



The Economic Impact of Tourism in New Mexico



2014 Analysis



August 2015



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Headline results

- Direct visitor spending in New Mexico reached \$6.1 billion in 2014. This spending generated nearly \$8.6 billion in total business sales in the region, including indirect and induced impacts.
- Nearly 89,000 jobs, with associated income of \$2.3 billion, were sustained by visitors to New Mexico last year.
- 8.2% of all jobs in the state (1-in-12) are sustained by visitor spending.
- Tourism in New Mexico generated \$609 million in state and local taxes in 2014.

Visits and spending



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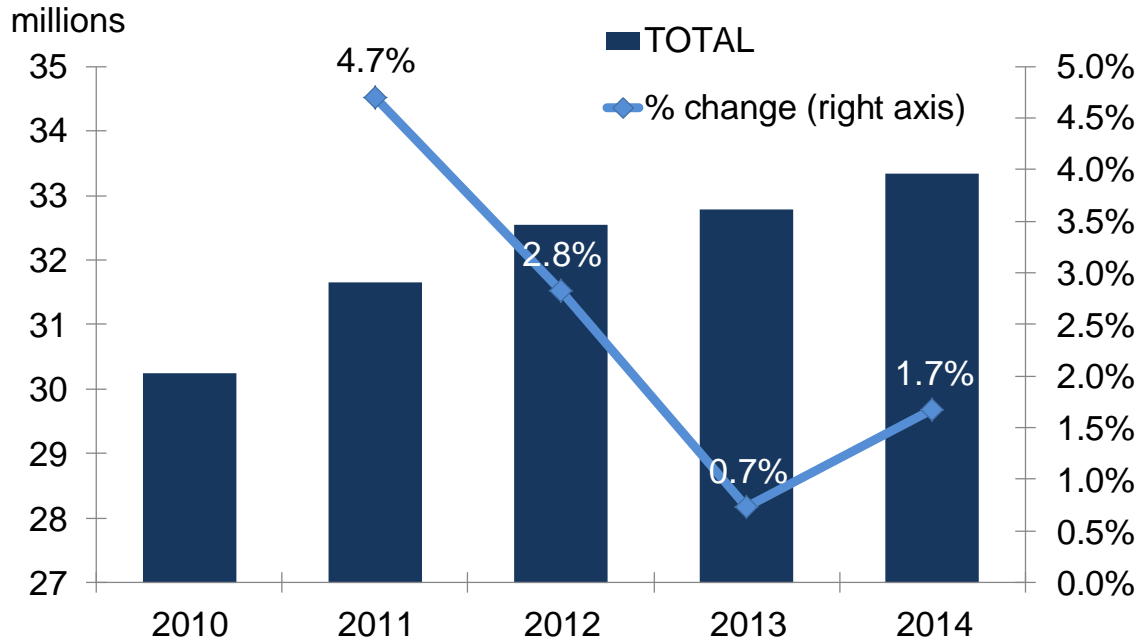
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Recent trends

- Traveler spending in New Mexico increased 4.5%, reaching \$6.1 billion in 2014.
 - Spending has now grown for five straight years
 - The number of visits to New Mexico grew 1.7%
 - Room demand increased 2.5%
- The visitor economy has grown for five straight years with 10.3% growth in spending since 2011.
- Traveler spending growth was highest on lodging and retail shopping.
- Leisure trip spending has led growth in the visitor economy.

Continued growth in visits

Visitor Volume



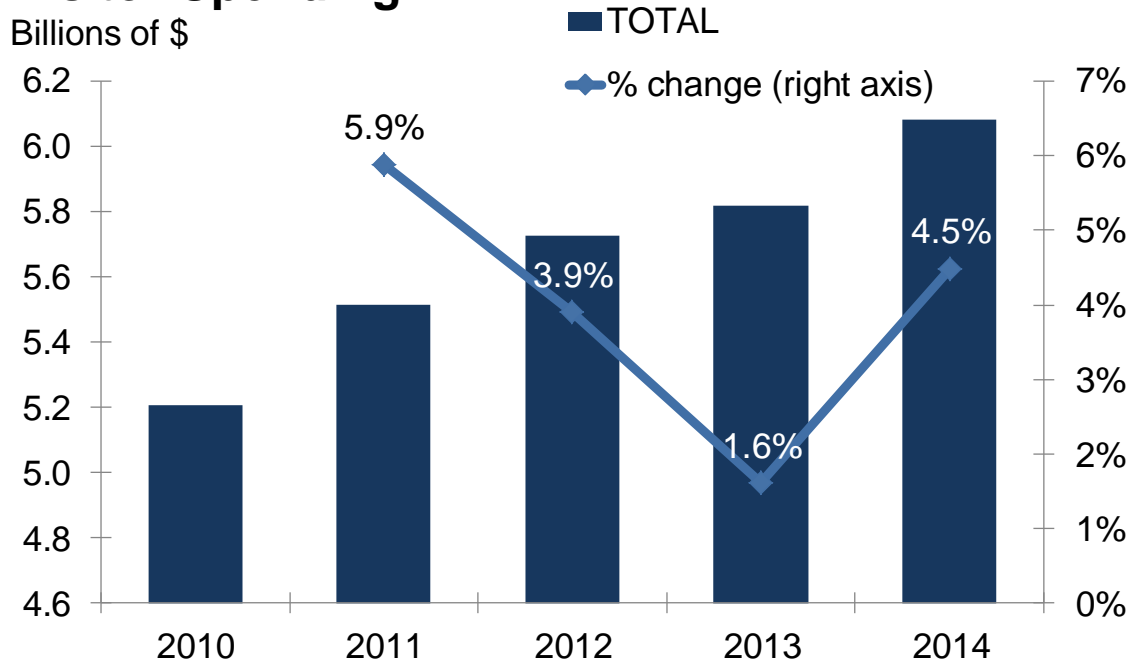
Source: Longwoods, Tourism Economics

New Mexico Visitation					
Millions of Person-Trips					
Sector	2010	2011	2012	2013	2014
TOTAL	30.24	31.66	32.55	32.79	33.34
% Change		4.7%	2.8%	0.7%	1.7%

Visitor spending accelerates

Visitor Spending

Billions of \$



Source: Longwoods, Tourism Economics

New Mexico Visitor Spending

(US\$ Million)

Sector	2010	2011	2012	2013	2014
TOTAL	\$5,207	\$5,512	\$5,727	\$5,819	\$6,080
%Change		5.9%	3.9%	1.6%	4.5%

Visitor spending by sector

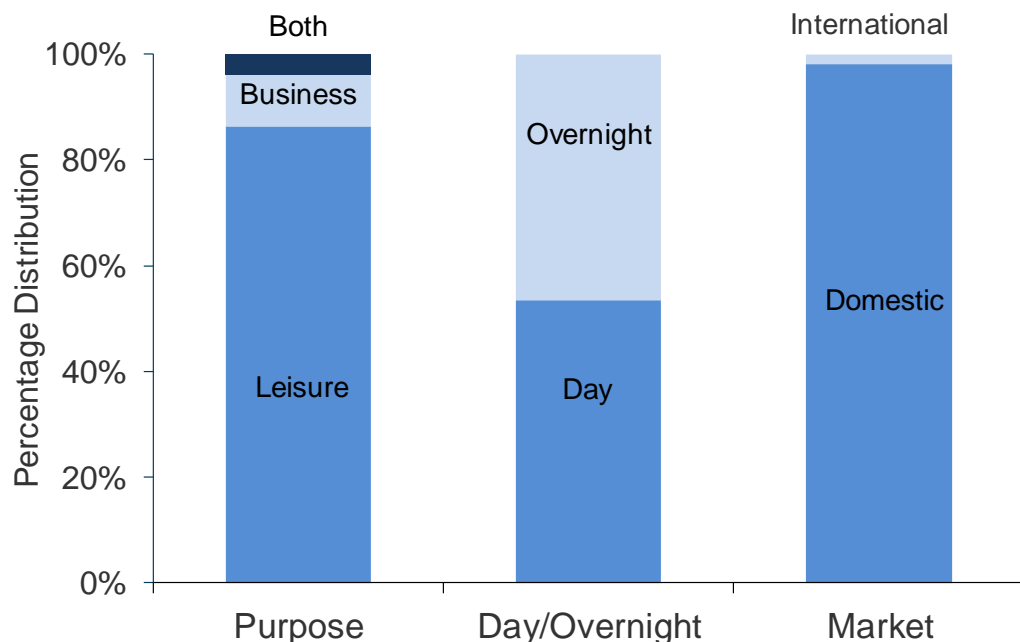
- New Mexico's tourism economy surged in 2014 with visitor spending increasing 4.5%.
- Visitor spending in the state surpassed \$6 billion, an all-time high.
- Retail and lodging spending growth outpaced overall spending growth.

Visitor Spending by Sector (US\$ Million)						
Sector	2010	2011	2012	2013	2014	% Change
Lodging	\$1,068	\$1,097	\$1,128	\$1,152	\$1,238	7.4%
Food & bev.	\$1,253	\$1,308	\$1,328	\$1,335	\$1,355	1.5%
Retail	\$865	\$902	\$968	\$994	\$1,075	8.1%
Recreation	\$722	\$744	\$749	\$752	\$756	0.5%
Local Trans.	\$622	\$749	\$803	\$812	\$852	5.0%
Air	\$174	\$183	\$175	\$165	\$159	-4.0%
2nd Homes	\$503	\$530	\$575	\$609	\$645	6.0%
TOTAL	\$5,207	\$5,512	\$5,727	\$5,819	\$6,080	4.5%
% Change		5.9%	3.9%	1.6%	4.5%	

Visits by market

- New Mexico hosted 33.3 million visitors in 2014. The vast majority were from domestic markets (98%) and came for leisure alone (86%).

Visitors by Market



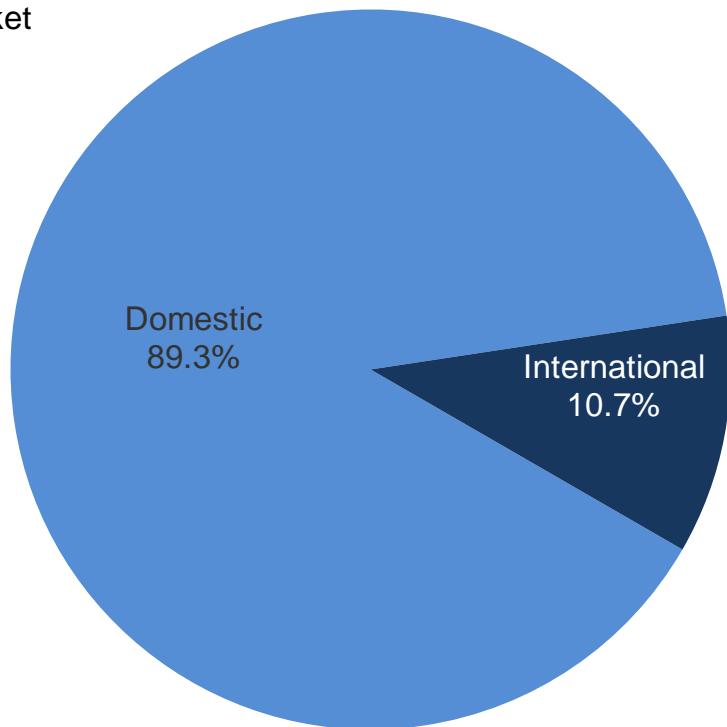
Note: visitors are counted on a person-trip basis. International figures have been revised since Tourism Economics' 2011 analysis based on new data from Statistics Canada and the National Travel & Tourism Office.

Visitors By Market		
	Visitors	% of total
Purpose	33.3	
Leisure	28.8	86.2%
Business	3.3	9.9%
Both	1.3	3.8%
Stay (Day/Overnight)	33.3	
Day	17.8	53.5%
Overnight	15.5	46.5%
Market	33.3	
Domestic	32.7	98.1%
International*	0.6	1.9%
* International Volume Estimates		
Canada	141,002	
Mexico	334,430	
Overseas	165,476	
Total	640,909	

Visitor spending by market

Visitor Spending

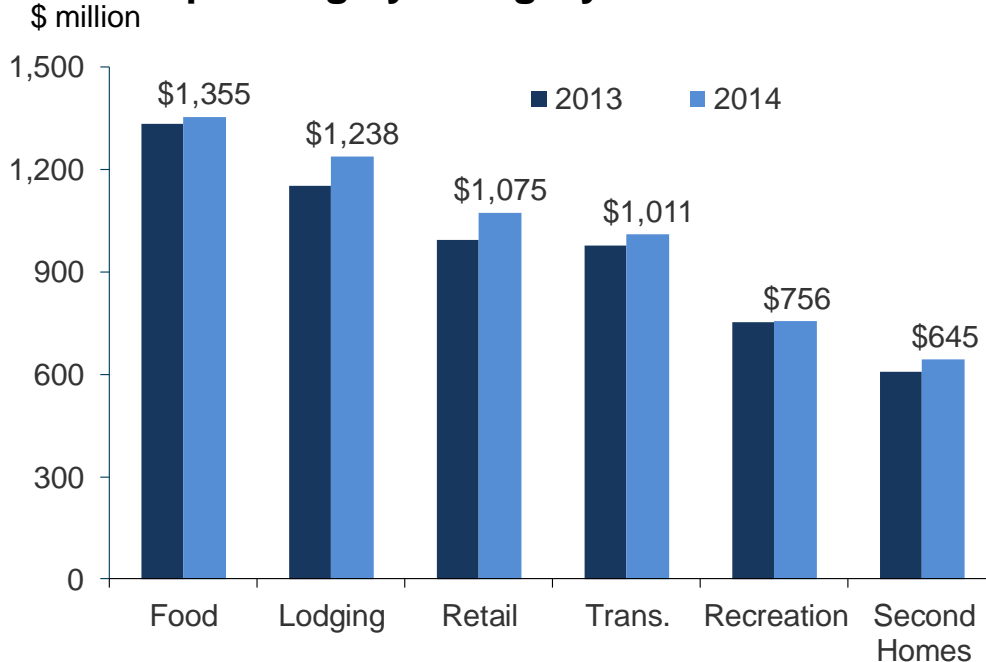
By Market



- Domestic markets account for 89% of all visitor spending in the state of New Mexico.
- Mexican, Canadian and overseas visitors spend more per trip than domestic visitors. International markets account for 1.9% of visitors, but nearly 11% of total visitor spending.

Visitor spending by sector

Visitor Spending by Category



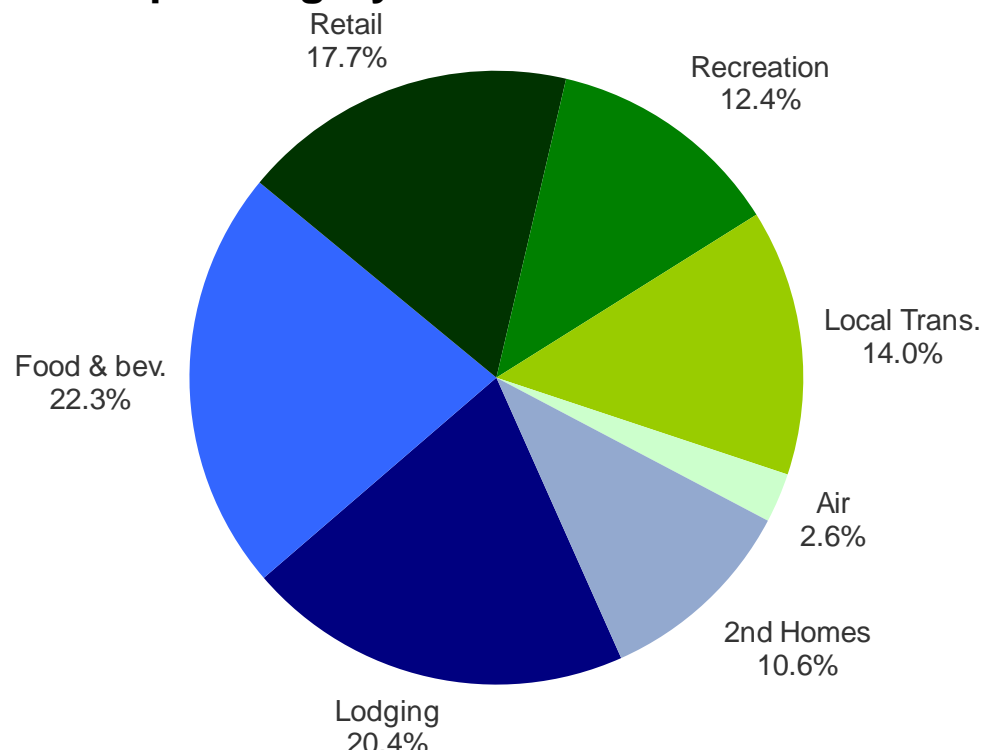
Note: Transportation includes local and air transportation spending

- Visitors to NM spent \$1.2 billion in the lodging sector in 2014, \$85 million more than in 2013.
- In 2014, growth in lodging and retail comprised 65% of all visitor spending growth.

Visitor Spending by Category (US\$ Million)							
	Lodging	Food & bev.	Retail	Recreation	Trans.	2nd Homes	TOTAL
2013	\$1,152	\$1,335	\$994	\$752	\$977	\$609	\$5,819
2014	\$1,238	\$1,355	\$1,075	\$756	\$1,011	\$645	\$6,080
% Change	7.4%	1.5%	8.1%	0.5%	3.5%	6.0%	4.5%

Visitor spending by sector

Visitor Spending By Sector



- 22% of each visitor dollar is spent on food and beverages.
- The lodging sector accounts for 20% of all visitor spending.
- With both strong room demand and ADR growth, the lodging share grew 0.3 percentage points in 2014.
- New Mexico is host to more than 50,000 seasonal homes for recreational use, generating 11% of all visitor spending.

Tourism Impacts

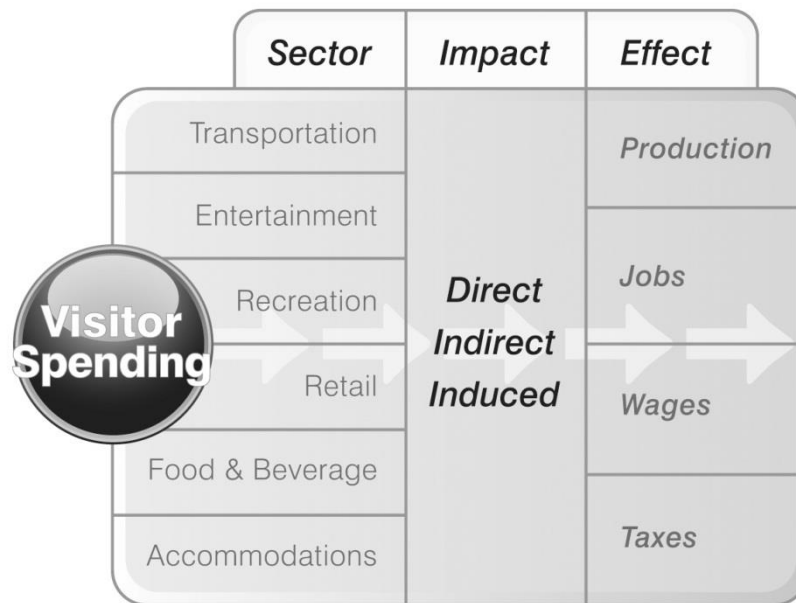


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How visitor spending generates impact

- Travelers create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.



- Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the local economy.

Tourism sales

Tourism Sales				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	5.9	5.8	11.8
Construction and Utilities	-	118.6	37.9	156.4
Manufacturing	-	44.4	27.2	71.6
Wholesale Trade	-	25.5	40.4	65.9
Air Transport	158.7	2.2	3.8	164.7
Other Transport	255.7	62.8	20.9	339.4
Retail Trade	1,075.0	6.0	123.5	1,204.4
Gasoline Stations	596.6	0.7	9.6	607.0
Communications	-	136.1	52.9	189.1
Finance, Insurance and Real Estate	645.4	287.6	448.0	1,381.0
Business Services	-	250.7	65.0	315.7
Education and Health Care	-	2.1	239.8	241.9
Recreation and Entertainment	756.4	17.1	24.2	797.7
Lodging	1,385.8	2.2	1.2	1,389.2
Food & Beverage	1,206.6	65.4	109.8	1,381.8
Personal Services	-	42.5	66.5	109.0
Government	-	75.5	41.7	117.2
TOTAL	6,080.1	1,145.3	1,318.3	8,543.7
Growth since 2011	10.3%	8.6%	7.1%	9.6%

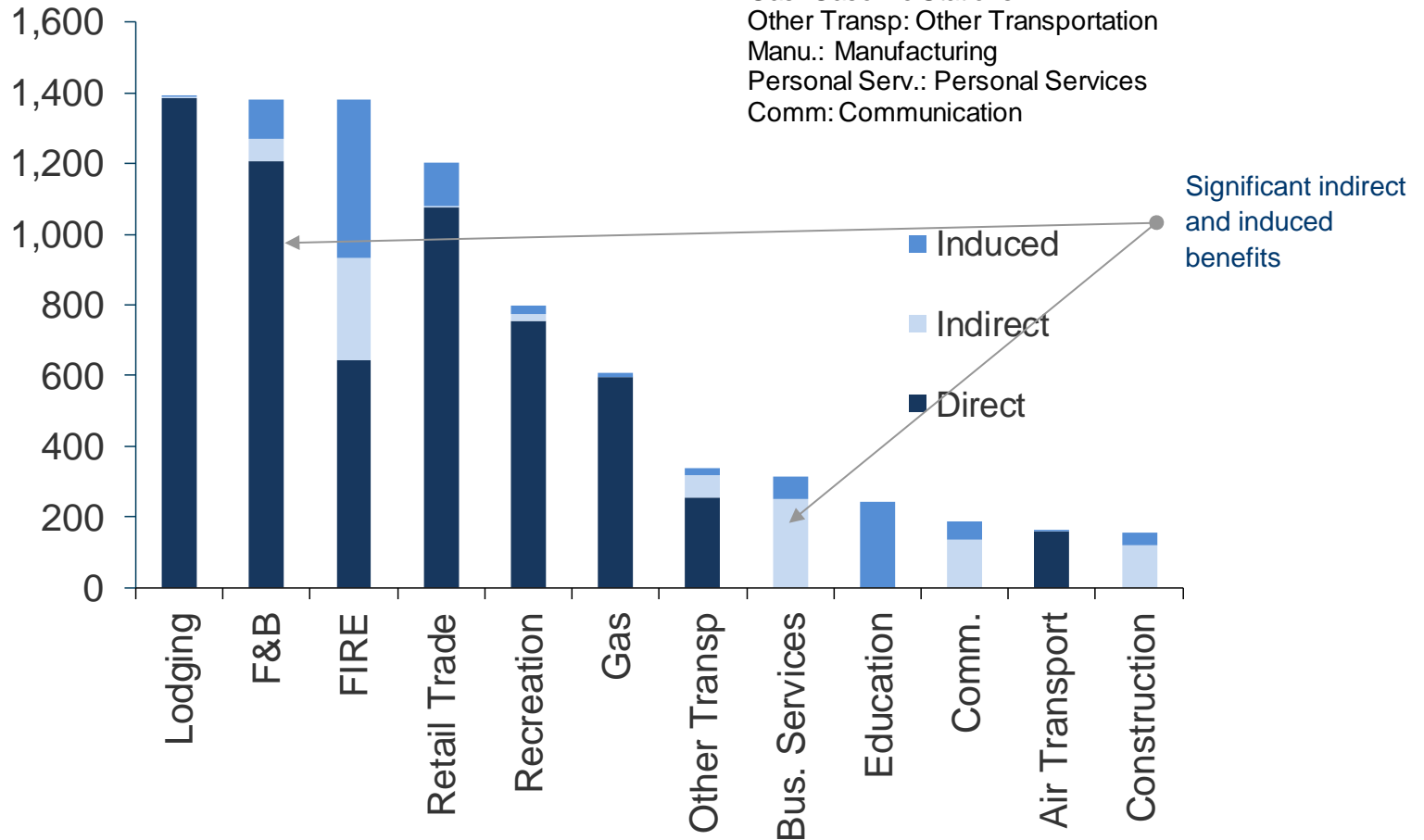
* Direct sales include cost of goods sold for retail sectors

- Visitor spending of \$6.1 billion generated a total of \$8.5 billion in state-wide business sales in 2014.

Tourism sales

Tourism Sales by Industry

\$ million



* For Retail Trade: Direct impact includes cost of retail goods

Travel GDP (value added)

- Tourism generated \$4.4 billion in state GDP in 2014, representing 4.8% of the total New Mexico economy. This excludes all import leakages to arrive at the economic value generated by visitors.

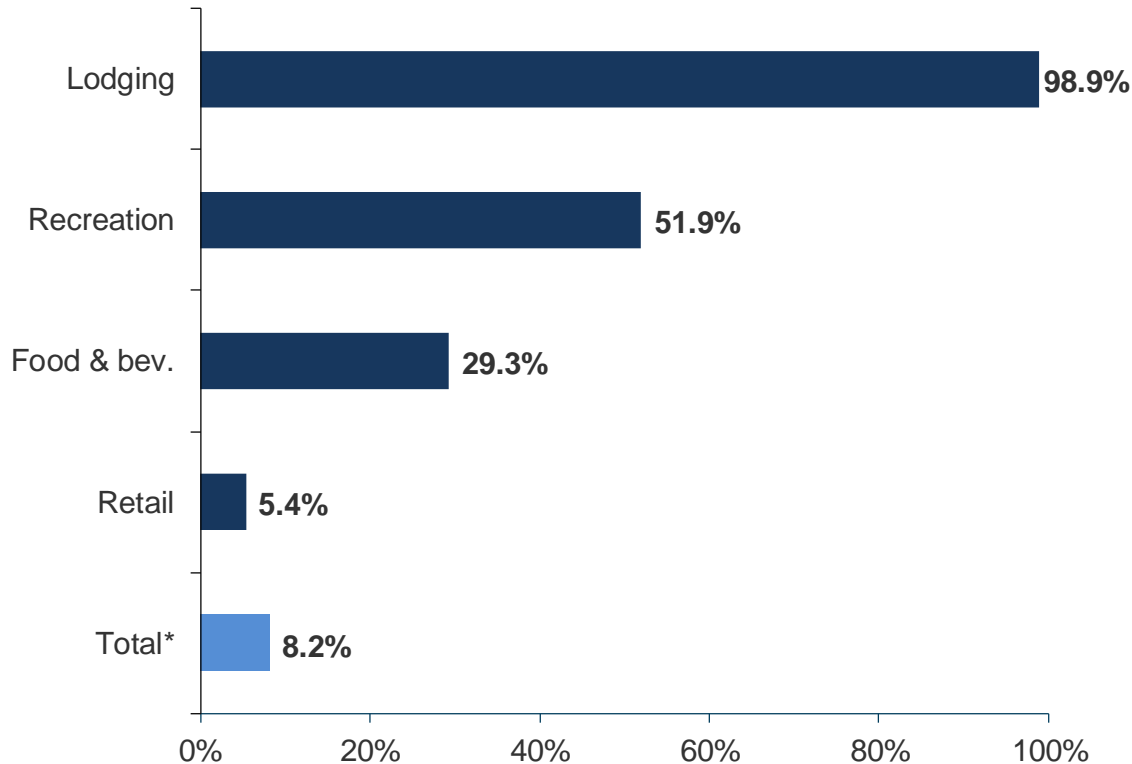
Tourism GDP Impact				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	3.1	3.4	6.5
Construction and Utilities	-	70.4	22.2	92.6
Manufacturing	-	9.8	5.7	15.5
Wholesale Trade	-	23.2	36.8	60.0
Air Transport	67.1	0.9	1.6	69.7
Other Transport	150.2	37.7	12.3	200.2
Retail Trade	244.0	4.1	85.4	333.5
Gasoline Stations	61.6	0.5	6.7	68.8
Communications	-	59.6	25.4	85.0
Finance, Insurance and Real Estate	506.9	184.3	297.9	989.1
Business Services	-	154.9	43.5	198.4
Education and Health Care	-	1.2	149.8	151.0
Recreation and Entertainment	488.7	6.1	11.0	505.8
Lodging	767.6	1.2	0.7	769.4
Food & Beverage	662.5	35.4	57.2	755.2
Personal Services	-	29.8	38.6	68.4
Government	-	37.2	11.1	48.3
TOTAL	2,948.6	659.7	809.2	4,417.5
Growth since 2011	10.5%	4.6%	6.4%	8.8%

Why sales and GDP differ

- Tourism industry sales in New Mexico equals \$8.5 billion while GDP measures \$4.4 billion
- GDP (Gross domestic product) is less than sales because it measures only the locally-produced value of goods and services consumed by visitors
 - This includes the local labor, capital depreciation, and the profits of tourism-related companies that are based in New Mexico
 - The costs of imported goods (gasoline, food or retail goods) that come from out-of-state are excluded from the GDP calculation
 - In addition, business profits from out-of-state companies are also excluded. For example, Wal-Mart profits leave the state.

Employment contribution

Tourism Employment Intensity by Industry



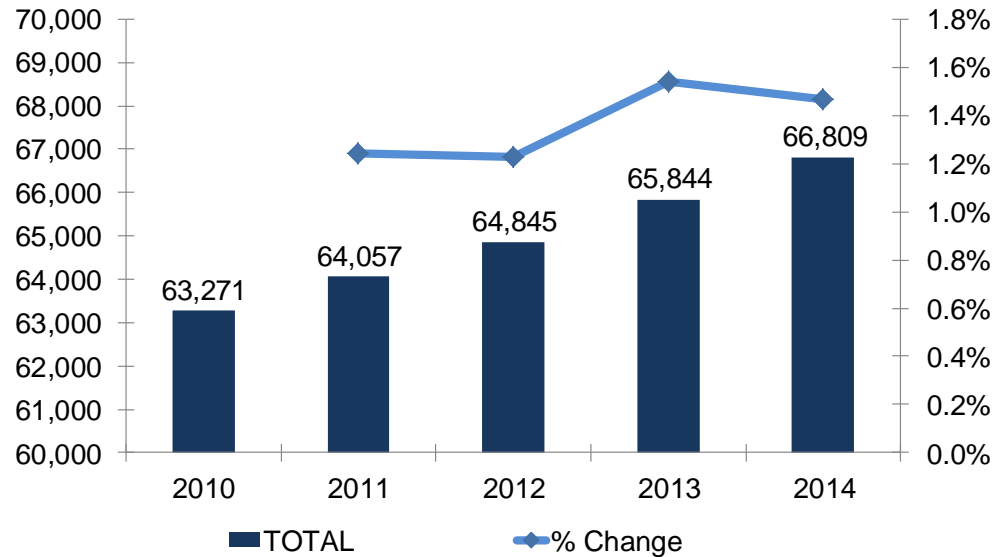
* Total share includes direct, indirect and induced impacts. All other industry shares are for direct employment only.

- This chart shows the share of employment in selected industries that is directly supported by visitor spending. As an example: 99% of all jobs in the lodging industry are supported by visitor spending.

Tourism employment trends

Tourism Employment

Units



Source: Tourism Economics

Direct Tourism Employment

Sector	2010	2011	2012	2013	2014
TOTAL	63,271	64,057	64,845	65,844	66,809
% Change		1.2%	1.2%	1.5%	1.5%

Tourism is driving job growth in the state

- Direct tourism employment growth has led employment recovery in New Mexico.
- Direct tourism employment growth has averaged more than half a percentage point higher than overall employment growth since 2011.
- Tourism has generated 11% of all new jobs in New Mexico between 2011 and 2014.

Employment Growth Comparison
pct change



Tourism employment by industry

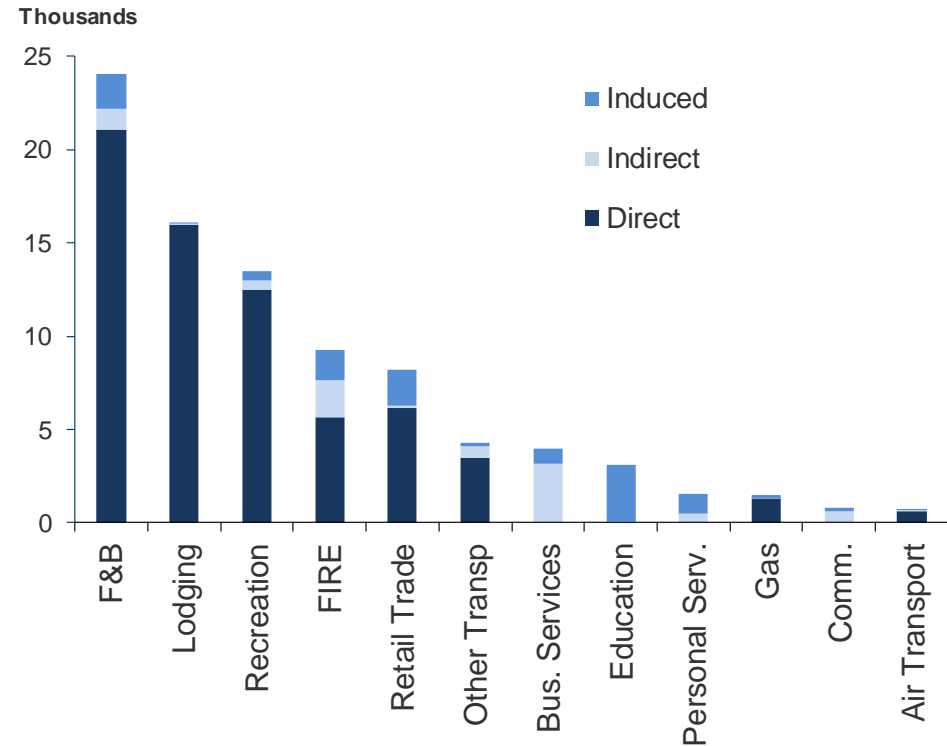
Tourism Employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	41	41	83
Construction and Utilities	-	431	135	566
Manufacturing	-	138	61	198
Wholesale Trade	-	215	341	556
Air Transport	643	9	15	668
Other Transport	3,509	566	200	4,275
Retail Trade	6,179	88	1,926	8,194
Gasoline Stations	1,310	10	143	1,463
Communications	-	603	196	798
Finance, Insurance and Real Estate	5,633	2,013	1,626	9,273
Business Services	-	3,151	847	3,998
Education and Health Care	-	49	3,028	3,077
Recreation and Entertainment	12,486	497	511	13,494
Lodging	15,993	24	14	16,031
Food & Beverage	21,054	1,140	1,894	24,088
Personal Services	-	514	1,009	1,523
Government	-	473	180	653
TOTAL	66,809	9,962	12,167	88,938
Growth since 2011	4.3%	1.1%	2.6%	3.7%

- 8.2% (1-in-12 jobs) of total wage and salary employment in NM is sustained by tourism

Tourism employment

- As a labor intensive collection of services, tourism-related sectors represent significant employment to the state of New Mexico.
- The nearly 89,000 jobs sustained by visits to New Mexico span every sector of the economy, either directly or via indirect or induced impacts.

Tourism Employment by Industry



F&B: Food and Beverage
FIRE: Finance, Insurance, Real Estate
Bus. Services: Business Services
Gas: Gasoline Stations
Other Transp.: Other Transportation
Personal Serv.: Personal Services
Wholesale Tr.: Wholesale Trade
Gov.: Government

Tourism personal income

Tourism Labor Income (Compensation)				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	1.4	2.8	4.2
Construction and Utilities	-	28.4	8.5	36.9
Manufacturing	-	5.7	2.6	8.4
Wholesale Trade	-	12.6	20.0	32.6
Air Transport	36.6	0.5	0.9	38.0
Other Transport	111.9	27.7	8.9	148.5
Retail Trade	156.7	2.9	59.1	218.7
Gasoline Stations	36.8	0.3	4.0	41.0
Communications	-	27.8	9.3	37.1
Finance, Insurance and Real Estate	74.7	56.6	51.8	183.1
Business Services	-	123.2	34.3	157.5
Education and Health Care	-	1.2	140.2	141.4
Recreation and Entertainment	273.9	5.3	6.9	286.1
Lodging	387.1	0.6	0.3	388.0
Food & Beverage	431.4	23.3	42.8	497.5
Personal Services	-	26.2	36.4	62.6
Government	-	36.7	11.9	48.6
TOTAL	1,509.0	380.5	440.8	2,330.3
Growth since 2011	10.7%	4.6%	7.6%	9.1%

- Visitor spending generated personal income of \$2.3 billion in 2014, growth of 9.1% since 2011.

Tourism-generated taxes

- The tourism industry generated \$1.3 billion in taxes and fees in 2014.
- State and local tax collections have risen 8.2% since 2011.
- Visitor-driven state and local tax proceeds of \$609 million helped offset the average household tax burden by \$810 per household. That is, were it not for visitors, New Mexico households would need to pay \$810 each in order to maintain the same level of government revenue.

Tourism-Generated Taxes			
Millions of \$			
	2011	2014	% Change
Federal Taxes	613.6	666.1	8.5%
Corporate	157.5	171.4	8.8%
Indirect Business	112.6	120.0	6.6%
Personal Income	59.8	65.3	9.1%
Social Security	283.7	309.5	9.1%
State Taxes	381.9	414.3	8.5%
Corporate	25.6	27.9	8.8%
Personal Income	23.2	25.3	9.1%
Sales	199.6	218.7	9.6%
State Unemployment	6.8	7.4	9.1%
Other Taxes/fees	126.7	135.1	6.6%
Local Taxes	183.1	195.1	6.6%
Sales	10.5	11.5	9.6%
Personal Income	4.1	4.5	9.1%
Lodging	40.8	41.6	2.0%
Excise and Fees	11.3	12.3	9.6%
Property	74.2	79.2	6.6%
Other taxes and fees	42.2	46.1	9.1%
Total	1,178.6	1,275.6	8.2%

County Analysis



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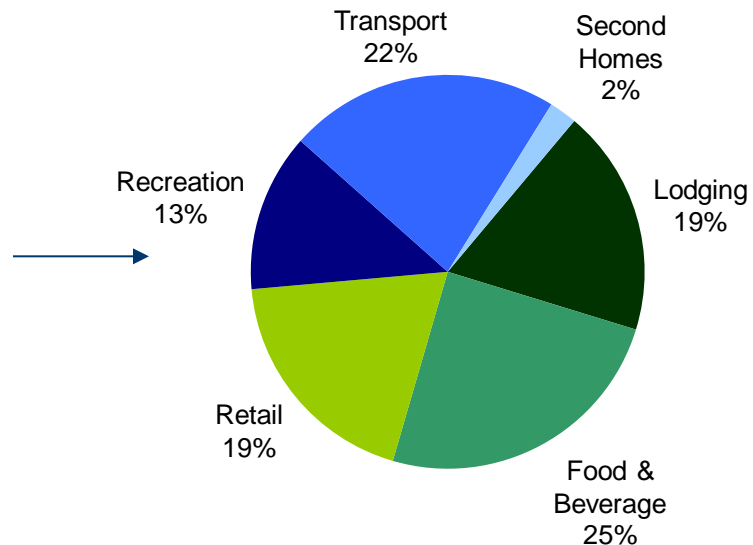
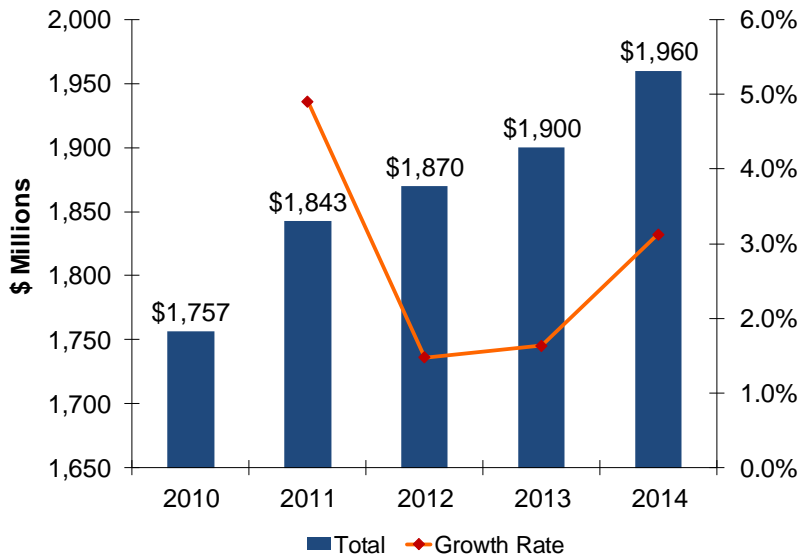
County Analysis

- This section contains detailed visitor spending and tourism impact analysis for each county.
- Visitor spending and impacts are largest in the counties that contain the largest cities of New Mexico – Albuquerque, Las Cruces, Rio Rancho and Santa Fe.
- Visitor spending growth was strongest in Eddy, Lea and Chaves County.
- A counties tourism intensity is not necessarily tied to the size of the tourism market.

Bernalillo County, Visitor Spending by Industry

Bernalillo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$365.1	\$485.1	\$374.2	\$254.4	\$436.2	\$44.7	\$1,959.8	3.1%
2013	\$341.5	\$482.7	\$349.2	\$251.5	\$431.9	\$43.6	\$1,900.4	1.6%
2012	\$334.6	\$475.8	\$336.6	\$245.3	\$435.8	\$41.7	\$1,869.9	1.5%
2011	\$331.9	\$471.8	\$322.5	\$250.8	\$426.5	\$39.3	\$1,842.7	4.9%
2010	\$330.2	\$455.2	\$310.5	\$240.4	\$378.4	\$41.9	\$1,756.6	

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



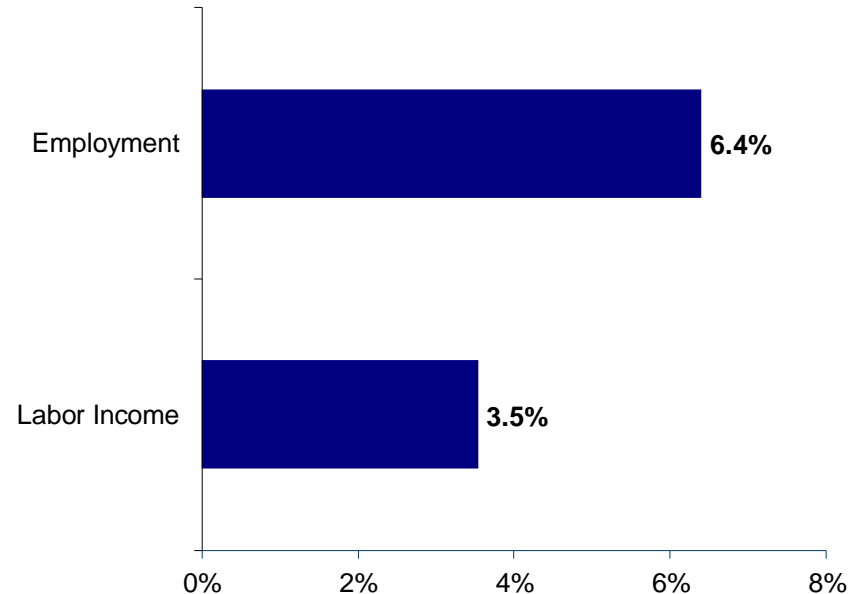
Bernalillo County, Tourism Impact

Bernalillo County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	20,143	29,611	9.4%
2013	19,969	29,483	9.5%
2012	19,886	28,986	9.4%
2011	20,000	29,389	9.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$486.1	\$838.4
2013	\$477.1	\$827.8
2012	\$466.4	\$801.3
2011	\$454.7	\$790.3

Bernalillo County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$224.9	\$141.5	\$70.9	\$437.3
2011	\$214.5	\$133.6	\$69.0	\$417.1

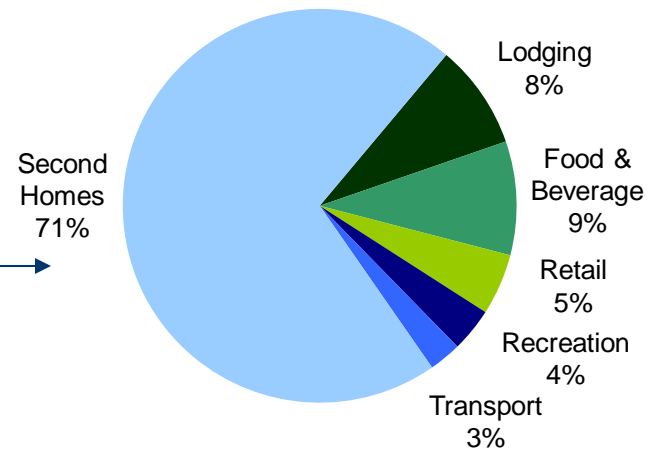
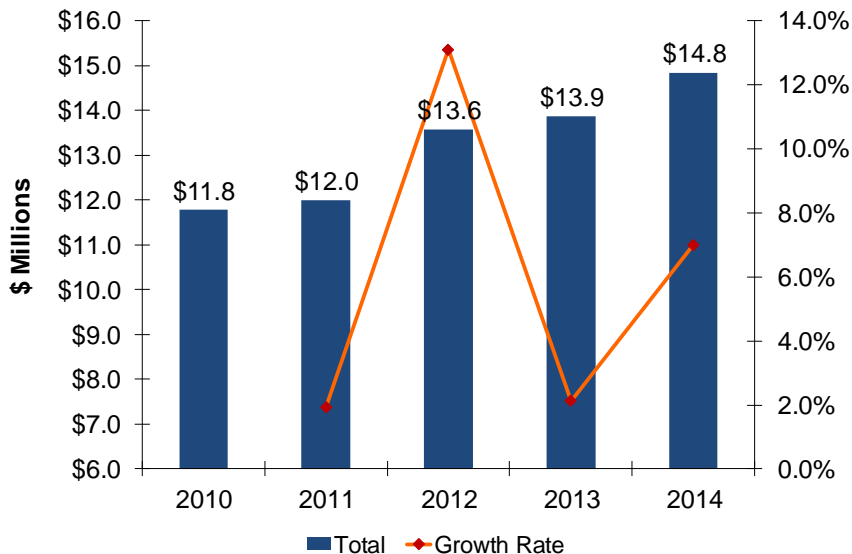
Tourism Share of County Economy



Catron County, Visitor Spending by Industry

Catron County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$1.27	\$1.39	\$0.75	\$0.53	\$0.39	\$10.50	\$14.83	7.0%
2013	\$1.22	\$1.42	\$0.71	\$0.52	\$0.39	\$9.61	\$13.86	2.1%
2012	\$1.22	\$1.42	\$0.70	\$0.51	\$0.36	\$9.36	\$13.58	13.1%
2011	\$1.20	\$1.37	\$0.60	\$0.49	\$0.34	\$8.01	\$12.00	1.9%
2010	\$1.39	\$1.40	\$0.57	\$0.48	\$0.34	\$7.60	\$11.78	

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



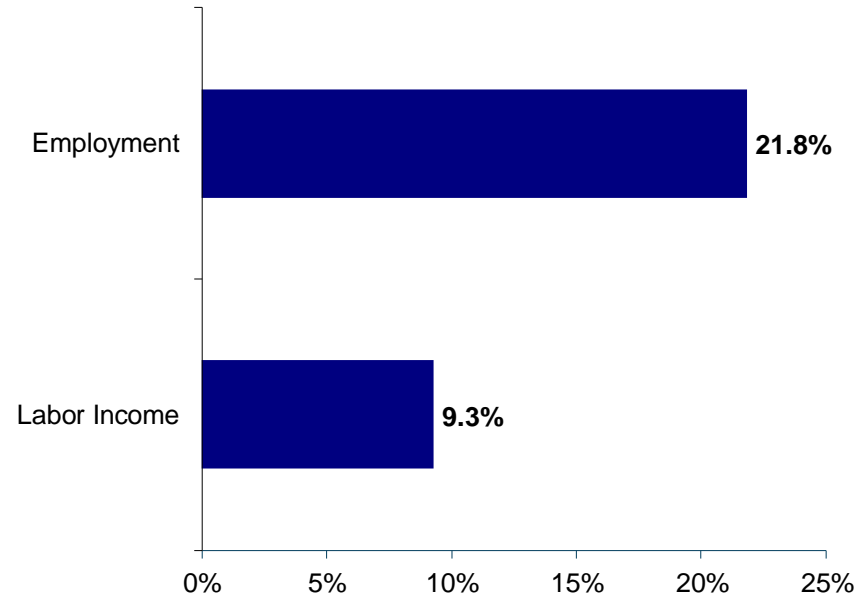
Catron County, Tourism Impact

Catron County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	142	150	23.1%
2013	143	152	22.9%
2012	111	120	18.3%
2011	124	132	22.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$1.79	\$2.09
2013	\$1.80	\$2.14
2012	\$1.33	\$1.67
2011	\$1.52	\$1.83

Catron County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$0.68	\$0.36	\$0.17	\$1.21
2011	\$0.60	\$0.33	\$0.15	\$1.08

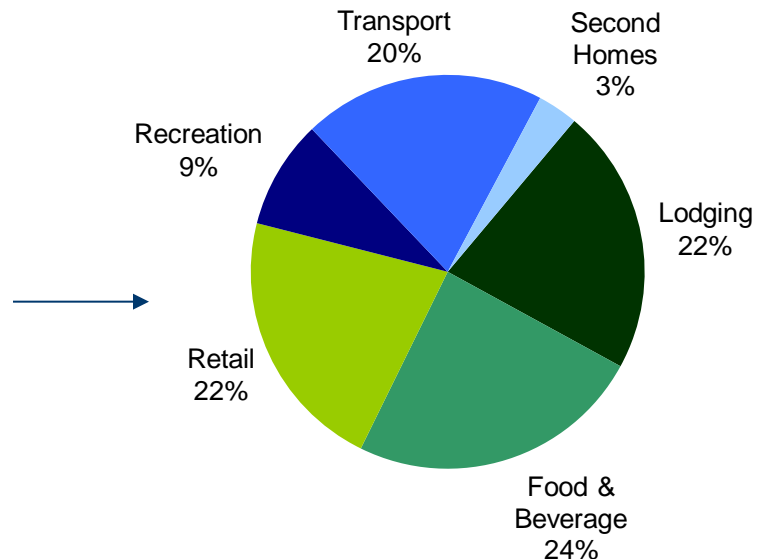
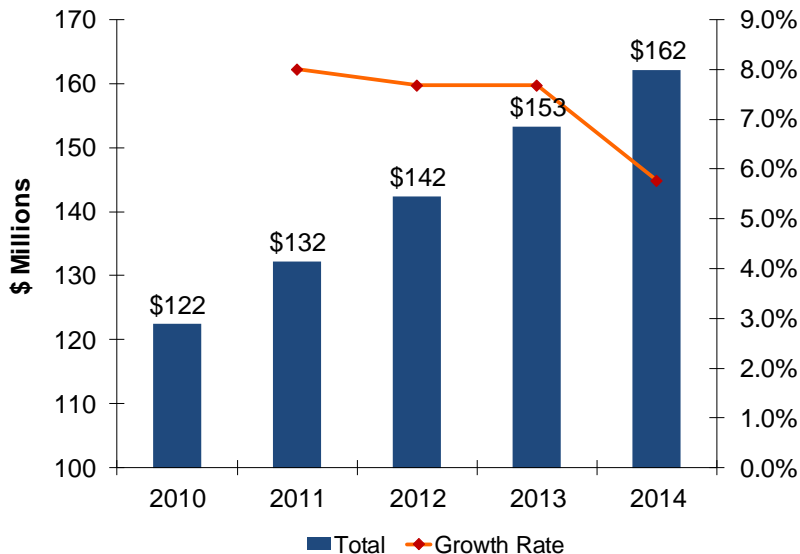
Tourism Share of County Economy



Chaves County, Visitor Spending by Industry

Chaves County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$35.4	\$39.4	\$35.2	\$14.5	\$32.3	\$5.4	\$162.1	5.8%
2013	\$33.2	\$37.5	\$32.2	\$14.2	\$30.7	\$5.5	\$153.3	7.7%
2012	\$29.8	\$36.5	\$29.7	\$13.9	\$27.3	\$5.3	\$142.4	7.7%
2011	\$28.4	\$35.8	\$24.7	\$12.7	\$25.8	\$4.8	\$132.2	8.0%
2010	\$26.9	\$33.7	\$23.2	\$12.1	\$22.3	\$4.2	\$122.4	

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



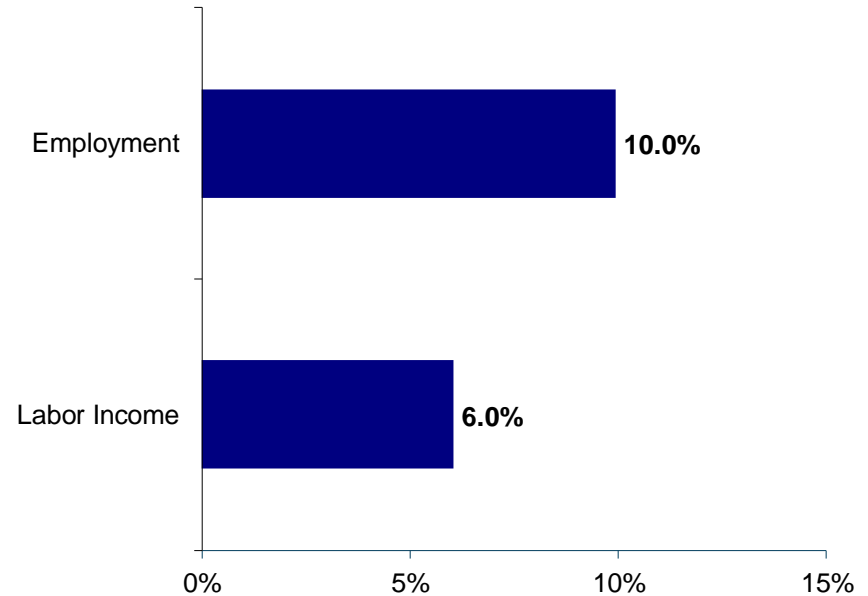
Chaves County, Tourism Impact

Chaves County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	2,093	2,641	12.6%
2013	2,111	2,650	12.8%
2012	1,974	2,477	11.9%
2011	1,825	2,364	11.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$42.9	\$63.2
2013	\$41.0	\$60.8
2012	\$38.2	\$56.6
2011	\$35.0	\$54.1

Chaves County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$18.7	\$11.9	\$5.4	\$36.0
2011	\$15.9	\$10.0	\$4.6	\$30.5

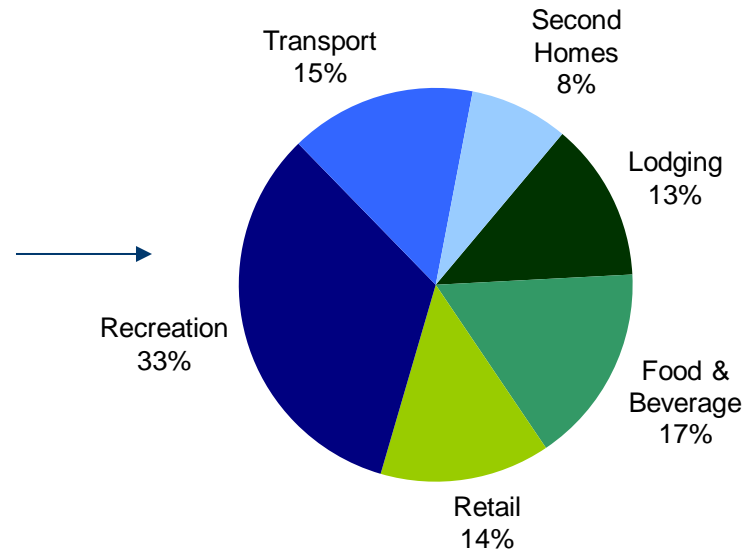
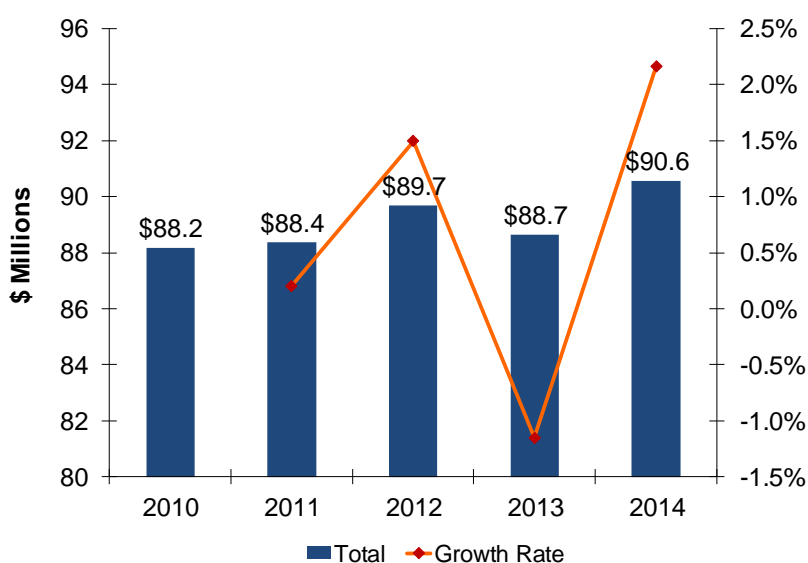
Tourism Share of County Economy



Cibola County, Visitor Spending by Industry

Cibola County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$11.83	\$14.83	\$12.66	\$30.07	\$13.85	\$7.33	\$90.57	2.2%
2013	\$11.52	\$14.61	\$11.51	\$30.19	\$13.65	\$7.18	\$88.65	-1.2%
2012	\$11.82	\$15.66	\$12.13	\$29.95	\$13.25	\$6.87	\$89.69	1.5%
2011	\$11.56	\$15.72	\$11.50	\$30.15	\$13.18	\$6.26	\$88.36	0.2%
2010	\$12.95	\$16.46	\$11.89	\$29.80	\$10.49	\$6.59	\$88.18	

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



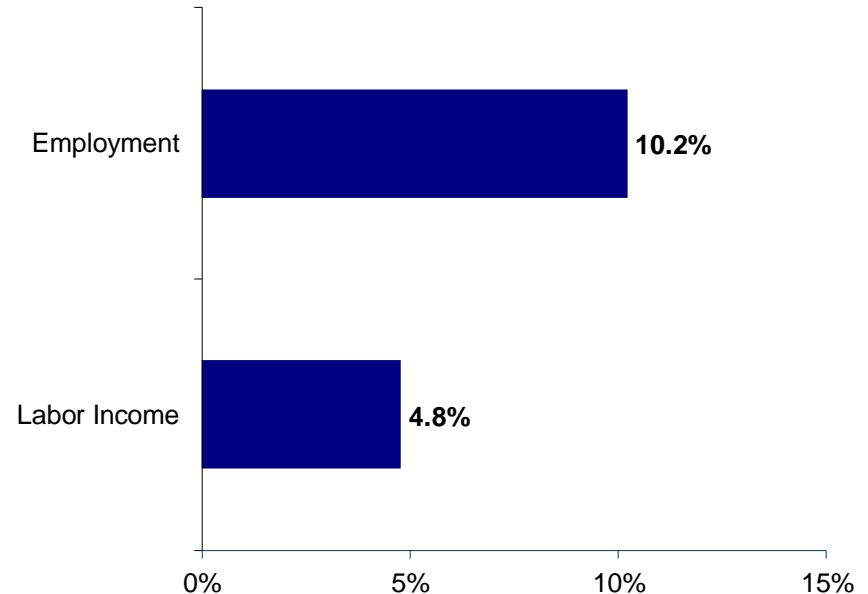
Cibola County, Tourism Impact

Cibola County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	787	917	11.9%
2013	792	916	11.9%
2012	788	908	11.5%
2011	743	880	11.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$12.93	\$17.73
2013	\$12.98	\$17.50
2012	\$13.03	\$17.38
2011	\$12.60	\$17.46

Cibola County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$6.35	\$5.20	\$1.61	\$13.15
2011	\$6.35	\$5.17	\$1.60	\$13.12

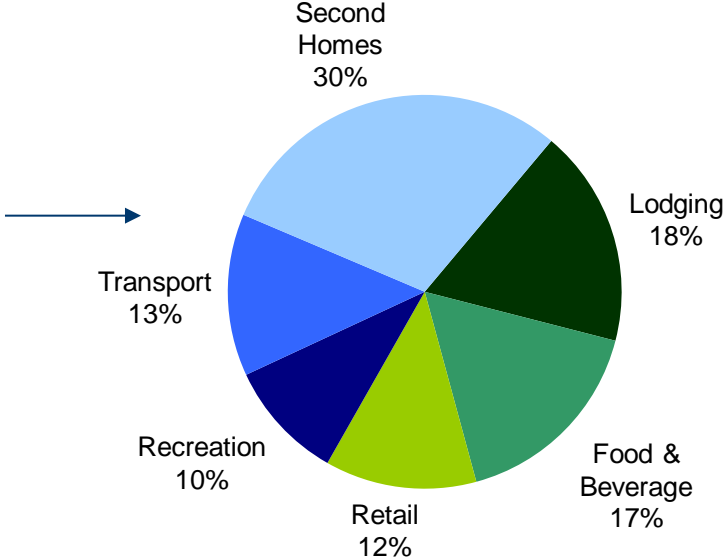
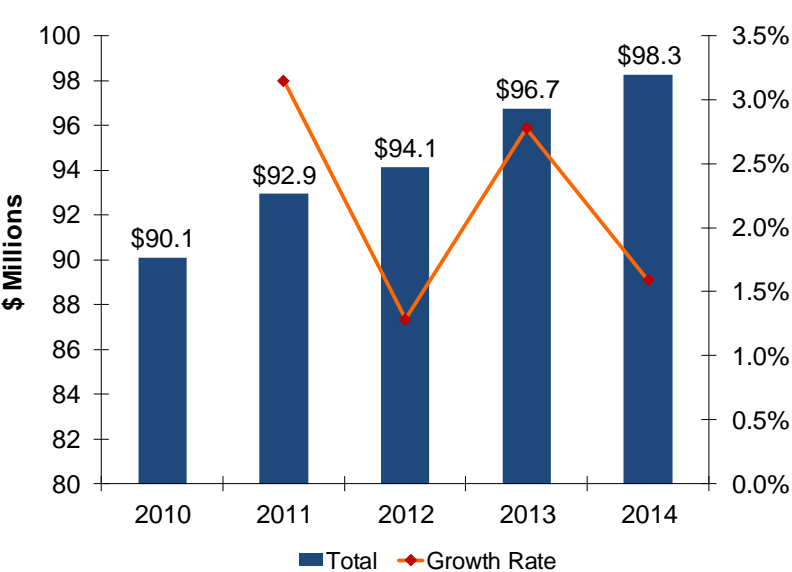
Tourism Share of County Economy



Colfax County, Visitor Spending by Industry

Colfax County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$17.58	\$16.48	\$12.23	\$9.68	\$13.09	\$29.20	\$98.27	1.6%
2013	\$17.28	\$17.03	\$11.67	\$9.29	\$12.87	\$28.60	\$96.73	2.8%
2012	\$16.40	\$16.52	\$11.12	\$9.23	\$12.88	\$27.97	\$94.12	1.3%
2011	\$17.19	\$17.28	\$9.92	\$9.36	\$12.94	\$26.25	\$92.93	3.1%
2010	\$18.19	\$17.93	\$10.43	\$10.00	\$9.41	\$24.13	\$90.09	

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



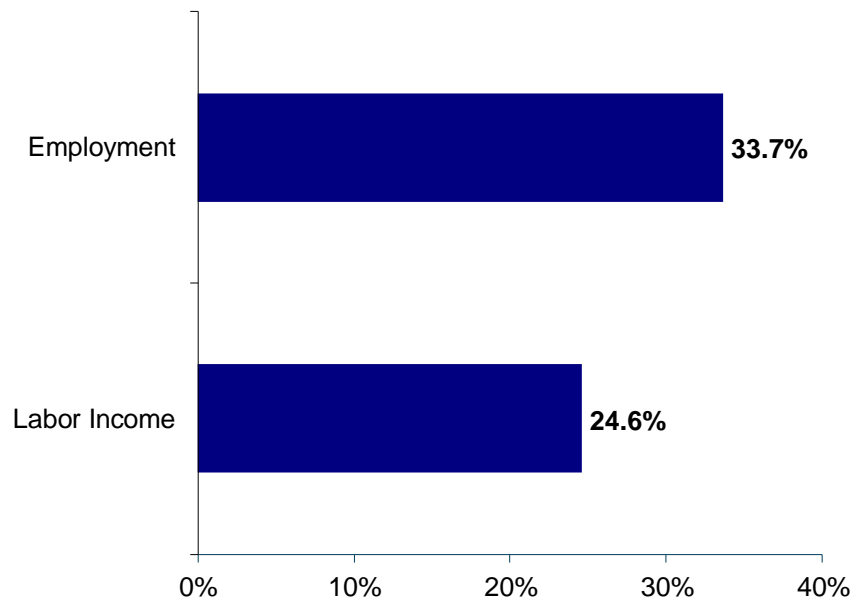
Colfax County, Tourism Impact

Colfax County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	1,718	1,829	35.8%
2013	1,694	1,811	35.8%
2012	1,575	1,693	34.3%
2011	1,560	1,683	33.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$36.40	\$40.49
2013	\$33.17	\$37.47
2012	\$32.96	\$37.30
2011	\$30.86	\$35.24

Colfax County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$13.15	\$6.36	\$3.09	\$22.60
2011	\$11.52	\$5.88	\$2.80	\$20.20

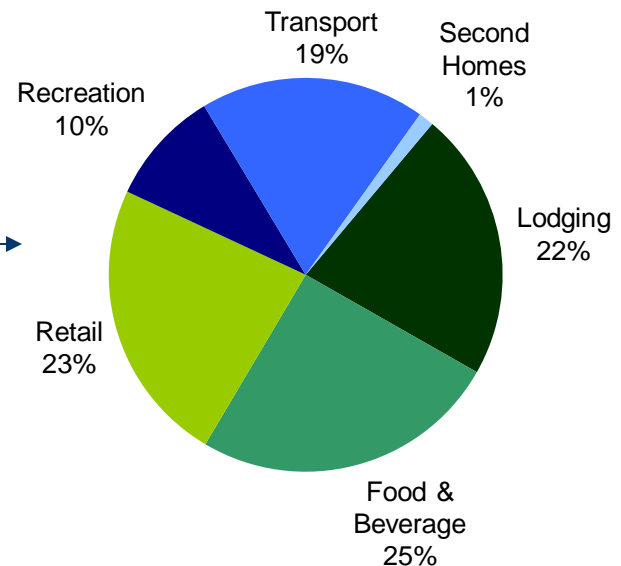
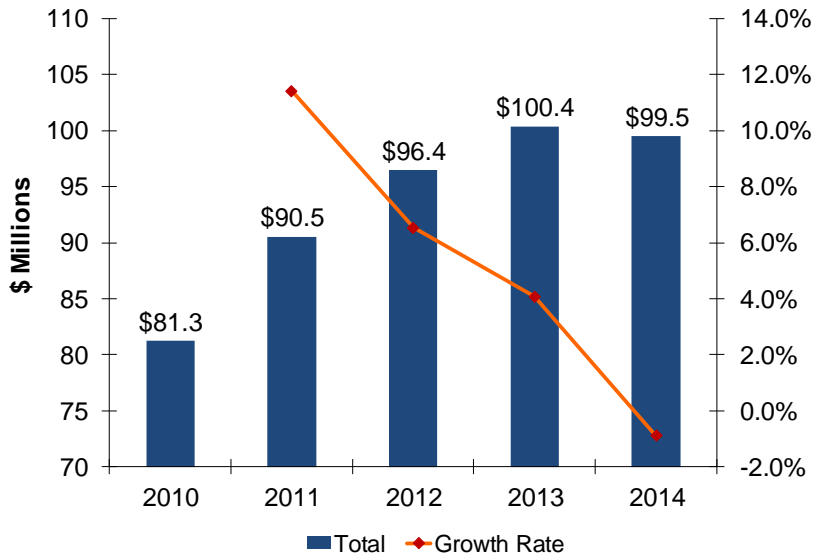
Tourism Share of County Economy



Curry County, Visitor Spending by Industry

Curry County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$22.01	\$25.15	\$23.31	\$9.39	\$18.38	\$1.25	\$99.49	-0.9%
2013	\$22.37	\$26.87	\$22.68	\$9.91	\$17.66	\$0.88	\$100.38	4.1%
2012	\$21.32	\$26.06	\$22.12	\$9.68	\$16.64	\$0.63	\$96.45	6.5%
2011	\$20.15	\$25.64	\$18.89	\$9.33	\$16.05	\$0.49	\$90.54	11.4%
2010	\$18.08	\$23.35	\$17.31	\$8.56	\$13.07	\$0.90	\$81.27	

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



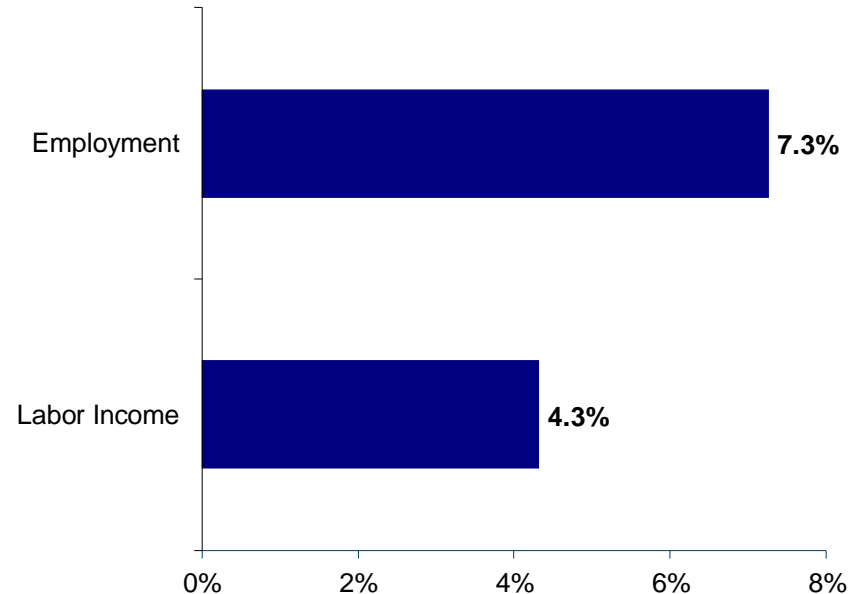
Curry County, Tourism Impact

Curry County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	1,237	1,675	9.8%
2013	1,274	1,712	10.2%
2012	1,191	1,656	9.8%
2011	1,162	1,576	9.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$25.49	\$41.71
2013	\$25.45	\$41.49
2012	\$24.08	\$41.09
2011	\$22.78	\$37.49

Curry County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$11.70	\$7.56	\$3.66	\$22.92
2011	\$10.61	\$6.92	\$3.36	\$20.89

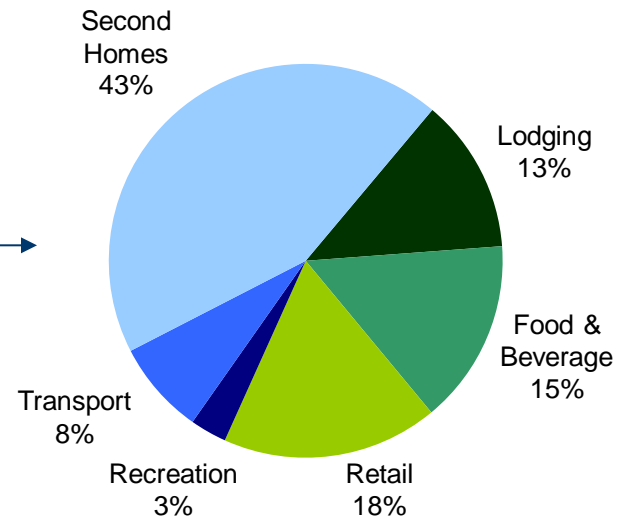
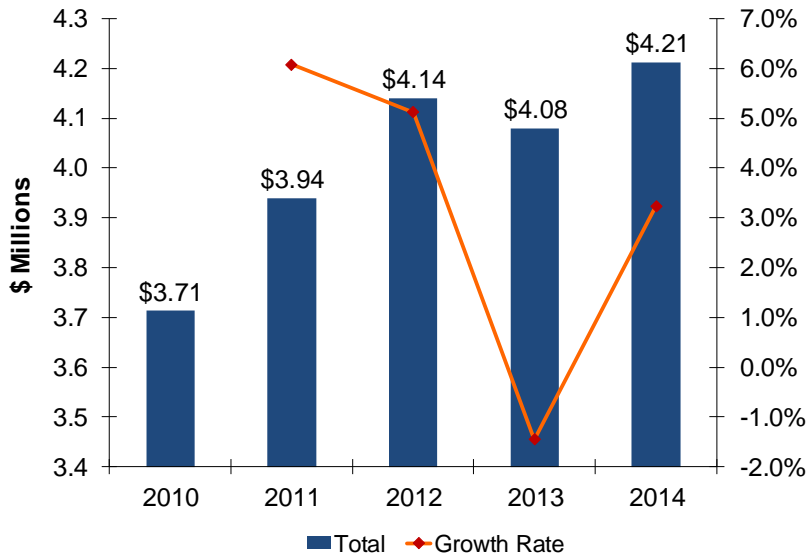
Tourism Share of County Economy



De Baca County, Visitor Spending by Industry

De Baca County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$0.54	\$0.64	\$0.75	\$0.13	\$0.32	\$1.84	\$4.21	3.2%
2013	\$0.55	\$0.69	\$0.72	\$0.13	\$0.28	\$1.71	\$4.08	-1.5%
2012	\$0.55	\$0.70	\$0.70	\$0.12	\$0.34	\$1.73	\$4.14	5.1%
2011	\$0.53	\$0.68	\$0.64	\$0.12	\$0.27	\$1.70	\$3.94	6.1%
2010	\$0.50	\$0.64	\$0.53	\$0.12	\$0.25	\$1.67	\$3.71	

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



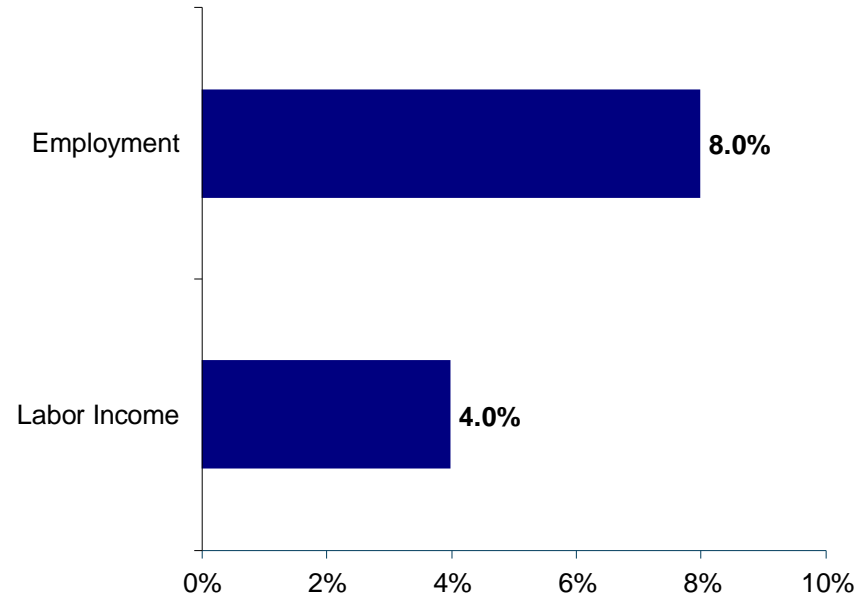
De Baca County, Tourism Impact

De Baca County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	39	46	9.2%
2013	38	45	9.4%
2012	36	43	9.1%
2011	39	46	9.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$0.59	\$0.82
2013	\$0.53	\$0.79
2012	\$0.53	\$0.78
2011	\$0.48	\$0.74

De Baca County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$0.26	\$0.17	\$0.07	\$0.50
2011	\$0.23	\$0.16	\$0.07	\$0.45

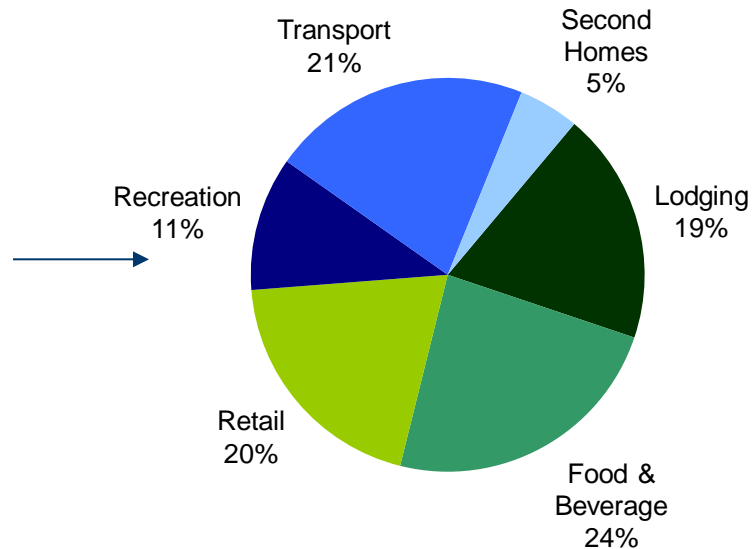
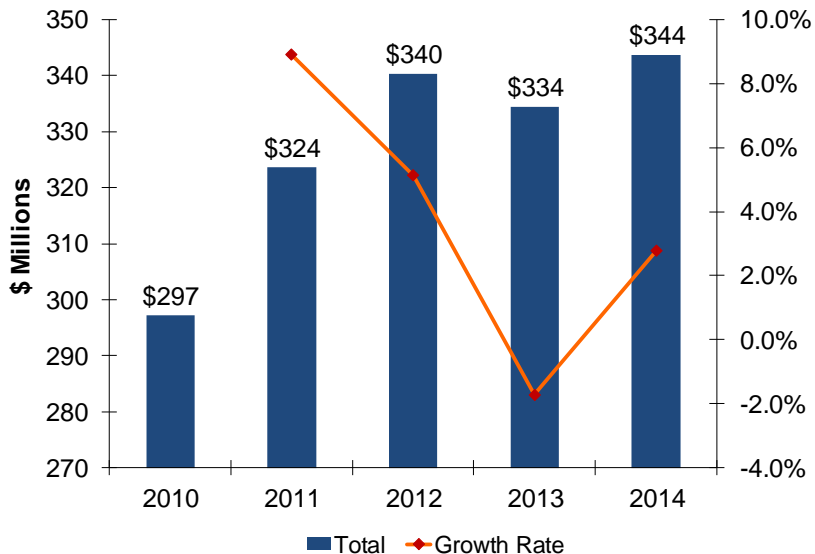
Tourism Share of County Economy



Dona Ana County, Visitor Spending by Industry

Dona Ana County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$65.5	\$81.5	\$68.3	\$37.8	\$73.4	\$17.1	\$343.7	2.8%
2013	\$61.9	\$80.7	\$62.6	\$43.4	\$70.4	\$15.5	\$334.4	-1.7%
2012	\$64.1	\$82.8	\$62.9	\$45.5	\$71.3	\$13.6	\$340.3	5.1%
2011	\$62.7	\$82.1	\$56.9	\$44.6	\$65.6	\$11.8	\$323.7	8.9%
2010	\$59.1	\$78.0	\$54.2	\$38.9	\$56.2	\$10.9	\$297.2	

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



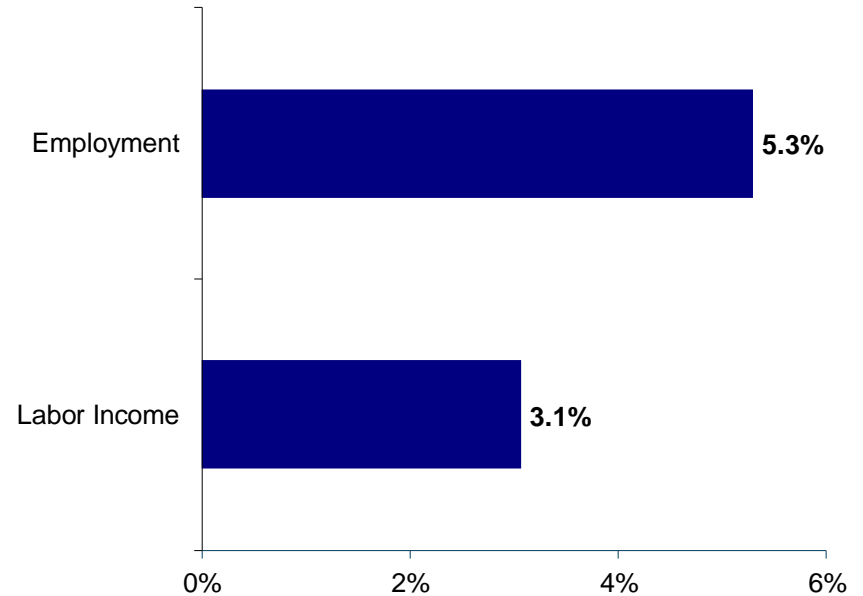
Dona Ana County, Tourism Impact

Dona Ana County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	3,751	5,982	8.5%
2013	3,786	6,082	8.6%
2012	3,739	6,005	8.7%
2011	3,707	5,995	8.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$76.8	\$159.0
2013	\$77.4	\$161.2
2012	\$77.6	\$160.2
2011	\$74.2	\$155.2

Dona Ana County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$39.3	\$26.1	\$13.5	\$79.0
2011	\$38.8	\$25.6	\$13.6	\$78.0

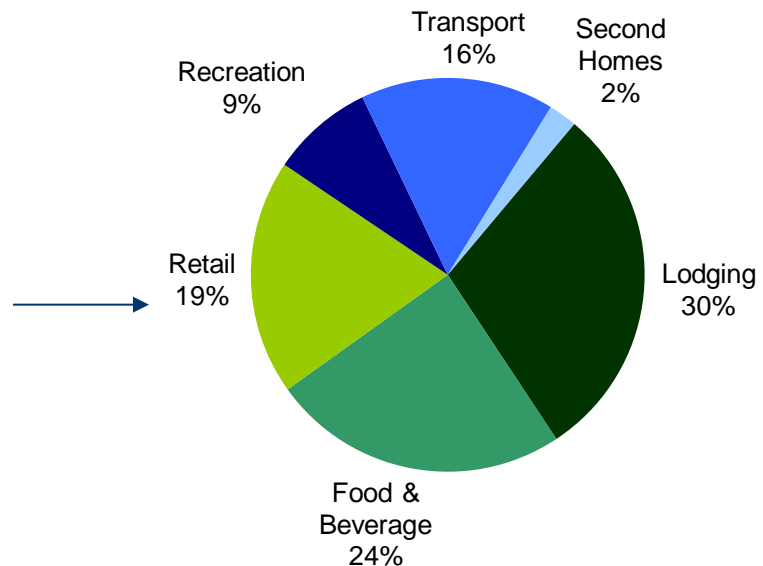
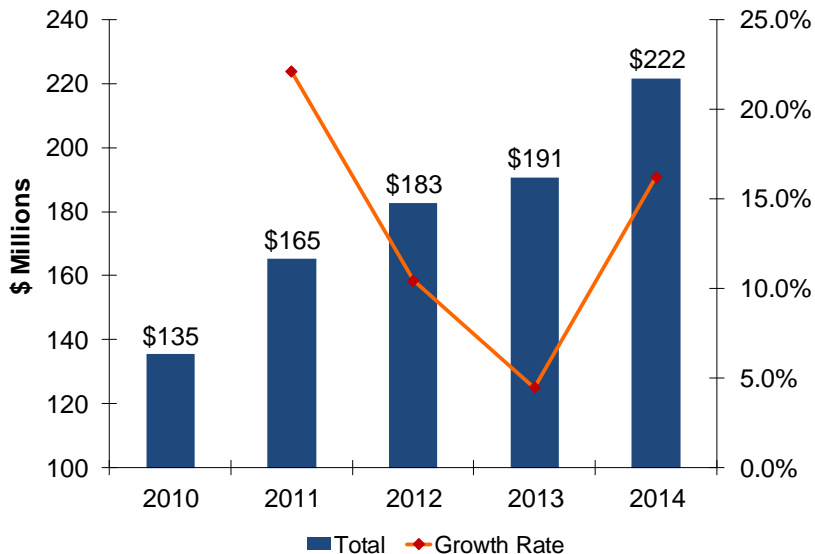
Tourism Share of County Economy



Eddy County, Visitor Spending by Industry

Eddy County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$65.6	\$54.1	\$42.9	\$18.7	\$35.3	\$5.2	\$221.6	16.2%
2013	\$50.4	\$48.9	\$37.9	\$16.5	\$32.2	\$4.7	\$190.7	4.5%
2012	\$45.1	\$48.4	\$37.1	\$16.7	\$30.9	\$4.4	\$182.6	10.4%
2011	\$41.8	\$44.0	\$33.2	\$15.3	\$27.3	\$3.8	\$165.3	22.1%
2010	\$33.1	\$37.3	\$28.5	\$13.4	\$20.6	\$2.6	\$135.4	

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



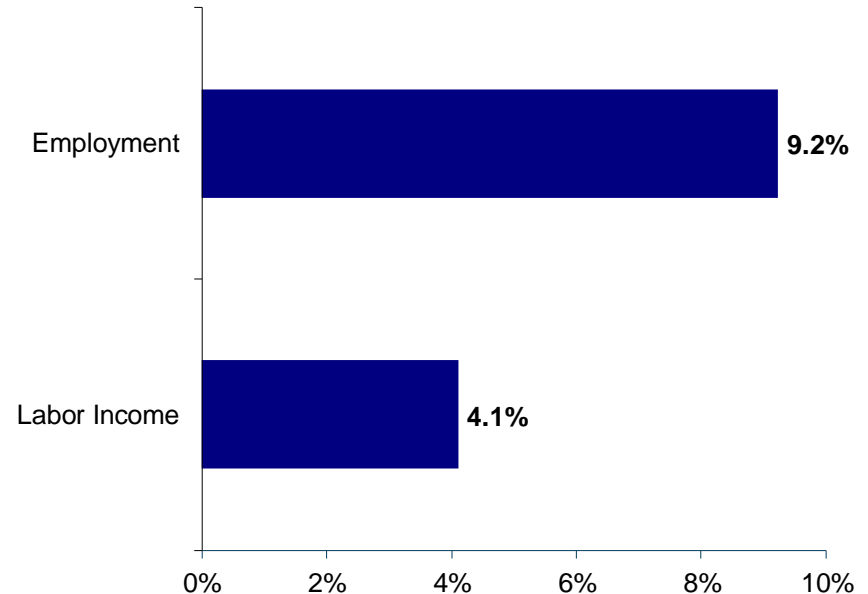
Eddy County, Tourism Impact

Eddy County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	2,565	3,574	12.9%
2013	2,328	3,254	12.3%
2012	2,330	3,271	13.0%
2011	2,193	3,003	12.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$60.5	\$97.9
2013	\$53.3	\$87.3
2012	\$51.0	\$85.5
2011	\$46.1	\$74.9

Eddy County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$27.3	\$17.1	\$8.1	\$52.5
2011	\$20.4	\$12.8	\$6.0	\$39.1

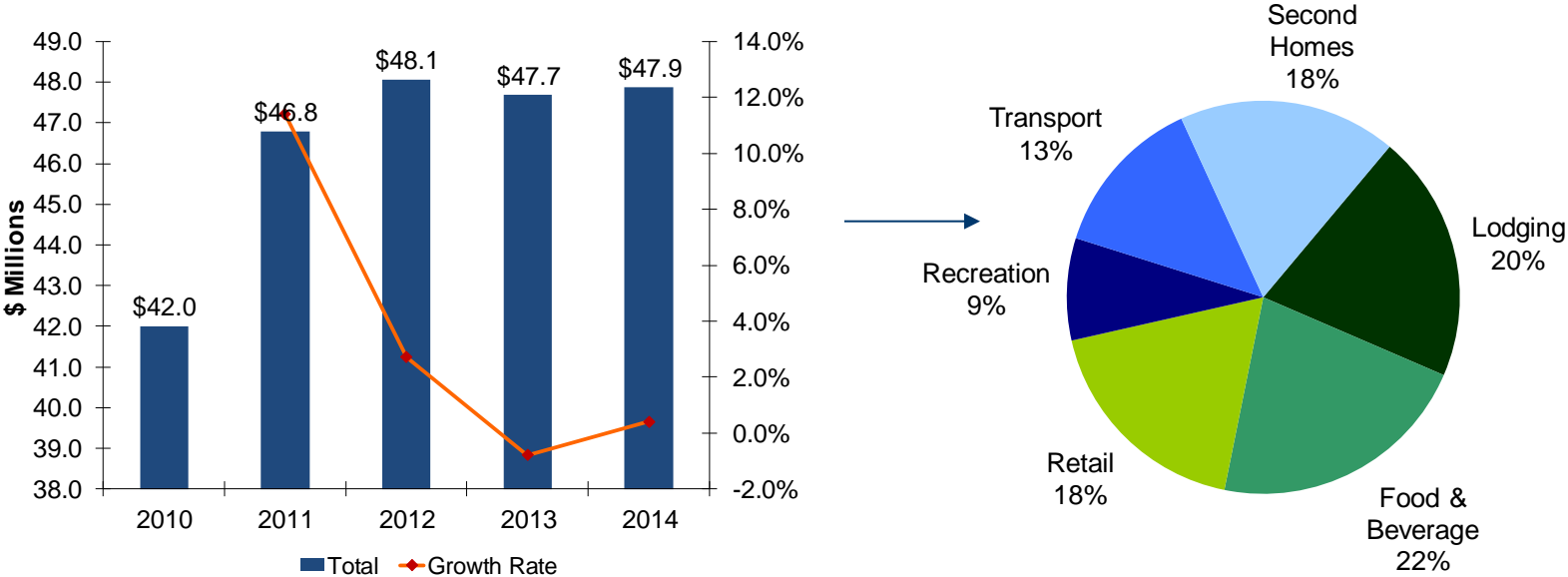
Tourism Share of County Economy



Grant County, Visitor Spending by Industry

Grant County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$9.75	\$10.38	\$8.76	\$4.02	\$6.36	\$8.60	\$47.87	0.4%
2013	\$9.57	\$10.86	\$8.51	\$4.48	\$6.53	\$7.73	\$47.68	-0.8%
2012	\$9.93	\$11.25	\$8.63	\$4.54	\$6.79	\$6.92	\$48.06	2.7%
2011	\$10.07	\$11.45	\$8.34	\$4.22	\$6.50	\$6.22	\$46.79	11.4%
2010	\$8.77	\$10.15	\$7.45	\$3.95	\$4.39	\$7.29	\$42.01	

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



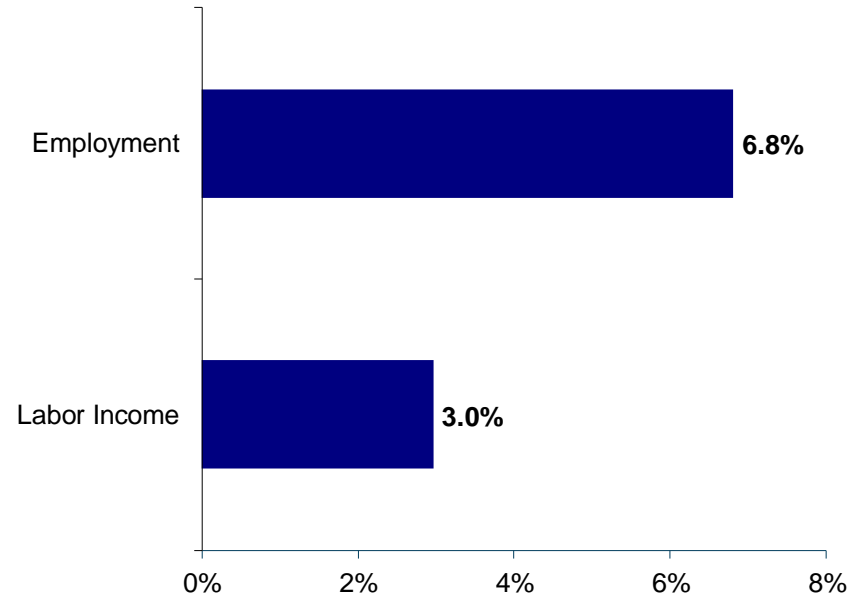
Grant County, Tourism Impact

Grant County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	637	802	8.6%
2013	637	799	8.3%
2012	682	841	8.7%
2011	648	811	8.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$10.82	\$16.90
2013	\$11.10	\$16.99
2012	\$12.14	\$17.96
2011	\$10.98	\$16.76

Grant County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$4.83	\$3.05	\$1.46	\$9.34
2011	\$4.78	\$3.10	\$1.45	\$9.33

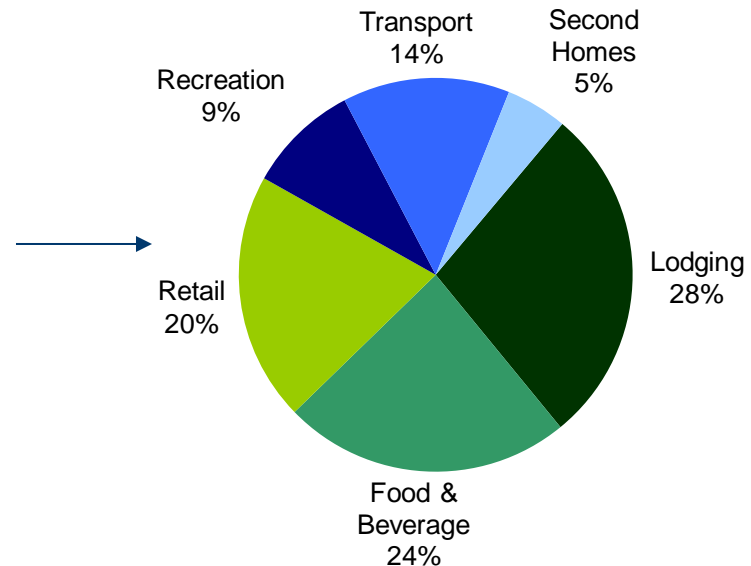
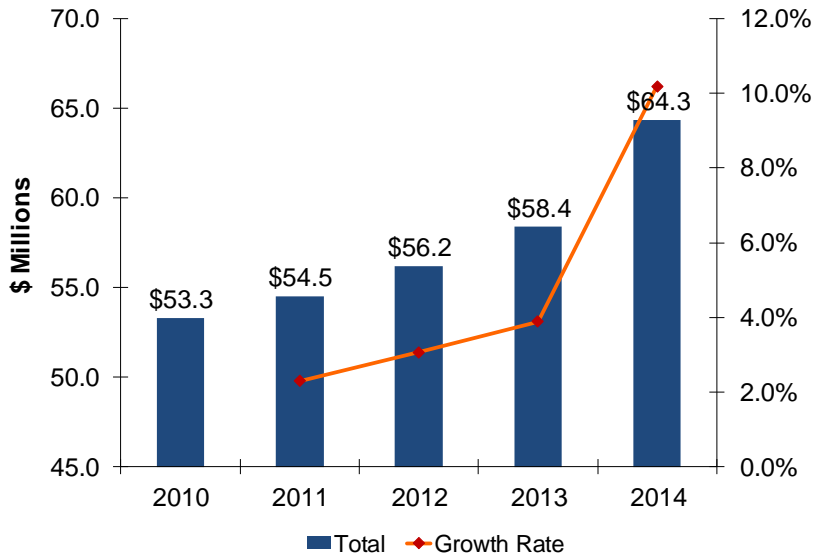
Tourism Share of County Economy



Guadalupe County, Visitor Spending by Industry

Guadalupe County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$17.99	\$15.21	\$13.14	\$5.91	\$8.83	\$3.24	\$64.32	10.2%
2013	\$17.12	\$11.83	\$12.45	\$6.09	\$8.55	\$2.34	\$58.37	3.9%
2012	\$16.23	\$11.69	\$11.96	\$5.91	\$8.66	\$1.74	\$56.19	3.1%
2011	\$15.83	\$11.82	\$11.23	\$5.89	\$8.39	\$1.36	\$54.52	2.3%
2010	\$16.47	\$11.94	\$11.19	\$6.09	\$6.52	\$1.09	\$53.30	

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



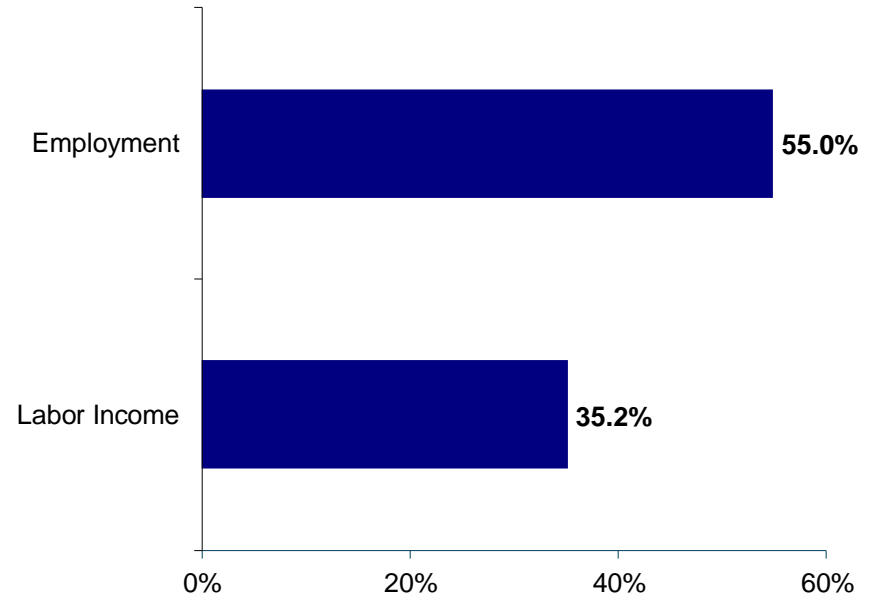
Guadalupe County, Tourism Impact

Guadalupe County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	728	772	58.3%
2013	630	676	51.5%
2012	590	636	49.8%
2011	597	647	50.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$12.69	\$14.33
2013	\$10.65	\$12.32
2012	\$10.23	\$11.90
2011	\$10.13	\$11.90

Guadalupe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$5.45	\$3.96	\$1.19	\$10.60
2011	\$4.47	\$3.40	\$1.04	\$8.91

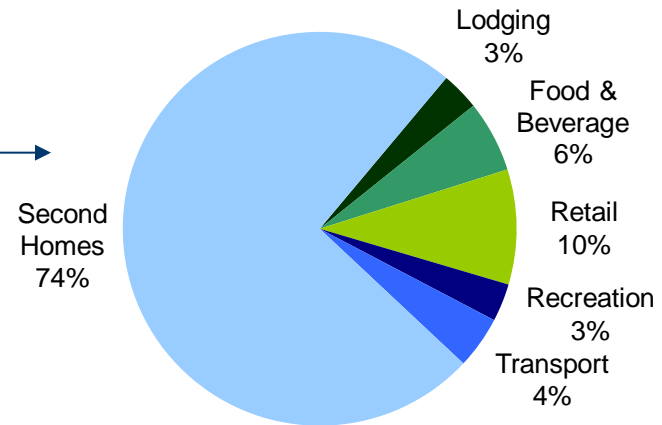
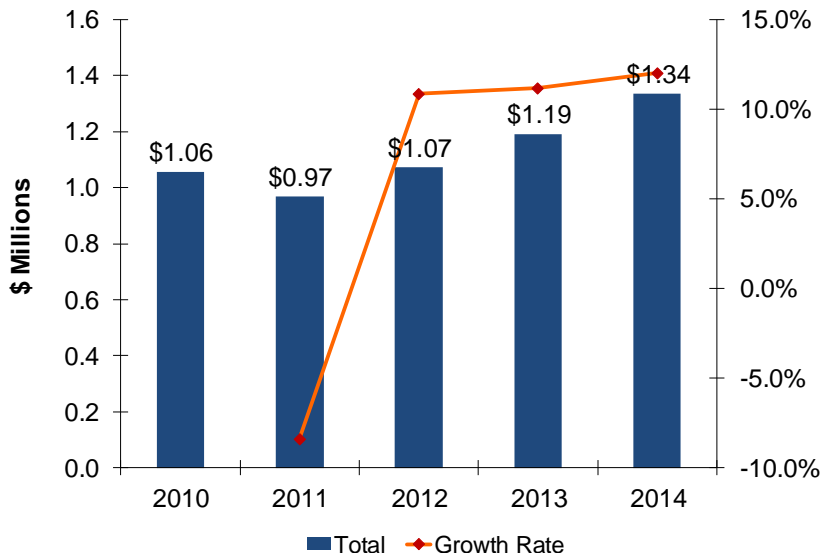
Tourism Share of County Economy



Harding County, Visitor Spending by Industry

Harding County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$0.04	\$0.08	\$0.13	\$0.04	\$0.06	\$0.99	\$1.34	12.0%
2013	\$0.04	\$0.08	\$0.12	\$0.04	\$0.08	\$0.83	\$1.19	11.2%
2012	\$0.04	\$0.08	\$0.12	\$0.04	\$0.08	\$0.71	\$1.07	10.9%
2011	\$0.04	\$0.08	\$0.11	\$0.04	\$0.07	\$0.62	\$0.97	-8.4%
2010	\$0.03	\$0.07	\$0.12	\$0.04	\$0.04	\$0.76	\$1.06	

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



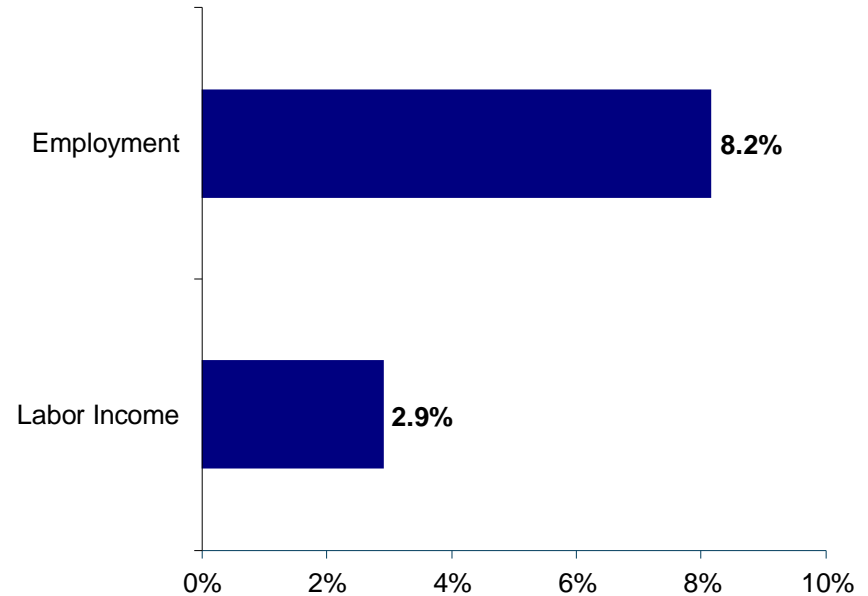
Harding County, Tourism Impact

Harding County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	16	21	10.4%
2013	15	18	10.6%
2012	13	16	9.1%
2011	11	14	7.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$0.22	\$0.38
2013	\$0.19	\$0.32
2012	\$0.16	\$0.26
2011	\$0.13	\$0.22

Harding County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$0.09	\$0.04	\$0.02	\$0.16
2011	\$0.06	\$0.03	\$0.01	\$0.10

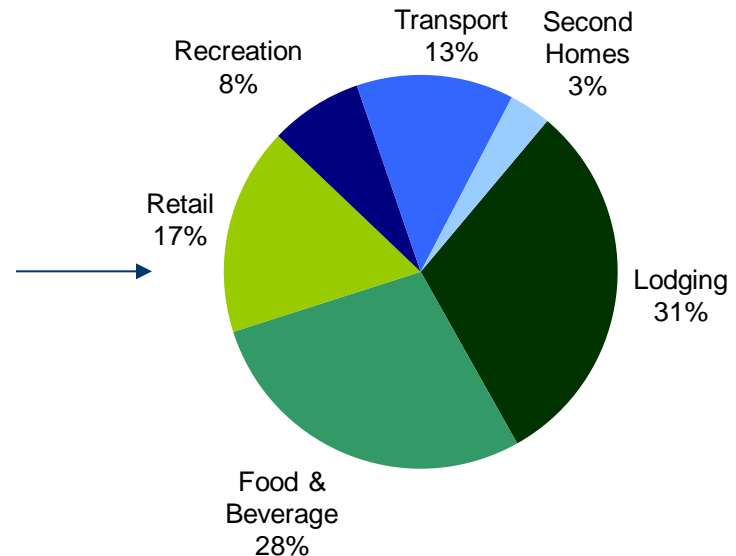
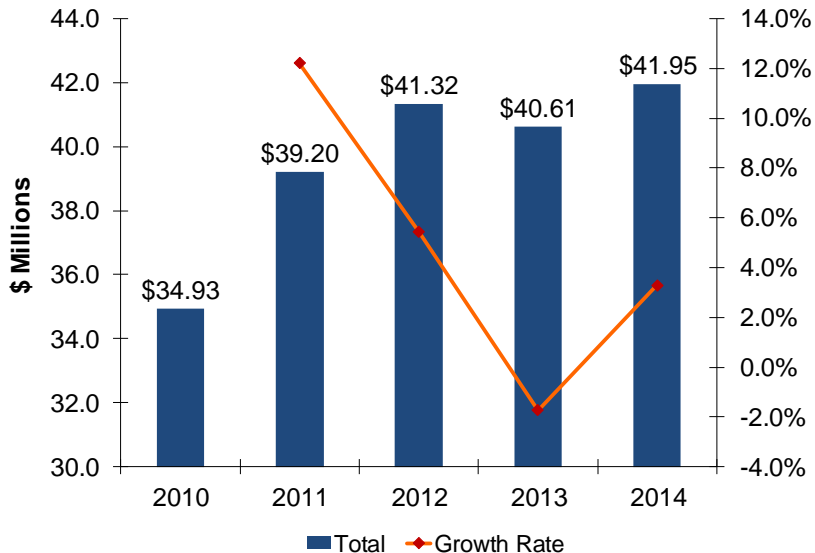
Tourism Share of County Economy



Hidalgo County, Visitor Spending by Industry

Hidalgo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$12.89	\$11.84	\$7.15	\$3.20	\$5.42	\$1.44	\$41.95	3.3%
2013	\$11.94	\$11.76	\$6.61	\$3.22	\$5.37	\$1.70	\$40.61	-1.7%
2012	\$11.97	\$11.98	\$6.60	\$3.25	\$5.89	\$1.63	\$41.32	5.4%
2011	\$11.23	\$11.83	\$6.07	\$3.18	\$5.41	\$1.47	\$39.20	12.2%
2010	\$9.52	\$10.05	\$5.25	\$2.78	\$4.78	\$2.55	\$34.93	

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



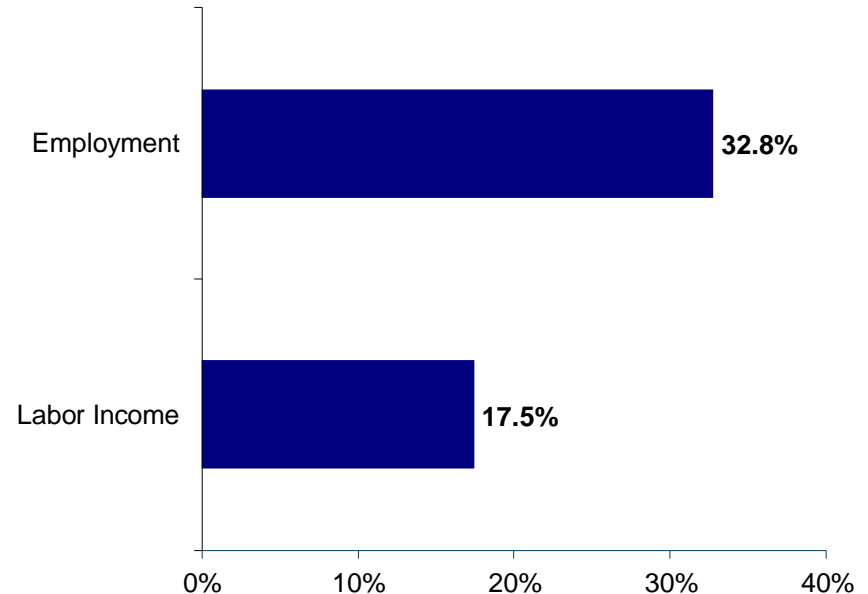
Hidalgo County, Tourism Impact

Hidalgo County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	520	571	36.0%
2013	541	591	36.3%
2012	535	592	35.4%
2011	541	611	36.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$10.36	\$12.25
2013	\$10.31	\$12.16
2012	\$10.22	\$12.31
2011	\$9.60	\$12.08

Hidalgo County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$4.29	\$2.83	\$0.94	\$8.06
2011	\$4.07	\$2.68	\$0.93	\$7.67

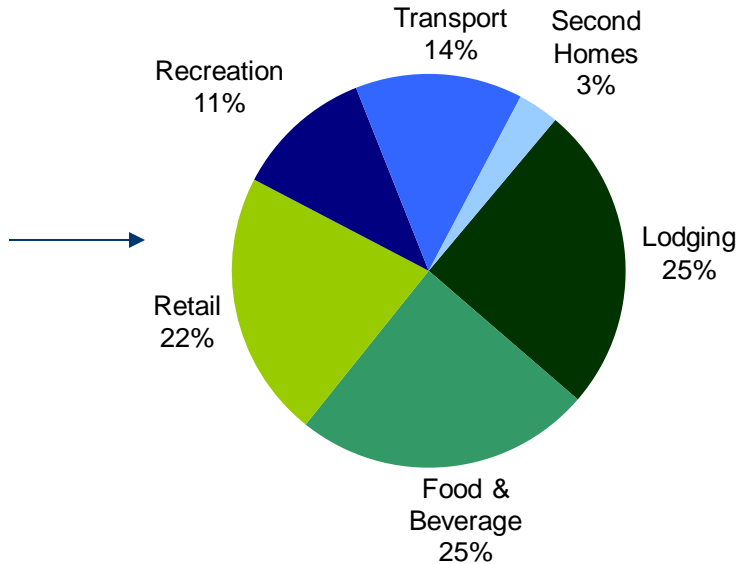
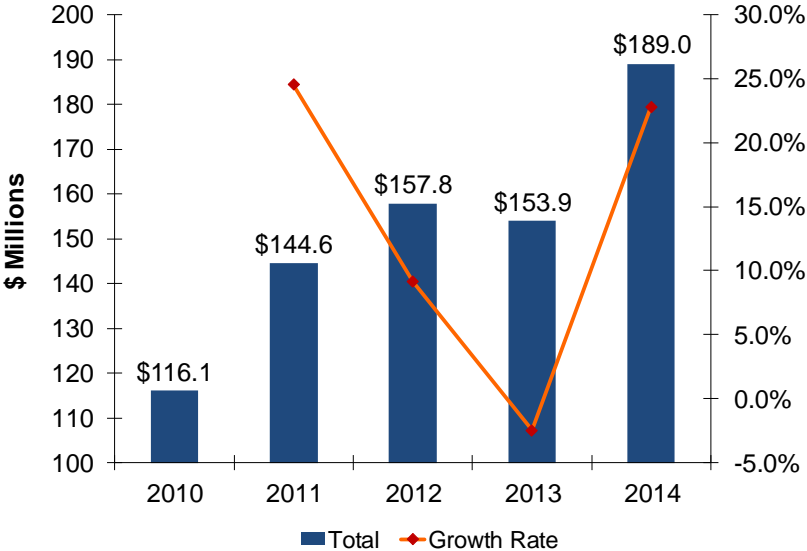
Tourism Share of County Economy



Lea County, Visitor Spending by Industry

Lea County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$47.7	\$46.1	\$41.4	\$21.4	\$26.0	\$6.4	\$189.0	22.8%
2013	\$39.1	\$40.7	\$32.5	\$14.3	\$21.4	\$6.0	\$153.9	-2.5%
2012	\$37.4	\$41.1	\$32.4	\$19.6	\$21.8	\$5.6	\$157.8	9.1%
2011	\$33.0	\$37.8	\$29.2	\$20.8	\$19.0	\$4.8	\$144.6	24.5%
2010	\$24.3	\$30.4	\$24.9	\$18.5	\$13.2	\$4.7	\$116.1	

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



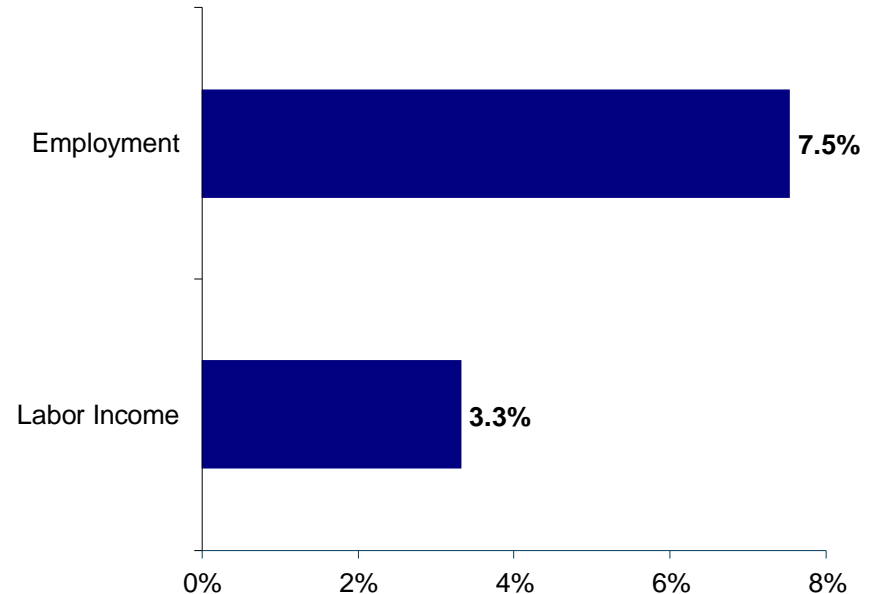
Lea County, Tourism Impact

Lea County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	2,510	3,645	10.9%
2013	2,010	3,124	9.8%
2012	2,237	3,733	12.4%
2011	2,228	3,140	11.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$59.1	\$101.2
2013	\$52.7	\$93.6
2012	\$59.3	\$114.3
2011	\$53.1	\$85.5

Lea County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$26.5	\$15.7	\$8.1	\$50.4
2011	\$22.8	\$12.7	\$6.7	\$42.2

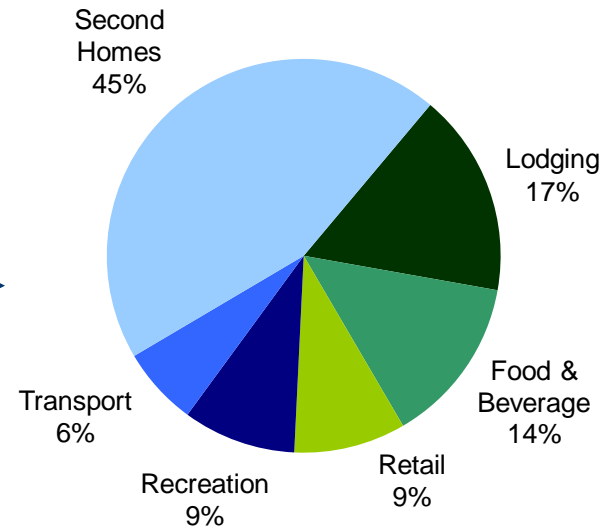
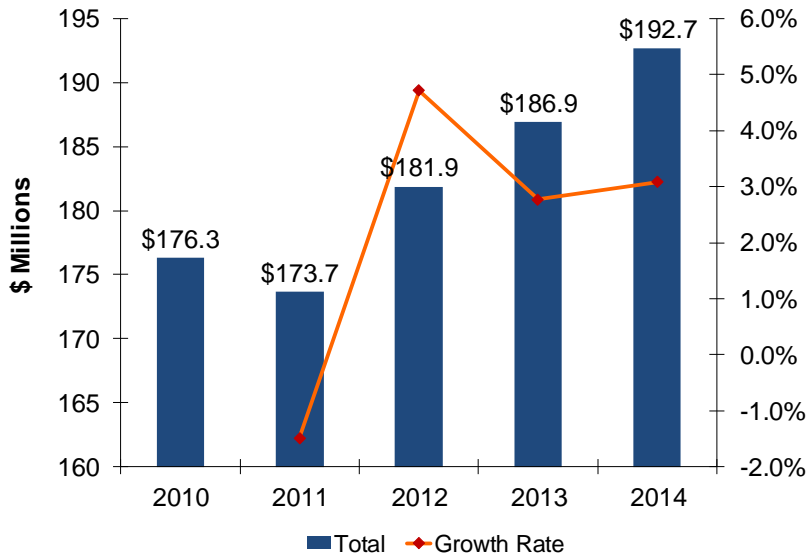
Tourism Share of County Economy



Lincoln County, Visitor Spending by Industry

Lincoln County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$32.2	\$26.5	\$17.7	\$17.9	\$12.4	\$85.9	\$192.7	3.1%
2013	\$31.0	\$26.4	\$18.7	\$18.7	\$11.9	\$80.3	\$186.9	2.8%
2012	\$31.3	\$26.9	\$18.5	\$18.0	\$11.6	\$75.6	\$181.9	4.7%
2011	\$30.5	\$26.8	\$14.0	\$19.8	\$10.9	\$71.7	\$173.7	-1.5%
2010	\$30.0	\$26.0	\$13.4	\$20.3	\$8.4	\$78.0	\$176.3	

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



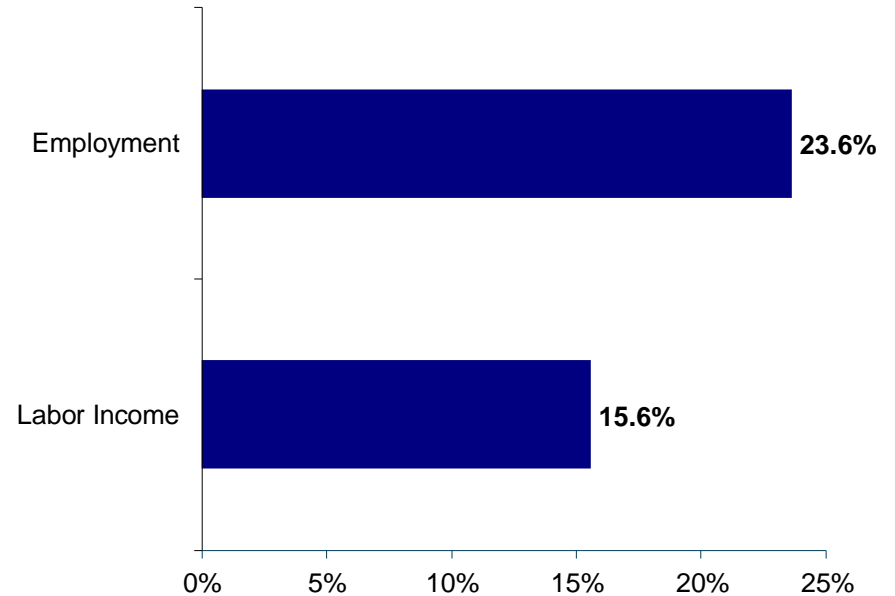
Lincoln County, Tourism Impact

Lincoln County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	1,534	1,723	26.5%
2013	1,519	1,695	26.4%
2012	1,478	1,654	25.8%
2011	1,509	1,704	26.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$29.6	\$36.6
2013	\$29.5	\$36.0
2012	\$28.5	\$35.0
2011	\$28.1	\$35.0

Lincoln County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$12.2	\$7.8	\$3.1	\$23.1
2011	\$11.6	\$7.4	\$3.0	\$22.1

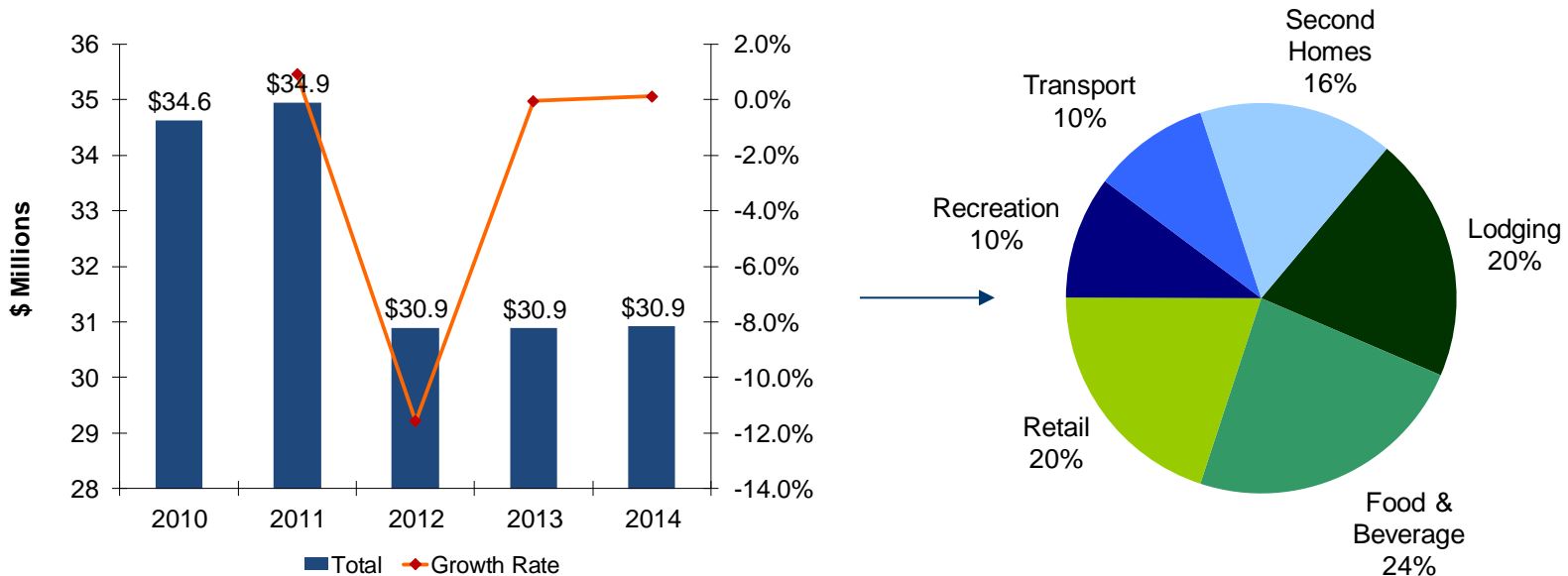
Tourism Share of County Economy



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
2014	\$6.29	\$7.30	\$6.18	\$3.15	\$3.00	\$5.00	\$30.92	0.1%
2013	\$6.28	\$7.62	\$5.99	\$3.45	\$3.00	\$4.55	\$30.88	0.0%
2012	\$6.46	\$7.82	\$6.01	\$3.47	\$3.06	\$4.07	\$30.90	-11.6%
2011	\$8.40	\$9.50	\$6.45	\$3.78	\$3.58	\$3.23	\$34.94	0.9%
2010	\$8.81	\$9.36	\$6.37	\$3.82	\$2.95	\$3.31	\$34.63	

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



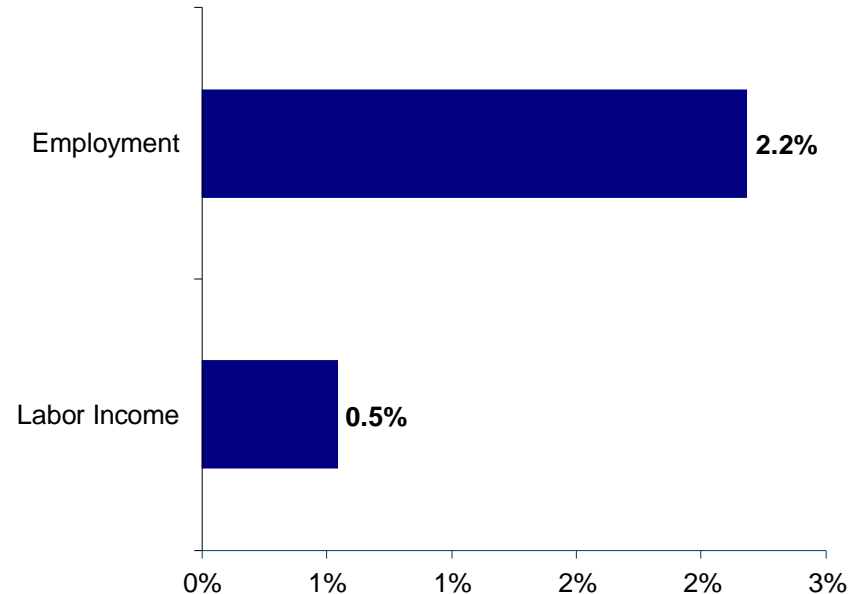
Los Alamos County, Tourism Impact

Los Alamos County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	333	795	5.2%
2013	346	824	5.3%
2012	367	910	5.6%
2011	416	1,037	6.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$6.32	\$23.48
2013	\$6.70	\$24.27
2012	\$7.23	\$27.21
2011	\$7.89	\$30.10

Los Alamos County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$4.27	\$2.71	\$1.70	\$8.68
2011	\$5.41	\$3.43	\$2.15	\$10.98

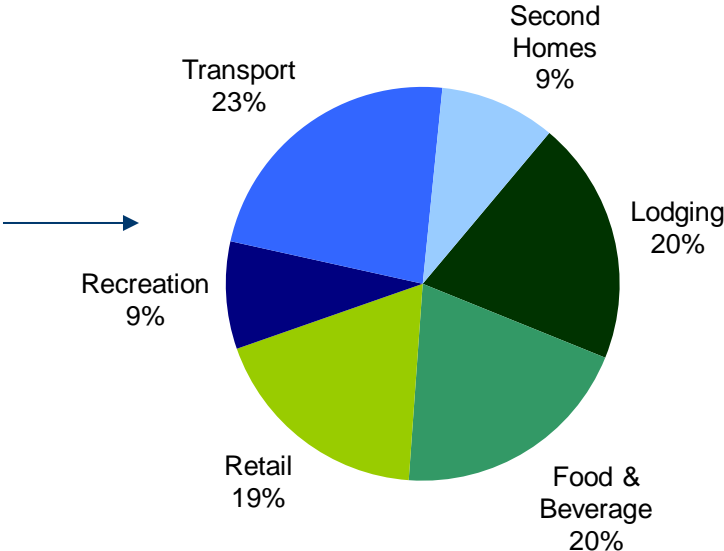
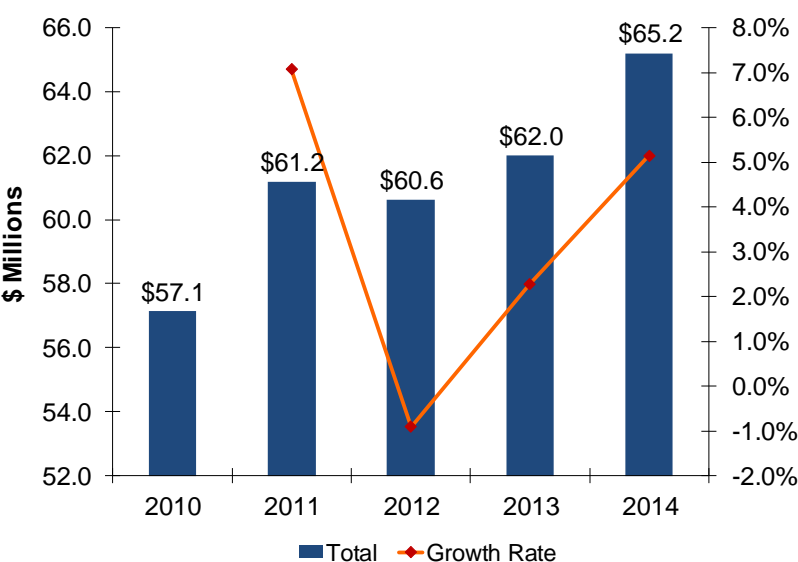
Tourism Share of County Economy



Luna County, Visitor Spending by Industry

Luna County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$13.05	\$13.05	\$12.07	\$5.75	\$15.08	\$6.20	\$65.20	5.1%
2013	\$12.08	\$12.67	\$11.09	\$5.77	\$14.66	\$5.74	\$62.01	2.3%
2012	\$11.82	\$12.77	\$10.64	\$5.66	\$13.71	\$6.03	\$60.63	-0.9%
2011	\$12.24	\$13.23	\$9.80	\$5.86	\$14.21	\$5.86	\$61.19	7.1%
2010	\$11.32	\$12.27	\$9.12	\$5.69	\$12.56	\$6.18	\$57.15	

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



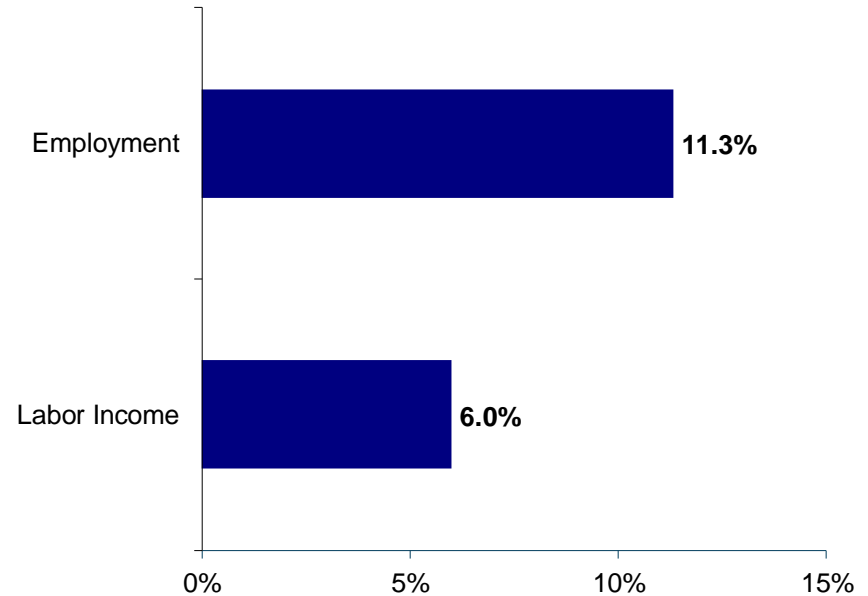
Luna County, Tourism Impact

Luna County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	890	1,190	15.2%
2013	788	943	12.3%
2012	760	918	12.0%
2011	799	974	12.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$14.96	\$26.16
2013	\$13.97	\$19.63
2012	\$13.59	\$19.37
2011	\$14.23	\$20.42

Luna County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$7.07	\$4.60	\$2.07	\$13.73
2011	\$6.54	\$4.17	\$1.77	\$12.48

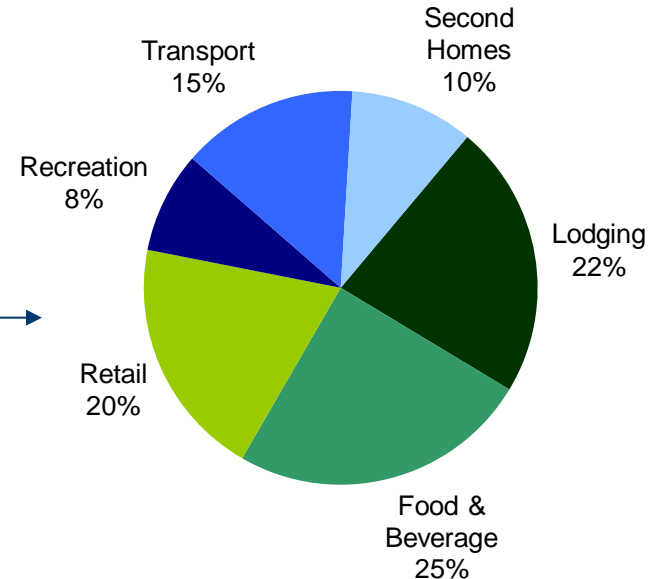
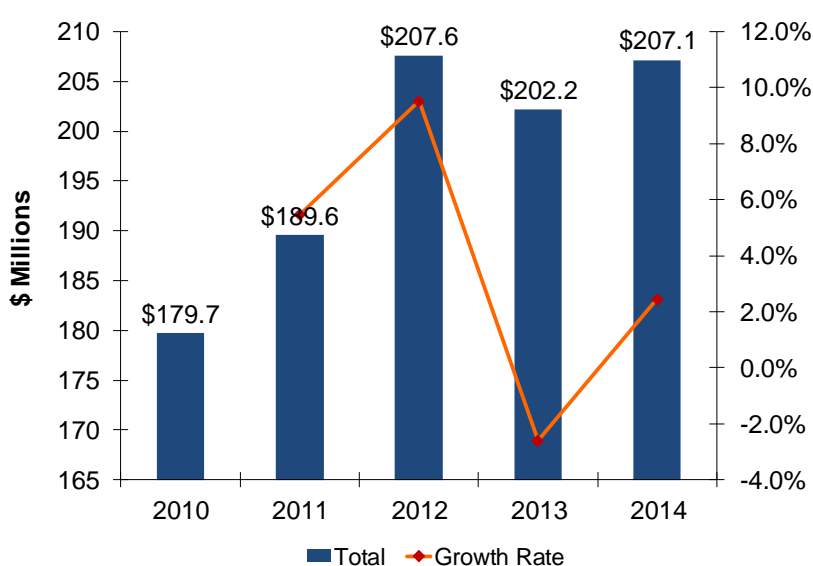
Tourism Share of County Economy



McKinley County, Visitor Spending by Industry

McKinley County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$46.7	\$51.2	\$40.9	\$17.2	\$30.1	\$21.0	\$207.1	2.4%
2013	\$44.9	\$51.3	\$38.0	\$17.5	\$30.0	\$20.5	\$202.2	-2.6%
2012	\$46.8	\$53.9	\$39.1	\$18.0	\$30.7	\$19.1	\$207.6	9.5%
2011	\$41.0	\$50.7	\$33.6	\$18.3	\$28.2	\$17.8	\$189.6	5.5%
2010	\$39.6	\$49.6	\$33.0	\$16.9	\$22.7	\$18.0	\$179.7	

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



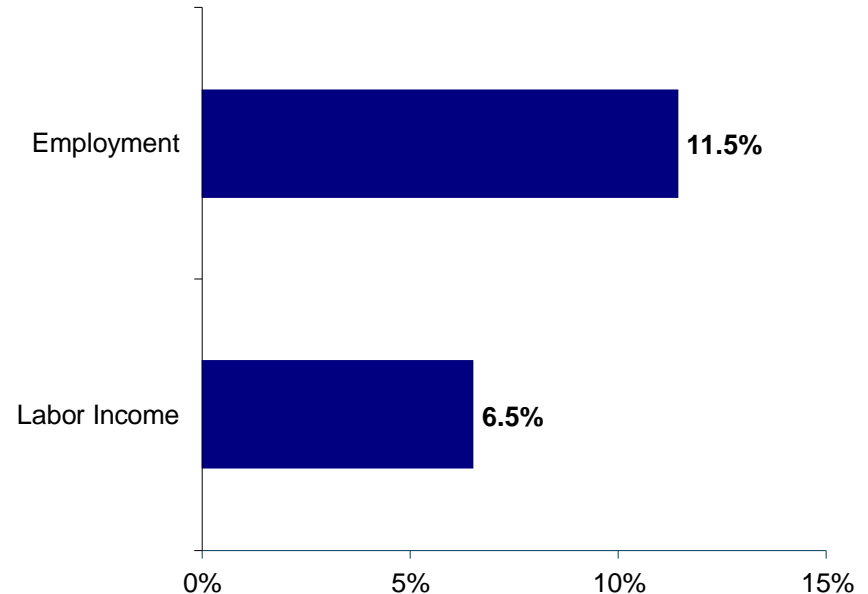
McKinley County, Tourism Impact

McKinley County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	2,309	2,776	13.8%
2013	2,319	2,739	13.4%
2012	2,344	2,787	13.3%
2011	2,283	2,700	12.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$42.9	\$60.2
2013	\$43.5	\$58.8
2012	\$43.6	\$59.8
2011	\$40.7	\$55.5

McKinley County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$19.1	\$13.1	\$5.4	\$37.7
2011	\$18.0	\$12.2	\$5.1	\$35.3

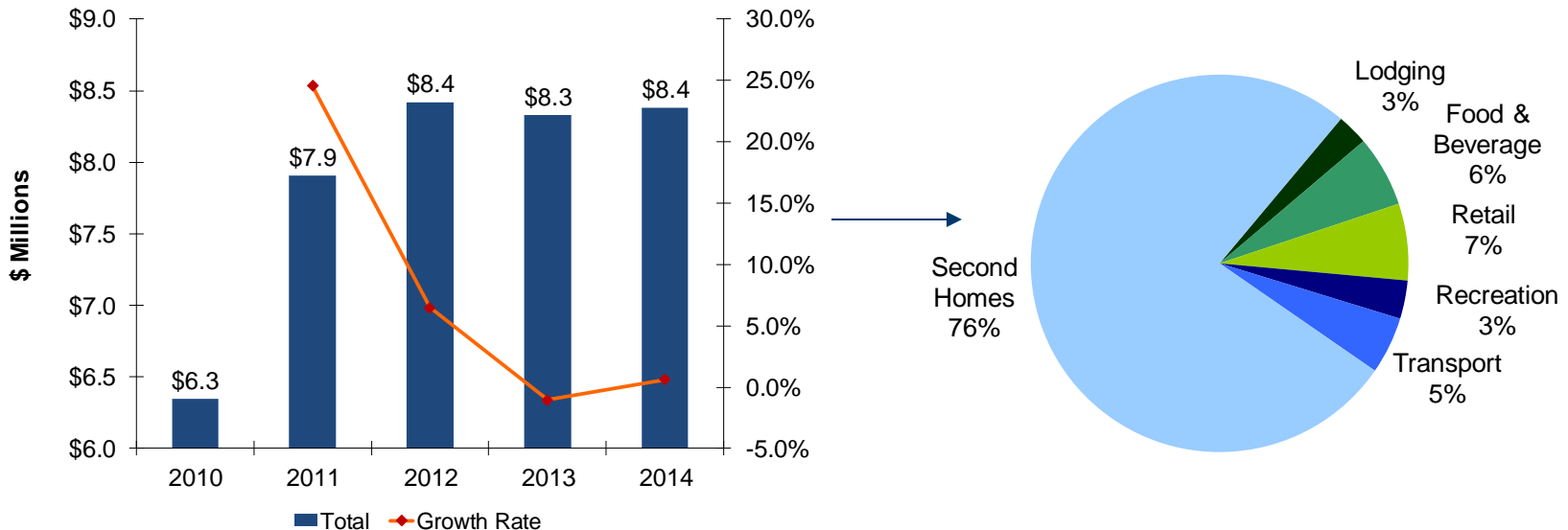
Tourism Share of County Economy



Mora County, Visitor Spending by Industry

Mora County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$0.22	\$0.51	\$0.55	\$0.28	\$0.41	\$6.41	\$8.38	0.6%
2013	\$0.21	\$0.46	\$0.46	\$0.28	\$0.36	\$6.56	\$8.33	-1.1%
2012	\$0.21	\$0.47	\$0.45	\$0.29	\$0.51	\$6.49	\$8.42	6.5%
2011	\$0.21	\$0.51	\$0.57	\$0.28	\$0.32	\$6.02	\$7.91	24.5%
2010	\$0.18	\$0.46	\$0.64	\$0.28	\$0.23	\$4.56	\$6.35	

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



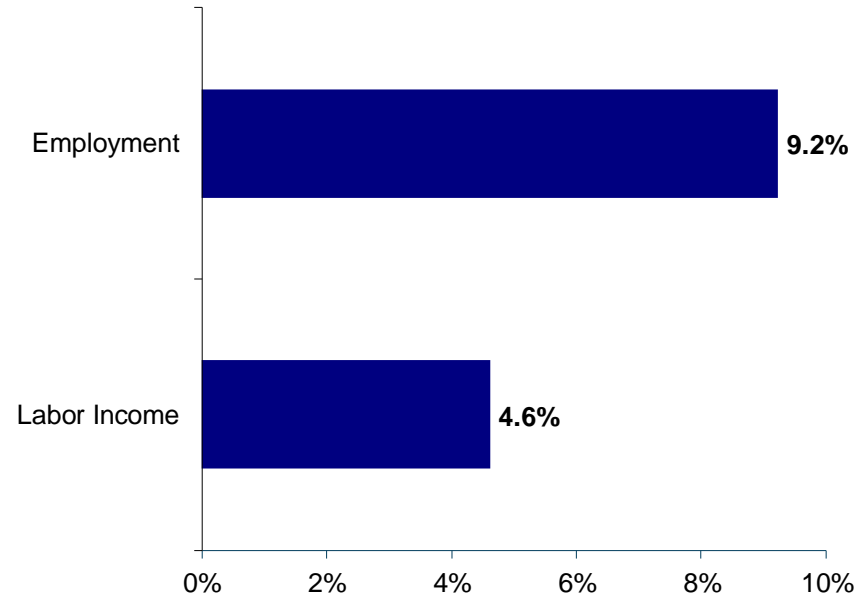
Mora County, Tourism Impact

Mora County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	64	70	10.2%
2013	58	64	9.5%
2012	70	76	10.6%
2011	71	77	10.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$0.96	\$1.20
2013	\$0.87	\$1.10
2012	\$1.05	\$1.28
2011	\$1.05	\$1.27

Mora County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$0.36	\$0.18	\$0.09	\$0.63
2011	\$0.39	\$0.18	\$0.09	\$0.66

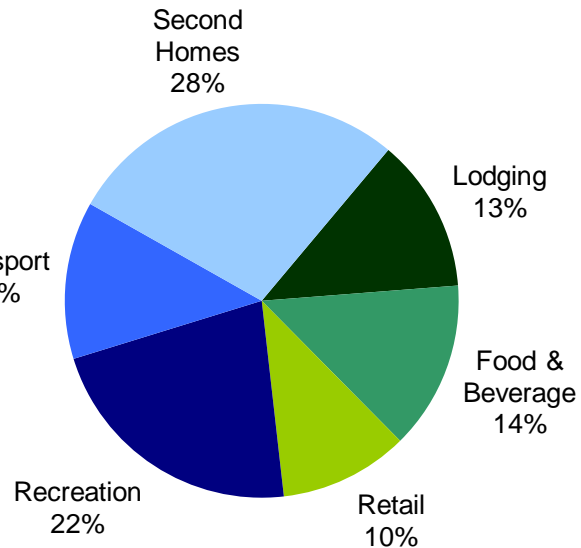
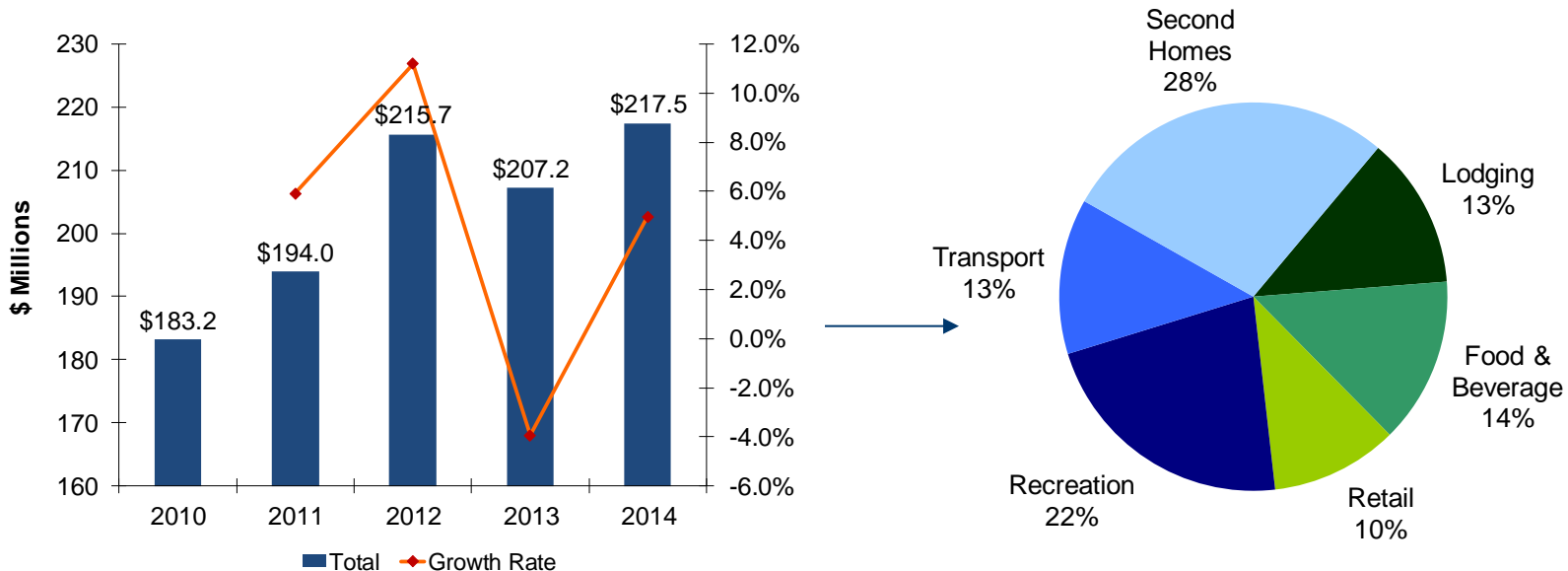
Tourism Share of County Economy



Otero County, Visitor Spending by Industry

Otero County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$27.5	\$30.1	\$23.1	\$47.9	\$28.2	\$60.7	\$217.5	5.0%
2013	\$26.0	\$30.0	\$21.3	\$48.0	\$24.5	\$57.4	\$207.2	-3.9%
2012	\$32.3	\$32.1	\$21.9	\$47.6	\$27.7	\$54.1	\$215.7	11.2%
2011	\$26.3	\$29.8	\$19.8	\$46.5	\$22.5	\$49.1	\$194.0	5.9%
2010	\$24.4	\$27.4	\$18.3	\$45.8	\$22.7	\$44.6	\$183.2	

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



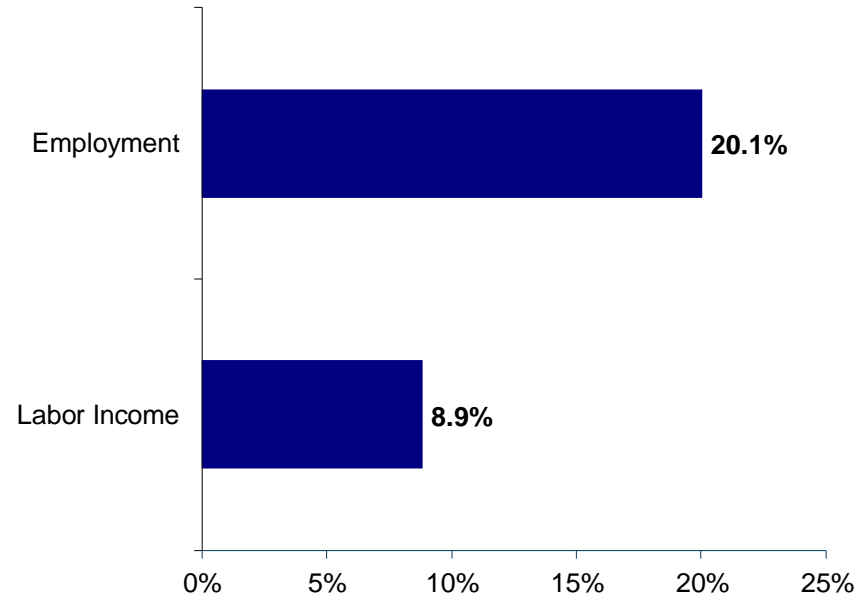
Otero County, Tourism Impact

Otero County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	3,479	3,838	22.1%
2013	3,565	3,918	22.1%
2012	3,576	3,911	22.2%
2011	3,445	3,810	22.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$53.0	\$66.4
2013	\$52.3	\$65.3
2012	\$53.4	\$65.7
2011	\$49.8	\$62.8

Otero County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$21.2	\$12.3	\$5.1	\$38.6
2011	\$20.7	\$11.8	\$5.0	\$37.5

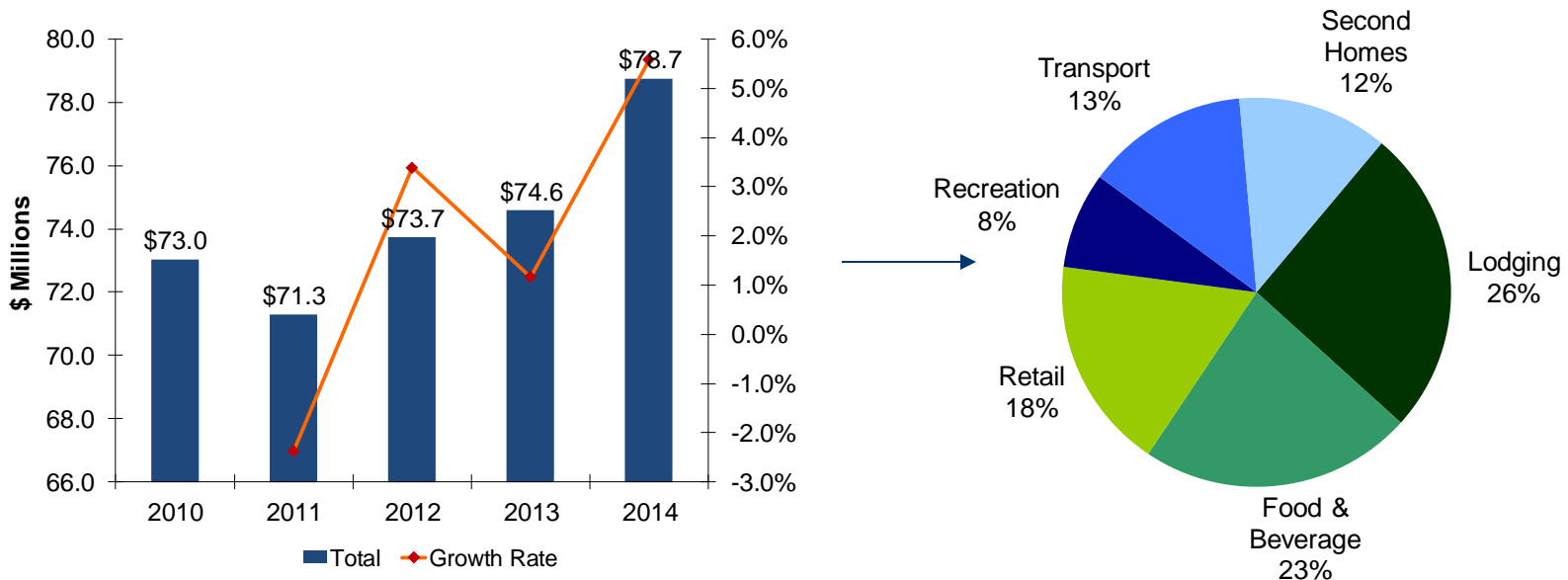
Tourism Share of County Economy



Quay County, Visitor Spending by Industry

Quay County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$20.15	\$17.88	\$13.93	\$6.30	\$10.62	\$9.87	\$78.74	5.6%
2013	\$18.80	\$17.40	\$12.82	\$6.39	\$10.42	\$8.76	\$74.59	1.2%
2012	\$17.97	\$17.89	\$12.89	\$6.29	\$10.42	\$8.27	\$73.73	3.4%
2011	\$17.58	\$17.29	\$11.87	\$6.28	\$10.91	\$7.38	\$71.31	-2.4%
2010	\$18.91	\$17.76	\$12.50	\$6.76	\$9.58	\$7.53	\$73.04	

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



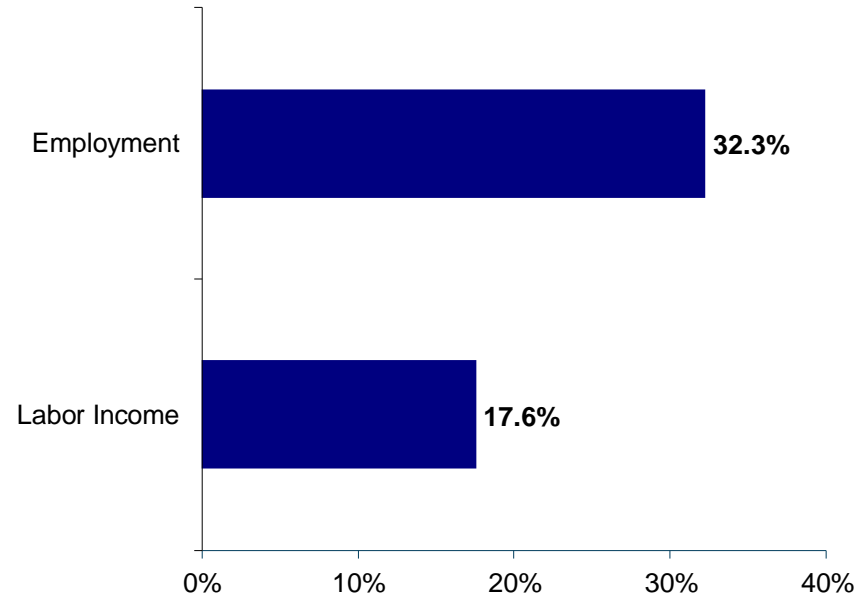
Quay County, Tourism Impact

Quay County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	857	923	34.7%
2013	928	994	37.9%
2012	910	983	37.0%
2011	788	866	33.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$13.52	\$15.95
2013	\$14.48	\$16.87
2012	\$14.24	\$16.92
2011	\$12.16	\$14.94

Quay County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$5.96	\$4.44	\$1.36	\$11.76
2011	\$5.56	\$4.16	\$1.47	\$11.19

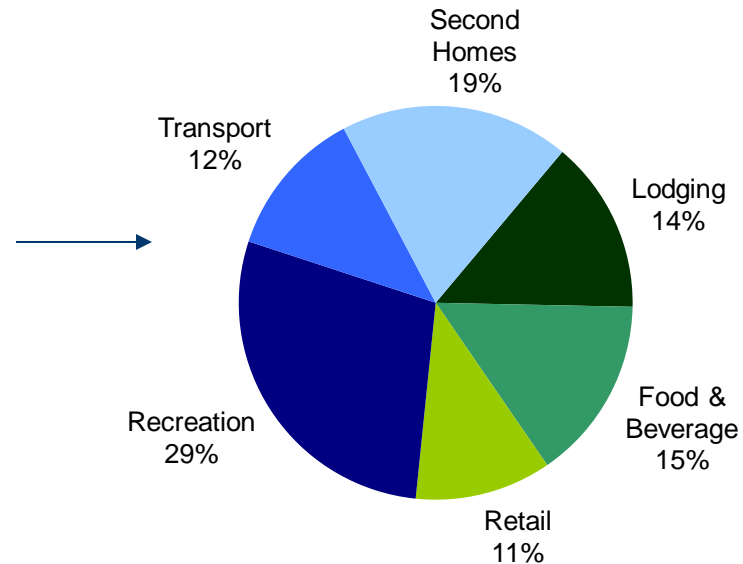
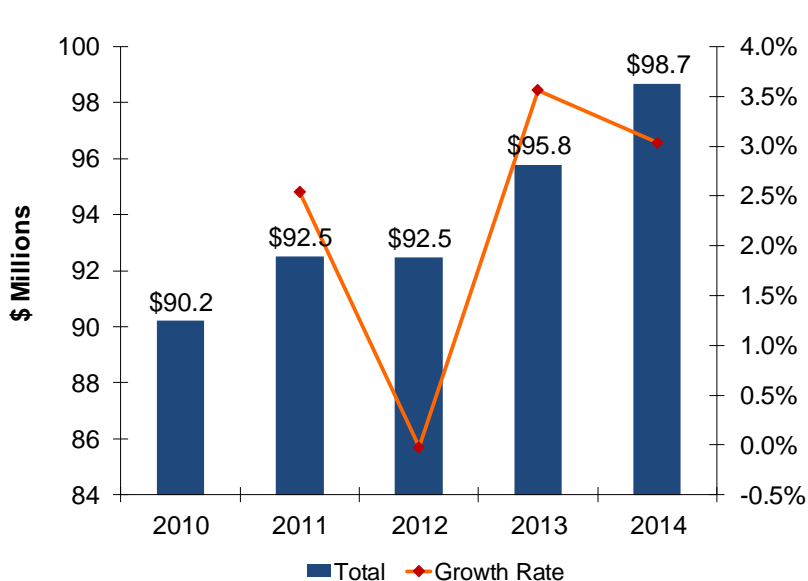
Tourism Share of County Economy



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
2014	\$14.03	\$14.90	\$11.06	\$28.04	\$12.07	\$18.59	\$98.68	3.0%
2013	\$13.86	\$14.86	\$10.34	\$28.10	\$12.28	\$16.33	\$95.77	3.6%
2012	\$12.39	\$14.39	\$10.28	\$27.89	\$12.87	\$14.66	\$92.48	0.0%
2011	\$12.65	\$14.78	\$10.33	\$27.24	\$14.40	\$13.09	\$92.50	2.5%
2010	\$13.39	\$15.20	\$10.57	\$26.82	\$11.91	\$12.32	\$90.21	

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



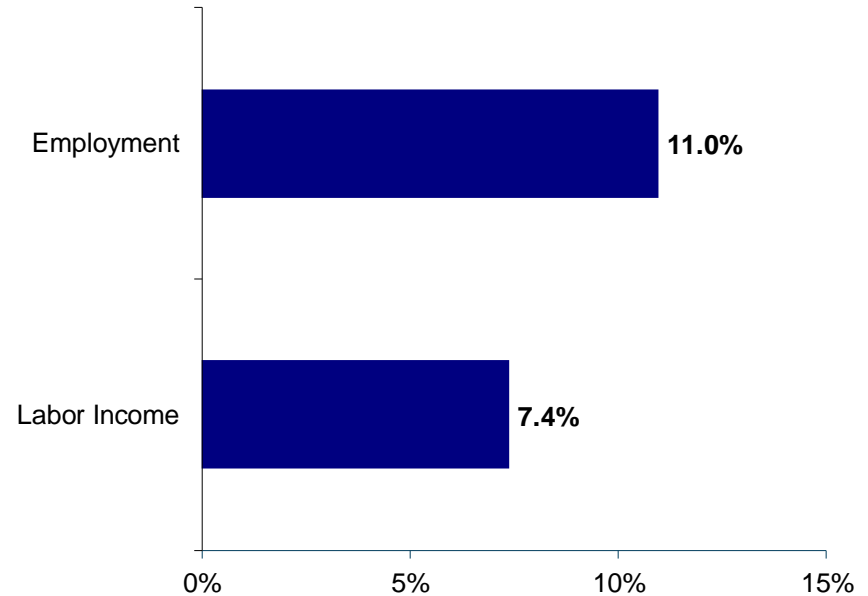
Rio Arriba County, Tourism Impact

Rio Arriba County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	1,048	1,179	12.4%
2013	1,024	1,155	12.3%
2012	944	1,073	11.4%
2011	910	1,051	11.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$22.40	\$27.25
2013	\$21.34	\$26.15
2012	\$19.65	\$24.38
2011	\$18.59	\$23.59

Rio Arriba County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$9.18	\$5.81	\$2.11	\$17.10
2011	\$8.18	\$5.55	\$1.94	\$15.66

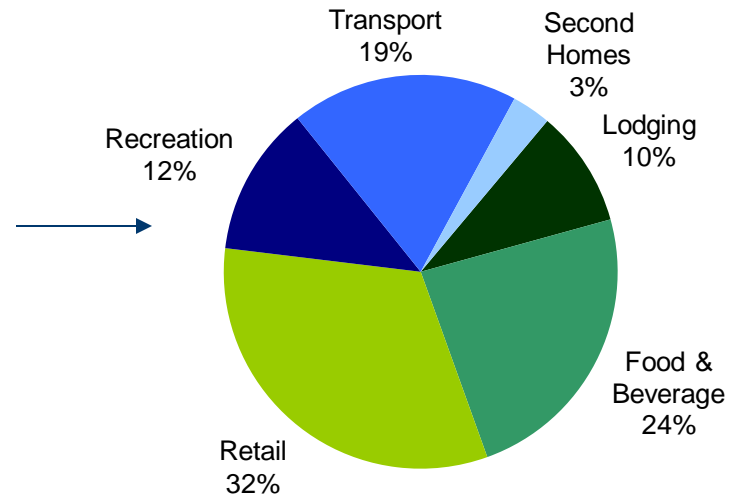
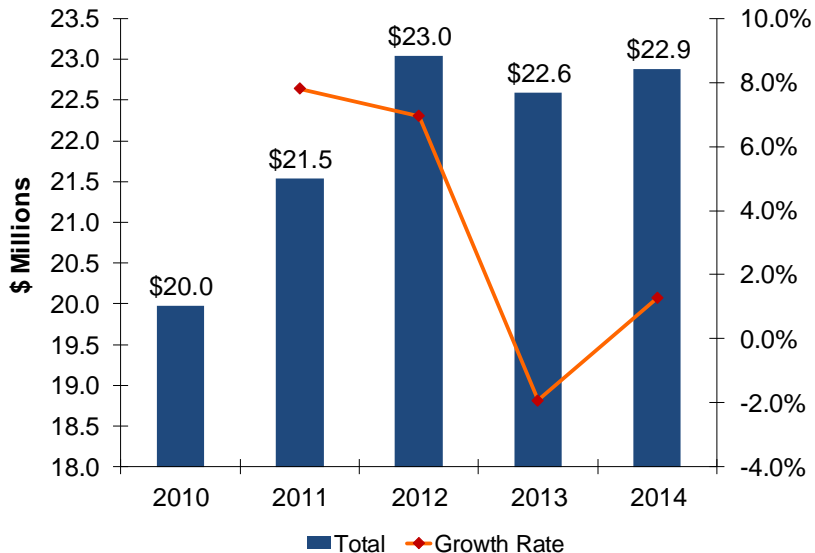
Tourism Share of County Economy



Roosevelt County, Visitor Spending by Industry

Roosevelt County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$2.20	\$5.44	\$7.42	\$2.82	\$4.27	\$0.73	\$22.88	1.3%
2013	\$2.35	\$5.36	\$6.94	\$2.93	\$4.31	\$0.70	\$22.59	-1.9%
2012	\$1.90	\$5.25	\$6.98	\$3.44	\$4.90	\$0.58	\$23.04	7.0%
2011	\$2.09	\$5.40	\$6.71	\$2.66	\$4.17	\$0.51	\$21.54	7.8%
2010	\$1.99	\$5.24	\$6.30	\$2.55	\$3.48	\$0.43	\$19.98	

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



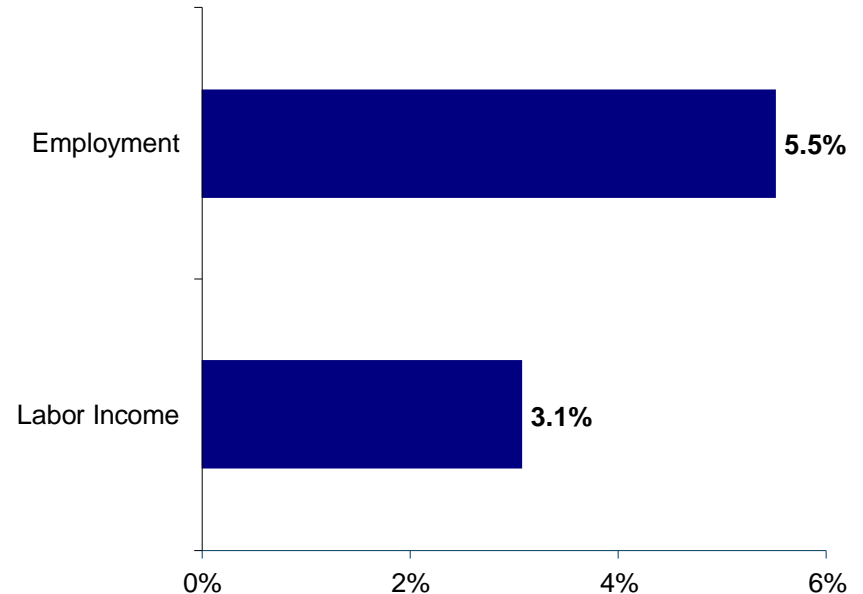
Roosevelt County, Tourism Impact

Roosevelt County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	337	451	7.4%
2013	332	433	6.9%
2012	330	430	6.8%
2011	321	428	6.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$5.97	\$10.22
2013	\$6.13	\$9.84
2012	\$6.12	\$9.79
2011	\$4.90	\$8.69

Roosevelt County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$2.76	\$1.76	\$0.93	\$5.45
2011	\$2.42	\$1.61	\$0.84	\$4.87

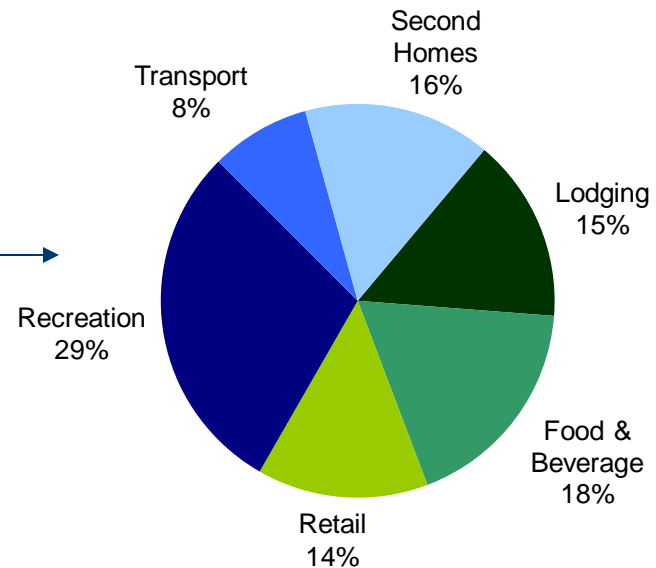
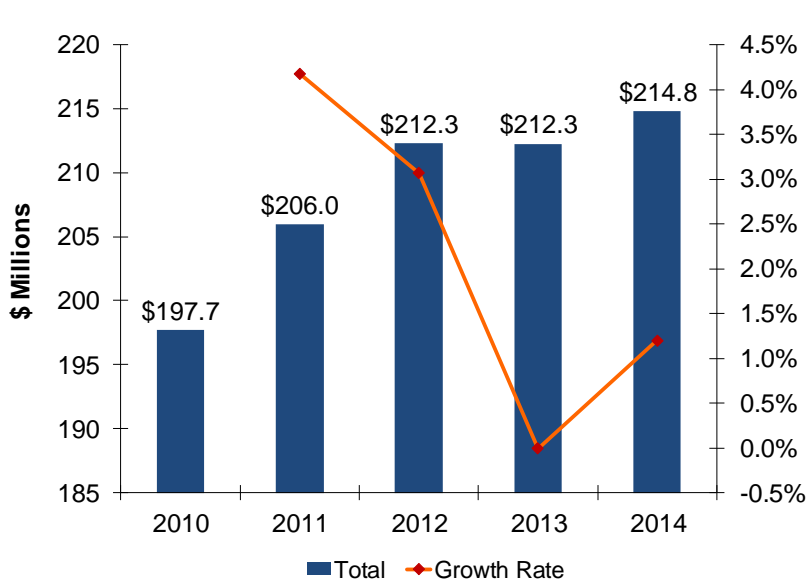
Tourism Share of County Economy



Sandoval County, Visitor Spending by Industry

Sandoval County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$32.5	\$38.7	\$30.2	\$62.7	\$17.6	\$33.1	\$214.8	1.2%
2013	\$31.1	\$39.0	\$29.1	\$63.0	\$17.4	\$32.6	\$212.3	0.0%
2012	\$32.3	\$39.6	\$28.8	\$62.4	\$17.9	\$31.3	\$212.3	3.1%
2011	\$31.7	\$39.9	\$27.1	\$60.9	\$16.8	\$29.6	\$206.0	4.2%
2010	\$32.7	\$39.2	\$26.7	\$60.0	\$14.3	\$24.8	\$197.7	

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



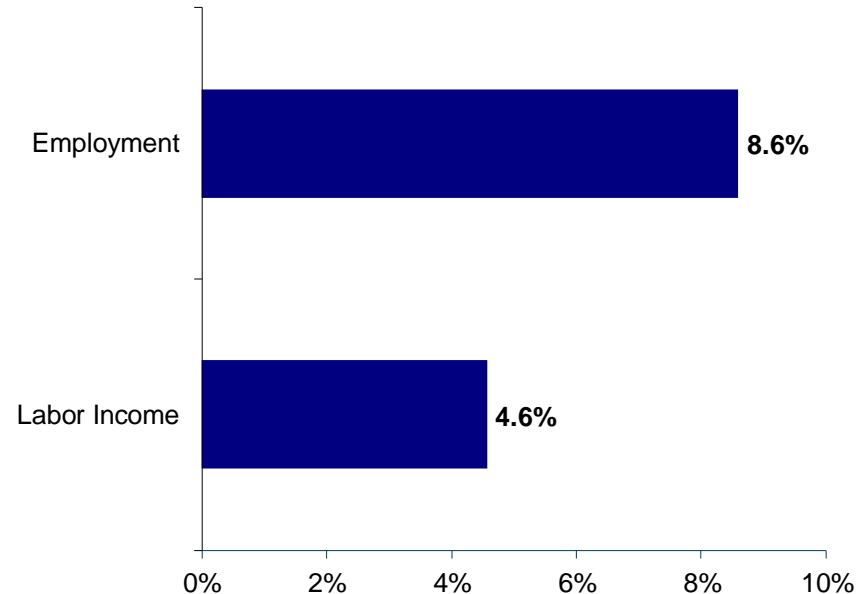
Sandoval County, Tourism Impact

Sandoval County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	2,483	3,033	10.5%
2013	2,475	3,047	10.3%
2012	2,407	2,977	10.1%
2011	2,410	3,042	10.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$55.3	\$75.7
2013	\$54.0	\$74.9
2012	\$52.4	\$73.3
2011	\$51.7	\$74.2

Sandoval County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$23.15	\$14.05	\$6.31	\$43.52
2011	\$22.50	\$13.82	\$6.30	\$42.62

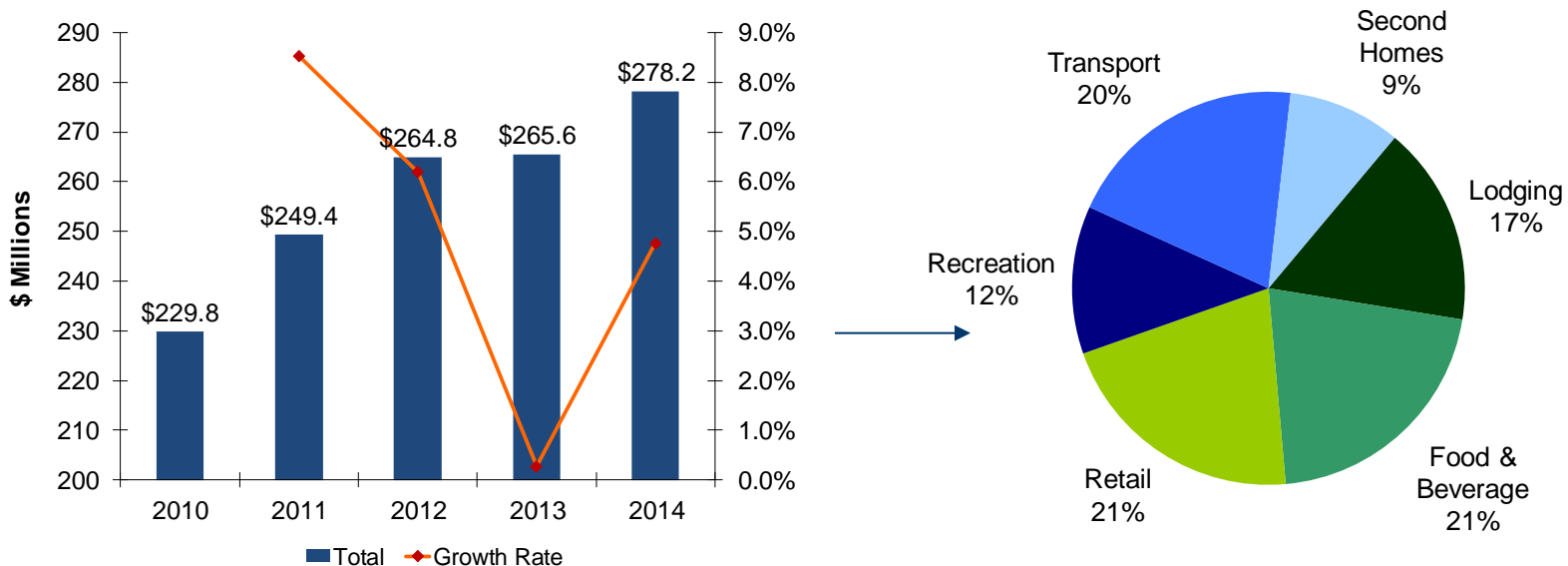
Tourism Share of County Economy



San Juan County, Visitor Spending by Industry

San Juan County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$45.7	\$58.6	\$58.5	\$33.8	\$55.7	\$25.9	\$278.2	4.8%
2013	\$44.0	\$58.9	\$54.4	\$33.8	\$50.9	\$23.6	\$265.6	0.3%
2012	\$43.5	\$58.9	\$53.6	\$34.6	\$51.9	\$22.2	\$264.8	6.2%
2011	\$41.0	\$57.7	\$50.0	\$33.4	\$46.6	\$20.6	\$249.4	8.5%
2010	\$39.1	\$54.6	\$47.4	\$34.1	\$36.3	\$18.2	\$229.8	

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



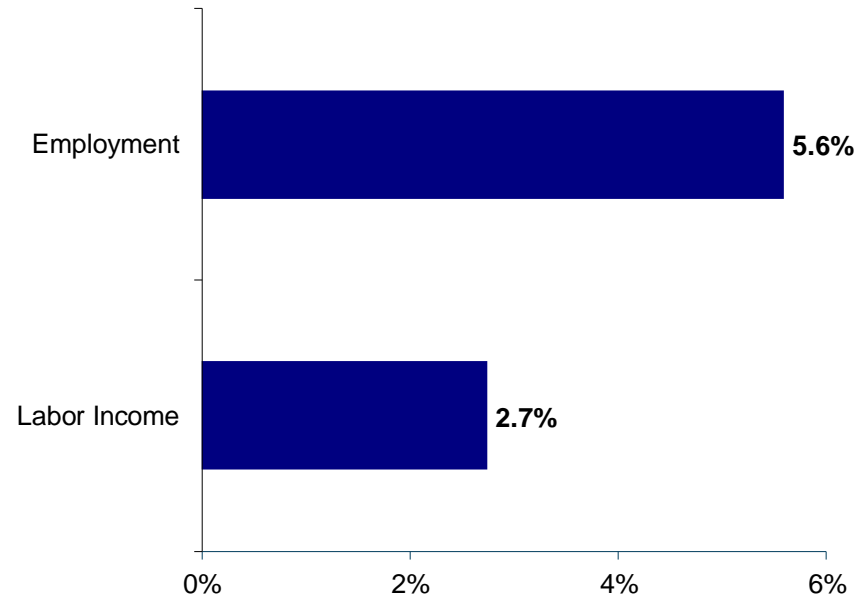
San Juan County, Tourism Impact

San Juan County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	2,809	4,057	8.1%
2013	2,779	4,072	8.3%
2012	2,693	3,805	7.7%
2011	2,668	3,918	8.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$61.8	\$108.1
2013	\$59.5	\$106.9
2012	\$58.4	\$99.0
2011	\$55.0	\$99.5

San Juan County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$29.40	\$19.40	\$9.33	\$58.13
2011	\$26.80	\$17.75	\$8.76	\$53.31

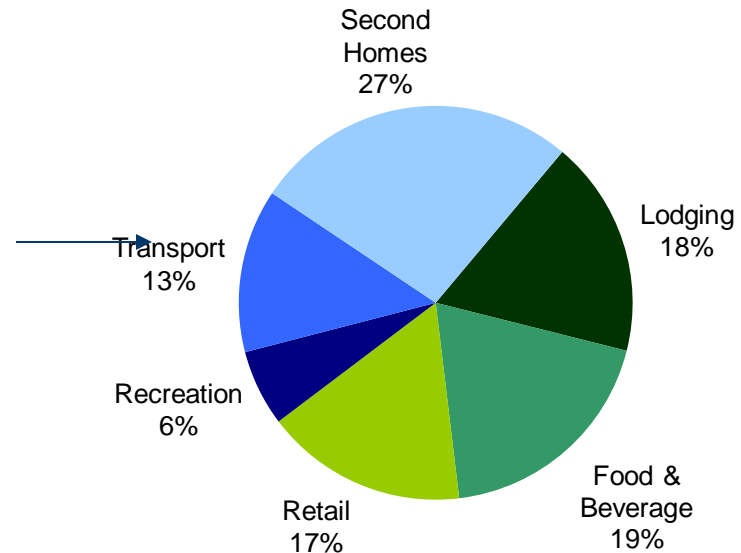
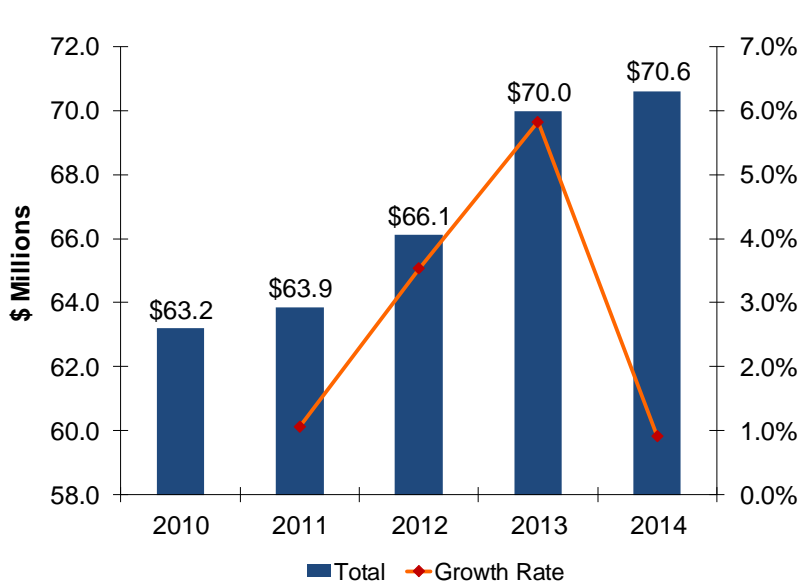
Tourism Share of County Economy



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
2014	\$12.57	\$13.54	\$11.73	\$4.42	\$9.48	\$18.86	\$70.61	0.9%
2013	\$12.57	\$14.37	\$11.12	\$4.70	\$9.13	\$18.08	\$69.97	5.8%
2012	\$11.39	\$13.54	\$10.48	\$4.40	\$8.83	\$17.47	\$66.12	3.5%
2011	\$11.99	\$13.96	\$8.70	\$4.40	\$8.67	\$16.15	\$63.86	1.1%
2010	\$12.21	\$13.81	\$8.59	\$4.47	\$7.19	\$16.92	\$63.19	

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



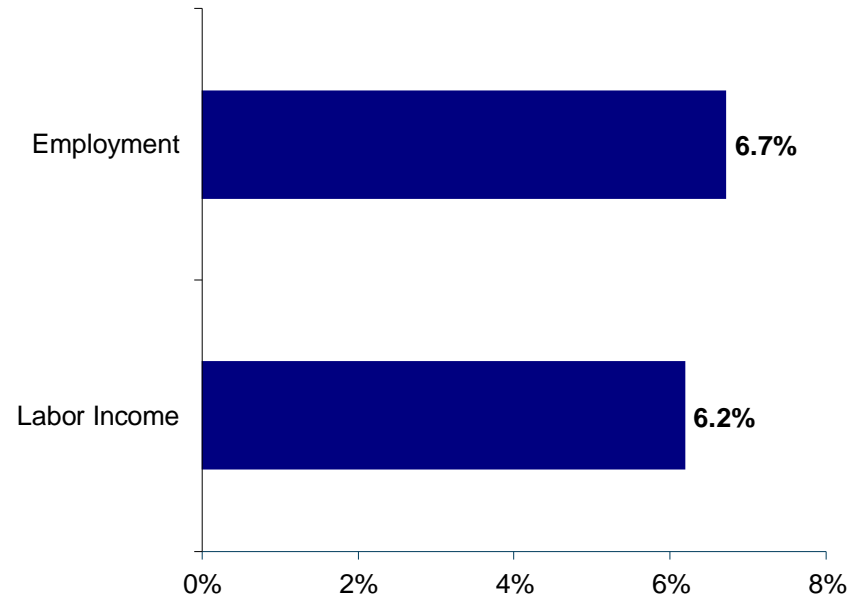
San Miguel County, Tourism Impact

San Miguel County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	549	689	8.4%
2013	555	699	8.5%
2012	552	698	8.7%
2011	555	711	8.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$15.10	\$20.29
2013	\$15.21	\$20.49
2012	\$14.25	\$19.59
2011	\$13.37	\$18.93

San Miguel County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$6.33	\$3.92	\$1.75	\$12.00
2011	\$5.84	\$3.66	\$1.73	\$11.23

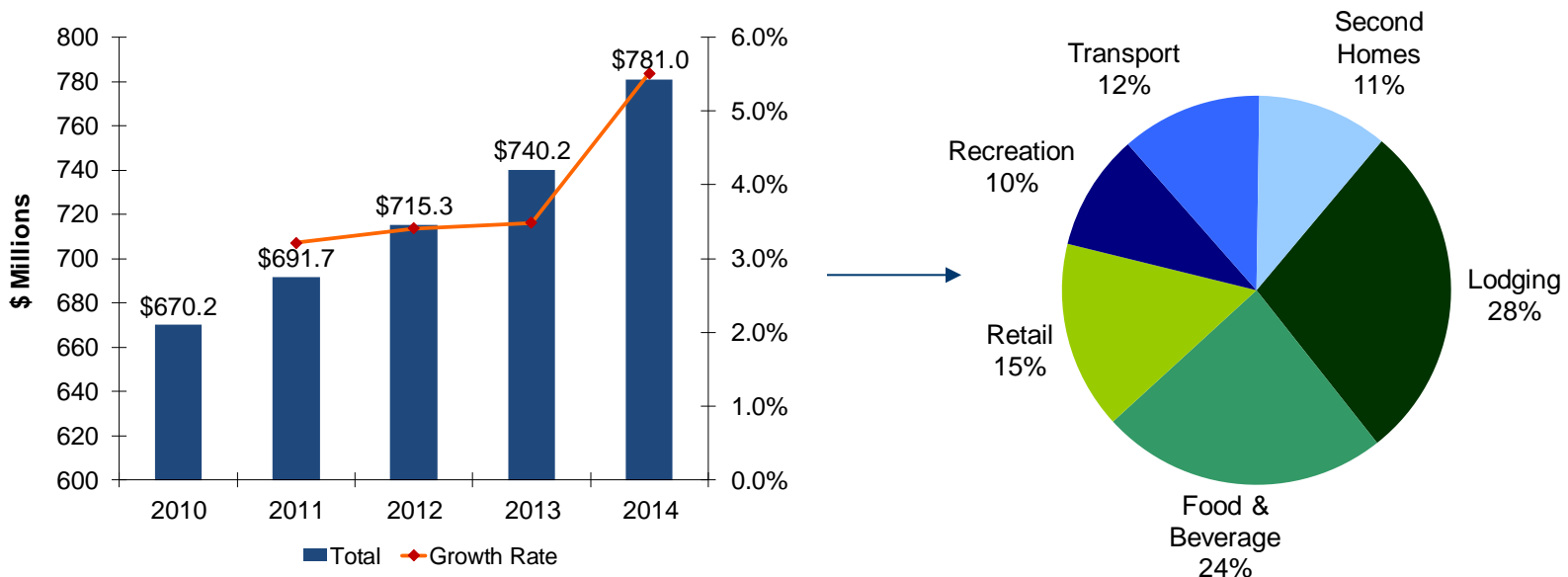
Tourism Share of County Economy



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
2014	\$220.6	\$186.2	\$122.1	\$75.5	\$91.5	\$85.0	\$781.0	5.5%
2013	\$205.5	\$181.8	\$110.1	\$75.6	\$87.2	\$79.9	\$740.2	3.5%
2012	\$198.4	\$177.9	\$105.4	\$72.9	\$84.7	\$76.0	\$715.3	3.4%
2011	\$193.5	\$175.3	\$104.0	\$67.9	\$80.7	\$70.3	\$691.7	3.2%
2010	\$192.8	\$170.1	\$101.5	\$70.2	\$69.8	\$65.7	\$670.2	

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



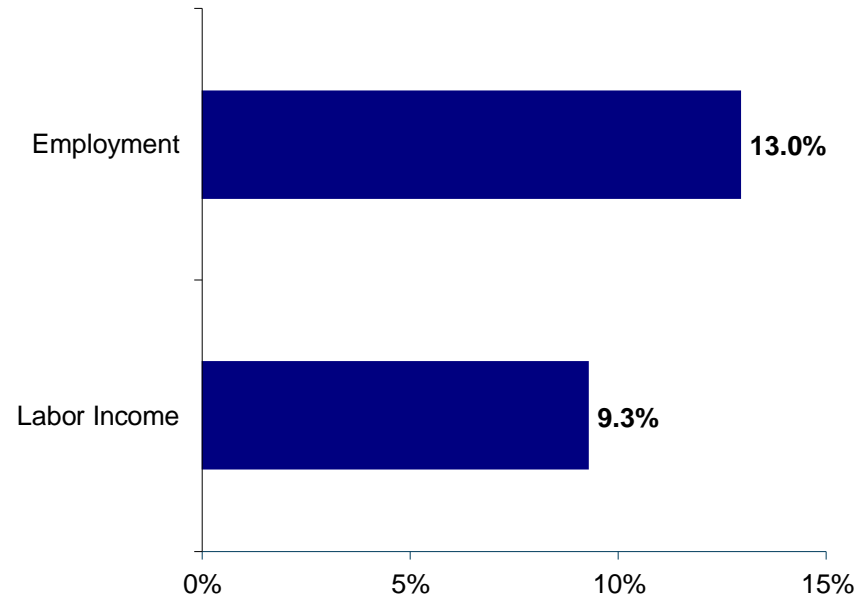
Santa Fe County, Tourism Impact

Santa Fe County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	7,837	9,791	16.2%
2013	7,800	9,663	15.9%
2012	7,644	9,445	15.7%
2011	7,569	9,482	15.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$240.0	\$312.5
2013	\$229.4	\$297.9
2012	\$224.0	\$290.1
2011	\$210.8	\$279.0

Santa Fe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$96.7	\$55.6	\$25.8	\$178.2
2011	\$86.1	\$49.9	\$23.1	\$159.1

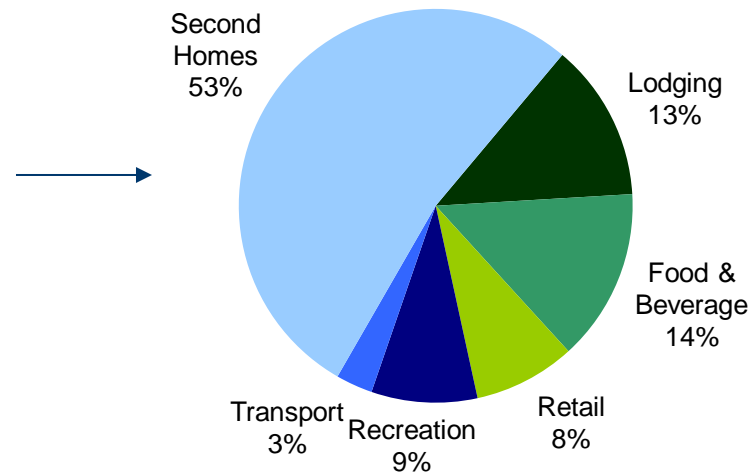
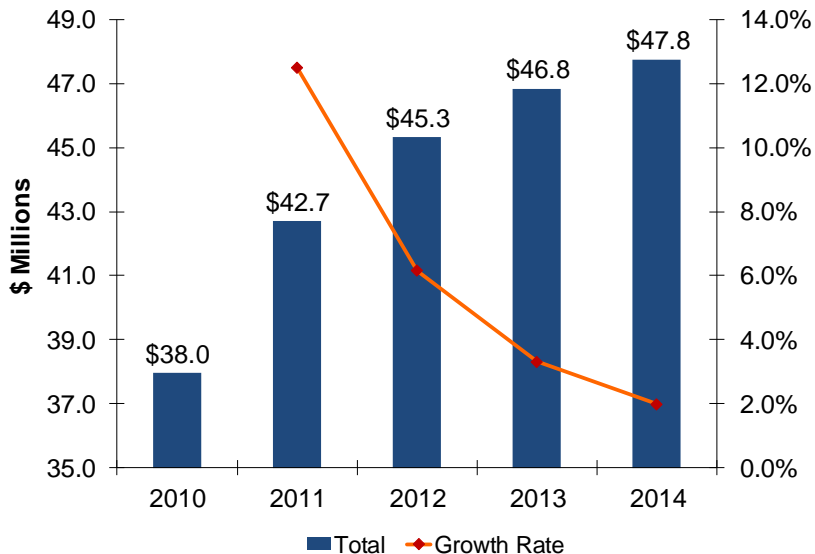
Tourism Share of County Economy



Sierra County, Visitor Spending by Industry

Sierra County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$6.18	\$6.77	\$3.99	\$4.16	\$1.44	\$25.22	\$47.76	2.0%
2013	\$5.77	\$6.58	\$3.82	\$4.19	\$1.76	\$24.72	\$46.83	3.3%
2012	\$5.82	\$6.74	\$3.95	\$4.31	\$2.36	\$22.14	\$45.33	6.2%
2011	\$5.67	\$6.80	\$3.77	\$4.41	\$1.90	\$20.16	\$42.70	12.5%
2010	\$5.54	\$6.54	\$3.73	\$4.22	\$1.14	\$16.80	\$37.96	

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



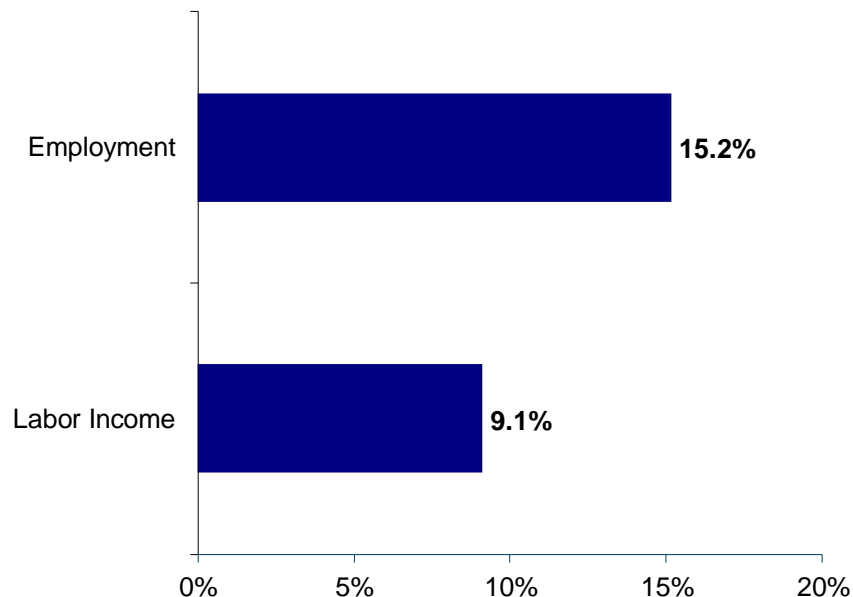
Sierra County, Tourism Impact

Sierra County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	508	571	17.0%
2013	514	569	17.5%
2012	500	553	17.3%
2011	494	549	17.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$8.45	\$10.78
2013	\$8.57	\$10.61
2012	\$8.37	\$10.31
2011	\$7.96	\$9.92

Sierra County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$3.34	\$1.86	\$0.91	\$6.12
2011	\$3.18	\$1.82	\$0.87	\$5.87

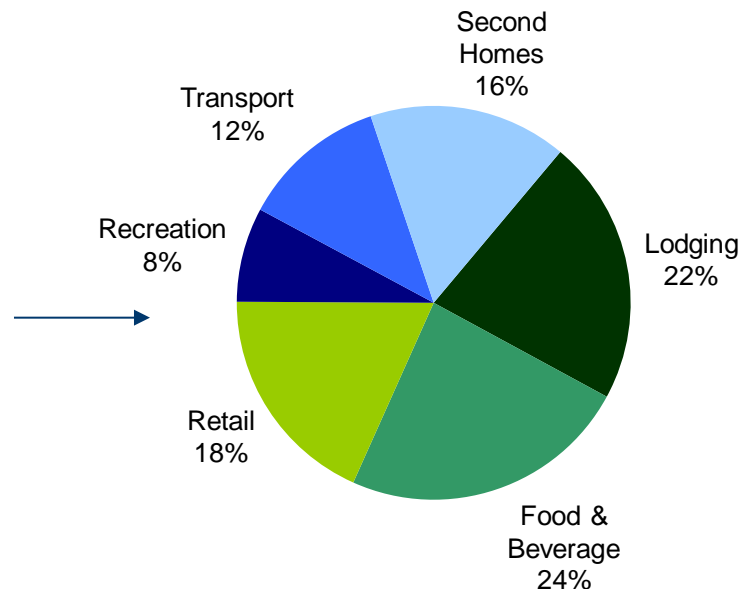
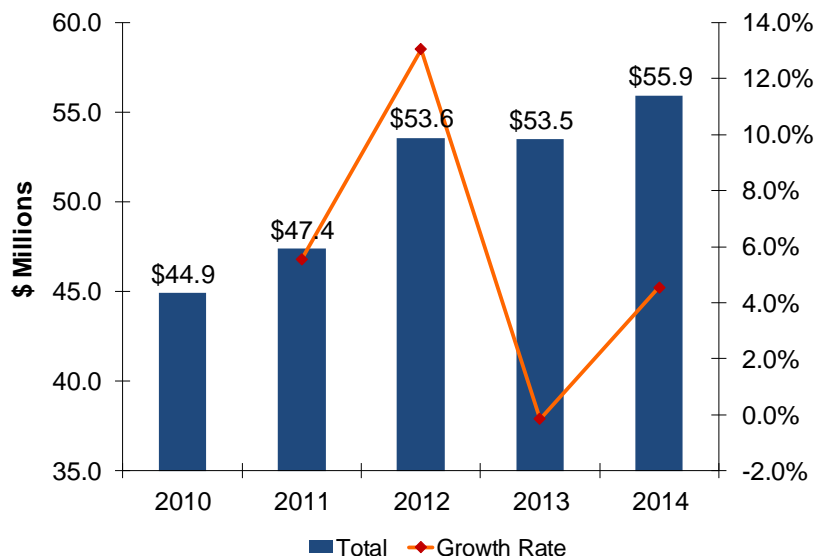
Tourism Share of County Economy



Socorro County, Visitor Spending by Industry

Socorro County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$12.19	\$13.30	\$10.28	\$4.34	\$6.69	\$9.11	\$55.92	4.6%
2013	\$11.43	\$13.69	\$9.86	\$4.48	\$6.74	\$7.28	\$53.49	-0.1%
2012	\$11.20	\$14.29	\$10.13	\$4.72	\$7.16	\$6.07	\$53.56	13.0%
2011	\$10.99	\$13.18	\$8.06	\$4.21	\$5.82	\$5.12	\$47.38	5.5%
2010	\$11.02	\$13.22	\$8.10	\$4.38	\$4.88	\$3.30	\$44.90	

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



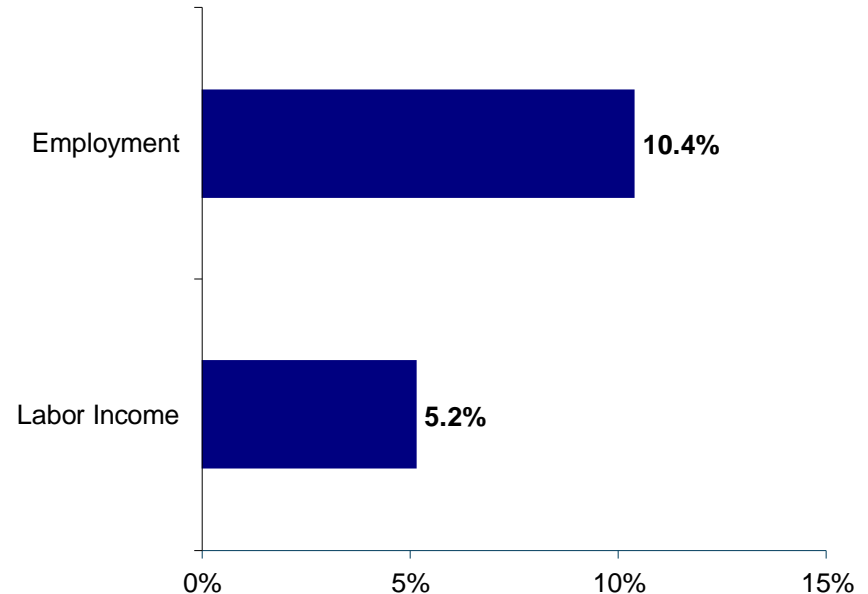
Socorro County, Tourism Impact

Socorro County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	537	616	11.9%
2013	524	601	11.4%
2012	523	599	10.9%
2011	468	547	10.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$9.41	\$12.32
2013	\$9.57	\$12.41
2012	\$9.54	\$12.29
2011	\$8.16	\$10.98

Socorro County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$4.25	\$3.11	\$1.14	\$8.49
2011	\$3.81	\$2.82	\$1.09	\$7.71

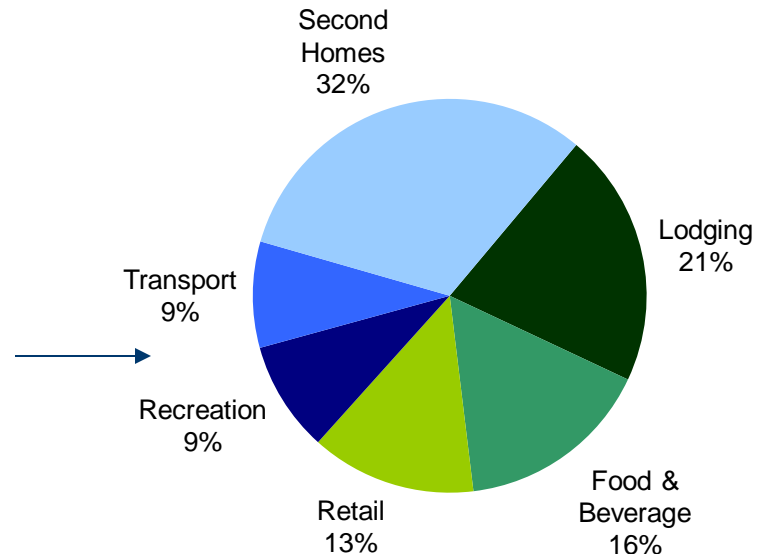
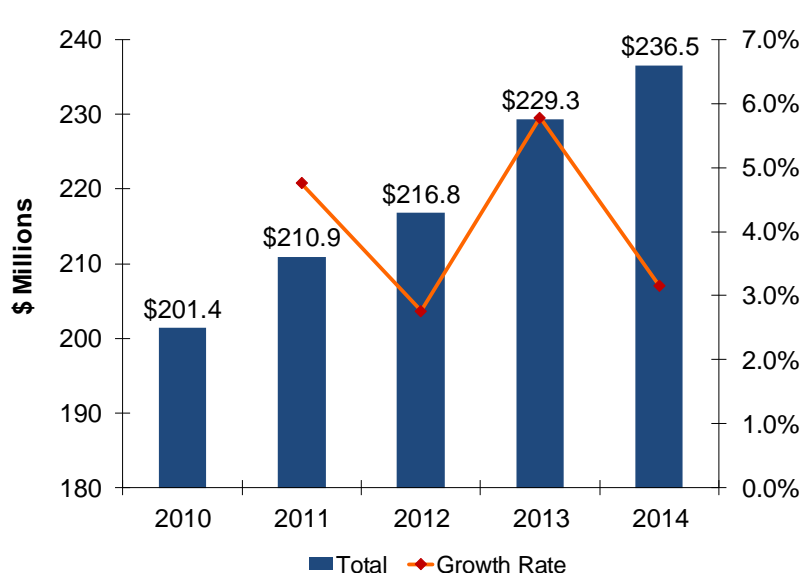
Tourism Share of County Economy



Taos County, Visitor Spending by Industry

Taos County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$49.4	\$38.0	\$32.1	\$21.5	\$20.6	\$74.9	\$236.5	3.2%
2013	\$47.0	\$38.7	\$30.6	\$20.8	\$20.5	\$71.6	\$229.3	5.8%
2012	\$43.3	\$36.5	\$28.0	\$20.2	\$18.7	\$70.0	\$216.8	2.8%
2011	\$45.7	\$37.8	\$24.9	\$20.3	\$18.0	\$64.3	\$210.9	4.8%
2010	\$47.1	\$38.1	\$25.2	\$20.6	\$15.2	\$55.2	\$201.4	

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



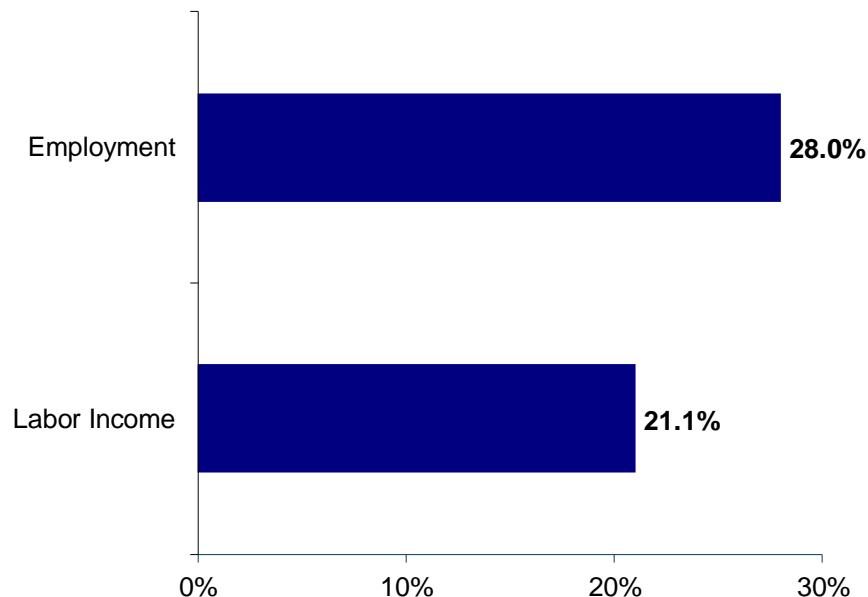
Taos County, Tourism Impact

Taos County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	2,922	3,177	30.5%
2013	2,874	3,119	30.0%
2012	2,606	2,841	27.9%
2011	2,657	2,892	28.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$66.0	\$75.4
2013	\$59.7	\$68.7
2012	\$54.4	\$63.0
2011	\$53.3	\$61.6

Taos County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$24.9	\$13.4	\$5.9	\$44.1
2011	\$20.6	\$11.7	\$5.1	\$37.4

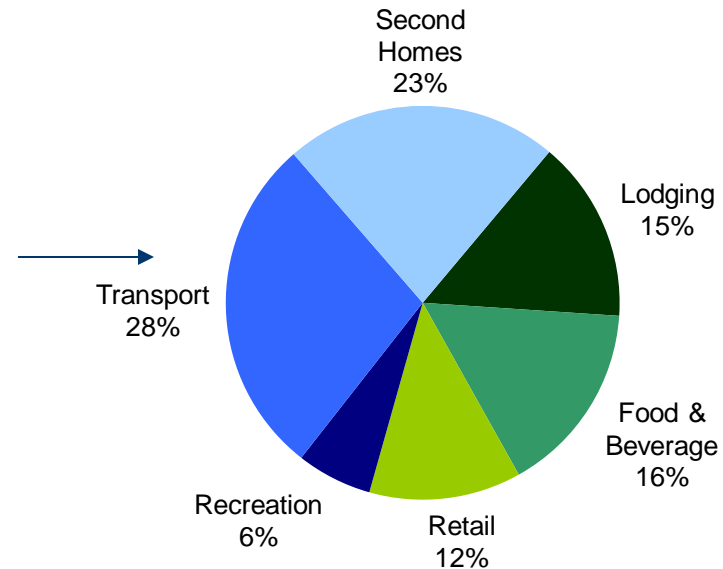
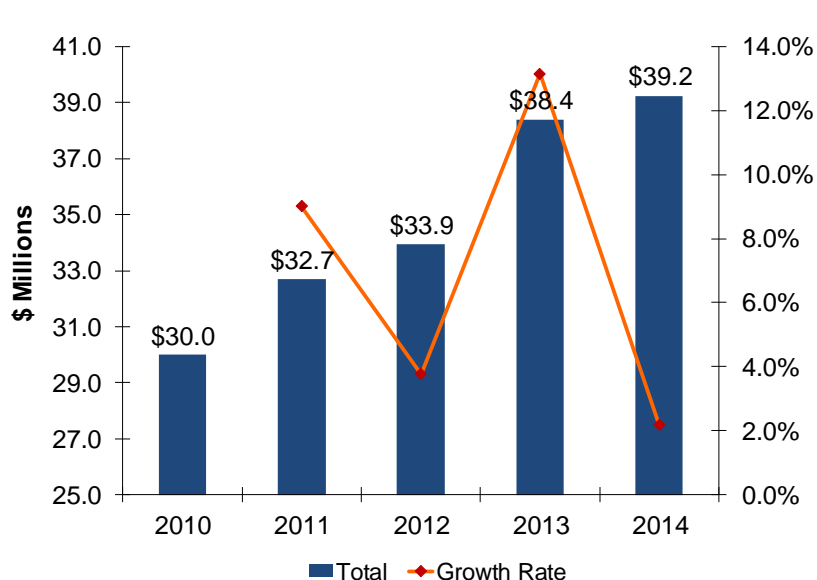
Tourism Share of County Economy



Torrance County, Visitor Spending by Industry

Torrance County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$5.87	\$6.21	\$4.90	\$2.43	\$11.01	\$8.83	\$39.24	2.2%
2013	\$5.92	\$6.57	\$4.81	\$2.45	\$10.44	\$8.21	\$38.40	13.2%
2012	\$5.31	\$6.07	\$4.36	\$2.20	\$9.08	\$6.91	\$33.94	3.8%
2011	\$5.35	\$6.11	\$4.58	\$2.20	\$8.89	\$5.58	\$32.70	9.0%
2010	\$5.44	\$6.08	\$4.49	\$2.24	\$6.93	\$4.82	\$30.00	

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



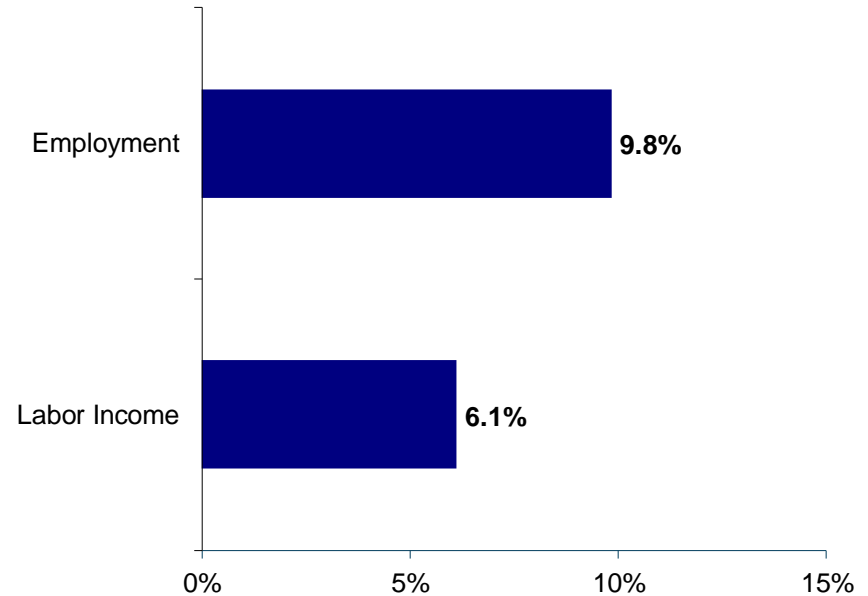
Torrance County, Tourism Impact

Torrance County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	313	380	11.9%
2013	340	398	12.6%
2012	295	347	10.7%
2011	279	334	10.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$6.39	\$8.86
2013	\$6.22	\$8.34
2012	\$5.47	\$7.36
2011	\$5.33	\$7.29

Torrance County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$2.90	\$2.07	\$0.70	\$5.67
2011	\$2.43	\$1.81	\$0.59	\$4.83

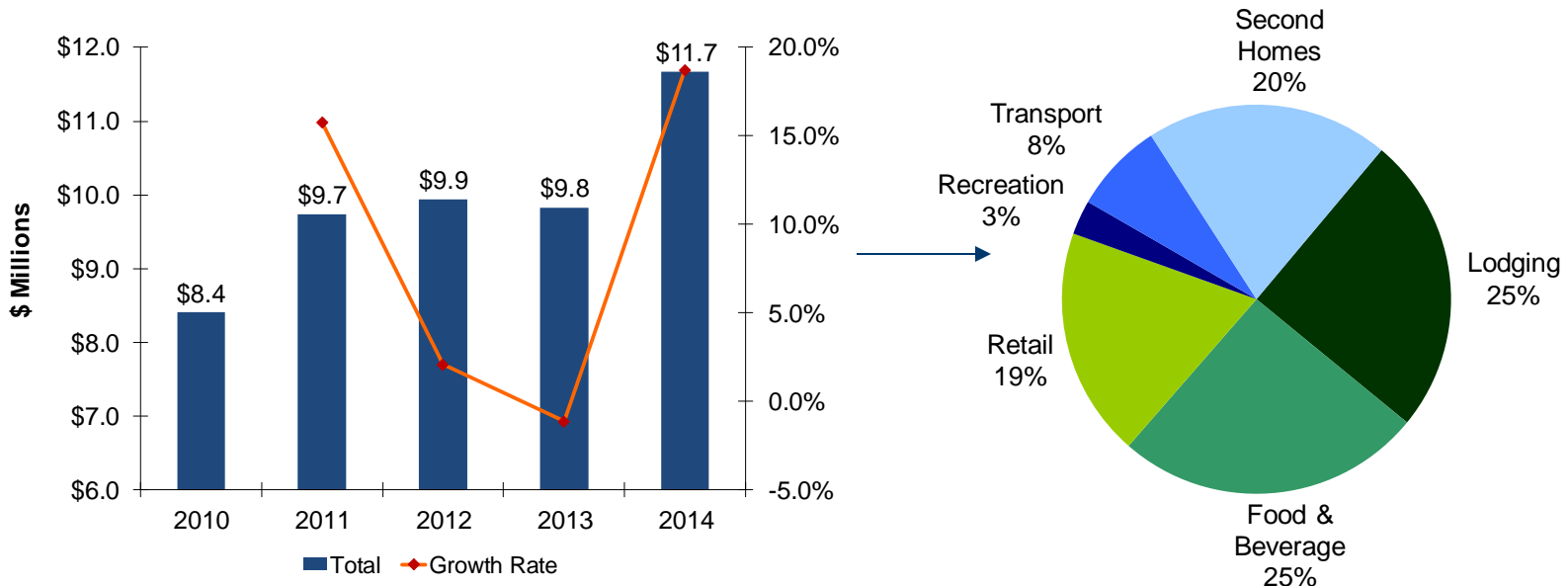
Tourism Share of County Economy



Union County, Visitor Spending by Industry

Union County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$2.89	\$2.97	\$2.22	\$0.33	\$0.88	\$2.36	\$11.67	18.7%
2013	\$2.38	\$2.42	\$1.83	\$0.27	\$0.70	\$2.23	\$9.83	-1.1%
2012	\$2.53	\$2.56	\$1.54	\$0.27	\$0.74	\$2.31	\$9.94	2.1%
2011	\$2.54	\$2.64	\$1.42	\$0.26	\$0.78	\$2.09	\$9.74	15.8%
2010	\$2.16	\$2.33	\$1.14	\$0.26	\$0.51	\$2.02	\$8.41	

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



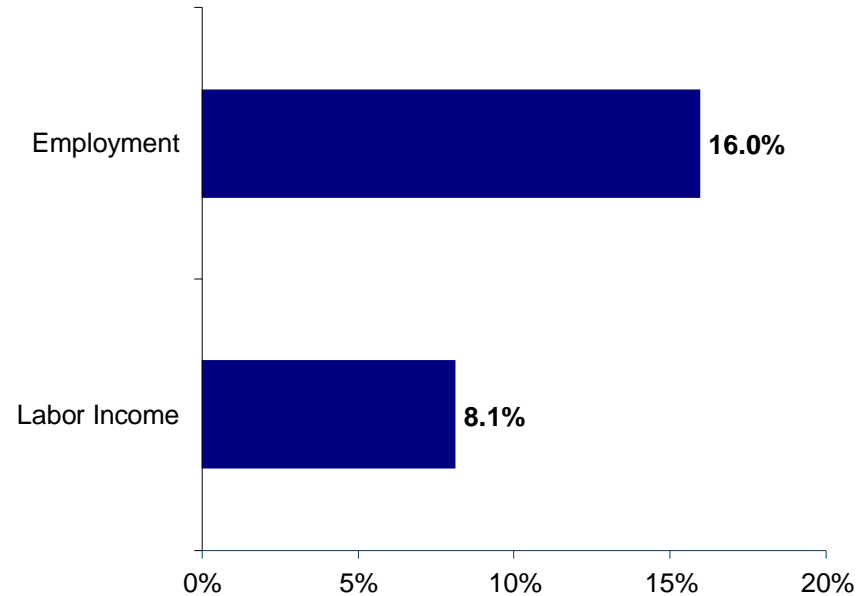
Union County, Tourism Impact

Union County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	197	234	19.0%
2013	161	194	15.5%
2012	179	212	17.1%
2011	181	217	16.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$3.09	\$4.46
2013	\$2.71	\$3.91
2012	\$2.83	\$4.03
2011	\$2.76	\$4.04

Union County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$1.30	\$0.76	\$0.38	\$2.44
2011	\$1.16	\$0.66	\$0.33	\$2.14

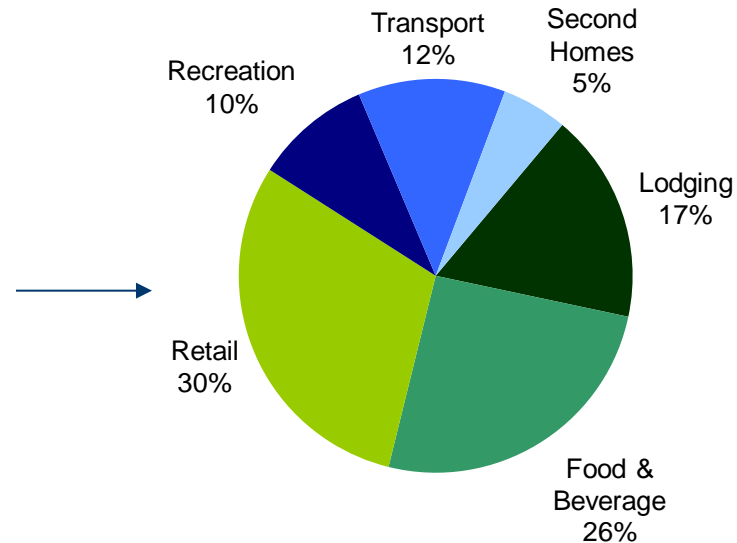
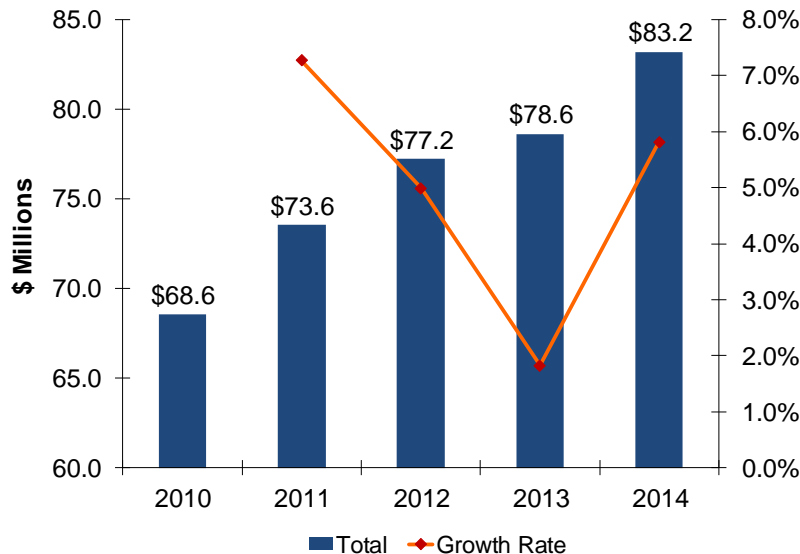
Tourism Share of County Economy



Valencia County, Visitor Spending by Industry

Valencia County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2014	\$14.33	\$21.23	\$25.12	\$7.97	\$10.06	\$4.49	\$83.20	5.8%
2013	\$13.37	\$20.93	\$23.41	\$8.24	\$8.95	\$3.72	\$78.62	1.8%
2012	\$12.90	\$20.56	\$22.36	\$8.59	\$8.74	\$4.07	\$77.22	5.0%
2011	\$11.84	\$19.59	\$22.72	\$7.87	\$7.43	\$4.10	\$73.55	7.3%
2010	\$11.47	\$18.87	\$21.60	\$7.32	\$5.64	\$3.66	\$68.56	

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



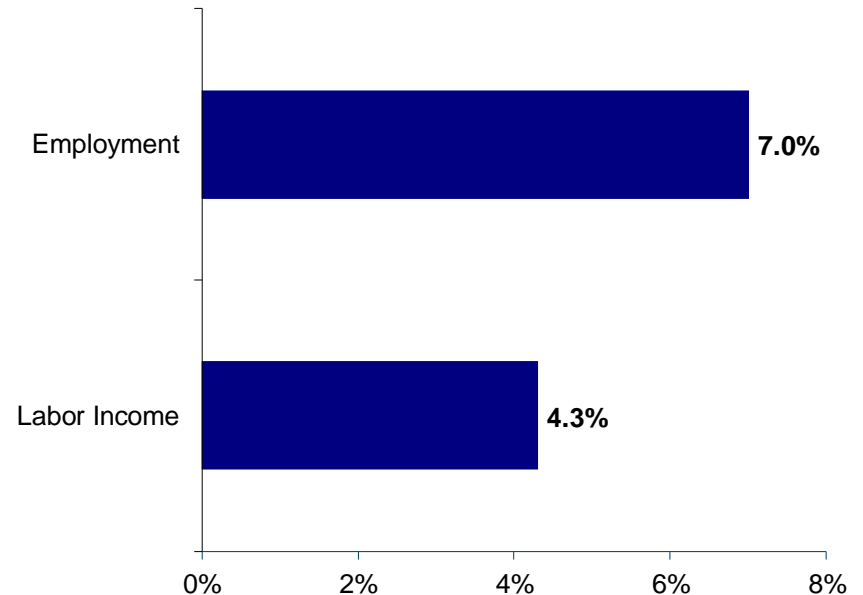
Valencia County, Tourism Impact

Valencia County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2014	918	1,213	9.3%
2013	878	1,154	8.6%
2012	844	1,105	8.3%
2011	855	1,137	7.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2014	\$17.17	\$28.05
2013	\$16.52	\$26.61
2012	\$15.99	\$25.50
2011	\$15.31	\$25.32

Valencia County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2014	\$8.16	\$5.68	\$2.60	\$16.44
2011	\$7.39	\$5.09	\$2.37	\$14.85

Tourism Share of County Economy



Key numbers in context



TOURISM
ECONOMICS

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Spending and employment comparisons

- 33.3 million visitors is the equivalent of everyone from Texas and Arizona visiting New Mexico in one year.
- \$6.1 billion in visitor spending nearly equivalent to the total student loan debt held by residents of New Mexico.
- The bill passed to fund entire state budget for fiscal 2015 was for \$6.2 billion – visitor spending is as large as the state budget.
- The nearly 89,000 jobs supported by tourism is over 3 times the number of students at the University of New Mexico, main campus.

Methodology and Background



TOURISM
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Definitions and terms

- A visitor includes all overnight visitors and day visitors traveling outside of their usual environment, defined as beyond 50 miles
- The analysis measures the economic impact of visitors to the State of New Mexico, including:
 - Day trips and overnight visitors
 - Domestic, Canadian and overseas visitors
 - Leisure and business travel

Why quantify the tourism economy?

- By monitoring tourism's economic impact, policy makers can make informed decisions regarding the funding and prioritization of tourism development.
- It can also carefully monitor its successes and future needs.
- In order to do this, tourism must be measured in the same categories as other economic sectors – i.e. tax generation, employment, wages, and gross domestic product.

Why is this a challenge?

- Most economic sectors such as financial services, insurance, or construction are easily defined within a country's national accounts statistics.
- Tourism is not so easily measured because it is not a single industry. It is a demand-side activity which affects multiple sectors to various degrees.
- Tourism spans nearly a dozen sectors including lodging, retail, real estate, air passenger transport, food & beverage, car rental, taxi services, travel agents, and recreation (including museums, theme parks, sports events and others).

Methods and data sources

- Domestic visitor expenditure estimates are provided by Longwoods International's representative survey of US visitors. These are broken out by sectors (lodging, transport at destination, food & beverage, retail, and recreation), by purpose (business and leisure), and by length of stay (day and overnight).
- Tourism Economics (TE) then adds and cross-checks several categories of spending:
 - Overseas visitor spending (source: NTTO, TE)
 - Canada visitor spending (source: Statistics Canada, TE)
 - Spending on air travel which accrues to NM airports and locally-based airlines
 - Gasoline purchases by visitors (source: TE calculation)
 - Recreational second home expenditures (source: US Census)
 - Smith Travel Research (lodging performance)
 - County level bed tax data
 - Sales tax by industry (NM Department of Revenue)
 - Industry-by-industry employment and personal income (Bureau of Economic Analysis and Bureau of Labor Statistics)

Methods and data sources

- An IMPLAN model was utilized for the state of New Mexico. This traces the flow of visitor-related expenditures through the local economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism.
- Tourism Economics then cross-checks these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.
- The source of the employment and wage data is the Regional Economic Information System (REIS), Bureau of Economic Analysis, U.S. Department of Commerce. This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data. The main definitional difference is that sole-proprietors, which do not require unemployment insurance and are not counted in the ES202 data.

Description of spending categories

Spend Category	Description
Lodging	Includes visitor spending in accommodation sector. This includes food and other services provided by hotels and similar establishments.
Recreation	Includes visitors spending within the arts, entertainment and recreation supersector.
Air transport	Includes the local economic activity generated by visitors within the air transport (airline) and support services (on air-port) sectors.
Other transport	Includes all forms of local transport services such as taxis, limos, trains, rental cars, and buses.
Shopping	Includes visitor spending within all retail sectors within the New Mexico economy.
Service stations	Visitor spending on gasoline. Only the margin counts as local economic impact.
Second homes	Spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Department.
Food and beverage	Includes all spending at restaurants and bars.

About Tourism Economics

- Tourism Economics, headquartered in Philadelphia, is an Oxford Economics company dedicated to providing high value, robust, and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, project feasibility analysis, tourism forecasting models, tourism policy analysis, and economic impact studies.
- Our staff have worked with over 200 destinations to quantify the economic value of tourism, forecast demand, guide strategy, or evaluate tourism policies.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics is founded on a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of 100 highly-experienced professional economists; a dedicated data analysis team; global modeling tools; close links with Oxford University, and a range of partner institutions in Europe, the US and in the United Nations Project Link.
- For more information: info@tourismeconomics.com.



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For more information:

info@tourismeconomics.com