

New Mexico Visitor Profile (2012-2013)¹

New Mexico Tourism Department

July 2014

Number of Visitors	2010	2011	2012	2013	Visitor Spend ⁴	2010	2011	2012	2013
All Domestic Visitors	29,800,000	31,200,000	32,000,000	32,200,000	Total Visitor Spend	\$3.7	\$4.0	\$4.3	\$4.6
Y/Y % Growth	1.0%	4.7%	2.6%	0.6%	Y/Y % Growth	-1.2%	8.1%	7.5%	7.0%
Day-Trip Visitors ²	16,100,000	16,700,000	17,500,000	17,600,000	Day-Trip Spend	\$0.9	\$1.0	\$1.2	\$1.3
Y/Y % Growth	3.2%	3.7%	4.8%	0.6%	Y/Y % Growth	2.7%	11.1%	20.0%	8.3%
Overnight Visitors ³	13,700,000	14,500,000	14,500,000	14,600,000	Overnight Trip Spend	\$2.8	\$3.0	\$3.1	\$3.3
Y/Y % Growth	-1.4%	5.8%	0.0%	0.7%	Y/Y % Growth	-2.4%	7.1%	3.3%	6.5%

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	24.0%
Texas	16.2%
California	12.5%
Colorado	7.0%
Arizona	7.0%

Top 5 DMA's

Albuquerque-SantaFe	20.8%
Los Angeles, CA	6.6%
El Paso-Las Cruces	6.2%
New York, NY	4.3%
Phoenix, AZ	4.2%

How do they get here? (Top 4 responses)^{*}

Own car/truck	65.6%
Rental car	22.2%
Plane	21.6%
Camper/RV	7.6%

When do they come?⁵

Spring	25.9%
Summer	28.6%
Fall	22.9%
Winter	22.6%

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

Visit friends/relatives	32.9%
Touring	13.7%
Business trip ⁶	11.7%
Special event	8.7%
Outdoors	8.1%
City trip	7.2%
Casino	5.3%
Conference/convention	3.2%
Resort	2.1%
Skiing/snowboarding	1.7%
Golf	1.1%

What do they do/visit in New Mexico? (Top 17 Activities)^{*}

Shopping	28.3%
Fine Dining	16.6%
National/State Park	16.1%
Landmark/historic site	15.7%
Casino	14.3%
Museum	13.2%
Hiking/backpacking	12.1%
Swimming	9.8%
Camping	8.6%
Fishing	8.1%
Art Gallery	7.8%
Bar/disco/nightclub	7.6%
Theater	7.4%
Zoo	7.0%
Mountain Climbing	6.9%
Spa	6.7%
Fair/exhibition/festival	6.4%

Other characteristics:

Average Age	42.4
Average travel party size	2.9
(81% Adults, 19% children)	
Average # of nights on trip	3.3

¹ All data in this document (except where otherwise specified) are 2 year averages from Longwoods International 2012 and 2013 TravelUSA® datasets.

² 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.

³ 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 1.0% national market share.

⁴ Visitor reported spend in billions of \$ – these numbers from Longwoods International are not directly comparable to spending as reported in Tourism Economics the 2011 “Economic Impact of Tourism in New Mexico”, as the spending categories and methodology are not identical.

⁵ Spring (March, April, May); Summer (June, July, August); Fall (September, October, November); Winter (December, January, February)

⁶ For the purposes of this table, business and business/leisure trips were combined.

* These can total more than 100%