

The Economic Impact of Tourism in New Mexico

North Central Region

Headline results

- The North Central Region as a whole collected *\$257.8 million* in state, local, and federal taxes from tourism in 2015
- Visitor spending in the North Central Region reached *\$1.209 billion* and grew by an average of *6%* in 2015
- There were *15,161 jobs* supported by tourism in the North Central Region in 2015, which generated *\$454.9 million* in labor income.

County Analysis



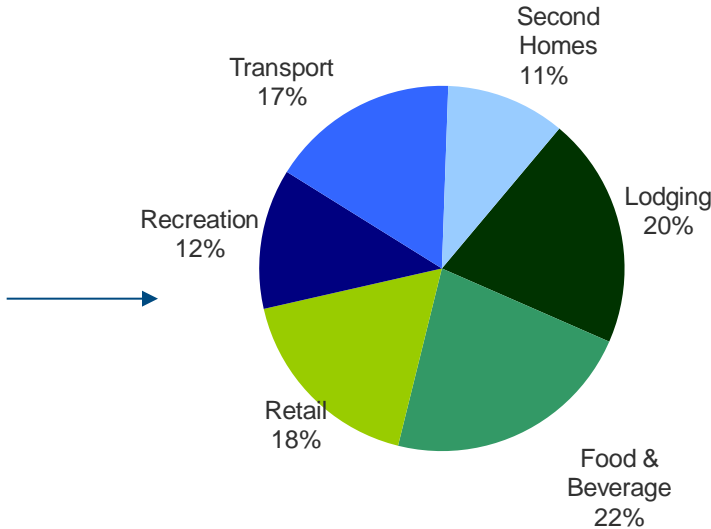
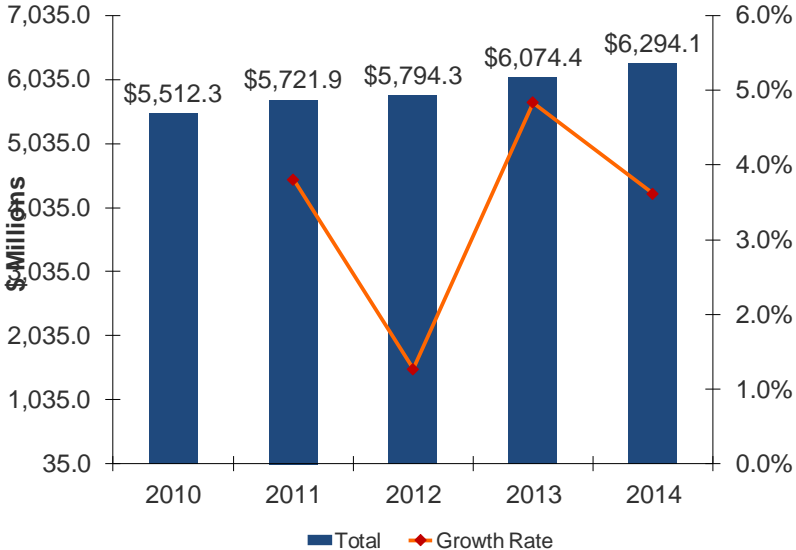
TOURISM
ECONOMICS

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New Mexico, Visitor Spending by Industry

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

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



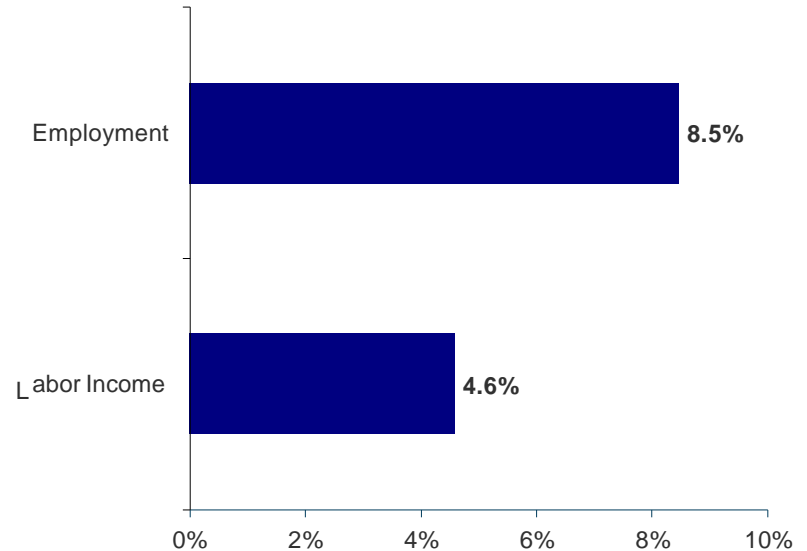
New Mexico, Tourism Impact

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

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

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

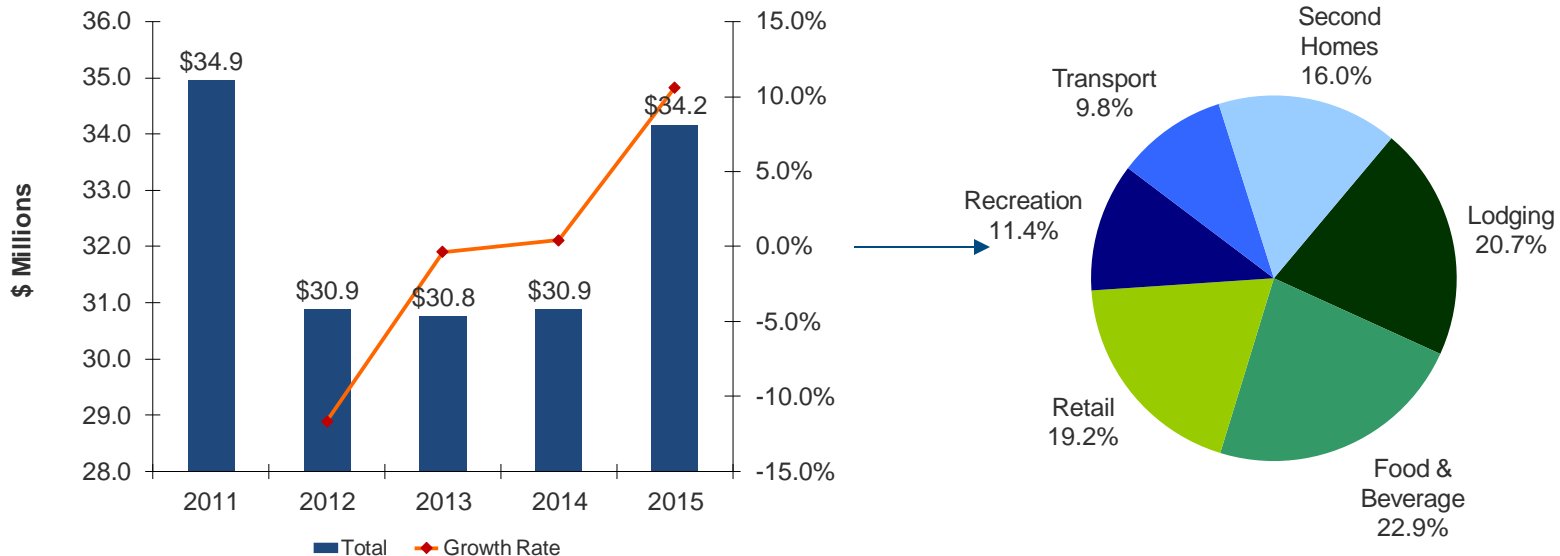
Tourism Share of County Economy



Los Alamos County, Visitor Spending by Industry

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

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



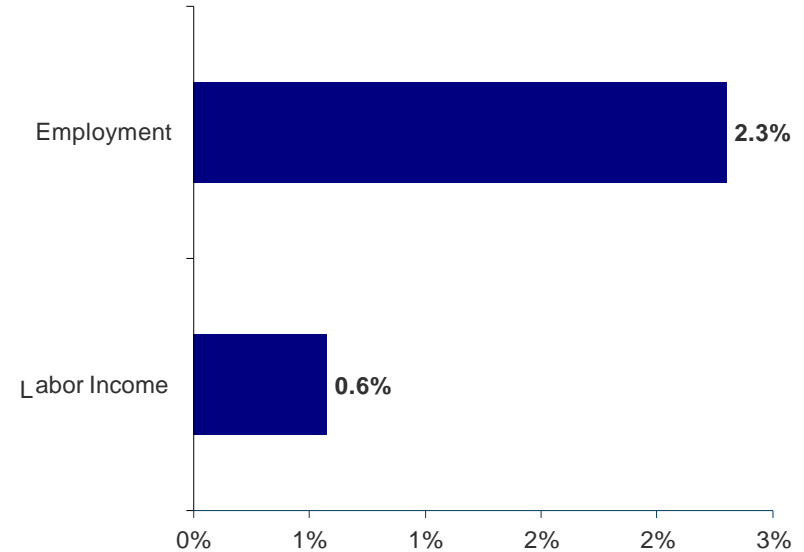
Los Alamos County, Tourism Impact

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

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

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

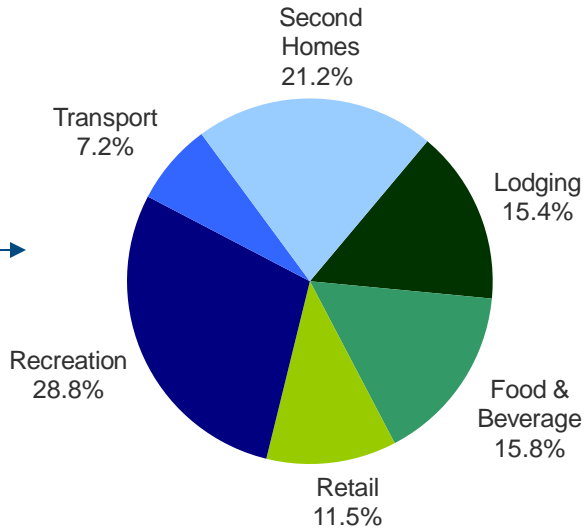
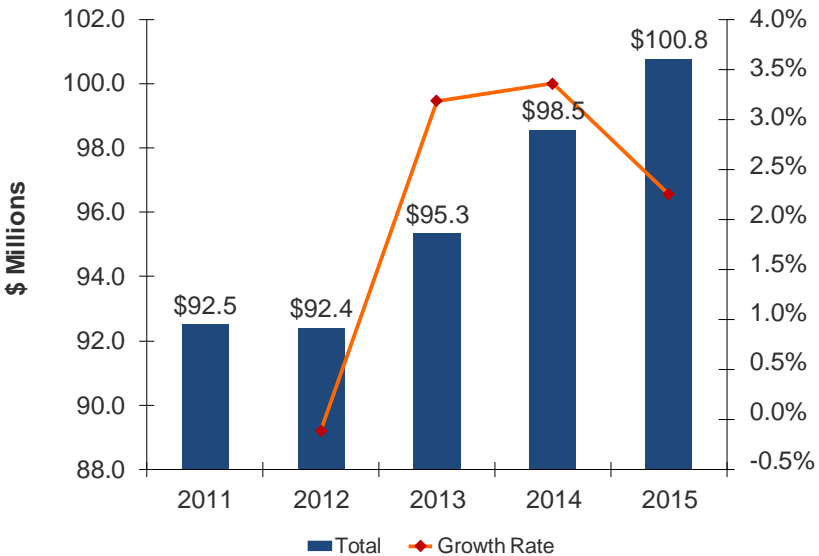
T ourism Share of County Economy



Rio Arriba County, Visitor Spending by Industry

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

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



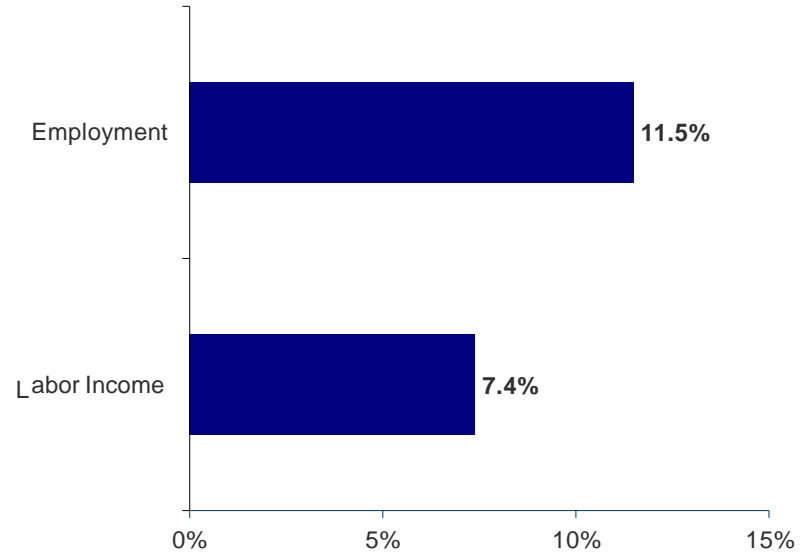
Rio Arriba County, Tourism Impact

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

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

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

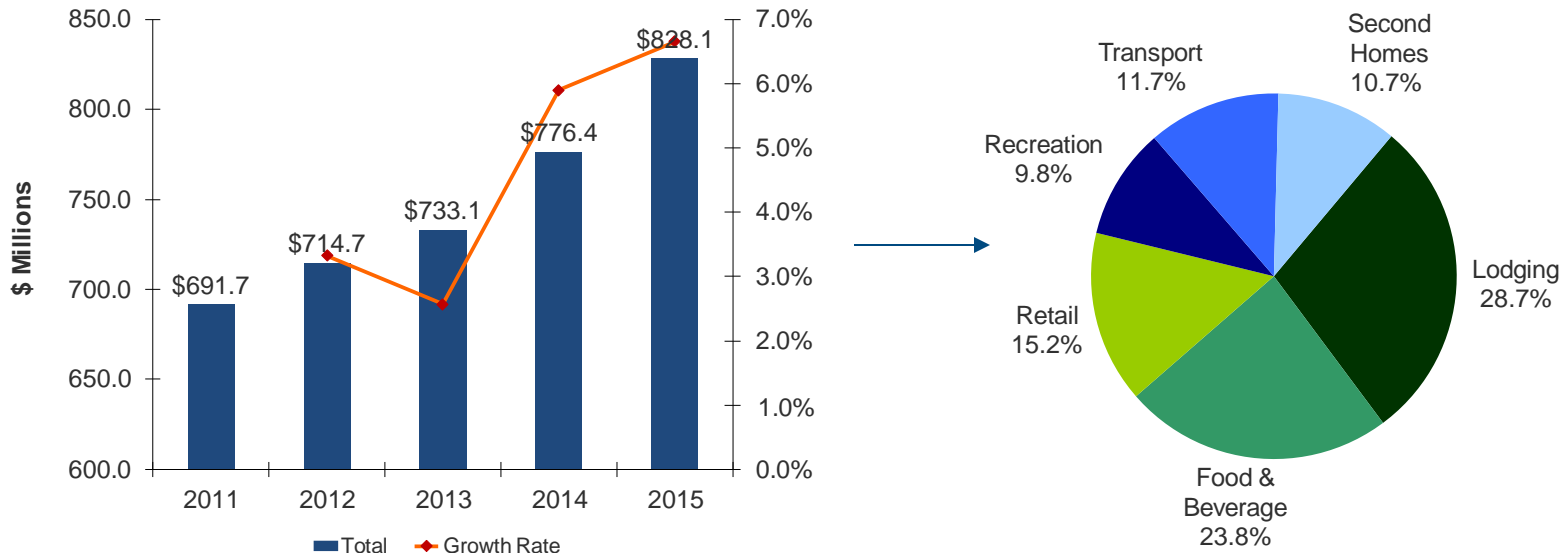
Tourism Share of County Economy



Santa Fe County, Visitor Spending by Industry

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

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



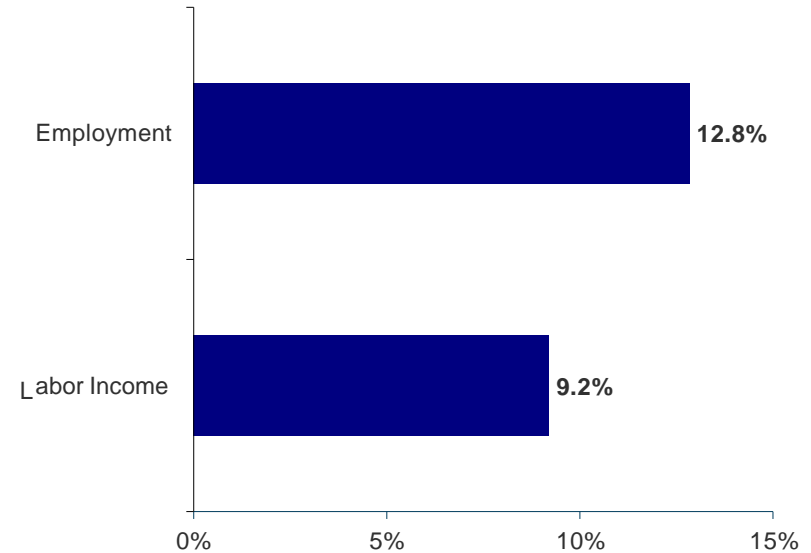
Santa Fe County, Tourism Impact

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

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

Santa Fe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
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

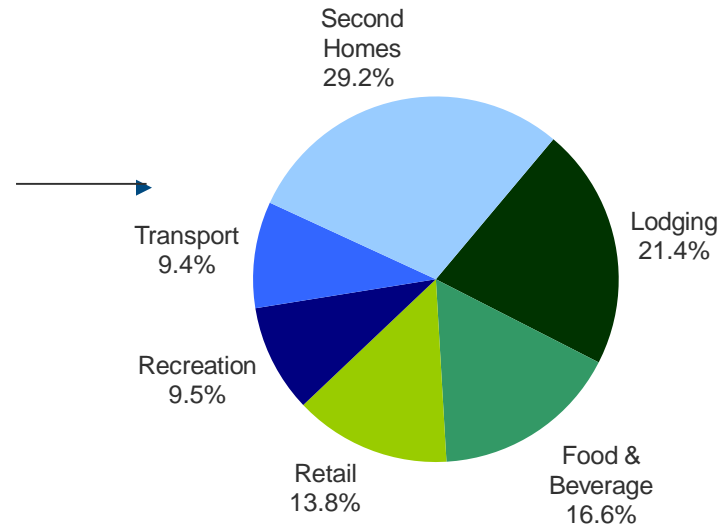
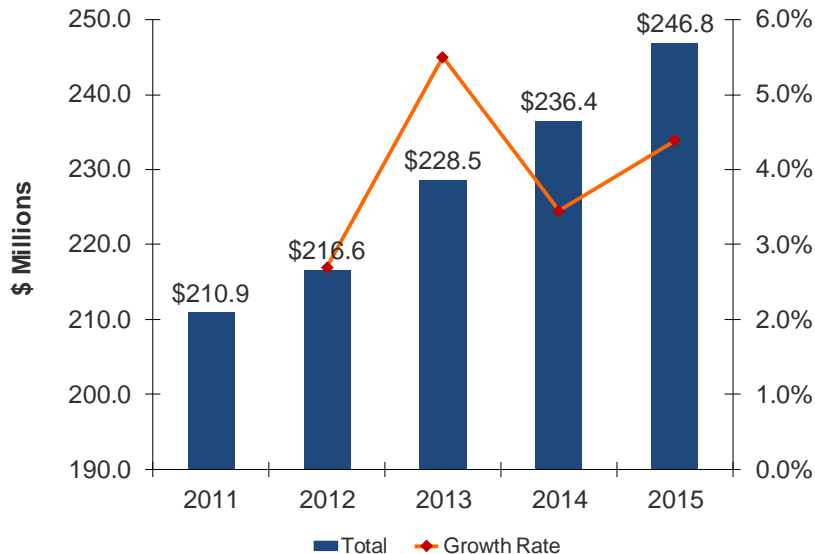
Tourism Share of County Economy



Taos County, Visitor Spending by Industry

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

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



Taos County, Tourism Impact

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

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

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

Tourism Share of County Economy

