

# NEW MEXICO *True*

## RECENT ACCOMPLISHMENTS



## Key Indicators Show GROWTH IN TOURISM



**Visitor Spending generated \$7.1 billion for New Mexico in 2018**

Increase of 7% from 2017-18; growth of roughly 23% since 2013

**Gross Receipts Tax was strong for Lodging Accommodations and Food & Drink Sectors in 2019.** GRT for lodging accommodations rose by an average of 14% for the first three quarters of CY2019 compared to the first three quarters of CY2018.

Food & Drink receipts rose by an average of 15.7% over this same time frame.

**New Mexico saw 36.6 million total trips in 2018**

Increase of 3.4% from 2017-18; Outperformed the U.S. average in overnight trips by 79%



**The New Mexico Tourism industry is seeing record-breaking growth in jobs**

Since 2009, the Leisure and Hospitality sector has grown at the 2nd-fastest rate out of all sectors. Jan-Nov of 2019 saw a 4.6% increase in jobs compared to same time frame in 2018. 2019 has averaged over 102,000 New Mexicans employed in leisure and hospitality. Since 2011, wages for employees of Leisure and Hospitality have also increased by 20%.



## 2019 Industry Awards



**NMTD wins first ever Video Storytelling Award from Brand USA**

for its “New Mexico True Stories” series.

**New Mexico Magazine received 15 awards from International Regional Magazine Assoc.** including Silver in Writer of the Year for Kate Nelson, Managing Editor.