

The Economic Impact of Tourism in New Mexico

Southeast Region

Headline results

- The Southeast Region as a whole collected *\$233.3 million* in state, local, and federal taxes from tourism in 2015
- Visitor spending in the Southeast Region reached *\$1.112 billion* and grew by an average of *.9%* in 2015
- There were *17,654 jobs* supported by tourism in the Southeast Region in 2015, which generated *\$428.3 million* in labor income.

County Analysis



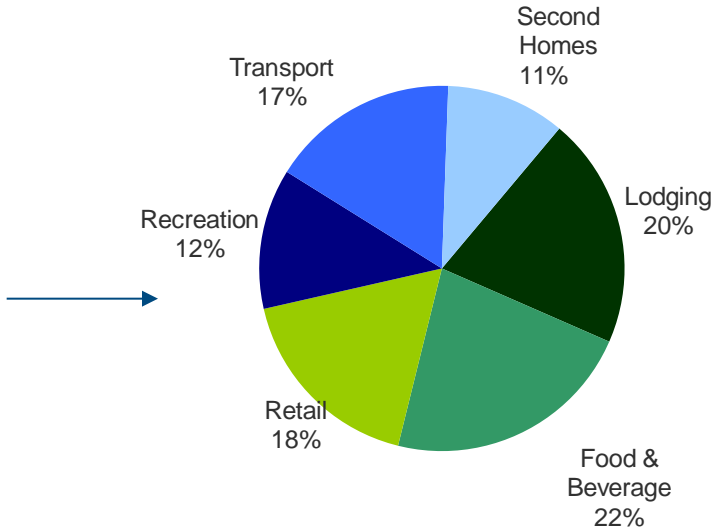
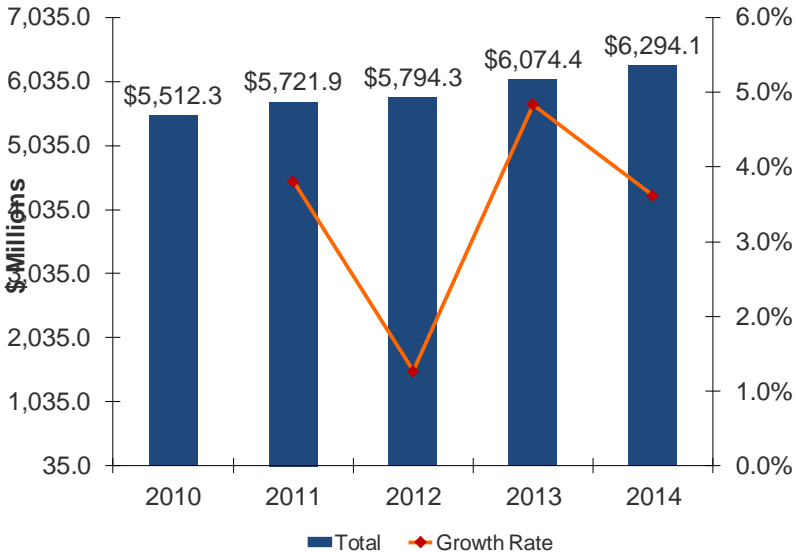
TOURISM
ECONOMICS

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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



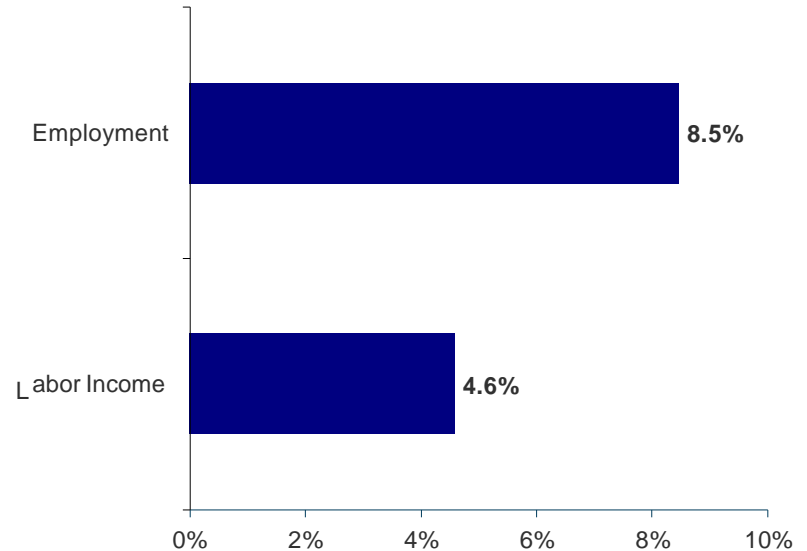
New Mexico, Tourism Impact

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

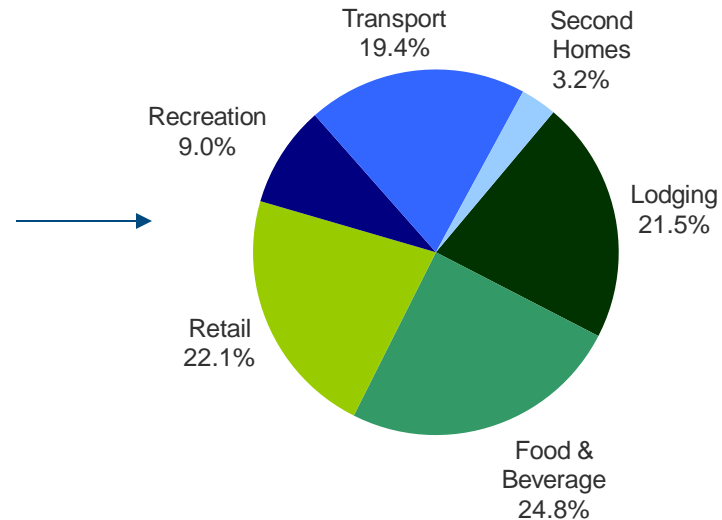
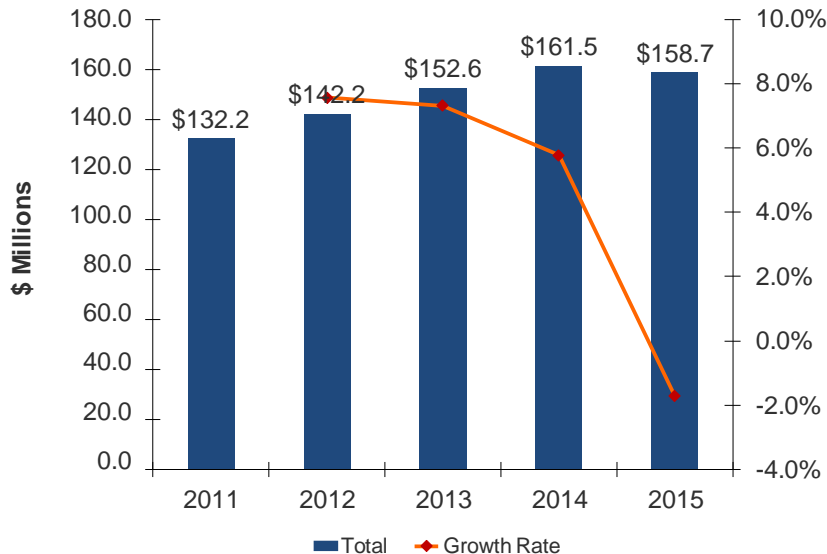
Tourism Share of County Economy



Chaves County, Visitor Spending by Industry

Chaves County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$34.1	\$39.4	\$35.1	\$14.3	\$30.8	\$5.1	\$158.7	-1.7%
2014	\$35.4	\$39.4	\$35.1	\$14.4	\$31.7	\$5.4	\$161.5	5.8%
2013	\$33.2	\$37.4	\$31.9	\$14.2	\$30.3	\$5.5	\$152.6	7.3%
2012	\$29.8	\$36.5	\$29.6	\$13.8	\$27.2	\$5.3	\$142.2	7.6%
2011	\$28.4	\$35.8	\$24.7	\$12.7	\$25.8	\$4.8	\$132.2	

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



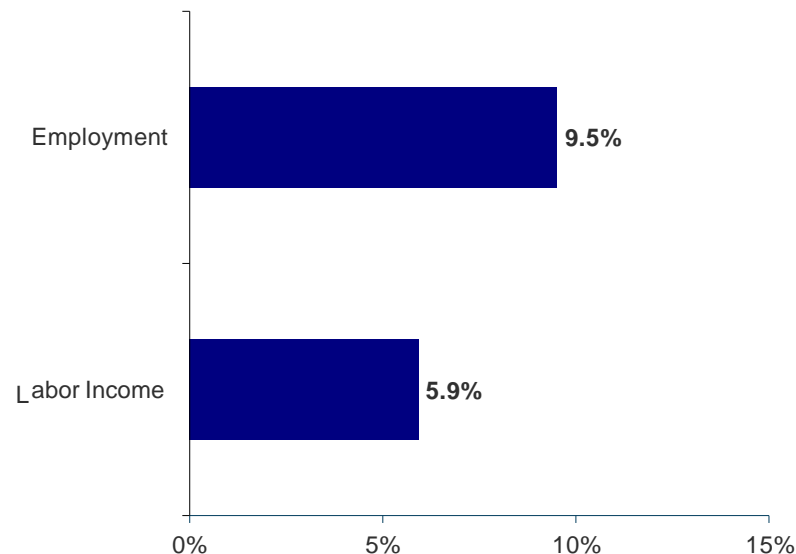
Chaves County, Tourism Impact

Chaves County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	2,061	2,603	12.4%
2014	2,079	2,629	12.7%
2013	2,106	2,646	12.7%
2012	1,970	2,473	11.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$43.3	\$63.8
2014	\$42.7	\$63.1
2013	\$41.0	\$60.7
2012	\$38.2	\$56.6

Chaves County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$18.8	\$11.7	\$5.4	\$36.0
2014	\$18.8	\$11.8	\$5.4	\$36.0
2011	\$15.9	\$10.0	\$4.6	\$30.5

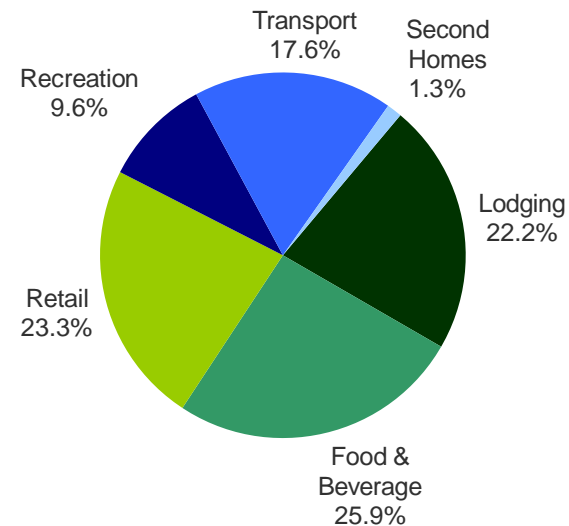
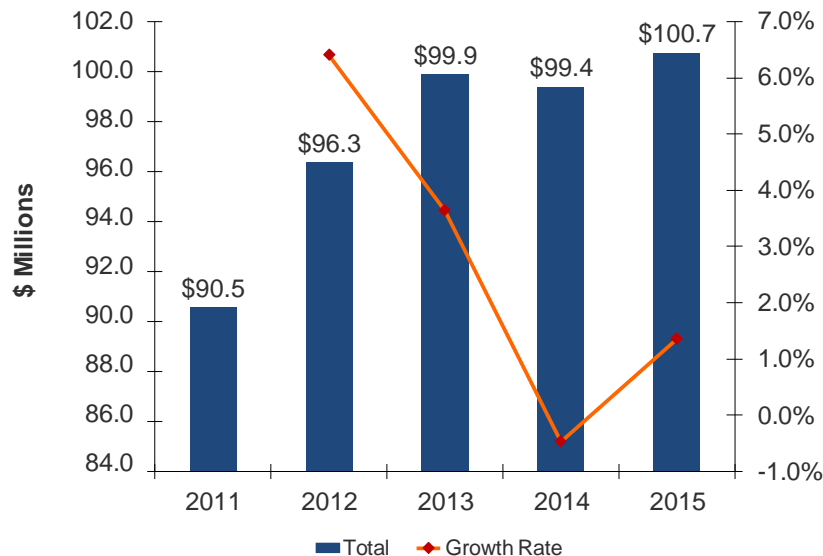
Tourism Share of County Economy



Curry County, Visitor Spending by Industry

Curry County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$22.4	\$26.1	\$23.4	\$9.7	\$17.8	\$1.4	\$100.7	1.4%
2014	\$22.0	\$25.1	\$23.3	\$9.4	\$18.4	\$1.2	\$99.4	-0.5%
2013	\$22.4	\$26.8	\$22.5	\$9.9	\$17.4	\$0.9	\$99.9	3.6%
2012	\$21.3	\$26.0	\$22.1	\$9.7	\$16.6	\$0.6	\$96.3	6.4%
2011	\$20.1	\$25.6	\$18.9	\$9.3	\$16.0	\$0.5	\$90.5	

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



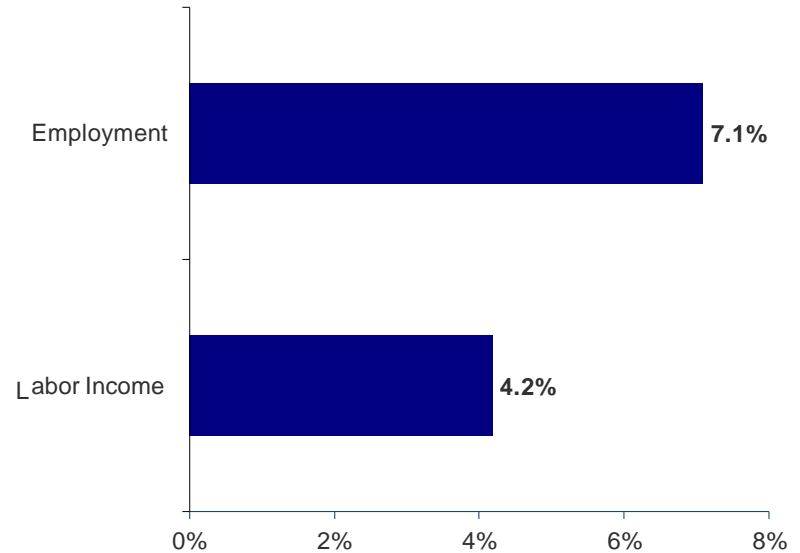
Curry County, Tourism Impact

Curry County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	1,221	1,720	10.1%
2014	1,230	1,669	9.9%
2013	1,271	1,709	10.1%
2012	1,189	1,653	9.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$25.4	\$44.4
2014	\$25.4	\$41.8
2013	\$25.4	\$41.5
2012	\$24.0	\$41.0

Curry County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$12.0	\$7.7	\$3.8	\$23.5
2014	\$11.7	\$7.6	\$3.6	\$22.9
2011	\$10.6	\$6.9	\$3.4	\$20.9

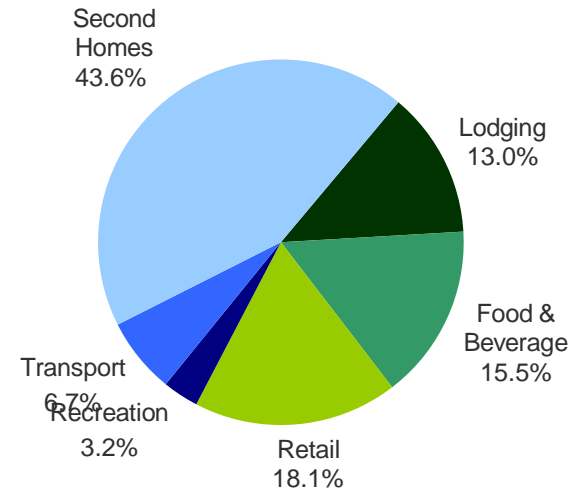
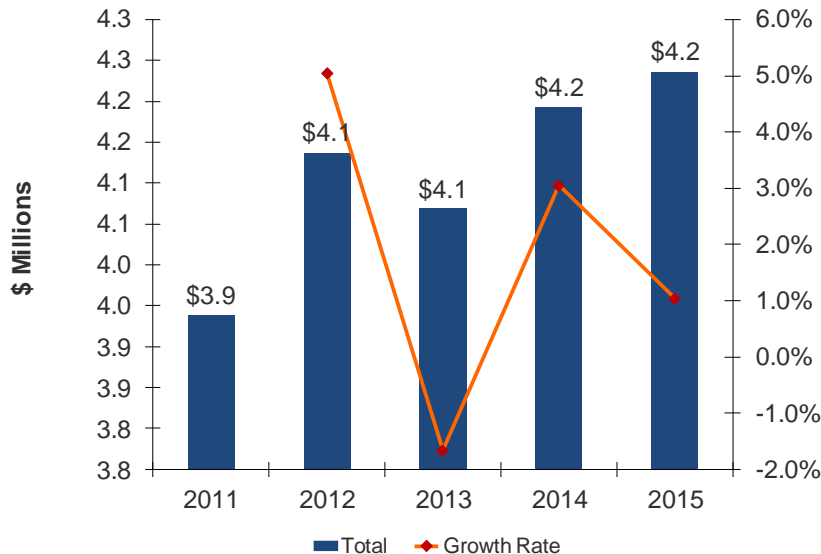
Tourism Share of County Economy



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
2015	\$0.5	\$0.7	\$0.8	\$0.1	\$0.3	\$1.8	\$4.2	1.0%
2014	\$0.5	\$0.6	\$0.7	\$0.1	\$0.3	\$1.8	\$4.2	3.1%
2013	\$0.6	\$0.7	\$0.7	\$0.1	\$0.3	\$1.7	\$4.1	-1.7%
2012	\$0.6	\$0.7	\$0.7	\$0.1	\$0.3	\$1.7	\$4.1	5.0%
2011	\$0.5	\$0.7	\$0.6	\$0.1	\$0.3	\$1.7	\$3.9	

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



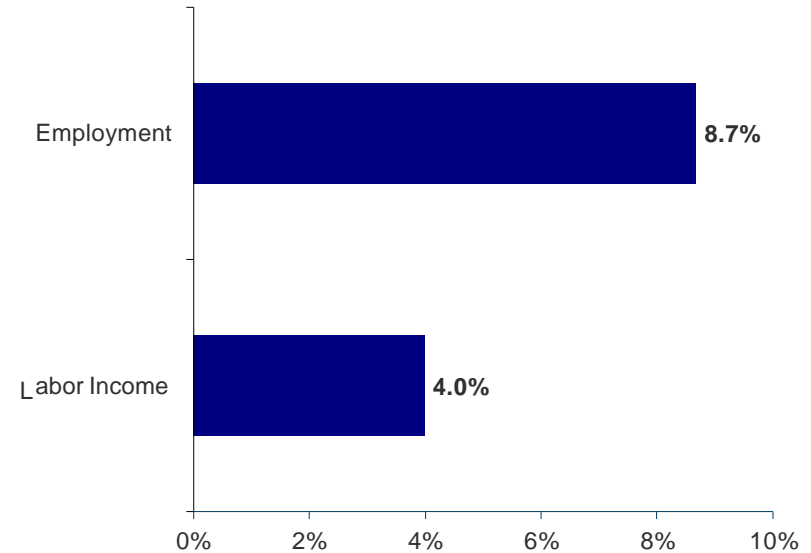
De Baca County, Tourism Impact

De Baca County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	40	46	4. %
2014	39	45	5. %
2013	38	45	9.4%
2012	36	43	9.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$0.6	\$0.8
2014	\$0.6	\$0.8
2013	\$0.5	\$0.8
2012	\$0.5	\$0.8

De Baca County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$0.3	\$0.2	\$0.1	\$0.5
2014	\$0.3	\$0.2	\$0.1	\$0.5
2011	\$0.2	\$0.2	\$0.1	\$0.5

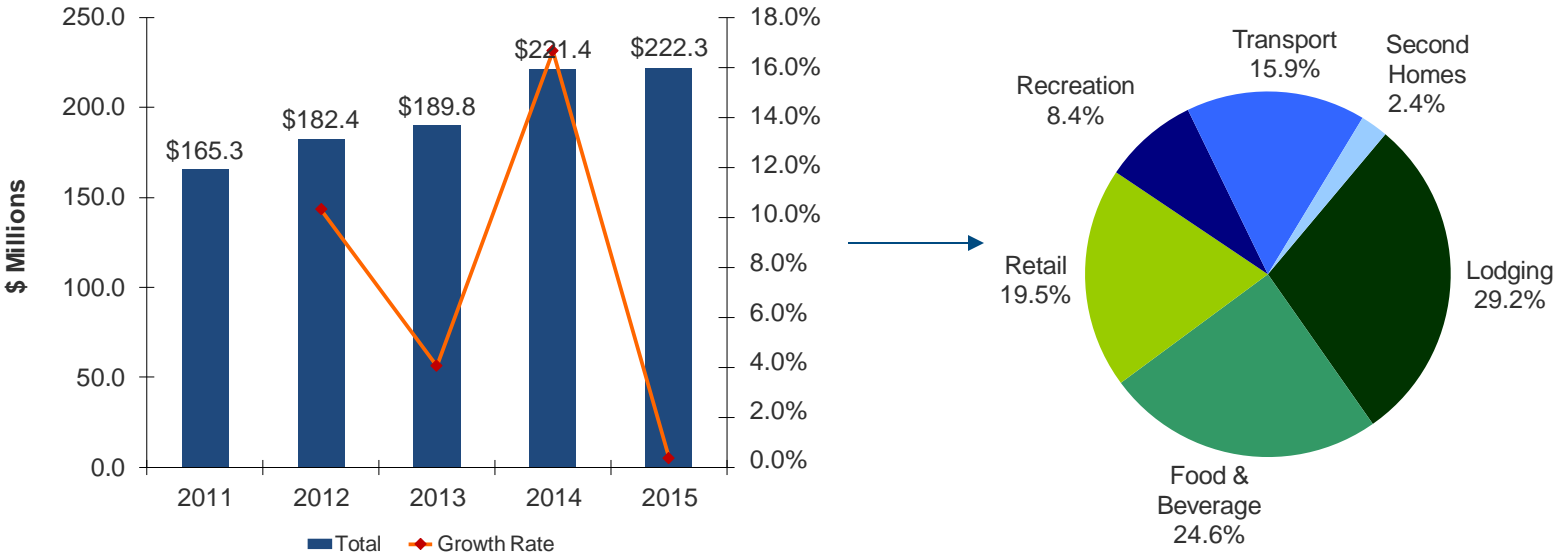
T ourism Share of County Economy



Eddy County, Visitor Spending by Industry

Eddy County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$64.8	\$54.7	\$43.4	\$18.6	\$35.3	\$5.4	\$222.3	0.4%
2014	\$65.6	\$54.0	\$42.7	\$18.6	\$35.3	\$5.2	\$221.4	16.7%
2013	\$50.4	\$48.8	\$37.7	\$16.5	\$31.7	\$4.7	\$189.8	4.1%
2012	\$45.1	\$48.4	\$37.0	\$16.7	\$30.9	\$4.4	\$182.4	10.3%
2011	\$41.8	\$44.0	\$33.2	\$15.3	\$27.3	\$3.8	\$165.3	

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



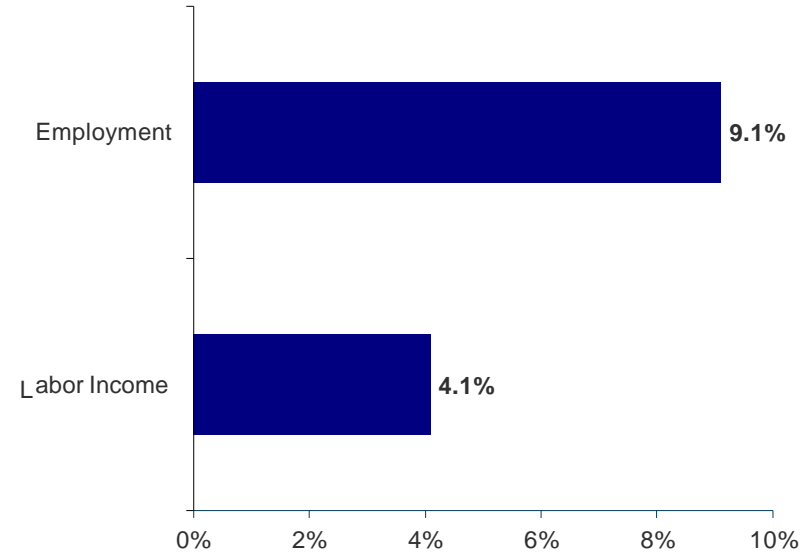
Eddy County, Tourism Impact

Eddy County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	2,580	3,537	12.7%
2014	2,548	3,557	13.5%
2013	2,322	3,248	12.9%
2012	2,323	3,264	13.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$63.7	\$100.1
2014	\$60.2	\$97.8
2013	\$53.2	\$87.2
2012	\$50.9	\$85.3

Eddy County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$28.2	\$17.2	\$8.2	\$53.5
2014	\$27.3	\$17.1	\$8.1	\$52.4
2011	\$20.4	\$12.8	\$6.0	\$39.1

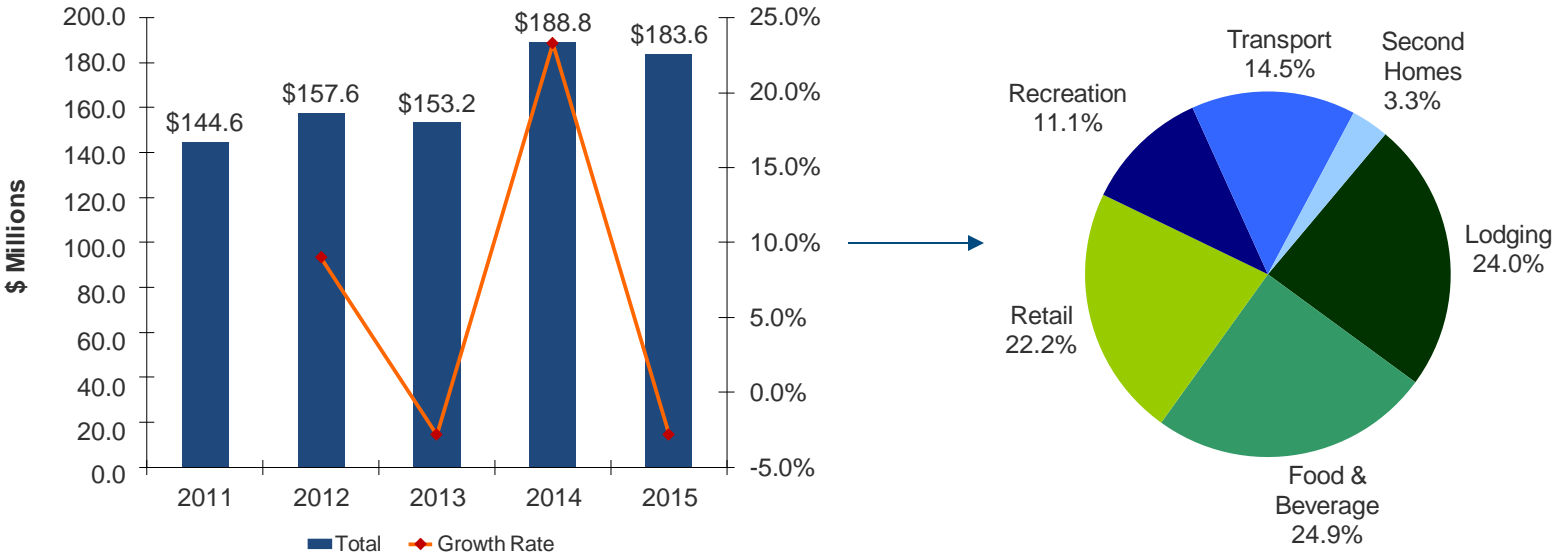
Tourism Share of County Economy



Lea County, Visitor Spending by Industry

Lea County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$44.0	\$45.6	\$40.8	\$20.3	\$26.7	\$6.1	\$183.6	-2.8%
2014	\$47.7	\$46.1	\$41.3	\$21.4	\$26.0	\$6.4	\$188.8	23.3%
2013	\$39.1	\$40.6	\$32.3	\$14.2	\$20.9	\$6.0	\$153.2	-2.8%
2012	\$37.4	\$41.0	\$32.3	\$19.6	\$21.7	\$5.6	\$157.6	9.0%
2011	\$33.0	\$37.8	\$29.2	\$20.8	\$19.0	\$4.8	\$144.6	

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



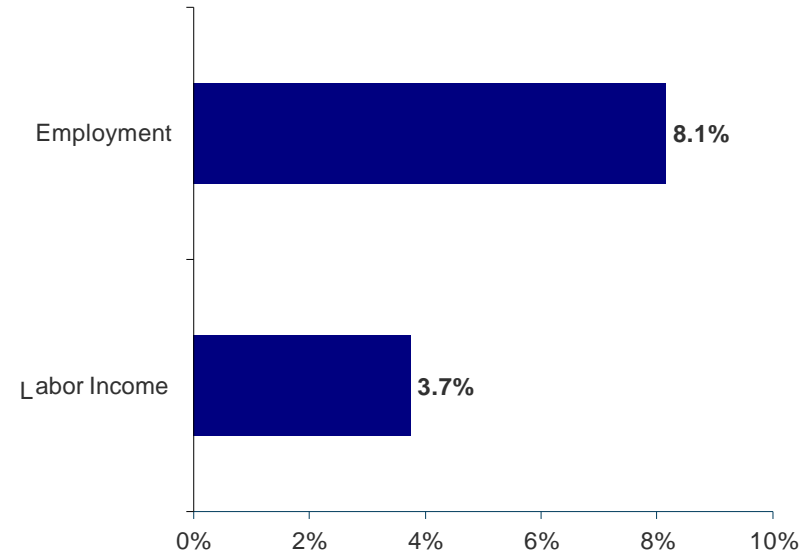
Lea County, Tourism Impact

Lea County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	2,557	3,584	10.8%
2014	2,492	3,631	11.4%
2013	2,005	3,121	10.3%
2012	2,232	3,725	13.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$60.4	\$99.4
2014	\$58.7	\$101.2
2013	\$52.6	\$93.5
2012	\$59.2	\$114.1

Lea County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$26.5	\$15.3	\$7.9	\$49.7
2014	\$26.6	\$15.6	\$8.1	\$50.4
2011	\$22.8	\$12.7	\$6.7	\$42.2

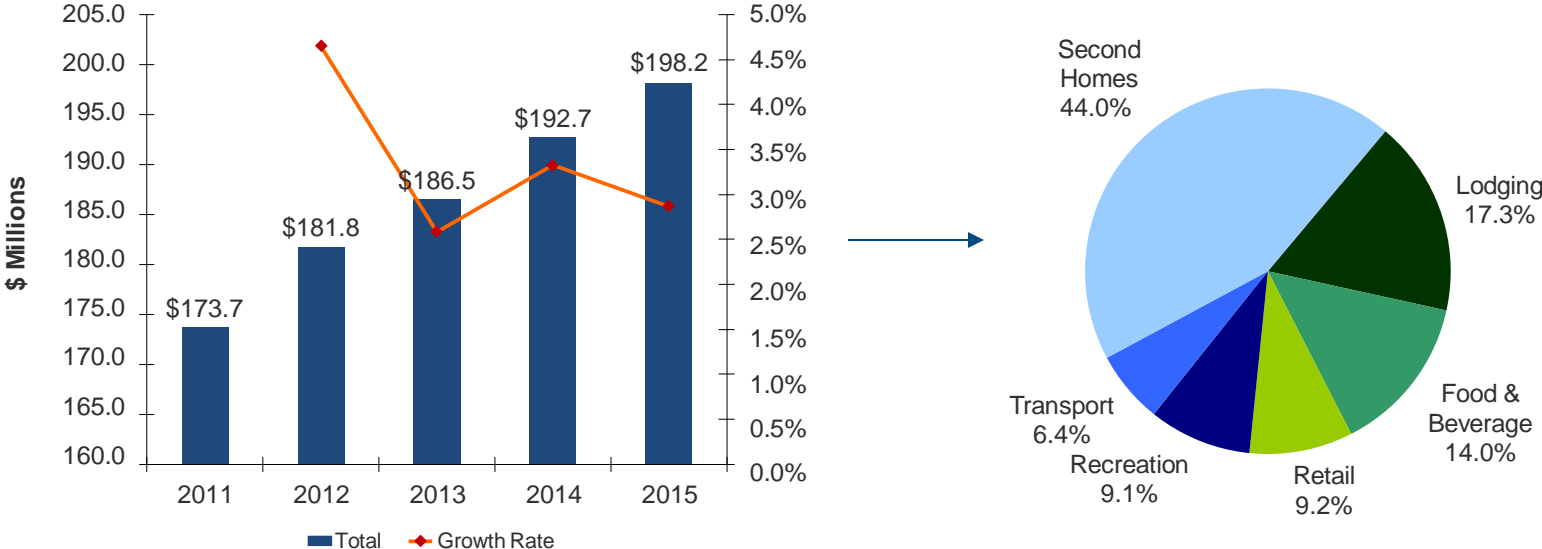
Tourism Share of County Economy



Lincoln County, Visitor Spending by Industry

Lincoln County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$34.3	\$27.8	\$18.1	\$18.0	\$12.7	\$87.1	\$198.2	2.9%
2014	\$32.2	\$26.5	\$17.7	\$17.9	\$12.4	\$85.9	\$192.7	3.3%
2013	\$31.0	\$26.4	\$18.6	\$18.6	\$11.6	\$80.3	\$186.5	2.6%
2012	\$31.3	\$26.9	\$18.4	\$18.0	\$11.6	\$75.6	\$181.8	4.7%
2011	\$30.5	\$26.8	\$14.0	\$19.8	\$10.9	\$71.7	\$173.7	

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



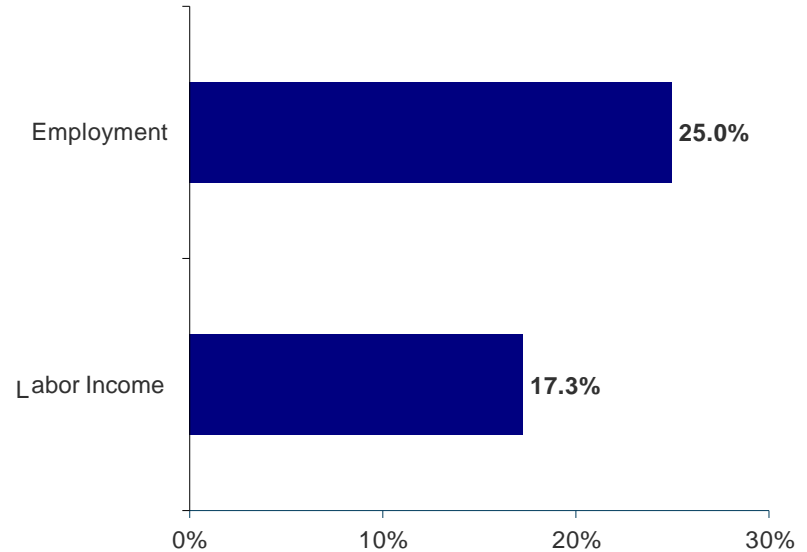
Lincoln County, Tourism Impact

Lincoln County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	1,603	1,787	27.5%
2014	1,518	1,708	26.6%
2013	1,516	1,691	26.4%
2012	1,475	1,651	25.3%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$32.9	\$39.8
2014	\$29.6	\$36.6
2013	\$29.5	\$35.9
2012	\$28.5	\$34.9

Lincoln County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$13.3	\$8.2	\$3.3	\$24.8
2014	\$12.2	\$7.7	\$3.1	\$23.1
2011	\$11.6	\$7.4	\$3.0	\$22.1

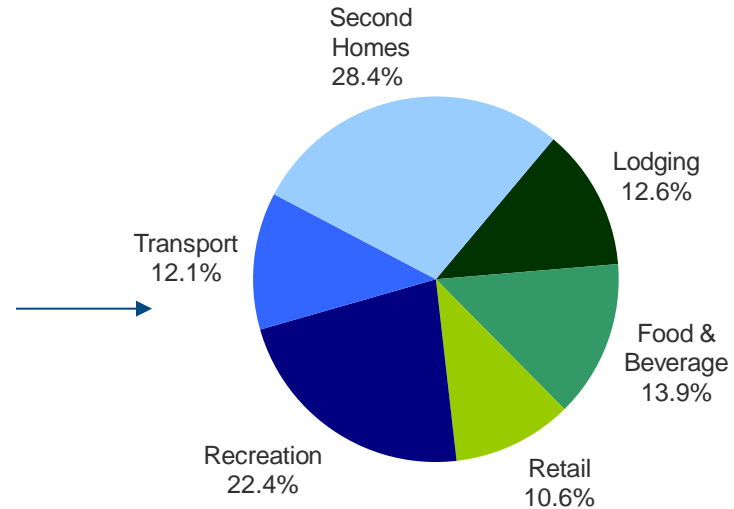
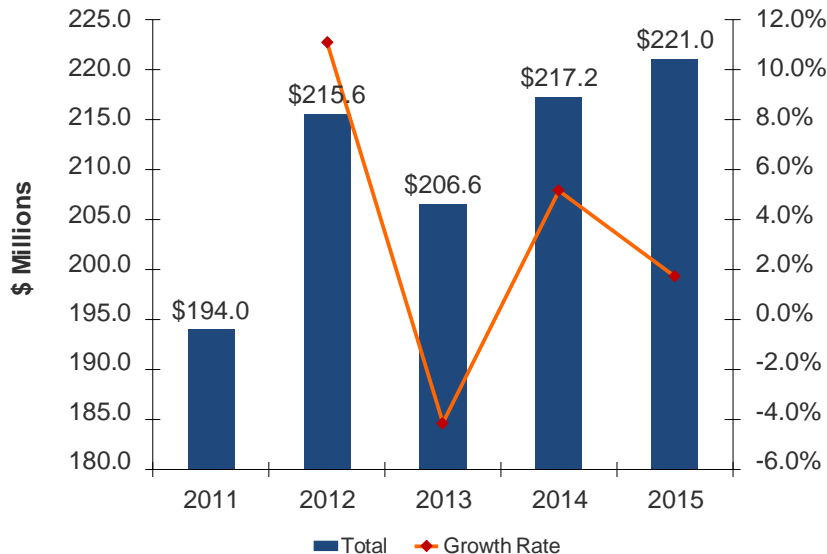
T ourism Share of County Economy



Otero County, Visitor Spending by Industry

Otero County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$27.8	\$30.7	\$23.5	\$49.4	\$26.8	\$62.8	\$221.0	1.7%
2014	\$27.5	\$30.0	\$23.1	\$47.7	\$28.2	\$60.7	\$217.2	5.2%
2013	\$26.0	\$29.9	\$21.2	\$48.0	\$24.2	\$57.4	\$206.6	-4.2%
2012	\$32.3	\$32.1	\$21.9	\$47.6	\$27.7	\$54.1	\$215.6	11.1%
2011	\$26.3	\$29.8	\$19.8	\$46.5	\$22.5	\$49.1	\$194.0	

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



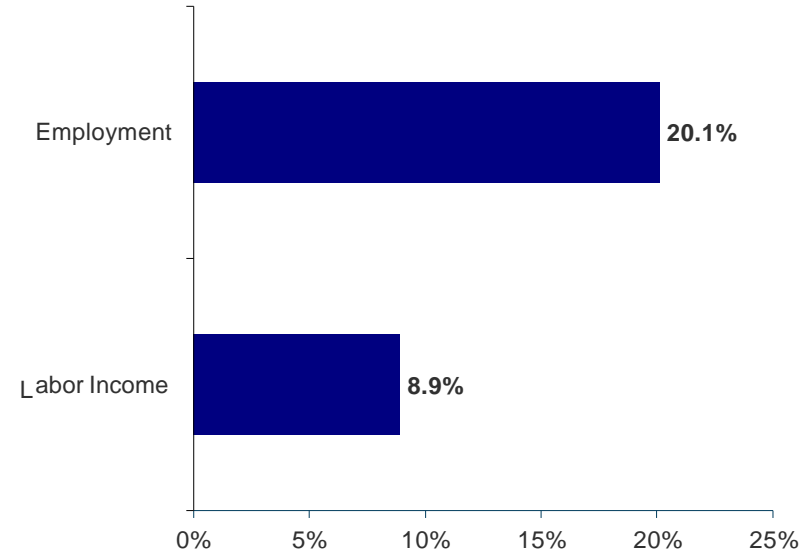
Otero County, Tourism Impact

Otero County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2015	3,529	3,908	22.5%
2014	3,446	3,805	21.5%
2013	3,561	3,914	22.2%
2012	3,572	3,907	23.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$54.0	\$68.4
2014	\$52.8	\$66.1
2013	\$52.3	\$65.3
2012	\$53.4	\$65.6

Otero County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$21.6	\$12.5	\$5.2	\$39.3
2014	\$21.2	\$12.3	\$5.1	\$38.6
2011	\$20.7	\$11.8	\$5.0	\$37.5

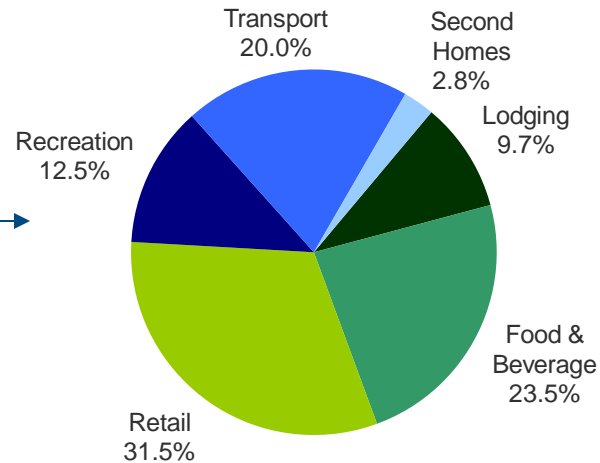
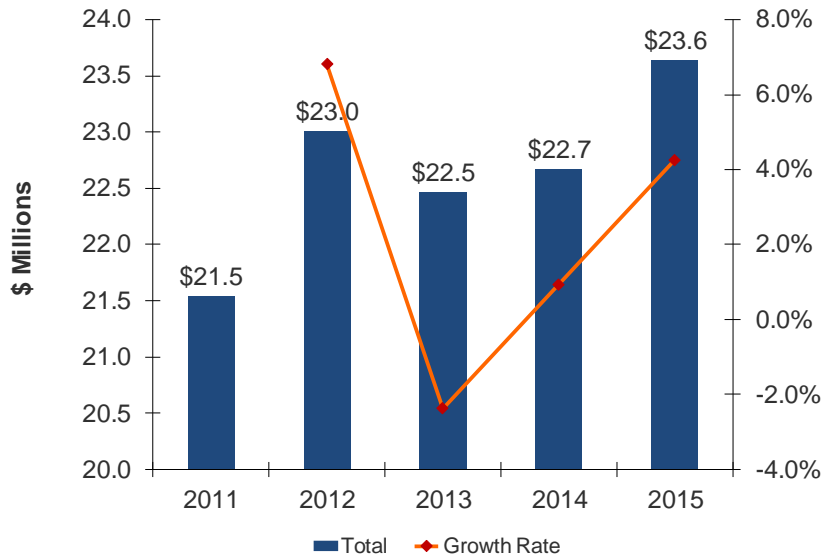
Tourism Share of County Economy



Roosevelt County, Visitor Spending by Industry

Roosevelt County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2015	\$2.3	\$5.6	\$7.4	\$2.9	\$4.7	\$0.7	\$23.6	4.3%
2014	\$2.2	\$5.4	\$7.3	\$2.8	\$4.2	\$0.7	\$22.7	0.9%
2013	\$2.4	\$5.3	\$6.9	\$2.9	\$4.2	\$0.7	\$22.5	-2.4%
2012	\$1.9	\$5.2	\$7.0	\$3.4	\$4.9	\$0.6	\$23.0	6.8%
2011	\$2.1	\$5.4	\$6.7	\$2.7	\$4.2	\$0.5	\$21.5	

* 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
2015	344	469	7.7%
2014	334	448	7.1%
2013	331	432	8. %
2012	329	429	9. %

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2015	\$6.9	\$11.6
2014	\$5.9	\$10.2
2013	\$6.1	\$9.8
2012	\$6.1	\$9.8

Roosevelt County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2015	\$3.1	\$1.9	\$1.0	\$6.0
2014	\$2.8	\$1.7	\$0.9	\$5.4
2011	\$2.4	\$1.6	\$0.8	\$4.9

T ourism Share of County Economy

