

TOWN OF TAOS OFFICE OF THE MAYOR

PRESS RELEASE

Taos, NM July 16, 2014 – Taos Mayor Daniel R. Barrone announced today that New Mexico Governor Susana Martinez and State Tourism Secretary Monique Jacobson will be visiting Taos on Monday, July 21st at 11 am for the Taos kick-off of the Governor's 2014 New Mexico Tourism Tour.

The Governor will address the importance of tourism to both the Taos and New Mexico economies and will discuss efforts by her office to boost tourism as part of a diverse and healthy statewide economy.

Tourism represents a \$6 billion industry in New Mexico and directly and indirectly generates nearly half of the economy for the Taos and regional Enchanted Circle economies.

Tourism Secretary Monique Jacobson is expected to discuss the state's latest tourism numbers, the highly effective 2014 "New Mexico True" campaign and the state's new emphasis on creating visits that result in longer overnight experiences and greater economic impact.

According to statistics released last week by the New Mexico Tourism Department, state tourism rose .63 percent from 2012 to 2013, or from 32 million to 32.2 million visitors.

The 32.2 million represents a state record for visitation and, more importantly, spending by visitors rose 7 percent during the same time period, for a gain of about \$300 million, fostering the creation of 1,700 new jobs in the leisure and hospitality industries.

The Governor and Secretary will be introduced by Mayor Dan Barrone and will be greeted by Town and County elected officials, members of the lodging, marketing and recreation community, as well as the press and business leaders from the greater Taos area.

The reception is being held in the 2nd floor Mural Room of the historic Old County Courthouse, which was recently renovated and reopened to the public as an entertainment venue and economic incubator.

The Governor will also be treated to an intimate acoustical performance by internationally known Taos musicians and recording artists Robby Romero and Robert Mirabal, who will premiere their new collaboration, "Iron Horse". Robert Mirabal was recently selected by the Governor for the prestigious New Mexico Excellence in the Arts Award.

The reception is being hosted jointly by the Town of Taos, Taos County, the Taos County Chamber of Commerce, MARKETAOS (previously the Taos County Lodgers Association), the Taos Entrepreneurial Network (TEN), the Taos Main Street District and the Taos Arts and Cultural District.

Members of the press or public needing further information on the event or wanting to attend the reception should contact Rick Bellis, Town Manager, or visit www.taosgov.com.

For information on this and many more events in the Town of Taos, New Mexico and the greater Enchanted Circle or to make reservations, visit www.taos.org.

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