

New Mexico Tourism Department 2017 Annual Report



February 2018

INTRODUCTION

The New Mexico Tourism Department's (NMTD) marketing strategy is thoroughly research based, utilizing the highest quality data sources and analysis. The purpose of the NMTD Annual Report is to document and measure the state of New Mexico's tourism industry and NMTD's efforts to grow New Mexico's economy by growing the tourism industry in New Mexico. NMTD seeks to measure its impact by utilizing a variety of tourism indicators and vendor supplied datasets – such as Longwoods Travel USA® data and Tourism Economics' Tourism Impact studies.

The executive summary provides a high-level overview of 2017's findings, and comprises three sections:

1. **Annual Performance Highlights**
2. **2015 Performance Commentary**
3. **Overview of NMTD Research Findings: 2011 through 2017** which provides a review of some of NMTD's most significant and best documented research findings from 2011 to 2017.

Further detailed information can be found in the five sections after the Executive Report, as shown in the index on page 3.

This report contains data that was available as of January 10th, 2018.

With regard to terms used in this report, "YOY" means year over year, and New Mexico's "competitive set of states" includes Arizona, Colorado and Utah.

The department's Annual Reports are living documents that will continue to evolve based on feedback and new information sources. All research reports are available on the NM Tourism Industry website <https://www.newmexico.org/industry/resources/research/>. Comments are welcome and should be addressed to Victoria.gregg@state.nm.us

Table of Contents

EXECUTIVE SUMMARY	4
Annual Performance Highlights	5
2016 Performance Commentary.....	10
NEW MEXICO BRAND PERFORMANCE	10
NMTD VISITOR RELATIONSHIPS	11
Referrals from newmexico.org to New Mexico business partner sites increased 3.3% in 2016. These referrals (an average of 533.3 each day in 2016) represent a significant source of leads for many businesses in New Mexico	11
NEW MEXICO VISITOR PROFILE	12
VISIT CHARACTERISTICS (2 Objectives)	13
Overview of NMTD Research Findings: 2011-2016.....	14
NEW MEXICO BRAND PERFORMANCE	19
Tourism Visits	19
Intent to Travel – National Travel Intent, In-State Travel Intent, Repeat Visitation Rate.....	20
ECONOMIC IMPACT OF TOURISM IN NEW MEXICO	21
New Mexico Leisure and Hospitality Employment	21
New Mexico Hotel & Motel Total Receipts.....	22
NM Gross Receipts Accommodation Taxes & Food, Drink and Accommodation Gross Receipts	23
NMTD VISITOR RELATIONSHIPS	24
Social Media Presence.....	24
YouTube Views	24
Referrals from NewMexico.org to Industry Partners.....	25
NEW MEXICO VISITOR PROFILE.....	26
Percent Primary Overnight Visitor Trips	26
Regional Concentration of Visitor Trips	26
Average Age of Visitors	27
Fly Market	27
Outdoor & Cultural Activity Indexes	28
VISIT CHARACTERISTICS	29
Airport Passenger Volume – Albuquerque International Airport	29
New Mexico National Park and Monuments Visits.....	29

EXECUTIVE SUMMARY

The executive summary is composed of three sections.

- The **Annual Performance Highlights** section presents a quick overview of the major data highlights since the last annual report. Much of the data in this section comes from *"The Economic Impact of Tourism in New Mexico: 2016 Analysis"* which was released in November 2017. The full 2016 Economic Impact of Tourism report is available in the research section at <https://www.newmexico.org/industry/resources/research> and includes comprehensive economic impact information statewide and for the 33 counties in New Mexico.
- The **2016 Performance Commentary** section presents a summary and commentary on other key metrics not already presented in the **Annual Performance Highlights** section. This section is organized under the following categories: New Mexico Brand Performance; NMTD Visitor Relationships; New Mexico Visitor Profile; and Visit Characteristics.
- Finally, the **Overview of NMTD Research Findings: 2011 through 2017** provides a review of NMTD's most significant research findings over the last 6+ years.

Annual Performance Highlights

As with last year, performance in the tourism sector has shown increased growth across the board.

Tourism Spending Continues to Increase: As the charts below show, visitor spending has been steadily increasing across all tourism-related sectors, culminating in a total increase of 2.1% since 2015. Since 2011, tourism-related spending has increased by **\$915M**, or **16.6%**. Tourism spending totaled over \$6.4 billion in 2016, an all-time high.

Visitor spending in New Mexico

Nominal dollars, millions

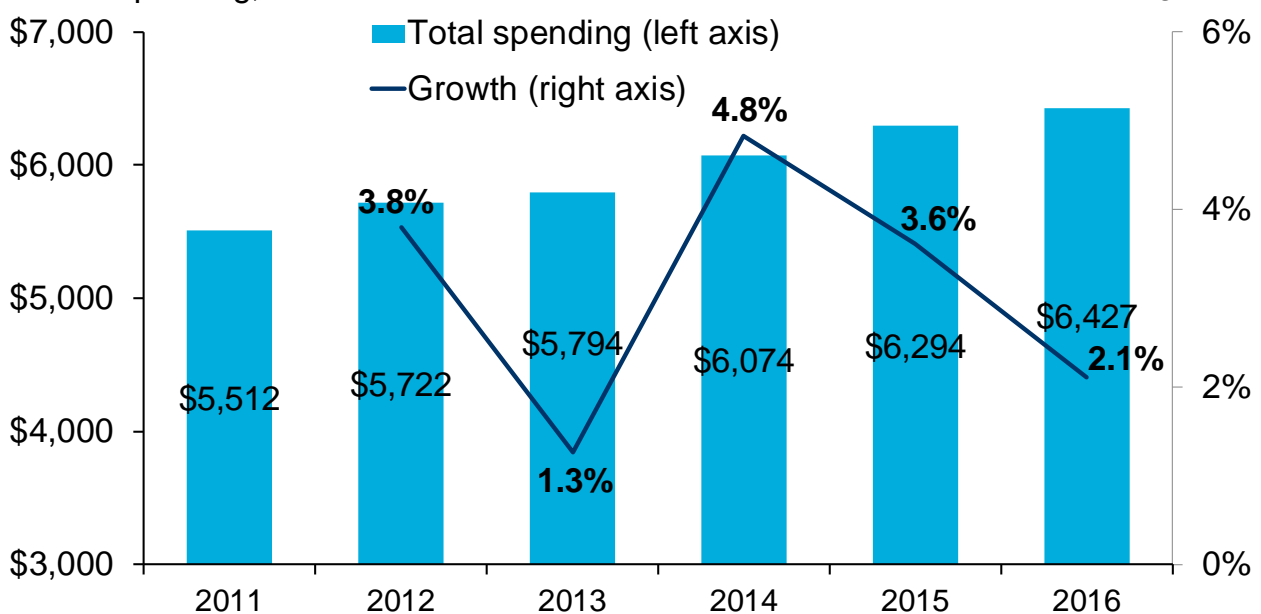
	2011	2012	2013	2014	2015	2016	2016 Growth	2011-2016 CAGR
Lodging*	\$1,626	\$1,704	\$1,761	\$1,883	\$1,952	\$1,980	1.4%	4.0%
Food and beverage	\$1,308	\$1,327	\$1,332	\$1,352	\$1,403	\$1,450	3.3%	2.1%
Retail	\$902	\$966	\$987	\$1,073	\$1,107	\$1,121	1.3%	4.4%
Recreation	\$744	\$749	\$751	\$755	\$782	\$820	4.8%	2.0%
Local transportation	\$749	\$802	\$798	\$852	\$889	\$893	0.5%	3.6%
Air transportation	\$183	\$175	\$165	\$159	\$161	\$164	1.6%	-2.2%
Total	\$5,512	\$5,722	\$5,794	\$6,074	\$6,294	\$6,427	2.1%	3.1%

Source: Longwoods International; Tourism Economics

*Lodging includes spending on second homes

Visitor spending in New Mexico

Visitor spending, millions

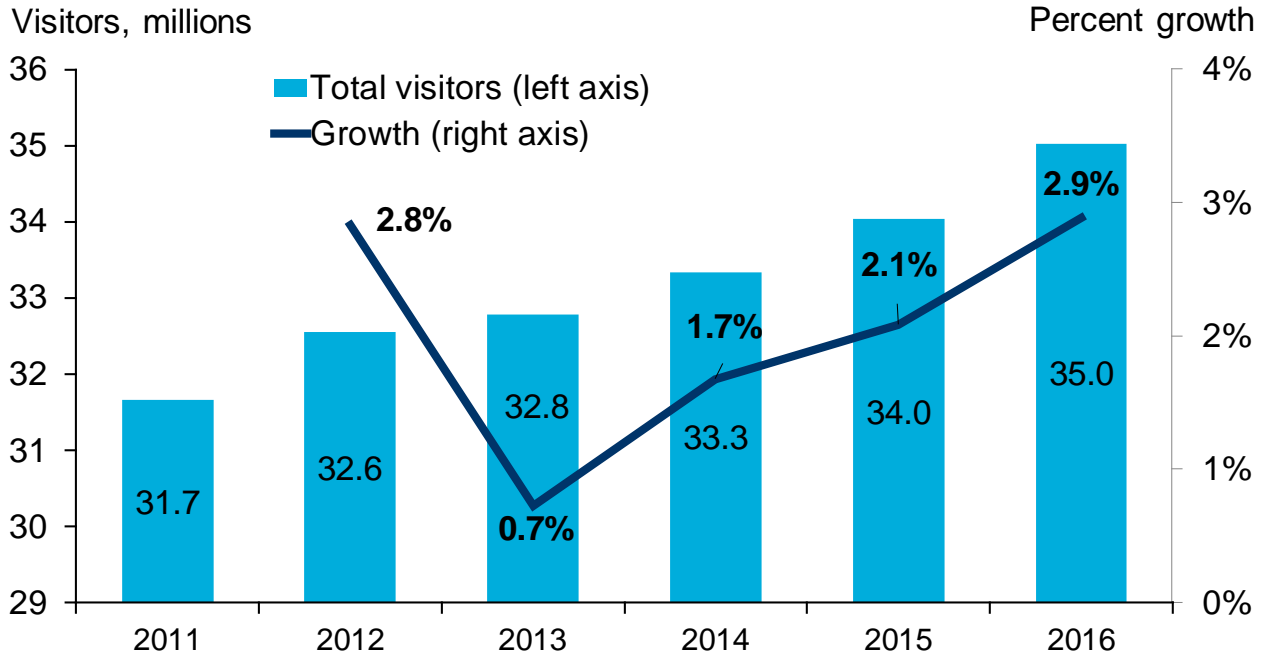


Source: Longwoods International; Tourism Economics

Other indicators of tourism-related spending also increased in 2016. Compared to 2015, taxable gross accommodation receipts **increased 3.1%** yoy (year over year), gross receipts accommodation taxes **grew 1.6%**, and New Mexico Rocky Mountain Lodging Report Accommodation Total Receipts **increased 5.6%**.

2016 Visitation Increased: Tourism Economics adds international visitation estimates to Longwoods International domestic visitation numbers as seen in the following charts and table, and the total number of visitors (overnight and day-trips) **increased by 2.9%--or one million--to 35M** for these combined visits

Visitors to New Mexico



Source: Longwoods International; Tourism Economics

Visitor spending in New Mexico

Nominal dollars, millions

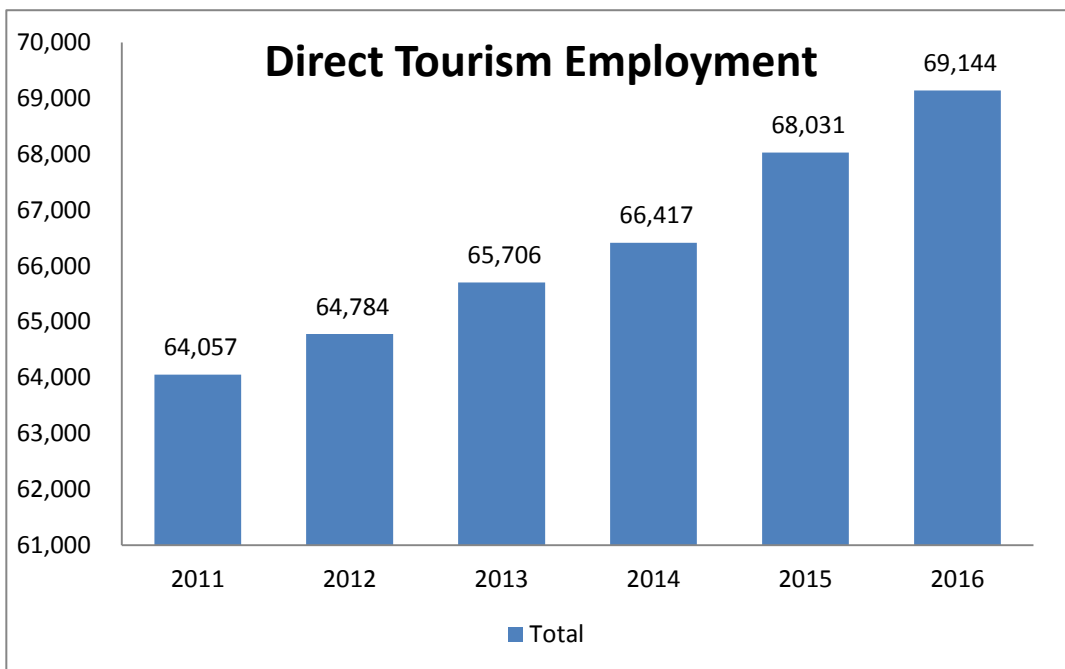
Purpose		Stay		Market	
Leisure	\$5,473	Day	\$1,483	Domestic	\$5,838
Business	\$954	Overnight	\$4,944	International	\$589
Total	\$6,427	Total	\$6,427	Total	\$6,427
Growth Rates					
Leisure	2.2%	Day	4.5%	Domestic	3.0%
Business	1.6%	Overnight	1.4%	International	-6.3%
Total	2.1%	Total	2.1%	Total	2.1%

Source: Longwoods International; Tourism Economics

Tourism Jobs Continue to Grow: Tourism employment has been one of the best performing sectors in the New Mexico economy. As seen in the charts and tables on this and the following page, Tourism Economics data shows **7.9% growth** in direct tourism employment since 2011 (or **5,087 additional jobs**). Direct, Indirect and Induced employment totaled **91,869, or 8.3%** of all jobs in New Mexico (**up from 8.0%** in 2011).

Important: Note that Tourism Economics analysis of employment provides a more precise and different accounting of tourism jobs than what NMTD has reported the past several years, in which we have reported Leisure and Hospitality employment numbers from the U.S. Bureau of Labor Statistics. Tourism Economics apportions tourism jobs in various job sectors or industries based on proportions that can be attributed to tourism activity as determined by research studies. So for example, on page 18 of the “The Economic Impact of Tourism in New Mexico: 2014 Analysis,” 51.9% of jobs in the Recreation employment sector are considered to be supported by visitor spending. In the Bureau of Labor Statistics Leisure and Hospitality category, 100% of recreation jobs are counted. This is true for other employment categories, and there are some sectors, such as retail, that are included in Tourism Economics Tourism job numbers but are not included in the Leisure and Hospitality sector.

Therefore, NMTD gives preference to Tourism Economics’ employment data, although in the Economic Impact of Tourism in New Mexico section found later in this Annual report, we also report on Leisure and Hospitality employment for the sake of continuity with past reports.



Direct Tourism Employment						
	2011	2012	2013	2014	2015	2016
Total	64,057	64,784	65,706	66,417	68,031	69,144
% Change	1.2%	1.1%	1.4%	1.1%	2.4%	1.6%

Tourism industry generated employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining		43	43	86
Construction and Utilities		430	135	564
Manufacturing		136	60	196
Wholesale Trade		218	344	561
Air Transport	726	10	17	753
Other Transport	3,525	568	201	4,294
Retail Trade	6,242	89	1,940	8,271
Gasoline Stations	1,343	10	146	1,500
Communications		630	207	837
Finance, Insurance and Real Estate	5,581	2,023	1,637	9,241
Business Services		3,236	853	4,088
Education and Health Care		52	3,249	3,301
Recreation and Entertainment	13,190	525	540	14,256
Lodging	16,366	25	15	16,406
Food & Beverage	22,171	1,200	1,994	25,366
Personal Services		505	991	1,496
Government		473	180	653
TOTAL	69,144	10,173	12,552	91,869

Source: Tourism Economics

Personal Income Continues to Grow: Direct and Total tourism labor income stood at \$1.627 and \$2.502 billion in 2016, a 3.3% and 3.1% increase respectively, from 2015.

Tourism industry generated income, millions				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining		\$1.7	\$3.6	\$5.3
Construction and Utilities		\$30.4	\$9.1	\$39.5
Manufacturing		\$5.4	\$2.5	\$7.9
Wholesale Trade		\$12.8	\$20.2	\$32.9
Air Transport	\$40.0	\$0.5	\$0.9	\$41.5
Other Transport	\$114.2	\$28.9	\$9.3	\$152.4
Retail Trade	\$162.8	\$3.1	\$62.3	\$228.1
Gasoline Stations	\$38.7	\$0.3	\$4.2	\$43.3
Communications		\$32.0	\$10.6	\$42.6
Finance, Insurance and Real Estate	\$79.2	\$60.6	\$55.4	\$195.2
Business Services		\$128.4	\$34.5	\$162.9
Education and Health Care		\$1.4	\$155.7	\$157.1
Recreation and Entertainment	\$300.3	\$5.8	\$7.5	\$313.6
Lodging	\$421.7	\$0.6	\$0.4	\$422.7
Food & Beverage	\$470.0	\$25.4	\$46.6	\$542.0
Personal Services		\$27.1	\$37.7	\$64.8
Government		\$38.2	\$12.4	\$50.5
TOTAL	\$1,627.0	\$402.7	\$472.9	\$2,502.6

Source: Tourism Economics

Tourism-generated taxes increased: State taxes **grew by 2.2%** (or **\$9.6 million**) between 2015 and 2016 (to \$437.5 million) and Local taxes **increased by 1.9%** (or **\$3.8 million** to \$204.8 million). Visitor-driven state and local tax proceeds of \$642 million helped offset the average household tax burden by \$841 per household. That is, visitors add tax value worth **\$841** to every New Mexico household, **up from \$747** in 2011, an increase of **12.6%**.

Tourism-Generated Taxes				
Millions of \$				
	2014	2015	2016	% Change
Federal Taxes	668.6	694.1	712.7	2.7%
Corporate	174.4	180.7	184.9	2.3%
Indirect Business	119.5	123.0	125.4	1.9%
Personal Income	65.3	68.0	70.1	3.1%
Social Security	309.5	322.3	332.3	3.1%
State Taxes	413.7	427.9	437.5	2.2%
Corporate	28.4	29.4	30.1	2.3%
Personal Income	25.3	26.3	27.1	3.1%
Sales	218.1	226.0	231.2	2.3%
State Unemployment	7.4	7.7	7.9	3.1%
Other Taxes/fees	134.5	138.5	141.2	1.9%
Local Taxes	194.7	201.0	204.8	1.9%
Sales	11.5	11.9	12.2	2.3%
Personal Income	4.5	4.6	4.8	3.1%
Lodging	41.6	42.6	42.6	0.2%
Excise and Fees	12.3	12.7	13.0	2.3%
Property	78.8	81.1	82.7	1.9%
Other taxes and fees	46.1	48.0	49.5	3.1%
Total	1,277.0	1,322.9	1,355.0	2.4%

Source: Tourism Economics

2016 Performance Commentary

The **2016 Performance Commentary** section presents a summary of the results for categories not already covered in the preceding section (Visitation, Spending, and Employment), focusing on New Mexico Brand Performance; NMTD Visitor Relationships; New Mexico Visitor Profile; and Visit Characteristics. Please refer to these sections, beginning on page 19 for more information.

Overall, progress in meeting NMTD's objectives has been positive, exceptionally so in the case of some of the objectives. The following provides detailed information for each category:

NEW MEXICO BRAND PERFORMANCE

Objective #1: Increase the number of marketable overnight trips and total visitor numbers.

Marketable trips are defined as travel that is influenced by marketing efforts and do not include visitors whose main purpose in taking a trip is to visit friends and family or for business trips. In 2011, based on an analysis of the visitation and spending patterns of New Mexico visitors, NMTD determined that ***increasing out-of-state marketable overnight trips would be key to driving economic impact.***

There were several reasons for developing this objective. First, while New Mexicans are the single largest group of visitors to New Mexico, out of state visitors spend much more per person in New Mexico than New Mexicans. Second, New Mexicans spend even less on in-state vacations than the average spend of in-state visitors in our competitive set of states (Arizona, Colorado and Utah). Finally, New Mexicans make up a much smaller percentage of total New Mexico visitors than in our competitive set of states, largely because New Mexico's population is much smaller. Therefore, New Mexico should be able to realize the largest spending lift by targeting out of state visitors, while at the same time encouraging in-state visitation.

Note that the marketable data that follows is for domestic visitation only.

In 2016, domestic marketable overnight visitation **increased 2.5%** and out of state visitation **increased 0.7%**. Marketable trips (trips other than visits to friends and family and business trips) are the focus of NMTD's advertising efforts, since, as the name indicates, they are trips that can be more readily influenced by advertising. The fact that marketable trips have **nearly 50%** since 2010 is quite remarkable, and a strong indicator that NMTD's True advertising is having an impact. An additional bonus of marketable trips is that people who take these trips spend more on food, lodging, and in all spending categories than the average visitor, thus bringing more money into New Mexico's economy.

NMTD also currently has several initiatives to boost in-state visitation, such as advertising targeted at New Mexico residents, the Keep New Mexico True campaign, and the regional ad program (which focuses on promoting fairs, festivals and events).

Objective: Improve perceptions of New Mexico as an attractive travel destination for both the national and in-state travel markets so they are more comparable to competitive set averages.

Three measures (**National Travel Intent, In-State Travel Intent, and the Repeat Visitation Rate**), were selected in 2011 as indicators of key weaknesses in New Mexico's visitor market that NMTD has sought to improve (see page 20). New Mexico has lagged behind our competitive states in each of these measures: **National Travel Intent** (the % of respondents in the Longwoods Intl. national sample who intend to visit New Mexico and our competitive set of states in the next 12 months); **In-State Travel Intent** (the % of state residents who intend to take an overnight trip within their own state); and the **Repeat Visitation Rate** (the % of visitors who intend to return within the next 12 months to the state they previously visited and spent most of their time in).

National Travel Intent increased considerably in 2016, to 2.1% for New Mexico, while holding steady for the competitive set. Though National Travel Intent increased, **In-State Travel Intent** fell to 25.9% in 2016. The **Repeat Visitation Rate** also fell slightly for New Mexico, to 35.7%. However, for this last metric, the number also fell for the competitive set, down over four percentage points from 2015.

NMTD VISITOR RELATIONSHIPS

Objectives:

#1: Grow active visitor relationships and interactions.

#2: Increase awareness of New Mexico.

NMTD's Social Media presence and YouTube views continued their solid growth in 2016. The department's PTAT and total reach continue recent trends and have grown very rapidly as more department resources have been devoted to Facebook, with strong growth in CY2016. The number of Facebook fans continues to grow strongly, **increasing an average of 31%** in 2016 and reaching over 200,000 in 2016

Views of the department's YouTube page were **24.3% lower** in 2016 compared to 2015, which was up **164%** from 2014. This drop in viewers corresponds to drops from 2015's all-time high in the first two quarters of 2016. For 2017, views have increased substantially, to over one million in the first two quarters alone. This demonstrates that the drop in 2016 should not continue in the future, as views have rebounded through 2017.

Referrals from newmexico.org to New Mexico business partner sites increased 3.3% in 2016. These referrals (an average of 533.3 each day in 2016) represent a significant source of leads for many businesses in New Mexico

NEW MEXICO VISITOR PROFILE

Objectives:

- #1: Increase the percentage of Primary Overnight visits and decrease the percentage of “pass-through” visits.**
- #2: Broaden New Mexico’s visitor market from a regional to a more national market by reducing the concentration of visitors from the top 5 states of origin.**
- #3: Decrease the average age of visitors so that it aligns with our competitive set.**
- #4: Grow the fly market as a percentage of total overnight visits.**
- #5: Increase visitor Outdoor activity levels and maintain high Cultural activity levels.**

In 2016, New Mexico’s and the Competitive set’s average share of Primary overnight visitors changed slightly from 2015, showing a decrease in both NM and our competitive set of states. However, longer term (from 2010 to 2014), New Mexico gained on our Competitive set as the gap between New Mexico and our Competitive set of states **narrowed significantly**, from a **16.3** percentage point gap in 2010 to an **14** percentage point gap in 2016.¹

New Mexico’s percent of visitor trips from the top five states of origin (New Mexico, Texas, Arizona, Colorado and California) **has decreased 2.4 points since 2015**, while the Competitive set average **increased 0.9 points**. New Mexico’s geographic concentration (top 5 states) is now faring better than our Competitive set of states, a very significant change in the last four years. This measure was introduced in 2011 because New Mexico’s narrower geographic concentration of visitors and smaller fly market created dependence on a geographically limited group of visitors. The primary reason geographic diversity has increased is believed to be due to an increase in fly market visitors (as seen on page 27). More fly market visitors are desirable as they spend nearly twice as much in all spending categories (even accounting for higher transportation costs) as non-fly market visitors.

The average age of New Mexico’s overnight visitors has declined since 2010, while the competitive set average age has changed little. In 2010 New Mexico’s visitors were older than the U.S. and Competitive set average (especially for non-primary overnight visitors), however, since then the average age of New Mexico’s visitors has been steadily declining, while the average age for our competitive set has been increasing. For overnight visitors, the average age visiting New Mexico has fallen from 48.1 in 2010 to 44.6 in 2015.

The percentage of New Mexico primary overnight visitors who traveled by air declined slightly from **21.9%** in 2015 to **21.3%** in 2016, while the Competitive Set saw a nearly 4% decrease in air travel. New Mexico was more reliant on the drive market than our Competitive Set in 2010 and 2011. Since then, the percent of Primary overnight visitors who travelled by plane **increased to levels closer** to our competitive set’s average. Analyses of fly market visitors show they spend about **twice as much** in nearly all spending categories as drive market visitors. Therefore, it is believed a more balanced fly/drive visit profile (more similar to our competitive set) benefits New Mexico.

New Mexico’s rich culture, combined with numerous opportunities for outdoor activities is a unique strength of New Mexico. These indexes are the cumulative totals of the Outdoor and Cultural activities Primary overnight visitors engaged in during their trips. When New Mexico’s scores were compared in 2010 to regional and national averages, New Mexico had high activity levels for Cultural activities, but lagged compared to our competitive set for Outdoor activities. (Note that only Primary overnight visitors were measured as non-primary overnight visitors spent most of their trip outside each respective state.)

¹ Primary visitors are overnight visitors who spent most of their time in that state.

For 2016, the percentage of outdoor activities engaged in by visitors **increased** across New Mexico, our competitive set, and the U.S. as a whole, **rising to 50 for New Mexico**. New Mexico has always led in participation in Cultural activities, but in 2015 fell from an all-time high of 90 to a still-significant score of **75.1**, well above the Competitive set or U.S. averages. In 2016, this number decreased slightly again to **72.9**. However, Cultural activities decreased significantly in the Competitive set to 53.2.

VISIT CHARACTERISTICS (2 Objectives)

Objectives:

#1: Grow visitation to New Mexico's unique natural and cultural attractions.

#2: Grow visitation to New Mexico's outdoor recreational attractions.

There was a **3.8% increase** in passenger volume through the Albuquerque International Airport in 2017 from 2016, and a 0.6% increase from 2015 to 2016. This reverses a pattern of declining passenger volume since at least 2009.

National Park visits rose **9.2%** in 2016 and **9.2%** again in 2017, **increasing a total of 19.3%** from 2015. White Sands and Carlsbad have continue to maintain a high market share, accounting for **55%** of all visits to New Mexico's 14 National Parks and Monuments in 2016 and 2017.

Overview of NMTD Research Findings: 2011-2016

The following is a brief outline of seven key, foundational research findings for which the Tourism Department has multiple sources of supporting evidence. Please contact Victoria Gregg (Victoria.Gregg@state.nm.us) for more information about these findings.

- 1) ***Often, the American public either does not have a clear idea, or has misperceptions of what New Mexico has to offer and what it is like as a destination.*** There was a very high increase (lift) in favorable ratings for New Mexico's tourism & socioeconomic related attributes among those who were exposed to NM True advertising or who recently visited New Mexico (see charts on page 15). These results suggest unfamiliarity with New Mexico, and a highly favorable response when exposed to New Mexico's attributes.

Supporting studies: 2011 multi-state focus groups, which demonstrated a lack of knowledge of and/or misperceptions of New Mexico among in-state and out of state participants
2011 & 2014 Longwoods International multi-state Image studies
2015 Longwoods International ROI study & Longwoods International multi-state Halo Effect study of out of state residents.

- 2) ***New Mexico has a higher overnight pass through rate and lower intent to return than our competitive set of states.*** From 2012 through 2015, New Mexico's pass through rate (pass-through overnight visitors are those who spent at least one night in a state, but indicated that the state was not their primary destination) has averaged 30% of all overnight visitors, while the C.S. average is 18%. New Mexico's intent to repeat an overnight trip within 12 months rate is around 40% compared to a 46% average for our Competitive set of states. There are several reasons for these disparities, including a lower visiting friends and family (VFR) rate for New Mexico (those who visit friends and family have a higher intent to return rate). However, it is also hypothesized that one of the more significant factors is related to the geographic distribution and lower quantity of New Mexico's tourist attractions. An analysis of the geographic distribution of TripAdvisor's "things to do" listings for New Mexico and our three competitive states (Arizona, Colorado and Utah), shows that the attractions in our competitive states are more widely distributed within each state as compared to New Mexico. 74% of New Mexico's "things to do" occur within the Albuquerque to Taos corridor (broadly defined), and this corridor coincides with where the majority of New Mexicans live. This geographic concentration of attractions and New Mexico residents likely suppresses in-state overnight trips, and favors day trips. The geographic concentration and overall number of New Mexico attractions also suggests out of state visitors would be less likely to return within 12 months, despite having highly favorable opinions of New Mexico (see #3 below).

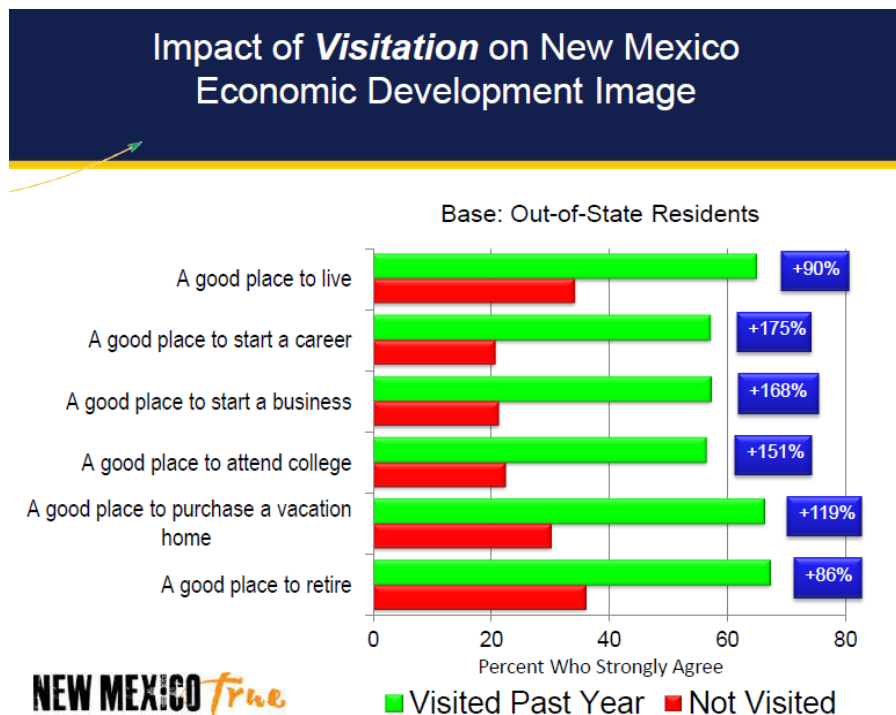
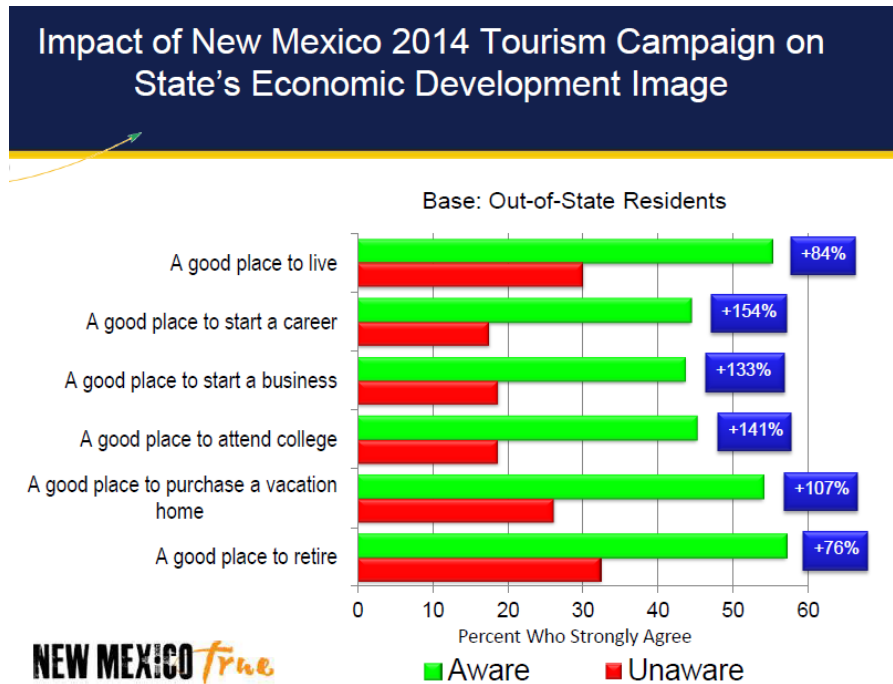
Supporting studies: 2010 through 2015 Longwoods TravelUSA® data
TripAdvisor 2015 analysis of "Things to do" listings by state

- 3) ***Exposure to NM True advertising and/or visiting New Mexico greatly improves New Mexico's image, for both tourism related and socio-economic attributes.*** New Mexico does not have an image problem among out of state visitors who are exposed to what our state has to offer. Exposure to NM True advertising and/or visiting New Mexico is associated with much higher tourism and socioeconomic related attribute ratings.

Supporting studies: The 2011 Longwoods International Image Study and the 2015 ROI study demonstrated a lift in Tourism related attributes for those who visited NM.

The 2015 Longwoods International ROI study & Longwoods multi-state Halo Effect study of out of state residents showed that exposure to NM True advertising and visiting NM had a pronounced lift on opinions regarding six socioeconomic attributes (such as NM is a good place to live or start a business), in fact, NM's overall lift was higher than the 6 other states in the Longwoods study.

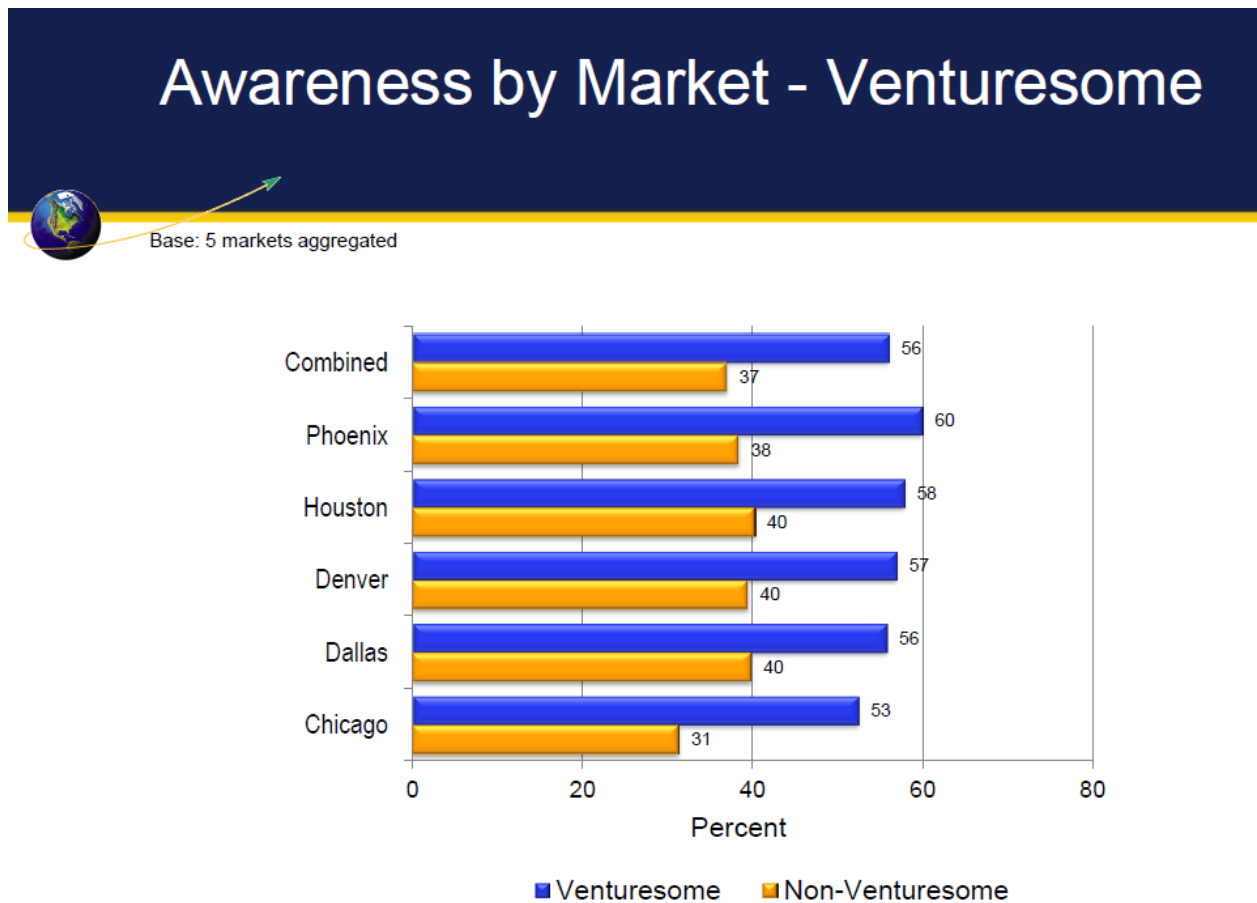
Sample charts from the Longwoods International 2015 ROI study, demonstrating a strong lift in the % who strongly agree New Mexico exhibits the following attributes among those exposed to NM True advertising and among those who visited NM in the past year:



- 4) **Research has allowed NMTD to identify, and successfully target and attract Venturesome travelers, a highly desirable subgroup that is an excellent fit for what New Mexico has to offer** (the Venturesome are defined as those who seek authentic, unusual & adventurous travel experiences, are opinion leaders, have higher than average household income & education and travel more frequently).

Supporting studies: 2011 multi-state focus groups, 2011 TNS data analysis, & Besttripchoices.com state profiles (key sources that helped NMTD identify the Venturesome as NM's primary target)
2014 Longwoods International Advertising Effectiveness study (the Venturesome were found to be much more likely than the non-Venturesome to have seen NM True advertising and say they intend to visit NM as a result of having seen NM True advertising)
2015 Longwoods International ROI study (the Venturesome were found to be much more likely than the non-Venturesome to visit NM as a result of having seen NM True advertising)

Sample chart from the Longwoods International 2015 ROI study, demonstrating increased awareness of NM True advertising among the Venturesome:



- 5) **NM True advertising is working and Tourism in New Mexico is growing.** Those exposed to NM True advertising are much more likely to subsequently visit New Mexico, in addition, multiple unique data sources show strong growth in the tourism industry.

Supporting studies: 2012 & 2015 Longwoods International ROI studies. In the 2015 study, every \$1 invested in the New Mexico ad campaign in 5 targeted markets generated \$72 in visitor spending and \$7 in tax revenue for the benefit of New Mexico residents. In the 2012 ROI study (over a shorter period and with a smaller budget), the equivalent returns were \$30 in visitor spending and \$3 in tax revenue.

In addition, multiple data sources show strong growth in tourism over time:

	2010	2011	2012	2013	2014	2015	2016	2010 - 2016
All Domestic Visitors	1.0%	4.7%	2.6%	0.6%	1.6%	2.1%	3.0%	15.6%
Source: Longwood's International Travel USA® dataset								
Accommodation sector taxable gross receipts	5.9%	2.3%	3.8%	4.9%	5.4%	4.7%	3.1%	30.1%
Source: NM tax & Revenue Dept.								
Hotel/Motel Lodging receipts (RMLR)	0.2%	0.4%	2.6%	5.8%	5.7%	7.0%	5.6%	27.1%
Source: Rocky Mountain Lodging Association Report								
Leisure & Hospitality jobs	-0.6%	1.1%	1.8%	2.6%	2.5%	2.4%	2.8%	12.6%
Source: U.S. Bureau of Labor Statistics (seasonally adjusted)								

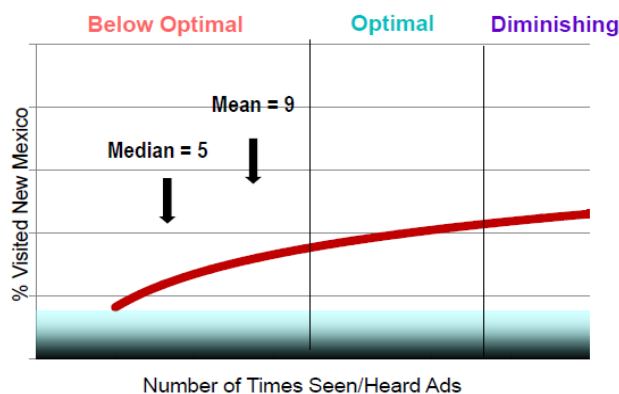
6) **More NM True advertising would result in more visitors.**

Supporting studies: Both the Longwoods International 2014 Advertising Effectiveness study and Longwoods International 2015 ROI study showed that the level of NM True advertising in our target markets is well below saturation levels, and so greater spending would result in significantly more trips to New Mexico.

Sample chart from the 2015 ROI study:



Base: 5 markets aggregated



7) ***Tourism is a major contributor to the growth of economic base jobs in New Mexico.***

Supporting studies: Tourism related economic base jobs are jobs that result from new money being brought into and spent in New Mexico by out of state visitors. Analysis of Longwoods TravelUSA® data shows that in 2016, out of state visitors accounted for 84% of all tourism spending in New Mexico (overnight and day trip spending combined). Thus higher levels of tourism spending help grow New Mexico economic base jobs and are an important contributor to New Mexico's wealth creating exports.

NEW MEXICO BRAND PERFORMANCE

Tourism Visits

Objective: Increase the number of marketable visitors and total visitors numbers.

Note that the data on this page is for domestic visitation only. Refer to page 6 in this report for domestic and international visitation totals. This data is reported to maintain continuity with previous annual reports.

In 2016, Longwoods International Travel USA data shows that **total domestic visitation increased 3%** over 2015 for a combined total of **34.4 million visits**, while Tourism Economics 2016 data showed domestic and international visitation **increased 2.9% to 35 million**. Overnight domestic visitation **increased by 0.6%** and day-trip visitation **increased by 4.9%**. Domestic marketable overnight visitation **increased 2.5%** and out of state visitation also **increased 0.7%**. Marketable trips (trips other than visits to friends and family and business trips) are the focus of NMTD’s advertising efforts, since, as the name indicates, they are trips that can be more readily influenced by advertising. The fact that marketable trips have **nearly 50%** since 2010 is quite remarkable, and a strong indicator that NMTD’s True advertising is having an impact. An additional bonus of marketable trips is that people who take these trips spend more on food, lodging, and in all spending categories than the average visitor, thus bringing more money into New Mexico’s economy.

New Mexico’s share of adult overnight marketable trips in the U.S. has changed little from 2011 to 2016, though Longwoods International has provided us with data showing New Mexico’s overnight market share ranking has increased since 2012:

2010 – 36th, 2011 – 36th, 2012 – 36th, 2013 – 33rd, 2014 – 32nd, 2015 – 34th, 2016 – 34th

This market share rank increase has occurred because some states market share has declined during this period, so New Mexico, by maintaining its market share has moved up.

New Mexico Total Person Visits* & U.S. Market Share (% market share of overnight & day trip visits)							
	CY2010	CY2011	CY2012	CY2013	CY2014	CY2015	CY2016
NM All Domestic Visits	29.8	31.2	32	32.2	32.7	33.4	34.4
<i>Y/Y Change</i>	<i>1.0%</i>	<i>4.7%</i>	<i>2.6%</i>	<i>0.6%</i>	<i>1.6%</i>	<i>2.1%</i>	<i>3.0%</i>
NM Overnight Visits	13.7	14.5	14.5	14.6	14.9	15.1	15.2
<i>Y/Y Change</i>	<i>-1.4%</i>	<i>5.8%</i>	<i>0.0%</i>	<i>0.7%</i>	<i>2.1%</i>	<i>1.3%</i>	<i>0.6%</i>
NM Overnight Marketable Visits	5.6	6.2	7.0	7.7	7.9	8.2	8.4
<i>Y/Y Change</i>	<i>NA</i>	<i>11.0%</i>	<i>11.6%</i>	<i>11.2%</i>	<i>2.1%</i>	<i>3.8%</i>	<i>2.5%</i>
NM Day Visits	16.1	16.7	17.5	17.6	17.8	18.3	19.2
<i>Y/Y Change</i>	<i>3.2%</i>	<i>3.7%</i>	<i>4.8%</i>	<i>0.6%</i>	<i>1.1%</i>	<i>2.8%</i>	<i>4.9%</i>
U.S. Share of Adult Overnight Marketable Trips	NA	1.11%	1.15%	1.15%	1.12%	1.15%	1.12%

* In Millions

Source: Longwoods International Travel USA® 2010 through 2016 data sets and Tourism Economics 2016 data
Interval of Measurement: Annual by Calendar Year

Intent to Travel – National Travel Intent, In-State Travel Intent, Repeat Visitation Rate

Objective: Improve perceptions of New Mexico as an attractive travel destination for both the national and in-state travel markets so that it is more in line with competitive set averages.

Three measures (**National Travel Intent, In-State Travel Intent, and the Repeat Visitation Rate**), were selected in 2011 as indicators of key weaknesses in New Mexico’s visitor market that NMTD has sought to improve (see page 20). New Mexico has lagged behind our competitive states in each of these measures: **National Travel Intent** (the % of respondents in the Longwoods Intl. national sample who intend to visit New Mexico and our competitive set of states in the next 12 months); **In-State Travel Intent** (the % of state residents who intend to take an overnight trip within their own state); and the **Repeat Visitation Rate** (the % of visitors who intend to return within the next 12 months to the state they previously visited and spent most of their time in).

National Travel Intent increased considerably in 2016, to 2.1% for New Mexico, while holding steady for the competitive set. Though National Travel Intent increased, **In-State Travel Intent** fell to 25.9% in 2016. The **Repeat Visitation Rate** also fell slightly for New Mexico, to 35.7%. However, for this last metric, the number also fell for the competitive set, down over four percentage points from 2015.

Percent of Respondents in the Longwoods Intl. National Sample Intending to Visit New Mexico or Competitive Set* states in the next 12 months							
		CY2011	CY2012	CY2013	CY2014	CY2015	CY16
National Travel Intent	New Mexico	1.9%	1.7%	1.9%	1.9%	1.9%	2.1%
	Competitive Set Average*	4.2%	4.1%	4.5%	4.7%	4.4%	4.4%
Percent of State Residents Intending to Take an Overnight Trip within Their Own State							
		CY2011	CY2012	CY2013	CY2014	CY2015	CY16
In-State Travel Intent	New Mexicans	27.7%	24.8%	26.9%	26.3%	30.6%	25.9%
	Competitive Set Average*	33.1%	32.3%	29.6%	29.9%	31.8%	31.4%
Percent of Visitors Intending to Return to the State They Previously Visited and Spent Most of Their Time In							
		CY2011	CY2012	CY2013	CY2014	CY2015	CY16
Repeat Visitation Rate	New Mexico	39.2%	29.8%	30.4%	29.8%	38.4%	35.7%
	Competitive Set Average*	51.2%	47.8%	45.2%	47.4%	46.4%	42.8%

*The competitive set average is the weighted average of scores for Arizona, Colorado & Utah

Source: Longwoods International Travel USA® 2010 through 2016 data sets
Interval of Measurement: Annual by Calendar Year

ECONOMIC IMPACT OF TOURISM IN NEW MEXICO

Objective: Make tourism the economic growth engine for New Mexico.

New Mexico Leisure and Hospitality Employment

Objective: Increase tourism related employment.

The U.S. Bureau of Labor Statistics Leisure and Hospitality sector is an indicator of tourism-related employment, although not as precise as the tourism employment numbers in Tourism Economics 2016 Economic Impact study, as it omits indirect and induced employment (see pages 7 & 8 of this report). Leisure and Hospitality Employment began growing in New Mexico in 2011 and has continued to grow steadily in 2016 and the first two quarters of 2017. L&H employment **grew 2.4% in 2016** which represented an additional **2,242 jobs over 2015**. Another **1,466** were added in the first 6 months of 2017, over the first 6 months of 2016 (averaged over the two quarters).

Note that in the interest of reporting continuity, L&H employment numbers are reported, however, more comprehensive information about employment, visitor spending and tourism tax revenue can be found in the 2014 Economic Impact of Tourism in New Mexico, available for download under the Research section at <https://www.newmexico.org/industry/>.

New Mexico Leisure and Hospitality Employment (in thousands)																
	2015Q1	2015Q2	2015Q3	2015Q4	2016Q1	2016Q2	2016Q3	2016Q4	2017Q1	2017Q2	CY2011	CY2012	CY2013	CY2014	CY2015	CY2016
Number of Jobs	92.7	93.3	93.6	95.0	95.2	95.6	95.9	95.7	96.2	96.1	84.6	86.1	88.4	90.6	93.2	95.5
Y/Y # Change	2,333	1,600	1,833	2,700	2,500	2,367	2,367	700	1,033	433	958	1,550	2,258	2,242	2,567	2,242
Y/Y % Change	2.6%	1.8%	2.0%	3.0%	2.9%	3.4%	2.5%	0.7%	1.1%	0.5%	1.1%	1.8%	2.6%	2.5%	2.8%	2.4%

Source: U.S. Bureau of Labor Statistics - seasonally adjusted job #s



Source: U.S. Bureau of Labor Statistics <http://www.bls.gov/EAG/eag.nm.htm>

New Mexico Hotel & Motel Total Receipts

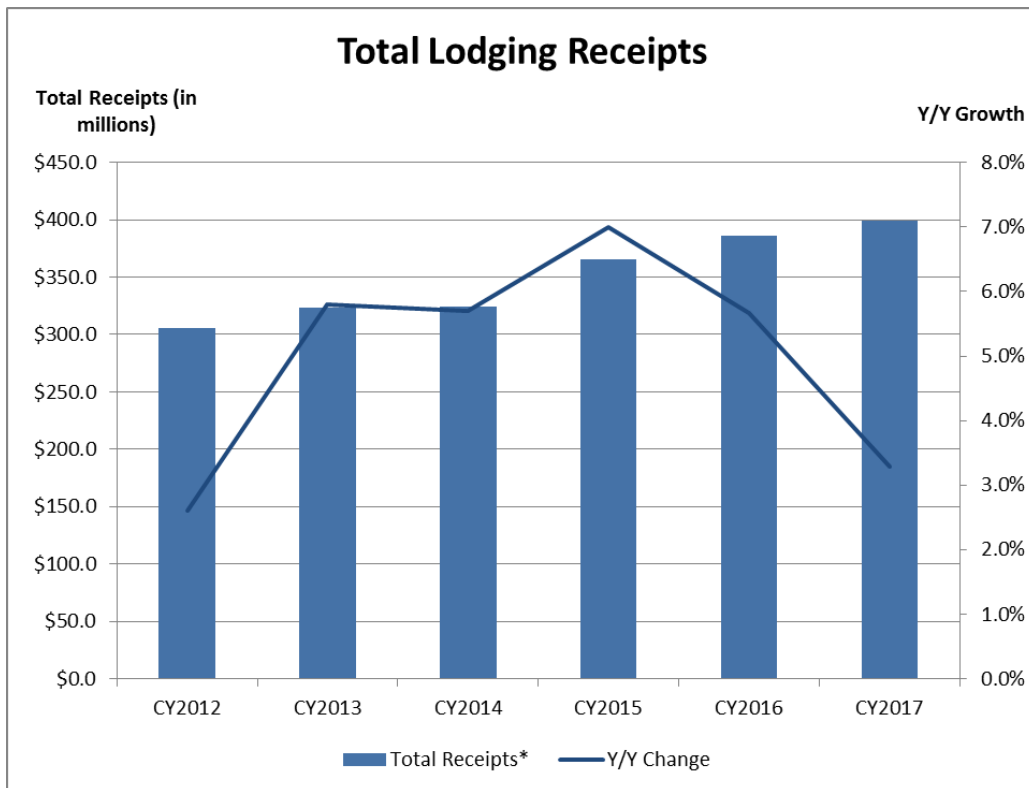
Objective: Increase lodging revenue.

In 2016 and 2017, accommodation total receipts **increased 5.7% and 3.3%** respectively over the previous years. This increase is due to increases in both average daily rate (increased by nearly \$4 from 2016 to 2017) and occupancy percent (increased over 3% from 2016 to 2017).

Lodging Receipts (No. of occupied rooms * Average Room Rate)						
	CY2012	CY2013	CY2014	CY2015	CY2016	CY2017
Total Receipts*	\$305.5	\$323.2	\$324.2	\$365.4	\$386.1	\$398.8
<i>Y/Y Change</i>	<i>2.6%</i>	<i>5.8%</i>	<i>5.7%</i>	<i>7.0%</i>	<i>5.7%</i>	<i>3.3%</i>

* in millions

*Total Receipts = (Number of occupied rooms * Average Room Rate)



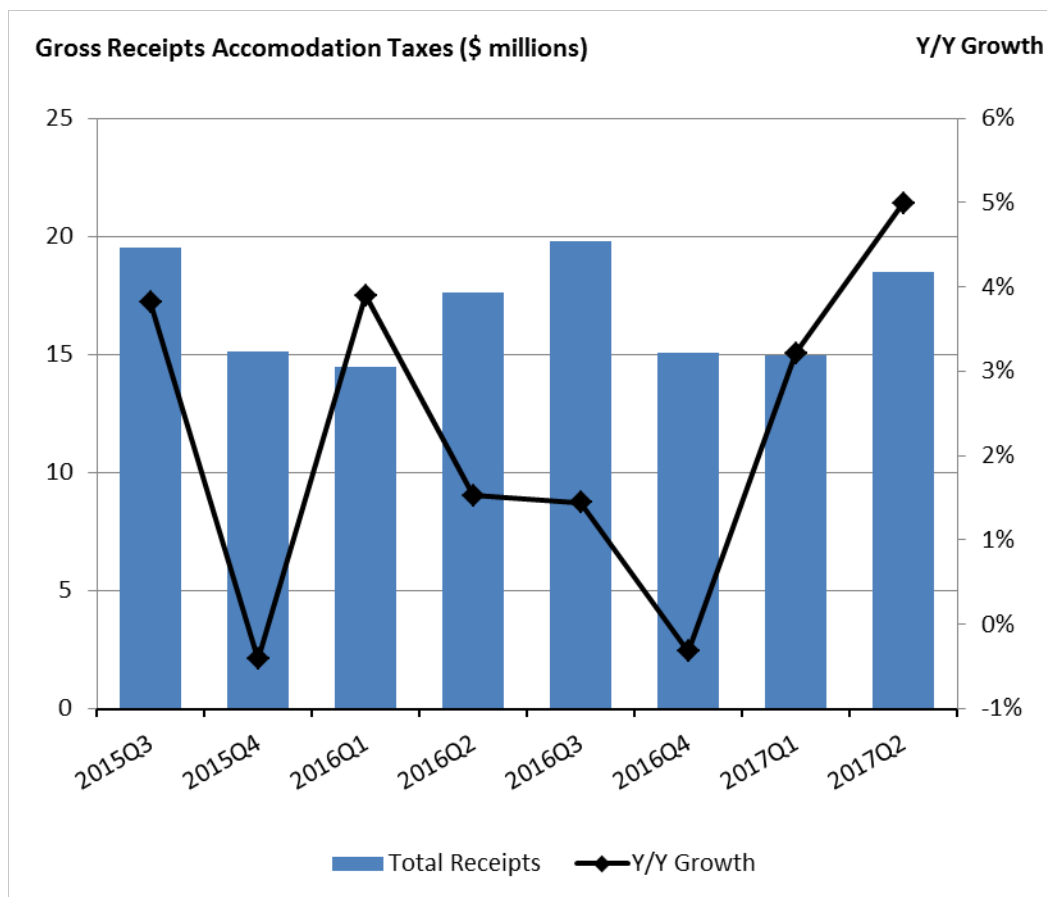
Source: Rocky Mountain Lodging Report
Interval of Measurement: Quarterly

NM Gross Receipts Accommodation Taxes & Food, Drink and Accommodation Gross Receipts

Objective: Increase tourism related tax revenue.

New Mexico gross receipts accommodation taxes **increased by 1.6%** during calendar year 2016, continuing the steady increases seen since 2011. Total taxable receipts for food & drink and accommodations also continued to grow in 2016, increasing **1.9%** over 2015.

Gross Receipts Accommodation Taxes and Total New Mexico Food & Drink and Accommodation Taxable Gross Receipts (in millions \$)					
	CY2011	CY2012	CY2013	CY2015	CY2016
Gross Receipts Accommodation Taxes	\$55.905	\$59.075	\$62.361	\$65.970	\$67.014
<i>Y/Y Change</i>	3.8%	5.7%	5.6%	5.8%	1.6%
Total Receipts	\$3,486.368	\$3,639.442	\$3,806.358	\$4,032.184	\$4,107.598
<i>Y/Y Change</i>	3.2%	4.4%	4.6%	5.9%	1.9%
Food & Drink Receipts*	\$2,735.081	\$2,849.293	\$2,973.926	\$3,160.975	\$3,207.843
<i>Y/Y Change</i>	3.1%	4.2%	4.4%	6.3%	1.5%
Accommodation Receipts*	\$753.104	\$790.111	\$832.432	\$871.208	\$897.939
<i>Y/Y Change</i>	3.8%	4.9%	5.4%	4.7%	3.1%



WITHOUT Medical Source: BBER & New Mexico Tax & Revenue Department
Interval of Measurement: Quarterly

NMTD VISITOR RELATIONSHIPS

Social Media Presence

Objective: Grow active visitor relationships and interactions.

Measurement of the department’s Facebook activities began in the 3rd quarter of calendar year 2010, but over time, NMTD’s Facebook metrics have changed in response to changes Facebook has made in the available measures. For example, new measures: “PTAT” or **People Talking About This** and **Weekly Reach** were introduced in August, 2011. PTAT is a comprehensive **engagement** metric that measures the overall “health” of a Facebook brand Page. It analyzes the “conversation” happening around a Page across Facebook and provides a numerical score. It includes activities such as liking a page; commenting on, or sharing a page post, answering a question, responding to an event, mentioning a page and tagging a photo. Weekly total reach is a measure of the **awareness** of NMTD’s Facebook content. This is the number of people who have been exposed to any content associated with NMTD’s Facebook presence over a 7 day period .

The department’s PTAT and total reach continue recent trends and have grown very rapidly as more department resources have been devoted to Facebook, with strong growth in 2016. The number of Facebook fans continues to grow strongly, **increasing an average of 31%** in 2016 and reaching over 200,000 in 2016. Interval of Measurement: Quarterly by Calendar Year

New Mexico Tourism Department Facebook Statistics											
	CY2015Q3	CY2015Q4	CY2016Q1	CY2016Q2	CY2016Q3	CY2016Q4	CY2012	CY2013	CY2014	CY2015	CY2016
# of fans of NMTD facebook site	173,837	178,148	188,419	202,334	214,959	220,983	41,531	52,809	78,472	157,638	206,674
Y/Y Change	108.6%	94.8%	54.6%	27.8%	23.7%	24.0%	18.3%	27.2%	48.6%	100.9%	31.1%
NMTD Facebook PTAT (weekly/ave)	29,888	31,350	42,425	34,539	41,033	28,330	4,344	4,195	7,810	18,626	36,582
Y/Y Change	264.0%	154.3%	223.0%	150.5%	37.3%	-9.6%	NA	-3.4%	86.2%	138.5%	96.4%
NMTD Total Reach (weekly/ave)	371,898	449,818	795,853	796,804	904,868	633,017	77,765	80,334	157,581	418,043	782,636
Y/Y Change	193.5%	69.0%	143.7%	51.2%	143.3%	40.7%	NA	3.3%	96.2%	165.3%	87.2%

YouTube Views

Objective: Increase awareness of New Mexico.

Views of the department’s YouTube page were **24.3% lower** in 2016 compared to 2015, which was up **164%** from 2014. This drop in viewers corresponds to drops from 2015’s all-time high in the first two quarters of 2016. For 2017, views have increased substantially, to over one million in the first two quarters alone. This demonstrates that the drop in 2016 should not continue in the future, as views have rebounded through 2017.

YouTube: Total # of Views of NMTD Videos											
	CY2015Q3	CY2015Q4	CY2016Q1	CY2016Q2	CY2016Q3	CY2016Q4	CY2012	CY2013	CY2014	CY2015	CY2016
# of views	148,857	133,403	137,135	156,120	243,486	177,816	113,087	169,342	357,371	943,823	714,557
Y/Y Change	68.8%	51.0%	-28.1%	-65.5%	63.6%	33.3%	24.5%	36.5%	111.0%	164.1%	-24.3%

Source: YouTube

Interval of Measurement: Quarterly by Calendar Year

Referrals from NewMexico.org to Industry Partners

Objective: Grow visitor relationships and increase awareness of New Mexico.

Referrals from newmexico.org to New Mexico business partner sites **increased 3.3%** in 2016. These referrals (an average of **533.3 each day** in 2016) represent a significant source of leads for many businesses in New Mexico.

Referrals from NewMexico.org to Industry Partners											
	2016Q1	2016Q2	2016Q3	2016Q4	2017Q1	2017Q2	CY 2012	CY2013	CY2014	CY2015	CY2016
# of Referrals	45,109	54,469	60,784	34,298	50,123	32,669	15,761	92,430	113,331	188,517	194,660
<i>Y/Y Growth</i>	-8.4%	-0.6%	22.3%	-1.2%	11.1%	-40.0%	NA	486.4%	22.6%	66.3%	3.3%

Source: Google Analytics

Interval of Measurement: Quarterly by Calendar Year

NEW MEXICO VISITOR PROFILE

Percent Primary Overnight Visitor Trips

Objective: Increase the percentage of Primary Overnight visits and decrease the percentage of “pass-through” visits.

New Mexico and the Competitive set’s average share of Primary overnight visitors **declined** slightly from 2015, and both years showed a small **decrease** from 2011 and 2012, as did our competitive set of states. However, longer term (from 2010 to 2016), the gap between New Mexico and our Competitive set of states narrowed significantly, from a **16.3** percentage point gap in 2010 to a **14** percentage point gap in 2016. The trend for both New Mexico and the competitive set has been to decrease in percent of primary overnight visitor share since 2011.

% of Primary* Overnight Visitors						
	CY2011	CY2012	CY2013	CY2014	CY2015	CY2016
New Mexico	72.0%	70.7%	70.3%	70.2%	67.2%	65.0%
Competitive Set Average**	83.9%	82.7%	82.6%	82.1%	80.7%	79.0%

*Primary visitors are overnight visitors who spent most of their time in that state

**Competitive set weighted average of Arizona, Colorado, and Utah

Regional Concentration of Visitor Trips

Objective: Broaden New Mexico’s visitor market from a regional to a more national market by reducing the concentration of visitors from the top 5 states of origin.

New Mexico’s percent of visitor trips from the top five states of origin (New Mexico, Texas, Arizona, Colorado and California) **has decreased 2.4 points since 2015**, while the Competitive set average **increased 0.9 points**. New Mexico’s geographic concentration (top 5 states) is now faring better than our Competitive set of states, a very significant change in the last four years. This measure was introduced in 2011 because New Mexico’s narrower geographic concentration of visitors and smaller fly market created dependence on a geographically limited group of visitors. The primary reason geographic diversity has increased is believed to be due to an increase in fly market visitors (as seen on page 27). More fly market visitors are desirable as they spend nearly twice as much in all spending categories (even accounting for higher transportation costs) as non-fly market visitors.

% of Primary* Overnight Visitors from Top 5 States						
	CY2011	CY2012	CY2013	CY2014	CY2015	CY2016
New Mexico	77.3%	68.0%	65.5%	62.6%	62.9%	60.5%
Competitive Set Average**	66.9%	66.9%	65.5%	64.5%	62.4%	63.3%

*Primary visitors are overnight visitors who spent most of their time in that state

**Competitive set weighted average of Arizona, Colorado, and Utah

For the two tables on this page:

Source: Longwoods International Travel USA® 2010 through 2016 data sets

Interval of Measurement: Annual by Calendar Year

Average Age of Visitors

Objective: Decrease the average age of visitors so that it aligns with our competitive set.

The average age of New Mexico's primary overnight visitors has **declined** since 2015 by a full year, along with the average age of primary overnight visitors to the Competitive Set. In 2010 New Mexico's visitors were older than the U.S. and Competitive set average (for non-primary overnight visitors), however, since then the average age of New Mexico's visitors has declined to below the U.S. and Competitive set averages, a significant and positive shift in New Mexico's overnight visitor profile. It is worth noting that, for all overnight visitors, average age has been increasing steadily for the U.S. and competitive set since 2012. In 2016, however, the total overnight average age has fallen to nearly 2012 levels for New Mexico.

Average Age of Overnight Visitors						
		CY2012	CY2013	CY2014	CY2015	CY2016
Primary Overnight Visitors*	New Mexico	42.6	42.4	42.7	45.6	44.6
	Competitive Set**	43.5	43.5	45.1	45.3	43.5
All Overnight Visitors	New Mexico	42.2	42.6	42.8	45.4	42.9
	Competitive Set**	43.1	44.1	45.5	45.7	43.1
	U.S.	42.7	43.1	44.2	45.5	43.8

* Primary visitors are overnight visitors who spent most of their time in that state. There is no U.S. equivalent.

** Competitive Set is the weighted average of Arizona, Colorado, Utah.

Source: Longwoods International

Fly Market

Objective: Grow the fly market as a percent of total visits.

The percentage of New Mexico primary overnight visitors who traveled by air declined slightly from **21.9%** in 2015 to **21.3%** in 2016, while the Competitive Set saw a nearly 4% decrease in air travel. New Mexico was more reliant on the drive market than our Competitive Set in 2010 and 2011. Since then, the percent of Primary overnight visitors who travelled by plane **increased to levels closer** to our competitive set's average.

Analyses of fly market visitors show they spend about twice as much in nearly all spending categories as drive market visitors. Therefore, it is believed a more balanced fly/drive visit profile (more similar to our competitive set) would benefit New Mexico.

Traveled by Air--% of Primary* Overnight Visits							
		CY2011	CY2012	CY2013	CY2014	CY2015	CY2016
New Mexico		16.7%	22.4%	20.7%	23.9%	21.9%	21.3%
Competitive Set Average**		23.7%	24.9%	27.3%	30.3%	29.4%	25.7%

*Primary visitors are overnight visitors who spent most of their time in that state

**Competitive set weighted average of Arizona, Colorado, and Utah

Source for both tables on this page: Longwoods International Travel USA® 2010 through 2015 data sets
Interval of Measurement: Annual by Calendar Year

Outdoor & Cultural Activity Indexes

Objective: Increase visitor Outdoor activity levels and maintain high Cultural activity levels.

New Mexico's rich culture, combined with numerous opportunities for outdoor activities is a unique strength of New Mexico. These indexes are the cumulative totals of the Outdoor and Cultural activities Primary overnight visitors engaged in during their trips. When New Mexico's scores were compared in 2010 to regional and national averages, New Mexico had high activity levels for Cultural activities, but lagged compared to our competitive set for Outdoor activities. (Note that only Primary overnight visitors were measured as non-primary overnight visitors spent most of their trip outside each respective state.)

For 2016, the percentage of outdoor activities engaged in by visitors **increased** across New Mexico, our competitive set, and the U.S. as a whole, **rising to 50 for New Mexico**. New Mexico has always led in participation in Cultural activities, but in 2015 fell from an all-time high of 90 to a still-significant score of **75.1**, well above the Competitive set or U.S. averages. In 2016, this number decreased slightly again to **72.9**. However, Cultural activities decreased significantly in the Competitive set to 53.2.

Outdoor and Cultural Activity Indexes (for primary overnight visitors)						
		CY2012	CY2013	CY2014	CY2015	CY2016
Outdoor Activities Index*	New Mexico	52.9	51.9	62.0	46.2	50.0
	Competitive Set	57.0	54.6	62.0	51.6	57.2
	U.S.	33.4	32.6	32.0	29.7	31.8
Cultural Activities Index**	New Mexico	63.0	68.0	90.0	75.1	72.9
	Competitive Set	50.6	51.2	65.0	65.0	53.2
	U.S.	48.0	49.4	50.0	50.0	50.6

*The Outdoor Activities Index is the cumulative total of the % of Primary overnight visitors who engaged in Hiking/backpacking, Camping, Fishing, Mountain Climbing, Golf, Skiing/snowboarding, Hunting, Biking or Rafting.

**The Cultural Activities Index is the cumulative total of the % of Primary overnight visitors who attended either a Museum, Landmark/historic site, Art gallery, Winery, Theater, Fair/exhibition/festival, Rock/pop concert, Symphony, Opera or Rodeo.

Source: Longwoods International Travel USA® 2010 through 2016 data sets

Interval of Measurement: Annual by Calendar Year

VISIT CHARACTERISTICS

Airport Passenger Volume – Albuquerque International Airport

There was a **3.8% increase** in passenger volume through the Albuquerque International Airport in 2017 from 2016, and a 0.6% increase from 2015 to 2016. This reverses a pattern of declining passenger volume since at least 2009.

Currently, the Albuquerque International Sunport offers nonstop service to the following US cities: Alamosa, Atlanta, Austin, Baltimore (BWI), Chicago (Midway/O’Hare), Dallas (DFW/ Love Field), Denver, Houston (Bush/Hobby), Kansas City, Las Vegas, Los Angeles, Minneapolis/St. Paul, New York (JFK), Oakland, Orange County, Orlando (seasonal), Phoenix, Portland, Salt Lake City, San Diego, San Francisco, Seattle/Tacoma.

Albuquerque International Airport Total Enplaned & Deplaned (in millions)						
	2012	2013	2014	2015	2016	2017
ABQ Rider Count	5.387	5.059	4.872	4.745	4.775	4.958
Y/Y Change	-5.4%	-6.1%	-3.7%	-2.6%	0.6%	3.8%

Source: City of Albuquerque Website, Airport Facts and Figures, <http://www.cabq.gov/airport/facts-and-figures>

New Mexico National Park and Monuments Visits

Objective: Grow visitation to New Mexico’s unique natural and cultural attractions.

Visits to New Mexico’s National Parks and Monuments rose by **9.2%** in both calendar year 2016 and calendar year 2017, surpassing **2 million** visits for the first time in 2017. Since 2012, visitation to New Mexico’s National Parks, Monuments and Historical Sites has increased by **36.1%**.

The four most visited New Mexico National Parks and Monuments in 2017 were White Sands NM (**30%** of market share), Carlsbad Caverns NP (**25%** of market share), Bandelier NM (**10.2%** of market share), and El Malpais NM (**8%** of market share).

National Parks and Monuments include the following: Aztec Ruins NM; Bandelier NM; Capulin Volcano NM; Carlsbad Caverns NP; Chaco Culture NHP; El Malpais NM; El Morro NM; Fort Union NM; Gila Cliff Dwellings NM; Manhattan Project, NHP; Pecos NHP; Petroglyph NM; Salinas Pueblo Missions NM; and White Sands NM.

New Mexico National Park & Monument Visits						
	2012	2013	2014	2015	2016	2017
NM National Park Visits	1,502,931	1,512,529	1,508,397	1,714,670	1,872,044	2,045,049
Y/Y Change	-	0.6%	-0.3%	13.7%	9.2%	9.2%

Source: National Park Service Public Reports, <https://irma.nps.gov/Stats>

