

13th Annual New Mexico Infrastructure Finance Conference

October 29, 2008

# New Mexico Tribal Tourism *Developing Partnerships*

**Travis Suazo**

Tourism Development Director/ Indian Tourism Program Manager

New Mexico Tourism Department



# New Mexico Tourism Department

## Mission & History

- ***The mission of the Tourism Department is to market New Mexico as an enchanting destination to the world.***

### ***A Little bit of History...***

- New Mexico was one of the first states in the nation to promote tourism as a means of generating tax revenue.
- In 1935, the Legislature established a New Mexico Tourist Bureau within the State Highway Department, funded by gasoline taxes.
- In 1959, it became the Tourism Division within the New Mexico Department of Development (now called the NM Economic Development Department).
- In 1991, the NM State Legislature split tourism and economic development, creating the NM Tourism Department.
  - The original Travel and Marketing Division and the New Mexico Magazine Division expanded in 1995 to include the Administrative Services Division.
  - In 2001, the state's anti-litter program, New Mexico Clean and Beautiful, joined the Tourism Department.



# Tourism in New Mexico

- Tourism second largest private industry in NM & the largest private sector employer.
- In Fiscal Year 2007, visitor spending in New Mexico amounted to just over \$5 billion.
- This created approximately 80,000 jobs and a payroll of nearly \$1 billion.

# Tourism in New Mexico

- Tourism resulted in \$323 million in state tax revenues, \$34 million<sup>3</sup> in Lodger's tax revenues and \$78 million in local tax revenues.
- “Indian culture” consistently among the top reasons people visit New Mexico
- People who have *not* traveled to New Mexico in the past 5 years list “Indian” or “Native American” and similar keywords among their top impressions of New Mexico.

# NM Indian Tourism Program

- **NM Indian Tourism Program Mission:**
  - Through meaningful consultation with New Mexico's twenty-two Indian tribes and American Indian organizations, the New Mexico Tourism Department (NMTD) assists in developing and promoting Indian tourism to the degree and in the manner desired by individual tribal governments and organizations.
  - NMTD provides assistance to tribes and American Indian organizations with product development, marketing, promotion, outreach, and works to ensure equitable Native American representation in the tourism industry.



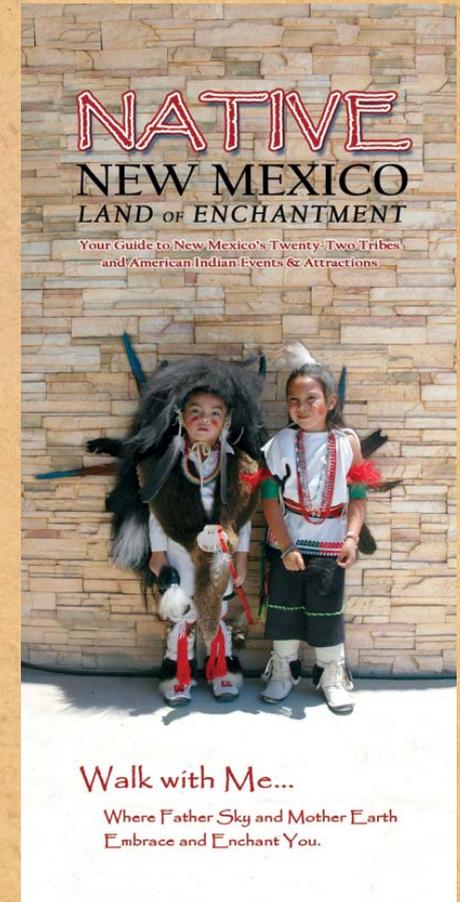
# Indian Tourism Program

- Program position was established in 1992 with the help of the NM Indian Tourism Association
- Position appointed by the Governor of NM
- Past program managers include:
  - Calvin Tafoya, Santa Clara Pueblo
  - Lorentino Lallo, Zuni Pueblo
  - Monica Abeita, Isleta Pueblo



# NM Indian Tourism Program

- A program within the Tourism Development Division. Other programs include Scenic Byways, NM Clean & Beautiful, Cooperative Marketing and a newly created Off-Highway Vehicle (OHV) program.
- Promotional Partnerships: Scenic Byways, Trade Shows, Regional Marketing, Media Relations, Product Development, Co-Op Advertising & Graphic Design assistance.
- Annual printing of the Native NM Guide to New Mexico's 22 Tribes and American Indian events & attractions



# NATIVE

## LAND OF ENCHANTMENT

**NEW MEXICO**  
LAND OF ENCHANTMENT

*Walk with Me...*  
*Where Father Sky and Mother Earth Embrace and Enchant*

Visit New Mexico's 22 Native American Tribes online at: [www.newmexico.org](http://www.newmexico.org)

Examples of print advertising

# NATIVE

## NEW MEXICO

### LAND OF ENCHANTMENT

*Walk with Me...*  
*Where Father Sky and Mother Earth Embrace and Enchant You.*

Call to request Your Guide to New Mexico's  
Twenty-Two Tribes and American Indian Events & Attractions  
Visit [www.newmexico.org/nativeamerica](http://www.newmexico.org/nativeamerica) or call 1.800.733.6396

Ad by the New Mexico Tourism Department- Indian Tourism Program

**NEW MEXICO**  
LAND OF ENCHANTMENT  
NEW MEXICO TOURISM DEPARTMENT



# Recent print advertisement

## NATIVE NEW MEXICO LAND OF ENCHANTMENT

Your Guide to New Mexico's Twenty-Two Tribes  
and American Indian Events & Attractions

Native American communities in New Mexico are home to unsurpassed natural beauty filled with scenic grandeur, offering an endless flow of experiences. The American Indian people of New Mexico live and thrive in...*Native* New Mexico.

Visit [www.newmexico.org/nativeamerica](http://www.newmexico.org/nativeamerica) or  
Call to request your guide at 800.545.2070



New Mexico Tourism Dept.  
Indian Tourism Program

*Corn Maiden's Blessing*, Adrian Wall-Jemez Pueblo  
Indian Pueblo Cultural Center, Albuquerque, NM



# Partnerships

- Twenty-two tribes in New Mexico
- American Indian Organizations
- State Agencies  
(Indian Affairs Dept., Cultural Affairs, State Parks)
- Local Chambers & CVB's
- Federal Agencies
- Other Tribes
- Other States



# Partnership Examples

*Celebrating 35 Years of Outstanding Native American Arts*



**35th Annual  
Eight Northern Indian  
Pueblos Arts & Crafts Show**

*Saturday & Sunday*

**JULY**

Eight Northern Indian Pueblos Arts & Visitors' Center | Ohkay Owingeh, New Mexico

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*Celebrating 36 Years of Outstanding Native American Arts*  
The Southwest's largest Indian-owned and operated Arts & Crafts Market and Exhibit

*36th Annual*  
**Eight Northern Indian Pueblos  
Arts & Crafts Show**



*Saturday & Sunday*  
**July 21 & 22, 2007**  
**505.747.1593**

Arts & Visitors' Center | Ohkay Owingeh, New Mexico



*Celebrating 37 Years of Outstanding Native American Arts*  
The Southwest's largest Indian-owned and operated Arts & Crafts Market and Exhibit

*37th Annual*  
**Eight Northern Indian Pueblos  
Arts & Crafts Show**



*Saturday & Sunday*  
**July 19 & 20, 2008**  
**505.747.1593**

- Over 250 Artists from throughout the Southwest
- Traditional Dances
- Food & Plenty of Sun

Eight Northern Pueblos Arts & Visitors' Center | Ohkay Owingeh, New Mexico

[www.eightnorthern.org](http://www.eightnorthern.org)




# Partnership Examples

  
www.jumpingsun.com

*Celebrating Navajo Artistry & Tradition in Northwestern New Mexico*

## 5th ANNUAL Eastern Navajo Arts & Crafts Festival

Torreon/Star Lake Chapter House- Torreon, New Mexico

**JUNE 28, 2008**  
**Admission: FREE**  
**Begins at 9:00am**

To benefit self-employed Navajo artists, food vendors and other home-based entrepreneurs from the Eastern Navajo Nation Agency



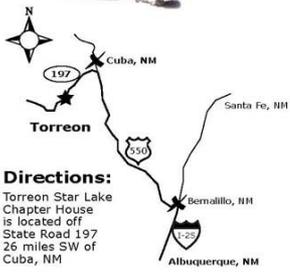
*Live Performances & Dance Groups*  
*Navajo Culture Speakers*  
*Navajo Arts & Crafts*  
*Art Demonstrations*  
*Food Vendors*

Buy original creations directly from local artisans: silversmiths, weavers, sand painters, sculptors, painters, beadworkers, quilters and other creative mediums

Vendor Applications are available for download at [WWW.JUMPINGSUN.COM](http://WWW.JUMPINGSUN.COM)

**Eastern Navajo Arts & Crafts Festival**  
tel. 505.731.2422 or 505.731.2336 (Chapter House)  
website: [www.jumpingsun.com](http://www.jumpingsun.com)  
email: [eastern\\_nacf08@yahoo.com](mailto:eastern_nacf08@yahoo.com)  
mail: PO Box 1054, Cuba, New Mexico 87013

**Festival Supporters:**  
Torreon Community Store, Inc.  
Torreon/Star Lake Chapter of the Navajo Nation  
NM Tourism Dept. - Indian Tourism Program



Alcohol beverages & illegal drugs are strictly prohibited. Not responsible for any accidents, thefts or damages.



# Ongoing Projects

## ***Native NM Guide***

- Promotion of 2008 New Mexico American Indian Events, Markets, Festivals, Feast Days & Powwows.

## ***NM Native arts & crafts authenticity project***

- *Partnership with the Council for Indigenous Arts & Culture* to update and produce informational brochure. Buyer education- tips & guidelines will also be placed within the annual Native NM Guide.
- NMTD Website - Partnership with Indian Arts & Crafts Board to place informational brochure and information within “Native America” portion of NMTD website.

## **NewMexico.org website- Native America Section**

- Update/expand visitor information for tribal community sections- amenities and service offerings. Place available Department video within this site.





# Travis Suazo

Tourism Development Division Director/  
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New Mexico Tourism Department

[travis@newmexico.org](mailto:travis@newmexico.org)

Photos: Courtesy of Indian Pueblo Cultural Center- David Burnett

