



New Mexico Hospitality
Association -

Economic & Rural Development
& Policy Committee

October 16, 2024
Albuquerque, New Mexico

The New Mexico Hospitality Association is the state's number one resource for travel, tourism and lodging stakeholders.

NMHA members fall into three categories:

- **Lodging** - All lodging properties
- **Tourism** - Destination Marketing Organizations, convention centers, meeting spaces
- **Allied** - Ancillary businesses that support or link to the hospitality tourism industry

The hospitality and tourism industry has seen significant progress, but significant challenges remain:

- The industry continues to face a workforce shortage. In spite of wage increases, hotels and tourism related businesses continue to struggle to maintain staffing levels. The significant increase in wage rates has placed considerable strain on the industry.
- Hotels and tourism businesses face challenges dealing with the universal issues of inflation, economic volatility, the burden of debt service, and a shortage of services like child-care for workers.

Policy Priorities –

- Support a robust, comprehensive marketing budget to allow New Mexico to compete nationally and to build on the success of existing programs (e.g., co-op marketing, event grant support for communities across the state, and the upcoming Route 66 Centennial Celebration)
- Develop and support workforce programs that address both the short-term and the long-term needs of the industry to build back staffing levels
- Collaborate with the travel and tourism industry to develop policies that continue to support growth (e.g., Hotel Renovation Tax Credit) and don't create undue hardships on business owners



Thank You!

For information regarding this presentation, contact:

Kathy Komoll, CEO

New Mexico Hospitality Association

1420 Carlisle, NE Suite 109

Albuquerque, NM 87110

kkomoll@newmexicohospitality.org

505-506-8624