



The Voice of the Industry.

6121 Indian School Rd, NE, Suite 216
Albuquerque, NM 87110 * 505-345-5553 * www.tanm.org

TOURISM

New Mexico's largest private sector employer
2nd largest private sector industry (after Extractions=oil/gas, mining)
Brings over **\$6 billion+** to state economy
110,000 employees = Over \$1 billion payroll
Generates \$764 million in tax revenues

All of which helps fund jobs and public programs such as education, Medicaid, police, firefighters, road projects and convention centers.

Tourism is vital to ALL New Mexico communities.

If you do business in New Mexico, you and your family benefit from the tourism industry.

'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.'

Members to date include all Convention and Visitor Bureaus in the state, most Chambers of Commerce, resorts, casinos, hotels, B&B's, attractions, State & National Parks, public lands, restaurants, marketing companies/agencies, municipalities & counties, and many other private businesses.

Join them and Invest today!



The Voice of the Industry.

6121 Indian School Rd, NE, Suite 216
Albuquerque, NM 87110 * 505-345-5553 * www.tanm.org

**In recognition of our 25th yr., we are introducing the
'Silver Sponsorship' = \$5,000**

Benefits can be customized, but already include:

- Membership for 1 year;
- 1 yr feature on our website and logo link in the new Silver Sponsor section;
- Acknowledgement, business profile and logo in each of the year's quarterly online newsletters, in the new Silver Sponsor section;
- Two full registrations to the Governor's Conference (up to 300 delegates plus speakers) including booth space in the tradeshow (if desired), with signage and acknowledgement in all Conference promo/print materials, highlighting the Silver Sponsor status;
- Two registrations to the Research & Marketing Conference (100 delegates plus speakers) with acknowledgment in all promo materials highlighting their Silver Associate status;
- Two tickets to the annual meeting luncheon held during the Legislative session (approx. 100 registrants), with acknowledgment of all Silver Sponsors in attendance;
- Sponsor banner display (you provide) at all annual special events in which we participate –ABQ wine festival booth over Memorial Day weekend (15,000+ attendance), NM State Fair Tourism Day (10,000 attendance), ABQ Balloon Fiesta tourism day – est 3-4000 that one day; Tourism Day at the Legislature in Jan or Feb, and more as opportunities arise.
- Access to full membership database spreadsheet; (235 to date + associates/legislators
- Exclusive member-only access to our quarterly TravelTrends report showing Lodger's Tax revenues for all municipalities and counties, cross referenced by region, visitation at attractions, regional airports – a helpful tool for tracking economic indicators related to travel, preparing board reports and grants.