



# The Economic Impact of Tourism in New Mexico

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2015 Analysis



July 2016



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# Headline results

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- Visitation reached 34.0 million travelers, an increase of nearly 700,000 travelers over 2014.
- Direct visitor spending in New Mexico reached \$6.3 billion in 2015. This spending generated \$8.8 billion in total business sales in the state, including indirect and induced impacts.
- More than 90,400 jobs, with associated income of \$2.4 billion, were sustained by visitors to New Mexico last year.
- 8.3% of all jobs in the state (1-in-12) are sustained by visitor spending.
- Tourism in New Mexico generated \$629 million in state and local taxes in 2015.



## Visits and Spending



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# Recent trends

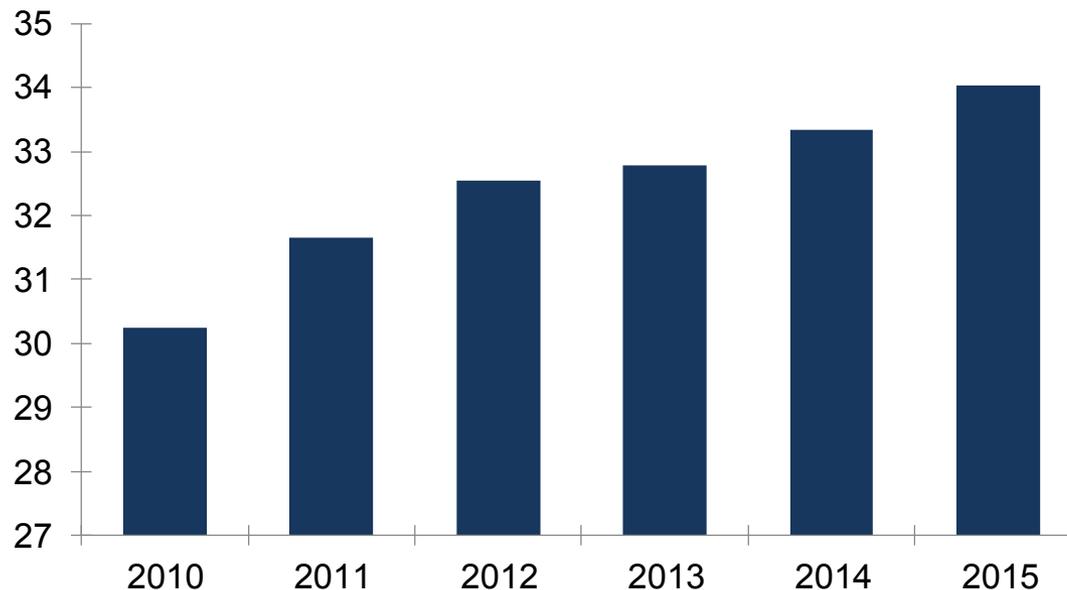
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- Visitor spending in New Mexico increased 3.6%, reaching \$6.3 billion in 2015.
  - Spending has now grown for six straight years
  - The number of visits to New Mexico grew 2.1%
  - Room demand (source: STR) increased 2.6%
- The visitor economy has grown for six straight years with an overall spending increase of 21.3% since 2010.
- Spending per visitor increased 1.5% in 2015 to reach \$185.
- Traveler spending growth across categories was broad-based.
- Leisure trip spending has led growth in the visitor economy.

# Continued growth in visits

## Visitor Volume

millions



Source: Longwoods, Tourism Economics

## New Mexico Visitation

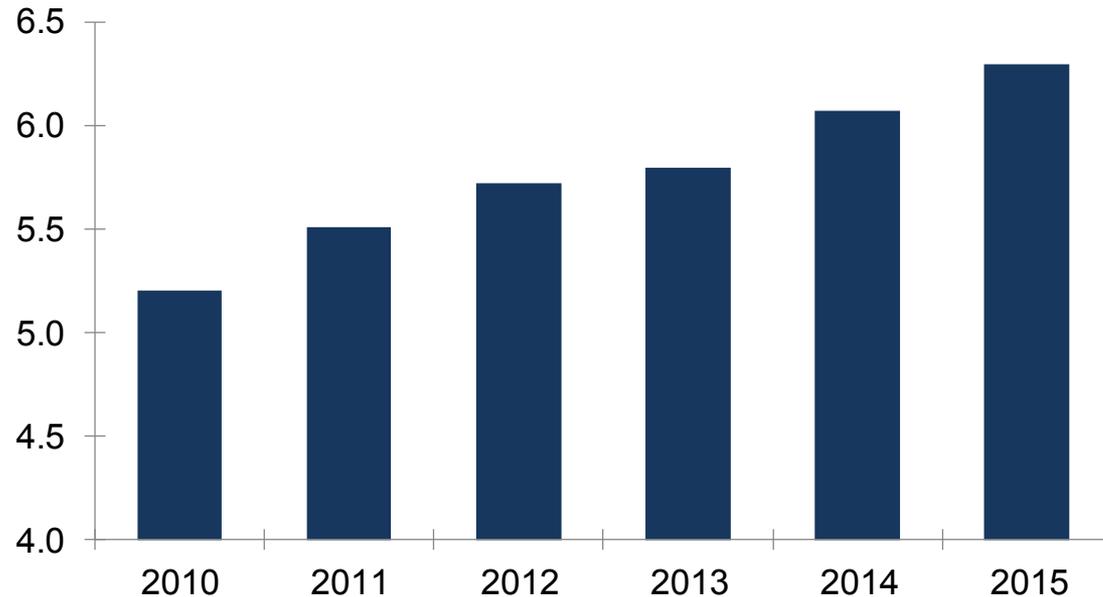
Millions of Person-Trips

Sector	2010	2011	2012	2013	2014	2015
<b>TOTAL</b>	<b>30.24</b>	<b>31.66</b>	<b>32.55</b>	<b>32.79</b>	<b>33.34</b>	<b>34.04</b>
<b>% Change</b>		<b>4.7%</b>	<b>2.8%</b>	<b>0.7%</b>	<b>1.7%</b>	<b>2.1%</b>

# Visitor spending continues forward momentum

## Visitor Spending

Billions of \$



Source: Longwoods, Tourism Economics

New Mexico Visitor Spending (US\$ Million)						
Sector	2010	2011	2012	2013	2014	2015
<b>TOTAL</b>	<b>\$5,207</b>	<b>\$5,512</b>	<b>\$5,722</b>	<b>\$5,794</b>	<b>\$6,074</b>	<b>\$6,294</b>
<b>% Change</b>		<b>5.9%</b>	<b>3.8%</b>	<b>1.3%</b>	<b>4.8%</b>	<b>3.6%</b>

# Visitor spending by sector

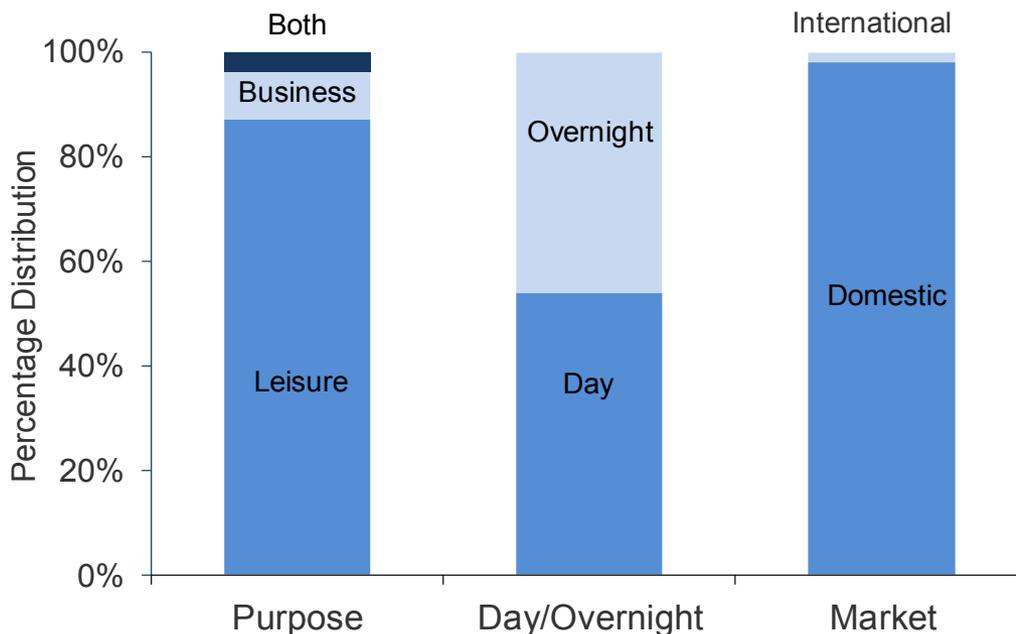
- New Mexico's tourism economy maintained an upward trajectory in 2015, with visitor spending increasing 3.6% and reaching \$6.3 billion.
- Both local transportation and lodging spending growth outpaced overall spending growth.
- Local transportation increases resulted from higher day travel in 2015.

Visitor Spending by Sector (US\$ Million)							
Sector	2010	2011	2012	2013	2014	2015	% Change
Lodging	\$1,068	\$1,097	\$1,128	\$1,152	\$1,238	\$1,287	4.0%
Food & bev.	\$1,253	\$1,308	\$1,327	\$1,332	\$1,352	\$1,403	3.8%
Retail	\$865	\$902	\$966	\$987	\$1,073	\$1,107	3.2%
Recreation	\$722	\$744	\$749	\$751	\$755	\$782	3.6%
Local Trans.	\$622	\$749	\$802	\$798	\$852	\$889	4.3%
Air	\$174	\$183	\$175	\$165	\$159	\$161	1.7%
2nd Homes	\$503	\$530	\$575	\$609	\$645	\$664	2.9%
<b>TOTAL</b>	<b>\$5,207</b>	<b>\$5,512</b>	<b>\$5,722</b>	<b>\$5,794</b>	<b>\$6,074</b>	<b>\$6,294</b>	<b>3.6%</b>
<b>% Change</b>		<b>5.9%</b>	<b>3.8%</b>	<b>1.3%</b>	<b>4.8%</b>	<b>3.6%</b>	

# Visits by market

- New Mexico hosted 34.0 million visitors in 2015. The vast majority were from domestic markets (98.1%) and came for leisure alone (87.1%).

## Visitors by Market



Note: visitors are counted on a person-trip basis.

## Visitors By Market

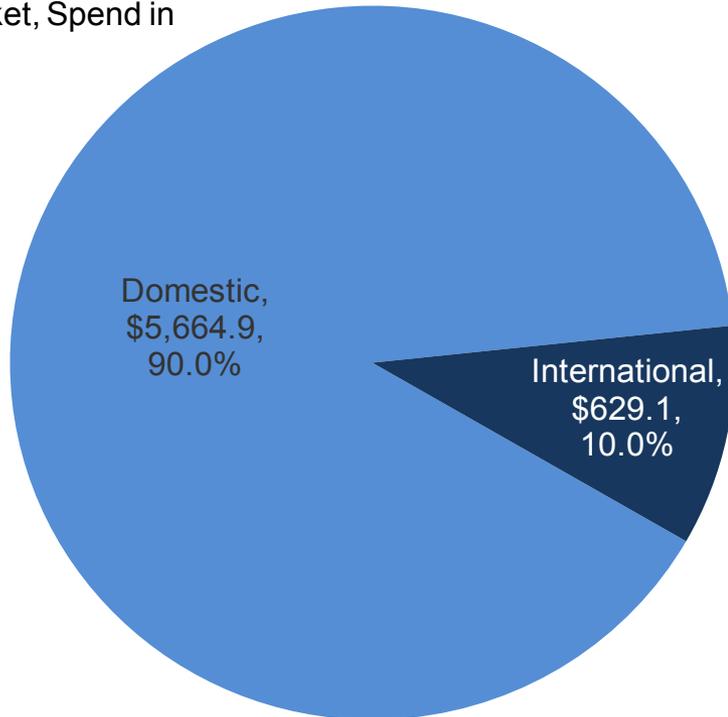
	Visitors (millions)	% of total
<b>Purpose</b>	<b>34.0</b>	
Leisure	29.6	87.1%
Business	3.1	9.2%
Both	1.3	3.8%
<b>Stay (Day/Overnight)</b>	<b>34.0</b>	
Day	18.3	53.8%
Overnight	15.7	46.2%
<b>Market</b>	<b>34.0</b>	
Domestic	33.4	98.1%
International*	0.6	1.9%
<b>International Volume Estimates</b>		
Canada	134,306	
Mexico	347,619	
Overseas	166,983	
Total	648,908	

# Visitor spending by market

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## Visitor Spending

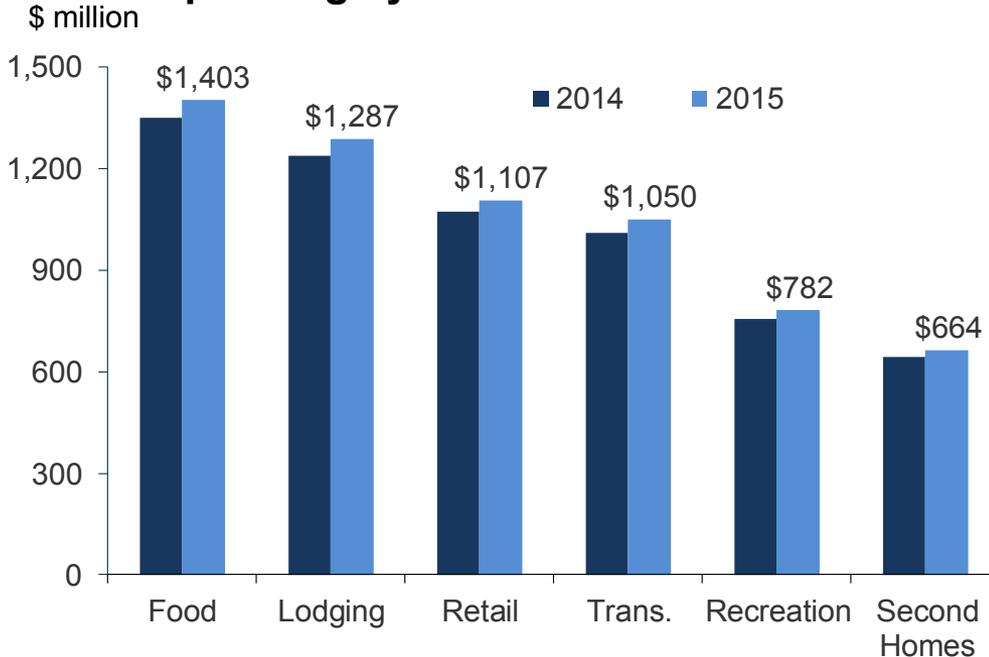
By Market, Spend in Millions



- Domestic markets account for 90% of all visitor spending in the state of New Mexico.
- Mexican, Canadian, and overseas visitors spend more per trip than domestic visitors. International markets account for 1.9% of visitors, but 10% of total visitor spending.

# Visitor spending by sector

## Visitor Spending by Sector



Note: Transportation includes local and air transportation spending

- Visitors to NM spent \$1.3 billion in the lodging sector in 2015, \$50 million more than in 2014.
- In 2015, growth in lodging and food spending comprised 45% of all visitor spending growth.

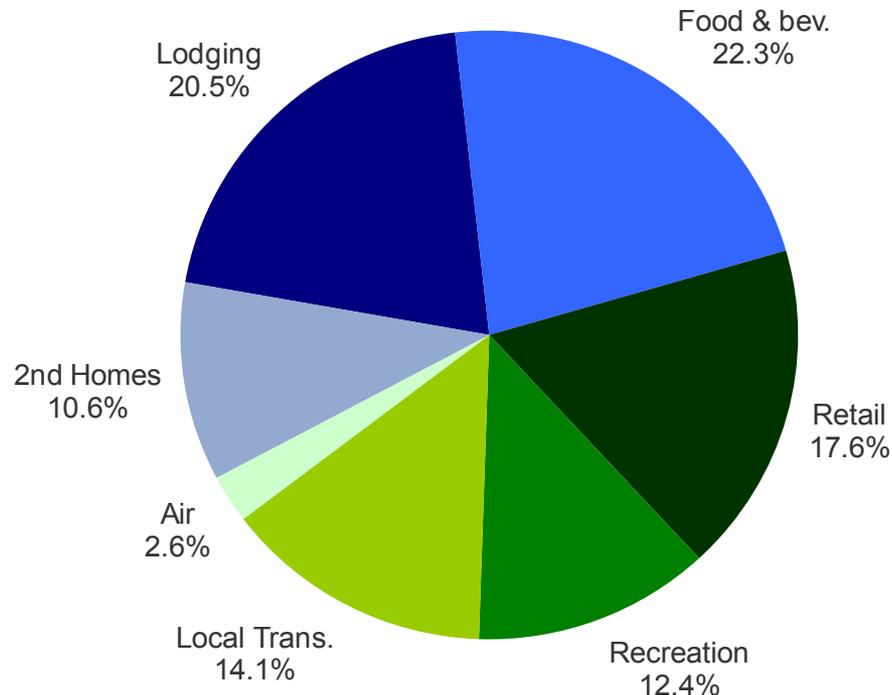
Visitor Spending by Sector (US\$ Million)							
	Food & bev.	Lodging	Retail	Trans.*	Recreation	2nd Homes	TOTAL
2014	\$1,352	\$1,238	\$1,073	\$1,011	\$755	\$645	\$6,074
2015	\$1,403	\$1,287	\$1,107	\$1,050	\$782	\$664	\$6,294
% Change	3.8%	4.0%	3.2%	3.9%	3.6%	2.9%	3.6%

Trans\*: includes both local and air transportation spending

# Visitor spending by sector

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## Visitor Spending By Sector



- 22.3% of each visitor dollar is spent on food and beverages.
- The lodging sector accounts for 20.5% of all visitor spending.
- As all major spending sectors are growing within a narrow range, spending share changes were minimal.
- New Mexico is host to more than 51,500 2<sup>nd</sup> homes for recreational use, generating 10.6% of all visitor spending.

# Tourism Impacts

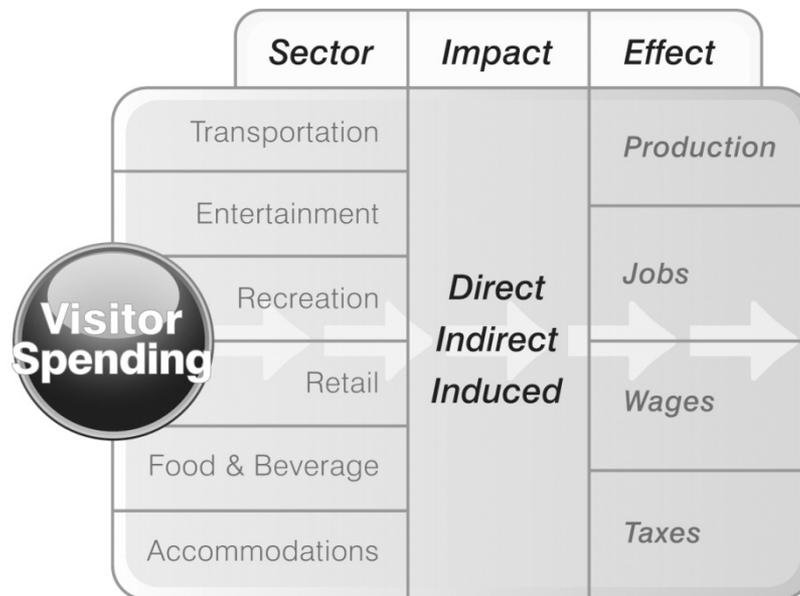


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# How visitor spending generates impact

- Travelers create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.



- Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the local economy.

# Tourism sales

<b>Tourism Sales</b>				
<b>(US\$ Million)</b>				
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture, Fishing, Mining	-	5.2	5.1	10.3
Construction and Utilities	-	123.2	39.3	162.5
Manufacturing	-	44.7	27.4	72.2
Wholesale Trade	-	24.1	38.1	62.2
Air Transport	161.3	2.6	4.4	168.2
Other Transport	266.7	65.3	21.8	353.8
Retail Trade	1,107.0	6.0	125.1	1,238.1
Gasoline Stations	622.4	0.6	9.1	632.1
Communications	-	148.7	57.7	206.4
Finance, Insurance and Real Estate	664.4	305.0	477.1	1,446.4
Business Services	-	253.0	57.1	310.1
Education and Health Care	-	2.1	237.5	239.5
Recreation and Entertainment	781.9	17.3	24.1	823.3
Lodging	1,287.3	2.2	1.3	1,290.8
Food & Beverage	1,403.2	68.7	115.4	1,587.3
Personal Services	-	42.7	66.8	109.5
Government	-	75.4	41.6	117.0
<b>TOTAL</b>	<b>6,294.1</b>	<b>1,186.9</b>	<b>1,348.7</b>	<b>8,829.7</b>
<b>Growth Rate</b>	<b>3.6%</b>	<b>4.1%</b>	<b>3.3%</b>	<b>3.6%</b>

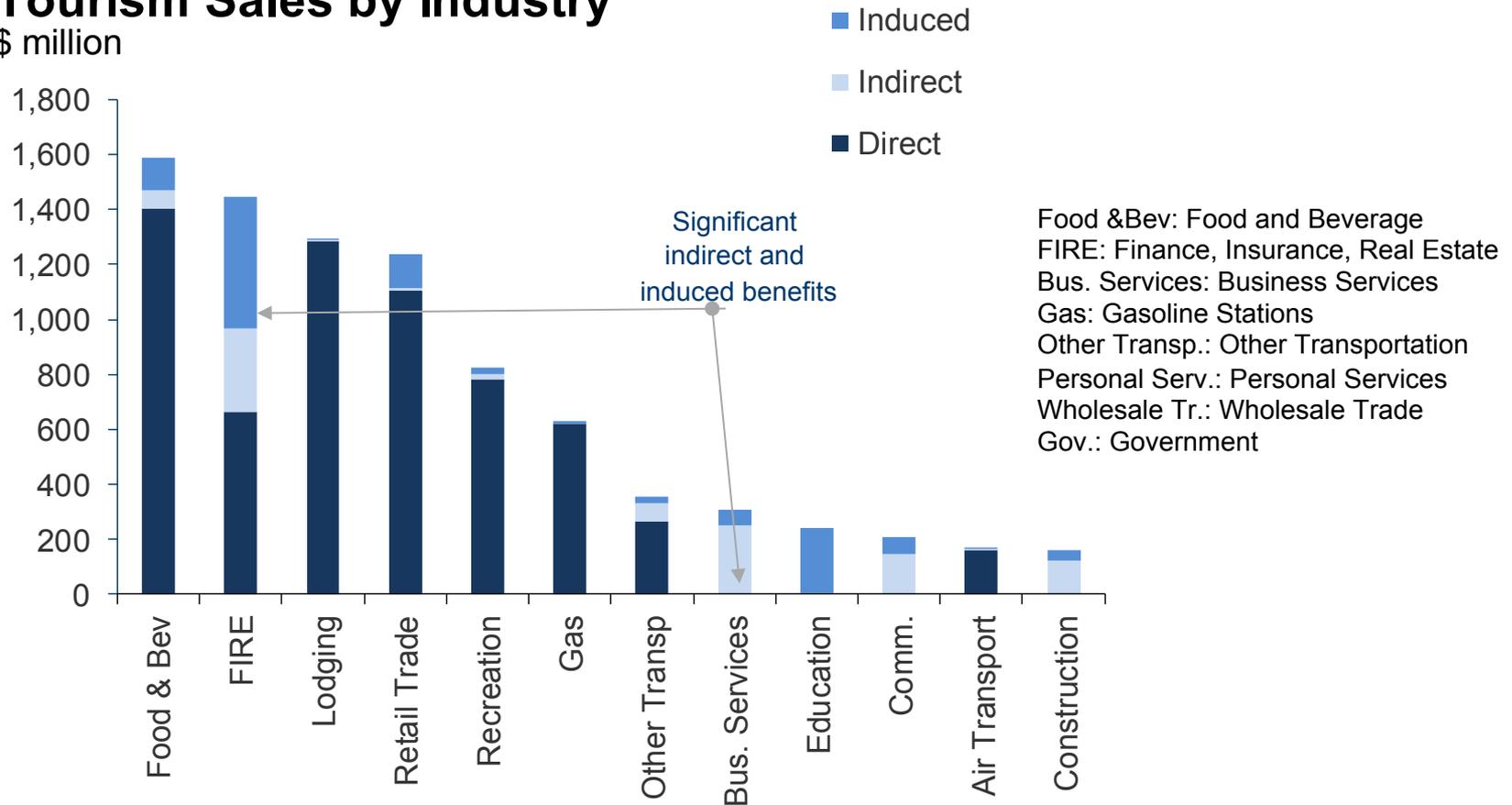
\* Direct sales include cost of goods sold for retail sectors

- Visitor spending of \$6.3 billion generated a total of \$8.8 billion in state-wide business sales in 2015.

# Tourism sales

## Tourism Sales by Industry

\$ million



\* For Retail Trade: Direct impact includes cost of retail goods

# Travel GDP (value added)

- Tourism generated \$4.7 billion in state GDP in 2015, representing 5.0% of the total New Mexico economy. This excludes all import leakages to arrive at the economic value generated by visitors.

<b>Tourism Economy GDP Impact</b>				
<b>(US\$ Million)</b>				
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture, Fishing, Mining	-	2.1	2.3	4.5
Construction and Utilities	-	71.7	23.0	94.6
Manufacturing	-	8.3	4.9	13.2
Wholesale Trade	-	23.8	37.6	61.4
Air Transport	75.3	1.1	1.8	78.1
Other Transport	155.9	39.5	12.7	208.2
Retail Trade	252.0	4.3	89.0	345.3
Gasoline Stations	64.2	0.5	7.0	71.7
Communications	-	63.6	26.9	90.4
Finance, Insurance and Real Estate	512.4	188.8	303.4	1,004.6
Business Services	-	157.9	44.3	202.1
Education and Health Care	-	1.2	153.5	154.7
Recreation and Entertainment	552.5	6.8	11.7	571.0
Lodging	823.1	1.2	0.7	825.1
Food & Beverage	715.1	38.2	59.4	812.8
Personal Services	-	30.8	39.8	70.5
Government	-	37.8	11.3	49.1
<b>TOTAL</b>	<b>3,150.5</b>	<b>677.6</b>	<b>829.2</b>	<b>4,657.3</b>
<b>Growth Rate</b>	<b>3.7%</b>	<b>3.1%</b>	<b>3.4%</b>	<b>3.6%</b>

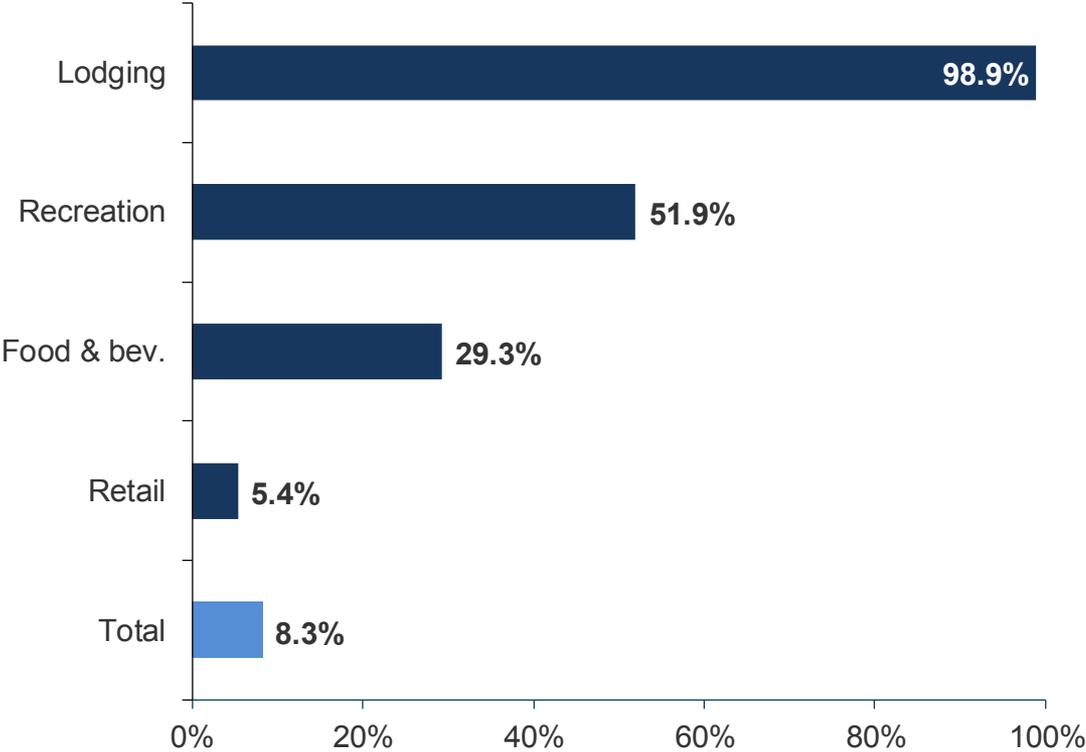
# Why sales and GDP differ

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- Visitor spending in New Mexico equal \$8.8 billion, while GDP measures \$4.7 billion.
- GDP (gross domestic product) is less than sales because it measures only the value of locally-produced goods and services consumed by visitors.
  - This includes the local labor, capital depreciation, and the profits of tourism-related companies that are based in New Mexico.
  - The costs of imported goods (gasoline, food, or retail goods) that come from out-of-state are excluded from the GDP calculation.
  - In addition, business profits from out-of-state companies are also excluded. For example, Wal-Mart profits leave the state.

# Employment contribution

### Tourism Employment Intensity by Industry



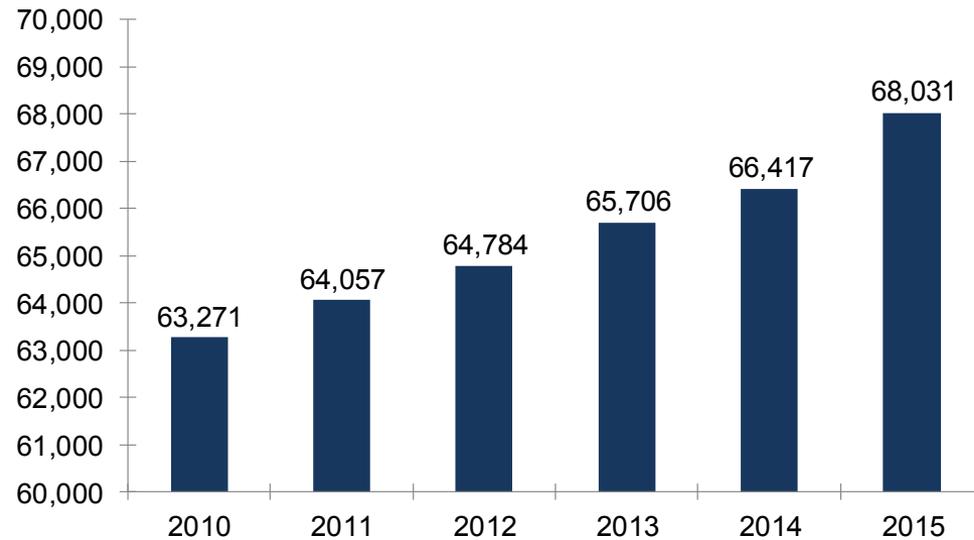
\* Total share includes direct, indirect and induced impacts. All other industry shares are for direct employment only.

- This chart shows the share of employment in selected industries that is directly supported by visitor spending. For example, 29.3% of all jobs in the restaurant industry are supported by visitor spending.

# Tourism employment trends

## Tourism Employment

Units



Source: Tourism Economics

## Direct Tourism Employment

Sector	2010	2011	2012	2013	2014	2015
<b>TOTAL</b>	<b>63,271</b>	<b>64,057</b>	<b>64,784</b>	<b>65,706</b>	<b>66,417</b>	<b>68,031</b>
<b>% Change</b>		<b>1.2%</b>	<b>1.1%</b>	<b>1.4%</b>	<b>1.1%</b>	<b>2.4%</b>

# Tourism is driving job growth in the state

- Direct tourism employment growth has led employment recovery in New Mexico.
- Direct tourism employment growth has averaged nearly a point higher than overall employment growth since 2011.
- Tourism has generated 15% of all new jobs in New Mexico in the last five years.

**Employment Growth Comparison**  
pct change



# Tourism employment by industry

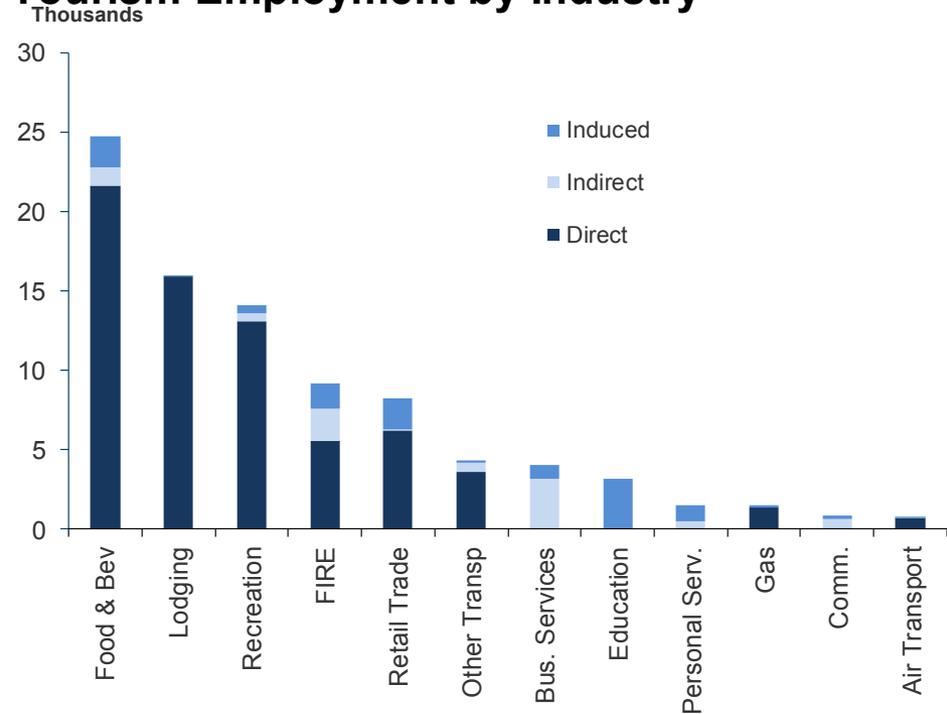
<b>Tourism Economy Employment</b>				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	43	43	86
Construction and Utilities	-	433	136	569
Manufacturing	-	140	61	201
Wholesale Trade	-	210	333	544
Air Transport	738	10	17	765
Other Transport	3,583	576	204	4,363
Retail Trade	6,236	89	1,938	8,263
Gasoline Stations	1,328	10	145	1,483
Communications	-	620	203	823
Finance, Insurance and Real Estate	5,557	1,999	1,610	9,167
Business Services	-	3,177	848	4,024
Education and Health Care	-	51	3,133	3,184
Recreation and Entertainment	13,084	521	536	14,141
Lodging	15,891	24	14	15,929
Food & Beverage	21,615	1,170	1,944	24,730
Personal Services	-	502	986	1,488
Government	-	472	180	652
<b>TOTAL</b>	<b>68,031</b>	<b>10,048</b>	<b>12,332</b>	<b>90,412</b>
<b>Growth Rate</b>	<b>2.4%</b>	<b>1.3%</b>	<b>1.9%</b>	<b>2.2%</b>

- 8.3% (1-in-12 jobs) of total wage and salary employment in NM is sustained by tourism.

# Tourism employment

- As a labor intensive collection of services, tourism-related sectors represent significant employment to the state of New Mexico.
- The nearly 91,200 jobs sustained by visits to New Mexico span every sector of the economy, either directly or via indirect or induced impacts.

**Tourism Employment by Industry**



Food & Bev: Food and Beverage  
FIRE: Finance, Insurance, Real Estate  
Bus. Services: Business Services  
Gas: Gasoline Stations  
Other Transp.: Other Transportation  
Personal Serv.: Personal Services  
Wholesale Tr.: Wholesale Trade  
Gov.: Government

# Tourism personal income

<b>Tourism Labor Income (Compensation)</b>				
<b>(US\$ Million)</b>				
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture, Fishing, Mining	-	1.5	3.2	4.7
Construction and Utilities	-	29.5	8.9	38.3
Manufacturing	-	5.6	2.6	8.2
Wholesale Trade	-	12.7	20.1	32.8
Air Transport	36.1	0.5	0.9	37.5
Other Transport	113.4	28.0	9.0	150.5
Retail Trade	159.4	3.0	61.2	223.5
Gasoline Stations	38.0	0.3	4.1	42.5
Communications	-	31.0	10.4	41.4
Finance, Insurance and Real Estate	78.7	59.4	54.6	192.7
Business Services	-	125.6	34.5	160.1
Education and Health Care	-	1.3	146.8	148.1
Recreation and Entertainment	290.6	5.7	7.3	303.6
Lodging	406.3	0.6	0.4	407.3
Food & Beverage	452.9	24.5	44.9	522.2
Personal Services	-	26.9	37.4	64.4
Government	-	37.4	12.1	49.5
<b>TOTAL</b>	<b>1,575.4</b>	<b>393.6</b>	<b>458.3</b>	<b>2,427.3</b>
<b>Growth Rate</b>	<b>4.4%</b>	<b>3.4%</b>	<b>4.0%</b>	<b>4.2%</b>

- Visitor spending generated personal income of \$2.4 billion in 2015, growth of 4.2%.

# Tourism-generated taxes

- The tourism industry generated \$1.3 billion in taxes and fees in 2015.
- State and local tax collections increased 3.4% in 2015.
- Visitor-driven state and local tax proceeds of \$629 million helped offset the average household tax burden by \$826.50 per household. That is, were it not for visitors, each New Mexico household would need to pay an additional \$826.50 in order to maintain the same level of government revenue.

<b>Tourism-Generated Taxes</b>				
<b>Millions of \$</b>				
	<b>2011</b>	<b>2014</b>	<b>2015</b>	<b>% Change</b>
<b>Federal Taxes</b>	<b>613.6</b>	<b>668.6</b>	<b>694.1</b>	<b>3.8%</b>
Corporate	157.5	174.4	180.7	3.6%
Indirect Business	112.6	119.5	123.0	2.9%
Personal Income	59.8	65.3	68.0	4.2%
Social Security	283.7	309.5	322.3	4.2%
<b>State Taxes</b>	<b>381.9</b>	<b>413.7</b>	<b>427.9</b>	<b>3.4%</b>
Corporate	25.6	28.4	29.4	3.6%
Personal Income	23.2	25.3	26.3	4.2%
Sales	199.6	218.1	226.0	3.6%
State Unemployment	6.8	7.4	7.7	4.2%
Other Taxes/fees	126.7	134.5	138.5	2.9%
<b>Local Taxes</b>	<b>183.1</b>	<b>194.7</b>	<b>201.0</b>	<b>3.2%</b>
Sales	10.5	11.5	11.9	3.6%
Personal Income	4.1	4.5	4.6	4.2%
Lodging	40.8	41.6	42.6	2.3%
Excise and Fees	11.3	12.3	12.7	3.6%
Property	74.2	78.8	81.1	2.9%
Other taxes and fees	42.2	46.1	48.0	4.2%
<b>Total</b>	<b>1,178.6</b>	<b>1,277.0</b>	<b>1,322.9</b>	<b>3.6%</b>

# County Analysis



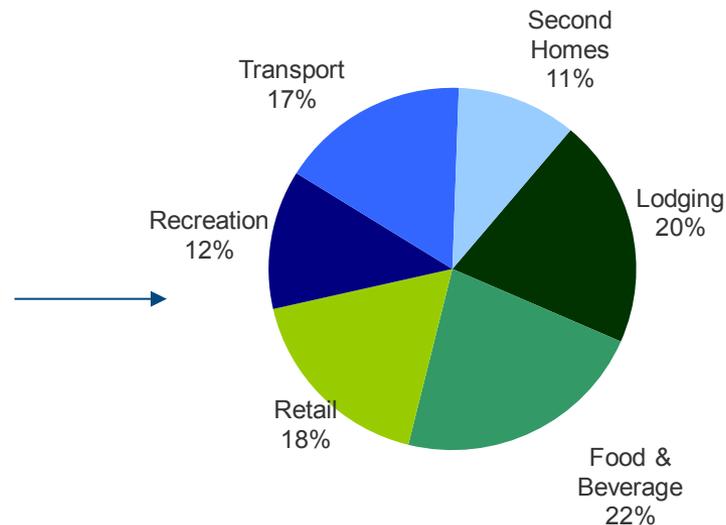
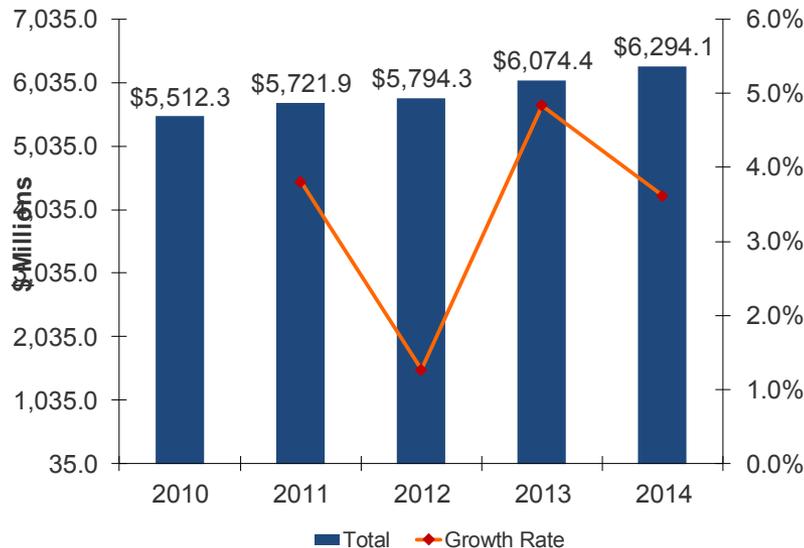
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# New Mexico, Visitor Spending by Industry

New Mexico								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$1,287.3	\$1,403.2	\$1,107.0	\$781.9	\$1,050.4	\$664.4	\$6,294.1	3.6%
2014	\$1,237.6	\$1,352.4	\$1,072.9	\$755.1	\$1,011.0	\$645.4	\$6,074.4	4.8%
2013	\$1,152.1	\$1,332.1	\$987.2	\$751.1	\$963.0	\$608.7	\$5,794.3	1.3%
2012	\$1,128.3	\$1,326.8	\$966.0	\$748.7	\$976.8	\$575.4	\$5,721.9	3.8%
2011	\$1,096.6	\$1,308.2	\$902.0	\$743.5	\$932.1	\$529.7	\$5,512.3	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



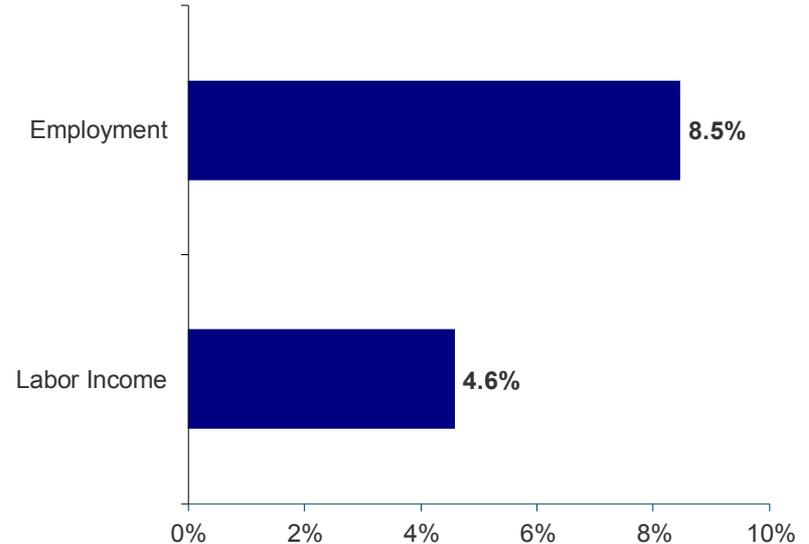
# New Mexico, Tourism Impact

New Mexico			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	68,031	90,412	11.3%
2014	66,721	88,743	11.2%
2013	65,746	87,594	11.2%
2012	64,709	86,300	11.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$1,575.4	\$2,427.3
2014	\$1,509.0	\$2,330.3
2013	\$1,457.9	\$2,260.6
2012	\$1,430.3	\$2,222.4

New Mexico				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$694.1	\$427.9	\$201.0	\$1,322.9
2014	\$668.6	\$413.7	\$194.7	\$1,277.0
2011	\$613.6	\$381.9	\$183.1	\$1,178.6

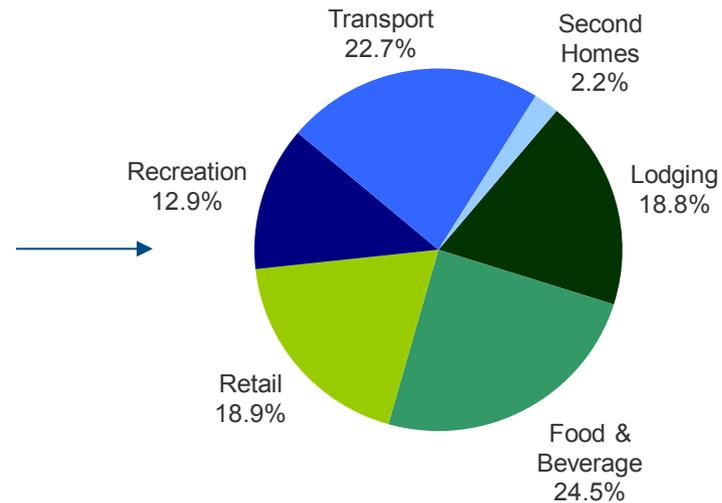
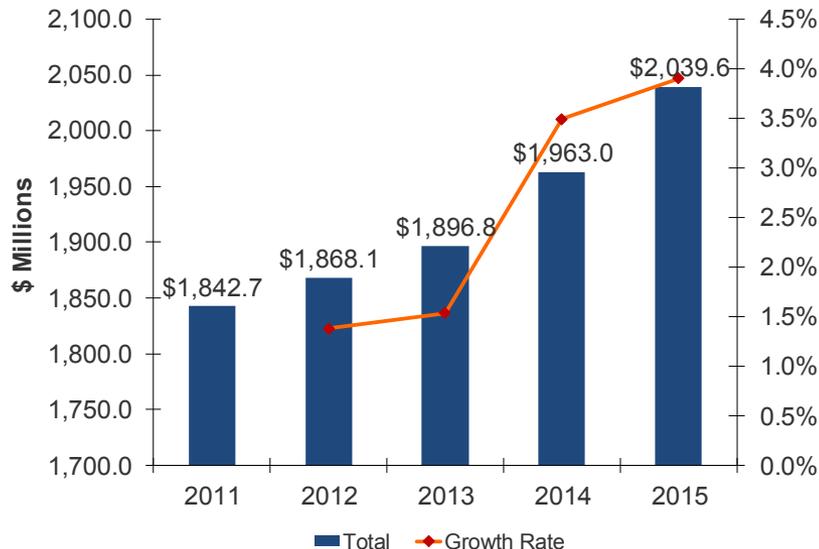
Tourism Share of County Economy



# Bernalillo County, Visitor Spending by Industry

Bernalillo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$382.8	\$499.8	\$385.7	\$262.3	\$463.4	\$45.7	\$2,039.6	3.9%
2014	\$365.2	\$484.3	\$373.5	\$254.2	\$441.0	\$44.7	\$1,963.0	3.5%
2013	\$341.5	\$481.8	\$346.7	\$251.1	\$432.1	\$43.6	\$1,896.8	1.5%
2012	\$334.6	\$475.2	\$335.9	\$245.0	\$435.6	\$41.7	\$1,868.1	1.4%
2011	\$331.9	\$471.8	\$322.5	\$250.8	\$426.5	\$39.3	\$1,842.7	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



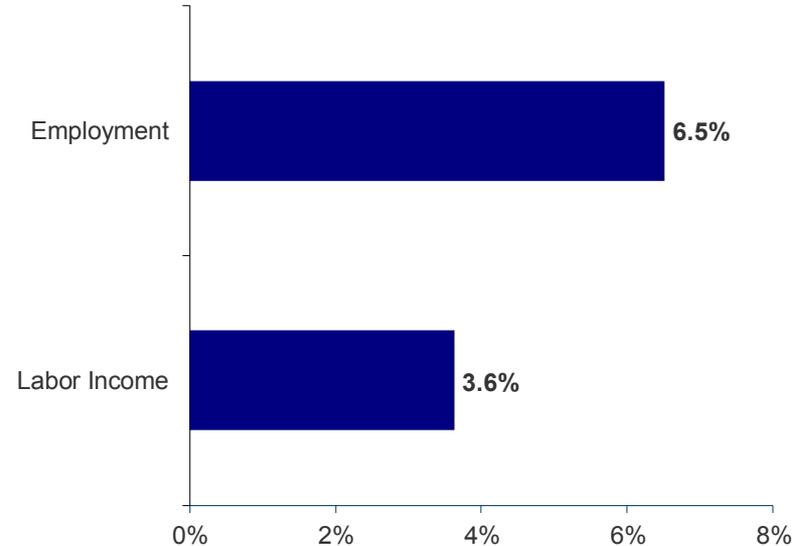
# Bernalillo County, Tourism Impact

<b>Bernalillo County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	20,777	30,190	9.6%
2014	20,228	29,588	9.5%
2013	19,911	29,425	9.5%
2012	19,827	28,930	9.3%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$514.5	\$873.6
2014	\$487.3	\$837.2
2013	\$476.0	\$826.8
2012	\$465.2	\$800.3

<b>Bernalillo County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2015	\$236.0	\$146.6	\$72.9	\$455.5
2014	\$226.0	\$141.2	\$70.6	\$437.7
2011	\$214.5	\$133.6	\$69.0	\$417.1

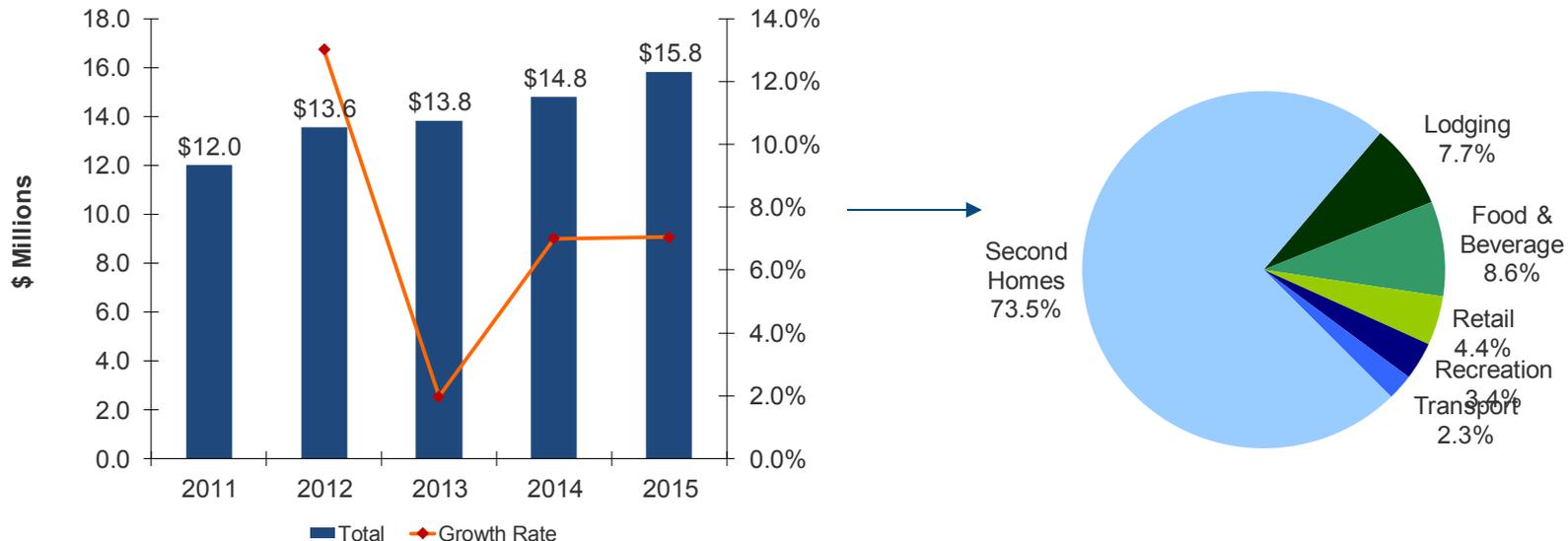
**Tourism Share of County Economy**



# Catron County, Visitor Spending by Industry

Catron County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$1.2	\$1.4	\$0.7	\$0.5	\$0.4	\$11.6	\$15.8	7.0%
2014	\$1.3	\$1.4	\$0.7	\$0.5	\$0.4	\$10.5	\$14.8	7.0%
2013	\$1.2	\$1.4	\$0.7	\$0.5	\$0.4	\$9.6	\$13.8	2.0%
2012	\$1.2	\$1.4	\$0.7	\$0.5	\$0.4	\$9.4	\$13.6	13.0%
2011	\$1.2	\$1.4	\$0.6	\$0.5	\$0.3	\$8.0	\$12.0	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



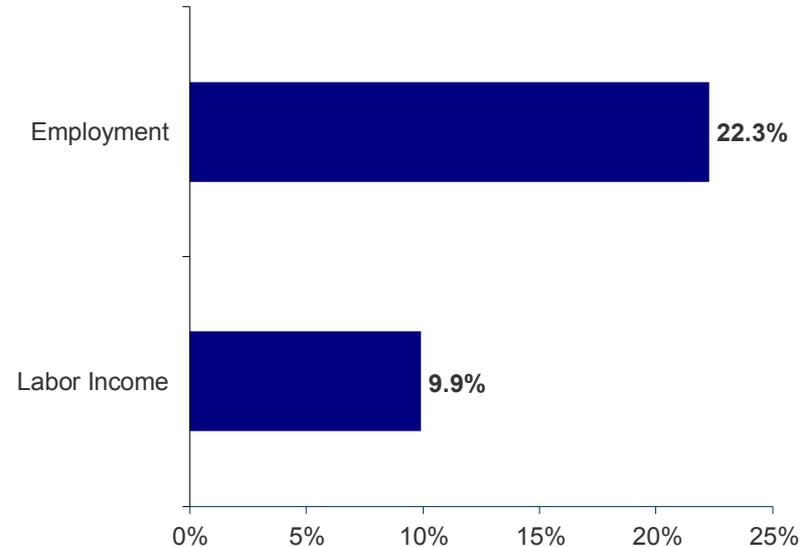
# Catron County, Tourism Impact

<b>Catron County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	146	156	24.0%
2014	139	147	22.2%
2013	143	152	23.1%
2012	111	120	20.2%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$1.9	\$2.3
2014	\$1.8	\$2.1
2013	\$1.8	\$2.1
2012	\$1.3	\$1.7

<b>Catron County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2015	\$0.7	\$0.4	\$0.2	\$1.3
2014	\$0.7	\$0.4	\$0.2	\$1.2
2011	\$0.6	\$0.3	\$0.2	\$1.1

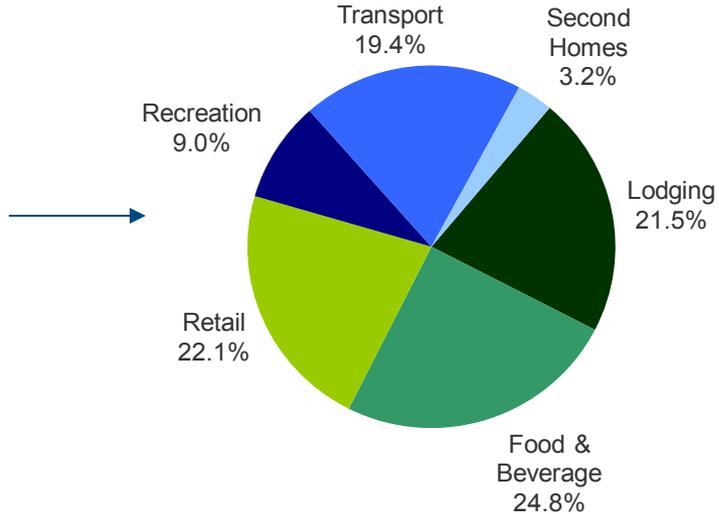
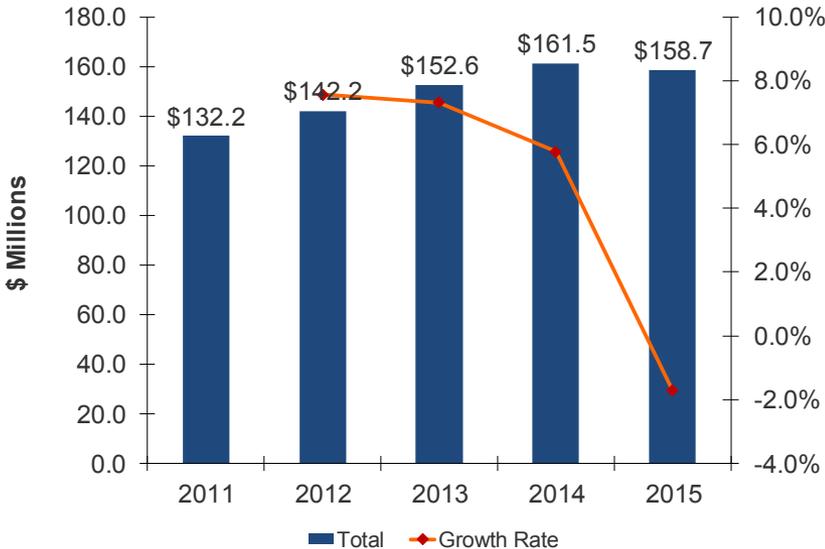
**Tourism Share of County Economy**



# Chaves County, Visitor Spending by Industry

Chaves County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$34.1	\$39.4	\$35.1	\$14.3	\$30.8	\$5.1	\$158.7	-1.7%
2014	\$35.4	\$39.4	\$35.1	\$14.4	\$31.7	\$5.4	\$161.5	5.8%
2013	\$33.2	\$37.4	\$31.9	\$14.2	\$30.3	\$5.5	\$152.6	7.3%
2012	\$29.8	\$36.5	\$29.6	\$13.8	\$27.2	\$5.3	\$142.2	7.6%
2011	\$28.4	\$35.8	\$24.7	\$12.7	\$25.8	\$4.8	\$132.2	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



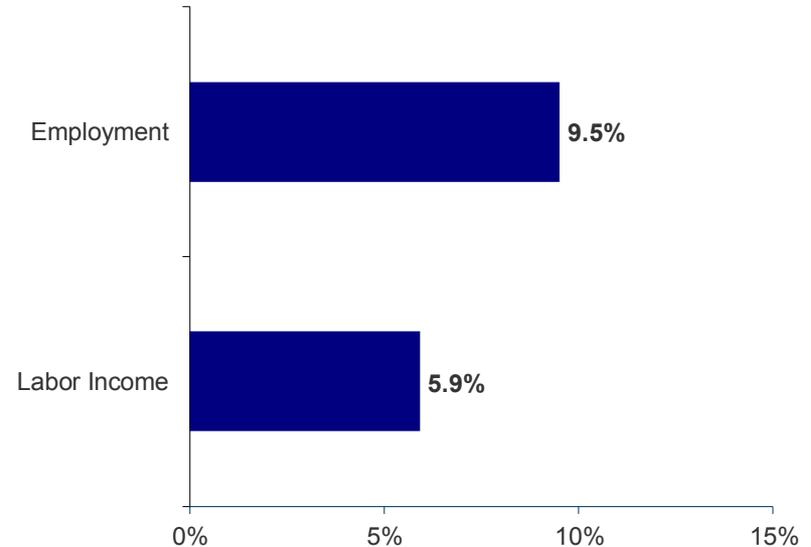
# Chaves County, Tourism Impact

<b>Chaves County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	2,061	2,603	12.4%
2014	2,079	2,629	12.7%
2013	2,106	2,646	12.7%
2012	1,970	2,473	11.6%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$43.3	\$63.8
2014	\$42.7	\$63.1
2013	\$41.0	\$60.7
2012	\$38.2	\$56.6

<b>Chaves County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$18.8	\$11.7	\$5.4	\$36.0
2014	\$18.8	\$11.8	\$5.4	\$36.0
2011	\$15.9	\$10.0	\$4.6	\$30.5

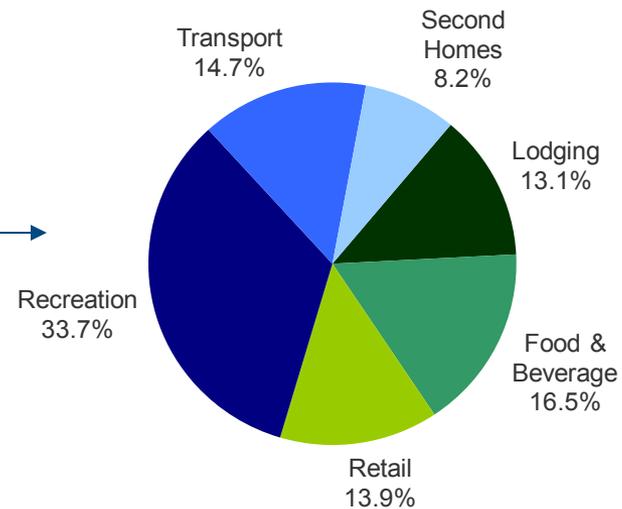
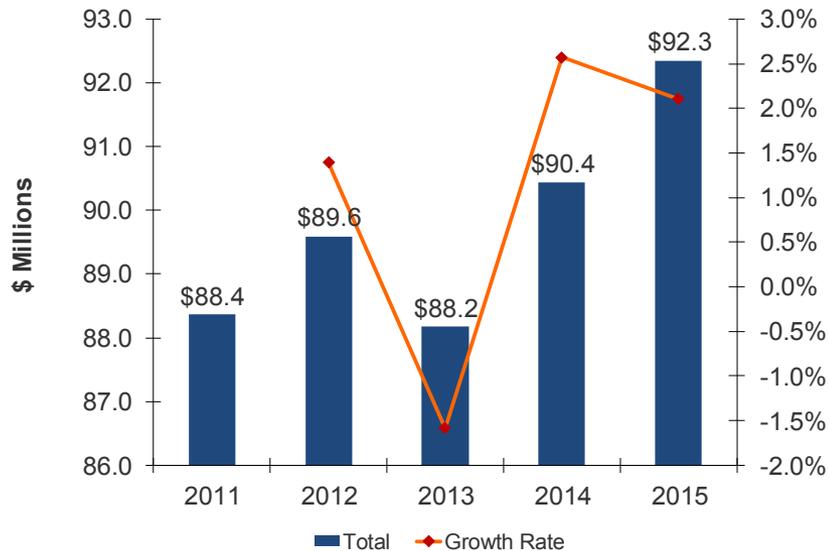
**Tourism Share of County Economy**



# Cibola County, Visitor Spending by Industry

Cibola County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$12.1	\$15.2	\$12.9	\$31.1	\$13.6	\$7.6	\$92.3	2.1%
2014	\$11.8	\$14.8	\$12.6	\$30.0	\$13.9	\$7.3	\$90.4	2.6%
2013	\$11.5	\$14.6	\$11.4	\$30.1	\$13.3	\$7.2	\$88.2	-1.6%
2012	\$11.8	\$15.6	\$12.1	\$29.9	\$13.2	\$6.9	\$89.6	1.4%
2011	\$11.6	\$15.7	\$11.5	\$30.1	\$13.2	\$6.3	\$88.4	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



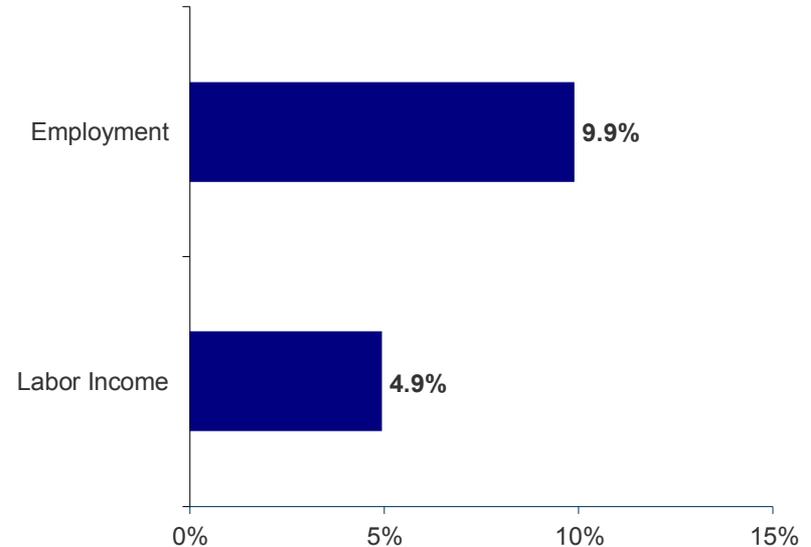
# Cibola County, Tourism Impact

<b>Cibola County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	788	936	12.2%
2014	779	910	11.8%
2013	790	914	11.6%
2012	786	905	11.7%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$14.0	\$19.6
2014	\$12.9	\$17.7
2013	\$12.9	\$17.5
2012	\$13.0	\$17.3

<b>Cibola County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$6.8	\$5.4	\$1.7	\$13.9
2014	\$6.3	\$5.2	\$1.6	\$13.1
2011	\$6.3	\$5.2	\$1.6	\$13.1

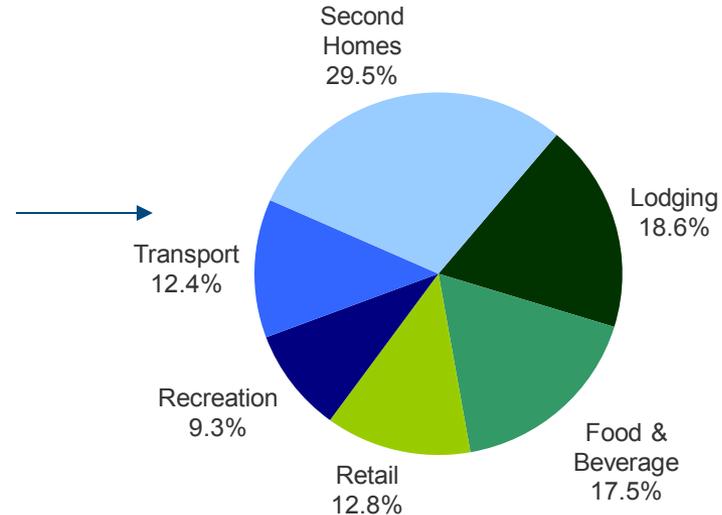
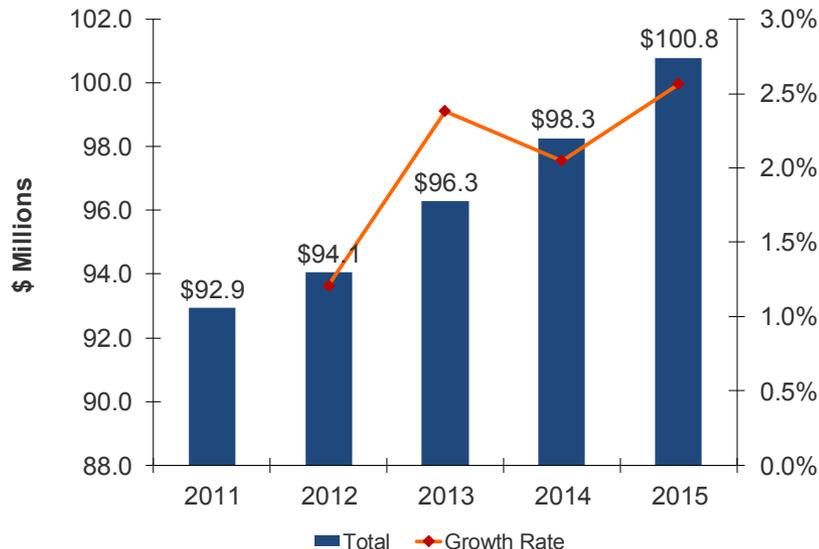
**Tourism Share of County Economy**



# Colfax County, Visitor Spending by Industry

Colfax County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$18.8	\$17.6	\$12.9	\$9.3	\$12.4	\$29.7	\$100.8	2.6%
2014	\$17.6	\$16.5	\$12.2	\$9.7	\$13.1	\$29.2	\$98.3	2.0%
2013	\$17.3	\$17.0	\$11.6	\$9.3	\$12.6	\$28.6	\$96.3	2.4%
2012	\$16.4	\$16.5	\$11.1	\$9.2	\$12.9	\$28.0	\$94.1	1.2%
2011	\$17.2	\$17.3	\$9.9	\$9.4	\$12.9	\$26.2	\$92.9	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



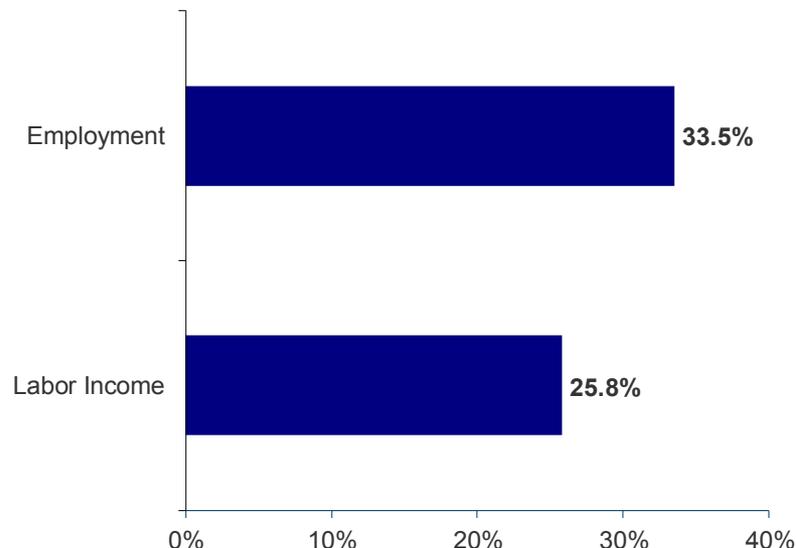
# Colfax County, Tourism Impact

<b>Colfax County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	1,687	1,794	35.2%
2014	1,702	1,813	35.8%
2013	1,684	1,801	36.5%
2012	1,565	1,684	33.2%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$39.0	\$43.1
2014	\$36.2	\$40.3
2013	\$33.0	\$37.3
2012	\$32.8	\$37.1

<b>Colfax County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2015	\$14.0	\$6.6	\$3.2	\$23.8
2014	\$13.1	\$6.3	\$3.1	\$22.5
2011	\$11.5	\$5.9	\$2.8	\$20.2

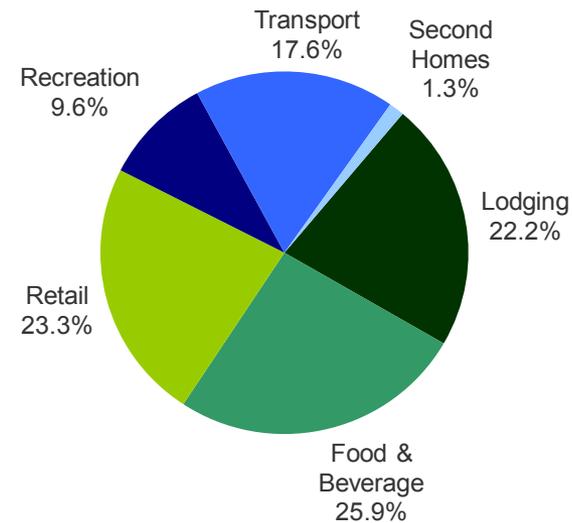
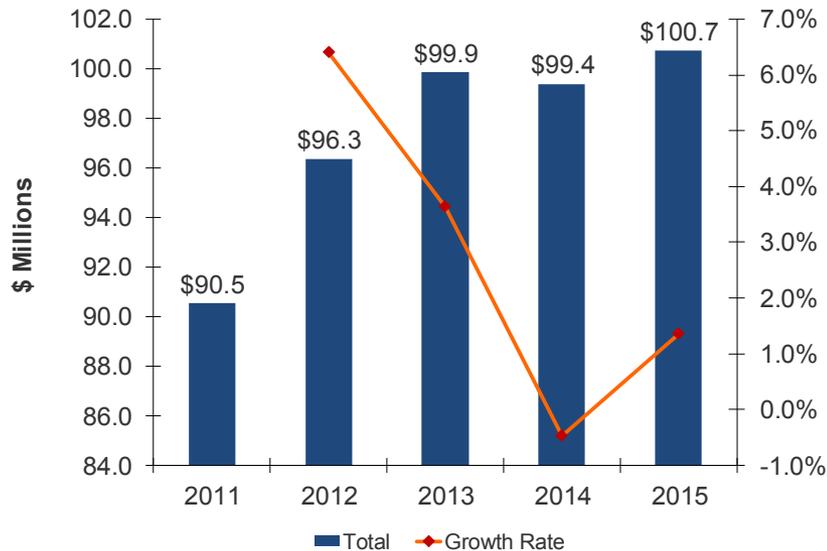
**Tourism Share of County Economy**



# Curry County, Visitor Spending by Industry

Curry County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$22.4	\$26.1	\$23.4	\$9.7	\$17.8	\$1.4	\$100.7	1.4%
2014	\$22.0	\$25.1	\$23.3	\$9.4	\$18.4	\$1.2	\$99.4	-0.5%
2013	\$22.4	\$26.8	\$22.5	\$9.9	\$17.4	\$0.9	\$99.9	3.6%
2012	\$21.3	\$26.0	\$22.1	\$9.7	\$16.6	\$0.6	\$96.3	6.4%
2011	\$20.1	\$25.6	\$18.9	\$9.3	\$16.0	\$0.5	\$90.5	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



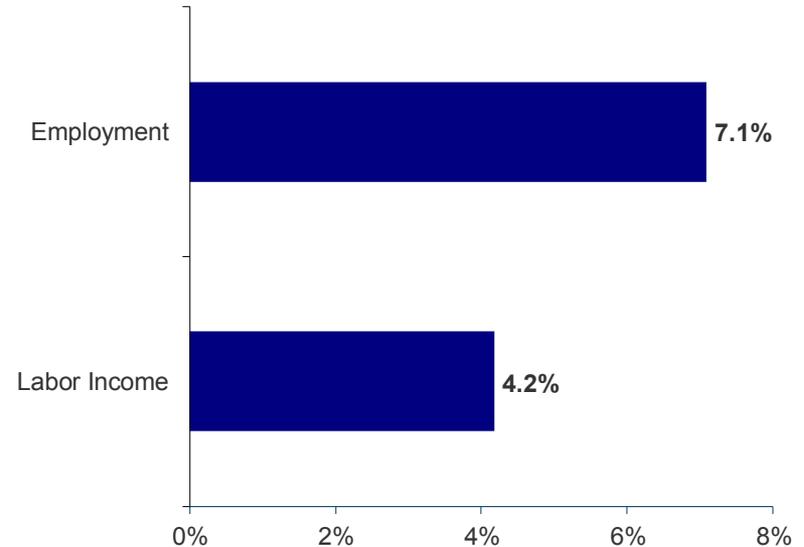
# Curry County, Tourism Impact

<b>Curry County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	1,221	1,720	10.1%
2014	1,230	1,669	9.9%
2013	1,271	1,709	10.1%
2012	1,189	1,653	9.9%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$25.4	\$44.4
2014	\$25.4	\$41.8
2013	\$25.4	\$41.5
2012	\$24.0	\$41.0

<b>Curry County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2015	\$12.0	\$7.7	\$3.8	\$23.5
2014	\$11.7	\$7.6	\$3.6	\$22.9
2011	\$10.6	\$6.9	\$3.4	\$20.9

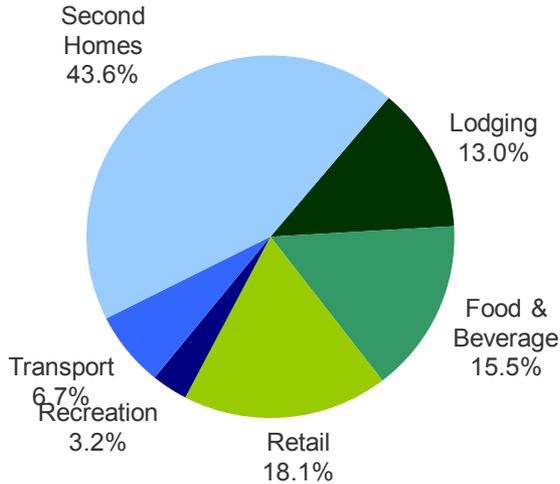
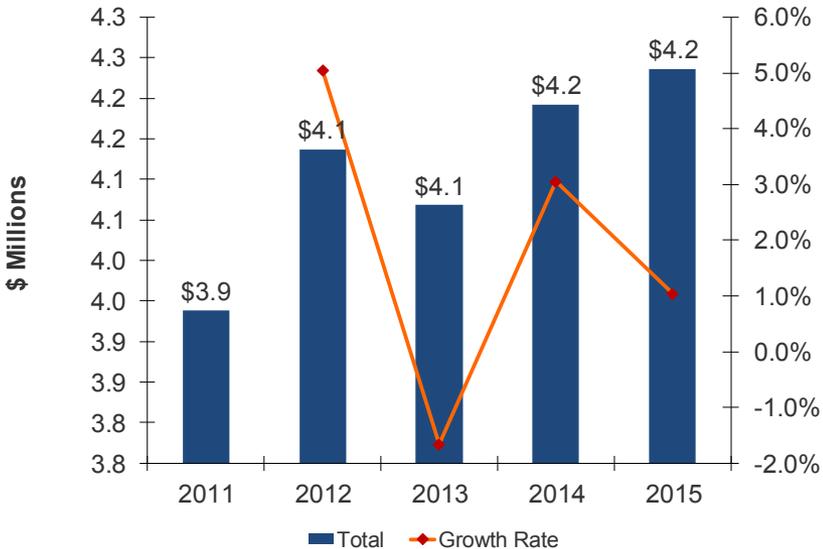
**Tourism Share of County Economy**



# De Baca County, Visitor Spending by Industry

De Baca County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$0.5	\$0.7	\$0.8	\$0.1	\$0.3	\$1.8	\$4.2	1.0%
2014	\$0.5	\$0.6	\$0.7	\$0.1	\$0.3	\$1.8	\$4.2	3.1%
2013	\$0.6	\$0.7	\$0.7	\$0.1	\$0.3	\$1.7	\$4.1	-1.7%
2012	\$0.6	\$0.7	\$0.7	\$0.1	\$0.3	\$1.7	\$4.1	5.0%
2011	\$0.5	\$0.7	\$0.6	\$0.1	\$0.3	\$1.7	\$3.9	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



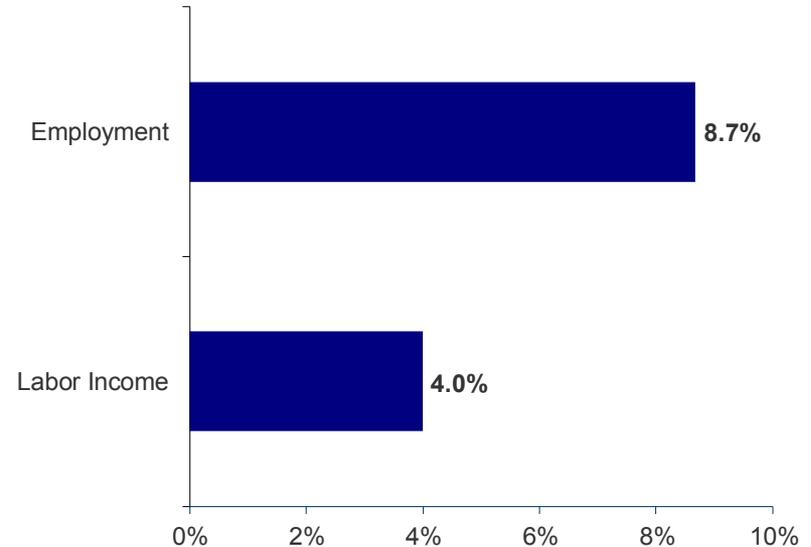
# De Baca County, Tourism Impact

De Baca County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	40	46	9.4%
2014	39	45	9.5%
2013	38	45	9.4%
2012	36	43	9.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$0.6	\$0.8
2014	\$0.6	\$0.8
2013	\$0.5	\$0.8
2012	\$0.5	\$0.8

De Baca County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$0.3	\$0.2	\$0.1	\$0.5
2014	\$0.3	\$0.2	\$0.1	\$0.5
2011	\$0.2	\$0.2	\$0.1	\$0.5

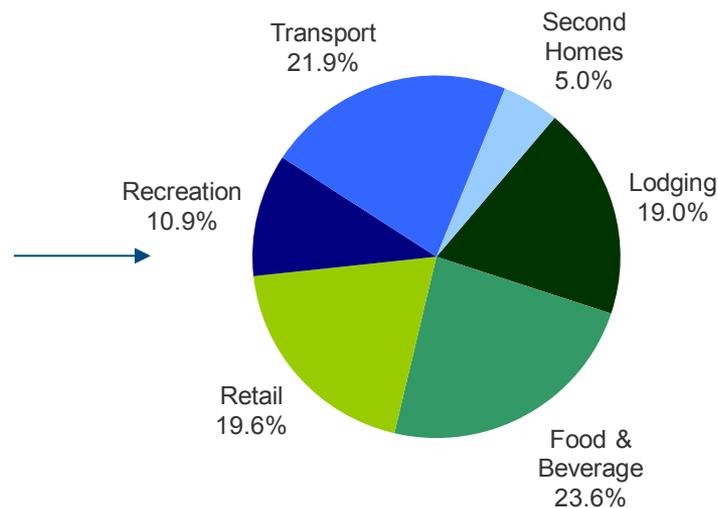
Tourism Share of County Economy



# Dona Ana County, Visitor Spending by Industry

Dona Ana County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$68.3	\$85.0	\$70.7	\$39.3	\$78.8	\$18.1	\$360.2	4.9%
2014	\$65.5	\$81.4	\$68.2	\$37.8	\$73.4	\$17.1	\$343.4	3.1%
2013	\$61.9	\$80.5	\$62.2	\$43.3	\$69.6	\$15.5	\$333.0	-2.1%
2012	\$64.1	\$82.7	\$62.7	\$45.5	\$71.3	\$13.6	\$340.0	5.0%
2011	\$62.7	\$82.1	\$56.9	\$44.6	\$65.6	\$11.8	\$323.7	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



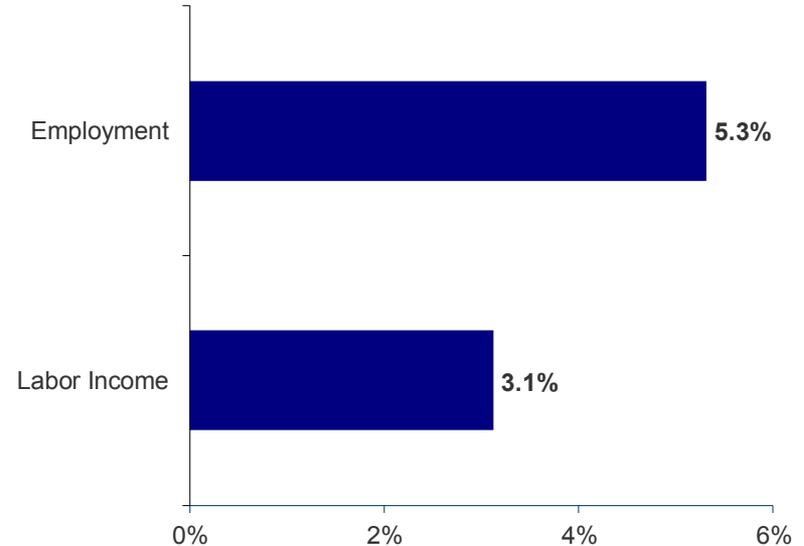
# Dona Ana County, Tourism Impact

<b>Dona Ana County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	3,759	6,079	8.6%
2014	3,731	5,962	8.5%
2013	3,778	6,074	8.8%
2012	3,730	5,997	8.7%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$80.1	\$167.9
2014	\$76.5	\$159.2
2013	\$77.2	\$161.1
2012	\$77.5	\$160.1

<b>Dona Ana County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$41.3	\$27.3	\$14.1	\$82.7
2014	\$39.5	\$26.1	\$13.5	\$79.1
2011	\$38.8	\$25.6	\$13.6	\$78.0

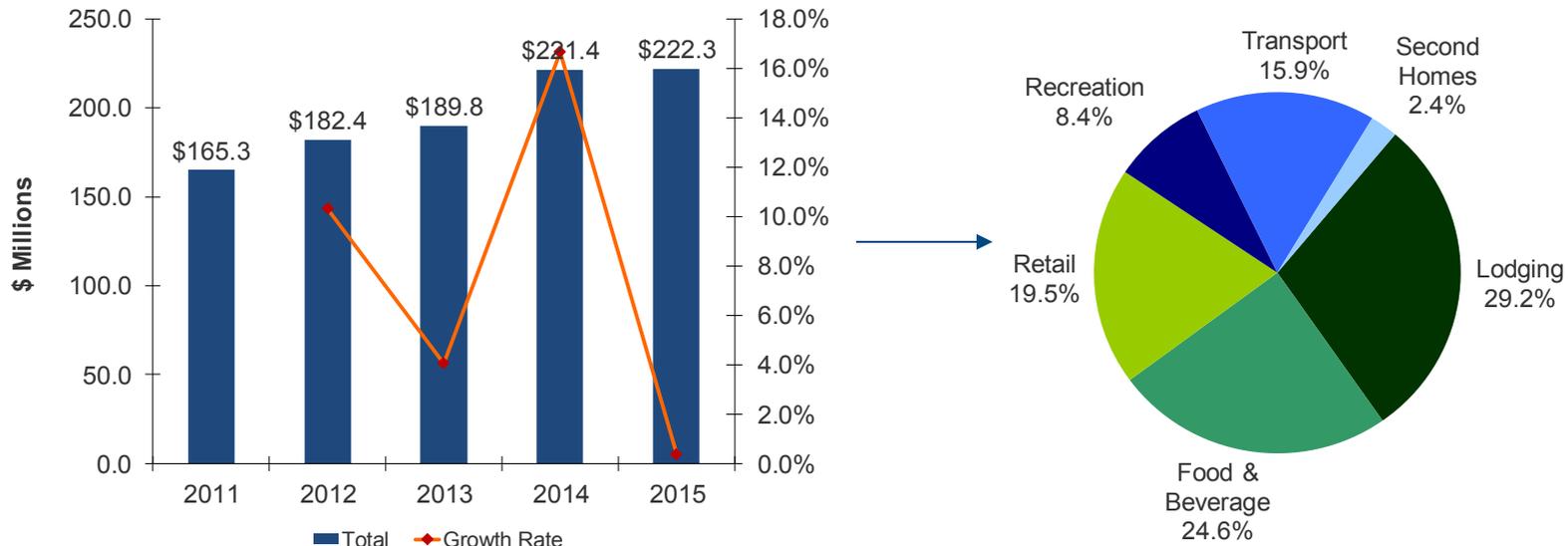
**Tourism Share of County Economy**



# Eddy County, Visitor Spending by Industry

Eddy County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$64.8	\$54.7	\$43.4	\$18.6	\$35.3	\$5.4	\$222.3	0.4%
2014	\$65.6	\$54.0	\$42.7	\$18.6	\$35.3	\$5.2	\$221.4	16.7%
2013	\$50.4	\$48.8	\$37.7	\$16.5	\$31.7	\$4.7	\$189.8	4.1%
2012	\$45.1	\$48.4	\$37.0	\$16.7	\$30.9	\$4.4	\$182.4	10.3%
2011	\$41.8	\$44.0	\$33.2	\$15.3	\$27.3	\$3.8	\$165.3	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



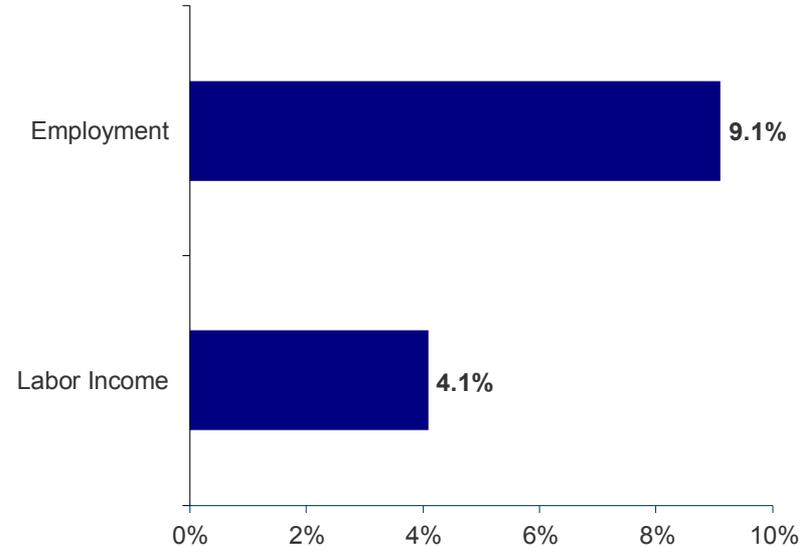
# Eddy County, Tourism Impact

<b>Eddy County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	2,580	3,537	12.7%
2014	2,548	3,557	13.5%
2013	2,322	3,248	12.9%
2012	2,323	3,264	13.2%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$63.7	\$100.1
2014	\$60.2	\$97.8
2013	\$53.2	\$87.2
2012	\$50.9	\$85.3

<b>Eddy County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$28.2	\$17.2	\$8.2	\$53.5
2014	\$27.3	\$17.1	\$8.1	\$52.4
2011	\$20.4	\$12.8	\$6.0	\$39.1

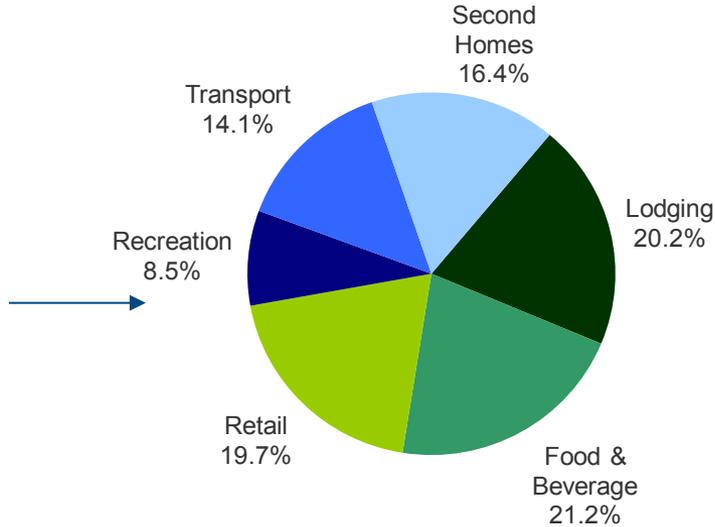
**Tourism Share of County Economy**



# Grant County, Visitor Spending by Industry

Grant County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$10.9	\$11.5	\$10.6	\$4.6	\$7.6	\$8.9	\$54.1	13.3%
2014	\$9.7	\$10.4	\$8.7	\$4.0	\$6.4	\$8.6	\$47.8	0.7%
2013	\$9.6	\$10.8	\$8.4	\$4.5	\$6.4	\$7.7	\$47.5	-1.1%
2012	\$9.9	\$11.2	\$8.6	\$4.5	\$6.8	\$6.9	\$48.0	2.6%
2011	\$10.1	\$11.5	\$8.3	\$4.2	\$6.5	\$6.2	\$46.8	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



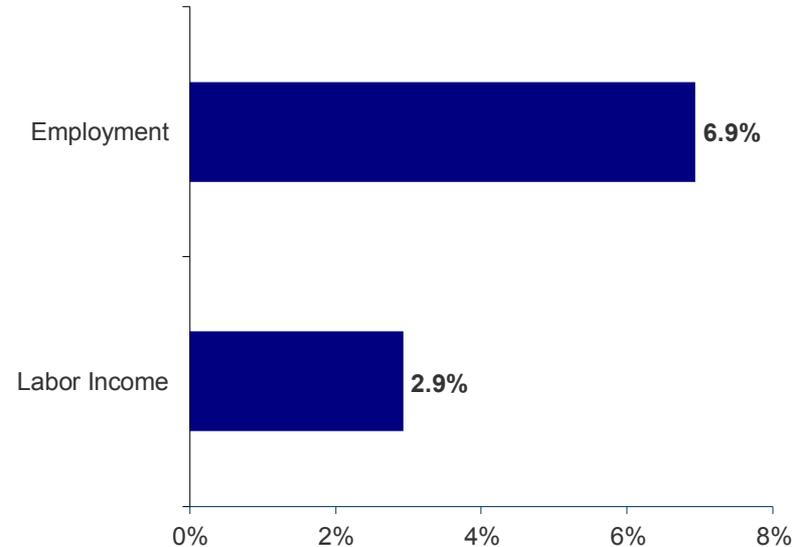
# Grant County, Tourism Impact

Grant County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	645	803	8.6%
2014	632	796	8.3%
2013	635	796	8.2%
2012	679	838	8.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$10.9	\$16.9
2014	\$10.8	\$16.9
2013	\$11.1	\$17.0
2012	\$12.1	\$17.9

Grant County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$5.0	\$3.3	\$1.5	\$9.8
2014	\$4.8	\$3.0	\$1.5	\$9.3
2011	\$4.8	\$3.1	\$1.5	\$9.3

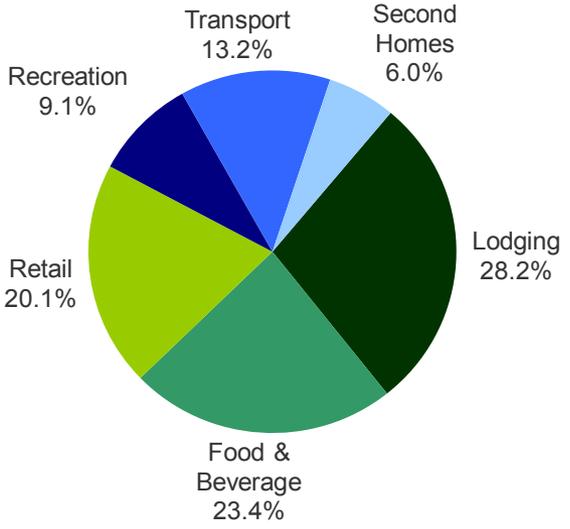
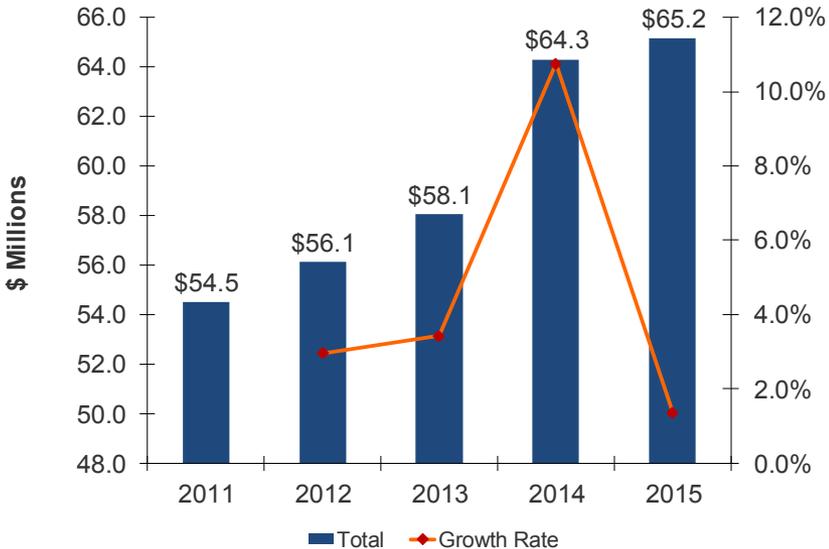
Tourism Share of County Economy



# Guadalupe County, Visitor Spending by Industry

Guadalupe County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$18.4	\$15.3	\$13.1	\$5.9	\$8.6	\$3.9	\$65.2	1.4%
2014	\$18.0	\$15.2	\$13.1	\$5.9	\$8.8	\$3.2	\$64.3	10.7%
2013	\$17.1	\$11.8	\$12.4	\$6.1	\$8.4	\$2.3	\$58.1	3.4%
2012	\$16.2	\$11.7	\$11.9	\$5.9	\$8.7	\$1.7	\$56.1	3.0%
2011	\$15.8	\$11.8	\$11.2	\$5.9	\$8.4	\$1.4	\$54.5	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



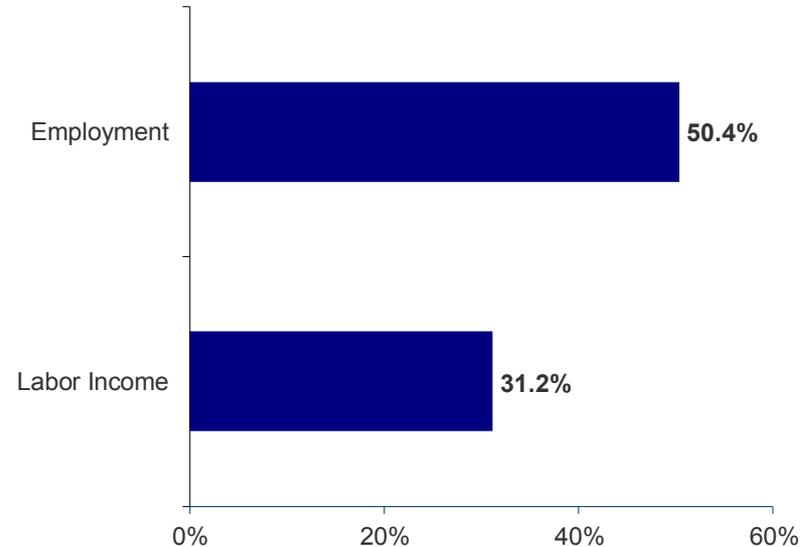
# Guadalupe County, Tourism Impact

Guadalupe County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	763	806	60.8%
2014	723	768	58.5%
2013	627	673	52.7%
2012	588	634	49.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$13.8	\$15.4
2014	\$12.6	\$14.3
2013	\$10.6	\$12.3
2012	\$10.2	\$11.9

Guadalupe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$5.8	\$4.0	\$1.3	\$11.1
2014	\$5.4	\$4.0	\$1.2	\$10.6
2011	\$4.5	\$3.4	\$1.0	\$8.9

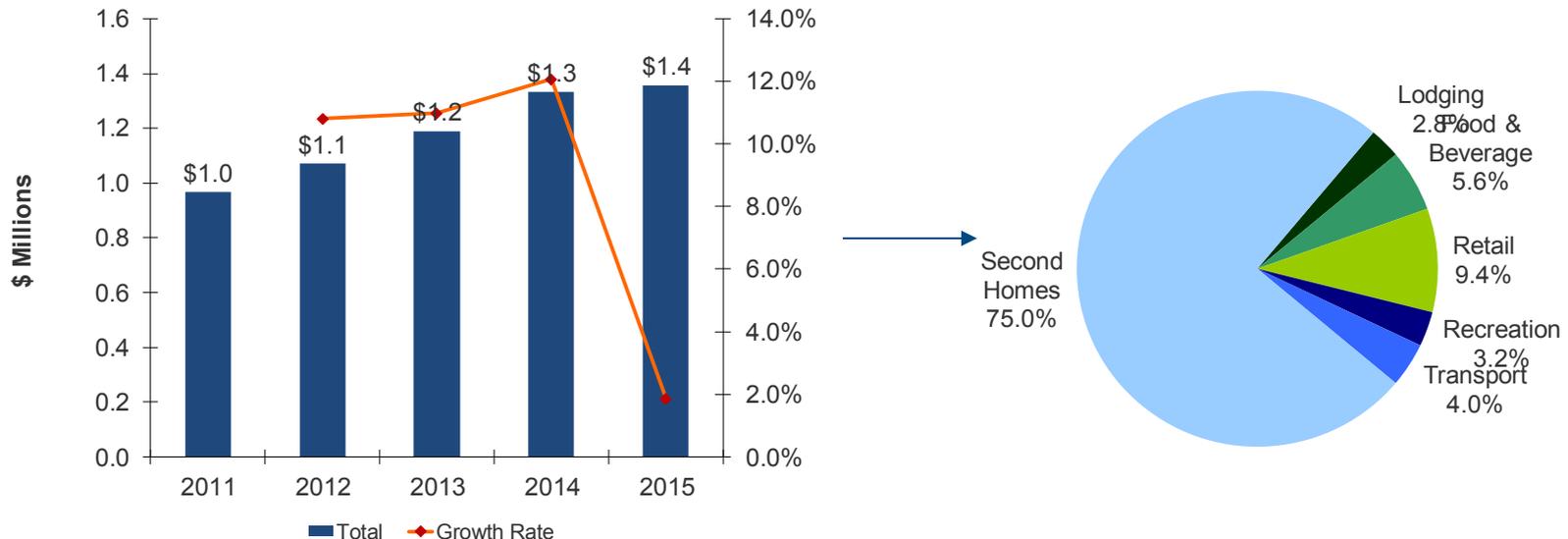
Tourism Share of County Economy



# Harding County, Visitor Spending by Industry

Harding County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$1.0	\$1.4	1.8%
2014	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$1.0	\$1.3	12.1%
2013	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$0.8	\$1.2	11.0%
2012	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$0.7	\$1.1	10.8%
2011	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$0.6	\$1.0	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



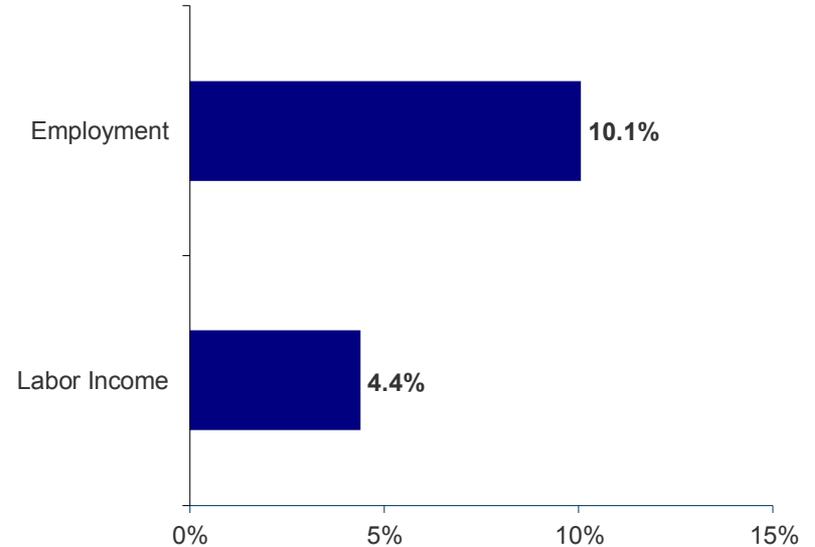
# Harding County, Tourism Impact

Harding County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	16	20	9.8%
2014	16	21	12.2%
2013	15	18	10.4%
2012	13	16	8.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$0.2	\$0.4
2014	\$0.2	\$0.4
2013	\$0.2	\$0.3
2012	\$0.2	\$0.3

Harding County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$0.1	\$0.0	\$0.0	\$0.2
2014	\$0.1	\$0.0	\$0.0	\$0.2
2011	\$0.1	\$0.0	\$0.0	\$0.1

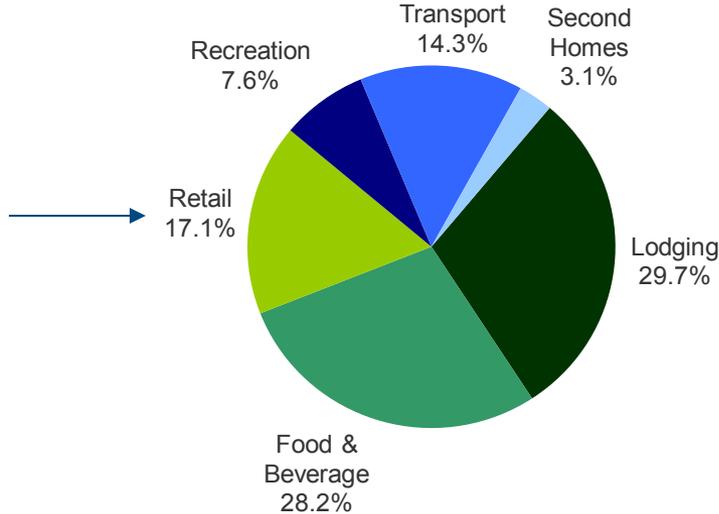
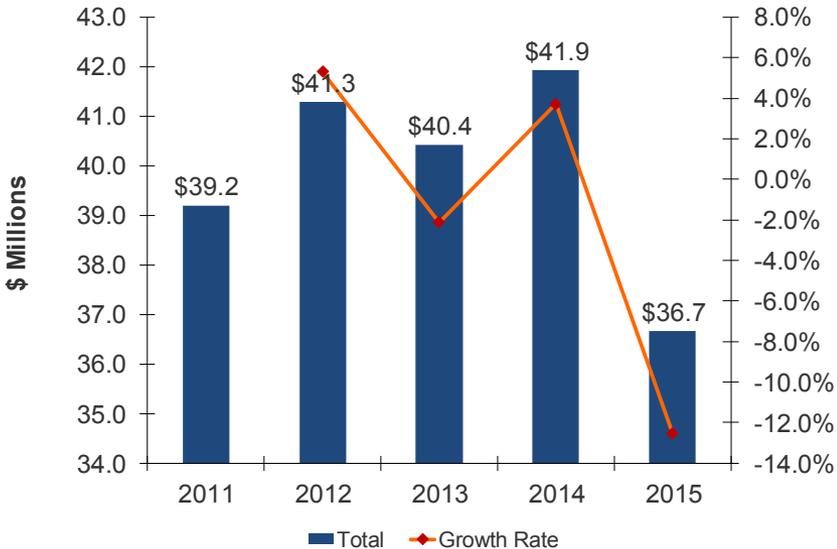
Tourism Share of County Economy



# Hidalgo County, Visitor Spending by Industry

Hidalgo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$10.9	\$10.4	\$6.3	\$2.8	\$5.3	\$1.1	\$36.7	-12.5%
2014	\$12.9	\$11.8	\$7.2	\$3.2	\$5.4	\$1.4	\$41.9	3.7%
2013	\$11.9	\$11.7	\$6.6	\$3.2	\$5.3	\$1.7	\$40.4	-2.1%
2012	\$12.0	\$12.0	\$6.6	\$3.3	\$5.9	\$1.6	\$41.3	5.3%
2011	\$11.2	\$11.8	\$6.1	\$3.2	\$5.4	\$1.5	\$39.2	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



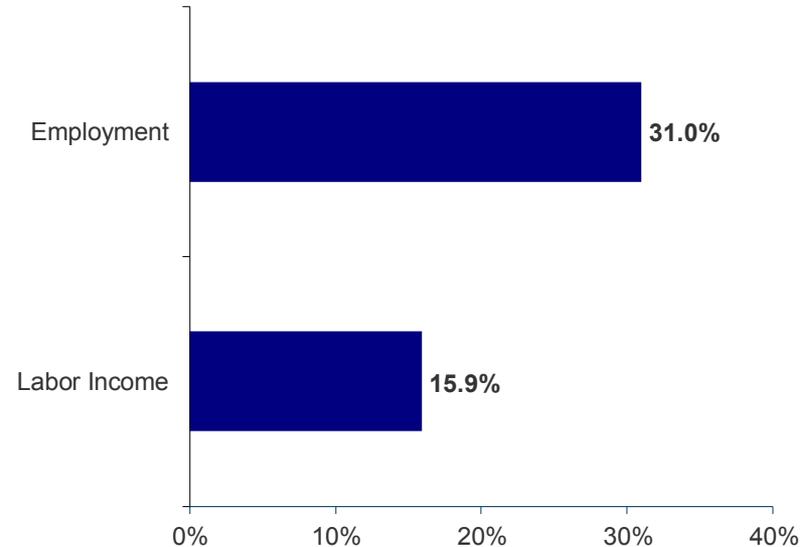
# Hidalgo County, Tourism Impact

<b>Hidalgo County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	485	524	33.0%
2014	517	569	34.9%
2013	541	591	35.3%
2012	535	592	35.4%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$9.6	\$11.1
2014	\$10.3	\$12.2
2013	\$10.3	\$12.2
2012	\$10.2	\$12.3

<b>Hidalgo County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$3.9	\$2.5	\$0.8	\$7.2
2014	\$4.3	\$2.8	\$0.9	\$8.1
2011	\$4.1	\$2.7	\$0.9	\$7.7

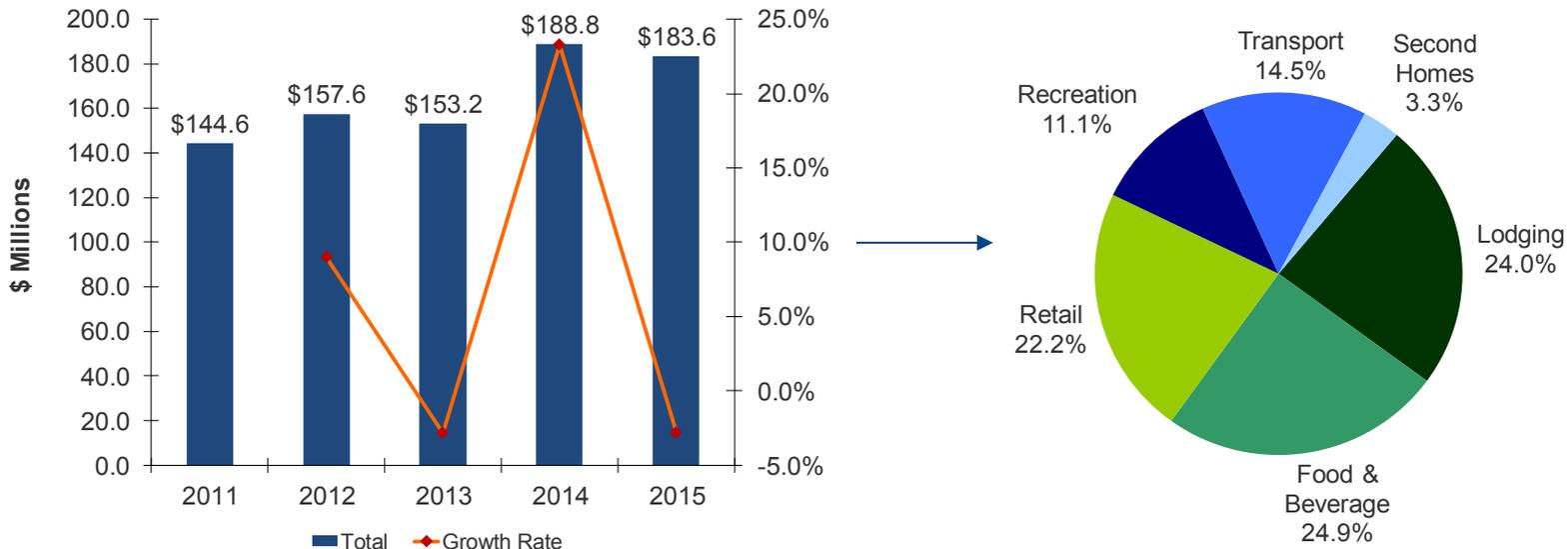
**Tourism Share of County Economy**



# Lea County, Visitor Spending by Industry

Lea County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$44.0	\$45.6	\$40.8	\$20.3	\$26.7	\$6.1	\$183.6	-2.8%
2014	\$47.7	\$46.1	\$41.3	\$21.4	\$26.0	\$6.4	\$188.8	23.3%
2013	\$39.1	\$40.6	\$32.3	\$14.2	\$20.9	\$6.0	\$153.2	-2.8%
2012	\$37.4	\$41.0	\$32.3	\$19.6	\$21.7	\$5.6	\$157.6	9.0%
2011	\$33.0	\$37.8	\$29.2	\$20.8	\$19.0	\$4.8	\$144.6	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



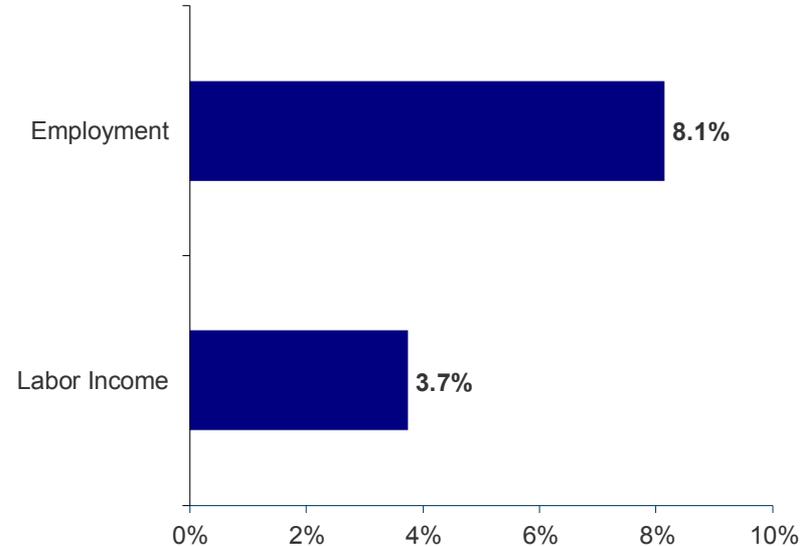
# Lea County, Tourism Impact

Lea County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	2,557	3,584	10.8%
2014	2,492	3,631	11.4%
2013	2,005	3,121	10.3%
2012	2,232	3,725	13.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$60.4	\$99.4
2014	\$58.7	\$101.2
2013	\$52.6	\$93.5
2012	\$59.2	\$114.1

Lea County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$26.5	\$15.3	\$7.9	\$49.7
2014	\$26.6	\$15.6	\$8.1	\$50.4
2011	\$22.8	\$12.7	\$6.7	\$42.2

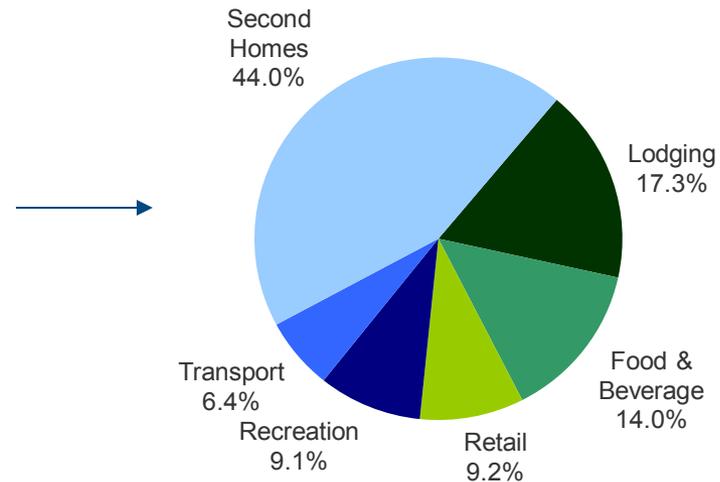
Tourism Share of County Economy



# Lincoln County, Visitor Spending by Industry

Lincoln County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$34.3	\$27.8	\$18.1	\$18.0	\$12.7	\$87.1	\$198.2	2.9%
2014	\$32.2	\$26.5	\$17.7	\$17.9	\$12.4	\$85.9	\$192.7	3.3%
2013	\$31.0	\$26.4	\$18.6	\$18.6	\$11.6	\$80.3	\$186.5	2.6%
2012	\$31.3	\$26.9	\$18.4	\$18.0	\$11.6	\$75.6	\$181.8	4.7%
2011	\$30.5	\$26.8	\$14.0	\$19.8	\$10.9	\$71.7	\$173.7	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



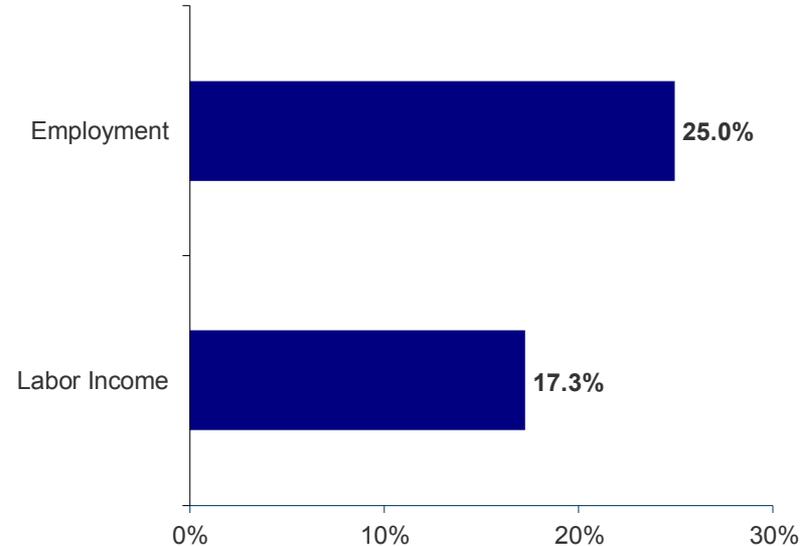
# Lincoln County, Tourism Impact

Lincoln County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	1,603	1,787	27.5%
2014	1,518	1,708	26.6%
2013	1,516	1,691	26.4%
2012	1,475	1,651	25.3%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$32.9	\$39.8
2014	\$29.6	\$36.6
2013	\$29.5	\$35.9
2012	\$28.5	\$34.9

Lincoln County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$13.3	\$8.2	\$3.3	\$24.8
2014	\$12.2	\$7.7	\$3.1	\$23.1
2011	\$11.6	\$7.4	\$3.0	\$22.1

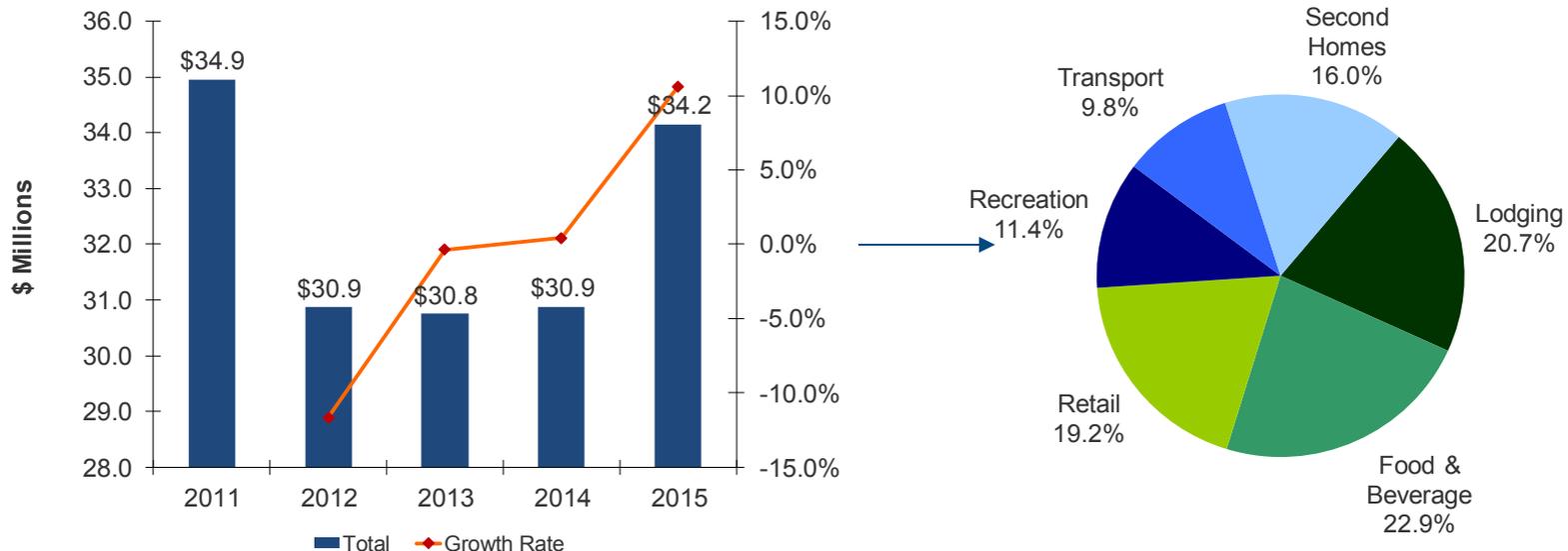
Tourism Share of County Economy



# Los Alamos County, Visitor Spending by Industry

Los Alamos County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$7.1	\$7.8	\$6.6	\$3.9	\$3.4	\$5.5	\$34.2	10.6%
2014	\$6.3	\$7.3	\$6.2	\$3.1	\$3.0	\$5.0	\$30.9	0.4%
2013	\$6.3	\$7.6	\$5.9	\$3.4	\$2.9	\$4.5	\$30.8	-0.4%
2012	\$6.5	\$7.8	\$6.0	\$3.5	\$3.1	\$4.1	\$30.9	-11.7%
2011	\$8.4	\$9.5	\$6.4	\$3.8	\$3.6	\$3.2	\$34.9	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



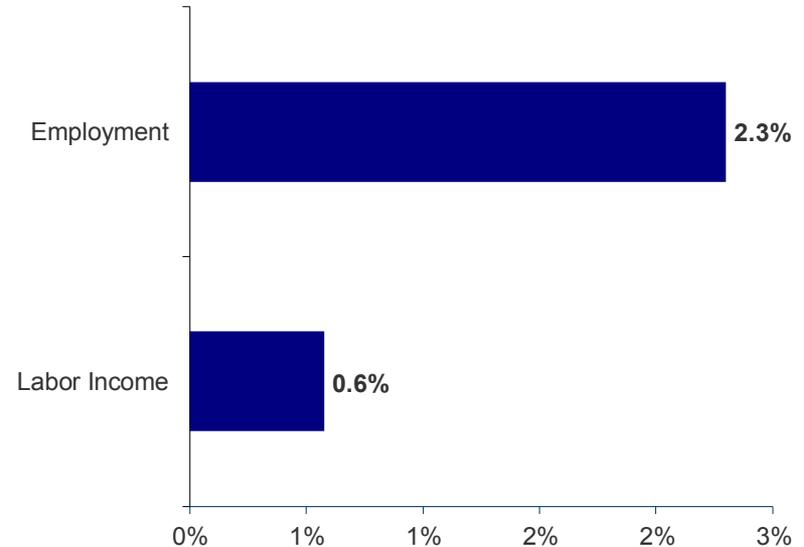
# Los Alamos County, Tourism Impact

Los Alamos County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	353	896	5.9%
2014	331	792	5.1%
2013	345	823	5.1%
2012	366	909	5.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$6.9	\$27.6
2014	\$6.3	\$23.5
2013	\$6.7	\$24.3
2012	\$7.2	\$27.2

Los Alamos County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$4.9	\$3.1	\$2.0	\$9.9
2014	\$4.3	\$2.7	\$1.7	\$8.7
2011	\$5.4	\$3.4	\$2.1	\$11.0

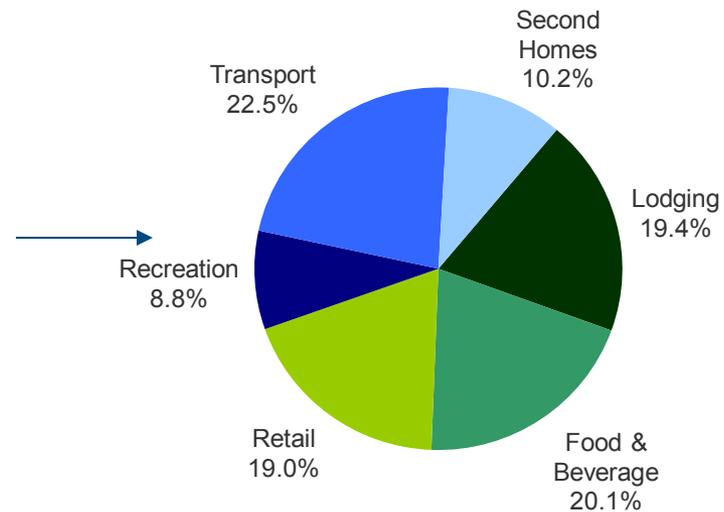
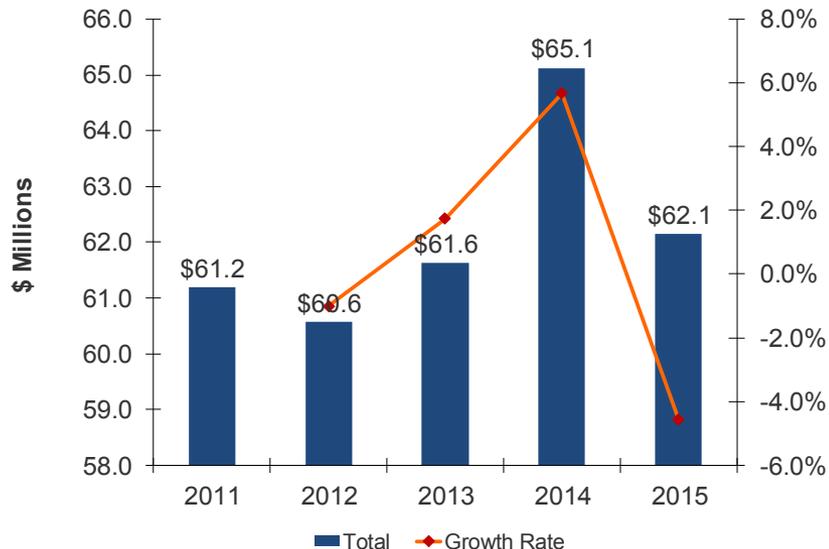
Tourism Share of County Economy



# Luna County, Visitor Spending by Industry

Luna County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$12.1	\$12.5	\$11.8	\$5.5	\$14.0	\$6.3	\$62.1	-4.6%
2014	\$13.0	\$13.0	\$12.0	\$5.7	\$15.1	\$6.2	\$65.1	5.7%
2013	\$12.1	\$12.6	\$11.0	\$5.8	\$14.4	\$5.7	\$61.6	1.7%
2012	\$11.8	\$12.8	\$10.6	\$5.7	\$13.7	\$6.0	\$60.6	-1.0%
2011	\$12.2	\$13.2	\$9.8	\$5.9	\$14.2	\$5.9	\$61.2	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



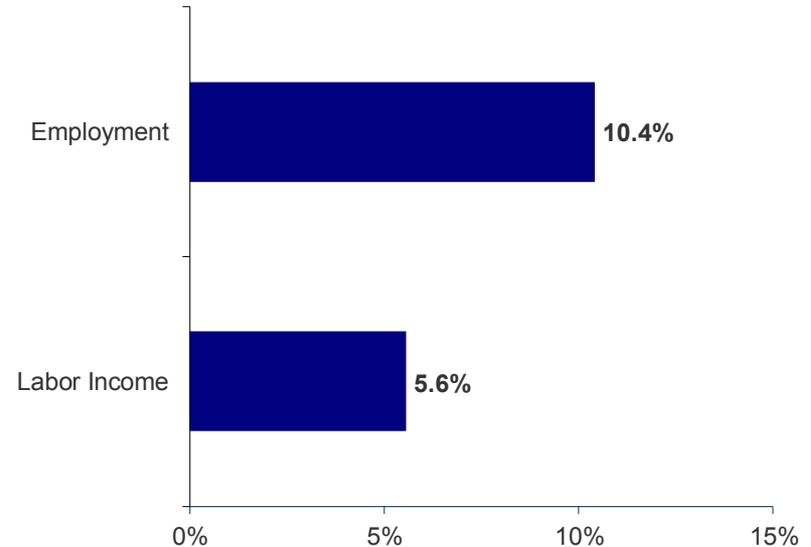
# Luna County, Tourism Impact

<b>Luna County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	816	964	12.3%
2014	884	1,176	15.3%
2013	785	940	12.3%
2012	757	915	11.9%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$14.2	\$19.8
2014	\$14.9	\$25.9
2013	\$13.9	\$19.6
2012	\$13.6	\$19.3

<b>Luna County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$6.2	\$4.0	\$1.6	\$11.9
2014	\$7.1	\$4.6	\$2.0	\$13.7
2011	\$6.5	\$4.2	\$1.8	\$12.5

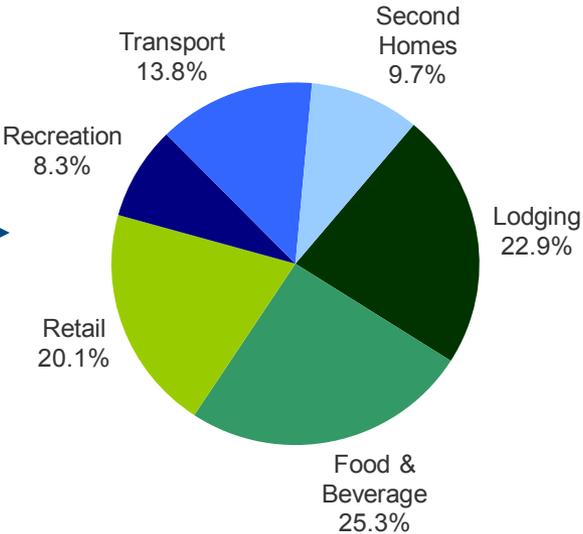
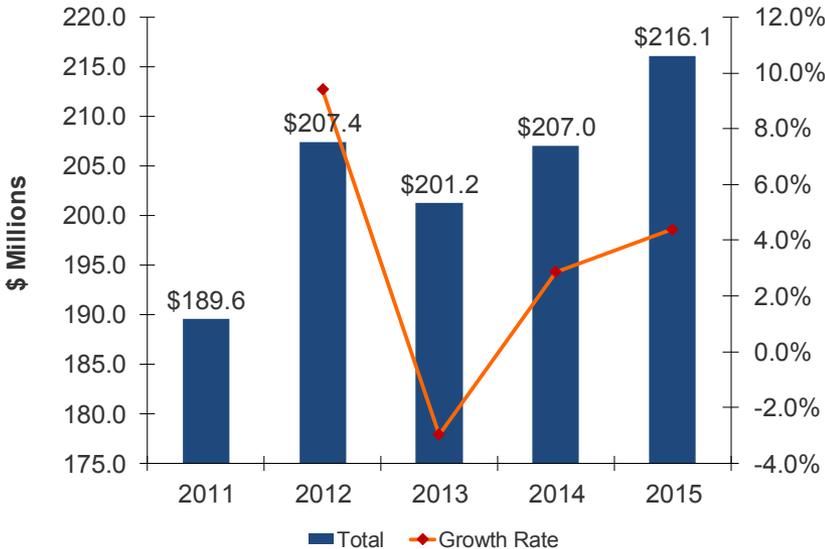
**Tourism Share of County Economy**



# McKinley County, Visitor Spending by Industry

McKinley County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$49.4	\$54.6	\$43.4	\$17.9	\$29.8	\$20.9	\$216.1	4.4%
2014	\$46.7	\$51.1	\$40.9	\$17.2	\$30.1	\$21.0	\$207.0	2.9%
2013	\$44.9	\$51.2	\$37.7	\$17.5	\$29.4	\$20.5	\$201.2	-3.0%
2012	\$46.8	\$53.9	\$39.0	\$18.0	\$30.7	\$19.1	\$207.4	9.4%
2011	\$41.0	\$50.7	\$33.6	\$18.3	\$28.2	\$17.8	\$189.6	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



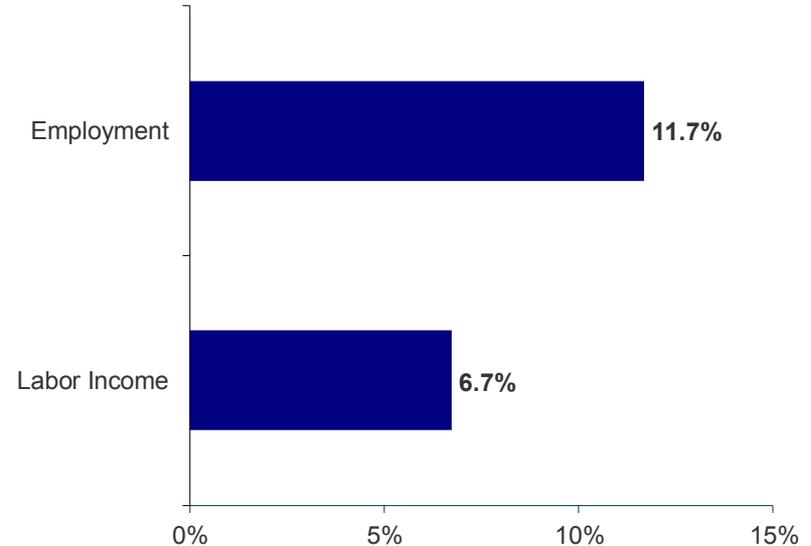
# McKinley County, Tourism Impact

McKinley County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	2,396	2,877	14.3%
2014	2,294	2,760	13.5%
2013	2,312	2,732	13.0%
2012	2,337	2,780	13.3%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$44.7	\$63.0
2014	\$42.8	\$60.1
2013	\$43.4	\$58.8
2012	\$43.5	\$59.7

McKinley County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$20.0	\$13.7	\$5.6	\$39.2
2014	\$19.2	\$13.1	\$5.4	\$37.6
2011	\$18.0	\$12.2	\$5.1	\$35.3

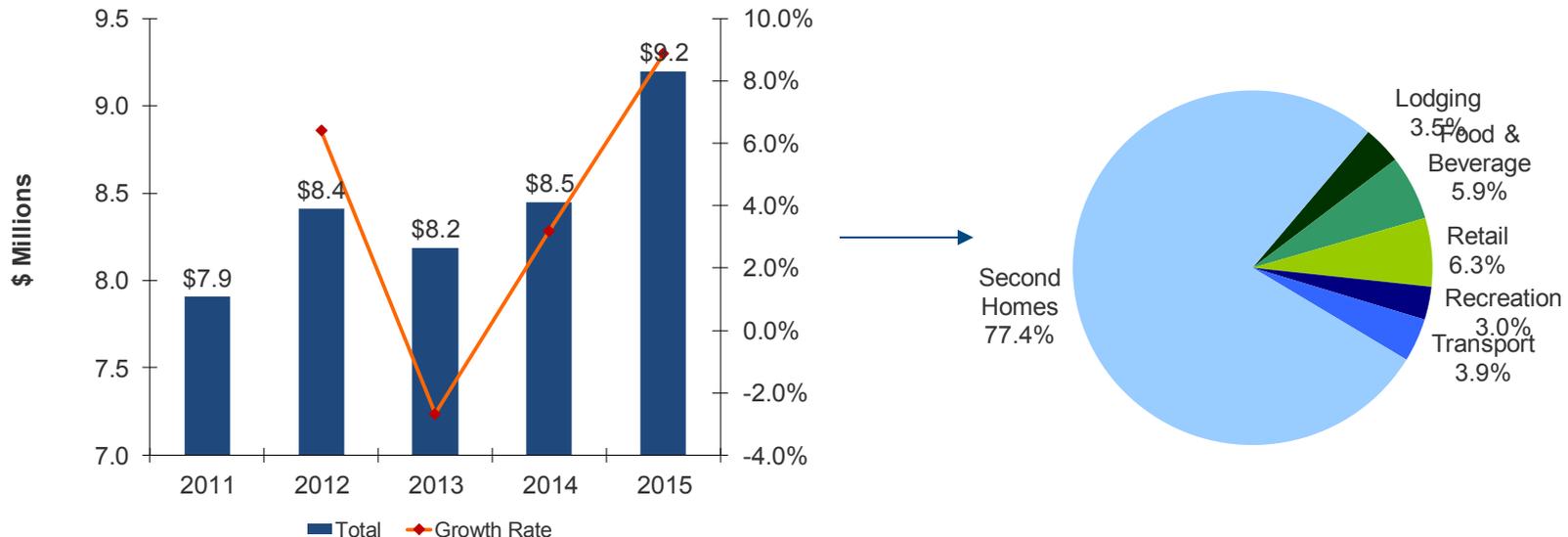
Tourism Share of County Economy



# Mora County, Visitor Spending by Industry

Mora County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$0.3	\$0.5	\$0.6	\$0.3	\$0.4	\$7.1	\$9.2	8.9%
2014	\$0.3	\$0.5	\$0.6	\$0.3	\$0.4	\$6.4	\$8.5	3.2%
2013	\$0.1	\$0.4	\$0.5	\$0.3	\$0.3	\$6.6	\$8.2	-2.7%
2012	\$0.2	\$0.5	\$0.4	\$0.3	\$0.5	\$6.5	\$8.4	6.4%
2011	\$0.2	\$0.5	\$0.6	\$0.3	\$0.3	\$6.0	\$7.9	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



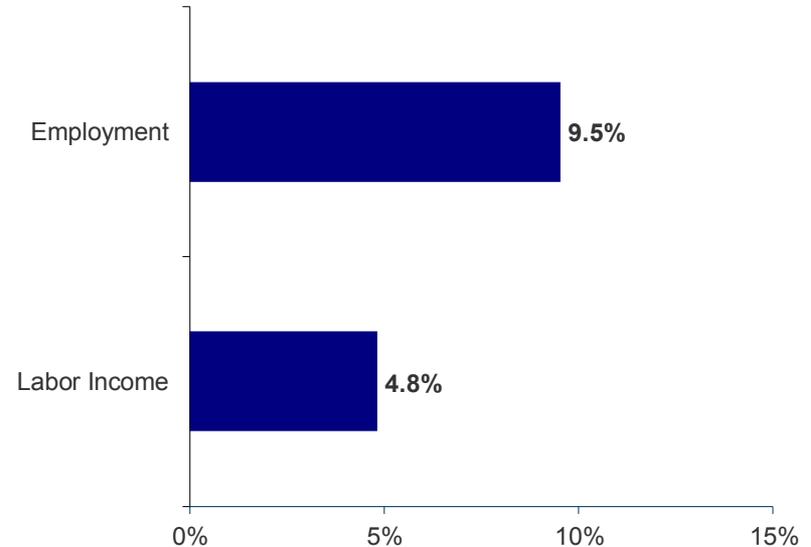
# Mora County, Tourism Impact

<b>Mora County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	68	75	10.9%
2014	63	69	10.3%
2013	57	63	8.8%
2012	70	76	10.7%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$1.1	\$1.3
2014	\$1.0	\$1.2
2013	\$0.9	\$1.1
2012	\$1.1	\$1.3

<b>Mora County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2015	\$0.4	\$0.2	\$0.1	\$0.7
2014	\$0.4	\$0.2	\$0.1	\$0.6
2011	\$0.4	\$0.2	\$0.1	\$0.7

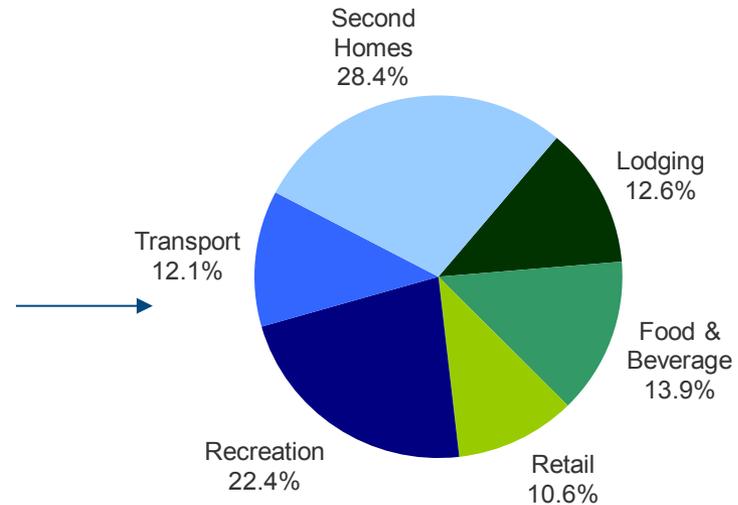
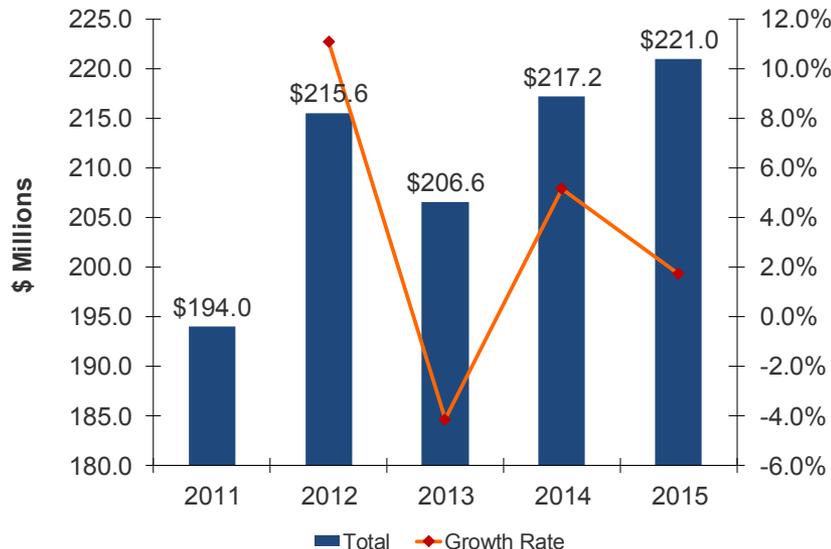
**Tourism Share of County Economy**



# Otero County, Visitor Spending by Industry

Otero County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$27.8	\$30.7	\$23.5	\$49.4	\$26.8	\$62.8	\$221.0	1.7%
2014	\$27.5	\$30.0	\$23.1	\$47.7	\$28.2	\$60.7	\$217.2	5.2%
2013	\$26.0	\$29.9	\$21.2	\$48.0	\$24.2	\$57.4	\$206.6	-4.2%
2012	\$32.3	\$32.1	\$21.9	\$47.6	\$27.7	\$54.1	\$215.6	11.1%
2011	\$26.3	\$29.8	\$19.8	\$46.5	\$22.5	\$49.1	\$194.0	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



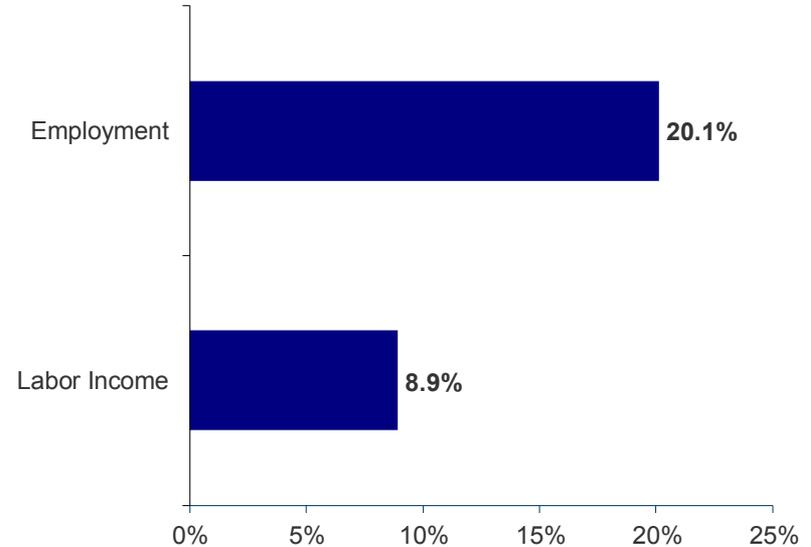
# Otero County, Tourism Impact

<b>Otero County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	3,529	3,908	22.5%
2014	3,446	3,805	21.5%
2013	3,561	3,914	22.2%
2012	3,572	3,907	23.0%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$54.0	\$68.4
2014	\$52.8	\$66.1
2013	\$52.3	\$65.3
2012	\$53.4	\$65.6

<b>Otero County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$21.6	\$12.5	\$5.2	\$39.3
2014	\$21.2	\$12.3	\$5.1	\$38.6
2011	\$20.7	\$11.8	\$5.0	\$37.5

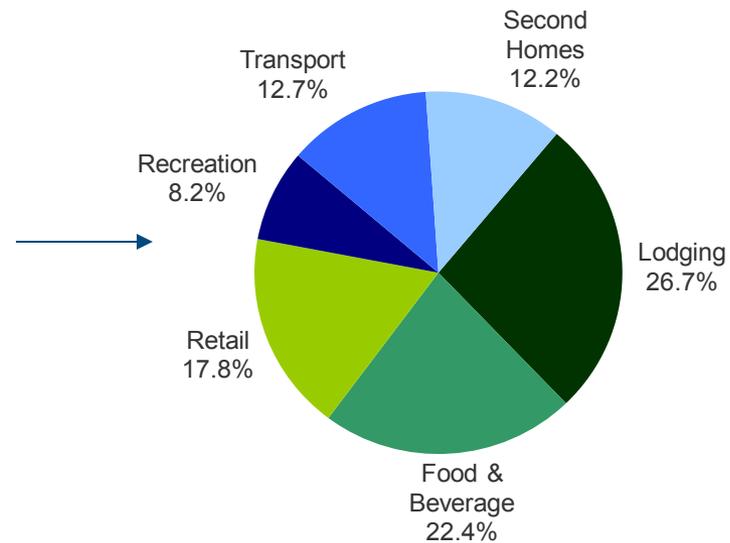
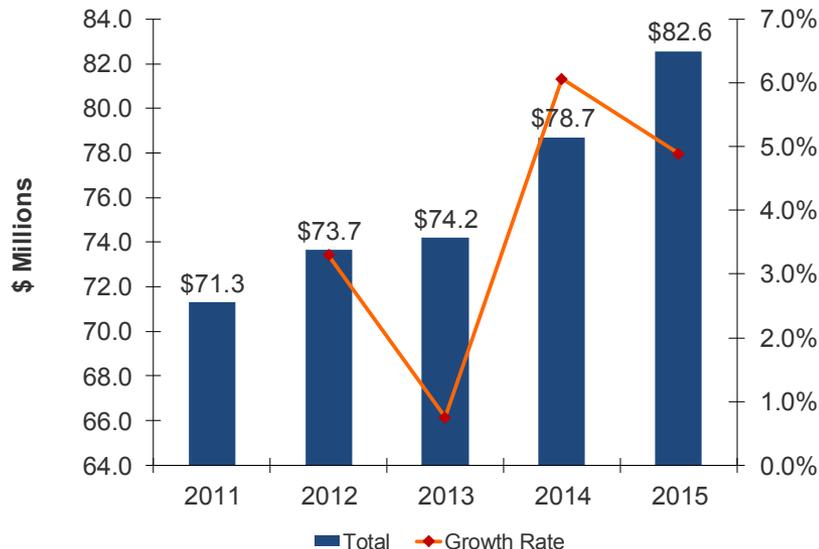
**Tourism Share of County Economy**



# Quay County, Visitor Spending by Industry

Quay County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$22.0	\$18.5	\$14.7	\$6.8	\$10.5	\$10.1	\$82.6	4.9%
2014	\$20.1	\$17.9	\$13.9	\$6.3	\$10.6	\$9.9	\$78.7	6.1%
2013	\$18.8	\$17.4	\$12.7	\$6.4	\$10.2	\$8.8	\$74.2	0.8%
2012	\$18.0	\$17.9	\$12.9	\$6.3	\$10.4	\$8.3	\$73.7	3.3%
2011	\$17.6	\$17.3	\$11.9	\$6.3	\$10.9	\$7.4	\$71.3	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



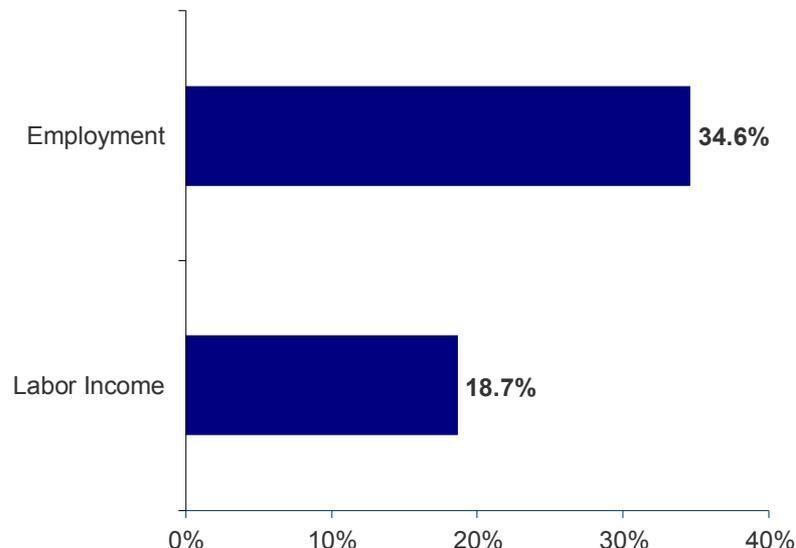
# Quay County, Tourism Impact

Quay County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	894	957	36.0%
2014	852	918	35.0%
2013	926	991	37.3%
2012	907	981	37.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$14.1	\$16.5
2014	\$13.5	\$15.9
2013	\$14.4	\$16.8
2012	\$14.2	\$16.9

Quay County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$6.2	\$4.6	\$1.4	\$12.2
2014	\$6.0	\$4.4	\$1.4	\$11.8
2011	\$5.6	\$4.2	\$1.5	\$11.2

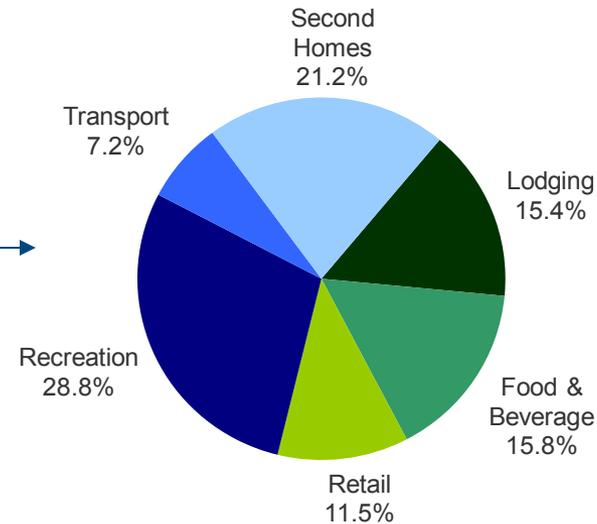
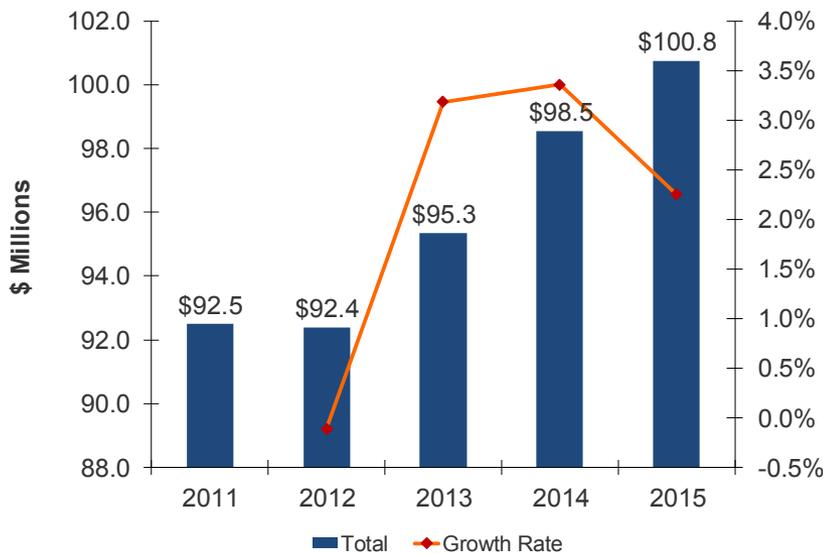
Tourism Share of County Economy



# Rio Arriba County, Visitor Spending by Industry

Rio Arriba County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$15.5	\$15.9	\$11.6	\$29.1	\$7.3	\$21.4	\$100.8	2.3%
2014	\$14.0	\$14.9	\$11.1	\$27.9	\$12.1	\$18.6	\$98.5	3.4%
2013	\$13.9	\$14.8	\$10.3	\$28.1	\$12.0	\$16.3	\$95.3	3.2%
2012	\$12.4	\$14.4	\$10.3	\$27.9	\$12.9	\$14.7	\$92.4	-0.1%
2011	\$12.7	\$14.8	\$10.3	\$27.2	\$14.4	\$13.1	\$92.5	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



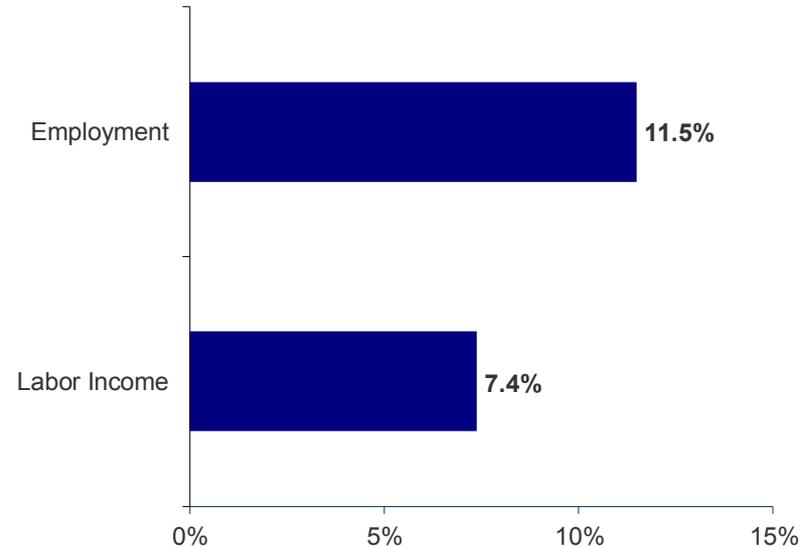
# Rio Arriba County, Tourism Impact

Rio Arriba County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	1,125	1,304	13.7%
2014	1,037	1,169	12.5%
2013	1,022	1,153	12.2%
2012	942	1,071	11.3%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$23.1	\$29.9
2014	\$22.3	\$27.2
2013	\$21.3	\$26.1
2012	\$19.6	\$24.3

Rio Arriba County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$9.6	\$5.9	\$2.3	\$17.8
2014	\$9.2	\$5.8	\$2.1	\$17.1
2011	\$8.2	\$5.5	\$1.9	\$15.7

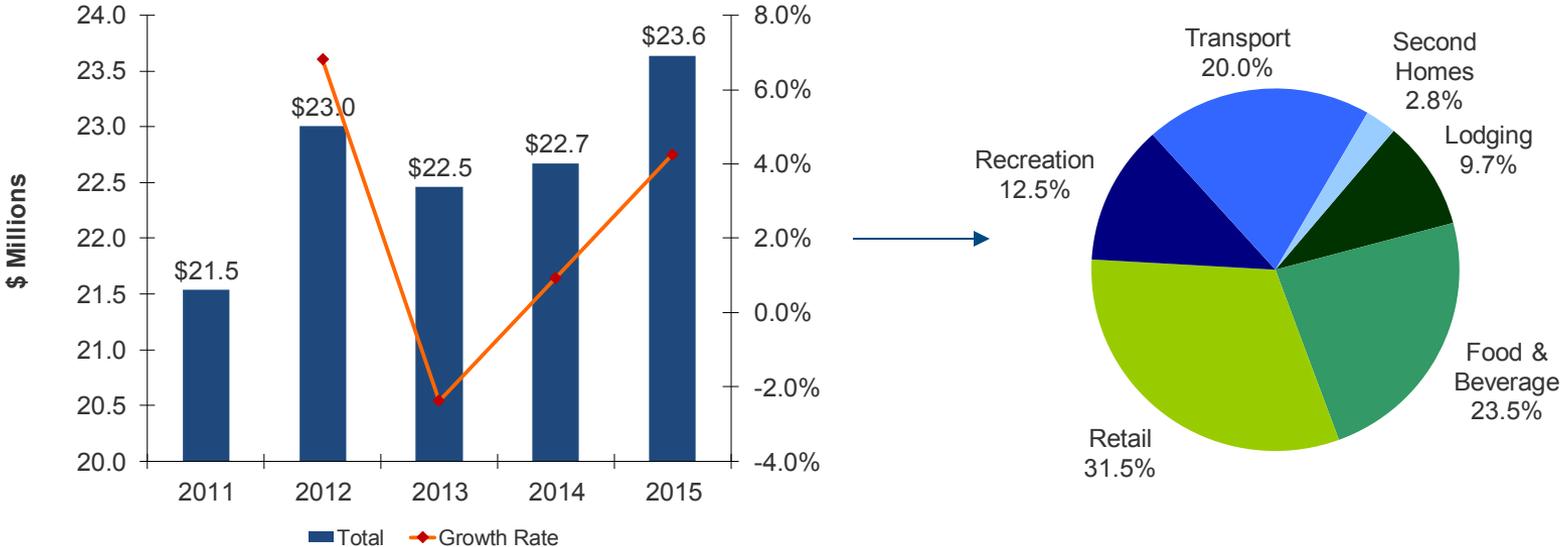
Tourism Share of County Economy



# Roosevelt County, Visitor Spending by Industry

Roosevelt County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$2.3	\$5.6	\$7.4	\$2.9	\$4.7	\$0.7	\$23.6	4.3%
2014	\$2.2	\$5.4	\$7.3	\$2.8	\$4.2	\$0.7	\$22.7	0.9%
2013	\$2.4	\$5.3	\$6.9	\$2.9	\$4.2	\$0.7	\$22.5	-2.4%
2012	\$1.9	\$5.2	\$7.0	\$3.4	\$4.9	\$0.6	\$23.0	6.8%
2011	\$2.1	\$5.4	\$6.7	\$2.7	\$4.2	\$0.5	\$21.5	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



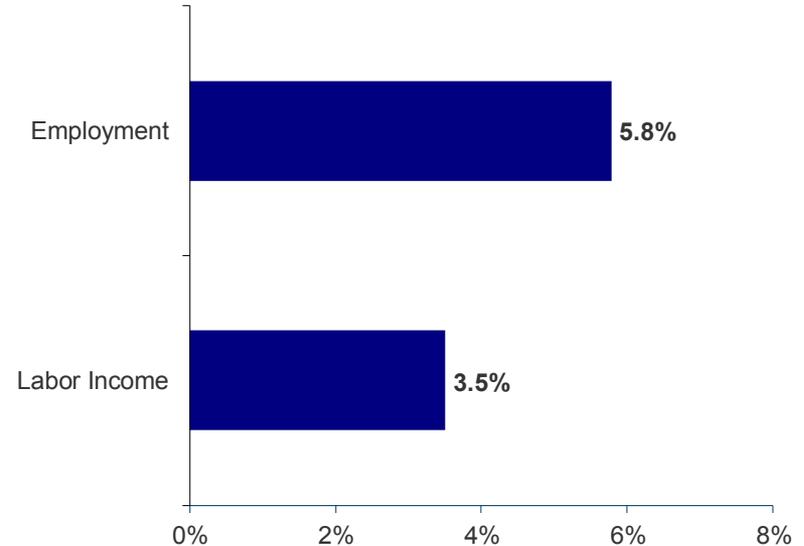
# Roosevelt County, Tourism Impact

Roosevelt County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	344	469	7.7%
2014	334	448	7.1%
2013	331	432	6.8%
2012	329	429	6.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$6.9	\$11.6
2014	\$5.9	\$10.2
2013	\$6.1	\$9.8
2012	\$6.1	\$9.8

Roosevelt County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$3.1	\$1.9	\$1.0	\$6.0
2014	\$2.8	\$1.7	\$0.9	\$5.4
2011	\$2.4	\$1.6	\$0.8	\$4.9

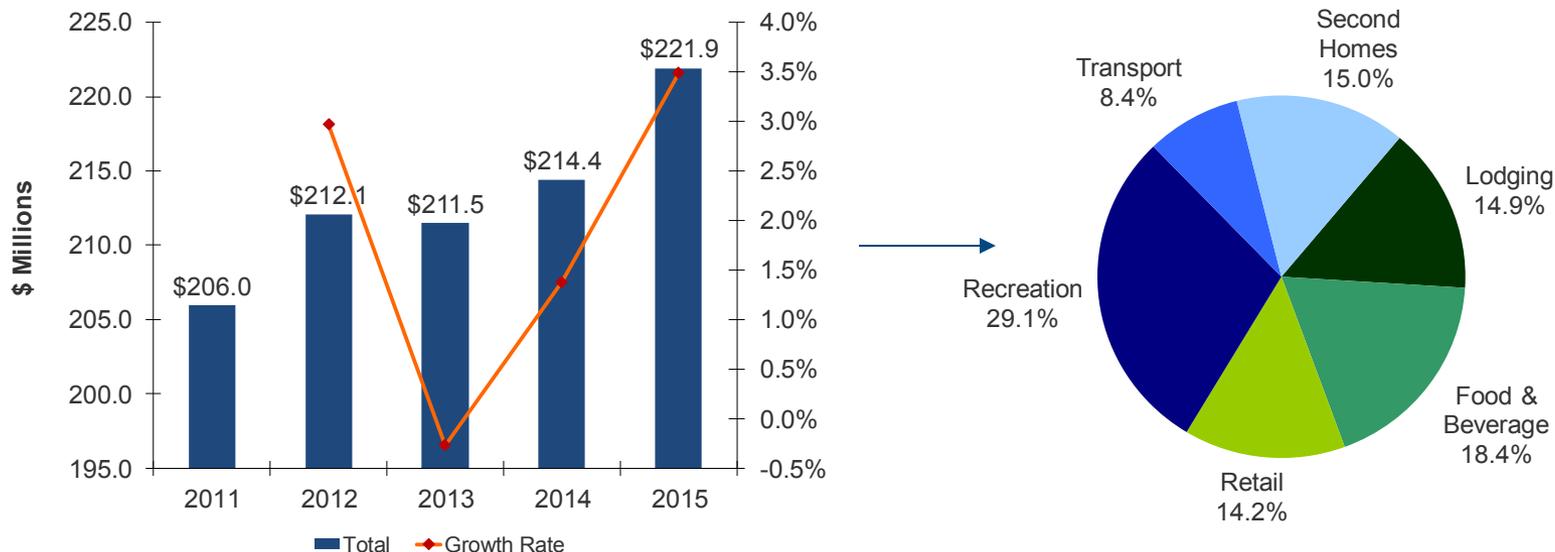
Tourism Share of County Economy



# Sandoval County, Visitor Spending by Industry

Sandoval County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$33.0	\$40.9	\$31.5	\$64.6	\$18.5	\$33.3	\$221.9	3.5%
2014	\$32.4	\$38.6	\$30.2	\$62.5	\$17.6	\$33.1	\$214.4	1.4%
2013	\$31.1	\$39.0	\$28.9	\$62.9	\$17.1	\$32.6	\$211.5	-0.3%
2012	\$32.3	\$39.6	\$28.7	\$62.3	\$17.8	\$31.3	\$212.1	3.0%
2011	\$31.7	\$39.9	\$27.1	\$60.9	\$16.8	\$29.6	\$206.0	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



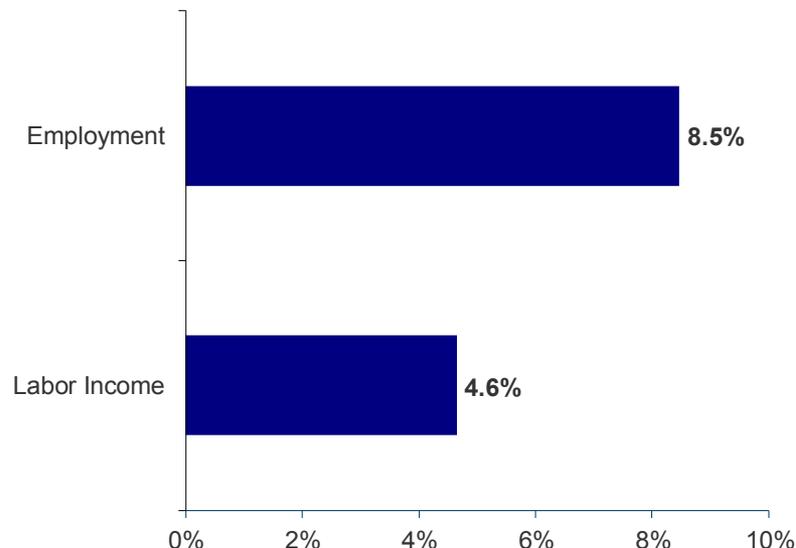
# Sandoval County, Tourism Impact

<b>Sandoval County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	2,469	3,061	10.6%
2014	2,461	3,012	10.2%
2013	2,468	3,039	10.3%
2012	2,400	2,970	10.2%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$56.7	\$79.2
2014	\$54.9	\$75.4
2013	\$53.8	\$74.7
2012	\$52.2	\$73.1

<b>Sandoval County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$23.9	\$14.5	\$6.6	\$45.1
2014	\$23.1	\$14.0	\$6.3	\$43.4
2011	\$22.5	\$13.8	\$6.3	\$42.6

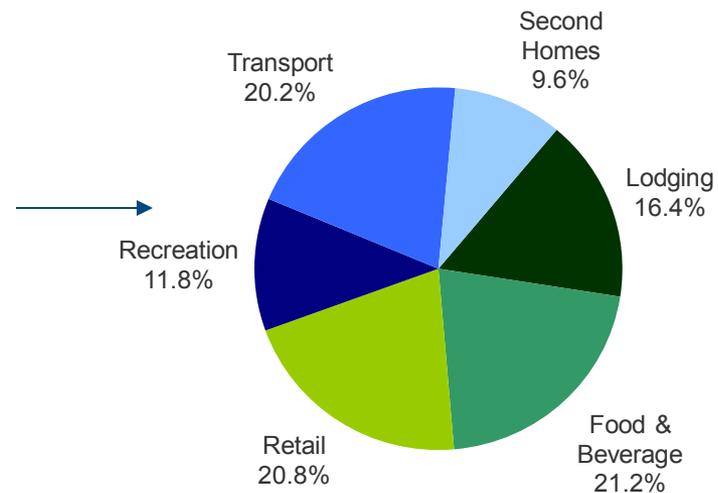
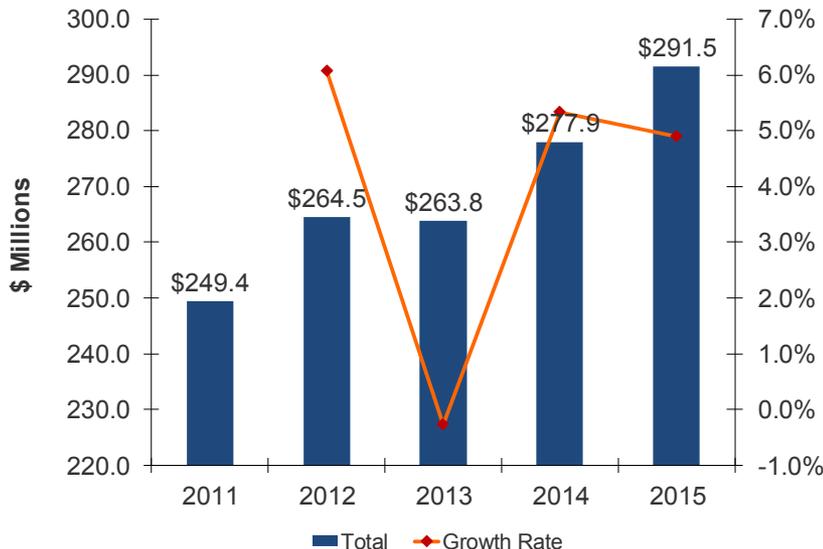
**Tourism Share of County Economy**



# San Juan County, Visitor Spending by Industry

San Juan County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$47.7	\$61.7	\$60.7	\$34.5	\$58.8	\$28.1	\$291.5	4.9%
2014	\$45.7	\$58.5	\$58.3	\$33.7	\$55.8	\$25.9	\$277.9	5.3%
2013	\$44.0	\$58.8	\$54.0	\$33.7	\$49.7	\$23.6	\$263.8	-0.3%
2012	\$43.5	\$58.9	\$53.5	\$34.6	\$51.9	\$22.2	\$264.5	6.1%
2011	\$41.0	\$57.7	\$50.0	\$33.4	\$46.6	\$20.6	\$249.4	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



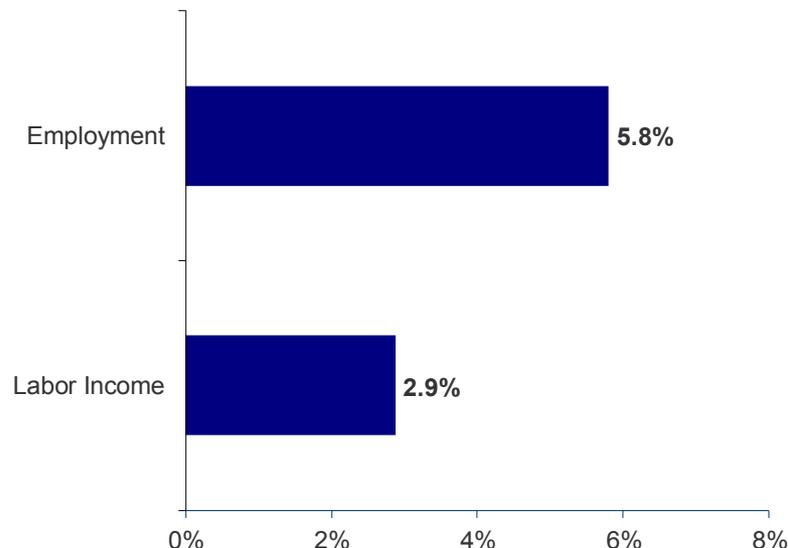
# San Juan County, Tourism Impact

San Juan County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	2,908	4,485	8.9%
2014	2,788	4,035	8.2%
2013	2,772	4,065	8.3%
2012	2,687	3,800	7.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$64.7	\$124.8
2014	\$61.5	\$108.0
2013	\$59.4	\$106.8
2012	\$58.3	\$99.0

San Juan County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$32.0	\$20.8	\$10.3	\$63.0
2014	\$29.4	\$19.4	\$9.3	\$58.1
2011	\$26.8	\$17.7	\$8.8	\$53.3

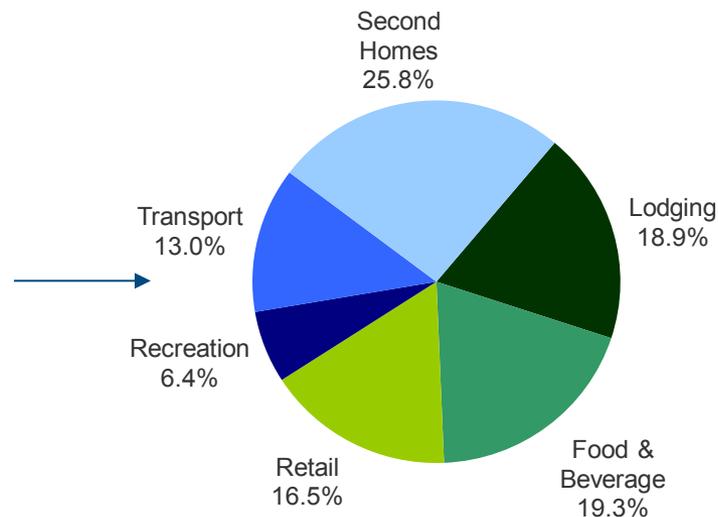
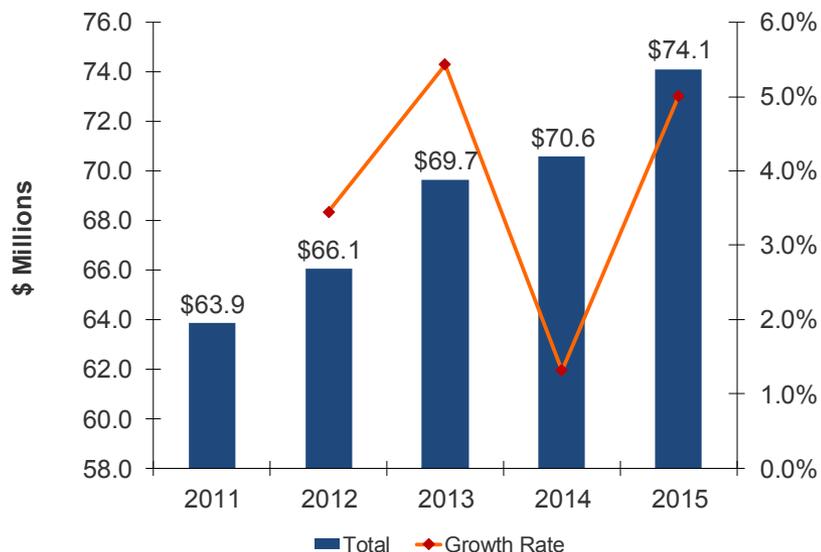
Tourism Share of County Economy



# San Miguel County, Visitor Spending by Industry

San Miguel County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$14.0	\$14.3	\$12.3	\$4.8	\$9.6	\$19.1	\$74.1	5.0%
2014	\$12.6	\$13.5	\$11.7	\$4.4	\$9.5	\$18.9	\$70.6	1.3%
2013	\$12.6	\$14.3	\$11.0	\$4.7	\$8.9	\$18.1	\$69.7	5.4%
2012	\$11.4	\$13.5	\$10.5	\$4.4	\$8.8	\$17.5	\$66.1	3.4%
2011	\$12.0	\$14.0	\$8.7	\$4.4	\$8.7	\$16.1	\$63.9	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



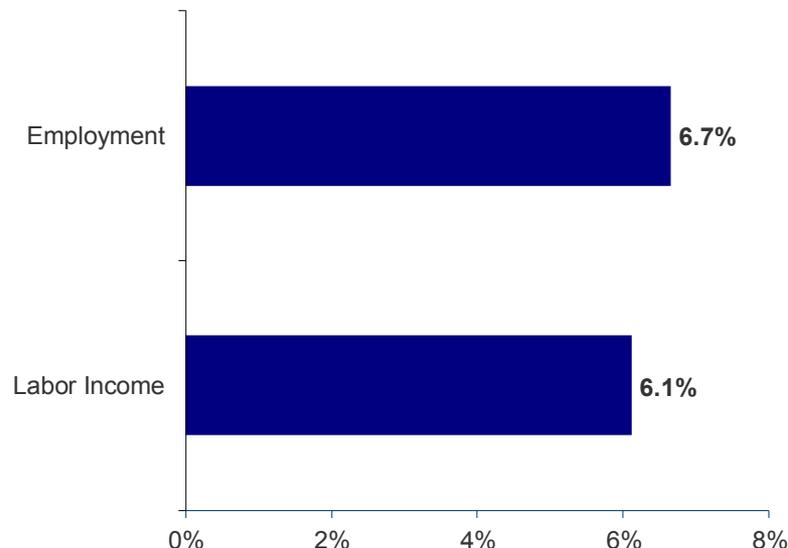
# San Miguel County, Tourism Impact

San Miguel County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	553	689	8.4%
2014	544	685	8.4%
2013	554	699	8.7%
2012	551	698	8.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$15.2	\$20.4
2014	\$15.0	\$20.3
2013	\$15.2	\$20.5
2012	\$14.2	\$19.6

San Miguel County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$6.4	\$4.1	\$1.7	\$12.2
2014	\$6.3	\$3.9	\$1.7	\$12.0
2011	\$5.8	\$3.7	\$1.7	\$11.2

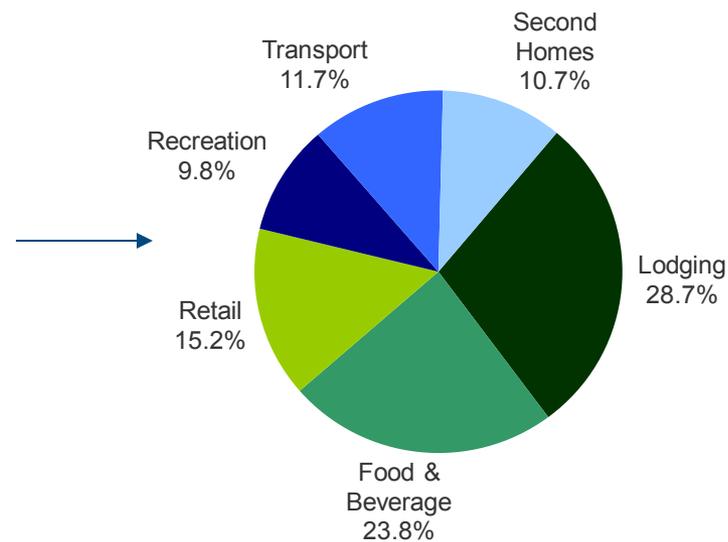
Tourism Share of County Economy



# Santa Fe County, Visitor Spending by Industry

Santa Fe County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$237.7	\$196.9	\$126.1	\$81.4	\$97.3	\$88.7	\$828.1	6.7%
2014	\$220.6	\$186.0	\$121.9	\$75.5	\$87.4	\$85.0	\$776.4	5.9%
2013	\$205.5	\$181.5	\$109.4	\$75.5	\$81.4	\$79.9	\$733.1	2.6%
2012	\$198.4	\$177.7	\$105.1	\$72.8	\$84.6	\$76.0	\$714.7	3.3%
2011	\$193.5	\$175.3	\$104.0	\$67.9	\$80.7	\$70.3	\$691.7	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



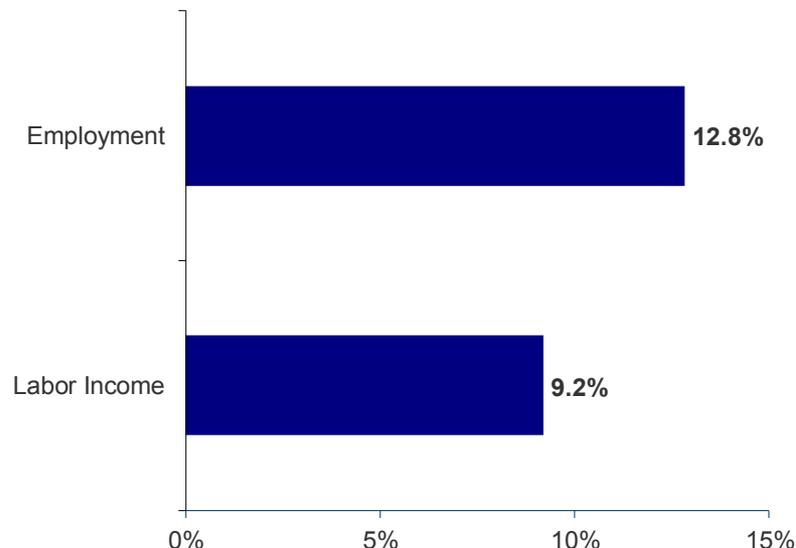
# Santa Fe County, Tourism Impact

<b>Santa Fe County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	7,857	9,767	16.2%
2014	7,778	9,731	16.0%
2013	7,762	9,623	16.0%
2012	7,605	9,404	15.6%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$244.1	\$316.8
2014	\$238.8	\$311.7
2013	\$228.4	\$296.8
2012	\$223.1	\$289.1

<b>Santa Fe County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$99.0	\$57.9	\$26.1	\$183.0
2014	\$96.7	\$55.5	\$25.7	\$177.9
2011	\$86.1	\$49.9	\$23.1	\$159.1

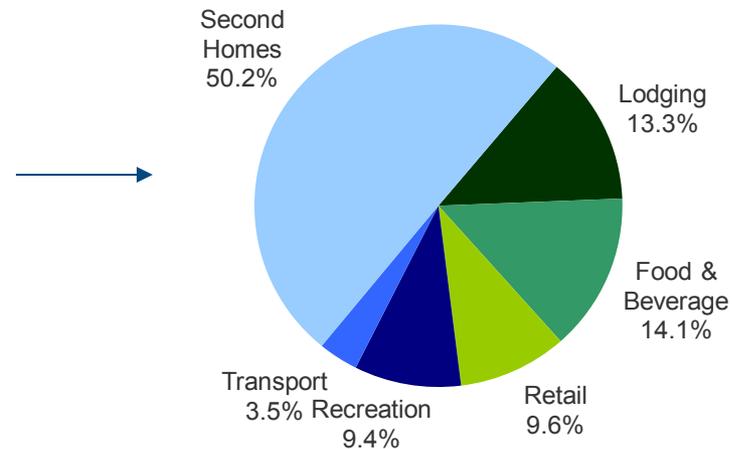
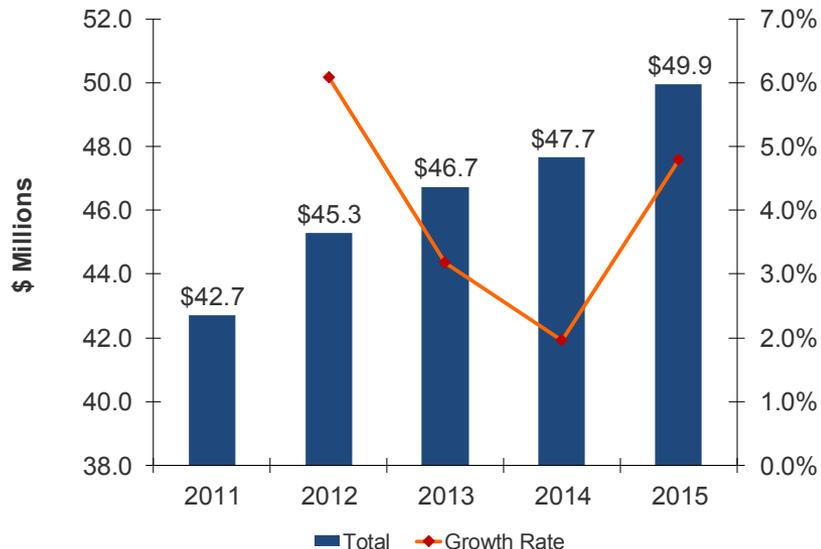
**Tourism Share of County Economy**



# Sierra County, Visitor Spending by Industry

Sierra County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$6.6	\$7.0	\$4.8	\$4.7	\$1.8	\$25.1	\$49.9	4.8%
2014	\$6.2	\$6.7	\$4.0	\$4.1	\$1.4	\$25.2	\$47.7	2.0%
2013	\$5.8	\$6.6	\$3.8	\$4.2	\$1.7	\$24.7	\$46.7	3.2%
2012	\$5.8	\$6.7	\$3.9	\$4.3	\$2.4	\$22.1	\$45.3	6.1%
2011	\$5.7	\$6.8	\$3.8	\$4.4	\$1.9	\$20.2	\$42.7	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



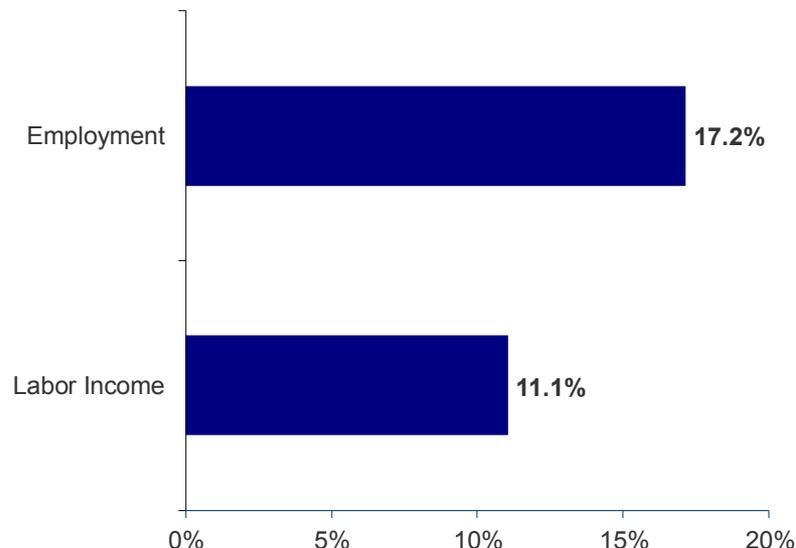
# Sierra County, Tourism Impact

<b>Sierra County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	591	655	19.6%
2014	573	636	19.5%
2013	592	648	20.3%
2012	575	628	19.7%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$10.7	\$13.1
2014	\$9.7	\$12.0
2013	\$9.9	\$11.9
2012	\$9.7	\$11.6

<b>Sierra County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$4.1	\$2.1	\$1.0	\$7.3
2014	\$3.7	\$2.0	\$1.0	\$6.7
2011	\$3.2	\$1.8	\$0.9	\$5.9

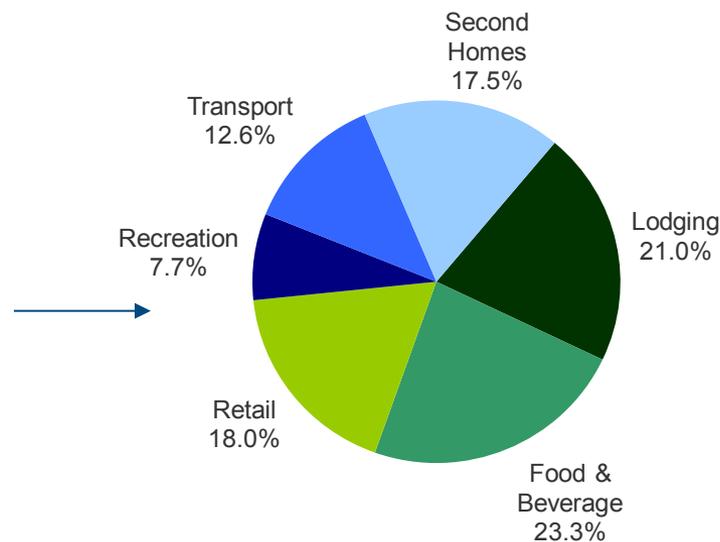
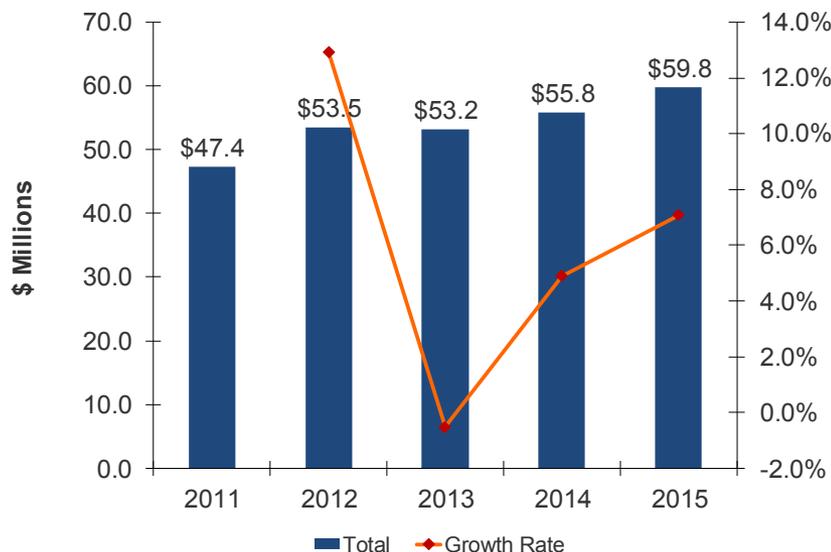
**Tourism Share of County Economy**



# Socorro County, Visitor Spending by Industry

Socorro County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$12.5	\$14.0	\$10.7	\$4.6	\$7.5	\$10.5	\$59.8	7.1%
2014	\$12.2	\$13.3	\$10.3	\$4.3	\$6.7	\$9.1	\$55.8	4.9%
2013	\$11.4	\$13.7	\$9.8	\$4.5	\$6.6	\$7.3	\$53.2	-0.5%
2012	\$11.2	\$14.3	\$10.1	\$4.7	\$7.1	\$6.1	\$53.5	12.9%
2011	\$11.0	\$13.2	\$8.1	\$4.2	\$5.8	\$5.1	\$47.4	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



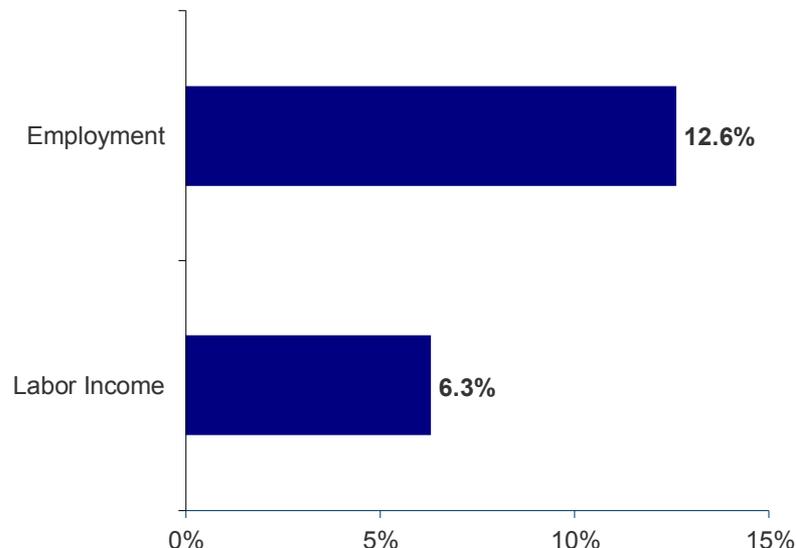
# Socorro County, Tourism Impact

<b>Socorro County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	659	729	14.1%
2014	652	730	13.8%
2013	641	719	13.1%
2012	641	716	13.4%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$11.8	\$14.5
2014	\$11.8	\$14.7
2013	\$11.9	\$14.8
2012	\$11.9	\$14.6

<b>Socorro County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2015	\$5.0	\$3.4	\$1.3	\$9.7
2014	\$5.0	\$3.3	\$1.3	\$9.6
2011	\$3.8	\$2.8	\$1.1	\$7.7

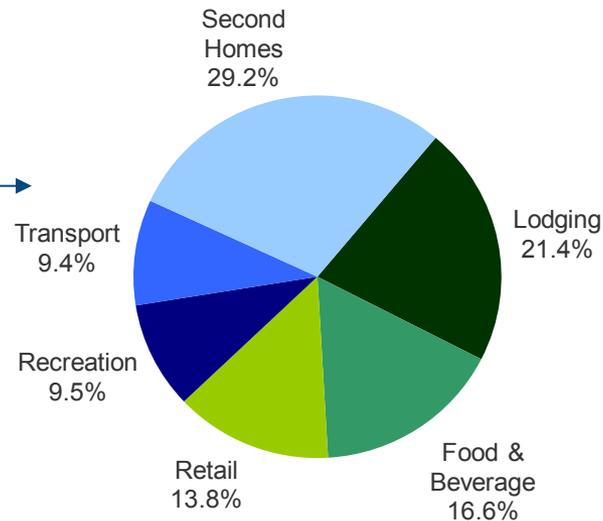
**Tourism Share of County Economy**



# Taos County, Visitor Spending by Industry

Taos County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$52.8	\$40.9	\$34.2	\$23.5	\$23.2	\$72.2	\$246.8	4.4%
2014	\$49.4	\$38.0	\$32.1	\$21.4	\$20.6	\$74.9	\$236.4	3.4%
2013	\$47.0	\$38.6	\$30.4	\$20.8	\$20.1	\$71.6	\$228.5	5.5%
2012	\$43.3	\$36.5	\$28.0	\$20.2	\$18.6	\$70.0	\$216.6	2.7%
2011	\$45.7	\$37.8	\$24.9	\$20.3	\$18.0	\$64.3	\$210.9	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



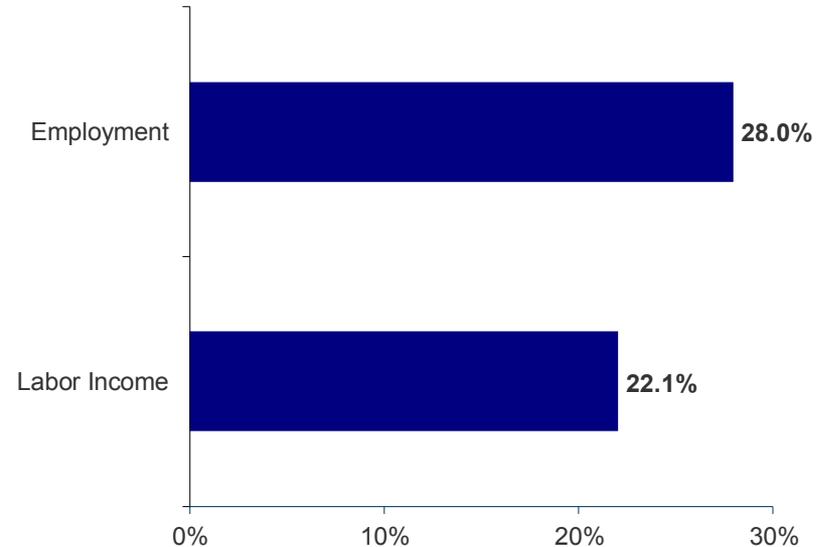
# Taos County, Tourism Impact

<b>Taos County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	2,919	3,194	30.6%
2014	2,897	3,152	30.3%
2013	2,862	3,107	30.6%
2012	2,595	2,830	27.5%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$70.1	\$80.6
2014	\$65.6	\$75.2
2013	\$59.5	\$68.4
2012	\$54.2	\$62.8

<b>Taos County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2015	\$26.5	\$14.3	\$6.3	\$47.1
2014	\$24.9	\$13.3	\$5.9	\$44.0
2011	\$20.6	\$11.7	\$5.1	\$37.4

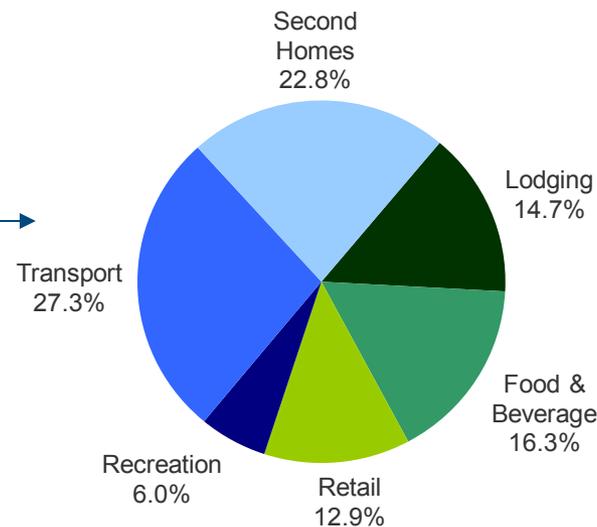
**Tourism Share of County Economy**



# Torrance County, Visitor Spending by Industry

Torrance County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$5.9	\$6.6	\$5.2	\$2.4	\$11.0	\$9.2	\$40.2	2.5%
2014	\$5.9	\$6.2	\$4.9	\$2.4	\$11.0	\$8.8	\$39.2	2.9%
2013	\$5.9	\$6.6	\$4.8	\$2.4	\$10.2	\$8.2	\$38.1	12.4%
2012	\$5.3	\$6.1	\$4.4	\$2.2	\$9.1	\$6.9	\$33.9	3.7%
2011	\$5.3	\$6.1	\$4.6	\$2.2	\$8.9	\$5.6	\$32.7	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



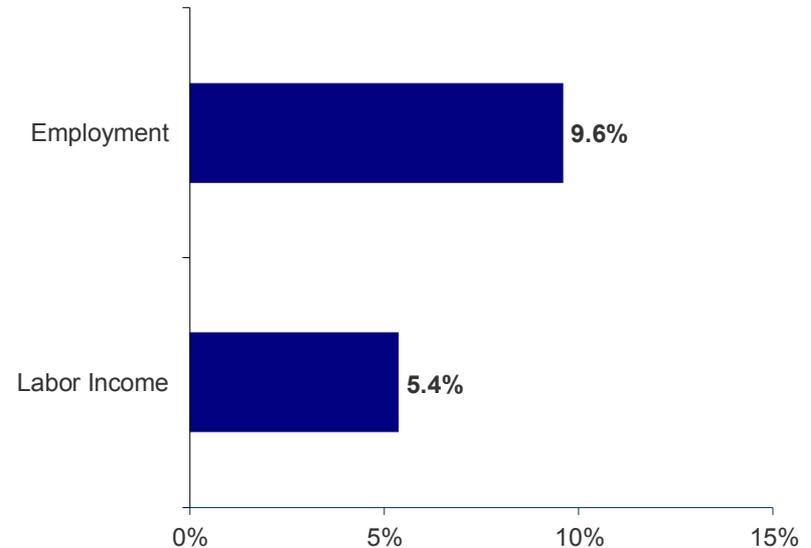
# Torrance County, Tourism Impact

<b>Torrance County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	310	371	11.7%
2014	311	378	11.9%
2013	340	398	12.3%
2012	295	347	11.3%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$6.5	\$8.9
2014	\$6.4	\$8.9
2013	\$6.2	\$8.3
2012	\$5.5	\$7.4

<b>Torrance County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$2.9	\$2.1	\$0.7	\$5.7
2014	\$2.9	\$2.1	\$0.7	\$5.7
2011	\$2.4	\$1.8	\$0.6	\$4.8

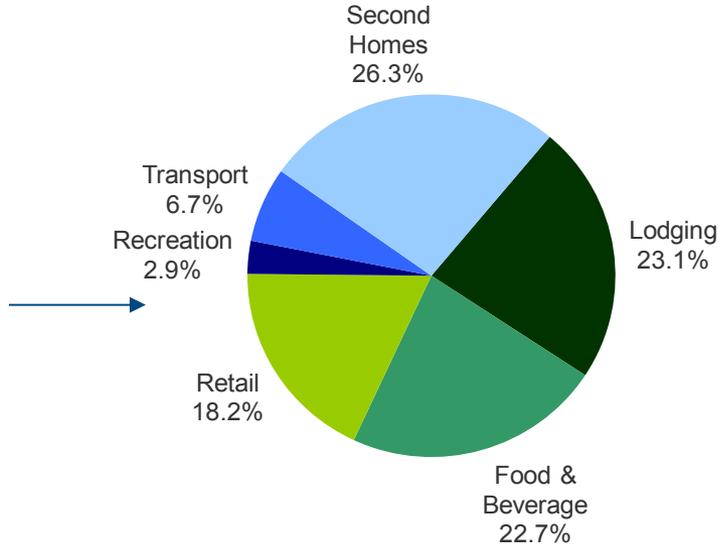
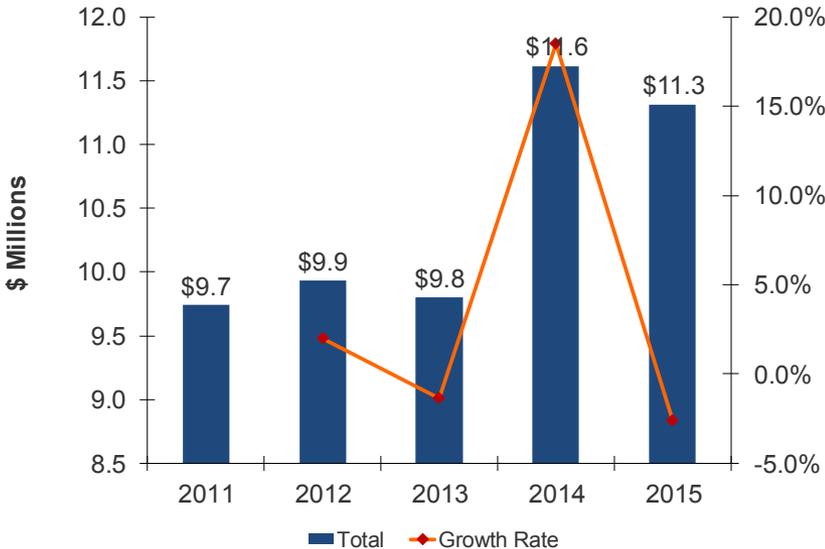
**Tourism Share of County Economy**



# Union County, Visitor Spending by Industry

Union County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$2.6	\$2.6	\$2.1	\$0.3	\$0.8	\$3.0	\$11.3	-2.6%
2014	\$2.9	\$3.0	\$2.2	\$0.3	\$0.9	\$2.4	\$11.6	18.5%
2013	\$2.4	\$2.4	\$1.8	\$0.3	\$0.7	\$2.2	\$9.8	-1.4%
2012	\$2.5	\$2.6	\$1.5	\$0.3	\$0.7	\$2.3	\$9.9	2.0%
2011	\$2.5	\$2.6	\$1.4	\$0.3	\$0.8	\$2.1	\$9.7	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



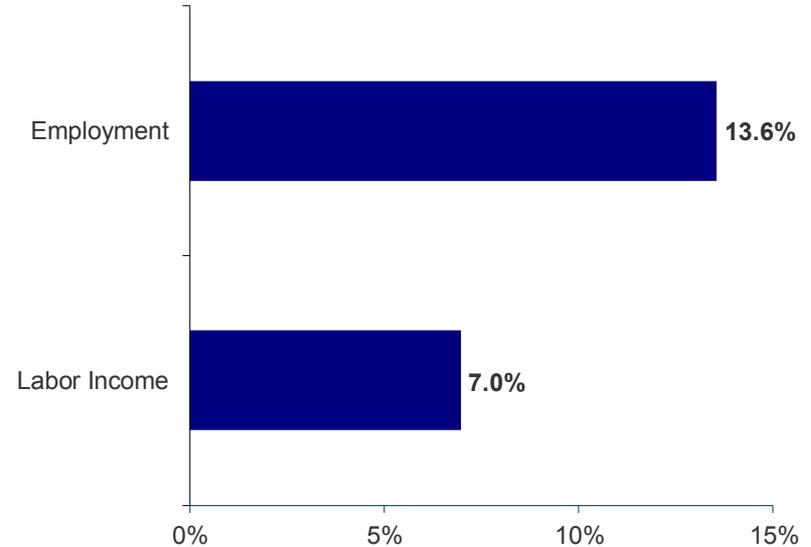
# Union County, Tourism Impact

<b>Union County</b>			
<b>Tourism Employment</b>			
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>	<b>County Tourism Dependence</b>
2015	189	221	17.9%
2014	195	232	18.5%
2013	160	193	15.6%
2012	178	211	16.4%

<b>Tourism Labor Income (millions)</b>		
<b>Year</b>	<b>Direct</b>	<b>Total (Dir, Ind, Induced)</b>
2015	\$3.1	\$4.4
2014	\$3.1	\$4.5
2013	\$2.7	\$3.9
2012	\$2.8	\$4.0

<b>Union County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
<b>Year</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total</b>
2015	\$1.3	\$0.7	\$0.3	\$2.3
2014	\$1.3	\$0.8	\$0.4	\$2.4
2011	\$1.2	\$0.7	\$0.3	\$2.1

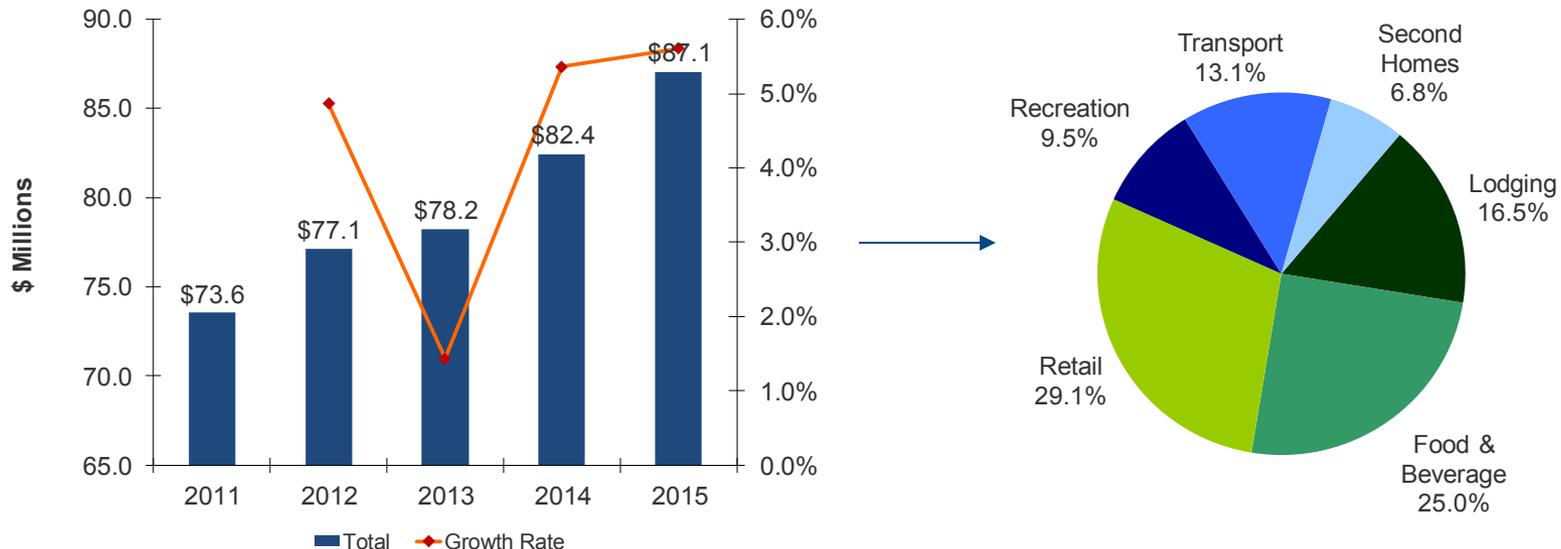
**Tourism Share of County Economy**



# Valencia County, Visitor Spending by Industry

Valencia County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$14.3	\$21.8	\$25.4	\$8.3	\$11.4	\$5.9	\$87.1	5.6%
2014	\$14.2	\$21.1	\$24.9	\$7.9	\$9.8	\$4.5	\$82.4	5.4%
2013	\$13.4	\$20.9	\$23.2	\$8.2	\$8.8	\$3.7	\$78.2	1.4%
2012	\$12.9	\$20.5	\$22.3	\$8.6	\$8.7	\$4.1	\$77.1	4.9%
2011	\$11.8	\$19.6	\$22.7	\$7.9	\$7.4	\$4.1	\$73.6	

\* Note: 2010 and 11 Lodging & FnB Spending data revised to reflect changes in state totals



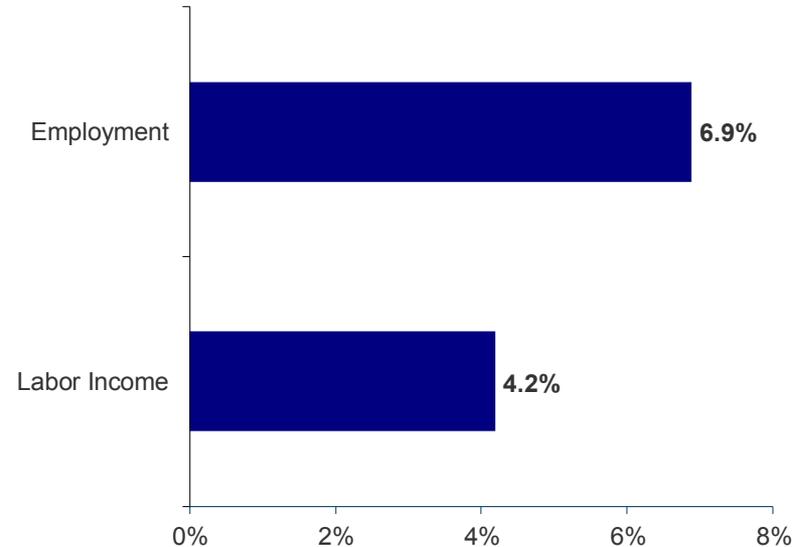
# Valencia County, Tourism Impact

Valencia County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	924	1,206	9.2%
2014	909	1,203	9.0%
2013	876	1,152	8.7%
2012	842	1,103	7.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$17.4	\$28.1
2014	\$17.0	\$28.0
2013	\$16.5	\$26.6
2012	\$16.0	\$25.5

Valencia County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$8.3	\$5.8	\$2.6	\$16.6
2014	\$8.1	\$5.6	\$2.6	\$16.4
2011	\$7.4	\$5.1	\$2.4	\$14.8

Tourism Share of County Economy



# Key Numbers in Context



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# Spending and employment comparisons

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- 34.0 million visitors is the equivalent of nearly the entire populations of Texas, Oklahoma and Nevada visiting New Mexico in one year.
- Visitation grew by nearly 700,000 visitors – which is like adding the population of Denver to New Mexico’s annual visitation.
- The bill passed to fund the entire state budget for fiscal year 2016 was for \$6.3 billion-- direct visitor spending is as large as the state budget.

# Spending and employment comparisons

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- The number of jobs directly supported by visitors reached 68,031 in 2015. The population of Santa Fe is 67,947. This means that visitors to New Mexico directly support more than one job per resident of Santa Fe.
- The more than 90,400 jobs supported by tourism would fill Aggie Memorial Stadium 3 times over.



# Methodology and Background



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# Definitions and terms

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- A visitor includes all overnight visitors and day visitors traveling outside of their usual environment, defined as beyond 50 miles.
- The analysis measures the economic impact of visitors to the State of New Mexico, including:
  - Day trips and overnight visitors
  - Domestic, Canadian, and overseas visitors
  - Leisure and business travel

# Why quantify the tourism economy?

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- By monitoring tourism's economic impact, policy makers can make informed decisions regarding the funding and prioritization of tourism development.
- It can also carefully monitor its successes and future needs.
- In order to do this, tourism must be measured in the same categories as other economic sectors – i.e. tax generation, employment, wages, and gross domestic product.

# Why is this a challenge?

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- Most economic sectors such as financial services, insurance, or construction are easily defined within a country's national accounts statistics.
- Tourism is not so easily measured because it is not a single industry. It is a demand-side activity which affects multiple sectors to various degrees.
- Tourism spans nearly a dozen sectors including lodging, retail, real estate, air passenger transport, food & beverage, car rental, taxi services, travel agents, and recreation (including museums, theme parks, sports events and others).

# Methods and data sources

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- Domestic visitor expenditure estimates are provided by Longwoods International's representative survey of US visitors. These are broken out by sectors (lodging, transport at destination, food & beverage, retail, and recreation), by purpose (business and leisure), and by length of stay (day and overnight).
- Tourism Economics (TE) then adds and cross-checks several categories of spending:
  - Overseas visitor spending (source: NTTO, TE)
  - Canada visitor spending (source: Statistics Canada, TE)
  - Spending on air travel which accrues to NM airports and locally-based airlines
  - Gasoline purchases by visitors (source: TE calculation)
  - Recreational second home expenditures (source: US Census)
  - Smith Travel Research (lodging performance)
  - County level bed tax data
  - Sales tax by industry (NM Department of Revenue)
  - Industry-by-industry employment and personal income (Bureau of Economic Analysis and Bureau of Labor Statistics)

# Methods and data sources

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- An IMPLAN model was utilized for the state of New Mexico. This traces the flow of visitor-related expenditures through the local economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism.
- Tourism Economics then cross-checks these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.
- The source of the employment and wage data is the Regional Economic Information System (REIS), Bureau of Economic Analysis, U.S. Department of Commerce. This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data. The main definitional difference is that sole-proprietors, which do not require unemployment insurance and are not counted in the ES202 data.

# Comparability with previous report

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While Tourism Economics strives to keep the historical analysis of visitor spending and impacts consistent with previous reports, minor revisions are occasionally required based on changes to input data.

The impact analysis is dependent upon an assortment of secondary government data sources. Certain datasets are not available at the time of the current year publication or may be revised, resulting in usually minor changes to previous spending and impact estimates.

In this edition of research, international visitation and spending have been revised. Tourism Economics estimates current year international spending based on the most recent data and revises that data in accordance with data releases from government agencies including the US National Travel & Tourism Office (NTTO), Bureau of Economic Analysis, and Statistics Canada. These releases have resulted in modifications to the international visitation and spending results in this report.

# Comparability with previous report

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Examples of data sources that are either not available at publication time or are updated include:

- State level Canadian visits and spending: while national-level data are available for Canadian travel, official state-level data tends to be delayed by about 18 months. Once these data are available, they are used for overall state visitation and spending. Preliminary estimates are based on national trends along with state-level credit card purchasing data.
- County level employment data: BEA employment data is a comprehensive view of employment by industry for counties. Data are usually delayed around 11 months. Preliminary estimates are based on QCEW employment data from the BLS.
- In addition, state-level employment and income estimates are revised each September to incorporate the results of the annual revision of the national income and product accounts (NIPAs), to incorporate state source data that are more complete and more detailed than those previously available

While changes have been made, these have resulted in minimal changes to the figures of most importance like total travel spending in New Mexico and the year-over-year changes between travel segments and spending categories.

# Description of spending categories

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<b>Spend Category</b>	<b>Description</b>
Lodging	Includes visitor spending in accommodation sector. This includes food and other services provided by hotels and similar establishments.
Recreation	Includes visitors spending within the arts, entertainment and recreation supersector.
Air transport	Includes the local economic activity generated by visitors within the air transport (airline) and support services (on air-port) sectors.
Other transport	Includes all forms of local transport services such as taxis, limos, trains, rental cars, and buses.
Shopping	Includes visitor spending within all retail sectors within the New Mexico economy.
Service stations	Visitor spending on gasoline. Only the margin counts as local economic impact.
Second homes	Spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Department.
Food and beverage	Includes all spending at restaurants and bars.

# About Tourism Economics

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- Tourism Economics, headquartered in Philadelphia, is an Oxford Economics company dedicated to providing high value, robust, and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, project feasibility analysis, tourism forecasting models, tourism policy analysis, and economic impact studies.
- Our staff have worked with over 250 destinations to quantify the economic value of tourism, forecast demand, guide strategy, or evaluate tourism policies.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics is founded on a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of 150 highly-experienced professional economists; a dedicated data analysis team; global modeling tools; close links with Oxford University, and a range of partner institutions in Europe, the US and in the United Nations Project Link.
- For more information: [info@tourismeconomics.com](mailto:info@tourismeconomics.com).



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