

# New Mexico Tourism Department 2016 Annual Report



April 2017

## INTRODUCTION

The New Mexico Tourism Department's (NMTD) marketing strategy is thoroughly research based, utilizing the highest quality data sources and analysis. The purpose of the NMTD Annual Report is to document and measure the state of New Mexico's tourism industry and NMTD's efforts to grow New Mexico's economy by growing the tourism industry in New Mexico. NMTD seeks to measure its impact by utilizing a variety of tourism indicators and vendor supplied datasets – such as Longwoods Travel USA® data and Tourism Economics' Tourism Impact studies.

The executive summary provides a high-level overview of 2016's findings, and comprises three sections:

1. **Annual Performance Highlights**
2. **2015 Performance Commentary**
3. **Overview of NMTD Research Findings: 2010 through 2016** which provides a review of some of NMTD's most significant and best documented research findings from 2011 to 2016.

Further detailed information can be found in the five sections after the Executive Report, as shown in the index on page 3.

This report contains data that was available as of January 10<sup>th</sup>, 2017.

With regard to terms used in this report, "YOY" means year over year, and New Mexico's "competitive set of states" includes Arizona, Colorado and Utah.

The department's Annual Reports are living documents that will continue to evolve based on feedback and new information sources. All research reports are available on the NM Tourism Industry website <http://nmtourism.org/industry> under the research section. Comments are welcome and should be addressed to [Victoria.gregg@state.nm.us](mailto:Victoria.gregg@state.nm.us)

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## EXECUTIVE SUMMARY

The executive summary is composed of three sections.

- The **Annual Performance Highlights** section presents a quick overview of the major data highlights since the last annual report. Much of the data in this section comes from *"The Economic Impact of Tourism in New Mexico: 2015 Analysis"* which was released in July 2016. The full 2015 Economic Impact of Tourism report is available in the research section at <https://www.newmexico.org/industry/> and includes comprehensive economic impact information statewide and for the 33 counties in New Mexico.
- The **2015 Performance Commentary** section presents a summary and commentary on other key metrics not already presented in the **Annual Performance Highlights** section. This section is organized under the following categories: New Mexico Brand Performance; NMTD Visitor Relationships; New Mexico Visitor Profile; and Visit Characteristics.
- Finally, the **Overview of NMTD Research Findings: 2011 through 2016** provides a review of NMTD's most significant research findings over the last 5+ years.

## Annual Performance Highlights

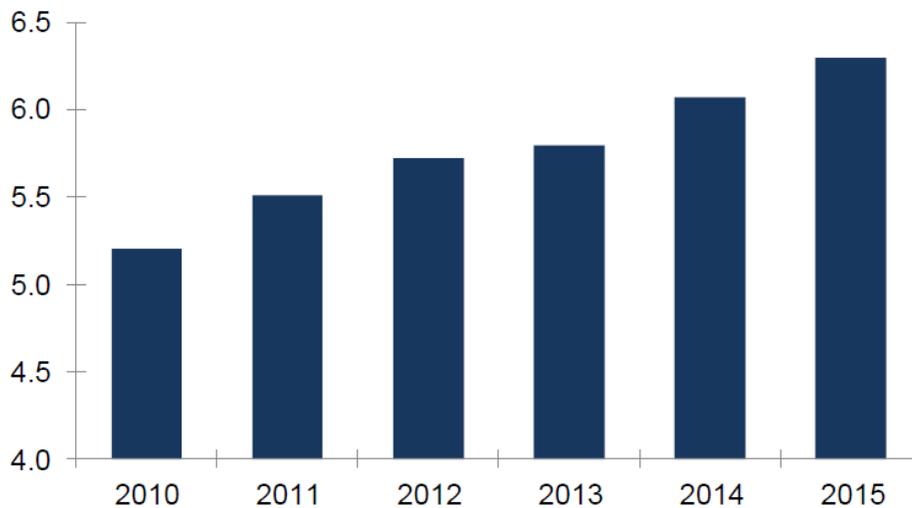
As with last year, performance in the tourism sector has shown increasing growth.

**Tourism Spending Continues to Increase:** As the charts below show, visitor spending has been steadily increasing across all tourism-related sectors, culminating in a total increase of 3.6% from 2014. Since 2011, tourism-related spending has increased by **\$782M**, or **14.2%**. Tourism spending totaled nearly \$6.3 billion in 2015, an all-time high.

Visitor Spending by Sector (US\$ Million)							
Sector	2010	2011	2012	2013	2014	2015	% Change
Lodging	\$1,068	\$1,097	\$1,128	\$1,152	\$1,238	\$1,287	4.0%
Food & bev.	\$1,253	\$1,308	\$1,327	\$1,332	\$1,352	\$1,403	3.8%
Retail	\$865	\$902	\$966	\$987	\$1,073	\$1,107	3.2%
Recreation	\$722	\$744	\$749	\$751	\$755	\$782	3.6%
Local Trans.	\$622	\$749	\$802	\$798	\$852	\$889	4.3%
Air	\$174	\$183	\$175	\$165	\$159	\$161	1.7%
2nd Homes	\$503	\$530	\$575	\$609	\$645	\$664	2.9%
<b>TOTAL</b>	<b>\$5,207</b>	<b>\$5,512</b>	<b>\$5,722</b>	<b>\$5,794</b>	<b>\$6,074</b>	<b>\$6,294</b>	<b>3.6%</b>
<b>% Change</b>		<b>5.9%</b>	<b>3.8%</b>	<b>1.3%</b>	<b>4.8%</b>	<b>3.6%</b>	

## Visitor Spending

Billions of \$



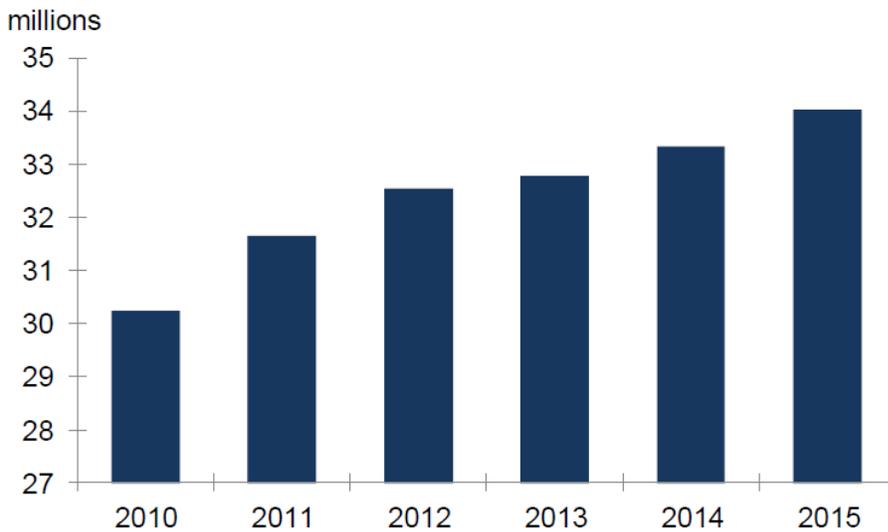
Source: Longwoods, Tourism Economics

New Mexico Visitor Spending (US\$ Million)						
Sector	2010	2011	2012	2013	2014	2015
<b>TOTAL</b>	<b>\$5,207</b>	<b>\$5,512</b>	<b>\$5,722</b>	<b>\$5,794</b>	<b>\$6,074</b>	<b>\$6,294</b>
<b>% Change</b>		<b>5.9%</b>	<b>3.8%</b>	<b>1.3%</b>	<b>4.8%</b>	<b>3.6%</b>

Other indicators of tourism-related spending also increased in 2015. Compared to 2014, taxable gross accommodation receipts **increased 4.4%** yoy (year over year), gross receipts accommodation taxes **grew 6.2%**, and New Mexico Rocky Mountain Lodging Report Accommodation Total Receipts **increased 7%**.

**2015 Visitation Increased:** Tourism Economics adds international visitation estimates to Longwoods International domestic visitation numbers as seen in the following charts and table, and the total number of visitors (overnight and day-trips) **increased by 2.1%--or 700,000--to 34.04M** for these combined visits. The majority of visitors to New Mexico were from domestic markets (98.1%) and traveled to New Mexico for leisure purposes alone (87.1%).

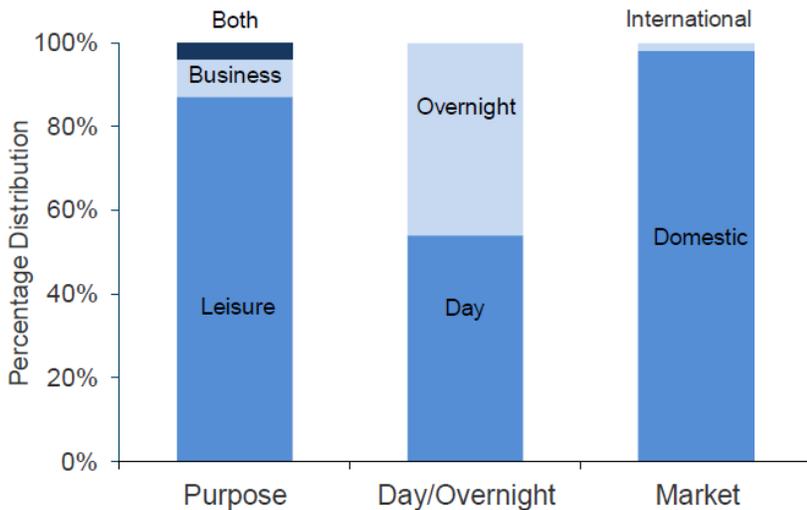
### Visitor Volume



Source: Longwoods, Tourism Economics

New Mexico Visitation						
Millions of Person-Trips						
Sector	2010	2011	2012	2013	2014	2015
<b>TOTAL</b>	<b>30.24</b>	<b>31.66</b>	<b>32.55</b>	<b>32.79</b>	<b>33.34</b>	<b>34.04</b>
<b>% Change</b>		<b>4.7%</b>	<b>2.8%</b>	<b>0.7%</b>	<b>1.7%</b>	<b>2.1%</b>

## Visitors by Market



Note: visitors are counted on a person-trip basis.

Visitors By Market		
	Visitors (millions)	% of total
<b>Purpose</b>	<b>34.0</b>	
Leisure	29.6	87.1%
Business	3.1	9.2%
Both	1.3	3.8%
<b>Stay (Day/Overnight)</b>	<b>34.0</b>	
Day	18.3	53.8%
Overnight	15.7	46.2%
<b>Market</b>	<b>34.0</b>	
Domestic	33.4	98.1%
International*	0.6	1.9%
International Volume Estimates		
Canada	134,306	
Mexico	347,619	
Overseas	166,983	
<b>Total</b>	<b>648,908</b>	

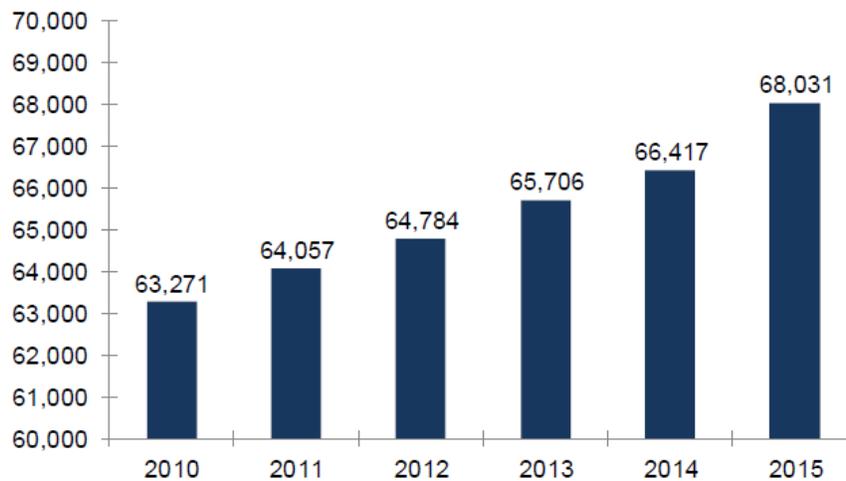
**Tourism Jobs Continue to Grow:** Tourism employment has been one of the best performing sectors in the New Mexico economy. As seen in the charts and tables on the following page, Tourism Economics data shows **6.2% growth** in direct tourism employment since 2011 (or **3,974 additional jobs**). Direct, Indirect and Induced employment totaled **90,412**, or **8.3%** of all jobs in New Mexico (**up from 8.0%** in 2011) – refer to the 2011 and 2015 Economic Impact of Tourism reports, available at <https://www.newmexico.org/industry/> under the research section.

*Important: Note that Tourism Economics analysis of employment provides a more precise and different accounting of tourism jobs than what NMTD has reported the past several years, in which we have reported Leisure and Hospitality employment numbers from the U.S. Bureau of Labor Statistics. Tourism Economics apportions tourism jobs in various job sectors or industries based on proportions that can be attributed to tourism activity as determined by research studies. So for example, on page 18 of the “The Economic Impact of Tourism in New Mexico: 2014 Analysis,” 51.9% of jobs in the Recreation employment sector are considered to be supported by visitor spending. In the Bureau of Labor Statistics Leisure and Hospitality category, 100% of recreation jobs are counted. This is true for other employment categories, and there are some sectors, such as retail, that are included in Tourism Economics Tourism job numbers but are not included in the Leisure and Hospitality sector.*

*Therefore, NMTD gives preference to Tourism Economics’ employment data, although in the Economic Impact of Tourism in New Mexico section found later in this Annual report, we also report on Leisure and Hospitality employment for the sake of continuity with past reports.*

## Tourism Employment

Units



Source: Tourism Economics

Direct Tourism Employment						
Sector	2010	2011	2012	2013	2014	2015
<b>TOTAL</b>	<b>63,271</b>	<b>64,057</b>	<b>64,784</b>	<b>65,706</b>	<b>66,417</b>	<b>68,031</b>
<b>% Change</b>		<b>1.2%</b>	<b>1.1%</b>	<b>1.4%</b>	<b>1.1%</b>	<b>2.4%</b>

Tourism Economy Employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	43	43	86
Construction and Utilities	-	433	136	569
Manufacturing	-	140	61	201
Wholesale Trade	-	210	333	544
Air Transport	738	10	17	765
Other Transport	3,583	576	204	4,363
Retail Trade	6,236	89	1,938	8,263
Gasoline Stations	1,328	10	145	1,483
Communications	-	620	203	823
Finance, Insurance and Real Estate	5,557	1,999	1,610	9,167
Business Services	-	3,177	848	4,024
Education and Health Care	-	51	3,133	3,184
Recreation and Entertainment	13,084	521	536	14,141
Lodging	15,891	24	14	15,929
Food & Beverage	21,615	1,170	1,944	24,730
Personal Services	-	502	986	1,488
Government	-	472	180	652
<b>TOTAL</b>	<b>68,031</b>	<b>10,048</b>	<b>12,332</b>	<b>90,412</b>
<b>Growth Rate</b>	<b>2.4%</b>	<b>1.3%</b>	<b>1.9%</b>	<b>2.2%</b>

**Personal Income Continues to Grow:** Direct and Total tourism labor income stood at \$1.575 and \$2.427 billion in 2015, a **4.4%** and **4.2%** increase respectively, from 2014.

<b>Tourism Labor Income (Compensation)</b>				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	1.4	2.8	4.2
Construction and Utilities	-	28.4	8.5	36.9
Manufacturing	-	5.7	2.6	8.4
Wholesale Trade	-	12.6	20.0	32.6
Air Transport	36.6	0.5	0.9	38.0
Other Transport	111.9	27.7	8.9	148.5
Retail Trade	156.7	2.9	59.1	218.7
Gasoline Stations	36.8	0.3	4.0	41.0
Communications	-	27.8	9.3	37.1
Finance, Insurance and Real Estate	74.7	56.6	51.8	183.1
Business Services	-	123.2	34.3	157.5
Education and Health Care	-	1.2	140.2	141.4
Recreation and Entertainment	273.9	5.3	6.9	286.1
Lodging	387.1	0.6	0.3	388.0
Food & Beverage	431.4	23.3	42.8	497.5
Personal Services	-	26.2	36.4	62.6
Government	-	36.7	11.9	48.6
<b>TOTAL</b>	<b>1,509.0</b>	<b>380.5</b>	<b>440.8</b>	<b>2,330.3</b>
Growth since 2011	10.7%	4.6%	7.6%	9.1%

**Tourism-generated taxes increased:** State taxes **grew by 3.4%** (or **\$14.2 million**) between 2014 and 2015 (to \$427.9 million) and Local taxes **increased by 3.2%** (or **\$6.3 million** to \$201 million). Visitor-driven state and local tax proceeds of \$629 million helped offset the average household tax burden by \$826.50 per household. That is, visitors add tax value worth **\$826.50** to every New Mexico household, **up from \$747** in 2011, an increase of **10.6%**.

<b>Tourism-Generated Taxes</b>				
Millions of \$				
	2011	2014	2015	% Change
<b>Federal Taxes</b>	<b>613.6</b>	<b>668.6</b>	<b>694.1</b>	<b>3.8%</b>
Corporate	157.5	174.4	180.7	3.6%
Indirect Business	112.6	119.5	123.0	2.9%
Personal Income	59.8	65.3	68.0	4.2%
Social Security	283.7	309.5	322.3	4.2%
<b>State Taxes</b>	<b>381.9</b>	<b>413.7</b>	<b>427.9</b>	<b>3.4%</b>
Corporate	25.6	28.4	29.4	3.6%
Personal Income	23.2	25.3	26.3	4.2%
Sales	199.6	218.1	226.0	3.6%
State Unemployment	6.8	7.4	7.7	4.2%
Other Taxes/fees	126.7	134.5	138.5	2.9%
<b>Local Taxes</b>	<b>183.1</b>	<b>194.7</b>	<b>201.0</b>	<b>3.2%</b>
Sales	10.5	11.5	11.9	3.6%
Personal Income	4.1	4.5	4.6	4.2%
Lodging	40.8	41.6	42.6	2.3%
Excise and Fees	11.3	12.3	12.7	3.6%
Property	74.2	78.8	81.1	2.9%
Other taxes and fees	42.2	46.1	48.0	4.2%
<b>Total</b>	<b>1,178.6</b>	<b>1,277.0</b>	<b>1,322.9</b>	<b>3.6%</b>

## 2015 Performance Commentary

The **2015 Performance Commentary** section presents a summary of the results for categories not already covered in the preceding section (Visitation, Spending, and Employment), focusing on New Mexico Brand Performance; NMTD Visitor Relationships; New Mexico Visitor Profile; and Visit Characteristics. Please refer to these sections, beginning on page 19 for more information.

Overall, progress in meeting NMTD's objectives has been positive, exceptionally so in the case of some of the objectives. The following provides detailed information for each category:

### NEW MEXICO BRAND PERFORMANCE

#### Objective #1: Increase the number of marketable overnight trips and total visitor numbers.

Marketable trips are defined as travel that is influenced by marketing efforts and do not include visitors whose main purpose in taking a trip is to visit friends and family or for business trips. In 2011, based on an analysis of the visitation and spending patterns of New Mexico visitors, NMTD determined that ***increasing out-of-state marketable overnight trips would be key to driving economic impact***.

There were several reasons for developing this objective. First, while New Mexicans are the single largest group of visitors to New Mexico, out of state visitors spend much more per person in New Mexico than New Mexicans. Second, New Mexicans spend even less on in-state vacations than the average spend of in-state visitors in our competitive set of states (Arizona, Colorado and Utah). Finally, New Mexicans make up a much smaller percentage of total New Mexico visitors than in our competitive set of states, largely because New Mexico's population is much smaller. Therefore, New Mexico should be able to realize the largest spending lift by targeting out of state visitors, while at the same time encouraging in-state visitation.

*Note that the marketable data that follows is for domestic visitation only.*

In 2015, domestic marketable overnight visitation **increased 3.3%** and out of state visitation **increased 2.6%**. Marketable trips (trips other than visits to friends and family and business trips) are the focus of NMTD's advertising efforts, since, as the name indicates, they are trips that can be more readily influenced by advertising. The fact that marketable trips have **increased over 45%** since 2010 is quite remarkable, and a strong indicator that NMTD's True advertising is having an impact. An additional bonus of marketable trips is that people who take these trips spend more on food, lodging, and in all spending categories than the average visitor, thus bringing more money into New Mexico's economy.

NMTD also currently has several initiatives to boost in-state visitation, such as New Mexico True Television, advertising targeted at New Mexico residents, and the regional ad program (which focuses on promoting fairs, festivals and events).

**Objective: Improve perceptions of New Mexico as an attractive travel destination for both the national and in-state travel markets so they are more comparable to competitive set averages.**

Three measures (**National Travel Intent, In-State Travel Intent, and the Repeat Visitation Rate**), were selected in 2011 as indicators of key weaknesses in New Mexico’s visitor market that NMTD has sought to improve (see page 20). New Mexico has lagged behind our competitive states in each of these measures: **National Travel Intent** (the % of respondents in the Longwoods Intl. national sample who intend to visit New Mexico and our competitive set of states in the next 12 months); **In-State Travel Intent** (the % of state residents who intend to take an overnight trip within their own state); and the **Repeat Visitation Rate** (the % of visitors who intend to return within the next 12 months to the state they previously visited and spent most of their time in).

There was significant change in two of these three measures in 2015 from 2014. For New Mexico, there were increases in both In-State Travel Intent and the Repeat Visitation Rate and no change in National Travel Intent. Long term, both New Mexico (excepting 2015) and our competitive states have seen declines in in-state visitation and intent to return rates. These declines are believed to be related to an improving economy, which encourages more expensive, out of state trips. In 2015, the **Repeat Visitation Rate** rose in New Mexico, while it declined in our competitive states.

## **NMTD VISITOR RELATIONSHIPS**

### **Objectives:**

**#1: Grow active visitor relationships and interactions.**

**#2: Increase awareness of New Mexico.**

NMTD’s Social Media presence and YouTube views continued their solid growth in 2015. The department’s Facebook PTAT and total reach have grown very rapidly as more department resources have been devoted to Facebook, with especially strong growth in 2015. The number of likes continues to grow strongly, **increasing over 100%** in 2015 and **surpassing 157,000**.

Views of the department’s YouTube page were **164% higher** in 2015 compared to 2014, which had itself increased 111% over 2013. New Mexico True videos have been very well received by the public and have exposed many more people to NMTD produced videos. In addition, all New Mexico True TV episodes and segments are “housed” in NMTD for future use. These short video segments are well suited for use with other social media channels such as Facebook.

Visits to all department websites **decreased slightly** in 2015. Site content and features have been continuously updated and expanded over the last year. A new website launch in early 2017 should generate growth moving forward. Referrals from newmexico.org to New Mexico business partner sites **increased 66.3%** in 2015. These referrals (an average of **516 every day** in 2015) represent a significant source of leads for over 2,000 New Mexico businesses.

Long-term trends show that requests for the traditional printed vacation guide have been in decline since 2001 as consumers increasingly turn to websites, user content generated travel websites (such as Tripadvisor.com), mobile devices and apps and social media for travel information. The department will continue to monitor vacation guide use and make adjustments accordingly. Despite the long-term decline in vacation guides, 2015 deviated from this trend, as requested mailed vacation guides **increased 13.7%**.

NMTD E-newsletters are sent each month highlighting upcoming events and specific New Mexico attractions. The number of E-newsletters sent **increased 6%** to **1.554 million** in 2015. The open rate averaged **17.1%** in 2015.

## NEW MEXICO VISITOR PROFILE

### Objectives:

- #1: Increase the percentage of Primary Overnight visits and decrease the percentage of “pass-through” visits.**
- #2: Broaden New Mexico’s visitor market from a regional to a more national market by reducing the concentration of visitors from the top 5 states of origin.**
- #3: Decrease the average age of visitors so that it aligns with our competitive set.**
- #4: Grow the fly market as a percentage of total overnight visits.**
- #5: Increase visitor Outdoor activity levels and maintain high Cultural activity levels.**

In 2015, New Mexico’s and the Competitive set’s average share of Primary overnight visitors changed slightly from 2014, showing a decrease in both NM and our competitive set of states. However, longer term (from 2010 to 2014), New Mexico gained on our Competitive set as the gap between New Mexico and our Competitive set of states **narrowed significantly**, from a **16.3** percentage point gap in 2010 to an **13.5** percentage point gap in 2015.<sup>1</sup>

The geographic diversity objective and measure was developed because in 2010, New Mexico had a greater geographic concentration of visitors and a smaller fly market than our competitive set. NMTD has since sought to broaden New Mexico’s appeal to more markets. New Mexico’s percent of visitor trips from its top five states of origin (New Mexico, Texas, Arizona, Colorado and California) **stayed relatively stable** in 2015 while the Competitive set average **declined 2 points**. New Mexico’s geographic concentration (top 5 states) is **now on par** with our Competitive set of states, a very significant change in the last four years. The primary reason geographic diversity has increased is due to of an increase in fly market visitors.

The average age of New Mexico’s overnight visitors has declined since 2010, while the competitive set average age has changed little. In 2010 New Mexico’s visitors were older than the U.S. and Competitive set average (especially for non-primary overnight visitors), however, since then the average age of New Mexico’s visitors has been steadily declining, while the average age for our competitive set has been increasing. For overnight visitors, the average age visiting New Mexico has fallen from 48.1 in 2010 to 45.5 in 2015.

The percentage of New Mexico primary overnight visitors who traveled by air reached **declined slightly from an all time high** in 2014. In 2010 and 2011, New Mexico was more reliant on the drive market than our competitive set. Since then, the percent of Primary overnight visitors who travelled by plane has increased to levels closer to our competitive set’s average, and between 2010 and 2015, New Mexico’s fly market has grown **twice as fast** as our competitive set. Analyses of fly market visitors show they spend about **twice as much** in nearly all spending categories as drive market visitors. Therefore, it is believed a more balanced fly/drive visit profile (more similar to our competitive set) benefits New Mexico.

New Mexico’s rich culture, combined with numerous opportunities for outdoor activities is a unique strength of New Mexico. The **Outdoor and Cultural indexes** are the cumulative totals of the Outdoor and Cultural activities primary overnight visitors to New Mexico and other states engage in during their

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<sup>1</sup> Primary visitors are overnight visitors who spent most of their time in that state.

trips. When New Mexico's scores were compared in 2010 to regional and national averages, New Mexico had high activity levels for Cultural activities, but lagged compared to our competitive set for Outdoor activities. (Note that only Primary overnight visitors were measured as non-primary overnight visitors spent most of their trip outside each respective state.) In 2015 the percentage of Primary overnight visitors who engaged in Outdoor activities **decreased** in New Mexico, our competitive set, and the U.S. in general. This indicates that New Mexico is susceptible to overall national trends in this regard. Despite the decrease in 2015, however, the long term trend demonstrates that visitor participation in New Mexico Outdoor activities have **increased greatly** since 2010. New Mexico has **always led in participation** in Cultural activities, and in 2015 was nearly 25 points higher than both the U.S. and our competitive set.

## **VISIT CHARACTERISTICS (2 Objectives)**

### **Objectives:**

**#1: Grow visitation to New Mexico's unique natural and cultural attractions.**

**#2: Grow visitation to New Mexico's outdoor recreational attractions.**

There was a **2.6% decrease** in passenger volume through the Albuquerque International Airport (Sunport) in 2015 over 2014. This continues a pattern of declining passenger volume since at least 2009. These declines have been attributed by Sunport spokesman to airlines cutting back flights at medium size non-hub airports like Albuquerque. The Albuquerque Sunport is attempting to ameliorate this trend by adding additional airlines, such as JetBlue Airways, which began service in April 2013. However, at the time of this report, 2016 saw the first increase in passenger volume at the Sunport since 2009. Additional detail about this increase will be included in the 2017 Annual Report.

National Park visits were **up 13.6%** in 2015 compared to 2014. White Sands and Carlsbad have continue to gain market share, accounting for **55%** of all visits to New Mexico's 13 National Parks and Monuments in 2014, compared to just **53.2%** in 2011.

## Overview of NMTD Research Findings: 2011-2016

The following is a brief outline of seven key, foundational research findings for which the Tourism Department has multiple sources of supporting evidence. Please contact Victoria Gregg ([Victoria.Gregg@state.nm.us](mailto:Victoria.Gregg@state.nm.us)) for more information about these findings.

- 1) ***Often, the American public either does not have a clear idea, or has misperceptions of what New Mexico has to offer and what it is like as a destination.*** There was a very high increase (lift) in favorable ratings for New Mexico's tourism & socioeconomic related attributes among those who were exposed to NM True advertising or who recently visited New Mexico (see charts on page 15). These results suggest unfamiliarity with New Mexico, and a highly favorable response when exposed to New Mexico's attributes.

**Supporting studies:** 2011 multi-state focus groups, which demonstrated a lack of knowledge of and/or misperceptions of New Mexico among in-state and out of state participants  
2011 & 2014 Longwoods International multi-state Image studies  
2015 Longwoods International ROI study & Longwoods International multi-state Halo Effect study of out of state residents.

- 2) ***New Mexico has a higher overnight pass through rate and lower intent to return than our competitive set of states.*** From 2012 through 2015, New Mexico's pass through rate (pass-through overnight visitors are those who spent at least one night in a state, but indicated that the state was not their primary destination) has averaged 30% of all overnight visitors, while the C.S. average is 18%. New Mexico's intent to repeat an overnight trip within 12 months rate is around 40% compared to a 46% average for our Competitive set of states. There are several reasons for these disparities, including a lower visiting friends and family (VFR) rate for New Mexico (those who visit friends and family have a higher intent to return rate). However, it is also hypothesized that one of the more significant factors is related to the geographic distribution and lower quantity of New Mexico's tourist attractions. An analysis of the geographic distribution of TripAdvisor's "things to do" listings for New Mexico and our three competitive states (Arizona, Colorado and Utah), shows that the attractions in our competitive states are more widely distributed within each state as compared to New Mexico. 74% of New Mexico's "things to do" occur within the Albuquerque to Taos corridor (broadly defined), and this corridor coincides with where the majority of New Mexicans live. This geographic concentration of attractions and New Mexico residents likely suppresses in-state overnight trips, and favors day trips. The geographic concentration and overall number of New Mexico attractions also suggests out of state visitors would be less likely to return within 12 months, despite having highly favorable opinions of New Mexico (see #3 below).

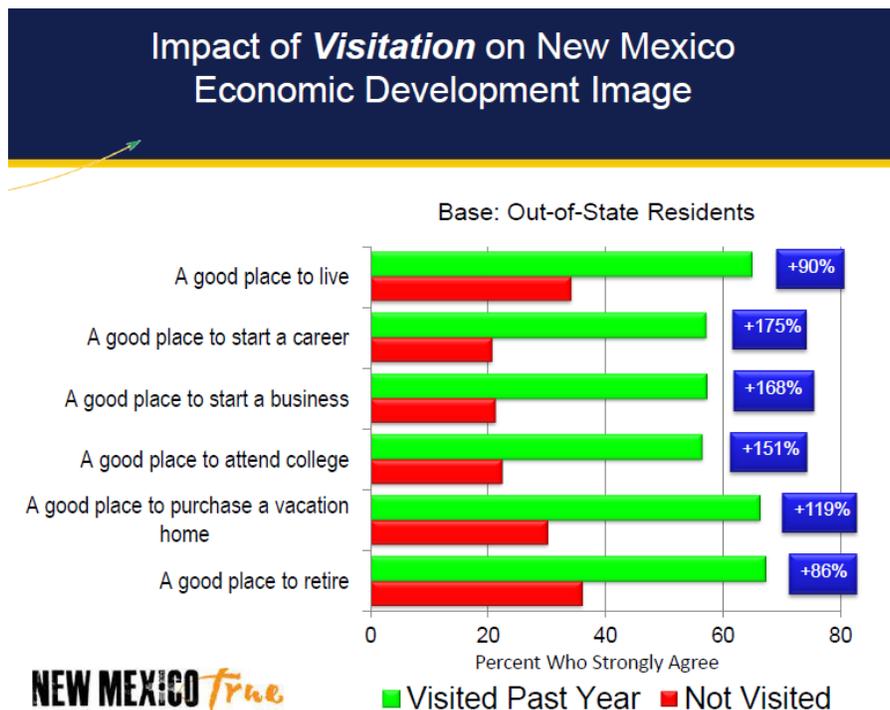
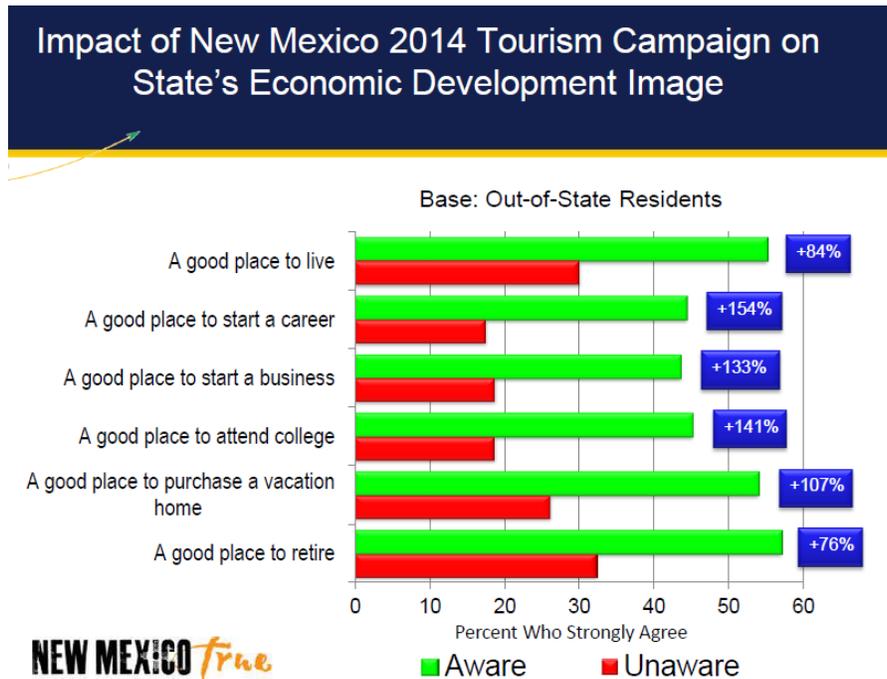
**Supporting studies:** 2010 through 2015 Longwoods TravelUSA® data  
TripAdvisor 2015 analysis of "Things to do" listings by state

- 3) ***Exposure to NM True advertising and/or visiting New Mexico greatly improves New Mexico's image, for both tourism related and socio-economic attributes.*** New Mexico does not have an image problem among out of state visitors who are exposed to what our state has to offer. Exposure to NM True advertising and/or visiting New Mexico is associated with much higher tourism and socioeconomic related attribute ratings.

**Supporting studies:** The 2011 Longwoods International Image Study and the 2015 ROI study demonstrated a lift in Tourism related attributes for those who visited NM.

The 2015 Longwoods International ROI study & Longwoods multi-state Halo Effect study of out of state residents showed that exposure to NM True advertising and visiting NM had a pronounced lift on opinions regarding six socioeconomic attributes (such as NM is a good place to live or start a business), in fact, NM's overall lift was higher than the 6 other states in the Longwoods study.

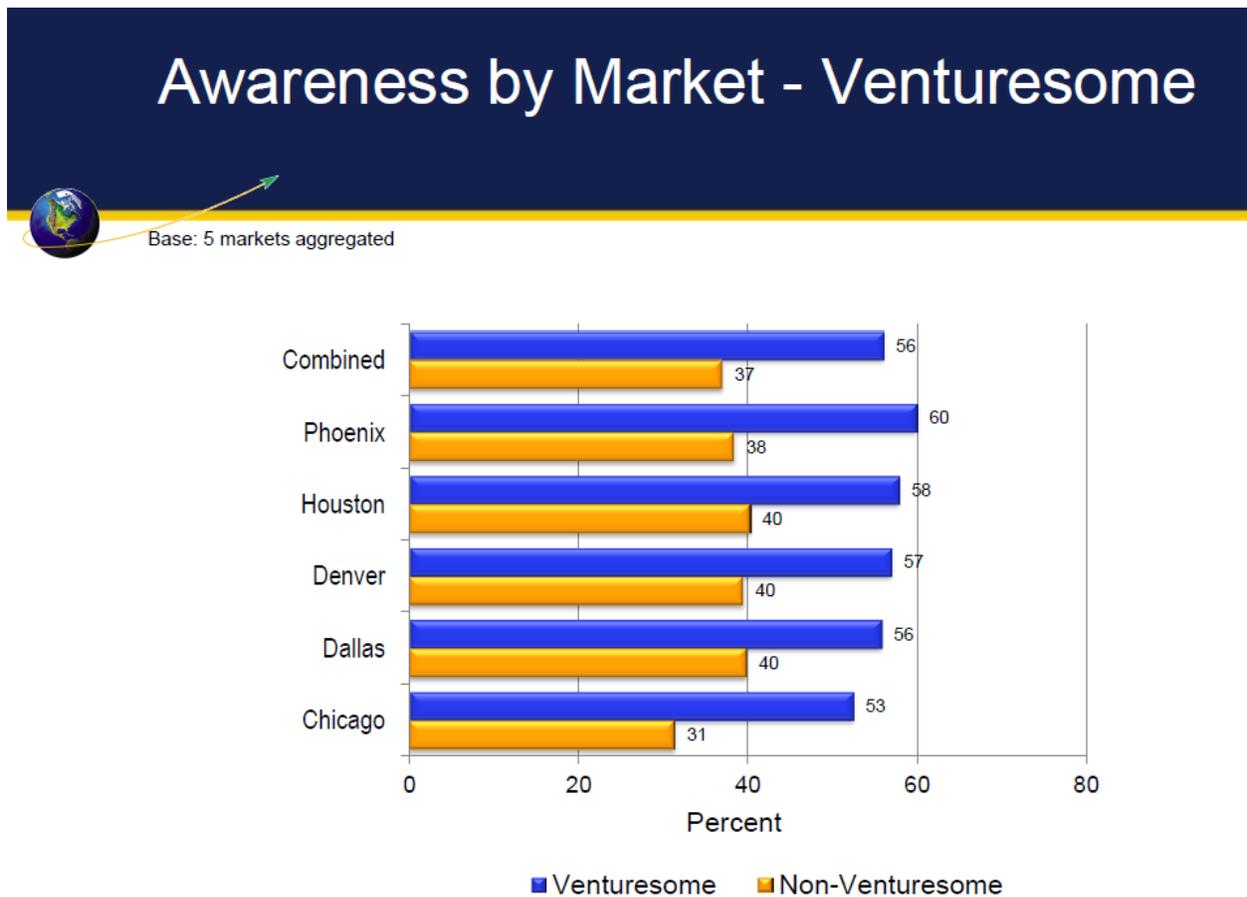
Sample charts from the Longwoods International 2015 ROI study, demonstrating a strong lift in the % who strongly agree New Mexico exhibits the following attributes among those exposed to NM True advertising and among those who visited NM in the past year:



- 4) **Research has allowed NMTD to identify, and successfully target and attract Venturesome travelers, a highly desirable subgroup that is an excellent fit for what New Mexico has to offer** (the Venturesome are defined as those who seek authentic, unusual & adventurous travel experiences, are opinion leaders, have higher than average household income & education and travel more frequently).

**Supporting studies:** 2011 multi-state focus groups, 2011 TNS data analysis, & Besttripchoices.com state profiles (key sources that helped NMTD identify the Venturesome as NM’s primary target)  
2014 Longwoods International Advertising Effectiveness study (the Venturesome were found to be much more likely than the non-Venturesome to have seen NM True advertising and say they intend to visit NM as a result of having seen NM True advertising)  
2015 Longwoods International ROI study (the Venturesome were found to be much more likely than the non-Venturesome to visit NM as a result of having seen NM True advertising)

Sample chart from the Longwoods International 2015 ROI study, demonstrating increased awareness of NM True advertising among the Venturesome:



- 5) **NM True advertising is working and Tourism in New Mexico is growing.** Those exposed to NM True advertising are much more likely to subsequently visit New Mexico, in addition, multiple unique data sources show strong growth in the tourism industry.

**Supporting studies:** 2012 & 2015 Longwoods International ROI studies. In the 2015 study, every \$1 invested in the New Mexico ad campaign in 5 targeted markets generated \$72 in visitor spending and \$7 in tax revenue for the benefit of New Mexico residents. In the 2012 ROI study (over a shorter period and with a smaller budget), the equivalent returns were \$30 in visitor spending and \$3 in tax revenue.

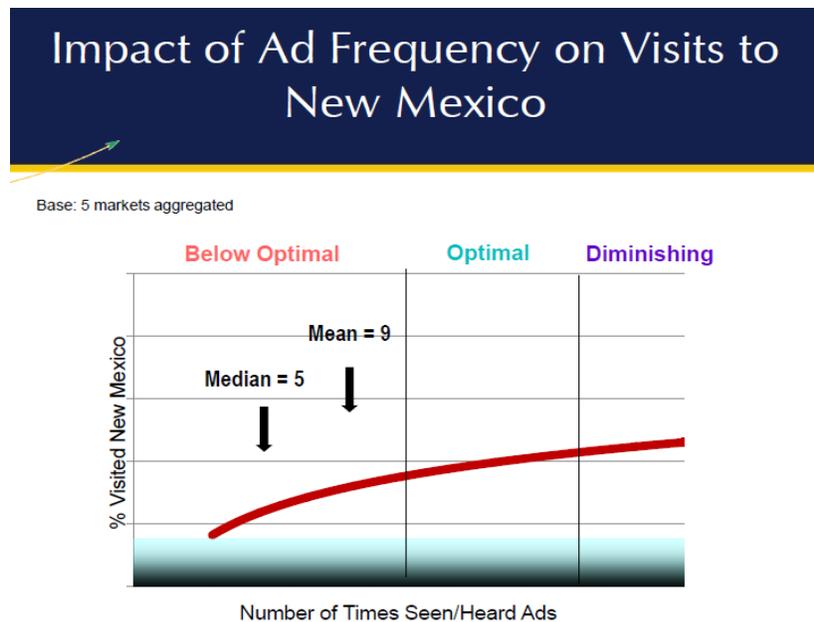
In addition, multiple data sources show strong growth in tourism over time:

% Annual Change	CY2010	CY2011	CY2012	CY2013	CY2014	CY2015	2010->2015
<b>All Domestic Visitors</b> <small>Source: Longwood's International Travel USA® dataset</small>	1.0%	4.7%	2.6%	0.6%	1.6%	2.1%	12.1%
<b>Accommodation sector taxable gross receipts</b> <small>Source: NM tax &amp; Revenue Dept.</small>	5.9%	2.3%	3.8%	4.9%	5.4%	6.3%	24.8%
<b>Accommodation sector gross receipts taxes</b> <small>Source: NM tax &amp; Revenue Dept.</small>	6.6%	4.2%	3.8%	5.7%	5.6%	41.3%	70.5%
<b>Hotel/Motel Lodging receipts (RMLR)</b> <small>Source: Rocky Mountain Lodging Association Report</small>	0.2%	0.4%	2.6%	5.8%	5.7%	7.0%	16.6%
<b>Leisure &amp; Hospitality jobs</b> <small>Source: U.S. Bureau of Labor Statistics (seasonally adjusted)</small>	-0.6%	1.1%	1.8%	2.6%	2.5%	2.4%	8.4%

6) **More NM True advertising would result in more visitors.**

Supporting studies: Both the Longwoods International 2014 Advertising Effectiveness study and Longwoods International 2015 ROI study showed that the level of NM True advertising in our target markets is well below saturation levels, and so greater spending would result in significantly more trips to New Mexico.

Sample chart from the 2015 ROI study:



7) ***Tourism is a major contributor to the growth of economic base jobs in New Mexico.***

Supporting studies: Tourism related economic base jobs are jobs that result from new money being brought into and spent in New Mexico by out of state visitors. Analysis of Longwoods TravelUSA® data shows that in 2015, out of state visitors accounted for 84% of all tourism spending in New Mexico (overnight and day trip spending combined). Thus higher levels of tourism spending help grow New Mexico economic base jobs and are an important contributor to New Mexico's wealth creating exports.

## NEW MEXICO BRAND PERFORMANCE

### Tourism Visits

Objective: Increase the number of marketable visitors and total visitors numbers.

*Note that the data on this page is for domestic visitation only. Refer to pages 6 and 7 in this report for domestic and international visitation totals. This data is reported to maintain continuity with previous annual reports.*

In 2015, Longwoods International Travel USA data shows that **total domestic visitation increased 2.1%** over 2014 for a combined total of **33.4 million visits**, while Tourism Economics 2015 data showed domestic and international visitation **increased 1.9% to 34 million**. Overnight domestic visitation **increased by 1.3%** and day-trip visitation **increased by 2.8%**. Domestic marketable overnight visitation **increased 3.3%** and out of state visitation also **increased 2.6%**. Marketable trips (trips other than visits to friends and family and business trips) are the focus of NMTD’s advertising efforts, since, as the name indicates, they are trips that can be more readily influenced by advertising. The fact that marketable trips have **increased over 45%** since 2010 is quite remarkable, and a strong indicator that NMTD’s True advertising is having an impact. An additional bonus of marketable trips is that people who take these trips spend more on food, lodging, and in all spending categories than the average visitor, thus bringing more money into New Mexico’s economy.

New Mexico’s share of adult overnight marketable trips in the U.S. has changed little from 2011 to 2015, though Longwoods International has provided us with data showing New Mexico’s overnight market share ranking has increased since 2012:

2010 – 36<sup>th</sup>, 2011 – 36<sup>th</sup>, 2012 – 36<sup>th</sup>, 2013 – 33<sup>rd</sup>, 2014 – 32<sup>nd</sup>, 2015 – 34<sup>th</sup>

This market share rank increase has occurred because some states market share has declined during this period, so New Mexico, by maintaining its market share has moved up.

<b>New Mexico Total Person Visits* &amp; U.S. Market Share</b> (% market share of overnight & day trip visits)						
	CY2010	CY2011	CY2012	CY2013	CY2014	CY2015
<b>NM All Domestic Visitors</b>	<b>29.8</b>	<b>31.2</b>	<b>32.0</b>	<b>32.2</b>	<b>32.7</b>	<b>33.4</b>
<i>Y/Y Change</i>	<i>1.0%</i>	<i>4.7%</i>	<i>2.6%</i>	<i>0.6%</i>	<i>1.6%</i>	<i>2.1%</i>
<b>NM Overnight Visitors</b>	<b>13.7</b>	<b>14.5</b>	<b>14.5</b>	<b>14.6</b>	<b>14.9</b>	<b>15.1</b>
<i>Y/Y Change</i>	<i>-1.4%</i>	<i>5.8%</i>	<i>0.0%</i>	<i>0.7%</i>	<i>2.1%</i>	<i>1.3%</i>
<b>NM Overnight Marketable Visitors</b>	<b>5.6</b>	<b>6.2</b>	<b>7.0</b>	<b>7.7</b>	<b>7.9</b>	<b>8.2</b>
<i>Y/Y Change</i>	<i>NA</i>	<i>11.0%</i>	<i>11.6%</i>	<i>11.2%</i>	<i>2.1%</i>	<i>3.8%</i>
<b>NM Day Visitors</b>	<b>16.1</b>	<b>16.7</b>	<b>17.5</b>	<b>17.6</b>	<b>17.8</b>	<b>18.3</b>
<i>Y/Y Change</i>	<i>3.2%</i>	<i>3.7%</i>	<i>4.8%</i>	<i>0.6%</i>	<i>1.1%</i>	<i>2.8%</i>
<b>U.S. Share of Adult Overnight Marketable Trips</b>	<b>NA</b>	<b>1.11%</b>	<b>1.15%</b>	<b>1.15%</b>	<b>1.12%</b>	<b>1.10%</b>

\* In Millions

Source: Longwoods International Travel USA® 2010 through 2015 data sets and Tourism Economics 2015 data  
Interval of Measurement: Annual by Calendar Year

## Intent to Travel – National Travel Intent, In-State Travel Intent, Repeat Visitation Rate

Objective: Improve perceptions of New Mexico as an attractive travel destination for both the national and in-state travel markets so that it is more in line with competitive set averages.

In two of the three measures, there was considerable positive change for New Mexico in 2015 compared to 2014. While National Travel Intent remained the same for New Mexico, our competitive set saw a slight decline. Both In-State Travel Intent and Repeat Visitation Rate saw a significant increase in 2015. Of note, the Repeat Visitation Rate **climbed by nearly 30%** from 2014 to 2015, while the same metric decreased slightly in the competitive set.

Percent of Respondents in the Longwoods Intl. National Sample Intending to Visit New Mexico or Competitive Set* states in the next 12 months						
		CY2011	CY2012	CY2013	CY2014	CY2015
National Travel Intent	New Mexico	1.9%	1.7%	1.9%	1.9%	1.9%
	Competitive Set Average*	4.2%	4.1%	4.5%	4.7%	4.4%
Percent of State Residents Intending to Take an Overnight Trip within their Own State						
		CY2011	CY2012	CY2013	CY2014	CY2015
In-State Travel Intent	New Mexicans	27.7%	24.8%	26.9%	26.3%	30.6%
	Competitive Set Average*	33.1%	32.3%	29.6%	29.9%	31.8%
Percent of Visitors Intending to Return to the State They Previously Visited and Spent Most of their Time In						
		CY2011	CY2012	CY2013	CY2014	CY2015
Repeat Visitation Rate	New Mexico	39.2%	29.8%	30.4%	29.8%	38.4%
	Competitive Set Average*	51.2%	47.8%	45.2%	47.4%	46.4%

\*The competitive set average is the weighted average of scores for Arizona, Colorado & Utah

Source: Longwoods International Travel USA® 2010 through 2015 data sets  
Interval of Measurement: Annual by Calendar Year

## ECONOMIC IMPACT OF TOURISM IN NEW MEXICO

Objective: Make tourism the economic growth engine for New Mexico.

### New Mexico Leisure and Hospitality Employment

Objective: Increase tourism related employment.

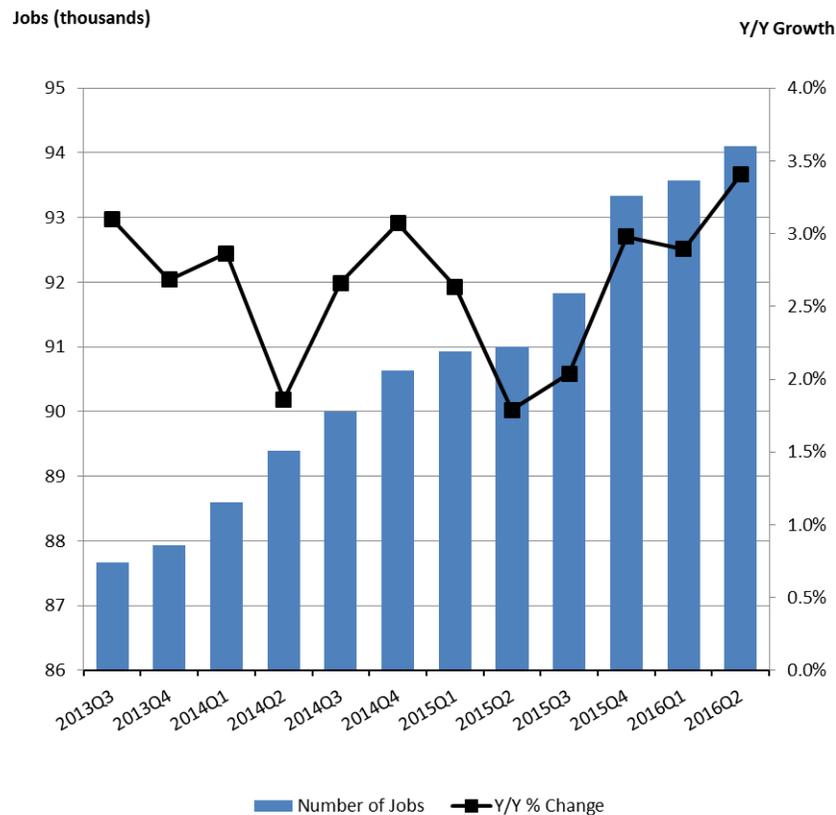
The U.S. Bureau of Labor Statistics Leisure and Hospitality sector is an indicator of tourism-related employment, although not as precise as the tourism employment numbers in Tourism Economics 2015 Economic Impact study, as it omits indirect and induced employment (see pages 7 & 8 of this report). Leisure and Hospitality Employment began growing in New Mexico in 2011 and has continued to grow steadily in 2015 and the first three quarters of 2016. L&H employment **grew 2.8%, in 2015** which represented an additional **2,567 jobs over 2014**. Another **3,100 jobs** (3.3% yoy growth) were added in the first 6 months of 2016, over the first 6 months of 2015 (averaged over the two quarters).

Note that in the interest of reporting continuity, L&H employment numbers are reported, however, more comprehensive information about employment, visitor spending and tourism tax revenue can be found in the 2014 Economic Impact of Tourism in New Mexico, available for download under the Research section at <https://www.newmexico.org/industry/>.

New Mexico Leisure and Hospitality Employment (in thousands)

	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4	2016Q1	2016Q2	CY2010	CY2011	CY2012	CY2013	CY2014	CY2015
<b>Number of Jobs</b>	90.0	90.6	90.9	91.0	91.8	93.3	93.6	95.0	95.2	96.1	83.6	84.6	86.1	88.4	90.6	93.2
<i>Y/Y # Change</i>	2,333	2,700	2,333	1,600	1,833	2,700	2,700	4,000	3,400	2,800	-542	958	1,550	2,258	2,242	2,567
<i>Y/Y % Change</i>	2.7%	3.1%	2.6%	1.8%	2.0%	3.0%	2.9%	4.4%	3.7%	3.0%	-0.6%	1.1%	1.8%	2.6%	2.5%	2.8%

Source: U.S. Bureau of Labor Statistics - seasonally adjusted job #s



Source: U.S. Bureau of Labor Statistics <http://www.bls.gov/EAG/eag.nm.htm>

Interval of Measurement: Quarterly

## New Mexico Hotel & Motel Total Receipts

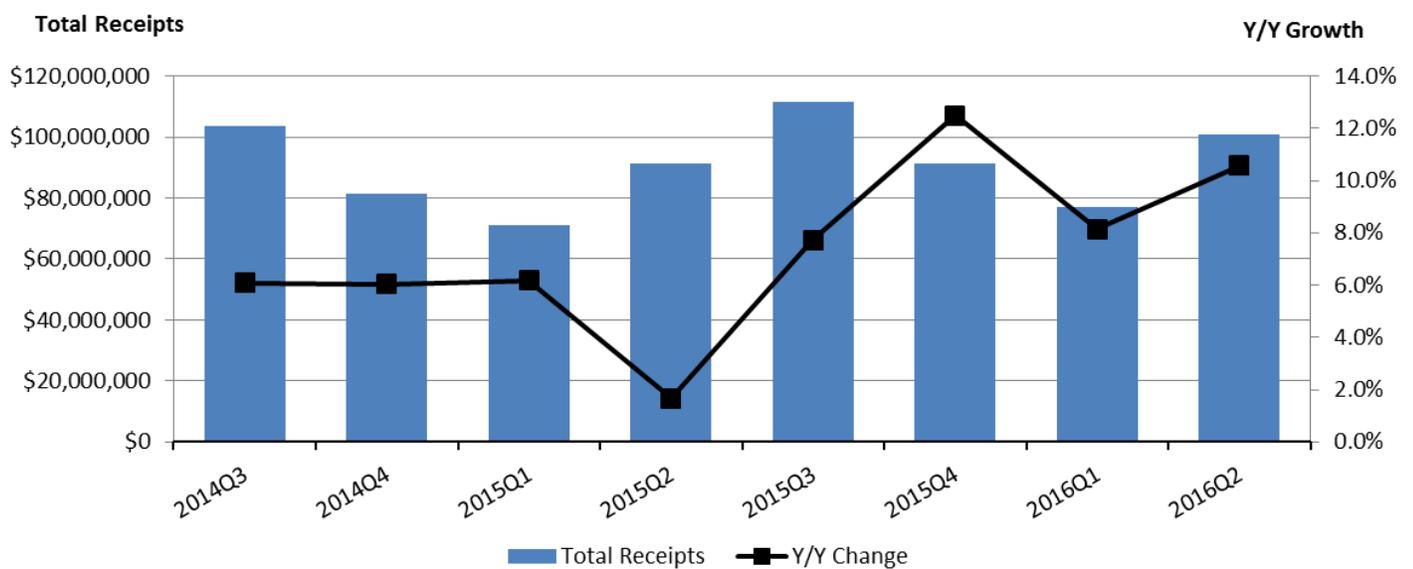
Objective: Increase lodging revenue.

In 2015, accommodation total receipts **increased 7%**, even though the average room rate fell slightly **(-0.5%)** to **\$100.37** from 2014. The first two quarters of 2016 continued to show growth in total receipts, as they **increased 9.4%** over the first half of 2015.

Lodging Receipts (No. of occupied rooms * Average Room Rate)												
	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4	2016Q1	2016Q2	CY2012	CY2013	CY2014	CY2015
Total Receipts*	\$103.5	\$81.3	\$71.1	\$91.4	\$111.5	\$91.4	\$76.9	\$101.0	\$305.5	\$323.2	\$324.2	\$365.4
Y/Y Change	6.1%	6.0%	6.2%	1.7%	7.7%	12.5%	8.2%	10.6%	2.6%	5.8%	5.7%	7.0%

\* in millions \$

\*Total Receipts = (Number of occupied rooms \* Average Room Rate)



Source: Rocky Mountain Lodging Report

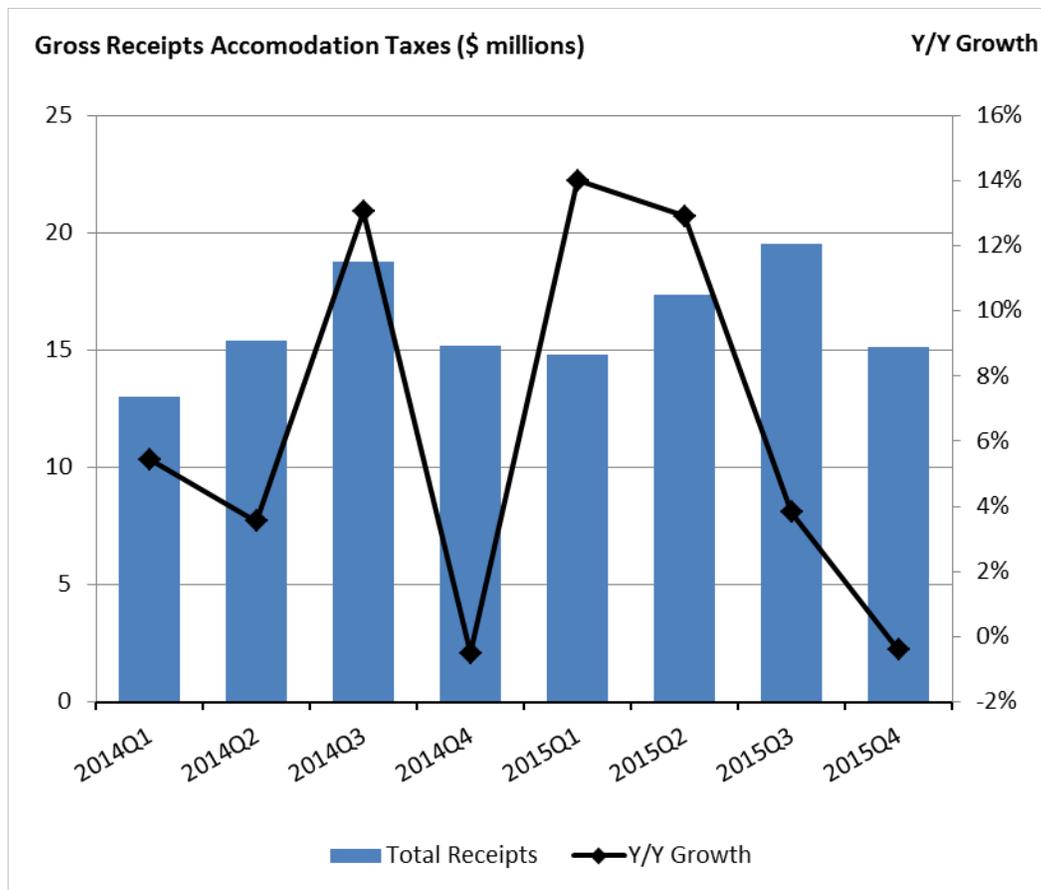
Interval of Measurement: Quarterly

## NM Gross Receipts Accommodation Taxes & Food, Drink and Accommodation Gross Receipts

Objective: Increase tourism related tax revenue.

New Mexico gross receipts accommodation taxes **increased by 7.1%** during calendar year 2015, continuing the steady increases seen since 2011. Total taxable receipts for food & drink and accommodations also continued to grow in 2015, increasing **6.3%** over 2014.

Gross Receipts Accommodation Taxes and Total New Mexico Food & Drink and Accommodation Taxable Gross Receipts (in millions \$)											
	2013Q2	2013Q3	2013Q4	2014Q1	2014Q2	2014Q3	2014Q4	CY2011	CY2012	CY2013	CY2015
Gross Receipts Accommodat	\$14.855	\$16.621	\$15.282	\$12.987	\$15.380	\$18.788	\$15.206	\$55.905	\$59.075	\$62.361	\$66.819
Y/Y Change	1.5%	3.3%	19.0%	5.4%	3.5%	13.0%	-0.5%	3.8%	5.7%	5.6%	7.1%
Total Receipts	\$905.690	\$972.346	\$898.021	\$886.486	\$950.778	\$1,010.019	\$959.075	\$3,486.368	\$3,639.442	\$3,806.358	\$4,046.254
Y/Y Change	1.6%	6.0%	8.0%	2.7%	5.0%	3.9%	6.8%	3.2%	4.4%	4.6%	6.3%
Food & Drink Receipts*	\$706.264	\$750.816	\$692.290	\$712.560	\$744.555	\$761.427	\$755.384	\$2,735.081	\$2,849.293	\$2,973.926	\$3,160.975
Y/Y Change	1.7%	7.0%	4.9%	1.8%	5.4%	1.4%	9.1%	3.1%	4.2%	4.4%	6.3%
Accommodation Receipts*	\$199.426	\$221.530	\$205.731	\$173.926	\$206.223	\$248.592	\$203.691	\$753.104	\$790.111	\$832.432	\$885.277
Y/Y Change	0.9%	2.7%	19.0%	6.4%	3.4%	12.2%	-1.0%	3.8%	4.9%	5.4%	6.3%



WITHOUT Medical Source: BBER & New Mexico Tax & Revenue Department  
Interval of Measurement: Quarterly

## NMTD VISITOR RELATIONSHIPS

### Social Media Presence

Objective: Grow active visitor relationships and interactions.

Measurement of the department’s Facebook activities began in the 3<sup>rd</sup> quarter of calendar year 2010, but over time, NMTD’s Facebook metrics have changed in response to changes Facebook has made in the available measures. For example, new measures: “PTAT” or **People Talking About This** and **Weekly Reach** were introduced in August, 2011. PTAT is a comprehensive **engagement** metric that measures the overall “health” of a Facebook brand Page. It analyzes the “conversation” happening around a Page across Facebook and provides a numerical score. It includes activities such as liking a page; commenting on, or sharing a page post, answering a question, responding to an event, mentioning a page and tagging a photo. Weekly total reach is a measure of the **awareness** of NMTD’s Facebook content. This is the number of people who have been exposed to any content associated with NMTD’s Facebook presence over a 7 day period .

The department’s PTAT and total reach continue recent trends and have grown very rapidly as more department resources have been devoted to Facebook, with especially strong growth in CY2015. The number of Facebook fans continues to grow strongly, **increasing 100.9%** in 2015 and surpassing **175,000** by the end of 2015.

New Mexico Department of Tourism Facebook Statistics												
	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4	CY2012	CY2013	CY2014	CY2015
# of fans of NMTD facebook site (quarterly/avg)	66,010	73,072	83,337	91,469	121,863	158,387	172,153	178,148	41,531	52,809	78,472	157,638
Y/Y Change	35.4%	42.7%	56.9%	57.3%	84.6%	116.8%	106.6%	94.8%	18.3%	27.2%	48.6%	100.9%
NMTD Facebook PTAT (weekly/ave)	5,731	4,968	8,212	12,328	13,136	13,788	16,230	31,350	4,344	4,195	7,810	18,626
Y/Y Change	18%	82%	118%	127%	129%	178%	98%	154%	NA	-3.4%	86.2%	138.5%
NMTD Total Reach (weekly/ave)	135,048	102,368	126,725	266,182	326,553	527,047	368,753	449,818	77,765	80,334	157,581	418,043
Y/Y Change	94%	61%	85%	122%	142%	415%	191%	69%	NA	3.3%	96.2%	165.3%

Source: Facebook Insights

Interval of Measurement: Quarterly by Calendar Year

### YouTube Views

Objective: Increase awareness of New Mexico.

Views of the department’s YouTube page were **164.1% higher** in 2015 compared to 2014, which was up **111%** from 2013. Views nearly tripled, from 357,371 to **943,823** in 2015. This is substantial evidence that New Mexico True videos have been very well received by the public and have exposed many more people to NMTD produced videos. In addition, all New Mexico True TV episodes and segments are “housed” in NMTD for future use. These short video segments are well suited for use with other social media channels such as Facebook.

YouTube: # of Views of NMTD Videos												
	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015 Q4	CY 2012	CY 2013	CY 2014	CY 2015
# of views	18,249	113,385	86,104	90,943	190,855	452,895	9,482	133,403	113,087	169,342	357,371	943,823
Y/Y Change	261.7%	111.6%	171.2%	22.1%	78.1%	514.4%	-89.0%	51.0%	24.5%	36.5%	111.0%	164.1%

Source: YouTube

Interval of Measurement: Quarterly by Calendar Year

## Website Interaction

Objective: Grow visitor relationships and increase awareness of New Mexico.

Visits\* to all department websites **decreased 12.3%** in 2015. However, visits to all department websites still demonstrate growth from 2012, where it has increased **61.28%**.

Department Website Data & Statistics												
	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4	CY 2012	CY 2013	CY 2014	CY 2015
Newmexico.org Visits	156,708	248,275	180,868	285,458	270,208	178,901	151,126	129,503	497,875	741,615	871,309	729,738
Y/Y Growth	-10.8%	10.5%	-13.8%	117.2%	72.4%	-27.9%	-16.4%	-54.6%	-28.8%	49.0%	17.5%	-16.2%
Pages per visit	2.54	2.29	2.33	2.00	2.30	2.17	1.94	1.78	2.84	2.96	2.29	2.05
Y/Y Growth	-24.4%	-22.1%	-24.1%	-18.5%	-9.4%	-5.5%	-16.9%	-11.0%	-10.3%	4.0%	-22.5%	-10.7%
Ave time on site (minutes)	2.47	2.28	2.36	2.19	2.43	2.13	1.90	1.41	2.35	3.13	2.32	1.97
Y/Y Growth	-29.5%	-30.0%	-31.4%	-5.9%	-1.8%	-6.3%	-19.5%	-25.7%	2.9%	33.5%	-25.8%	-15.3%
Visits to all Department websites	234,800	323,729	246,657	353,969	343,145	245,005	225,593	202,709	630,243	940,286	1,159,155	1,016,452
Y/Y Growth	14.0%	27.8%	-11.0%	73.7%	46.1%	-24.3%	-8.5%	-42.7%	-22.6%	49.2%	23.3%	-12.3%

\*A new metric for website visits (the number of visits over 10 seconds) has been used by NMTD since February 2013. This metric more accurately measures both web visits and bounce rates. We have reported raw web visits for some time; however, NMTD now report visits that last more than 10 seconds. This is considered to be a more accurate measure of both bounce rates and visits since web visits that last 10 seconds or less are of poor information dissemination value. There are also issues with the conventional bounce rate metric that the greater than 10 second visitation metric addresses (see <http://padicode.com/blog/analytics/the-real-bounce-rate>)

Source: Google Analytics

Interval of Measurement: Quarterly by Calendar Year

## Referrals from NewMexico.org to Industry Partners

Objective: Grow visitor relationships and increase awareness of New Mexico.

Referrals from newmexico.org to New Mexico business partner sites **increased 66.3%** in 2015. These referrals (an average of **516.5 each day** in 2015) represent a significant source of leads for many businesses in New Mexico.

Referrals from NewMexico.org to Industry Partners											
	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4	CY 2012	CY2013	CY2014	CY2015
# of Referrals	23,413	33,787	35,086	49,297	54,813	49,677	34,730	15,761	92,430	113,331	188,517
Y/Y Growth	-15.0%	66.4%	99.6%	134.2%	134.1%	47.0%	-1.0%		486.4%	22.6%	66.3%

Source: Google Analytics

Interval of Measurement: Quarterly by Calendar Year

## Vacation Guides

Objective: Increase awareness of New Mexico.

Requests for the traditional printed vacation guide have been in decline since 2001 as consumers increasingly turn to websites, user content generated travel websites (such as Tripadvisor.com), mobile apps and social media for travel information. However, requests for mailed vacation guides saw a significant increase in 2015 over 2014, climbing 13.7%.

Mailed Vacation Guides												
	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4	CY 2012	CY 2013	CY 2014	CY2015
Requested Mailed Vacation Guides	10,272	12,944	8,681	6,288	12,968	10,734	9,369	10,350	52,225	52,469	38,185	43,421
Y/Y Change	-59.0%	2.4%	-1.9%	6.6%	26.2%	-17.1%	7.9%	64.6%	-25.9%	0.5%	-27.2%	13.7%

Sources: Adelante Mailing Services (for data on mailed guides).  
Interval of Measurement: Quarterly by Calendar Year

## E-newsletter Performance

Objective: Grow visitor interactions and disseminate information.

NMTD E-newsletters are sent each month highlighting upcoming events and specific New Mexico attractions. The number of E-newsletters sent **increased 6%** to 1.554 million in 2015. The open rate averaged **17.1%** in 2015, an improvement of 7.6% over 2014.

E-newsletters Sent & Open Rate												
	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4	CY 2012	CY 2013	CY 2014	CY 2015
# of e-newsletters sent	358,733	364,783	370,745	364,783	370,745	372,282	394,952	406,029	1,517,467	1,438,767	1,466,543	1,554,466
Y/Y Change	-2.8%	1.2%	4.4%	1.2%	4.4%	5.3%	6.5%	11.3%	22.6%	-5.2%	1.9%	6.0%
% e-newsletter open rate (average)	18.3%	14.7%	13.9%	14.7%	13.9%	16.7%	17.3%	15.9%	18.6%	16.3%	15.9%	17.1%
Y/Y Change	2.0%	-13.2%	-7.8%	-13.2%	-7.8%	-1.4%	24.8%	8.1%	6.4%	-12.6%	-2.2%	7.6%

Source: Mailchimp  
Interval of Measurement: Quarterly by Calendar Year

## NEW MEXICO VISITOR PROFILE

### Percent Primary Overnight Visitor Trips

Objective: Increase the percentage of Primary Overnight visits and decrease the percentage of “pass-through” visits.

New Mexico and the Competitive set’s average share of Primary overnight visitors **declined** slightly from 2014, and both years showed a small **decrease** from 2011 and 2012, as did our competitive set of states. However, longer term (from 2010 to 2015), the gap between New Mexico and our Competitive set of states narrowed significantly, from a **16.3** percentage point gap in 2010 to a **13.5** percentage point gap in 2015. The trend for both New Mexico and the competitive set has been to decrease in percent of primary overnight visitor share since 2011.

% of Primary* Overnight Visitors						
	CY2010	CY2011	CY2012	CY2013	CY2014	CY2015
<b>New Mexico</b>	<b>68.0%</b>	<b>72.0%</b>	<b>70.7%</b>	<b>70.3%</b>	<b>70.2%</b>	<b>67.2%</b>
<b>Competitive Set Average**</b>	84.3%	83.9%	82.7%	82.6%	82.1%	80.7%

\*Primary visitors are overnight visitors who spent most of their time in that state

\*\*Competitive set is weighted average of Arizona, Colorado, and Utah

### Regional Concentration of Visitor Trips

Objective: Broaden New Mexico’s visitor market from a regional to a more national market by reducing the concentration of visitors from the top 5 states of origin.

New Mexico’s percent of visitor trips from the top five states of origin (New Mexico, Texas, Arizona, Colorado and California) **stayed fairly consistent from 2014** while the Competitive set average **declined 2.1 points**. New Mexico’s geographic concentration (top 5 states) is now on par with our Competitive set of states, a very significant change in the last four years. This measure was introduced in 2011 because New Mexico’s narrower geographic concentration of visitors and smaller fly market created dependence on a geographically limited group of visitors. The primary reason geographic diversity has increased is believed to be due to an increase in fly market visitors (as seen on page 28). More fly market visitors are desirable as they spend nearly twice as much in all spending categories (even accounting for higher transportation costs) as non-fly market visitors.

% of Primary* Overnight Visitors from Top 5 States						
	CY2010	CY2011	CY2012	CY2013	CY2014	CY2015
<b>New Mexico</b>	<b>78.2%</b>	<b>77.3%</b>	<b>68.0%</b>	<b>65.5%</b>	<b>62.6%</b>	<b>62.9%</b>
<b>Competitive Set Average**</b>	67.8%	66.9%	66.9%	65.5%	64.5%	62.4%

\*Primary visitors are overnight visitors who spent most of their time in that state

\*\*Competitive set is weighted average of Arizona, Colorado, and Utah

For the two tables on this page:

Source: Longwoods International Travel USA® 2010 through 2015 data sets

Interval of Measurement: Annual by Calendar Year

## Average Age of Visitors

Objective: Decrease the average age of visitors so that it aligns with our competitive set.

The average age of New Mexico's overnight visitors has **declined** since 2010 while the competitive set average age has changed little. In 2010 New Mexico's visitors were older than the U.S. and Competitive set average (for non-primary overnight visitors), however, since then the average age of New Mexico's visitors has declined to below the U.S. and Competitive set averages, a significant and positive shift in New Mexico's overnight visitor profile. It is worth noting that, for all overnight visitors, average age has been increasing steadily for the U.S. and competitive set since 2012.

Average Age of Overnight Visitors							
		CY2010	CY2011	CY2012	CY2013	CY2014	CY2015
Primary Overnight Visitors*	New Mexico	46.4	45.0	42.6	42.4	42.7	45.6
	Competitive Set**	45.4	45.5	43.5	43.5	45.1	45.3
All Overnight Visitors	New Mexico	48.1	46.3	42.2	42.6	42.8	45.4
	Competitive Set**	45.7	45.8	43.1	44.1	45.5	45.7
	U.S.	45.7	45.2	42.7	43.1	44.2	45.5

\* Primary visitors are overnight visitors who spent most of their time in that state. There is no U.S. equivalent.

\*\* Competitive Set is the weighted average of Arizona, Colorado, Utah.

## Fly Market

Objective: Grow the fly market as a percent of total visits.

The percentage of New Mexico primary overnight visitors who traveled by air declined slightly from an all-time high of **23.9%** in 2014 to **21.9%** in 2015. New Mexico was more reliant on the drive market than our competitive set in 2010 and 2011. Since then, the percent of Primary overnight visitors who travelled by plane **increased to levels closer** to our competitive set's average, and between 2010 and 2015, New Mexico's fly market has grown twice as fast as our competitive set.

Analyses of fly market visitors show they spend about twice as much in nearly all spending categories as drive market visitors. Therefore, it is believed a more balanced fly/drive visit profile (more similar to our competitive set) would benefit New Mexico.

Traveled by Air - Percent of Primary Overnight Visits						
	CY2010	CY2011	CY2012	CY2013	CY2014	CY2015
New Mexico	14.9%	16.7%	22.4%	20.7%	23.9%	21.9%
Competitive set weighted average*	23.8%	23.7%	24.9%	27.3%	30.3%	29.4%

\* Competitive set is Arizona, Colorado, Utah

Source for both tables on this page: Longwoods International Travel USA® 2010 through 2015 data sets

Interval of Measurement: Annual by Calendar Year

## Outdoor & Cultural Activity Indexes

Objective: Increase visitor Outdoor activity levels and maintain high Cultural activity levels.

New Mexico's rich culture, combined with numerous opportunities for outdoor activities is a unique strength of New Mexico. These indexes are the cumulative totals of the Outdoor and Cultural activities Primary overnight visitors engaged in during their trips. When New Mexico's scores were compared in 2010 to regional and national averages, New Mexico had high activity levels for Cultural activities, but lagged compared to our competitive set for Outdoor activities. (Note that only Primary overnight visitors were measured as non-primary overnight visitors spent most of their trip outside each respective state.)

For 2015, the percentage of Primary overnight visitors who engaged in Outdoor activities **decreased across New Mexico, our competitive set, and the U.S. as a whole.** Visitor participation in New Mexico Outdoor activities have increased greatly since 2010, even with the decrease in 2015. New Mexico has always led in participation in Cultural activities, but in 2015 fell from an all-time high of 90 to a still-significant score of **75.1**, well above the Competitive set or U.S. averages.

Outdoor and Cultural Activity Indexes (for primary overnight visitors)							
		CY2010	CY2011	CY2012	CY2013	CY2014	CY2015
<b>Outdoor Activities Index*</b>	<b>New Mexico</b>	<b>33.6</b>	<b>34.6</b>	<b>52.9</b>	<b>51.9</b>	<b>62.0</b>	<b>46.2</b>
	Competitive Set	44.0	44.4	57.0	54.6	62.0	51.6
	U.S.	24.1	24.1	33.4	32.6	32.0	29.7
<b>Cultural Activities Index**</b>	<b>New Mexico</b>	<b>60.2</b>	<b>56.7</b>	<b>63.0</b>	<b>68.0</b>	<b>90.0</b>	<b>75.1</b>
	Competitive Set	44.2	44.0	50.6	51.2	65.0	51.7
	U.S.	39.0	39.2	48.0	49.4	50.0	51.9

\*The Outdoor Activities Index is the cumulative total of the % of Primary overnight visitors who engaged in Hiking/backpacking, Camping, Fishing, Mountain Climbing, Golf, Skiing/snowboarding, Hunting, Biking or Rafting.

\*\*The Cultural Activities Index is the cumulative total of the % of Primary overnight visitors who attended either a Museum, Landmark/historic site, Art gallery, Winery, Theater, Fair/exhibition/festival, Rock/pop concert, Symphony, Opera or Rodeo.

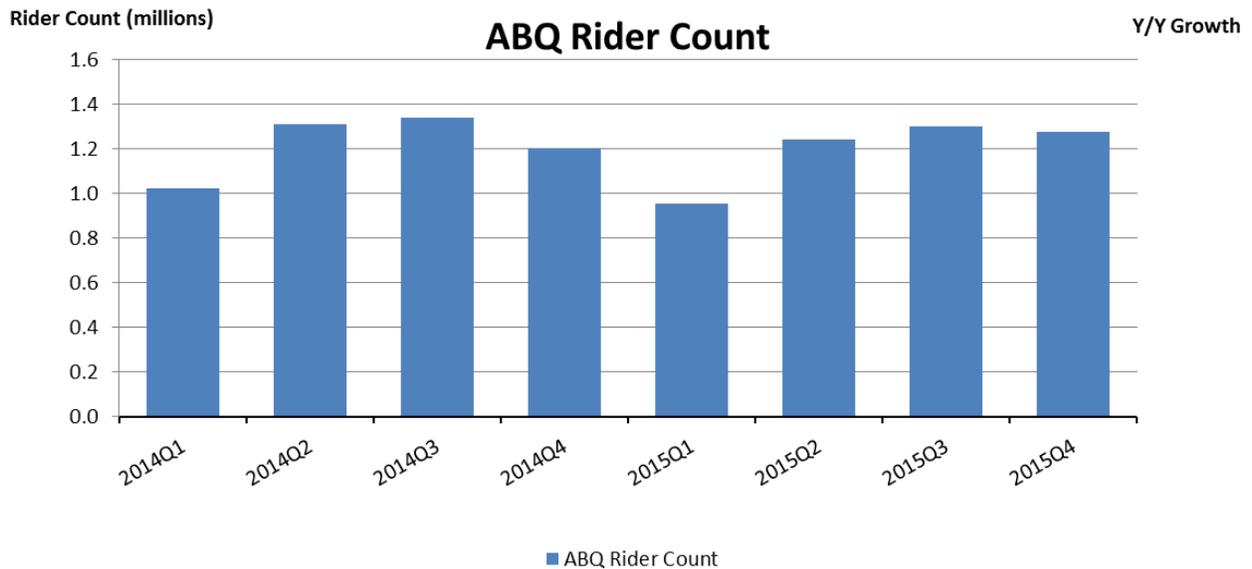
Source: Longwoods International Travel USA® 2010 through 2015 data sets  
Interval of Measurement: Annual by Calendar Year

## VISIT CHARACTERISTICS

### Airport Passenger Volume – Albuquerque International Airport

There was a **2.6% decrease** in passenger volume through the Albuquerque International Airport in 2015 from 2014. This continues a pattern of declining passenger volume since at least 2009. These declines have been attributed by SunPort spokesman to airlines cutting back flights at medium size non-hub airports like Albuquerque. The Albuquerque SunPort is attempting to ameliorate this trend by adding additional airlines, such as JetBlue Airways, which began service in April 2013.

Albuquerque International Airport Total Enplaned & Deplaned (in millions)												
	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4	CY2012	CY2013	CY2014	CY2015
<b>ABQ Rider Count</b>	1.021	1.309	1.338	1.204	0.955	1.243	1.298	1.275	5.387	5.059	4.872	4.745
<b>Y/Y Change</b>	-4.6%	-3.5%	-2.0%	-5.0%	-6.5%	-5.0%	-2.9%	5.8%	-5.4%	-6.1%	-3.7%	-2.6%



Source: City of Albuquerque Website, Airport Fact and Figures, <http://www.abqsunport.com/about-us/facts-and-figures>  
Interval of Measurement: Quarterly

## New Mexico National Park and Monuments Visits

Objective: Grow visitation to New Mexico’s unique natural and cultural attractions.

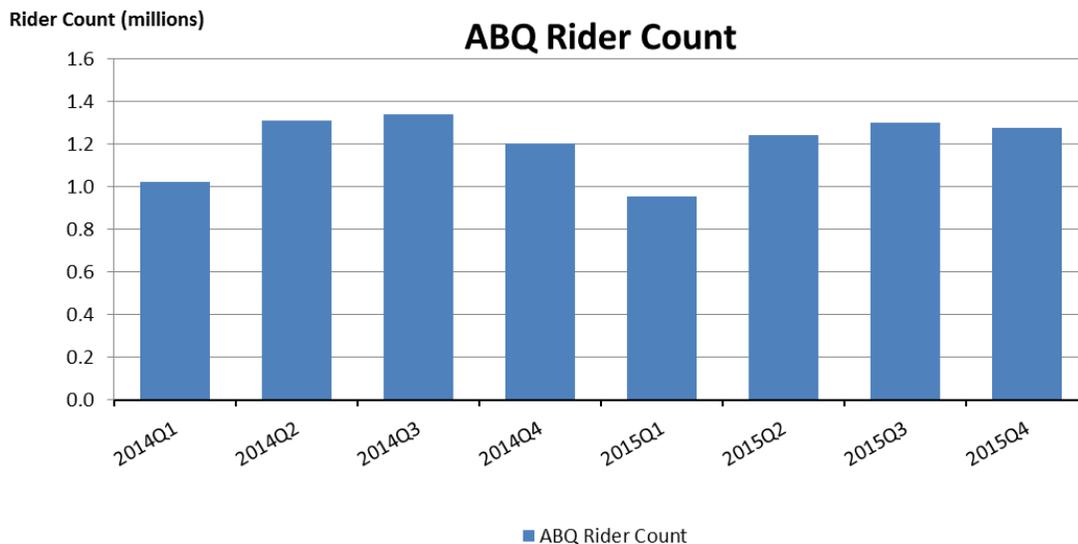
Visits to New Mexico’s National Parks and Monuments rose by **13.6%** during calendar year 2015. The four most visited New Mexico National Parks and Monuments in 2015 were White Sands NM (**29%** of market share), Carlsbad Caverns NP (**26%** of market share), Bandelier NM, and El Malpais NM (**10.2%** each).

The nearly 14% increase in visitation in 2015 was partly due to a complete recovery in visitation at El Malpais NM, which saw a **152.1% increase** during 2015. Most other parks also showed an increase in visitation in 2015.

National Parks and Monuments include the following: Aztec Ruins NM; Bandelier NM; Capulin Volcano NM; Carlsbad Caverns NP; Chaco Culture NHP; El Malpais NM; El Morro NM; Fort Union NM; Gila Cliff Dwellings NM; Pecos NHP; Petroglyph NM; Salinas Pueblo Missions NM; White Sands NM

New Mexico National Park & Monument Visits												
	2014Q1	2014Q2	2014Q3	2014Q4	2015Q1	2015Q2	2015Q3	2015Q4	CY2012	CY2013	CY2014	CY2015
<b>NM National Park Visit</b>	281,754	445,433	482,107	299,537	312,485	523,300	557,097	300,960	1,502,931	1,512,529	1,508,831	1,714,670
<b>Y/Y Change</b>	-7.6%	-4.4%	-7.7%	36.6%	10.9%	17.5%	15.6%	0.5%	0.8%	0.6%	-0.2%	13.6%

Source: National Park Service Public Reports, <https://irma.nps.gov/Stats>



Source: National Park Service Public Reports, <https://irma.nps.gov/Stats>

Interval of Measurement: Quarterly