



Membership

Members Support TANM

Your membership in TANM is an investment in the future of successful travel and tourism in New Mexico. As a TANM member, you will:

- Network more effectively and receive discounts on meetings and conferences;
- Leverage quarterly *TravelTrends* reports to strengthen your research, marketing and sales efforts;
- Enhance your knowledge & leadership skills through educational programs;
- Advocate for relevant legislative issues;
- Educate your organization about issues affecting the tourism industry;
- Communicate the economic & community benefits of tourism; and
- Collaborate to promote tourism with the NM Tourism Department and industry partners.

Participation

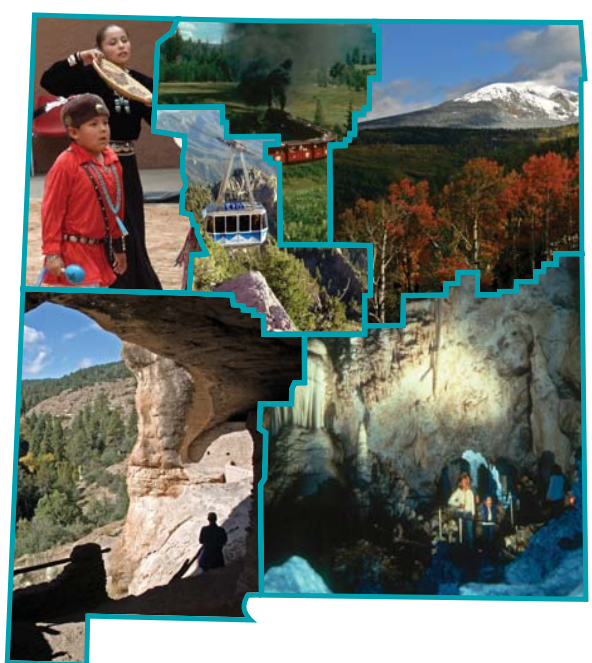
Become a TANM Member

Join TANM to promote tourism. TANM is governed by a 39 member board of directors with 2-3 year terms:

- Chambers, CVBs & DMOs
- Industry-related positions
- Tourism-related programs & associations

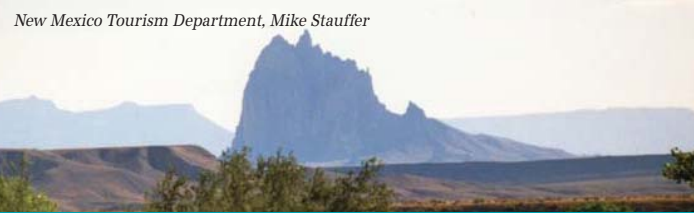
You can make a positive impact on New Mexico's tourism industry by contributing as a member of one of our active committees:

- Education
- Fund Raising
- Government Affairs
- Governor's Conference
- Membership
- TIARA Awards
- Tourism Hall of Fame



**The Voice
of the
Industry**

www.tanm.org



TANM

Supports

Members

TANM Supports Tourism

The Tourism Association of New Mexico (TANM) is a non-profit corporation serving as the voice of New Mexico's tourism industry.

TANM members forge cooperative partnerships, expand travel markets, create more enchanting customer experiences, and positively influence the legislative and business environments to grow our vibrant tourism industry.



TANM serves as the advocate, educator and unified voice for New Mexico's tourism industry working to ensure its growth and success through collaborative efforts. TANM actively partners with the following organizations:

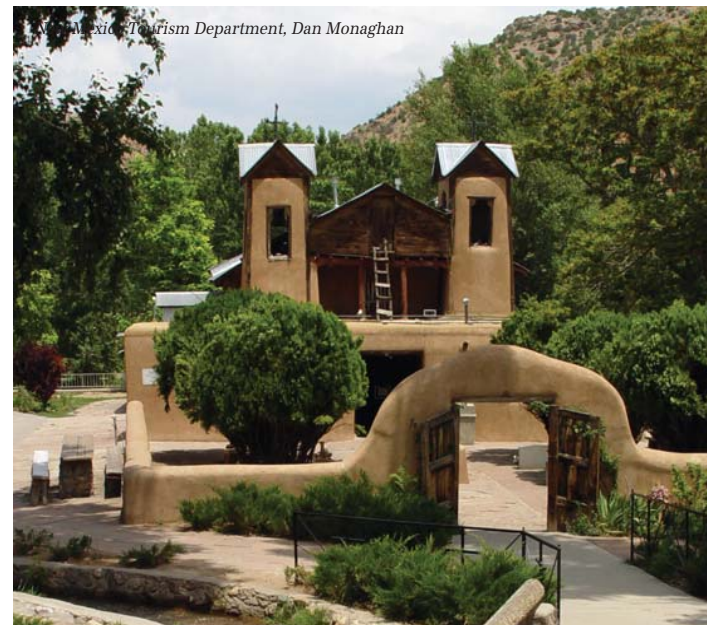
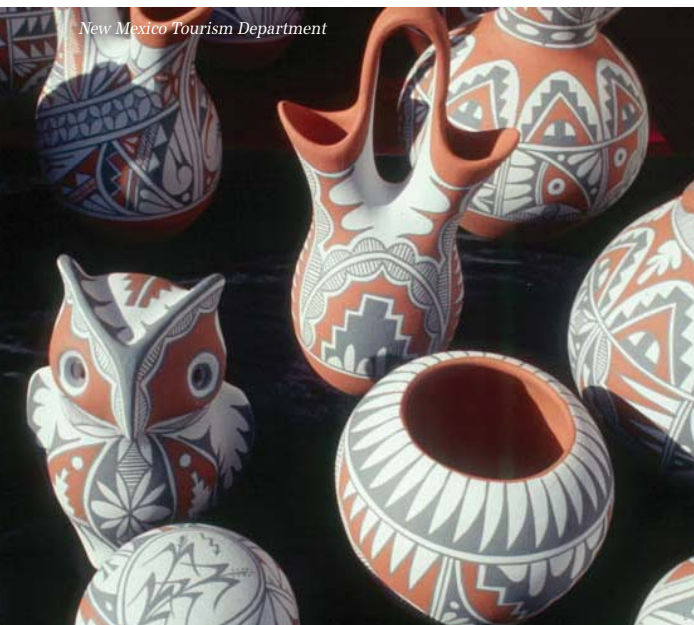
- Albuquerque Convention & Visitors Bureau
- Greater Albuquerque Innkeepers Association
- New Mexico Bed & Breakfast Association
- New Mexico Tourism Coalition
- New Mexico Lodging Association
- New Mexico Restaurant Association
- New Mexico Tourism Department
- Ski New Mexico

Tourism Supports New Mexico

Together, TANM members showcase New Mexico's enchantment.

We run businesses that sell memories. We forge partnerships to expand visitor options and travel opportunities.

TANM members create jobs. And our visitors generate tax revenues that help make New Mexico a place where people want to stay.





Our Past, Present & Future

New Mexico is rich in history. TANM members connect visitors with famous people, historic places, ancient civilizations, and scenic landscapes that bring the past to life.

New Mexico is fun for everyone. TANM members help nature lovers, eco-tourists, art collectors, families, seniors and sightseers find enchantment.

New Mexico beckons with adventures. TANM members launch new experiences across the state - from the Green Chile Cheeseburger Trail to the new Spaceport America.



Brochure design courtesy of XtraMark • Printing courtesy of Aspen Printing

Tourism in New Mexico

- #1 Private Sector Employer
- #2 Private Sector Industry
- \$6.1 billion Industry
- 110,000 Employees
- \$1 billion+ Payroll
- \$764 million Tax Generation



New Mexico Tourism Department, Mike Stauffer



New Mexico Tourism Department, Mike Stauffer



New Mexico Tourism Department, Mike Stauffer

Northeast

In northeast New Mexico, deep wagon wheel ruts left by frontiersmen guide tourists along historic paths and wide open spaces.

Where the plains meet the mountains, migrating birds traverse the rolling plains, across Capulin volcano, and above historic army posts along the Santa Fe Trail. Hosting a legion of lakes, this is paradise for anglers too.

North Central

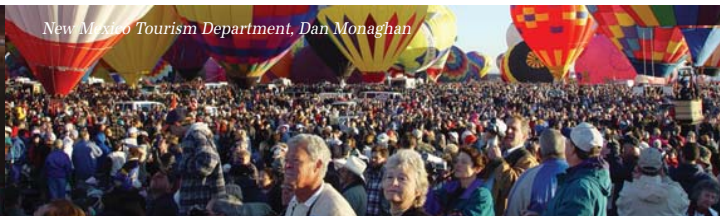
North to adventure and central to everything, this is the landscape that inspired Georgia O'Keeffe's passionate paintings.

Home to the state's famous political and arts capital, Santa Fe, north central New Mexico is also where visitors embrace powdery snow (Taos Ski Valley, Ski Santa Fe, Angel Fire Resort, and Red River ski areas) and climb breathtaking mountains (Wheeler Peak, Sangre de Cristos, San Juans).

Northwest

Visitors become enchanted where living and ancient history intertwine in northwest New Mexico.

Known as Indian Country, this is a special place where the Zuni, Acoma, and Laguna Pueblos, as well as the Navajo and Jicarilla Apache Nations inspire a wealth of modern day, Native American culture among dramatic rock formations and ancient Anasazi dwellings.



New Mexico Tourism Department, Dan Monaghan



New Mexico Tourism Department, James Orr

Southeast

Welcome to the home of larger-than-life locations and legends. From space to underground caverns, southeast New Mexico surrounds visitors with memorable stories.

The world's first commercial spaceport launches a whole new tourism experience here. Did UFOs invade Roswell? Carlsbad Caverns National Park invites exploration in some of the largest caves on the planet.

Central

The Heart of New Mexico inspires travelers with scenic road trips filled with natural beauty, historic culture, and the world's largest balloon fiesta.

Central New Mexico is where Albuquerque plays host to adventures across historic Route 66, on the old path of El Camino Real, climbing the scenic Jemez Mountain Trail, amidst the splendor of the Turquoise Trail, through the rural quaintness of Corrales, and along the Salt Mission Trail.

Southwest

The southwest Region is Old West Country, home to many old tales told to this day.

Billy the Kid was a kid for a spell in Silver City. Confederate soldiers and gold mining towns wake ghosts from the past. Las Cruces beckons snowbirds with balmy winters. Surreal and serene national monuments include the Gila Cliff Dwellings and White Sands.