

Visitor Theater

Marketing and Sales

| Problem/Gap | Solution Topic | Status | Action |
|---|--|--------|---|
| State needs to add ___ new visitor days each year to add 1,700 new e-base jobs/yr | Systematically increase Tourism brand advertising spend each by (\$1m?) to generate ___ visitor days - across all sub-theaters. | | |
| No specific "call to Action" marketing is being done at the state level its all brand marketing | Structure and fund tourism dept to market specific attractions and events. | | |
| Visitor days will need to increase across all 5 sub-theaters: | | | |
| Visitor data not collected on a local level and not collected by sub-theater | New comprehensive performance data framework and methodology is required -- Install a chain of data on local lodging rates and attraction visits up to the tourism dept. | | |
| Short Term Leisure | | | |
| ST Leisure: Repeat visitation rate is lower than neighboring states | Have CVBs create and promote events during off season | | |
| Transit Services | | | |
| Transit: Not enough visitors leaving the highway | Market attractions along the road more actively | | Partner with DoT to market more effectively through road signs. Incentivize trucker signs. |
| | Improve Roadside Aesthetics | | Secure match funds for investment in Visitor Center, rest stop aesthetics. Set up recharge stations along |

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| | | | highway. |
| Long Term Leisure | | | |
| No marketing of specific attractions | | | |
| No branding outside of NM True | Allow specific attractions to brand outside of NM true | | |

Real Estate, Infrastructure, Capital

| Problem/Gap | Solution Topic | Status | Action |
|---|---|---|--------|
| Not enough private businesses focused on visitors | Start a tourism incubator for developing new businesses to capture tourism | | |
| Transit Services | | | |
| Insufficient broadband and cell service | Contract a broadband needs study to gauge local requirements for broadband necessary for economic growth over ten years | Appropriation passed in 2016 session, contract under review | |
| Inadequate investment in visitor centers, rest areas, and other service stops | Secure match funds for improvement of VC, rest stops, service centers. | | |
| Short Term Business | | | |
| Not enough non-stop flights to the state | - | - | - |
| Short Term Leisure | | | |
| Inadequate public transportation | Support uber and lyft to fill gaps in public transport | - | |
| Attractions lack good highway access | Improve highways to major attractions, widen if needed. | - | - |
| Lack of high end destinations (5 star | - | - | - |

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| resorts) | | | |
| Long Term Leisure | | | |
| Inadequate basic services in extended stay destinations | Offer to pay off student debt for medical professionals who will relocate to rural areas | - | - |
| Long Term Business | | | |
| Too few 24/7 services in LT business communities | | - | - |

Workforce, Housing, Community Quality

| Problem/Gap | Solution Topic | Status | Action |
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| Transit Services | | | |
| Local representation of the state by local hospitality workers is often negative | Establish a collaborative program between tourism and hospitality to create a training program for hospitality jobs for promoting local attractions and improving presentation of the state | | |
| Short Term Leisure | | | |
| Poor service quality | Work through JTIP to improve hospitality training | | |
| Long Term Business | | | |
| LT Business: Insufficient housing for long term oil field workers | Plan and develop lodging and housing developments in heavily oil impacted regions | | |
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Leadership, Organization, Business Climate

| Problem/Gap | Solution Topic | Status | Action |
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| Firewalls at DoL prevent access to data on marketing impact on job creation. | Come to an agreement with DoL or set up an alternate means of accessing visitor driven labor data | | |
| Short Term Leisure | | | |
| Lack of leadership in product improvement or new attractions | - | - | |
| Liquor license shortage is damaging small hospitality businesses | Allow liquor license stock splits where existing license owners could keep one and sell one. | | |
| Short term rentals like AirBnB and VRBO do not pay lodgers tax | Make AirBnB and VRBO subject to lodgers tax | | |
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