

NEW MEXICO *True*

Adventure that Feeds the Soul.

Growth & Spending

New Mexico tourism continues its unprecedented growth

- Between 2010 and 2015, domestic visitation grew by **12.1%**, a growth rate **20% higher** than the national average.
- In 2015, visitor spending increased by 3.6%
- 90% of visitor spending in 2015 was from domestic markets.
- Lodging sector spending increased by \$50 million in 2015 to a total of \$1.3 billion.
- Visitor spending has increased by **21.3%** since 2010.
- Of each dollar spent in New Mexico:
 - 22.3% is spent on food and beverages
 - 20.5% is spent on lodging
 - 17.6% is spent on retail
 - 12.4% is spent on recreation
 - 14.1% is spent on local