

2016 Tourism Highlights

5th Consecutive Year of Record-Breaking Tourism Growth



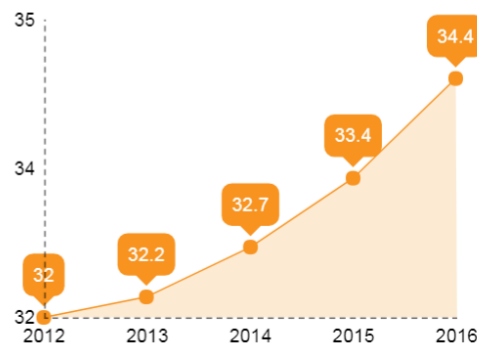
New Mexico Tourism Grew by 1 Million Trips in 2016

Travel in New Mexico Grew at 2X the National Average in 2016



Trips, in Millions

2016 Saw 34.4 Million Trips in New Mexico



84% of Overnight Visitors to New Mexico Were from Out of State, Up from 72% in 2011



Marketable Overnight Trips, the Primary Focus of New Mexico True, Increased to 55% in 2016

v.s. 31% Visiting Friends and Relatives and 14% Business

Marketable Overnight Trips

