

NEW MEXICO  TRUE

# NEW MEXICO PUBLIC LANDS

*Recovery Readiness Program*





## situation **summary**

When COVID-19 put media spending on hold, the New Mexico Tourism Department chose to invest in **Recovery Readiness initiatives** for their industry.

It was clear that **outdoor experiences would be a priority** as visitors returned to nature as an alternative to indoor attractions and, most importantly, to reset and renew.

Thousands of acres across New Mexico are set aside for state and national parks, forests and public lands, offering a rich variety of outdoor experiences.

However, it was clear that **visitation was not equitably spread** statewide.

NMTD identified that **Google plays an important role** in visitors (and residents) discovering and exploring new outdoor spaces.

**Incomplete and missing information, visual representation and navigability** in Google products needed to be addressed.



program **objective**

Support the **outdoor recreation economy** in New Mexico  
by **improving the visibility & access** of  
locations across the state on **Google**



program **tactics**

Engage with the key agencies responsible for New Mexico's outdoor experiences:

- New Mexico State Parks
- New Mexico State Land Office
- National Parks Service
- US Bureau of Land Management
- US Forest Service



### Top sights

Based on traveler visits and local insights



Carlsbad Caverns  
National Park

4.8 ★★★★★ (7,590)

Carlsbad Cavern & Rattlesnake Springs



White Sands  
National Park

4.8 ★★★★★ (9,252)

Rare white gypsum sand dunes & trails



Chaco Culture  
National Historical

4.8 ★★★★★ (944)

Canyon with ancestral Puebloan ruins



Bandelier National  
Monument

4.8 ★★★★★ (2,024)

Protected area with ancient human sites



Four Corners  
Monument

4.0 ★★★★★ (7,348)

Landmark intersection of 4 states



Gila Cliff Dwellings  
National Monument

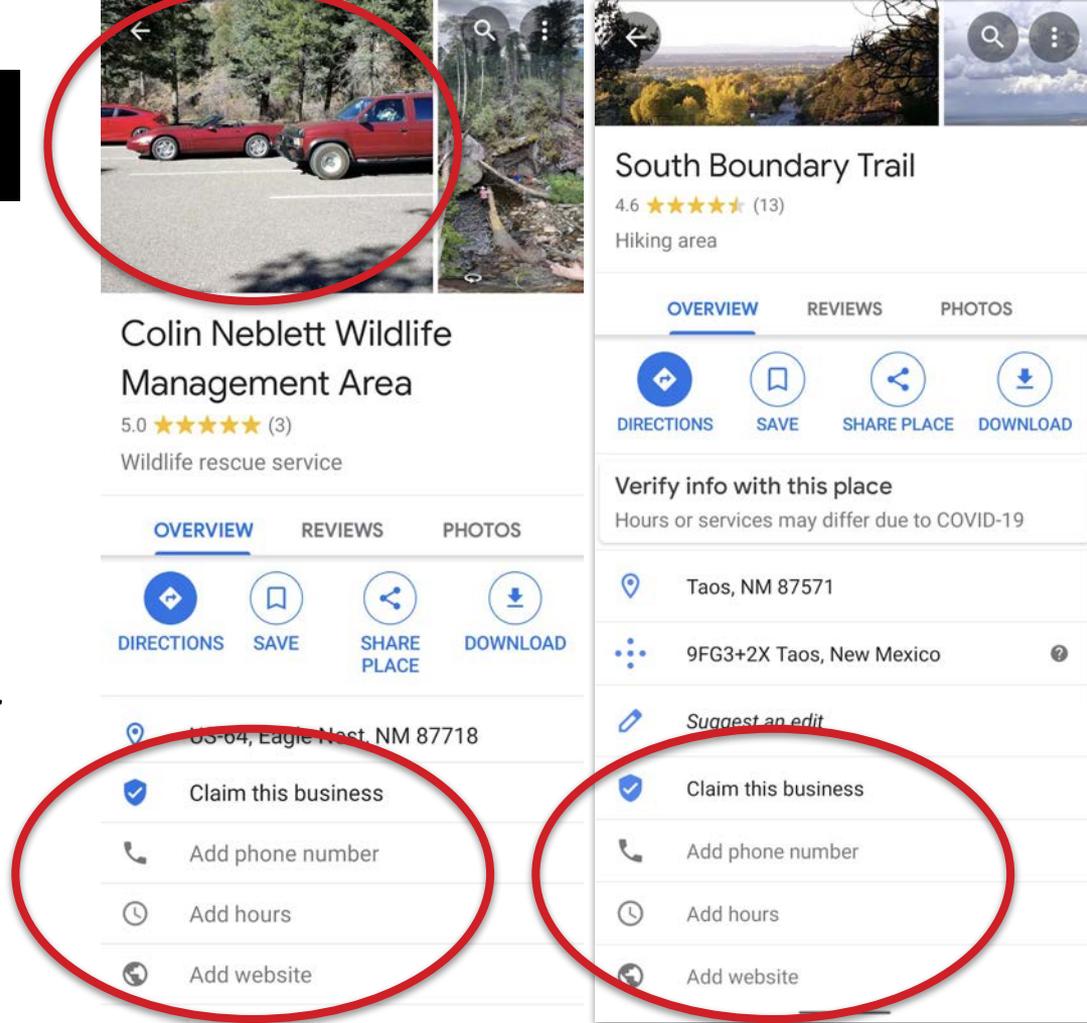
4.9 ★★★★★ (536)

Ancient cave-houses reached by a hike



## Audit the Google presence of more than 500 sites:

- Completeness of critical data
- Which are not claimed
- Quality/quantity of images/360s
- Quality/recency of Street View for roads and trails
- Key map points within location (visitor centers, campgrounds, trailheads)





program **tactics**

Each agency received:

- Individual audit results report
- Training sessions to improve awareness and use of Google tools to improve completeness & quality
- Office Hours with experts to help troubleshoot individual issues, add missing locations, move map points & claim listings





## 50 Locations selected for content creation based on the audit

- Support virtual tourism with high-quality, immersive 360 images
- Update Google Street View in priority areas that have not been covered by Google or are outdated
- Create a virtual tour overview of key locations



### City of Rocks State Park

4.8 ★★★★★ 774 reviews  
State park



Serene, vista-filled state park featuring unusual volcanic rock formations plus camping & hiking.

Saved in NM - State Parks

[Add note](#) [View list](#)

327 New Mexico 61, Faywood, NM 88034



*Example: City of Rocks State Park - No Street View of roads in & around park or of trails. No 360s images.*



*Example: Glade Run Recreation Area  
Street View not updated since 2007 & poor quality.*



## program **results**

- More than **785 miles** or **1.4M** images of Street View added to locations throughout the state of New Mexico
- Viewed over **9.2 million** times to date and growing monthly
- All Street View **branded & accredited** to the New Mexico Tourism Department



Street View  
Master



New Mexico Tourism Department

### OVERVIEW

Views	8.9M
Total photos	1,257,177
Distance recorded	785.28 miles
Photo spheres published	1,257,177





program **results**

## 50 Outdoor locations updated with new 8k Google Street View

Sample Google Street View of roads, trails & facilities:

Pyramid Rock	<a href="#">Click Here to View</a>
Capulin Volcano National Monument	<a href="#">Click Here to View</a>
Mills Canyon	<a href="#">Click Here to View</a>
City of Rocks State Park	<a href="#">Click Here to View</a>
Echo Amphitheater	<a href="#">Click Here to View</a>
Sitting Bull National Falls	<a href="#">Click Here to View</a>

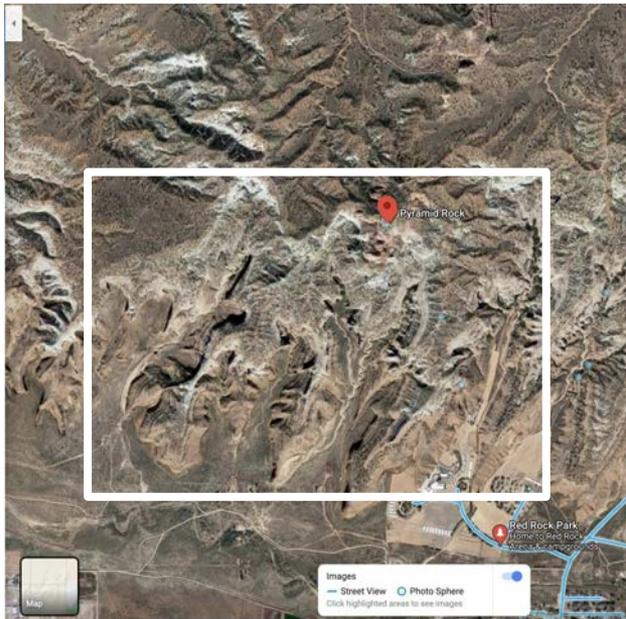


*Example: City of Rocks State Park - New Street View (blue line) both roads & trails.*

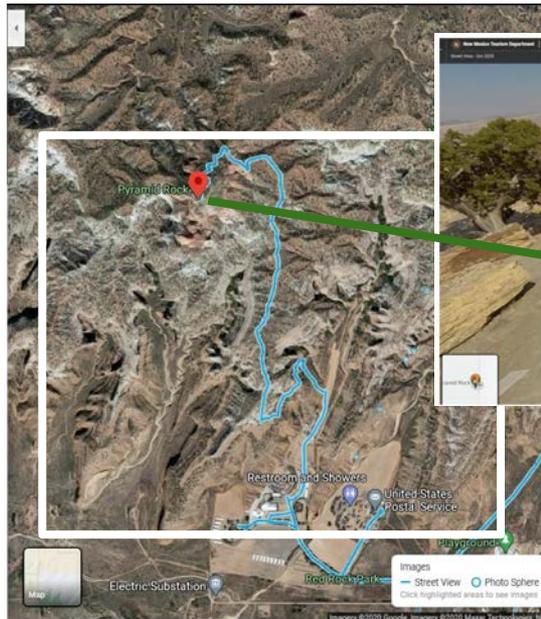


program **results**

## Example: Pyramid Rock Hike



Before



After



## program results

- **3,257** high-quality still images & 360 photos added to locations
- These images have been viewed more than **6.7 million times** on Google & increase monthly
- **179** poor quality user-generated images were flagged for removal from galleries

934,628 views

Views



### Fort Stanton Historic Site

104 Kit Carson Rd, Fort Stanton, NM 88323

96,176



### San Ysidro Trials Area

San Ysidro, NM 87053

64,544



### Brown Springs Campground

County Road 1980, Farmington, NM 87401

57,549



1,390,004 views

Views



### La Luz Trailhead

Forest Service 333 Rd, Albuquerque, NM 87122

93,456



### Sleepy Grass Campground

Apache Canyon Rd, Cloudcroft, NM 88317

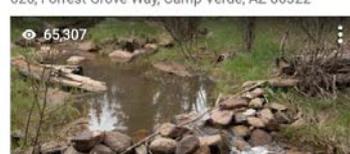
75,242



### Clear Creek Campground

626, Forrest Grove Way, Camp Verde, AZ 86322

65,307



*Examples of some of the most popular images contributed to the Google platform as a part of this program. In many cases these have become the cover image for the location (circle icon)*

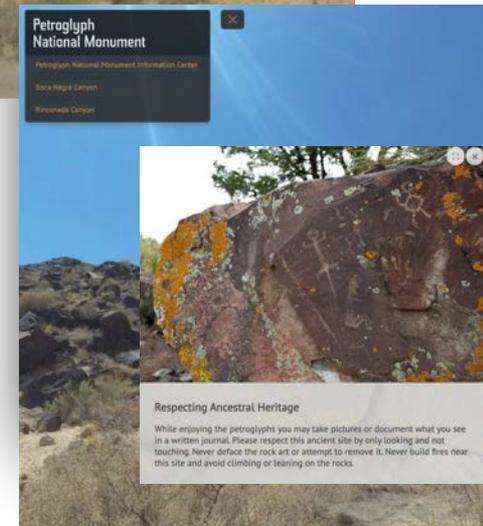
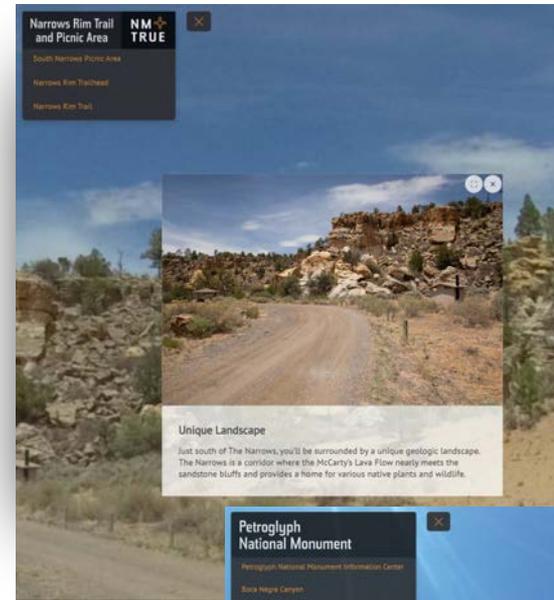


## program **results**

# 50 Virtual tours created for use by the agencies & New Mexico Tourism Department

Provides visitors with to “know before you go” safety and “leave no trace” stewardship practices. Below are five sample tours from each agency.

<b>Capulin Volcano National Monument</b> <i>Bureau of Land Management</i>	<a href="#">Click Here for Tour</a>
<b>Valle Vidal Unit</b> <i>US Forest Service</i>	<a href="#">Click Here for Tour</a>
<b>Salinas Missions National Monument</b> <i>National Park Service</i>	<a href="#">Click Here for Tour</a>
<b>Clayton Lake State Park and Dinosaur Trackways</b> <i>New Mexico State Parks</i>	<a href="#">Click Here for Tour</a>
<b>Luera Mountains</b> <i>State Land Office</i>	<a href="#">Click Here for Tour</a>





## program **results**

- **104 new locations** were added under the management of their agencies
- 84% of New Mexico's State Parks were **unclaimed** on Google at the time of the audit. **All 35 parks' Google listings** are now under the management of that agency
- Completeness of New Mexico State Park listings improved from 72% to **92% complete**
- At 39%, The Bureau of Land Management had the highest instance of missing locations. **Twenty eight missing locations** were added to Google Maps and **seventeen new listings** have been claimed under the agency's account
- US Forests improved from 52% to **72% complete** and added **41 new locations** to Google



## program **results**

*Thank you to you and your team for your leadership and labor on this wonderful project. I literally could not have done this without you and your colleagues. Our hope and intent is that we will continue to build out our Google profiles based on this great foundation. #NMTrue for sure!*

Julie Anne Overton  
Public Affairs Officer  
Forest Service

