



The Voice of the Industry.

New Mexico TravelTrends

FOURTH QUARTER & END OF YEAR 2008

(calendar year)

SUMMARY

CITIES LODGERS' TAX

Lodging revenue was **down -6.3%** for the quarter and **up +2.1%** for year to date.

COUNTIES LODGERS' TAX

County lodging revenue for the quarter was **down -12.59%** for the quarter and **down -2.26%** for year to date.

REGIONAL LODGERS' TAX

This quarter the Northwest region was **up +3.40%**; the Southwest region was **down -13.07%**; the Southeast region was **down -6.53%**; the Northeast region was **up +28.96%**; the North Central region was **down -9.92%** and the Central region was **down -9.31%**. These numbers are unadjusted for those cities which did not report. NM Total was **down -6.92%**.

COMBINED CITY/COUNTY LODGERS' TAX (UNADJUSTED)

	<u>2008 4th Qtr</u>	<u>2007 4th Qtr</u>	<u>% Change</u>
Lodging Revenue	\$ 160,363,102	\$ 172,282,372	-6.92%
Lodgers' Tax Collected	\$ 7,636,282	\$ 7,922,296	-3.7%

	<u>2008 Year End</u>	<u>2007 Year End</u>	<u>% Change</u>
Lodging Revenue	\$ 695,711,334	\$ 682,165,324	+1.2%
Lodgers' Tax Collected	\$ 33,184,298	\$ 32,064,881	+3.3%

According to the Rocky Mountain Lodging Report, published by the New Mexico Lodging Association, statewide occupancy was down in 2008 from 2007, 61.5% for 2008 versus 63.3% in 2008. The average daily room rate was up slightly with \$93.80 in 2008 compared to \$92.26 as the lodging industry attempted to recoup the loss resulting from a decrease in occupancy. REVPAR, or the revenue per available room, however was down in 2008 at \$57.67 compared to \$58.43 for 2007 indicating the inability to recover the loss in occupancy.

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FOURTH QUARTER & END OF YEAR 2008

(calendar year)

SUMMARY ~ Continued

New Mexico Skier Visits

Ski New Mexico, Inc. reported in 1st Qtr 716,522 total skier days for the 2007-2008 ski season, an increase of +4% over 2006-2007.

NM STATE PARKS

In total, state parks **down -18.9%** for the quarter and **down -5.9%** for year end.

NM STATE MUSEUMS AND MONUMENTS

Museums ~ Reporting museums are **up +8.2%** for the quarter and **up +76.1%** for year end.

Note: Farmington Museum hosted early voting which accounts for the large increase.

Monuments ~ are **down -8.7%** for the quarter and **up +2.3%** for year end.

NM AND KEY STATE NATIONAL PARKS

New Mexico national parks are **down -2.0%** this quarter and **down -2.2%** for year end,

Arizona parks are **down -14.6%** this quarter and **down -.8%** for year end,

Texas parks are **up +21.2%** this quarter and **up +3.8%** for year end,

and finally, Colorado parks are **down -13.9%** this quarter and **down -5.3%** for year end.

AIRLINES

Albuquerque International Sunport

Traffic at the Sunport was **down -8.9%** this quarter and **down -0.1%** for year end. The following airlines are no longer providing service: America West Express, Chautauqua, Express Jet, Horizon, Pinnacle, Sky West and Westward.

Key Southwestern Airports

Airports are **down -5.4%** this quarter and **up +61.0%** for year end.

Denver is **flat** this quarter and **up +81.3%** for year end; (due to great increase reported for 1st qtr '08)

Dallas is **down -6.8%** this quarter and **up +68%** for year end; (due to great increase reported for 1st qtr '08)

Phoenix is **down -8.3%** this quarter and **up +42.1%** for the year end;

El Paso is **down -9.6%** this quarter and **down -3.0%** for year end.

NM TOURISM DEPARTMENT

Traffic at Visitor Information Centers is **up +119.5%** this quarter due to the reopening of the Gallup & Glen Rio visitor centers and **up +48%** for year end.

Website inquiries for the quarter are **down -44.2%** this quarter and **down -42.2%** for year end.

Print inquiries were **down -32.8%** for the quarter and **down -6.3%** for year end.

Email sessions were **up +30.3%** for the quarter and **up +25.3%** for year end.

NOTE: The NMTD switched from Urchin to Google Analytics for our Web tracking. Google Analytics is a more accurate tracking system in that it does not count spiders and robots that are not connected to actual users. The Department replacing Metatags and optimizing the site since it's roll out in April of 2008.

NM Lodging Revenue based on Lodger's Tax City Ranking and Comparison

Fourth Quarter (2008-2007)

(Calendar Year)

Copyrighted Material
FN = Footnote
Ranked by Revenue

Compilation: Tourism Association of NM
(505) 345-5553
Source 60 City Governments

Rank	City	% Tax	2008 4th Qtr Tax	2008 4th Qtr Revenue	% Tax	2007 4th Qtr Tax	2007 4th Qtr Revenue	Change	
								\$	%
1	Albuquerque	5%	2,487,296	49,745,920	5%	2,756,129	55,122,574	-5,376,654	-9.8%
2	Santa Fe	4%	1,194,661	29,866,525	4%	1,473,232	36,830,800	-6,964,275	-18.9%
3	Las Cruces	5%	404,882	8,097,640	5%	443,998	8,879,960	-782,320	-8.8%
4	Hobbs	5%	260,971	5,219,423	3%	187,280	6,242,660	-1,023,237	-16.4%
5	Ruidoso	5%	249,424	4,988,484	4.25%	256,105	6,026,000	-1,037,516	-17.2%
6	Gallup	5%	247,683	4,953,660	5%	220,530	4,410,600	543,060	12.3%
7	Farmington	5%	234,489	4,689,773	5%	243,345	4,866,903	-177,130	-3.6%
8	Roswell	5%	219,683	4,393,651	5%	224,221	4,484,419	-90,768	-2.0%
9	Carlsbad	5%	216,379	4,327,580	5%	149,738	2,994,760	1,332,820	44.5%
10	Taos	5%	182,421	3,648,425	5%	199,368	3,987,360	-338,935	-8.5%
11	Los Alamos	5%	145,535	2,910,704	5%	53,446	1,068,920	1,841,784	172.3%
12	Alamogordo	5%	138,395	2,767,900	5%	102,947	2,058,937	708,963	34.4%
13	Clovis	5%	117,263	2,345,267	5%	139,342	2,786,832	-441,566	-15.8%
14	Tucumcari	5%	105,932	2,118,641	5%	100,999	2,019,980	98,661	4.9%
15	Red River	5%	98,273	1,965,463	5%	87,425	1,748,500	216,963	12.4%
16	Santa Rosa	5%	96,028	1,920,560	5%	80,366	1,607,329	313,231	19.5%
17	Grants	5%	91,432	1,828,642	5%	91,439	1,828,787	-145	0.0%
18	Rio Rancho	5%	90,226	1,804,514	5%	102,225	2,044,491	-239,977	-11.7%
19	Socorro	5%	88,280	1,765,607	5%	99,628	1,992,561	-226,954	-11.4%
20	Deming	5%	80,736	1,614,720	5%	91,994	1,839,883	-225,163	-12.2%
21	Silver City	5%	74,873	1,497,460	5%	71,800	1,436,005	61,455	4.3%
22	Raton	5%	73,022	1,460,441	5%	0	0	1,460,441	100.0%
23	Angel Fire	5%	65,375	1,307,491	5%	76,720	1,534,408	-226,916	0.0%
24	Artesia	5%	61,974	1,239,486	5%	55,963	1,119,260	120,226	10.7%
25	Lordsburg	5%	59,181	1,183,623	5%	56,411	1,128,214	55,409	4.9%
26	Las Vegas	4%	46,114	1,152,851	4%	33,203	830,075	322,776	38.9%
27	Chama	4%	45,137	1,128,436	4%	30,589	764,734	363,703	47.6%
28	Moriarty	5%	40,128	802,567	5%	25,465	509,306	293,260	57.6%
29	Clayton	5%	38,285	765,708	5%	34,625	692,505	73,203	10.6%
30	Ruidoso Downs	5%	37,198	743,969	5%	44,808	896,165	-152,197	-17.0%
31	T or C	5%	36,353	727,052	5%	37,649	752,980	-25,928	-3.4%
32	Cloudcroft	5%	28,096	561,920	5%	32,121	642,420	-80,500	-12.5%
33	Bloomfield	3%	19,678	655,933	3%	18,089	602,956	52,977	8.8%
34	Los Lunas	4%	18,370	459,250	4%	16,003	400,064	59,186	14.8%
35	Belen	4%	11,015	275,372	4%	20,459	511,474	-236,102	-46.2%
36	Lovington	5%	10,654	213,079	3%	22,720	757,344	-544,265	-71.9%
37	Elephant Butte	4%	8,719	217,982	4%	7,707	192,663	25,319	13.1%
38	Eagle Nest	3%	7,621	254,032	3%	5,399	179,983	74,050	41.1%
39	Taos Ski Valley	5%	7,012	140,234	5%	7,233	144,660	-4,426	-3.1%
40	Jemez Springs	5%	5,195	103,892	5%	4,294	85,883	18,009	21.0%
41	Aztec	5%	5,035	100,700	5%	5,193	103,868	-3,168	-3.1%
42	Fort Sumner	5%	4,902	98,042	5%	5,950	119,000	-20,958	-17.6%
43	Mountainair	3%	2,650	88,341	3%	0	0	88,341	100.0%
44	Cimarron	4%	2,566	64,152	4%	3,510	87,745	-23,593	-26.9%
45	Logan	3%	2,560	85,320	3%	2,034	67,800	17,520	25.8%



NM Lodging Revenue based on Lodger's Tax City Ranking and Comparison

Fourth Quarter (2008-2007) (Calendar Year)

46	Magdalena	4%	1,864	46,588	4%	2,110	52,756	-6,168	-11.7%
47	Carrizozo	3%	1,747	58,233	3%	1,897	63,224	-4,990	-7.9%
48	Capitan	3%	1,584	52,785	3%	1,508	50,264	2,521	5.0%
49	Columbus	5%	1,194	23,887	3%	901	30,047	-6,160	-20.5%
50	Springer	3%	999	33,300	3%	607	20,249	13,051	64.4%
51	Milan	3%	710	23,668	3%	1,086	36,199	-12,531	-34.6%
52	Williamsburg	3%	523	17,425	3%	688	22,940	-5,515	-24.0%
53	Hatch	3%	489	16,293	3%	11	365	15,928	4363.9%
54	Bernalillo	* 3%	0	0	3%	0	0	0	0.0%
55	Corrales	* 3.5%	0	0	3.5%	1,785	51,000	-51,000	-100.0%
56	Cuba	* 3%	0	0	3%	0	0	0	0.0%
57	Espanola	* 5%	0	0	5%	0	0	0	0.0%
58	Hurley	* 3%	0	0	3%	156	5,196	-5,196	0.0%
59	Mesilla	* 5%	0	0	5%	0	0	0	0.0%
60	Portales	* 5%	0	0	5%	22,282	445,649	-445,649	-100.0%
Total			\$7,470,812	\$156,572,610		\$7,754,735	\$167,179,655	-10,607,045	-6.3%

FOOTNOTES:

New Mexico TravelTrendsMethodology:

- A.** We use gross receipts based on lodger's tax rather than the SIC #7000 gross receipts reported by the New Mexico Taxation & Revenue Department. SIC #7000 (motor hotels, and other transient facilities) is overstated due to other types of sales reported under that SIC #. In some cases SIC #7000 are 30-40% higher than gross receipts based on lodger's tax.
- B.** Several communities do not break out delinquent taxes collected or unpaid taxes from actual month's activity, thus using the YTD data and real growth rates prove more accurate. We adjust a significant amount of these anomalies at the time of contact with the community, reflected in the Real Growth.
- C.** We poll cities, counties, attractions and airports with over 200 calls each quarter. We do not rely on data from the Local Government Tax Division of the DFA.
- D.** Cities/Counties occasionally write off Uncollectibles, thus true State Growth is sometimes understated 1/100th to 1/10th of one percent.

*** = Exclusions**

Bernalillo, Corrales, Cuba, Espanola, Hurley, Mesilla & Portales Amounts were not reported.

NM Lodging Revenue based on Lodger's Tax City Ranking and Comparison

Year End (2008-2007)

(Calendar Year)

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Ranked by Revenue

Compilation: Tourism Association of NM

(505) 345-5553

Source: 60 City Governments

Rank	City	Yr End 08 Revenue	Yr End 07 Revenue	Yr End % Change	Yr End \$ Change	2008 Yr End Mkt. Share	2007 Yr End Mkt. Share
1	Albuquerque	175,471,074	172,162,949	1.9%	3,308,125	25.98%	26.03%
2	Santa Fe	123,594,700	123,468,375	0.1%	126,325	18.30%	18.67%
3	Alamogordo	59,575,718	53,044,563	12.3%	6,531,155	8.82%	8.02%
4	Las Cruces	34,172,300	35,766,500	-4.5%	-1,594,200	5.06%	5.41%
5	Ruidoso	24,565,694	29,413,065	-16.5%	-4,847,371	3.64%	4.45%
6	Farmington	22,344,123	22,387,965	-0.2%	-43,842	3.31%	3.38%
7	Gallup	20,565,070	19,827,882	3.7%	737,188	3.04%	3.00%
8	Roswell	18,903,394	17,652,767	7.1%	1,250,627	2.80%	2.67%
9	Taos	17,105,469	17,561,507	-2.6%	-456,038	2.53%	2.66%
10	Hobbs	17,049,841	18,244,007	-6.5%	-1,194,166	2.52%	2.76%
11	Carlsbad	16,119,940	12,090,040	33.3%	4,029,900	2.39%	1.83%
12	Red River	10,011,854	9,310,723	7.5%	701,131	1.48%	1.41%
13	Tucumcari	9,228,827	9,434,909	-2.2%	-206,082	1.37%	1.43%
14	Clovis	8,831,828	9,341,190	-5.5%	-509,362	1.31%	1.41%
15	Santa Rosa	8,294,415	7,883,196	5.2%	411,219	1.23%	1.19%
16	Rio Rancho	7,784,205	7,078,314	10.0%	705,891	1.15%	1.07%
17	Deming	7,517,170	8,811,995	-14.7%	-1,294,825	1.11%	1.33%
18	Grants	7,421,847	6,783,583	9.4%	638,264	1.10%	1.03%
19	Raton	7,218,376	5,963,226	21.0%	1,255,150	1.07%	0.90%
20	Socorro	6,903,514	6,461,673	6.8%	441,841	1.02%	0.98%
21	Los Alamos	6,627,832	4,573,534	44.9%	2,054,298	0.98%	0.69%
22	Silver City	6,321,175	5,827,193	8.5%	493,982	0.94%	0.88%
23	Taos Ski Valley	6,043,111	5,141,499	17.5%	901,612	0.89%	0.78%
24	Angel Fire	5,238,853	7,115,859	-26.4%	-1,877,006	0.78%	1.08%
25	Las Vegas	5,191,528	4,410,450	17.7%	781,078	0.77%	0.67%
26	Lordsburg	4,830,524	5,603,165	-13.8%	-772,642	0.72%	0.85%
27	Artesia	4,753,003	4,096,071	16.0%	656,933	0.70%	0.62%
28	Ruidoso Downs	3,562,213	3,056,606	16.5%	505,608	0.53%	0.46%
29	Moriarty	3,452,816	2,754,581	25.3%	698,235	0.51%	0.42%
30	Clayton	3,220,087	2,594,745	24.1%	625,343	0.48%	0.39%
31	T or C	3,161,402	2,836,941	11.4%	324,461	0.47%	0.43%
32	Chama	2,695,043	2,300,086	17.2%	394,957	0.40%	0.35%
33	Bloomfield	2,372,454	2,066,021	14.8%	306,433	0.35%	0.31%
34	Cloudcroft	2,353,891	2,468,780	-4.7%	-114,889	0.35%	0.37%
35	Los Lunas	1,674,439	2,072,737	-19.2%	-398,299	0.25%	0.31%
36	Belen	1,534,289	1,804,509	-15.0%	-270,221	0.23%	0.27%
37	Portales *	1,379,171	1,753,257	-21.3%	-374,085	0.20%	0.27%
38	Lovington	1,324,371	1,838,479	-28.0%	-514,108	0.20%	0.28%
39	Bernalillo *	1,060,900	699,746	51.6%	361,154	0.16%	0.11%
40	Elephant Butte	816,991	655,795	24.6%	161,197	0.12%	0.10%
41	Eagle Nest *	804,008	935,965	-14.1%	-131,957	0.12%	0.14%
42	Espanola *	725,643	787,728	-7.9%	-62,085	0.11%	0.12%
43	Fort Sumner	502,549	494,433	1.6%	8,117	0.07%	0.07%
44	Cimarron	460,122	411,840	11.7%	48,282	0.07%	0.06%
45	Aztec	443,763	359,486	23.4%	84,277	0.07%	0.05%



NM Lodging Revenue based on Lodger's Tax City Ranking and Comparison

Year End (2008-2007)

(Calendar Year)

46	Red River	10,011,854	9,310,723	7.5%	701,131	1.48%	1.41%
47	Rio Rancho	7,784,205	7,078,314	10.0%	705,891	1.15%	1.07%
48	Roswell	18,903,394	17,652,767	7.1%	1,250,627	2.80%	2.67%
49	Ruidoso	24,565,694	29,413,065	-16.5%	-4,847,371	3.64%	4.45%
50	Ruidoso Downs	3,562,213	3,056,606	16.5%	505,608	0.53%	0.46%
51	Santa Fe	123,594,700	123,468,375	0.1%	126,325	18.30%	18.67%
52	Santa Rosa	8,294,415	7,883,196	5.2%	411,219	1.23%	1.19%
53	Silver City	6,321,175	5,827,193	8.5%	493,982	0.94%	0.88%
54	Socorro	6,903,514	6,461,673	6.8%	441,841	1.02%	0.98%
55	Springer	112,141	147,281	-23.9%	-35,140	0.02%	0.02%
56	T or C	3,161,402	2,836,941	11.4%	324,461	0.47%	0.43%
57	Taos	17,105,469	17,561,507	-2.6%	-456,038	2.53%	2.66%
58	Taos Ski Valley	6,043,111	5,141,499	17.5%	901,612	0.89%	0.78%
59	Tucumcari	9,228,827	9,434,909	-2.2%	-206,082	1.37%	1.43%
60	Williamsburg	85,695	85,835	-0.2%	-140	0.01%	0.01%
YTD Totals		\$675,429,087	\$661,414,462	2.1%	\$14,014,625	100.0%	100.0%

**Year-End Summary 34 Cities Increased:
25 Cities Decreased:
Real Dollar Growth**

**\$28,900,585
-14,885,960
\$14,014,625**

FOOTNOTES:

New Mexico Travel Trends Methodology:

A. We use gross receipts based on lodger's tax rather than the SIC #7000 gross receipts reported by the New Mexico Taxation & Revenue Department. SIC #7000 (motor hotels, and other transient facilities) is overstated due to other types of sales reported under that SIC#. In some cases SIC #7000 are 30-40% higher than gross receipts based on lodger's tax.

B. Several communities do not break out delinquent taxes collected or unpaid taxes from actual month's activity, thus using the YTD data and Real Growth Rates prove more accurate. We adjust a significant amount of these anomalies at the time of contact with the community by Exclusion, reflected in the Real Growth Rate.

C. Community Market Share: Based on all communities reporting lodger's tax. This computation results in a minor market share dilution in the current period due to first

*** = Exclusions**

Cuba does not respond to requests for this report

Bernalillo, Corrales, Eagle Nest, Espanola, Hurley, Jemez Springs, Mesilla, Mountainair & Portales - Data Incomplete

NM Lodging Revenue based on Lodger's Tax County Ranking and Comparison

Fourth Quarter and Year-End (2008- 2007)

(Calendar Year)

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FN = Footnote

Ranked by Revenue

Compilation: Tourism Association of NM

(505) 345-5553

Source: 9 County Governments

Fourth Quarter

Rank	County	% Tax	2008 4th Qtr Lodger's Tax	2008 4th Qtr Lodging Revenue	% Tax	2007 4th Qtr Lodger's Tax	2007 4th Qtr Lodging Revenue	Change	
								Revenue	%
1	Santa Fe	4%	83,434	2,085,850	4%	83,212	2,080,311	5,540	0.27%
2	Taos	5%	59,417	1,188,340	5%	75,592	1,511,840	-323,500	-21.40%
3	Grant	5%	17,540	350,800	5%	16,056	321,128	29,672	9.24%
4	Lincoln	4%	10,254	256,350	4%	14,833	370,832	-114,482	-30.87%
5	San Miguel	5%	6,680	133,600	5%	8,431	168,615	-35,015	-20.77%
6	Eddy	5%	6,069	121,385	5%	12,097	241,944	-120,559	-49.83%
7	Sandoval	5%	3,000	60,000	5%	4,423	88,455	-28,455	-32.17%
8	Luna	5%	1,431	28,620	3%	1,476	49,185	-20,565	-41.81%
9	Sierra	3%	950	31,667	3%	1,126	37,539	-5,872	-15.64%
Totals			\$188,775	\$4,256,611		\$217,247	\$4,869,849	-\$613,237	-12.59%

Year End

Rank	County	% Tax	Yr End 08 Revenue	Yr End 07 Revenue	Yr End % Change	Yr End \$ Change	2008 Yr End	2007 Yr End
							Mkt Share	Mkt Share
1	Santa Fe	4%	9,702,782	9,570,004	1.39%	\$132,778	47.84%	46.12%
2	Taos	5%	5,342,120	5,502,500	-2.91%	-\$160,380	26.34%	26.52%
3	Grant	5%	1,582,093	1,457,572	8.54%	\$124,521	7.80%	7.02%
4	Lincoln	4%	1,459,235	1,590,744	-8.27%	-\$131,509	7.19%	7.67%
5	Eddy	5%	971,775	1,308,297	-25.72%	-\$336,522	4.79%	6.30%
6	San Miguel	5%	749,280	706,467	6.06%	\$42,813	3.69%	3.40%
7	Sandoval	5%	267,481	360,625	-25.83%	-\$93,144	1.32%	1.74%
8	Sierra	3%	115,056	129,170	-10.93%	-\$14,114	0.57%	0.62%
9	Luna	5%	92,424	125,483	-26.35%	-\$33,059	0.46%	0.60%
Totals			\$20,282,247	\$20,750,862	-2.26%	-\$468,615	100.00%	100.00%

FOOTNOTES:

New Mexico TravelTrends Methodology:

A. We use gross receipts based on lodger's tax rather than the SIC #7000 gross receipts reported by the New Mexico Taxation & Revenue Department. SIC #7000 (motor hotels, and other transient facilities) is overstated because other kinds of sales are often reported under that number. In some cases, SIC #7000 are 30-40% higher than gross receipts based on lodger's tax.

B. Some counties do not break out delinquent taxes collected or unpaid taxes from actual month's activity, thus using the YTD data and real growth rates prove more accurate. We adjust a significant amount of these anomalies at the time of contact with the community and reflect these adjustments in the in New Mexico's Real Growth Rate.

Changes in Lodger's Tax Rates:

Luna County increased its rate from 3% to 5% in January 2005.



NM Lodging Revenue based on Lodger's Tax City, County and Regional Comparison

Fourth Quarter 2008-2007 (Unadjusted)

(Calendar Year)

Compilation: Tourism Association of NM
(505) 345-5553

Source: 60 City & 9 County Governments

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FN =Footnote
Ranked by Revenue

Rank		% Tax	2008		% Tax	2007		Change		Market Share %	
			4th Qtr	4th Qtr		4th Qtr	4th Qtr	Revenue	%	2008	2007
Northwest Region #1			Tax	Revenue		Tax	Revenue				
1	Gallup	5%	247,683	4,953,660	5%	220,530	4,410,600	543,060	12.31%	3.09%	2.56%
2	Farmington	5%	234,489	4,689,773	5%	243,345	4,866,903	-177,130	-3.64%	2.92%	2.82%
3	Grants	5%	91,432	1,828,642	5%	91,439	1,828,787	-145	-0.01%	1.14%	1.06%
4	Bloomfield	3%	19,678	655,933	3%	18,089	602,956	52,977	8.79%	0.41%	0.35%
5	Aztec	5%	5,035	100,700	5%	5,193	103,868	-3,168	-3.05%	0.06%	0.06%
6	Milan	3%	710	23,668	3%	1,086	36,199	-12,531	-34.62%	0.01%	0.02%
Total Region #1			\$599,027	\$12,252,377		\$579,683	\$11,849,313	\$403,064	3.40%	7.64%	6.88%

Southwest Region #2											
1	Las Cruces	5%	404,882	8,097,640	5%	443,998	8,879,960	-782,320	-8.81%	5.05%	5.15%
2	Socorro	5%	88,280	1,765,607	5%	99,628	1,992,561	-226,954	-11.39%	1.10%	1.16%
3	Deming	5%	80,736	1,614,720	3%	91,994	3,066,471	-1,451,751	-47.34%	1.01%	1.78%
4	Silver City	5%	74,873	1,497,460	5%	71,800	1,436,005	61,455	4.28%	0.93%	0.83%
5	Lordsburg	5%	59,181	1,183,623	5%	56,411	1,128,214	55,409	4.91%	0.74%	0.65%
6	T or C	5%	36,353	727,052	5%	37,649	752,980	-25,928	-3.44%	0.45%	0.44%
7	Grant County	5%	17,540	350,800	5%	16,056	321,128	29,672	9.24%	0.22%	0.19%
8	Elephant Butte	4%	8,719	217,982	4%	7,707	192,663	25,319	13.14%	0.14%	0.11%
9	Magdalena	4%	1,864	46,588	4%	2,110	52,756	-6,168	-11.69%	0.03%	0.03%
10	Luna County	5%	1,431	28,620	3%	1,476	49,185	-20,565	-41.81%	0.02%	0.03%
11	Columbus	5%	1,194	23,887	3%	901	30,047	-6,160	-20.50%	0.01%	0.02%
12	Sierra County	3%	950	31,667	3%	1,126	37,539	-5,872	-15.64%	0.02%	0.02%
13	Williamsburg	3%	523	17,425	3%	688	22,940	-5,515	-24.04%	0.01%	0.01%
14	Hatch	3%	489	16,293	3%	11	365	15,928	4363.93%	0.01%	0.00%
15	Hurley	3%	0	0	3%	156	5,196	-5,196	-100.00%	0.00%	0.00%
16	Mesilla	5%	0	0	5%	0	0	0	0.00%	0.00%	0.00%
Total Region #2			\$777,015	\$15,619,364		\$831,711	\$17,968,011	-\$2,348,647	-13.07%	9.74%	10.43%

Southeast Region #3											
1	Hobbs	5%	260,971	5,219,423	3%	187,280	6,242,660	-1,023,237	-16.39%	3.25%	3.62%
2	Ruidoso	5%	249,424	4,988,484	4.25%	256,105	6,026,000	-1,037,516	-17.22%	3.11%	3.50%
3	Roswell	5%	219,683	4,393,651	5%	224,221	4,484,419	-90,768	-2.02%	2.74%	2.60%
4	Carlsbad	5%	216,379	4,327,580	5%	149,738	2,994,760	1,332,820	44.51%	2.70%	1.74%
5	Alamogordo	5%	138,395	2,767,900	5%	102,947	2,058,937	708,963	34.43%	1.73%	1.20%
6	Clovis	5%	117,263	2,345,267	5%	139,342	2,786,832	-441,566	-15.84%	1.46%	1.62%
7	Artesia	5%	61,974	1,239,486	5%	55,963	1,119,260	120,226	10.74%	0.77%	0.65%
8	Ruidoso Downs	5%	37,198	743,969	5%	44,808	896,165	-152,197	-16.98%	0.46%	0.52%
9	Cloudcroft	5%	28,096	561,920	5%	32,121	642,420	-80,500	-12.53%	0.35%	0.37%
10	Lovington	5%	10,654	213,079	3%	22,720	757,344	-544,265	-71.87%	0.13%	0.44%
11	Lincoln County	4%	10,254	256,350	4%	14,833	370,832	-114,482	-30.87%	0.16%	0.22%
12	Eddy County	5%	6,069	121,385	5%	12,097	241,944	-120,559	-49.83%	0.08%	0.14%
13	Fort Sumner	5%	4,902	98,042	5%	5,950	119,000	-20,958	-17.61%	0.06%	0.07%
14	Carrizozo	3%	1,747	58,233	3%	1,897	63,224	-4,990	-7.89%	0.04%	0.04%
15	Capitan	3%	1,584	52,785	3%	1,508	50,264	2,521	5.02%	0.03%	0.03%
16	Portales	5%	0	0	5%	22,282	445,649	-445,649	-100.00%	0.00%	0.26%
Total Region #3			\$1,364,594	\$27,387,552		\$1,273,812	\$29,299,710	-\$1,912,158	-6.53%	17.08%	17.01%

(Continued on Next Page)

NM Lodging Revenue based on Lodger's Tax City, County and Regional Comparison

Fourth Quarter 2008-2007 (Unadjusted)

(Continued from Previous Page)

Rank		% Tax	2008		2007		Change		Market Share %		
			4th Qtr	4th Qtr	4th Qtr	4th Qtr	Revenue	%	2008	2007	
(Calendar Year)											
Northeast Region #4			Tax	Revenue	Tax	Revenue	Revenue	%	2008	2007	
1	Tucumcari	5%	105,932	2,118,641	5%	100,999	2,019,980	98,661	4.88%	1.32%	1.17%
2	Santa Rosa	5%	96,028	1,920,560	5%	80,366	1,607,329	313,231	19.49%	1.20%	0.93%
3	Raton	5%	73,022	1,460,441	5%	0	0	1,460,441	#DIV/0!	0.91%	0.00%
4	Angel Fire	5%	65,375	1,307,491	5%	76,720	1,534,408	-226,916	-14.79%	0.82%	0.89%
5	Las Vegas	4%	46,114	1,152,851	4%	33,203	830,075	322,776	38.89%	0.72%	0.48%
6	Clayton	5%	38,285	765,708	5%	34,625	692,505	73,203	10.57%	0.48%	0.40%
7	Eagle Nest	3%	7,621	254,032	3%	5,399	179,983	74,050	41.14%	0.16%	0.10%
8	San Miguel County	5%	6,680	133,600	5%	8,431	168,615	-35,015	-20.77%	0.08%	0.10%
9	Cimarron	4%	2,566	64,152	4%	3,510	87,745	-23,593	-26.89%	0.04%	0.05%
10	Logan	3%	2,560	85,320	3%	2,034	67,800	17,520	25.84%	0.05%	0.04%
11	Springer	3%	999	33,300	3%	607	20,249	13,051	64.45%	0.02%	0.01%
Total Region #4			\$445,182	\$9,296,096		\$345,896	\$7,208,688	\$2,087,409	28.96%	5.80%	4.18%
North Central Region #5											
1	Santa Fe	4%	1,194,661	29,866,525	4%	1,473,232	36,830,800	-6,964,275	-18.91%	18.62%	21.38%
2	Taos	5%	182,421	3,648,425	5%	199,368	3,987,360	-338,935	-8.50%	2.28%	2.31%
3	Los Alamos	5%	145,535	2,910,704	5%	53,446	1,068,920	1,841,784	172.30%	1.82%	0.62%
4	Red River	5%	98,273	1,965,463	5%	87,425	1,748,500	216,963	12.41%	1.23%	1.01%
5	Santa Fe County	4%	83,434	2,085,850	4%	83,212	2,080,311	5,540	0.27%	1.30%	1.21%
6	Chama	4%	45,137	1,128,436	4%	30,589	764,734	363,703	47.56%	0.70%	0.44%
7	Taos County	5%	36,111	722,220	5%	25,906	518,120	204,100	39.39%	0.45%	0.30%
8	Taos Ski Valley	5%	7,012	140,234	5.0%	7,233	144,660	-4,426	-3.06%	0.09%	0.08%
9	Espanola	5%	0	0	5%	0	0	0	0.00%	0.00%	0.00%
Total Region #5			\$1,792,585	\$42,467,857		\$1,960,412	\$47,143,404	-\$4,675,547	-9.92%	26.48%	27.36%
Central Region #6											
1	Albuquerque	5%	2,487,296	49,745,920	5%	2,756,129	55,122,574	-5,376,654	-9.75%	31.02%	32.00%
2	Rio Rancho	5%	90,226	1,804,514	5%	102,225	2,044,491	-239,977	-11.74%	1.13%	1.19%
3	Moriarty	5%	40,128	802,567	5%	25,465	509,306	293,260	57.58%	0.50%	0.30%
4	Los Lunas	4%	18,370	459,250	4%	16,003	400,064	59,186	14.79%	0.29%	0.23%
5	Belen	4%	11,015	275,372	4%	20,459	511,474	-236,102	-46.16%	0.17%	0.30%
6	Jemez Springs	5%	5,195	103,892	5%	4,294	85,883	18,009	20.97%	0.06%	0.05%
7	Sandoval County	5%	3,000	60,000	5%	4,423	88,455	-28,455	-32.17%	0.04%	0.05%
8	Mountainair	3%	2,650	88,341	3%	0	0	88,341	100.00%	0.06%	0.00%
9	Bernalillo	3%	0	0	3%	0	0	0	0.00%	0.00%	0.00%
10	Corrales	3.5%	0	0	3.5%	1,785	51,000	-51,000	-100.00%	0.00%	0.03%
11	Cuba	3%	0	0	3%	0	0	0	0.00%	0.00%	0.00%
Total Region #6			\$2,657,880	\$53,339,856		\$2,930,782	\$58,813,248	-\$5,473,392	-9.31%	33.26%	34.14%
New Mexico Total			\$7,636,282	\$160,363,102		\$7,922,296	\$172,282,372	-\$11,919,271	-6.92%	100.00%	100.00%



NM State Parks Ranking and Comparison by Year-End Attendance

Fourth Quarter and Year-End (2008-2007)

(Calendar Year)

Copyrighted Material

FN =Footnote

Ranked by Attendance

Compilation: Tourism Association of NM

(505) 345-5553

Source: State Parks Division of

Energy, Minerals & Natural Resources

Rank	Park	2008 4th Qtr	2007 4th Qtr	QTR % Change	2008 YTD	2007 YTD	YTD % Change	2008 YTD Mkt Share	2007 YTD Mkt Share
1	Elephant Butte	99,397	123,301	-19.4%	980,145	1,024,583	-4.3%	22.73%	22.36%
2	Navajo	60,363	83,589	-27.8%	346,378	526,285	-34.2%	8.03%	11.49%
3	Eagle Nest Lake	26,813	28,934	-7.3%	154,039	124,111	24.1%	3.57%	2.71%
4	Caballo Lake	24,885	26,346	-5.5%	232,336	187,382	24.0%	5.39%	4.09%
5	Bottomless Lake	24,224	25,178	-3.8%	175,585	190,578	-7.9%	4.07%	4.16%
6	Heron Lake	20,703	19,742	4.9%	125,297	115,978	8.0%	2.91%	2.53%
7	Ute Lake	19,819	25,761	-23.1%	373,883	431,161	-13.3%	8.67%	9.41%
8	Storrie Lake	17,889	24,278	-26.3%	226,418	254,205	-10.9%	5.25%	5.55%
9	Sugarite Canyon	15,909	19,757	-19.5%	109,745	130,856	-16.1%	2.55%	2.86%
10	Rio Grande Nature Center	15,402	24,873	-38.1%	129,853	138,203	-6.0%	3.01%	3.02%
11	Leasburg	14,083	16,962	-17.0%	92,208	114,316	-19.3%	2.14%	2.50%
12	Clayton Lake	12,774	8,517	50.0%	106,309	84,566	25.7%	2.47%	1.85%
13	Cimarron Canyon	11,833	14,818	-20.1%	124,014	100,896	22.9%	2.88%	2.20%
14	Rock Hound	11,592	18,445	-37.2%	53,106	69,020	-23.1%	1.23%	1.51%
15	Conchas Lake	11,344	19,262	-41.1%	150,264	169,233	-11.2%	3.49%	3.69%
16	Santa Rosa Lake	11,234	13,963	-19.5%	102,785	78,855	30.3%	2.38%	1.72%
17	Fenton Lake	11,217	11,292	-0.7%	136,534	117,068	16.6%	3.17%	2.56%
18	Oliver Lee	10,606	10,369	2.3%	43,862	44,256	-0.9%	1.02%	0.97%
19	City Of Rocks	8,833	11,522	-23.3%	42,536	49,551	-14.2%	0.99%	1.08%
20	Brantley Lake	8,799	13,392	-34.3%	73,301	88,736	-17.4%	1.70%	1.94%
21	Villa Nueva	8,732	9,562	-8.7%	53,538	59,798	-10.5%	1.24%	1.31%
22	Pancho Villa	7,987	16,780	-52.4%	58,875	57,072	3.2%	1.37%	1.25%
23	Living Desert	6,730	7,652	-12.0%	49,038	50,847	-3.6%	1.14%	1.11%
24	Vietnam Veterans' Memorial	5,906	0	0.0%	39,471	40,587	0.0%	0.92%	0.89%
25	El Vado Lake	5,896	5,711	3.2%	70,073	40,007	75.2%	1.63%	0.87%
26	Sumner Lake	4,574	4,445	2.9%	33,540	38,935	-13.9%	0.78%	0.85%
27	Percha Dam	4,568	6,831	-33.1%	44,778	63,978	-30.0%	1.04%	1.40%
28	Morphy Lake	4,445	3,610	23.1%	76,451	53,860	41.9%	1.77%	1.18%
29	Coyote Creek	3,131	4,214	-25.7%	42,755	48,557	-11.9%	0.99%	1.06%
30	Oasis	3,104	4,604	-32.6%	20,530	23,066	-11.0%	0.48%	0.50%
31	Hyde Memorial	3,055	6,271	-51.3%	29,057	33,090	-12.2%	0.67%	0.72%
32	Manzano	850	2,247	-62.2%	3,949	15,300	0.0%	0.09%	0.33%
33	Rock Hound Springs	805	1,449	-44.4%	6,013	7,106	-15.4%	0.14%	0.16%
34	Bluewater Lake	638	632	0.9%	4,803	9,693	-50.4%	0.11%	0.21%
Total		498,140	614,309	-18.9%	4,311,469	4,581,735	-5.9%	100.00%	100.00%

FOOTNOTES:

A. Visitation is volatile to each state park due to weather, roads, fishing and changes in monitoring equipment. The "Total Row" is more reliable than each park's quarterly visitation numbers. Year to date totals are a better indicator as the volatility of individual park attendance adjusts out.

NM Museums and Monuments Ranking and Comparison by Year-End Attendance

Fourth Quarter and Year-End (2008-2007) (Calendar Year)

Copyrighted Material
FN =Footnote
Ranked by Attendance

Compilation: Tourism Association of NM
(505) 345-5553
Source: Department of Cultural Affairs &
Individual Museums

MUSEUMS

Rank	Museum		2008 4th Qtr	2007 4th Qtr	Qtr % Change	2008 YTD	2007 YTD	YTD % Change	2008 YTD Mkt Share	2007 YTD Mkt Share
1	Albuquerque Biological Park	A	214,698	199,261	7.7%	2,064,268	1,080,290	91.1%	42.83%	39.47%
2	Albuquerque Museums	FN2	51,715	43,125	19.9%	303,737	142,104	113.7%	6.30%	5.19%
3	Georgia O'Keeffe Museum		46,252	39,265	17.8%	56,045	148,884	-62.4%	1.16%	5.44%
4	NM Museum of Nat. History & Science	c	45,544	47,323	-3.8%	420,062	233,424	80.0%	8.72%	8.53%
6	EXPLORA Science Museum	#	45,143	0	100.0%	365,880	56,946	542.5%	7.59%	2.08%
7	NM National Hispanic Cultural Center	c	33,282	33,228	0.2%	215,901	101,492	112.7%	4.48%	3.71%
8	Farmington Museum	FN3	31,318	17,359	80.4%	154,155	67,560	128.2%	3.20%	2.47%
9	NM Museum of Art	c	21,020	14,045	49.7%	131,215	77,233	69.9%	2.72%	2.82%
10	NM Museum of International Folk Art	c	16,863	15,216	10.8%	136,381	69,335	96.7%	2.83%	2.53%
11	NM Museum of Space History	c	16,532	19,438	-15.0%	195,991	106,165	84.6%	4.07%	3.88%
12	Indian Pueblo Cultural Center		14,956	23,117	-35.3%	99,210	75,422	31.5%	2.06%	2.76%
13	Bradbury Science Museum		14,669	17,785	-17.5%	135,807	75,935	78.8%	2.82%	2.77%
14	El Rancho de las Golondrinas	#	12,918	16,803	-23.1%	47,181	34,922	35.1%	0.98%	1.28%
15	NM Museum of Indian Arts & Culture	c	9,975	9,380	6.3%	77,398	42,217	83.3%	1.61%	1.54%
16	NM Palace of the Governors	c	8,521	11,943	-28.7%	97,880	57,663	69.7%	2.03%	2.11%
17	Roswell Museum and Art Center		8,254	997	727.9%	36,579	12,237	198.9%	0.76%	0.45%
18	National Atomic Museum		6,703	7,818	-14.3%	55,771	28,849	93.3%	1.16%	1.05%
19	NM Farm & Ranch Heritage Museum	c	5,706	6,932	-17.7%	62,839	26,554	136.6%	1.30%	0.97%
20	Hubbard Museum of American West	B	4,980	5,521	-9.8%	48,610	30,932	57.2%	1.01%	1.13%
21	Tinkertown Museum		2,608	2,644	-1.4%	17,223	17,219	0.0%	0.36%	0.63%
22	Mesalands Dinosaur Museum		2,085	1,946	7.1%	27,766	15,054	84.4%	0.58%	0.55%
23	Carlsbad Museum & Art Center		1,662	1,923	-13.6%	6,721	6,297	6.7%	0.14%	0.23%
24	Robert H. Goddard Planetarium		1,400	7,391	-81.1%	3,582	38,309	-90.6%	0.07%	1.40%
25	Herzstein Memorial Museum		377	259	45.6%	2,844	1,494	90.4%	0.06%	0.05%
26	Int'l UFO Museum & Research Center	#*	0	25,450	-100.0%	49,779	139,414	-64.3%	1.03%	5.09%
27	LodeStar Astronomy Center	FN3	0	0	-100.0%	0	44,512	-100.0%	0.00%	1.63%
28	Museum of Mining	#*	0	2,231	-100.0%	6,517	6,482	0.5%	0.14%	0.24%
Total			617,181	570,400	8.2%	4,819,342	2,736,945	76.1%	100.00%	100.00%

FOOTNOTES:

- FN1.**
A. Albuquerque Biological Park: Includes the Albuquerque Aquarium, Rio Grande Botanic Garden and Rio Grande Zoo.
B. Hubbard Museum of American West: Consists of the main museum, visitor center, and Historic Lincoln.
C. Museum of Art (formerly NM Museum of Fine Arts), Museum of Indian Arts & Culture, Museum of International Folk Art, National Hispanic Cultural Ctr, NM Farm & Ranch Museum, NM Museum of Natural History, NM Museum of Space History: State of New Mexico Facilities

FN2
Albuquerque Museums include: Albuq Museum of Art & History, Andreson-Abruzzo Int'l Balloon museum and Casa San ysidor

FN3
A. LodeStar: Comprises LodeStar Planetarium and LodeStar Virtual Voyages, which are two of the four venues at the NM Museum of Natural History
 LodeStar's attendance is included in the total vistration for the Museum of Natural History, therefore LodeStar attendance is excluded from Real Growth and Market Share calculations.
B. Farmington Museum.....October '08 hosted early voting, thus the larger quarterly figures

* No reply to our repeated request for information
 # Data Incomplete

MONUMENTS

Source: Department of Cultural Affairs

Rank	Monument		2008 4th Qtr	2007 4th Qtr	Qtr % Change	2008 Yr. End	2007 Yr. End	Yr. End % Change	2008 YTD Mkt Share	2007 YTD Mkt Share
1	Lincoln		5,774	5,190	11.3%	34,340	30,035	14.3%	0.71%	1.10%
2	Coronado		3,146	4,068	-22.7%	13,332	13,894	-4.0%	0.28%	0.51%
3	Jemez		2,591	3,949	-34.4%	12,400	13,161	-5.8%	0.26%	0.48%
4	El Camino Real Int'l Heritage Center		2,358	2,214	6.5%	6,871	7,721	-11.0%	0.14%	0.28%
5	Fort Sumner		1,098	857	28.1%	4,847	5,265	-7.9%	0.10%	0.19%
6	Fort Selden		1,011	1,220	-17.1%	5,982	5,919	1.1%	0.12%	0.22%
Total			15,978	17,498	-8.7%	77,772	75,995	2.3%	100.00%	100.00%



National Parks Ranking and Comparison by Year-End Attendance

Fourth Quarter and Year-End (2008-2007)

(Calendar Year)

Copyrighted Material
FN =Footnote
Ranked by Attendance

Compilation: Tourism Association of NM
(505) 345-5553
Source: National Park Service, Division of
US Department of the Interior

NEW MEXICO

Rank	Park	2008 4th Qtr	2007 4th Qtr	Qtr Change	2008 YTD	2007 YTD	YTD % Change	2008 Mkt Share	2007 Mkt Share
1	White Sands NM	89,026	87,216	2.1%	438,511	436,742	0.4%	28.19%	27.45%
2	Carlsbad Caverns NP	67,767	64,645	4.8%	400,381	409,557	-2.2%	25.74%	25.74%
3	(cave entries) FN3	58,029	13,009	346.1%	345,571	227,716	51.8%	22.22%	14.31%
4	Bandelier NM	40,053	42,609	-6.0%	207,651	224,133	-7.4%	13.35%	14.09%
5	Petroglyph NM	30,166	27,765	8.6%	115,539	112,864	2.4%	7.43%	7.09%
6	El Malpais NM	21,810	29,266	-25.5%	114,946	110,639	3.9%	7.39%	6.95%
7	El Morro NM	9,076	9,671	-6.2%	45,175	51,481	-12.2%	2.90%	3.24%
8	Salinas Pueblo Missions NM	7,289	7,221	0.9%	31,244	33,054	-5.5%	2.01%	2.08%
9	Chaco Culture NHP	7,155	7,326	-2.3%	36,584	37,055	-1.3%	2.35%	2.33%
10	Gila Cliff Dwellings NM	6,817	7,422	-8.2%	38,990	42,196	-7.6%	2.51%	2.65%
11	Aztec Ruins NM	6,036	6,209	-2.8%	38,536	39,538	-2.5%	2.48%	2.48%
12	Pecos NHP	5,854	7,094	-17.5%	32,696	34,297	-4.7%	2.10%	2.16%
13	Capulin Volcano NM	5,085	5,313	-4.3%	45,175	49,181	-8.1%	2.90%	3.09%
14	Fort Union NM	1,472	1,791	-17.8%	9,886	10,341	-4.4%	0.64%	0.65%
Adjusted Total		297,606	303,548	-2.0%	1,555,314	1,591,078	-2.2%	100.00%	100.00%

Footnotes:

FN3: Excluded from real growth

A. Cave Entries: measure exactly the number of people entering the cave. Park visitation at Carlsbad Caverns is determined by using a cave entry count + 10% formula. Cave entries will always be less than total park visitation.

ARIZONA

Rank	Park	2008 4th Qtr	2007 4th Qtr	Qtr % Change	2008 YTD	2007 YTD	YTD % Change	2008 Mkt Share	2007 Mkt Share
1	Grand Canyon NP	723,161	786,655	-8.1%	4,384,583	4,335,296	1.1%	40.63%	39.85%
2	Lake Mead NRA	380,980	343,385	10.9%	1,979,200	1,911,450	3.5%	18.34%	17.57%
3	Saguaro NP	154,061	159,754	-3.6%	696,804	653,321	6.7%	6.46%	6.01%
4	Canyon de Chelly NM	143,231	145,020	-1.2%	818,626	826,718	-1.0%	7.58%	7.60%
5	Montezuma Castle NM	122,318	119,693	2.2%	621,411	593,554	4.7%	5.76%	5.46%
6	Petrified Forest NP	99,727	96,693	3.1%	552,248	560,090	-1.4%	5.12%	5.15%
7	Organ Pipe Cactus NM	76,522	395,406	-80.6%	421,662	644,707	-34.6%	3.91%	5.93%
8	Wupatki NM	40,367	40,405	-0.1%	227,194	239,299	-5.1%	2.11%	2.20%
9	Sunset Crater Volcano NM	36,546	46,406	-21.2%	207,866	228,160	-8.9%	1.93%	2.10%
10	Coronado NMEM	25,859	13,111	97.2%	91,027	71,700	27.0%	0.84%	0.66%
11	Tuzigoot NM	23,823	24,050	-0.9%	102,809	108,102	-4.9%	0.95%	0.99%
12	Walnut Canyon NM	21,843	24,349	-10.3%	101,832	125,049	-18.6%	0.94%	1.15%
13	Glen Canyon NRA	18,061	18,453	-2.1%	155,259	151,529	2.5%	1.44%	1.39%
14	Tumacacori NHP	17,320	16,194	7.0%	45,079	45,485	-0.9%	0.42%	0.42%
15	Hubbell Trading Post NHS	15,586	9,979	56.2%	61,954	68,888	-10.1%	0.57%	0.63%
16	Casa Grande Ruins NM	15,428	14,768	4.5%	73,083	76,854	-4.9%	0.68%	0.71%
17	Navajo NM	12,972	11,665	11.2%	74,140	69,405	6.8%	0.69%	0.64%
18	Tonto NM	12,403	10,417	19.1%	63,549	56,524	12.4%	0.59%	0.52%
19	Chiricahua NM	11,970	12,874	-7.0%	57,525	58,399	-1.5%	0.53%	0.54%
20	Pipe Spring NM	10,042	8,527	17.8%	46,811	43,843	6.8%	0.43%	0.40%
21	Fort Bowie NHS	2,385	2,385	0.0%	10,126	10,027	1.0%	0.09%	0.09%
Total		1,964,605	2,300,189	-14.6%	10,792,788	10,878,400	-0.8%	100.00%	100.00%

(Continued on Next Page)

National Parks Ranking and Comparison by Year-End Attendance

Fourth Quarter and Year-End (2008-2007)

(Continued from Previous Page)

(Calendar Year)

TEXAS

Rank	Park	2008 4th Qtr	2007 4th Qtr	Qtr % Change	2008 YTD	2007 YTD	YTD % Change	2008 Mkt Share	2007 Mkt Share
1	Amistad NRA	375,278	324,347	15.7%	1,980,715	1,768,215	12.0%	34.86%	32.32%
2	San Antonio Missions NHP	336,879	260,374	29.4%	1,273,359	1,208,524	5.4%	22.41%	22.09%
3	Lake Meredith NRA	164,385	150,275	9.4%	875,278	984,078	-11.1%	15.41%	17.99%
4	Padre Island NS	140,238	100,365	39.7%	527,709	580,953	-9.2%	9.29%	10.62%
5	Big Bend NP	90,310	89,787	0.6%	366,031	359,984	1.7%	6.44%	6.58%
6	Guadalupe Mountains NP	42,151	41,471	1.6%	167,229	165,078	1.3%	2.94%	3.02%
7	Chamizal NMEM	39,899	21,905	82.1%	197,767	145,644	35.8%	3.48%	2.66%
8	Big Thicket NPRES	31,408	32,277	-2.7%	94,074	95,284	-1.3%	1.66%	1.74%
9	Palo Alto Battlefield NHS	24,373	4,727	415.6%	44,834	21,673	106.9%	0.79%	0.40%
10	Lyndon B Johnson NHP	24,050	20,987	14.6%	99,681	85,816	16.2%	1.75%	1.57%
11	Fort Davis NHS	10,255	9,633	6.5%	50,416	51,430	-2.0%	0.89%	0.94%
12	Rio Grande W&SR	1,067	93	1047.3%	2,177	893	143.8%	0.04%	0.02%
13	Alibates Flint Quarries NM	645	348	85.3%	2,297	4,028	-43.0%	0.04%	0.07%
Total		1,280,938	1,056,589	21.2%	5,681,567	5,471,600	3.8%	100.00%	100.00%

COLORADO

Rank	Park	2008 4th Qtr	2007 4th Qtr	Qtr % Change	2008 YTD	2007 YTD	YTD % Change	2008 Mkt Share	2007 Mkt Share
1	Rocky Mountain NP	288,381	326,509	-11.7%	2,699,890	2,895,382	-6.8%	51.90%	52.72%
2	Curecanti NRA	102,994	117,629	-12.4%	961,147	964,632	-0.4%	18.48%	17.56%
3	Colorado NM	60,948	83,660	-27.1%	376,772	395,254	-4.7%	7.24%	7.20%
4	Mesa Verde NP	48,010	54,101	-11.3%	536,049	501,083	7.0%	10.30%	9.12%
5	Black Canyon/Gunnison NP	21,368	30,110	-29.0%	154,219	212,119	-27.3%	2.96%	3.86%
6	Great Sand Dunes NM	18,857	22,997	-18.0%	272,020	285,119	-4.6%	5.23%	5.19%
7	Dinosaur NM	15,800	12,775	23.7%	110,683	147,119	-24.8%	2.13%	2.68%
8	Florissant Fossil Beds NM	7,862	7,317	7.4%	56,030	55,985	0.1%	1.08%	1.02%
9	Bent's Old Fort NHS	3,066	3,859	-20.5%	24,183	23,952	1.0%	0.46%	0.44%
10	Hovenweep NM	1,676	1,869	-10.3%	11,036	11,553	-4.5%	0.21%	0.21%
Total		568,962	660,826	-13.9%	5,202,029	5,492,198	-5.3%	100.00%	100.00%

Abbreviation Key

NM = National Monument
 NP = National Park
 NRA = National Recreation Area
 NHS = National Historic Site
 NHP = National Historic Park
 NMEM = National Memorial
 W&SR = National Wild & Scenic River
 NS = National Seashore
 NPRES = National Preserve



Albuquerque and Key Southwest Airports Airline Passengers Comparisons

Fourth Quarter and Year-End (2008-2007) (Calendar Year)

Copyrighted Material
FN =Footnote
Ranked by Passengers

Compilation: Tourism Association of NM
(505) 345-5553
Source: ABQ, Denver, Phoenix, El Paso

ALBUQUERQUE

Ranl	Airlines	2008 4th Qtr	2007 4th Qtr	% Change 4th Qtr	YTD 2008	YTD 2007	YTD % Change	2008 YTD Mkt Share	2007 YTD Mkt Share
1	Southwest	822,012	835,478	-1.6%	3,421,534	3,362,181	1.77%	52.73%	51.75%
2	American	173,885	189,271	-8.1%	744,273	776,329	-4.1%	11.47%	11.95%
3	United	124,416	160,708	-22.6%	558,537	628,725	-11.16%	8.61%	9.68%
4	Delta	100,200	129,058	-22.4%	488,154	553,316	-11.8%	7.52%	8.52%
5	US Airways	79,209	97,210	-18.5%	342,574	395,188	-13.3%	5.28%	6.08%
6	Continental	67,539	102,569	-34.2%	329,161	382,614	-14.0%	5.07%	5.89%
7	Frontier	FN1 58,309	55,554	5.0%	263,986	217,933	21.1%	4.07%	3.35%
8	Northwest	42,729	42,174	1.3%	174,106	161,321	7.9%	2.68%	2.48%
9	Great Lakes	2,529	3,054	-17.2%	10,738	16,298	-34.1%	0.17%	0.25%
10	Pacific Wings/NM Airlines	1,804	972	85.6%	8,242	3,026	172.4%	0.13%	0.05%
11	ExpressJet	FN2 0	0	0.0%	147,823	0	100.0%	0.00%	0.00%
Total		1,472,632	1,616,048	-8.9%	6,489,128	6,496,931	-0.1%	97.72%	100.00%

NOTES: America West changed to US Airways (chg'd in late June 06)

ExpressJet started May 2007

America West Express, Chautauqua, Horizon, Pinnacle, Sky West & Westward no longer fly out of Albuquerque

FN1: Frontier halted then resumed service

FN2: Express Jet no longer flies in/out of Albuquerque, effective 9-1-08

KEY SOUTHWESTERN AIRPORTS

Ranl	Airports	2008 4th QTR	2007 4th QTR	% Change 4th QTR	2008 YTD	2007 YTD	YTD % Change	2008 YTD Mkt Share	2007 YTD Mkt Share
1	Dallas	13,709,610	14,704,557	-6.8%	100,464,659	59,784,876	68.0%	38.56%	36.94%
2	Denver	11,907,147	11,905,286	0.0%	90,308,327	49,815,157	81.3%	34.66%	30.78%
3	Phoenix	9,302,560	10,147,047	-8.3%	59,986,807	42,203,880	42.1%	23.02%	26.08%
4	Albuquerque	1,472,632	1,675,700	-12.1%	6,489,128	6,637,669	-2.2%	2.49%	4.10%
5	El Paso	765,645	846,660	-9.6%	3,297,987	3,401,518	-3.0%	1.27%	2.10%
Total		37,157,594	39,279,250	-5.4%	260,546,908	161,843,100	61.0%	100.00%	100.00%

The great increases in YTD for Denver & Dallas reflect significant reported numbers for 1st Qtr '08.



NM State Visitor Information Centers and Visitor Inquiries Ranking and Comparison by Year-End Visitation

Fourth Quarter and Year-End (2008-2007)

(Calendar Year)

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FN =Footnote

Ranked by Visitation

Compilation: Tourism Association of NM
(505) 345-5553

Source: New Mexico Tourism Department

VISITOR INFORMATION CENTERS

Rank	Centers		2008 4th Qtr	2007 4th Qtr	Qtr % Change	2008 YTD	2007 YTD	YTD % Change	2008 YTD Mkt Share	2007 YTD Mkt Share
1	Gallup	F1	107,067	5,754	1760.7%	332,950	50,754	556.0%	32.25%	7.28%
2	Glenrio	F1	80,014	17,939	346.0%	260,810	139,305	87.2%	25.27%	19.97%
3	Anthony		17,734	18,913	-6.2%	75,851	90,899	-16.6%	7.35%	13.03%
4	Santa Fe		16,572	18,082	-8.4%	77,157	85,152	-9.4%	7.47%	12.21%
5	La Bajada		16,098	22,530	-28.5%	83,307	101,685	-18.1%	8.07%	14.58%
6	Lordsburg		15,286	15,807	-3.3%	67,170	78,154	-14.1%	6.51%	11.20%
7	Raton		9,361	9,915	-5.6%	52,584	56,950	-7.7%	5.09%	8.16%
8	Chama		8,152	10,179	-19.9%	46,657	52,256	-10.7%	4.52%	7.49%
9	Texico		5,508	5,372	2.5%	25,853	30,063	-14.0%	2.50%	4.31%
10	El Paso		2,348	2,221	5.7%	9,907	12,405	-20.1%	0.96%	1.78%
Total			278,140	126,712	119.5%	1,032,246	697,623	48.0%	100.00%	100.00%

F1: Gallup & Glen Rio both reopened May '08
Both had been closed for renovation

INQUIRIES

		2008 4th Qtr	2007 4th Qtr	Qtr % Change	2008 YTD	2007 YTD	YTD % Change
1	Website User Sessions	270,235	484,065	-44.2%	1,328,531	2,283,721	-41.8%
2	Email	14,574	11,183	30.3%	94,364	75,324	25.3%
3	Fulfillment Cntr Rqsts	* 10,382	15,457	-32.8%	60,193	64,260	-6.3%
Total		295,191	510,705	-42.2%	1,483,088	2,423,305	-38.8%

NOTE: The NMTD switched from Urchin to Google Analytics for Web tracking. Google Analytics is a more accurate tracking system in that it does not count spiders and robots that are not connected to actual users. The Department has been replacing Metatags and optimizing the site since it's roll out in April of 2008.

* Previously labeled "Print" inquiries