



# Economic Impact of Tourism in New Mexico, 2016

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September 2017



TOURISM  
ECONOMICS

AN OXFORD ECONOMICS COMPANY

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# 1. Introduction

## Introduction and definitions

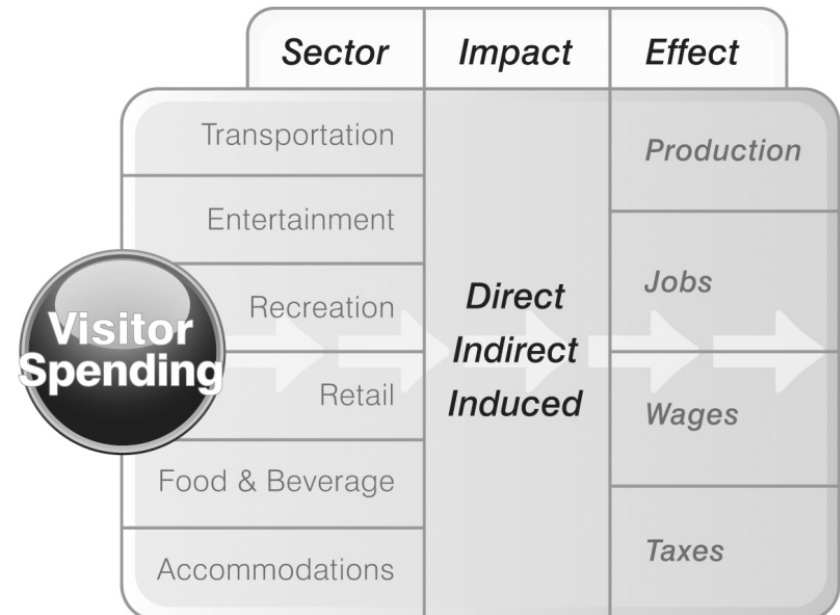
**This study measures the economic impact of tourism in the state of New Mexico.** Our analysis of tourism's impact on New Mexico begins with actual spending by tourists, but also considers the downstream effects of this injection of spending into the local economy. To determine the total economic impact of tourism in New Mexico, we input tourism spending into a model of the New Mexico economy created in IMPLAN. This model calculates three distinct types of impact: direct, indirect, and induced.

- 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 wages are generated either directly or indirectly by tourism, spend those wages in the local economy.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.

## How visitor spending generates employment and income

**Visitor spending flows through the New Mexico economy and generates indirect benefits through supply chain and income effects.**



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## 2. Key Findings

# 1) Tourism is a major contributor to New Mexico's economy

## Key facts about New Mexico's tourism sector

In 2016, just over 35 million visitors spent \$6.4 billion in New Mexico

Tourism spending was up 2.1% in 2016

Tourism spending supports 8.4% of all jobs in New Mexico

Tourism supports \$841 in state and local taxes for every household in New Mexico



## 2) Visitor spending generates income, jobs, and tax revenue

### Key indicators in New Mexico 2016

Dollar figures in millions

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<b>Tourism spending</b>	<b>\$6,427</b>
<b>Total business sales</b>	<b>\$9,031</b>
<b>Employment sustained by tourism</b>	<b>91,869</b>
<b>Income sustained by tourism</b>	<b>\$2,503</b>
<b>Taxes sustained by tourism</b>	<b>\$1,355</b>
Federal	\$713
State	\$437
Local	\$205

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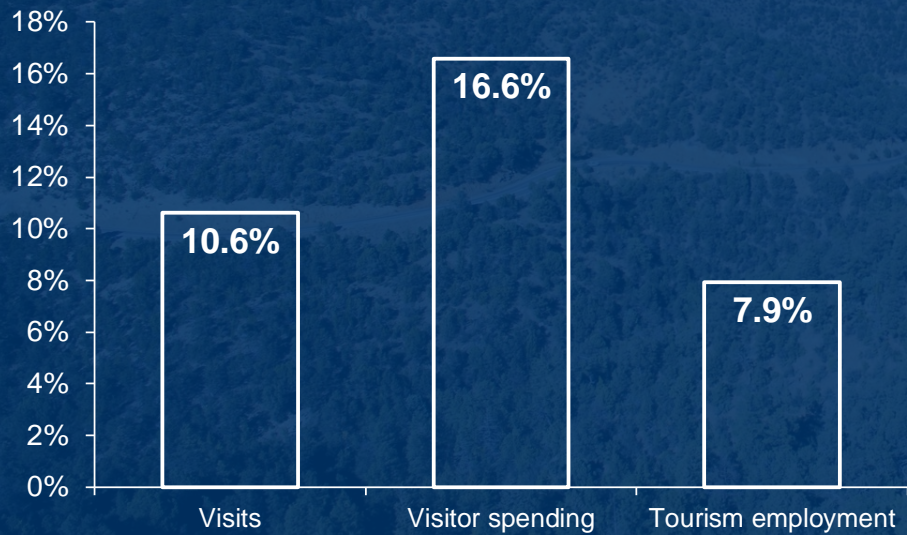
Source: Tourism Economics



### 3) Tourism indicators and economic impacts have steadily increased since 2011

#### Growth in key indicators

Percent growth 2011-2016



Source: Tourism Economics



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### 3. Focus on 2016



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# Trends in New Mexico tourism

1

Tourism spending is increasing – and has been for six straight years

- Tourism spending reached \$6.4 billion in 2016
- Spending increased 2.1% in 2016

2

Spending growth is strong in key industry sectors

- Visitor spending growth led by spending on food & beverage and recreation

3

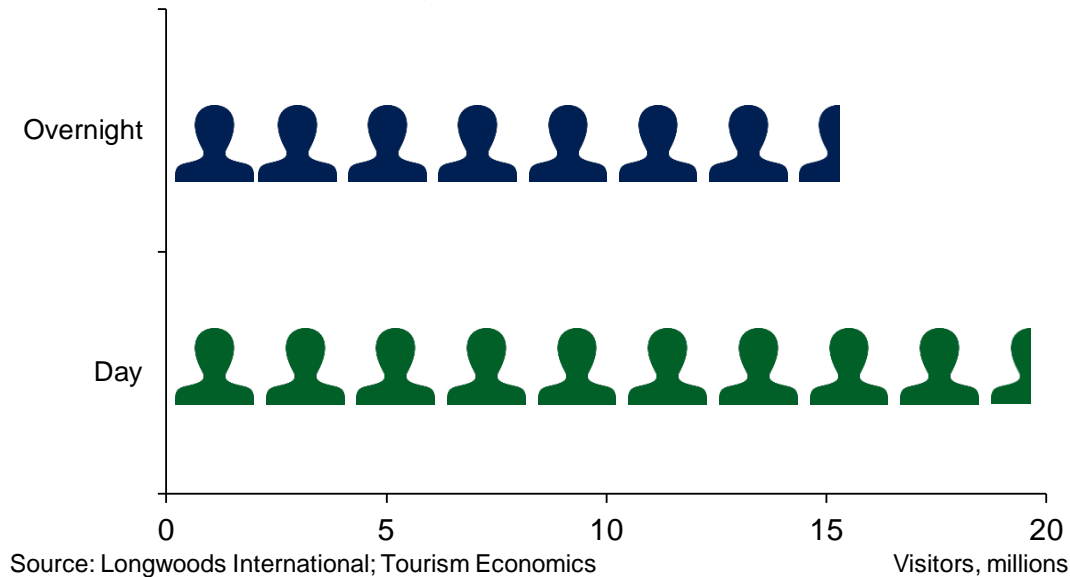
Day visitors lead growth


- Spending and visitor growth was strongest from day visitors

## New Mexico hosted just over 35 million visitors in 2016

Day visitors outpaced overnight visitors in 2016, increasing 4.6%. Overnight visitation also increased, but at a more modest rate of 0.9%, reaching 15.9 million.

### New Mexico visitors, 2016



Each  represents one million trips

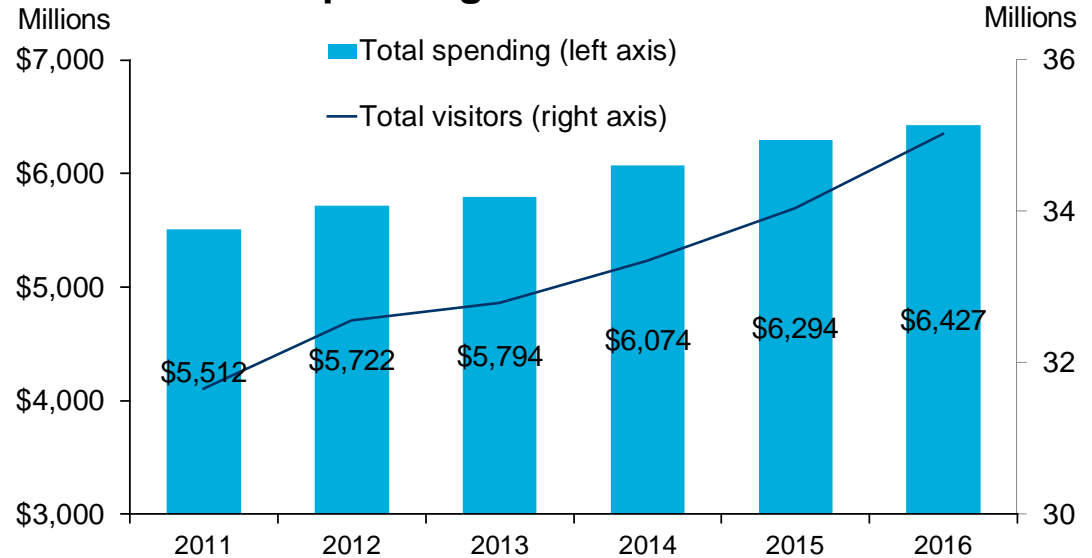
## 2016 Visitor trends

Visitation reached just over 35 million in 2016, increasing by 980,000

Visitor volume and spending expanded in 2016, driven primarily by strong consumer confidence and lower gas prices, as evidenced by the strength in day visitation growth (up 4.6% over 2015).

An estimated 35 million visitors spent \$6.4 billion in 2016, increases of 2.9% and 2.1% respectively from 2015.

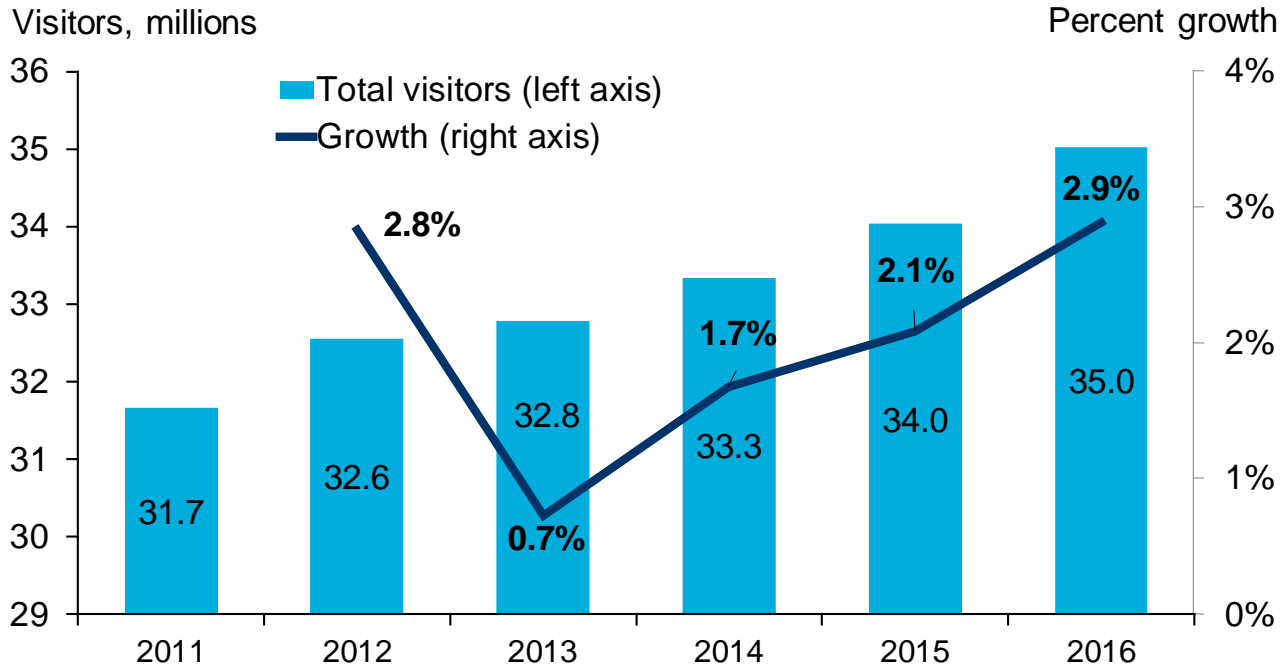
### Visitation and spending in New Mexico



Source: Longwoods International; Tourism Economics

# Visitation in 2016

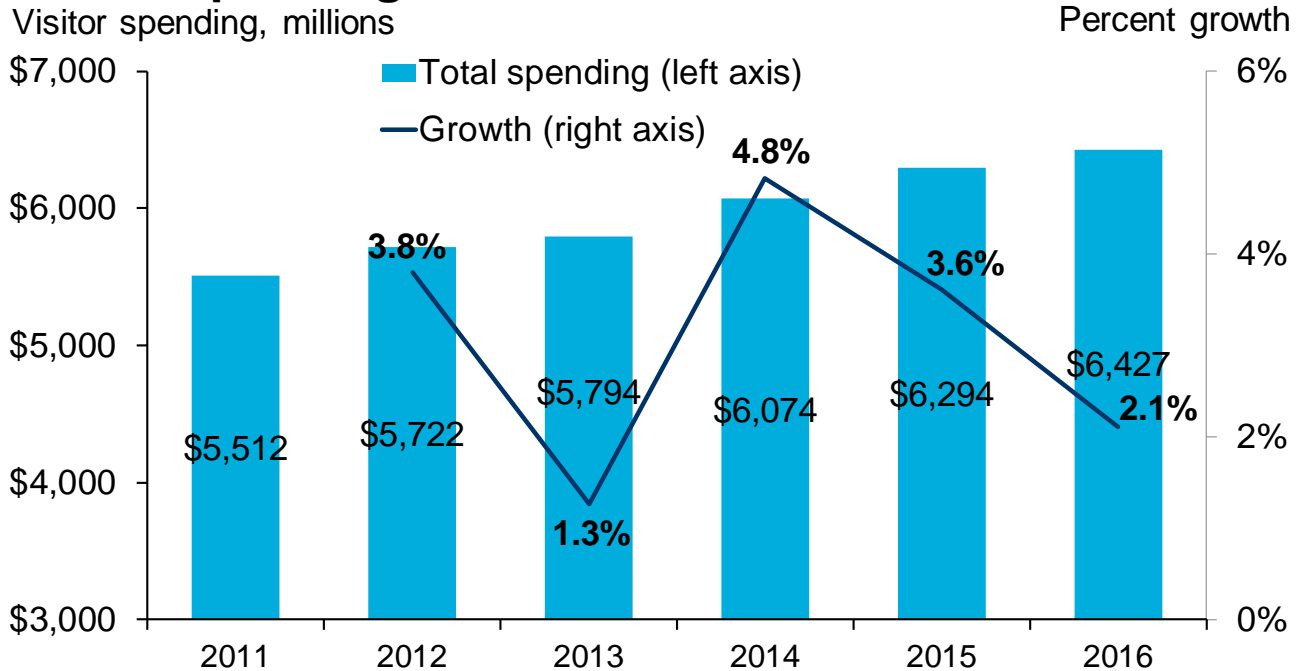
## Visitors to New Mexico



Source: Longwoods International; Tourism Economics

# Visitor spending growth

## Visitor spending in New Mexico



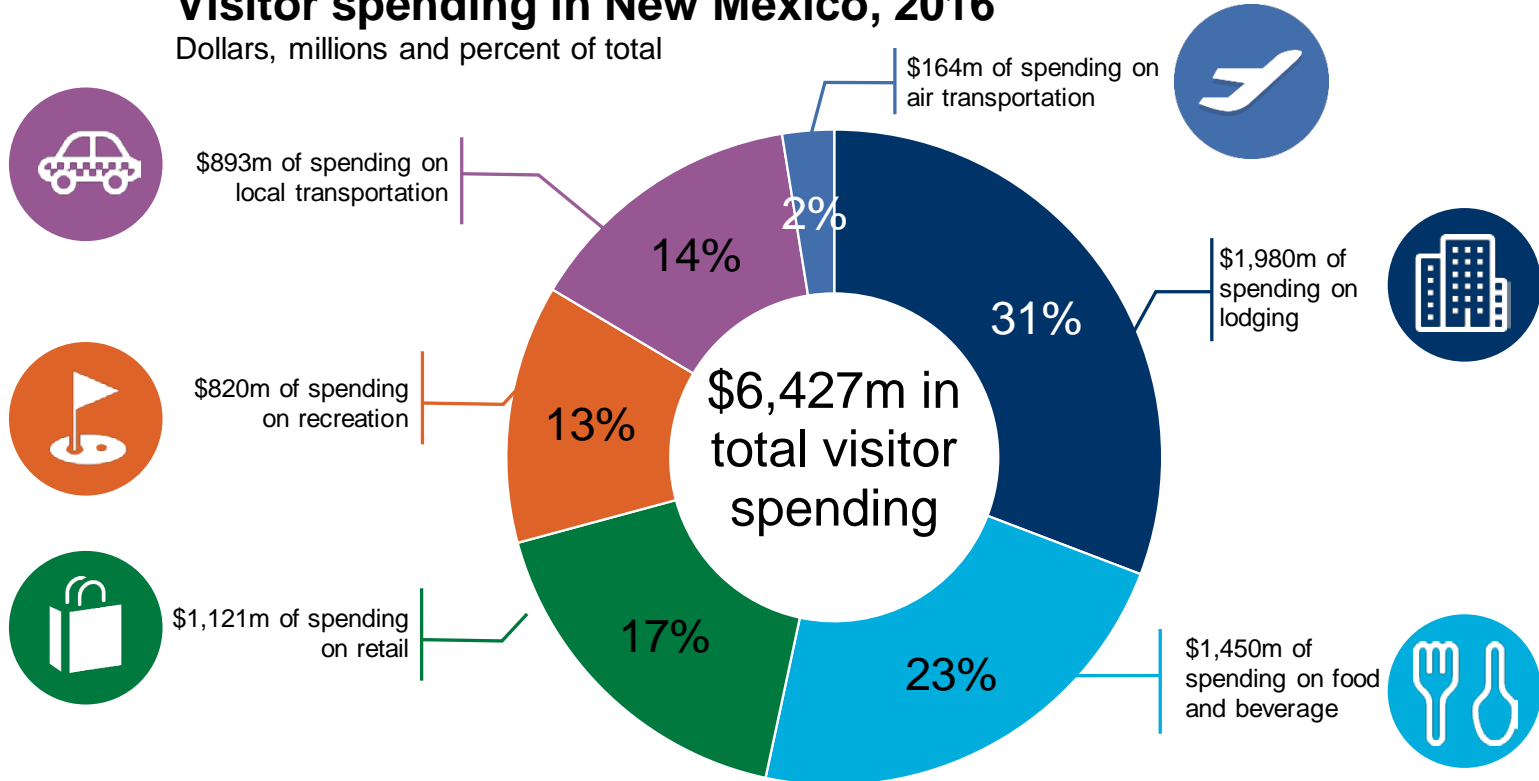
Source: Longwoods International; Tourism Economics

# Visitor spending in New Mexico

Visitors to New Mexico spent \$6.4 billion in 2016

## Visitor spending in New Mexico, 2016

Dollars, millions and percent of total



Source: Longwoods International; Tourism Economics

Note: Lodging spending includes dollars spent on second homes

## Tourism spending surpassed \$6.4 billion in 2016

Lodging, which includes spending on second homes, represents the largest spending sector at nearly \$2 billion, followed by spending on food and beverages (\$1.5 billion).

Visitor spending increased by \$133 million in 2016, with spending on food and beverages and recreation contributing \$85 million of the total increase.

On average, each visitor spent about \$183.50.

Spending grew 2.1% year-over-year in 2016, led by increases in recreation and food & beverages

### Visitor spending in New Mexico

Nominal dollars, millions

	2011	2012	2013	2014	2015	2016	2016 Growth	2011-2016 CAGR
Lodging*	\$1,626	\$1,704	\$1,761	\$1,883	\$1,952	\$1,980	1.4%	4.0%
Food and beverage	\$1,308	\$1,327	\$1,332	\$1,352	\$1,403	\$1,450	3.3%	2.1%
Retail	\$902	\$966	\$987	\$1,073	\$1,107	\$1,121	1.3%	4.4%
Recreation	\$744	\$749	\$751	\$755	\$782	\$820	4.8%	2.0%
Local transportation	\$749	\$802	\$798	\$852	\$889	\$893	0.5%	3.6%
Air transportation	\$183	\$175	\$165	\$159	\$161	\$164	1.6%	-2.2%
<b>Total</b>	<b>\$5,512</b>	<b>\$5,722</b>	<b>\$5,794</b>	<b>\$6,074</b>	<b>\$6,294</b>	<b>\$6,427</b>	<b>2.1%</b>	<b>3.1%</b>

Source: Longwoods International; Tourism Economics

\*Lodging includes spending on second homes

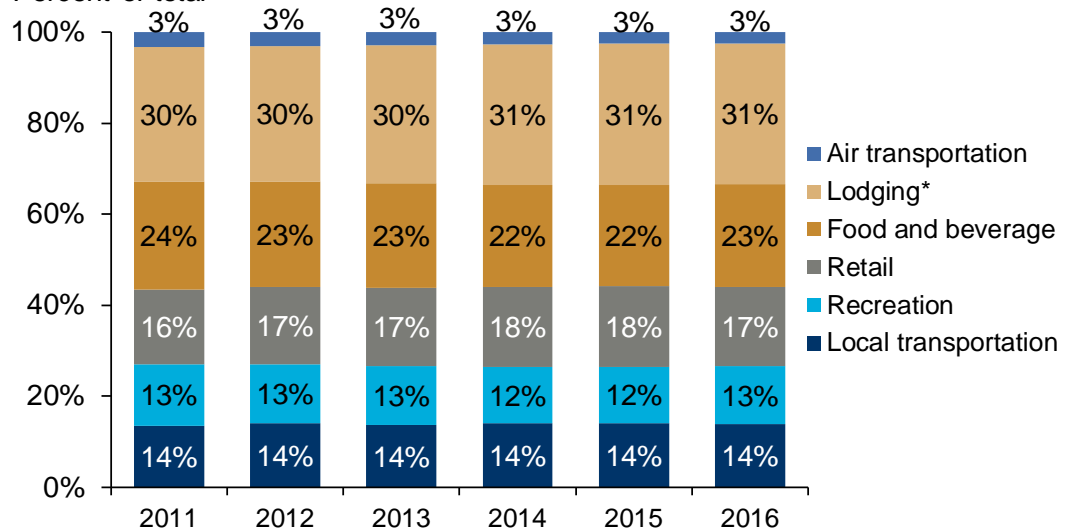
# Tourism spending shares held steady

Spending shares increased in both the food and beverage and recreation sectors, while retail's share decreased to 17%.

Despite minimal growth in lodging spending in 2016, the sector remains an integral part of New Mexico's tourism economy.

## New Mexico visitor spending

Percent of total



Source: Longwoods International; Tourism Economics

\*Note: Lodging includes visitor spending for second homes



## Tourism spending by market

Spending growth was led by day visitation, and those traveling domestically.

While day visitors increased their spending by 4.5%, the 1.4% growth contributed by overnight visitors more heavily supported the overall market, as overnight visitors tend to spend more per person.

Spending by those visiting New Mexico for leisure purposes reached nearly \$5.5 billion in 2016.

Similar to national trends, international visitation and, subsequently spending, decreased.

## Visitor spending in New Mexico

Nominal dollars, millions

Purpose		Stay		Market	
Leisure	\$5,473	Day	\$1,483	Domestic	\$5,838
Business	\$954	Overnight	\$4,944	International	\$589
<b>Total</b>	<b>\$6,427</b>	<b>Total</b>	<b>\$6,427</b>	<b>Total</b>	<b>\$6,427</b>
Growth Rates					
Leisure	2.2%	Day	4.5%	Domestic	3.0%
Business	1.6%	Overnight	1.4%	International	-6.3%
<b>Total</b>	<b>2.1%</b>	<b>Total</b>	<b>2.1%</b>	<b>Total</b>	<b>2.1%</b>

Source: Longwoods International; Tourism Economics

## Visitation segments – day and overnight

Of the 35 million visitors to New Mexico, nearly 16 million stayed overnight—about 45%.

Overnight spending reached nearly \$5 billion in 2016.

While day visitation accounts for about 55% of all visitors to New Mexico, those staying overnight contribute the most to total spending. Just over 75% of all spending can be attributed to overnight visitors.

Growth in day visitation far outpaced that of overnight visitors

## Trips and Spend

Nominal dollars, millions

	2011	2012	2013	2014	2015	2016
<b>Total</b>	<b>31.7</b>	<b>32.6</b>	<b>32.8</b>	<b>33.3</b>	<b>34.0</b>	<b>35.0</b>
Day	16.7	17.5	17.6	17.8	18.3	19.2
Overnight	14.9	15.1	15.2	15.5	15.7	15.9
<b>Total</b>	<b>\$5,512</b>	<b>\$5,722</b>	<b>\$5,794</b>	<b>\$6,074</b>	<b>\$6,294</b>	<b>\$6,427</b>
Day	\$1,038	\$1,154	\$1,229	\$1,336	\$1,419	\$1,483
Overnight	\$4,474	\$4,568	\$4,566	\$4,738	\$4,875	\$4,944
<b>Per Traveler Spending</b>	<b>\$174</b>	<b>\$176</b>	<b>\$177</b>	<b>\$182</b>	<b>\$185</b>	<b>\$184</b>

Source: Longwoods International; Tourism Economics

# Visitation segments – domestic and international

Steep declines in visitors from Canada, a national trend, led to a slight decline overall in international visitation to New Mexico in 2016.

Despite increasing just 0.5%, visitors from Mexico account for the largest share of international travel.

Domestic visits and spending vastly outpace that of international visitors.

## Trips and Spend

Nominal dollars, millions

	2011	2012	2013	2014	2015	2016
<b>Total</b>	<b>31.7</b>	<b>32.6</b>	<b>32.8</b>	<b>33.3</b>	<b>34.0</b>	<b>35.0</b>
Domestic	31.2	32.0	32.2	32.7	33.4	34.4
International	0.44	0.55	0.59	0.64	0.65	0.65
<b>Total</b>	<b>\$5,512</b>	<b>\$5,722</b>	<b>\$5,794</b>	<b>\$6,074</b>	<b>\$6,294</b>	<b>\$6,427</b>
Domestic	\$4,991	\$5,153	\$5,186	\$5,463	\$5,695	\$5,866
International	\$522	\$569	\$608	\$611	\$599	\$561

Source: Longwoods International; Tourism Economics

## International Volume Estimates

Country of Origin	Estimate	2016 Growth
Canada	123,817	-7.8%
Mexico	349,331	0.5%
Overseas	175,246	4.9%
<b>Total</b>	<b>648,395</b>	<b>-0.1%</b>

Source: Tourism Economics

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## 3) The Economic Impact of Tourism

## Tourism's impact on business sales (1 of 2)

Spending in support of the tourism industry reached \$6.4 billion in New Mexico, which supported a total of \$9 billion in business sales when indirect and induced impacts are considered

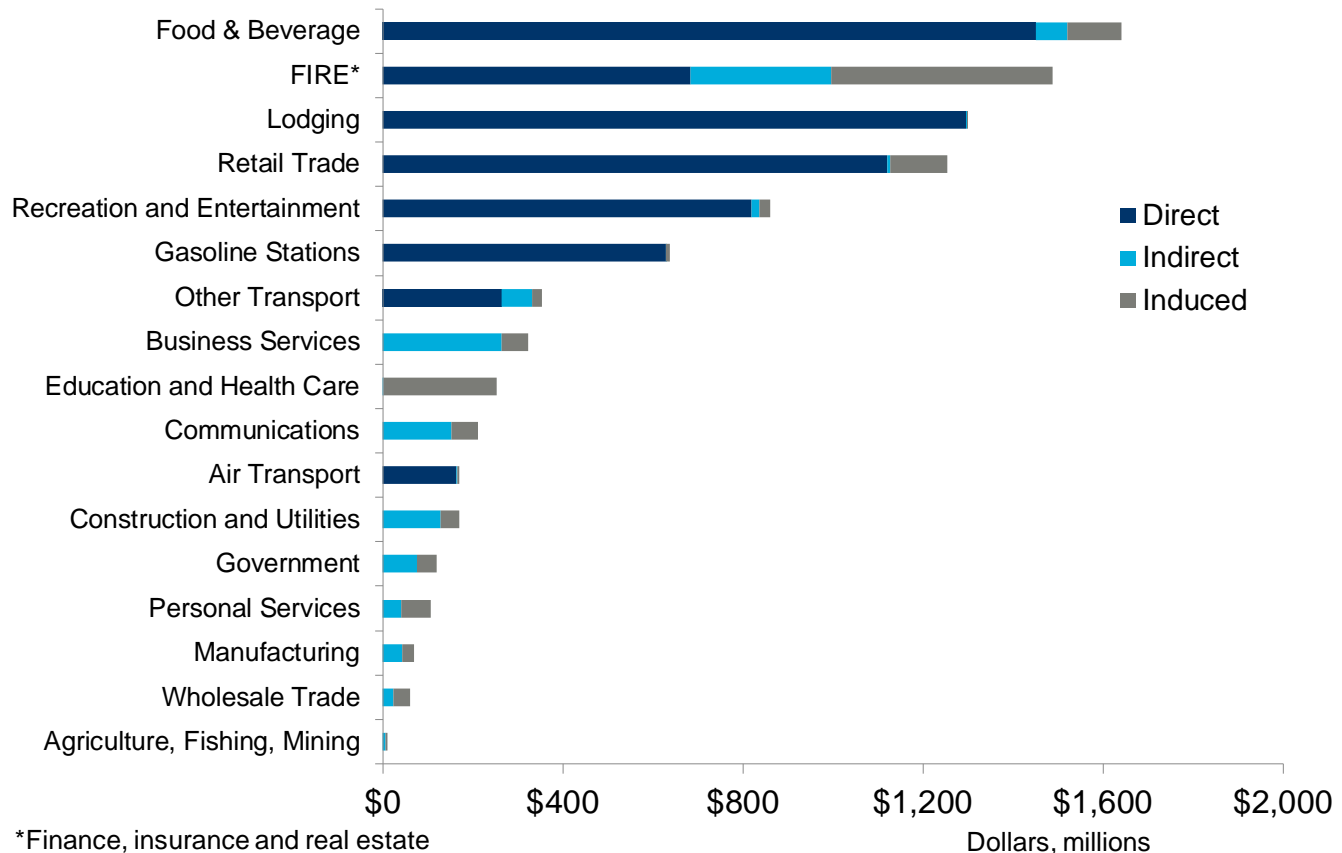
Tourism industry generated business sales, millions				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining		\$5.3	\$5.2	<b>\$10.5</b>
Construction and Utilities		\$129.4	\$41.1	<b>\$170.5</b>
Manufacturing		\$42.7	\$26.4	<b>\$69.1</b>
Wholesale Trade		\$23.9	\$37.8	<b>\$61.8</b>
Air Transport	\$163.9	\$2.6	\$4.5	<b>\$171.0</b>
Other Transport	\$265.0	\$66.3	\$22.2	<b>\$353.5</b>
Retail Trade	\$1,121.0	\$6.1	\$127.6	<b>\$1,254.7</b>
Gasoline Stations	\$628.1	\$0.6	\$8.8	<b>\$637.5</b>
Communications		\$152.4	\$58.8	<b>\$211.3</b>
Finance, Insurance and Real Estate	\$684.1	\$312.5	\$491.3	<b>\$1,487.9</b>
Business Services		\$264.3	\$59.3	<b>\$323.5</b>
Education and Health Care		\$2.2	\$250.3	<b>\$252.5</b>
Recreation and Entertainment	\$819.6	\$17.5	\$24.4	<b>\$861.5</b>
Lodging	\$1,295.4	\$2.2	\$1.3	<b>\$1,298.9</b>
Food & Beverage	\$1,449.9	\$71.4	\$119.8	<b>\$1,641.1</b>
Personal Services		\$41.6	\$65.0	<b>\$106.6</b>
Government		\$77.0	\$42.5	<b>\$119.5</b>
<b>TOTAL</b>	<b>\$6,427.0</b>	<b>\$1,218.1</b>	<b>\$1,386.3</b>	<b>\$9,031.4</b>

Source: Tourism Economics

## Tourism's impact on business sales (2 of 2)

While the majority of sales are in industries directly serving visitors, significant benefits accrue in sectors like finance, insurance and real estate from selling to tourism businesses

### Tourism industry generated business sales, 2016



## Tourism's impact on GDP (Value Added) (1 of 2)

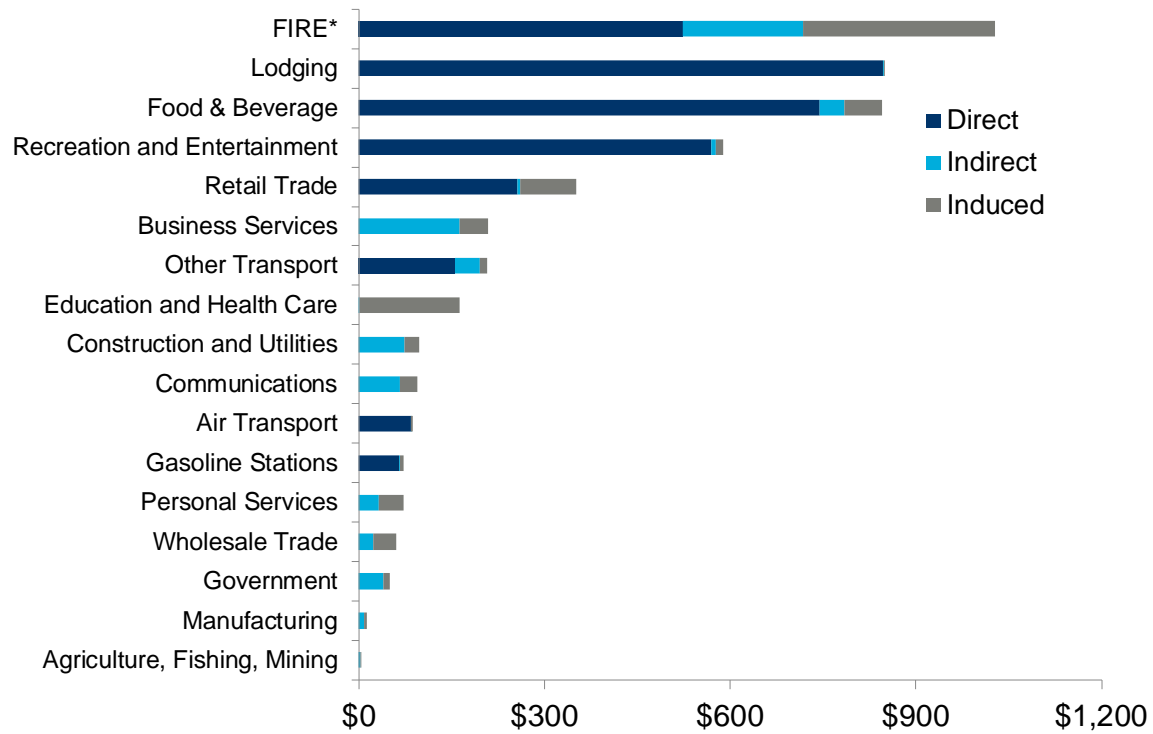
Travel generated nearly \$4.8 billion in state GDP in 2016, representing about 5.1% of the total New Mexico economy. This excludes all import leakages to arrive at the economic value generated by travel.

Visitor generated value added, millions				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining		\$1.8	\$1.9	\$3.7
Construction and Utilities		\$74.1	\$23.6	\$97.7
Manufacturing		\$7.9	\$4.7	\$12.6
Wholesale Trade		\$23.4	\$37.0	\$60.4
Air Transport	\$83.5	\$1.2	\$2.0	\$86.6
Other Transport	\$155.6	\$39.1	\$12.6	\$207.3
Retail Trade	\$256.0	\$4.4	\$90.2	\$350.6
Gasoline Stations	\$65.1	\$0.5	\$7.1	\$72.7
Communications		\$66.3	\$28.0	\$94.3
Finance, Insurance and Real Estate	\$523.6	\$193.5	\$310.6	\$1,027.8
Business Services	\$0.0	\$163.1	\$45.5	\$208.7
Education and Health Care		\$1.3	\$161.3	\$162.6
Recreation and Entertainment	\$569.1	\$7.0	\$12.2	\$588.3
Lodging	\$846.7	\$1.3	\$0.8	\$848.8
Food & Beverage	\$744.0	\$39.8	\$61.8	\$845.6
Personal Services		\$31.6	\$40.9	\$72.5
Government		\$38.9	\$11.6	\$50.4
<b>TOTAL</b>	<b>\$3,243.6</b>	<b>\$695.1</b>	<b>\$851.7</b>	<b>\$4,790.4</b>

Source: Tourism Economics

# Tourism's impact on GDP (Value Added) (2 of 2)

## Visitor generated value added by industry, 2016



\*Finance, Insurance and Real Estate

Source: Tourism Economics

Dollars, millions



## Tourism's impact on local employment (1 of 2)

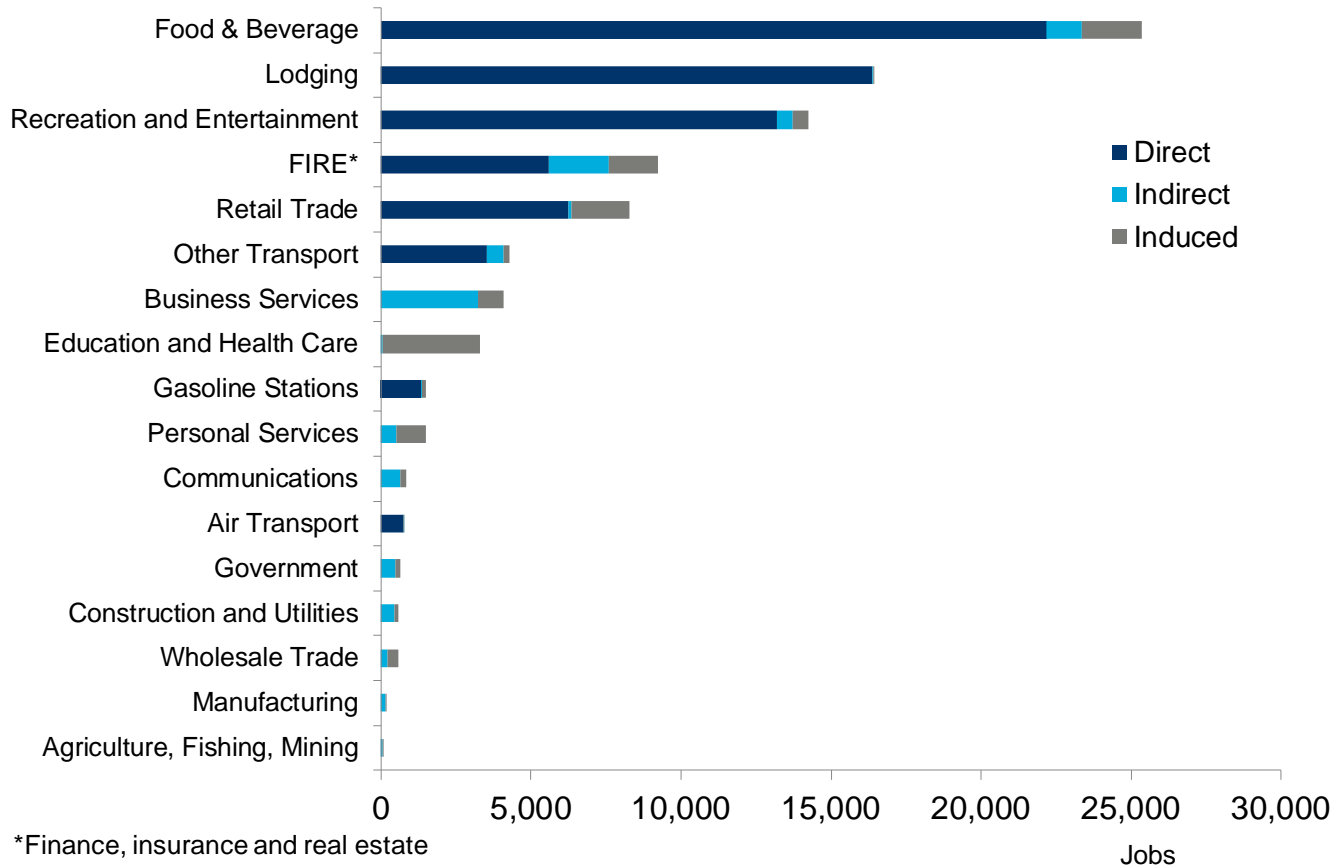
Tourism directly generated 69,144 jobs and 91,869 jobs when indirect and induced impacts are considered.

Tourism industry generated employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining		43	43	86
Construction and Utilities		430	135	564
Manufacturing		136	60	196
Wholesale Trade		218	344	561
Air Transport	726	10	17	753
Other Transport	3,525	568	201	4,294
Retail Trade	6,242	89	1,940	8,271
Gasoline Stations	1,343	10	146	1,500
Communications		630	207	837
Finance, Insurance and Real Estate	5,581	2,023	1,637	9,241
Business Services		3,236	853	4,088
Education and Health Care		52	3,249	3,301
Recreation and Entertainment	13,190	525	540	14,256
Lodging	16,366	25	15	16,406
Food & Beverage	22,171	1,200	1,994	25,366
Personal Services		505	991	1,496
Government		473	180	653
<b>TOTAL</b>	<b>69,144</b>	<b>10,173</b>	<b>12,552</b>	<b>91,869</b>

Source: Tourism Economics

# Tourism's impact on local employment (2 of 2)

## Tourism industry generated employment, 2016



## Tourism's impact on local income (1 of 2)

Tourism generated \$1.6 billion in direct income and over \$2.5 billion when indirect and induced impacts are considered

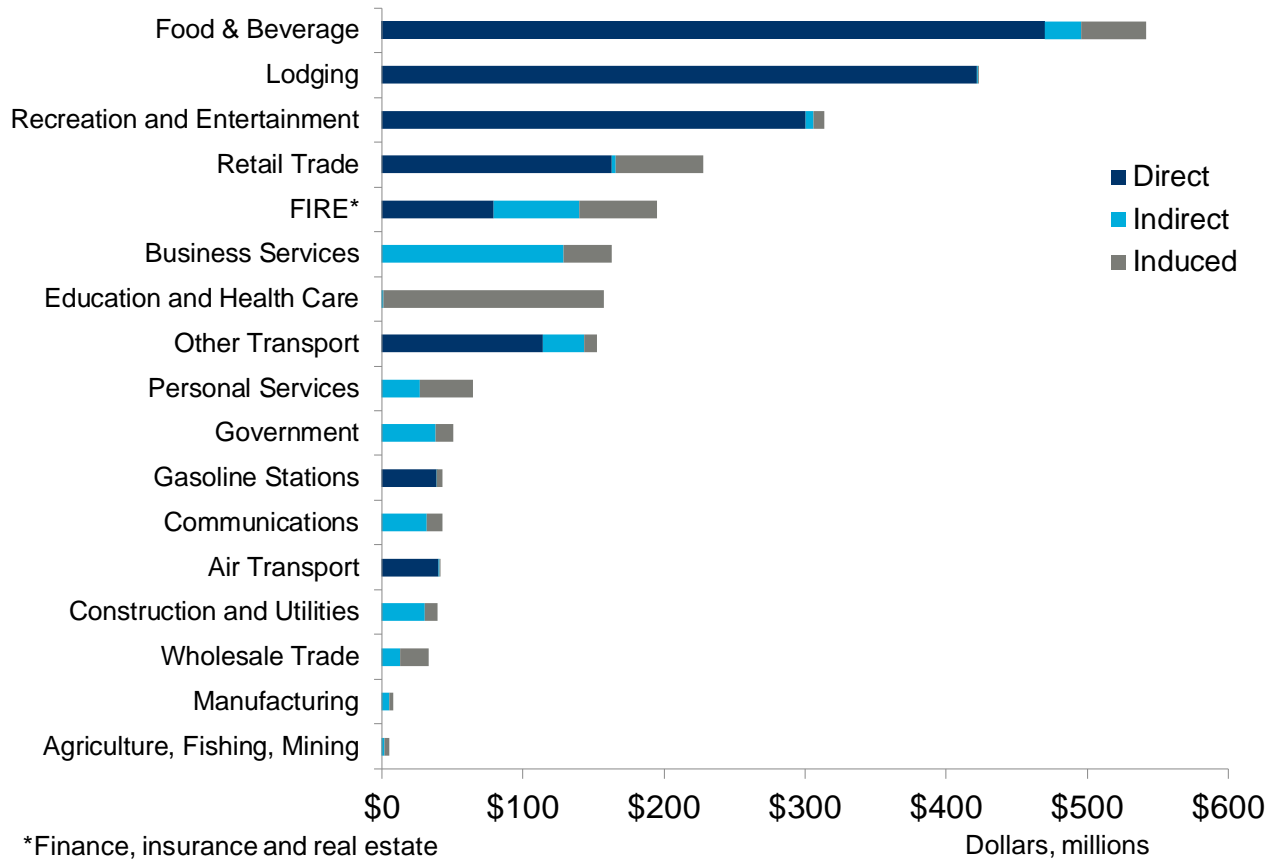
Tourism industry generated income, millions				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining		\$1.7	\$3.6	\$5.3
Construction and Utilities		\$30.4	\$9.1	\$39.5
Manufacturing		\$5.4	\$2.5	\$7.9
Wholesale Trade		\$12.8	\$20.2	\$32.9
Air Transport	\$40.0	\$0.5	\$0.9	\$41.5
Other Transport	\$114.2	\$28.9	\$9.3	\$152.4
Retail Trade	\$162.8	\$3.1	\$62.3	\$228.1
Gasoline Stations	\$38.7	\$0.3	\$4.2	\$43.3
Communications		\$32.0	\$10.6	\$42.6
Finance, Insurance and Real Estate	\$79.2	\$60.6	\$55.4	\$195.2
Business Services		\$128.4	\$34.5	\$162.9
Education and Health Care		\$1.4	\$155.7	\$157.1
Recreation and Entertainment	\$300.3	\$5.8	\$7.5	\$313.6
Lodging	\$421.7	\$0.6	\$0.4	\$422.7
Food & Beverage	\$470.0	\$25.4	\$46.6	\$542.0
Personal Services		\$27.1	\$37.7	\$64.8
Government		\$38.2	\$12.4	\$50.5
<b>TOTAL</b>	<b>\$1,627.0</b>	<b>\$402.7</b>	<b>\$472.9</b>	<b>\$2,502.6</b>

Source: Tourism Economics

# Tourism's impact on local income

## (2 of 2)

### Tourism industry generated wages, 2016



\*Finance, insurance and real estate

Source: Tourism Economics

## Tourism's impact on taxes

\$841 in savings for each New Mexico household

Taxes of nearly \$1.4 billion were generated by tourism in 2016.

State and local taxes alone tallied just over \$640 million.

Each household in New Mexico would need to be taxed an additional \$841 per year to replace the traveler taxes received by state and local governments.

Tourism-Generated Taxes				
Millions of \$				
	2014	2015	2016	% Change
<b>Federal Taxes</b>	<b>668.6</b>	<b>694.1</b>	<b>712.7</b>	<b>2.7%</b>
<b>Corporate</b>	<b>174.4</b>	<b>180.7</b>	<b>184.9</b>	<b>2.3%</b>
<b>Indirect Business</b>	<b>119.5</b>	<b>123.0</b>	<b>125.4</b>	<b>1.9%</b>
<b>Personal Income</b>	<b>65.3</b>	<b>68.0</b>	<b>70.1</b>	<b>3.1%</b>
<b>Social Security</b>	<b>309.5</b>	<b>322.3</b>	<b>332.3</b>	<b>3.1%</b>
<b>State Taxes</b>	<b>413.7</b>	<b>427.9</b>	<b>437.5</b>	<b>2.2%</b>
<b>Corporate</b>	<b>28.4</b>	<b>29.4</b>	<b>30.1</b>	<b>2.3%</b>
<b>Personal Income</b>	<b>25.3</b>	<b>26.3</b>	<b>27.1</b>	<b>3.1%</b>
<b>Sales</b>	<b>218.1</b>	<b>226.0</b>	<b>231.2</b>	<b>2.3%</b>
<b>State Unemployment</b>	<b>7.4</b>	<b>7.7</b>	<b>7.9</b>	<b>3.1%</b>
<b>Other Taxes/fees</b>	<b>134.5</b>	<b>138.5</b>	<b>141.2</b>	<b>1.9%</b>
<b>Local Taxes</b>	<b>194.7</b>	<b>201.0</b>	<b>204.8</b>	<b>1.9%</b>
<b>Sales</b>	<b>11.5</b>	<b>11.9</b>	<b>12.2</b>	<b>2.3%</b>
<b>Personal Income</b>	<b>4.5</b>	<b>4.6</b>	<b>4.8</b>	<b>3.1%</b>
<b>Lodging</b>	<b>41.6</b>	<b>42.6</b>	<b>42.6</b>	<b>0.2%</b>
<b>Excise and Fees</b>	<b>12.3</b>	<b>12.7</b>	<b>13.0</b>	<b>2.3%</b>
<b>Property</b>	<b>78.8</b>	<b>81.1</b>	<b>82.7</b>	<b>1.9%</b>
<b>Other taxes and fees</b>	<b>46.1</b>	<b>48.0</b>	<b>49.5</b>	<b>3.1%</b>
<b>Total</b>	<b>1,277.0</b>	<b>1,322.9</b>	<b>1,355.0</b>	<b>2.4%</b>

Source: Tourism Economics

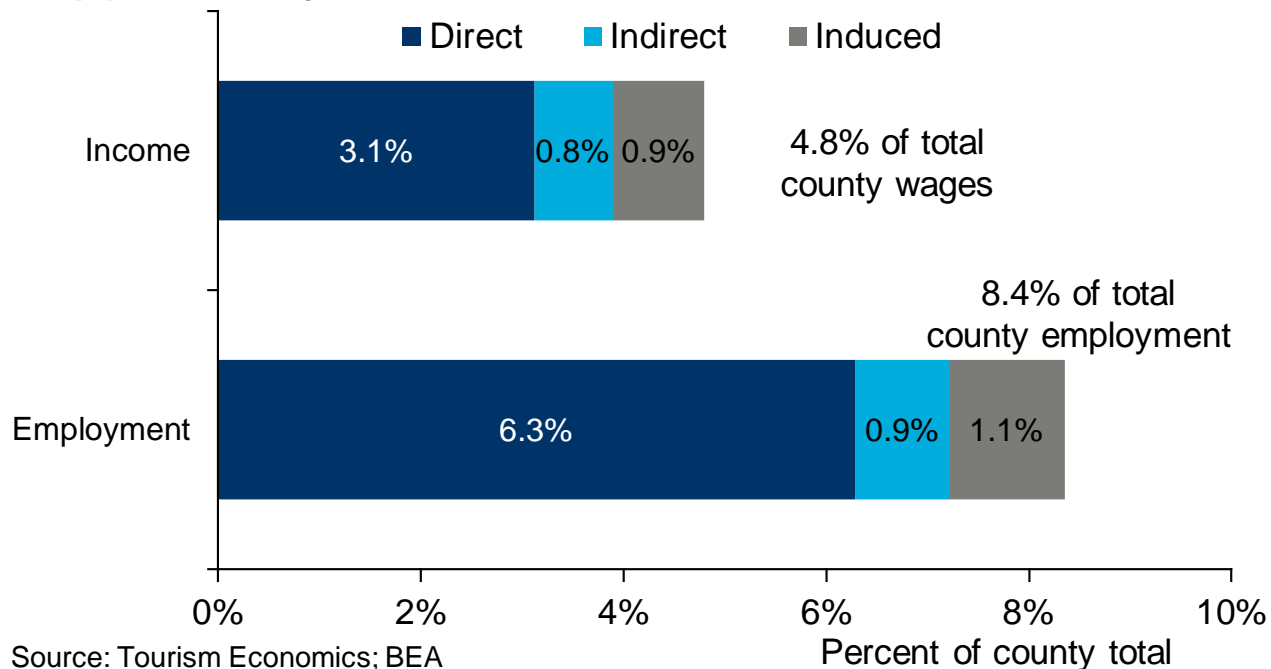
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## 4) Economic Impact in Context

## The tourism sector is a major contributor to New Mexico's economy

The tourism sector sustains 4.8% of all income and 8.4% of all jobs in New Mexico

### Share of total New Mexico employment and income supported by tourism



## Figures in context

### Tourism spending

The \$6.4 billion in tourism spending means that almost \$730,600 was spent EVERY HOUR in New Mexico in 2016.

### Employment

The number of jobs sustained by tourism (91,869) is just over the population of both Santa Fe and Taos combined (about 90,000).

### Income

The \$2.5 billion in total wages generated by tourism is the equivalent of \$3,275 for every household in New Mexico.



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## About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.

With over four decades of experience of our principal consultants, it is our passion to work as partners with our clients to achieve a destination's full potential.

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 enjoys a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of more than 120 professional economists; a dedicated data analysis team; global modeling tools, and a range of partner institutions in Europe, the US and in the United Nations Project Link. Oxford Economics has offices in London, Oxford, Dubai, Philadelphia, and Belfast.

For more information:

[info@tourismeconomics.com](mailto:info@tourismeconomics.com)



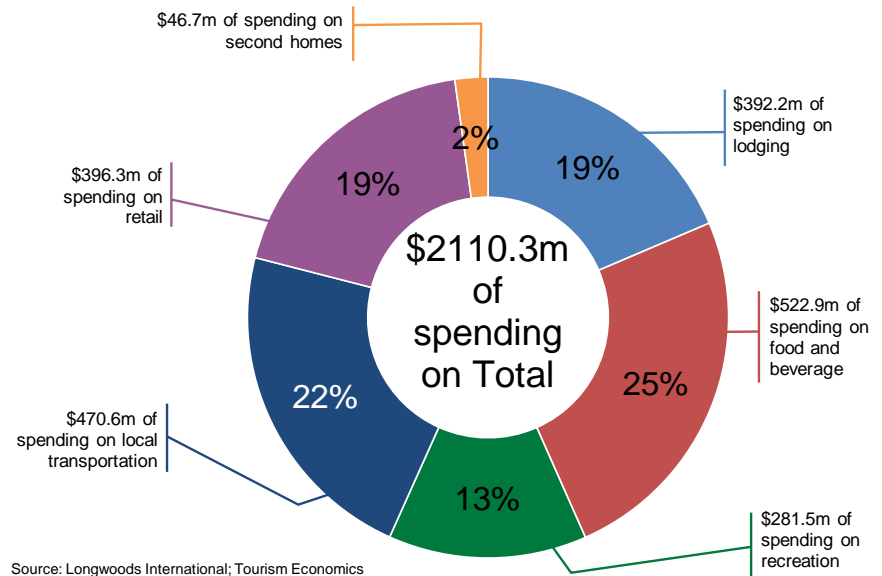
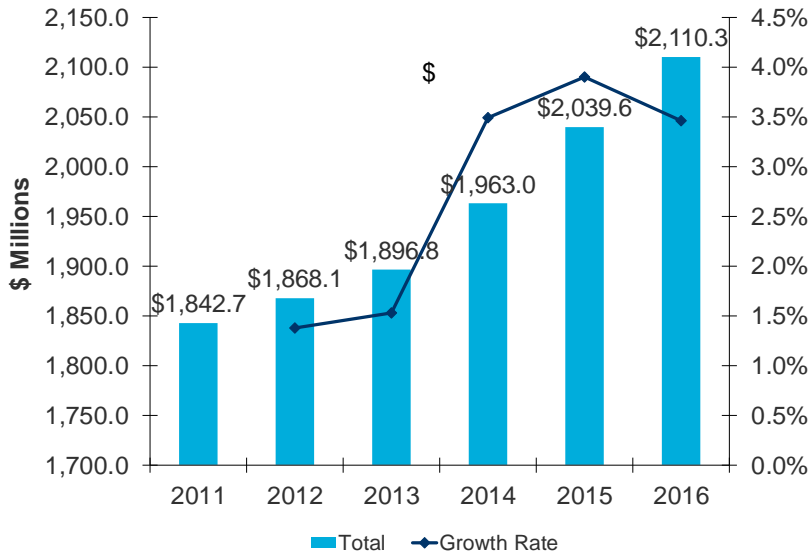
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## County Results

# Bernalillo County, Visitor Spending by Industry

Bernalillo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$392.2	\$522.9	\$396.3	\$281.5	\$470.6	\$46.7	\$2,110.3	3.5%
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



Source: Longwoods International; Tourism Economics

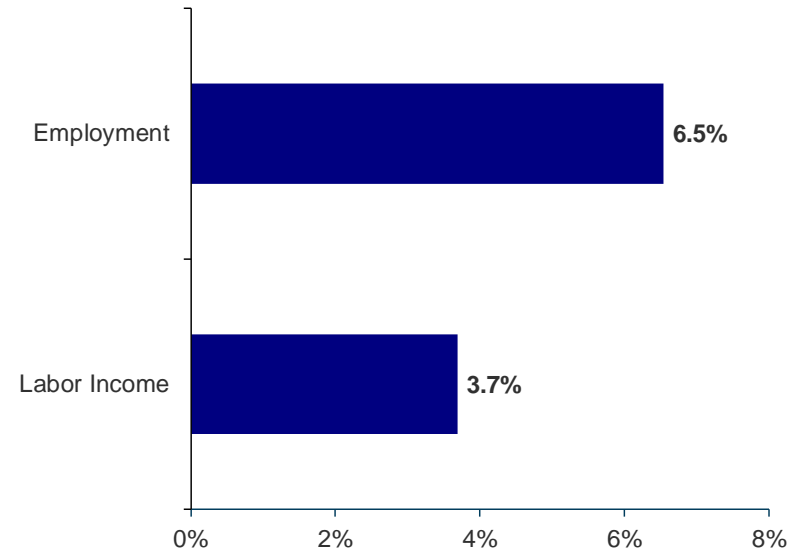
# Bernalillo County, Tourism Impact

Bernalillo County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	21,238	31,995	10.2%
2015	20,777	32,320	10.3%
2014	20,228	29,776	9.6%
2013	19,911	29,608	9.6%
2012	19,827	29,074	9.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$541.7	\$956.3
2015	\$514.5	\$954.5
2014	\$487.3	\$844.1
2013	\$476.0	\$833.3
2012	\$465.2	\$805.4

Bernalillo County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$248.3	\$154.6	\$77.7	\$480.6
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

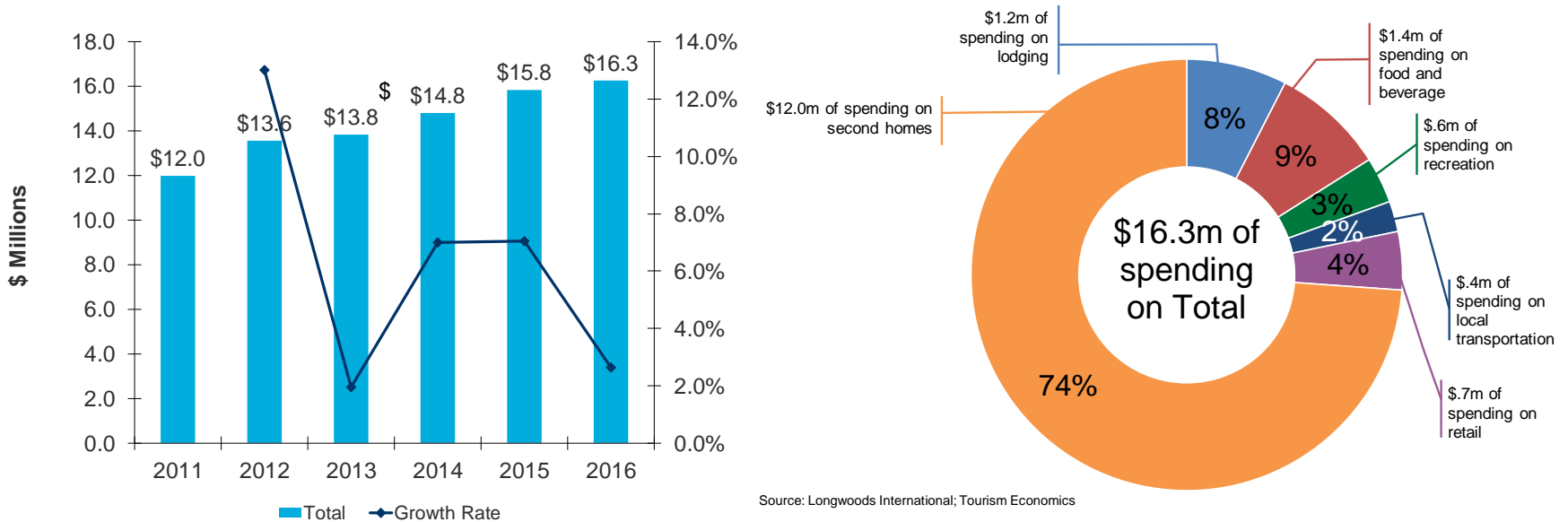
## Tourism Share of County Economy



# Catron County, Visitor Spending by Industry

Catron County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$1.2	\$1.4	\$0.7	\$0.6	\$0.4	\$12.0	\$16.3	2.6%
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



Source: Longwoods International; Tourism Economics

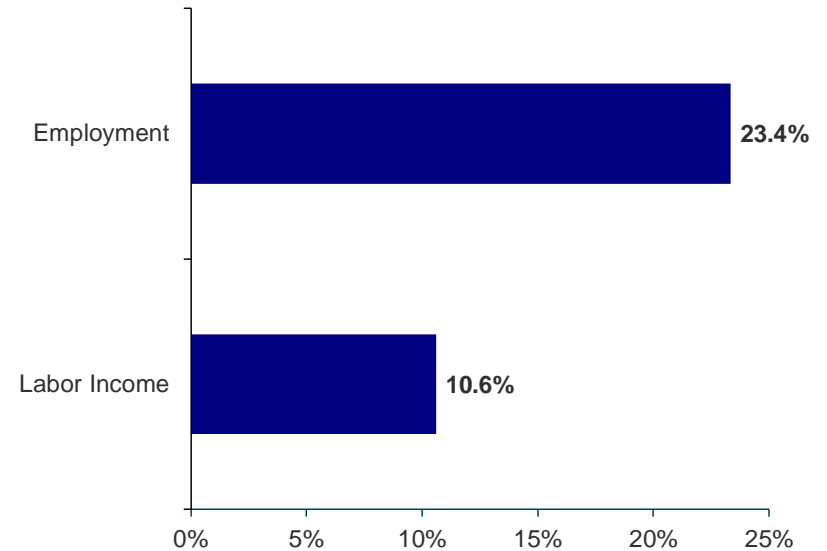
# Catron County, Tourism Impact

Catron County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	149	153	23.6%
2015	146	151	23.3%
2014	139	148	22.2%
2013	143	152	23.2%
2012	111	121	20.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$2.0	\$2.1
2015	\$1.9	\$2.1
2014	\$1.8	\$2.1
2013	\$1.8	\$2.1
2012	\$1.3	\$1.7

Catron County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$0.7	\$0.4	\$0.2	\$1.3
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

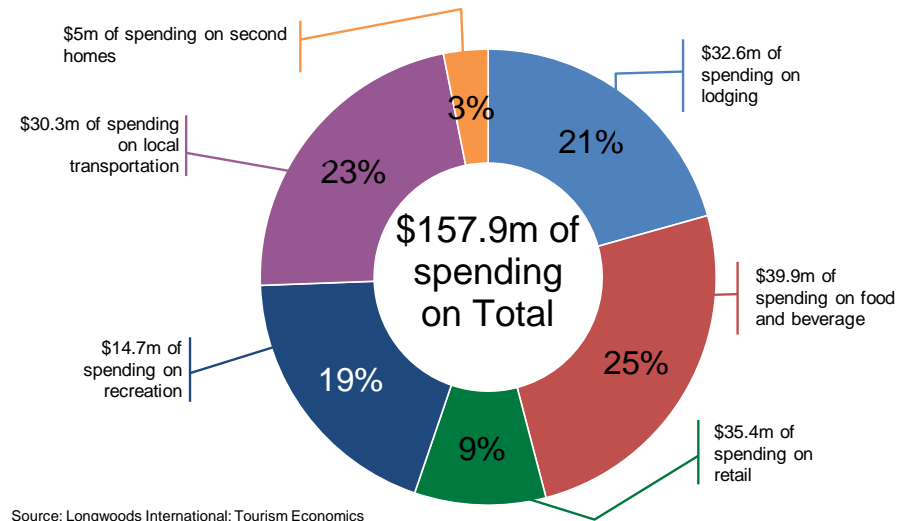
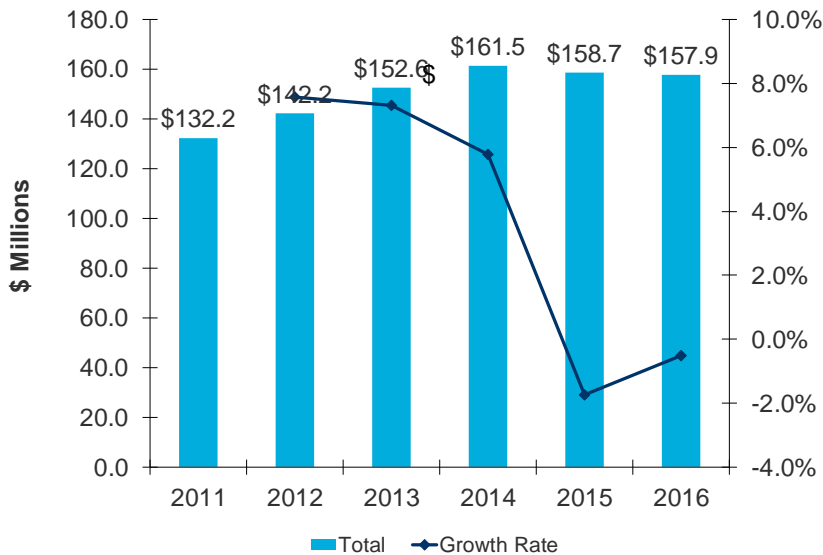
### Tourism Share of County Economy



# Chaves County, Visitor Spending by Industry

Chaves County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$32.6	\$39.9	\$35.4	\$14.7	\$30.3	\$5.0	\$157.9	-0.5%
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



Source: Longwoods International; Tourism Economics

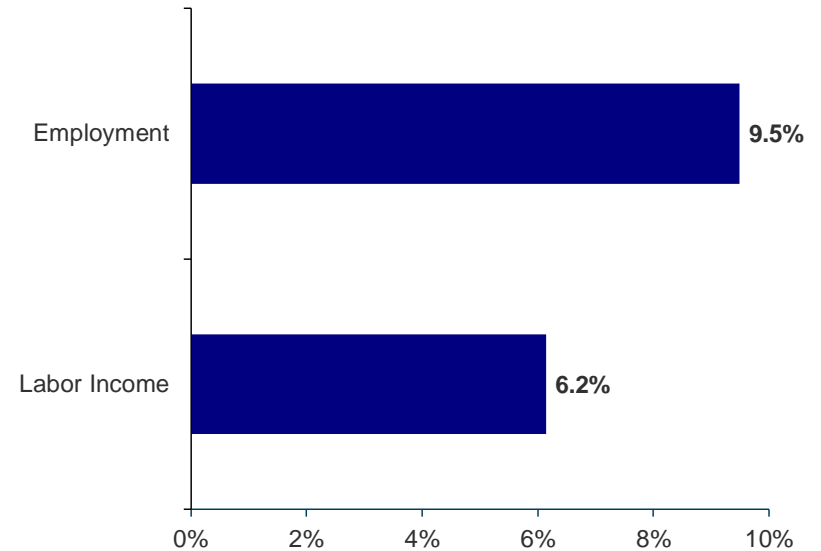
# Chaves County, Tourism Impact

Chaves County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,058	2,431	11.6%
2015	2,061	2,457	11.7%
2014	2,079	2,607	12.6%
2013	2,106	2,623	12.6%
2012	1,970	2,449	11.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$45.0	\$59.5
2015	\$43.3	\$58.3
2014	\$42.7	\$62.3
2013	\$41.0	\$59.9
2012	\$38.2	\$55.7

Chaves County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$18.9	\$11.5	\$5.0	\$35.4
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

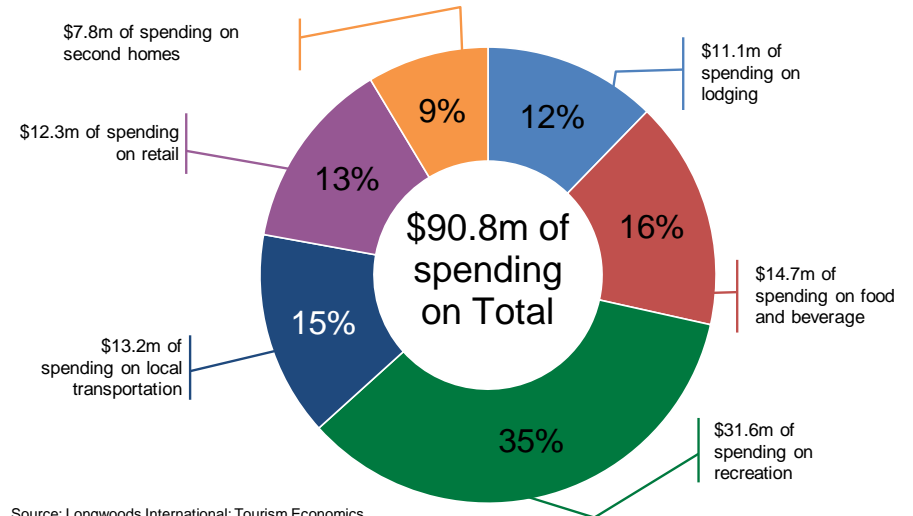
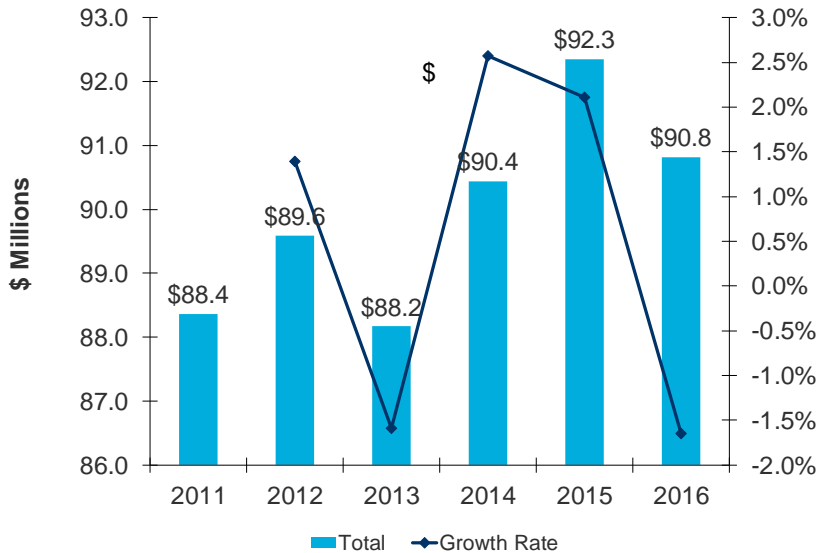




# Cibola County, Visitor Spending by Industry

Cibola County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$11.1	\$14.7	\$12.3	\$31.6	\$13.2	\$7.8	\$90.8	-1.7%
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



Source: Longwoods International; Tourism Economics

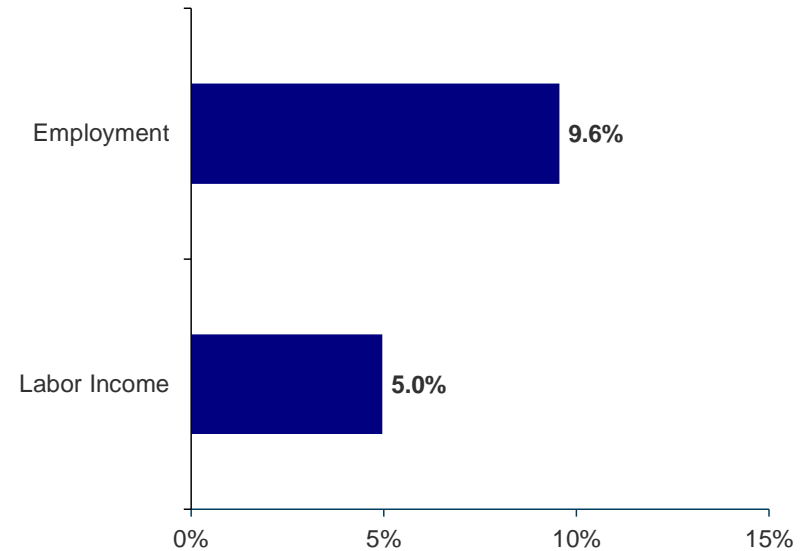
# Cibola County, Tourism Impact

Cibola County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	757	868	11.3%
2015	788	898	11.7%
2014	779	900	11.7%
2013	790	903	11.4%
2012	786	897	11.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$14.0	\$18.3
2015	\$14.0	\$18.2
2014	\$12.9	\$17.3
2013	\$12.9	\$17.1
2012	\$13.0	\$17.0

Cibola County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$7.0	\$5.2	\$1.6	\$13.9
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

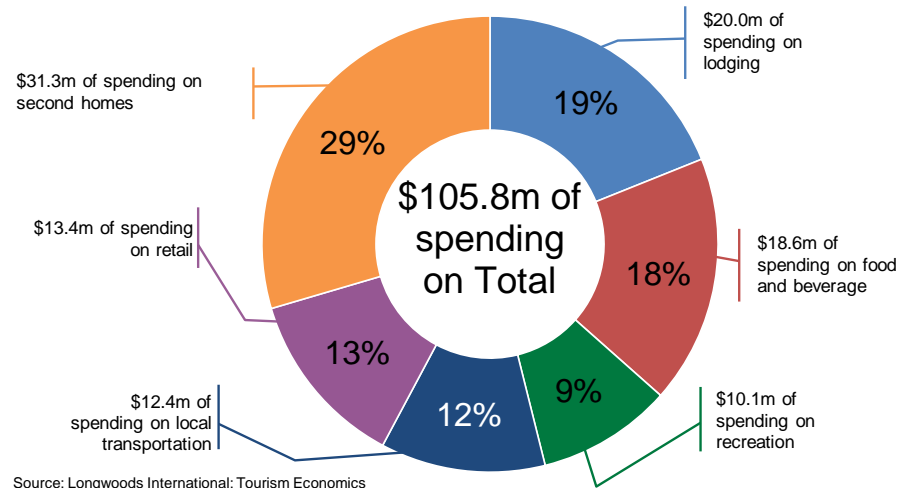
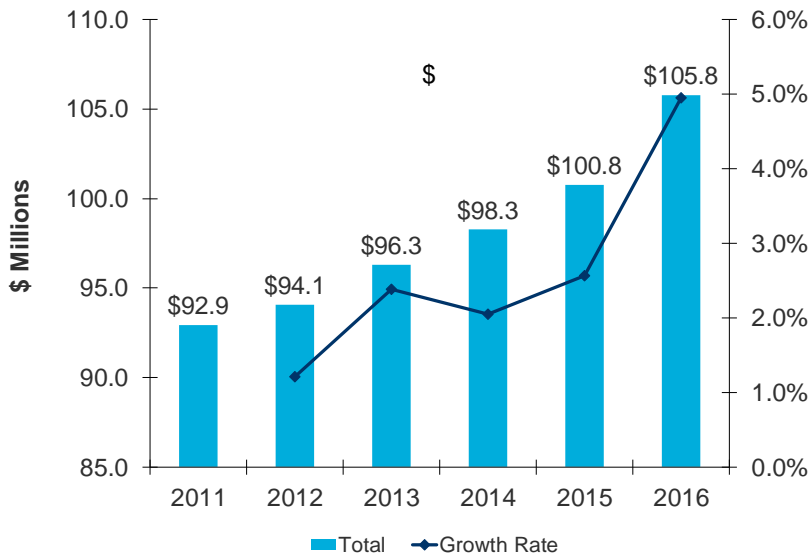
## Tourism Share of County Economy



# Colfax County, Visitor Spending by Industry

Colfax County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$20.0	\$18.6	\$13.4	\$10.1	\$12.4	\$31.3	\$105.8	5.0%
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



Source: Longwoods International; Tourism Economics

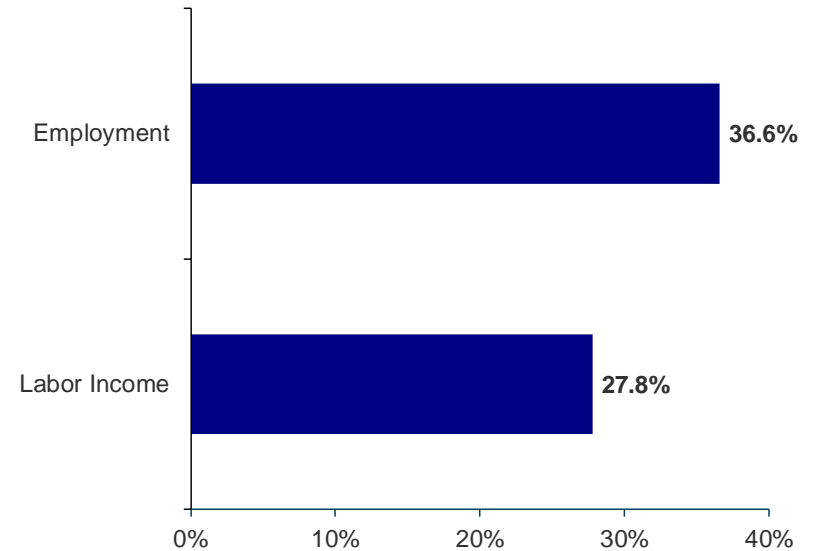
# Colfax County, Tourism Impact

Colfax County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	1,758	1,890	37.0%
2015	1,687	1,743	34.1%
2014	1,702	1,821	36.0%
2013	1,684	1,809	36.6%
2012	1,565	1,692	33.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$40.5	\$45.6
2015	\$39.0	\$41.1
2014	\$36.2	\$40.6
2013	\$33.0	\$37.5
2012	\$32.8	\$37.4

Colfax County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$14.3	\$6.9	\$3.4	\$24.6
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

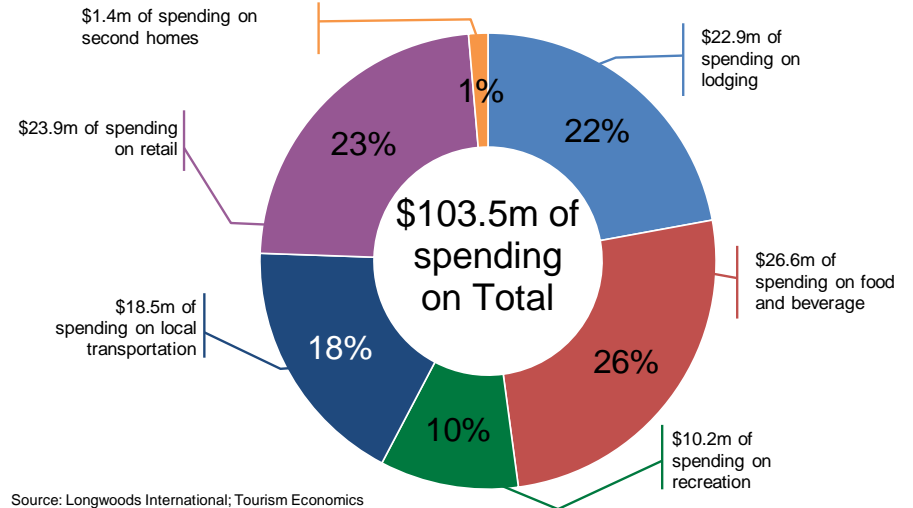
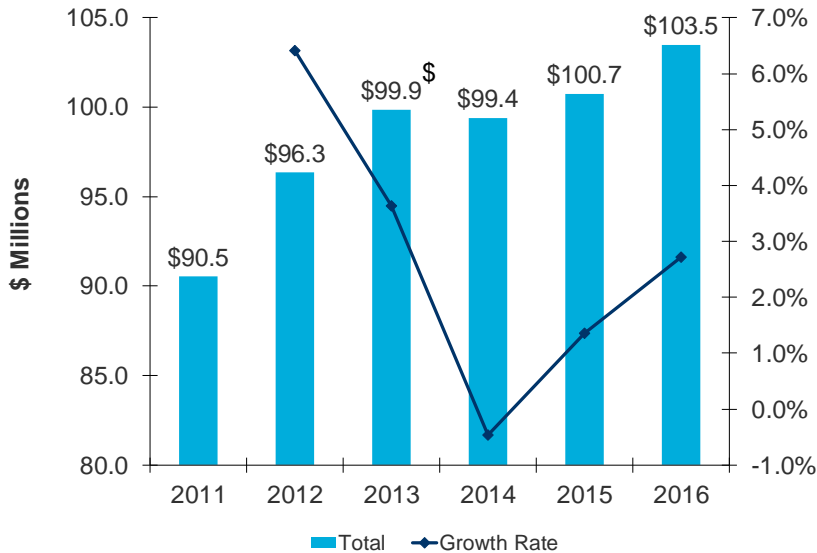
## Tourism Share of County Economy



# Curry County, Visitor Spending by Industry

Curry County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$22.9	\$26.6	\$23.9	\$10.2	\$18.5	\$1.4	\$103.5	2.7%
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



Source: Longwoods International; Tourism Economics

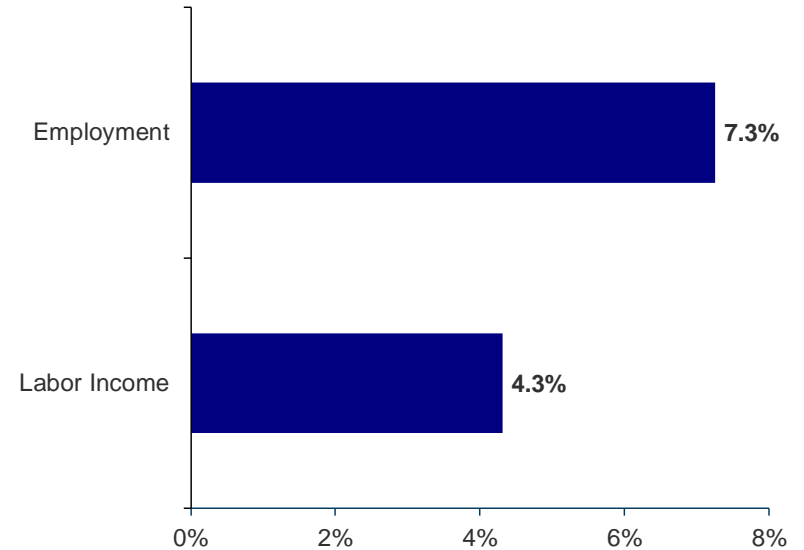
# Curry County, Tourism Impact

Curry County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	1,237	1,666	9.8%
2015	1,221	1,518	8.9%
2014	1,230	1,671	10.0%
2013	1,271	1,717	10.2%
2012	1,189	1,662	9.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$25.9	\$42.4
2015	\$25.4	\$36.7
2014	\$25.4	\$41.9
2013	\$25.4	\$41.7
2012	\$24.0	\$41.4

Curry County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$12.0	\$7.7	\$3.7	\$23.4
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

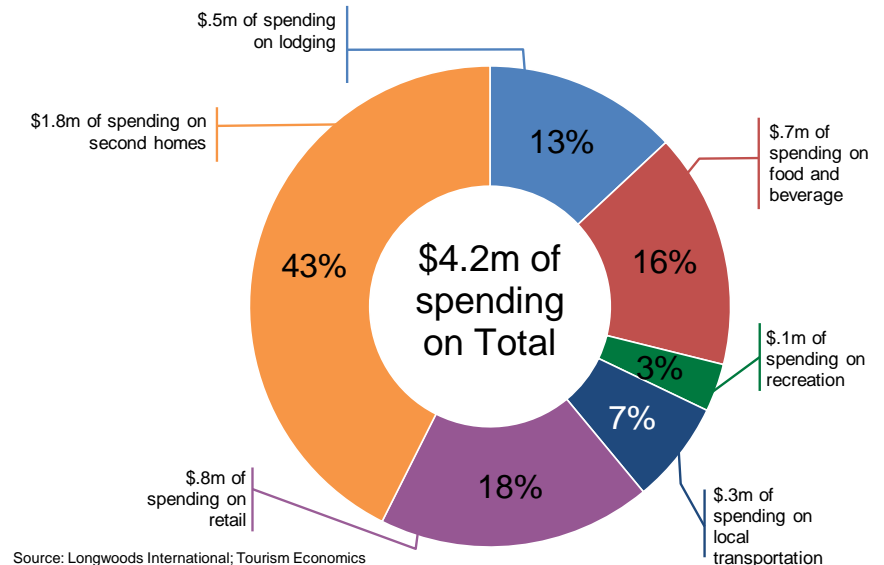
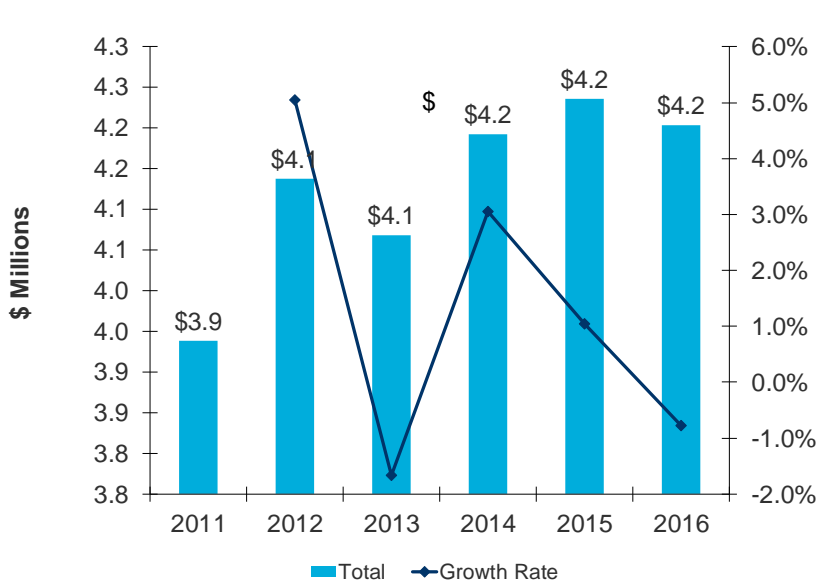
### Tourism Share of County Economy



# 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
2016	\$0.5	\$0.7	\$0.8	\$0.1	\$0.3	\$1.8	\$4.2	-0.8%
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



Source: Longwoods International; Tourism Economics

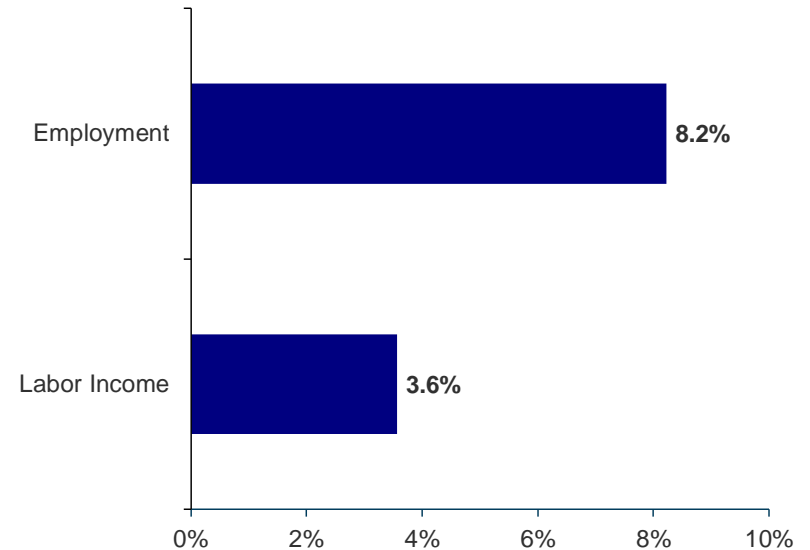
# De Baca County, Tourism Impact

De Baca County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	37	40	8.2%
2015	40	43	8.6%
2014	39	46	9.6%
2013	38	45	9.5%
2012	36	44	9.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$0.6	\$0.7
2015	\$0.6	\$0.7
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
2016	\$0.2	\$0.2	\$0.1	\$0.5
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

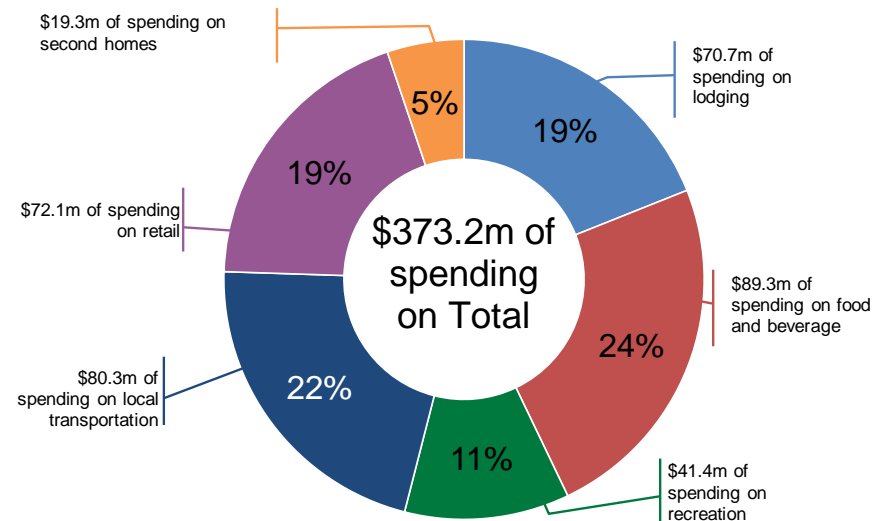
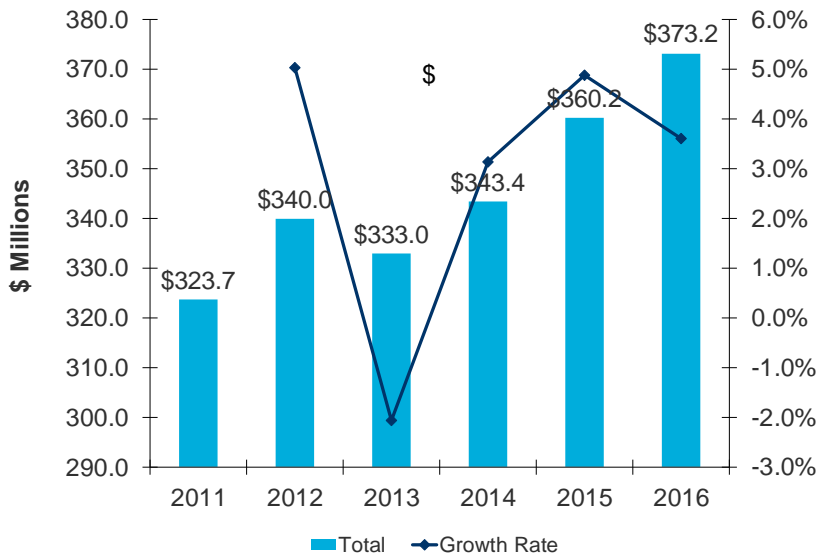




# Dona Ana County, Visitor Spending by Industry

Dona Ana County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$70.7	\$89.3	\$72.1	\$41.4	\$80.3	\$19.3	\$373.2	3.6%
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



Source: Longwoods International; Tourism Economics

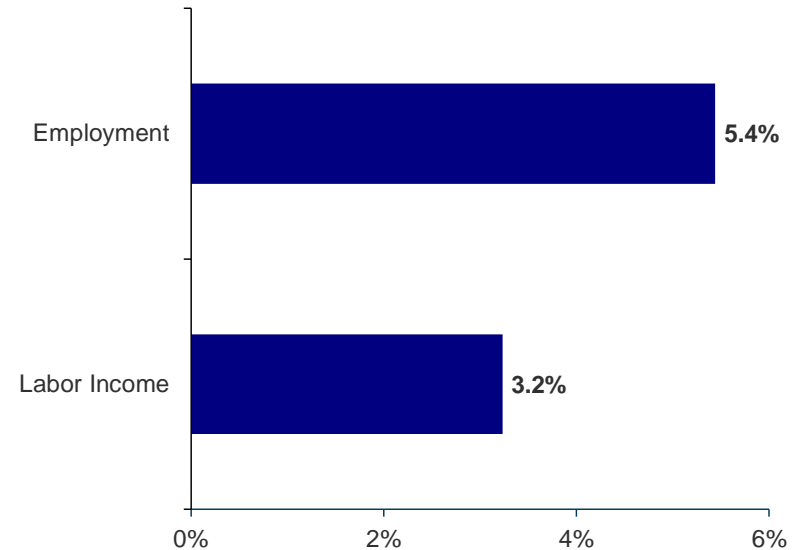
# Dona Ana County, Tourism Impact

<b>Dona Ana County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	3,901	6,167	8.7%
2015	3,759	6,163	8.7%
2014	3,731	5,617	8.0%
2013	3,778	5,761	8.3%
2012	3,730	5,683	8.2%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$84.3	\$171.2
2015	\$80.1	\$170.9
2014	\$76.5	\$146.7
2013	\$77.2	\$149.9
2012	\$77.5	\$148.9

<b>Dona Ana County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2016	\$42.3	\$28.0	\$14.3	\$84.6
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

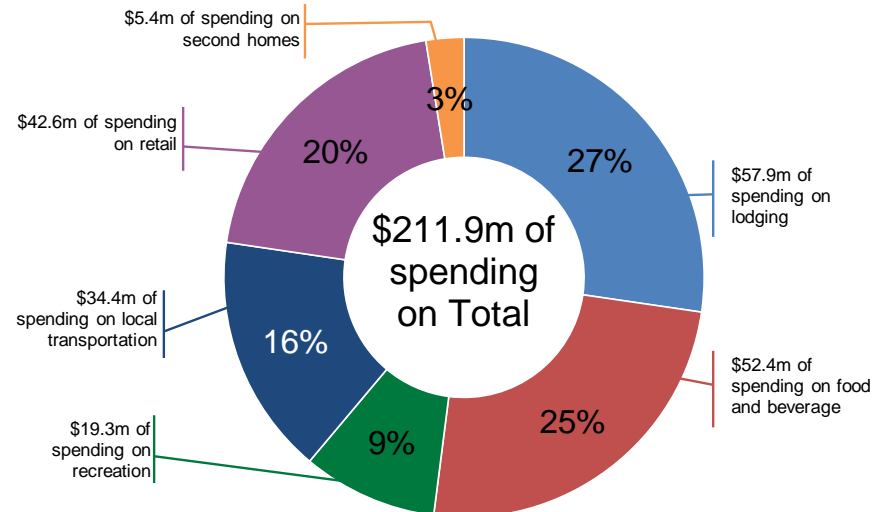
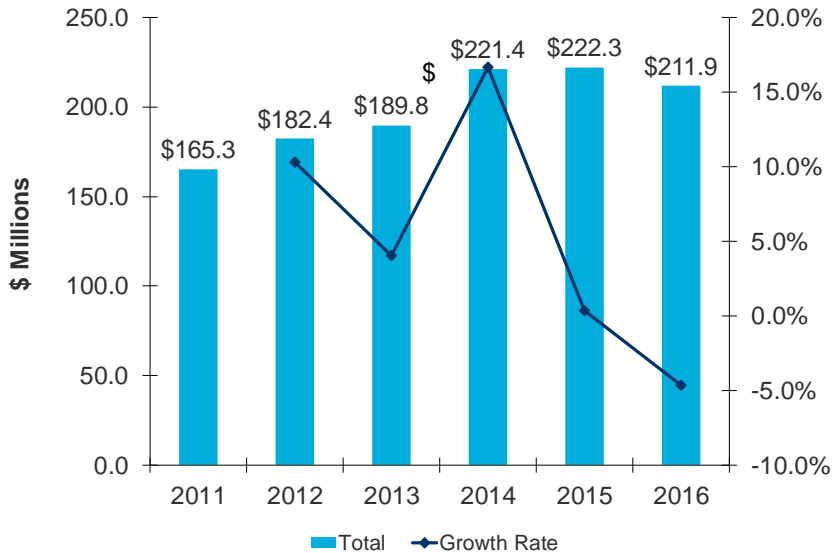
## Tourism Share of County Economy



# Eddy County, Visitor Spending by Industry

Eddy County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$57.9	\$52.4	\$42.6	\$19.3	\$34.4	\$5.4	\$211.9	-4.7%
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



Source: Longwoods International; Tourism Economics

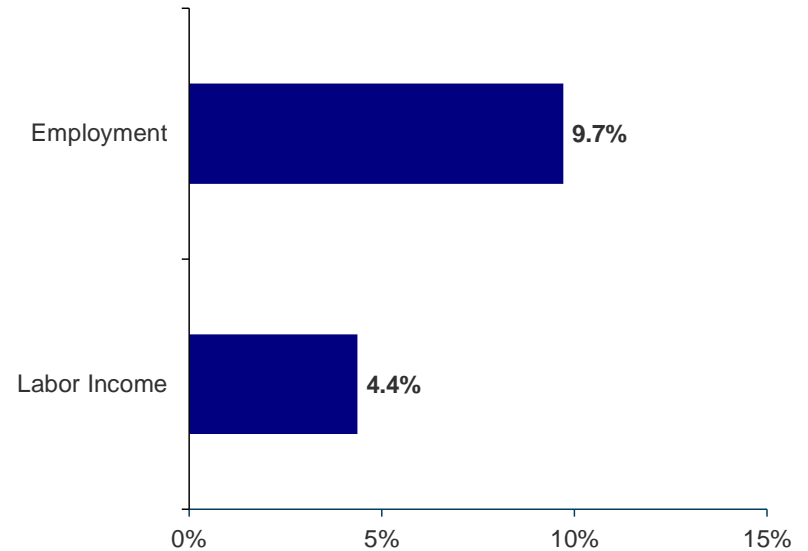
# Eddy County, Tourism Impact

<b>Eddy County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,571	3,470	12.5%
2015	2,580	3,277	11.8%
2014	2,548	3,597	13.6%
2013	2,322	3,265	13.0%
2012	2,323	3,279	13.2%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$61.8	\$96.5
2015	\$63.7	\$90.2
2014	\$60.2	\$99.3
2013	\$53.2	\$87.8
2012	\$50.9	\$85.9

<b>Eddy County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2016	\$27.0	\$16.4	\$7.8	\$51.2
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

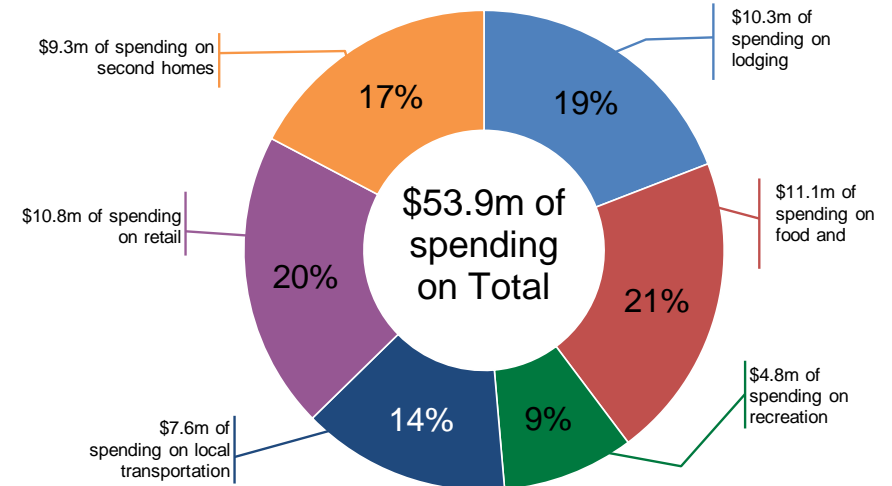
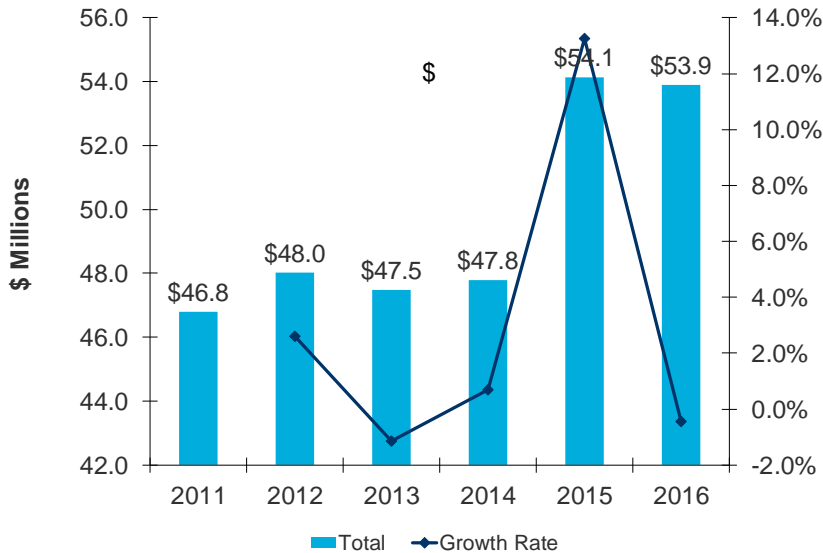
### Tourism Share of County Economy



# Grant County, Visitor Spending by Industry

Grant County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$10.3	\$11.1	\$10.8	\$4.8	\$7.6	\$9.3	\$53.9	-0.4%
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



Source: Longwoods International; Tourism Economics

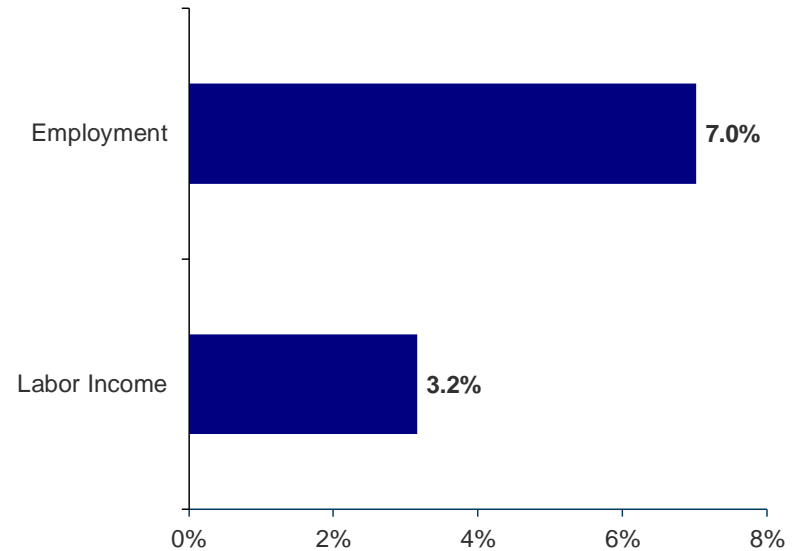
# Grant County, Tourism Impact

Grant County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	640	776	8.3%
2015	645	766	8.2%
2014	632	789	8.2%
2013	635	789	8.2%
2012	679	830	8.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$11.2	\$16.5
2015	\$10.9	\$15.4
2014	\$10.8	\$16.6
2013	\$11.1	\$16.7
2012	\$12.1	\$17.6

Grant County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$5.1	\$3.3	\$1.4	\$9.7
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

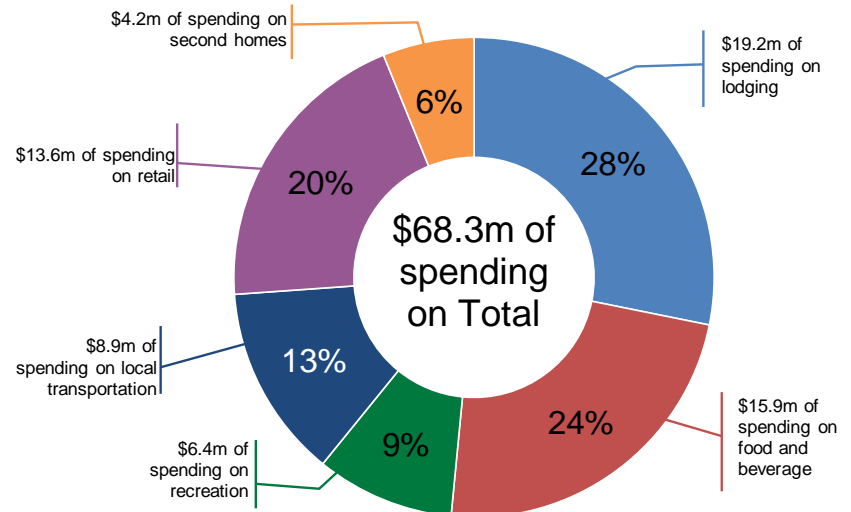
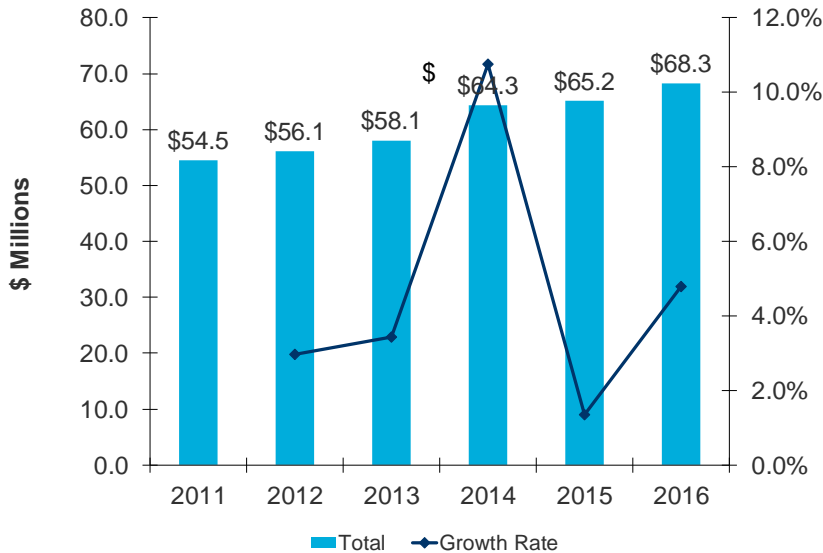
### Tourism Share of County Economy



# Guadalupe County, Visitor Spending by Industry

Guadalupe County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$19.2	\$15.9	\$13.6	\$6.4	\$8.9	\$4.2	\$68.3	4.8%
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



Source: Longwoods International; Tourism Economics

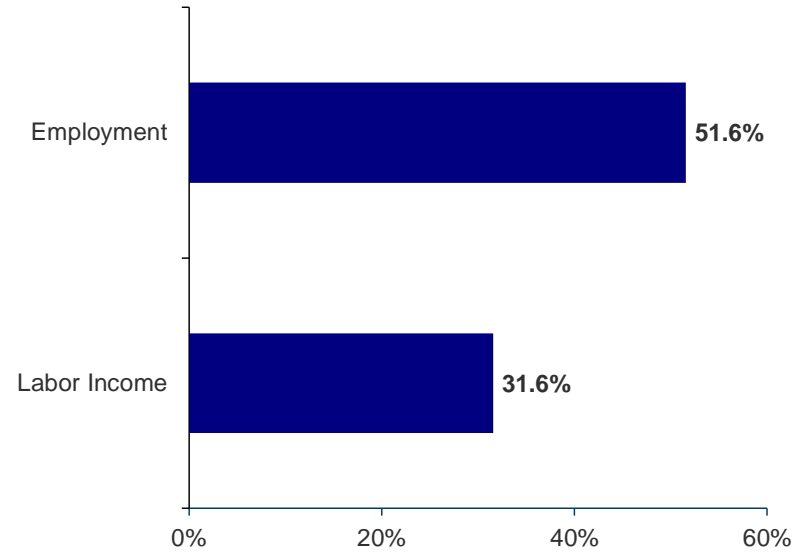
# Guadalupe County, Tourism Impact

Guadalupe County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	813	855	64.6%
2015	763	782	59.1%
2014	723	766	58.4%
2013	627	671	52.5%
2012	588	632	49.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$14.6	\$16.3
2015	\$13.8	\$14.5
2014	\$12.6	\$14.2
2013	\$10.6	\$12.2
2012	\$10.2	\$11.8

Guadalupe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$6.4	\$4.2	\$1.4	\$12.0
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

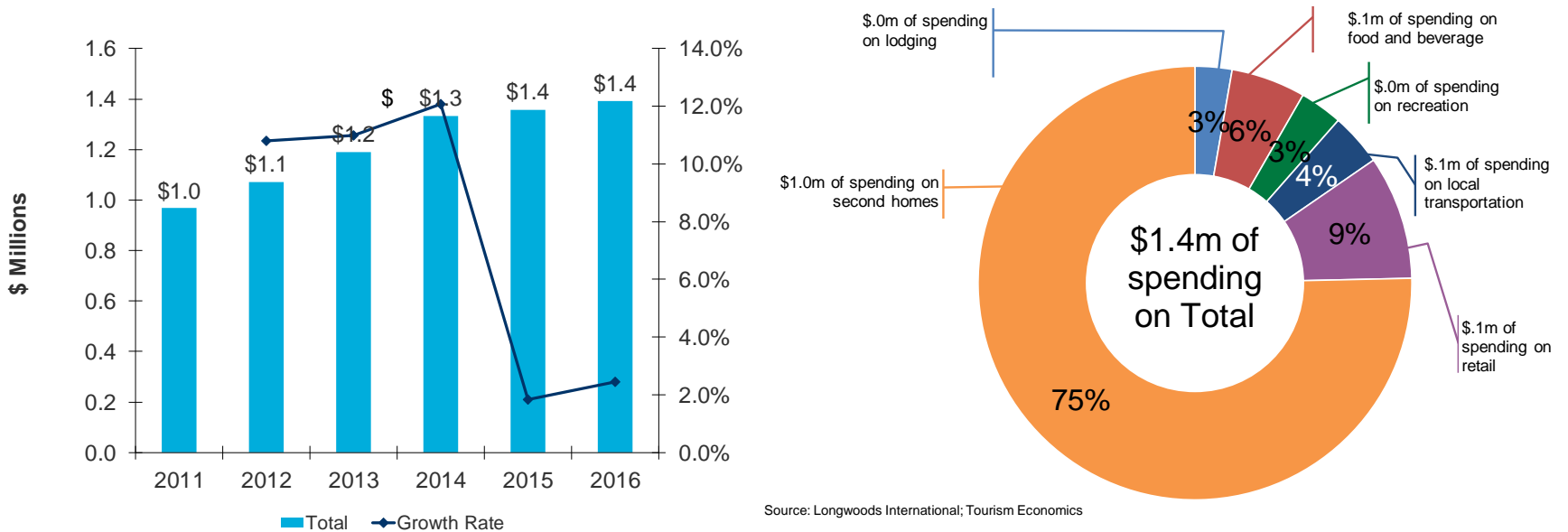




# Harding County, Visitor Spending by Industry

Harding County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$1.0	\$1.4	2.5%
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



Source: Longwoods International; Tourism Economics

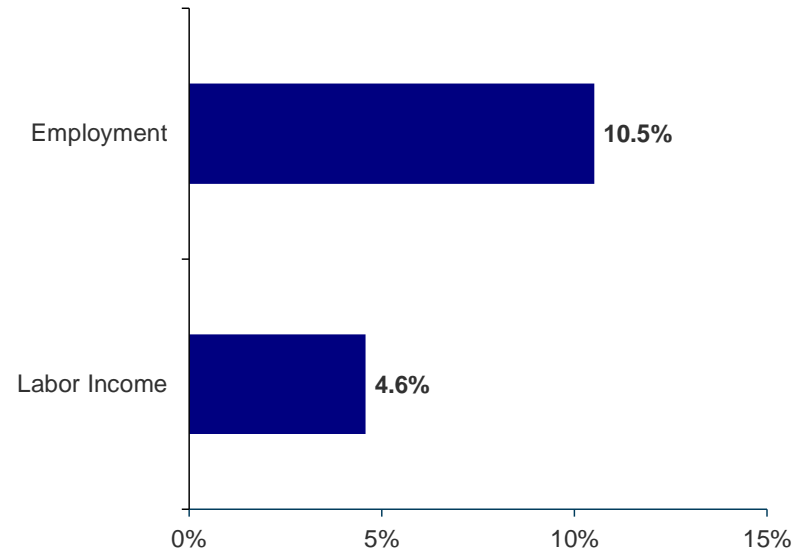
# Harding County, Tourism Impact

Harding County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	16	19	9.6%
2015	16	19	9.2%
2014	16	21	12.6%
2013	15	19	10.7%
2012	13	16	9.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$0.2	\$0.3
2015	\$0.2	\$0.3
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
2016	\$0.1	\$0.0	\$0.0	\$0.2
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

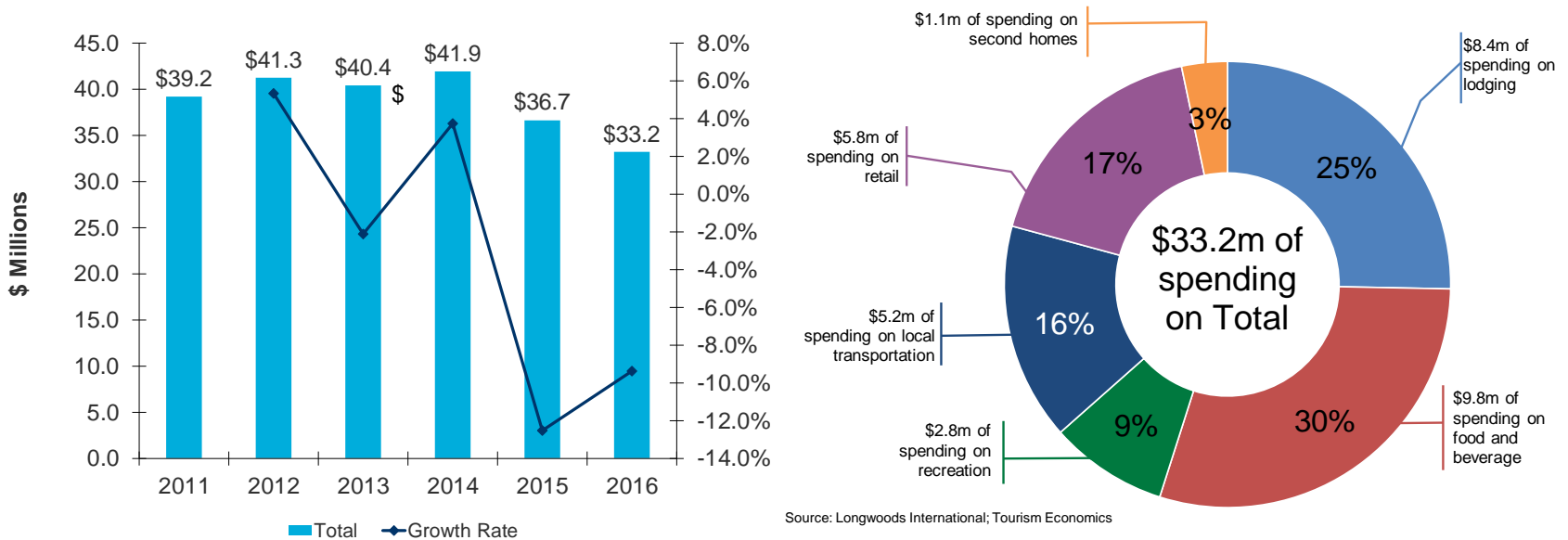
### Tourism Share of County Economy



# Hidalgo County, Visitor Spending by Industry

Hidalgo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$8.4	\$9.8	\$5.8	\$2.8	\$5.2	\$1.1	\$33.2	-9.4%
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



Source: Longwoods International; Tourism Economics

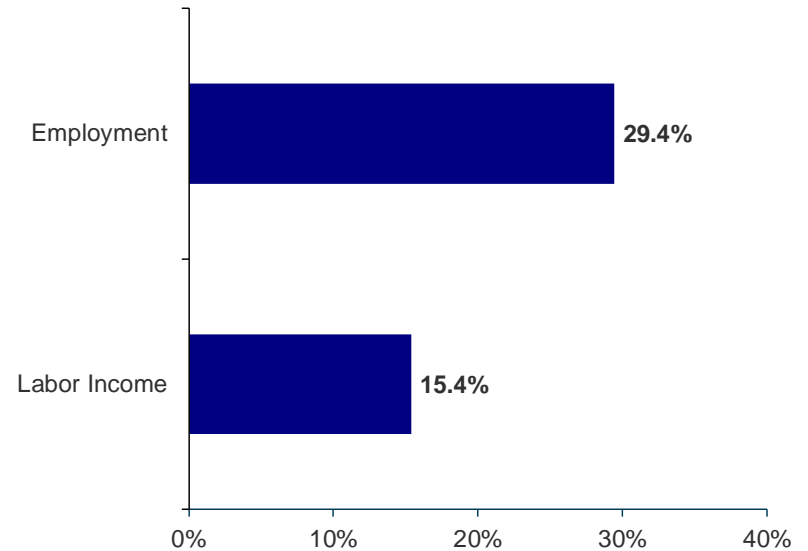
# Hidalgo County, Tourism Impact

Hidalgo County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	472	512	32.3%
2015	485	503	31.7%
2014	517	573	35.2%
2013	541	595	35.5%
2012	535	597	35.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$9.1	\$10.6
2015	\$9.6	\$10.3
2014	\$10.3	\$12.4
2013	\$10.3	\$12.3
2012	\$10.2	\$12.5

Hidalgo County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$3.8	\$2.3	\$0.8	\$6.9
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

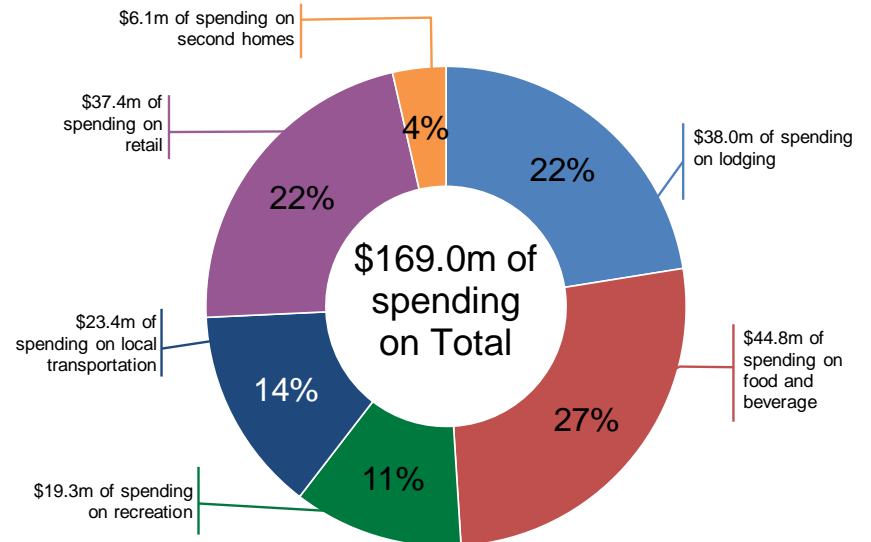
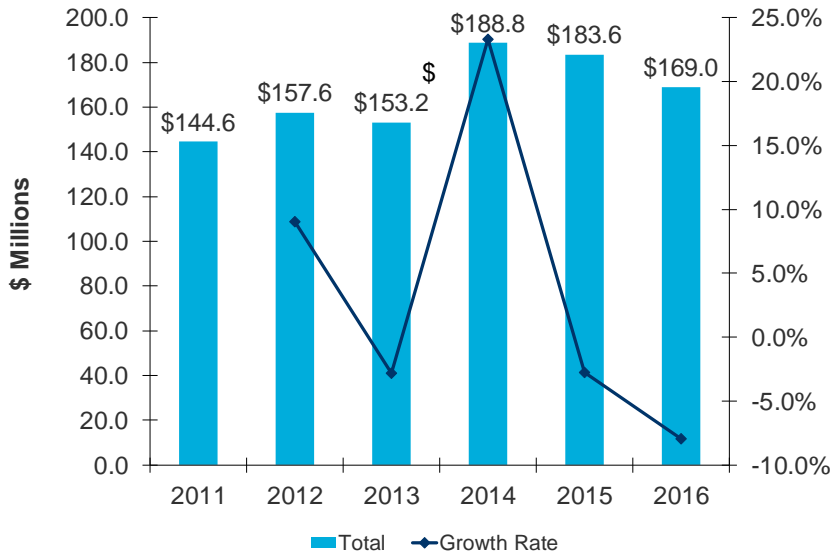
Tourism Share of County Economy



# Lea County, Visitor Spending by Industry

Lea County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$38.0	\$44.8	\$37.4	\$19.3	\$23.4	\$6.1	\$169.0	-7.9%
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



Source: Longwoods International; Tourism Economics

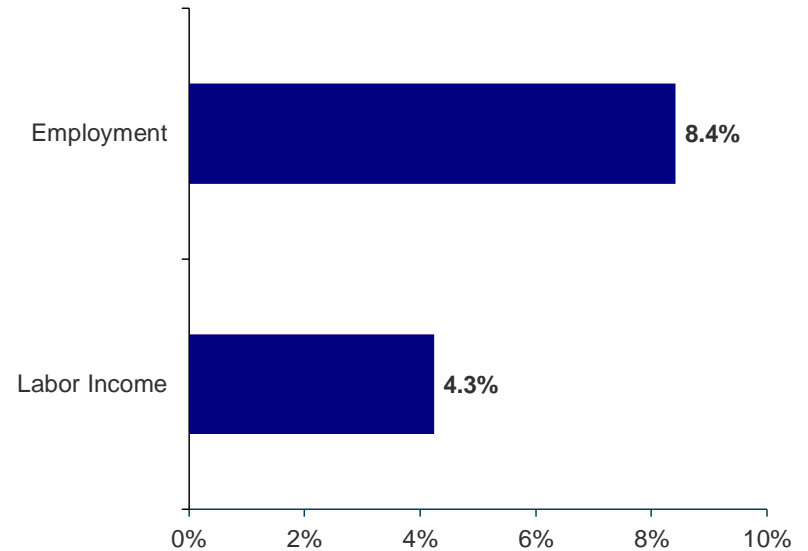
# Lea County, Tourism Impact

Lea County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,323	3,209	9.6%
2015	2,557	3,219	9.7%
2014	2,492	3,698	11.7%
2013	2,005	3,191	10.6%
2012	2,232	3,854	13.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$54.7	\$88.9
2015	\$60.4	\$85.6
2014	\$58.7	\$103.6
2013	\$52.6	\$96.0
2012	\$59.2	\$118.7

Lea County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$23.5	\$13.8	\$6.9	\$44.3
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

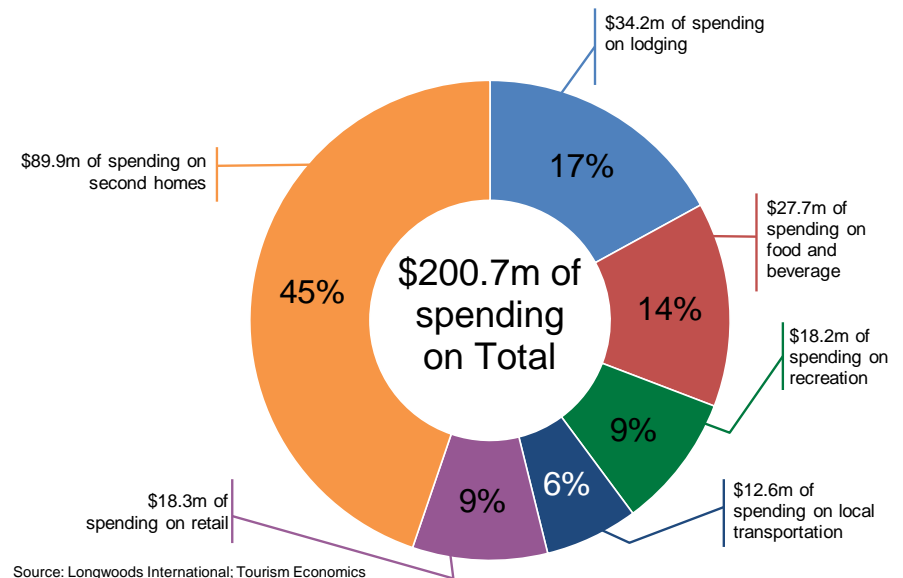
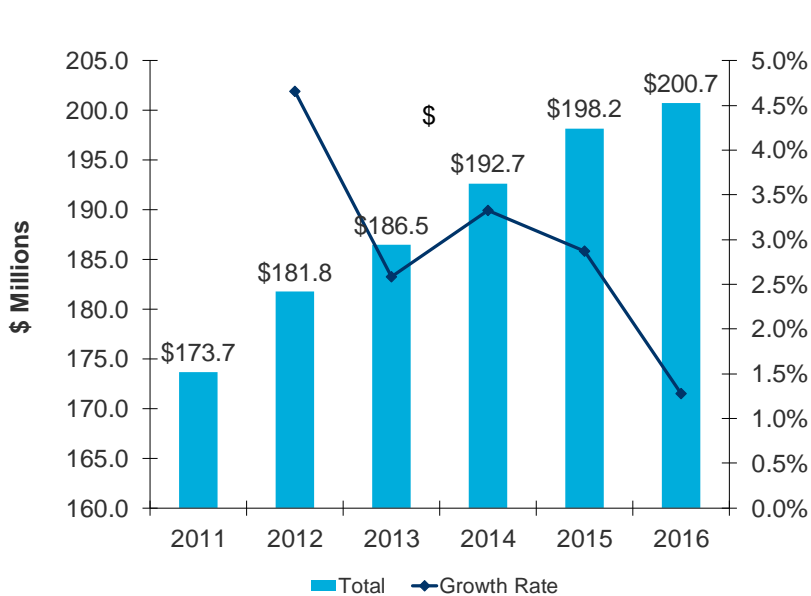
## Tourism Share of County Economy



# Lincoln County, Visitor Spending by Industry

Lincoln County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$34.2	\$27.7	\$18.3	\$18.2	\$12.6	\$89.9	\$200.7	1.3%
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



Source: Longwoods International; Tourism Economics

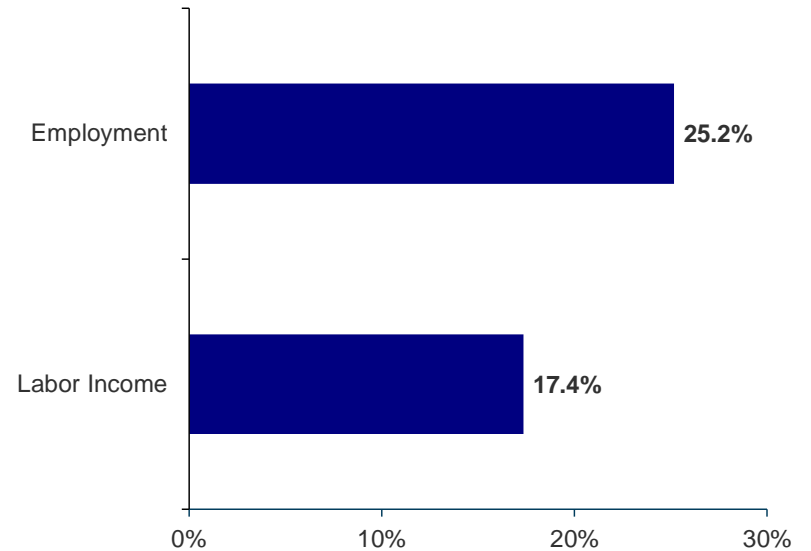
# Lincoln County, Tourism Impact

Lincoln County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	1,609	1,779	27.4%
2015	1,603	1,707	26.3%
2014	1,518	1,717	26.8%
2013	1,516	1,700	26.5%
2012	1,475	1,659	25.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$33.4	\$40.0
2015	\$32.9	\$36.8
2014	\$29.6	\$37.0
2013	\$29.5	\$36.2
2012	\$28.5	\$35.2

Lincoln County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$13.6	\$8.2	\$3.3	\$25.1
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

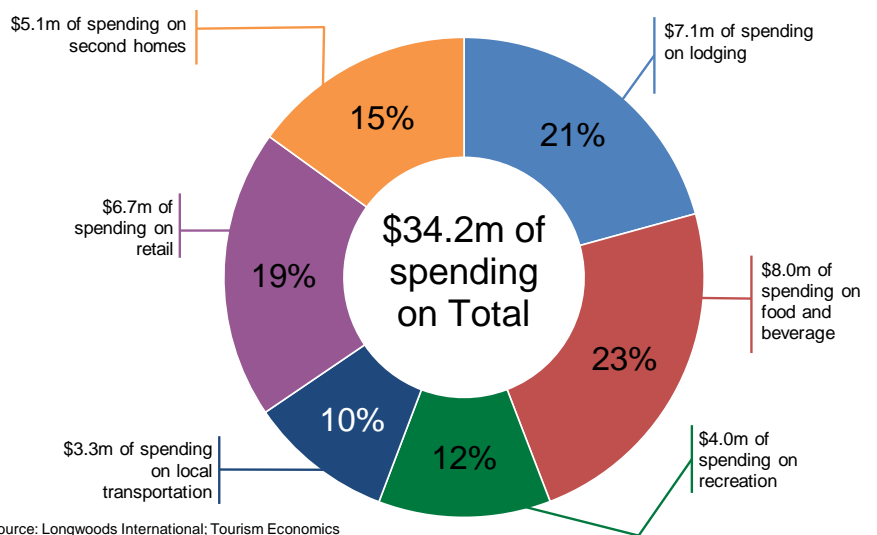
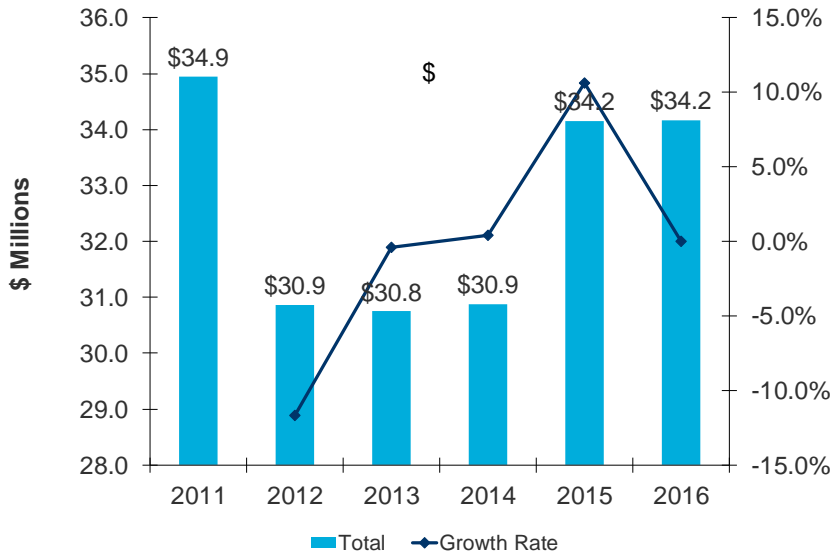




# Los Alamos County, Visitor Spending by Industry

Los Alamos County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$7.1	\$8.0	\$6.7	\$4.0	\$3.3	\$5.1	\$34.2	0.0%
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



Source: Longwoods International; Tourism Economics

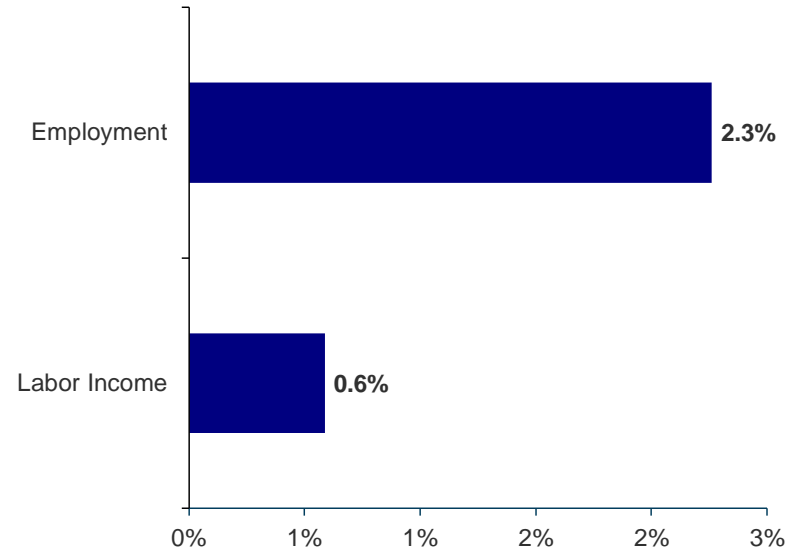
# Los Alamos County, Tourism Impact

Los Alamos County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	357	991	6.5%
2015	353	949	6.2%
2014	331	805	5.2%
2013	345	833	5.2%
2012	366	930	5.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$7.5	\$31.9
2015	\$6.9	\$29.6
2014	\$6.3	\$24.0
2013	\$6.7	\$24.6
2012	\$7.2	\$27.9

Los Alamos County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$5.0	\$3.3	\$2.2	\$10.5
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

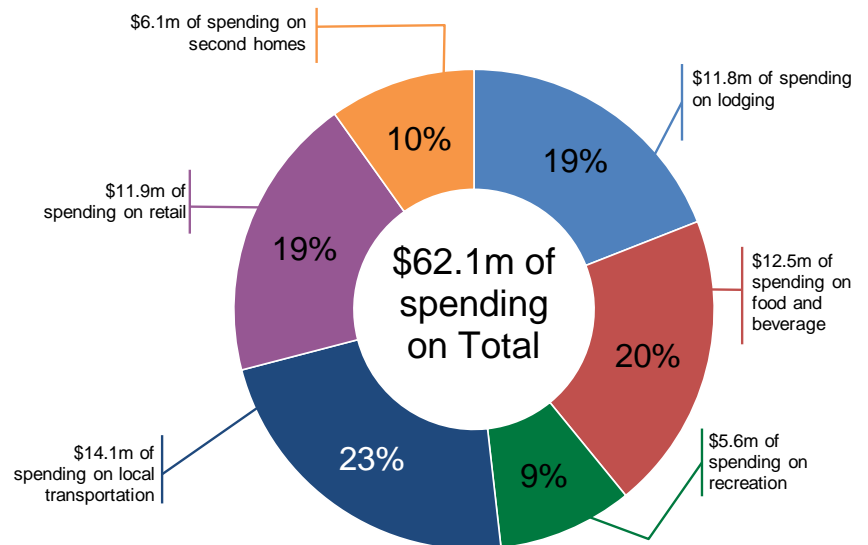
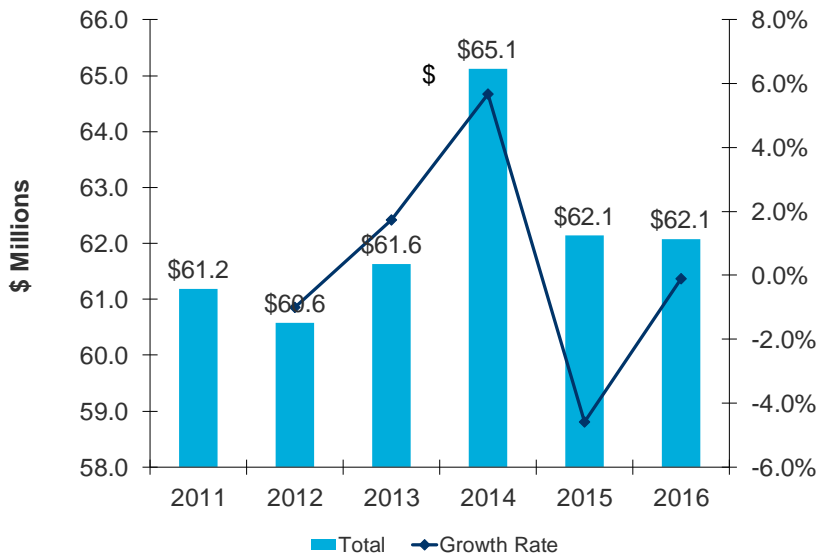
### Tourism Share of County Economy



# Luna County, Visitor Spending by Industry

Luna County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$11.8	\$12.5	\$11.9	\$5.6	\$14.1	\$6.1	\$62.1	-0.1%
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



Source: Longwoods International; Tourism Economics

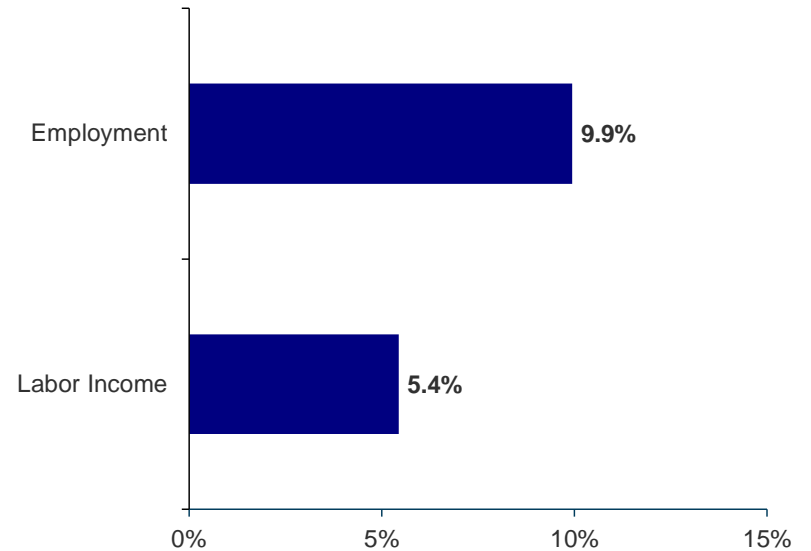
# Luna County, Tourism Impact

Luna County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	786	939	12.0%
2015	816	922	11.7%
2014	884	1,173	15.3%
2013	785	924	12.1%
2012	757	903	11.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$14.2	\$20.1
2015	\$14.2	\$18.2
2014	\$14.9	\$25.7
2013	\$13.9	\$19.0
2012	\$13.6	\$18.9

Luna County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$6.3	\$4.1	\$1.7	\$12.0
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

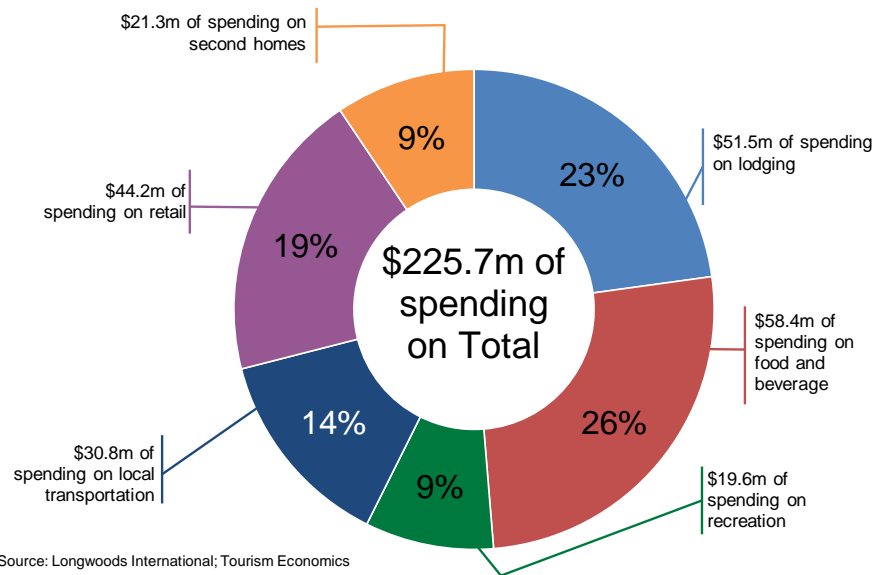
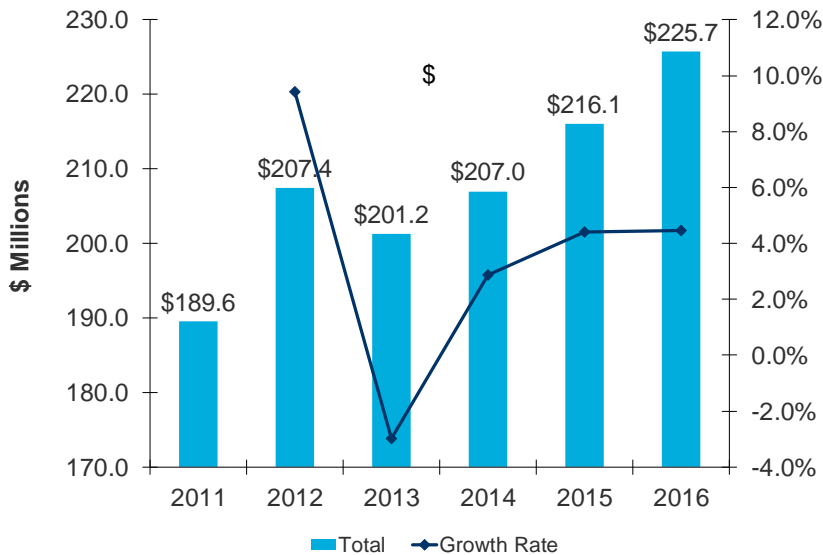
### Tourism Share of County Economy



# McKinley County, Visitor Spending by Industry

McKinley County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$51.5	\$58.4	\$44.2	\$19.6	\$30.8	\$21.3	\$225.7	4.5%
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



Source: Longwoods International; Tourism Economics

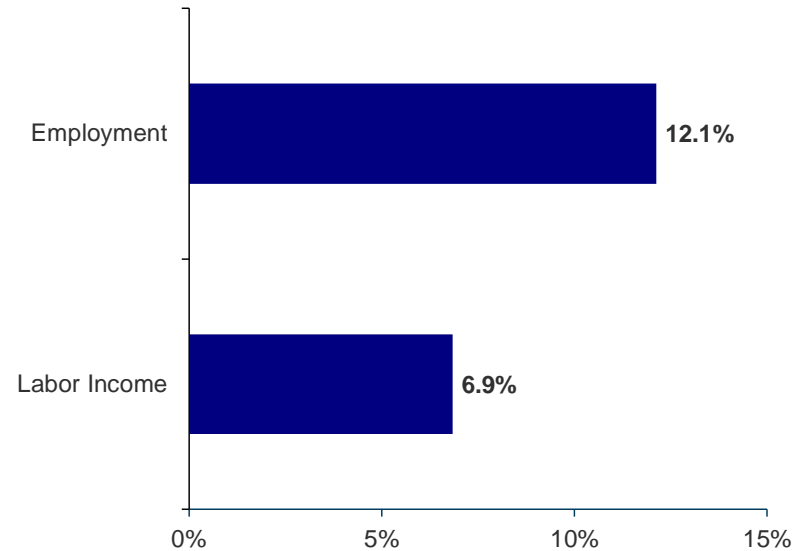
# McKinley County, Tourism Impact

McKinley County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,502	2,931	14.5%
2015	2,396	2,784	13.8%
2014	2,294	2,767	13.5%
2013	2,312	2,734	13.0%
2012	2,337	2,785	13.3%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$46.7	\$63.2
2015	\$44.7	\$59.5
2014	\$42.8	\$60.4
2013	\$43.4	\$58.8
2012	\$43.5	\$59.9

McKinley County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$21.3	\$14.1	\$5.6	\$41.0
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

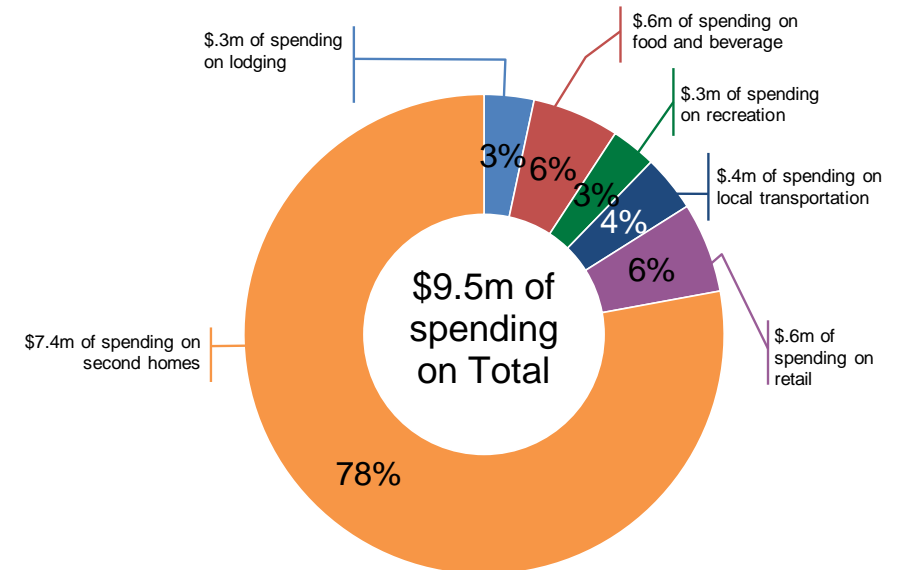
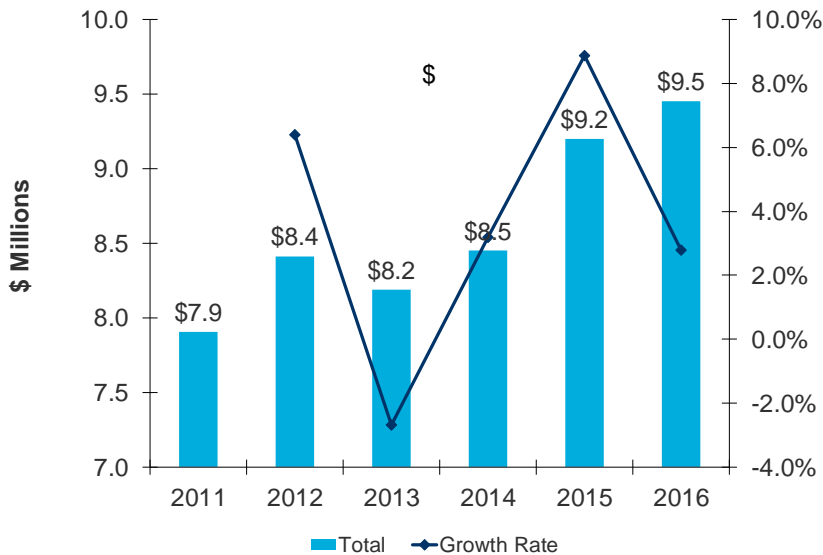
Tourism Share of County Economy



# Mora County, Visitor Spending by Industry

Mora County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$0.3	\$0.6	\$0.6	\$0.3	\$0.4	\$7.4	\$9.5	2.8%
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



Source: Longwoods International; Tourism Economics

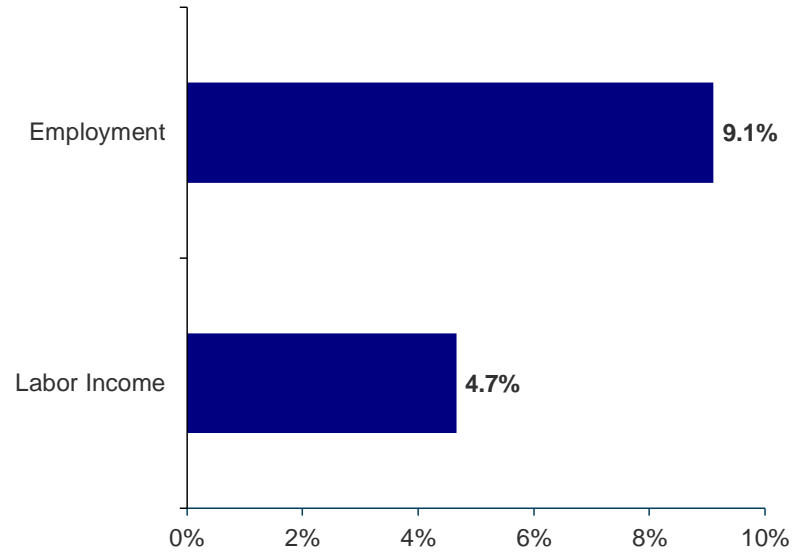
# Mora County, Tourism Impact

Mora County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	64	70	10.1%
2015	68	71	10.3%
2014	63	70	10.4%
2013	57	63	8.8%
2012	70	76	10.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$1.0	\$1.2
2015	\$1.1	\$1.2
2014	\$1.0	\$1.2
2013	\$0.9	\$1.1
2012	\$1.1	\$1.3

Mora County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$0.4	\$0.2	\$0.1	\$0.6
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

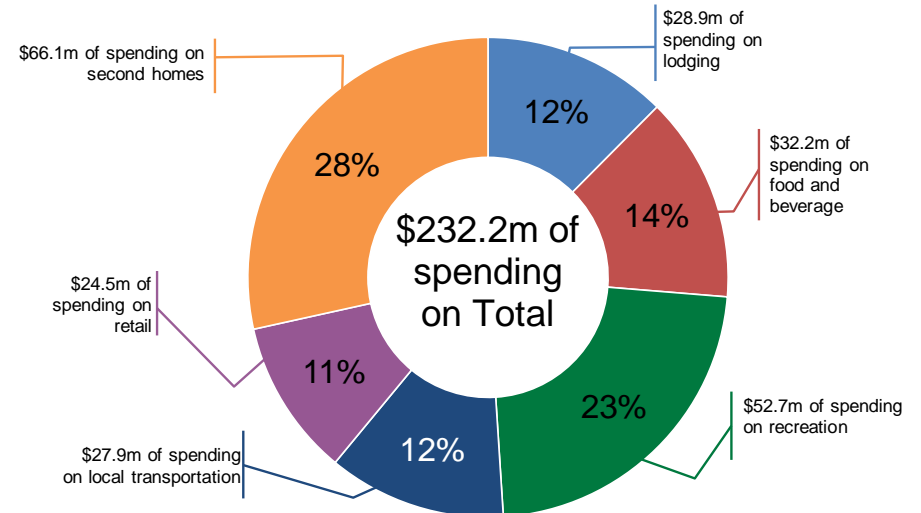
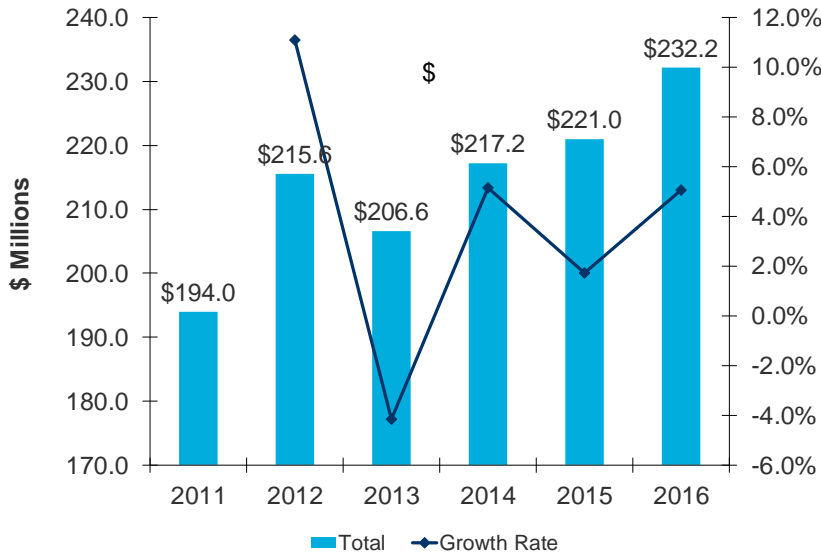




# Otero County, Visitor Spending by Industry

Otero County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$28.9	\$32.2	\$24.5	\$52.7	\$27.9	\$66.1	\$232.2	5.1%
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



Source: Longwoods International; Tourism Economics

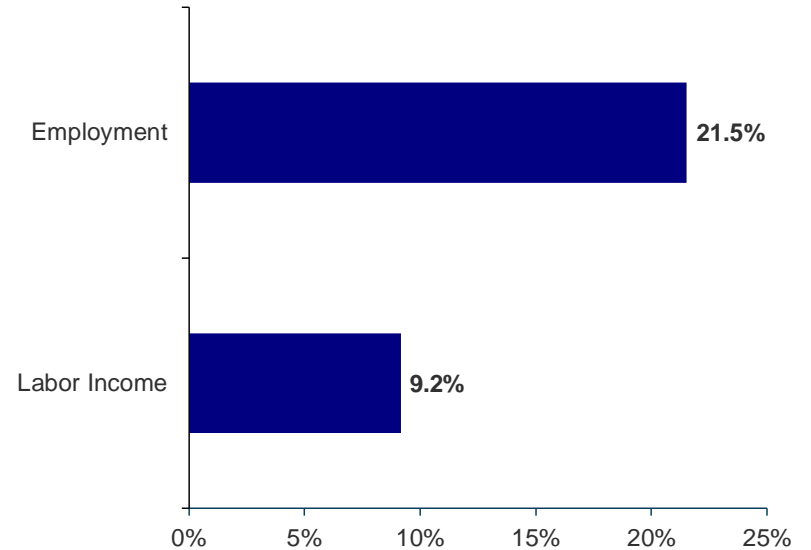
# Otero County, Tourism Impact

Otero County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	3,832	4,224	24.4%
2015	3,529	3,902	22.5%
2014	3,446	3,795	21.4%
2013	3,561	3,908	22.2%
2012	3,572	3,900	23.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$57.1	\$72.2
2015	\$54.0	\$68.1
2014	\$52.8	\$65.8
2013	\$52.3	\$65.0
2012	\$53.4	\$65.4

Otero County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$22.8	\$13.1	\$5.5	\$41.4
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

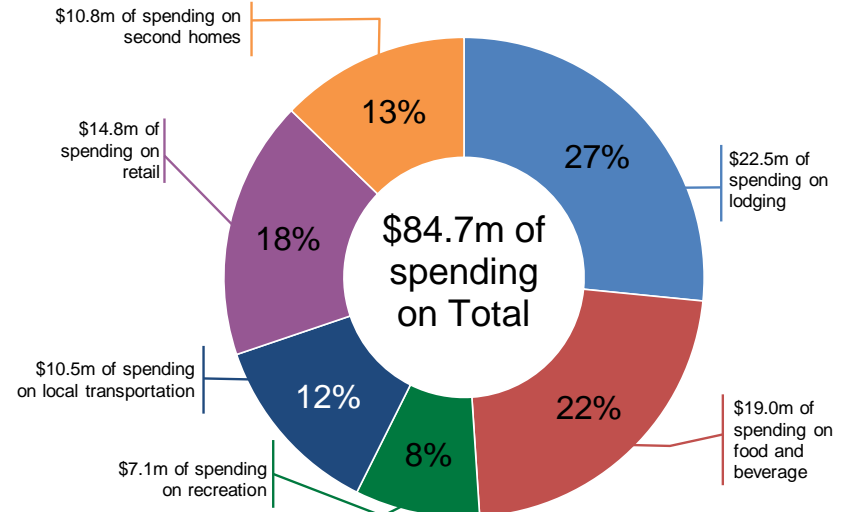
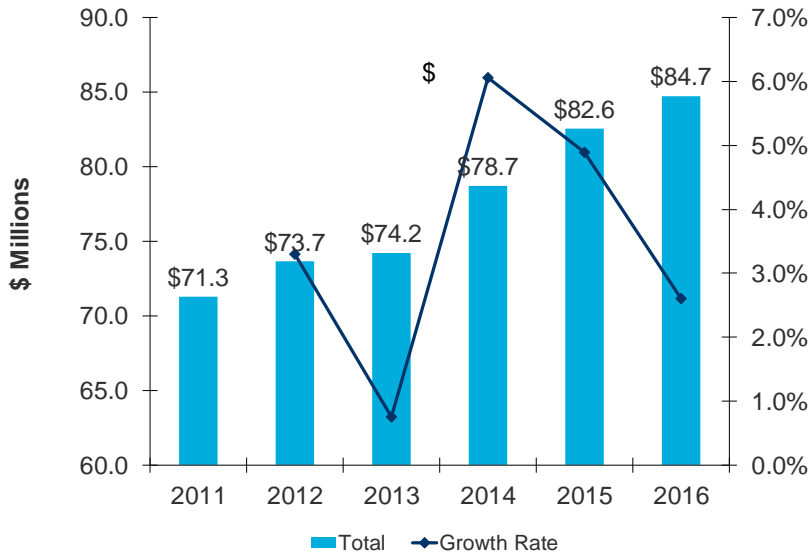
Tourism Share of County Economy



# Quay County, Visitor Spending by Industry

Quay County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$22.5	\$19.0	\$14.8	\$7.1	\$10.5	\$10.8	\$84.7	2.6%
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



Source: Longwoods International; Tourism Economics

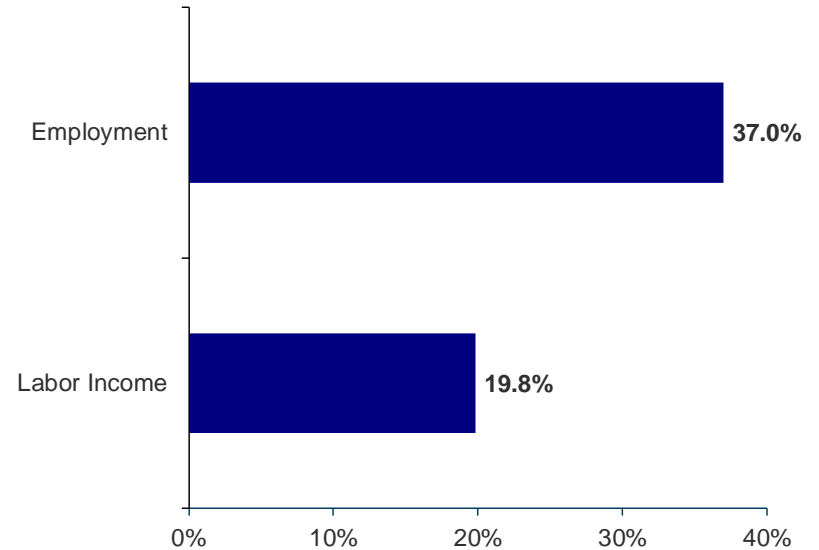
# Quay County, Tourism Impact

Quay County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	931	967	36.4%
2015	894	923	34.8%
2014	852	919	35.0%
2013	926	992	37.3%
2012	907	983	37.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$15.3	\$16.6
2015	\$14.1	\$15.2
2014	\$13.5	\$16.0
2013	\$14.4	\$16.9
2012	\$14.2	\$17.0

Quay County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$6.9	\$4.7	\$1.4	\$13.0
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

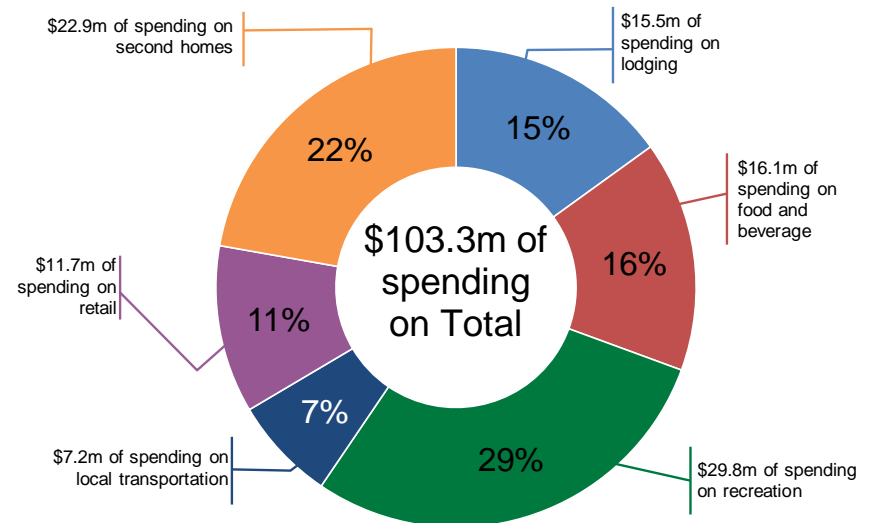
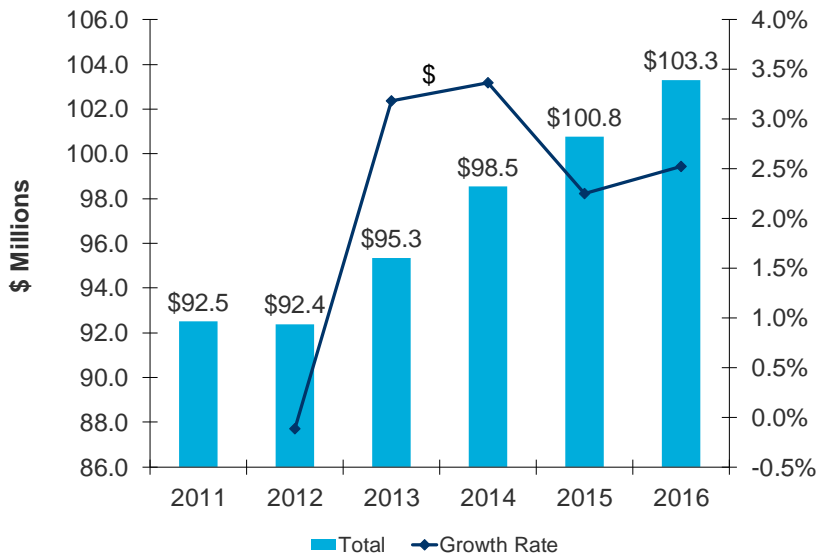
### Tourism Share of County Economy



# 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
2016	\$15.5	\$16.1	\$11.7	\$29.8	\$7.2	\$22.9	\$103.3	2.5%
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



Source: Longwoods International; Tourism Economics

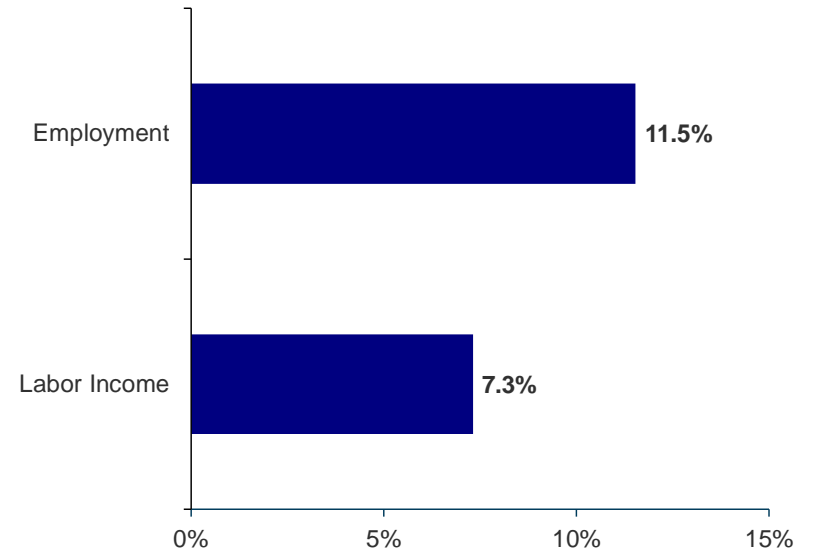
# Rio Arriba County, Tourism Impact

Rio Arriba County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	1,132	1,296	13.6%
2015	1,125	1,247	13.1%
2014	1,037	1,165	12.4%
2013	1,022	1,148	12.2%
2012	942	1,065	11.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$23.4	\$29.7
2015	\$23.1	\$27.7
2014	\$22.3	\$27.0
2013	\$21.3	\$25.9
2012	\$19.6	\$24.1

Rio Arriba County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$9.8	\$5.9	\$2.3	\$18.0
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

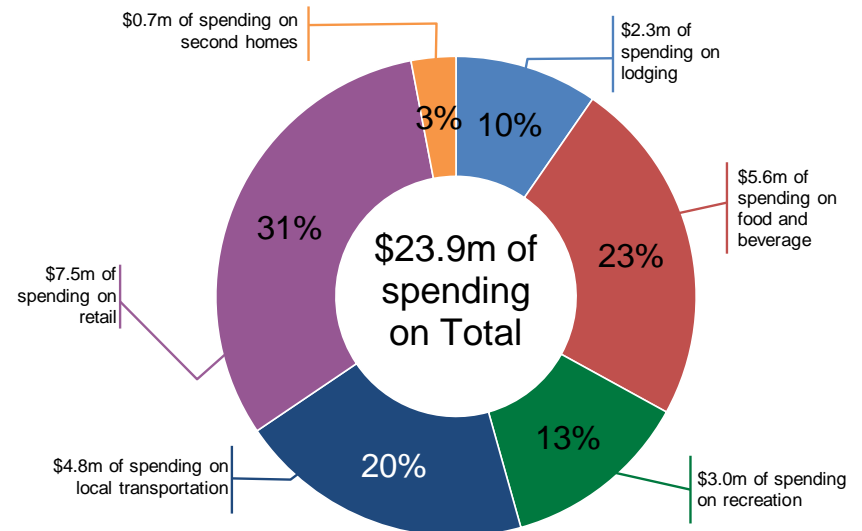
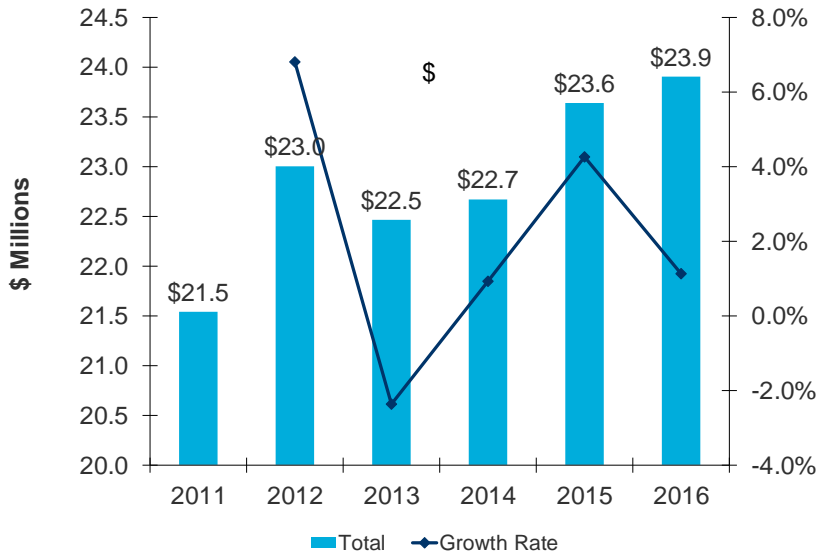
### Tourism Share of County Economy



# Roosevelt County, Visitor Spending by Industry

Roosevelt County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$2.3	\$5.6	\$7.5	\$3.0	\$4.8	\$0.7	\$23.9	1.1%
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



Source: Longwoods International; Tourism Economics

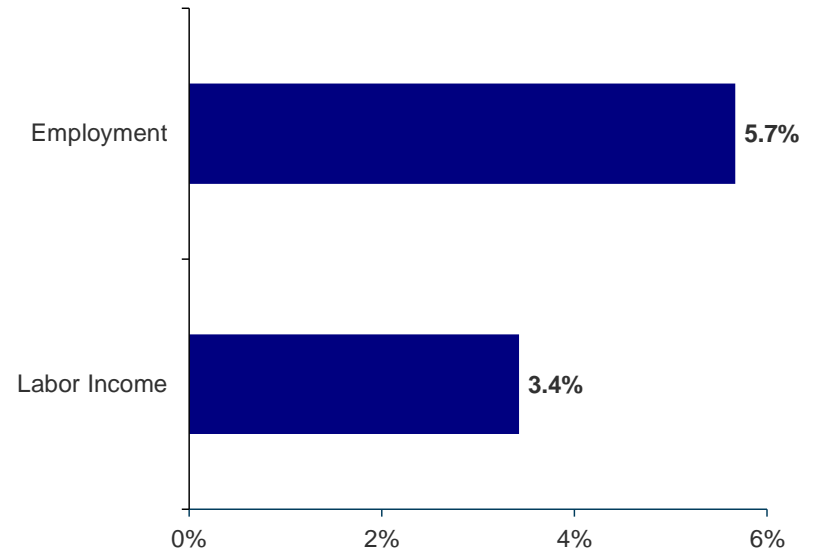
# Roosevelt County, Tourism Impact

Roosevelt County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	334	447	7.3%
2015	344	449	7.4%
2014	334	453	7.2%
2013	331	435	6.9%
2012	329	432	6.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$6.9	\$11.2
2015	\$6.9	\$10.8
2014	\$5.9	\$10.4
2013	\$6.1	\$9.9
2012	\$6.1	\$9.9

Roosevelt County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$3.0	\$1.9	\$1.0	\$5.9
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

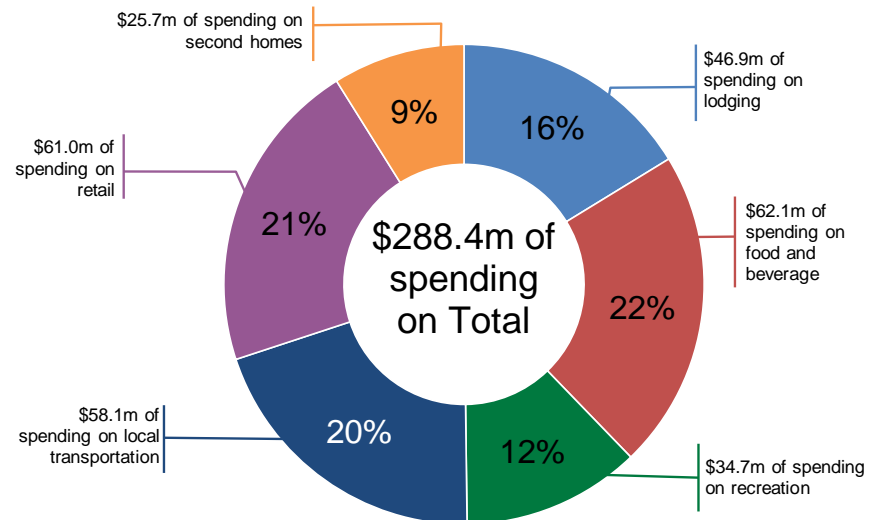
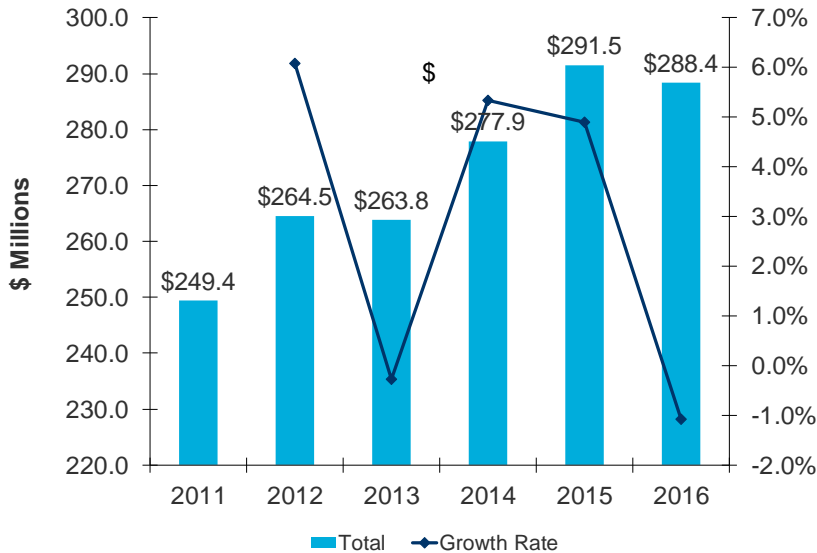




# San Juan County, Visitor Spending by Industry

San Juan County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$46.9	\$62.1	\$61.0	\$34.7	\$58.1	\$25.7	\$288.4	-1.1%
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



Source: Longwoods International; Tourism Economics

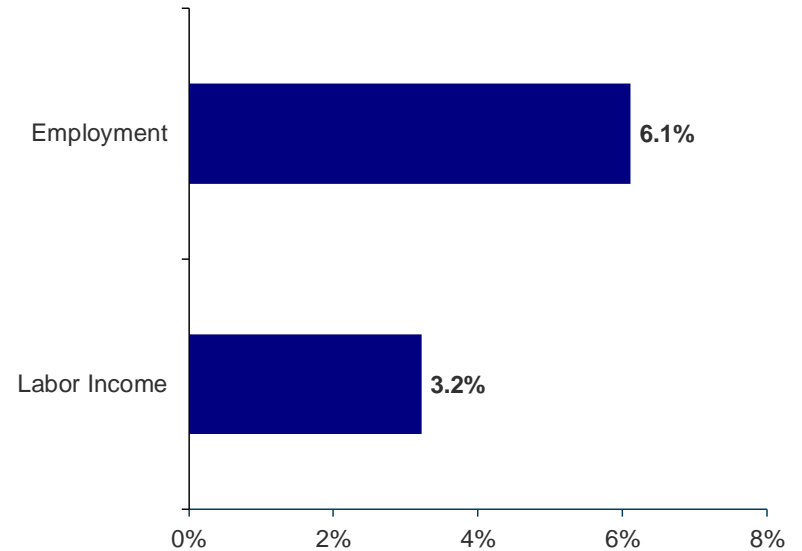
# San Juan County, Tourism Impact

San Juan County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,924	4,259	8.5%
2015	2,908	4,470	8.9%
2014	2,788	4,060	8.2%
2013	2,772	4,098	8.3%
2012	2,687	3,802	7.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$66.7	\$118.3
2015	\$64.7	\$124.3
2014	\$61.5	\$108.9
2013	\$59.4	\$108.0
2012	\$58.3	\$99.1

San Juan County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$31.6	\$20.4	\$9.8	\$61.7
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

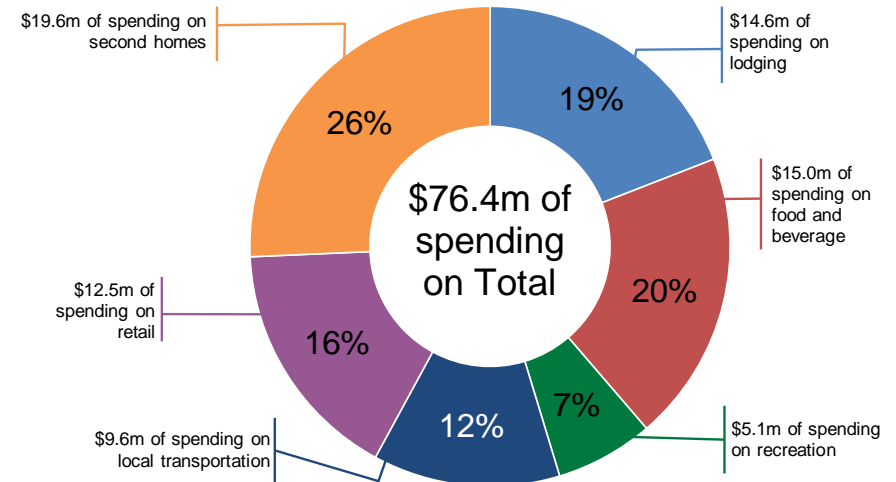
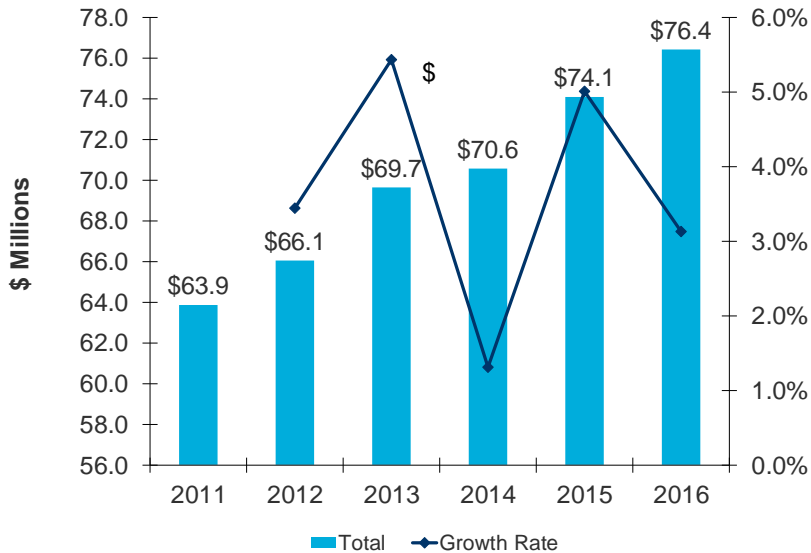
### Tourism Share of County Economy



# 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
2016	\$14.6	\$15.0	\$12.5	\$5.1	\$9.6	\$19.6	\$76.4	3.1%
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



Source: Longwoods International; Tourism Economics

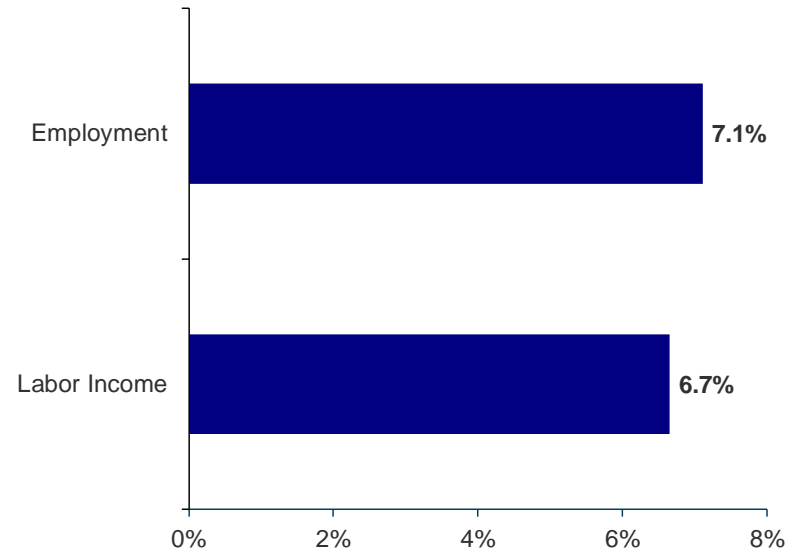
# San Miguel County, Tourism Impact

San Miguel County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	583	681	8.3%
2015	553	654	8.0%
2014	544	678	8.3%
2013	554	691	8.6%
2012	551	688	8.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$16.5	\$20.2
2015	\$15.2	\$19.1
2014	\$15.0	\$20.0
2013	\$15.2	\$20.2
2012	\$14.2	\$19.3

San Miguel County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$6.8	\$4.2	\$1.8	\$12.8
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

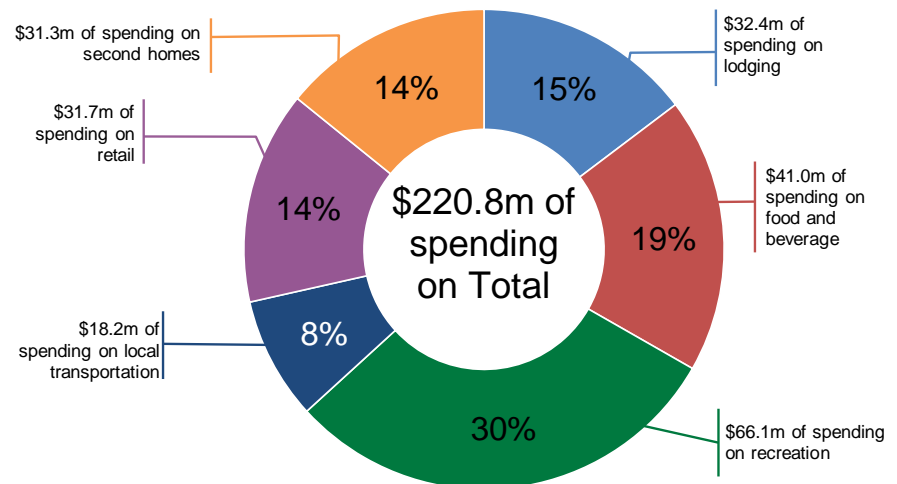
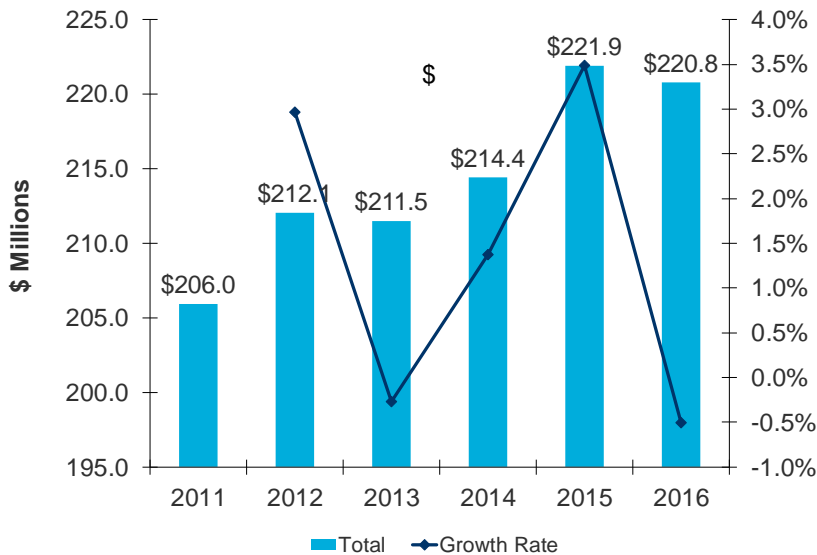
### Tourism Share of County Economy



# Sandoval County, Visitor Spending by Industry

Sandoval County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$32.4	\$41.0	\$31.7	\$66.1	\$18.2	\$31.3	\$220.8	-0.5%
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



Source: Longwoods International; Tourism Economics

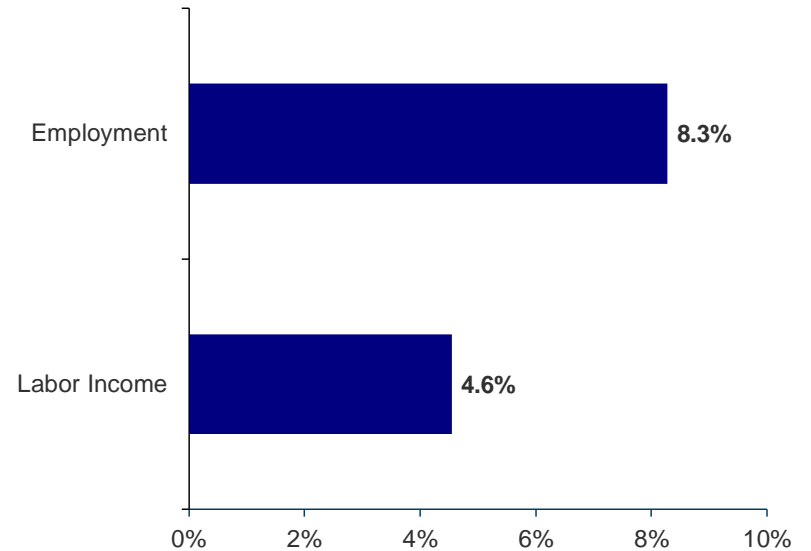
# Sandoval County, Tourism Impact

<b>Sandoval County</b>			
<b>Tourism Employment</b>			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,421	2,995	10.4%
2015	2,469	2,912	10.1%
2014	2,461	3,005	10.2%
2013	2,468	3,043	10.3%
2012	2,400	2,970	10.2%

<b>Tourism Labor Income (millions)</b>		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$55.3	\$77.4
2015	\$56.7	\$73.5
2014	\$54.9	\$75.2
2013	\$53.8	\$74.9
2012	\$52.2	\$73.1

<b>Sandoval County</b>				
<b>Total Tourism Tax Receipts (millions)</b>				
Year	Federal	State	Local	Total
2016	\$23.6	\$14.4	\$6.7	\$44.7
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

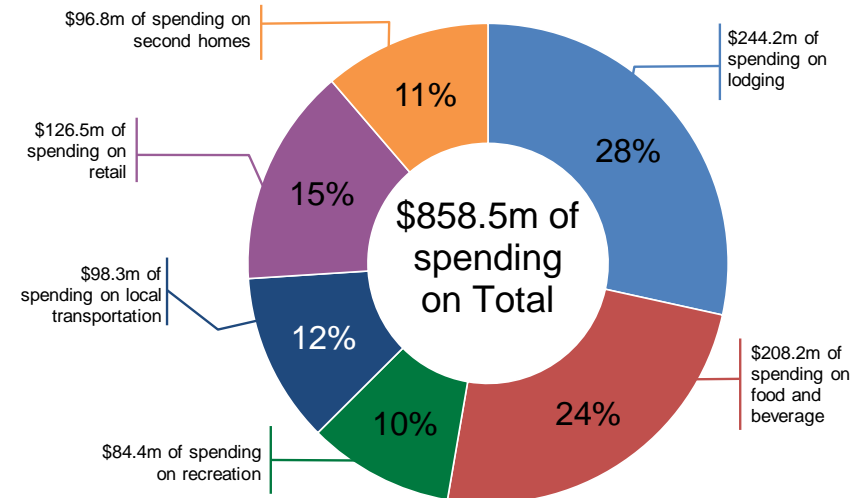
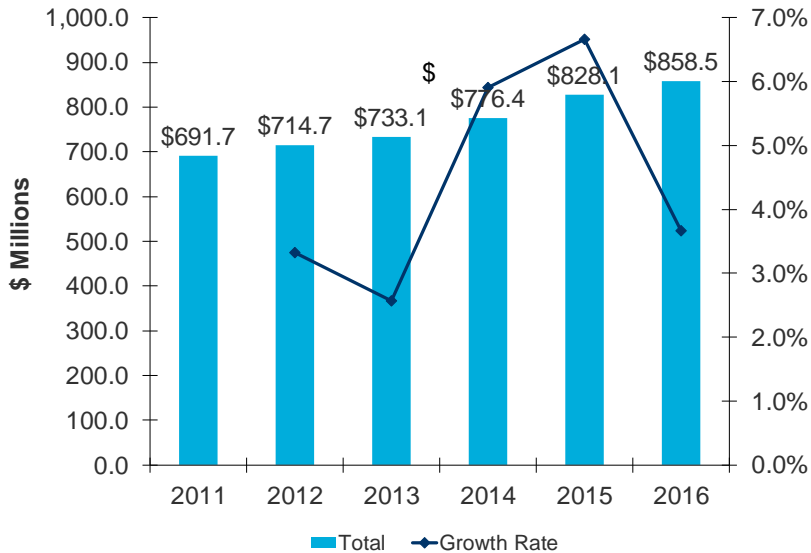
**Tourism Share of County Economy**



# 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
2016	\$244.2	\$208.2	\$126.5	\$84.4	\$98.3	\$96.8	\$858.5	3.7%
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



Source: Longwoods International; Tourism Economics

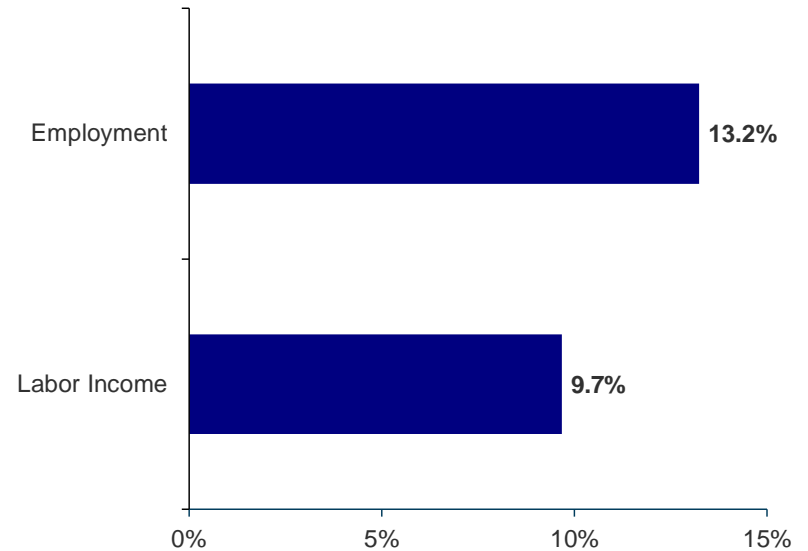
# Santa Fe County, Tourism Impact

Santa Fe County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	8,076	9,793	16.2%
2015	7,857	9,468	15.7%
2014	7,778	9,788	16.1%
2013	7,762	9,672	16.1%
2012	7,605	9,453	15.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$254.3	\$320.4
2015	\$244.1	\$305.5
2014	\$238.8	\$313.7
2013	\$228.4	\$298.6
2012	\$223.1	\$290.8

Santa Fe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$102.2	\$59.2	\$26.2	\$187.6
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

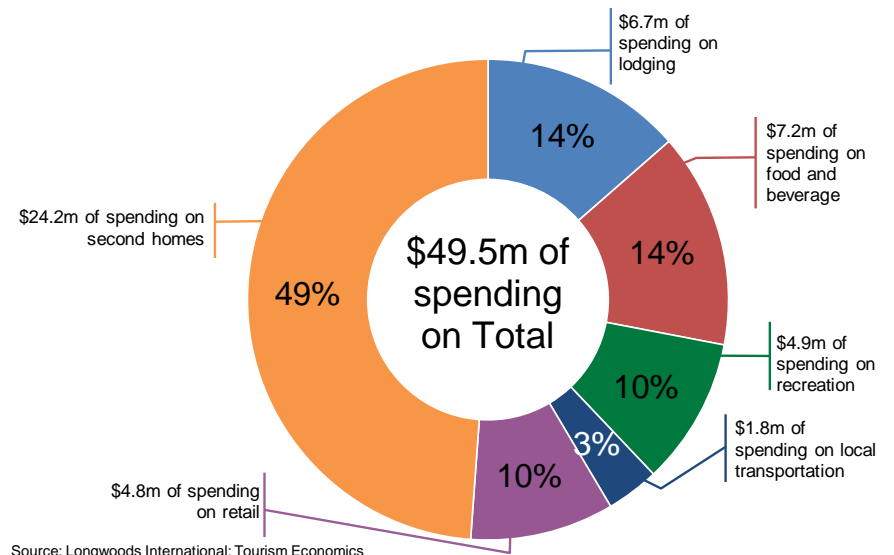
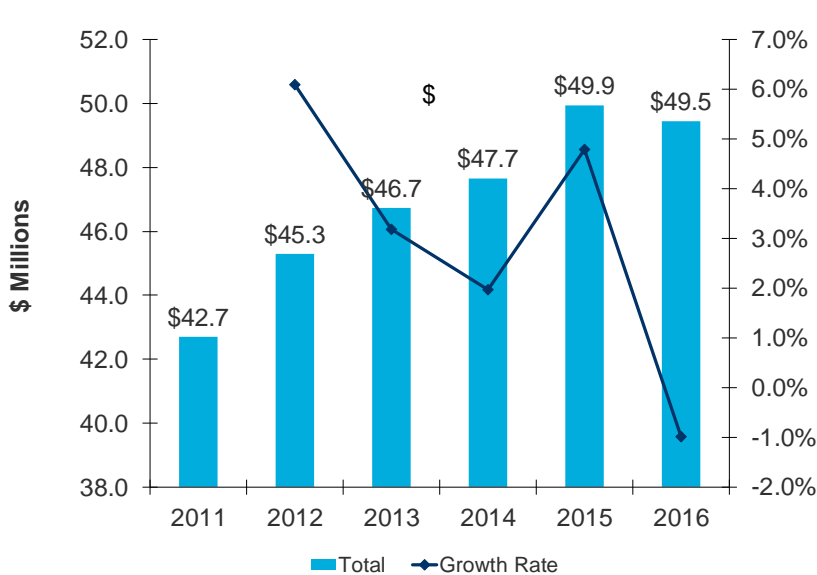




# Sierra County, Visitor Spending by Industry

Sierra County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$6.7	\$7.2	\$4.8	\$4.9	\$1.8	\$24.2	\$49.5	-1.0%
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



Source: Longwoods International; Tourism Economics

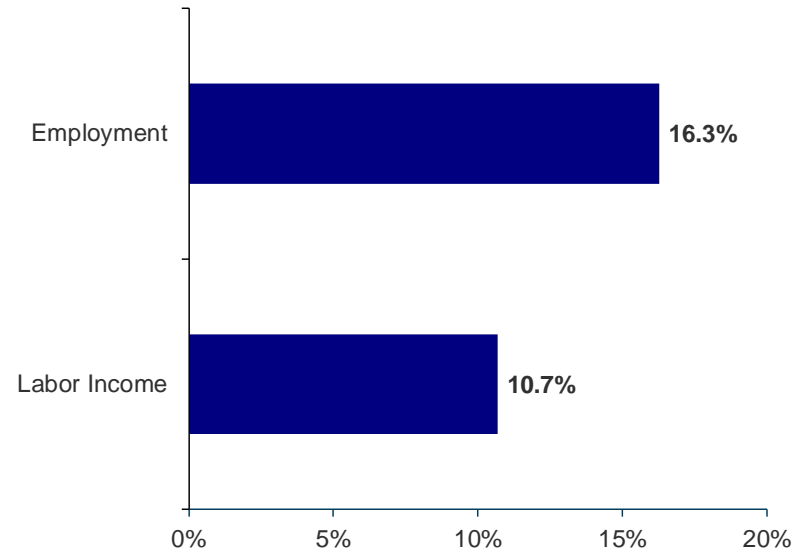
# Sierra County, Tourism Impact

Sierra County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	553	620	18.5%
2015	591	644	19.2%
2014	573	637	19.6%
2013	592	650	20.4%
2012	575	630	19.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$10.6	\$13.1
2015	\$10.7	\$12.7
2014	\$9.7	\$12.1
2013	\$9.9	\$12.0
2012	\$9.7	\$11.7

Sierra County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$4.0	\$2.2	\$1.1	\$7.2
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

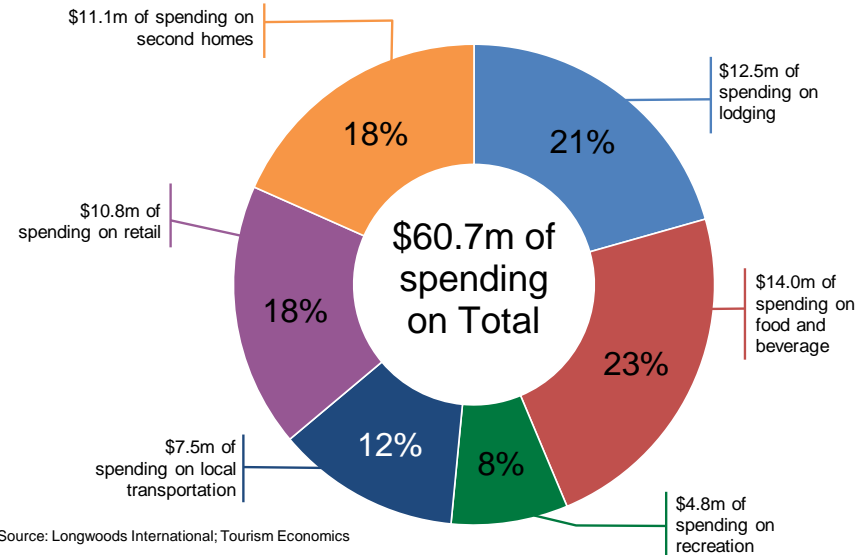
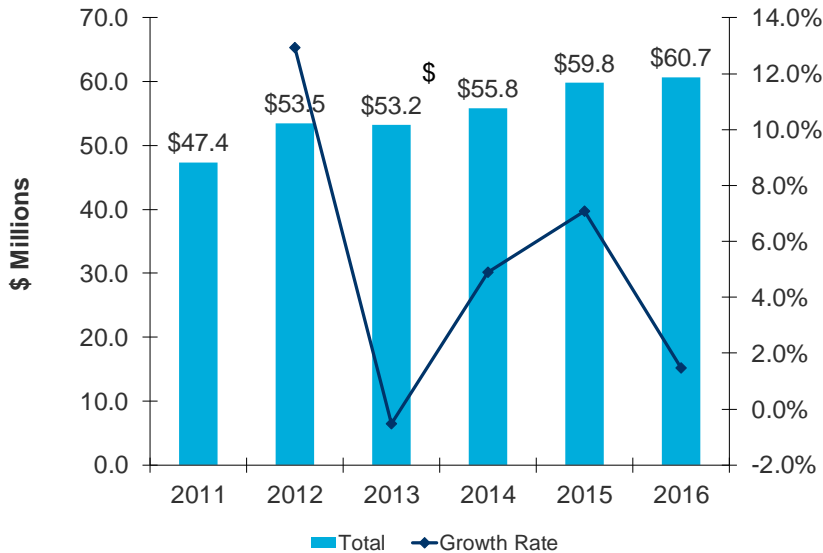
### Tourism Share of County Economy



# Socorro County, Visitor Spending by Industry

Socorro County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$12.5	\$14.0	\$10.8	\$4.8	\$7.5	\$11.1	\$60.7	1.5%
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



Source: Longwoods International; Tourism Economics

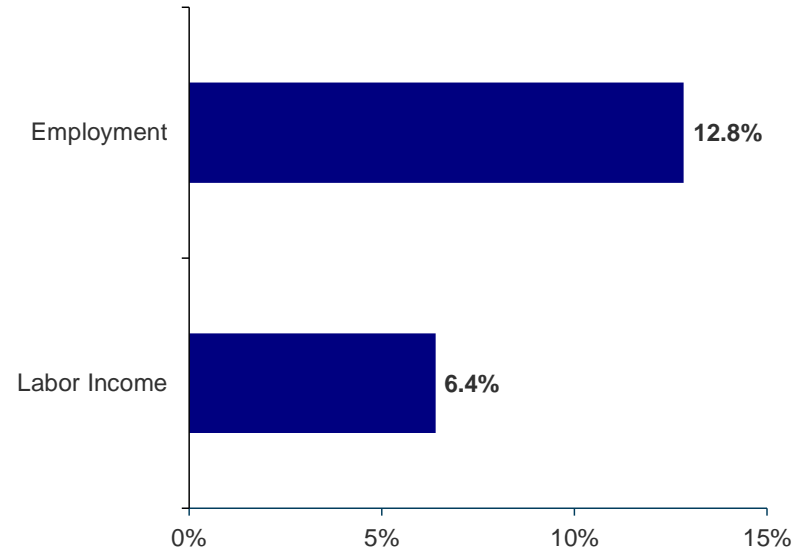
# Socorro County, Tourism Impact

Socorro County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	687	755	14.6%
2015	659	699	13.5%
2014	652	733	13.9%
2013	641	721	13.2%
2012	641	718	13.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$12.2	\$14.9
2015	\$11.8	\$13.4
2014	\$11.8	\$14.8
2013	\$11.9	\$14.8
2012	\$11.9	\$14.7

Socorro County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$5.3	\$3.4	\$1.3	\$10.0
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

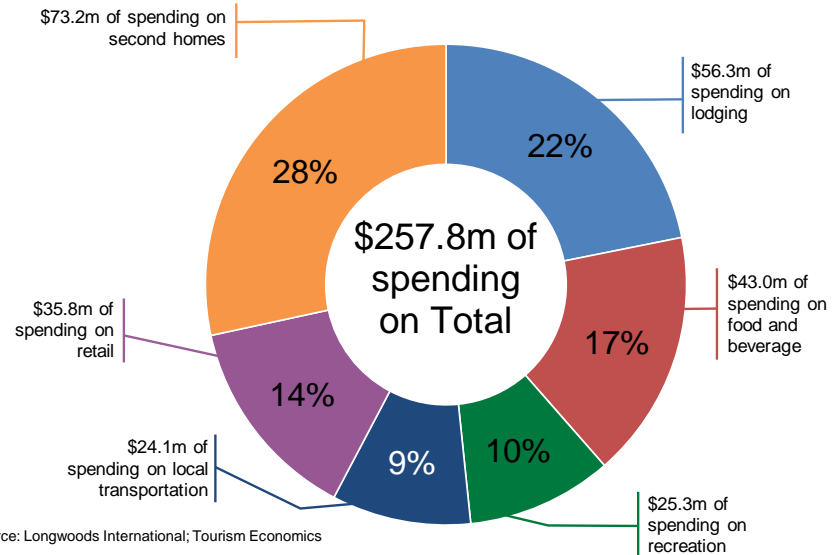
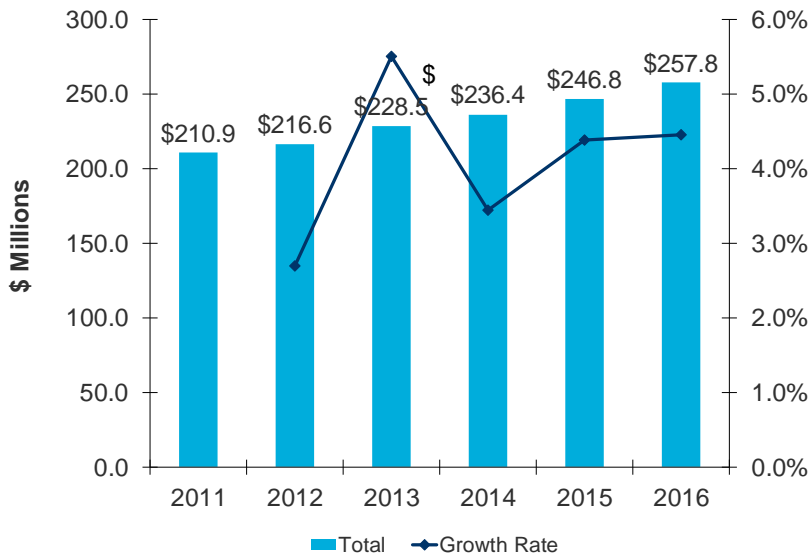
Tourism Share of County Economy



# Taos County, Visitor Spending by Industry

Taos County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$56.3	\$43.0	\$35.8	\$25.3	\$24.1	\$73.2	\$257.8	4.5%
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



Source: Longwoods International; Tourism Economics

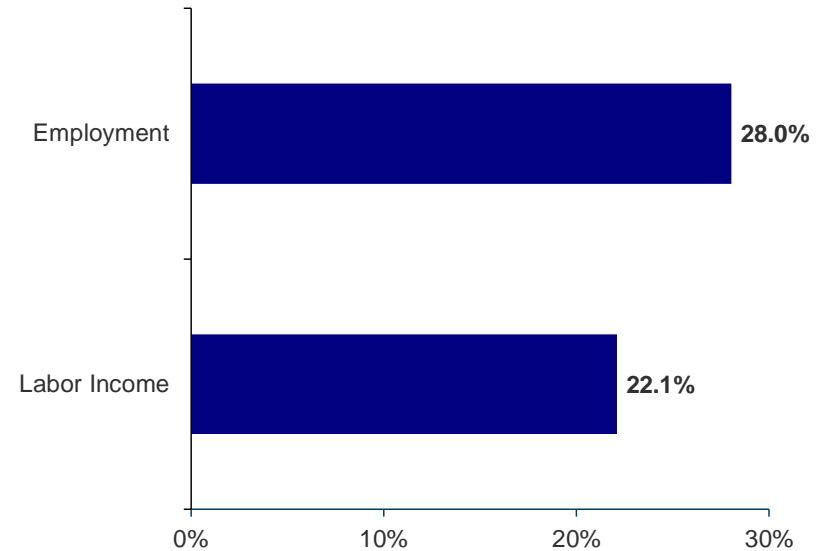
# Taos County, Tourism Impact

Taos County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,958	3,358	32.2%
2015	2,919	3,100	29.7%
2014	2,897	3,154	30.4%
2013	2,862	3,108	30.6%
2012	2,595	2,831	27.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$72.8	\$88.1
2015	\$70.1	\$77.0
2014	\$65.6	\$75.2
2013	\$59.5	\$68.5
2012	\$54.2	\$62.8

Taos County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$27.9	\$15.2	\$6.8	\$49.9
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

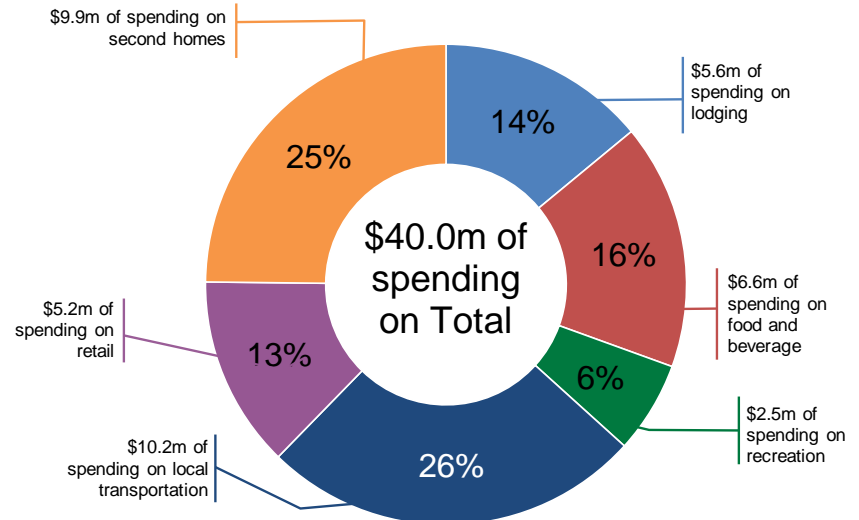
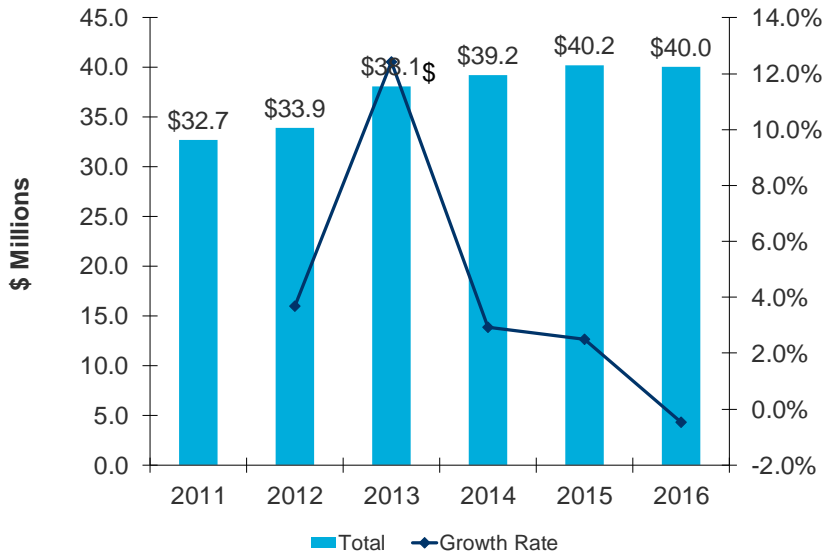
## Tourism Share of County Economy



# Torrance County, Visitor Spending by Industry

Torrance County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$5.6	\$6.6	\$5.2	\$2.5	\$10.2	\$9.9	\$40.0	-0.5%
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



Source: Longwoods International; Tourism Economics

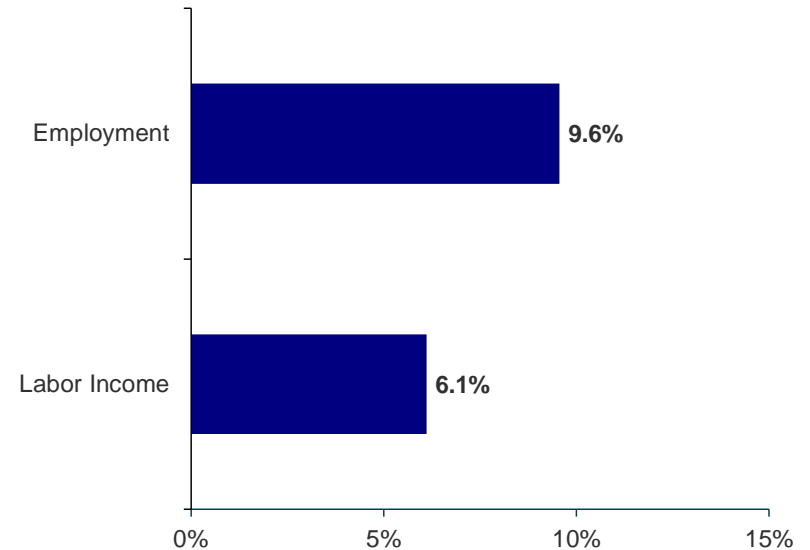
# Torrance County, Tourism Impact

Torrance County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	303	361	11.4%
2015	310	342	10.7%
2014	311	376	11.9%
2013	340	399	12.4%
2012	295	346	11.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$6.5	\$8.8
2015	\$6.5	\$7.8
2014	\$6.4	\$8.8
2013	\$6.2	\$8.4
2012	\$5.5	\$7.3

Torrance County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$3.0	\$2.0	\$0.7	\$5.7
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

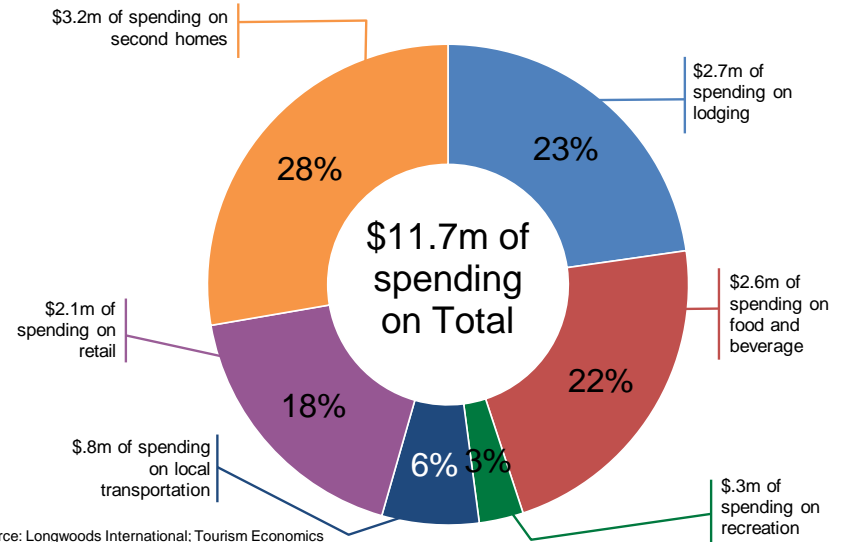
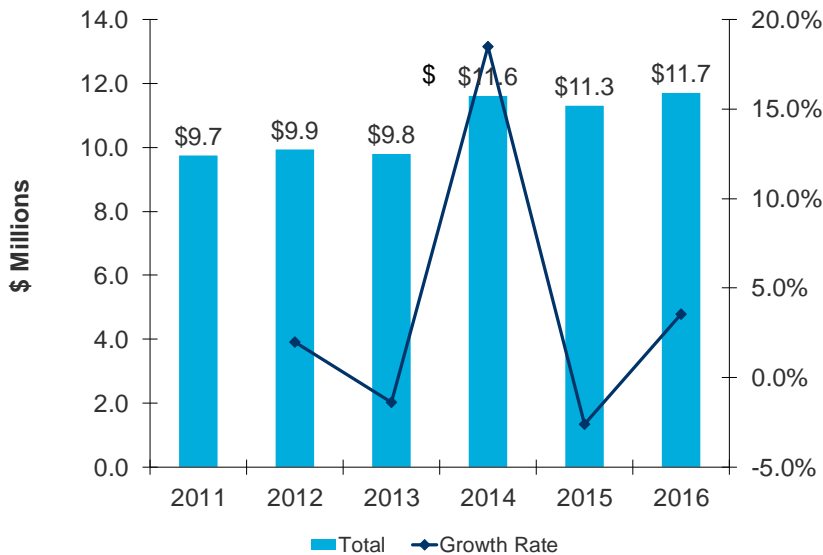




# Union County, Visitor Spending by Industry

Union County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$2.7	\$2.6	\$2.1	\$0.3	\$0.8	\$3.2	\$11.7	3.5%
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



Source: Longwoods International; Tourism Economics

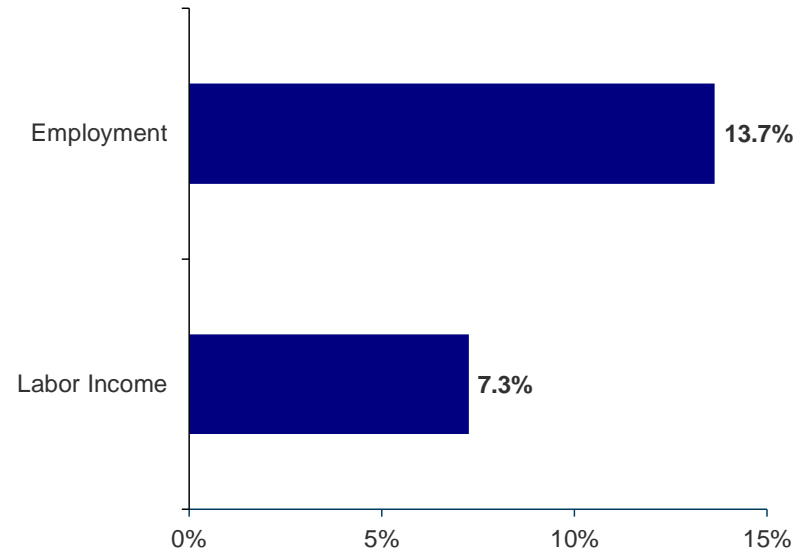
# Union County, Tourism Impact

Union County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	189	218	17.7%
2015	189	210	17.1%
2014	195	233	18.6%
2013	160	194	15.6%
2012	178	212	16.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$3.3	\$4.4
2015	\$3.1	\$4.0
2014	\$3.1	\$4.5
2013	\$2.7	\$3.9
2012	\$2.8	\$4.1

Union County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$1.3	\$0.7	\$0.3	\$2.4
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

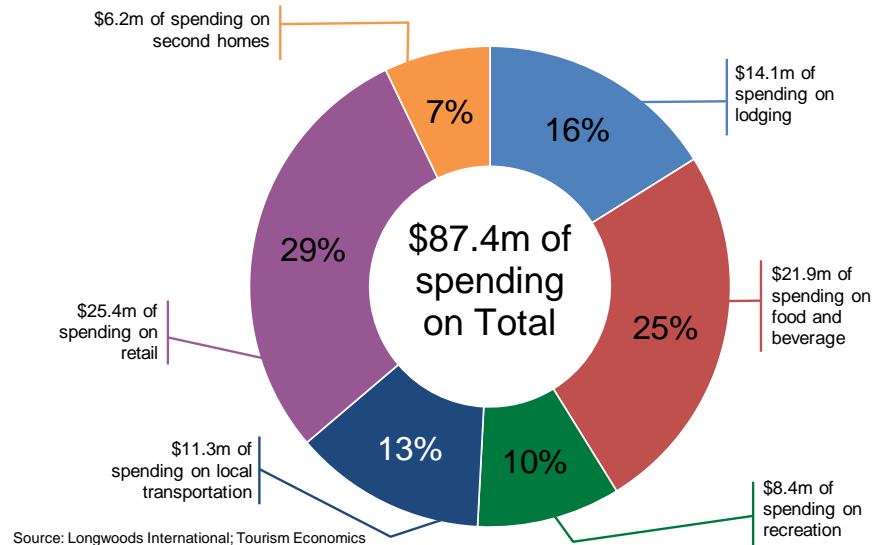
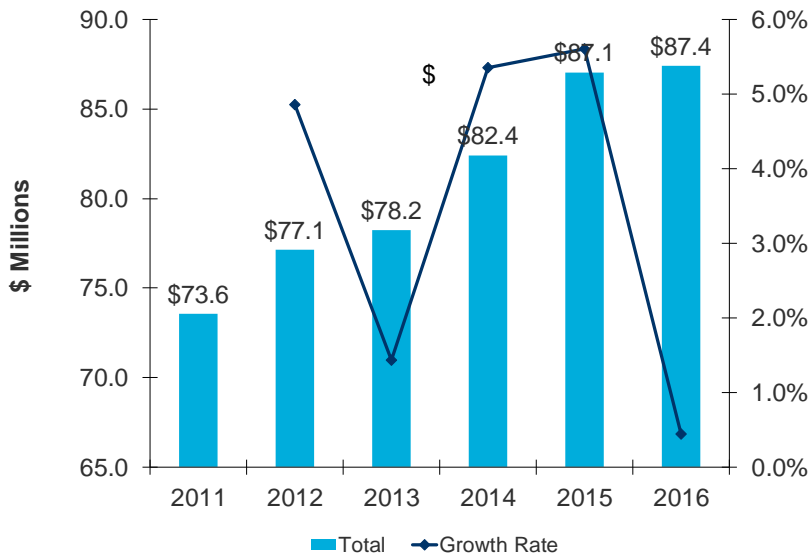
### Tourism Share of County Economy



# Valencia County, Visitor Spending by Industry

Valencia County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$14.1	\$21.9	\$25.4	\$8.4	\$11.3	\$6.2	\$87.4	0.4%
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



Source: Longwoods International; Tourism Economics

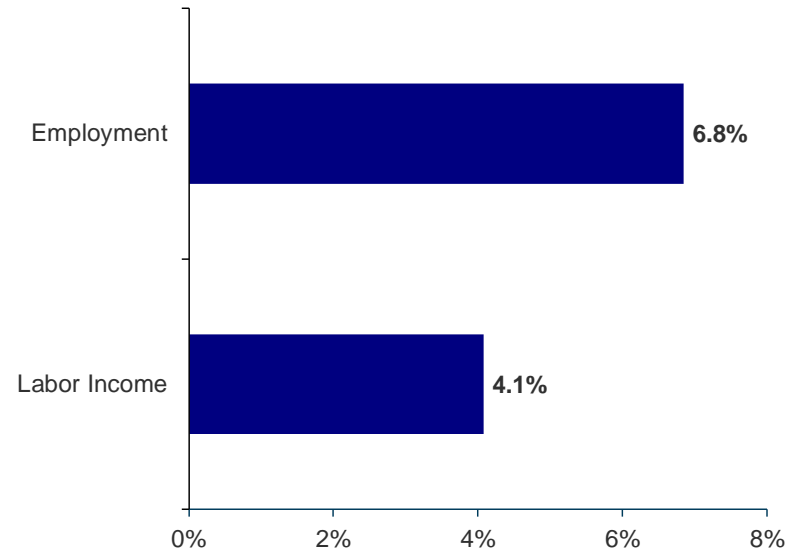
# Valencia County, Tourism Impact

Valencia County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	932	1,136	8.7%
2015	924	1,098	8.4%
2014	909	1,183	8.8%
2013	876	1,136	8.6%
2012	842	1,087	7.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$17.2	\$25.1
2015	\$17.4	\$24.0
2014	\$17.0	\$27.2
2013	\$16.5	\$26.0
2012	\$16.0	\$24.9

Valencia County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$8.2	\$5.6	\$2.5	\$16.3
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





# TOURISM ECONOMICS

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