



BUILD

1. Got an idea for a new tourism initiative in your area? Apply for our Rural Pathway Program incubator and grant program at nmtourism.org.
2. Looking to rebuild convention and group business for your destination or property? Sign up now for our Group Event Venue Program.
3. Interested in starting a tour operator business? Explore our Entrepreneur Tour Operator Toolkit on nmtourism.org.

PROMOTE

4. Add your tourism-related business listing, event listing, or your special deals and discounts to newmexico.org via our Partner Portal.
5. Apply for a Cooperative Marketing grant to leverage the New Mexico True brand in your destination advertising (86% of our 41 partners are from rural communities.)
6. Take your event to the next level through technical assistance, sponsorship, and destination advertising offered through the Tourism Event Growth & Sustainability Program.
7. Submit story ideas and events for consideration in *New Mexico Magazine*, and consider its custom publishing, promotion, and advertising packages.
8. Request New Mexico True Adventure Guides and tourism-related promotional materials for your event or meeting.
9. Share what's new in your area with the Communications team for a chance to get in-state or national PR exposure.
10. Got a product that's 100% made in New Mexico? Apply for our New Mexico True Certified program, and add our custom logo to your website or packaging.
11. Don't forget to tag us (@NewMexico on Twitter and Facebook, and @NewMexicoTrue on Instagram) on social media or use the hashtag #NewMexicoTrue so that we see your posts.
12. Have printed materials or visitor's guides? Contact Toby Martinez (tobyd.martinez@state.nm.us) for distribution in Visitor Information Centers across the state.

SUSTAIN

13. Keep up to date with New Mexico's hospitality and tourism community at our industry site: nmtourism.org.
14. Apply for the NM Clean and Beautiful grant for your cleanup, recycling, and beautification project.
15. Use our vast research resources to grow your business and destination in a data-driven way.
16. Sign up for our tourism industry newsletter to stay up-to-date on all essential data, news and resources throughout the tourism industry.