

**New Mexico Tourism Department: Presentation to the Indian Affairs Committee
September 26, 2012**

The Tourism Department is continuing its mission to make New Mexico a primary travel destination in the United States and has launched a new advertising campaign branded:



With this campaign we have focused our efforts on increasing the number of out-of-state overnight visitors traveling to New Mexico. How? By targeting “venturesome travelers” through the promotion of New Mexico True as an “adventure steeped in culture.”

How are we doing?

- In 2011 the Tourism Department experienced positive numbers and significant growth in the industry.
- Travelers that visited New Mexico in 2011 generated \$5.5 billion in spending which generated \$7.8 billion in total business sales.
- Tourism in the state of New Mexico generated \$1.2 billion in taxes in 2011, with \$565 million accruing to state and local governments. This helped offset the average household tax burden by \$747 per household. That is, were it not for visitors, NM households would need to pay \$747 each in order to maintain the same level of government revenue.
- New Mexico had 31.2 million travelers in 2011, a 4.7% increase from 29.8 million in 2010. The average expenditure per trip is up 9.3% from \$692 to \$756
- The increase in tourism has led to growth in the leisure and hospitality industries with employment up 2.7%, or about 2000 jobs.
- 85,766 jobs were sustained by visitors to New Mexico with 1 in 12 New Mexico jobs being directly related to tourism.
- We experienced a 12.4% increase in visitors making New Mexico their primary destination.

What are we doing?

- **Building a strong, magnetic brand:**
 - Continuing to promote consistent brand messaging by integrating all public relations and marketing initiatives under New Mexico True brand.
 - NM True campaign launched in regional drive markets (TX, AZ, CO) and expanded to Dallas with targeted psychographic print and digital
 - Launching a redesigned website under the New Mexico True brand capable of converting website visits into trip planning itineraries.
- **Unifying and leading the industry**
 - Encouraging the cooperative advertising of New Mexico’s regions and unifying and leading the industry by “speaking with one voice.” 68% of cooperative marketing

applicants that were funded in FY 12 represented collaborative efforts, up 16% from the 2011.

- Building on the NM True Brand the NMTD had launched an extensive New Mexico image and digital asset library. Industry Partners can now utilize the tools of this expansive website to create future ads, as well as browse ads that others have created.
 - New Mexico Communities are New Mexico True. Cities such as Gallup, Silver City, and Carlsbad have all embraced the brand and are using the brand essence of New Mexico True in their respective marketing campaigns.
- **Ramping up the rigor / Running NMTD like a business**
 - Prioritizing funding toward our advertising campaign and realigning our budget accordingly.
 - Contracted with Tourism Economics to analyze the economic impact of tourism in New Mexico. This analysis also allows us to break down the impact of tourism by region and county.
 - Pursuing a Return of Investment (ROI) study which is designed to capture the relationship between exposure to the NM True brand and trips made to New Mexico as a result of this exposure. These results will be available in December 2012.
 - Great news! New Mexico Magazine is back in the black! *New Mexico Magazine's* revenues exceeded expenses by \$300,000 for fiscal year 2012—a swing of \$1.1 million from 2011, when the magazine finished nearly \$800,000 in the red. The turnaround is attributed to strict financial discipline, and an increase in revenues, which were up \$250,000 over the same period. Advertising page sales were up 34 percent, while the national trend is one of decline.

Additional focus on Indian Tourism

NMTD has reached out to New Mexico's 22 tribes and is making one-on-one contact to discuss how we can better collaborate to promote Indian Tourism in New Mexico

Highlights

- Continuing to form partnerships with tribes around the New Mexico True brand
- Hosted travel writers and journalists' press trip with Indian Pueblo Cultural Center (IPCC) and New Mexico Tourism Industry partners
- Updated Native Guide which includes colorful action (story telling) photos.

Moving Forward

- Reaching out to IAIA and Northern College to develop a 5 year strategic marketing plan for tribes and working closely with the Indian Affairs Office to assess marketing and infrastructure needs for our 22 Pueblos, Tribes, and Nations.
- Working with IAIA and Go West Summit www.gowestsummit.com to develop a "Go Native" training program educating tribes on how to better promote and market their area to travel agents, tour operators, and journalists.