

NEW MEXICO *True*

Adventure that Feeds the Soul.

Growth & Spending

New Mexico tourism continues its unprecedented growth

- Between 2010 and 2016, domestic visitation grew by **10.4%**
- In 2016, visitor spending increased by **2.1%** from 2015
- **90%** of visitor spending in 2016 was from domestic markets.
- Recreation sector spending increased by **\$14 million** in 2016 to a total of **\$1.2 billion**.
- Visitor spending has increased by **16.6%** since 2011.
- Of each dollar spent in New Mexico:
 - 23% is spent on food and beverages
 - 31% is spent on lodging
 - 17% is spent on retail
 - 13% is spent on recreation
 - 14% is spent on local transportation