

NEW MEXICO *True*

Adventure that Feeds the Soul.

Economic Impact

Tourism is one of the most influential drivers of New Mexico's economy

- In 2015, **34 million** visitors came to New Mexico - an increase of nearly **700,000** from 2014.
- Visitor spending has increased for six consecutive years, reaching **\$6.3 billion** in 2015.
- Tourism generated **\$4.7 billion** in state GDP in 2015—**5%** of the total New Mexico economy.
- Room demand continues to grow, **increasing by 2.1%** in 2015.
- Tax revenue from tourism reached **\$629 million** in state and local taxes in 2015. Taxes and fees combined totaled **\$1.3 billion** in 2015. These tax dollars go to federal, state and local governments to help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.
- Halo effect research shows that exposure to New Mexico and tourism campaigns positively influences perceptions of living and working in our state.
- In 2015, local transportation and lodging spending growth outpaced overall spending growth.