NEW MEXICO HOSPITALITY ASSOCIATION

HOSPITALITY & TOURISM
TRENDS
& ANNUAL MEETING
presented by NEW MEXICO TRUE



ABOUT THE EVENT

Connect with the leaders shaping New Mexico's tourism and hospitality industry. Presented by New Mexico True and hosted by NMHA, the 2027 TRENDS Conference and Annual Meeting takes place January 20 at La Fonda on the Plaza in Santa Fe. Hospitality executives, destination marketing professionals, and industry partners will gather to explore recent data, forecasts for 2027, and legislative policy priorities.

Held the day after Tourism Day at the Legislature, TRENDS builds on the industry's presence in Santa Fe and connects business planning with statewide advocacy. Sponsors gain visibility with industry decision-makers, opportunities to build relationships, and recognition that demonstrates their commitment to New Mexico's visitor economy.

Who Attends?

TRENDS brings together decision-makers who guide business strategy, budgets, marketing, and advocacy across New Mexico's hospitality and tourism industry, including:

- Executives and business owners
- Destination marketing organization (DMO) and tourism leaders
- Hotel and hospitality general managers
- Marketing and sales directors
- Association and community leaders
- Industry partners, suppliers, and government representatives

JANUARY 20, 2027 | 10:00 AM - 4:00 PM
LA FONDA ON THE PLAZA

HOSPITALITY & TOURISM TRENDS & ANNUAL MEETING

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$3,000
LUNCH SPONSOR

BRANDING & EXPOSURE
- Logo on projector screens during lunch
- Recognition on social media channels
- Logo displayed on event website and through event marketing emails

NETWORKING & AUDIENCE ACCESS
- 6 complimentary registrations.
- Opportunity to deliver a welcome at lunch

$1,750
BREAKOUT SPONSOR

BRANDING & EXPOSURE
- Recognition on social media channels
- Logo displayed on event website and through event marketing emails
- Logo displayed on event slide deck

NETWORKING & AUDIENCE ACCESS
- 5 complimentary registrations
- Opportunity to introduce breakout session

$1,250
COFFEE SPONSOR

BRANDING & EXPOSURE
- Recognition on social media channels
- Logo displayed on event website and through event marketing emails
- Logo displayed oat coffee station
- Opportunity to provide branded napkins at sponsor expense

NETWORKING & AUDIENCE ACCESS
- 3 complimentary registrations

$750
INDUSTRY SUPPORTER

BRANDING & EXPOSURE
- Recognition on social media channels
- Logo displayed on event website and through event marketing emails

NETWORKING & AUDIENCE ACCESS
- 2 complimentary registrations

Reserve your sponsorship today by contacting Brittany ay 505-301-8149 or ceo@newmexicohospitality.org