

MEMBERSHIP APPLICATION

Name of Organization_____

Contact Person_____

Mailing Address_____

Telephone_____ Fax_____

Email Address_____

Website URL_____

Membership Category:_____

Investment Amount_____

Type of Payment

Check Visa/MC American Express

Card Number_____

Exp.Date_____

Signature_____



The Voice of the Industry.

MISSION

The Tourism Association of New Mexico serves as the advocate, educator and unified voice for New Mexico's tourism industry working to ensure its growth and success through collaborative efforts.

BENEFITS

Advocate for Industry

- ◆ Tourism Day at the Legislature
- ◆ Government Affairs Committee
- ◆ Lobbying: our professional lobbyists work on your behalf to ensure that policy decisions made in Santa Fe help New Mexico tourism grow and prosper
- ◆ Alliance with New Mexico Tourism Department.

Communication and Networking

- ◆ Bimonthly Newsletters
- ◆ Website
- ◆ Legislative Alerts
- ◆ Meetings
- ◆ Develop business partnerships
- ◆ Hall of Fame recognition
- ◆ TIARA Marketing Awards

Professional Development

- ◆ Annual Governor's Conference on Tourism & Trade Show
- ◆ Research & Marketing Conference
- ◆ Support industry training in high schools, community colleges and universities
- ◆ Information Resource
- ◆ TravelTrends: publication with quarterly statistical data on NM and the region

Discounted registration fees
Membership directory
Website Links



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MEMBERSHIP BENEFITS

EXPLORE THE POWER OF
PARTICIPATION!

www.tanm.org

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Albuquerque, NM 87110
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What Is TANM?

The Tourism Association of New Mexico (TANM) is a non-profit corporation created to unite the interests of the state's travel, tourism and allied industries. As an advocate for New Mexico's travel and tourism-oriented businesses, attractions and destination marketing organizations, TANM represents the common interests of all components of this vital industry.

One of TANM's main jobs is to notify members of changing state and federal legislation, as well as government regulations that may impact the tourism industry in the state and throughout the United States. Through TANM, members have a more powerful voice to address and influencing legislative and regulatory changes, and the support of a network of contacts active in the political arena.

Networking opportunities are just one of the many valuable benefits of TANM membership. With association meetings, bi-monthly newsletters, legislative activities and educational conferences, TANM members can rely on greater resources and more opportunities within the tourism industry and allied fields.

And since TANM serves as the industry's liaison to the New Mexico Tourism Department, TANM members can also rely on open lines of communications.

Sharon Schultz, CEO

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TANM's Objectives

- ◆ Promote more understanding of tourism as a major industry in New Mexico that contributes to the economic, cultural and social well-being of the State.
- ◆ Enhance TANM's position as the authoritative source for tourism industry information.
- ◆ Promote industry unity and provide communication forums for industry partners.
- ◆ Pursue and influence policies, programs and legislation that are responsible to the needs of the industry as a whole.

Some of TANM's Accomplishments

- ◆ Originating the idea of consolidating various segments of the tourism industry for better representation.
- ◆ Persuading the State Legislature to increase New Mexico's Tourism Department's advertising budget over the last 20 years.
- ◆ Sponsoring a state law exempting CVBs and Chambers of Commerce from paying gross receipts tax on lodgers' tax contracts.
- ◆ Recognizing member contributions to New Mexico's tourism industry by instituting the New Mexico Tourism Hall of Fame and developing the TIARA Marketing Awards program.
- ◆ Producing the Annual Governor's Conference on Tourism and trade show, the state's largest annual industry event.
- ◆ Producing the annual Research & Marketing Conference.

Why Should You Join TANM?

Your membership in TANM is an investment in the future of New Mexico's travel and tourism industries.

By becoming a member of TANM you will:

- ◆ Make valuable statewide connections more effectively
- ◆ Maximize your research, marketing and sales efforts
- ◆ Enhance your leadership skills through educational programs
- ◆ Influence relevant legislative issues
- ◆ Stay informed of the latest information on trends and issues affecting New Mexico's tourism industry
- ◆ Emphasize the economic and community-building benefits of tourism
- ◆ Partner with the NM Tourism Department and other industry allies to promote New Mexico as a premier southwest destination
- ◆ Belong to an industry support network that includes federal and state agencies, other state trade associations, destination marketing organizations, tourism attractions and other companies that support tourism throughout the state, including restaurants, hotels and airlines.