

NEW MEXICO TRUE

New Mexico Tourism Department Annual Tribal Report
Fiscal Year 2023

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I. EXECUTIVE SUMMARY

Tourism is a vital contributor to economic health of urban, rural and tribal communities across New Mexico. Tourism diversifies our economy, provides entrepreneurial opportunities, attracts and retains talent and creates national brand awareness. Exposure to New Mexico True advertising improves perceptions of New Mexico not only as a place to visit, but also as a place to start a business, start a career, go to college buy a home and live.

In 2022, the New Mexico Tourism Department continued its marketing strategy to revitalize domestic tourism, a lead driver of New Mexico's economy. In FY22 the New Mexico Legislature and the Office of Michelle Lujan Grisham appropriated an additional \$17MM to NMTD to support revitalization/advertising efforts benefiting New Mexico's tourism economy. The \$17MM special appropriation for tourism revitalization efforts included \$7 million from the state's general fund and \$10 million of federal stimulus dollars the state received from the American Rescue Plan.

II. AGENCY OVERVIEW & BACKGROUND

A. Mission Statement

The New Mexico Tourism Department is the statewide agency tasked with promoting New Mexico for leisure travel and driving visitation to the state. The Tourism Department plans, produces, and monitors national marketing and advertising campaigns through the award-winning New Mexico True brand.

B. Agency Overview

New Mexico saw significant recovery after COVID-19, outpacing the national average in leisure and hospitality job growth and visitor spending in 2021. By the end of 2021, nearly every tourism metric (hotel rates, occupancy, visitor spending, domestic visitation, etc.) was at or above 2019 levels. In fact, 2021 saw the highest levels of domestic visitor spending ever, at \$7B. The highest growth occurred within the transportation and accommodations sectors. This increase in visitor spending generated over \$708 million in state and local tax revenue (adding over \$100M from 2020) and offset the tax burden for every New Mexico household by \$893. Visitor spending supported 83,811 jobs in 2021, representing nearly 8% of all New Mexico jobs and generating over \$2.6B in labor income.

This trend continued into 2022, with overnight visitation numbers growing by nearly 6% over 2021. Much of this growth occurred in the business traveler segment, which accounted for nearly 10% of all overnight visits to New Mexico.

Nationally, in 2022 travelers in the United States spent \$1.2 trillion, which produced an economic footprint of \$2.6 trillion and supported nearly 15 million American jobs.

C. Agency Organization

There are six divisions in the Department:

- Communications

- Administrative Services
- Research
- Marketing
- Tourism Development
- New Mexico Magazine

There are 66 FTE's in the Tourism Department. Key members of the leadership team include:

- Jen Paul Schroer, Cabinet Secretary
- Antoinette Vigil, Deputy Cabinet Secretary
- Novela Salazar, General Counsel
- Lancing Adams, Tourism Development Director
- Cody Johnson, Communications Director
- Jennifer Saavedra, Administrative Services Director
- Victoria Gregg, Research Director
- Erin Ladd, Marketing Director
- Edward Graves, CEO, New Mexico Magazine

Tourism Commission

The Tourism Commission is administratively tied to the Department and exists to advise the Department on planning and policy matters. The Tourism Commission consists of seven members appointed by the Governor who shall be qualified electors of the State of New Mexico, no more than four of whom, at the time of their appointment, shall be members of the same political party and at least one of whom shall be a Native American. Members shall be appointed by the Governor and confirmed by the Senate. Two members shall be appointed from each of the three congressional districts. One member shall be appointed from the state at large. The Tourism Commission also approves members for the Clean and Beautiful Advisory Committee. Meetings are held quarterly and are open to the public.

Commissioners

Jennifer Kimball	Chairman of the Board, La Fonda on the Plaza
Belia Alvarez	Corporate Director of Hospitality, Heritage Hotels & Resorts, Inc.
Ben Abruzzo	President, Ski Santa Fe
Emerson R. Vallo	Principal Systems Engineer, USAF
Tania Armenta	President & CEO, Visit Albuquerque
David Norden	CEO, Taos Ski Valley
Bill Lee	CEO, Gallup McKinley Chamber of Commerce

New Mexico Clean and Beautiful Advisory Committee

The New Mexico Clean and Beautiful Advisory Committee is statutorily tied to the Department for the Department's Clean and Beautiful Grant Program to advise on environmental tourism initiatives and projects that level up to program goals, as identified through the "Litter Control and Beautification Act". The Clean and Beautiful Advisory Committee consists of a body between seven and eleven members appointed by the Tourism Commission representing each tourism region and other application organizations, such as the New Mexico Recycling Coalition. Members serve two-year terms. Meetings are held quarterly and are open to the public.

Industry at Large: New Mexico’s tourism industry is as robust and diverse as its tourism assets. Our tourism industry is linked to the idea of people who provide goods and services to those who travel greater than 50 miles for leisure or business purposes. The tourism industry in New Mexico is closely aligned with the hospitality and service industries, including hotels, restaurants, retail and transit, but also includes people, communities and tribes who design and offer tourism experiences that contribute to the tourism economy. Experience development sectors can include event production, local governments who manage public spaces, cultural assets and attractions and all of our incredible Destination Marketing Organizations who continuously strive to market New Mexico and their communities as the primary destination for domestic and international travelers.

- D. Agency Specific Tribal Collaboration Act:** The Tourism Department adopted the State-Tribal Collaboration Act - NMSA 1978, Section 11-18-1 (2009) on May 31, 2012

III. DIVISIONS AND PROGRAMS THAT COLLABORATE WITH TRIBES

- Marketing Division
- Tourism Development Division
- Communications Division
- New Mexico Magazine

IV. FY2023 TOP 4 ACCOMPLISHMENTS

NMTD National Marketing Tribal Collaborations

- Summer/Fall creative campaign featuring Kialo Winters (Dine’/Zia Pueblo), Navajo Tours USA as a guide to Bisti & Ah-Shi-Sle-Pah Wilderness.
- Production for Winter ‘23/’24 campaign featuring Kenny Bowekaty, Zuni Guide with appearances by the Zuni Olla Maiden dancers, local fetish maker and a bread baker.
- Winter advertising with Ross Anderson (Mescalero Apache/Cheyenne and Arapahoe); features his upbringing and path to become a US Speed Skiing World Cup Athlete and his 154.06 mph record. Filmed at Ski Apache, Mescalero Apache Tribe.
- Land of Enchantment “Thousand Ways to Say Enchantment”. In-state pride campaign featuring Navajo Code Talker, Apache Elder, Pueblo Youth.
- Summer advertising with sculptor Roxanne Swentzell (Santa Clara Pueblo); features her path to become a famed sculptor and the importance of clay in Puebloan (Tewa) culture. Filmed at Tower Gallery at Poeh Cultural Center
- Photo shoot by Talweg contractor LeRoy Grafe with Ria Thundercloud (Sandia Pueblo/Ho-Chunk Nation). Images have appeared in fly-market billboards, digital display boards, etc., and in NMTD produced pieces; most notably the True Traveler RV wrap.

Tourism Development Program Inclusive of Tribal Initiative

The purpose of the Rural Pathway Program is to support the development and implementation of tourism projects throughout New Mexico.

In FY23 Picuris Pueblo received a \$50,000 grant to redevelop a historical building, create an interpretive center & walking trail with multiple benefits as a tourist destination to generate visitor spending while simultaneously supporting cultural and language preservation.

National Earned Media Program

NMTD helped secure 32 media mentions related to the subject of Native and Indigenous culture for travel to New Mexico in leisure travel media, representing roughly 21% of all secured press for New Mexico leisure travel. Some of the major publications that featured Native and Indigenous culture include Thrillist, Forbes, AFAR, Conde Nast Traveler, Food & Wine, the Daily Beast, Travel + Leisure and Lonely Planet. One special highlight this year was a feature article titled “The Spirit of the Southwest: A road trip through New Mexico and Arizona highlights a diverse Indigenous culinary heritage” published in the October 2022 print edition of Food & Wine. The articles feature the Pueblo communities of Santa Ana, Laguna, Acoma and Zuni, along with mentions of Indigenous-owned tourism amenities such as Indian Pueblo Kitchen, Bow and Arrow Brewing, Hyatt Regency Tamaya Resort, and Zuni Tourism.

Intertribal Ceremonial Office: “Spirit of The Ceremonial” TV Documentary and Event

Maoriland Film Festival

- Official Selection of the 2022 MĀORILAND FILM FESTIVAL in New Zealand
- U.S. Ambassador to New Zealand & Samoa Tom Udall attended and introduced “Spirit of The Ceremonial” with special acknowledgements for Melissa Sanchez – Executive Producer.
- International Premiere July 1, 2022 in Ōtaki – Aotearoa/New Zealand

KOBTV

- Re-Broadcast aired July 24, 2022
- Earned Media Value \$70,000
- KOB created content and promoted the upcoming broadcast.
- Featured promotional interview segment on the morning show.
- Viewership reached 9,800 households.

KYNM (Ch. 21.1)

- Estimates the Albuquerque/Santa Fe broadcast viewership reach at 67,500 households.
- Broadcast July 25, 2022

Winner of 2 Telly Awards

- The Telly Awards honors excellence in video and television across all screens. 12,000 entries from all 50 states and 5 continents representing work from advertising agencies, television stations, production companies and publishers from around the world.
- 2022 Telly Award Silver Award: Cinematography/Videography

- 2022 Telly Award Silver Award: Television - Cultural Documentary

August 2022 Event Metrics

- Website Page Views: 254,667
- Social Media Impressions: 9,712,996
- Google Search Impressions: 6,780,209

V. FY2024 TOP 3 GOALS/OBJECTIVES

- Provide outreach to New Mexico’s Tribes, Pueblos, and Nations to participate in NMTD programs including, but not limited to, Cooperative Marketing Program, New Mexico True Certified Program, New Mexico Clean & Beautiful, and Tourism Event Growth & Sustainability Program and other initiatives to be developed in partnership with tribes.
- Support Tribal businesses and communities in qualifying and receiving financial and technical assistance from other government, private, and non-profit sources; and increase business opportunities for tourism and outdoor recreation in Tribal communities.
- Provide cultural insight to the department to support an accurate portrayal of New Mexico Native Americans Tribes.

VI. CURRENT AND PLANNED PROGRAMS AND SERVICES FOR NATIVE AMERICAN COMMUNITIES

MARKETING DIVISION

National Marketing

One of the Department’s notable achievements is consistently featuring Native American and Indigenous culture as the central subject in some of NMTD's FY23 national marketing campaigns including: Kialo Winters (Dine’/Zia Pueblo), Navajo Tours USA as a guide to Bisti & Ah-Shi-Sle-Pah Wilderness, Kenny Bowekaty, Zuni Guide with appearances by the Zuni Olla Maiden dancers, Zuni fetish artist, Zuni bread baker, Ross Anderson (Mescalero Apache/Cheyenne and Arapahoe), Ski Apache/Mescalero Apache Tribe, Navajo Code Talker, Apache Elder, Pueblo Youth, sculptor Roxanne Swentzell (Santa Clara Pueblo), Ria Thundercloud (Sandia Pueblo/Ho-Chunk Nation) in fly-market billboards, digital display boards, and on the True Traveler RV wrap.

Cooperative Marketing Program & Advertising Grant Program

Through the Cooperative Marketing Grant Program, one of the New Mexico Tourism Department’s longest running and most popular programs, we partner with eligible entities who believe in our mission, align with our philosophies, and strive to improve the quality of life in their communities. Together, the adherence to the strategy and brand standards elevates New Mexico’s competitive advantage, the ability to deliver adventure steeped in culture, and advertise our partners’ destinations, attractions, and events to collectively grow New Mexico’s economy

through tourism.

The Cooperative Marketing & Advertising Program (CoOp) is a co-funded, co-branded marketing program aimed at growing New Mexico's tourism economy together by utilizing the strength of the New Mexico True brand. Through customized media strategies tailored to each awarded partner, the CoOp program guides participants through quality marketing and advertising initiatives that align with the New Mexico True brand to achieve effective, optimized results.

FY23 Awardees

Navajo Nation Tourism Department *awarded but withdrew from program.

Indian Pueblo Cultural Center

NMTD Spend: \$7,778

Partner Spend: \$3,889

New Mexico True Certified

The New Mexico Tourism Department is proud to offer and steward the New Mexico True Certified program, an initiative that allows select New Mexico businesses to leverage the magnetic and powerful New Mexico True brand to build their products' recognition and amplify existing marketing messages. At least two dozen business partners are either owned by, represent, or sell the work of Native artists and artisans — including Bow & Arrow Brewing Co., Flux Tufa Works, Koo-Weh Cookies, Larry Sisneros Jewelry, Walatowa Timber Industries, and many more.

TOURISM DEVELOPMENT DIVISION

Support the Development and Success of Tribal Businesses in New Mexico

NMTD participated in the 2023 Navajo Nation Tourism Conference. At this event, NMTD provided information on grant opportunities and initiatives that support tourism-related economic opportunities for Native communities in the state of New Mexico. Additionally, it is our goal to identify opportunities to support and promote tribal businesses through greater inclusion in the New Mexico True Certified Program, technical assistance in partnership with SBA/SBDC for tribal businesses to improve their profitability, resilience, and identify sources of capital to assist and expand *new* tribally owned businesses.

Tourism Event Growth & Sustainability Program (TEGS)

This program provides technical assistance, marketing, and sponsorship to qualified tourism events within New Mexico to support their growth and sustainability through three options:

1. Accelerator

Builds and improves events to prepare events for sponsorship. Technical assistance offers recommendations for improvement based on an Online Discoverability audit assessing the event's web and social presence, as well as an onsite audit assessing on-the-ground operations. Upon successful completion of the audit process, the event may receive up to \$5,000 in reimbursement-based funding to execute recommended deliverables for improvement.

To participate, applicants must provide proof of event success/track record, local commitment, and a readiness to accelerate the event.

2. CoOp Events Advertising Program

Secures marketing and advertising for events through a 2:1 co-funded marketing program. Awarded events select from a media menu up to an award amount of \$10,000.

To participate, applicants must have digital access to event website and social accounts and the website must show conversion potential.

3. Sponsorship

Provides up to \$50,000 in sponsorship from NMTD, based on event size, and provides the opportunity to participate in a national sponsorship sales program, depending on eligibility.

To participate, applicants must provide brand impressions equal to the contract amount and demonstrate advertising potential and the ability to grow the event. Events must have a marketing plan, financial plan/budget, tourist-centered website and social media, and attendee and economic impact data.

TEGS FY23 Awardees:

Bernalillo Indian Arts Festival	Award Amount: \$5,000
IndigenousWays Festival	Award Amount: \$10,000

New Mexico Clean and Beautiful

The Tourism Department partners with communities to *Keep New Mexico True* by providing funding and technical assistance to municipalities, counties, and tribal governments on litter eradication, waste reduction, and community beautification initiatives.

Program Goals

New Mexico Clean and Beautiful funds projects and initiatives that contribute to the following established goals and objectives:

1. End Littering
2. Reduce Waste
3. Beautify Communities
4. Empower Youth
5. Increase Program Capacity

NMCB FY23 Awardees:

Pueblo of Acoma	Award Amount: \$3,110
Pueblo of Zuni	Award Amount: \$14,210

Earned Media Program

The New Mexico Tourism Department works with travel writers and influencers to share the destinations and experiences that make New Mexico True - and through this program, tourist related organization can work with NMTD to create and meet earned media goals.

About the Program

Earned media is an increasingly popular strategy in boosting the awareness and credibility of a destination for leisure travel. An effective earned media strategy can enhance the SEO for a destination or tourism-related business, compliment paid media tactics, and expose a destination to non-traditional audiences - and often through less expensive channels.

The Earned Media Cooperative Program allows tourism-related entities to submit requests to NMTD for support with inviting travel writers and influencers to New Mexico. If requests meet certain criteria for NMTD, the department will be able to cover certain expenses associated with a familiarization (FAM) tour so that local partners can stretch their own dollars further. Tribal governments are eligible.

FY23 National Earned Media

NMTD helped secure 32 media mentions related to the subject of Native and Indigenous culture for travel to New Mexico in leisure travel media, representing roughly 21% of all secured press for New Mexico leisure travel. Some of the major publications that featured Native and Indigenous culture include Thrillist, Forbes, AFAR, Conde Nast Traveler, Food & Wine, the Daily Beast, Travel + Leisure and Lonely Planet. One special highlight this year was a feature article titled “The Spirit of the Southwest: A road trip through New Mexico and Arizona highlights a diverse Indigenous culinary heritage” published in the October 2022 print edition of Food & Wine. The articles feature the Pueblo communities of Santa Ana, Laguna, Acoma and Zuni, along with mentions of Indigenous-owned tourism amenities such as Indian Pueblo Kitchen, Bow and Arrow Brewing, Hyatt Regency Tamaya Resort, and Zuni Tourism.

Media Outlet	Article
Backpacker	These Urban Hikes Are Wild Adventures Inside City Limits
Rovology	24 Hours with Places to Visit Albuquerque, NM
Essentially America	Travel With Us On America's Amazing 'Mother Road'
Valise Magazine	An Epic Northern New Mexico Road Trip Across the Land of Enchantment
AFAR	Little Cities That Think Big: 8 Forward-Thinking Destinations Across the U.S.
Valise Magazine	How to Make the Most of One Day in Taos
AFAR	8 Things To Do in Albuquerque, NM
Food & Wine	The Spirit of the Southwest: A road trip through New Mexico and Arizona highlights a diverse Indigenous culinary heritage.
Austin Monthly	What to Do in Albuquerque and Santa Fe This Fall
Conde Nast Traveler	The Best Things to do in Albuquerque, the Hot Air Balloon Capital of the U.S.
Welt	Five great reasons to travel to New Mexico
AFAR	The Gallup Intertribal Ceremonial Celebrates Its 100th Anniversary

AARP	Our Favorite Fall Getaways
Deutschlandfunk	Traveling in New Mexico - The legacy of the Native Americans
Salt Lake City Magazine	New Mexico: Explore the Land of Enchantment

NEW MEXICO MAGAZINE

This award-winning publication, now in its 100th year, is a division of the Tourism Department and we work diligently to bring respectful attention to New Mexico’s cultural heritage. The New Mexico Magazine strives to integrate Native American people and culture into every issue. Coverage over the past fiscal year includes:

August Issue

- First Time Fire: In their debut outings at the Santa Fe Indian Market, these artists are forging a legacy.
- All Stars: Indigenous star stories help explain the unknown in relatable—and sometimes scientific ways.
- Hoop Dreams: The Lightning Boy Dance Group performs to honor their ancestors, shore up the future, and heal the world.
- Gallup Inter-Tribal Indian Ceremonial: Special 8-page insert

July Issue: 100th Anniversary Issue

- Our Cuisine Nourishes the Soul: Diné chef Justin Pioche puts a modern twist on Indigenous fare as a way to honor his ancestors. Plus: Justin Pioche picks his favorite Native restaurants.
- Our Adobe Homes Are Timeless: In New Mexico, the buildings remind us that de la tierra fuimos formado—from earth we are formed.
- Our Turquoise Shimmers with Meaning: This touchstone is inlaid with culture and history.
- We Are Made of Stories, Prayers, and Songs: A poet who grew up in Shiprock learned from her elders how to tell stories.
- Here, Native People Tell Their Own Stories: Archivist Diane Bird counters old museum narratives with slices of contemporary Native life.

June Issue

- Statement Pieces: Jennifer Berg weaves Navajo culture into every one of her knitting designs.
- Poetry of Place: A selection of poems from the New Mexico Poetry Anthology 2023 defines the essence of the Land of Enchantment. (Includes: Coral Dawn Bernal, Joshua K. Concha, Venaya Yazzie, and Laura Tohe)

May Issue

- Mescal Roast: An Apache rite of spring. (A Look Back: May 1996)
- Silver Star: Santo Domingo Pueblo artist Anthony Lovato creates beautiful tufa cast jewelry inspired by his heritage and New Mexico surroundings.
- Viva la Cochina: From Roadside diners to downtown drive-ins, ancestral haciendas to mom-and-pop cafes, New Mexico’s iconic restaurants tell tales. (Includes: Earl’s Family

Restaurant, Jerry's Café

April Issue

- Planting Seeds: Joshua Toddy spreads his love of gardening and Indigenous foods on social media and through the Hozho Center.
- Family Gathering: With voices, drums, ceremonial regalia, and their own bodies, Indigenous people celebrate culture at the Gathering of Nations.

March Issue

- All Together Now: Make the most of spring break with family-friendly trips full of inspiration, learning, and great times for all. (Includes: Chaco Culture National Historic Park)
- Ancient Enigmas: In northwestern New Mexico, the ancestors of Pueblo and Diné people left evidence of a rich and sometimes dark history that tantalizes modern-day explorers.
- Stolen Legacy: The Smith Family Totem Pole inside the Hibben Center on the UNM campus.

January/February Issue

- New Mexico Magazine Photos of the Year: Winners included:
 - Pecos Underground
 - The Grand Entry for the Gathering of Nations
 - Two Laguna Pueblo Girls, Being Girls

VII. RELEVANT STATUTES AND MANDATES

- Intertribal Ceremonial Office - NMSA 1978, Section 9-15C-3 (2005)
- State Tribal Collaboration Act - NMSA 1978, Section 11-18-1 (2009)