

Santa Fe Selected to Host 2023 Outdoor Economics Conference

6th Annual Conference Will Include Panel Discussions, Outdoor Trips, and Expo

SANTA FE, May 9, 2023 – New Mexico's capital city, Santa Fe, has been selected to host the 6th annual statewide Outdoor Economics Conference. The Conference, focused on issues connected to the state's growing outdoor economy, will take place October 23-25 at the Santa Fe Convention Center. The Conference has become a popular destination for leaders statewide to network and discuss topics related to growing the state's billion-dollar outdoor recreation industry. The Conference will include top leaders from government, the outdoor recreation industry, advocacy organizations and feature a wide array of activities including panel discussions, outdoor trips to regional outdoor hot spots, and evening networking receptions.

The 2022 Conference, held in Taos, was attended by over 350 people representing all parts of the state and tribal governments.

2023 Conference topics will include outdoor marketing, community infrastructure, small business development, sustainability, outdoor equity, and include forums for outdoor companies including the "Adventure Pitch." The Conference Outdoor Expo will also showcase regional and New Mexico outdoor recreation-based companies, organizations, and products.

"We're excited to host this conference recognizing the growing importance of the outdoor economy to the whole state and to Santa Fe," said Santa Fe Mayor Alan Webber. "This is another important step in diversifying our economy around the special attributes of our community."

Santa Fe County Commission Chair Anna Hansen added, "Santa Fe County is thrilled to co-host the 2023 Outdoor Economics Conference. Places like the Caja Del Rio symbolize New Mexico's richness in nature and recreation, and the need for greater preservation. This Conference will take a deeper dive into these important topics."

Conference organizer Outdoor New Mexico Executive Director Jeff Steinborn said that this year's Conference will be one of the best yet. "With Santa Fe's incredible beauty, historical and cultural legacy, and rich diversity of outdoor recreation opportunities, it will be an incredible destination for this year's Conference. Santa Fe also has a spectacular convention center which will help provide Conference goers a great experience."

Those interested in attending the Outdoor Economics Conference can register online at www.outdooreconomics.com.

For more information, contact Jeff Steinborn, Outdoor New Mexico, 575-635-5615