

# New Mexico Visitor Profile (2015-2016)<sup>1</sup>

New Mexico Tourism Department

March 2018

	2010	2011	2012	2013	2014	2015	2016
<b>All Domestic Visitors</b>	29,800,000	31,200,000	32,000,000	32,200,000	32,700,000	33,400,000	34,400,000
Y/Y % Growth	1.0%	4.7%	2.6%	0.6%	1.6%	2.1%	3%
<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	19,200,000
Y/Y % Growth	3.2%	3.7%	4.8%	0.6%	1.1%	2.8%	4.9%
<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	15,200,000
Y/Y % Growth	-1.4%	5.8%	0.0%	0.7%	2.1%	1.3%	0.6%

**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	21.9%
Texas	16.4%
California	10.1%
Colorado	7.8%
Arizona	5.9%

**Top 5 DMA's**

Albuquerque-SantaFe	18.8%
El Paso-Las Cruces	6.2%
New York, NY/NJ/PA/CT	5.6%
Denver, CO	5.1%
Los Angeles, CA	4.5%

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

Own car/truck	65%
Rental car	23.8%
Plane	21.8%
Camper/RV	6.6%

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

Spring	25.1%
Summer	29.2%
Fall	22.4%
Winter	23.4%

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

Visit friends/relatives	32.8 %
Touring	16.4%
Business trip <sup>5</sup>	10.5%
Special event	8.3%
City Trip	7.2%
Outdoors	7.9%
Casino	5%
Conference/convention	3.2%
Resort	2%
Skiing/snowboarding	1.2%

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

Shopping	28.3%
Landmark/historic site	19.5%
National/State Park	18.5%
Fine Dining	18%
Museum	15.6%
Hiking/backpacking	14.4%
Casino	12.2%
Art Gallery	10.4%
Swimming	10.2%
Camping	7.9%
Fishing	7.2%
Fair/exhibition/festival	7.1%
Bar/disco/nightclub	6.9%
Zoo	6.4%
Business Meeting	6.2%
Theater	6%
Spa	5.8%
Business Meeting	6.2%

**Other characteristics:**

Average # of nights on trip	3.58
Average travel party size	2.83

(77% Adults, 23% children)

<sup>1</sup> All data in this document (except where otherwise specified) are 2 year averages from Longwoods International 2015 and 2016 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).