



Economic Impact of Tourism in New Mexico, 2016

North Central Region



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

County Results



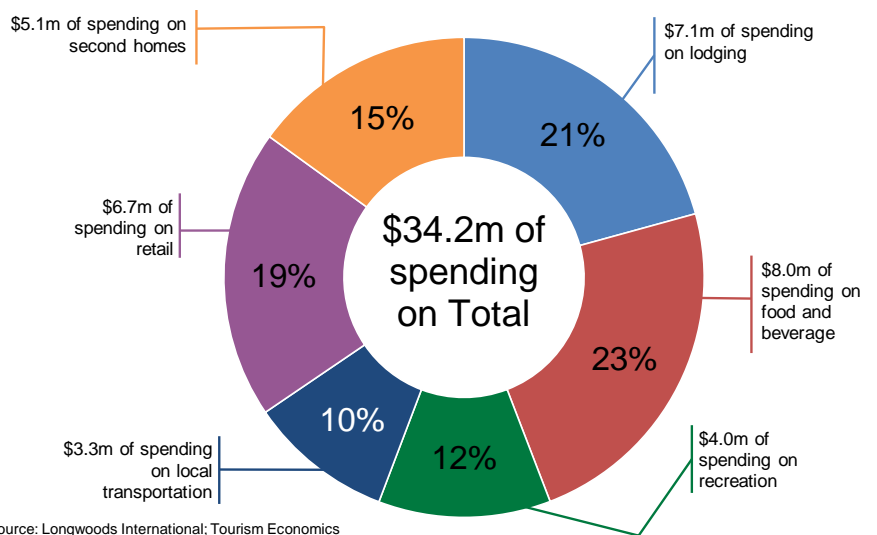
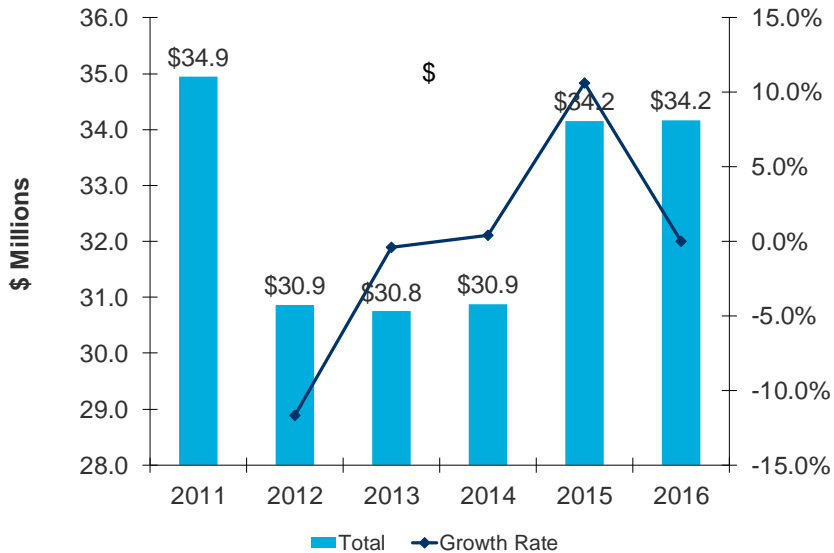
TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

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
2016	\$7.1	\$8.0	\$6.7	\$4.0	\$3.3	\$5.1	\$34.2	0.0%
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



Source: Longwoods International; Tourism Economics

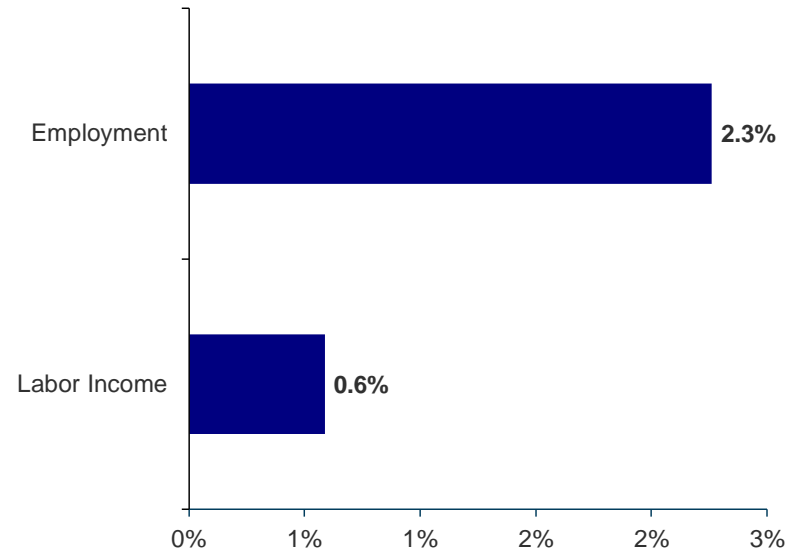
Los Alamos County, Tourism Impact

Los Alamos County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	357	991	6.5%
2015	353	949	6.2%
2014	331	805	5.2%
2013	345	833	5.2%
2012	366	930	5.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$7.5	\$31.9
2015	\$6.9	\$29.6
2014	\$6.3	\$24.0
2013	\$6.7	\$24.6
2012	\$7.2	\$27.9

Los Alamos County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$5.0	\$3.3	\$2.2	\$10.5
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

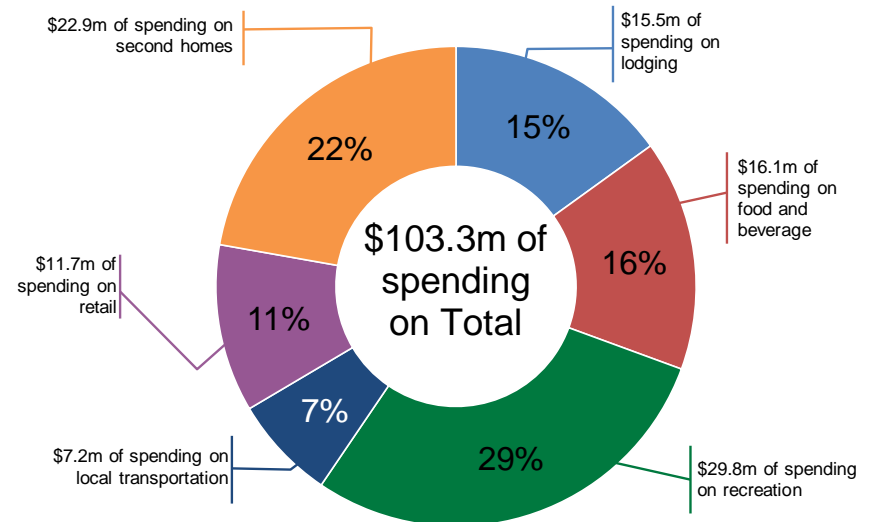
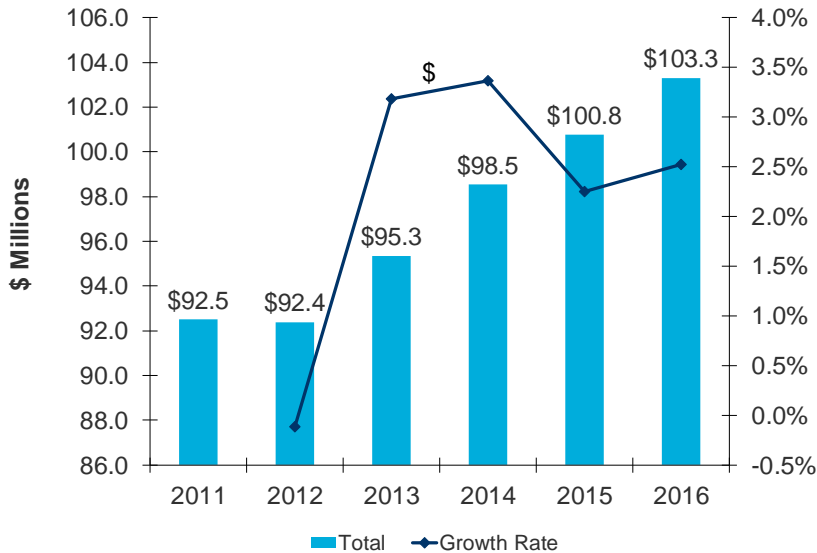
Tourism Share of County Economy



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
2016	\$15.5	\$16.1	\$11.7	\$29.8	\$7.2	\$22.9	\$103.3	2.5%
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



Source: Longwoods International; Tourism Economics

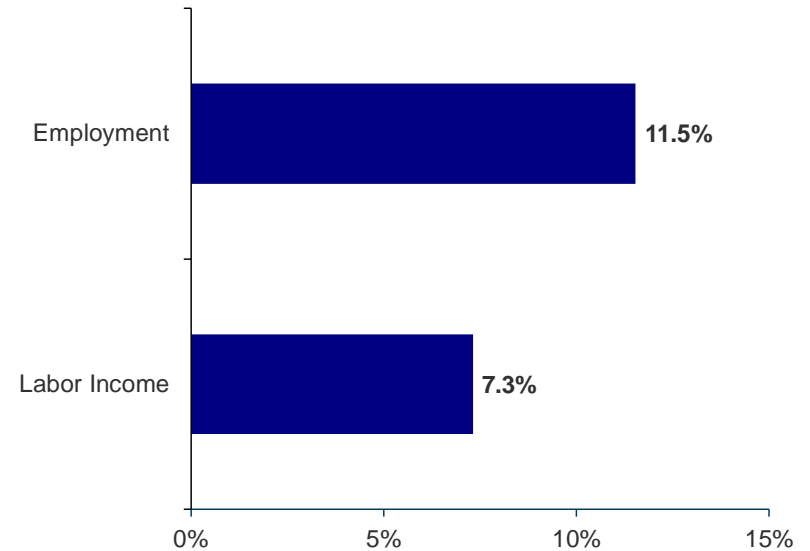
Rio Arriba County, Tourism Impact

Rio Arriba County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	1,132	1,296	13.6%
2015	1,125	1,247	13.1%
2014	1,037	1,165	12.4%
2013	1,022	1,148	12.2%
2012	942	1,065	11.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$23.4	\$29.7
2015	\$23.1	\$27.7
2014	\$22.3	\$27.0
2013	\$21.3	\$25.9
2012	\$19.6	\$24.1

Rio Arriba County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$9.8	\$5.9	\$2.3	\$18.0
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

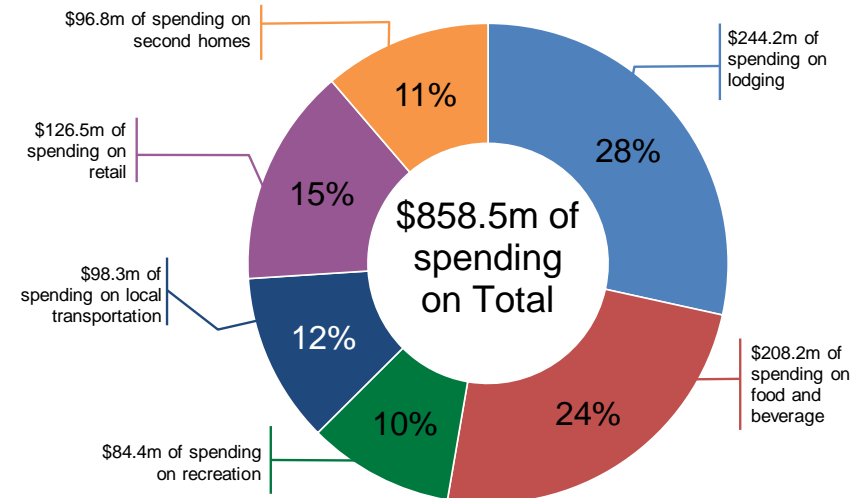
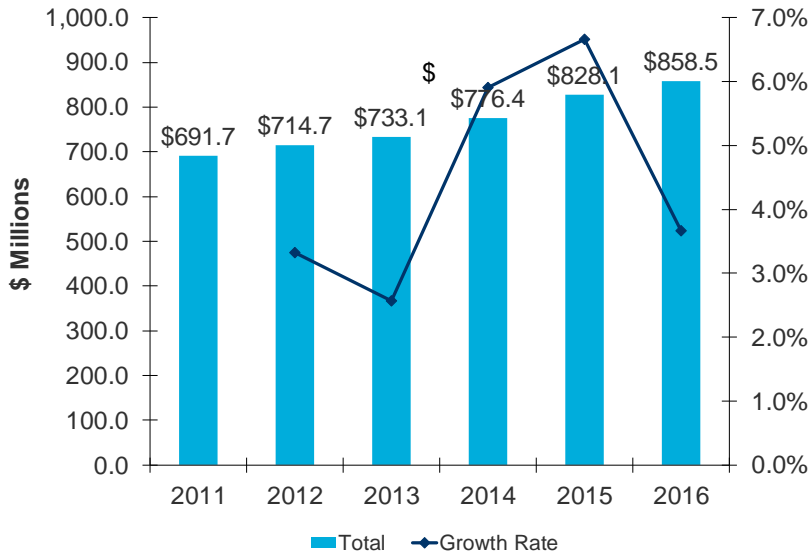
Tourism Share of County Economy



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
2016	\$244.2	\$208.2	\$126.5	\$84.4	\$98.3	\$96.8	\$858.5	3.7%
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



Source: Longwoods International; Tourism Economics

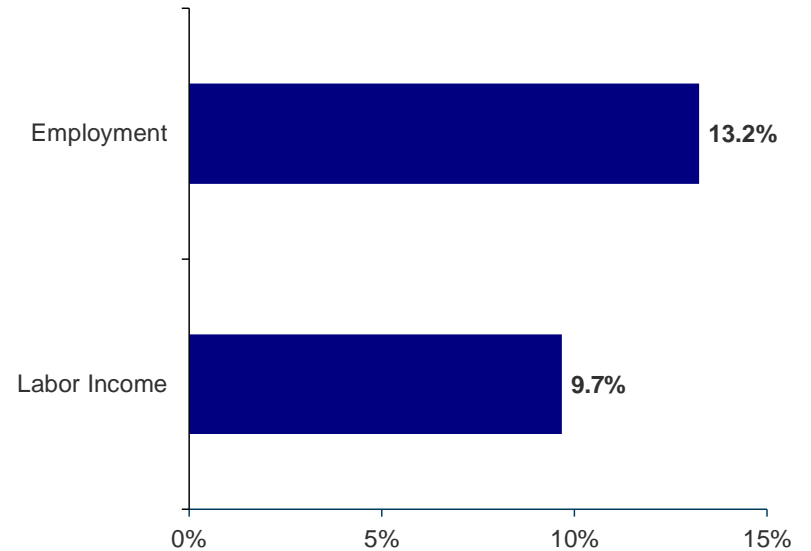
Santa Fe County, Tourism Impact

Santa Fe County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	8,076	9,793	16.2%
2015	7,857	9,468	15.7%
2014	7,778	9,788	16.1%
2013	7,762	9,672	16.1%
2012	7,605	9,453	15.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$254.3	\$320.4
2015	\$244.1	\$305.5
2014	\$238.8	\$313.7
2013	\$228.4	\$298.6
2012	\$223.1	\$290.8

Santa Fe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$102.2	\$59.2	\$26.2	\$187.6
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

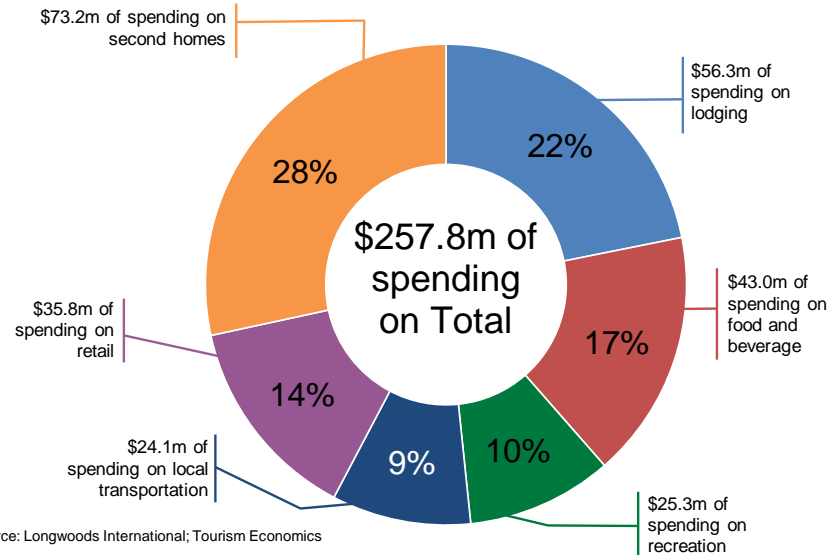
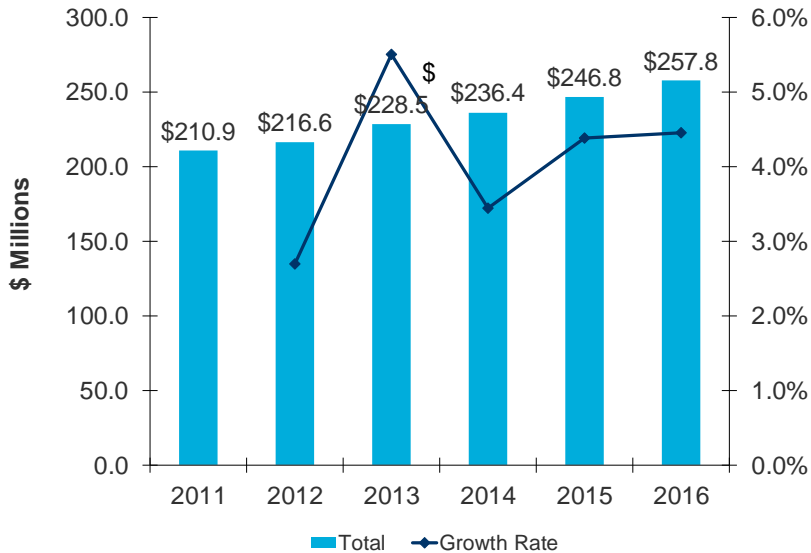
Tourism Share of County Economy



Taos County, Visitor Spending by Industry

Taos County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$56.3	\$43.0	\$35.8	\$25.3	\$24.1	\$73.2	\$257.8	4.5%
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



Source: Longwoods International; Tourism Economics

Taos County, Tourism Impact

Taos County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,958	3,358	32.2%
2015	2,919	3,100	29.7%
2014	2,897	3,154	30.4%
2013	2,862	3,108	30.6%
2012	2,595	2,831	27.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$72.8	\$88.1
2015	\$70.1	\$77.0
2014	\$65.6	\$75.2
2013	\$59.5	\$68.5
2012	\$54.2	\$62.8

Taos County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$27.9	\$15.2	\$6.8	\$49.9
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

