

New Mexico Visitor Profile (2010-2012)

New Mexico Tourism Department

July 2013

	2012	2012 Change	2011	2011 Change	2010	2010 Change	2009
All Domestic Visitors	32,000,000	2.6%	31,200,000	4.7%	29,800,000	1.0%	29,500,000
Day-Trip ¹ Visitors	17,500,000	4.8%	16,700,000	3.7%	16,100,000	3.2%	15,600,000
Overnight ² Visitors	14,500,000	0.0%	14,500,000	5.8%	13,700,000	-1.4%	13,900,000

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**³ only:

Where do they come from?

Top 5 States

New Mexico	33.3%
Texas	19.0%
Colorado	8.1%
California	7.3%
Arizona	6.7%

Top 5 DMA's

Albuquerque-SantaFe	28.3%
El Paso-Las Cruces	7.9%
Phoenix, AZ	4.8%
Denver, CO	4.0%
Dallas-Ft. Worth, TX	3.9%

How do they get here? (Top 4 responses)⁴

Own car/truck	72.4%
Plane	18.0%
Rental car	15.2%
Camper/RV	5.6%

When do they come?⁵

Spring	23.1%
Summer	30.3%
Fall	23.2%
Winter	23.4%

Why do they visit New Mexico? (Top 10 Main Reasons for visit)

Visit friends/relatives	35.9%
Business trip ⁶	14.6%
Touring	12.7%
Outdoors	9.1%
Special event	8.5%
City Trip	4.8%
Casino	4.7%
Conference/convention	3.7%
Resort	1.8%
Skiing/snowboarding	1.3%
Golf	0.7%

What do they do/visit in New Mexico? (Top 17 Activities)⁴

Shopping	31.3%
Fine Dining	18.3%
National/State Park	16.4%
Landmark/historic site	15.9%
Casino	14.7%
Museum	13.5%
Hiking/backpacking	10.1%
Camping	7.8%
Bar/disco/nightclub	7.7%
Fishing	6.8%
Business Convention	6.0%
Fair/exhibition/festival	5.8%
Zoo	5.7%
Business Meeting	4.9%
Theater	4.7%
Dance	4.2%
Spa	4.0%

Other characteristics:

Average Age	44.7
Average travel party size	2.7
(81% Adults, 19% children)	
Average # of nights on trip	3.6

¹ 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.

² 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.

³ The data in the tables below are three year averages derived from Longwoods International 2010, 2011 and 2012 Travel USA® data.

⁴ These can total more than 100%

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.