



# Economic Impact of Tourism in New Mexico, 2016

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## Central Region



TOURISM  
ECONOMICS

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# County Results



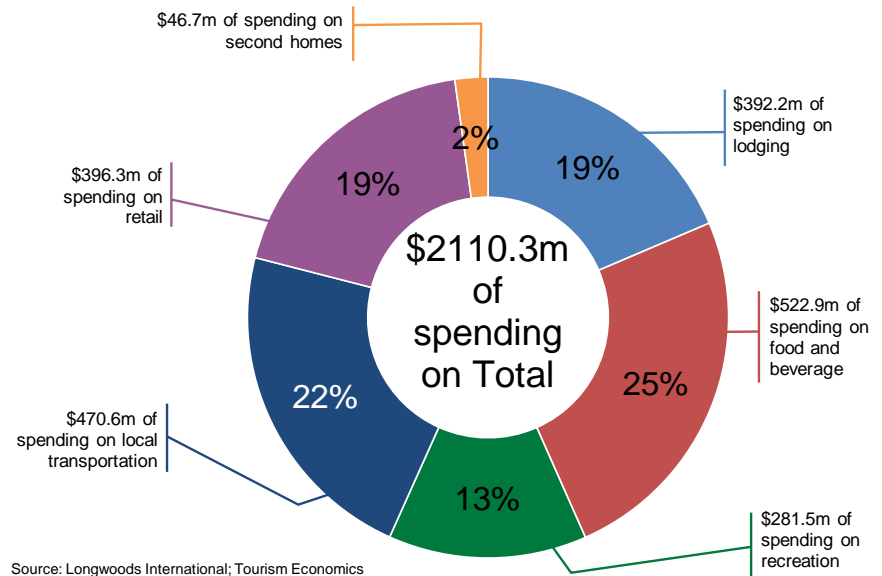
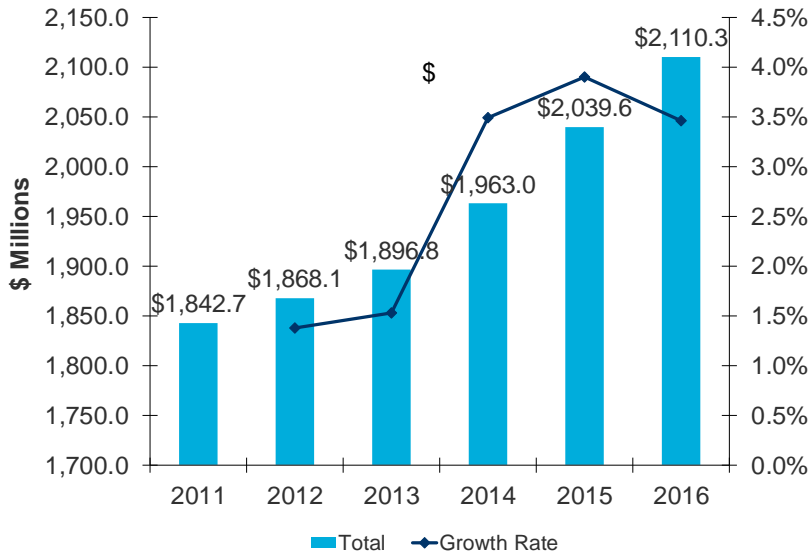
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# Bernalillo County, Visitor Spending by Industry

| 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

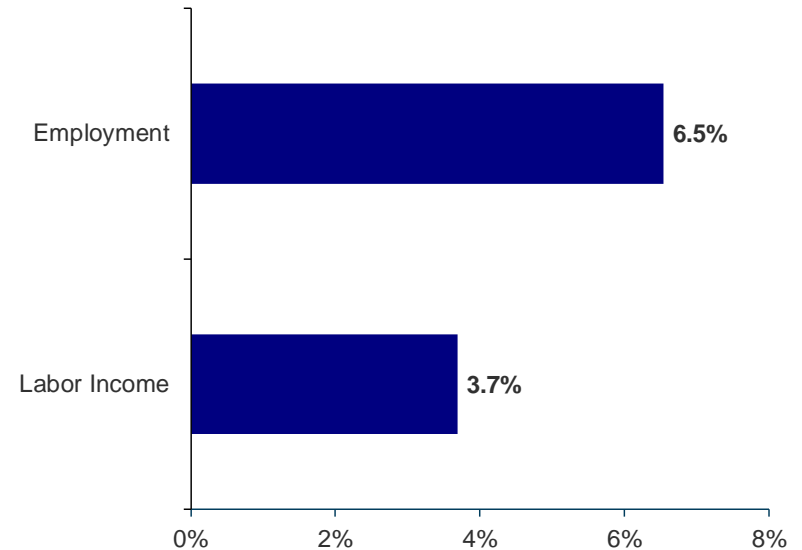
# Bernalillo County, Tourism Impact

| 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 |

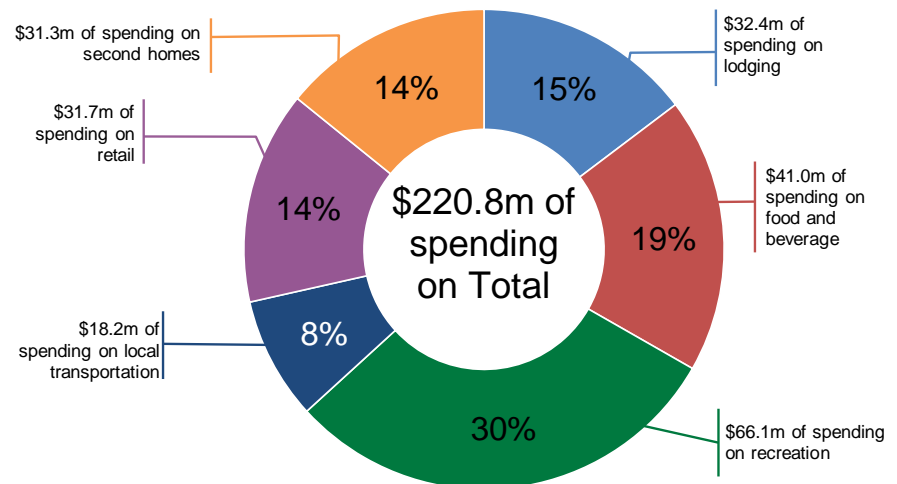
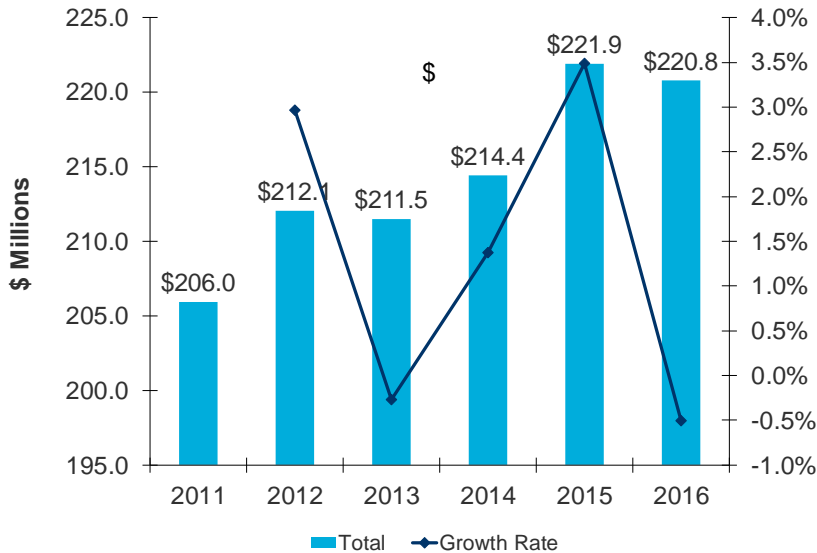
## Tourism Share of County Economy



# 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

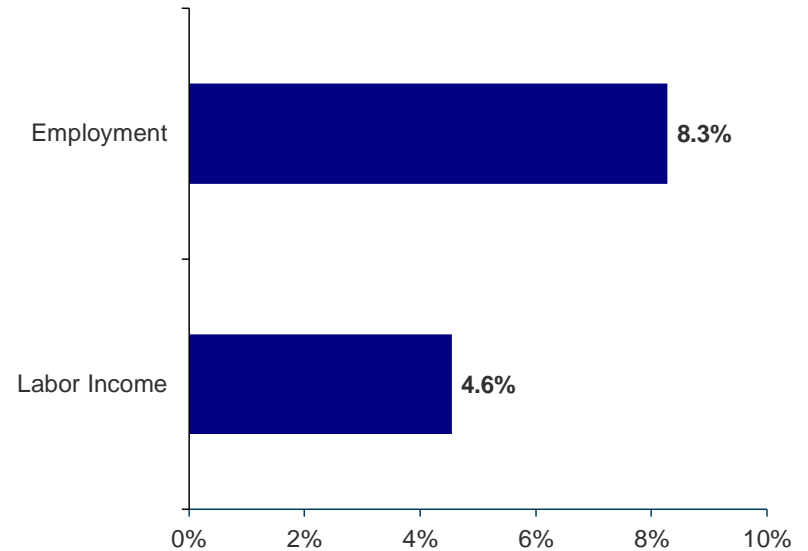
# Sandoval County, Tourism Impact

| <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 |

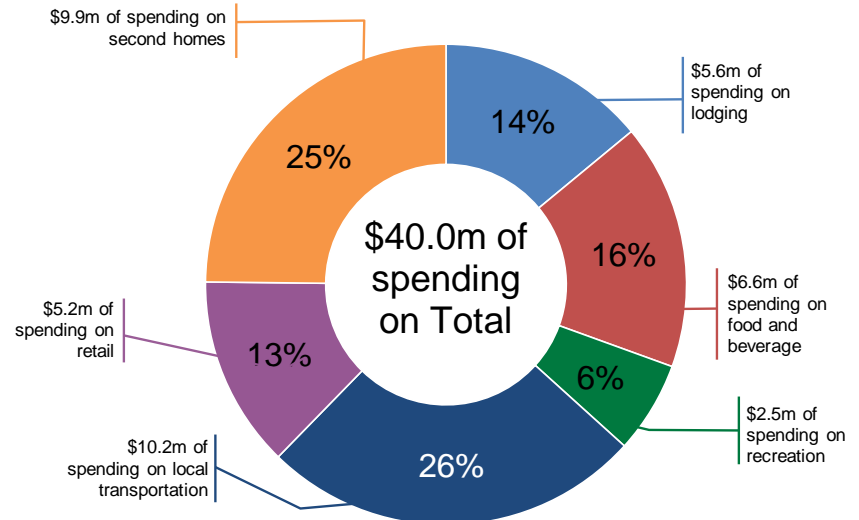
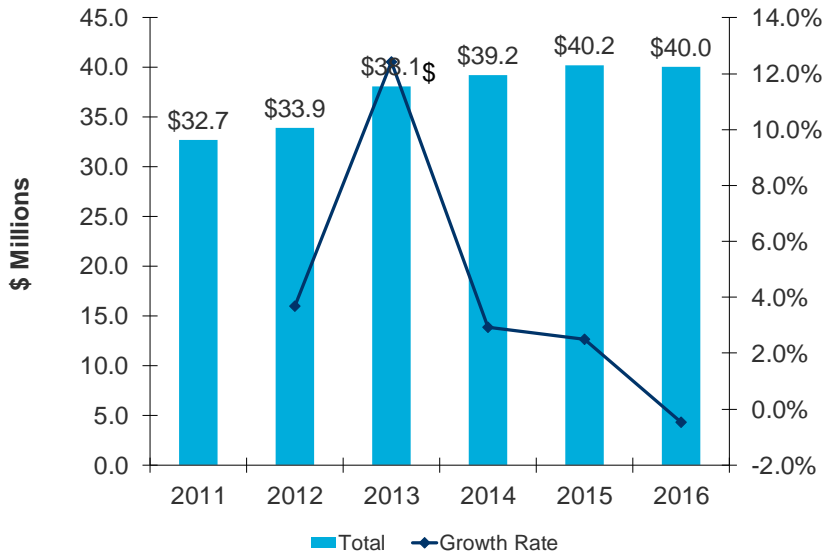
### Tourism Share of County Economy



# 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

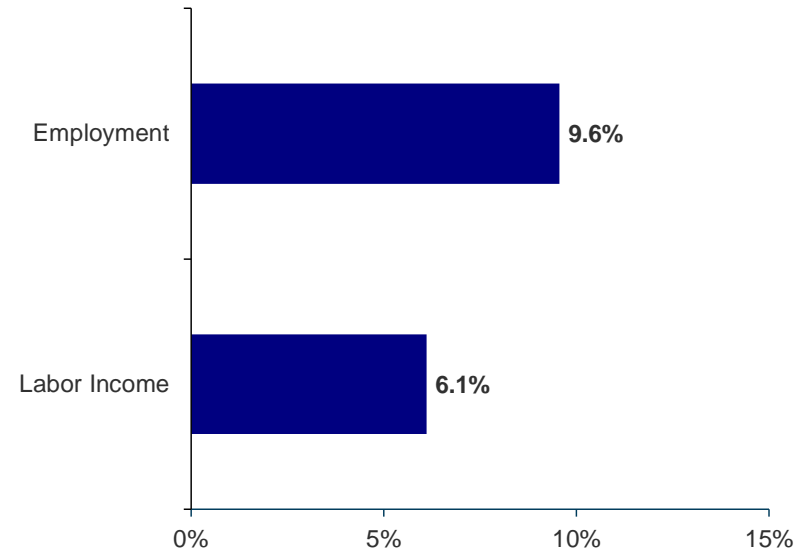
# Torrance County, Tourism Impact

| 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

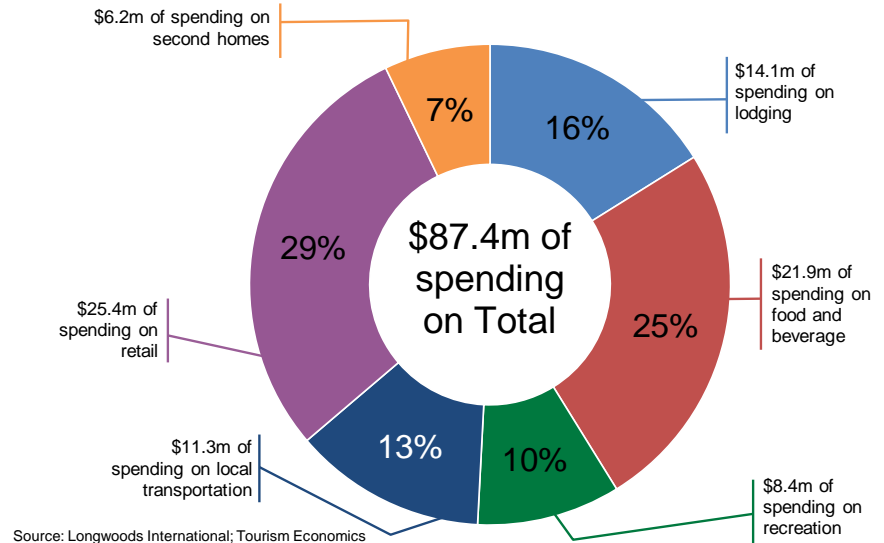
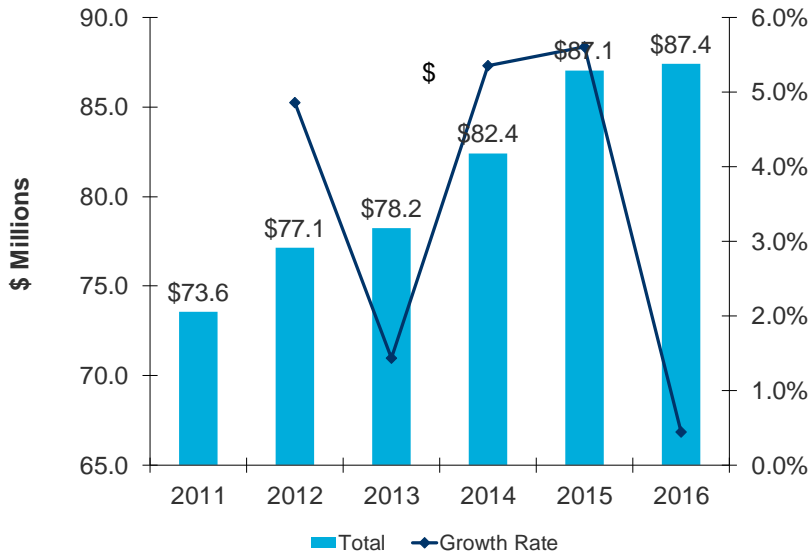




# Valencia County, Visitor Spending by Industry

| 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

