



*Economic & Rural Development & Policy*

*Committee*

San Juan College  
Farmington, NM

Jennifer Saavedra, Deputy Cabinet Secretary  
New Mexico Tourism Department

August 22, 2024



NEW MEXICO  
TRUE

# Presentation Overview

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- **Agency At-A-Glance**
- **Our Strategy**
- **New Mexico's Tourism Economy**
- **Tourism Marketing**
- **Tourism Development**
- **Conclusion**
- **Questions**

# Tourism Department At-A-Glance



**Vision:** *Be the primary destination for venturesome travelers*

**Mission:** *Grow New Mexico's economy through tourism*





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*“Adventure steeped in Culture”*

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“Adventuresome traveler with thirst  
for authenticity”

# Agency At-A-Glance

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## Divisions:

- New Mexico Magazine - P546
- Program Support -P547
- Tourism Development –P548
- Marketing and Promotions - P549

Total Authorized FTE: 59 FTE

Current Vacancy Rate: 8.5%

## FY25 Budget (Current):

Recurring: \$25,612,700

Other State Funds - \$4,817,000

Non-recurring: \$23,560,000

- \$16,000,000 – National Advertising, Route 66, Connie Mack, Zozobra
- \$2,000,000 litter and beautification campaign
- \$2,000,000 Marketing Center of Excellence
- \$1,900,000 Destination Forward
- \$300,000 Special Olympics

## FY24 General Fund Reversion

- \$ amount: \$223,569
- % Total budget: 0.904%

# Our Strategy



# The Foundation

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Strategy: *Then and Now...*

2014

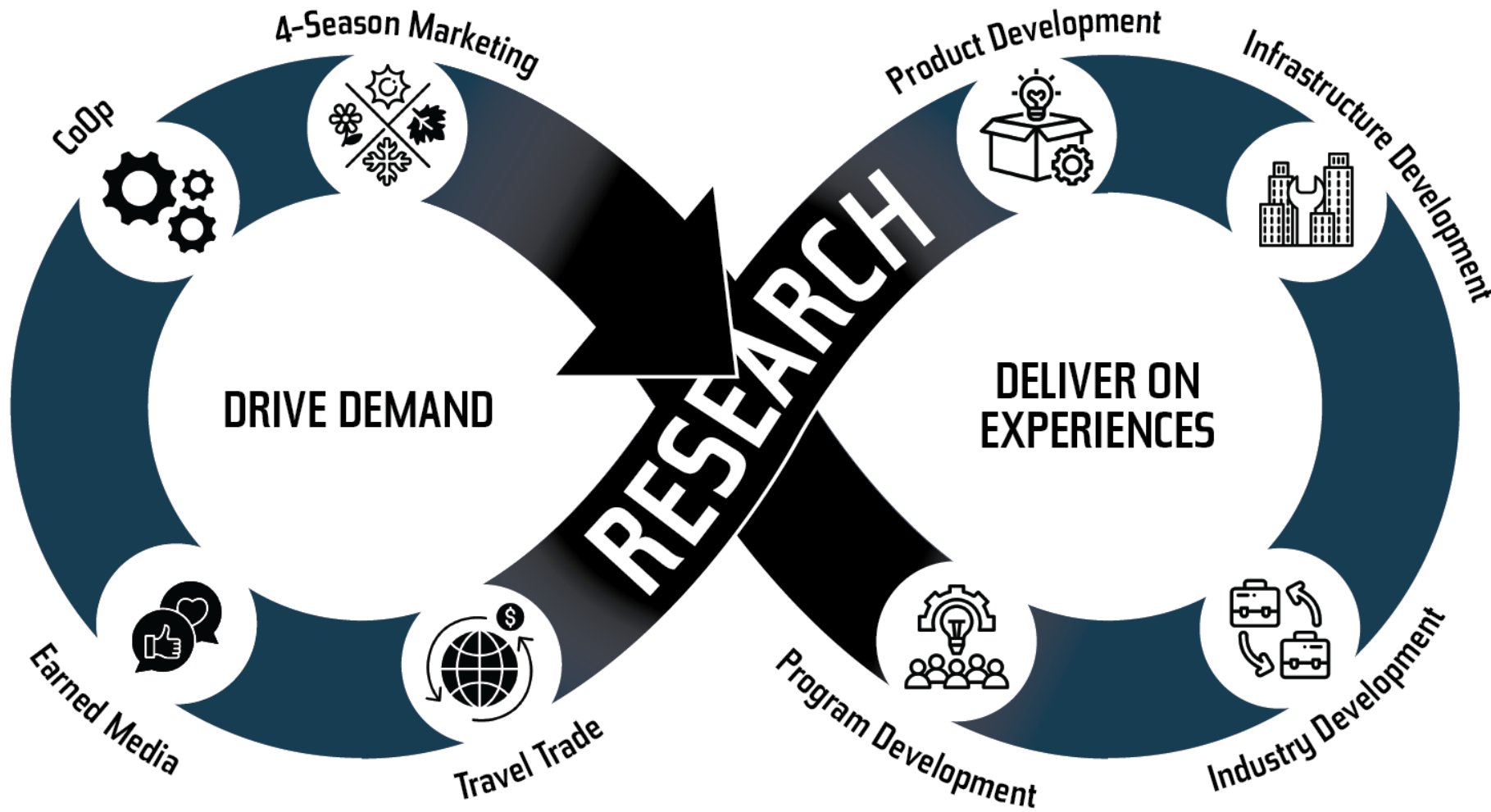


2024





# The Ecosystem 2.0



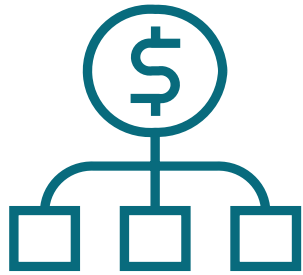
# New Mexico's Tourism Economy



# 2022 Visitor Spending

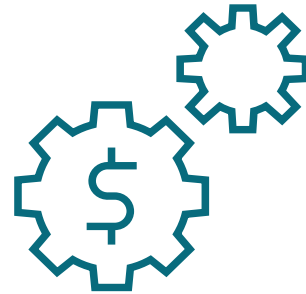
## \$11.2 BILLION

Total Economic Impact of Tourism in New Mexico in 2022



**\$8.3B**

Direct Visitor  
Spending



**\$11.2B**

Total  
Economic  
Impact



**91,279**

Total  
Jobs  
Sustained



**\$782M**

State & Local  
Taxes Generated

# Tourism Marketing



# Core Tourism *Marketing* Initiatives

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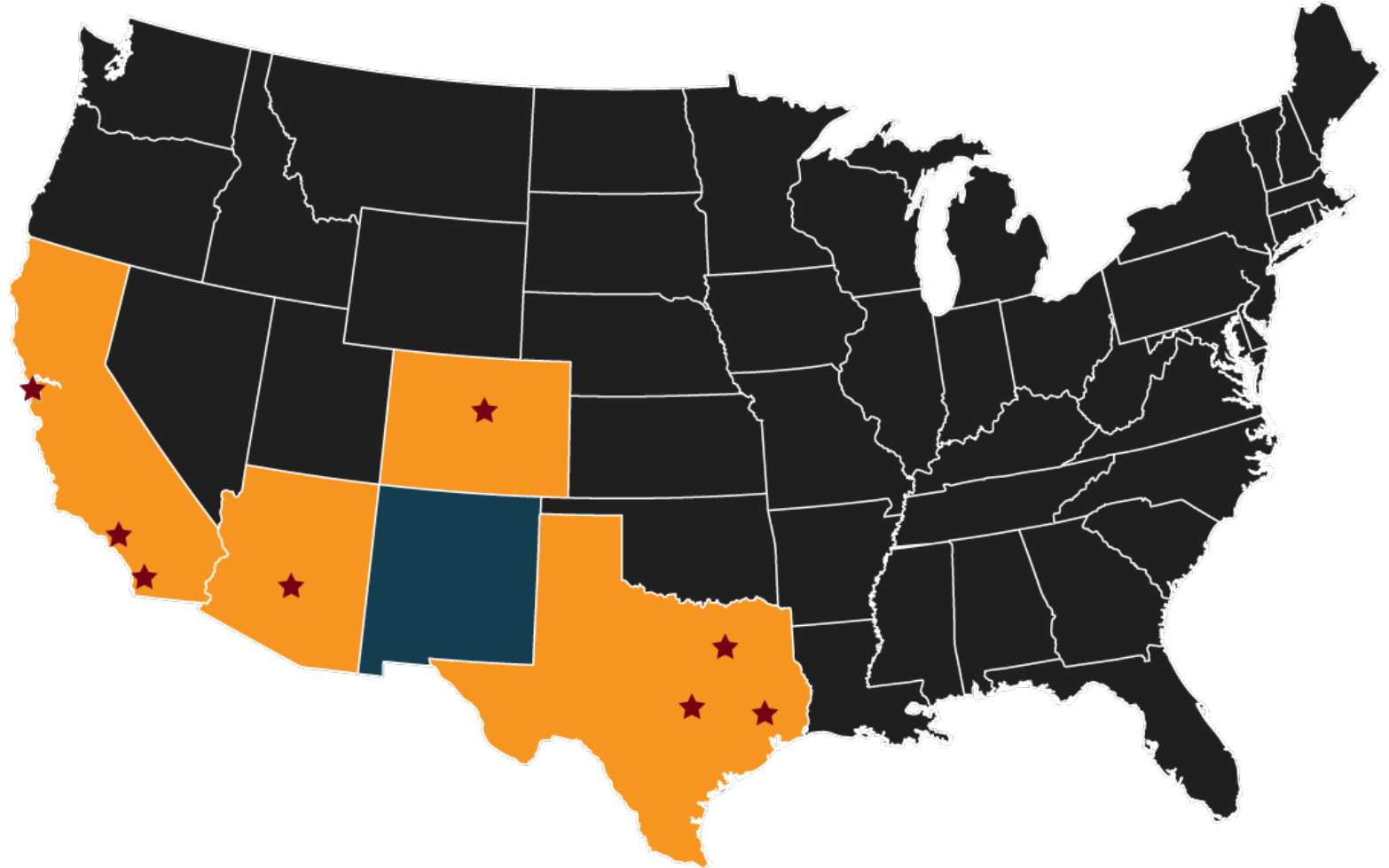
- **Four-Season National Marketing Campaign**
- **Cooperative Marketing**
- **New Mexico True Certified**
- **Earned Media**
- **Travel Trade**

# *Four-Season National Marketing Campaign*



# Drive Demand in Priority Markets

Austin  
Dallas  
Houston  
Denver  
Phoenix  
San Diego  
Los Angeles  
San Francisco



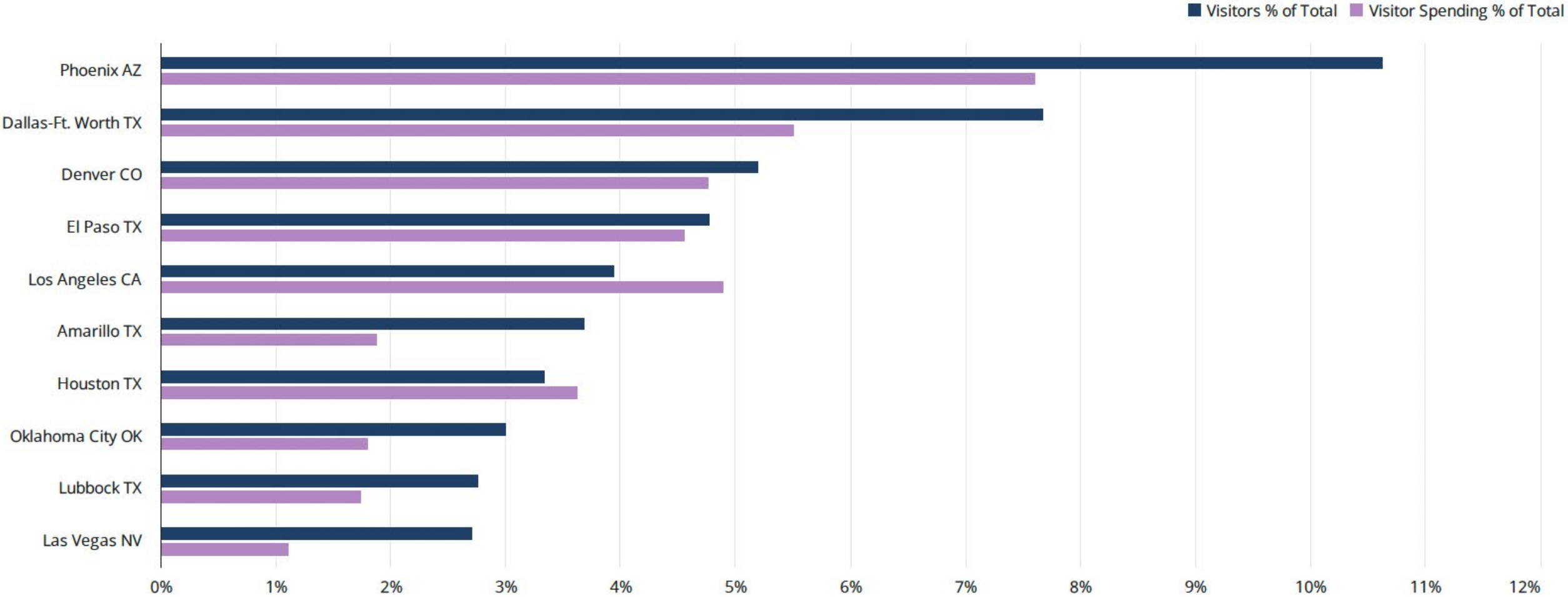
# California Markets — Spending

- A study commissioned by NMTD in 2023 evaluated the spending and travel behaviors of current and potential fly and drive markets to determine if there were geographic differences in travel and spending behavior
- This study demonstrated that Californians, on average, spend more per trip than NM's other primary market of Texas – over **\$600 more per trip**
- Additional data from Longwoods International and Zartico support this finding





### Top 10 Out of State Origin Markets by Visitation with their Spend



# San Francisco ROI

The winter campaign influenced **19,700** trips to New Mexico from San Francisco.

These trip parties spent an average of \$1,743 in New Mexico. When applied to the influenced trips, the campaign influenced more than **\$34.3 million** in visitor spending.

For every dollar spent on the 2023 winter leisure travel advertising campaign, visitors spent **\$52** in New Mexico.

## San Francisco Market ROI

Traveling Households	2.0M
Advertising Awareness	30%
Aware Households	605,000
Travel Increment	3.20%
Influenced Trips	19,700
Average Trip Spending	\$1,743
Influenced Visitor Spending	\$34.3M
Media Investment	\$655,242
ROI	\$52
Tax ROI (state and local)	\$4

# *Cooperative Marketing*



# Cooperative Marketing Grant Program



## FY2025

- **Partners: 48**
- **NMTD Contribution: \$3.8MM**
- **Total Advertising Investment: \$5.7MM**
- **71% went to rural communities throughout the state: \$2.4MM**

# *New Mexico True Certified*





**NM**   
**TRUE**  
**CERTIFIED**

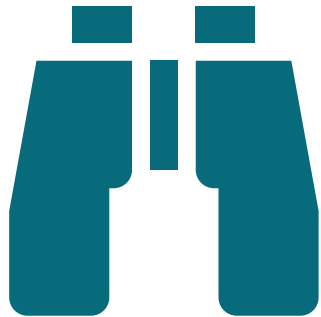


# *Earned Media*

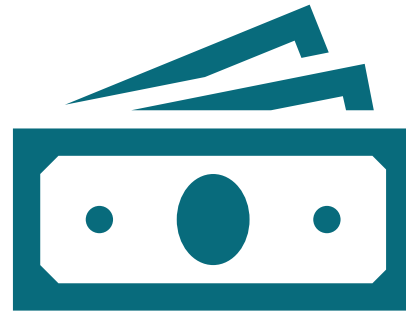


# FY24 Earned Media Wrap Report

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**Impressions**  
**2B+**



**Estimated Value**  
**\$26M+**



**Placements**  
**140**



# FY24 Earned Media Highlights

≡ VOGUE

SUBSCRIBE



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TRAVEL

## A Rio Runs Through It: The Ultimate Guide to a New Mexico Road Trip

BY ALISON BECKNER

August 21, 2023



- **YOY increase of 10% for “hidden gems”** inclusion in coverage
- **Multiple stories in the NYT** about Gila Wilderness Centennial
- **17 international placements**, including: Australia, New Zealand, Ireland, UK, Italy, Mexico
- Four straight years of inclusion in Smithsonian Magazine’s **Best Small Towns to Visit**

# *Travel Trade*



# Travel Trade Program

NEW MEXICO  
TOURISM DEPARTMENT

U.S. TRAVEL'S  
ipw  
LOS ANGELES 2024

# LET'S CONNECT?



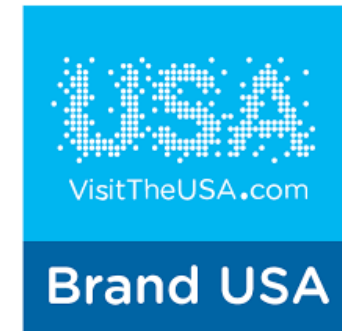
**CODY JOHNSON**  
Communication Director



**NICOLE BARKER**  
Media Relations Manager



**HOLLY MARQUEZ**  
Travel Trade Program Coordinator



# Tourism Development



# Core Tourism *Development* Initiatives

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- **Tourism Event Growth & Sustainability Program (TEGS)**
- **Destination Forward Program**
- **New Mexico Clean & Beautiful Program**

# Tourism Event Growth and Sustainability Program

This program provides technical assistance, marketing, and sponsorship to qualified tourism events within New Mexico to support their growth and sustainability. **This year the TEGS program awarded \$533,238 in grant funding for 38 tourism-related events scheduled between August 2024 – August 2025 across 16 New Mexico communities.**

## 2024 Events:

- 8750' BBQ & Music Festival, \$7,682
- Albuquerque International Balloon Fiesta, \$50,000
- Chama Christmas in the Mountains, \$5,000
- Chama Valley Art Festival & Studio Tour, \$5,000
- Chama Yak Attack, \$5,000
- Cloudcroft Heritage Days, \$5,000
- Day of the Tread, \$5,000
- Great American Duck Races, \$5,000
- Nakotah LaRance Youth Hoop Dance Championship, \$5,000
- Recycle Santa Fe Art Festival, \$5,000
- Red River Oktoberfest, \$10,000
- Santa Fe International Film Festival, \$20,000
- Santa Fe Studio Tour, \$5,000
- Santa Fe Wine & Chile Fiesta, \$10,000
- Tejano Fest, \$5,682
- The Burning of Zozobra 100th Celebration, \$50,000
- The Paseo, \$10,000



## 2025 Events:

- Bernalillo Indian Arts Festival, \$7,682
- Currents New Media, 10,000
- Farmhouse Ale & Bernalillo Blues Festival, \$5,000
- Festival Flamenco Albuquerque, \$30,000
- Fiesta Latina, \$10,000
- Gathering of Nations Powwow, \$50,000
- Indian Pueblo Cultural Center, \$20,000
- IndigenousWays Festival, \$10,000
- International Folk Art Market, \$30,000
- Las Cruces International Film Festival, \$20,000
- Mariachi Spectacular de Albuquerque, \$10,000
- Santa Fe Indian Market, \$50,000
- Silver City Blues Festival, \$10,000
- Smokin' on the Plaza, \$5,000
- Tommy Knocker 10, \$5,000
- Traditional Spanish Market, \$10,000
- Up & Over 10K Trail Run, \$5,000
- Vino in the Valley, \$10,000
- UFO Festival, \$9,510

# Destination Forward Program Awardees

This year, in support of tourism infrastructure projects throughout the state of New Mexico NMTD awarded \$2.3 million to 12 Destination Forward projects. **Supporting 11 communities around the state, providing partial funding for 8 Infrastructure Capital Improvement Plan (ICIP) projects.**

1. **City of Albuquerque** – Expanding Interactivity on Route 66 in Albuquerque, \$200,000
2. **City of Albuquerque** - Route 66 Neon East Gateway Sign, \$328,800
3. **City of Albuquerque** – NM Steam Locomotive & Railroad Historical Society/South Rail Yards Steam Locomotive Tourism Operations Economic Impact, \$100,000
4. **City of Carlsbad** – Museum Archive and Collections Annex Renovation, \$100,000
5. **City of Raton** – Convention Center Elevator Modernization Project, \$121,718
6. **City of Santa Fe** – Tourism Santa Fe Feasibility Study Open Air Performing Arts Center, \$40,000
7. **City of Socorro** - RV Park Improvements, \$220,000
8. **International Balloon Museum** Theatre, \$50,000
9. **Penasco Valley** – Historic Preservation Society/Preservation of the Historic Penasco High School Architectural Design, \$100,000
10. **Taos County** – Historic Courthouse Restoration Project & Visitors Center, \$500,000
11. **Town of Mesilla** - Calle de Santiago parking Lot Improvement, \$150,000
12. **Town of Red River** - Conference & Visitor Center Snow Melt Repair, \$39,769

**Total Funding: \$2,350,287**

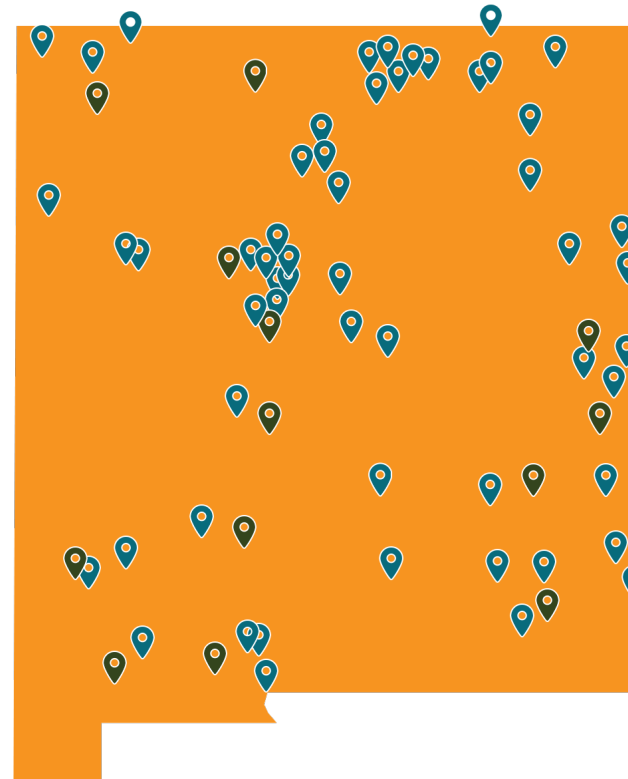


# Clean and Beautiful Program

The Tourism Department partners with communities to Keep New Mexico True by providing funding and technical assistance to municipalities, counties, and tribal governments on litter eradication, waste reduction, and community beautification initiatives.

## FY25 Recipients:

- Central School District
- City of Albuquerque
- City of Anthony
- City of Artesia
- City of Aztec
- City of Belen
- City of Carlsbad
- City of Clovis
- City of Deming
- City of Española
- City of Farmington
- City of Gallup
- City of Grants
- City of Hobbs
- City of Las Cruces
- City of Lovington
- City of Moriarty
- City of Portales
- City of Raton
- City of Rio Rancho
- City of Roswell
- City of Santa Fe
- City of Socorro
- City of Truth or Consequences
- City of Tucumcari
- County of Bernalillo
- County of Chaves
- County of Curry
- County of Doña Ana
- County of Eddy
- County of Grant
- County of Los Alamos
- County of Luna
- County of Rio Arriba



- County of Roosevelt
- County of San Juan
- County of Sierra
- County of Socorro
- County of Valencia
- Pueblo of Pojoaque
- Rio Communities
- Town of Bernalillo
- Town of Edgewood
- Town of Mesilla
- Town of Mountainair
- Town of Red River
- Town of Silver City
- Town of Springer
- Town of Taos
- Town of Tatum
- Village of Angel Fire
- Village of Cimmaron
- Village of Cloudcroft
- Village of Eagle Nest
- Village of Encino
- Village of Folsom
- Village of Logan
- Village of Maxwell
- Village of Melrose
- Village of Milan
- Village of Mosquero
- Village of Questa
- Village of Roy
- Village of Ruidoso
- Village of San Jon
- Village of Santa Clara
- Village of Tijeras

**Awarding 67 communities around the state \$1,000,000.**



# NEW MEXICO TRUE

