



WPI



Development of a Website to Promote Film Tourism in New Mexico

An Interactive Qualifying Project to be submitted to the faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor of Science in cooperation with Community Learning Network.

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Abstract

New Mexico, which has a rich history in the film industry, relies economically on film tourism. Its economy has suffered during the COVID-19 pandemic. In order to boost revenue and tourism, we partnered with the CommUNITY Learning Network (CLN) to create a website that promotes film tourism in New Mexico. We conducted surveys and unstructured interviews, visited film locations, analyzed existing tourism platforms, and compiled multimedia. We found that TV shows are more popular than movies. The website emphasizes local business owners, who were, in general, most excited about the project. It offers pre-made trails for TV shows/movies, allows for customization by including a master list of film locations, and promotes NM's drone-friendly landscape to cinematographers and tourists.

Executive Summary

Film tourism refers to any tourist activity inspired by the viewing of a moving image, which includes film, television, pre-recorded products, and digital media (Connell, 2012). It can take on multiple forms, such as visiting filming locations or studios, themed attractions, specific film/TV theme parks, locations advertised in films, and/or film festivals” (Connell, 2012, p. 1021). It also includes the purchase of memorabilia/products such as “hotel packages with inclusive film tours, souvenirs, themed food and drink, and photography opportunities at key film sites” (Connell, 2012, p. 1021). New Mexico is not only a popular filming destination today, but also has a rich history in film. *The Muppets* and *Breaking Bad* are just two examples of popular titles filmed in New Mexico. From the picturesque backdrops of old-school westerns to local restaurants featured on Food Network television, New Mexico has blossomed into a must-visit destination for film buffs and fans around the globe. New Mexico economically relies primarily on agriculture and the film industry but due to rapid gentrification, agriculture has been on the decline (New Mexico Tourism Department). The COVID-19 pandemic has also made it difficult for the film industry, leading to 100,000 New Mexicans losing their jobs. New Mexico, as it recovers from the COVID-19 pandemic, would benefit from a film tourism resource, capitalizing on what is already prosperous to bring in tourists and revenue to support local businesses.

The goal of this project was to promote film tourism in New Mexico by building a website that provides users with information about films and the locations at which they were filmed. We partnered with Jennifer Case Nevarez, director of the CommUNITY Learning Network (CLN), a non-profit based in Santa Fe (CommunityLearningNetwork). CLN specializes in “community-driven, project-based, real-life learning” and has participated in many projects involving the creation of websites and supporting the community. To achieve our project goal, we developed the following four research objectives:

1. Define criteria for what makes a film and its location popular and appealing.
2. Identify and compile information on the films chosen to be featured on the website.
3. Derive criteria from existing apps and websites to determine what makes them successful.
4. Work towards making a promotional video for the website and documenting our time in Santa Fe through photos.

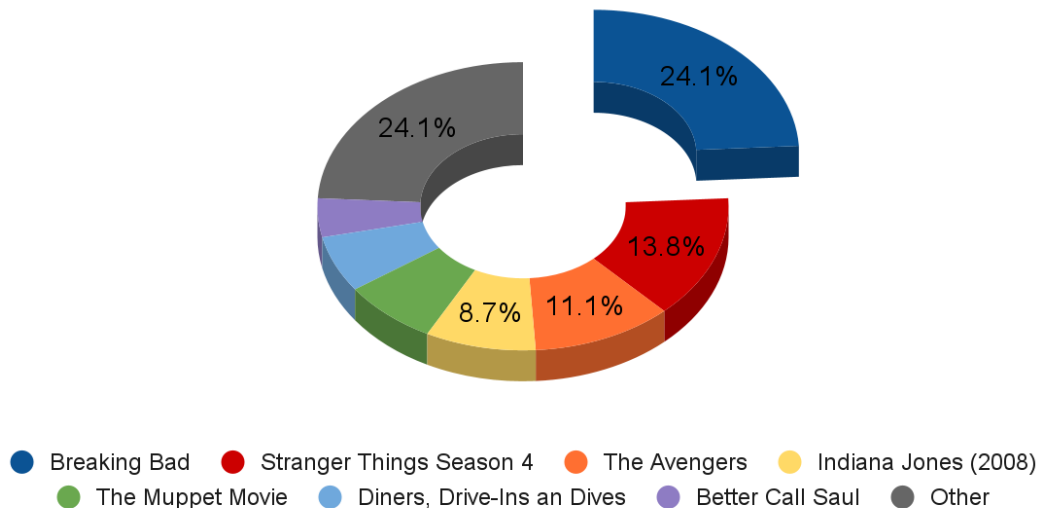
The main methods we used throughout the data collection process were conducting surveys and semi-structured interviews, visiting film locations, analyzing existing tourism platforms, and compiling multimedia. The surveys we sent and semi-structured interviews we conducted provided insight into which filmed media potential tourists wanted to learn more about as well as what would compel them to visit a film location. This data guided us through the selection process of what content we included on the website. By visiting film locations and gathering footage from all 63 locations we visited, we obtained first-hand experience and accessibility information that informed our website. In addition, all the footage and pictures will provide tourists with multimedia to help them decide which locations interest them the most.

Findings

People are more interested in TV shows than movies

The term “film tourism” includes all types of filmed media, including TV shows. Accordingly, we included both TV shows and movies in a survey sent to potential tourists. One of the questions in the survey detailed the purpose of the website and asked people to identify from the list of 25 filmed media their first preference. This refers to which filmed media they would most like to see on the website or be most interested in learning about. Four of the top seven choices for filmed media were TV shows, including *Breaking Bad*, *Stranger Things* Season 4, *Diners, Drive-Ins and Dives*, and *Better Call Saul*. These four filmed media received 48.5% of the votes, with *Breaking Bad* securing 24.1%, as shown in the Figure below.

First Preference of Film/TV shows (Survey)



We also conducted 18 interviews with friends and family, who are representative of likely tourists as they are from different states and are not associated with the film industry. When we asked whether they connect with characters more from movies or TV shows, 88.9% of interviewees chose TV shows because, as they state, their runtime is longer, giving them more time to be invested in the character’s development as opposed to a 2-hour movie. As such, we prioritized TV shows first and created film trails surrounding their most appealing locations.

Business Owners Are Most Excited About the Website

Throughout the seven weeks of the data collection process, we visited 63 filming locations and were able to talk to multiple business owners. One similarity between them was that they were the most excited and supportive of the website. For example, Antonio's The Taste of Mexico is one of the many locations Guy Fieri from *Diners, Drive-Ins and Dives* visited. We were able to interview Antonio himself who was able to take a break from the busy restaurant and explain how it was the first day since the airing of the *DDD* episode. Chris Morales, the chef at the Golden Crown Panaderia gave us a tour of the kitchen, including a demonstration of how he roasts coffee beans (shown below on the right). These are just two examples of how supportive and encouraging the business owners were. This enthusiasm made them effective collaborators and great resources throughout the website creation process.



In contrast, some film locations were inaccessible or permanently closed. One example is residential areas where homeowners had to deal with trespassing and unwanted attention. To deflect unwanted traffic towards certain filming sites, we included accessibility information in a convenient and aesthetic format on the website.

Recommendations

Our first recommendation is a partnership with New Mexico True. The NM True initiative promotes New Mexico's rich culture and history through an engaging website that provides trails. The partnership could emphasize another compelling feature of NM's history and appeal, as NM True currently does not have a film trail. In addition, considering the enthusiasm of business owners, we recommend emphasizing and supporting local businesses through the website. Encouraging tourists to not only visit New Mexico to explore its film locations but to support the community while doing so is beneficial for all parties. To acknowledge the ethics of film tourism, we also recommend including information about accessibility on the website. Including information and disclaimers for any inaccessible locations or private residents will allow tourists to determine if they want to visit that location while also encouraging the respect of homeowners. Finally, we recommend promoting New Mexico as a potential destination for drone operators and aerial cinematographers, as they would be likely users of the website.

Despite being a worldwide phenomenon, film tourism has a special niche in New Mexico. Its dynamic history in film helped pave the way for it to become the popular film tourism destination it is today. CLN's website will hopefully generate revenue and travel to New Mexico, not only encouraging tourists to visit but producers and filmmakers to take advantage of its beautiful landscape, thus, creating jobs and supporting New Mexico's post-pandemic economic recovery.

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1 Introduction

From *The Muppet Movie* to *Indiana Jones and the Kingdom of the Crystal Skull*, New Mexico is no stranger to blockbuster films. In fact, New Mexico has a very rich history in filmmaking, dating back to 1898 with The Edison Company's *Indian Day School* (New Mexico Museum of Art, n.d.). Though the 1900s-2000s was its golden era, it has maintained a great deal of traction in the film world today with *Stranger Things: Season 4* being filmed in Albuquerque and Christopher Nolan's upcoming *Oppenheimer* set to be shot in Santa Fe as well as Los Alamos this year. With a great deal of noteworthy media under its belt, New Mexico has become a hub for film tourism. The release of *The Grapes of Wrath*, along with the surging popularity of the iconic Western genre, contributed to the state's springboard into the film tourism arena, making it a must-visit destination for film buffs and tourists across the globe. Today, the film tourism scene is still prevalent and highlights both old and new filmed media.

However, in other fields, New Mexico is consistently competing for last. Out of the fifty states, New Mexico is ranked forty-seventh for crime and corrections, and fiftieth for child well-being (U.S. News, 2019). The post-high school prospects are rather underwhelming as well, with the state ranking forty-ninth for opportunity and only 36.8% of the population having a college education (U.S. News, 2019). The state's economy hinges on agriculture and tourism; however, due to recent droughts, wildfires, and the COVID-19 pandemic, the growing industry has become increasingly threatened. With the pandemic leaving 100,000 New Mexicans out of work (Burkhart, G. 2021), New Mexico would benefit from a platform to bring in tourists and revenue for the state. One solution is to capitalize on what is already apparent and profitable in the state: film tourism. With a plethora of well-known movies and television series filmed in New Mexico, organizations want to tap into the film tourism industry and bring more positive attention, traffic, and commerce to the state.

Film tourism in New Mexico reached its peak in the 1900s, with the Western genre gaining more traction and molding the state into a renowned filming location (Malin, n.d.). More modern films and television, such as *Breaking Bad* and *Better Call Saul*, are generating a noteworthy amount of buzz. Throughout the state, there are many small businesses centered around these popular filming locations, hosting their own tours, and providing original merchandise. The interest and potential for a resurgence of the film tourism industry in New Mexico are potent and need a vehicle to combine the separate elements into a cohesive resource.

Since the COVID-19 outbreak in 2020, New Mexico's tourism sector was hit hard, with 2020 recording a tremendous drop of 30% in visitation compared to the previous year (Staff, KRQE "Nm Tourism Hardest-Hit Industry in 2020"). The travel sector is an integral part of New Mexico's economy. Through promoting film tourism with a resource that highlights New Mexico's rich and prosperous film industry, more opportunities for the community will be generated.

With the proliferation of modern tech devices and the prevalence of smart devices, we developed a mobile website that makes information accessible and makes traveling to tourist locations easy and enjoyable. In addition, there is the opportunity in the future to provide links to other services such as booking tours and hotels around film sites, selling merchandise and souvenirs, and accepting charity and donations to expand film tourism in New Mexico. Capitalizing on the growing popularity of virtual reality, in future years, accommodating virtual tours to film sites will not only expand the market for film tourism but also enhance the overall

touring experience with surreal visual perception combined with special effects. There are many possibilities and marketable features that would appeal to the variety of tourists that visit New Mexico.

We worked to ensure that we targeted a popular subset of the films shot in New Mexico. To encourage the most engagement with the website we created, we derived criteria for what makes an appealing website to ensure we implemented those factors into our project design. Through working with our sponsor, the CommUNITY Learning Network (CLN), conducting semi-structured interviews, and compiling multimedia, we gathered the pertinent information that allowed us to create a resource for the state that celebrates and promotes film-based tourism.

2 Background

2.1 Global Film Tourism

The Lord of the Rings trilogy, directed by Peter Jackson and released from 2001-2003, is a series of three epic fantasy-based adventure films. The entirety of the filming took place in New Zealand, utilizing its mountain ranges, grassy fields, and wild rivers. According to Gregg Anderson from Tourism New Zealand, after the first film was released, tourism increased by 50% as international fans flocked to New Zealand from around the world (Pinchefsky, 2012). The popular trilogy brings in \$33 million NZD (\$19 million USD) per year. This is just one example of the many countries that have developed an impressive film-making capacity and skill to create productions “for national and international consumption” (Connell, 2012, p. 1011). Another example is India’s Bollywood phenomenon, which has become one of the most prolific producers of film.

Part of the appeal of film is the association with “real places that can be visited” (Connell, 2012, p. 1013). Through the viewer’s emotional and personal attachment to the combination of the theme, plot, characters, and setting of films, a conception of place is created (Connell, 2012). The development of a place cultivates the interconnection between people, plot, and place. To further understand this connection, studies have tried to explore the human emotional system in relation to movies through neurological and cognitive approaches. It was found that in addition to a compelling plot or group of characters, the complex organization of special effects and soundtracks contributes to emotional responses (Smith, 2003). Music is a prime example of how films can orchestrate different emotional responses in viewers, relying on skilled musical compositions to create that interconnection (Smith, 2003). One example of this is the rousing two-note Jaws theme that signifies danger. Another example is the melancholic flute in the stately ballad “My Heart Will Go On” from Titanic, emphasizing the heartbreaking conclusion of the film. As such, music and even film landscapes can “express what is otherwise inexpressible” including moods, emotions, and nostalgia (Connell, 2012, p. 1014). These emotional connections inspire people to visit film locations, purchase memorabilia, and many more displays of support for their favorite films and TV shows, thus making way for the film tourism phenomenon.

Film tourism refers to any tourist activity inspired by the viewing of a moving image, which includes film, television, pre-recorded products, and digital media (Connell, 2012). It can take on multiple forms, such as visiting filming locations or studios, themed attractions, specific film/TV theme parks, locations advertised in films, and/or film festivals as well as the purchase of memorabilia/products such as “hotel packages with inclusive film tours, souvenirs, themed food and drink, and photography opportunities at key film sites” (Connell, 2012, p. 1021). For example, the Harry Potter New York's Butterbeer Bar serves the bottled drink in a souvenir tankard or individual bottles. Consequently, film tourism plays an undeniable role in economic development.

Economic Scope

Film tourism has only recently begun to receive attention in academic literature over the last twenty years. In response, there are no “exact figures” to describe the economic impact of the phenomenon in early examples (Thelen, 2020, p. 293). Not all film tourism examples lend

themselves to an easy estimation of its economic effects and one has to be careful not to overestimate (Thelen, 2020). However, various locations exemplify the lasting effects of film tourism. For example, “Twenty-Four Eyes” (Nijū-shi no Hitomi, Kinoshita Keisuke), a 1954 Japanese drama film, continues to draw people to the island of Shōdoshima to this day (Thelen, 2020). Another example is Marvel’s Avengers Campus at Disney’s theme park in Anaheim, California. As consumers travel from around the world to immerse themselves in rides and attractions with their favorite superheroes, profit for the division, including consumer products, “rose sixfold to \$2.19 billion in the most recent quarter” (Palmeri, 2022). This success has led developers to plan the opening of another attraction in the Marvel superhero area, signifying the tremendous economic success of the franchise.

However, not all film attractions or projects have had long-lasting success or such significant impacts. For example, in Japan, the prefectural government coordinated the reconstruction of the last section of the highway to Wajima City into a singing road in early 2015 (Thelen, 2020). A singing road, when driven over, causes a vibration and rumbling throughout the car that creates a musical tune. In this case, the melody that plays are the opening song from *Mare*, a Japanese TV series. Of Japan’s 30 singing roads, this one is the longest, with a length of 1.2 km (Thelen, 2020). While locals agreed it was a great technology, they also criticized the decision, deeming it unnecessary and saying the money could have been used for something else (Thelen, 2020). For example, in an interview, a Japanese resident commented that an abandoned town hall building of Ogi Town was renovated for use as a filming location, contributing to the improvement of infrastructure (Thelen, 2020). However, in the same example of the singing road, locals would argue that the addition was unnecessary and worsened infrastructure, especially after the decrease in popularity of *Mare* when attention was redirected to the next popular Japanese TV show (Thelen, 2020). Even if attractions are initially successful and have good intentions, their impact can be short-lived or have unintended consequences.

Another important factor in economic success is the consideration of all stakeholders. For example, during the filming of *Oshin*, a Japanese television drama, stakeholders were prepared for the influx of tourists. Vendors set up stores for special souvenirs and the city developed sight-seeing spots which all led to the successful broadcasting of the show and the acceptance of tourists (Thelen, 2020). However, strict copyright policies of the broadcaster NHK limited the use of resources officially related to the series, meaning vendors could only sell their own memorabilia on a limited scale (Thelen, 2020). Thus, the economic profit of the local tourism industry was hindered. Though the city was prepared for the tourists and the locals set up shops, the copyright policies demonstrate a lack of consideration for vendors and locals reliant on tourism. This points to communication as a possible solution to find a way for all stakeholders and the broadcaster to benefit from the film broadcasting. As such, economic development depends on several factors and requires the consideration of all stakeholders.

Social and Cultural Factors

Similar to the positive and negative impacts on economic development as a result of the film tourism phenomenon, social and cultural factors exhibit the same duality. During the filming of the Japanese TV show *Mare*, residents were consulted about the locality's authenticity, allowing them to feel a connection to the movie as well as play extras (Thelen, 2020). This sparked a sense of pride among the locals and appreciation of their cultural representation. However, the influx of tourists prompted a loss of privacy that can be explored through the rapid change from “non tourist place” to “tourism place,” sparking the local’s anxiety about losing

sacred social and cultural spaces. For example, residents felt similar anxiety in Ubud, Bali where Ketut Liyer as a medicine man and Wayan as a healer were featured in the Hollywood film adaptation *Eat Pray Love* and became celebrities in Ubud (Kim, 2021). Locals felt as though their familiar and precious spaces where medicine men and healers held spiritual, religious, and paramedical practices were growing distant and unfamiliar (Kim, 2021). When conditions change too quickly for residents to adjust, they experience a sense of alienation and loss (Kim, 2021, p. 14). Residents admitted that it was “the extreme, undesirable place change as a manifestation of a social and cultural identity crisis of the community” which led to their development of negative perceptions of film tourism and its impacts (Kim, 2021, p. 14). As such, film tourism is a dynamic phenomenon that continues to impact many aspects of local communities around the world, especially in the U.S.

2.2 Film Tourism in New Mexico

New Mexico is not only a popular filming destination today, but also has a rich history in film. Filmmaking in New Mexico dates back to 1891, aided by photography that promoted the landscape and culture of the West. The first film made in New Mexico, *Indian Day School*, was created in 1898 by The Edison Company and was 50 seconds long (New Mexico Museum of Art, n.d.). The documentary, referred to as an “actuality” during its time, was also one of the earliest created in the American West. After The Edison Company, the now controversial D.W. Griffith made *A Pueblo Legend* (1912) at the Isleta Pueblo, noting that it “offered some of the finest scenic opportunities ever put into a picture” (New Mexico Museum of Art, n.d.). The star of the 20-minute Romeo-and-Juliet-esque picture, Mary Pickford, soon gained the title “America’s Sweetheart” and became the highest-paid film artist in the world. Following Griffith was Romaine Fielding, the creative director of the Lubin Company, who filled a variety of positions for the film company, such as lead actor, set designer, and director. He relocated the Lubin Company to Las Vegas, New Mexico, and continued to create over a dozen short films. Tapping into the natural landscape of Las Vegas, Tom Mix of Selig Polyscope created between 25 to 30 Western featurettes over the course of two years (New Mexico Museum of Art, n.d.).

With the introduction of technicolor, the era of “The Talkies” sank into the Western genre. *Redskin* (1928), starring Richard Dix, is a compelling tale surrounding racial bigotries in which the Native Americans are the heroes of the story (New Mexico Museum of Art, n.d.). At the time of its creation, it was considered a compassionate film. Shot on the Navajo Reservation in western New Mexico as well as Gallup, the film utilizes technicolor as a storytelling element, varying the color of shots based on which characters were in the scene. In the vein of Westerns, the story of *Billy the Kid* began to immensely rise in popularity as a subject for New Mexico films (New Mexico Museum of Art, n.d.). While technicolor was still prevalent, some filmmakers opted to use black and white to enhance the drama. Though the original *Billy the Kid* was produced in 1930 in black and white, it saw multiple resurgences decades later with *The Left-Handed Gun* (1958) and *Young Guns* (1988) both of which were filmed in color (New Mexico Museum of Art, n.d.).

The nearly hundred years between the 1900s and the 1990s were a golden age for film in New Mexico, generating a flourishing interest in film tourism. The classic *The Grapes of Wrath* (1940), considered one of Hollywood’s most important films, was shot in New Mexico as well as other neighboring states. The film was nominated for an Academy Award for Best Picture due to its picturesque and striking usage of the landscapes to parallel the Joad family’s journey. Subsequently, *Ace in the Hole* (1950) used the largest non-combat set ever created and raked in

both job opportunities and revenue for the state. *Butch Cassidy and the Sundance Kid* (1969) is regarded as one of the most vital neo-Western films, with filming taking place across the entirety of New Mexico. Jim Hensen's *the Muppet Movie* (1979) became a landmark film for the state. Though some were skeptical about how well the singing puppets would be received in theaters, the family film is considered one of the "key moments in the past 100 years of filmmaking in New Mexico" (Malin, n.d.). Capitalizing on the growing interest and buzz generated by the legacy lineup of film, a "New Directors/New Film" program was created in the 1950s. Pairing with MOMA (NYC), the festival received attention from multiple notable Hollywood directors. In 1999, the nonprofit Santa Fe Film Festival was born and still occurs annually (*Santa Fe Film Festival*, n.d.).

New Mexico's government has played a significant role in making the state a hotspot for filmmakers, as evidenced by many noteworthy shows and movies that have been shot in New Mexico. From 2020-2022, New Mexico had an output of \$1.39 billion over a two-year period and an economic return on investment (RoI) of 8.4. The state currently offers a 25-35% refundable tax credit on eligible spending in the state with an annual budget cap set at \$110 million. The tax credit was found to have significantly contributed to New Mexico being regarded as a notably film-friendly state. It has also become one of the top filming destinations in the country by offering filmmakers a 25% refund of all in-state production costs and interest-free loans of up to \$15 million (New Mexico Museum of Art, n.d.). These subsidies and benefits are rare to find in other states and it is good to note that they have had a significant impact in driving countless producers to choose New Mexico as a filming destination.

2.3 Film Tourism Impacts in New Mexico

In addition to landscapes and economic benefits for filmmakers, culture influences the process of choosing a filming location. Since the late nineteenth century, cultural representation in literature has always been important in promoting tourism (Beeton, 2005). Over time, television and film took on a larger role in representing culture across the globe. The perception of a destination plays a key role in influencing tourist destination choices. As such, the more favorable a location is represented, the higher the likelihood that a tourist will choose to visit it. However, it is not always accurate to build a conceptualization of a location solely based on how it is represented in films. One of the biggest conflicts in the tourism industry is the misrepresentation of a location and the resulting stereotypes that can form.

New Mexico and the Southwest in general have always been stereotyped as poverty-ridden places with a less educated population. It has resulted in the dominance of tourists who are only there to assert their imagination of a primitive and simple community (Jojola, T. S, 1996). Investigators that visited the Native American/American Indian communities in New Mexico only showcase their general views to assert the ongoing stereotypes rather than focusing on the authentic cultures in New Mexico. These are the same people that characterize the Native American/American Indian communities as primitive by promoting the dominant Native American stereotype with "the face-painted and war-bonnet and buckskin-clad 'chief'" (Jojola, T. S, 1996). This prevents people from truly learning about their beautiful culture and appreciating its value. This misinterpretation of local cultures in New Mexico exemplifies how personal gain can be more important than an accurate representation of their communities.

With the increasing population of settlers and tourists in the land of Enchantment, gentrification has been rapid, leading to a decline in other industries such as agriculture, fishing, and mining as depicted in Figure 1 (New Mexico Tourism Department). The indigenous

communities of New Mexico, such as the Pueblos, were known for agriculture, but due to the rapid growth of the tourism industry, most were forced to abandon their staple activities and switch to more marketable niches in tourism. Although the gradual expansion in jobs created by film and tourism industries is quite beneficial, it has brought more harm than good to the native New Mexico residents. New Mexico ranks the worst in income disparities between the rich and poor. To be exact, the average income of the top 20% of households is 9.9 times the average income of the bottom 20% (Sharon K, 2022). Due to the technical nature of filmmaking, 70% of the jobs created in this industry require high level education and skills. This means that the local residents are not able to equally compete in these jobs with those who have migrated to New Mexico. This extreme income disparity is a significant pitfall in New Mexico as it is associated with other social ills such as high dropout rates, violent crime, incarceration, and teen pregnancy. To bridge this gap, New Mexico lawmakers should consider dealing with low educational levels and raising minimum wage rates.

During the pandemic, unemployment hit New Mexico especially hard. Data indicates that

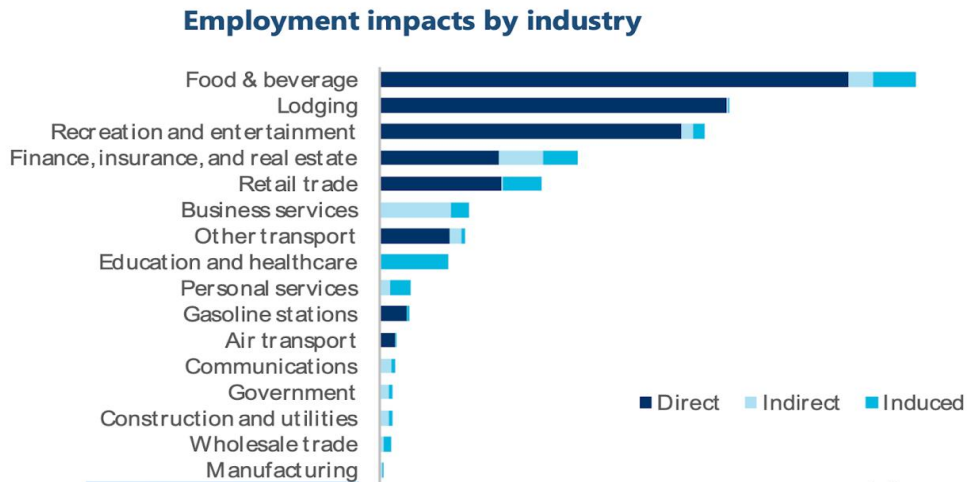


Figure 1. Graph showing how other industries have been impacted by gentrification

Source: New Mexico Tourism Department

Source: Tourism Economics

upwards of 100,000 New Mexicans lost their jobs as a result of the pandemic in 2020. A year later, the figure rested at 78,000 New Mexicans on unemployment. Michael O’Donnell, Acting Director for the University of New Mexico’s Bureau of Business and Economic Research stated that the number of jobs lost is “probably double... [than] what we lost in the great recession”. Before the pandemic hit the nation in full force in January 2020, New Mexico had one of the highest unemployment rates at 5%. By April 2020, the number of jobless claims surged nationwide. Unemployment rates in New Mexico were at its highest in July 2020, with 12.5% of the population out of work (Burkhart, G. 2021).

While New Mexico has faced adversity, it is still one of the most popular filming locations among film producers as described in this chapter. One of the multiple reasons why New Mexico is a harbor for filmmakers is its size. It is the 5th largest state in the United States with diverse locations (Cantrell, D. M. 2007). New Mexico also has 300 days of sunshine and is one of the states with the least natural disasters in the country, making it one of the most conducive film locations. In addition, New Mexico is well equipped with filming facilities and popular production companies such as the NBCUniversal studio in Albuquerque.

The success of the film industry in New Mexico has proven beneficial to New Mexico residents. It has created thousands of permanent full-time jobs in addition to thousands of temporary jobs and significant spending throughout New Mexico (The Catalyst, 2022). Revenue from filmmaking has been referred to as the driving force behind the New Mexico 'film boom' since it has brought in \$725 million in new tax income for state and municipal governments (Cantrell, 2007). It is this revenue that played the central role in the recovery of New Mexico's economy after the largest wildfire ever recorded hit the state, not forgetting recent COVID-19 pandemic that resulted in a crash of so many economies worldwide (Mexico, M. G., Source New, n.d.).

2.4 Our Project and Sponsor

With the current advancement in technology and recent global pandemic, many businesses have ventured into remote engagement. This has led to the increased popularity of apps and websites as valuable sources of information. Apps such as the National Park Service and Hearhere have been successful in promoting tourism by providing downloadable maps, daily events, trails, and ranger tips (Mack, 2021).

Our sponsor for this project is Jennifer Case Nevarez, co-founder of the Community Learning Network (CLN). CLN is a non-profit organization that aims to educate and empower the community. Jennifer Case Nevarez is very involved in New Mexico TechWorks, a nonprofit initiative of the CLN focused on strengthening Tech education and businesses in New Mexico. One of the projects she worked on was creating 1,000 websites in 1,000 days, allowing for community members to learn valuable skills. She is also a director and lead educator in communitybasedlearning.com, which is a non-profit development and management and program facilitation dedicated to "building stronger communities through real-life learning." With her help and guidance, the goal of the project was to create an appealing app that showcased the film industry in NM while providing an engaging platform to increase tourism.

Through our project, we created an interactive mobile website that provides directions and photos of popular film locations. The website was created to be easy-to-use and simple, allowing for tourists and other film enthusiasts to have valuable information about film destinations in New Mexico. This will bring positive attention to New Mexico and highlight the fruitful landscapes in areas that are often overlooked. We plan to promote film tourism to both residents and non-residents and provide various opportunities for the local communities and youth to engage with the beautiful state.

3 Methodology

The goal of our project was to promote film tourism in New Mexico by building a website that provides users with information about films and the locations at which they were filmed. To achieve this goal, we developed the following four research objectives:

1. Define criteria for what makes a film and its location popular and appealing.
2. Identify and compile information on the films chosen to be featured on the website.
3. Derive criteria from existing apps and websites to determine what makes them successful.
4. Work towards making a promotional video for the website and documenting our time in Santa Fe through photos.

3.1 Objective 1: Define criteria for what makes a film and its location popular and appealing

To truly understand what films and locations would be interesting to tourists and encourage them to use the website, we conducted a survey which can be found in Appendix A. The survey had a list of 25 movies or TV shows that were filmed in New Mexico. Participants were asked to select the movies they had heard of as well as rank their top five. The first survey was sent to our friends and family and was posted on one of the WPI parent's Facebook page. It received 258 responses. This information was used to point the team in the direction of the filmed media that would attract the most interest and give us a place to start. By knowing which filmed media our target stakeholders were most interested in, we were able to prioritize researching those film locations.

In addition, we conducted three semi-structured interviews with stakeholders who have had extensive experience in the film industry. They all had experience working at or with the Santa Fe Community College Film Department (SFCC): Milton Riess, the Head of the Film Department at Santa Fe Community College (SFCC); Monique Anair who has held several administrative titles at SFCC; and Elizabeth Stahmer, the Executive Director of the Stagecoach Foundation who has worked on projects with SFCC. On average, the interviews lasted about an hour and covered a variety of topics. Their insight into the most influential filmed media in NM as well as popular tourist locations provided examples of the films and locations that drew the most attention and would be of interest. As people with substantial knowledge of the film industry, the three stakeholders provided recommendations for film locations to research that proved very helpful.

We also conducted participant observation at film locations to gauge how tourists interact with the sites. We visited 65 tourist sites, including film locations, ranging from the Rio Grande Gorge Bridge to restaurants featured on *Diner, Drive-Ins, and Dives*. The locations provided an opportunity to observe how people behaved in their environment. This data helped us to understand why tourists are drawn to a specific location and what activities they might take part in. Using that information, we pinpointed other locations that are popular and suitable for the website.

3.2 Objective 2: Identify and compile information on the films chosen to be featured on the website

In order to present authentic information about the films to be featured on the app, we acquainted ourselves with some of the selected movies. We watched four movies that were filmed in New Mexico (*The Spy Next Door*, *The Avengers*, *No Country for Old Men*, and *Indiana Jones and the Kingdom of the Crystal Skull*) and started one TV series (*Breaking Bad*). We took notes on significant landmarks or attractions that would be interesting to visit. Watching the movies allowed us to find and research more locations.

Exploring film locations was another important method to gather information for the website. Accessibility was a significant factor that affects whether tourists will be interested in visiting a location. To provide users of the website with in-depth descriptions of the movie site and how they can engage with the area, we visited 65 locations. First-hand experiences at the site allowed us to observe how easy or difficult it was to find the location and what activities we could do there (buy memorabilia, take pictures, etc.)

By conducting open-ended interviews with the locals and staff at the film sites, we could compile their feedback and gain insight into how they interact with the film location and what information they would want to see recorded on the website. For example, we talked to over 5 restaurant owners about what dish they would recommend to people who visit their location. We also talked to a security guard at one of the ranches we visited (Eaves Ranch). Open-ended interviews with locals and staff at film locations provided direct and significant feedback about the location's features and details that might be of interest to users of the website.

We had two discussions with the CLN GIS Director to get acquainted with ArcGIS technology and some of the application features. We discussed what information/data would be needed about film locations to geomap them. Moreover, we had a discussion with our sponsor who recommended that we use Weebly as the main platform for CLN's website. These discussions helped us determine what information (coordinates, addresses, accessibility information, directors, land/property owners, etc.) we might need about each film and potential location.

3.3 Objective 3: Derive criteria from existing websites to determine what makes them successful

To understand what makes a successful website, we analyzed and researched four existing platforms that provide tourist information (*New Mexico True*, *Make My Drive Fun*, *Netflix in Your Neighborhood*, and *Detroit Arts, Culture, and Entrepreneurship Mural Map*). Through this research, we derived the most significant factors that would make the website appealing to users: Engagement, Simplicity, and Information. These factors determined how we are organizing the information on the website and what features to include to ensure that users will get the most out of our project.

3.4 Objective 4: Work towards making a promotional video for the website and documenting our time in Santa Fe through photos

To gather potential footage and B roll for the promotional video, we gathered multimedia with cameras and a drone at over 25 locations spanning from Abiquiu to Albuquerque to Taos. Capturing interesting footage at various locations created numerous opportunities to cut the video together and create dynamic transitions to highlight and compliment New Mexico's beautiful landscape. Through the completion of the other objectives and methods, we had the opportunity to document a lot of our experiences through photographs as well.

4 Findings and Analysis

Our data collection methods allowed us to analyze a wealth of information in the form of interviews, survey data, and participant observation to draw meaningful conclusions. In this section, we will discuss the findings we have discovered throughout the seven weeks of research and how they guided the creation of the website. We have separated them into three main categories:

1. Criteria for What Makes a Film and a Location Popular
2. Film Location Analysis
3. Successful Websites

4.1 Criteria for What Makes a Film and a Location Popular

4.1.1 Finding 1: Familiarity Does Not Mean Popularity

To ensure that the website was populated with filmed media that would attract the most attention, we needed to first have an idea of which filmed media were popular. In a survey sent to friends and family, we asked participants to indicate which of 25 filmed media they had either heard of or seen. Of the 258 responses, at least 50% of people had heard of or seen 15 of the movies or TV shows filmed in New Mexico as depicted in Figure 1. In the same survey, another question asked participants which films/TV shows they were interested in learning more about. As shown in Figure 2, not even one of the movies or TV shows got more than 50% of the votes.

Even though 15 of the filmed media were known by at least 50% of the participants, no movie or TV show got more than 44.4% of people wanting to learn more about it. This indicates that just because a person has heard of a movie/TV show, does not mean that the movie/TV show is popular or that people would want to learn more about its filming location, cast, or other interesting facts. In order to determine why the 15 filmed media that at least 50% of survey participants had heard of were more well-known than the others not chosen, we prepared a table that can be seen in Appendix B.

The more well-known movies and TV shows seemed to be the blockbusters of their time. For example, *The Muppet Movie* was a hit upon its release in 1979 and is considered to be one of the key moments in New Mexico film over the past century. In our survey, 205 out of 258, or 79.5% of respondents had indicated that they had heard of or watched the movie and 29.1% (still on the upper end of the data set) said that they were interested in learning more about it. The modern parallel to this would be *The Avengers*, which was released in 2012 and became a staple film and household title soon after. Eighty-seven-point six percent of our respondents had heard of or watched the film, which is the highest percentile out of our media pool, and 40.6% were interested in learning more, placing it at the second most popular. In contrast, *Cowboys and Aliens* was neither overwhelmingly well-known (27.5%) nor a learning interest (9.4%). Overall, our data shows that people are generally more interested in learning about media they have heard of or have seen over lesser-known films. However, just because films are familiar does not mean that they were popular, and people wanted to learn more about them.

Which of the following films/TV shows have you heard of or watched

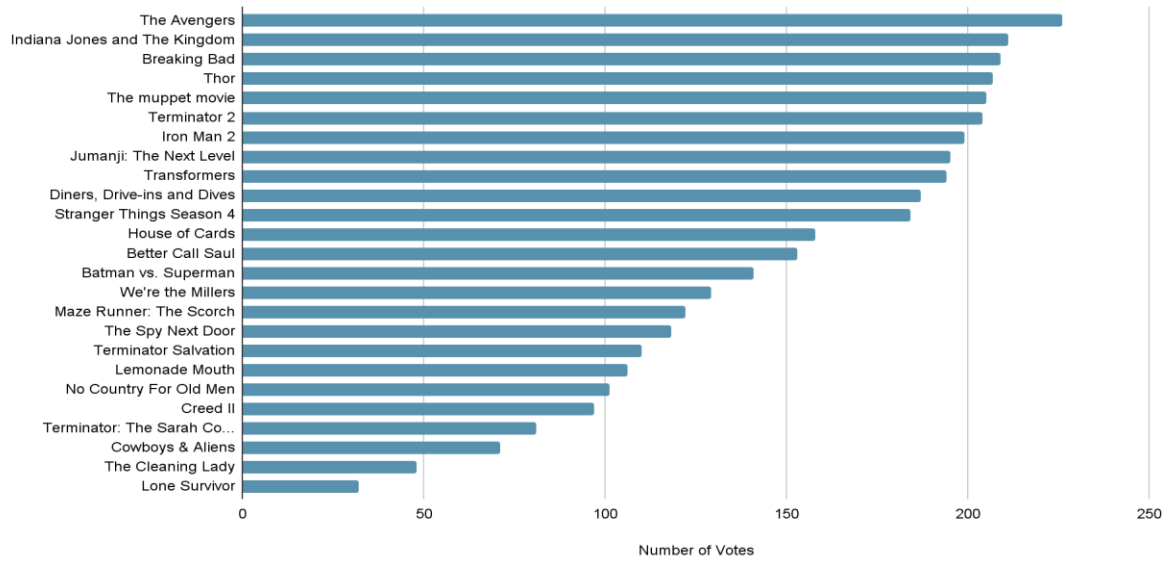


Figure 2. Chart from our survey representing which films/TV shows people had heard of or seen

Which of the following films/TV shows would you be interested in learning more about? (Ex. Plot, cast, filming location etc.)

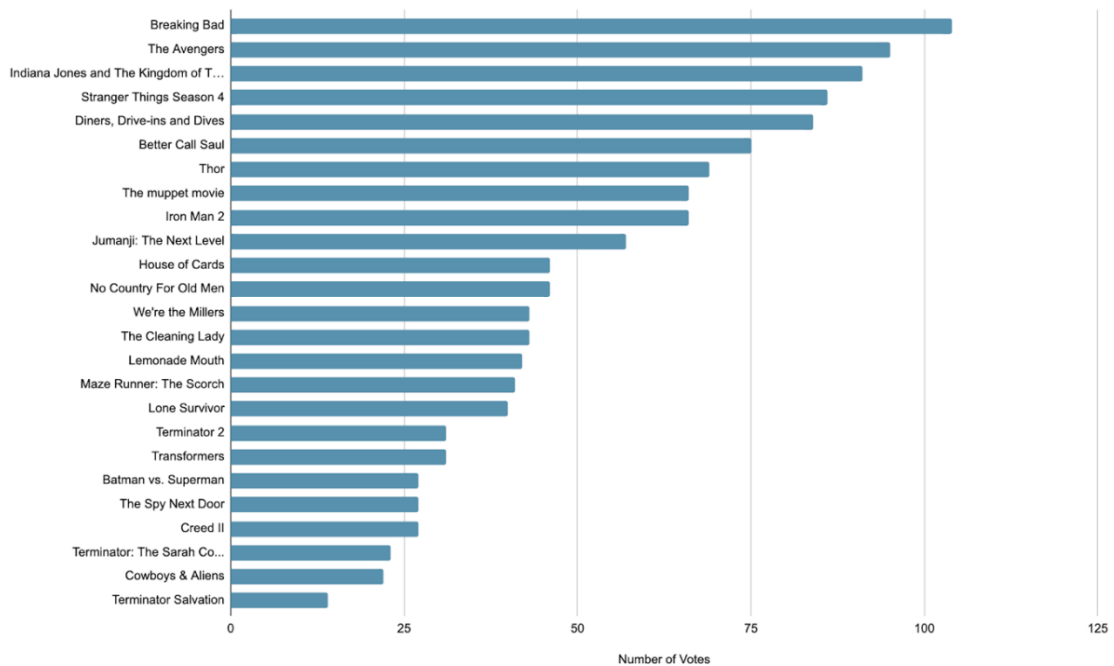


Figure 3. Chart from our survey representing which films/TV shows people wanted to learn more about

4.1.2 Finding 2: People are more interested in TV shows than movies

The term “film tourism” includes all types of filmed media, including TV shows. As such, we included both TV shows and movies in the same survey we sent to friends and family about their interest in popular filmed media. One of the questions in the survey detailed the purpose of the website and asked people to identify from the list of 25 filmed media their first preference, meaning which filmed media they would most like to see on the website or be most interested in learning about. The survey question received 253 responses. Four of the top seven choices for filmed media were TV shows, including *Breaking Bad*, *Stranger Things* Season 4, *Diners, Drive-Ins and Dives*, and *Better Call Saul*. These four filmed media received 48.5% of the votes, with *Breaking Bad* securing 24.1%, as shown in Figure 3. The “other” slice of the pie chart in Figure 3 includes the remaining 18 filmed media, 16 of which were movies, that received very small percentages of interest from participants. This suggests that people are more interested in learning about TV shows (their filming locations, plot, characters, etc.) than movies. Refer to Appendix C for the full breakdown of participants’ first preference of filmed media.

First Preference of Film/TV shows (Survey)

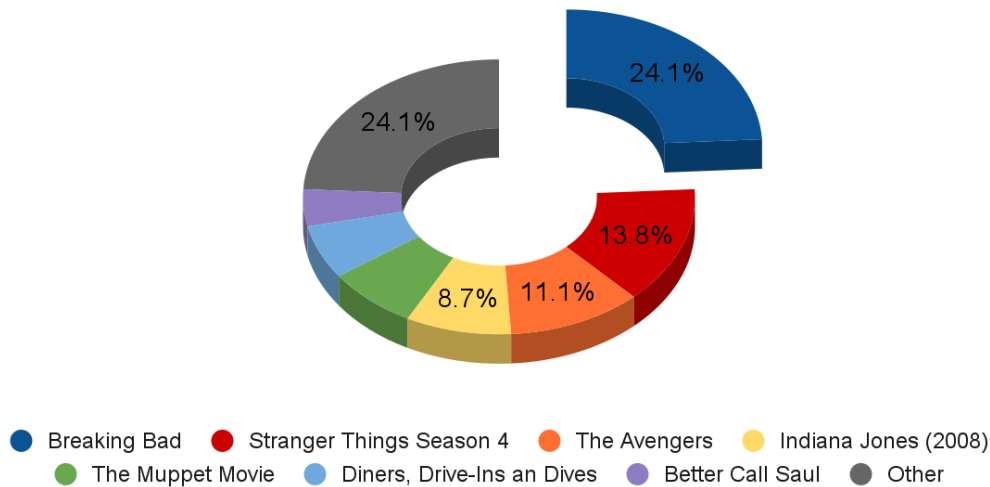


Figure 4. A pie chart from a survey indicating which film/TV show people chose as their first preference of filmed media, meaning what they would be most interested in learning more about (top 7 choices and other)

We also conducted 18 interviews with friends and family about what might compel them to visit a film location. These interviewees are representative of potential tourists because they are from different states and not associated with the film industry. The most common answer was if they cared enough about a movie/TV show that it would be meaningful to visit, they would be more likely to go. When asked whether they connect with characters more in movies or TV shows, 88.9% of interviewees chose TV shows because, as they state, their runtime is longer, giving them more time to be invested in the character’s development as opposed to a 2-hour movie. Multiple interviewees pointed out how the act of coming back to watch the TV show every week when a new episode is released encourages them to think about the show and its characters more often. For instance, Curtis Ewing stated that a TV show “is watched over a longer period of time and a movie is over in 2 hours and you might never think about it again.”

TV shows give people more time to get attached to the characters, making it more likely that they will care about the show and be compelled to visit a film location.

In addition to this analysis, we identified other criteria for determining the popularity of filmed media through 18 interviews with our friends and family, who are representative of likely tourists. We derived the top three criteria for what makes a film or TV show appealing and popular by first identifying seven possible criteria. They included Quality, Visual Appeal, Character Development, Plot, Ease of Accessibility, Diversity, and Interesting Cover. We then asked participants to choose their top three. Ninety-four percent of interviews put plot, whether the story is well-written and engaging, in their top three, while fifty percent of people had it as their number one criterion for a movie or TV show that they would watch. Sixty-one percent of interviewees placed quality, by which we are referring to how well the media is produced, in their top three factors that they would want in a movie or TV show. Fifty-six percent of interviews placed character development, referring to if the characters are well-rounded and interesting in their top three. As such Plot, Quality, and Character Development were the three factors that were considered most important among the interview participants. According to Nelson Pires, with TV shows he “can see characters develop more than in a movie, but that’s not to say that movies don’t do that... but TV shows can do it better because they have more time.” With TV shows having more time for character to develop and the plot and quality to progress and enhance, the more people will care about the TV show. Therefore, when deciding what filmed media to include on the website, we prioritized TV shows.

4.1.3 Finding 3: *Breaking Bad* is the most popular filmed media

Throughout the first four weeks of research, it became clear that *Breaking Bad* was one of, if not the most, influential filmed media made in New Mexico. According to the survey, the top choice for the movie/TV show preference was *Breaking Bad* with 24.1% of votes, beating out 24 other films/TV shows as shown above in Figure 3. In addition, we conducted 3 semi-structured interviews with significant stakeholders: Milton Riess, the Head of the Film Department at Santa Fe Community College (SFCC); Monique Anair who has held several administrative titles at SFCC; and Elizabeth Stahmer, the Executive Director of the Stagecoach Foundation. The interview questions for the stakeholders can be found in Appendices D (Milton Riess), E (Monique Anair), and F (Elizabeth Stahmer). All three of them, when asked about the most influential filmed media made in New Mexico, said *Breaking Bad*. Milton Riess commented that it “definitely put Albuquerque on the map” while Monique Anair pointed out how “a television series is gold in the film industry.” The bigger the TV show and the more episodes produced, the more the cast and crew get involved with the show and the more attention and popularity that brings. When more people get involved with a production, especially when the show is compelling and successful, its renown increases externally as well as internally, with word reaching friends and family in addition to creating a wider radius of outreach One interviewee said that she factors in other people’s ratings when looking for a show and that if her friends have seen it and recommended it to her, she is more likely to watch it.

In addition, we found that there are numerous tourist activities associated with *Breaking Bad*, especially in comparison to other films and TV shows. Just a few examples are *The Breaking Bad* store, which has fake sets that fans can take pictures with, real movie props from the show, and memorabilia for sale (Figure 5); The Candy Lady, the business which produced the blue crystal props for the show and sells them in little bags (Figure 6); and *The Breaking Bad* RV tours which take fans to various filming locations around Albuquerque in an RV replica from

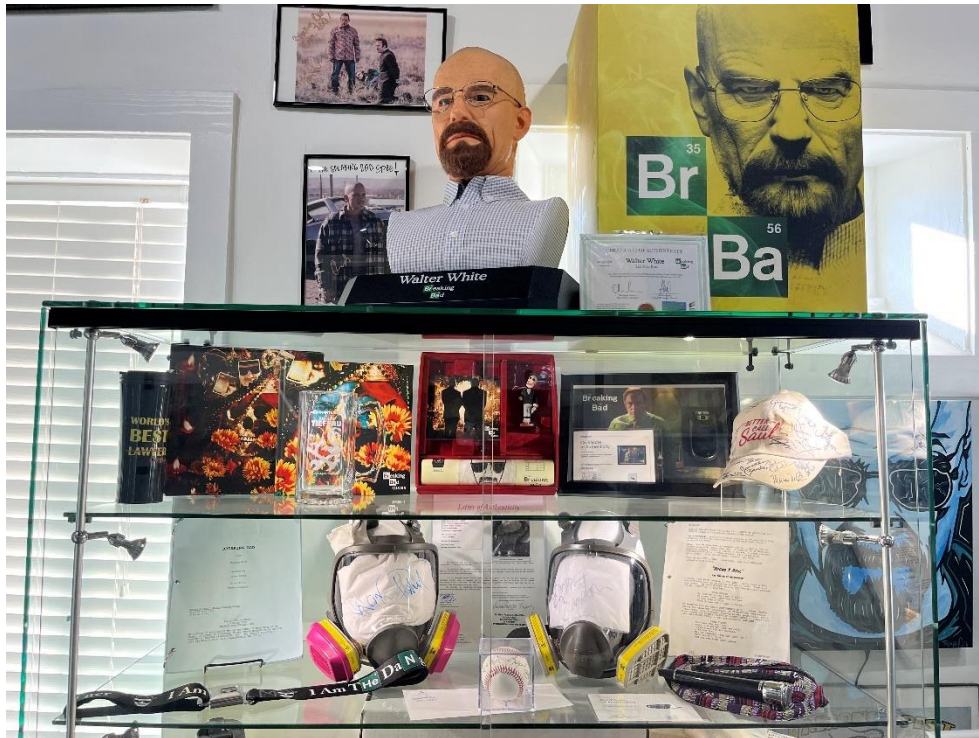


Figure 5 The Breaking Bad Store

the show (Figure 7). The existence and continued success of these three businesses testify to the popularity and profitability of the show. Though blockbuster films have been shot in New Mexico and there are other TV shows that attract significant attention, as evidenced by Figure 3 where other shows were chosen as top preferences, original businesses such as the three mentioned above do not exist for fans of other markets. The

heart, blood, and soul of film tourism in New Mexico rely on *Breaking Bad* and its adjacent media as their main source of film-tourism-related revenue. The fact that *Breaking Bad* tourist businesses continue to prosper despite the show's final episode airing in 2013 showcases its reign as the most influential filmed media in the state.

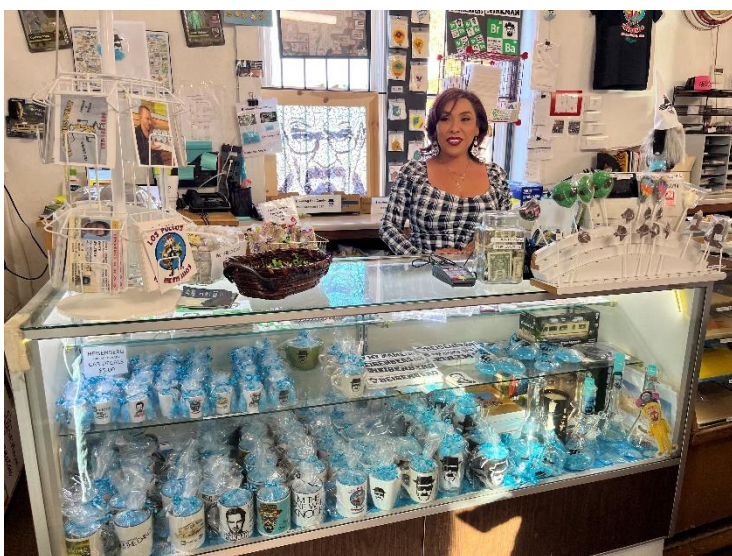


Figure 6 The Candy Lady

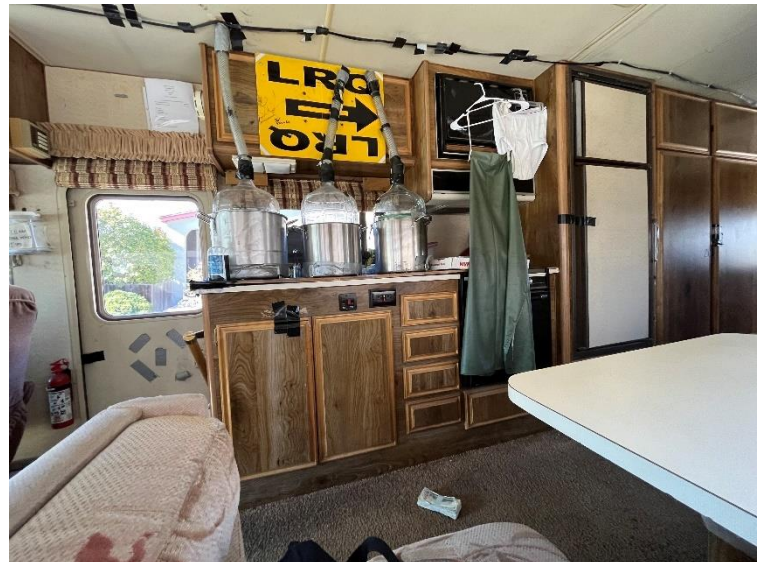


Figure 7 The Breaking Bad RV tour.

4.1.4 Finding 4: Engagement, Accessibility, and Landscape are the most important criteria when determining the likelihood of visiting a film location

Similar to the criteria for determining movie and TV show popularity, we used the same pool of interview participants to derive criteria for determining the popularity of a film location. First, seven possible criteria were selected: Accessibility, Immersion, Landscape, Engagement, Atmosphere, Price, and Surrounding Area. Interviewees were asked to choose the three criteria they felt were the most significant when deciding if they want to visit a filming location. Following the interviews, we decided to combine engagement and immersion into one criterion because they encompass what tourists can do at the locations and how immersed they feel in the environment. Seventy-two percent of interviews placed Engagement, what tourists can do at the locations and how immersed they feel in the environment, in their top three factors. Sixty-one percent of interviewees put Accessibility, how easy and safe it is to get to the location, in their top three and fifty percent of interviewees placed Landscape, if the area is picturesque, in their top three. Therefore, Engagement, Accessibility, and Landscape are the most common factors that participants identified as significant when choosing to visit a film location. When determining which filming locations to include on the website, we made sure to use the derived criteria to analyze each location and determine how interesting and appealing each location would be to tourists. We created a table to compile all this information which can be seen in Appendix G.

4.2 Film Location Analysis

4.2.1 Finding 5: A moderate amount of filming locations are permanently closed or inaccessible

In addition to deriving criteria for what compels people to visit film locations, we decided to give specific examples that would require the participant to compare the criteria of two locations and choose which one interested them more. These choices provided more insight into what specific factors people considered when making their decisions, based on criteria as well as personal factors that we had not gathered from the previous interview question about ranking criteria. In the interviews we conducted with 18 friends and family, when given a series of questions that required participants to choose between two locations and indicate which one was more interesting to them, most of the time the location that was more interactive and engaging was chosen. For example, when given the choice between going to the *Breaking Bad* Store or Walt's House (from *Breaking Bad*), 83.3% of people chose the store because it was more interactive and engaging. This suggests that locations that are inaccessible would not be as interesting to tourists because of the lack of engagement and immersion. Therefore, when evaluating and selecting film locations best suited for the website, more locations that lent themselves to engaging activities and environments were chosen.

In the process of researching movies/TV shows and their respective locations, we found that 11 locations were permanently closed. These include nine restaurants that were featured on *Diners, Drive-Ins, and Dives*, a building that was used as the Desert Sands Hotel from *No Country for Old Men* located at 5000 Central Ave. SE Albuquerque, NM, 87108, and the gentlemen's club entitled "Cheeks" from *Thor*. The nine restaurants that we researched said "permanently closed" and we visited the two other locations. The old Desert Sands Hotel building was boarded up and had no indication of having been used for filming. In addition, both *Jumanji: The Next Level* and *Breaking Bad* have filming locations that are areas of the

Navajo Nation, Shiprock, and the Canonicito Reservation, To'hajiilee. These areas are not open to the general public, therefore inaccessible and not engaging.

In addition, there are several locations that are private residences. Since they are not open to the public, tourists can only take photos of the outside from a distance. *The Avengers* and *Breaking Bad* both use high schools as filming locations, which are not open to the public during school hours and can only be viewed externally. New Mexico is also home to several movie ranches, which host elaborate sets and backdrops for movies. However, visitors cannot see the sets and filming locations up close and are restricted to either the road it is located on, such as Bonanza Creek Road, or the external area, such as at Eaves Ranch. Though tourists can be near the filming locations, direct access is not possible. Two of the ranches we visited (Bonanza Creek Ranch and Eaves Ranch) both had security guards that were making sure people stayed off the private property. They were amiable when we talked to them, but adamant about restricting access. The inability to fully immerse oneself in the location by being within the space hinders the popularity and makes them less appealing to tourists.

4.2.2 Finding 6: Business Owners Are Most Excited About the Website

During our time in New Mexico, we visited 65 filming locations as recorded in the table which can be found in Appendix G. We had the opportunity to speak with several business

owners, including restaurant owners. One similarity between them was their excitement about the creation of the website. For example, when we visited “Antonio’s The Taste of Mexico” which was featured just the week before on *Diners, Drive-Ins, and Dives*, we were fortunate enough to meet Antonio himself (Figure 8). He was very engaged in our conversation and didn’t mind taking a break from the busy restaurant to answer some of our questions. He even offered to put us on the wall. Another example is the “Casa Chimayo” restaurant. The owner, Benina, gave us a tour of the restaurant before it opened and answered our questions. She was very kind and explained the history of the restaurant as well as what dish she would have us recommend on the website.



Figure 8 Antonio's The Taste of Mexico

Moreover, we also visited “Olivia’s Cafe” in Las Vegas, New Mexico. Like the other two restaurants, the owner was extremely kind and loved the idea of the website. She answered some questions about the filming, allowed us to take some pictures, and gave us two free burritos. All three restaurant owners were very happy to meet us and overall were extremely positive toward our project.

In addition to restaurant owners, other businesses such as the *Breaking Bad* Store, The Candy Lady, The Historic Plaza Hotel (a hotel from *No Country for Old Men*), and Golden Crown Panaderia were all happy to contribute to our project by supplying us with business cards and answering our questions. More information about these film locations can be found in the

table located in Appendix G. The managers of the *Breaking Bad* Store gave us a master list of filming locations free of charge to help us in populating the website with interesting locations. The Candy Lady allowed us to take pictures in the back room where they package their small bags of candy meth. The Historic Plaza Hotel staff allowed us to take pictures inside the lobby (Figures 9 and 10) and answered questions about how their hotel being a film location might attract tourists. We found that room 213 that Llewelyn stayed in from *No Country for Old Men* was the same price as the other rooms and that not many people came to the hotel to ask about the filming done there. Similarly, Christopher Morales, the owner of Golden Crown Panaderia, gave us a tour of his bakery (Figures 11-12 below), a demonstration of the coffee bean roasting process, and provided us with helpful information about his bakery's involvement in the film industry. The enthusiasm, free coffee and meals, and interviews with business owners are an indication that business owners are very supportive of the website and recognize the potential attention and support that it could bring to their establishments. This support has made them enthusiastic collaborators and great resources throughout the website creation process.



Figure 9. Golden Crown Panaderia; Christopher Morales (left), Pratt Morales (right)



Figure 10 Golden Crown Panaderia; roasting coffee beans

In contrast, the owners of private residences are much less excited about being tourist locations. Some tourists refuse to respect private residences and will take drastic measures to interact and be close to the filming locations. One of *Breaking Bad*'s most sought-after tourist destinations is Walt and Skyler's residence. Ethical concerns have been raised concerning the location. In the past, people have thrown pizzas on the roof of the home (an action that Walt performs in one of the episodes of the show) and attempted to break in. The family is very hostile to tourists and will even go as far as making obscene gestures and yelling at people taking pictures, as explained by several articles documenting the popular destination. Another example is the owner of *Breaking Bad*'s Crossroads Motel, who has been known to verbally abuse tourists taking pictures with the iconic sign and act extremely rude to patrons staying at the infamous hotel according to a multitude of reviews.

4.3 Successful apps and websites

4.3.1 Finding 7: Engagement, Simplicity, and Information are the most important criteria when determining the success of a website

To curate a website to best achieve our project goal, we first had to analyze similar websites to determine their strengths and weaknesses and derive criteria for what makes a website, specifically a tourism resource, successful. The preliminary resource we analyzed was *Netflix in Your Neighborhood*, depicted in Figure 4, which is a website created by Netflix that contains information and geo-mapped locations of the filming sites of Netflix's original shows.



Figure 11 *Netflix in Your Neighborhood* platform screenshot

One of the strengths of *Netflix in Your Neighborhood* is the engagement with the geo-mapped locations. The website allows you to choose a city or a show and find the filming sites in the user's state of interest. In addition, the site contains information about the scene, screencaps, and interesting external information about the location. It provides a full scope of the context of the show and the filming site. It also allows the user to zoom in and out of the image of the location to inspect it further. However, one of its significant downsides is that it only includes Netflix's original series, not all media on Netflix. This narrows its reachable audience significantly and also limits how much the website can showcase. Also, the images on *Netflix in Your Neighborhood* are just of the location and do not provide a side-by-side replication of the scene. Engagement, simplicity, and information are three significant factors that contribute to the success of the platform. As such, through the creation process of the website, we ensured that our project was simple and easy to use, engaging so the user could interact with the website in meaningful ways and that it had a wealth of interesting and significant information.

Another resource that we analyzed was *Make My Drive Fun*, pictured in Figure 5, which is a mobile website that allows users to input their start and end destination and will add interesting locations to check out during your drive from point A to point B.



Figure 12. Screenshot of the Make My Drive Fun logo

One of the strengths of *Make My Drive Fun* is its convenience. The mobile website's ability to automatically find interesting locations and other oddities and add them to the route allows the user to experience many different locations without extensively searching. Another strength is its clear, geo-mapped locations on the map. The design is simple and informative. The app marks the locations with red pinpoint and includes the name of the location as well as a description of what you can do there. However, one of the main problems is its poor recognition of locations. When the user puts in a starting point and a destination, it can bring them to inaccurate locations that may not even be in the same continent as the locations inputted by the user. Also, there is no directions feature. If the user wants to take the drive provided by the website, they have to input all of the locations into their own personal device for directions themselves. It dampens the website's strength of convenience and engagement, as the actual execution and implementation of the drive and route is on the user's end outside of the platform. In addition, the website's controls are slow and are not always accurate to what the user is trying to achieve. Zooming in and out can make the route and locations move out of the range of where they were before, and generally skew the viewport of the website.

The third resource we analyzed was the *Detroit Arts, Culture, and Entrepreneurship Mural Map*. The mobile website includes an interactive map of the murals in Detroit as well as an artist directory.



Figure 13. Detroit Arts, Culture, and Entrepreneurship Mural Map logo

One of its strengths is its presentation. Its interface is visually appealing and easy to use. They also lean into their themes of art by including images of the pieces and the artist names for each location. The locations are geo-mapped all throughout Detroit and allow the user to switch between map view and street view. The website also excels at providing interesting information, as it contains an artist bio as well as anything that they'd like to say about their piece. They also allow users to like sites, which is an interesting integration of the social media component that is not present in the other platforms. Its main drawback is its narrow scope of Detroit. Since it only

covers the one city, its reachable audience is narrowed to only those who are visiting or live in Detroit.

The last resource that we analyzed is *New Mexico True*, the main website for tourism in New Mexico. The website includes a great deal of resources, guides, and articles, truly covering all things New Mexico.



Figure 14. New Mexico True logo

The predominant strength of *New Mexico True* is its wide array of information. From different trails to regional maps, the website has an overwhelming plethora of resources to promote tourism within the state, including geo-mapped locations. They also excel at providing information, as all their pages provide in depth descriptions of the topics they discuss as well as advertise New Mexico. The one weakness is its visual appeal. Aesthetically, there is a lot of information and images thrown at the user all at once, and it can be a bit overwhelming at times.

Taking the information, we gathered in our research regarding the highlights and pitfalls of each platform, we concluded that our website should be engaging, informative, and simple. Apps that have straightforward and flexible user interfaces tend to have more users. Presenting the information and filming locations in a fun and engaging way that is easy to read and interesting leads to a successful website.

5 Recommendations

The following recommendations are offered based on the work accomplished during our research of film tourism in New Mexico.

5.1 Recommendation 1

Based on our findings from interviews about film locations and assessing what makes a website successful, **we recommend including information about specific criteria that determine what makes a location appealing**, such as Engagement or Price. We conducted interviews and asked participants to choose their top 3 criteria for what makes a film location popular or appealing to them. The results indicated that Engagement, Accessibility, and Landscape were the most significant. Similarly, criteria were derived for what makes a website successful. Engagement, simplicity, and information were the three most significant features. Thus, including specific information about what activities can be done at the filming location, how easy it is to get to the site, and how much the experience would cost would provide users with valuable information that they would need to make the decision on if they want to visit the film location. Additionally, high-quality information is a key feature of a successful website. The website was created using the criteria we derived to ensure that users would get the most out of the resource.

5.2 Recommendation 2

Based on our findings and travel through New Mexico, **we recommend placing a stronger emphasis on community engagement by integrating local businesses into the website**. During our search for filming locations, we found that small business owners were very enthusiastic about our app and were interested in getting involved, including restaurant owners and stores associated with filmed media such as the *Breaking Bad* Store and The Candy Lady. On the other hand, more residential locations run into some ethical concerns regarding inconsiderate tourists and should steer away from bringing more unwanted attention to private residences, such as Walt's House from *Breaking Bad*. It should be explained that tourists cannot get out of their vehicle and approach the house. Instead, they should be encouraged to take pictures from a distance or from their vehicles and respect the homeowner. One idea to make the visit more engaging and interesting could be adding a social media aspect such as a virtual postcard that would act similar to snapchat filters. For example, at Walt's house from *Breaking Bad*, having an animation that has Walt throwing a pizza on the roof or something else related to the house could help tourists have a meaningful experience without having the exit their vehicle. Including those locations, with proper disclaimers and recommendations for behavior, would still be beneficial as *Breaking Bad* is the most popular filmed media produced in New Mexico. However, advertising and focusing on local businesses and supporting the community could be a more valuable approach.

5.3 Recommendation 3

Based on our findings, **we recommend the promotion of New Mexico as a potential destination for drone operators and aerial cinematographers**. With the rise of social media and the rapid improvement of technology, there has been an increase in demand for drone

operators and cinematographers. Consequently, the state of New Mexico has enacted several supplemental laws, specifically the FAA Part 107, allowing recreational and commercial drone operations in unrestricted areas. This makes New Mexico one of the few drone-friendly states and it has eased the process of operating drones with an aim to promote and provide more opportunities for filmmakers. New Mexico is also home to some of the most scenic landscapes in North America, including the bright white cliffs of Plaza Blanca in Abiquiu, white sandy deserts, and the Rio Grande Gorge in Taos. Places like the Rio Grande Gorge are easily accessible and look spectacular all year round, making them a hotspot for drone pilots and filmmakers. We have captured great drone footage at numerous locations, including the Taos Bridge, Bonanza Creek Road, and more. Subsequently, we recommend that drone footage is used on the website as well as in the promotional video to showcase NM's beauty. Aerial cinematographers and filmmakers will be the ones who are more likely to participate in tourism, be interested in the website and promotional video, and therefore be encouraged to visit and utilize NM's landscape. Utilizing drone footage or including videos on the website to showcase the landscape would provide great examples of what cinematographers can do.

5.4 Recommendation 4

Based on our exploration of film tourism resources for the state of New Mexico, **we recommend a partnership between the New Mexico True initiative and CLN's film tourism website.** New Mexico True has a variety of popular trails that take tourists to different locations throughout the state. However, there is no resource that has the information and film trails that the website has collected and displayed. In hopes of this partnership, we designed the website in the style of New Mexico True's website, using similar templates, fonts, and color schemes so that it would be easier to adapt the project and incorporate it into their own platform. CLN through our project and New Mexico True have similar goals: to bring positive attention to New Mexico by highlighting its many appealing qualities, including its numerous tourist destinations. As such, this collaboration would benefit both parties as well as assist in the creation of a prosperous resource for New Mexico. Additional images of the website can be found in Appendix H or on the website itself at (www.filmedinnm.org).

5.5 Recommendation 5

Based on our findings from visiting various film sites in Albuquerque, Las Vegas, Abiquiu, and Santa Fe as well as reading reviews about the filming locations, **we recommend including clear information and disclaimers about some of the filming locations being on private property or inaccessible.** For example, the real owners of Walt's house from *Breaking Bad* have already faced many difficulties with tourists trespassing and vandalizing the home, including tourists throwing pizza on the roof like Walt does in one of the episodes of the show. In addition, security guards at Bonanza Creek Ranch and Eaves Ranch keep people from taking pictures on the property and trespassing. Additional information about each film location and its accessibility analysis can be found in Appendix G.

6 Considerations

Originally, throughout the seven weeks of project work, the creation of an app was under discussion. The app would be easier to integrate virtual postcards or other social media aspects that were possible features of CLN's film tourism resource. However, taking into consideration time constraints, the completion of an app that would be up to our standards was not feasible. At this time, the website provides the best compilation of all the research and information we have gathered.

In addition to the already condensed seven weeks, the arrival of holidays made it more difficult to schedule interviews with important stakeholders as their responsibilities grew or they were on vacation. If we had more time, we would have liked to have conversations and interviews with more people from tourism departments, including the New Mexico Film Office, the Economic Development Department of Santa Fe, and the Location Manager/Scout Department in New Mexico. The information and data from these stakeholders could have helped guide us through the website development phase and shed light on how to approach the presentation of all our information. We recommend CLN present the website to New Mexico True and receive feedback or find a way for NM True to adapt the information to its platform.

7 Conclusion

Film tourism has reached an international audience yet has a special niche in New Mexico. From *Billy the Kid* and *The Muppet Movie* to *Breaking Bad* and *Diners, Drive-Ins, and Dives*, New Mexico has a plethora of historical and popular media produced under its belt. Throughout the website development process, we visited five major filming cities, Albuquerque, Las Vegas, Santa Fe, Abiquiu, and Taos. We gathered multimedia of the filming locations and conducted semi-structured interviews with tourists and staff at the locations to get a robust array of data and feedback. We utilized the criteria we derived during our analyses to create an informative, engaging, and easy-to-use website that showcases the best of New Mexico's film tourism.

With the household titles *Breaking Bad*, *The Avengers*, and *Diners, Drive-Ins, and Dives* headlining our app, we believe the website will reach a wide scope of potential tourists who are excited to visit locations from their favorite shows and movies. In addition, the website has the foundation to partner with and support local businesses that run parallel to the film tourism industry, as well as collaborate with New Mexico True in the future. CLN's website will hopefully generate revenue and travel to New Mexico, not only encouraging tourists to visit and support businesses but producers and filmmakers to take advantage of its beautiful landscape, thus, creating more jobs and supporting New Mexico's post-pandemic economic recovery.

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Appendix A: Survey Questions

<https://forms.gle/rpC7oPGJUY8rXHiQ9>

Hello!

We are a team of students from Worcester Polytechnic Institute (WPI) working with the New Mexico educational non-profit CommUNITY Learning Network (CLN) to produce an app/website to promote film tourism in New Mexico. The purpose of the survey is to determine which films and TV shows that were filmed in New Mexico are the most popular, and therefore which media and filming locations to prioritize when designing our app/website.

Thank you!

1. Which of the following films/TV shows have you heard of or seen?
 - a. The Muppet Movie (1979)
 - b. Terminator 2: Judgment Day (1991)
 - c. Diners, Drive-ins, and Dives (2006-)
 - d. No Country for Old Men (2007)
 - e. Transformers (2007)
 - f. Terminator Salvation (2009)
 - g. Indiana Jones and the Kingdom of the Crystal Skull (2008)
 - h. Terminator: The Sarah Connor Chronicles (2008-2009)
 - i. The Spy Next Door (2010)
 - j. Breaking Bad (2008-2013)
 - k. Lemonade Mouth (2011)
 - l. Thor (2011)
 - m. Cowboys & Aliens (2011)
 - n. Iron Man 2 (2010)
 - o. The Avengers (2012)
 - p. We're the Millers (2013)
 - q. Lone Survivor (2013)
 - r. Maze Runner: The Scorch Trials (2015)
 - s. Batman vs. Superman: Dawn of Justice (2016)
 - t. Better Call Saul (2015-2022)
 - u. House of Cards (2013-2018)
 - v. Creed II (2018)
 - w. Jumanji: The Next Level (2019)
 - x. Stranger Things Season 4 (2016-)
 - y. The Cleaning Lady (2022-)
2. Which of the following films/movies would you be interested in learning more about (plot, cast, filming locations, etc.)?
 1. The Muppet Movie (1979)
 2. Terminator 2: Judgment Day (1991)
 3. Diners, Drive-ins, and Dives (2006-)

4. No Country for Old Men (2007)
5. Transformers (2007)
6. Terminator Salvation (2009)
7. Indiana Jones and the Kingdom of the Crystal Skull (2008)
8. Terminator: The Sarah Connor Chronicles (2008-2009)
9. The Spy Next Door (2010)
10. Breaking Bad (2008-2013)
11. Lemonade Mouth (2011)
12. Thor (2011)
13. Cowboys & Aliens (2011)
14. Iron Man 2 (2010)
15. The Avengers (2012)
16. We're the Millers (2013)
17. Lone Survivor (2013)
18. Maze Runner: The Scorch Trials (2015)
19. Batman vs. Superman: Dawn of Justice (2016)
20. Better Call Saul (2015-2022)
21. House of Cards (2013-2018)
22. Creed II (2018)
23. Jumanji: The Next Level (2019)
24. Stranger Things Season 4 (2016-)
25. The Cleaning Lady (2022-)

Ranking Your Top 5

We would like to know which films/TV shows you think should be prioritized in a tourist app/website.

3. What film/TV show is your first preference? (Dropdown with the 25 films/TV shows listed above)
4. What film/TV show is your second preference? (Dropdown with the 25 films/TV shows listed above)
5. What film/TV show is your third preference? (Dropdown with the 25 films/TV shows listed above)
6. What film/TV show is your fourth preference? (Dropdown with the 25 films/TV shows listed above)
7. What film/TV show is your fifth preference? (Dropdown with the 25 films/TV shows listed above)

Appendix B: Filmed Media Comparison Table

Table 1. The films/TV shows that at least 50% of voters had seen or heard of as well as their release date, genre(s), film locations(s), runtimes, and what % of people had heard of/seen them

Title	Release Date	Genre(s)	Film Location(s)	Runtime	% Of People Who Had Heard of It/Seen It
The Muppet Movie	1979	Comedy Family Musical	Albuquerque, NM	1 hour 35 minutes	79.5%
Terminator 2: Judgment Day	1991	Action Sci-fi Adventure	Santa Fe, NM	2 hours 32 minutes	79.1%
Diners, Drive-ins, and Dives	2006 - Now (Still running)	Food	Albuquerque, NM Santa Fe, NM Taos, NM	42 seasons	72.5%
Transformers	2007	Action / Sci-fi	White Sands national monument on I-70, NM Albuquerque, NM	2 hours 24 minutes	75.2%
Indiana Jones and the kingdom of the crystal skull	2008	Adventure/Action	Corralitos Ranch, Deming, Hachita and Ghost ranch, NM	2 hours 2minutes	81.8%
Breaking Bad	2008 - 2013	Drama	Albuquerque, NM Rio Rancho High School, NM	5 seasons	81%
Thor	2011	Action / Fantasy	Cerro Pelon Ranch, NM Cheeks, Santa Fe, NM	1 hour 54 minutes	80.2%
Iron Man 2	2010	Adventure / Action	Santa Fe, NM	2 hours 5 minutes	77.1%

The Avengers	2012	Adventure / Action	Albuquerque, NM Mesa Del Sol, NM Atrisco Heritage Academy High School, NM Albuquerque Convention Center, NM	2 hours 23 minutes	87.6%
We're the Millers	2013	Comedy / Crime	Albuquerque, NM Santa Fe, NM	1 hour 50 minutes	50%
Batman vs Superman: Dawn of Justice	2016	Action / Adventure	Playas, NM Taos, NM	2 hours 31 minutes	54.7%
Better Call Saul	2015-2022	Drama	Albuquerque, NM	6 seasons	59.3%
House of Cards	2013 - 2018	Drama	Española, NM Santa Fe, NM Las Vegas, NM	6 seasons	61.2%
Jumanji: The next level	2019	Adventure / Comedy	Shiprock, NM	1 hour 59 minutes	75.6%
Stranger Things (Season 4)	2016 - Now (Still running)	Mystery	Albuquerque, NM	4 seasons	71.3%

Appendix C: First Preference of film/TV show Chart

What film/TV show is your first preference?
253 responses

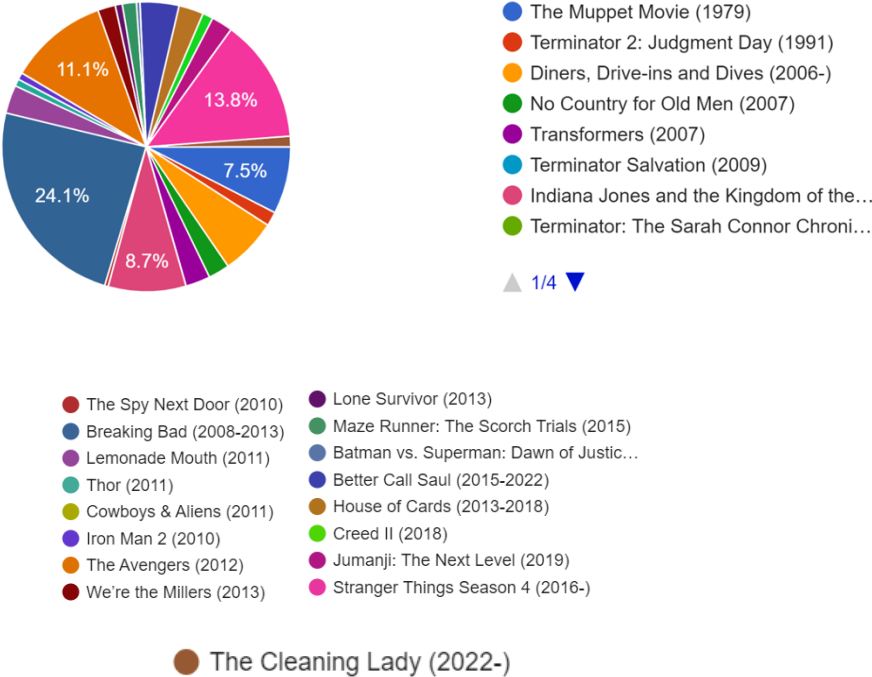


Figure 15. A pie chart from a survey indicating which film/TV show people chose as their first preference (all 25 filmed media)

Appendix D: Interview Questions for Santa Fe Community College (SFCC) Film Department Director: Milton Riess

Preamble: We are a group of students from Worcester Polytechnic Institute (WPI) working with the CommUNITY Learning Network (CLN), specifically Jennifer Case Nevarez, to develop an app or mobile website to promote film tourism in New Mexico. We wanted to ask you about the New Mexico film industry, career outlooks for film students, influential filmed media in New Mexico, and the potential impact of our app which we will further explain. The interview is voluntary and should take about 30-45 minutes. Your name will be kept confidential unless you give us permission to use it. Would it be okay to use your name? (“Awesome, thank you” or “Not a problem at all”). You may skip any questions that you do not wish to answer or stop at any time. Our research will be available to the public via the WPI Library in the form of the final report that we pass in at the end of the 8 weeks. Lastly, we just wanted to let you know that we will be taking notes only for ourselves. We really just want to have a conversation.

1. We read that you’ve had over 30 years of experience and the opportunity to work with prestigious media companies such as NBC and E network. Tell us about some of those experiences.
 1. Which one was your favorite and why?
2. What is your relationship like with the film industry here in NM?
3. What do you think are some of the most influential filmed media that were shot in New Mexico?

We understand that the film industry is the number one source of employment opportunities here in New Mexico but has a history of misrepresentation.

4. What are the trends you are seeing in the diversity of the NM film industry? In other terms, would you say NM residents receive equal opportunities as non-residents? (What is employment like in NM? How does the film industry play a role?)
5. How do you think this will impact the NM film industry going forward?

To give more context, our app/website will feature interesting information about the movies and TV shows filmed in New Mexico and the locations where they were filmed.

We plan to include film trails or mini tours that guide users through film locations of certain shows and movies. In addition, we plan to promote local businesses through our app by redirecting tourists to different tours or attractions that already exist. Time permitting, we plan to include a virtual postcard feature where tourists can take photos

with a filter to show they visited the sites and links to other features like where to watch the movie or buy memorabilia.

6. How do you think this app would impact the New Mexico film industry?
7. What features of the app/website do you think would be most impactful for the NM film industry?
8. What is the general career outlook for students going into the film industry?
 1. Would you say it is easy to find jobs in this industry?
9. Where do you think film students would find prospective jobs? What resources are available?
 1. Would a website like this also serve that purpose?

We created a survey to help us prioritize which filmed media to include in the app as well as the film industry as a whole.

10. Would you be interested in filling out the survey?

We also created a survey specifically for the SFCC film department students to help us gauge what information they have about local filming locations as well as the film industry in general.

11. Would it be possible to send that survey out to the students?

We created a survey to help us prioritize which filmed media to include in the app as well as the film industry as a whole.

Appendix E: Interview Questions for Santa Fe Community College (SFCC) Film Department Director: Monique Anair

Preamble: We are a group of students from Worcester Polytechnic Institute (WPI) working with the CommUNITY Learning Network (CLN), specifically Jennifer Case Nevarez, to develop an app or mobile website to promote film tourism in New Mexico. We wanted to ask you about the New Mexico film industry, career outlooks for film students, influential filmed media in New Mexico, and the potential impact of our app which we will further explain. The interview is voluntary and should take about 30-45 minutes. Your name will be kept confidential unless you give us permission to use it. Would it be okay to use your name? (“Awesome, thank you” or “Not a problem at all”). You may skip any questions that you do not wish to answer or stop at any time. Our research will be available to the public via the WPI Library in the form of the final report that we pass in at the end of the 8 weeks. Lastly, we just wanted to let you know that we will be taking notes only for ourselves. We really just want to have a conversation.

12. We have read that you’ve worked as a camera technician and underwater cinematographer, served as program head, customized training coordinator, and faculty for the film and media studies program at Santa Fe Community College, and even received a Sage Award from New Mexico Women in Film for your work in media studies. How would you describe your experience in these fields?
 1. Which one was your favorite and why?
13. What is your relationship like with the film industry here in NM?
14. What do you think are some of the most influential filmed media that were shot in New Mexico?

We understand that the film industry is the number one source of employment opportunities here in New Mexico but has a history of misrepresentation.

15. What are the trends you are seeing in the diversity of the NM film industry? In other terms, would you say NM residents receive equal opportunities as non-residents? (What is employment like in NM? How does the film industry play a role?)
16. How do you think this will proceed to impact the NM film industry going forward?

To give more context, our app/website will feature interesting information about the movies and TV shows that were filmed in New Mexico as well as the locations where they were filmed. We plan to include film trails or mini tours that guide users through film locations of certain shows and movies. In addition, we plan to promote local businesses through our app by redirecting tourists to different tours or attractions that

already exist. Time permitting, we plan to include a virtual postcard feature where tourists can take photos with a filter to show they visited the sites and links to other features like where to watch the movie or buy memorabilia.

17. How do you think this app would impact the New Mexico film industry?
18. What features of the app/website do you think would be most impactful for the NM film industry?
19. What is the general career outlook for students going into the film industry?
20. Where do you think film students would find prospective jobs?
 1. What other resources are out there?
 2. Would a website like this also serve that purpose?
21. Is there a lack of job opportunities, if not is it easy to find them?

We created a survey to help us prioritize which filmed media to include in the app as well as the film industry as a whole.

22. Would you be interested in filling out the survey?

Appendix F: Interview Questions for Executive Director of the Stagecoach Foundation: Elizabeth Stahmer

Preamble: We are a group of students from Worcester Polytechnic Institute (WPI) working with the CommUNITY Learning Network (CLN), specifically Jennifer Case Nevarez, to develop an app or mobile website to promote film tourism in New Mexico. We wanted to ask you about the New Mexico film industry, career outlooks for film students, influential filmed media in New Mexico, and the potential impact of our app which we will further explain. The interview is voluntary and should take about 30-45 minutes. Your name will be kept confidential unless you give us permission to use it. Would it be okay to use your name? (“Awesome, thank you” or “Not a problem at all”). You may skip any questions that you do not wish to answer or stop at any time. Our research will be available to the public via the WPI Library in the form of the final report that we pass in at the end of the 8 weeks. Lastly, we just wanted to let you know that we will be taking notes only for ourselves. We really just want to have a conversation.

1. We’ve read that you have decades of experience as a preschool teacher, a Native youth cultural content contractor, a Clinical Doctor of Traditional Chinese Medicine, and even a volunteer for the Federal Correction Institute Women's Prison Re-entry program. Could you tell us about some of these experiences?
 1. Which one was your favorite and why?
2. How would you describe your role as Executive Director of the Stagecoach foundation?
3. What is your relationship like with the film industry here in NM?
4. Are most of the people in the program straight from college? The film industry is one of the top sources of employment opportunities here in New Mexico but has had a history of misrepresentation.
5. What are the trends you are seeing in the diversity of the NM film industry? In other words, would you say NM residents receive equal opportunities as non-residents? (What is employment like in NM? How does the film industry play a role?)
6. What is the general career outlook for students going into the film industry?
 1. Would you say it is easy to find jobs in this industry?
7. Where do you think film students would find prospective jobs?
 1. What resources are available?

To give more context, our app/website will feature interesting information about the movies and TV shows that were filmed in New Mexico as well as the locations where they were filmed. We plan to include film trails or mini tours that guide users through film locations of certain shows and movies. In addition, we plan to promote local

businesses through our app by redirecting tourists to different tours or attractions that already exist. Time permitting, we plan to include a virtual postcard feature where tourists can take photos with a filter to show they visited the sites and links to other features like where to watch the movie or buy memorabilia.

8. How do you think this app would impact the New Mexico film industry?
9. What features of the app/website do you think would be most impactful for the NM film industry?
 1. Do you think the app/website would be a good resource for the people in your program?

We created a survey to help us prioritize which filmed media to include in the app and ask people to rank their top choices.

10. Would you be interested in filling out the survey?
 1. Would it be possible for you to share it with other people in your organization?

Appendix G: Film Location Analysis

Table 2 . 62 film locations visited, including their address, the movie(s)/TV show(s) that were filmed there, the date our team visited the location, notes about the location.

Location/Address	Movie(s)/TV show(s)	Date Visited	Notes/Criteria
Ghost Ranch 280 Private Drive 1708 Highway, US-84, Abiquiu, NM 87510 (1)	See Figures below chart	10/28/22	A: Easy to access, movie sites are currently inaccessible because there is filming going on and the tour has to be updated (should be back in the spring) E: 21,000 acres with lots to do including hikes, museums, tours, horseback riding trail rides (\$100/person), etc.; has a room with all of the movie posters of the films that were shot on the ranch T: Very Western and scenic; surrounded by the Western scenery S: Bad phone service (E); not much in a long radius expect for landscape; few restaurants and places nearby P: \$10-90+ to do the activities, but no admission fee
Skate-O-Mania 400 Paisano St NE, Albuquerque, NM 87123 (2)	<i>Stranger Things</i> , Season 4	10/30/22	A: Easy access, large parking lot E: Roller skating/can skate where the <i>ST</i> cast skated in the show, other seasonal events at the venue (costume contest); arcade games; has a snack/food bar; some of the decorations from the filming are still there T: Lively, fun, and cool S: Albuquerque, lots to do around the location P: \$10 for skates, \$15 for blades
The Breaking Bad Store 2047 S Plaza St NW, Albuquerque, NM 87104 (3)	Associated with <i>Breaking Bad</i>	11/12/22	A: Easy access, off the city street, can be crowded due to popularity E: Can buy merchandise; take pictures with cardboard cutouts and fake scenes, owners are very nice; has real props from the show T: cool, casual S: ABQ so lots of stuff and stores around P: free to go in and take pictures, pay for what you buy
The Candy Lady 424 San Felipe St NW, Albuquerque, NM 87104	Associated with <i>Breaking Bad</i>	11/12/22	A: easy access, off the side of the street, small parking lot E: can buy candy meth and merch from the

(4)			<p>show, can also buy other candy (some R-rated); can take pictures of different show-related items and with cardboard cutouts; there is a scale with fake meth that you can play with T: casual, cool, accommodating S: Albuquerque so lots to do around P: free to enter, pay for what you buy</p> <p>Notes: They used to sell BB RV tour tickets, but don't anymore</p>
Railyard Warehouse 1100 Second St SW, Albuquerque, NM 87102 (5)	<i>The Avengers</i> <i>Transformers</i> <i>Breaking Bad</i> <i>(Lone Survivor</i> <i>Better Call Saul</i> <i>Breaking Bad</i> <i>Maze Runner 2)</i> ^ filmed media made in the surrounding buildings	11/12/22	A: can walk up to the fence, but can't go inside, street parking E: can take pictures from a distance and can see in the windows in some places due to the broken glass aesthetic T: cool S: ABQ so lots to do; museum next door P: free
Rio Grande Gorge Bridge New Mexico 87529 (6)	<i>Natural Born Killers</i> <i>Terminator Salvation: The</i> <i>Future Begins</i>	11/13/22	A: easy access, can drive over and park on the side if you want to walk on the sidewalk over the bridge E: you can take pictures, enjoy the view; can put a lock on the bridge; pretty solid, can feel the bridge shake when a truck comes by T: very cool, picturesque, might see an antelope if you're lucky S: pretty desolate; little far from civilization P: free
Gutiz 812B Paseo Del Pueblo Norte, Taos, NM 87571 (7)	<i>Diners, Drive-Ins, and Dives</i>	11/13/22	A: easy access, can pull into parking area and has a ramp for wheelchair accessibility E: can order food and drink and what Guy Fieri ordered T: quaint, very homestyle S: can take a short drive into town and experience Taos P: pay for what you order
Antonio's Restaurant: The Taste of Mexico 1379 Paseo Del Pueblo Sur, Taos, NM 87571 (8)	<i>Diners, Drive-Ins, and Dives</i>	11/13/22	A: easy access, large parking lot E: can order food and drinks; staff is very friendly, especially Antonio himself; can order what Guy Fieri ordered; there is a TV where Antonio can play the DDD episode T: traditional, casual, charming

			<p>S: a very short drive can get you to the Taos Plaza, a good amount of stuff to do nearby P: pay for what you order</p> <p>Notes: we went the opening day after the show aired and it got busy fast</p>
<p>Ranchos Plaza Grill 8 Ranchos Plz, Ranchos De Taos, NM 87557 (9)</p>	<p><i>Diners, Drive-Ins, and Dives</i></p>	11/13/22	<p>A: accessible, but kind of hidden E: can order food and drink and what Guy Fieri ordered T: N/A S: a short drive from the Taos Plaza P: pay for what you order</p>
<p>Donabe Asian Kitchen 133 Paseo Del Pueblo Norte, Taos, NM 87571 (10)</p>	<p><i>Diners, Drive-Ins, and Dives</i></p>	11/13/22	<p>A: off the street, street parking, easy drive E: order food and drink and what Guy Fieri ordered T: N/A S: right next to the Taos Plaza, lots of shops nearby P: pay for what you order</p>
<p>Casa Chimayo Restaurant 409 W Water St, Santa Fe, NM 87501 (11)</p>	<p><i>Diners, Drive-Ins, and Dives</i></p>	11/15/22	<p>A: right off of the street, easy access E: can order food and drinks as well the chili they use in their recipes; can order the burrito that Guy Fieri ordered T: cool (especially exterior); traditional (interior that celebrates the heritage of the restaurant) S: in the middle of Santa Fe, a short drive from the plaza and some art museums P: pay for what you order</p> <p>Note: Benina said they had just moved to that location; the menu has changed, but the DDD burrito has stayed the same</p>
<p>Eaves Movie Ranch 75 Rancho Alegre Rd, Santa Fe, NM 87508 (12)</p>	<p><i>The Magnificent Seven; The Ballad of Buster Scruggs; Silverado</i></p>	11/15/22	<p>A: actual ranch not accessible to the public, but you can easily drive there from Santa Fe and be on the road; many signs that say private property and not to trespass E: Can take pictures of the ranch from the outside and the film locations that are a bit far away; general public not allowed to see the sets T: Old/country style ranch, picturesque S: Little far from civilization P: free</p>

			Notes: security guards when we went to make sure people stay off the private property
Rio Rancho High School 301 Loma Colorado Dr NE, Rio Rancho, NM 87124 (13)	<i>Breaking Bad</i> (The school Walt works in)	11/18/22	A: can drive into the parking lot, but it is a school; cannot enter the classrooms E: can take pictures with the exterior of the building; can walk and park where Walt did T: typical school environment S: not much around, but can drive into Rio Rancho P: free
Chuze Fitness 9350 Eagle Ranch Rd NW, Albuquerque, NM 87114 (14)	<i>Natural Born Killers</i> (Drug Zone)	11/18/22	A: easy access, descent-sized parking lot E: can take pictures of the outside of the building, but it looks nothing like the building from the movie; it's a gym so you could go work out there T: casual S: in a plaza so some restaurants and stores around P: pay for what you buy
Atrisco Heritage Academy High School 10800 Dennis Chavez Blvd SW, Albuquerque, NM 87121 (15)	<i>The Avengers</i> (Exterior of S.H.I.E.L.D base)	11/18/22	A: accessible by car; cannot enter the school E: You can take pictures from the outside T: typical school environment S: Albuquerque P: free
Twister's Burger and Burritos 4275 Isleta Blvd SW, Albuquerque, NM 87105 (16)	<i>Breaking Bad</i>	11/18/22	A: easy access; parking lot E: can order food and take pictures with the Los Pollos Hermanos and Breaking Bad memorabilia; looks exactly like it does in the show; can order the famous chicken; can sit where Walt and Jesse did during the show T: casual, cool S: a bit of a ways away from the main area of Albuquerque P: pay for what you order
Aperture Center at Mesa del Sol 5700 University Blvd SE, Albuquerque, NM 87106 (17)	<i>The Avengers</i>	11/18/22	A: easily accessible; two large parking lots E: can take pictures of the exterior; the building is a gym T: N/A S: Netflix Studios is right next to it, but you cannot enter them. P: free
Range Cafe Downtown 320 Central Ave SE,	<i>Diners, Drive-Ins, and Dives</i>	11/18/22	A: easy access, has a parking lot E: can order food and drinks and what Guy

<p>Albuquerque, NM 87102 (18)</p>			<p>Fieri ordered T: N/A S: lots to do with a mall nearby P: pay for what you order</p>
<p>Crossroads Motel 1001 Central Ave NE, Albuquerque, NM 87106 (19)</p>	<p><i>Breaking Bad</i></p>	<p>11/18/22</p>	<p>A: easy access, but construction is happening right now so you can't park in the parking lot; some reviews of the owner who has been known to verbally harass tourists and guests E: can stay in the hotel and take pictures with the iconic sign; can stay overnight in the room where Wendy and Jesse stayed T: owner is said to be rude; rooms are a little rundown like in the show S: in a crowded area; construction was happening when we were there P: free to take pictures; renting rooms is affordable</p>
<p>Jesse and Jane's Duplex Apartments 323 Terrace St SE, Albuquerque, NM 87106 (20)</p>	<p><i>Breaking Bad</i></p>	<p>11/18/22</p>	<p>A: can drive past on the street, cannot enter because it is a residential area E: can take pictures of the outside, but be respectful of residents T: quiet, residential area S: a short drive from the center of Albuquerque P: free</p>
<p>Guava Tree Cafe 118 Richmond Dr NE, Albuquerque, NM 87106 (21)</p>	<p><i>Diners, Drive-Ins, and Dives</i></p>	<p>11/18/22</p>	<p>A: easy access, has a small parking lot E: can order food and drinks and what Guy Fieri ordered T: very cute and unique adobe building S: very close to main ABQ area P: pay for what you order</p>
<p>Walter's Apartment 3932 Silver Ave SE Albuquerque, NM 87108 (22)</p>	<p><i>Breaking Bad</i></p>	<p>11/18/22</p>	<p>A: easy access, right off the street; residential area E: can drive by and take pictures, cannot enter T: normal residential area; quiet S: short drive from the center of ABQ P: free</p>
<p>Frank's Famous Chicken & Waffles 400 Washington St SE ALBUQUERQUE, NM 87108 (23)</p>	<p><i>Diners, Drive-Ins, and Dives</i></p>	<p>11/18/22</p>	<p>A: easy access, has a parking lot and a ramp for wheelchair access E: can take pictures and order what Guy Fieri ordered T: N/A S: a short drive from the center of ABQ P: pay for what you order</p>

<p>Desert Sands Hotel 5000 Central Ave. SE Albuquerque, NM, 87108 (24)</p>	<p><i>No Country for Old Men</i></p>	<p>11/18/22</p>	<p>A: someone can drive there, limited parking spots available E: can take pictures but the exterior is boarded up T: N/A S: short drive from center of ABQ P: free Notes: permanently closed; no signs indicating filming</p>
<p>Coda Bakery 230 Louisiana Blvd SE C ALBUQUERQUE, NM 87108 (25)</p>	<p><i>Diners, Drive-Ins, and Dives</i></p>	<p>11/18/22</p>	<p>A: accessible by car; multiple parking spots E: can order food and drink and what Guy Fieri ordered T: N/A S: Short drive from the center of ABQ P: pay for what you order</p>
<p>Snow Park 9501 Indian School Rd NE, Albuquerque, NM 87112 (26)</p>	<p><i>Stranger Things, Season 4</i></p>	<p>11/18/22</p>	<p>A: accessible by car; lots of parking spots E: can go for a walk in the park; they have a playground; can follow in the footsteps of Eleven on the bridge T: casual, can be noisy; sometimes kids running around S: short drive from the center of ABQ P: free Notes: can skate</p>
<p>House Where Anton Kills Carla 913 Jackson st, Las Vegas NM 87701 (27)</p>	<p><i>No Country for Old Men</i></p>	<p>11/19/22</p>	<p>A: easy access and can drive by; residential area E: can take pictures at the house; not exactly the same exterior as the building in the movie T: normal street S: some stores and restaurants close P: free</p>
<p>Historic Plaza Hotel 230 Plaza St, Las Vegas, NM 87701 (28)</p>	<p><i>No Country for Old Men</i></p>	<p>11/19/22</p>	<p>A: accessible by car, a lot of parking spots E: can take pictures and stand on the staircase; can stay in the same room as the character from the movie T: casual, comfortable, cozy S: some stores and restaurants close P: free, unless you pay for a room or order food</p>
<p>Pickup Truck Crash Site 525 Grand Ave, Las Vegas, NM 87701 (29)</p>	<p><i>No Country for Old Men</i></p>	<p>11/19/22</p>	<p>A: accessible by car, lots of parking spaces E: can take pictures stand on the crash site T: N/A S: some stores and restaurants close</p>

			P: free
Athletics & Aesthetics 610 Douglas Ave, Las Vegas, NM 87701 (30)	<i>No Country for Old Men</i> (Mike Zoss Pharmacy)	11/19/22	A: accessible by car, lots of parking spots E: Can take pictures of the outside T: N/A S: some stores and restaurants close P: free, except if you buy anything
Alley 615 6th St, Las Vegas, NM 87701 (31)	<i>No Country for Old Men</i>	11/19/22	A: accessible by car, lots of parking spots E: can take pictures where the characters in the movie were standing T: normal street, little bit sketchy at night S: some stores and restaurants close P: free
Chigurh's Intersection 35.60104, -105.21901; Baca Ave + 6th Street (32)	<i>No Country for Old Men</i>	11/19/22	A: easy access, but small roads, can drive there E: can take pictures and walk on the sidewalk and recreate the scene where Chigurh walks away from the car crash T: normal street, quiet S: residential area; some stores and restaurants close P: free
Olivia's Cafe 1154 Grand Ave, Las Vegas, NM 87701 (33)	<i>No Country for Old Men</i> (Panchos Cafe)	11/19/22	A: easy access, can pull into the parking lot right off the road E: can order food and drinks and sit where the cast did; they remodeled a little bit, so it doesn't look exactly like it did in the movie T: casual, quiet, cozy S: some stores and restaurants close P: Pay for what you order Notes: the chunky pork burrito is recommended
Regal Inn 1809 N Grand Ave, Las Vegas, NM 87701 (34)	<i>No Country for Old Men</i> (Regal Motel)	11/19/22	A: easy access, lot of parking spots E: can stay in room 138 like the character from the movie; can take pictures T: quiet S: some stores and restaurants close P: free, except if you choose to stay there Notes: owner said people come "once in a blue moon" to ask about the filming
Gallegos Mobile Home Park 2329 N Grand Ave, Las Vegas, NM 87701 (35)	<i>No Country for Old Men</i> (Desert Aire Trailer Park)	11/19/22	A: easy access, can pull into it off the road; residential area E: can take pictures of where Llewelyn lived T: normal, busy road

			S: not close to much P: free
University Avenue as it crosses over Railroad Ave, Las Vegas, NM 87701 (36)	<i>No Country for Old Men</i> (Mexican Border Crossing Bridge)	11/19/22	A: easy access; street parking available E: can take pictures at the bridge where Llewlyn Moss threw the briefcase T: busy road S: stores and restaurants nearby P: free
East Lincoln Street at Railroad Avenue, Las Vegas, NM 87701 (37)	<i>No Country for Old Men</i> (Chigurh's Payphone)	11/19/22	A: easy access; road construction at the moment; street Parking available E: can take pictures with surrounding buildings from the movie but the payphone does not exist T: normal atmosphere, casual S: church across from the building P: free
Douglas Ave. and Grand Ave. Las Vegas, NM. 87701 (38)	<i>No Country for Old Men</i> (Anton chase Llewelyn)	11/19/22	A: easy access; street parking available E: can take pictures of the building from the movie T: busy road S: stores and restaurants nearby P: free
Rundown Gas Station Along NM 104, Las Vegas NM 87701 at 35°33'25.9"N 104°46'01.2"W (39)	<i>No Country for Old Men;</i> <i>Red Dawn</i>	11/19/22	A: right off of the road, easy access E: can take pictures and interact with what is left of the set; can take pictures up close T: desolate and kind of cool S: 30-minute drive from civilization P: free Notes: great for drone footage
Joseph's Culinary Pub 428 Agua Fria St, Santa Fe, NM 87501 (40)	<i>Diners, Drive-Ins, and Dives</i>	11/20/22	A: easy access, has a large parking lot E: can order food and drinks and what Guy Fieri ordered T: very lavish and uniquely contemporary S: a short drive from the center of SF P: pay for what you order
Tune-Up Café 1115 Hickox St, Santa Fe, NM 87505 (41)	<i>Diners, Drive-Ins, and Dives</i>	11/20/22	A: easy access, has a small parking lot and wheelchair access E: can order food and drinks and what Guy Fieri ordered T: very cute and quaint S: a short drive from the center of SF P: pay for what you order
Paper Dosa 551 W Cordova Rd, Santa Fe, NM 87505	<i>Diners, Drive-Ins, and Dives</i>	11/20/22	A: easy access, can pull into parking lot E: can order food and drinks and what Guy Fieri ordered

(42)			T: a celebration of Indian culture with a touch of modern flair on the interior, but cool, nature-style exterior S: near a lot of art museums P: pay for what you order
Back Road Pizza 1807 2nd St #1, Santa Fe, NM 87505 (43)	<i>Diners, Drive-Ins, and Dives</i>	11/20/22	A: easy access, though pulling into the parking lot is a bit confusing E: can order food and drinks and what Guy Fieri ordered T: retro diner-esque feel, cozy, cool S: a short drive can take you into SF P: pay for what you order
Jambo Cafe 2010 Cerrillos Rd, Santa Fe, NM 87505 (44)	<i>Diners, Drive-Ins, and Dives</i>	11/20/22	A: easy access with a large parking lot E: can order food and drinks and what GF ordered T: vibrant and vibey S: in a plaza with a lot of other shops, and a short drive can take you into the center of SF P: pay for what you order
Rowley Farmhouse Ales 1405 Maclovio St, Santa Fe, NM 87505 (45)	<i>Diners, Drive-Ins, and Dives</i>	11/20/22	A: easy access, a decently sized parking lot E: can order food and drinks and what Guy Fieri ordered T: Rustic and outdoorsy S: not much immediately around it, but can take a short drive into SF P: pay for what you order
Dr. Field Goods Kitchen 2860 Cerrillos Rd, Santa Fe, NM 87507 (46)	<i>Diners, Drive-Ins, and Dives</i>	11/20/22	A: easy access, in a plaza with a large parking lot E: can order food and butcher meat and what Guy Fieri ordered T: N/A S: shops nearby, can go into SF P: pay for what you order
Harry's Roadhouse 96 B Old Las Vegas Hwy, Santa Fe, NM 87505 (47)	<i>Diners, Drive-Ins, and Dives</i>	11/20/22	A: easy access, parking lot and a ramp for wheelchair access; packed when we stopped by E: can order food and drinks and what Guy Fieri ordered T: N/A S: a bit of a drive out from Santa Fe so not much close by P: pay for what you order
Bonanza Creek Road Bonanza Creek Rd, New Mexico 87508	<i>Wild Hogs (and many more)</i>	11/20/22	A: easy access, can drive down the road; cannot access the actual ranch at all E: can drive down the road where the cast in

(48)			<p><i>Wild Hogs</i> drove and be surrounded by film history; can't go on the movie sites at all T: cool, western, scenic S: about a 10-minute drive back into Santa Fe P: free</p> <p>Notes: not much security; very spacious</p>
<p>Golden Crown Panaderia 1103 Mountain Road NW, Albuquerque 87102 (49)</p>	<p><i>Diners, Drive-Ins, and Dives</i></p>	12/3/22	<p>A: easy access, parking lot E: have a custom-made vending machine where customers can order pastries; there is a coffee bar and a few tables and chairs inside as well as an outdoor seating area T: cozy and comfortable; Chris is incredibly nice S: in Albuquerque so there are a lot of things close P: pay for what you order</p> <p>Notes: they roast their own coffee beans; they get lots of tourists; the oven they use was built in 1926 and still works</p>
<p>Java Joe's 906 Park Ave SW, Albuquerque, NM 87102 (50)</p>	<p><i>Breaking Bad</i> (Tuco's Hideout)</p>	12/3/22	<p>A: easy access, parking lot and street parking E: can order food and drinks T: cozy, cool S: in Albuquerque so there are a lot of things close P: pay for what you order</p> <p>Notes: lots of German and Japan tourists come; it is a stop in the <i>he BB RV Tour</i></p>
<p>Victor's Regent Pharmacy 1643 Isleta Blvd SW, Albuquerque NM 87105 (51)</p>	<p><i>Daybreak</i></p>	12/3/22	<p>A: easy access, parking lot E: popcorn machine and large movie shelf, two kiddie rides (coin-operated horses); can buy other products T: casual, cozy S: in Albuquerque so there are a lot of things close P: pay for what you buy</p> <p>Notes: people don't really come in to ask about the filming; they closed down for filming for one day</p>
<p>Monte Carlo Steak House 3916 Central Ave SW,</p>	<p><i>Diners, Drive-Ins, and Dives</i></p>	12/3/22	<p>A: easy access, parking lot E: bar for drinks; lots of seating</p>

<p>Albuquerque, NM 87105 (52)</p>			<p>T: casual, cozy S: in Albuquerque so there are a lot of things close P: pay for what you order</p> <p>Notes: talked to some locals “everybody’s somebody was in <i>Wild Hogs</i>” and also <i>DDD</i>; Guy Fieri always goes when he’s in town</p>
<p>Cafe 66 New Mexican Restaurant 9200 Central Ave SW, Albuquerque, NM 87121 (53)</p>	<p><i>Stranger Things</i> <i>Breaking Bad</i> Over 10 movies</p>	<p>12/3/22</p>	<p>A: easy access, parking lot E: can walk around; vending machine with <i>BB</i> merchandise; signed pictures from <i>BB</i> cast T: casual, cozy, historic S: in Albuquerque so there are a lot of things close P: pay for what you order</p> <p>Notes: they recommend the huevos rancheros, chicken fried steak, and pancakes; labeled booths for which actors/actresses have sat there</p>
<p>Mister Car Wash 9516 Snow Heights Cir NE, Albuquerque, NM 87112 (54)</p>	<p><i>Breaking Bad</i></p>	<p>12/3/22</p>	<p>A: easy access, huge parking lot E: can walk around; vending machine with <i>BB</i> merchandise; signed pictures from <i>BB</i> cast T: casual S: in Albuquerque so there are a lot of things close P: pay for the car wash</p> <p>Notes: people ask about <i>BB</i> all the time</p>
<p>Taco Sal Restaurant 9621 Menaul Blvd NE, Albuquerque, NM 87112 (55)</p>	<p><i>Breaking Bad</i></p>	<p>12/3/22</p>	<p>A: easy access, parking lot E: can sit at the same table that Jesse did from the show T: casual S: in Albuquerque so there are a lot of things close P: pay for what you order</p> <p>Notes: sopapilla plate is recommended and you can eat it with food or honey. Coyote vs. Acme was made there; they’ve been there since 1960; the frames and decorations for <i>BB</i> were stolen</p>
<p>The Dirty Bourbon</p>	<p><i>Breaking Bad</i></p>	<p>12/3/22</p>	<p>A: easy access, parking lot</p>

<p>9800 Montgomery Blvd NE, Albuquerque, NM 87111 (56)</p>			<p>E: bar with cocktails, beer, etc.; does not look anything like the building from <i>BB</i> T: casual S: in Albuquerque so there are a lot of things close P: pay for what you order</p> <p>Notes: people just come to take pictures and sometimes don't buy anything; is a stop for the <i>Breaking Bad</i> RV Tour</p>
<p>Dog House Drive-In 1216 Central Ave NW, Albuquerque, NM 87102 (57)</p>	<p><i>Breaking Bad</i></p>	<p>12/3/22</p>	<p>A: easy access, large parking lot E: pull in one of the spots and a waitress will come out and take your order; has the same exterior as it did in <i>BB</i> with the same neon sign T: casual, cozy S: in Albuquerque so there are a lot of things close P: pay for what you order</p> <p>Notes: people do come and ask about <i>BB</i></p>
<p>Nexus Brewery & Restaurant 4730 Pan American Fwy NE, Albuquerque, NM 87109 (58)</p>	<p><i>Diners, Drive-Ins, and Dives</i></p>	<p>12/3/22</p>	<p>A: easy access, large parking lot E: can order the same food Guy Fieri ordered T: casual, cozy, comfortable, low lighting S: in Albuquerque so there are a lot of things close P: pay for what you order</p> <p>Notes: identifies as black-owned; chicken & waffles and gumbo are the favorites</p>
<p>Old Boarding House Mercantile 2885 NM-14, Los Cerrillos, NM 87010 (59)</p>	<p><i>Wild Hogs</i></p>	<p>12/4/22</p>	<p>A: easy access, parking lot E: grocery store with food, snacks, and miscellaneous products T: casual S: on the Turquoise Trail so many stores and locations on the same road P: pay for what you buy</p> <p>Note: people come and ask about <i>Wild Hogs</i> all the time</p>
<p>Trading Bird Gallery 2891 NM-14, Madrid, NM 87010 (60)</p>	<p><i>EXTRA</i></p>	<p>12/4/22</p>	<p>A: easy access, parking lot E: lots of jewelry, turquoise, and minerals that were mined and created by the staff T: casual</p>

			<p>S: on the Turquoise Trail so many stores and locations on the same road; Route 66 P: pay for what you buy</p> <p>Notes: cool process; use cuddle fish bones to make the patterns</p>
<p>Maggie’s Diner 2867 NM-14, Madrid, NM 87010 (61)</p>	<p><i>Wild Hogs</i></p>	<p>12/4/22</p>	<p>A: easy access, small parking lot E: filled with merchandise and fun products; outside of the building looks very similar to the <i>Wild Hogs</i> location T: casual and cozy S: on the Turquoise Trail so many stores and locations on the same road P: pay for what you buy</p> <p>Notes: Many tourists come in; the location has never been, is not, and will never be an actual diner- it was built specifically for the movie</p>
<p>Europa Food. Farm. Festival 2105 NM-314, Los Lunas, NM 87031 (62)</p>	<p><i>End Of the Road</i></p>	<p>12/4/22</p>	<p>A: easy access, parking lot E: they have chickens, indoor and outdoor seating, shop area as well as pastries and drinks; event rooms to rent out for weddings and graduation parties T: casual and cozy S: in Los Lunas and there are a good number of things close P: pay for what you order</p> <p>Notes: not many people know about the filming done there; Josh would think about promoting as a film location</p>
<p>Alberto’s Mexican Food 3476 NM-47, Los Lunas, NM 87031 (63)</p>	<p><i>Stranger Things: Season 4; Breaking Bad; Florida Georgia Line music video</i></p>	<p>12/4/22</p>	<p>A: easy access, parking lot E: can sit at the same table as Eleven and Mike; variety of Mexican cuisine T: casual and comfortable S: in Los Lunas and there are a good number of things close P: pay for what you order</p> <p>Notes: Carne Asada Fries and caramel churros are the favorites; people always ask about <i>ST</i></p>
<p>Breaking Bad RV Tour</p>	<p><i>Breaking Bad</i></p>	<p>12/8/22</p>	<p>A: easy access; can park on the street or pay to park in the parking lot</p>

<p>1919 Old Town Rd NW, Albuquerque, NM 87104 (64)</p>			<p>E: the RV replica has a TV to watch scenes from the show and is decorated with stacks of fake money, Walt’s clothes, and the fake equipment to make meth; the tour includes over 20 film location stops, most of which you take pictures of from the RV T: cool, casual S: in Albuquerque so there’s a lot of stuff to do nearby P: \$75 per person</p> <p>Notes: very cool; great scenes from the show and bonus clips for entertainment; breakfast at Los Pollos Hermanos is a great touch</p>
<p>Will Byer’s House 13212 Montgomery Blvd NE, 87111 (65)</p>	<p><i>Stranger Things: Season 4</i></p>	<p>12/11/22</p>	<p>A: easy access; driveway and street parking E: the house is complete with pictures from the scenes and the cast hanging out at the house; lots of memorabilia; beautiful mountain view from the balcony of one of the rooms; one of the closets has Vecna in it with flashing lights, very immersive and fun T: cool, casual S: in Albuquerque so there’s a lot of stuff to do nearby P: free to take pictures of the outside from a distance; about \$400 a night to rent the house</p>

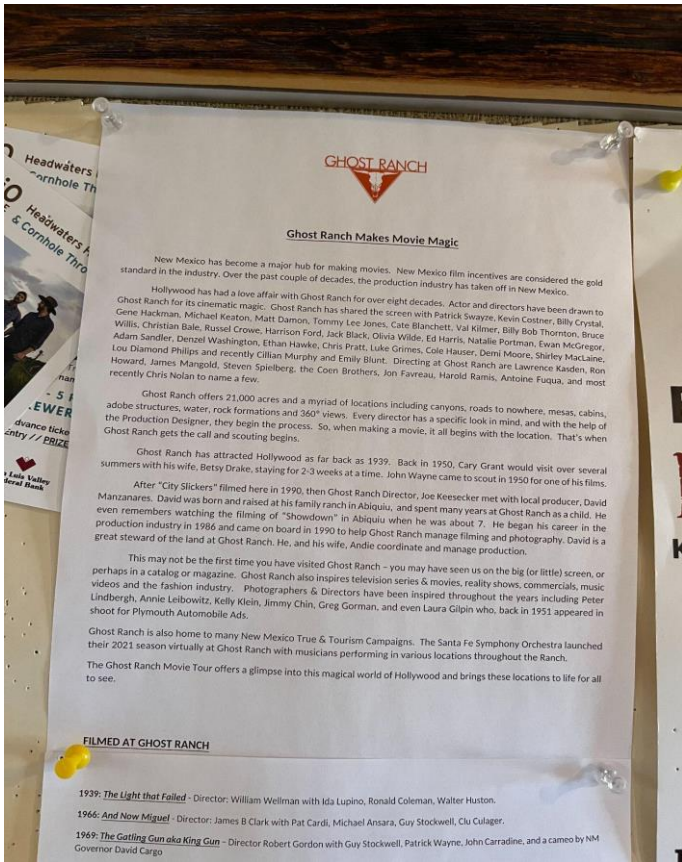


Figure 16. Page 1 of the movies/TV show filmed at Ghost Ranch

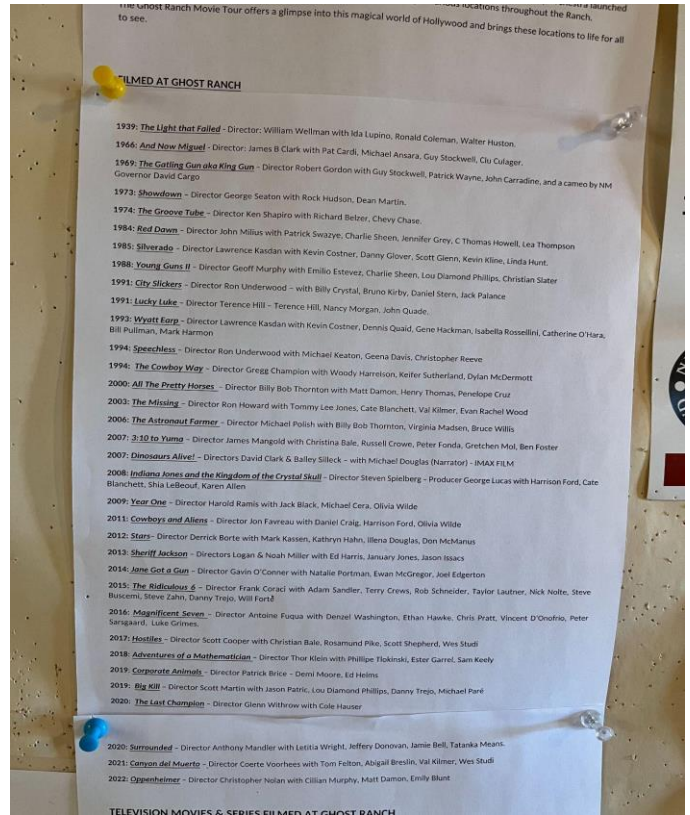


Figure 17. Page 2 of the movies/TV show filmed at Ghost Ranch

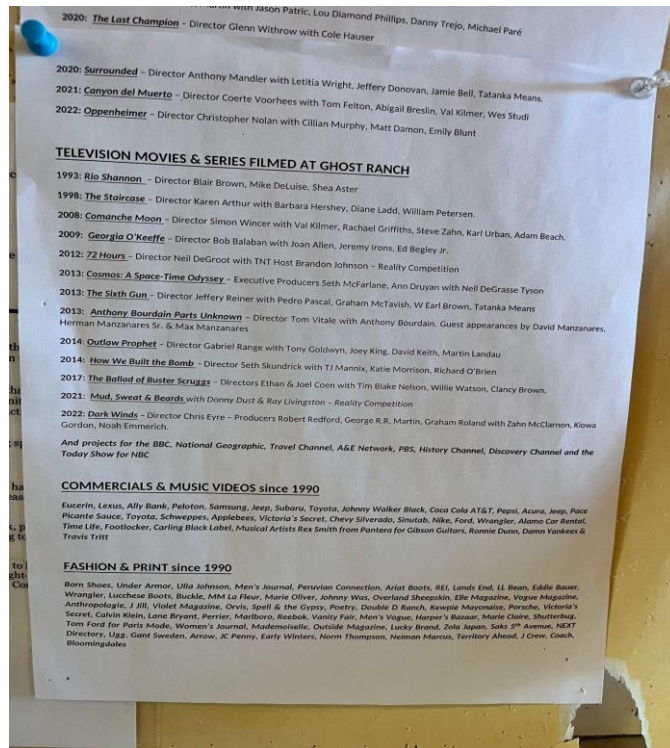


Figure 18. Page 3 of the movies/TV show filmed at Ghost Ranch

Appendix H: Website screenshots



Figure 19. Website Home Page (Mobile View)



Figure 20. Website Navigation Tab (Mobile View)

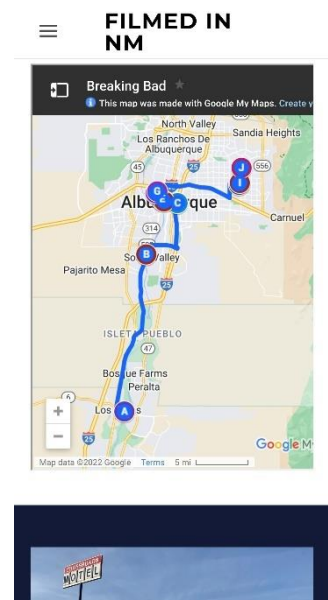


Figure 21. Website map under Breaking Bad (Mobile View)



Figure 22. Destinations page 1- Abiquiu (Mobile View)



Figure 23. Destinations page 2- Abiquiu (Mobile View)

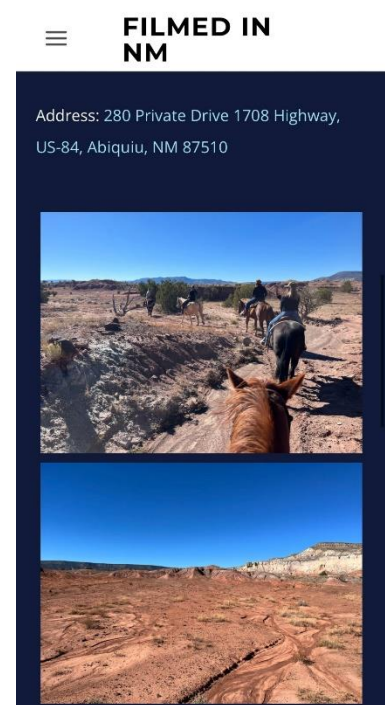


Figure 24. Destinations page 3- Abiquiu (Mobile View)



FILMED IN NM



Will Byer's House

Address: 13212 Montgomery Blvd NE,
Albuquerque, NM 87111

The house that Will and Eleven move into in Season 4 is now on [Airbnb](#). You can recreate all the scenes from the show while enjoying the mountain view and 70's and

Figure 25. Website- Stranger Things page 1 (Mobile View)



FILMED IN NM



Will Byer's House

Address: 13212 Montgomery Blvd NE,
Albuquerque, NM 87111

The house that Will and Eleven move into in Season 4 is now on [Airbnb](#). You can recreate all the scenes from the show while enjoying the mountain view and 70's and 80's decor of the 4,000+ square foot house. With the game room, *Stranger Things* memorabilia, and a surprise in one of the closets, you're sure to have a blast. Maybe you'll even see some deer that frequently walk by the property!

[LEARN MORE!](#)

Figure 26. Website - Stranger Things page 2 (Mobile View)