

The department met or exceeded most performance targets for the second quarter of FY23, and submitted detailed and achievable action plans where performance was low. The New Mexico Tourism Department (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 in its quarterly reports.

Marketing and Promotion

Workforce. After a nearly two yearlong recovery period, New Mexico surpasses the national average for leisure and hospitality employment according to Bureau of Labor Statistics data revisions. The department reports 5.8 percent more jobs in the sector in the second quarter of FY23 over the first 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.

Budget: \$14,795.1 FTE: 16	FY21	FY22	FY23	FY23	FY23	FY23	
Measure	Actual	Actual	Target	Q1	Q2	Q3	Rating
Change in New Mexico leisure and hospitality employment	-14%	19%	3%	21%	5.8%		G
Change in total digital engagement	16.8%	-32%	3%	0.9%	1%		G
Amount of earned media value generated in millions	\$1.7	\$5.2	\$1.0	\$5.1	\$2.7		G
Program Rating		Y					G

Media and Engagement. The department leveraged pandemic-related closures to significantly grow its social media presence in FY21, but digital engagement fell in FY22. The department reported a small amount of growth in engagement in the second quarter of FY23. 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 the department made a deliberate shift in posting neutral but engaging content, and voluntarily reported other, more

ACTION PLAN

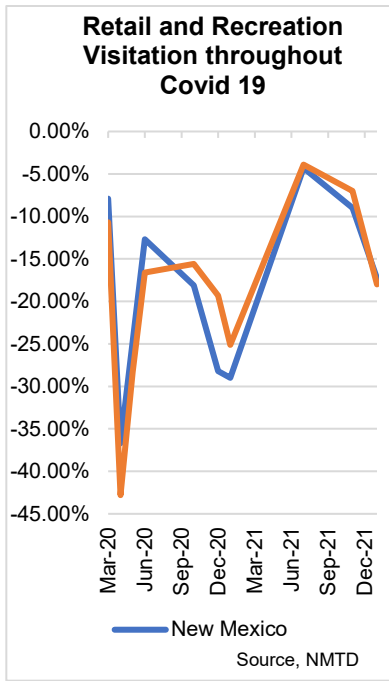
Submitted by agency?	Yes
Timeline assigned?	Yes
Responsibility assigned?	Yes

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 answered final follow up LegisStat questions at its October budget hearing, and will be cycled out of the LegisStat process for now.

Tourism Recovery Metrics		
	June 2020	January 2023
Travel Spending*	-67.1%	-.9%
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		



useful measures such as number of e-newsletters opened and website traffic activity.

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 it won 16 award recognitions from the International Regional Magazine Publishers Association, including first place awards for writer of the year, recreation feature, general feature, illustration, food feature, and travel package.

Measure	FY21 Actual	FY22 Actual	FY23 Target	FY2 2 Q1	FY2 2 Q2	FY2 2 Q3	Rating
Advertising revenue per issue, in thousands	\$182.2	\$1137	\$75	\$79	\$95		G
Program Rating	G	G		Y			G

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 Ruidoso- The project will improve, design, and develop sheltered picnic areas, restrooms, pavilions, ADA, and dock improvements.

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 the New Mexico True Certified program has quadrupled since its creation in 2014 and is projected to continue growing 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	FY21 Actual	FY22 Actual	FY23 Target	FY23 Q1	FY23 Q2	FY23 Q3	Rating
Measure							
Number of meetings or events conducted with Native American entities	21	23	70	12	4		Y
Number of participants in New Mexico True Certified Program	414	401	250	400	402		G
Program Rating		G		G			G