

Research Note:
**Geographical Patterns of
New Mexico Visitation and
Information Seeking**

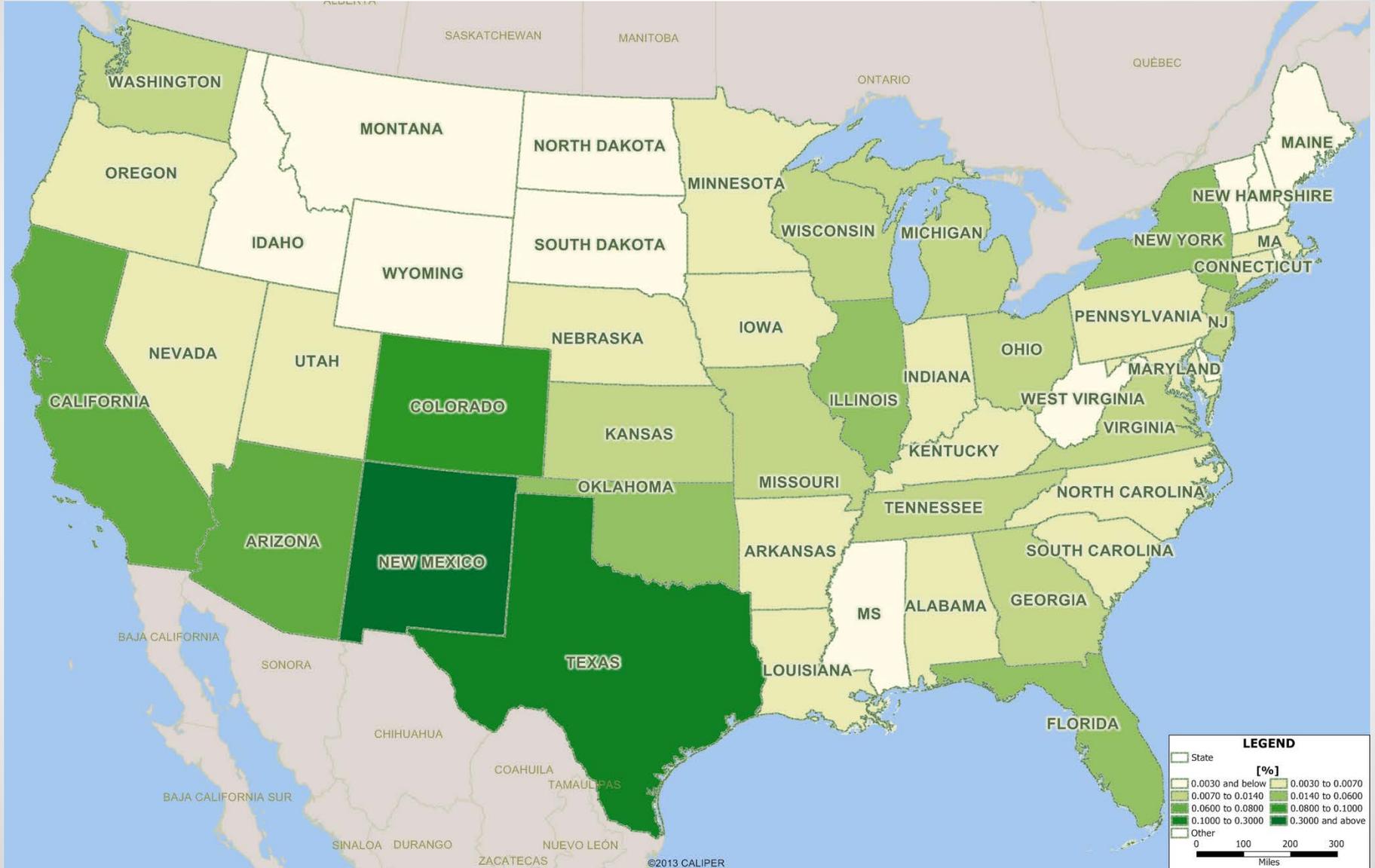
New Mexico Tourism Department
James Orr, Research Director
December, 2013

The Maps in this Document Illustrate Geographical Patterns* in Information Seeking and Visitation to New Mexico:

- The first map shows the frequency of primary overnight visitation by state for *all* visits (including both the fly and drive markets).
- The next four maps show the relative frequency of information seeking behaviors by state. These include:
 1. Visiting the NewMexico.org website
 2. Visiting the digital vacation guide (from a web browser or a mobile device via the vacation guide app)
 3. Signing up to receive NMTD's e-newsletter
 4. Requesting a mailed paper vacation guide

*For each map, darker colors indicate higher levels of visitation or information seeking

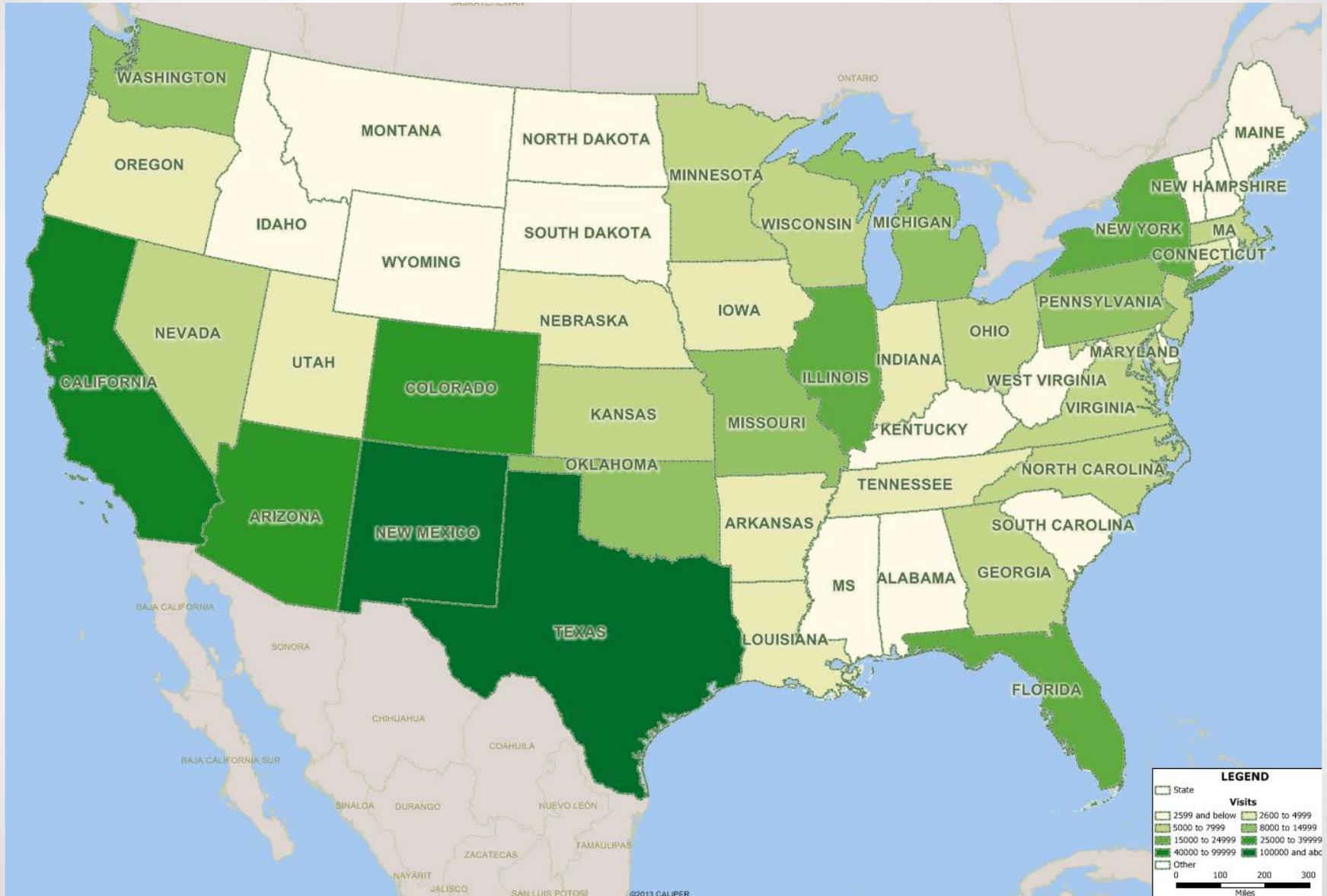
All Primary Overnight Visits to NM by State*



*Sample size = 2,973 (2010 through 2012 average)

Source: Longwoods International TravelUSA datasets

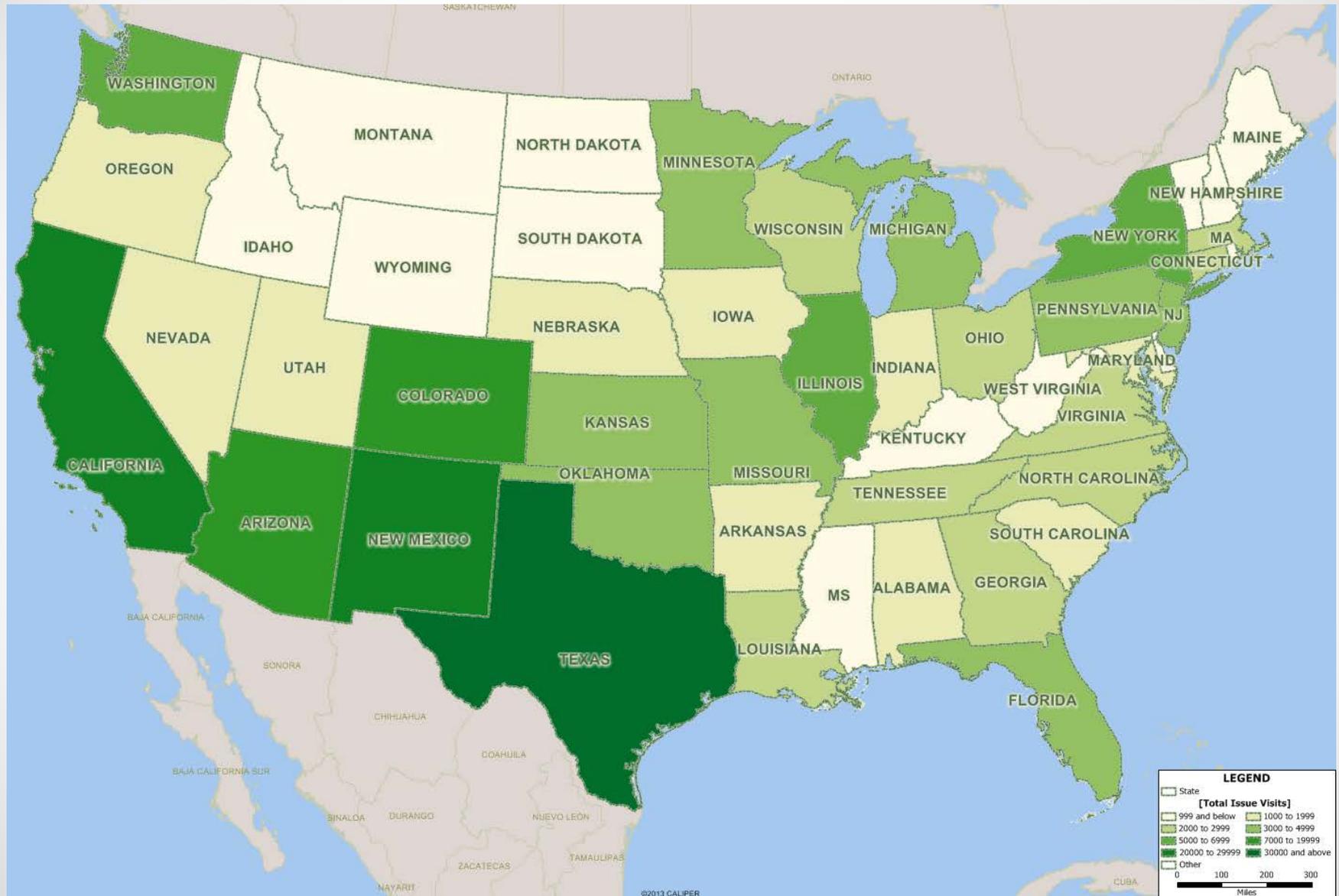
Visits to NewMexico.org by State*



*Sample size = 547,584 website visits, January through July 2013

Source: Google Analytics

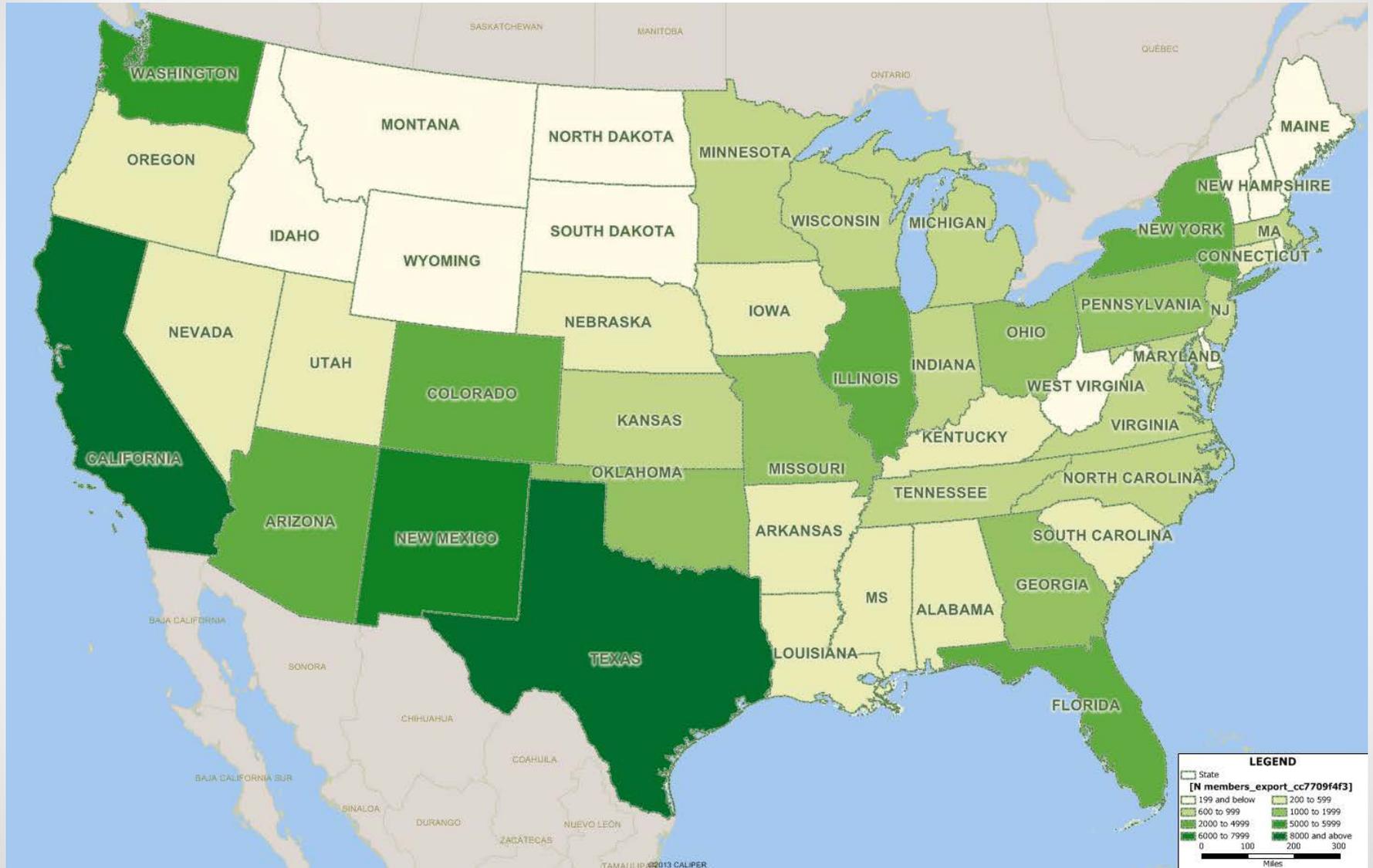
Visits to the Digital Vacation Guide by State*



*Sample size = 198,912 visits, January through July 2013

Source: DigiMag - RR Donnelley

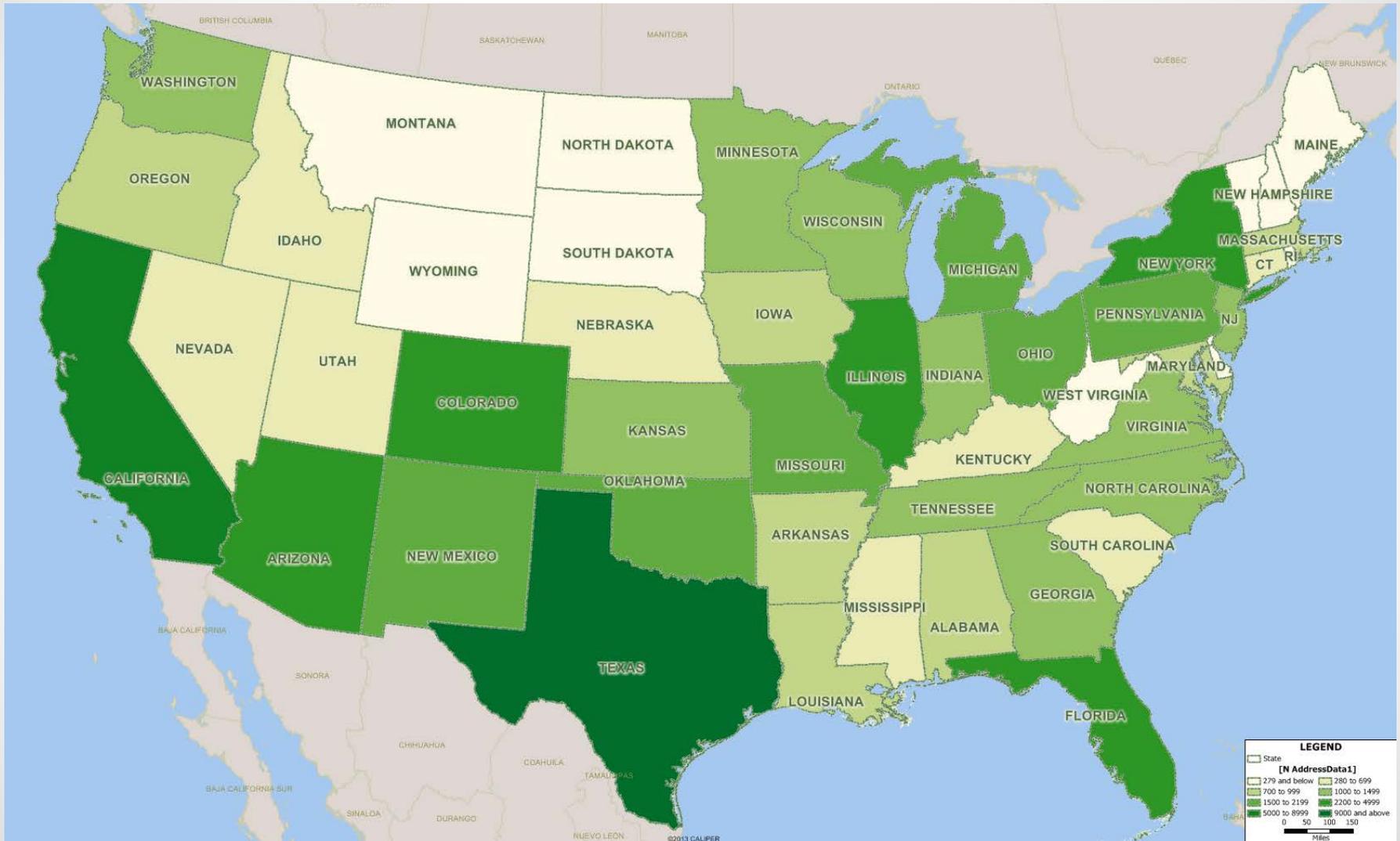
E-Newsletter Subscriptions by State*



*Sample size = 117,000 e-newsletter database 12-2013

Source: MailChimp

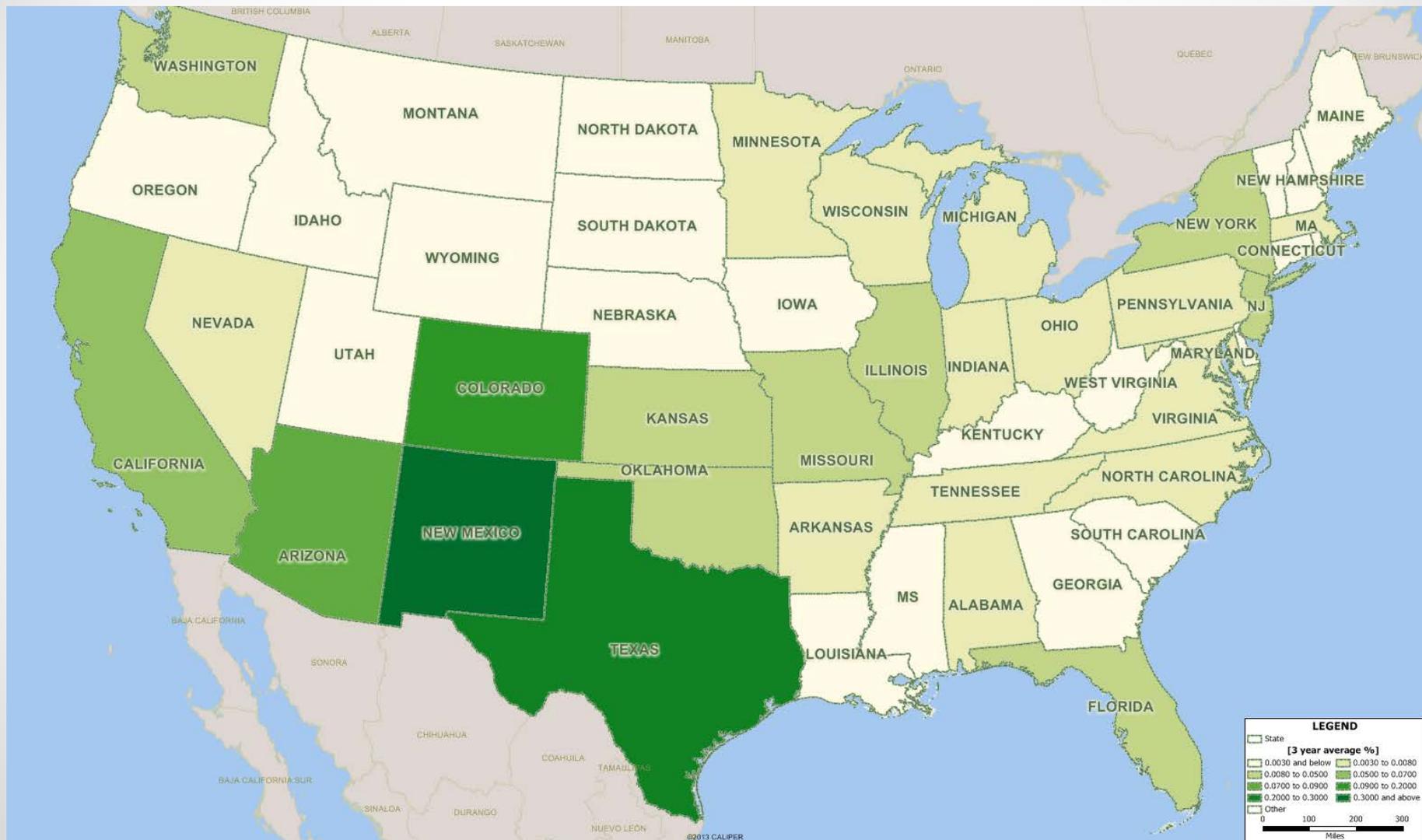
Requested Paper Vacation Guides by State*



*Sample size = 62,186 mailed vacation guides, April 2012 through July 2013

Source: Adelante Development Center

New Mexico Drive Market Visits by State (primary overnight visits in which own car/truck were used)*



*Sample size = 2,351 (2010 through 2012 average)

Source: Longwoods International TravelUSA datasets

Summary:

1. These maps provide impressionistic, visual guides to New Mexico's current and potential tourism markets. The maps show dramatic state and regional differences in both visitation and information seeking behavior.
2. There is a strong correlation between seeking information about New Mexico and visiting New Mexico (conversion).
3. The similarity of geographical patterns found in the four different data sets reinforces confidence in the reliability and validity of each individual data set.
4. This type of geospatial analysis can be useful for targeting digital (or other) campaigns. For example, it is likely that targeting areas with higher New Mexico information seeking and visitation will be more productive than placing ads in areas that exhibit low New Mexico information seeking and visitation.