



Economic Impact of Tourism in New Mexico, 2016

Southwest Region

November 2017



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

County Results



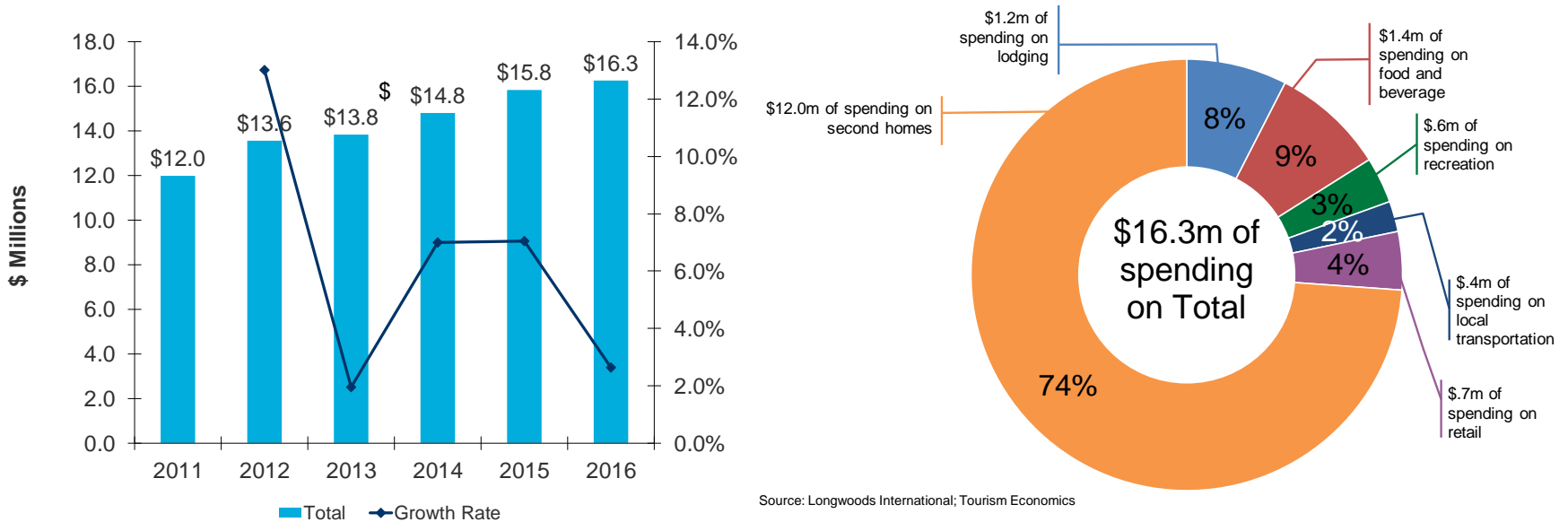
TOURISM
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Catron County, Visitor Spending by Industry

Catron County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$1.2	\$1.4	\$0.7	\$0.6	\$0.4	\$12.0	\$16.3	2.6%
2015	\$1.2	\$1.4	\$0.7	\$0.5	\$0.4	\$11.6	\$15.8	7.0%
2014	\$1.3	\$1.4	\$0.7	\$0.5	\$0.4	\$10.5	\$14.8	7.0%
2013	\$1.2	\$1.4	\$0.7	\$0.5	\$0.4	\$9.6	\$13.8	2.0%
2012	\$1.2	\$1.4	\$0.7	\$0.5	\$0.4	\$9.4	\$13.6	13.0%
2011	\$1.2	\$1.4	\$0.6	\$0.5	\$0.3	\$8.0	\$12.0	

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



Source: Longwoods International; Tourism Economics

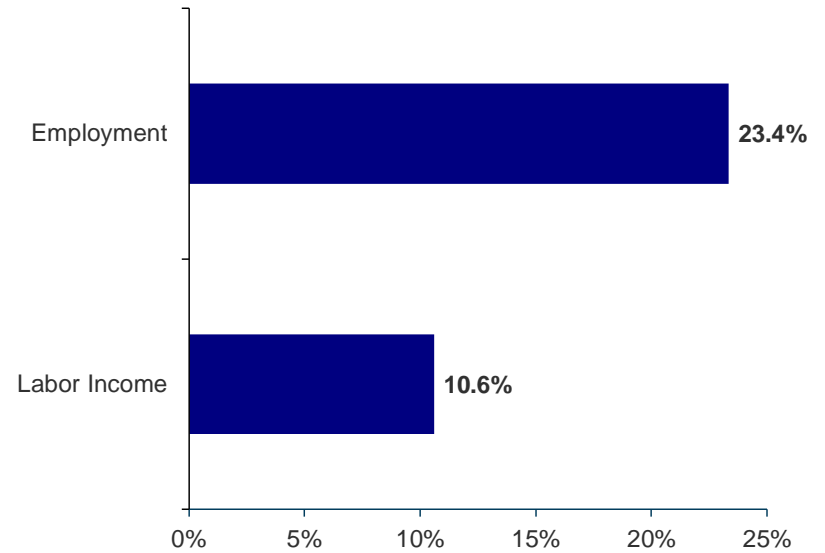
Catron County, Tourism Impact

Catron County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	149	153	23.6%
2015	146	151	23.3%
2014	139	148	22.2%
2013	143	152	23.2%
2012	111	121	20.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$2.0	\$2.1
2015	\$1.9	\$2.1
2014	\$1.8	\$2.1
2013	\$1.8	\$2.1
2012	\$1.3	\$1.7

Catron County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$0.7	\$0.4	\$0.2	\$1.3
2015	\$0.7	\$0.4	\$0.2	\$1.3
2014	\$0.7	\$0.4	\$0.2	\$1.2
2011	\$0.6	\$0.3	\$0.2	\$1.1

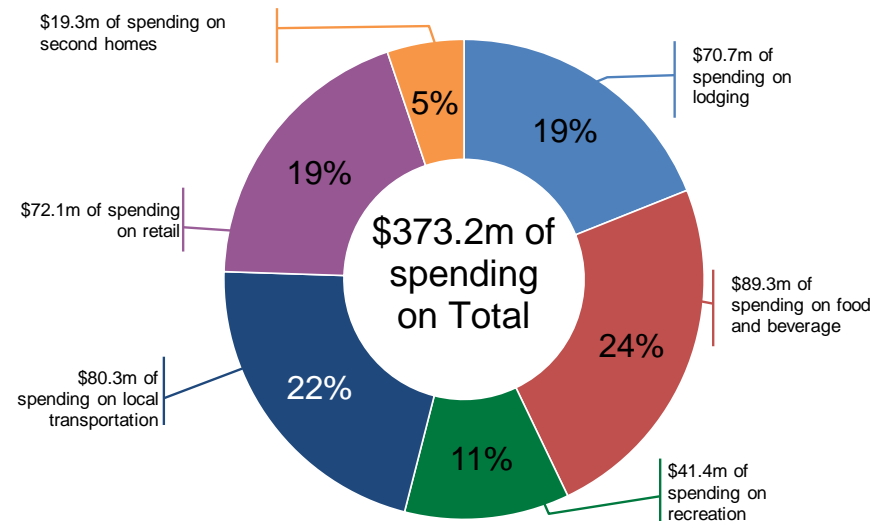
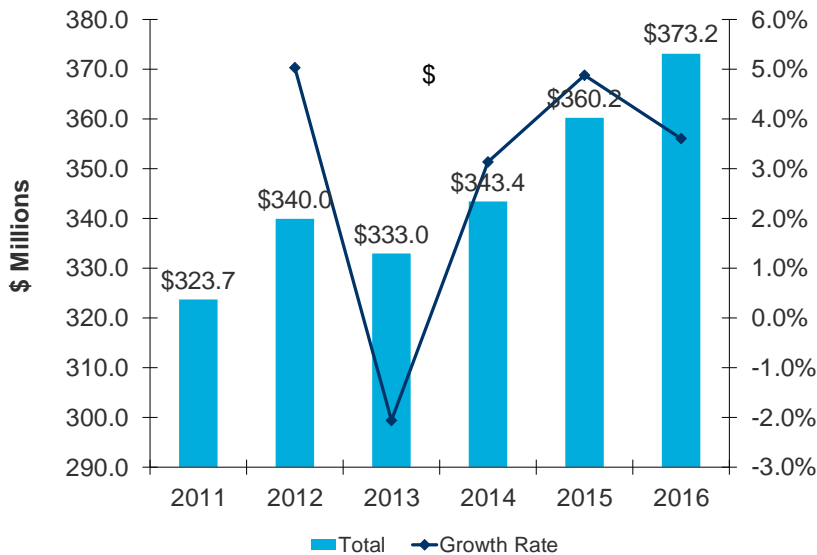
Tourism Share of County Economy



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
2016	\$70.7	\$89.3	\$72.1	\$41.4	\$80.3	\$19.3	\$373.2	3.6%
2015	\$68.3	\$85.0	\$70.7	\$39.3	\$78.8	\$18.1	\$360.2	4.9%
2014	\$65.5	\$81.4	\$68.2	\$37.8	\$73.4	\$17.1	\$343.4	3.1%
2013	\$61.9	\$80.5	\$62.2	\$43.3	\$69.6	\$15.5	\$333.0	-2.1%
2012	\$64.1	\$82.7	\$62.7	\$45.5	\$71.3	\$13.6	\$340.0	5.0%
2011	\$62.7	\$82.1	\$56.9	\$44.6	\$65.6	\$11.8	\$323.7	

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



Source: Longwoods International; Tourism Economics

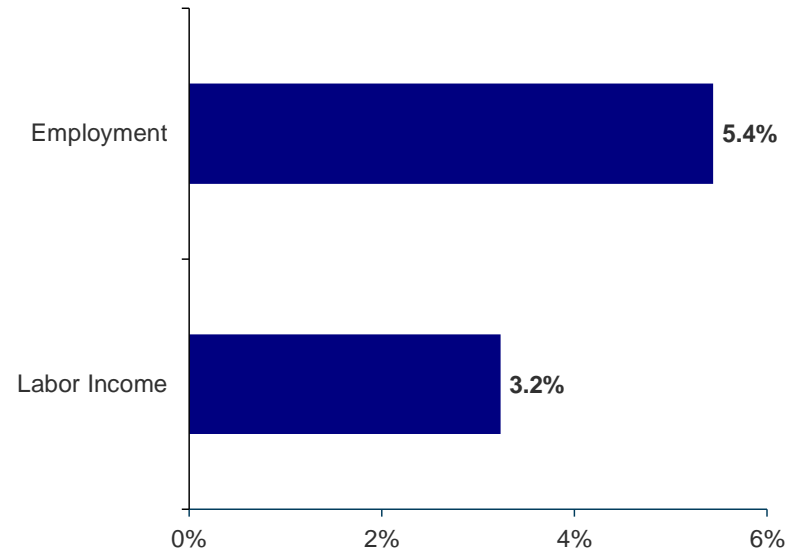
Dona Ana County, Tourism Impact

Dona Ana County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	3,901	6,167	8.7%
2015	3,759	6,163	8.7%
2014	3,731	5,617	8.0%
2013	3,778	5,761	8.3%
2012	3,730	5,683	8.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$84.3	\$171.2
2015	\$80.1	\$170.9
2014	\$76.5	\$146.7
2013	\$77.2	\$149.9
2012	\$77.5	\$148.9

Dona Ana County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$42.3	\$28.0	\$14.3	\$84.6
2015	\$41.3	\$27.3	\$14.1	\$82.7
2014	\$39.5	\$26.1	\$13.5	\$79.1
2011	\$38.8	\$25.6	\$13.6	\$78.0

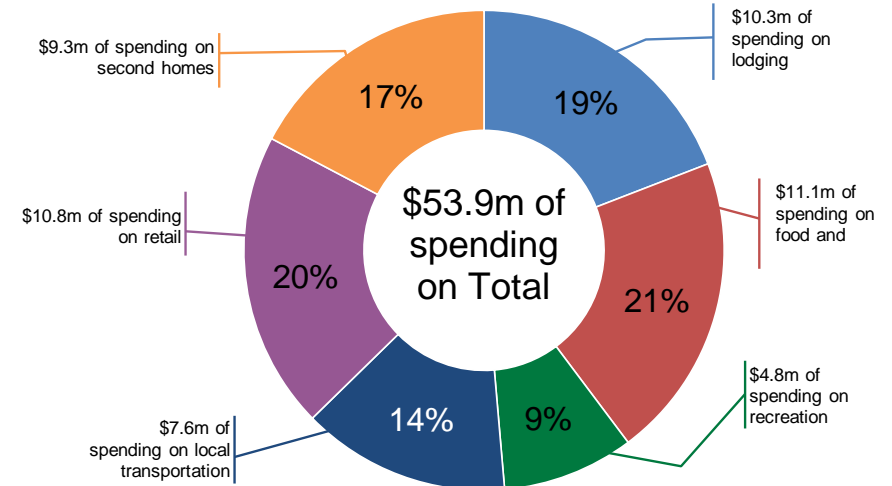
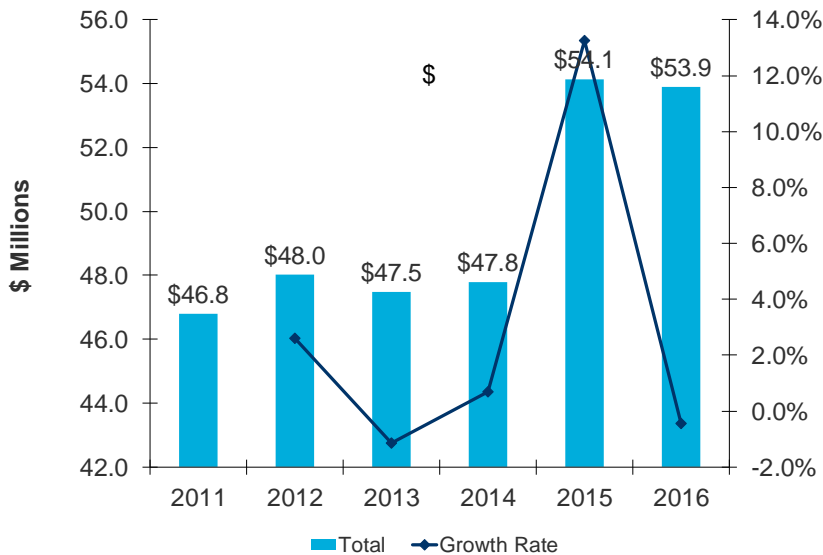
Tourism Share of County Economy



Grant County, Visitor Spending by Industry

Grant County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$10.3	\$11.1	\$10.8	\$4.8	\$7.6	\$9.3	\$53.9	-0.4%
2015	\$10.9	\$11.5	\$10.6	\$4.6	\$7.6	\$8.9	\$54.1	13.3%
2014	\$9.7	\$10.4	\$8.7	\$4.0	\$6.4	\$8.6	\$47.8	0.7%
2013	\$9.6	\$10.8	\$8.4	\$4.5	\$6.4	\$7.7	\$47.5	-1.1%
2012	\$9.9	\$11.2	\$8.6	\$4.5	\$6.8	\$6.9	\$48.0	2.6%
2011	\$10.1	\$11.5	\$8.3	\$4.2	\$6.5	\$6.2	\$46.8	

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



Source: Longwoods International; Tourism Economics

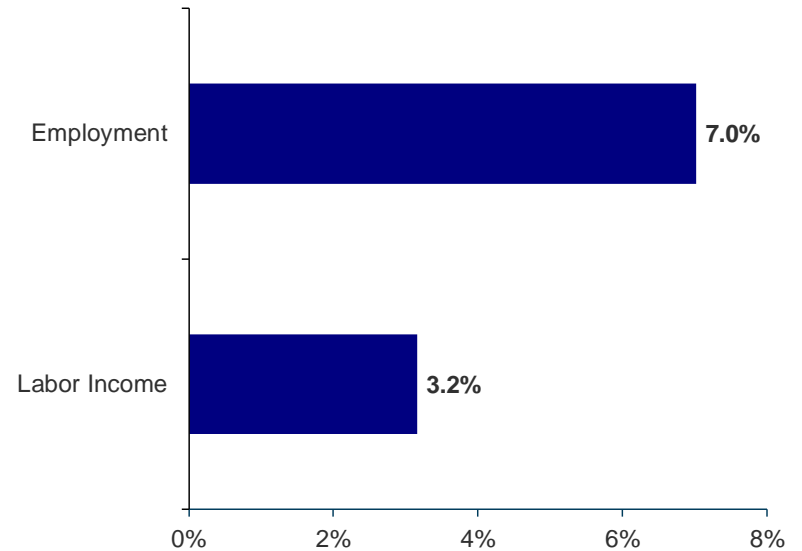
Grant County, Tourism Impact

Grant County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	640	776	8.3%
2015	645	766	8.2%
2014	632	789	8.2%
2013	635	789	8.2%
2012	679	830	8.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$11.2	\$16.5
2015	\$10.9	\$15.4
2014	\$10.8	\$16.6
2013	\$11.1	\$16.7
2012	\$12.1	\$17.6

Grant County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$5.1	\$3.3	\$1.4	\$9.7
2015	\$5.0	\$3.3	\$1.5	\$9.8
2014	\$4.8	\$3.0	\$1.5	\$9.3
2011	\$4.8	\$3.1	\$1.5	\$9.3

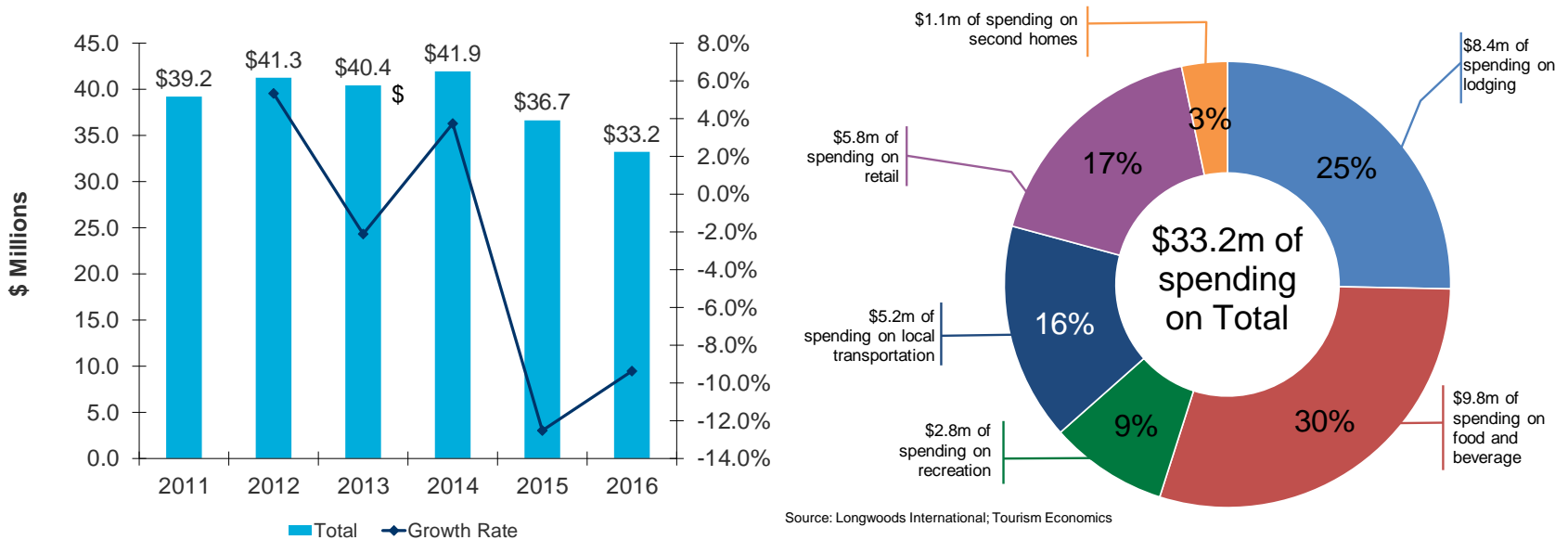
Tourism Share of County Economy



Hidalgo County, Visitor Spending by Industry

Hidalgo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$8.4	\$9.8	\$5.8	\$2.8	\$5.2	\$1.1	\$33.2	-9.4%
2015	\$10.9	\$10.4	\$6.3	\$2.8	\$5.3	\$1.1	\$36.7	-12.5%
2014	\$12.9	\$11.8	\$7.2	\$3.2	\$5.4	\$1.4	\$41.9	3.7%
2013	\$11.9	\$11.7	\$6.6	\$3.2	\$5.3	\$1.7	\$40.4	-2.1%
2012	\$12.0	\$12.0	\$6.6	\$3.3	\$5.9	\$1.6	\$41.3	5.3%
2011	\$11.2	\$11.8	\$6.1	\$3.2	\$5.4	\$1.5	\$39.2	

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



Source: Longwoods International; Tourism Economics

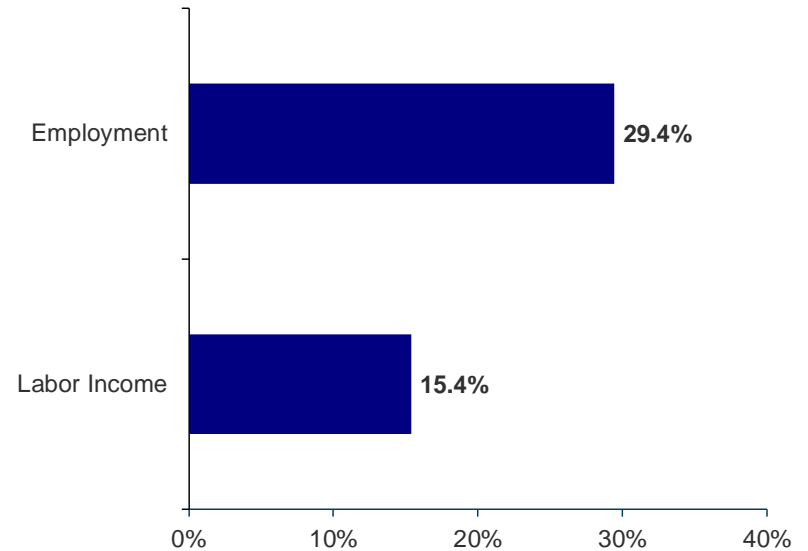
Hidalgo County, Tourism Impact

Hidalgo County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	472	512	32.3%
2015	485	503	31.7%
2014	517	573	35.2%
2013	541	595	35.5%
2012	535	597	35.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$9.1	\$10.6
2015	\$9.6	\$10.3
2014	\$10.3	\$12.4
2013	\$10.3	\$12.3
2012	\$10.2	\$12.5

Hidalgo County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$3.8	\$2.3	\$0.8	\$6.9
2015	\$3.9	\$2.5	\$0.8	\$7.2
2014	\$4.3	\$2.8	\$0.9	\$8.1
2011	\$4.1	\$2.7	\$0.9	\$7.7

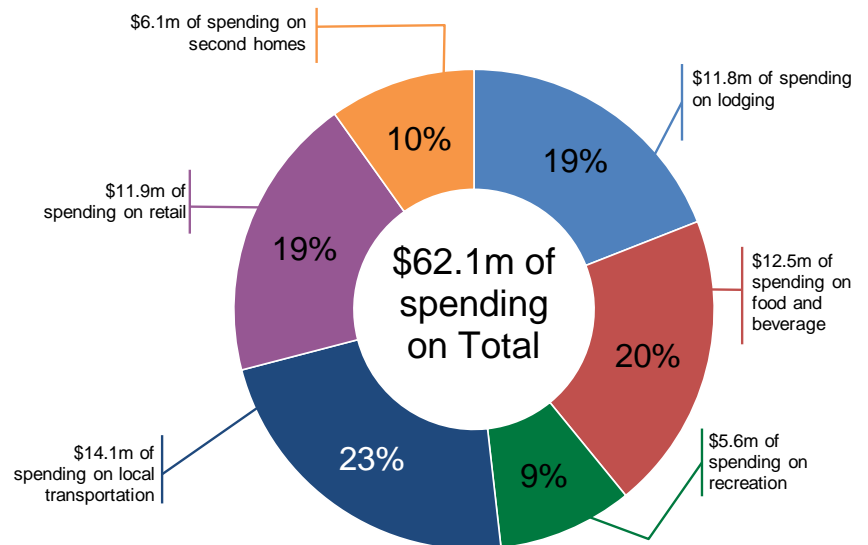
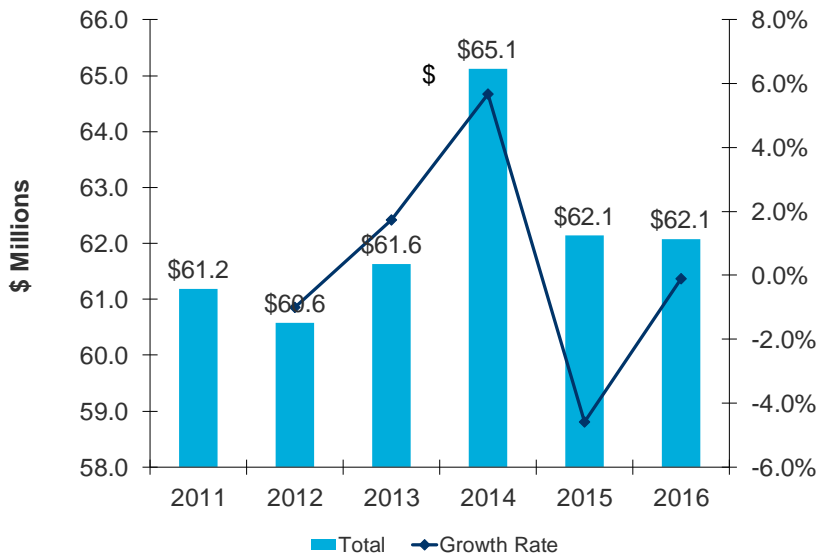
Tourism Share of County Economy



Luna County, Visitor Spending by Industry

Luna County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$11.8	\$12.5	\$11.9	\$5.6	\$14.1	\$6.1	\$62.1	-0.1%
2015	\$12.1	\$12.5	\$11.8	\$5.5	\$14.0	\$6.3	\$62.1	-4.6%
2014	\$13.0	\$13.0	\$12.0	\$5.7	\$15.1	\$6.2	\$65.1	5.7%
2013	\$12.1	\$12.6	\$11.0	\$5.8	\$14.4	\$5.7	\$61.6	1.7%
2012	\$11.8	\$12.8	\$10.6	\$5.7	\$13.7	\$6.0	\$60.6	-1.0%
2011	\$12.2	\$13.2	\$9.8	\$5.9	\$14.2	\$5.9	\$61.2	

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



Source: Longwoods International; Tourism Economics

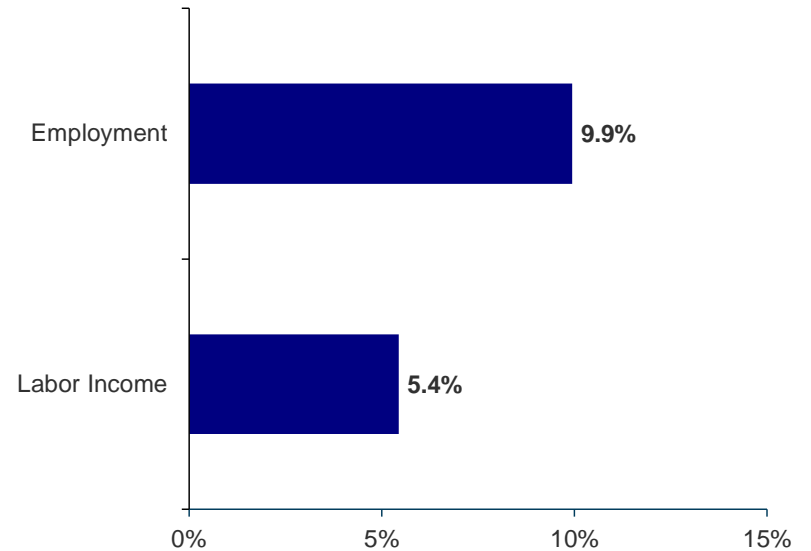
Luna County, Tourism Impact

Luna County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	786	939	12.0%
2015	816	922	11.7%
2014	884	1,173	15.3%
2013	785	924	12.1%
2012	757	903	11.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$14.2	\$20.1
2015	\$14.2	\$18.2
2014	\$14.9	\$25.7
2013	\$13.9	\$19.0
2012	\$13.6	\$18.9

Luna County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$6.3	\$4.1	\$1.7	\$12.0
2015	\$6.2	\$4.0	\$1.6	\$11.9
2014	\$7.1	\$4.6	\$2.0	\$13.7
2011	\$6.5	\$4.2	\$1.8	\$12.5

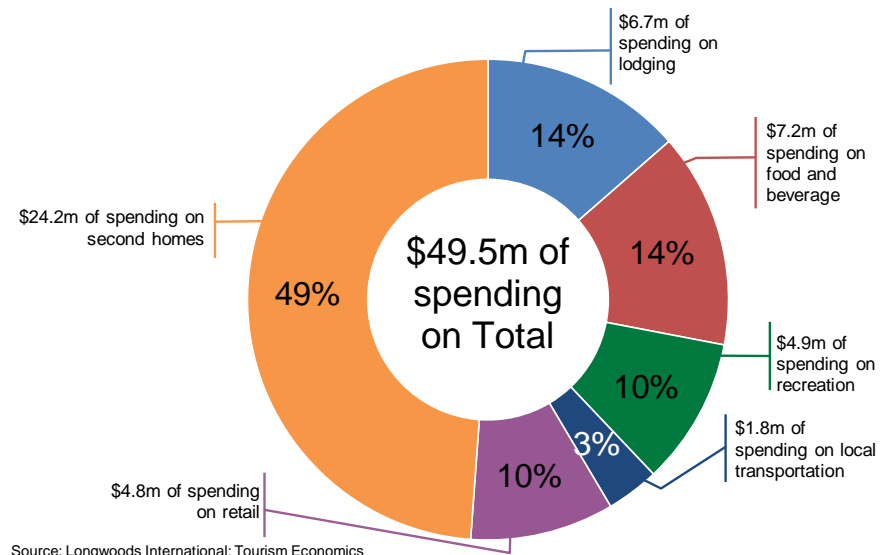
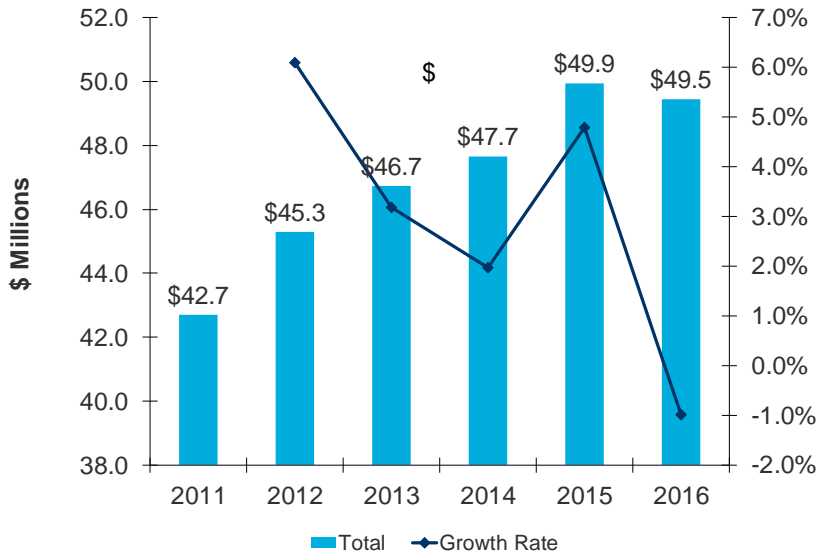
Tourism Share of County Economy



Sierra County, Visitor Spending by Industry

Sierra County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$6.7	\$7.2	\$4.8	\$4.9	\$1.8	\$24.2	\$49.5	-1.0%
2015	\$6.6	\$7.0	\$4.8	\$4.7	\$1.8	\$25.1	\$49.9	4.8%
2014	\$6.2	\$6.7	\$4.0	\$4.1	\$1.4	\$25.2	\$47.7	2.0%
2013	\$5.8	\$6.6	\$3.8	\$4.2	\$1.7	\$24.7	\$46.7	3.2%
2012	\$5.8	\$6.7	\$3.9	\$4.3	\$2.4	\$22.1	\$45.3	6.1%
2011	\$5.7	\$6.8	\$3.8	\$4.4	\$1.9	\$20.2	\$42.7	

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



Source: Longwoods International; Tourism Economics

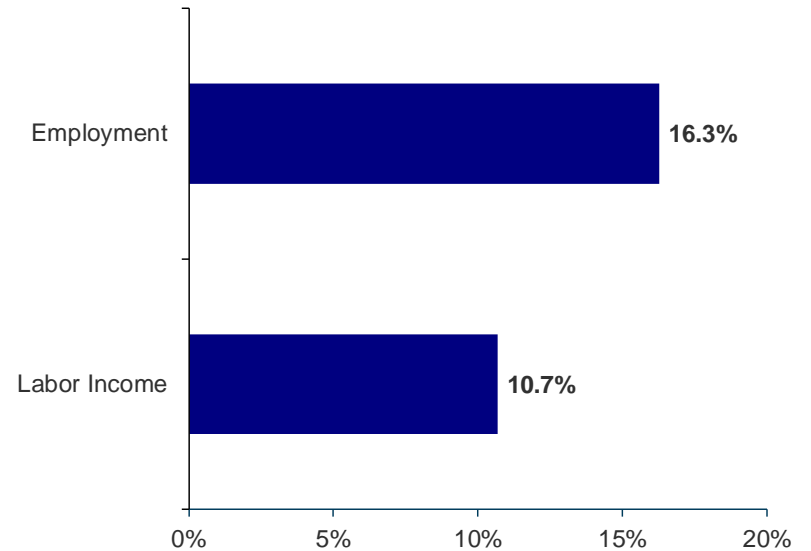
Sierra County, Tourism Impact

Sierra County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	553	620	18.5%
2015	591	644	19.2%
2014	573	637	19.6%
2013	592	650	20.4%
2012	575	630	19.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$10.6	\$13.1
2015	\$10.7	\$12.7
2014	\$9.7	\$12.1
2013	\$9.9	\$12.0
2012	\$9.7	\$11.7

Sierra County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$4.0	\$2.2	\$1.1	\$7.2
2015	\$4.1	\$2.1	\$1.0	\$7.3
2014	\$3.7	\$2.0	\$1.0	\$6.7
2011	\$3.2	\$1.8	\$0.9	\$5.9

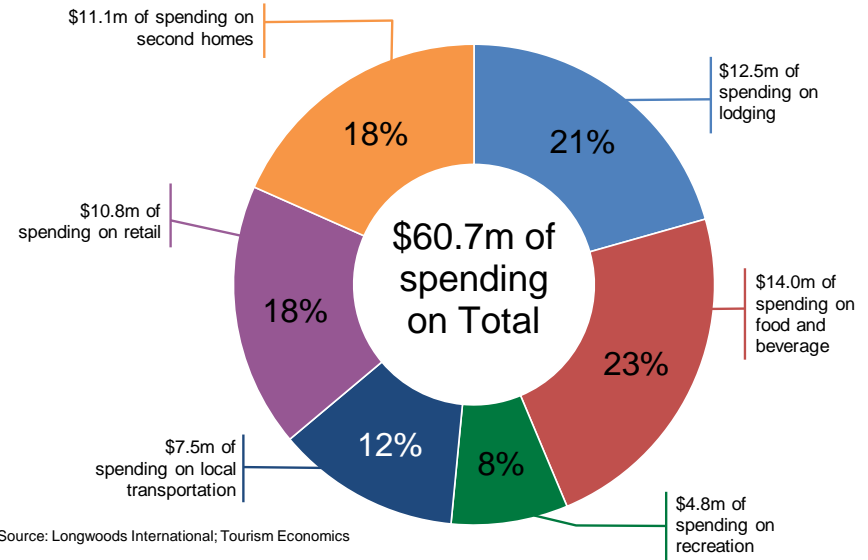
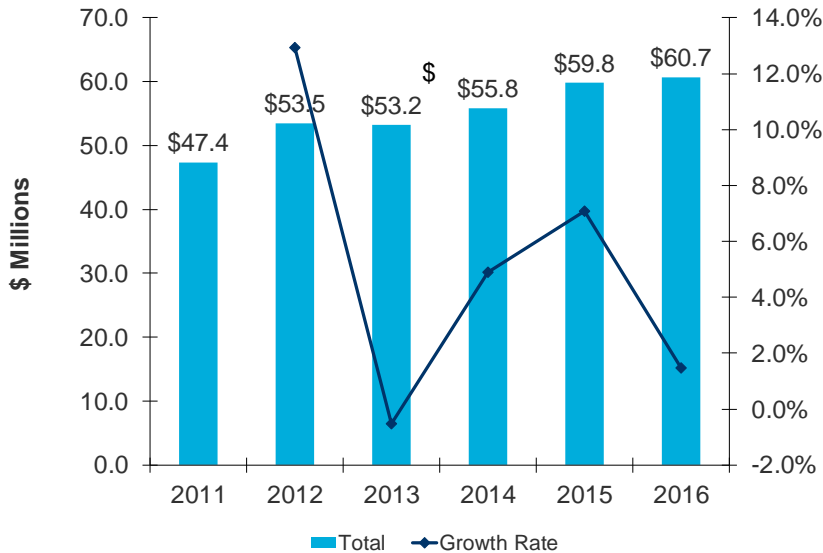
Tourism Share of County Economy



Socorro County, Visitor Spending by Industry

Socorro County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$12.5	\$14.0	\$10.8	\$4.8	\$7.5	\$11.1	\$60.7	1.5%
2015	\$12.5	\$14.0	\$10.7	\$4.6	\$7.5	\$10.5	\$59.8	7.1%
2014	\$12.2	\$13.3	\$10.3	\$4.3	\$6.7	\$9.1	\$55.8	4.9%
2013	\$11.4	\$13.7	\$9.8	\$4.5	\$6.6	\$7.3	\$53.2	-0.5%
2012	\$11.2	\$14.3	\$10.1	\$4.7	\$7.1	\$6.1	\$53.5	12.9%
2011	\$11.0	\$13.2	\$8.1	\$4.2	\$5.8	\$5.1	\$47.4	

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



Source: Longwoods International; Tourism Economics

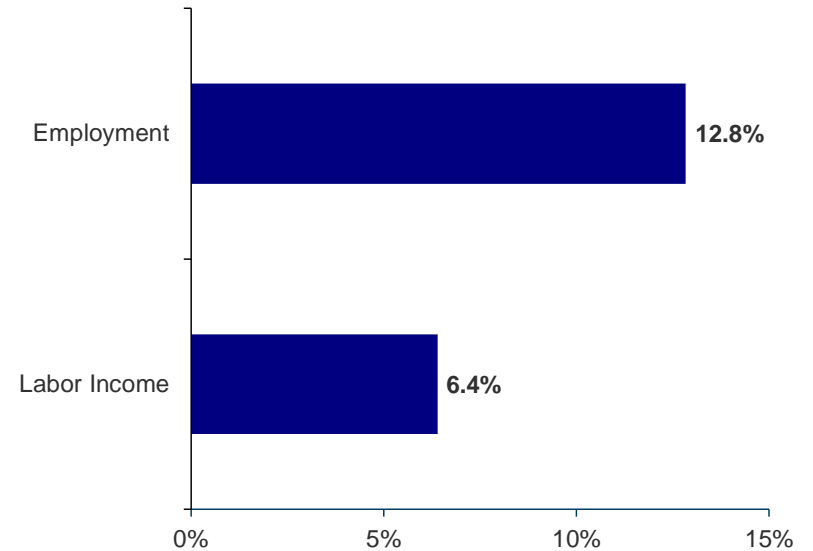
Socorro County, Tourism Impact

Socorro County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	687	755	14.6%
2015	659	699	13.5%
2014	652	733	13.9%
2013	641	721	13.2%
2012	641	718	13.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$12.2	\$14.9
2015	\$11.8	\$13.4
2014	\$11.8	\$14.8
2013	\$11.9	\$14.8
2012	\$11.9	\$14.7

Socorro County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$5.3	\$3.4	\$1.3	\$10.0
2015	\$5.0	\$3.4	\$1.3	\$9.7
2014	\$5.0	\$3.3	\$1.3	\$9.6
2011	\$3.8	\$2.8	\$1.1	\$7.7

Tourism Share of County Economy





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For more information:

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