

# New Mexico Visitor Profile (2014-2015)<sup>1</sup>

New Mexico Tourism Department

March 2017

	2010	2011	2012	2013	2014	2015
<b>All Domestic Visitors</b>	29,800,000	31,200,000	32,000,000	32,200,000	32,700,000	33,400,000
Y/Y % Growth	1.0%	4.7%	2.6%	0.6%	1.6%	2.1%
<b>Day-Trip Visitors<sup>2</sup></b>	16,100,000	16,700,000	17,500,000	17,600,000	17,800,000	18,300,000
Y/Y % Growth	3.2%	3.7%	4.8%	0.6%	1.1%	2.8%
<b>Overnight Visitors<sup>3</sup></b>	13,700,000	14,500,000	14,500,000	14,600,000	14,900,000	15,100,000
Y/Y % Growth	-1.4%	5.8%	0.0%	0.7%	2.1%	1.3%

Overnight Visitors are further divided into two categories:

1. **Primary** overnight visitors (70% of all overnight visitors – those who spend most of their trip in New Mexico)
2. **Pass-through** overnight visitors (30% of all overnight visitors – spend at least one night in New Mexico, but most of their trip is spent outside New Mexico)

The following is for **Primary overnight visitors** only:

**Where do they come from?**

**Top 5 States**

New Mexico	21.8%
Texas	16.6%
California	11.1%
Colorado	8%
Arizona	6.1%

**Top 5 DMA's**

Albuquerque-SantaFe	18.8%
El Paso-Las Cruces	6.4%
Los Angeles, CA	5.2%
New York, NY	4.9%
Denver, CO	4.9%

**How do they travel to or in New Mexico? (Top 4 responses)<sup>\*</sup>**

Own car/truck	64.2%
Rental car	23.2%
Plane	22.1%
Camper/RV	6.7%

**When do they come?<sup>4</sup>**

Spring	23.9%
Summer	27.9%
Fall	25.1%
Winter	23.1%

**Why do they visit New Mexico? (Top Reasons for visit)**

Visit friends/relatives	33.5%
Touring	16.7%
Business trip <sup>5</sup>	10.3%
Special event	8.2%
City Trip	7.8%
Outdoors	7.4%
Casino	5%
Conference/convention	2.8%
Resort	1.7%
Skiing/snowboarding	1.6%
Golf	0.8%

**What do they do/visit in New Mexico? (Top 17 Activities)<sup>\*</sup>**

Shopping	30%
Landmark/historic site	20.4%
Fine Dining	18.9%
National/State Park	18.2%
Museum	16.3%
Hiking/backpacking	15%
Casino	12.9%
Art Gallery	11.2%
Swimming	10.2%
Camping	8.2%
Bar/disco/nightclub	7.9%
Zoo	7.2%
Theater	7.2%
Fair/exhibition/festival	7.1%
Fishing	6.6%
Spa	6.1%
Business Meeting	6.1%

**Other characteristics:**

Average # of nights on trip	3.31
Average travel party size (76% Adults, 24% children)	2.85

<sup>1</sup> All data in this document (except where otherwise specified) are 2 year averages from Longwoods International 2014 and 2015 TravelUSA® data.

<sup>2</sup> A day trip is any journey more than 50 miles from home, for business or pleasure, outside your community, not part of your normal routine and that did not include an overnight stay.

<sup>3</sup> Overnight trips are defined as any journey for business or pleasure, outside your community and not part of a normal routine, where one or more nights were spent away from home. For this category New Mexico has a 1.1% national market share.

<sup>4</sup> Spring (March, April, May); Summer (June, July, August); Fall (September, October, November); Winter (December, January, February)

<sup>5</sup> For the purposes of this table, business and business/leisure trips were combined.

\* These can total more than 100%

For detailed information on the economic impact of tourism, please reference the "Economic Impact of Tourism in New Mexico" document at [www.newmexico.org/industry/](http://www.newmexico.org/industry/) (under research).