

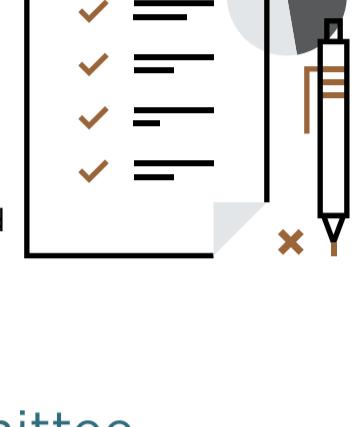
ADVOCACY

NM: NEW MEXICO HOSPITALITY ASSOCIATION

► Legislation tracker

The Legislative Session can be chaotic. Legislation can move through the legislative process at unpredictable rates, and it can be nearly impossible to track while focused on all of the responsibilities that come with our professional and personal lives. The New Mexico Hospitality Association has invested in one of the most credible and comprehensive legislation-tracking tools on the market to best guarantee that you can stay up-to-speed on all of the industry-related legislation during each Legislative Session.

You can view our legislative tracker [here](#).



► Representative Government Affairs Committee

The New Mexico Hospitality Association hosts a government affairs committee, which discusses contemporary issues and strategies germane to our industry. The Government Affairs committee helps shape the legislative priorities of the New Mexico Hospitality Association, and determine the legislative solutions that best ensure the hospitality and tourism industry can continue to succeed and grow.

Participation on the Government Affairs Committee is reserved exclusively for NMHA members. Membership with the New Mexico Hospitality Association is the best available opportunity to ensure the concerns of anyone who works in the travel, tourism and lodging industry are properly considered, and that a solution can be pursued with the necessary amount of attention and effort.

► Access to policymakers

Gubernatorial candidates

Key legislators

State department leadership

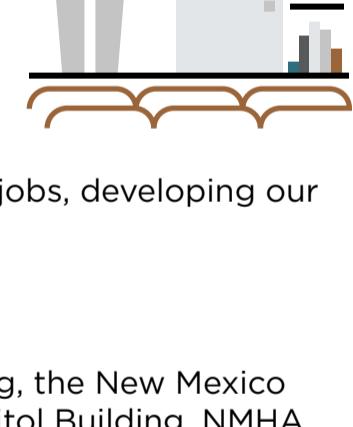


► Industry-specific, statewide lobbyist

► TRENDS Conference & Annual Meeting

Business Day in Santa Fe with ACI, SFCC

Staying committed to our mission to serve as the unified voice to influence and inspire a growing New Mexico hospitality industry, collaborating with strategic partners to further develop the industry is a major focus of the New Mexico Hospitality Association. NMHA developed a partnership with the New Mexico Association of Commerce & Industry and the Santa Fe Chamber of Commerce to host Business Day in Santa Fe, a collaborative, multi-day program during the Legislative Session focused on growing business, creating jobs, developing our workforce, and ultimately helping communities thrive.

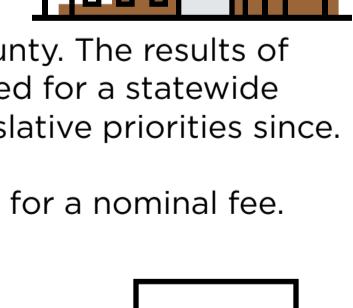


Tourism Day in Santa Fe

In 2018, upon conclusion of the TRENDS Conference & Annual Meeting, the New Mexico Hospitality Association facilitated a day of advocacy at the State Capitol Building. NMHA coordinated office meetings and chamber floor connections to ensure that elected officials heard from their own constituents as to why preservation and expansion of the tourism industry is so important to the future economic success of New Mexico.

► Short-term rental economic impact study

In early 2017, the New Mexico Hospitality Association commissioned an economic impact study on the short-term rental economy and the effect it has on the lodging industry. The results found that due to the lack of a statewide solution to create an equitable system for collecting lodgers' tax that includes short-term rentals, a significant amount of revenue dedicated to destination promotion was going uncollected. The short-term rental impact study identified the estimated amount of short-term rental properties throughout New Mexico and determined the amount of lost revenue in both lodgers' tax and GRT for every county. The results of the short-term rental economic impact study further validated the need for a statewide solution to address this discrepancy, and has guided some of our legislative priorities since.



The short-term rental economic impact study is available to members for a nominal fee.

► Opportunity for policy recommendations

Even if one does not have the time commitment to serve on the Government Affairs committee, members of the New Mexico

Hospitality Association have the opportunity to submit their question and concerns directly to the committee for consideration and

deliberation. Members of the committee and/or members of NMHA

staff will consider all concerns and determine if a legislative solution is

appropriate and viable to address those concerns.



Active NMHA members can submit their policy concerns through our simple online form.