

## ACTION PLAN

Submitted by agency?	Yes
Timeline assigned?	Yes
Responsibility assigned?	Yes

## Tourism Department

The Workforce Solutions Department job growth numbers show the leisure and hospitality industry had a decrease of -24.5 percent in September 2020, compared to September 2019. The Tourism Department met or exceeded the target for all performance measures but one in the Marketing and Promotion Program. *New Mexico Magazine* exceeded the performance measure for advertising revenue in the first quarter in FY21.

Covid-19 has had a substantial negative impact on the tourism industry in New Mexico. Jobs in the leisure and hospitality sector continued to show year over year declines in the first quarter of FY21, with an overall average decline of -26 percent. This is an improvement over the previous quarters of FY20, but still represents substantial losses.

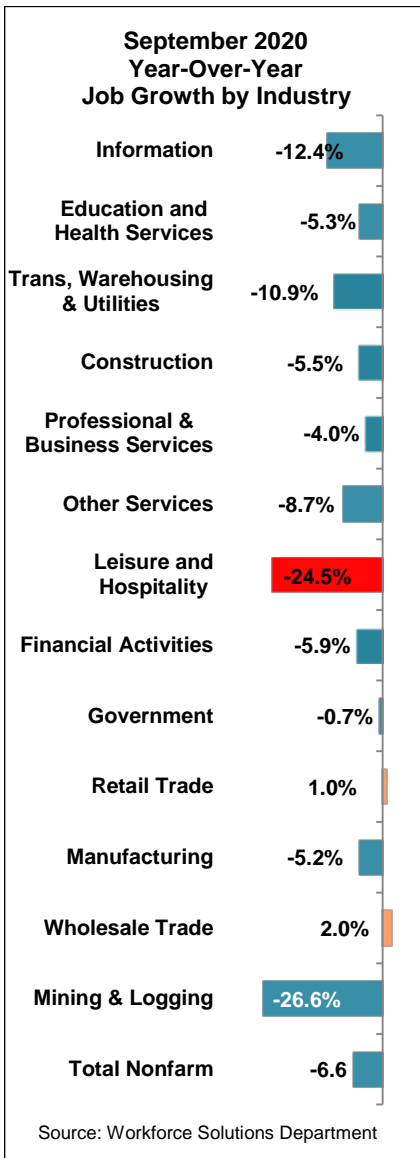
### Marketing and Promotion

According to the Tourism Department, the change in employment in the leisure and hospitality industry missed the target, with a -26 percent decrease. The percentages vary with the Workforce Solutions Department (WSD) because WSD calculates a year over year change by month, while the Tourism Department averages the three months of the quarter and then compares that to the same quarter last year.

Digital engagement grew year over year during the first quarter of FY21, increasing by 25 percent. This growth is primarily due to Twitter interaction. As the Covid-19 pandemic has changed marketing priorities, the Tourism department has worked to increase digital engagement through virtual experiences and motivational posting to encourage visitation later. The department has focused on earned media in the first quarter of FY21, with the addition of a dedicated public relations firm to assist with developing and implementing an earned media strategy. This has paid off very well, resulting in over \$650 thousand in earned media value generated.

**Budget:** \$14,795.1 **FTE:** 16

Measure	FY19 Actual	FY20 Actual	FY21 Target	FY21 Q1	FY21 Q2	FY21 Q3	Rating
Change in New Mexico leisure and hospitality employment	5%	-27.5%	3%	-26%			R
Change in total digital engagement	New	New	3%	24.7%			G
Amount of earned media value generated in millions	New	New	1	\$.657			Y
<b>Program Rating</b>							Y



### New Mexico Magazine

*New Mexico Magazine* exceeded its target for advertising revenue per issue, reaching an average of \$123.5 thousand in the first quarter. Due to the Covid-19 pandemic, the department re-evaluated its sales strategy. This, combined with a fully staffed sales team, accounted for the increase in advertising revenue. *New Mexico Magazine* has a

## PERFORMANCE REPORT CARD

Tourism Department  
First Quarter, Fiscal Year 2021

circulation of approximately 68 thousand customers. The magazine's digital engagement reaches more than 200 thousand visitors per month across various platforms.

<b>Budget:</b> \$3,231.9 <b>FTE:</b> 10							
Measure	FY19 Actual	FY20 Actual	FY21 Target	FY21 Q1	FY21 Q2	FY21 Q3	Rating
Advertising revenue per issue, in thousands	\$67.8	\$75	\$80	\$123.5			<b>G</b>
<b>Program Rating</b>							<b>G</b>

### Tourism Development Program

The Tourism Development Program provides tourism support for communities, regions, and other entities around the state by providing training, litter prevention, cultural heritage outreach, and financial support in the form of competitive grants. The tourism development division has made collaboration with Native American partners a priority in recent years, hiring a full-time cultural heritage coordinator in late FY20. Through this position, the agency maintained contact and attended weekly meetings with tribal leaders throughout the state. New Mexico True Certified has continued to grow, as partners have realized the potential of branding for growing small businesses, especially during the pandemic.

<b>Budget:</b> \$2,305.8 <b>FTE:</b> 18							
Measure	FY19 Actual	FY20 Actual	FY21 Target	FY21 Q1	FY21 Q2	FY21 Q3	Rating
Number of meetings or events conducted with Native American entities	NEW	NEW	16	31			<b>G</b>
Number of participants in New Mexico True Certified Program	NEW	NEW	250	400			<b>G</b>
<b>Program Rating</b>							<b>G</b>