

# Tourism & Artisan Enterprises

## 5-YEAR GOAL:

- ***Strengthen and broaden the base and activities of tourism & Artisan Enterprises in the Northwest Region of New Mexico.***

### S.M.A.R.T Goals/Objectives:

1. Strengthen the NWNM regional economy by increasing tourism and annual lodger tax revenues in the region by 20% by 2020.
2. Create a Directory of Artisans in the NWNM region for tourists and visitors by 2014.
3. Increase tourism revenues by 15% in the Trail of the Ancient Network by 2018.
4. Increase the number of visitors to the region by 20% through an aggressive marketing campaign to raise awareness of the region's unique culture and history by December 2015.
5. Decrease economic leakages in region by 10% by creating a business directory to promote "buy local" by December 2015.

| Barriers   | Opportunities   |
|--|---|
| <ul style="list-style-type: none"><li>• Lack of Collaboration among Entities and Agencies</li><li>• Sharing of Information</li><li>• Regional Marketing</li><li>• Lack of Funding</li><li>• Frequent Changes in Leadership</li></ul> | <ul style="list-style-type: none"><li>• Visitor Centers throughout the region</li><li>• Region-1 Tourism Board</li><li>• Four Corners Geo-Tourism</li><li>• Trail of the Ancients Scenic Byway</li><li>• Co-op Grants (Marketing)</li></ul> |