

NEW MEXICO TRUE

Sustainable Economy Advisory Council

Supporting the Tourism Economy in New Mexico

Lancing Adams, Acting Cabinet Secretary
New Mexico Tourism Department

May 28, 2024

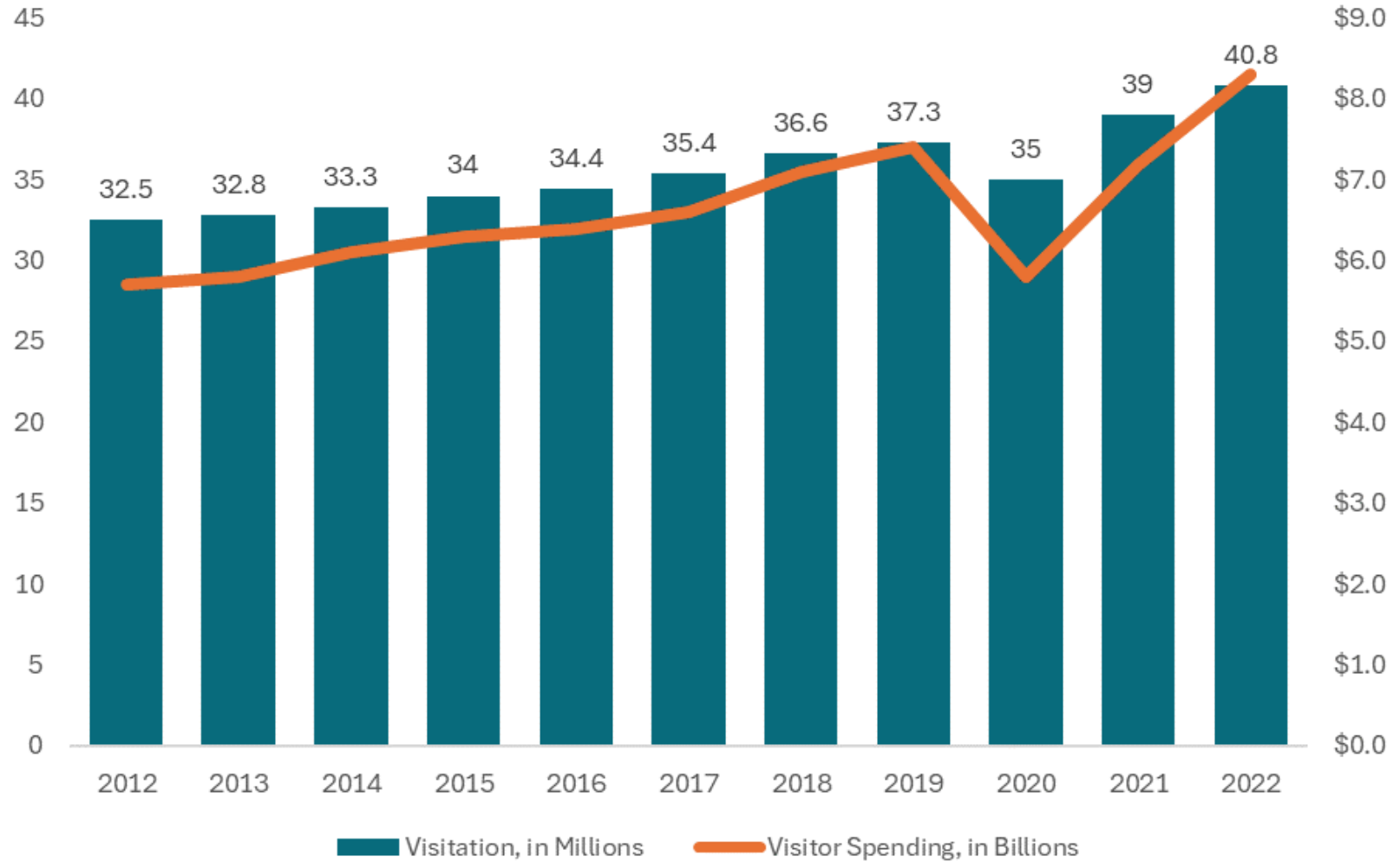
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OUR BRAND SUCCESS STORY

- Nearly 12 years of success:
 - ✓ **37.7M annual visits** on average (over last five years)
 - ✓ **\$7.1B in annual visitor spending**, on average (over the last five years)
 - ✓ Tourism wage growth exceeded all other NM industries (through 2022)
- Loved and adopted by residents, more than 450 local businesses, 30+ communities, and tourism entities – public and private
- Market research on Brand Impact demonstrates both brand fidelity, expanded economic benefits and future opportunities

Tourism Growth over Time

Visitation and Spending over Time



Source: Longwoods International and Tourism Economics

2022 Visitor Spending

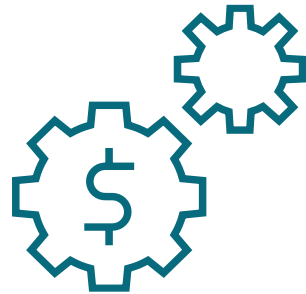
\$11.2 BILLION

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

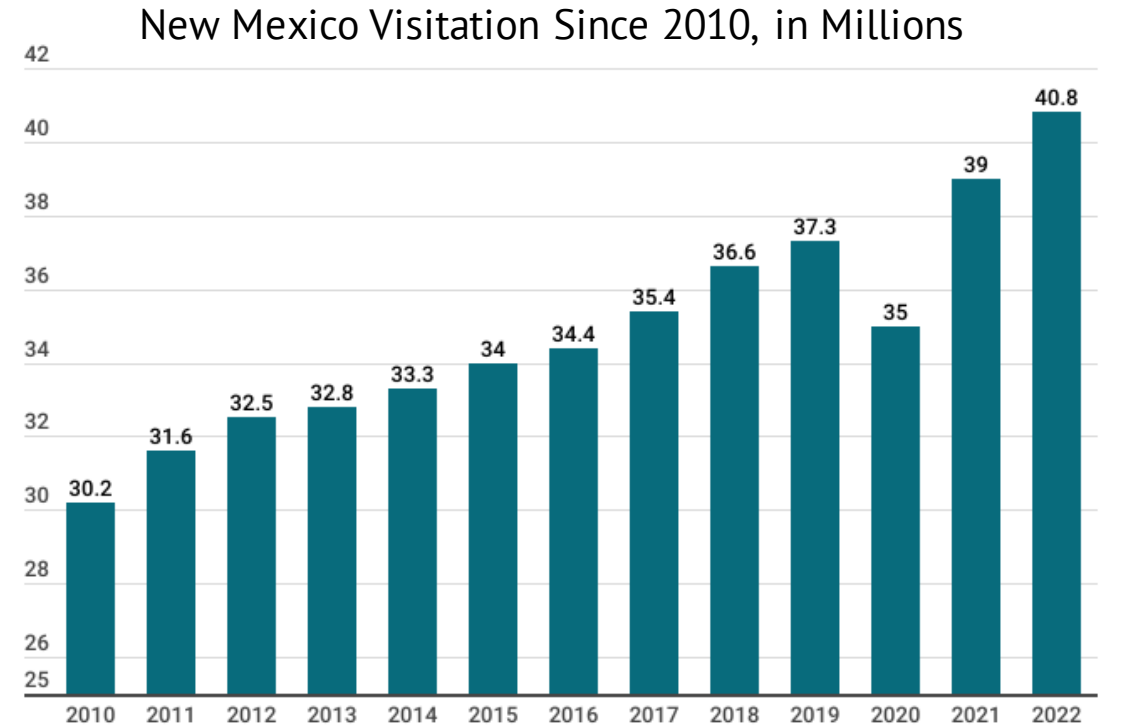


\$782M

State & Local
Taxes Generated

2022 Visitation Report

- In 2022, NM saw **40.8M** total trips – **4.7%** more than in 2021 and **9.3%** more than 2019
- The percent of business trips nearly **doubled** from 2021 to **9%**
- Average length of stay increased from **3.2 nights** per trip to **3.7** per trip
- **49%** of overnight visits included a cultural activity (vs **29%** US average)



Source: Longwoods International

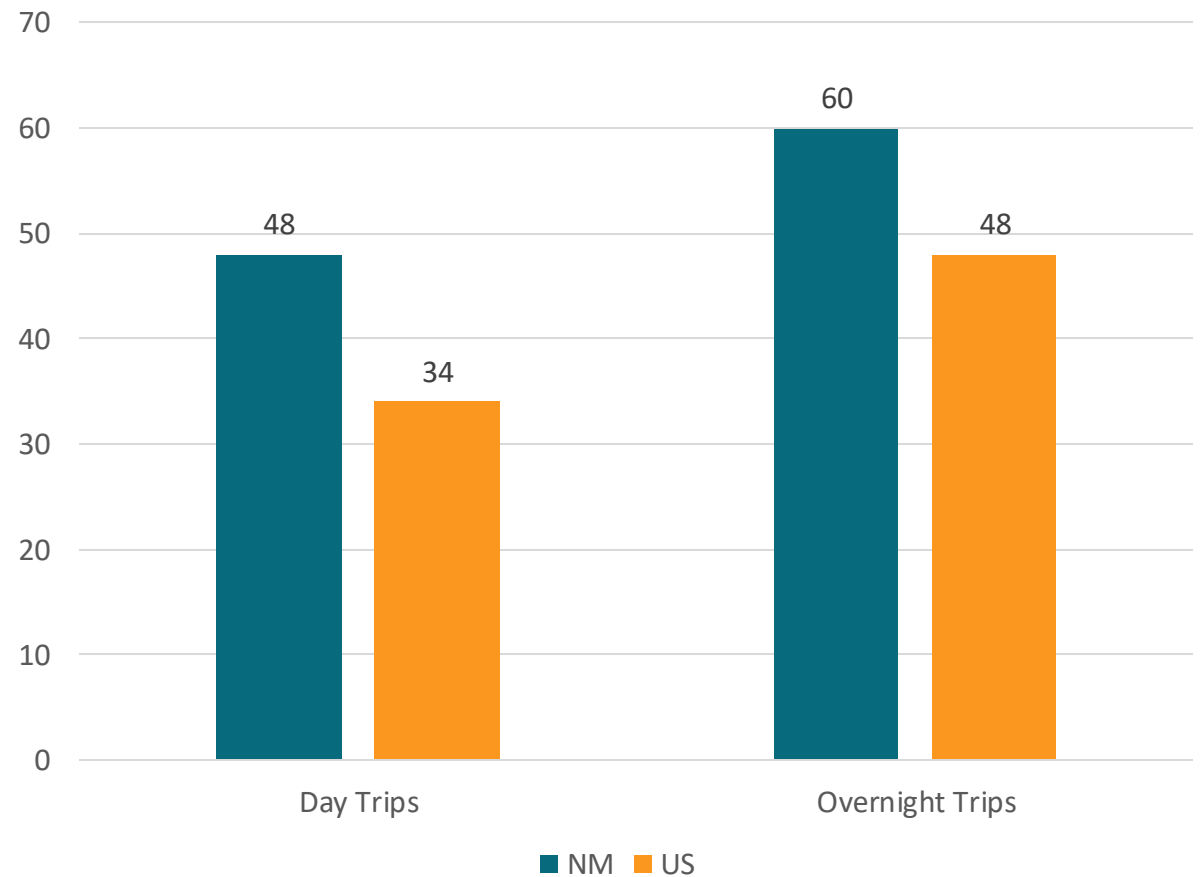
Outdoor Recreation and Tourism

Outdoor recreation is a primary driver for tourism in New Mexico, along with our unique cultural experiences

60% of all overnight visits to NM included an outdoor activity, 12-points higher than the US norm

New Mexico True's brand promise:
Adventure steeped in culture

Percent of 2022 Visits that Included an Outdoor Activity



Outdoor Recreation and Tourism - Economy

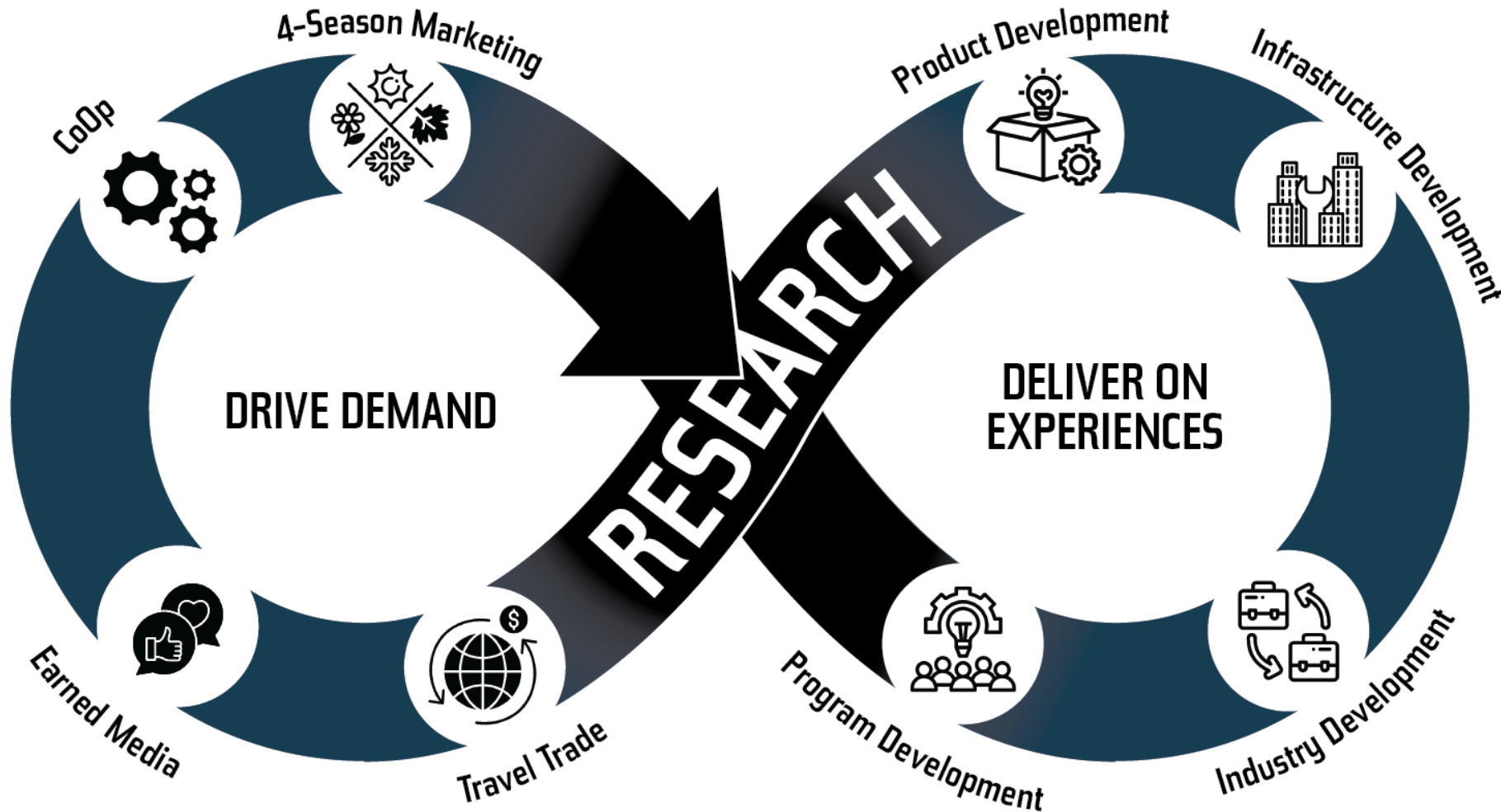


New Mexico visitors spent over **\$1B** on recreation alone in 2022 – an increase of 16.8% from 2021

Outdoor recreation accounted for **\$2.3B in GDP** in New Mexico in 2021 (BEA)

Since 2020, outdoor recreation employment in New Mexico has grown **18.2%**, compared with an increase of 13.1% for the United States – making it 5th among all states in sector growth (BEA)

The Economic Ecosystem of Tourism 2.0



Tourism *Marketing* makes a
promise of “Adventure
Steeped in Culture” through
quality brand impressions.



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Tourism *Development*
delivers on our promise
through quality amenities,
attractions, and access.



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