

With the state’s peak tourism season (April-August) coming to a close, tourism sector job growth steadily recovering, and a nearly 15 percent budget increase on the horizon for FY23, the New Mexico Tourism Department (NMTD) is positioned to make real impact in an industry that took seemingly endless hits throughout the pandemic. The department met or exceeded most performance targets in FY22, and submitted detailed and achievable action plans where performance was low.

NMTD focuses on data for everything from workforce revitalization to marketing decisions, and hosts a public economic recovery dashboard on its website. The dashboard features data from various sources on visitor spending, vaccination rates, small business performance, and hotel occupancy rates. This tool enables legislators and members of the public to track the efficacy of marketing and promotion spending, and the department should consider continuing the dashboard post-pandemic in addition to including relevant measures its quarterly reports.

### Marketing and Promotion

**Workforce.** After a nearly two yearlong recovery period, jobs in the New Mexico leisure and hospitality sector pulled within 1 percentage point of pre-pandemic employment levels. The department reports 19 percent more jobs in the sector in the fourth quarter of FY22 year over year, and 3,200 more jobs compared with last quarter. The department participated in the ongoing LegisSTAT hearing format, wherein agencies consistently respond to specific metrics to gauge performance and encourage performance-based management. In response to July LegisSTAT hearing where members questioned how the department could collaborate with other state agencies to increase visitation and address workforce concerns, the secretary submitted an action plan detailing new initiatives to collaborate with the Department of Cultural Affairs and the state parks division of the Energy, Minerals, and Natural Resources Department. NMTD will continue to collaborate with the Workforce Solutions Department to match unemployed individuals with unfilled leisure and hospitality jobs. The department reports it also collaborated with the New Mexico Small Business Development Center to provide counseling and resources to keep businesses open, saving 2,000 tourism related jobs in FY22.

**Media and Engagement.** The department leveraged pandemic-related closures to significantly grow its social media presence in FY21, but digital engagement fell in every quarter of FY22. The agency offers several explanations for decreased engagement, most notably that new platform algorithms tend to boost “incendiary” or “controversial” posts. The agency’s strategic plan addresses this directly, noting that the department made a deliberate shift in posting neutral but engaging content, and voluntarily reported other, more useful measures such as number of e-newsletters opened and website traffic activity. The department secured five times the target for earned media in FY22 from various news, sports

### ACTION PLAN

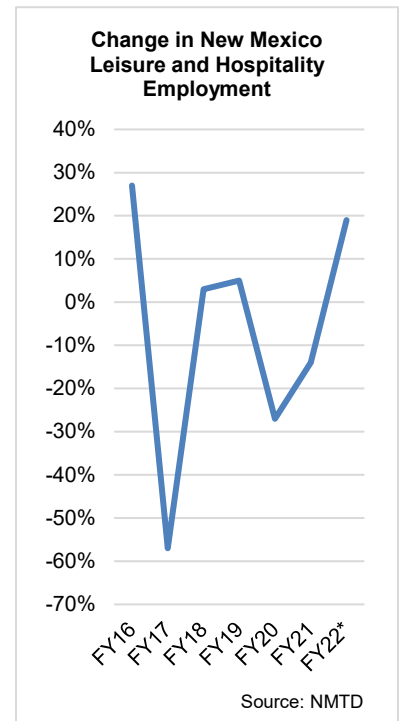
Submitted by agency?	Yes
Timeline assigned?	Yes
Responsibility assigned?	Yes

#### LegisSTAT Pilot Agency

The New Mexico Tourism Department participated in the Legislative Finance Committee’s first LegisSTAT panel, a new hearing format hyper-focused on performance metrics and agency action plans.

The agency addressed key economic recovery indicators, including visitation rates and leisure and hospitality employment rates. The department submitted some follow up requests, but will be asked to update members on outstanding questions including:

- Visitor spending by county
- Updated child care/workforce data
- Outcomes from collaboration with agencies including State Parks, Economic Development Department, and the Department of Cultural Affairs.



Tourism Recovery Metrics		
	June 2020	June 2022
Travel Spending*	-67.1%	-2%
Drive Market Visitors*	-54%	-7%
Passengers Deplaned At Albuquerque International Sunport	25,313	135,931
Hotel Occupancy rates*	25.9%	30.3%
*percentage increase (decrease) compared with FY19		

and magazine features, and reports a return-on-investment of \$5.60 in earned media for every \$1.00 spend on national marketing.

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

	FY20 Actual	FY21 Actual	FY22 Target	FY22 Actual	Rating
Year over year change in New Mexico leisure and hospitality employment	-27.5%	-14%	3%	19%	G
Change in total digital engagement	New	16.8%	3%	-32%	R
Amount of earned media value generated in millions	New	\$1.7	\$1.0	\$5.2	G
<b>Program Rating</b>	<b>Y</b>	<b>Y</b>			<b>Y</b>

\*Measure is classified as explanatory and does not have a target.

### New Mexico Magazine

*New Mexico Magazine* revenues in FY22 were 30 percent higher than in FY21. *New Mexico Magazine* shifted much of its readership and advertising to online rather than in print, and submitted new measures for FY24 to encapsulate online activity. The magazine’s digital engagement reaches more than 200 thousand visitors per month across various platforms, and won sixteen award recognitions from the International Regional Magazine Publishers Association, including first place awards in writer of the year, recreation feature, general feature, illustration, food feature, and travel package.

**Budget:** \$3,231.9 **FTE:** 10

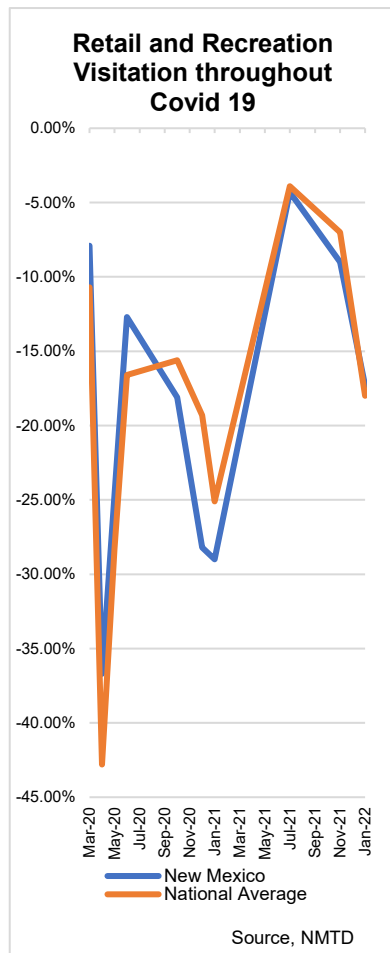
	FY20 Actual	FY21 Actual	FY22 Target	FY22 Actual	Rating
Advertising revenue per issue, in thousands	\$75	\$182.2	\$80	\$137	G
<b>Program Rating</b>	<b>Y</b>	<b>G</b>			<b>G</b>

\*Measure is classified as explanatory and does not have a target.

### Tourism Development Program

The 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 program made collaboration with Native American partners a priority in recent years, hiring a full-time cultural heritage coordinator in late FY20. The New Mexico True Certified program continued to grow in FY22, and helped businesses weather the pandemic through creating holiday gift guides and various road trip guides. NMTD notes that the New Mexico True certified program has quadrupled since its creation in 2014, and projects continued growth as more businesses realize its branding potential.

The Tourism Development Program’s cooperative marketing grant initiative has also become a popular function of the agency. The grant, which requires matching funds from local governments, enhances local tourism campaigns with the expertise and brand power of the department while allowing communities chose attractions to highlight. The department worked with the state budget division and LFC staff to create new measures tracking the success of these programs as funding increases.



Budget: \$2,305.8 FTE: 18

	FY20 Actual	FY21 Actual	FY22 Target	FY22 Actual	Rating
Number of meetings or events conducted with Native American entities	NEW	21	16	23	G
Number of participants in New Mexico True Certified Program	NEW	414	250	401	R
<b>Program Rating</b>	Y	R			G

\*Measure is classified as explanatory and does not have a target.

**Tourism and Outdoor Recreation**

The Tourism Department works closely with the Economic Development Department's Outdoor Recreation Division to ensure trails are supported by the New Mexico True brand and expand outdoor tourism development. The department's received a \$2.5 joint grant to build outdoor tourism infrastructure. Approved project examples include:

- \$65.5 thousand to Clovis, New Mexico- Mental Health Resources Inc. )will convert four acres of vacant land into the Richard Lucero Wellness Trail in Clovis, New Mexico for public, client, and staff use.
- \$400 thousand to McKinley County -McKenzie Ridge Trail Connector is a 22-mile segment that links Hilso (McGaffey) Trail System to the Twin Springs Trail System as part of the overall 186-mile Zuni Mountain Trail Project. This project climbs along McKenzie Ridge.
- \$99 thousand to Red River The Town of Red River will install proper restroom facilities to compliment the town's substantial investments in the recreational features at Mallette Park. The park enjoys growing popularity with local residents and visitors alike
- \$202.3 thousand to Ruisdoso- The project will improve, design, and develop Sheltered picnic areas, restrooms, pavilions, ADA, and dock improvements.