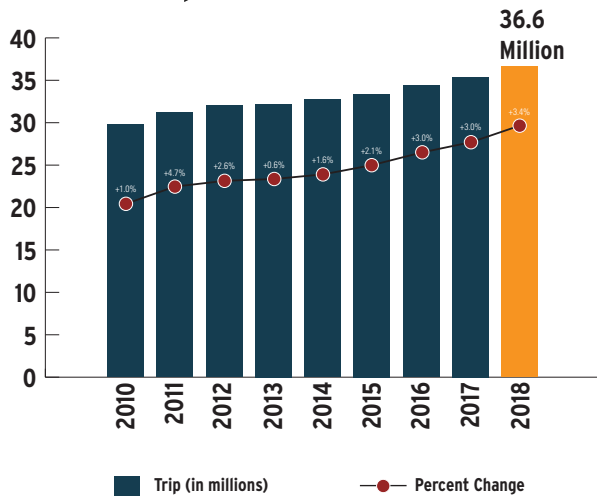


2018 Statewide Visitation

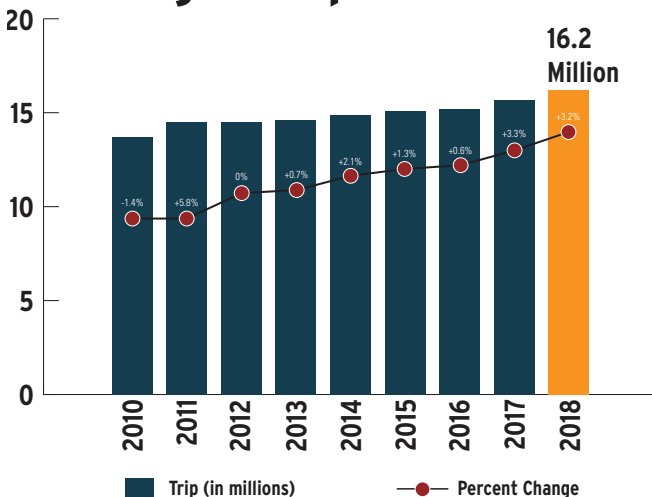


Total Trips



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

Overnight Trips



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

Out-of-State Overnight Trips

2017	12.4 mil
2018	13.3 mil

- 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

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

Activities & Experiences



National & State Parks

NM: 22%
U.S. avg: 10%



Art Galleries

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



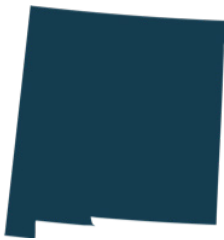
Hiking/Backpacking

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 steady growth in all measures since 2010.

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