

The Economic Impact of Tourism in New Mexico

Northeast Region

Headline results

- The Northeast Region as a whole collected *\$62.5 million* in state, local, and federal taxes from tourism in 2015
- Visitor spending in the Northeast Region reached *\$344.6 million* and grew by an average of *3.14%* in 2015
- There were *4,562 jobs* supported by tourism in the Northeast Region in 2015, which generated *\$101.5 million* in labor income.

County Analysis



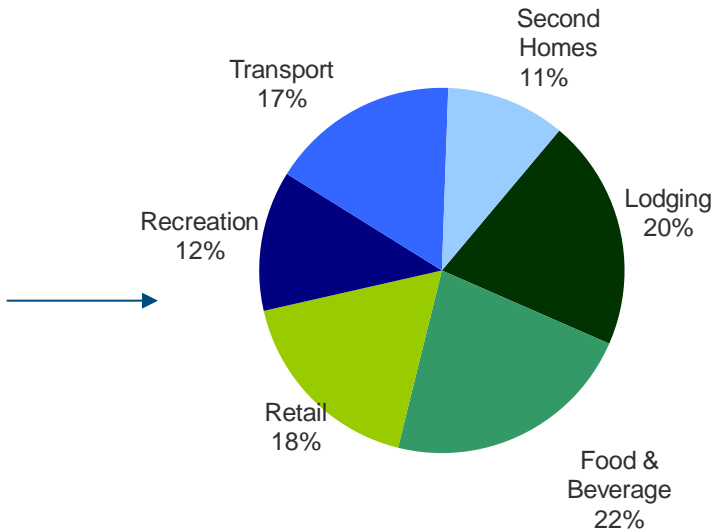
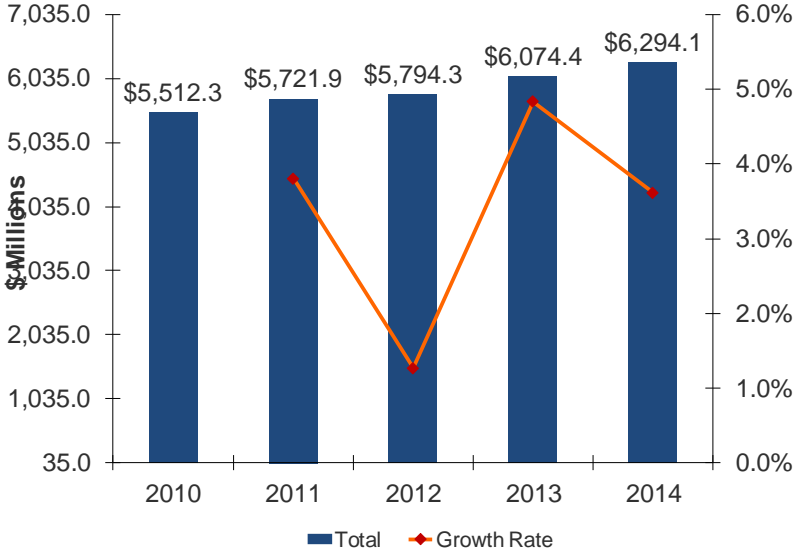
TOURISM
ECONOMICS

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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



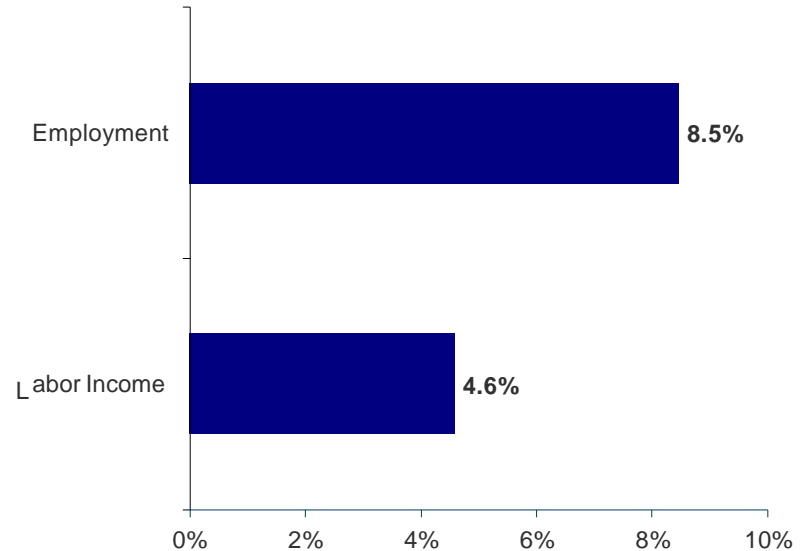
New Mexico, Tourism Impact

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

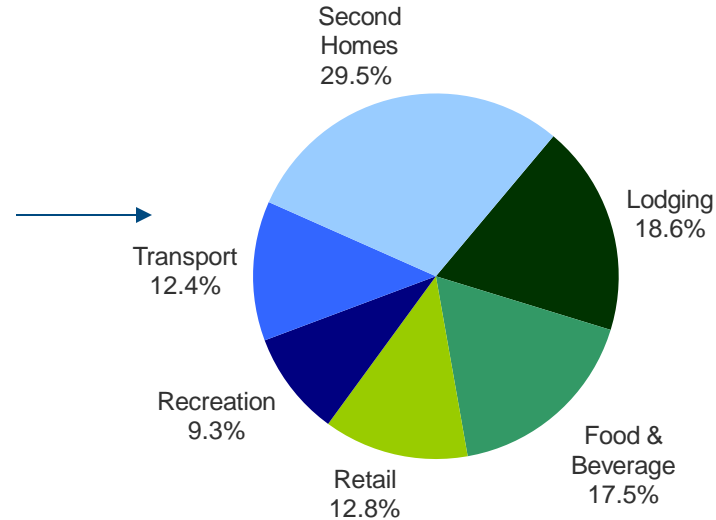
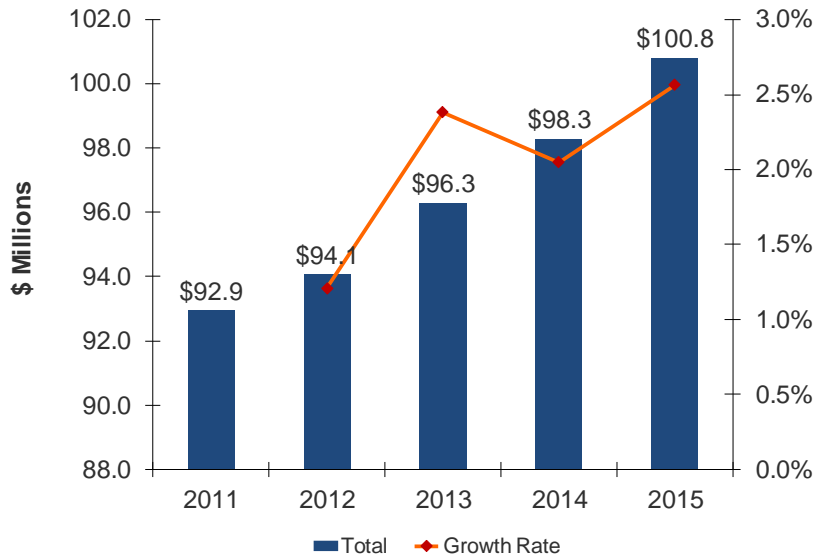
T ourism Share of County Economy



Colfax County, Visitor Spending by Industry

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

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



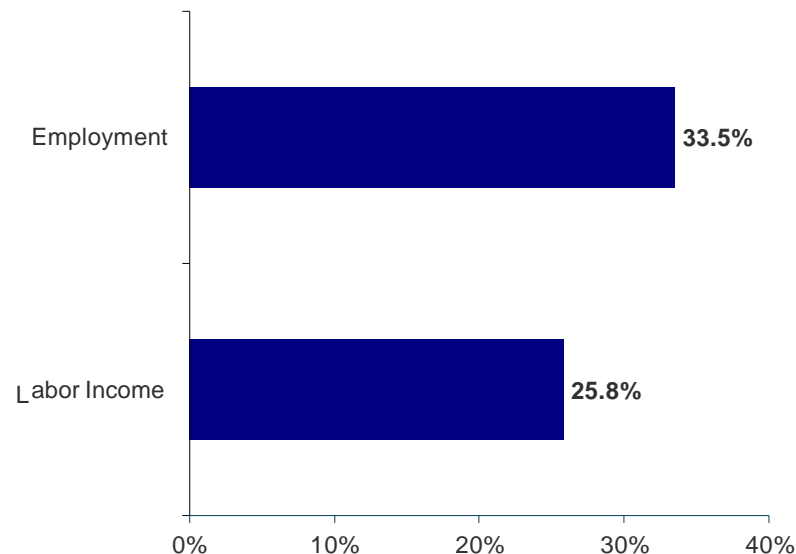
Colfax County, Tourism Impact

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

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

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

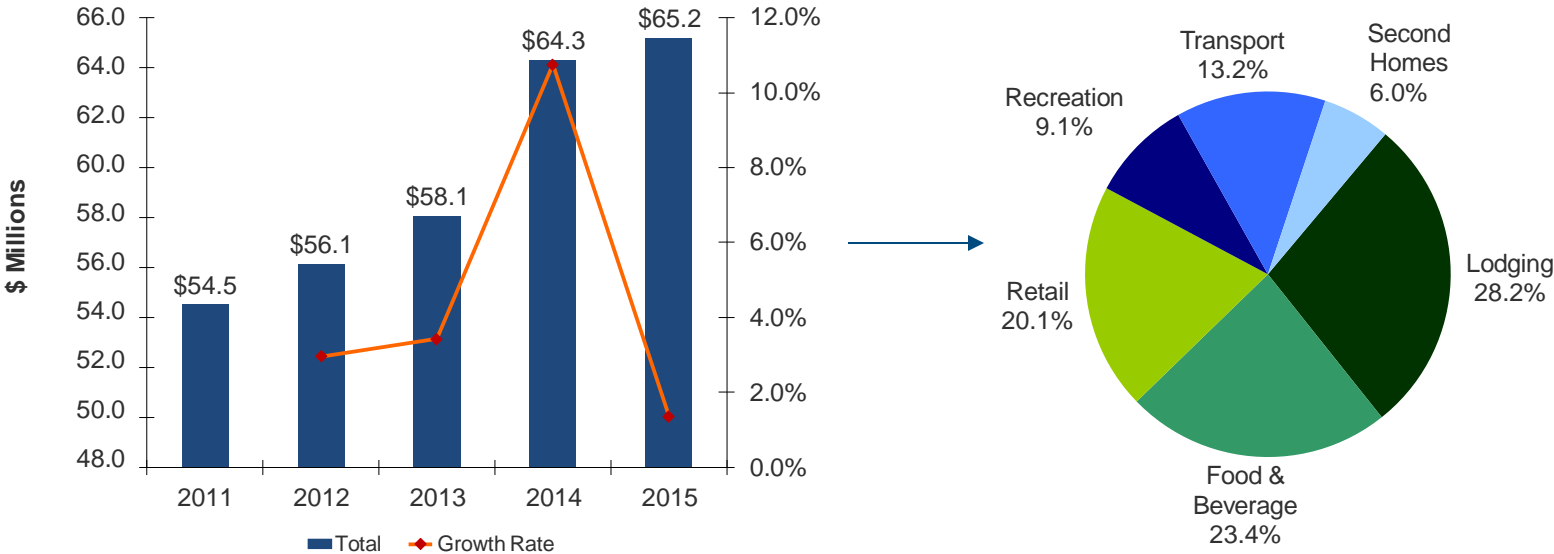
Tourism Share of County Economy



Guadalupe County, Visitor Spending by Industry

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

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



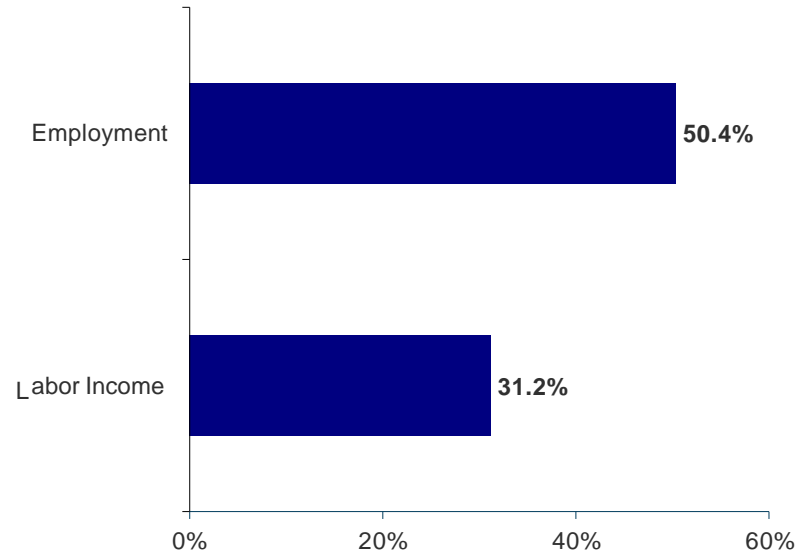
Guadalupe County, Tourism Impact

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

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

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

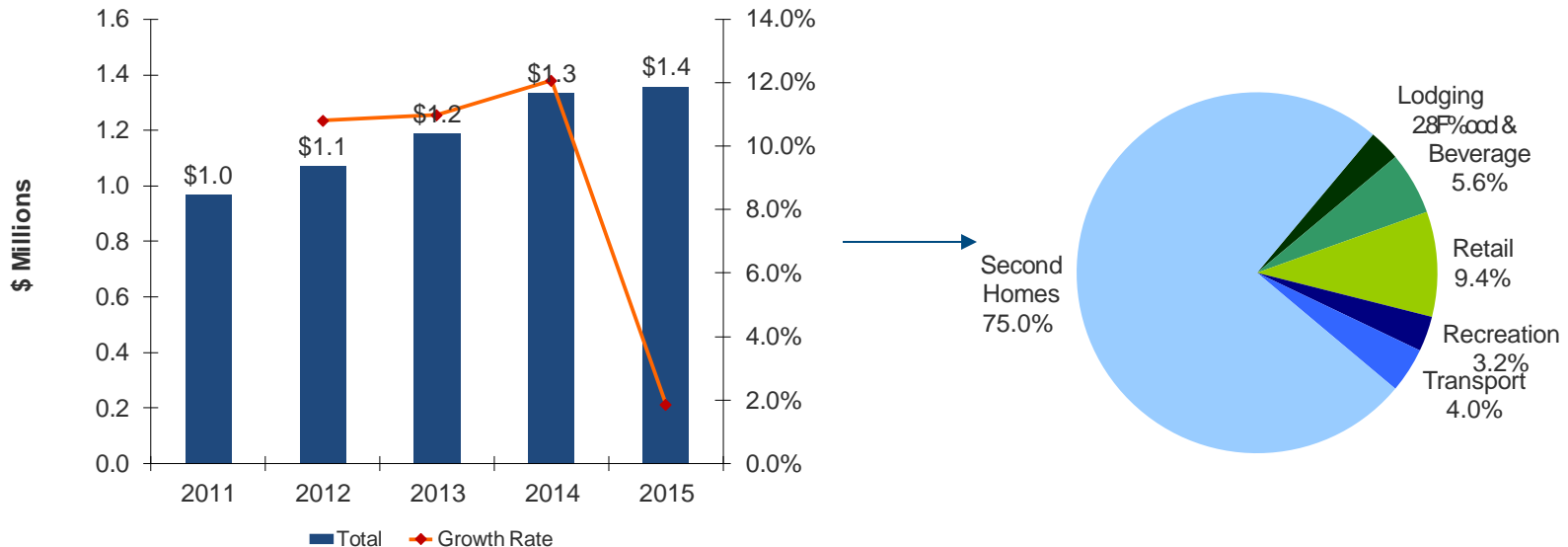
Tourism Share of County Economy



Harding County, Visitor Spending by Industry

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

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



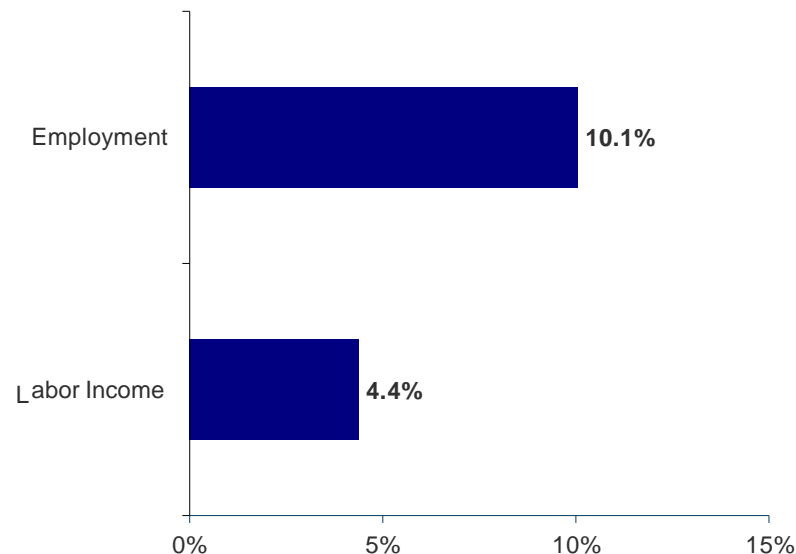
Harding County, Tourism Impact

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

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

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

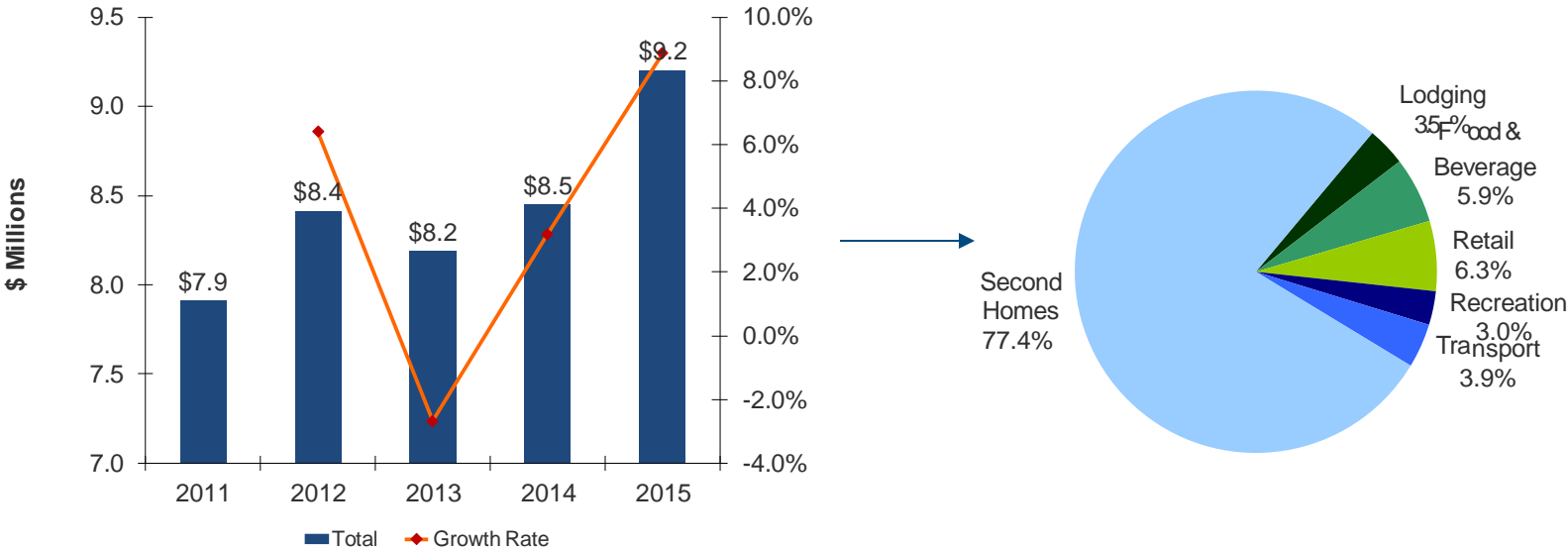
Tourism Share of County Economy



Mora County, Visitor Spending by Industry

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

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



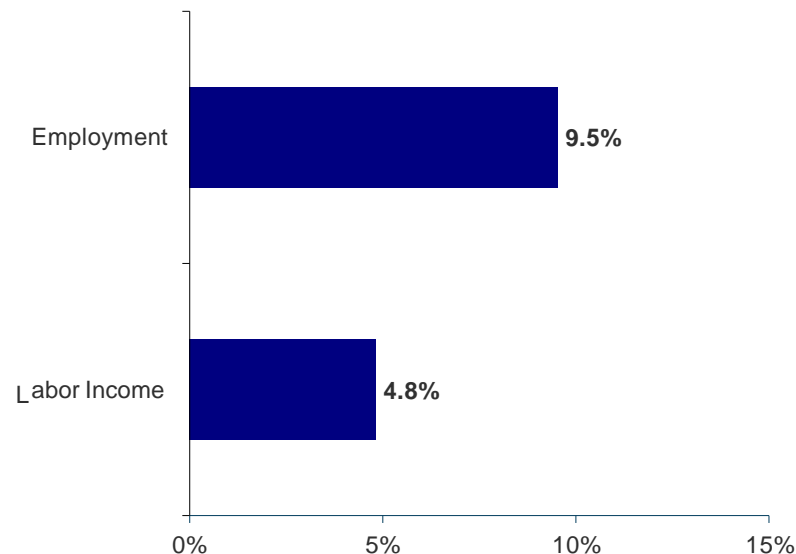
Mora County, Tourism Impact

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

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

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

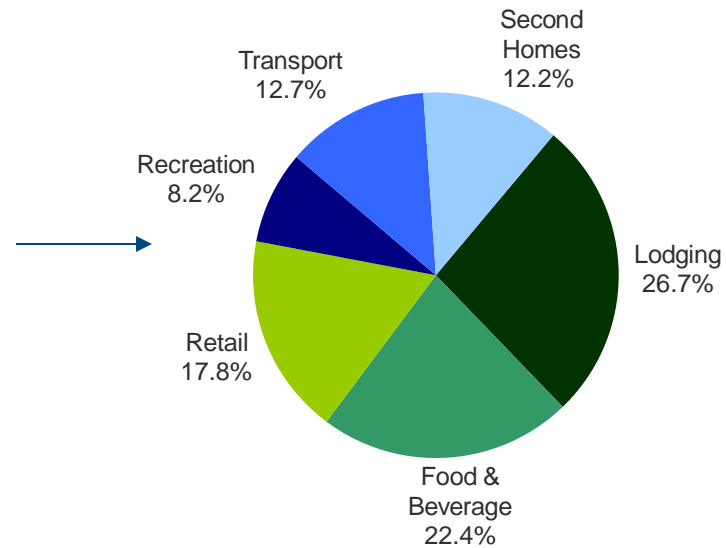
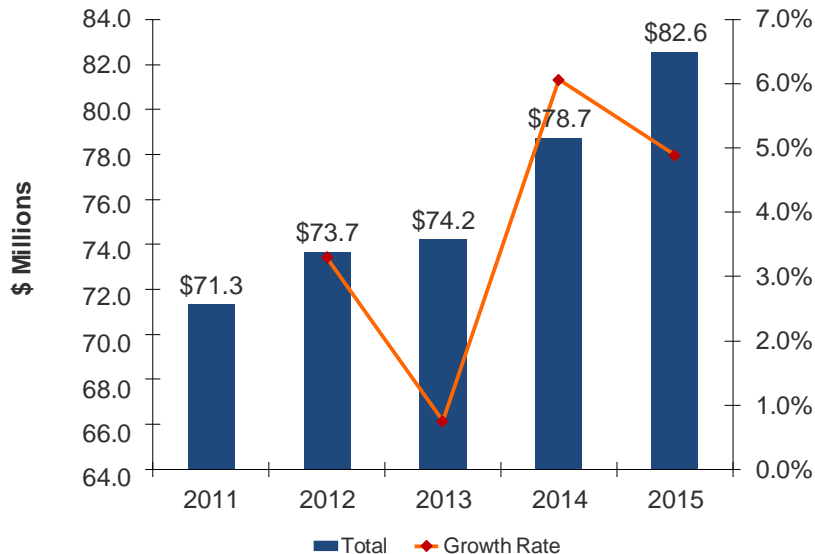
Tourism Share of County Economy



Quay County, Visitor Spending by Industry

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

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



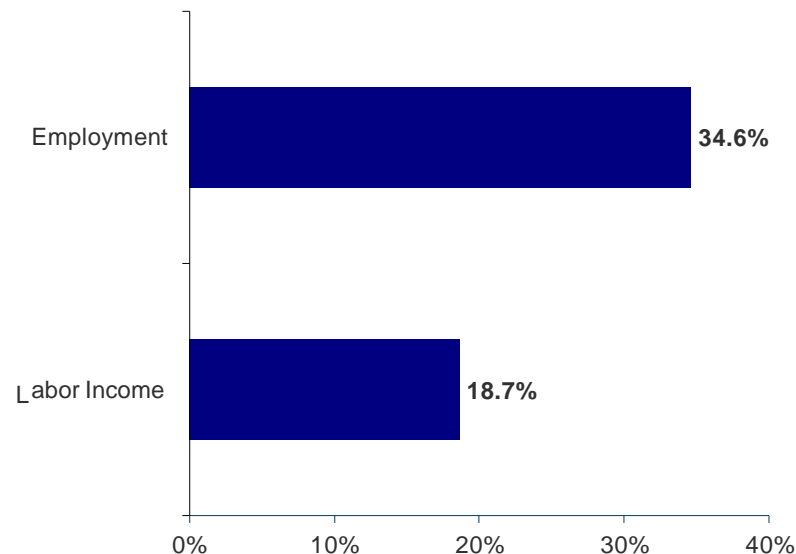
Quay County, Tourism Impact

Quay County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	894	957	36.0%
2014	852	918	35.0%
2013	926	991	3. %
2012	907	981	4. %

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

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

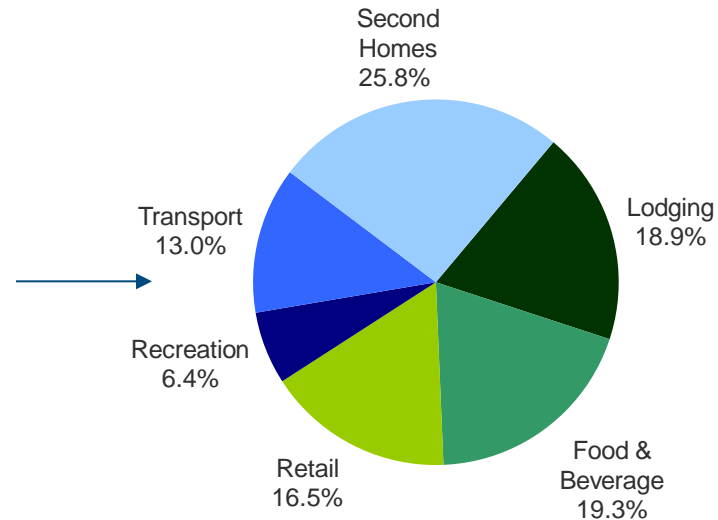
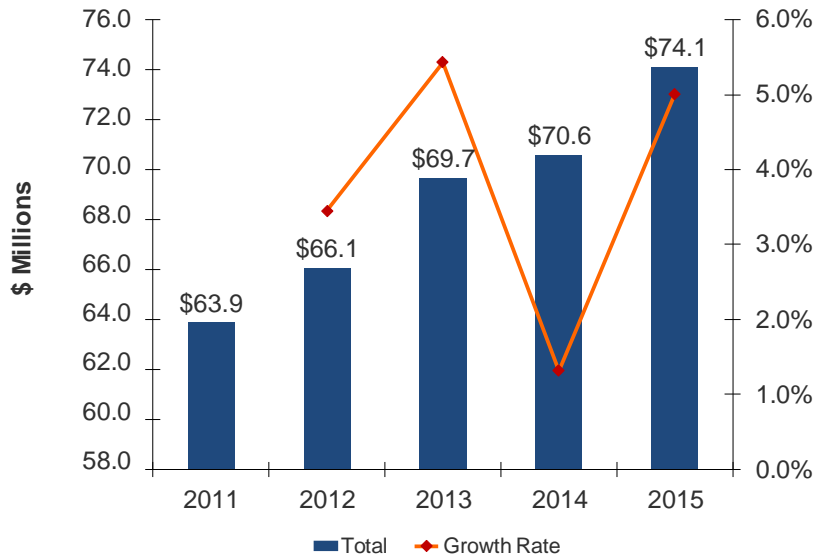
T ourism Share of County Economy



San Miguel County, Visitor Spending by Industry

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

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



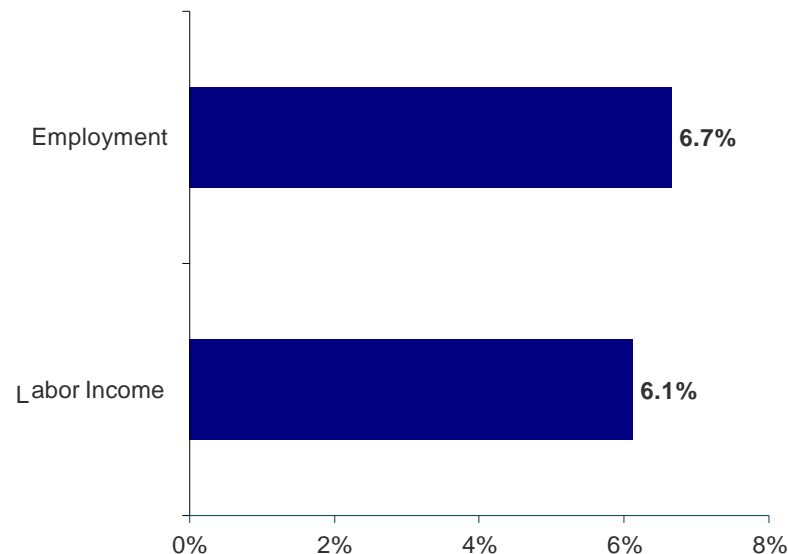
San Miguel County, Tourism Impact

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

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

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

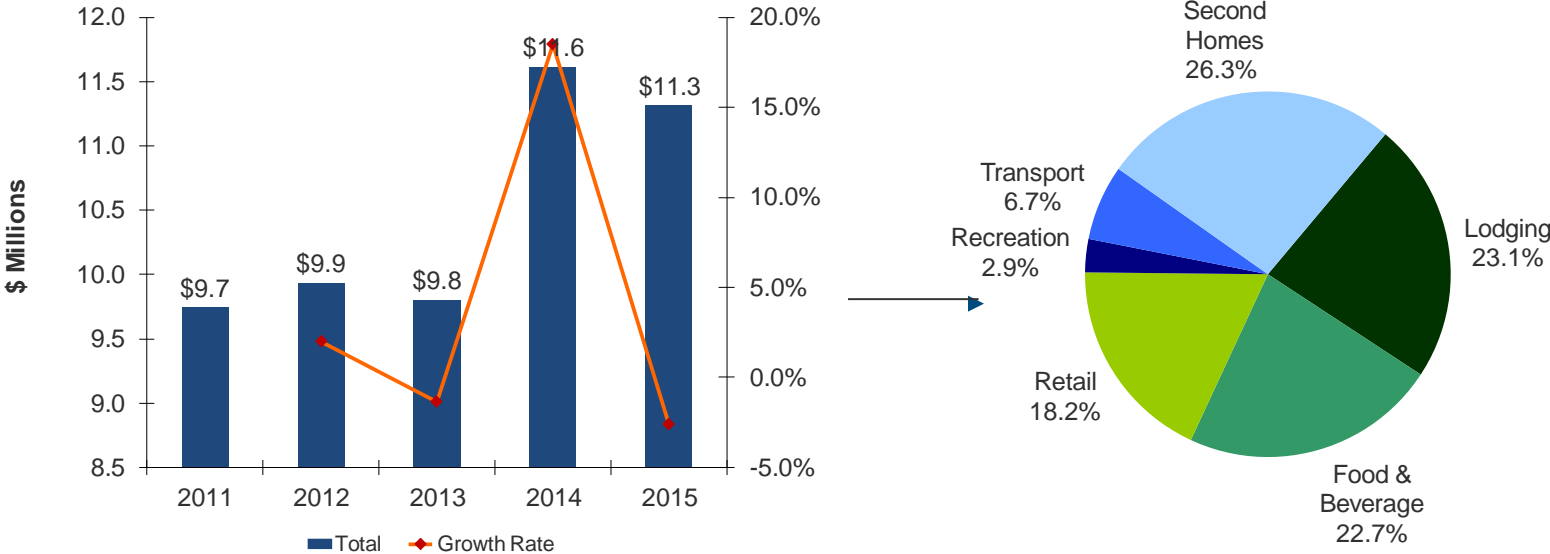
T ourism Share of County Economy



Union County, Visitor Spending by Industry

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

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



Union County, Tourism Impact

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

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

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

T ourism Share of County Economy

