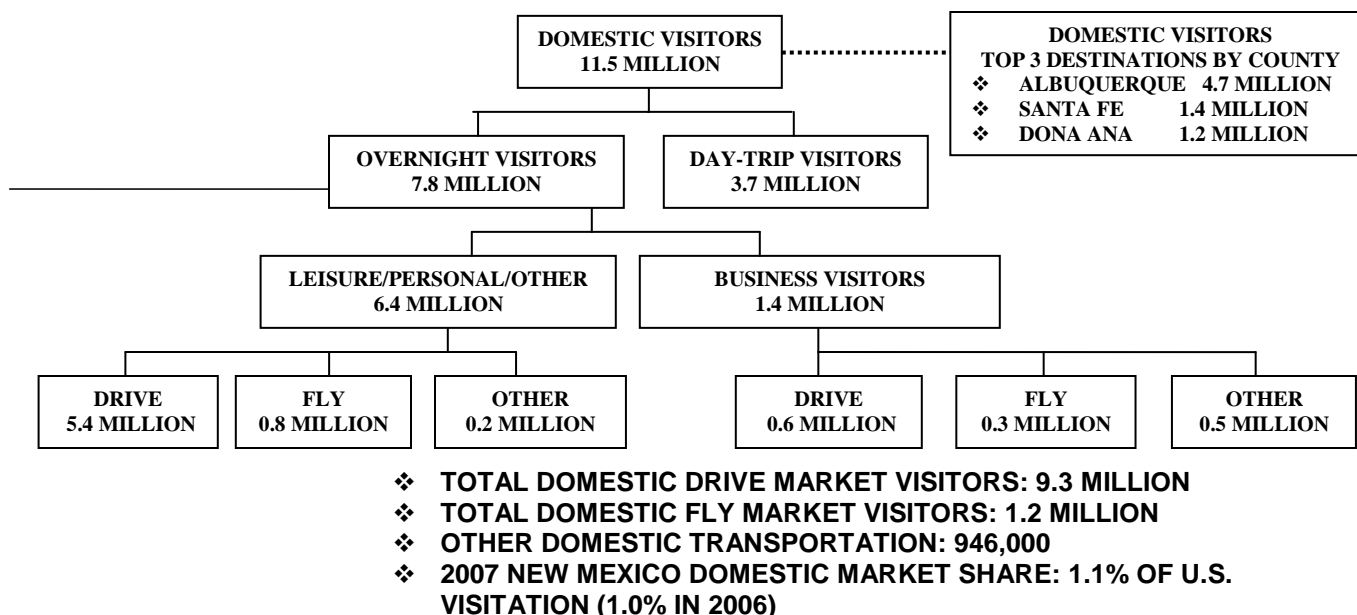


Tourism Fact Sheet

NEW MEXICO 2007 ESTIMATED DOMESTIC VISITATION

Prepared April 2008



OVERNIGHT VISITORS TO NEW MEXICO

TOP 10 STATES OF ORIGIN

NEW MEXICO	OKLAHOMA
TEXAS	FLORIDA
COLORADO	OHIO
ARIZONA	MINNESOTA
CALIFORNIA	ILLINOIS

TOP 10 DESTINATIONS (Alphabetically)

ALBUQUERQUE	RATON
CARLSBAD	ROSWELL
FARMINGTON	RUIDOSO
GALLUP	SANTA FE
LAS CRUCES	TAOS

TRIP CHARACTERISTICS

- ❖ The average overnight party size is 2.6 (2.9 in 2006)
- ❖ Overnight travelers spent an average of 5.3 nights in New Mexico (4.9 in 2006)
- ❖ The average(daytrip and overnight) travel party (2.7) spent \$1,192 during their visit to New Mexico (derived using TIA Economic Impact Model and TNS visitor volumes)

VISITOR DEMOGRAPHICS

- ❖ The average age of the head of household is 47.6 (47.3 in 2006)
- ❖ The median household income is \$56,667 (\$54,722 in 2006)
- ❖ 66% of all head of household visitors to New Mexico are married (68% in 2006)

SOURCE: TNS Travels America, 2008, CRC & Associates, Southwest Planning & Marketing

TNS Travels America, 2008

TNS manages an omnibus panel made up of one million Americans. Sixty thousand surveys (5,000 per month) are completed each year regarding travel within the past 12 months.