

1. Overall, how would you rate the following: (5 being the highest rating, 1 being the lowest rating and N/A indicating no opinion)

HOW WOULD YOU RATE THE FOLLOWING:	Average Rating ¹ N=27	Highest Rating-----Lowest Rating					N/A
		5	4	3	2	1	
Organization of the Conference	4.6	74.1%	14.8%	7.4%	3.7%	0.0%	0.0%
Advance Promotion	4.5	53.8%	38.5%	7.7%	0.0%	0.0%	3.7%
Registration Procedures	4.5	61.5%	30.8%	7.7%	0.0%	0.0%	3.7%
Receptions	4.5	52.2%	43.5%	4.3%	0.0%	0.0%	14.8%
Registration Booklet	4.3	45.8%	41.7%	8.3%	0.0%	4.2%	11.1%
Effectiveness of the Conference	4.2	38.5%	46.2%	11.5%	0.0%	3.8%	3.7%
Hall of Fame Banquet	4.2	52.0%	20.0%	24.0%	4.0%	0.0%	7.4%
Food	4.0	26.9%	50.0%	19.2%	0.0%	3.8%	3.7%
Conference Facilities	3.9	18.5%	59.3%	18.5%	3.7%	0.0%	0.0%
Trade Show	3.8	25.9%	37.0%	33.3%	0.0%	3.7%	0.0%
Location of the Conference	3.7	26.9%	30.8%	30.8%	3.8%	7.7%	3.7%

¹ The average includes those who were able to rate the question.

2. How would you rate the overall quality of the following sessions (N/A = did not attend)?

PLEASE RATE HOW USEFUL YOU FOUND EACH OF THE FOLLOWING:	Average Rating ² N=22	Highest-----Lowest					N/A	
		Rating	5	4	3	2		1
<u>Wednesday</u> 3:10 – 4:45 General Session I - Trench Warfare, not surgery ~ Auden Schendler	4.0		29.4%	41.2%	29.4%	0.0%	0.0%	37.0%
<u>Thursday -</u> 8:30 – 9:30 General Session II – Report from Washington ~ Rick Webster	3.8		22.7%	40.9%	31.8%	4.5%	0.0%	18.5%
<u>Thursday -</u> 9:30 – 10:30 General Session III – Social Media Marketing ~ Virginia Lawrence	3.3		18.2%	36.4%	13.6%	18.2%	13.6%	18.5%
<u>Thursday -</u> 3:15 – 4:30 General Session IV – Continental Travelers to NM ~ John Nay & Raymond McGrath	3.3		0.0%	47.4%	31.6%	21.1%	0.0%	29.6%
<u>Friday -</u> 8:30 – 9:30 General Session V – Meeting Life w/Laughter ~ Karyn Ruth White	4.5		55.6%	38.9%	5.6%	0.0%	0.0%	33.3%
<u>Friday -</u> 10:30 – 11:30 General Session VI – New Mexico Tourism Department	3.3		19.0%	28.6%	23.8%	19.0%	9.5%	22.2%

² The average includes those who were able to rate the question.

**Concurrent Breakout Sessions
Thursday, 11:00 – Noon**

PLEASE RATE HOW USEFUL YOU FOUND EACH OF THE FOLLOWING:	Average Rating ³ N=19	Highest Rating-----Lowest Rating					N/A
		5	4	3	2	1	
Session on Legislation & Lodgers Tax ~ Art Bouffard & Allison Kuper	3.5	25.0%	37.5%	0.0%	37.5%	0.0%	70.4%
Impact of Film on tourism ~ Lisa Strout & Jon Hendry	3.5	10.0%	50.0%	30.0%	0.0%	10.0%	63.0%
Eco Tourism ~ Jen Hoffman	3.4	10.5%	31.6%	47.4%	10.5%	0.0%	29.6%

**Concurrent Breakout Sessions
Thursday, 1:45 – 2:45**

PLEASE RATE HOW USEFUL YOU FOUND EACH OF THE FOLLOWING:	Average Rating ³ N=12	Highest Rating-----Lowest Rating					N/A
		5	4	3	2	1	
C.H.A.N.G.E. as Usual ~ Jill Lane	3.9	16.7%	58.3%	25.0%	0.0%	0.0%	55.6%
Impact of film on tourism ~ Lisa Strout & Jon Hendry	3.5	0.0%	50.0%	50.0%	0.0%	0.0%	92.6%
Eco Tourism ~ Jen Hoffman	3.0	0.0%	40.0%	20.0%	40.0%	0.0%	81.5%

Comments:

- Robert Mirabal's performance was fabulous!
- Excellent event. Made several relevant contacts, excellent motivational speaker!
- Great conference! Good energy.
- Extra stuff--comedian, painter, flantist (?)--great! Registration, silent auction great. Trade show could use more vendors offering tourism services. Food great. Sessions good, mostly. I liked having more general sessions than breakouts.
- The general session and breakout sessions were a bit weak. The DOT presentation was not very useful and dragged on way too long.
- Schedule seemed a disaster. Not a single event started or ended on time, every day, every session.
- Of the 12 years I have been attending the Governor's Conference, this was the best. Farmington did a great job. The Hall of Fame Dinner was fabulous!
- Overall, best conference--loved the speakers and performances. Location was difficult, but facilities were nice. Not crazy about the tent for HOF banquet.
- Loved the conference! Looking forward to Buffalo Thunder!
- Great surprise presentation.
- Robert Mirabal was incredible.

³ The average includes those who were able to rate the question.

- Karen Ruth White was great.
- The staff was exceptional! Well qualified and knowledgeable on every event/lecture. Super personalities and they worked long, hard hours. TANM has wonderful members too!
- The counsel generals were not experts on the topics/field. I think the topic is good but we could get better speakers.
- What a great event...nothing was left out--incredible programs, great theme, great deco, seamless transitions and magnificent surprises!
- The painter/inspiration dude was awesome! Loved the unity of the theme. Downside--never on time.
- Schedule regional meetings during conference--not at end when people are tired and have a long drive home.
- The roast beef for the Hall of Fame banquet was not edible.
- I always get so much out of coming to this conference. The commander is intoxicating. I can see how all parts of NM are working so hard to attract and welcome visitors. Partnering with each other is the key.
- Might suggest that the city add short railings to the center stage steps. Several speakers were unsteady looking as they descended...including the mayor. Someone might end up less fortunate, especially bifocals.
- Let's eliminate having conferences in the corners of the state 6-7 hours driving!
- Need to shorten up the NMTD presentation.
- Food was poor, Hall of Fame not comfortable in tent (crowded, hot poor food)
- This was the funnest, but least informative Governor's Conference I've attended in the last 5 or 6 years. I enjoyed Farmington and their beautiful facility, but I thought the guest and certainly the break-out sessions were REALLY weak.
- Too much stuff was politically divided. Not enough about how to "drive" tourism.

What features would you like to see repeated or changed from this year's conference?

- Painter guy and Native American singer were incredible!
- Amount of time dedicated to visiting booths was adequate.
- Trade show was a little crowded.
- Would be great to see TANM have an official program of some sort i.e., industry issues, what's coming.
- Registration booths were wrong, times changed, timing off, ran late a lot.
- The two motivational sessions were fantastic--the painter and laughter. Please keep those types of sessions, even if you book the identical people again.
- I would like to have our international reps do presentations and the NMTD give a presentation on future plans not just a recap.
- If possible, try to keep the politicians off the stage. Too much preaching to the choir.
- Content between sessions--think PM speaker, comedian, Robert Mirabal--all terrific. Really enjoy presentation by NMTD to update us.

- Keep doing the bowling tournament.
- Bring back Robert Mirabal. We will be at a tribal facility.
- Humorist/comedian is always good energy.
- Film industry included again. Hall of Fame banquet--loved cocktails outside to socialize before the wonderful dinner and awards.
- The relevant programming.
- More like Robert Mirabal.
- Put railings on steps up to stage.
- Authentic NM 'entertainment' or cultural, exp--like Robert Mirabal
- AI full breakfast seems to get things off to a good start.
- Duplicate your finale!
- Solve the problem of regional meetings scheduled for the tail end of the conference. If you've travelled with others, they too have to wait.
- The first general session and Governor Richardson's speech were both excellent, but many people missed them because of late arrival. They should have opened the conference on Thursday morning! The silent auction was good. Robert Mirabal and the guy who did the paintings and the comedian were fabulous!
- More substance to state DOT presentation. Work to know future strategy and initiatives, less silliness.

Please share your suggestions for speakers and topics for next year's Conference.

- Might be interesting to have a non-competing state tourism marketing director share marketing strategies.
- I felt that everyone seemed too pressed for time to tack to the vendors. I would like to see more trade show time in schedule. Maybe offer vendors opportunity to serve food as a way to increase flow. You could charge extra as a "snack sponsor". Just a thought.
- The elected officials' reps reading their bosses' letters--"Sorry I couldn't be here..." What a waste of time! The Governor can get away with it, but no other politicians. They add nothing to the conference.
- Tourism as economic development creating a tourism-based business economy, how to encourage existing businesses to increase marketing efforts.
- Hotels of the future--google Hot06
- Space Tourism
- Indian gaming's Impact of the industry.
- Ski area marketing since we have so many in our state by another state, i.e., California, Colorado.
- Generational differences--understanding X and Y generations.
- "Real" green practices.
- Geocaching

- Sustainable tourism practices.
- How to protect, preserve and promote Native American tourism development-- Ron Solimon as keynote speaker.
- More in social internet marketing.
- It's going to be hard to top this year's...especially the finale.
- I was impressed with the variety of speakers from outside of NM! Keep that up!
- More on internet marketing.
- The regional marketing meeting held at different location after the conference was very interesting and more interesting than anything at the conference. Maybe it would be a general session as part of the conference. Also, I think there should be an individual business owner. Lower conference fee so more people who actually deal with tourists every day, like gallery owners or shop keepers could actually attend.
- Consider brainstorming sessions between audience and DOT to collaborate on projects important to industry partners. No current collaboration. Very one-sided.