



# NEW MEXICO

## travel trends

An Outlook on New Mexico's travel, tourism and hospitality industry.  
Presented by New Mexico Hospitality Association



Elephant Butte State Park, NM



Courtyard Marriott Farmington  
Farmington, NM



White Sands National Monument, NM



La Fonda on the Plaza  
Santa Fe, NM



Brazos Cliffs, NM



Spencer Theater  
Ruidoso, NM



Village of Angel Fire, NM



Home2 Suites Albuquerque/Downtown-University  
Albuquerque, NM



Red Rock Balloon Rally  
Gallup, NM



Rio Grande Gorge Bridge  
Taos, NM



Hotel Encanto de Las Cruces  
Las Cruces, NM



The Inaugural Top HAT Awards Gala  
November 10, 2015  
Sheraton Albuquerque Uptown



**Sponsors**

New Mexico True

Albuquerque Convention & Visitors Bureau

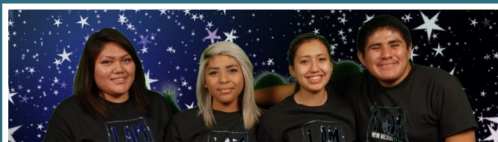
Wells Fargo

Santa Fe Lodgers Association

Greater Albuquerque Innkeepers Association

Inn of the Mountain Gods

The Epic Advantage



**Thank you CNM Volunteers!**

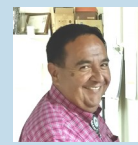
"We are so fortunate to have talented CNM students so passionate about the tourism industry and eager to gain valuable experience volunteering at our event."

- Jen Schroer, President & CEO  
New Mexico Hospitality Association

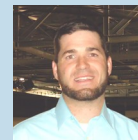
**2015 Winners**



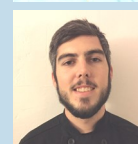
**Front-of-the-House Hospitality**  
Ruben Marquez  
*Assistant Bell Captain*  
La Fonda on the Plaza



**Front-of-the-House Food & Beverage**  
Andrew Garcia  
*Assistant Dining Room Manager*  
La Fonda on the Plaza



**Back-of-the-House Hospitality**  
Mat Bolinger  
*Director of Operations*  
Spectra/Santa Ana Star Center



**Back-of-the-House Food & Beverage**  
Ryan Numair  
*Chef De Cuisine*  
Hotel Andaluz



**Outstanding Event**  
Santa Fe Wine & Chile Fiesta  
TOURISM Santa Fe



**Outstanding Attraction**  
La Fonda Detours—Docent Art & History Tours  
La Fonda on the Plaza



**Marketing: Best Print**  
Las Cruces Country Music Festival  
Las Cruces CVB  
*Agency: Moetiv8 Marketing*



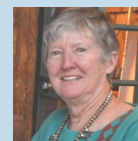
**Marketing: Best Digital**  
Fly to Sunshine  
Albuquerque Convention CVB  
*Agency: McKee, Wallwork & Co.*



**Marketing: Best Broadcast**  
The Bachelor in Santa Fe & Northern New Mexico  
TOURISM Santa Fe



**Marketing: Most Innovative**  
New Lobby Lounge Naming Contest  
Eldorado Hotel & Spa  
*a Heritage Hotels & Resorts property*



**Tourism Professional of the Year**  
Georgia Strickfaden  
*Owner/Operator*  
Buffalo Tours



**Hospitality Professional of the Year**  
Rafael Avalos  
*Director of Housekeeping*  
Hilton Santa Fe Buffalo Thunder

**Thank you committee members!**

Brendon Smith, Lamar Advertising

David Hayduk, HK Advertising

Damen Kompanowski, Sheraton Albuquerque Uptown

Jill Lane, Anderson-Abruzzo International Balloon Museum Foundation



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**An Outlook on New Mexico's travel, tourism and hospitality industry.**  
*Presented by New Mexico Hospitality Association*

Last year was an unparalleled year for New Mexico's travel and tourism industry. The year began with the successful merger between the Tourism Association of New Mexico (TANM) and the New Mexico Lodgers Association (NMLA), creating the New Mexico Hospitality Association. Also in January, our Hospitality and Tourism TRENDS Conference sold out and received rave reviews.

Following this excitement, the tourism industry was successful in advocating for a significant marketing budget increase for the New Mexico True campaign.

During the spring, our Governor's Conference on Tourism had record breaking attendance and received the highest attendee satisfaction rating of all time.

This summer, New Mexico Tourism Department reported 2014 as a record breaking year for tourism - generating the largest economic impact in New Mexico history, injecting \$6.1 billion into New Mexico's economy and supporting nearly 89,000 jobs.

And finally, we concluded 2015 by celebrating the people who are responsible for making tourism New Mexico's premiere industry at the inaugural Top HAT Awards Gala, *Celebrating the Rising Stars of New Mexico True*. Not only were the best of the best recognized for their work and contributions, the New Mexico Hospitality Association raised nearly \$10,000 for its newly established scholarship fund, *powered by Albuquerque Community Foundation*.

Congratulations to our members and the entire tourism industry for making every marketing dollar work harder and every visitor experience memorable. You are elevating New Mexico's economy and increasing the quality of life for fellow New Mexicans. A special thanks to the 2015 board of directors; their leadership set the foundation for a successful first year of the newly formed association. With the state leadership and legislatures' continued support, I truly believe that the best is yet to come for New Mexico's tourism industry.

Sincerely,



Jen Schroer  
President/CEO

### 2015 Board of Directors

Ed Pulsifer,  
La Fonda on the Plaza

Tonya Stinson,  
Farmington Convention and Visitors  
Bureau

Mark Bleth,  
Follow The Sun

Charles Meeks,  
Inn of the Mountain Gods

Richard Holcomb,  
CliffDweller Digital

Belia Alvarez,  
Heritage Hotels and Resorts

Charles Burwinkle,  
Heartland Payment Systems

George Julian Dworin,  
Silver City Arts and Cultural District

Hal Leonard,  
Hilton Santa Fe Buffalo Thunder

Jeff Mahan,  
The Sage Inn

Jennifer Riordan,  
Wells Fargo

Phil San Filippo,  
Las Cruces Convention and Visitors  
Bureau

Travis Suazo,  
Indian Pueblo Cultural Center

Rich Verruni,  
Bishops Lodge Resort and Spa

### Ex Officio

Barbara Cottam,  
Village of Angel Fire

David Hayduk,  
HK Advertising

Randy Randall,  
TOURISM Santa Fe

# HOW DO TOURISM DOLLARS TRAVEL INTO NEW MEXICAN WALLETS?

## The Path of the Tourism Dollar

*How tourism dollars support New Mexico*

### Visitors Get an Adventure that Feeds the Soul. New Mexico Gets a Great Return.

Visitors come to New Mexico for a variety of different reasons—maybe it's a business meeting, parents visiting their college student at UNM, or just a nice weekend adventure steeped in our state's incredible culture. You probably don't think twice about them, but let's take a closer look to see how tourism dollars put money into New Mexican wallets.

The New Mexico Tourism Department reported 2014 as a record breaking year for tourism—generating the largest economic impact in New Mexico history, injecting \$6.1 billion into the state's economy and supporting nearly 89,000 jobs. This means one in 12 New Mexico jobs are supported by tourism.

### A Closer Look:

A Dallas family of 4 visiting New Mexico for the weekend.



Weekend Spend in New Mexico

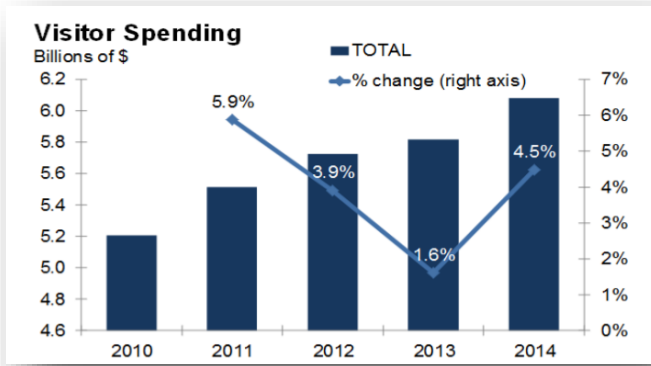
Lodging	\$200
Food	\$280
Zoo, amusement park, museum, etc. (admission, souvenirs, etc.)	\$180
Shopping	\$230
Incidentals (gas, snacks, etc.)	\$180
<b>Spend in New Mexico</b>	<b>\$1000+</b>



- Creates New Mexican Jobs
- Offsets household tax burden for New Mexican families by \$810/year



# New Mexico Tourism is on the Rise



Source: Longwoods, Tourism Economics

## Visitor Spending

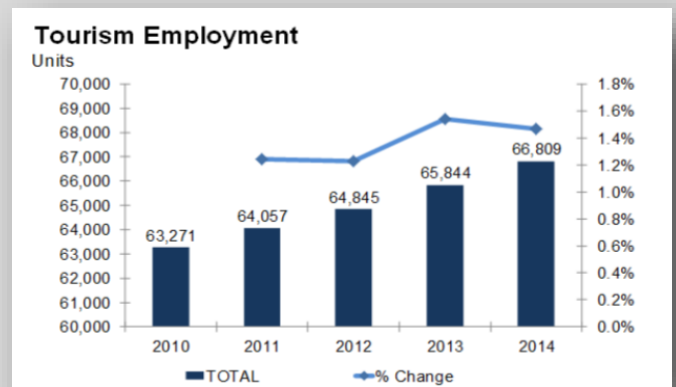
Tourism Economics data shows that in 2014 direct visitor spending increased 4.5% from 2013 to \$6.08 billion, which is an all-time high. This represents a \$261 million increase over 2013, and is 10.3% higher than in 2011.

Source: The Tourism Economic Impact Report, 2014

## Tourism Employment

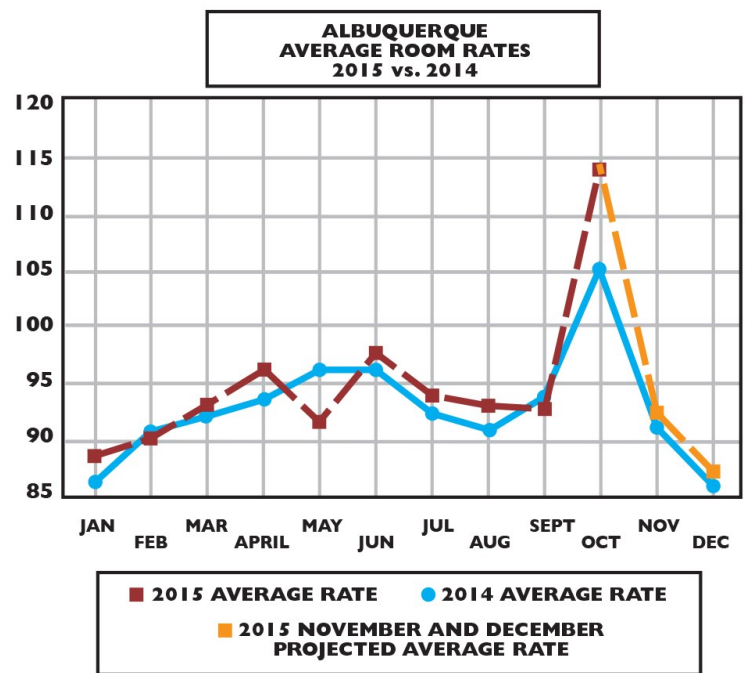
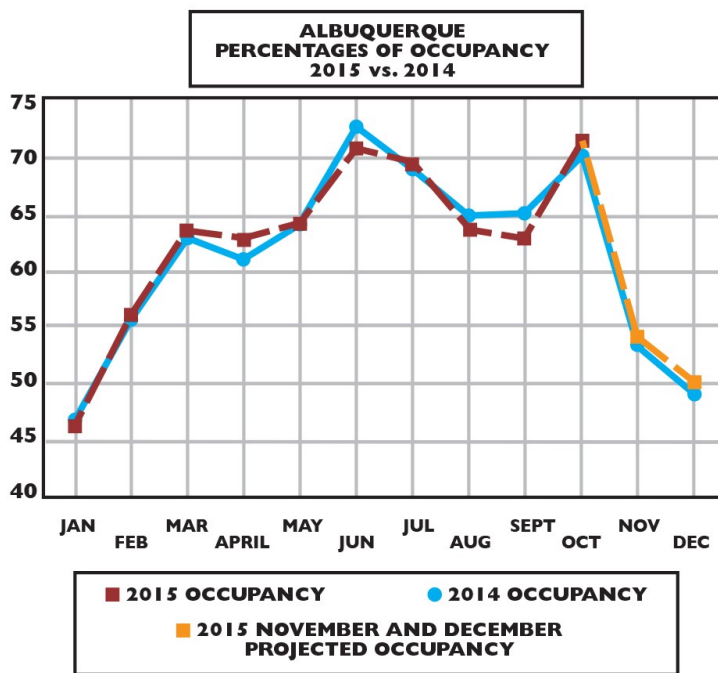
Direct tourism employment growth has led employment recovery in New Mexico and has averaged more than half a percentage point higher than overall employment growth since 2011. Tourism has generated 11% of all new jobs in New Mexico between 2011 and 2014.

Source: The Tourism Economic Impact Report, 2014



Source: Longwoods, Tourism Economics

## Average Occupancy & Room Rates



Source: The Rocky Mountain Lodging Report

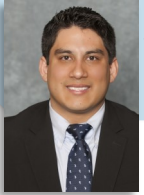
More research available at [www.nmtourism.org](http://www.nmtourism.org).

# What's the next big opportunity for New Mexico's tourism?

## Making it Happen

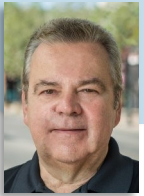
Meet some of New Mexico Hospitality Association members who are propelling tourism in our state.

The San Francisco market is an important and strategic market for New Mexico. Direct flights, media costs, demographics, and the Bay Area's specific needs as an oversaturated entrepreneurial market all make this an outstanding location in which to advertise our state. San Francisco's residents are not only ideal transplants as business owners and innovators, but are actively seeking a vibrant, underutilized setting in which to thrive. If we seize this chance, New Mexico can become that setting.



**Jason Espinoza**, *President*  
Association of Commerce and Industry

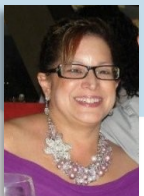
Now with the Laser Visa program being extended to 55 miles, it is easier for Mexican Residents to enjoy Southern New Mexico. Through a cooperative with the New Mexico Tourism Department, Luna Country, the City of Lordsburg, City of Deming and Visit Las Cruces; we have made a concerted marketing effort to reach out to affluent Mexicans living in Juarez and Chihuahua.



According to a hotel survey, the cooperative program has yielded an increase of over 10% of visiting Mexican Nationals.

**Phil San Filippo**, *Executive Director*  
Las Cruces Convention and Visitors Bureau

Our biggest opportunity for growth right now in Carlsbad is the business market. With the growth of the oil and gas industry in Southeastern New Mexico over the past 4 years, this has created a new market for Carlsbad which we refer to as the business tourist. Although those who work in Carlsbad for the oil and gas industry are in Carlsbad for employment opportunities, they do visit area attractions, eat in local restaurants and purchase from local merchants.



**Lisa Boeke**, *Tourism Director*  
Carlsbad Chamber of Commerce

Investing state marketing dollars in the Bay Area will pay huge dividends and will be further leveraged by Mayor Richard Berry's 'Mayor's Million'. This million dollar marketing campaign showcases Albuquerque's innovation and entrepreneurial ecosystem in an effort to attract businesses and innovators, including those in the Bay Area.



**Gary Oppedahl**, *Dir, Economic Development*  
Department for the City of Albuquerque

The tourism and convention industry is a bright spot for Albuquerque's (and the state's) economy. We have a tremendous opportunity to build on that momentum and deliver even stronger results. With the recent renovation of the convention center along with other continued improvements and developments around the city, we can ensure that Albuquerque remains a competitive convention destination. Conventions play a critical role in tourism and economic development by not only contributing important dollars to the economy but attendees also have the potential to be the community's next leisure traveler, entrepreneur, business leader or business owner.



**Tania Armenta**, *President/CEO*  
Albuquerque Convention and Visitors Bureau

Between rate and occupancy, I see rate as the biggest opportunity. Santa Fe has been recognized as a competitive worldwide destination and is truly a bargain in comparison to others rated at the same level. The sluggish economic recovery has made our industry partners reluctant to push rate, but I see that changing. The second opportunity is to harness the short term rental business that has grown significantly over the past several years and ensure that visitors using these accommodations are properly taxed providing additional marketing funds to support the growing supply in lodging this has created.



**Randy Randall**, *Executive Director*  
TOURISM Santa Fe

# What makes New Mexico an investment worthy market?

## Making it Happen

Meet some of New Mexico Hospitality Association members who are propelling tourism in our state.

New Mexico offers the opportunity to tell our stories and offer a rich cultural experience to our guests. Because of its rich cultural history, New Mexico is unlike any other place in the United States. I feel blessed everyday with the remarkable people that work for our company. At Heritage Hotels and Resorts we have amazing employees that care about and give back to the community of this beautiful and unique state.



**Adrian Perez**, *President*  
Heritage Hotels and Resorts

In the last 20 years, New Mexico tribes have made significant investments in their communities to create economic opportunities through tribal tourism. These investments are significant employment opportunities for Native and non-Native communities, while providing visitors a culturally enriching and authentic experience from a Native perspective.



**Travis Suazo**, *Museum and Cultural Engagement Director*  
Indian Pueblo Cultural Center

The Ski industry of New Mexico has seen substantial investment over the past two or three years. In fact New Mexico Ski resorts (per number of ski resorts) have built more new lifts than any other state in the United States. Besides lifts we have also added many other amenities. The next big push which is happening as we speak, is the addition of summer recreational attractions



at our ski resorts. These attractions, plus offering more activities, is making the Ski Resorts a year-round business.

**George Brooks**, *Executive Director*  
Ski New Mexico

New Mexico is an investment worthy market for our company because of the variety that the state has to offer. There are numerous small industries, and tourist destinations here allow this market to continue to thrive year-round. Focusing more on the millennials through social media and the internet, we will attract those who are looking to learn about the culture, heritage, and adventurous attractions our state has to offer.



**Malini Perumal**, *Senior Vice President of Sales and Marketing*  
Total Management Systems

We are committed to supporting the growing arts and culture scene and have given to prominent institutions including the Georgia O'Keeffe Museum, New Mexico BioPark Society, New Mexico Philharmonic, New Mexico History Museum and the Albuquerque Museum Foundation. Our business banking team also serves many local businesses across the state that support the hospitality industry, including restaurants, gift shops and construction companies to name a few. We know we are only as strong as the communities we serve and we are proud to serve the tourism community in New Mexico.



**Jennifer Riordan**, *Vice President*  
Wells Fargo Community Relations

New Mexico is a prime destination for the wellness traveler. Wellness tourism is growing 50% faster than any other global tourism segment and is projected to grow 9% annually for the next 2 years through 2017. Not only are these travelers seeking healthy living, meaning and connection and relaxation and rejuvenation, but they also desire authentic, unique, indigenous and cultural experiences. Additionally, this segment is spending 130% more than the average domestic tourist. We look forward to continue working with our strategic partners to enhance offerings to attract this highly desirable visitor to our enchanting destination.



**Wendi Gelfound**, *Director of Marketing*  
Ojo Caliente Mineral Springs Resort and Spa  
Sunrise Springs Integrative Wellness Resort

# Speaker Line-Up

For an up-to-date list of speakers, bios, session topics, & agenda, visit:  
[NewMexicoHospitality.org/2016TRENDS](http://NewMexicoHospitality.org/2016TRENDS)



**Keith Nowak**  
Director of Marketing  
Communication,  
*Travelocity*



**Laura Spanjian**  
Southwest Policy Lead,  
*Airbnb*



**Steve Cohen**  
Vice President, Research &  
Insights,  
*MMGY Global*



**Troy L. Jones**  
West Region Real Estate  
Market Segment Leader,  
*Ernst & Young*



**Dan Tyre**  
Director,  
*HubSpot*



**Steve Steinhart**  
Director,  
*Steinhart & Associates*



**Ryan Buckley**  
Co-founder,  
*Scripted.com*

## State Leadership Panel



**Secretary Celina Bussey**  
Cabinet Secretary,  
*NM Department of Workforce  
Solutions*



**Christy Tafoya**  
Director,  
*NM State Parks*



**Secretary Tom Church**  
Cabinet Secretary,  
*NM Department of Transportation*

**Mary Kay Root**  
Director, *NM Regulation and  
Licensing Department - Alcohol  
and Gaming Division*

**Secretary Veronica Gonzales**  
Cabinet Secretary,  
*NM Department of Cultural  
Affairs*



# NEW MEXICO *True* HOSPITALITY & TOURISM TRENDS 2016 STATE CONFERENCE

presented by



2015  
Conference  
**SOLD OUT**

## Growing Your Business and Destination with Marketing and Research Intelligence

The New Mexico Hospitality & Tourism TRENDS Conference is the annual marketing & research conference held annually in Santa Fe, NM. It features incredible speakers who deliver on emerging trends that will most impact the tourism and hospitality industry for the upcoming year.

The 2015 conference was SOLD OUT. Don't miss your chance to hear from visionary speakers in the hospitality and tourism industry at the "marketing and research" conference of the year.

### Topics Include:

- Shared economy & short-term rentals
- Use research to stay ahead of industry trends
- Latest developments in marketing and social media

### Who Should Attend?

- C-level executives and business owners
- DMO leaders
- General Managers
- Director of Sales
- Director of Marketing

## Travel & Tourism Unity Dinner - Feb 9, 2016 -

Please join us for the 2016 Travel & Tourism Unity Cocktail Reception & Unity Dinner, a festive evening honoring our state leadership and leading industry professionals.



House Speaker,  
Representative Don L. Tripp



President Pro Tem,  
Senator Mary Kay Papen



Secretary Rebecca Latham,  
New Mexico Tourism  
Department

## FEBRUARY 8-10, 2016

Eldorado Hotel and Spa, Santa Fe, NM

*EARLY BIRD* until January 22<sup>nd</sup>!

TO VIEW AGENDA & REGISTER:

[www.NewMexicoHospitality.org/2016TRENDS](http://www.NewMexicoHospitality.org/2016TRENDS)