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Longwoods INTERNATIONAL

Travel USA Visitor Profile

NEW MEXICO TRUE

2022

Longwoods Travel USA®

Base: 2022 Person-Trips

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for New Mexico's domestic tourism business in 2022.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For New Mexico, the following sample was achieved in 2022:

Overnight Base Size	Day Base Size
1,757	*968*

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Size of the New Mexico Travel Market

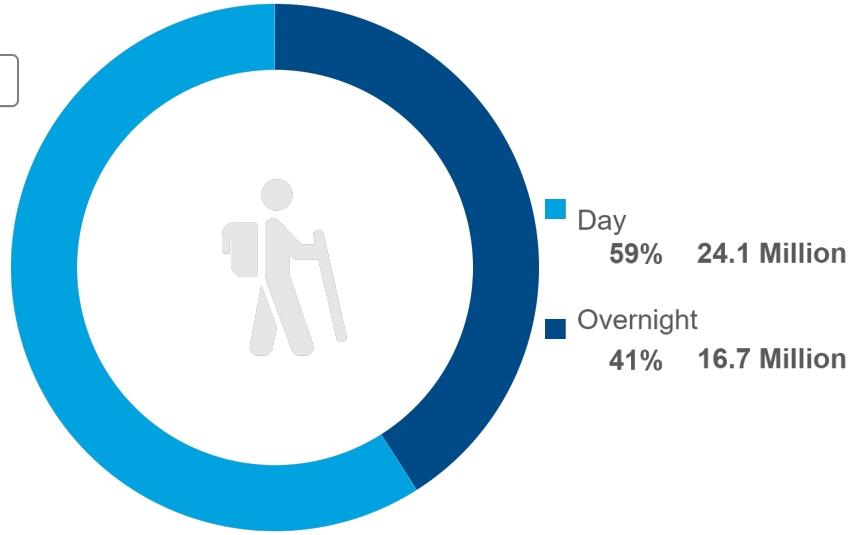
Base: 2022 Person-Trips

Total Size of New Mexico 2022 Domestic Travel Market

Total Person-Trips

40.8 Million

+4.7% vs. last year



Day
59% 24.1 Million

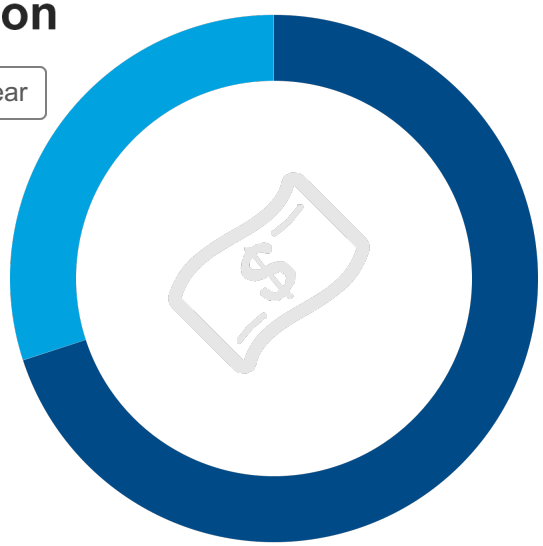
Overnight
41% 16.7 Million

Total Expenditures for New Mexico 2022 Domestic Travel Market

Total Spending

$ 7.6 Billion

+16.3% vs. last year



Day
30% $2.3 Billion

Overnight
70% $5.3 Billion

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Travel USA Visitor Profile

Overnight Visitation

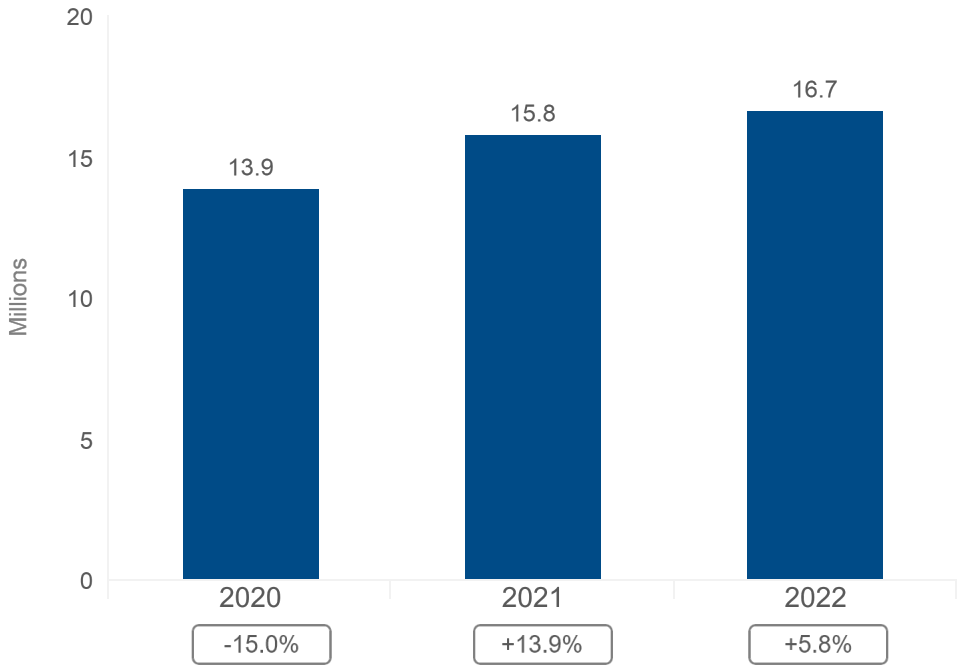
NEW MEXICO TRUE

2022

Size and Structure of New Mexico's Domestic Travel Market

Base: 2022 Overnight Person-Trips

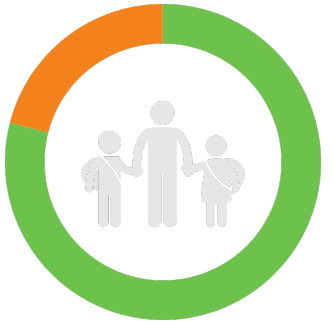
Overnight Trips to New Mexico



Size of New Mexico Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

16.7 Million



Adults
79% **13.3 Million**

Children
21% **3.5 Million**

Past Visitation to New Mexico

83% of overnight travelers to New Mexico are repeat visitors

55% of overnight travelers to New Mexico had visited before in the past 12 months

New Mexico's Overnight Trip Expenditures

Base: 2022 Overnight Person-Trips

Domestic Overnight Expenditures - by Sector

Total Spending

$ 5.272 Billion

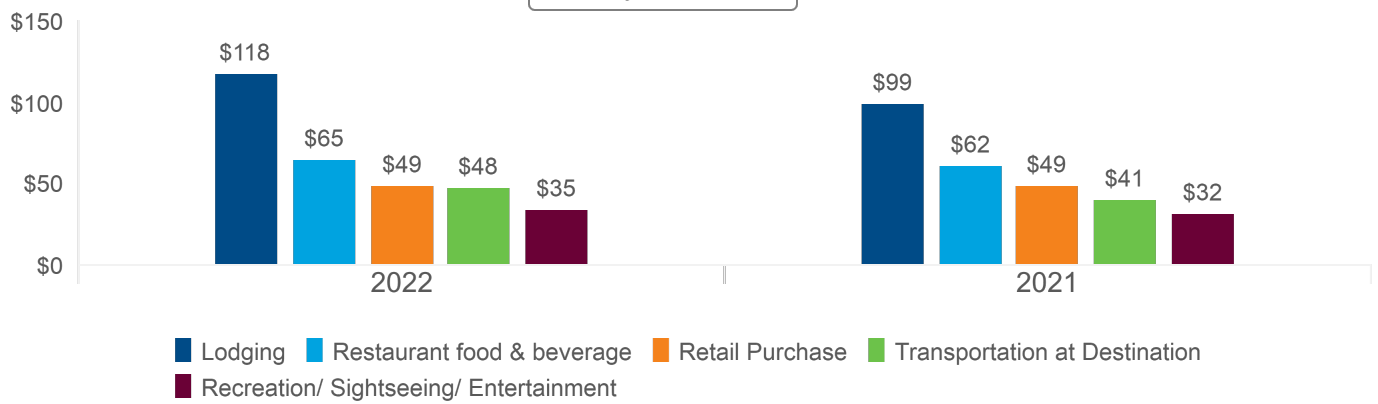
+17.9% vs. last year

			vs. last year
Lodging	38%	$1,978 Million	+25.6%
Transportation at Destination	15%	$799 Million	+23.0%
Restaurant Food & Beverage	21%	$1,087 Million	+11.3%
Retail Purchase	16%	$824 Million	+6.9%
Recreation/Entertainment	11%	$584 Million	+16.8%

Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector

Average Per Person Per Trip: $315

Last year: $282



Average Per Person Per Trip:

Leisure $301

New Mexico's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Main Purpose of Trip

32%
Visiting friends/ relatives

18%
Touring

9%
Outdoors

6%
Special event

5%
City trip

5%
Casino

3%
Resort

3%
Cruise

3%
Conference/ Convention

6%
Other business trip

6%
Business-Leisure

Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	32%	35%
Touring	18%	18%
Outdoors	9%	9%
Special event	6%	5%
City trip	5%	7%
Casino	5%	5%
Resort	3%	3%
Cruise	3%	1%

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Structure of the New Mexico Overnight Travel Market

Base: 2022 Overnight Person-Trips

2022 New Mexico Overnight Trips

Visiting friends/relatives	32%
Marketable	54%
Business	9%
Business-leisure	6%

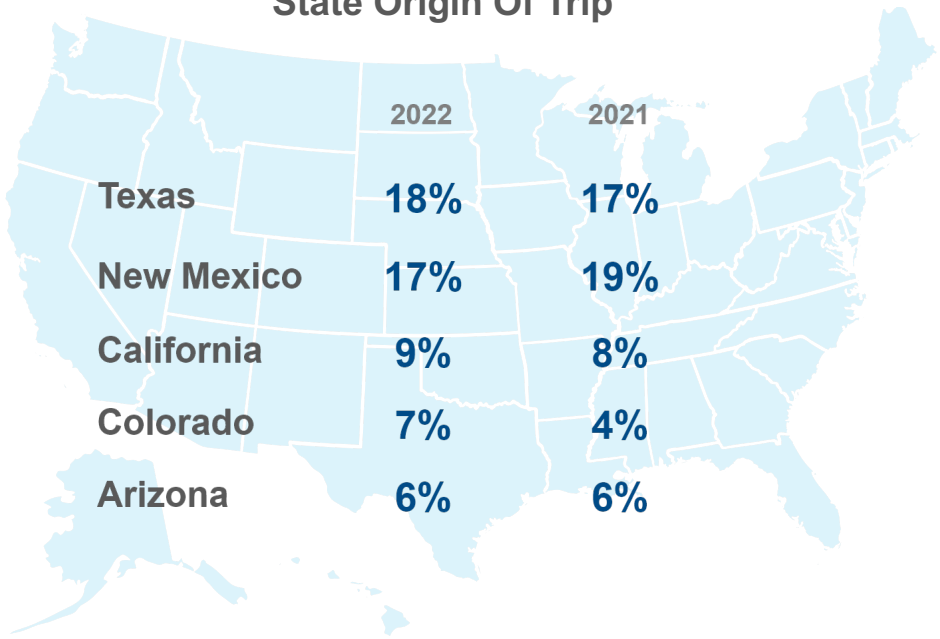
Last Year's New Mexico Overnight Trips

Visiting friends/relatives	35%
Marketable	54%
Business	5%
Business-leisure	6%

New Mexico's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

State Origin Of Trip



	2022	2021
Texas	18%	17%
New Mexico	17%	19%
California	9%	8%
Colorado	7%	4%
Arizona	6%	6%

Season of Trip
Total Overnight Person-Trips

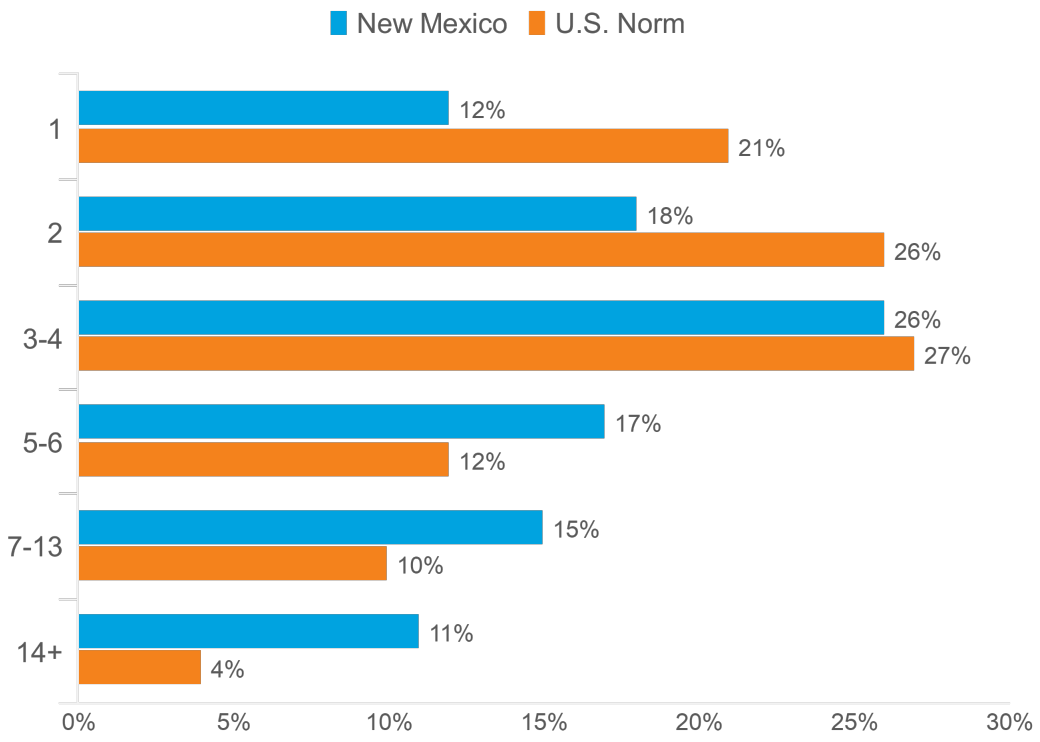
DMA Origin Of Trip

	2022	2021
Albuquerque-Santa Fe, NM	15%	17%
New York, NY	6%	6%
El Paso, TX	6%	3%
Los Angeles, CA	5%	4%
Denver, CO	5%	2%
Phoenix, AZ	4%	4%
Dallas-Ft. Worth, TX	4%	5%
Houston, TX	3%	3%

New Mexico's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

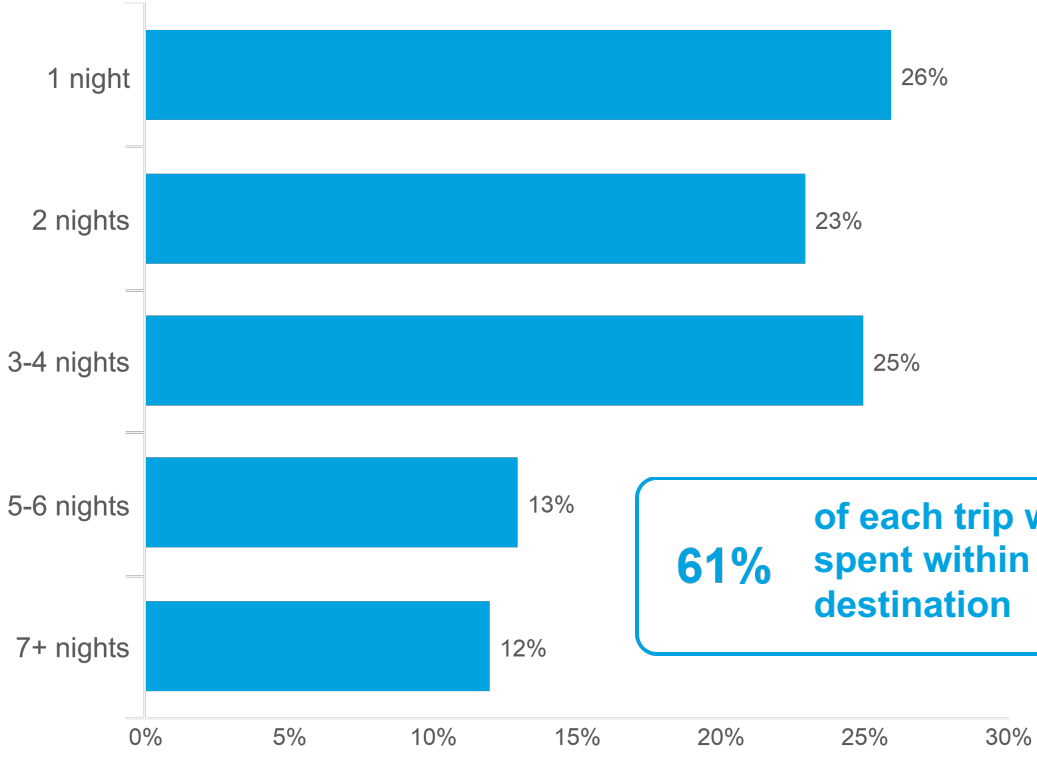
Total Nights Away on Trip



New Mexico
6.1
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in New Mexico



61% of each trip was spent within the destination

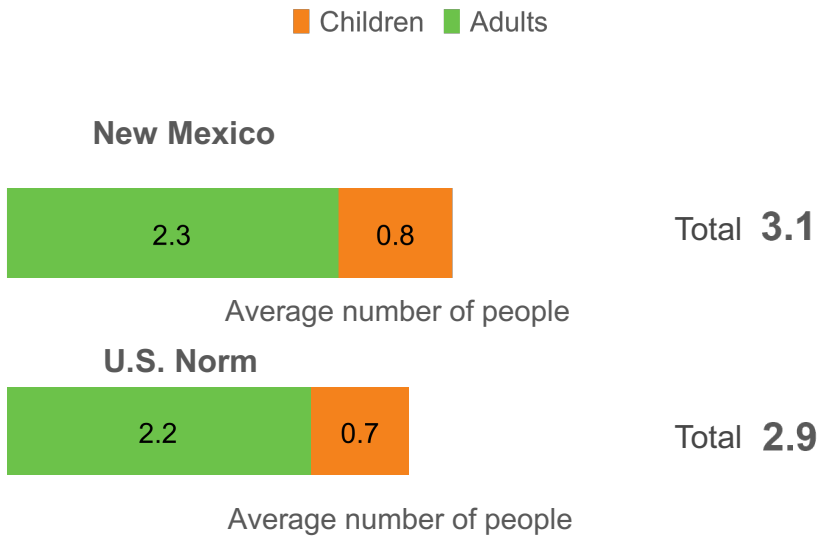
Average number of nights
3.7

Average last year
3.2

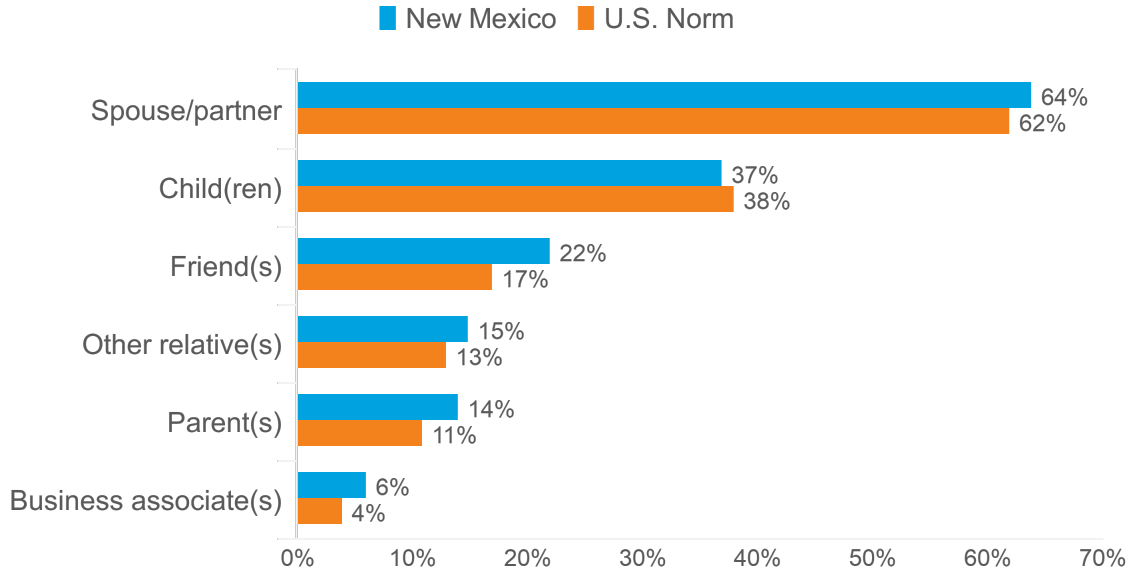
New Mexico's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

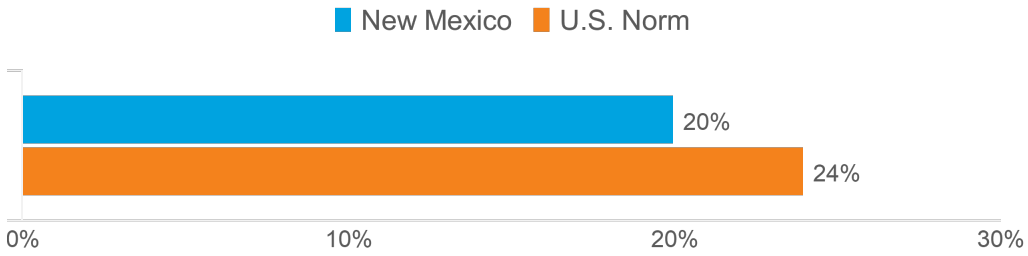


Composition of Immediate Travel Party

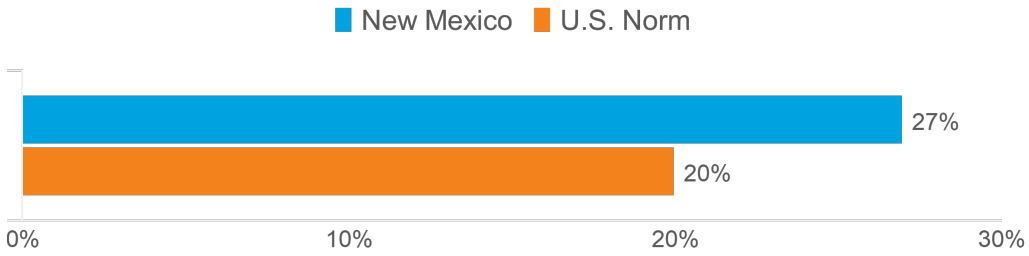


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



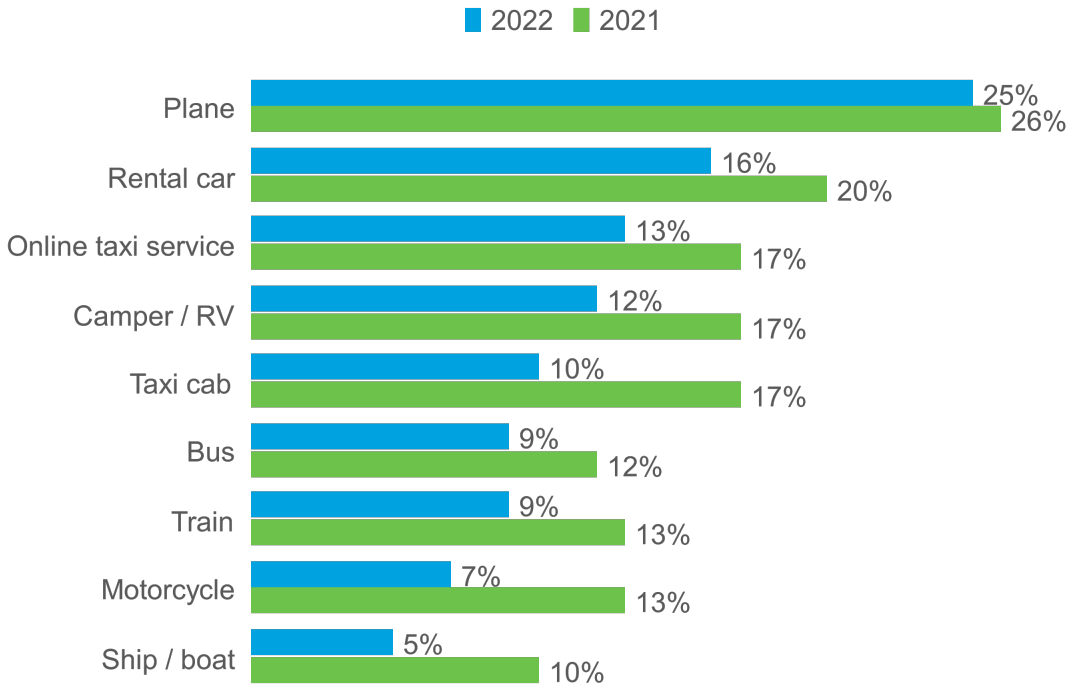
New Mexico's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Transportation Used to get to Destination

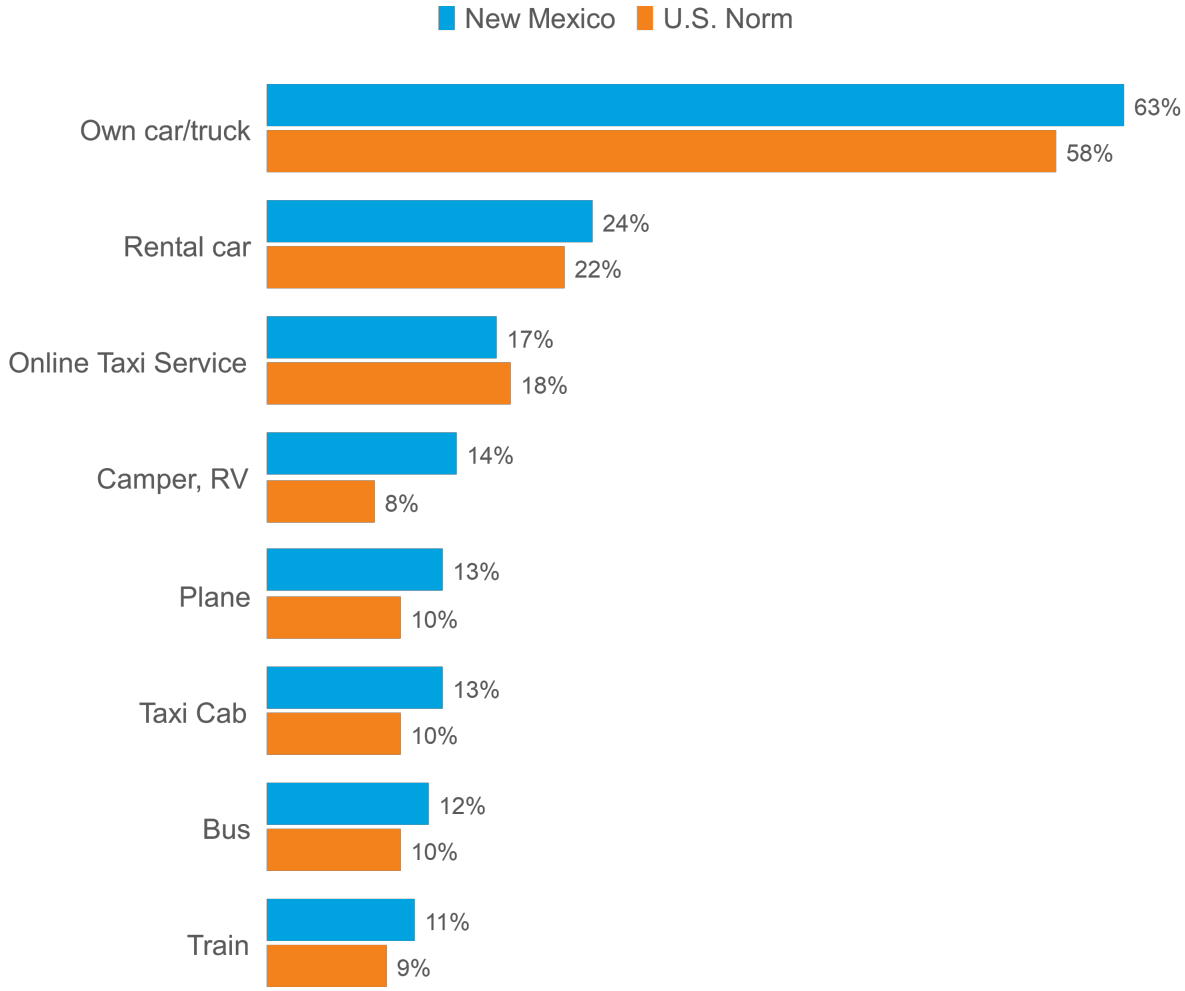
71% **of overnight travelers use own car/truck to get to their destination**

Previous year: 77%



Question updated in 2020

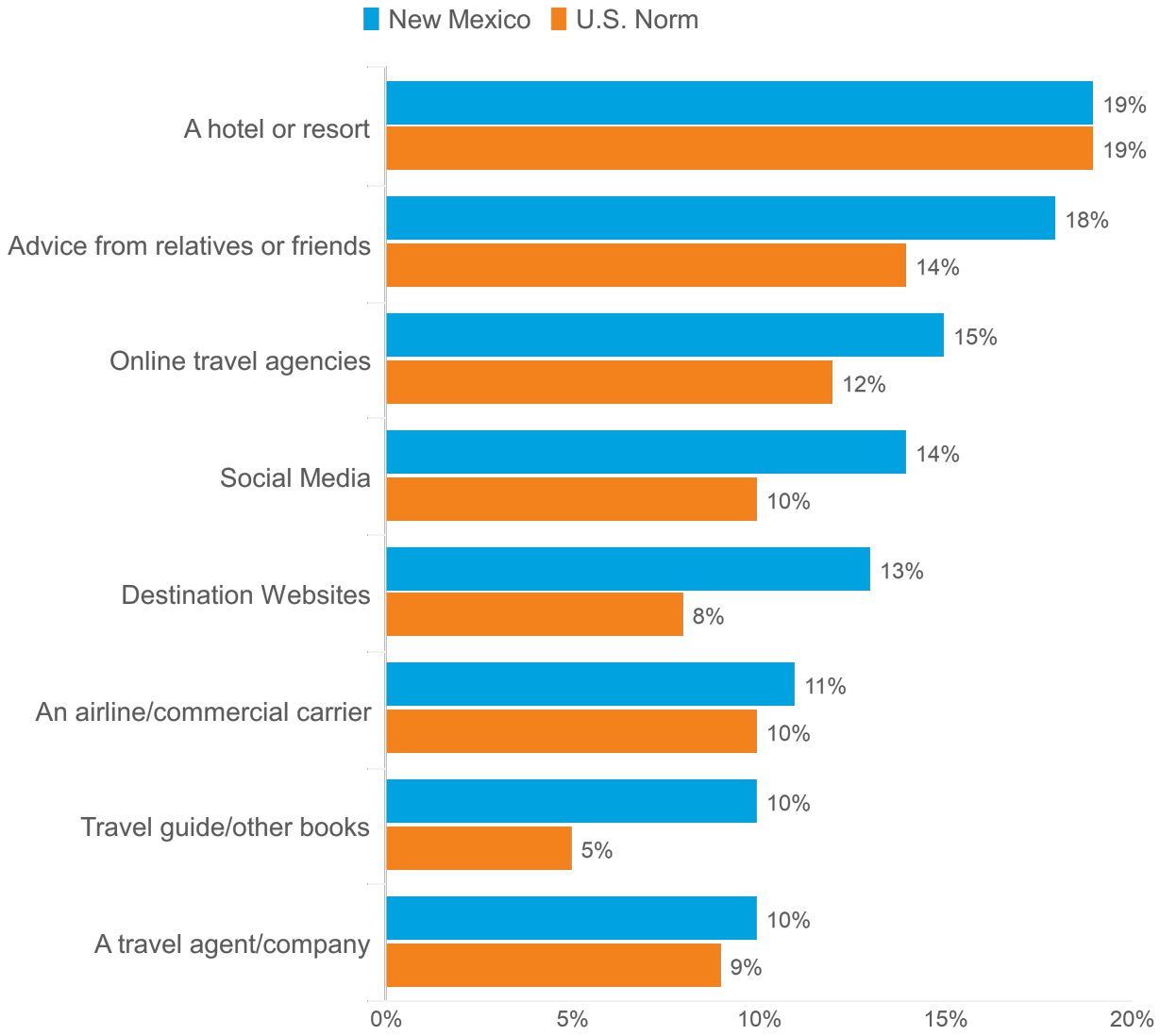
Transportation Used within Destination



New Mexico: Pre-Trip

Base: 2022 Overnight Person-Trips

Trip Planning Information Sources



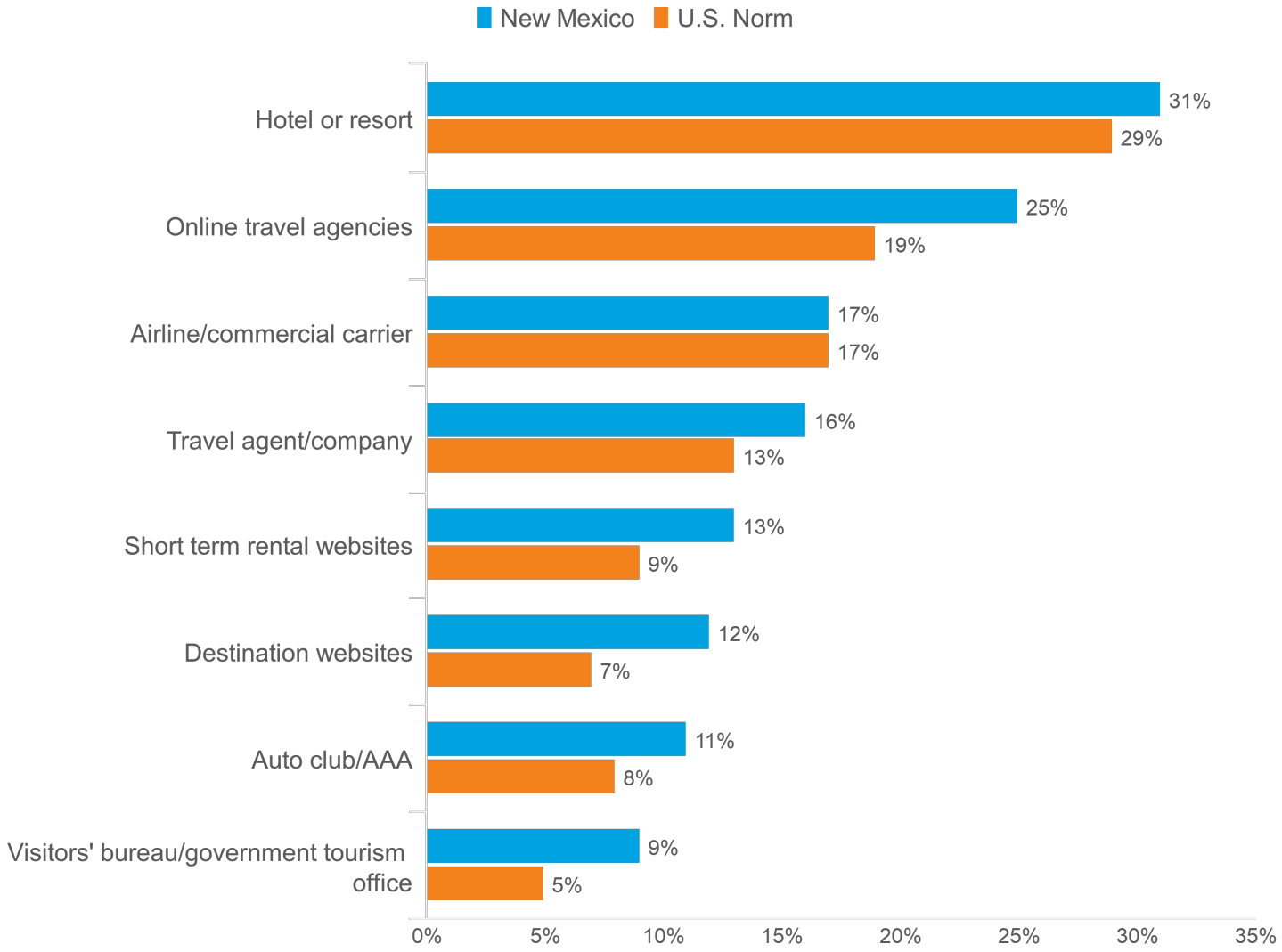
Length of Trip Planning

	New Mexico	U.S. Norm
1 month or less	**29%**	**31%**
2 months	**16%**	**16%**
3-5 months	**19%**	**18%**
6-12 months	**16%**	**14%**
More than 1 year in advance	**6%**	**5%**
Did not plan anything in advance	**14%**	**16%**

New Mexico's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Method of Booking



Accommodations

	2022	2021
Hotel	**46%**	**46%**
Motel	**22%**	**27%**
Home of friends / relatives	**18%**	**20%**
Resort hotel	**13%**	**15%**
Campground / RV park	**12%**	**13%**
Bed & breakfast	**11%**	**16%**
Rented home / condo / apartment	**9%**	**13%**

New Mexico: During Trip

Base: 2022 Overnight Person-Trips

Activity Groupings

Outdoor Activities

60%

U.S. Norm: 48%

Entertainment Activities

63%

U.S. Norm: 54%

Cultural Activities

49%

U.S. Norm: 29%

Sporting Activities

29%

U.S. Norm: 21%

Business Activities

25%

U.S. Norm: 17%

Activities and Experiences (Top 10)

	2022	2021
Shopping	27%	27%
Sightseeing	27%	26%
Landmark/historic site	24%	23%
Museum	21%	19%
National/state park	18%	18%
Attending celebration	18%	19%
Casino	17%	18%
Visited American Indian Community	15%	16%
Bar/nightclub	15%	15%
Art gallery	14%	13%

New Mexico: During Trip

Base: 2022 Overnight Person-Trips

Shopping Types on Trip

	New Mexico	U.S. Norm
Souvenir shopping	**50%**	**41%**
Convenience/grocery shopping	**49%**	**44%**
Outlet/mall shopping	**40%**	**48%**
Big box stores (Walmart, Costco)	**36%**	**33%**
Boutique shopping	**33%**	**29%**
Antiquing	**20%**	**12%**

Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

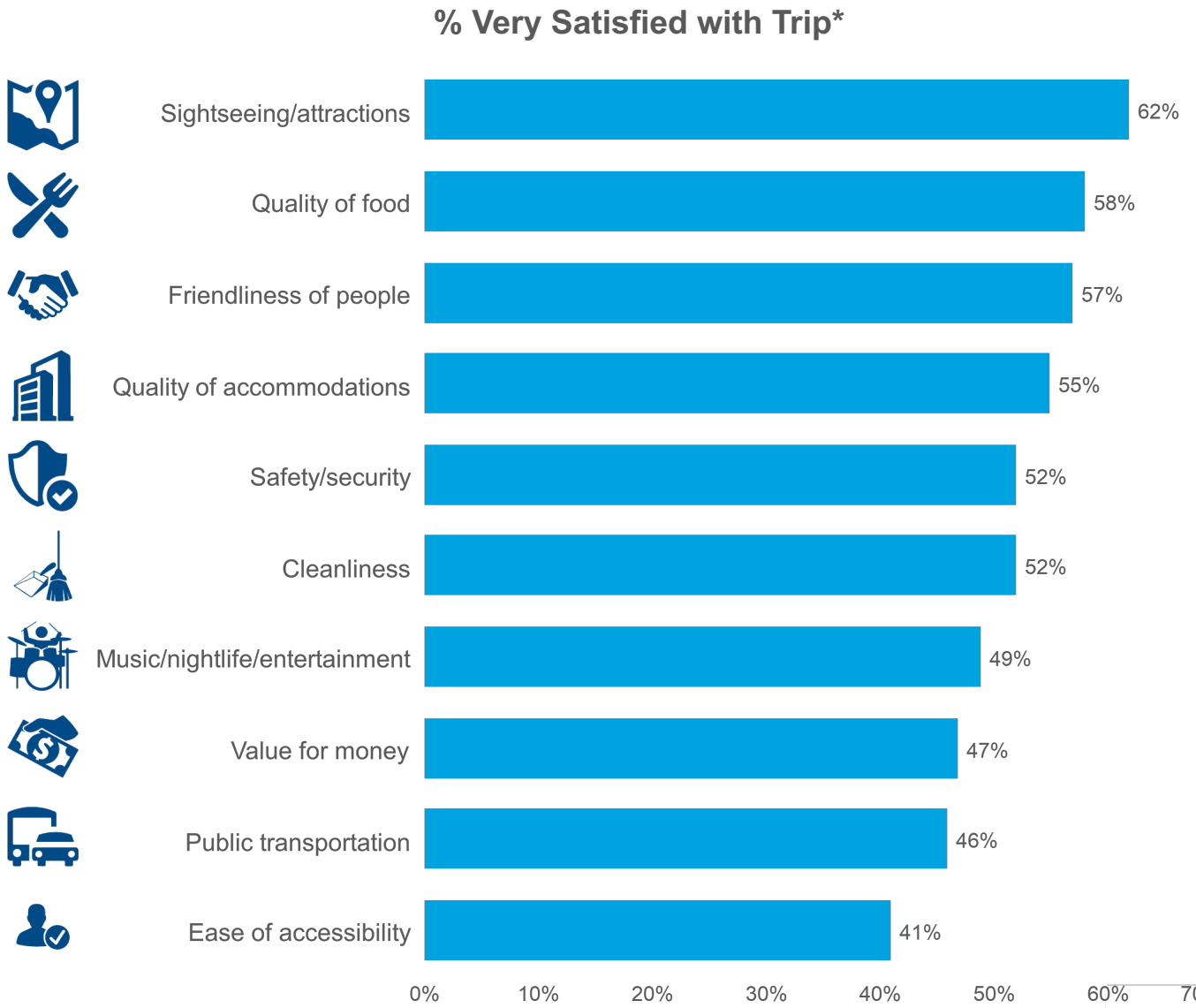
	New Mexico	U.S. Norm
Unique/local food	**55%**	**47%**
Street food/food trucks	**30%**	**23%**
Fine/upscale dining	**24%**	**25%**
Food delivery service (UberEATS, DoorDash, etc.)	**23%**	**21%**
Picnicking	**18%**	**13%**
Gastropubs	**11%**	**10%**

New Mexico: During Trip

Base: 2022 Overnight Person-Trips

71%

of overnight travelers were very satisfied with their overall trip experience



*Very satisfied = selected top box on a five point scale

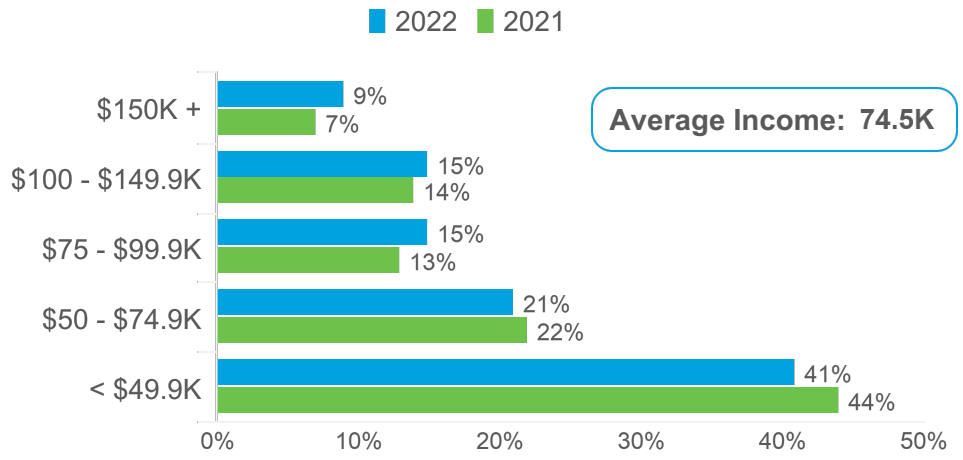
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

Question updated in 2020

Demographic Profile of Overnight New Mexico Visitors

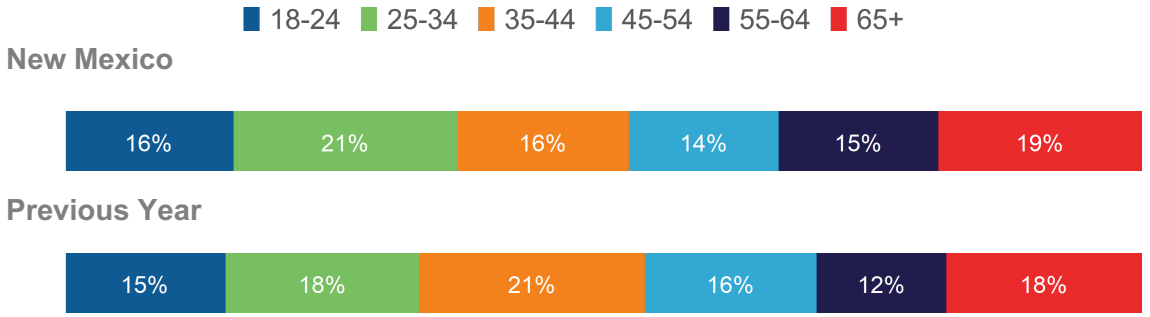
Base: 2022 Overnight Person-Trips

Household Income



Average Income: 74.5K

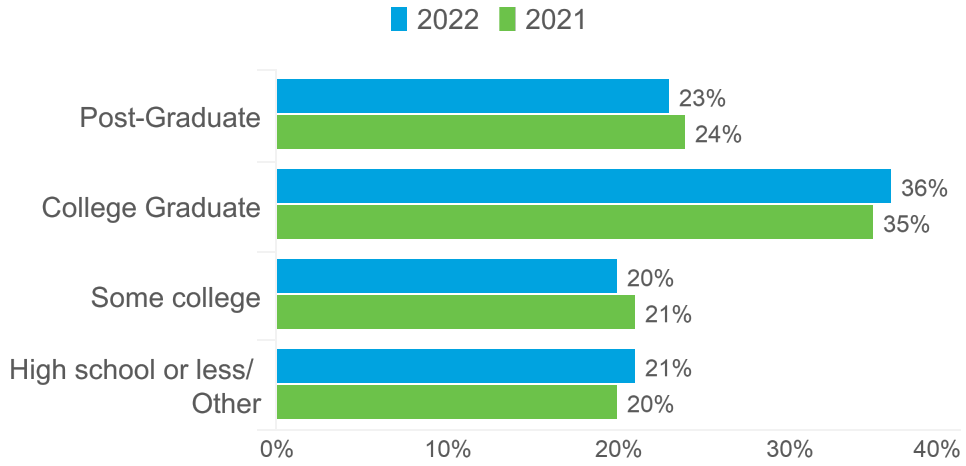
Age



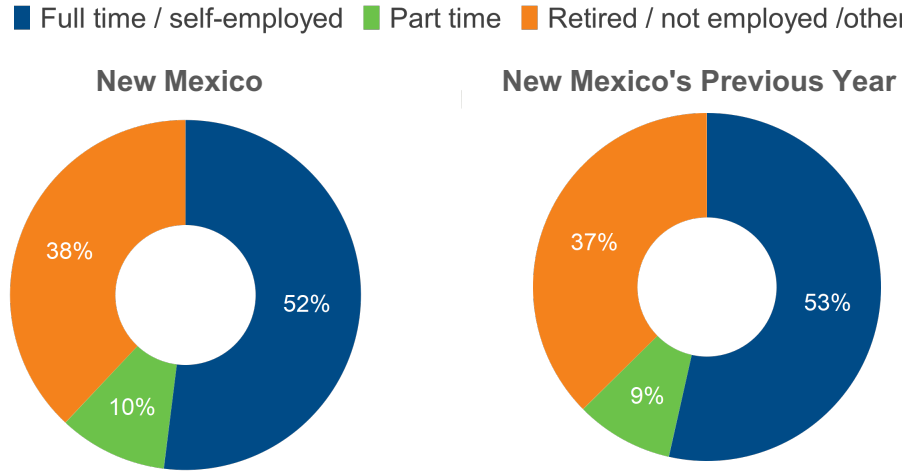
Average Age 44.8

Average Age 44.7

Educational Attainment



Employment



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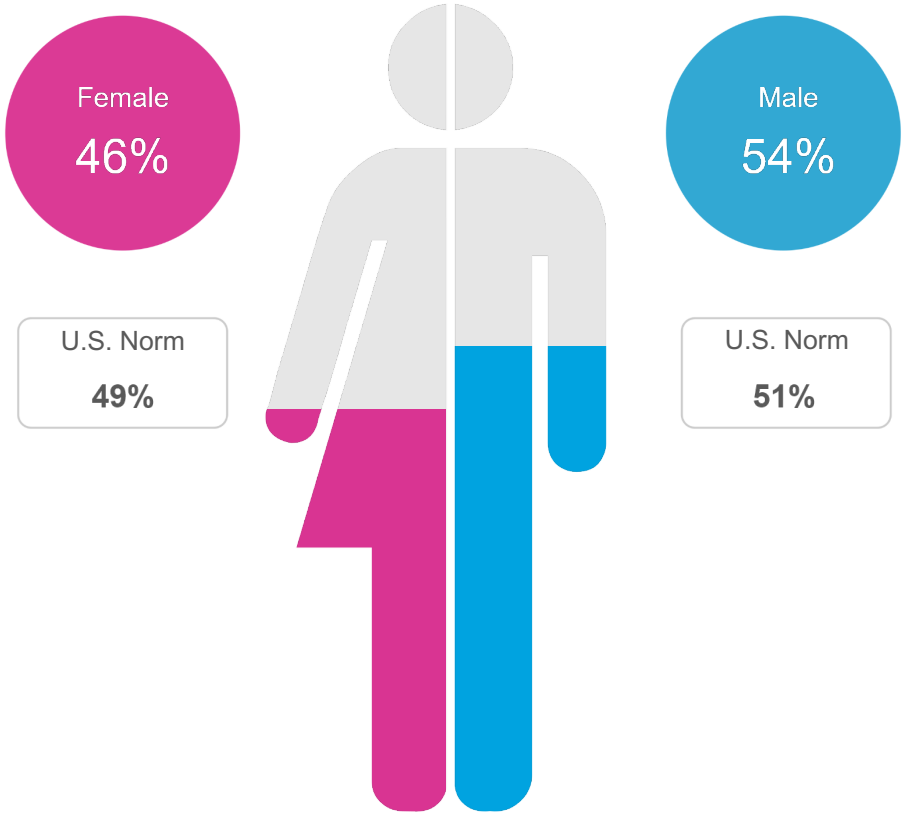
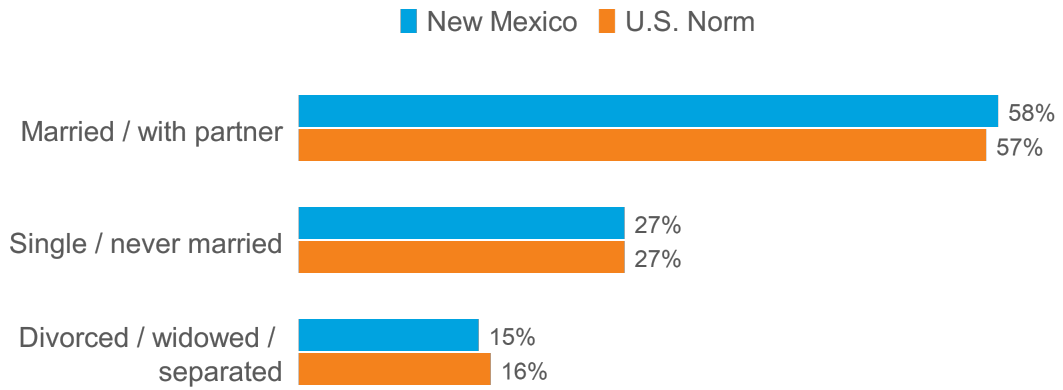
Demographic Profile of Overnight New Mexico Visitors

Base: 2022 Overnight Person-Trips

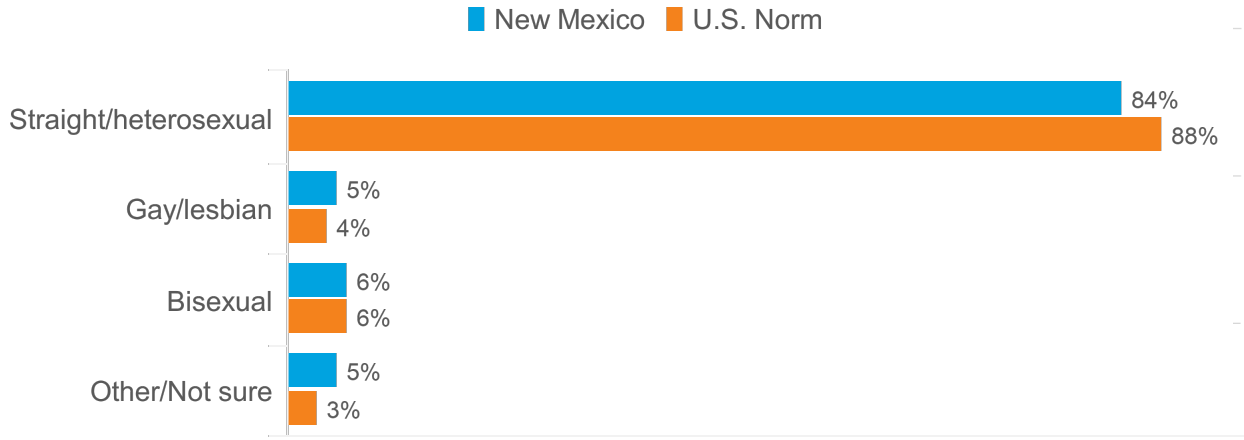
Gender



Marital Status



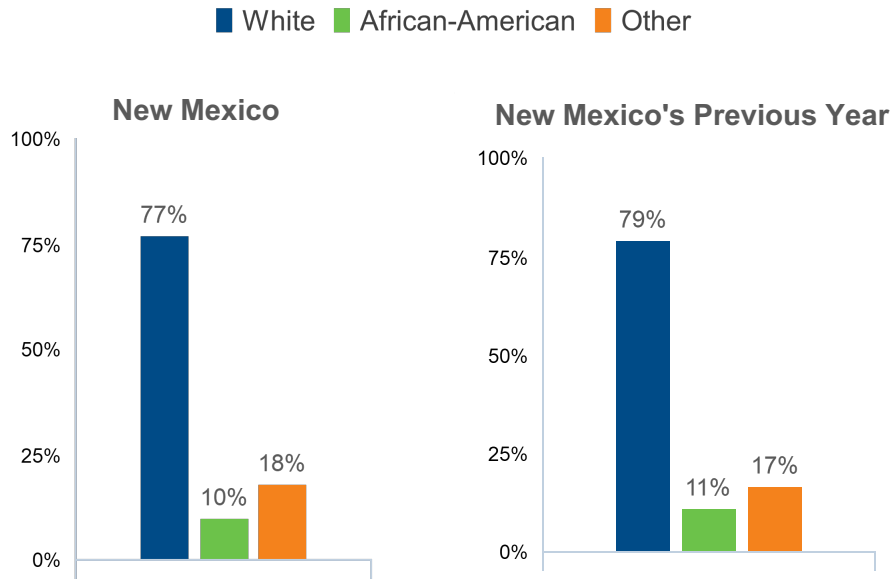
Sexual Orientation



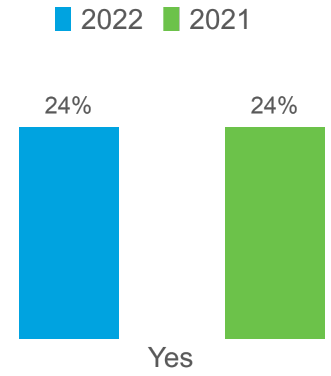
Demographic Profile of Overnight New Mexico Visitors

Base: 2022 Overnight Person-Trips

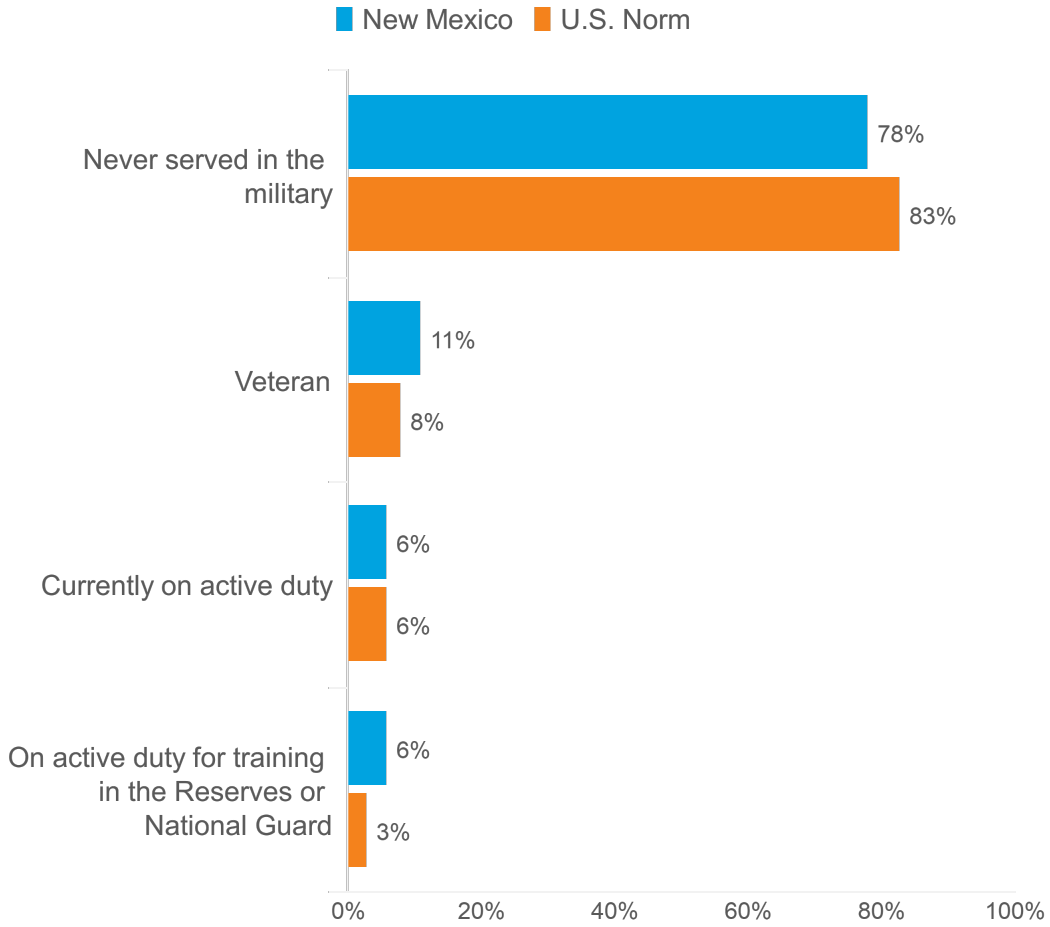
Race



Hispanic Background



Military Status



Demographic Profile of Overnight New Mexico Visitors

Base: 2022 Overnight Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	23%	34%	16%	15%	13%
U.S. Norm	22%	33%	18%	14%	12%

Children in Household

New Mexico

No children under 18	55%
Any 13-17	23%
Any 6-12	24%
Any child under 6	18%

New Mexico's Previous Year

No children under 18	53%
Any 13-17	23%
Any 6-12	29%
Any child under 6	18%

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Travel USA Visitor Profile

Day Visitation

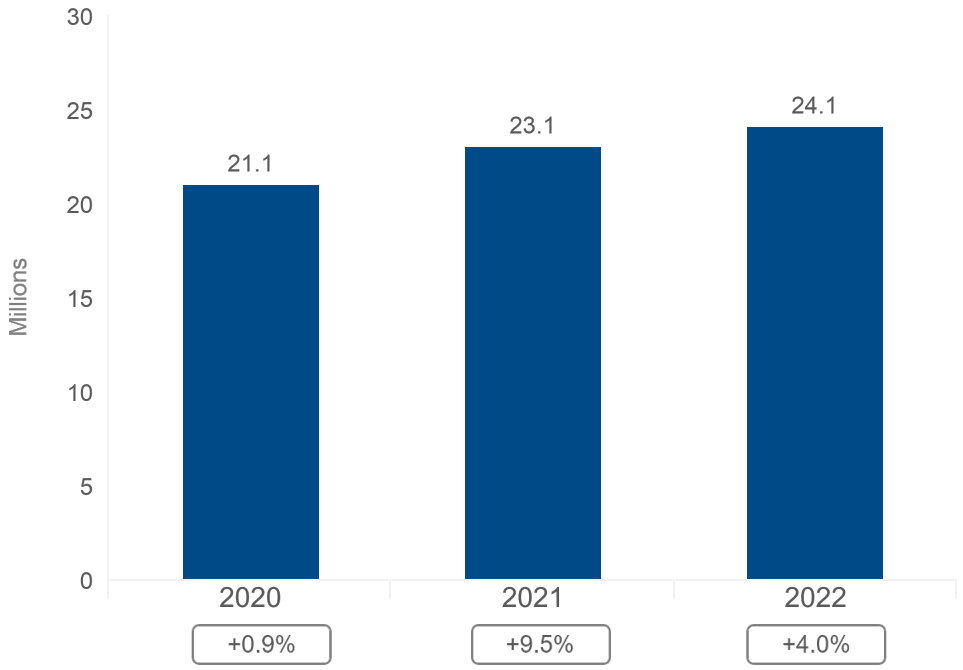
NEW MEXICO TRUE

2022

Size and Structure of New Mexico's Domestic Travel Market

Base: 2022 Day Person-Trips

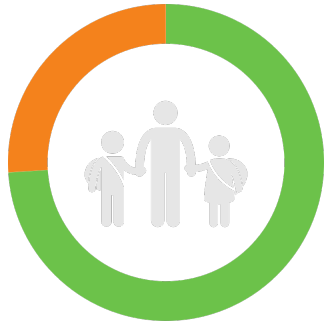
Day Trips to New Mexico



Size of New Mexico Day Travel Market - Adults vs. Children

Total Day Person-Trips

24.1 Million



Adults
74% **17.8 Million**

Children
26% **6.3 Million**

New Mexico's Day Trip Expenditures

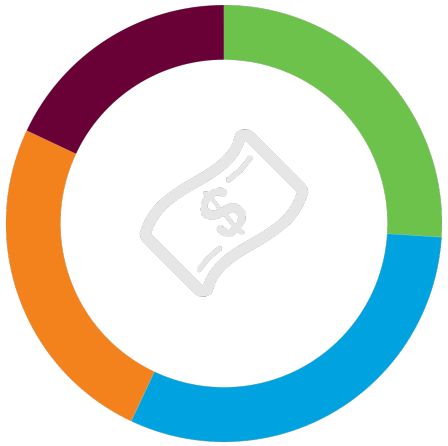
Base: 2022 Day Person-Trips

Domestic Day Expenditures - by Sector

Total Spending

$ 2.310 Billion

+12.8% vs. last year

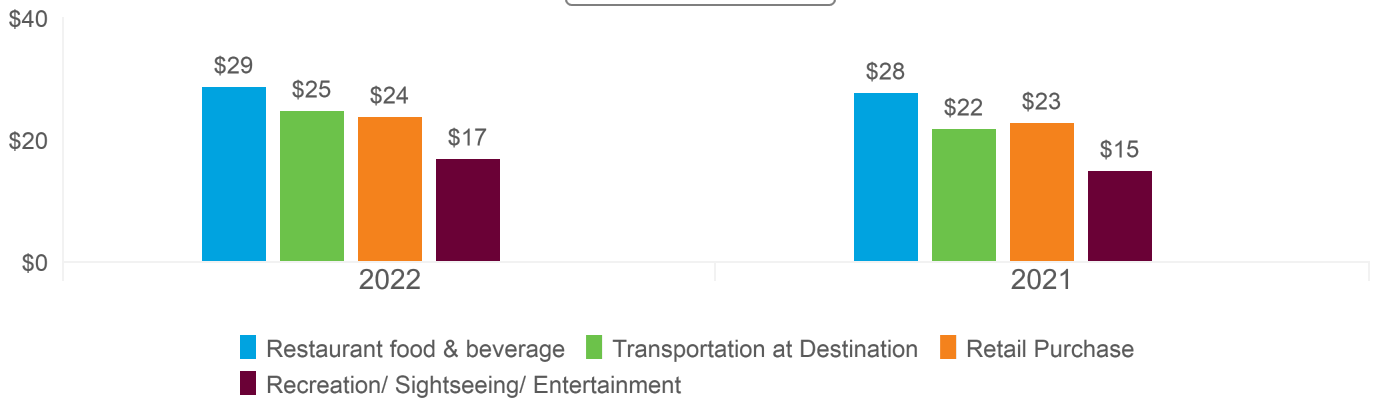


			vs. last year
Transportation at Destination	26%	$605 Million	+18.2%
Restaurant Food & Beverage	31%	$708 Million	+10.4%
Retail Purchase	25%	$583 Million	+7.5%
Recreation/Entertainment	18%	$413 Million	+17.6%

Average Per Person Per Trip Expenditures on Domestic Day Trips - by Sector

Average Per Person Per Trip: $96

Last year: $88



Average Per Person Per Trip:

Leisure $95

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New Mexico's Day Trip Characteristics

Base: 2022 Day Person-Trips

Main Purpose of Trip

24%
Visiting friends/ relatives

16%
Touring

11%
Outdoors

10%
City trip

8%
Special event

6%
Casino

6%
Shopping

5%
Cruise

1%
Conference/ Convention

3%
Other business trip

4%
Business-Leisure

Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	24%	21%
Touring	16%	18%
Outdoors	11%	11%
City trip	10%	14%
Special event	8%	7%
Casino	6%	4%
Shopping	6%	6%
Cruise	5%	5%

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Structure of the New Mexico Day Travel Market

Base: 2022 Day Person-Trips

2022 New Mexico Day Trips

Visiting friends/relatives	24%
Marketable	68%
Business	4%
Business-leisure	4%

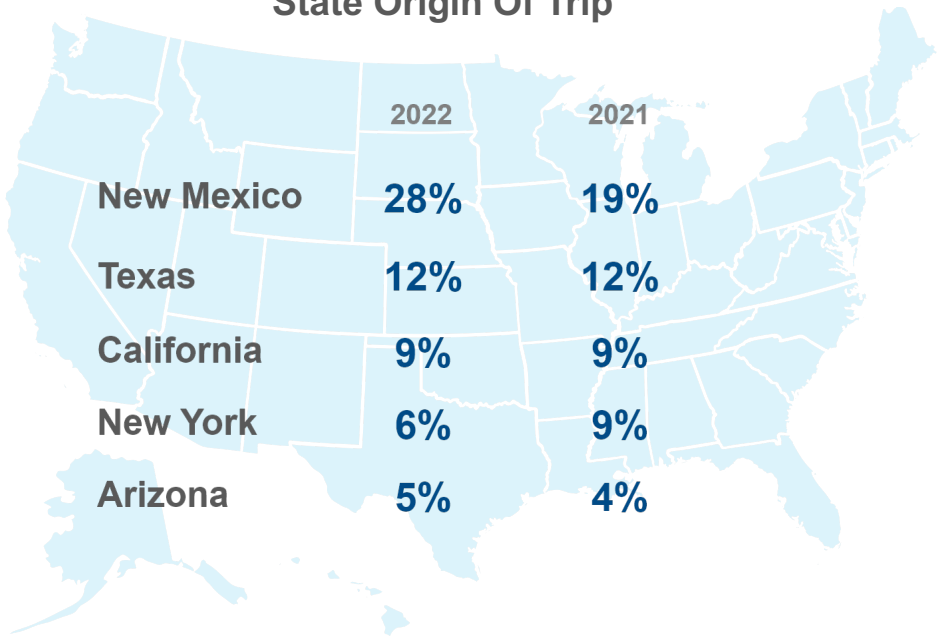
Last Year's New Mexico Day Trips

Visiting friends/relatives	21%
Marketable	70%
Business	6%
Business-leisure	3%

New Mexico's Day Trip Characteristics

Base: 2022 Day Person-Trips

State Origin Of Trip



	2022	2021
New Mexico	28%	19%
Texas	12%	12%
California	9%	9%
New York	6%	9%
Arizona	5%	4%

DMA Origin Of Trip

	2022	2021
Albuquerque-Santa Fe, NM	25%	18%
El Paso, TX	8%	4%
New York, NY	8%	9%
Los Angeles, CA	5%	5%
Phoenix, AZ	3%	2%
Denver, CO	3%	2%
Dallas-Ft. Worth, TX	3%	4%

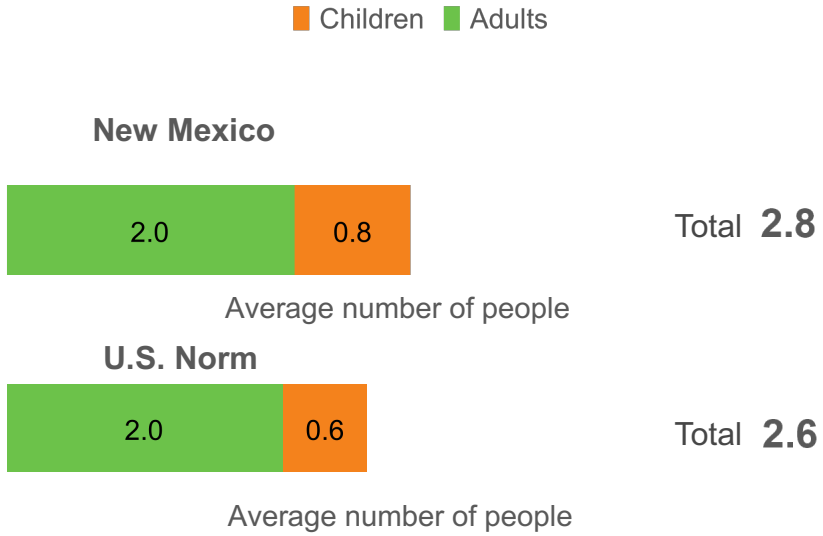
Season of Trip

Total Day Person-Trips

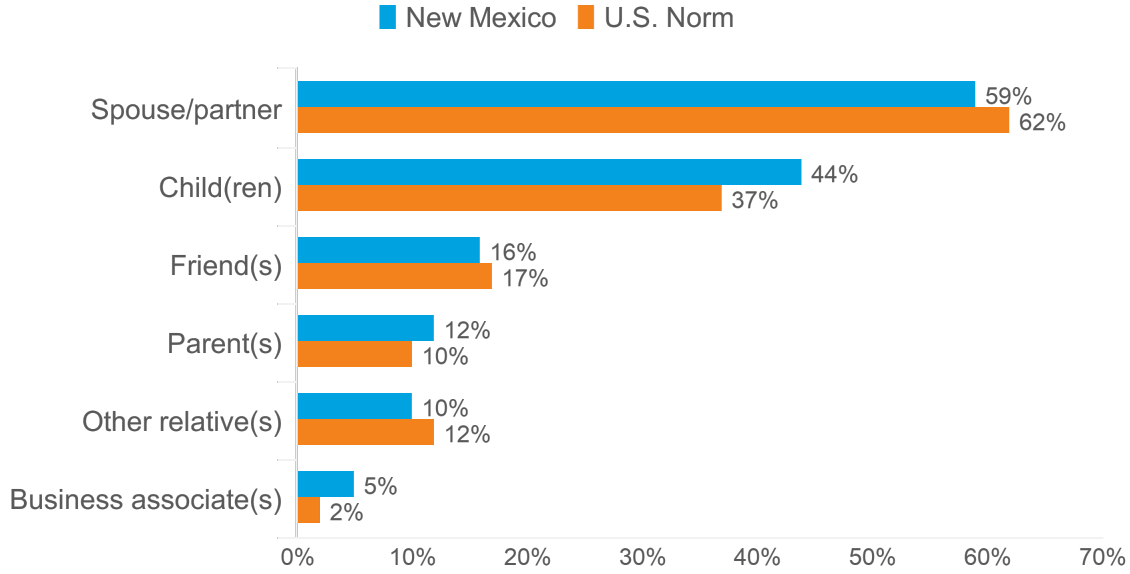
New Mexico's Day Trip Characteristics

Base: 2022 Day Person-Trips

Size of Travel Party

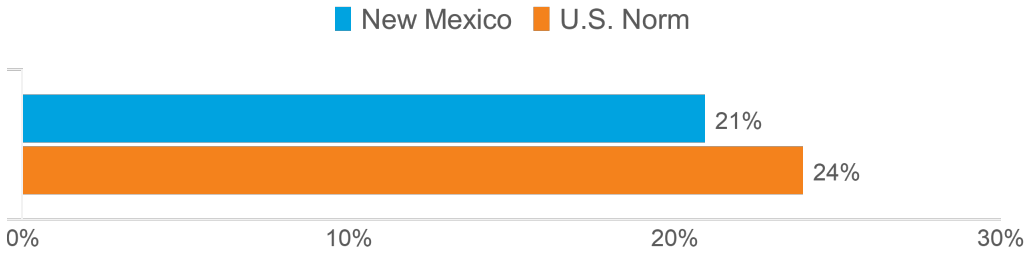


Composition of Immediate Travel Party

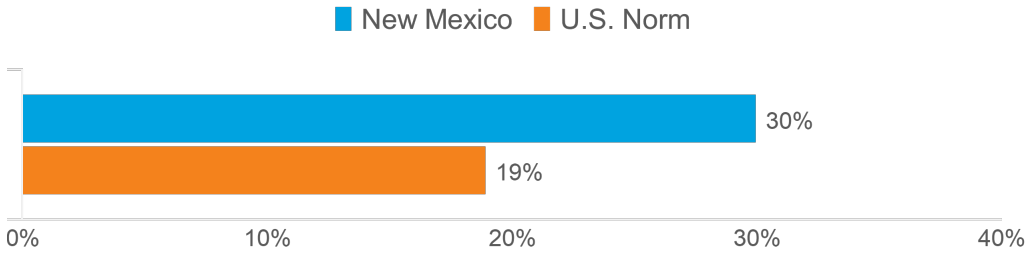


Base: 2022 Day Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



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New Mexico: During Trip

Base: 2022 Day Person-Trips

Activity Groupings

Outdoor Activities

48%

U.S. Norm: 34%

Entertainment Activities

47%

U.S. Norm: 40%

Cultural Activities

40%

U.S. Norm: 20%

Sporting Activities

28%

U.S. Norm: 14%

Business Activities

21%

U.S. Norm: 11%

Activities and Experiences (Top 10)

	2022	2021
Shopping	21%	19%
Landmark/historic site	15%	13%
Museum	14%	12%
Casino	13%	10%
Attending celebration	12%	13%
Sightseeing	12%	13%
Art gallery	12%	10%
Hiking/backpacking	10%	9%
Attended/participated in a sports event for teenagers	10%	10%
Business meeting	9%	13%

New Mexico: During Trip

Base: 2022 Day Person-Trips

Shopping Types on Trip

	New Mexico	U.S. Norm
Convenience/grocery shopping	**36%**	**28%**
Big box stores (Walmart, Costco)	**35%**	**29%**
Outlet/mall shopping	**32%**	**48%**
Souvenir shopping	**31%**	**26%**
Boutique shopping	**29%**	**23%**
Antiquing	**16%**	**12%**

Base: 2022 Day Person-Trips that included Shopping

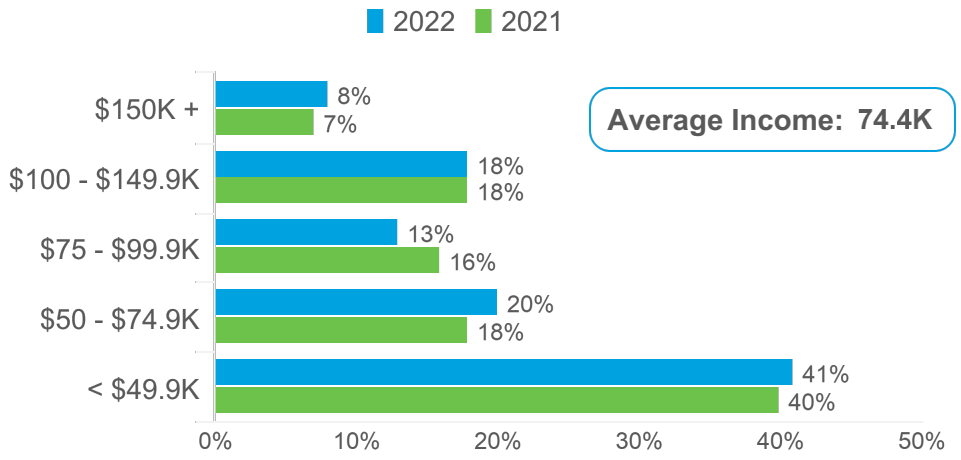
Dining Types on Trip

	New Mexico	U.S. Norm
Unique/local food	**40%**	**38%**
Street food/food trucks	**29%**	**19%**
Food delivery service (UberEATS, DoorDash, etc.)	**23%**	**13%**
Picnicking	**17%**	**12%**
Fine/upscale dining	**17%**	**15%**
Gastropubs	**9%**	**7%**

Demographic Profile of Day New Mexico Visitors

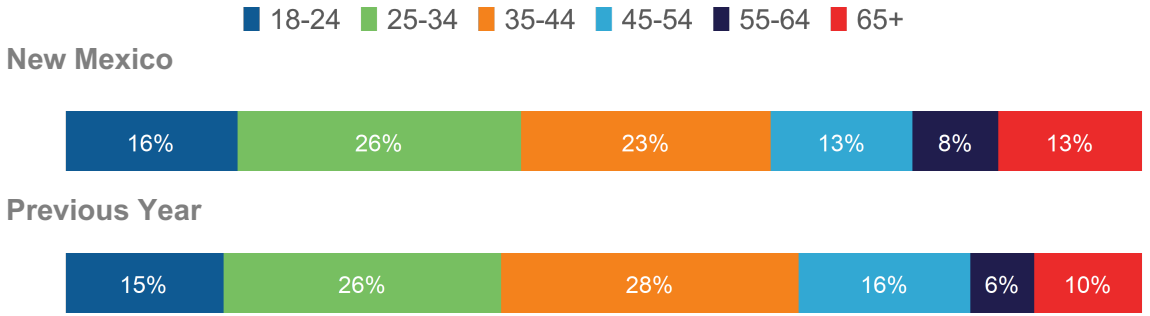
Base: 2022 Day Person-Trips

Household Income



Average Income: 74.4K

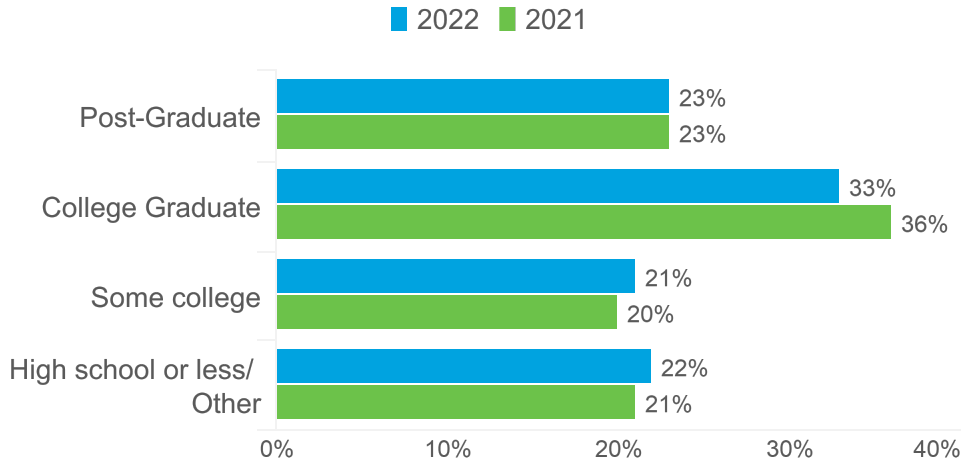
Age



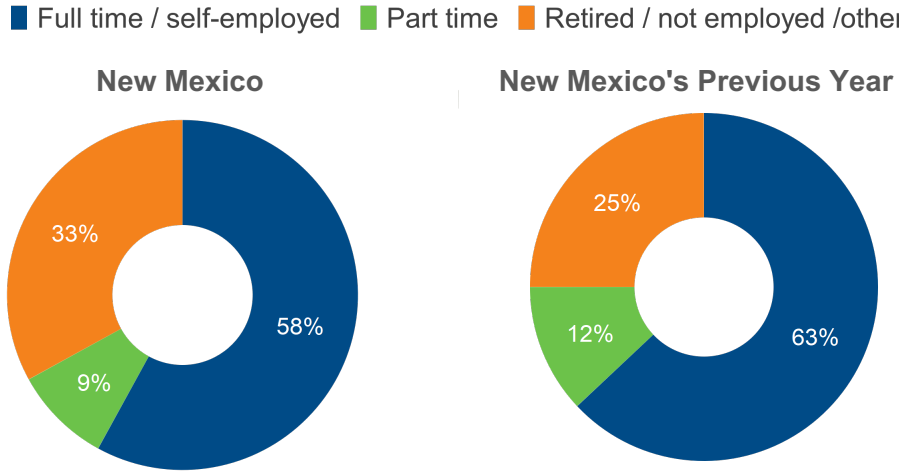
Average Age 41.0

Average Age 39.9

Educational Attainment



Employment



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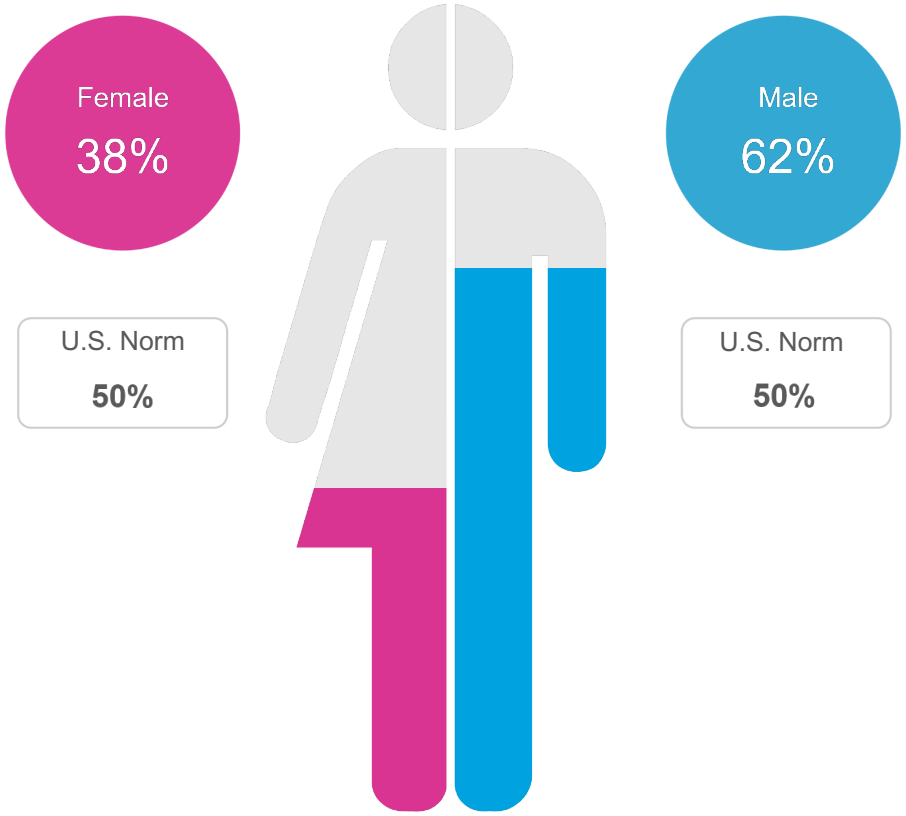
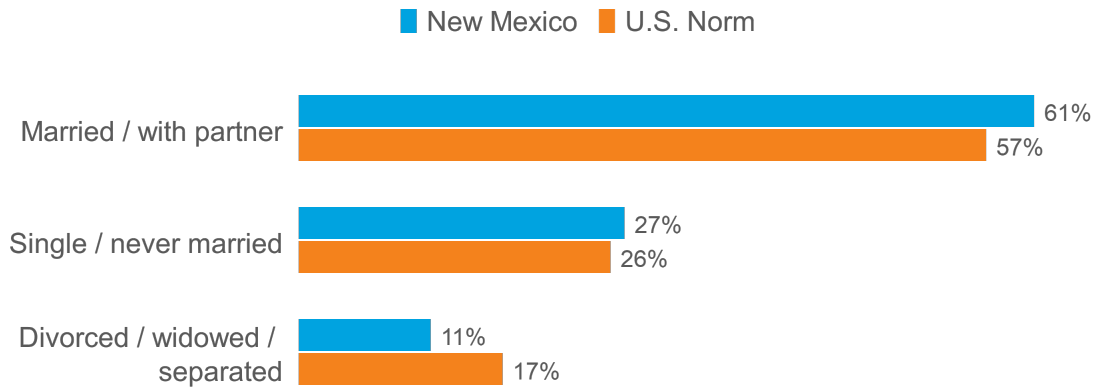
Demographic Profile of Day New Mexico Visitors

Base: 2022 Day Person-Trips

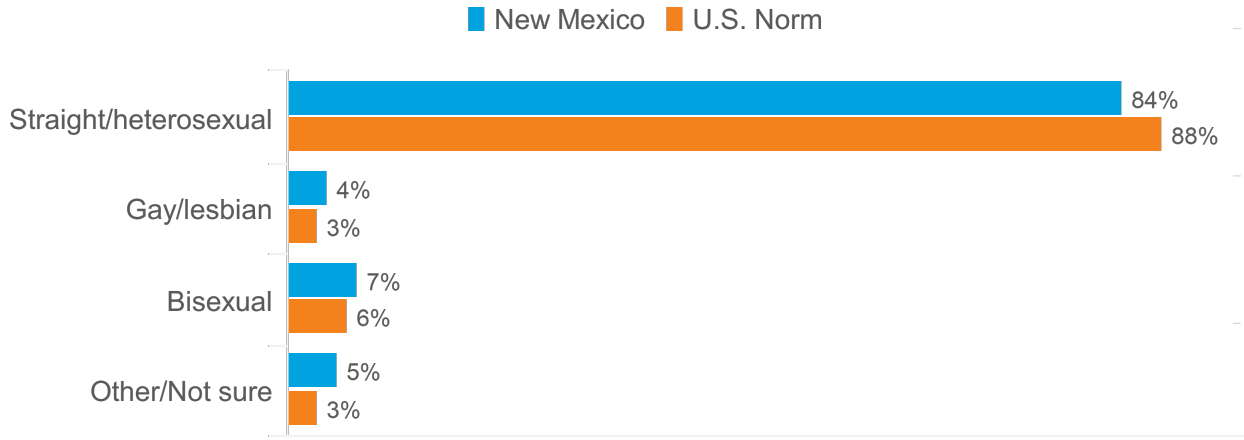
Gender



Marital Status



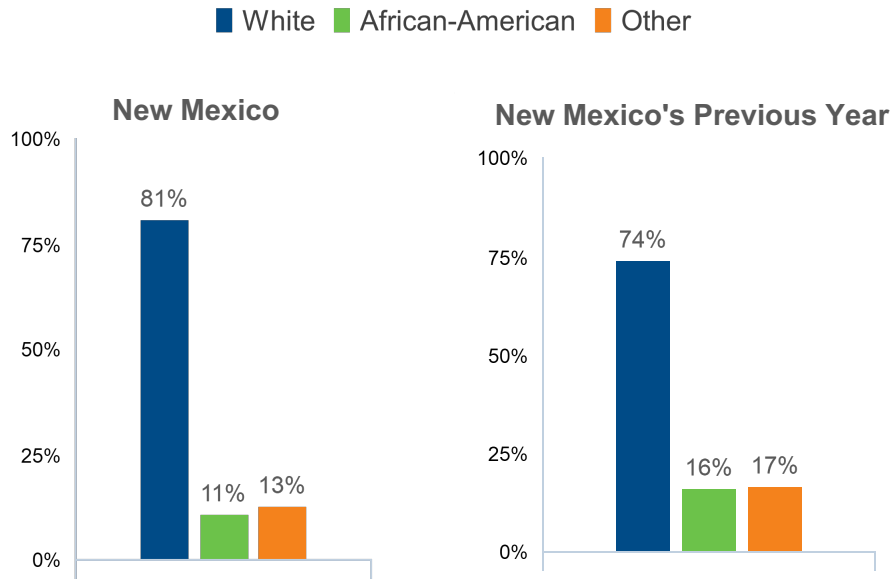
Sexual Orientation



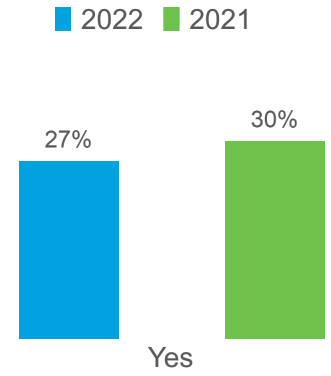
Demographic Profile of Day New Mexico Visitors

Base: 2022 Day Person-Trips

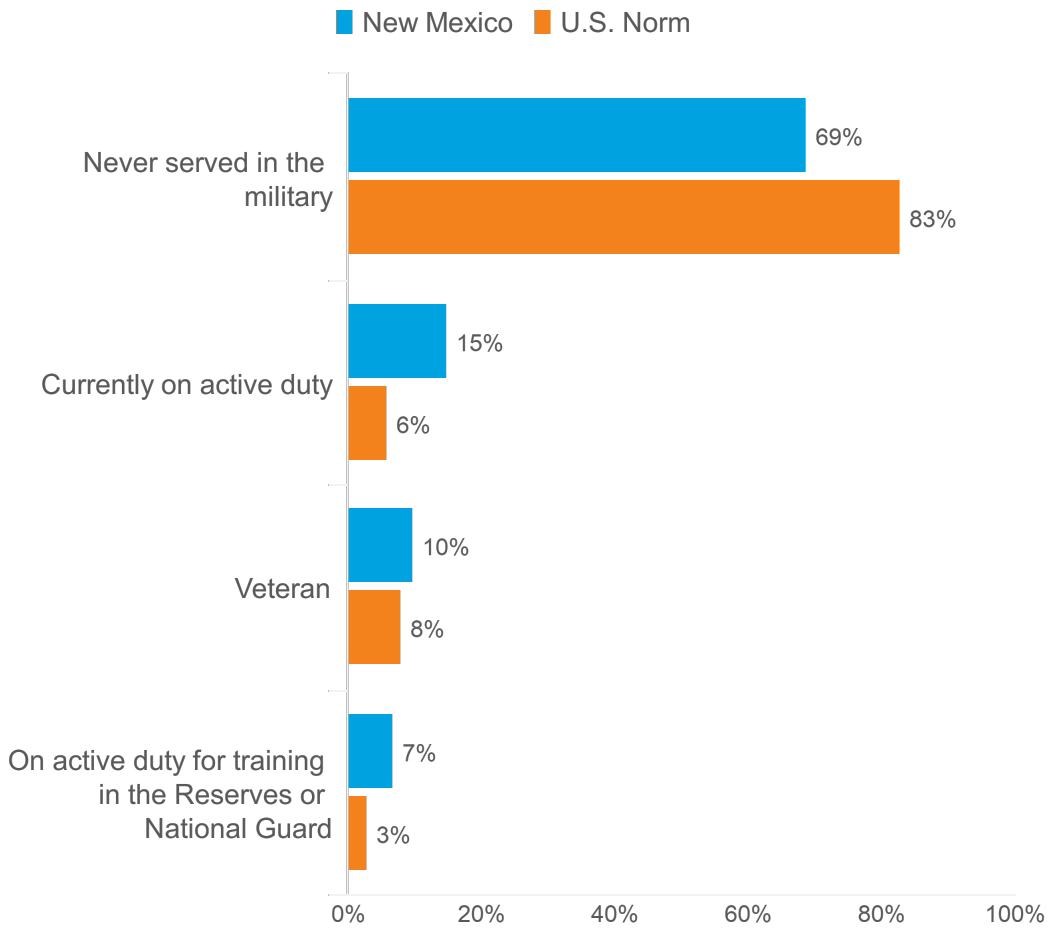
Race



Hispanic Background



Military Status



Demographic Profile of Day New Mexico Visitors

Base: 2022 Day Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	21%	25%	24%	17%	14%
U.S. Norm	23%	34%	19%	14%	11%

Children in Household

New Mexico

No children under 18	42%
Any 13-17	27%
Any 6-12	33%
Any child under 6	25%

New Mexico's Previous Year

No children under 18	38%
Any 13-17	26%
Any 6-12	40%
Any child under 6	25%

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