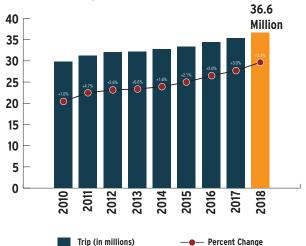
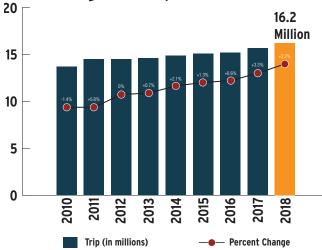
2018 Statewide Visitation

NEW MEXICO Trae

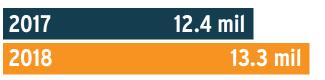
Total Trips



Overnight Trips



Out-of-State Overnight Trips



- 13.3 million out-of-state overnight trips
- 7.1% YOY increase
- 900,000 more out-of-state overnight trips in 2018 than 2017
- 32.8% increase since 2010

• 36.6 million total trips

- 3.4% YOY increase
- 1.2 million more total trips in 2018 than 2017
- 22.8% increase since 2010

- 16.2 million overnight trips
- 3.2% YOY increase
- 500,000 more overnight trips in 2018 than 2017
- 18.2% increase since 2010

Marketable Trips

2017	19.7 mil					
2018	20.3 mil					

Marketable trips are trips that exclude business, business/leisure, and friends & family trips.

- 20.3 million trips
- 3.0% YOY increase
- 600,000 more marketable trips in 2018 than 2017

Source: Longwoods International

2018 Statewide Visitation

Activities & Experiences



National & State Parks NM: 22% U.S. avg: 10%



Art Galleries NM: 11% U.S. avg: 4%



Hiking/Backpacking NM: 14% U.S. avg: 7%



Museums NM: 18% U.S. avg: 10%



Tribal Communities NM: 12% U.S. avg: 2%



Landmarks/Historic Sites NM: 21% U.S. avg: 12%

Source: Longwoods International

Multiple data sources show steady growth in the tourism sector



New Mexico outperformed the national average in overnight visitation by 79%

In the table below, the annual percent change in Longwoods International visitation data is compared to other tourism industry related indicators: Leisure and Hospitality jobs, Lodging receipts and Accommodation gross receipts taxes. There has been stead growth in all measures since 2010.

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2010-> 2018
All Domestic Visitors	1.00%	4.70%	2.60%	0.60%	1.60%	2.10%	3.00%	3.00%	3.40%	22.80%
Source: Longwood's International Travel USA® dataset										
Accommodation sector taxable gross receipts	5.90%	2.30%	3.80%	4.90%	5.40%	4.70%	3.10%	7.8%	15.3%*	37 .90 %
Source: NM tax & Revenue Dept.										
Hotel/Motel Lodging receipts (RMLR)	0.20%	0.40%	2.60%	5.80%	5.70%	7.00%	5.60%	5.90%	9.90%	43.10%
Source: Rocky Mountain Lodging Association Report										
Leisure & Hospitality jobs	-0.60%	1.10%	1.80%	2.60%	2.50%	2.40%	2.80%	1.10%	4.90%	18.60%
Source: U.S. Bureau of Labor Statistics (seasonally adjusted)										
*through 2018 Q2										