

# NEW MEXICO True

In April 2012, the New Mexico Tourism Department unveiled the New Mexico True brand, which promises tourists that they will experience “adventure steeped in culture” when visiting our state.

## Record-Breaking Economic Impact and Visitation

- Visitor spending increased from \$5.2B in 2010 to \$6.4B in 2015, an 18.8% increase (\$1.2B) under this administration.
- Domestic visitation rose from 29.8M in 2010 to 34.4M in 2016, a 15.4% increase (4.6M trips) under this administration.
- Local, state and federal taxes generated by visitor spending have increased from \$1.18B in 2011 to \$1.32B in 2015, an 11.9% increase under this administration.
- State and local taxes generated by visitor spending have increased from \$565M in 2011 to \$642M in 2016, an increase of 13.6%

## Job Creation

- Direct jobs supported by visitor spending grew from 63,271 in 2010 to 69,144 in 2016. This represents a 9.3% increase.
- Tourism generated 15% of all new jobs in New Mexico from 2011 to 2016.

## Return on Investment

- Increased advertising budget from 37% of general fund budget to 78% of general fund budget as the New Mexico True campaign demonstrated ability to deliver a 7:1 return on investment.
  - FY07-FY11 (five-year average) \$3.8M in advertising (37% of general fund budget)
  - FY18: \$9.84M in advertising and marketing (78% of general fund budget)
- Increased investments in advertising and marketing by \$6M during Governor Martinez’s administration, a 154% increase between FY07-FY11’s five-year average and FY18.

## Significant Perception Shift and Brand Expansion

- According to a 2015 study on the “halo effect” of New Mexico True advertising, respondents who have an awareness of New Mexico True advertising report having a much higher perception of New Mexico as a place to start a career, start a business, go to college, buy a second home, retire and live. Those perceptions have led to an initiative to expand the role of New Mexico True into a broader brand for the state as a whole, making New Mexico one of the first states to leverage the tourism brand for business and resident recruitment efforts. In 2017, the Economic Development Department rolled out its new logo and branding using New Mexico True. The Tourism Department also partnered with the Public Education Department to create teacher recruitment videos using New Mexico True brand elements. The Tourism Department is in the process of creating similar law enforcement recruitment videos with the Department of Public Safety.
- In 2016, the department launched the New Mexico True Certified program, a first-of-its-kind initiative to leverage an established tourism marketing brand to bolster a state’s economy in manufacturing and agriculture. To date, the NMTC program has welcomed more than 220 local businesses that are receiving a competitive advantage over non-NM businesses. By piggybacking off of New Mexico True, these businesses are able to increase sales and grow jobs by making their products easily identifiable

as “Made In, Grown In, or Born and Raised in New Mexico” to residents and visitors alike. This program is receiving national attention by tourism and travel leaders who view this as a paradigm shift for the expansion of established tourism marketing brands across America.