Site Video, and Best National Park or Monument Video.

Prizes include: Go Pro Hero, a True Carlsbad family adventure, a two-night stay at an Angel Fire condo, REI backpack and much more!

Upload your New Mexico True Park video today!
NewMexico.org/NMTruePark #NewMexicoTRUE

Create your NM True Park Video at one of these 59 New Mexico Sites!

35 - State Parks Sites
nmparks.com

Bluewater Lake
Bottomless Lakes
Brantley Lake
Caballo Lake
Cerrillos Hills
Cimarron Canyon
City of Rocks
Clayton Lake
Conchas Lake
Coyote Creek
Eagle Nest Lake
Elephant Butte Lake
El Vado Lake
Fenton Lake
Heron Lake
Hyde Memorial
Leasburg Dam
Living Desert Zoo & Gardens
Manzano Mountains
Mesilla Valley Bosque
Morphy Lake
Navajo Lake
Oasis
Oliver Lee Memorial
Pancho Villa
Percha Dam
Rio Grande Nature Center
Rockhound
Santa Rosa Lake
Storrie Lake
Sugarite Canyon
Sumner Lake
Ute Lake
Vietnam Veterans Memorial
Villanueva

13 - National Park Sites
nps.gov/state/nm

Aztec Ruins Nat. Mon.
Bandelier Nat. Mon.
Capulin Volcano Nat. Mon.
Carlsbad Caverns Nat. Park
Chaco Culture Nat. His. Park
El Malpais Nat. Mon.
El Morro Nat. Mon.
Fort Union Nat. Mon.
Gila Cliff Dwellings Nat. Mon.
Pecos Nat. His. Park
Petroglyph Nat. Mon.
Salinas Pueblo Missions Nat. Mon.
White Sands Nat. Mon.

7 - State Historic Sites
nmhistoricsites.org

Bosque Redondo Memorial
Coronado Historic Site
El Camino Real Trail Historic Site
Fort Selden Site
Fort Stanton Site
Jemez Historic Site
Lincoln Historic Site

4 - National Monuments
blm.gov/nm

Kasha-Katuwe Tent Rocks
Organ Mountains-Desert Peaks
Rio Grande del Norte
Prehistoric Trackways

It's possible to find more than one New Mexico True Park – there's no limit to the amount of entries you can submit. For official rules visit:

NewMexico.org/NMTruePark #NewMexicoTRUE

NEW MEXICO True



FIND YOUR

PARK