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New Mexico to Launch Statewide Ecotourism Program

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New Mexico's Tourism Department is getting ready to launch a statewide ecotourism program. The state has awarded a contract "to plan, coordinate, implement and administer" the program to EcoNewMexico, LLC of Santa Fe. The governor approved a \$250,000 appropriation to fund the department's ecotourism project in fiscal year 2010. The contract amount is \$242,500, and the contract term is through June 30, 2010. EcoNewMexico's scope of work under the contract will include taking inventory of ecotourism assets throughout the state; educating communities throughout the state on ecotourism and teaching ecotourism marketing skills; and working with statewide agencies and other public and private entities. The contract may be extended for up to three additional one-year periods at the discretion of the department, pursuant to funding availability and other factors. "Eco-tourists spend more money, stay longer, and have a desire for authentic, hands-on experiences in places where their time and money will benefit the local communities," said Michael Cerletti, secretary of the New Mexico Tourism Department. For more information, call 505-827-7400 or visit www.newmexico.org.



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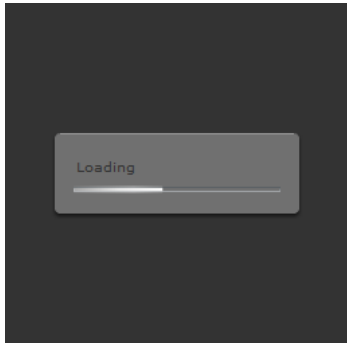
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