

NEW MEXICO TRUE

New Mexico Tourism
Department Annual
Tribal Report
Fiscal Year 2026

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I. EXECUTIVE SUMMARY

Tourism plays a critical role in supporting the economic vitality of urban, rural, and tribal communities across New Mexico. It diversifies our state's economy, creates entrepreneurial opportunities, helps attract and retain talent, and builds national brand awareness. The New Mexico Tourism Department (NMTD) recognizes the unique role that tribal communities play in defining and enriching the New Mexico True brand. Our nationally recognized marketing strategy is built around the promise of "Adventure Steeped in Culture." This promise is delivered through strategic brand impressions and reinforced by tourism infrastructure that provides quality amenities, attractions, and access throughout the state.

New Mexico True marketing campaigns rooted in the cultural heritage and stories of tribal nations aim to present tribal communities as not only tourism destinations but also living expressions of the culture and spirit that set New Mexico apart from other states. Research has shown that exposure to New Mexico True advertising not only enhances perceptions of New Mexico as a travel destination but also serves as a powerful economic driver for all communities across New Mexico. For tribal communities, this visibility translates into expanded opportunities for cultural preservation, economic development, and intergenerational entrepreneurship. Investing in tribal tourism is a key pillar of NMTD's strategy.

In Fiscal Year 2026, the New Mexico Legislature and Governor Michelle Lujan Grisham allocated \$18 million to NMTD to support national and international marketing and advertising efforts. Of that amount, The Route 66 Centennial campaign received \$2.5 million for marketing, projects and events. \$1.9 million funded grants for tribal and local government tourism development through the Destination Forward Grant program, which directly supports tribal tourism initiatives.

NMTD continues to provide funding for tribal-led tourism projects, infrastructure improvements, and promotional efforts that elevate Indigenous voices and visitor experiences. These investments ensure that tribal communities are active partners in shaping New Mexico's tourism narrative and secure long-term cultural and economic resilience.

With the Tribal Tourism Development Officer position actively staffed again in FY25, NMTD renewed its focus on government-to-government engagement with New Mexico's 23 sovereign Nations, Pueblos, and Tribes. Through consultation, outreach, and culturally informed relationship-building, this work broadened awareness of NMTD grant opportunities and

encouraged greater tribal participation across department programs. As a result, 16 indigenous partners received funding in FY 26 through key NMTD grant programs—underscoring the importance of dedicated engagement in advancing inclusive tourism development across the state.

New Mexico is more than a destination—it is a place where Indigenous cultures continue to thrive, where stories are shared with respect, and where tourism provides a path toward shared prosperity. Specifically, one of the NMTD’s objectives in FY26 was featuring Indigenous storytellers in NMTD’S national marketing campaigns. As a prominent fixture of the agency’s national advertising campaign, NMTD filmed Zozobra fire spirit dancer Than Povi Martinez, a Tewa dancer, as well as award-winning fashion designer Patricia Michaels, Taos Pueblo.

Another accomplishment in FY26 was the continued participation of New Mexico’s tribal communities in Both NMTD’s marketing and tourism development divisions grant programs. Across multiple funding opportunities thirteen tribal government and tribal serving non-profit organizations, received combined more than \$737,000 in grant funding to support tourism development, destination marketing, and community enhancement initiatives. These investments reflect NMTD’s ongoing commitment to partnering with tribal communities to strengthen the visitor’s experiences, promote culturally authentic tourism, and expand economic opportunities throughout New Mexico. NMTD will continue to engage with tribal partners to identify new opportunities for collaboration and participation in future programs.

Additionally, tribal and indigenous culture was strategically featured in NMTD’s Earned Media Program. Roughly half of all secured coverage that mentioned native and indigenous culture came in “top tier” publication, highlighting interest in covering New Mexico’s indigenous culture from writers and editors from premier travel publications. NMTD also features a dedicated special section to Native American Culture in New Mexico on its website featuring cultural guides as well as listings of all Native American communities, history, art, culture and events.

Section I is overview and background of the New Mexico Tourism Department, its organizational structure, and extended network.

Section II outlines programs designed to encourage inclusive participation and support tribal tourism economies throughout the state.

Section III provides essential contacts within the department

Section IV reviews relevant mandates and statutes.

II. AGENCY OVERVIEW & BACKGROUND

A. MISSION STATEMENT

Grow New Mexico's economy through tourism.

B. AGENCY OVERVIEW

Since the launch of the New Mexico True brand in 2011, New Mexico has achieved record breaking visitation levels, driving more visitors who are spending more dollars than ever before. \$7.75 billion per year has been spent on visitor spending (on average) over the last five years (through 2024). In 2024, New Mexico saw 42.6 million in total trips representing an increase of 1.8% over the prior year and nearly 10% more than 2019. Visitor spending generated more than \$838 million in state and local tax revenue and sustained a total of 95,219 jobs. The total economic impact of tourism in New Mexico in 2024 was \$12 billion, with a record breaking \$8.8 billion in direct visitor spending.

C. AGENCY ORGANIZATION

There are six divisions in the Department:

- i. Communications
- ii. Administrative Services
- iii. Research
- iv. Marketing
- v. Marketing Excellence Bureau
- vi. Tourism Development

The New Mexico State Fair is administratively attached to the Tourism Department.

Tourism Commission

The Tourism Commission is statutorily tied to the Department and exists to advise the Department on planning and policy matters. The Tourism Commission consists of seven members appointed by the Governor who shall be qualified electors of the State of New Mexico, no more than four of whom, at the time of their appointment, shall be members of the same political party and at least one of whom shall be a Native (*currently one member is Indigenous American from Acoma Pueblo*). Members shall be appointed by the Governor and confirmed by the Senate. Two members shall be appointed from each of the three congressional districts. One member shall be appointed from the state at large. The Tourism Commission also approves members of the Clean and Beautiful Advisory Committee. Meetings are held quarterly and are open to the public.

Destination Forward Grant Program (DFG)

The purpose of this grant program is to support the development and implementation of tourism infrastructure projects throughout New Mexico. It is a competitive program that supports long-term destination development and rejuvenation of community-based, sustainable tourism infrastructure projects. It is critical that the state focuses on improving tourism-related assets by investing in infrastructure that visitors and residents can enjoy. The DFG helps empower New Mexico communities to become viable, welcoming, and high-quality visitor destinations, as to enhance existing destinations, for tourism.

After the successful implementation of the DFG Program in FY24, NMTD continues to dedicate support to tourism infrastructure projects throughout the state of New Mexico. The Tourism Department only received one application from tribal communities. Picuris Pueblo was the single applicant for the DFG in FY25.

Picuris Pueblo was also a recipient of NMTD's Rural Pathway Tourism grant in FY23. This grant began as a tourism incubator and infrastructure grant program and evolved into the Destination Forward grant program. NMTD has partnered with Picuris Pueblo to assist with funding their vision of improving the Pueblo's Museum and Interpretive Center.

Because only one tribal application for the DFG Program in FY25 was received, NMTD focused its outreach efforts on expanding tribal partners and establishing better lines of communication with nations, pueblos, and tribes. This effort has resulted in an additional partnership with the Jemez Community Development Corporation in support of their Jemez Adventure Park for FY26. In FY26, DFG supported more than \$239,400 for the two tribal projects.

New Mexico Clean and Beautiful Advisory Committee

The New Mexico Clean and Beautiful Advisory Committee is statutorily tied to NMTD and consists of seven to 11 members appointed by the Tourism Commission. These members are knowledgeable in the areas of beautification, blight reduction, litter eradication, waste diversion and modification of human behavior patterns. One member of the committee is appointed from each of the six tourism regions with an additional one to five members appointed from the state at large.

In FY25, the Tourism Commission appointed seven returning, and four new members to New Mexico Clean and Beautiful Advisory Committee. Currently, one member on the committee is from the Navajo Nation and

another member works with Santa Ana Pueblo. The Committee is tasked with reporting on all projects and activities funded by the department through allocations from the litter control and beautification fund and investigating the feasibility of a statewide community appearance index for the evaluation of highway litter.

Route 66 Centennial Coordination Group

The Route 66 Centennial Coordination Group was established for the State of New Mexico by Michelle Lujan Grisham's Executive Order 2023-131. Administratively attached to NMTD, the group consists of 12 members (*currently one member is Native American*) tasked with obtaining input from Route 66 communities on the proper activities and projects to honor the Mother Road. Nine Native American Nations, Tribes, or Pueblos are located along Route 66 in New Mexico, demonstrating the importance of tribal participation in sharing the story of the Mother Road. The group has held five stakeholder meetings where community members presented their Route 66 Centennial events and community projects. In support of the Coordination Group, NMTD developed a grant program to deploy funds.

Route 66 Centennial Grant Program

The Route 66 Centennial Grant program aimed to provide communities along historic Route 66 support for programs related to consumer experiences, events and infrastructure and destination enhancements in preparation for the Centennial celebration in 2026. The grant program was designed to ensure New Mexico Route 66 projects dovetail effectively with National Route 66 Commission goals while creating opportunities for local communities to tell their stories and illustrate how the destination interacts with the route. In FY26 1.1 MM was provided to support communities along Route 66 as they prepared for the Centennial directly through marketing events and promotions, infrastructure and special events. In FY26, the program partnered with the Navajo Nation, Laguna Pueblo, Gathering of Nations Pow Wow, and the Indian Pueblo Cultural Center to support marketing efforts for events connected to the Route 66 Centennial celebration. In total, these four partners were supported by the grant program to the amount of \$324,651.

Industry at Large

The New Mexico's tourism industry is as robust and diverse as the attractions it offers. It includes the people and businesses that provide goods and services to visitors traveling more than 50 miles for work or recreation. The tourism industry in New Mexico is closely connected to the hospitality and service sectors—such as hotels, restaurants, retail and

transportation—and includes the people and communities who design and deliver tourism experiences that strengthen the state’s tourism. Economy. Experience development sectors include event producers, local governments that manage public spaces, cultural assets and attractions and the Destination Marketing Organizations that continuously strive to promote market New Mexico and their communities as top destinations for domestic and international travelers.

D. AGENCY SPECIFIC TRIBAL COLLABORATION/CONSULTATION POLICY:

In addition to STCA (NMSA 1978, § 11-18-4.C (1)) the NMTD adopted the State-Tribal Consultation, Collaboration and Communication Policy on March 17, 2025, attached hereto as *Exhibit A*.

Pursuant to NMSA 1978, § 11-18-4.C (4), a certification by the state personnel office is attached hereto as *Exhibit B*.

All employees are required to sign an Acknowledgment of NMTD Policies and further required to take the State Tribal Collaboration Act Cultural Competency Training as part of their onboarding, currently 98% of NMTD’s FTEs have completed this training.

As we continue our work with tribal communities across the state, it is vital NMTD approaches engagement with New Mexico’s Nations, Tribes, and Pueblos with a genuine commitment to relationship building. As we undertake this outreach, the department has asked all staff to take the State Tribal Collaboration Act Cultural Competency Training or seek additional training in FY26, to include NMTD’s contracted vendors.

III. CURRENT AND PLANNED PROGRAMS/SERVICES FOR INDIGENOUS COMMUNITIES

The Tribal Tourism Development Officer position was staffed again in FY25, allowing NMTD to renew and expand its commitment to meaningful tribal engagement through dedicated outreach, consultation, and technical assistance. This work supports the goals of the State Tribal Collaboration Act (STCA) and is focused on strengthening relationships, increasing program access, and advancing tribal-led tourism development across New Mexico’s 23 sovereign Tribal Nations, Pueblos, and Tribes.

These efforts included direct outreach to tribal governments and tourism stakeholders, participation in government-to-government events, and support for grant readiness to assist tribes in applying for the grant programs. Key activities included the tribal liaison serving as a panelist at both the Navajo

Nation Tourism Conference and the Navajo Nation Economic Summit, presenting to the All-Pueblo Council of Governors, and participating in learning tours to Ohkay Owingeh and Zuni in collaboration with the Indian Affairs Department. The tourism tribal liaison represented NMTD at Go International with the American Indian Alaska Native Tourism Association (AIANTA), helping connect tribal destinations with domestic and international travel trade audiences.

In FY26, NMTD sponsored the New Mexico House at SXSW (South by Southwest) which highlighted three indigenous fashion designers from New Mexico. The 2026 SXSW New Mexico House Indigenous Fashion Show featured JG Indie (Jolanzo Goldtooth), Sage Mountainflower, and Norma Baker-Flying Horse, each representing distinct design philosophies rooted in Indigenous heritage and contemporary fashion.

Through these relationship-building efforts, tribal partners received targeted information and individualized guidance on engaging with NMTD's grant programs. As a result, 16 Tribal partners received funding across four of the department's core grant programs in FY25. Five participated in the Cooperative Marketing Grant Program, three received funding through the Clean & Beautiful Grant, three were awarded grants through the Tourism Event Growth & Sustainability Program, and one engaged in the Destination Forward initiative. Beyond grant support, this work contributed to internal collaboration across divisions to promote respectful representation and expand access to statewide tourism opportunities

Looking ahead to FY27 Tribal Tourism Development will continue to focus on expanding awareness of NMTD programs within tribal communities, providing technical assistance to support applications, fill our tribal liaison position, and work in partnership with tribal leadership to strengthen tourism infrastructure, storytelling, and business development. These efforts remain essential to building long-term, community-driven tourism that reflects the culture, values, and voices of tribal New Mexico.

Increased Tribal Participation in NMTD Programs (ALL DIVISIONS)

NMTD has a variety of programs that support the development and promotion of tourism in all tribal communities. These programs include the Cooperative Marketing Grant Program, New Mexico True Certified Program, Destination Forward Grant Program, New Mexico Clean & Beautiful Grant Program, Route 66 Centennial Grant Program, and Tourism Event Growth & Sustainability Program. Our goal is to increase tribal participation in these programs in FY27 and promote marketing, events, and infrastructure in Tribal communities.

[Partners](#) This is a link to a small collection of photos taken through NMTD programming that features some of our tribal partners.

A. MARKETING DIVISION

National Consumer Marketing

Consumer marketing in key domestic target markets often features Native and Indigenous Living Legends, showcasing the adventure and rich cultural experiences visitors can enjoy on tribal lands throughout the state. In FY 26 NMTD's summer 2026 campaign featured Than Povi Martinez, the Indigenous incoming Fire Spirit dancer who is taking the reins in the 2027 iconic Zozobra celebration in Santa Fe. Starting October 2026, NMTD's domestic advertising campaign will feature Patricia Michaels, a fashion-design icon of Taos Pueblo and frequent participant in SWAIA's Native Fashion Week, also highlighted.

All New Mexico True campaigns feature thirty second commercial spots that run in a non-skippable streaming environment. Shorter versions of the commercial products also run in digital placements in airports, as well as on social media.

Cooperative Marketing Program

Through the Cooperative Marketing Grant Program, one of NMTD's longest running and most popular programs, we partner with eligible entities who believe in our mission, align with our philosophies, and strive to improve the quality of life in their communities. Through Tourism Marketing, NMTD makes a promise of "Adventure Steeped in Culture" with quality brand impressions.

In FY26 NMTD continued the 2:1 cooperative dollar match with \$3.8 million in funding for 45 partners. Through this program, NMTD worked with returning tribal entities such as the Navajo Nation and Acoma Haak'u Foundation as well as the first-time participants such as Pueblo of Picuris. These campaigns, self-selected by the organization and guided in partnership with NMTD included digital advertising, custom-created digital content, and print advertising.

New Mexico True Certified

New Mexico True Certified brings national attention to the care, quality, and craftsmanship of products that are authentically produced in New Mexico. The program has approved more than 500 local partners, with offerings ranging from Native arts to green chile products, home décor, and personal care items. Select New Mexico business partners leverage the power of the New Mexico True brand by integrating logo with their marketing messages to amplify them and increase product recognition and sales. "Buy Local" is our rallying cry. The New

Mexico True Certified program gives locals a constructive way to support their neighbors while visitors benefit by gaining access to unique local products. This section of our website linked [here](#), features partner stories told through written words and videos, spotlights visitor offerings, promotes seasonal iterations of an online catalog, and directs people to physical retail locations where they can purchase this merchandise. We welcome greater indigenous representation and encourage interested parties to [apply](#) here.

B. MARKETING CENTER OF EXCELLENCE

The Marketing Center of Excellence (MCE) supports NM's executive agencies by delivering expert guidance, shared marketing and messaging services, and technical assistance to strengthen statewide communication efforts. In FY27, the MCE continues to align strategies across agencies, standardize reporting on marketing effectiveness, and provide access to a centralized team offering design, branding, media buying, PR, social media management, and photo/video services.

The MCE is also developing a searchable photo and video library for use across all executive agencies, ensuring access to high-quality, culturally accurate visual assets. These efforts can help executive agencies produce more consistent, effective campaigns while benefiting Indigenous groups through improved representation of tribal communities, coordinated messaging that supports cultural and economic initiatives, and expanded opportunities for collaboration on statewide marketing.

C. COMMUNICATIONS DIVISION

The core function of the Communications Division for the New Mexico Tourism Department is to secure third-party endorsements through travel media that present New Mexico as an ideal destination for leisure travel. The Communications Division accomplishes this mission by pitching stories and narratives to travel writers and editors that highlight New Mexico's cultural heritage, art, cuisine, landscapes, and more. The team shares these narratives by developing and nurturing authentic, personal relationships with writers and editors, making connections at media missions and marketplaces and deploying creative care packages and discovery kits. The Communications Division also interfaces with content creators that focus on travel, which complements our strategy with travel writers and editors.

In FY26, the Communications Division accomplished the following through the Earned Media Program:

- Roughly 29 percent of all the coverage secured was categorized as Cultural

Heritage.

- Of all secured coverage categorized as Cultural Heritage, 16 of those articles were considered top tier. This coverage appears in publications such as “BBC,” “National Geographic,” “AFAR,” “Forbes,” “Travel + Leisure,” and more.
- In total, secured coverage that highlighted “Cultural Heritage” resulted in \$10.4 million in advertising value equivalence (AVE)

Media Highlights

This [article](#) from “BBC” looks at the Indigenous stories behind Route 66 as the Mother Road hits 100 years old. The writer took a journey through Historic Route 66 and how it overlaps with Indigenous communities. The writer acknowledged the Indian Pueblo Cultural Center and Indian Pueblo Kitchen within the story.

This [feature story](#) from “AFAR” also looks at how indigenous communities are reclaiming their part of the Route 66 story for the centennial. The article also doubles as an Indigenous guide to Route 66 and includes mention of a cooking class at the Museum of Indian Arts and Culture in Santa Fe, the art, performances and food at the Indian Pueblo Cultural Center in Albuquerque, tours of Sky City Cultural Center, and Haak’u Museum and hiking tours with Navajo Tours USA.

This [article](#) in “National Geographic” looks at North American’s night sky through an Indigenous lens. New Mexico is referenced in the subhead. The story specifically features Navajo Tours USA and their “Sunset and Night Sky Tours” in the Bisti/De-Na-Zin Wilderness.

Travel Trade

In addition to boosting the profile of New Mexico’s Indigenous culture through the Earned Media Program, the Communications Division is also responsible for promoting New Mexico — including the state’s Indigenous culture — through travel trade. The Travel Trade program was revitalized in 2023. Since then, NMTD has hired a full-time staff member to build and administer the statewide program. NMTD has engaged with the American Indigenous Tourism Association to collaborate on travel trade. According to the 2025 TRIP Report commissioned by NMTD, tour operators in UK and German markets offer nine separate package tours that focus on Indigenous cultural experiences and include at least one overnight stop in New Mexico. The 2025 TRIP Report also states that five Indigenous hotels and resorts were offered to UK and German markets through travel trade for a total of 12 bookable overnights to 17 among six Indigenous hotels and resorts.

D. TOURISM DEVELOPMENT DIVISION

Visitor Information Centers

New Mexico's Visitor Information Centers (VICs) serve more than 500,000 travelers annually and play an important role in supporting tribal tourism outreach and visitor services throughout the state. VIC staff work with tribal tourism partners, visitors' centers, chapter houses, and community representatives to share travel information, distribute tourism guides and promotional materials, and promote tribal destinations, cultural attractions, and events. Recent interactions included coordination with representatives from the Pueblo of Zuni, engagement with the Tsayatoh Chapter House, and information exchanges with the Navajo Nation, including a visit by Navajo Nation Delegation, to include Navajo Nation Council Delegate Amber Crotty to the Manuelito Visitor Information Center.

NMTD's Manuelito Visitor Information Center partnered with the Manuelito (Kin Hozhoni) Chapter of the Navajo Nation for a successful summer in FY 25. The Manuelito Chapter and NMTD's Manuelito VIC create The Community Job Partnership for Native Youth. These activities included academic, artistic, and athletic performances to encourage youth to engage in healthy lifestyles and actively contribute to their community. The Community Job Partnership has worked effectively for Native Youth in the community for close to 13 years.

Destination Forward Grant (DFG)

The purpose of this program is to support the development and implementation of tourism infrastructure projects throughout New Mexico. It is a competitive program that supports long-term destination development and rejuvenation of community-based, sustainable tourism infrastructure projects across New Mexico. It is critical that the state focus on improving tourism-related assets by investing in infrastructure that visitors and residents enjoy. The DFG helps empower New Mexican communities to become viable, welcoming, and high-quality destinations, as well as enhance existing destinations for tourism.

Since the successful implementation of the Destination Forward Grant Program in FY24, NMTD continues its support. Unfortunately, NMTD received only one application from a tribal entity for this grant in FY25. As a result, NMTD attempted to focus its outreach efforts on expanding tribal partnerships and establishing better lines of communication with nations, pueblos, and tribes. NMTD is continuing the partnership with Picuris Pueblo and welcomed a new partner, Jemez Community Development Corporation – Jemez Adventure Park, in FY26.

New Mexico Clean and Beautiful Grant Program

The purpose of the New Mexico “Litter Control and Beautification Act, “NMSA 1978, § 67-16-1 et seq., is to accomplish litter control by granting authority to the Department to eliminate litter from the state to the maximum practical extent. The Clean and Beautiful Grant Program provides funds throughout the state to fulfill program goals and objectives that promote citizen engagement with clean-up efforts to further beautification and waste diversion efforts to keep New Mexico a clean and beautiful place to live, work and play.

The grant program funds projects and initiatives that contribute to these goals:

- Litter Eradication
- Recycling Improvements
- Community Beautification
- Youth Empowerment

In FY26, \$1.1 million in grant funds were awarded to 71 communities throughout New Mexico, including Pueblo of Acoma, Pojoaque, and Santo Domingo. The program boasts 79 partners for FY27 with \$842,000 in grant funding and NMTD is pleased to announce the Pueblos of Acoma, Isleta, Jemez, Pojoaque, Santa Ana, Santo Domingo, and Zia as partners.

Tourism Event Growth & Sustainability (TEGS)

The TEGS program provides technical assistance, marketing, and sponsorships to qualified tourism events within New Mexico to support growth and sustainability. The program is built to support events that drive out-of-state visitation and in-state travel that result in overnight stays and provide an experience aligned with the New Mexico True brand promise. The TEGS program is built around three tracks.

- **ACCELERATOR** – Builds and improves events to prepare them for sponsorship. The program offers technical assistance and recommendations for improvement which may include an Online Discoverability audit to assess the event's digital and social presence, as well as onsite audits to assess on-the-ground operations. Upon successful completion of the audit process, the event is eligible to receive up to \$5,000 in reimbursement-based funding to execute approved deliverables.
- **EVENT MARKETING AND PROMOTION (EMP)** – Builds on an event's access to awareness. This track secures marketing and advertising for events through a 2:1 matching investment marketing program. Awarded events receive up to \$10,000 to be used to select marketing from the media.

- **SPONSORSHIP** – With this track, an award is based on event size, tourism focus, and quality of New Mexican representation. A sponsorship also provides the opportunity to co-brand with the New Mexico True brand.

Through the TEGS Program, NMTD continued its work with tribal partners including the Ramah Navajo Fair & Rodeo, Zuni MainStreet Festival, Lightning Boy Foundation, Gathering of Nations, and Southwestern Association for Indian Arts in FY26. In total, five tribal partners were supported by the TEGS grant to the amount of \$119,510.

E. NEW MEXICO MAGAZINE DIVISION

The award-winning magazine, a division of NMTD, was founded in 1923.

“New Mexico Magazine” reigns as the longest-tenured state magazine in the United States, while ranking as the third-largest state-owned publication in circulation. The staff of “New Mexico Magazine” works diligently to bring respectful attention to New Mexico’s cultural heritage and works to integrate indigenous culture into every issue.

In the December 2025 issue, as part of the annual True Heros program, the magazine featured ten individuals who have contributed to making their communities a better place. Three of the recipients were recognized for their work related to indigenous culture. For the third consecutive year, the magazine featured a special pull-out poster featuring the Gallup-Inter-Tribal Indian Ceremonial. In the July 2025 issue, there was a two-page spread featuring the Gallup Inter-Tribal Ceremony. The August Issue featured a schedule of events for the Gallup Inter-Tribal Ceremony.

In celebration of the Route 66 Centennial Anniversary, NMTD and “New Mexico Magazine” developed a Route 66 app and microsite on newmexicomagazine.org

Several of the tribal entities located along Route 66 participated in this program including Sky City Cultural Center, Haak’u Museum, Route 66 Casino, Laguna, Acoma, and Isleta Pueblo. *New Mexico Magazine* is committed to partnering with tribal entities to elevate storytelling that honors the people, places, food, art, and culture of indigenous communities.

Here is a current list of related articles from *New Mexico Magazine*:

January 2026

[La Luna Reclaims Indigenous Cuisine in Taos](#)

[Indigenous Art & Astronomy at the Museum of Indian Arts and Culture](#)

[Hard Truths in Quilts at Millicent Rogers Museum in Taos, New Mexico](#)

[Celebrate Pueblo Food Culture- Hardwood Museum Weekend | January 9-11](#)

February 2026

Catch Two New Museums of Native Art

[Five Things to Do in New Mexico This Weekend | February 6-8](#)

[Five Things to Do in New Mexico This Weekend | January 30-February 1](#)

Dark Winds Season Four on AMC

[A Tempest Rages in 'Dark Winds'](#)

Meet Taos Artist – Taos Pueblo Artist Winter Showcase

[5 Things to Do This Weekend](#)

Giving His All – Gathering of Nations Honorable Mention

[25th Annual Photo Awards: People](#)

See New Work by Contemporary Native Artists

[5 Things to Do This Weekend](#)

March 2026

Attend a Homecoming- International Pueblo Cultural Center

To Create an Exhibition

Indian Pueblo Cultural Center 50th Anniversary See a New Exhibition- Paul Burlin: An American Modernist I the Southwest

[Five Things to Do This Weekend](#)

A Tipi Stay in Dulce

[A Tipi Stay in Dulce](#)

A Taste of Prairie Star

[A Taste of Prairie Star](#)

Navajo Craft Meets Smart Tech

[Navajo Craft Meets Smart Tech](#)

Passing Down New Mexico's Heritage Crafts

[New Mexico's Folk Arts Apprenticeship Program](#)

Indian Pueblo Cultural Center Turns 50

April 2026

Eric Paul Riege Brings Life to Art

[Eric-Paul Riege Brings Life to Art](#)

Ancient Roads of Chaco Explained

[Ancient Roads of Chaco Canon](#)

Gourd Dance and Inter Tribal Pow Wow

[Five Things to Do in New Mexico This Weekend | April 10-12](#)

Following the Ancient Footsteps at White Sands National Park

[Following the Footsteps at White Sands](#)

Chaco Canyon's Impact Continues to Expand

[Beyond The Walls at Chaco Canyon](#)

Hot Restaurants to Try Right Now

[Hot Restaurants to Try Right Now](#)

These Historic Theaters are the Reel Deal

[Historic Movie Theaters in New Mexico](#)

A Healing Labyrinth Takes Shape

[A Healing Labyrinth Takes Shape](#)

Reclaiming the Survival Field Guide

[Reclaiming the Survival Field](#)

Artist Visions of New Mexico

[Five Things to Do This Weekend](#)

Find Your Retirement Town in New Mexico

[Find Your Retirement Town in New Mexico](#)

Gathering of Nations

[April 2026 Datebook | Things to Do in New Mexico](#)

Life is Beautiful in Mesilla

[Life is Beautiful in Mesilla](#)

Enjoy a Cultural Celebration/Gourd Dance and Intertribal Powwow

[Five Things to Do This Weekend](#)

Judy Tuwaletstiwa's Chaco Series

[Voices of Chaco: Judy Tuwaletstiwa](#)

Where to Camp Near Chaco

[Where to Camp Near Chaco](#)

Voices of Chaco: Cheyenne Antonio

[Voices of Chaco: Cheyenne Antonio](#)

Walk Chaco's Ancient Trails

[Walk Chaco's Ancient Trails](#)

Voices of Chaco: Craig Quanchello

[Voices of Chaco: Craig Quanchello](#)

Editor's Letter: Chaco Time

[Editor's Letter: Chaco Time](#)

May 2026

[Five Things to Do in New Mexico This Weekend | May 8-10](#)

Attend Native Fashion Week

Indigenous Fashion Show at Dineh & Company

Chizhii Pop-Up

See an Exhibition Covering 100 years of Route 66 Traveling Exhibit

Shop Zuni Artistry/Zuni Pueblo Mainstreet Festival

IV. KEY NAMES AND CONTACT INFORMATION

There are currently 60 FTE positions in the Tourism Department. Key members of the Leadership include:

- Lancing Adams, Acting Cabinet Secretary
Lancing.Adams@td.nm.gov
- Shanna Sasser, Deputy Cabinet Secretary
Shanna.Sasser@td.nm.gov
- Cody Johnson, Communications Director
Cody.Johnson@td.nm.gov
- Victoria Gregg, Research Director
Victoria.Gregg@td.nm.gov
- Erin Ladd, Marketing Director
Erin.Ladd@td.nm.gov

- Edward Graves, CEO, New Mexico Magazine
Edward.Graves@td.nm.gov
- Francine Hopper, Marketing of Excellence Bureau Special Projects Director
Francine.Hopper@td.nm.gov