

# HOW BRAND USA PROMOTES NEW MEXICO

📍 Ah-Shi-Sle-Pah  
Wilderness




Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

## ADVANCING TRAVEL TO THE U.S. IN THE GLOBAL MARKETPLACE

Through data-driven campaigns focused on boosting international travel to the United States, Brand USA helps generate visitor spending and economic benefits for communities and businesses across New Mexico. These efforts highlight destinations and experiences throughout the state, increasing awareness of New Mexico as a U.S. travel destination.

## ECONOMIC IMPACT FROM TRAVEL AND TOURISM

International travel to New Mexico boosts spending in the state's travel and tourism sector, supports job growth, and increases economic activity.

	State jobs supported by travel and tourism industry	<b>61,800</b>
	Travel spending	<b>\$9.3 B</b>
	Tax receipt	<b>\$667 M</b>

Source: Tourism Economics

## BRAND USA MARKETING & PROMOTIONAL ACTIVITY

### ▶ WITH THE HELP OF BRAND USA

**95K**

New Mexico welcomed **95,000** international visitors in **2024**, supporting jobs and economic growth statewide.  
Source: National Travel and Tourism Office




### ▶ THROUGH COOPERATIVE MARKETING

New Mexico destinations participated in Brand USA programs to engage key international markets and drive bookings.



### ▶ THROUGH MEDIA AND DIGITAL ENGAGEMENT

Brand USA featured New Mexico experiences through:

<b>60</b>	Social media features	
<b>272</b>	Stories	
<b>5</b>	Hosted media trips	



📍 San Miguel Chapel, Santa Fe



📍 Shiprock

# TRAVEL TRADE ENGAGEMENT

Brand USA partners with international tour operators and travel advisors to expand offerings, promote new experiences, and train sales teams to drive bookings to communities across the country.

 **25%**

According to the National Travel and Tourism Office, **25% of international visitors** use a travel advisor to plan their trips to the United States.

## SALES MISSIONS AND TRADE SHOWS

In FY24-FY25, New Mexico destinations participated in Brand USA sales missions and trade shows in key global markets.

- Brand USA Travel Week (UK and Europe)
- The Great USA Road Trip Europe



## DESTINATION IMMERSIONS

Destination Immersions brings international tour operators to the U.S. to experience destinations and create new itineraries. In FY24-FY25, New

### 2025 Destination Immersions:

- United Kingdom-Ireland  Santa Fe, Albuquerque, Taos

## BRAND USA PARTNERS WITH 7 ORGANIZATIONS IN NEW MEXICO

- Albuquerque Hispano Chamber of Commerce Convention & Tourism Department
- New Mexico Tourism Department
- Tourism Santa Fe
- Visit Albuquerque
- Visit Los Alamos
- Visit Los Lunas
- Visit Taos

