



The Economic Impact of Tourism in New Mexico

2011 Analysis



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

Headline results

- Travel & tourism is a significant contributor to business sales, employment, and taxes in the state of New Mexico.
- Visitors to the state of New Mexico spent \$5.5 billion in 2011, which generated \$7.8 billion in total business sales, including indirect and induced impacts.
- 85,766 jobs were sustained by visitors to the state of New Mexico last year with total income of \$2.1 billion.
- Tourism in the state of New Mexico generated \$1.2 billion in taxes in 2011, with \$565 million accruing to state and local governments.

Recent trends

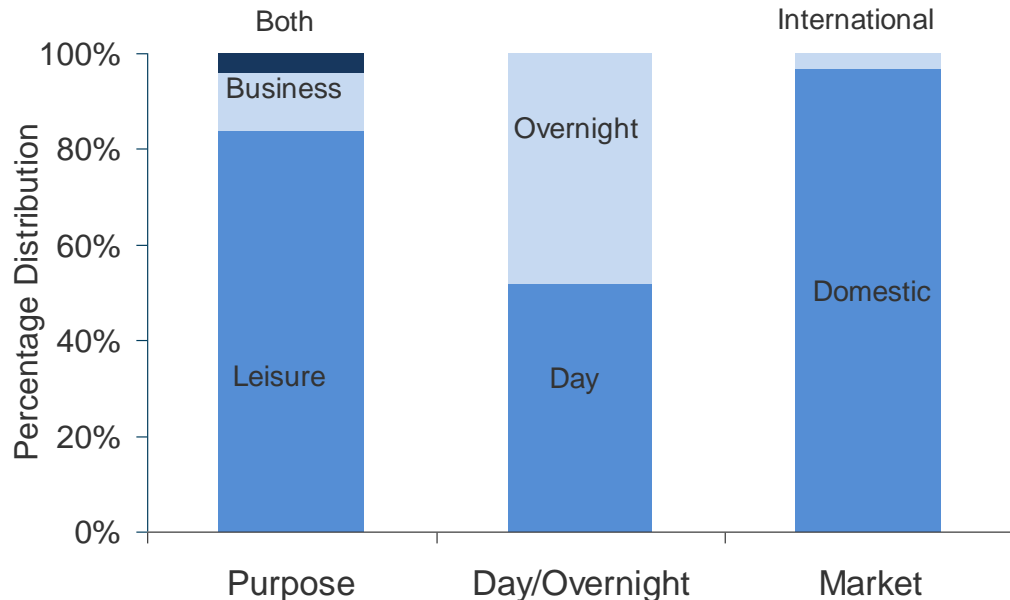
- New Mexico's tourism economy grew strongly in 2011:
 - Visitor volume reached 32.3 million, expanding 5% from the previous year
 - Visitor expenditures increased 5.9%, reaching \$5.5 billion
 - This brought visitor spending to its all-time high in the state, surpassing its pre-recession in 2008.

New Mexico Tourism Sales, \$US millions				
	2008	2009	2010	2011
Lodging	1,230	1,134	1,201	1,233
Gasoline	484	349	413	524
Local Transport	218	205	209	225
Food & bev.	1,164	1,097	1,120	1,172
Retail	899	847	865	902
Recreation	755	744	722	744
Second homes	523	493	503	530
Air	195	177	174	183
Total	5,469	5,047	5,207	5,512
% change		-7.7%	3.2%	5.9%

Visitors by market

- New Mexico hosted 32.3 million visitors in 2011. The vast majority were from domestic markets (97%) and came for leisure alone (84%).

Visitors by Market

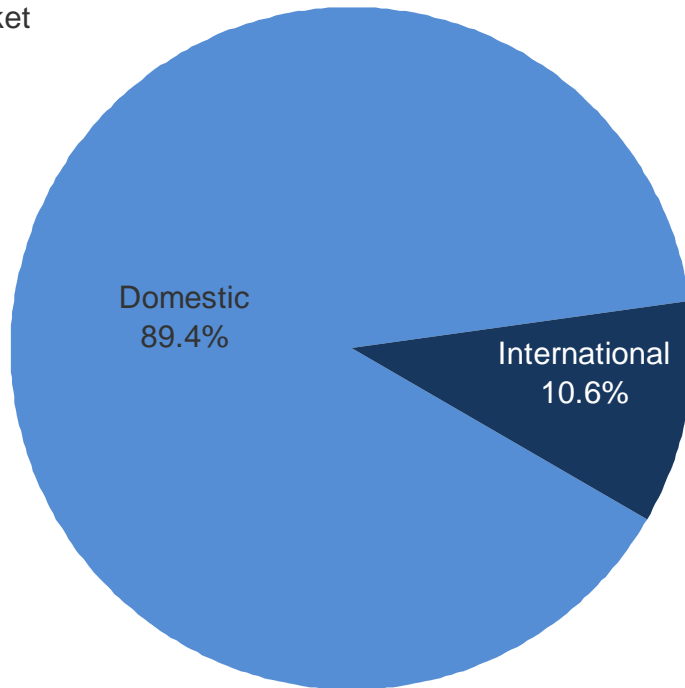


Visitors By Market		
	Visitors	% of total
Purpose	32.3	
Leisure	27.1	83.8%
Business	3.9	12.1%
Both	1.3	4.0%
Stay (Day/Overnight)	32.3	
Day	16.7	51.8%
Overnight	15.5	48.2%
Market	32.3	
Domestic	31.2	96.7%
International*	1.1	3.3%
* International Volume Estimates		
Canada	289,606	
Mexico	404,320	
Overseas	370,378	
Total	1,064,304	

Note: visitors are counted on a person-trip basis

Visitor spending by market

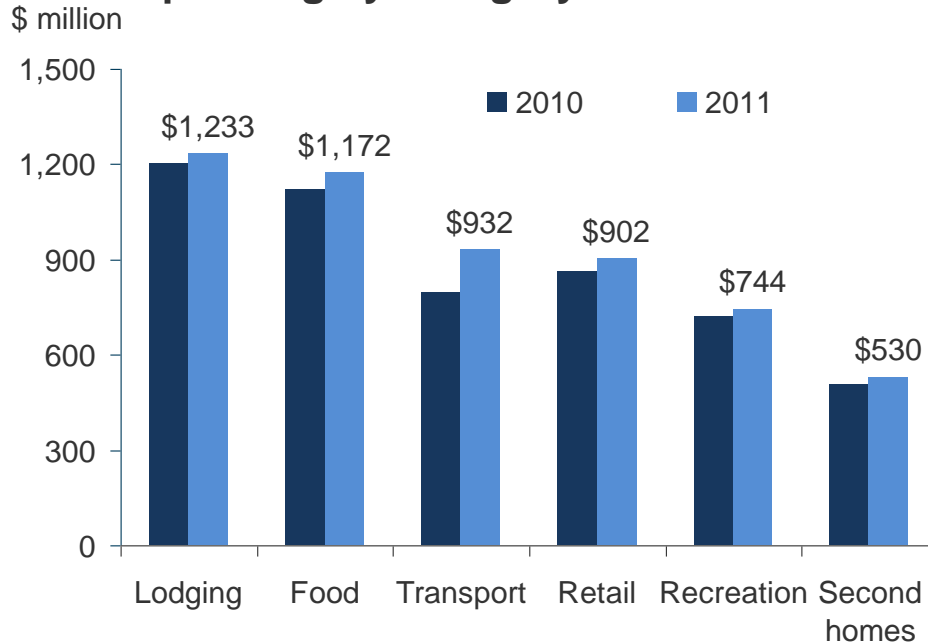
Visitor Spending
By Market



- 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 3.3% of visitors, but 11% of total visitor spending.

Visitor spending by category

Visitor Spending by Category

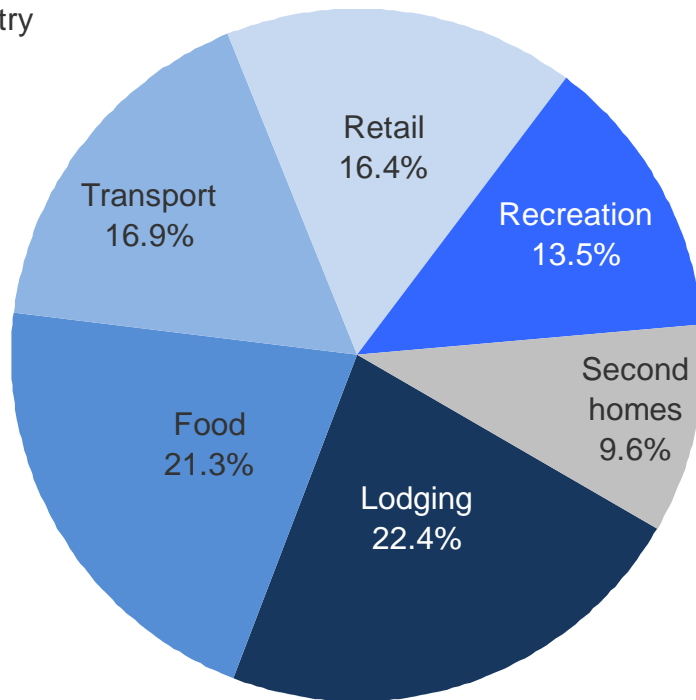


- Visitors spent \$1.2 billion in the lodging sector and nearly the same amount at New Mexico restaurants and bars.
- Spending on transportation surged in 2011 as fuel prices rose.

Visitor Spending By Category (US\$ Million)							
	Food	Lodging	Retail	Transport	Recreation	Second homes	Total
2010	1,120	1,201	865	796	722	503	5,207
2011	1,172	1,233	902	932	744	530	5,512
% change	4.6%	2.7%	4.3%	17.0%	3.0%	5.3%	5.9%

Visitor spending by industry

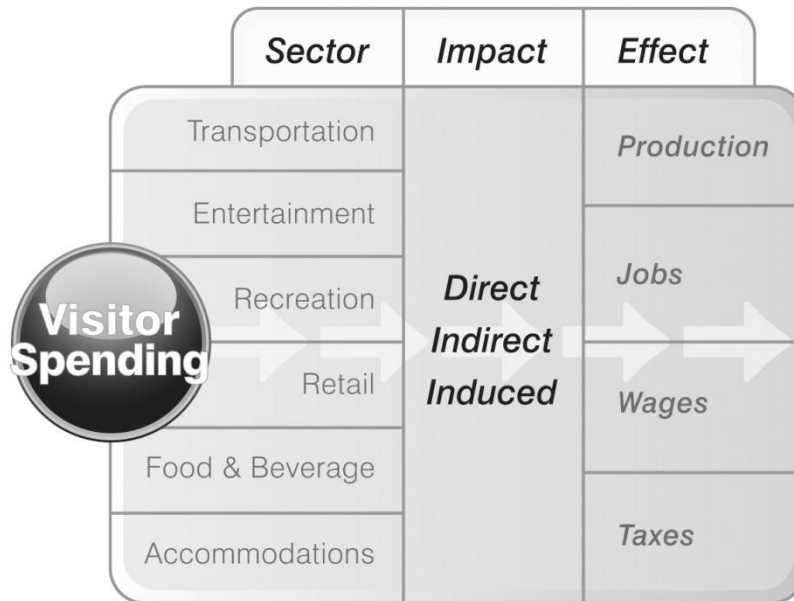
Visitor Spending
By Industry



- The lodging sector accounts for 22% of all visitor spending while 21% is allocated to food and beverages.
- The recreation industry, including the spending of visitors at Indian gaming resorts, accounts for 14% of the total.
- New Mexico is host to more than 50,000 seasonal homes for recreational use, generating 10% of all visitor spending.

How spending generates impact

- Visitors 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 travel, spend those incomes in the state economy.

Tourism sales

- Including indirect and induced business sales, tourism generated \$7.8 billion in revenue in 2011.

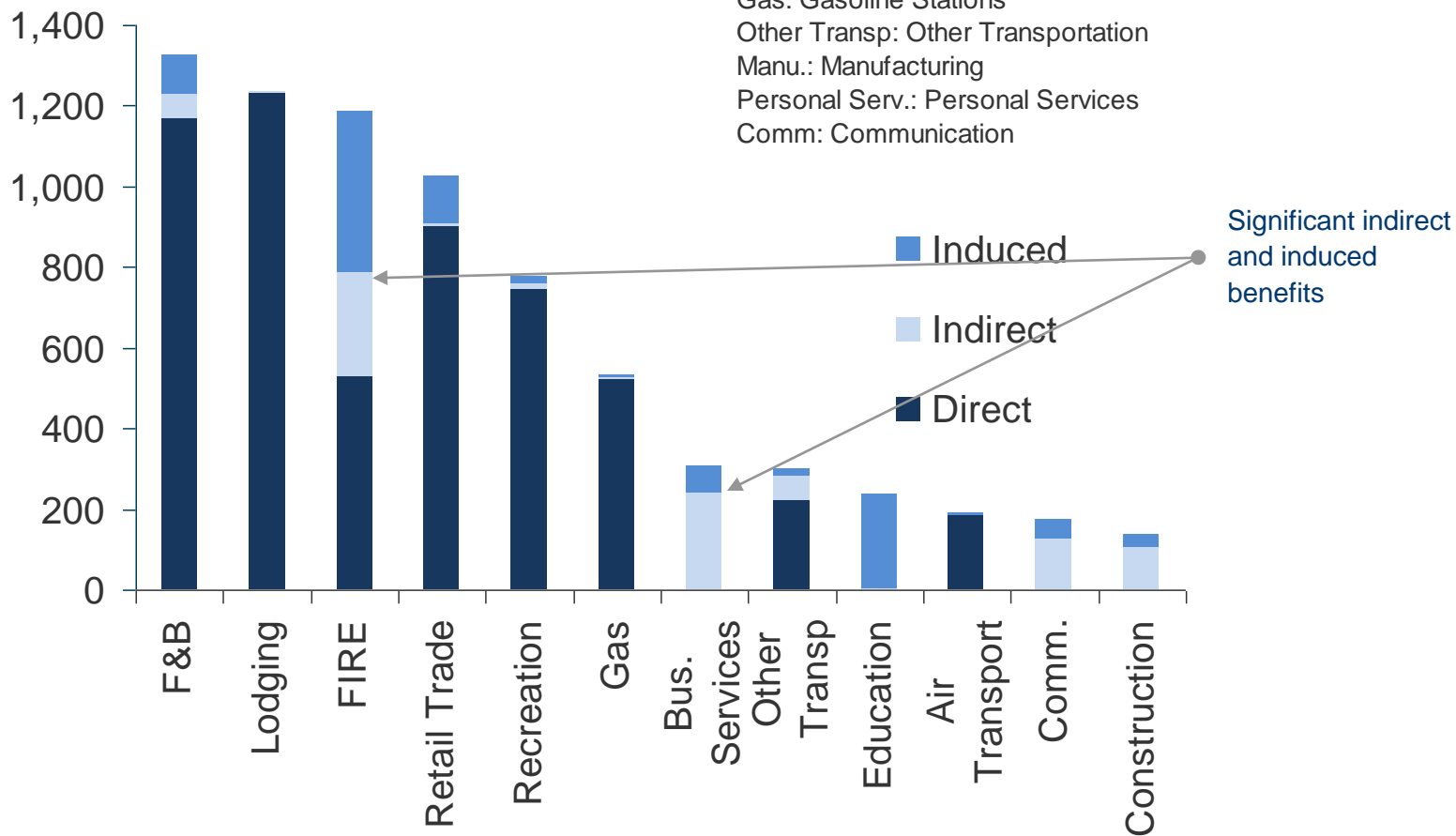
Tourism Sales				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	6.1	6.0	12.1
Construction and Utilities	-	103.5	33.0	136.6
Manufacturing	-	41.2	25.3	66.5
Wholesale Trade	-	26.1	41.3	67.3
Air Transport	183.4	2.6	4.3	190.3
Other Transport	224.6	57.1	19.0	300.7
Retail Trade	902.0	5.7	119.0	1,026.7
Gasoline Stations	524.1	0.6	8.6	533.3
Communications	-	124.8	48.5	173.3
Finance, Insurance and Real Estate	529.7	257.1	400.4	1,187.2
Business Services	-	240.6	65.2	305.8
Education and Health Care	-	2.3	235.6	237.9
Recreation and Entertainment	743.5	14.1	19.4	777.0
Lodging	1,233.4	1.9	1.1	1,236.3
Food & Beverage	1,171.5	58.5	98.2	1,328.2
Personal Services	-	42.9	67.0	109.9
Government	-	69.8	38.5	108.4
TOTAL	5,512.3	1,054.8	1,230.6	7,797.7

* Direct sales include cost of goods sold for retail sectors

Tourism-generated sales

Tourism Sales by Industry

\$ million



* Direct sales include cost of goods sold for retail

Travel GDP (value added)

- Tourism generated \$4 billion in state GDP in 2011, representing 5% of the total New Mexico economy. This excludes all import leakages to arrive at the economic value generated by visitors.

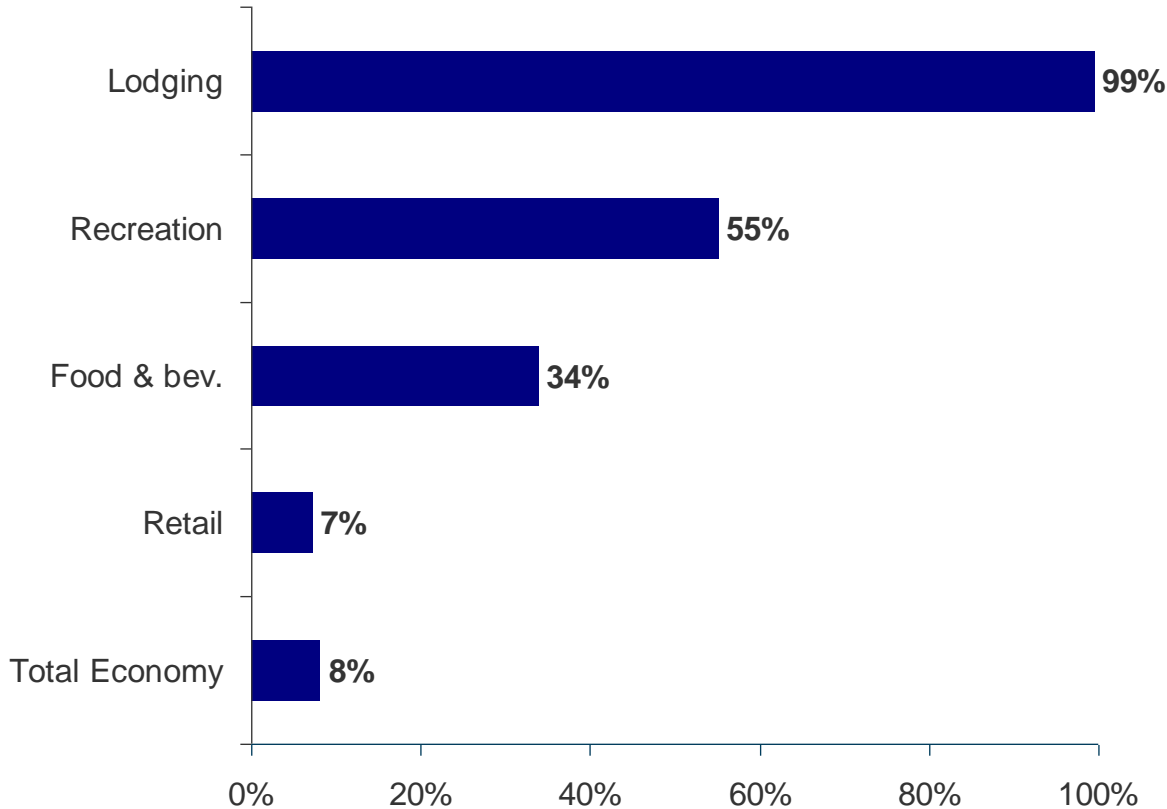
Tourism GDP (Value Added)				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	2.7	2.9	5.6
Construction and Utilities	-	70.8	22.4	93.2
Manufacturing	-	9.0	5.3	14.2
Wholesale Trade	-	21.1	33.3	54.4
Air Transport	77.1	1.1	1.8	80.0
Other Transport	143.7	36.0	11.7	191.4
Retail Trade	221.1	3.7	77.4	302.1
Gasoline Stations	55.7	0.4	6.1	62.2
Communications	-	60.0	25.5	85.5
Finance, Insurance and Real Estate	479.0	172.6	280.0	931.6
Business Services	-	152.8	43.5	196.3
Education and Health Care	-	1.1	138.6	139.7
Recreation and Entertainment	436.0	5.5	9.5	451.0
Lodging	665.0	1.0	0.6	666.6
Food & Beverage	591.9	31.7	57.2	680.8
Personal Services	-	26.8	34.7	61.5
Government	-	34.4	10.2	44.7
TOTAL	2,669.5	630.5	760.8	4,060.8

Why sales and GDP differ

- Tourism industry sales in New Mexico equals \$7.8 billion while GDP measures \$4.0 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.

Tourism employment

Tourism Employment Intensity by Industry



- 99% of employment in lodging and more than half of recreation employment is generated by visitors.
- More than one-third of restaurant jobs are tourism-driven.
- 8% (1-in-12) jobs in New Mexico are generated by visitor activity.

Tourism employment

Tourism Employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	39	39	79
Construction and Utilities	-	432	135	568
Manufacturing	-	145	63	208
Wholesale Trade	-	215	339	554
Air Transport	2,290	11	18	2,318
Other Transport	3,600	579	205	4,384
Retail Trade	6,195	88	1,880	8,163
Gasoline Stations	1,241	9	135	1,386
Communications	-	640	209	849
Finance, Insurance and Real Estate	5,586	1,982	1,618	9,185
Business Services	-	3,133	852	3,986
Education and Health Care	-	47	2,917	2,964
Recreation and Entertainment	11,947	476	489	12,912
Lodging	14,944	23	13	14,980
Food & Beverage	19,780	1,065	1,779	22,624
Personal Services	-	500	981	1,481
Government	-	472	180	652
TOTAL	64,057	9,854	11,855	85,766

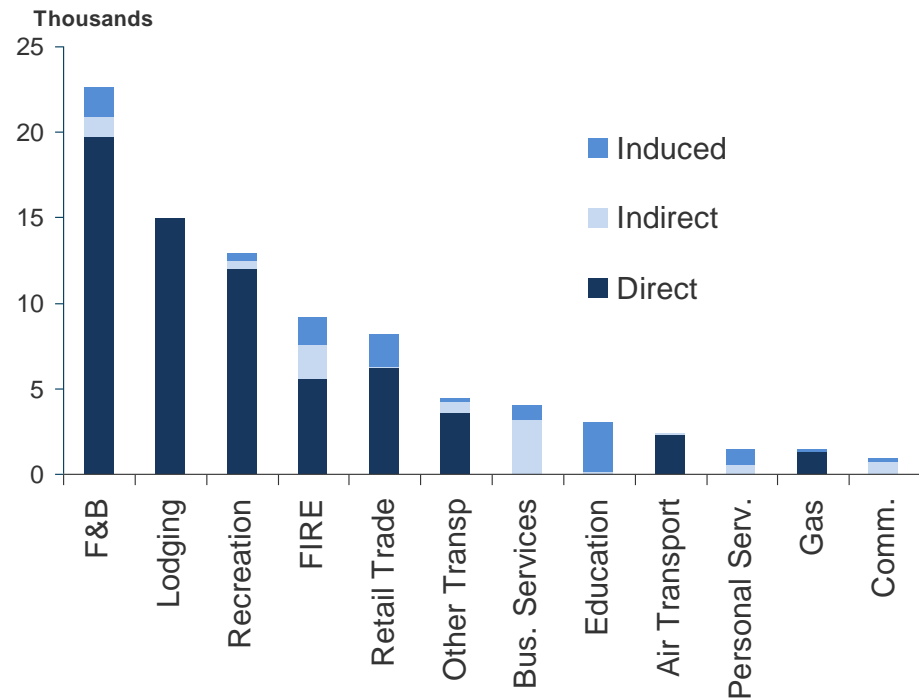
Indirect impacts quantify the supply chain to those industries directly providing goods or services to visitors.

Induced impacts are generated when employees whose incomes are generated either directly or indirectly by travel, spend those incomes in the state economy.

Tourism employment

- As a labor intensive collection of services, tourism-related sectors represent significant employment to the state of New Mexico.
- The nearly 86,000 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	-	1.0	2.1	3.1
Construction and Utilities	-	27.2	8.2	35.4
Manufacturing	-	5.8	2.7	8.5
Wholesale Trade	-	11.8	18.7	30.5
Air Transport	44.1	0.6	1.0	45.7
Other Transport	111.4	27.5	8.9	147.8
Retail Trade	147.2	2.7	54.7	204.6
Gasoline Stations	32.7	0.2	3.6	36.5
Communications	-	28.7	9.7	38.4
Finance, Insurance and Real Estate	68.4	51.8	47.4	167.7
Business Services	-	119.6	34.2	153.8
Education and Health Care	-	1.1	130.1	131.2
Recreation and Entertainment	237.7	4.5	6.0	248.3
Lodging	340.0	0.5	0.3	340.8
Food & Beverage	381.7	20.4	37.6	439.7
Personal Services	-	23.7	33.0	56.7
Government	-	36.2	11.7	48.0
TOTAL	1,363.2	363.6	409.7	2,136.5

- New Mexico households earned \$2.1 billion as a result of travel activity in 2011.

Tourism-generated taxes

Tourism-Generated Tax Revenues (US\$ Million, 2011)	
	Total
Federal	613.6
Personal Income	157.5
Corporate	112.6
Indirect business	59.8
Social Security	283.7
State	381.9
Sales	199.6
Personal Income	23.2
Corporate	25.6
Social Security	6.8
Other taxes and fees	126.7
Local	183.1
Sales	10.5
Personal Income	4.1
Lodging	40.8
Excise and Fees	11.3
Property	74.2
Other taxes and fees	42.2
TOTAL	1,178.6

- Tourism generated \$1.2 billion in taxes in 2011.
- Visitor-driven state and local tax proceeds of \$565 million helped offset the average household tax burden. Were it not for visitors, New Mexico households would need to pay \$747 each in order to maintain the same level of government revenue.
- \$183 million in local taxes were generated by tourism in 2011.

County Results



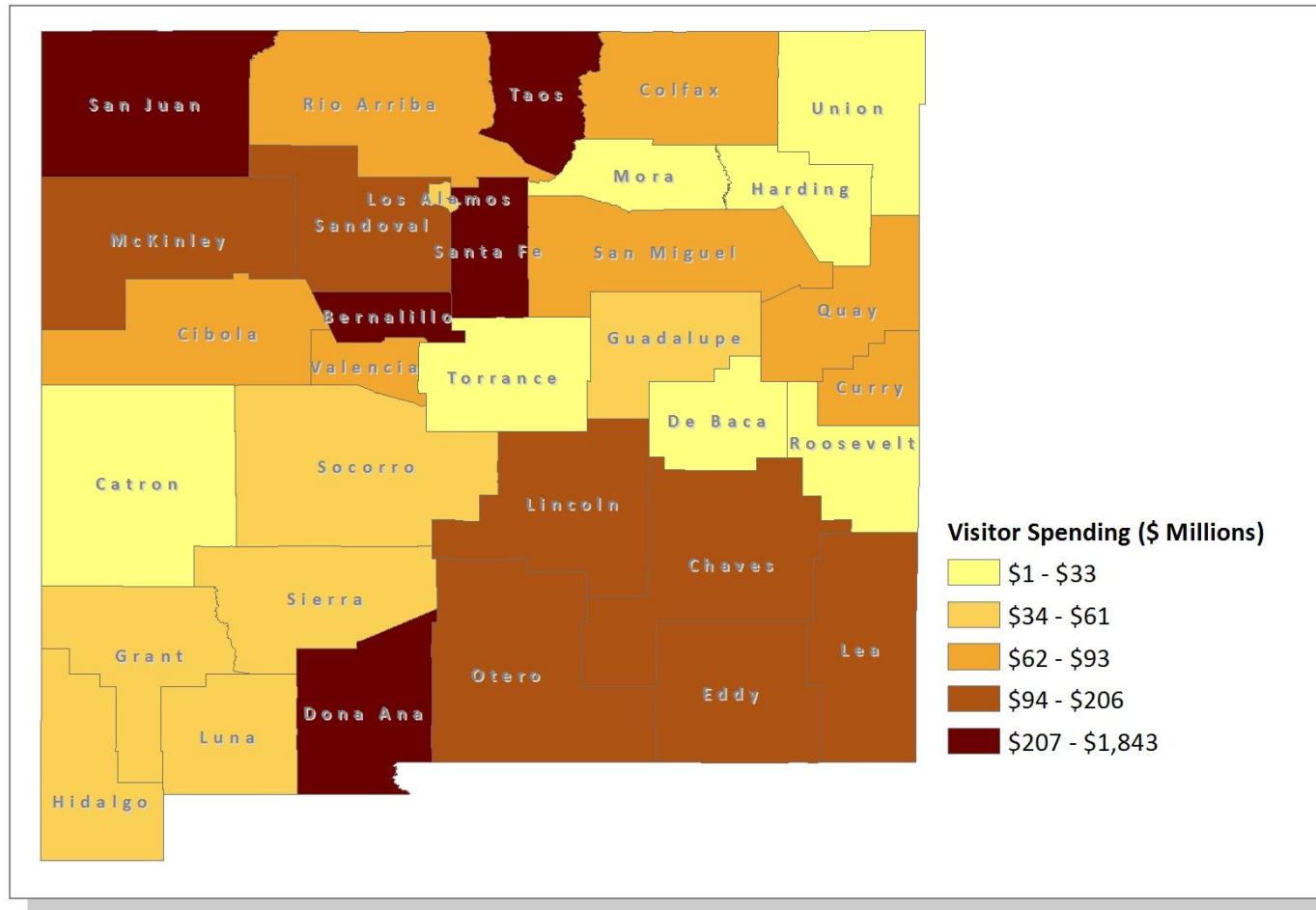
TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

County Analysis

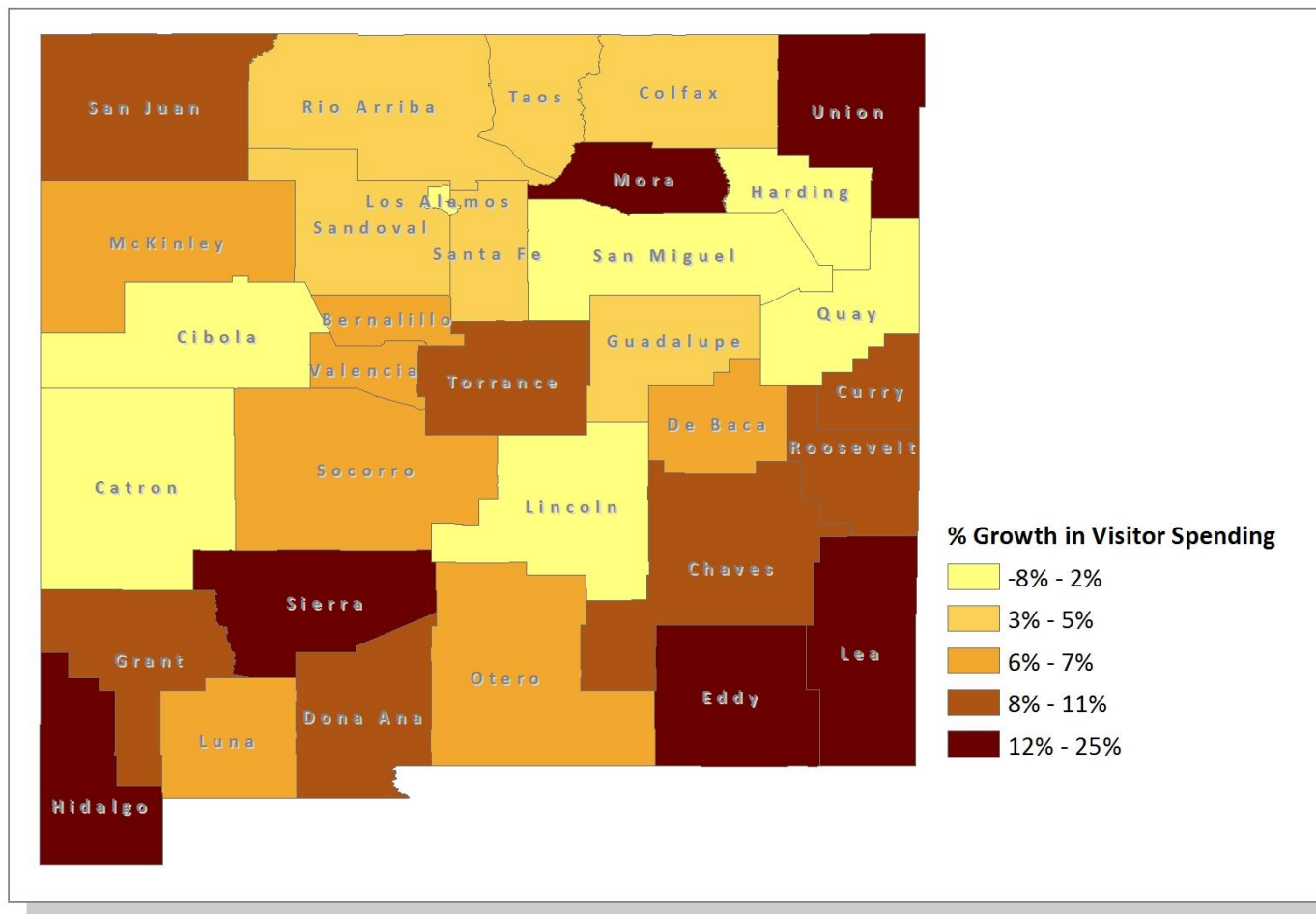
- This section contains detailed visitor spending and tourism impact analysis for each county.
- Visitor spending and impacts are largest in the counties that contain the largest cities of New Mexico – Albuquerque, Las Cruces, Rio Rancho and Santa Fe.
- Visitor spending growth was strongest in the southern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

Visitor spending by county



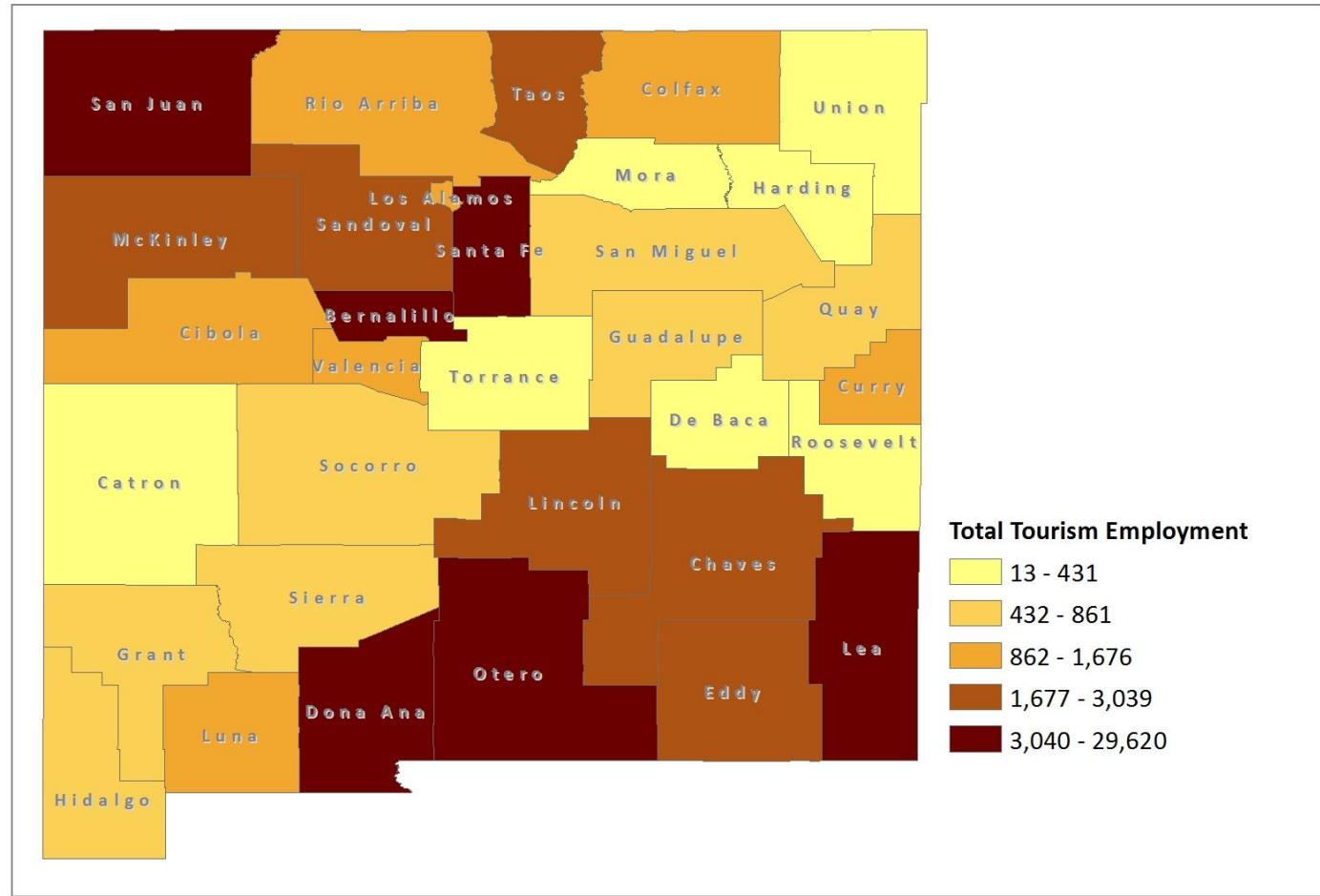
- Bernalillo, Santa Fe, Taos and Dona Ana are the counties with the highest amounts of direct visitor spending.

Visitor spending growth: 2010 to 2011



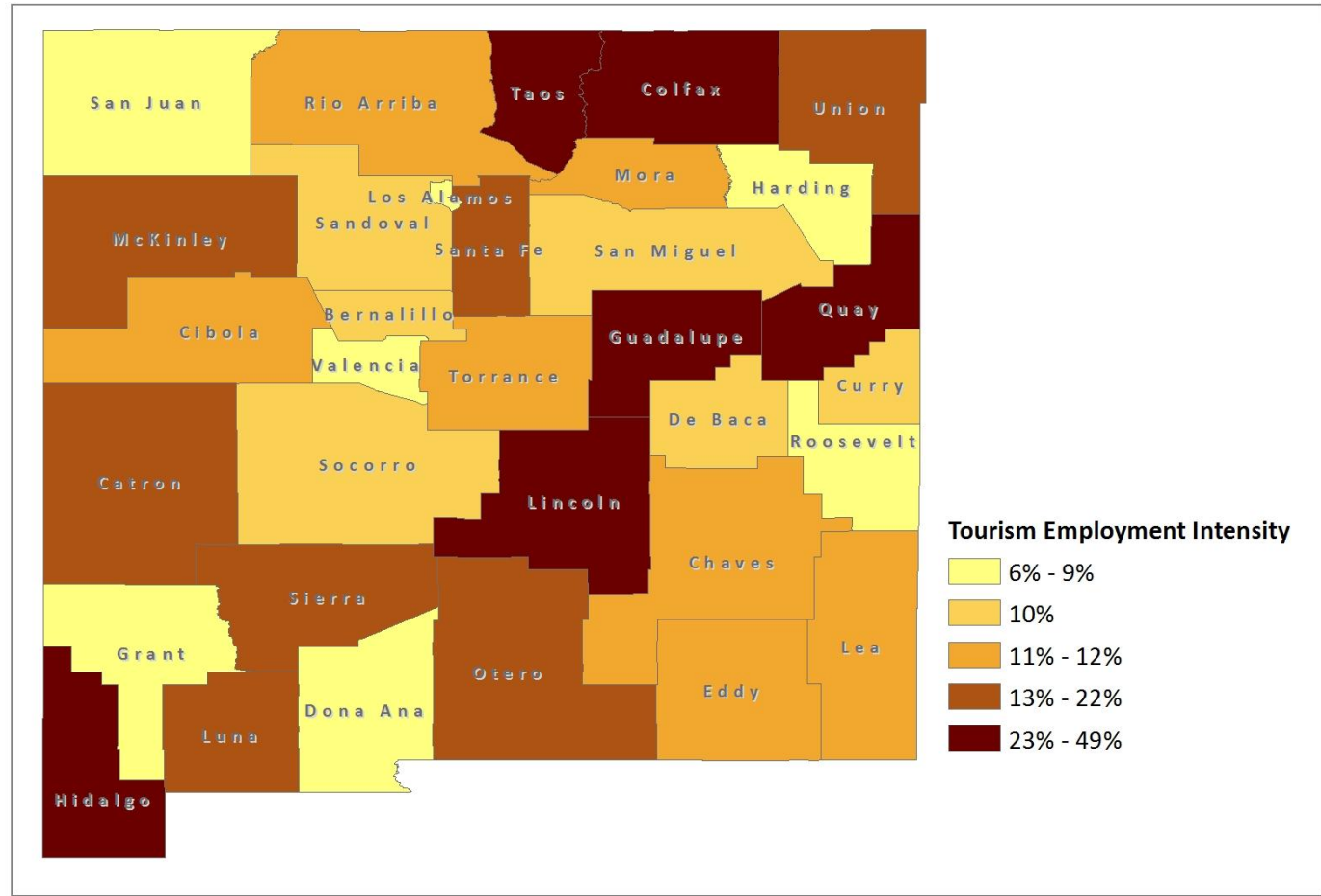
- The southern part of the state saw the strongest visitor spending growth rates.

Total tourism employment



- Together, Bernalillo, Santa Fe and Dona Ana County's contain over half of all tourism related employment in New Mexico.

Tourism employment intensity

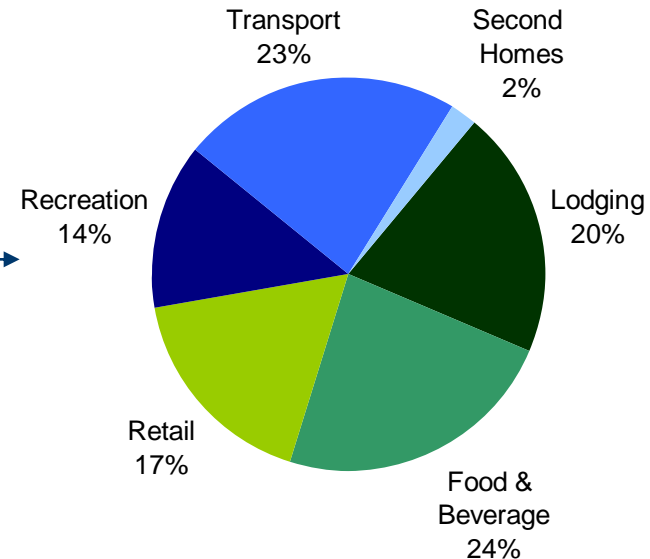
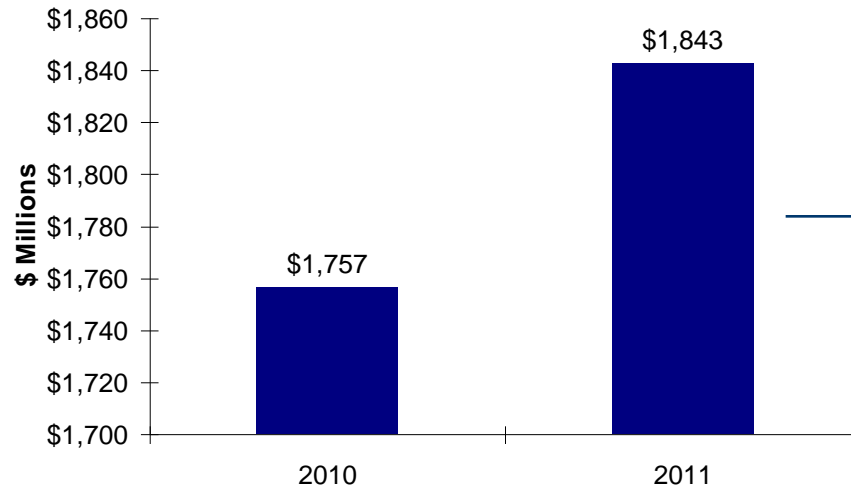


- While not having the largest numbers of employees, total visitor generated employment is very important to counties like Taos, Colfax, Lincoln and all of the darker shaded counties.

Bernalillo County, Visitor Spending by Industry

Bernalillo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$373.2	\$430.4	\$322.5	\$250.8	\$426.5	\$39.3	\$1,842.7	4.9%
2010	\$371.3	\$414.0	\$310.5	\$240.4	\$378.4	\$41.9	\$1,756.6	

Visitor Spending

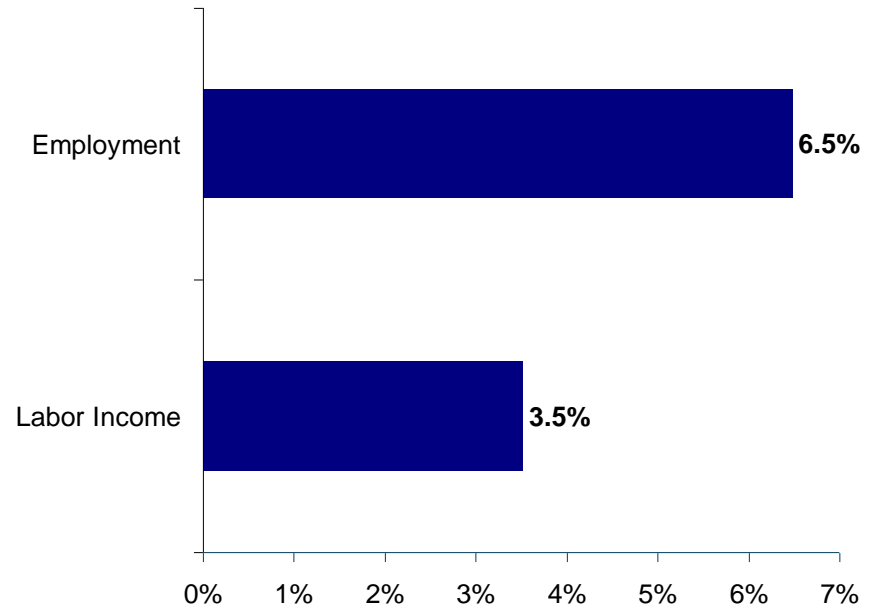


Bernalillo County, Tourism Impact

Bernalillo County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	20,125	29,620	9.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$457.4	\$796.7

Tourism Share of County Economy

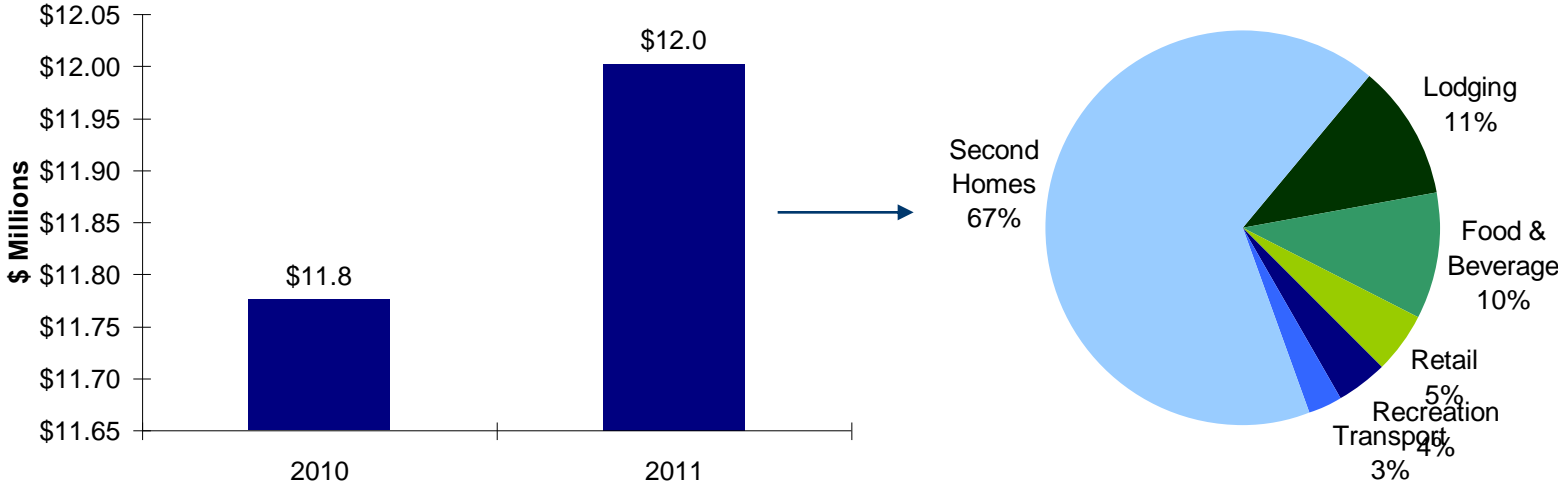


Bernalillo County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$214.4	\$133.6	\$69.0	\$417.0

Catron County, Visitor Spending by Industry

Catron County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$1.3	\$1.2	\$0.6	\$0.5	\$0.3	\$8.0	\$12.0	1.9%
2010	\$1.6	\$1.2	\$0.6	\$0.5	\$0.3	\$7.6	\$11.8	

Visitor Spending

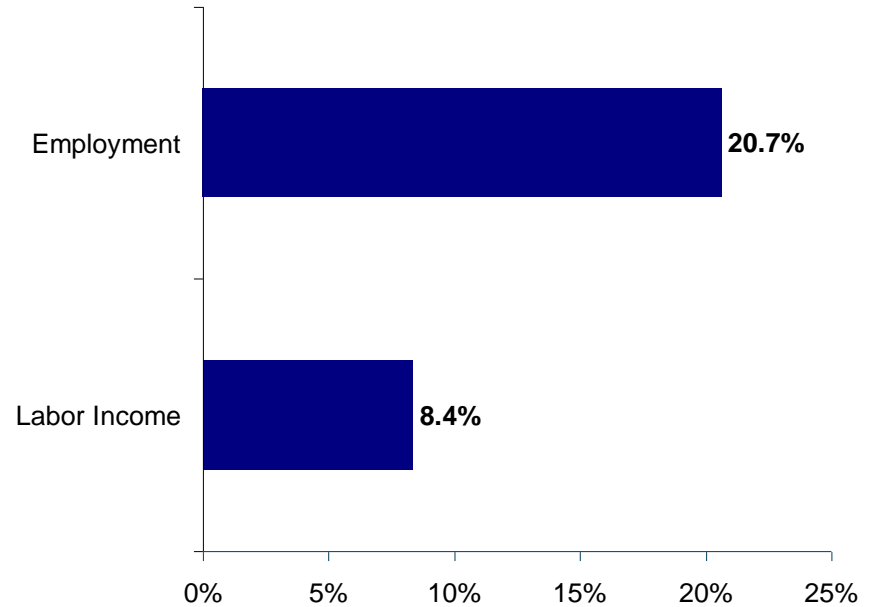


Catron County, Tourism Impact

Catron County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	124	130	21.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$1.5	\$1.8

Tourism Share of County Economy

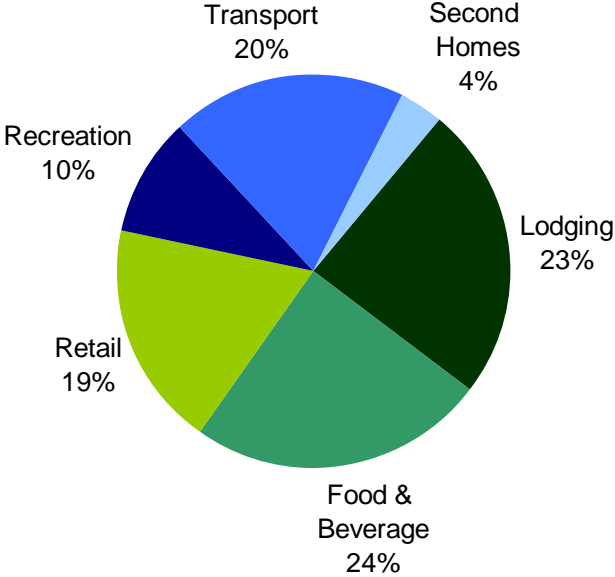
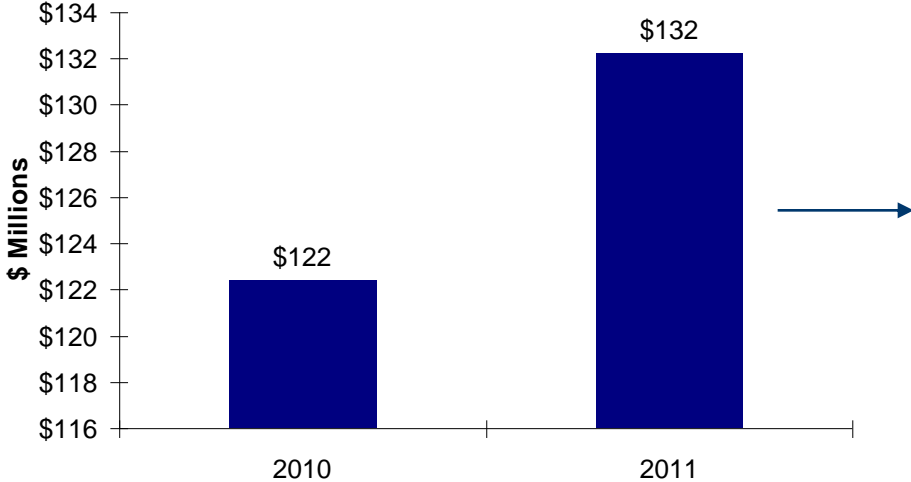


Catron County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$0.6	\$0.5	\$0.1	\$1.2

Chaves County, Visitor Spending by Industry

Chaves County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$31.9	\$32.2	\$24.7	\$12.7	\$25.8	\$4.8	\$132.2	8.0%
2010	\$30.3	\$30.3	\$23.2	\$12.1	\$22.3	\$4.2	\$122.4	

Visitor Spending

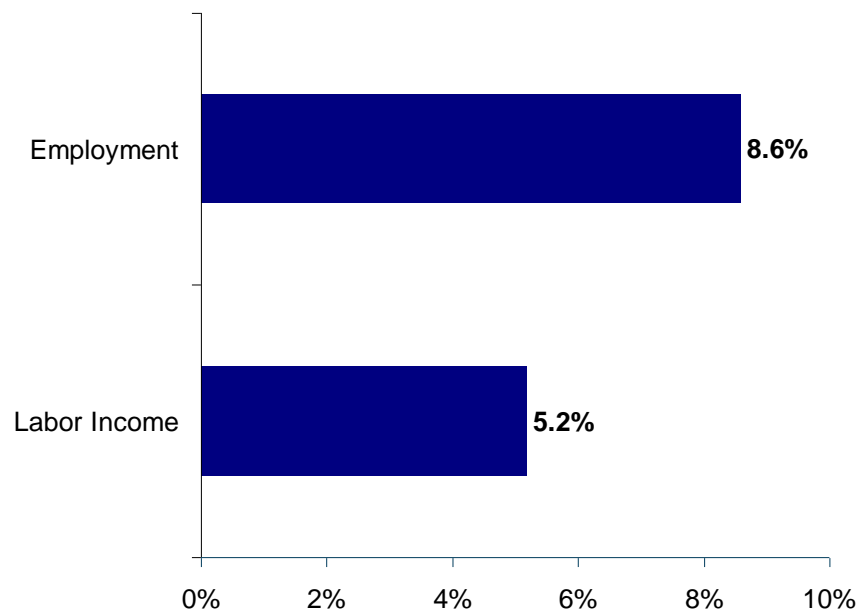


Chaves County, Tourism Impact

Chaves County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	1,829	2,372	11.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$35.1	\$54.3

Tourism Share of County Economy

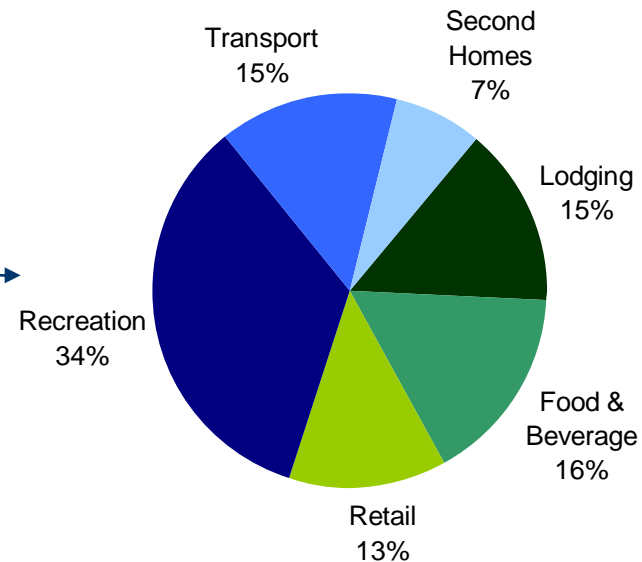
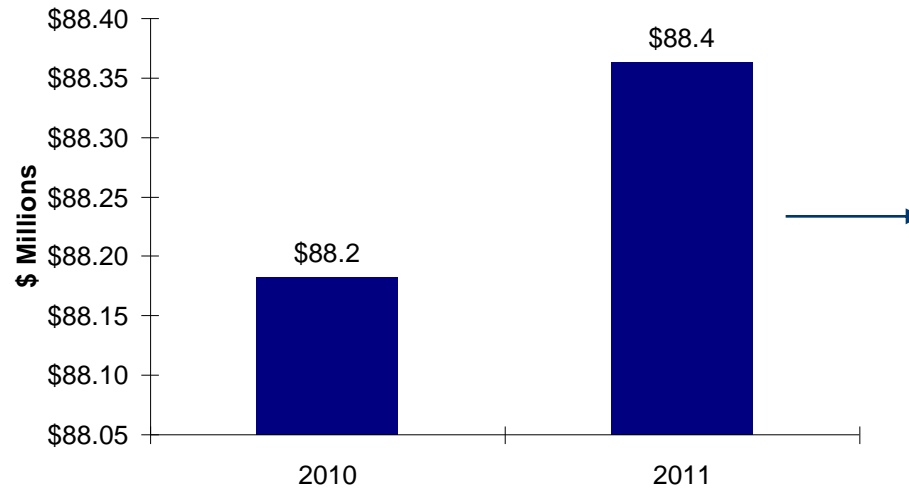


Chaves County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$15.8	\$10.0	\$4.6	\$30.4

Cibola County, Visitor Spending by Industry

Cibola County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$13.0	\$14.3	\$11.5	\$30.1	\$13.2	\$6.3	\$88.4	0.2%
2010	\$14.6	\$14.8	\$11.9	\$29.8	\$10.5	\$6.6	\$88.2	

Visitor Spending

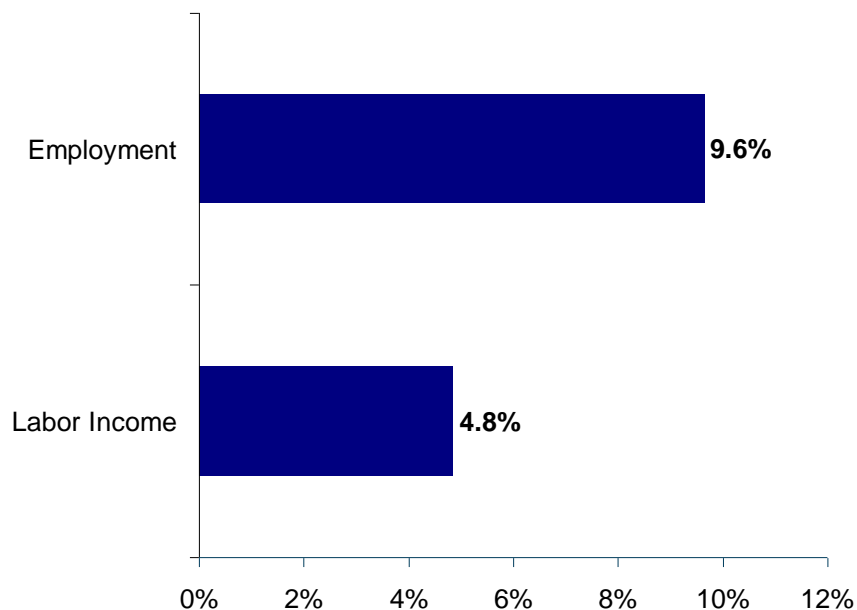


Cibola County, Tourism Impact

Cibola County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	745	884	11.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$12.6	\$17.6

Tourism Share of County Economy

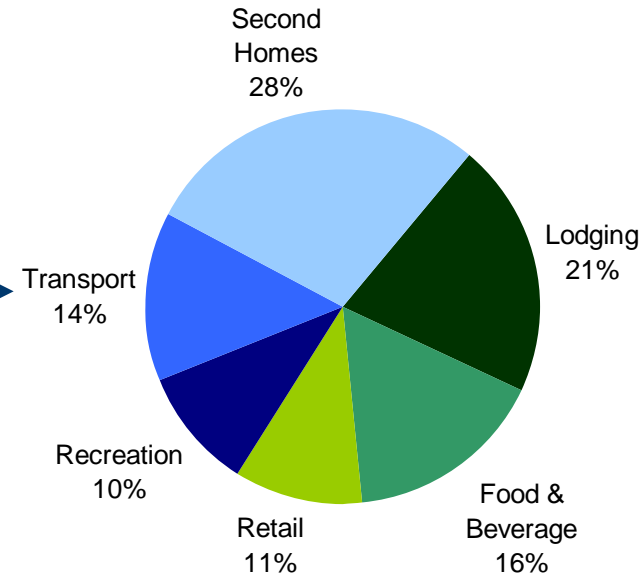
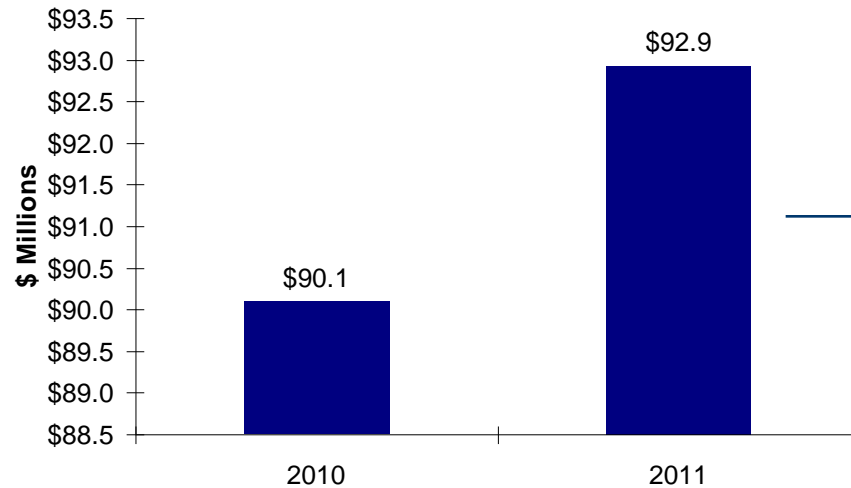


Cibola County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$6.3	\$5.2	\$1.6	\$13.1

Colfax County, Visitor Spending by Industry

Colfax County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$19.3	\$15.1	\$9.9	\$9.4	\$12.9	\$26.2	\$92.9	3.1%
2010	\$20.5	\$15.7	\$10.4	\$10.0	\$9.4	\$24.1	\$90.1	

Visitor Spending

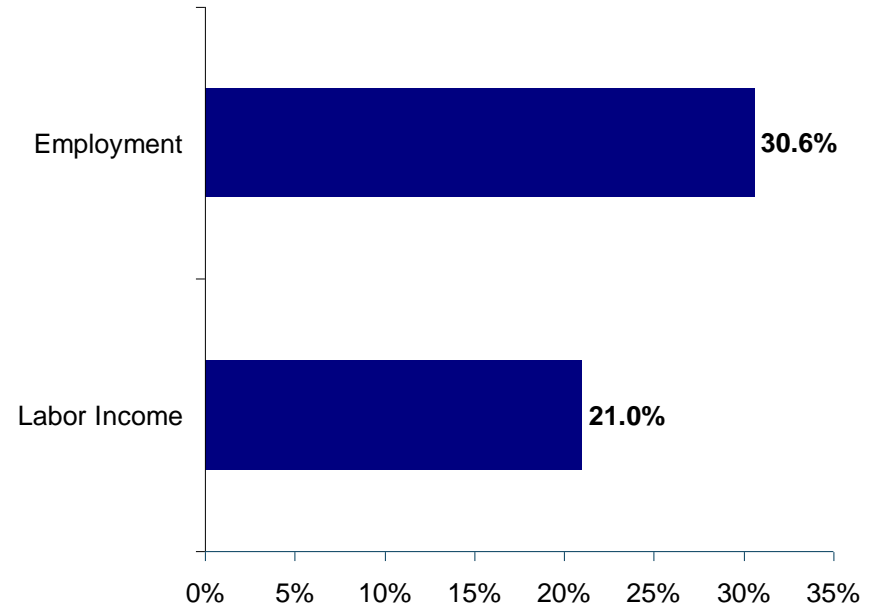


Colfax County, Tourism Impact

Colfax County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	1,553	1,676	33.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$30.8	\$35.1

Tourism Share of County Economy

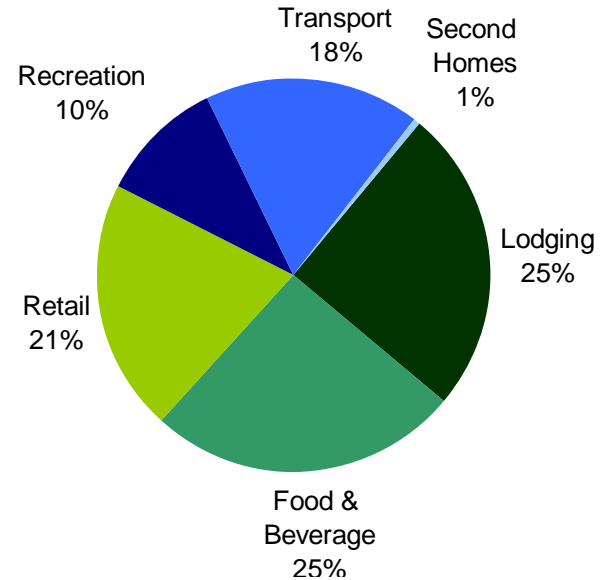
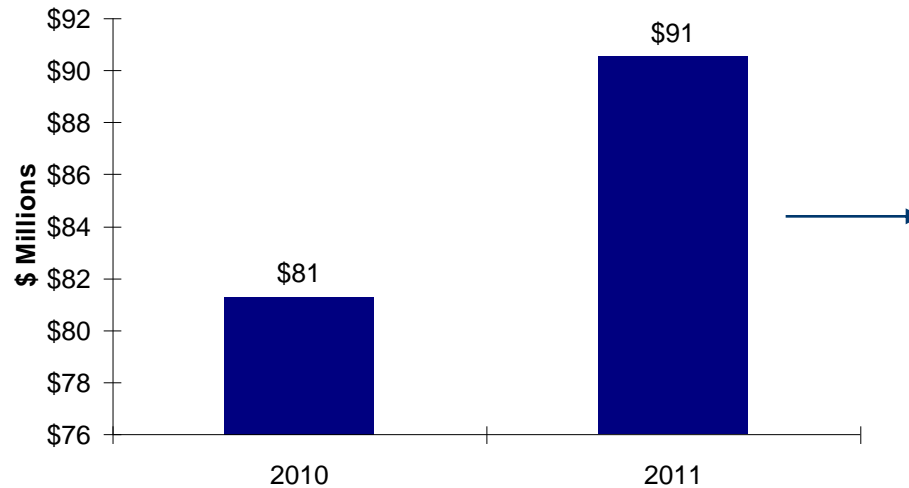


Colfax County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$11.5	\$5.9	\$2.8	\$20.2

Curry County, Visitor Spending by Industry

Curry County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$22.7	\$23.1	\$18.9	\$9.3	\$16.0	\$0.5	\$90.5	11.4%
2010	\$20.3	\$21.1	\$17.3	\$8.6	\$13.1	\$0.9	\$81.3	

Visitor Spending

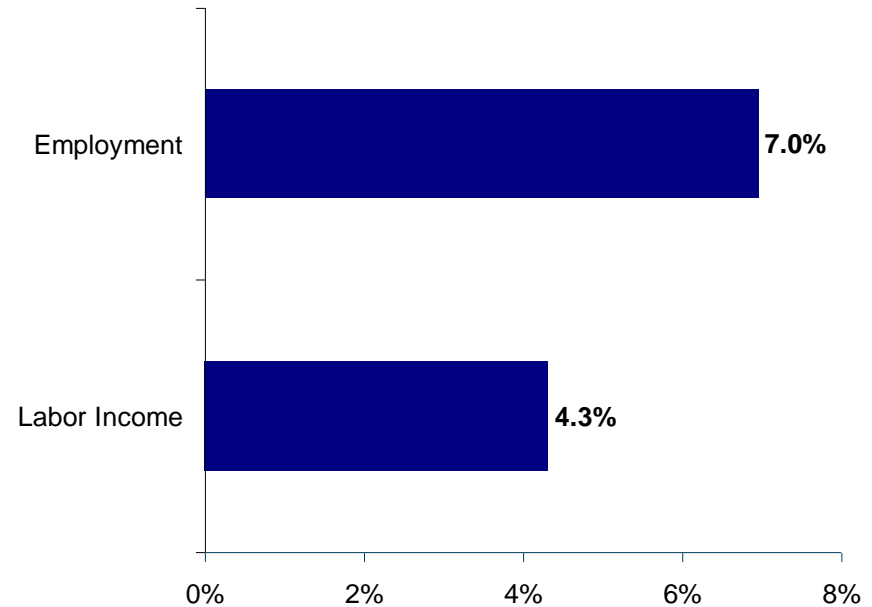


Curry County, Tourism Impact

Curry County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	1,165	1,569	9.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$22.8	\$37.2

Tourism Share of County Economy

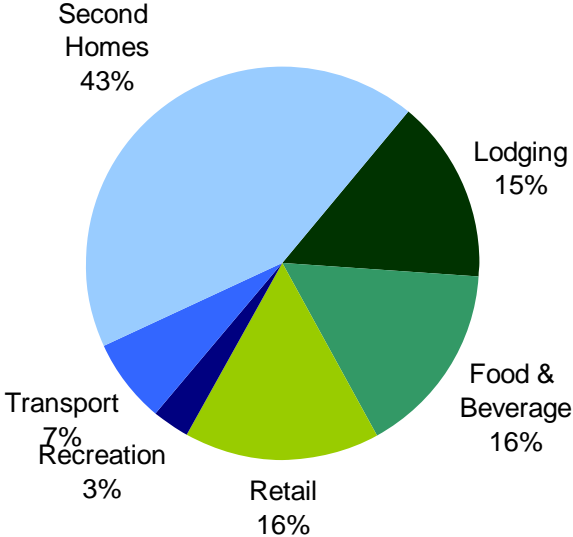
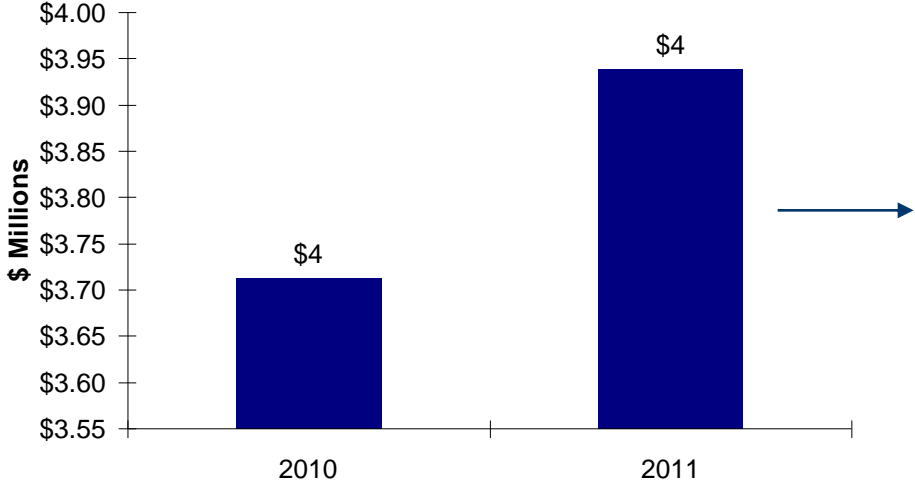


Curry County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$10.7	\$6.9	\$3.4	\$21.0

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
2011	\$0.6	\$0.6	\$0.6	\$0.1	\$0.3	\$1.7	\$3.9	6.1%
2010	\$0.6	\$0.6	\$0.5	\$0.1	\$0.2	\$1.7	\$3.7	

Visitor Spending

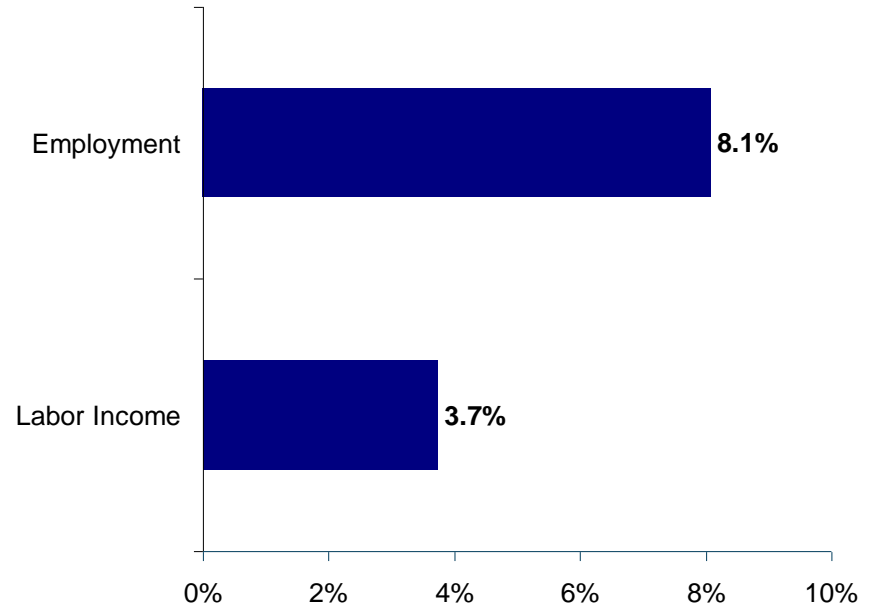


De Baca County, Tourism Impact

De Baca County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	39	45	9.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$0.5	\$0.7

Tourism Share of County Economy

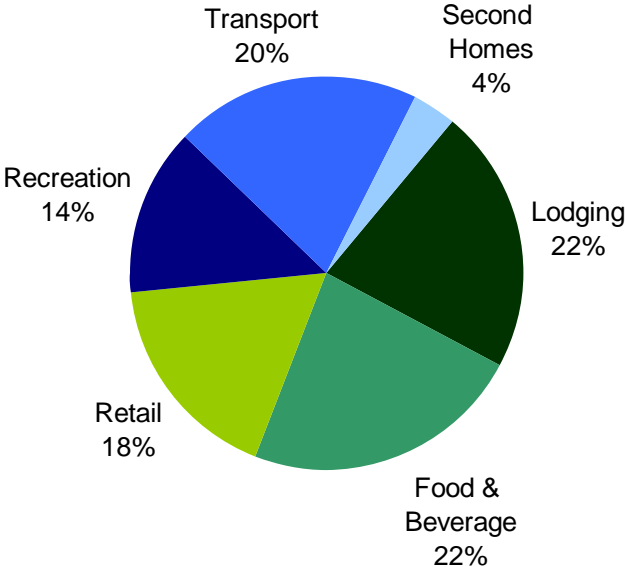
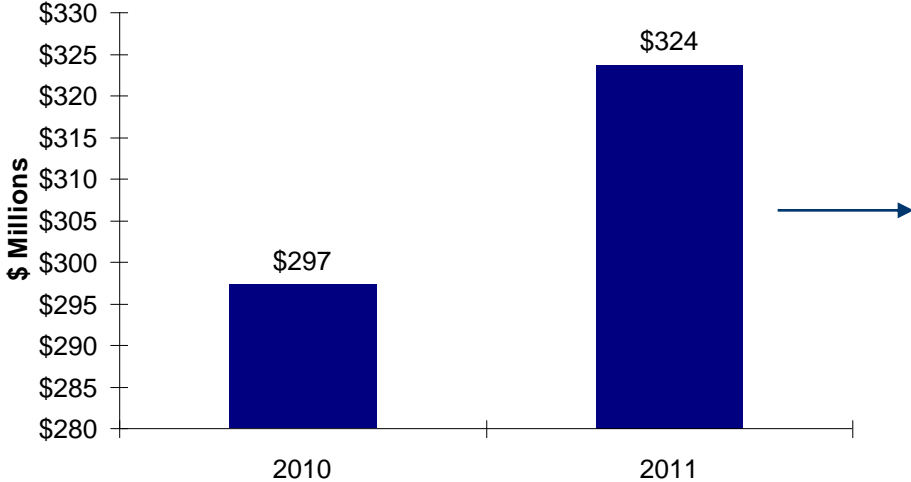


De Baca County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$0.2	\$0.2	\$0.1	\$0.5

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
2011	\$70.5	\$74.3	\$56.9	\$44.6	\$65.6	\$11.8	\$323.7	8.9%
2010	\$66.5	\$70.6	\$54.2	\$38.9	\$56.2	\$10.9	\$297.2	

Visitor Spending

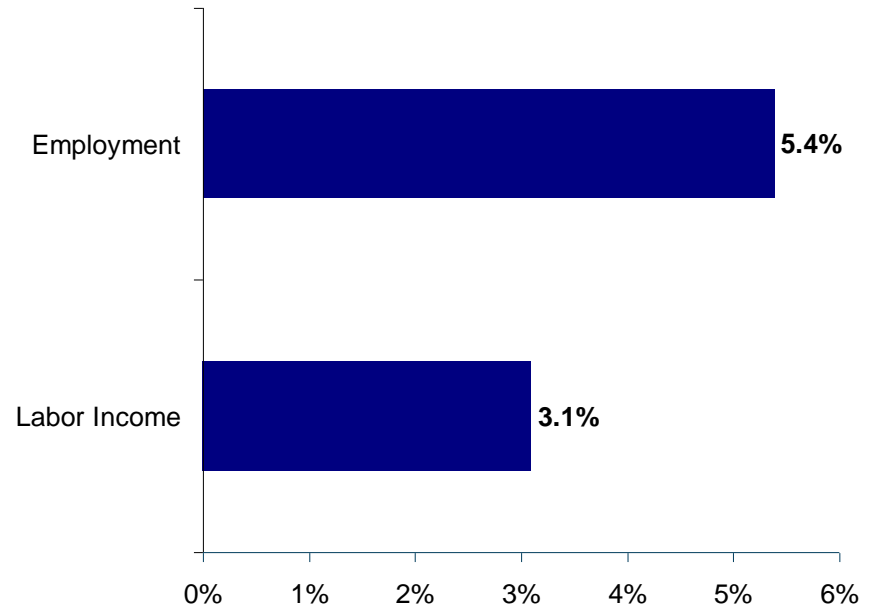


Dona Ana County, Tourism Impact

Dona Ana County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	3,721	6,076	8.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$74.4	\$157.7

Tourism Share of County Economy

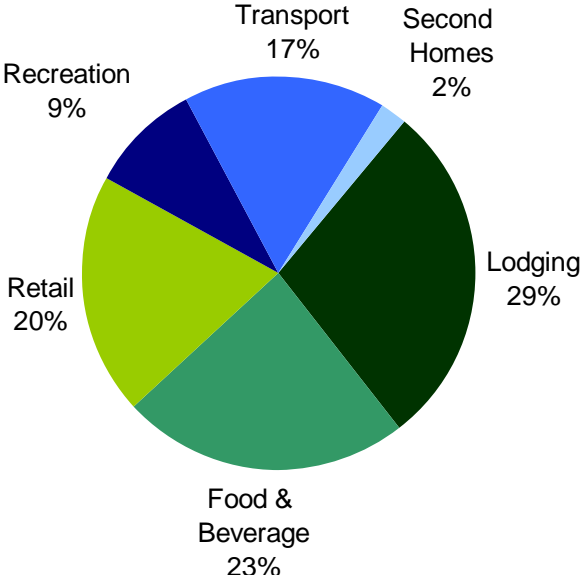
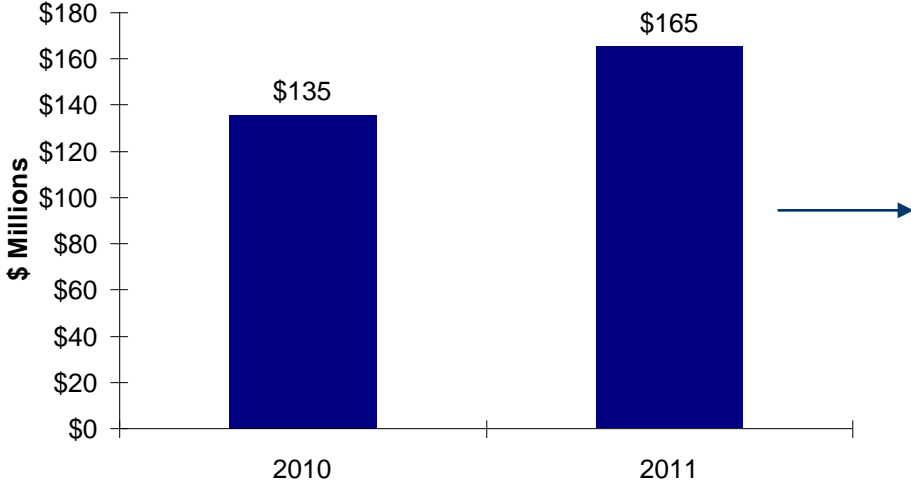


Dona Ana County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$38.9	\$25.6	\$13.6	\$78.1

Eddy County, Visitor Spending by Industry

Eddy County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$47.0	\$38.8	\$33.2	\$15.3	\$27.3	\$3.8	\$165.3	22.1%
2010	\$37.3	\$33.1	\$28.5	\$13.4	\$20.6	\$2.6	\$135.4	

Visitor Spending

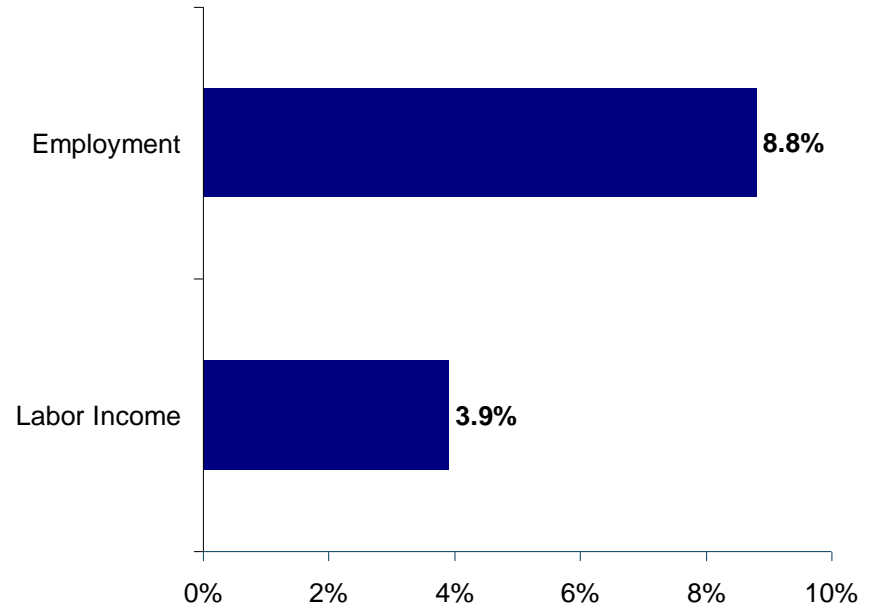


Eddy County, Tourism Impact

Eddy County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	2,183	2,940	11.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$45.9	\$72.8

Tourism Share of County Economy

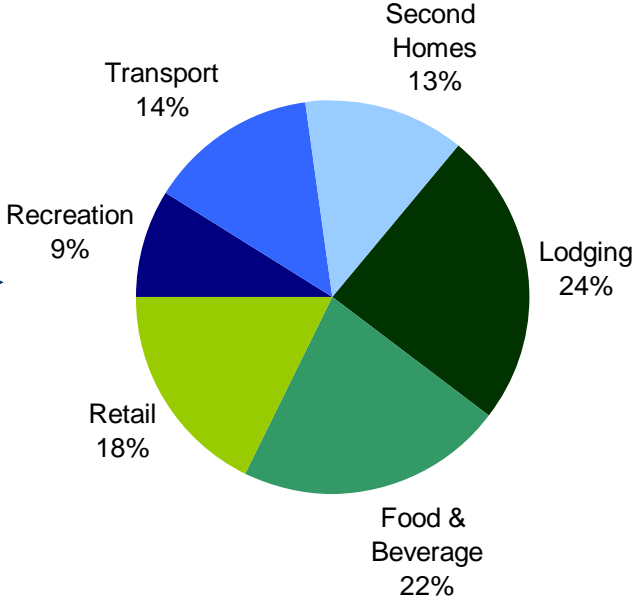
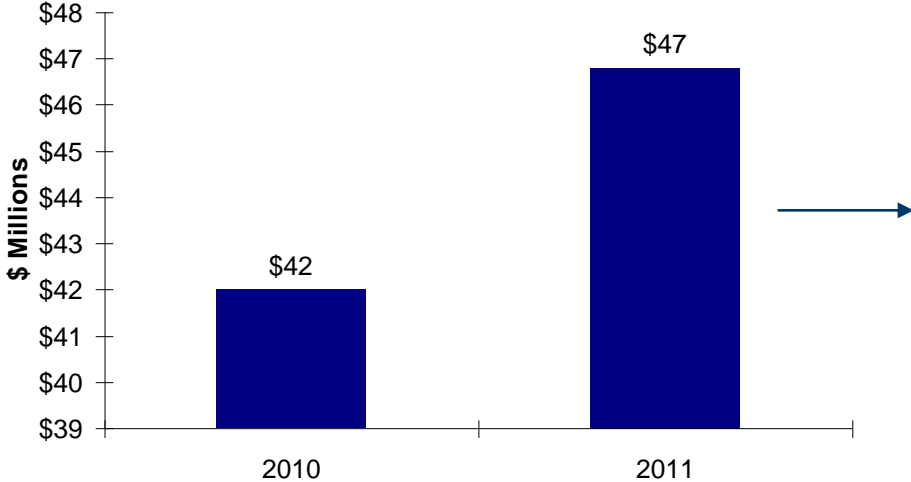


Eddy County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$20.8	\$12.9	\$6.1	\$39.7

Grant County, Visitor Spending by Industry

Grant County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$11.3	\$10.2	\$8.3	\$4.2	\$6.5	\$6.2	\$46.8	11.4%
2010	\$9.9	\$9.1	\$7.5	\$3.9	\$4.4	\$7.3	\$42.0	

Visitor Spending

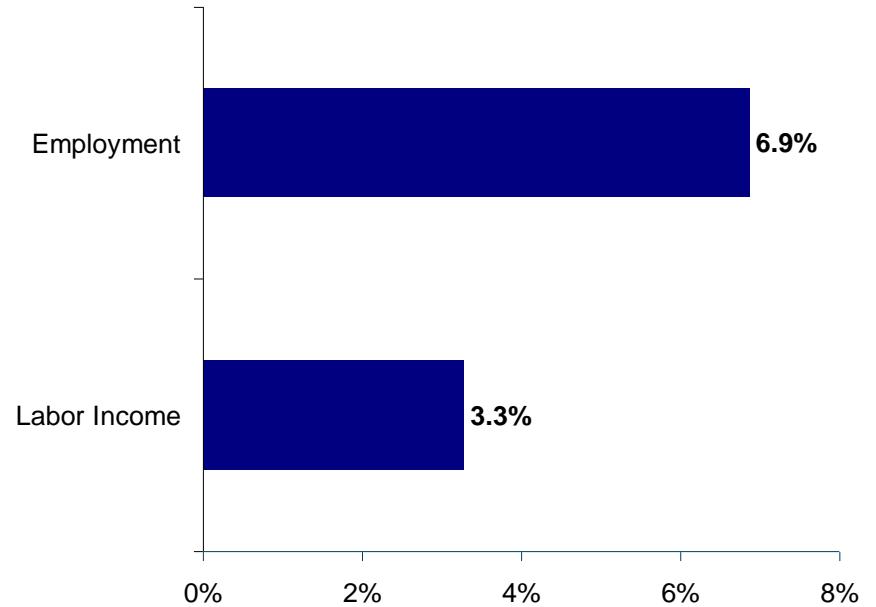


Grant County, Tourism Impact

Grant County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	647	811	8.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$11.0	\$16.8

Tourism Share of County Economy

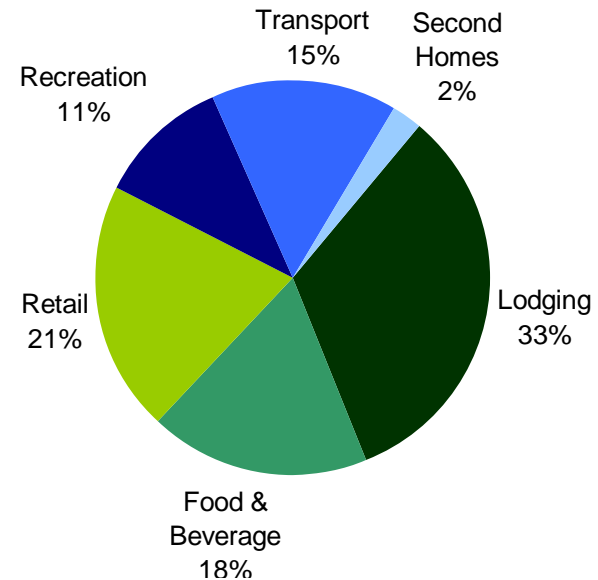
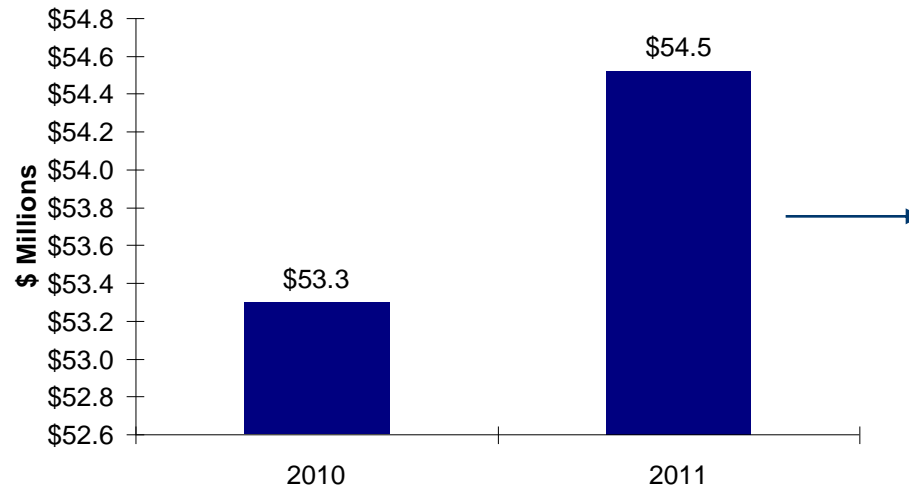


Grant County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$4.9	\$3.1	\$1.5	\$9.6

Guadalupe County, Visitor Spending by Industry

Guadalupe County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$17.8	\$9.8	\$11.2	\$5.9	\$8.4	\$1.4	\$54.5	2.3%
2010	\$18.5	\$9.9	\$11.2	\$6.1	\$6.5	\$1.1	\$53.3	

Visitor Spending

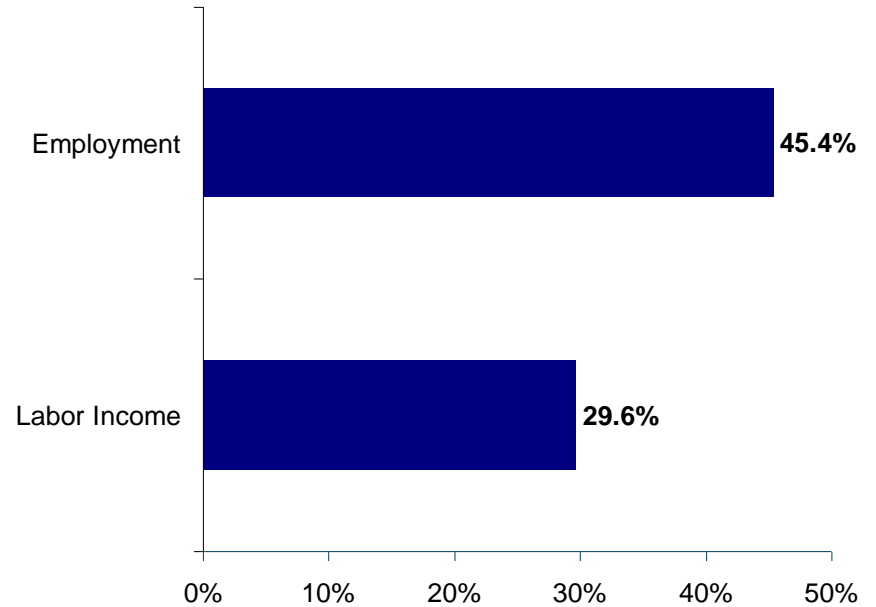


Guadalupe County, Tourism Impact

Guadalupe County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	582	631	49.3%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$9.9	\$11.6

Tourism Share of County Economy

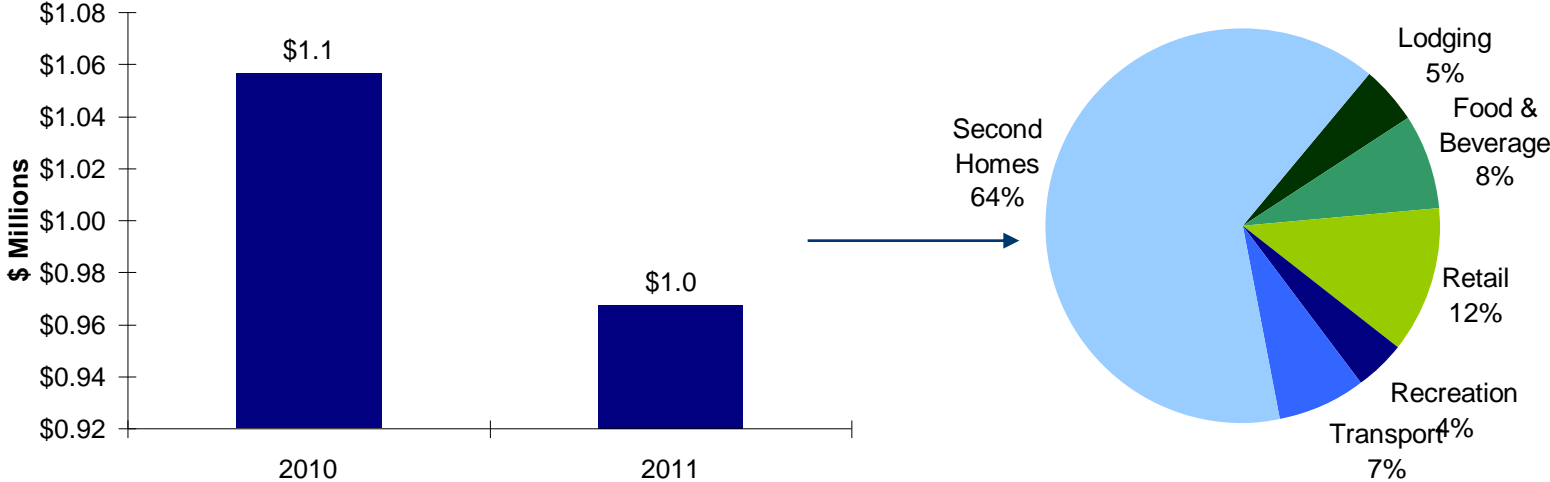


Guadalupe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$4.5	\$3.4	\$1.0	\$8.9

Harding County, Visitor Spending by Industry

Harding County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$0.6	\$1.0	-8.4%
2010	\$0.0	\$0.1	\$0.1	\$0.0	\$0.0	\$0.8	\$1.1	

Visitor Spending

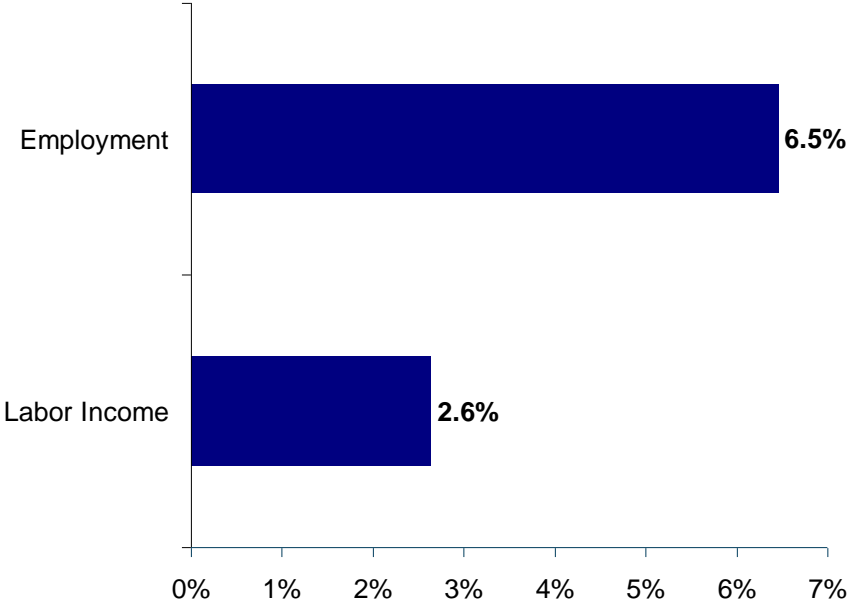


Harding County, Tourism Impact

Harding County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	11	13	7.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$0.1	\$0.2

Tourism Share of County Economy

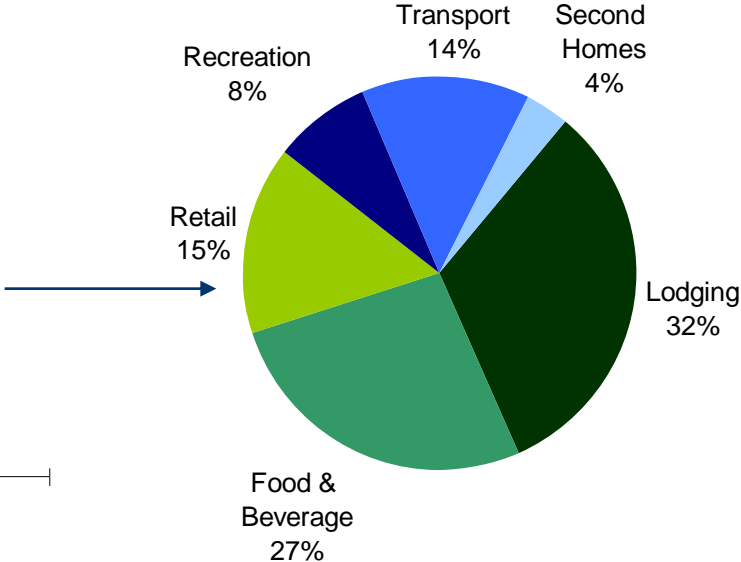
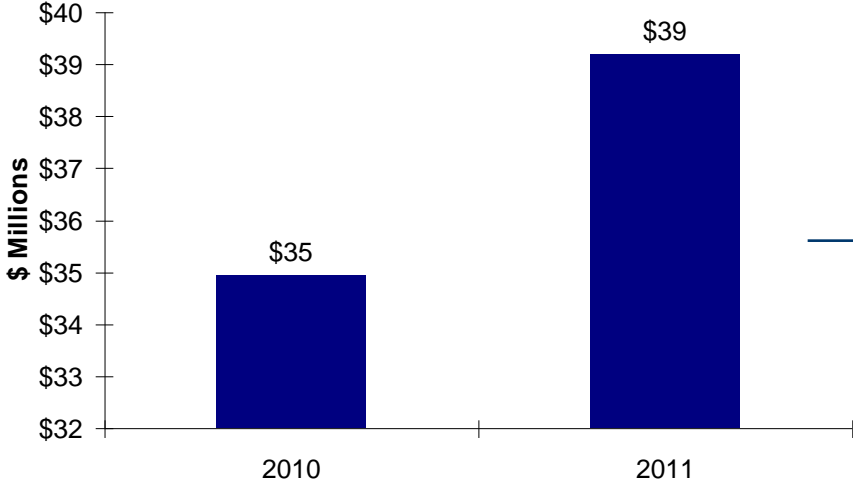


Harding County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$0.1	\$0.0	\$0.0	\$0.1

Hidalgo County, Visitor Spending by Industry

Hidalgo County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$12.6	\$10.4	\$6.1	\$3.2	\$5.4	\$1.5	\$39.2	12.2%
2010	\$10.7	\$8.9	\$5.2	\$2.8	\$4.8	\$2.5	\$34.9	

Visitor Spending

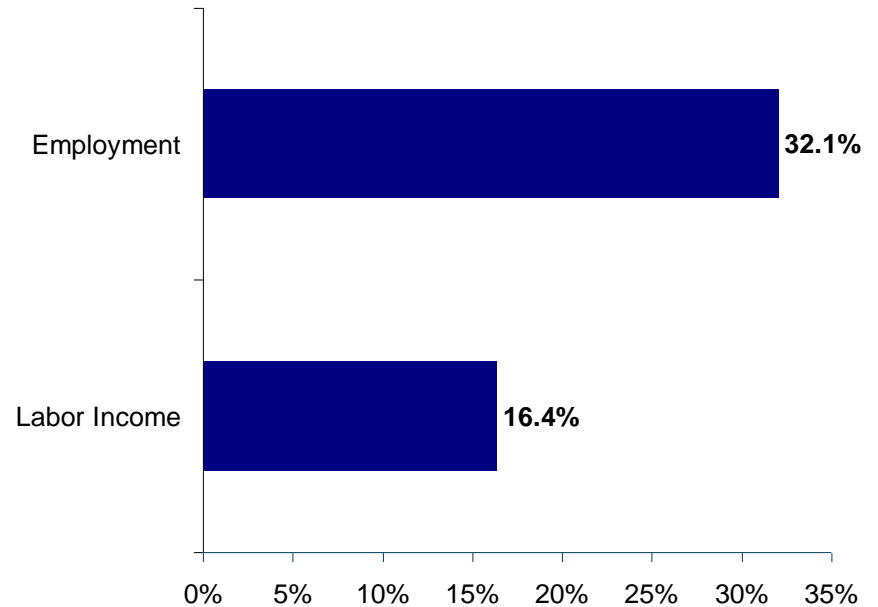


Hidalgo County, Tourism Impact

Hidalgo County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	537	600	35.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$9.5	\$11.8

Tourism Share of County Economy

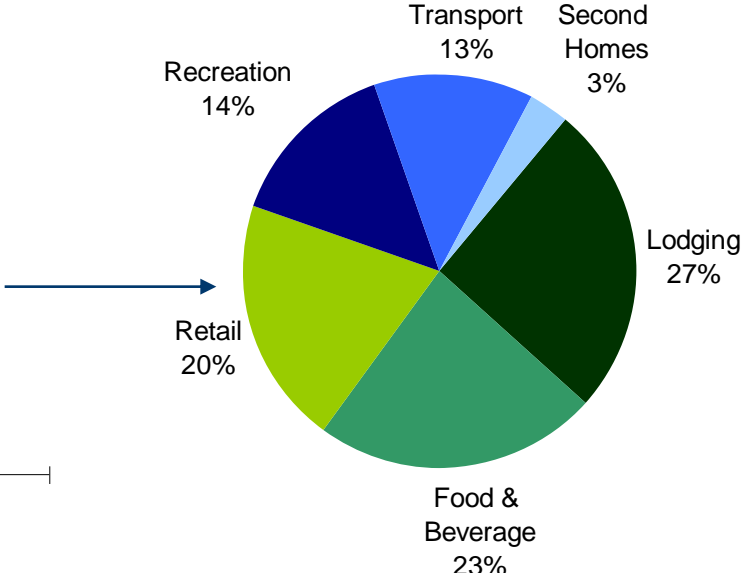
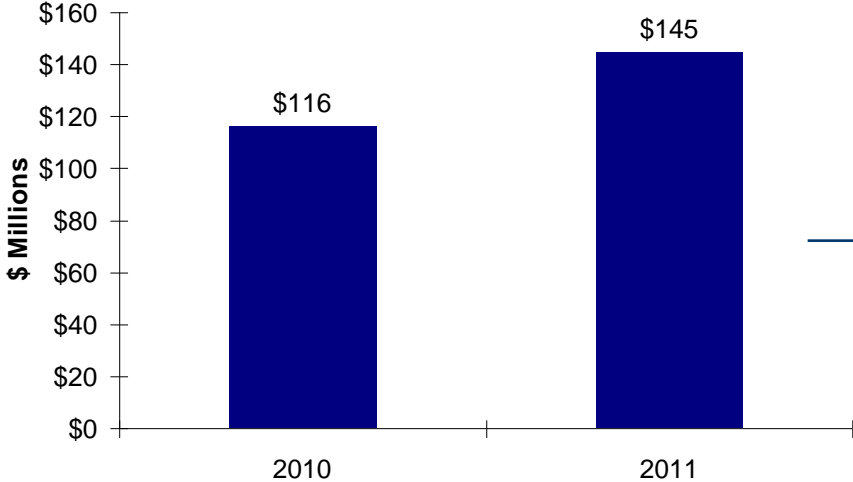


Hidalgo County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$4.1	\$2.7	\$0.9	\$7.7

Lea County, Visitor Spending by Industry

Lea County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$37.1	\$33.7	\$29.2	\$20.8	\$19.0	\$4.8	\$144.6	24.5%
2010	\$27.3	\$27.4	\$24.9	\$18.5	\$13.2	\$4.7	\$116.1	

Visitor Spending

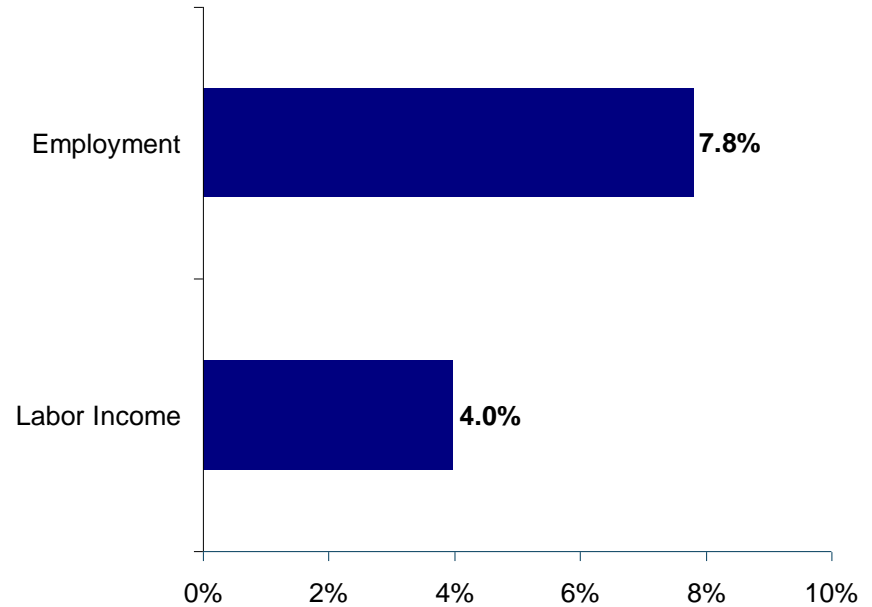


Lea County, Tourism Impact

Lea County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	2,225	3,088	10.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$53.0	\$83.8

Tourism Share of County Economy

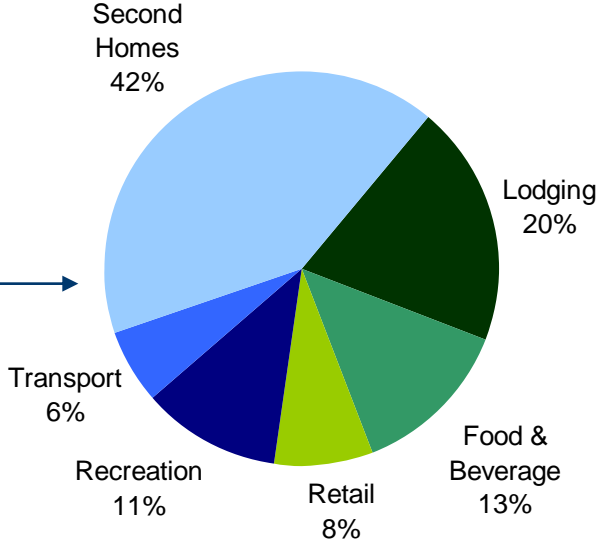
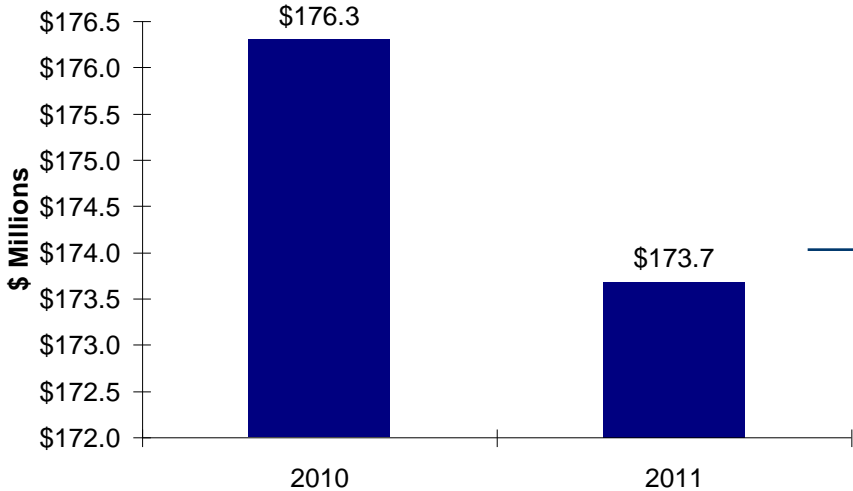


Lea County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$22.8	\$12.7	\$6.7	\$42.2

Lincoln County, Visitor Spending by Industry

Lincoln County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$34.3	\$23.0	\$14.0	\$19.8	\$10.9	\$71.7	\$173.7	-1.5%
2010	\$33.8	\$22.3	\$13.4	\$20.3	\$8.4	\$78.0	\$176.3	

Visitor Spending

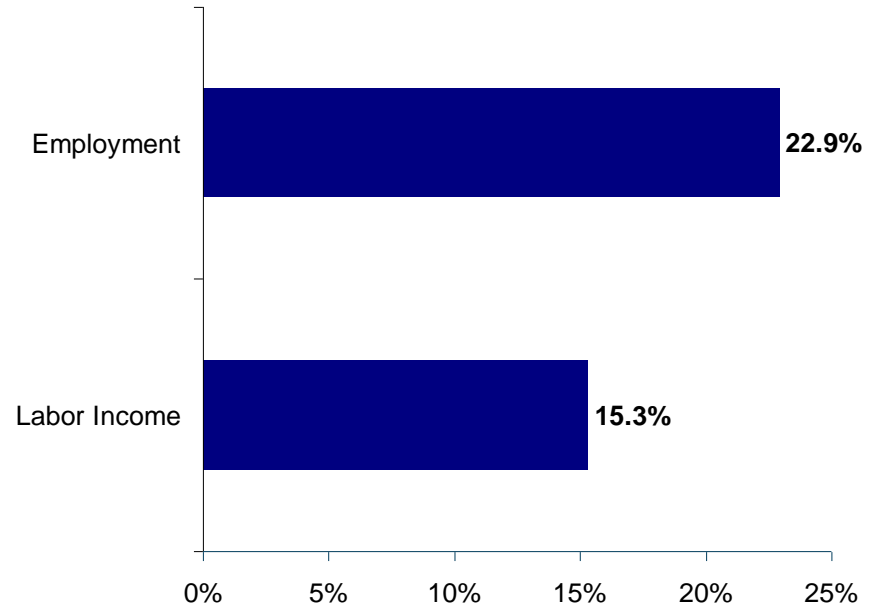


Lincoln County, Tourism Impact

Lincoln County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	1,494	1,689	25.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$27.8	\$34.7

Tourism Share of County Economy

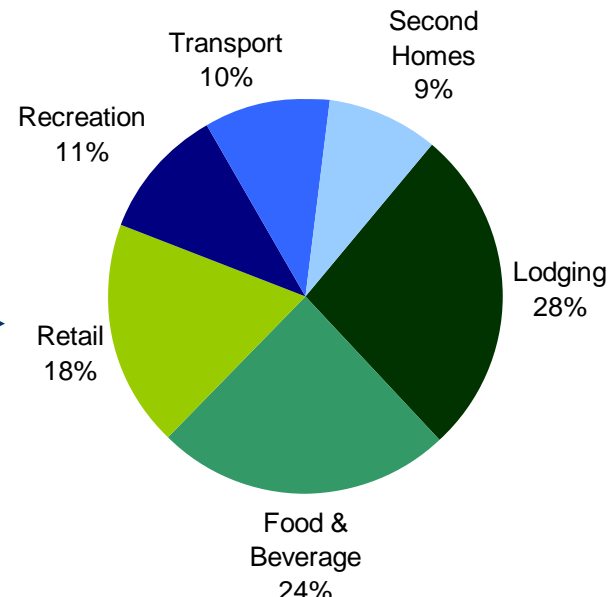
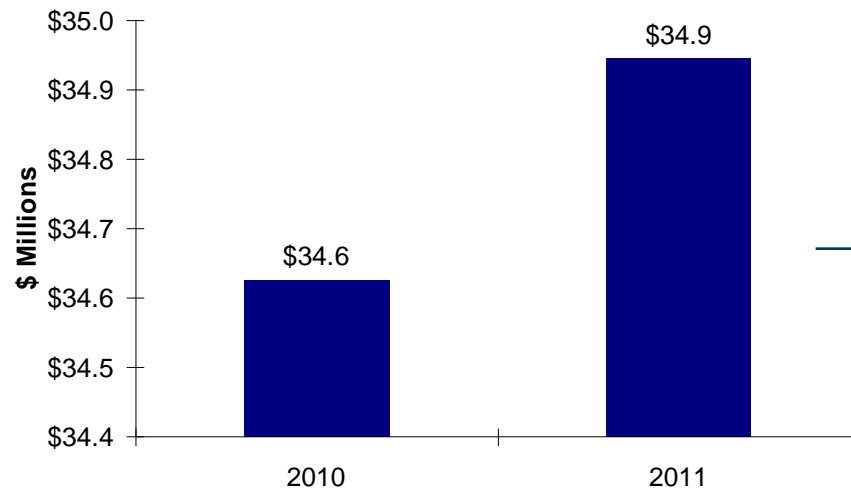


Lincoln County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$11.7	\$7.5	\$3.0	\$22.2

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
2011	\$9.4	\$8.5	\$6.4	\$3.8	\$3.6	\$3.2	\$34.9	0.9%
2010	\$9.9	\$8.3	\$6.4	\$3.8	\$3.0	\$3.3	\$34.6	

Visitor Spending

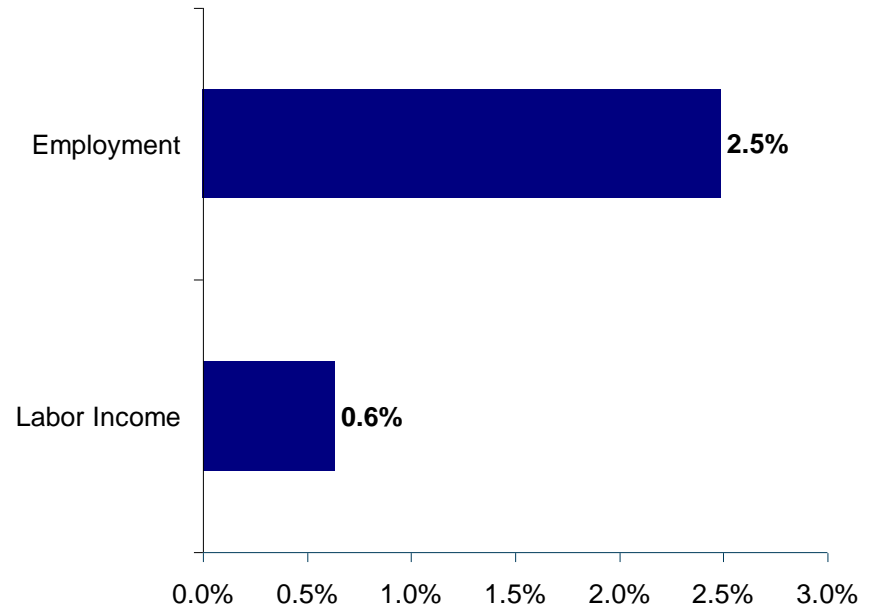


Los Alamos County, Tourism Impact

Los Alamos County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	415	1,027	6.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$7.9	\$29.8

Tourism Share of County Economy

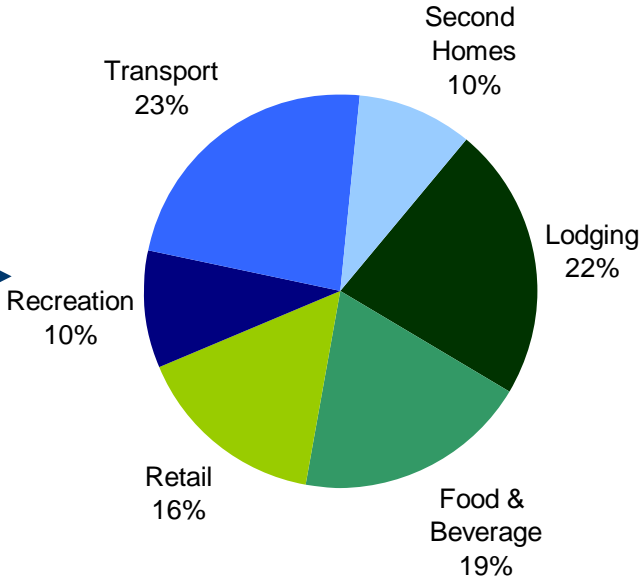
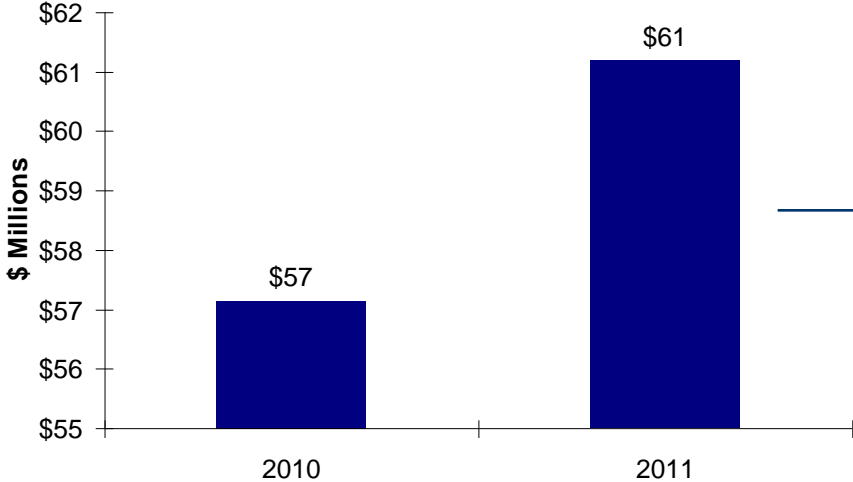


Los Alamos County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$5.4	\$3.4	\$2.1	\$11.0

Luna County, Visitor Spending by Industry

Luna County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$13.8	\$11.7	\$9.8	\$5.9	\$14.2	\$5.9	\$61.2	7.1%
2010	\$12.7	\$10.9	\$9.1	\$5.7	\$12.6	\$6.2	\$57.1	

Visitor Spending

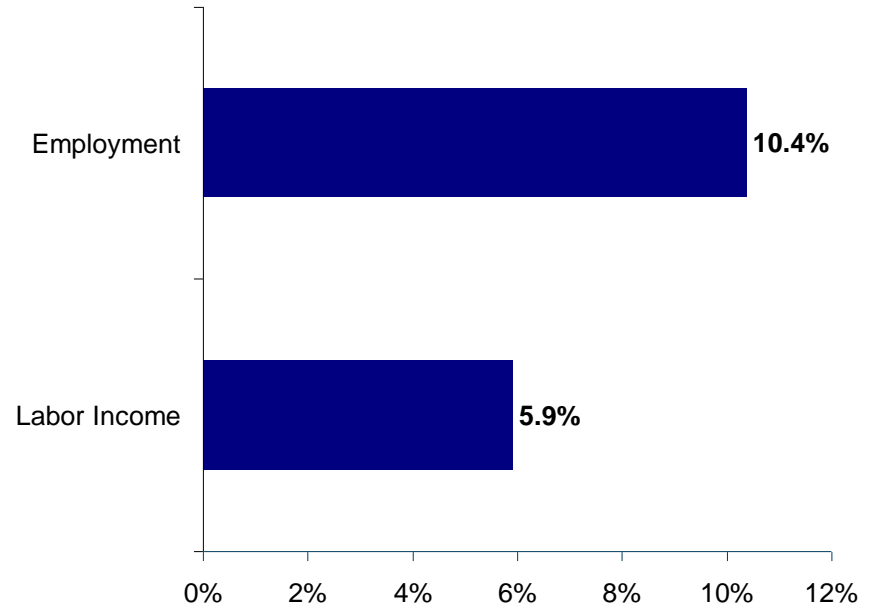


Luna County, Tourism Impact

Luna County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	796	970	12.7%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$14.2	\$20.4

Tourism Share of County Economy

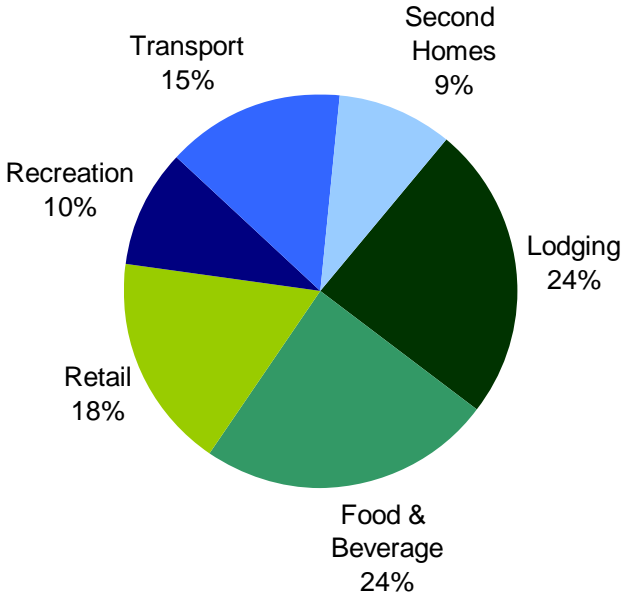
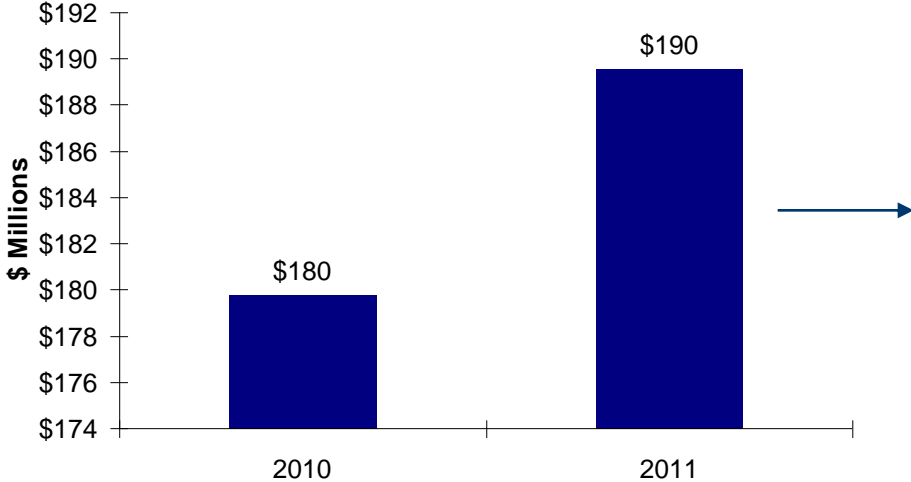


Luna County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$6.3	\$4.1	\$1.7	\$12.2

McKinley County, Visitor Spending by Industry

McKinley County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$46.1	\$45.6	\$33.6	\$18.3	\$28.2	\$17.8	\$189.6	5.5%
2010	\$44.5	\$44.7	\$33.0	\$16.9	\$22.7	\$18.0	\$179.7	

Visitor Spending

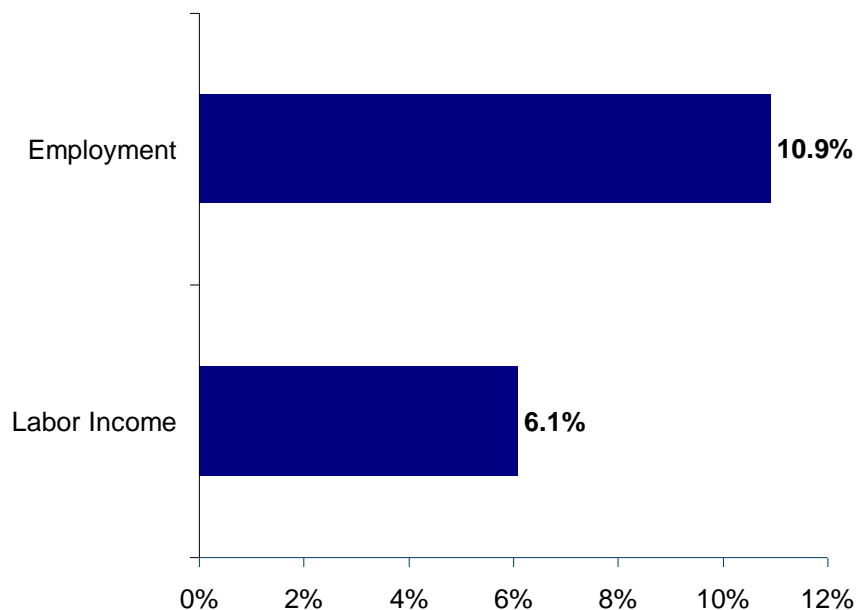


McKinley County, Tourism Impact

McKinley County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	2,286	2,692	12.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$40.8	\$55.1

Tourism Share of County Economy

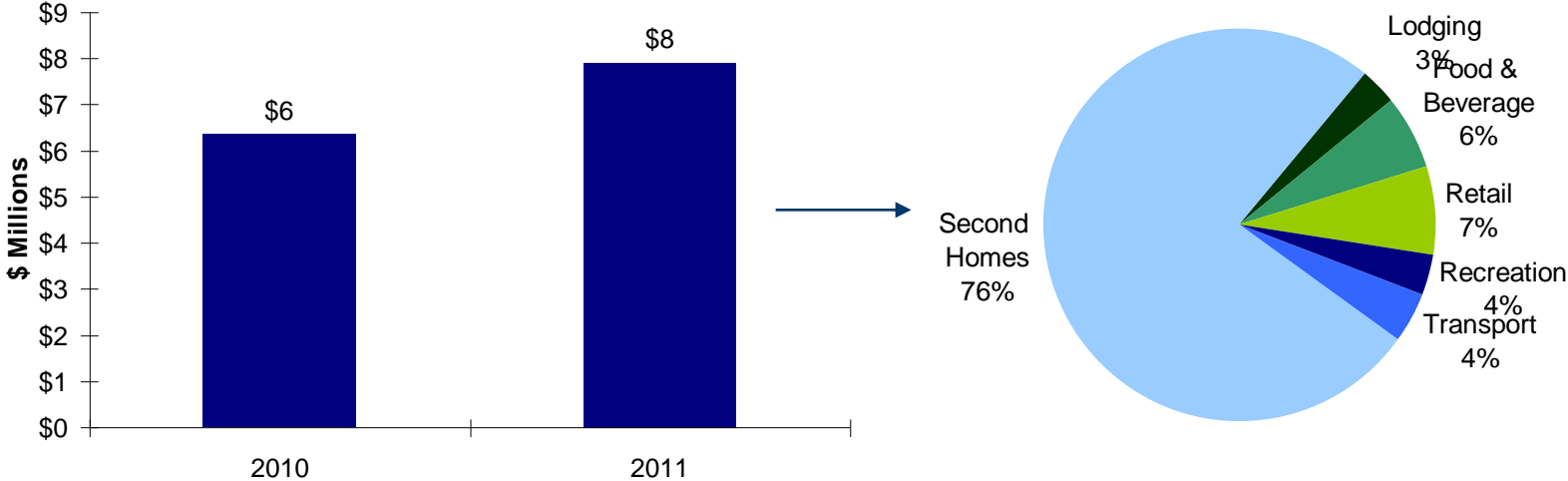


McKinley County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$18.1	\$12.2	\$5.1	\$35.5

Mora County, Visitor Spending by Industry

Mora County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$0.2	\$0.5	\$0.6	\$0.3	\$0.3	\$6.0	\$7.9	24.5%
2010	\$0.2	\$0.4	\$0.6	\$0.3	\$0.2	\$4.6	\$6.3	

Visitor Spending

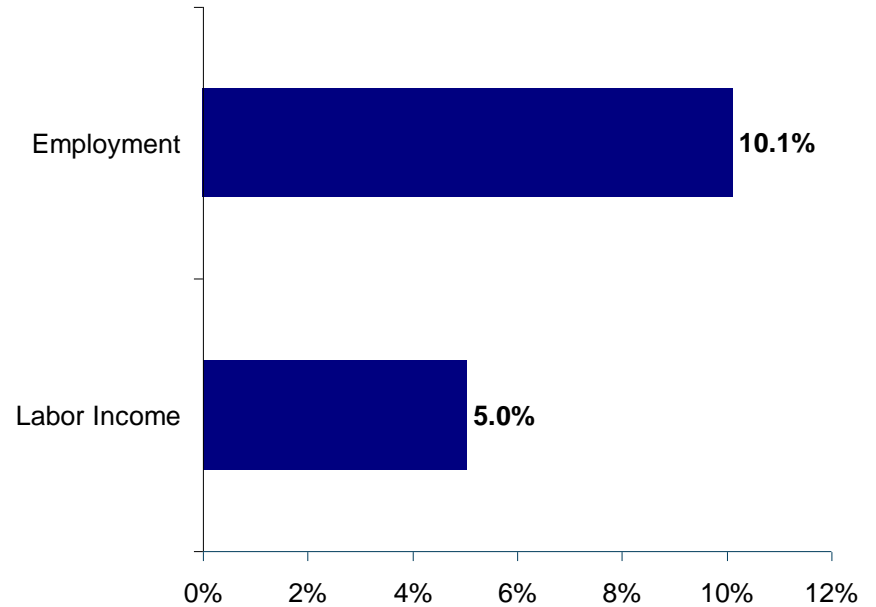


Mora County, Tourism Impact

Mora County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	72	76	10.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$1.1	\$1.2

Tourism Share of County Economy

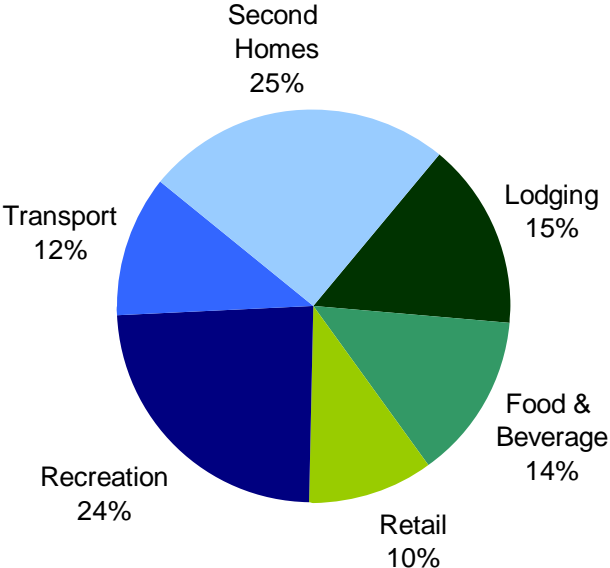
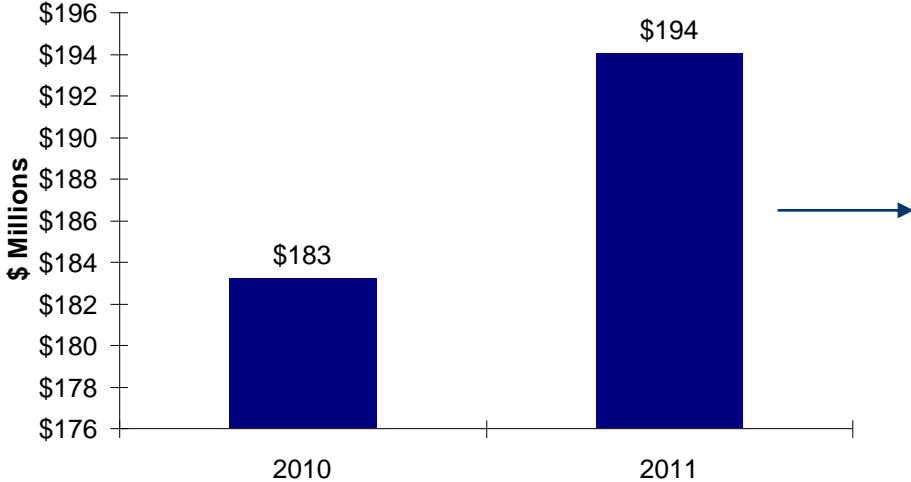


Mora County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$0.4	\$0.2	\$0.1	\$0.7

Otero County, Visitor Spending by Industry

Otero County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$29.6	\$26.5	\$19.8	\$46.5	\$22.5	\$49.1	\$194.0	5.9%
2010	\$27.4	\$24.4	\$18.3	\$45.8	\$22.7	\$44.6	\$183.2	

Visitor Spending

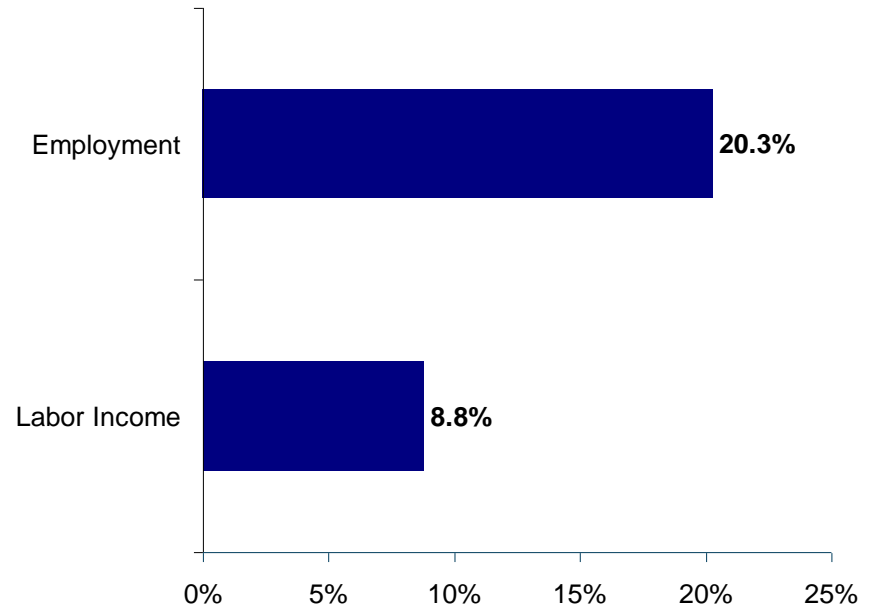


Otero County, Tourism Impact

Otero County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	3,441	3,808	22.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$49.8	\$62.8

Tourism Share of County Economy

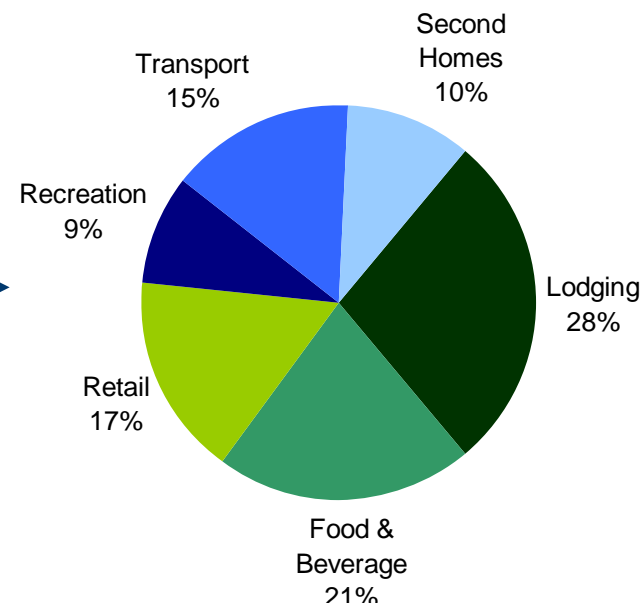
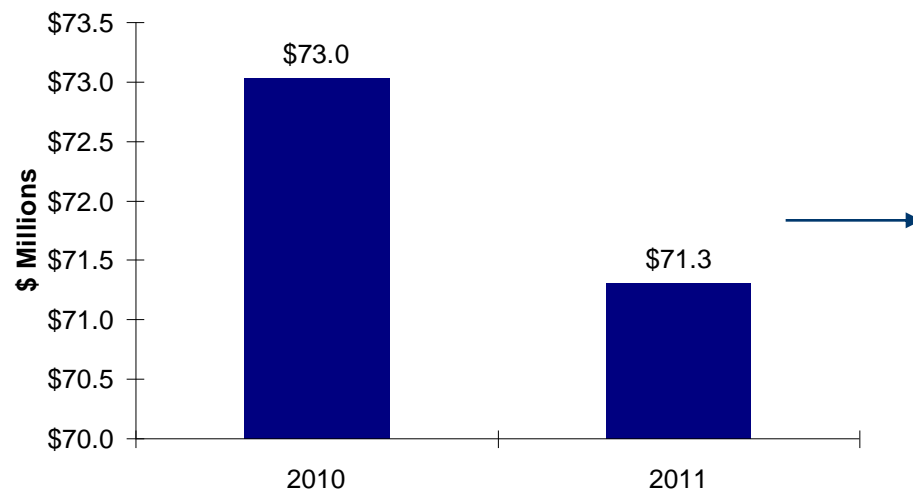


Otero County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$20.1	\$11.6	\$4.9	\$36.7

Quay County, Visitor Spending by Industry

Quay County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$19.8	\$15.1	\$11.9	\$6.3	\$10.9	\$7.4	\$71.3	-2.4%
2010	\$21.3	\$15.4	\$12.5	\$6.8	\$9.6	\$7.5	\$73.0	

Visitor Spending

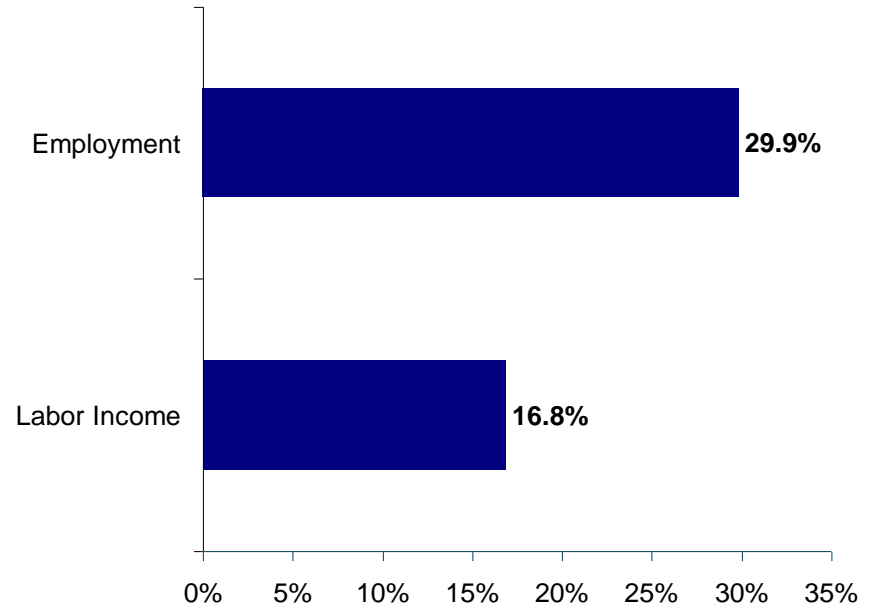


Quay County, Tourism Impact

Quay County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	778	861	33.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$12.0	\$15.0

Tourism Share of County Economy

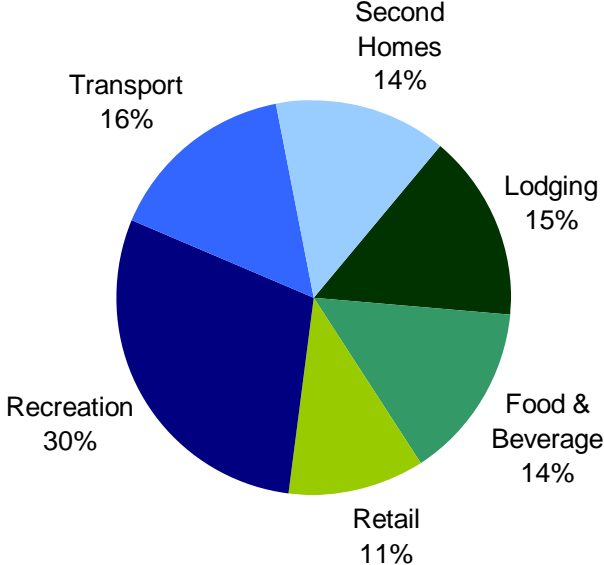
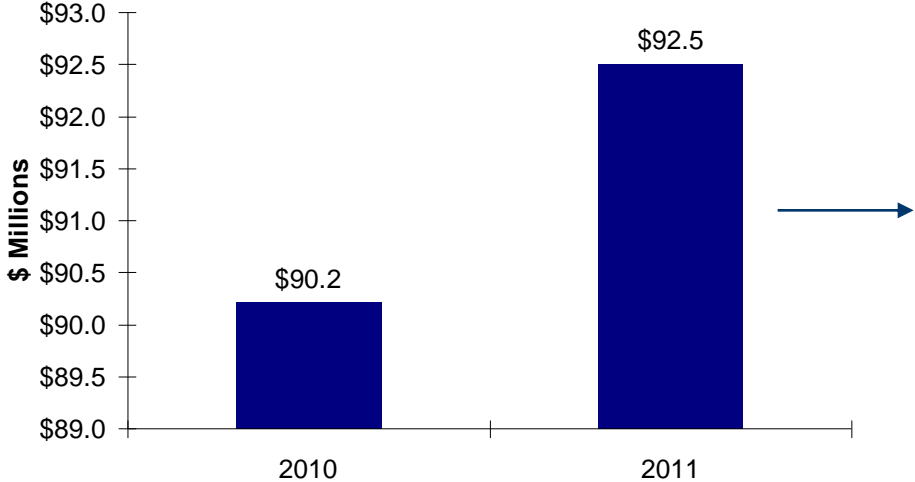


Quay County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$5.5	\$4.2	\$1.5	\$11.1

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
2011	\$14.2	\$13.2	\$10.3	\$27.2	\$14.4	\$13.1	\$92.5	2.5%
2010	\$15.1	\$13.5	\$10.6	\$26.8	\$11.9	\$12.3	\$90.2	

Visitor Spending

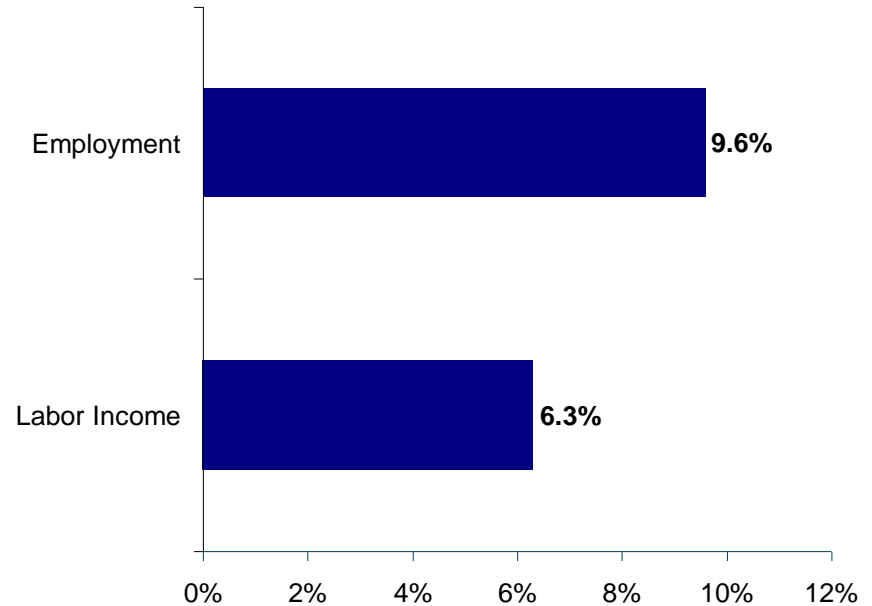


Rio Arriba County, Tourism Impact

Rio Arriba County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	910	1,050	11.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$18.6	\$23.6

Tourism Share of County Economy

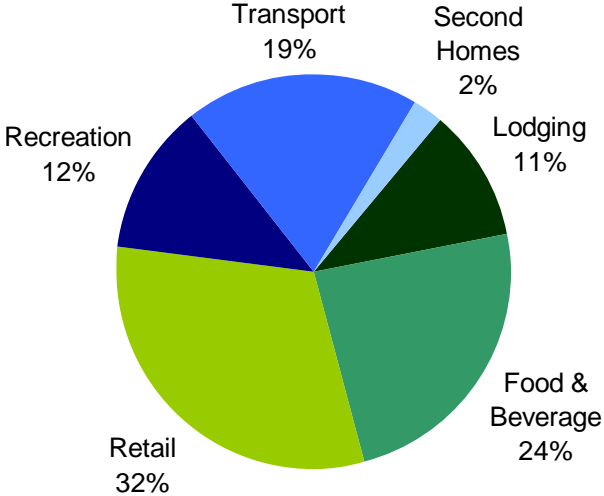
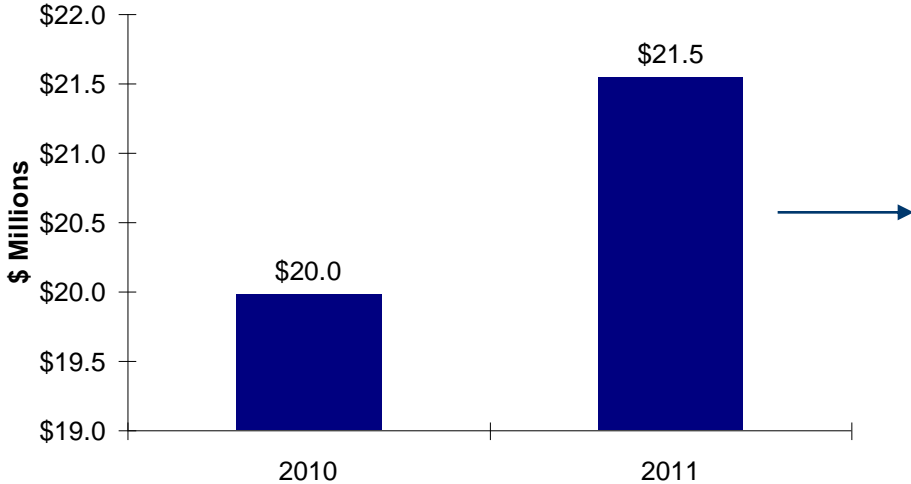


Rio Arriba County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$8.1	\$5.5	\$1.9	\$15.6

Roosevelt County, Visitor Spending by Industry

Roosevelt County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$2.3	\$5.1	\$6.7	\$2.7	\$4.2	\$0.5	\$21.5	7.8%
2010	\$2.2	\$5.0	\$6.3	\$2.5	\$3.5	\$0.4	\$20.0	

Visitor Spending

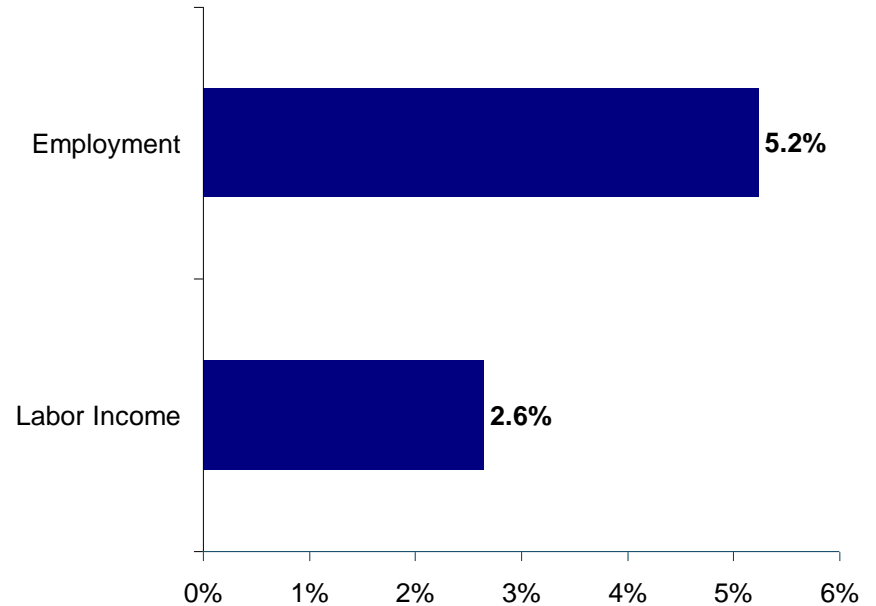


Roosevelt County, Tourism Impact

Roosevelt County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	328	431	6.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$5.0	\$8.7

Tourism Share of County Economy

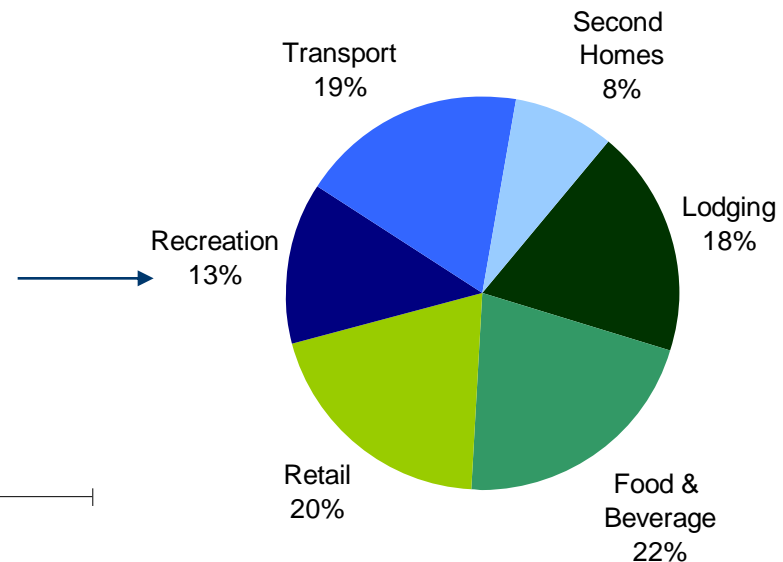
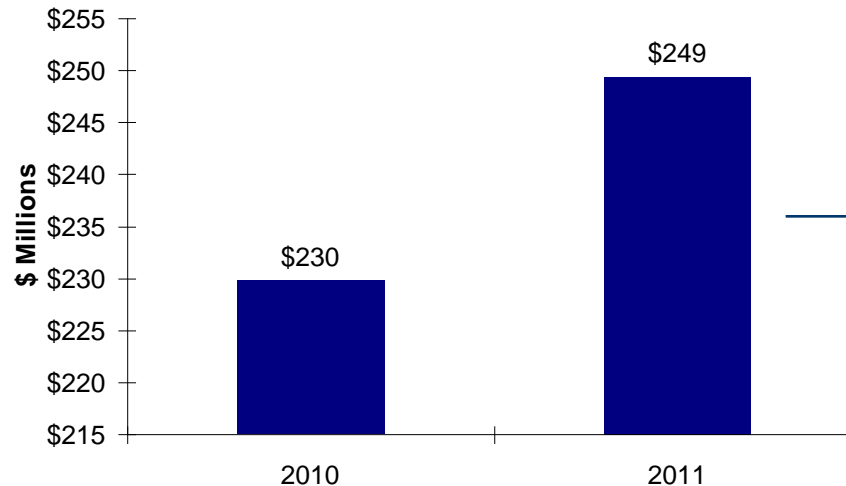


Roosevelt County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$2.4	\$1.6	\$0.8	\$4.9

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
2011	\$46.1	\$52.6	\$50.0	\$33.4	\$46.6	\$20.6	\$249.4	8.5%
2010	\$44.0	\$49.7	\$47.4	\$34.1	\$36.3	\$18.2	\$229.8	

Visitor Spending

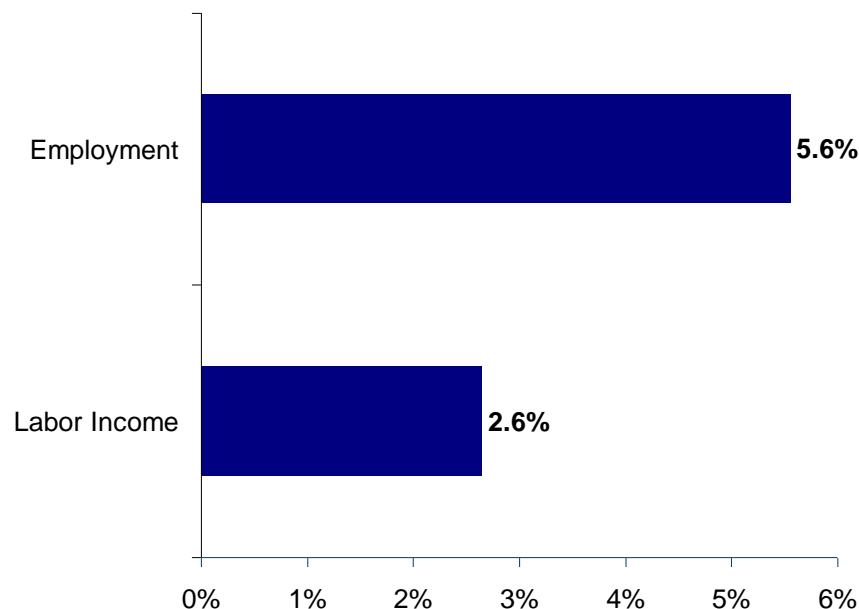


San Juan County, Tourism Impact

San Juan County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	2,684	3,880	8.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$55.3	\$97.9

Tourism Share of County Economy

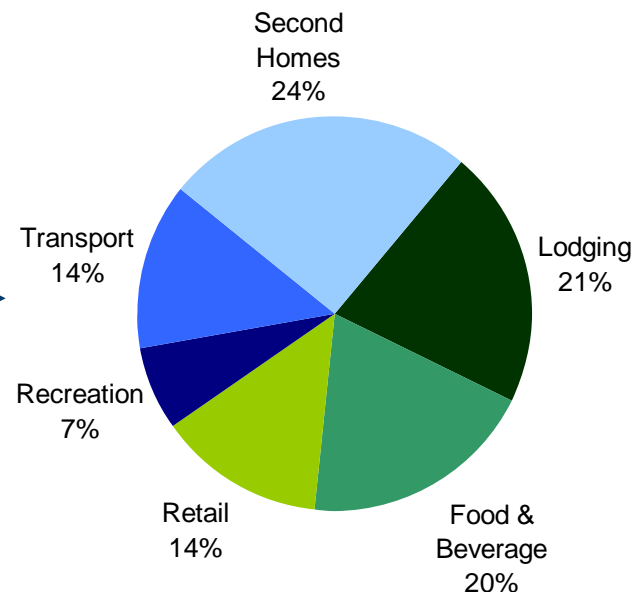
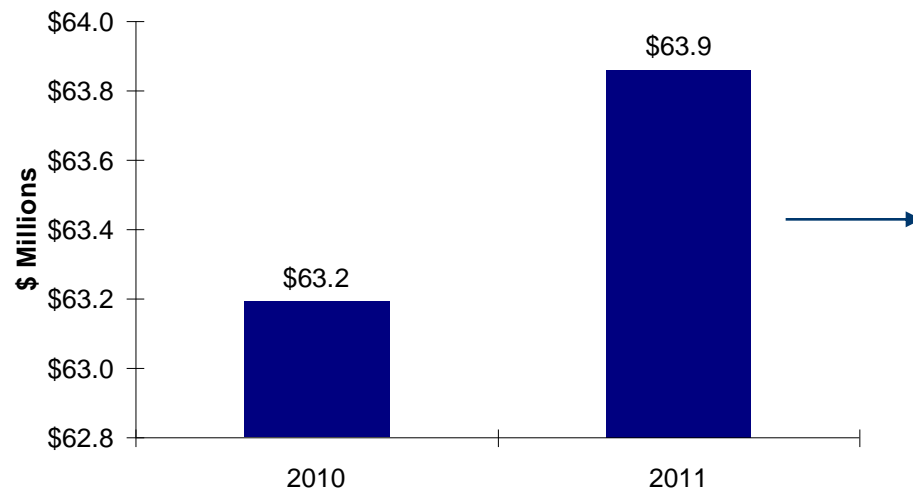


San Juan County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$26.8	\$17.8	\$8.8	\$53.4

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
2011	\$13.5	\$12.5	\$8.7	\$4.4	\$8.7	\$16.1	\$63.9	1.1%
2010	\$13.7	\$12.3	\$8.6	\$4.5	\$7.2	\$16.9	\$63.2	

Visitor Spending

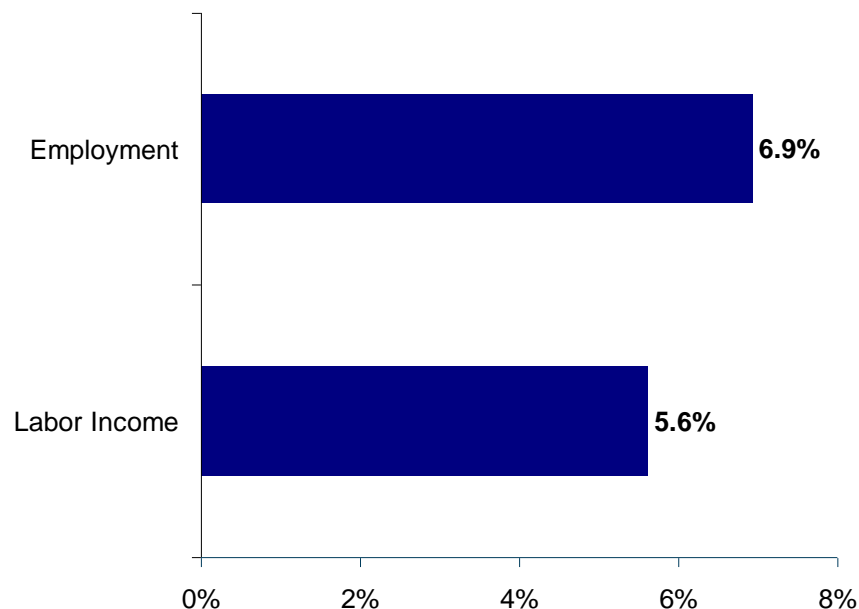


San Miguel County, Tourism Impact

San Miguel County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	554	712	8.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$13.4	\$19.0

Tourism Share of County Economy

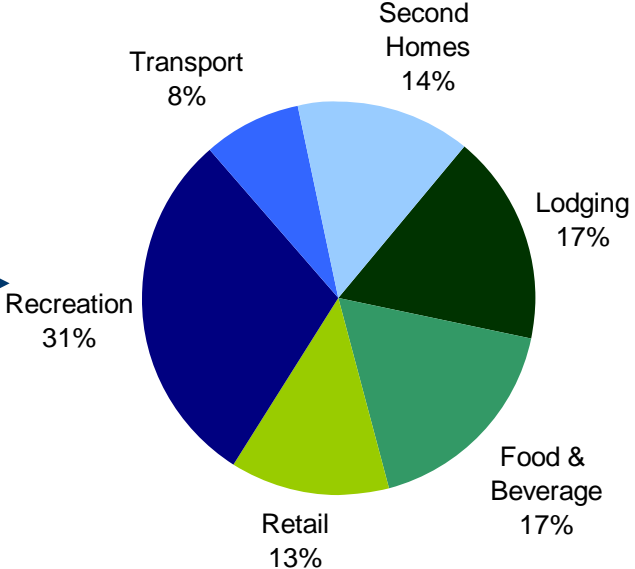
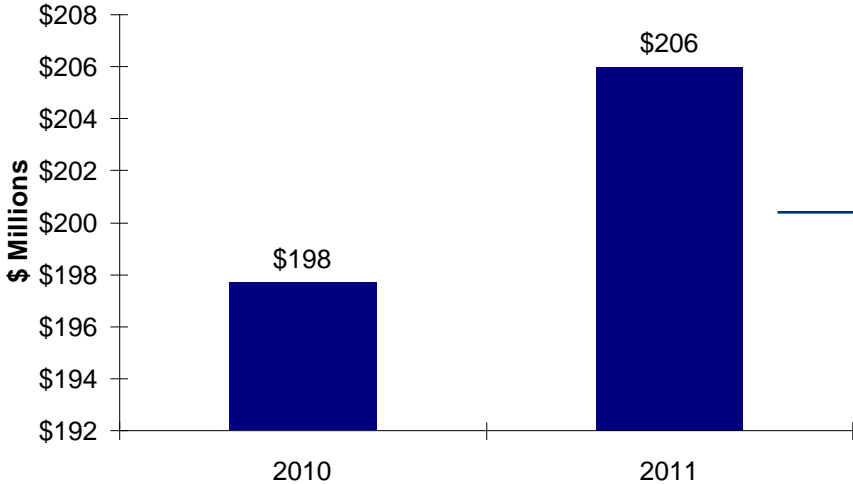


San Miguel County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$5.8	\$3.7	\$1.7	\$11.2

Sandoval County, Visitor Spending by Industry

Sandoval County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$35.6	\$35.9	\$27.1	\$60.9	\$16.8	\$29.6	\$206.0	4.2%
2010	\$36.8	\$35.1	\$26.7	\$60.0	\$14.3	\$24.8	\$197.7	

Visitor Spending

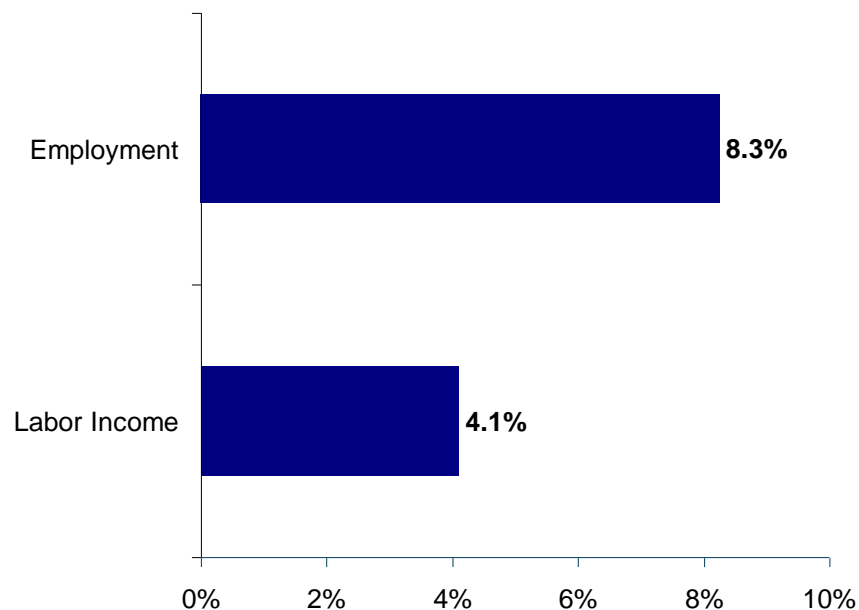


Sandoval County, Tourism Impact

Sandoval County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	2,414	3,039	10.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$51.8	\$74.0

Tourism Share of County Economy

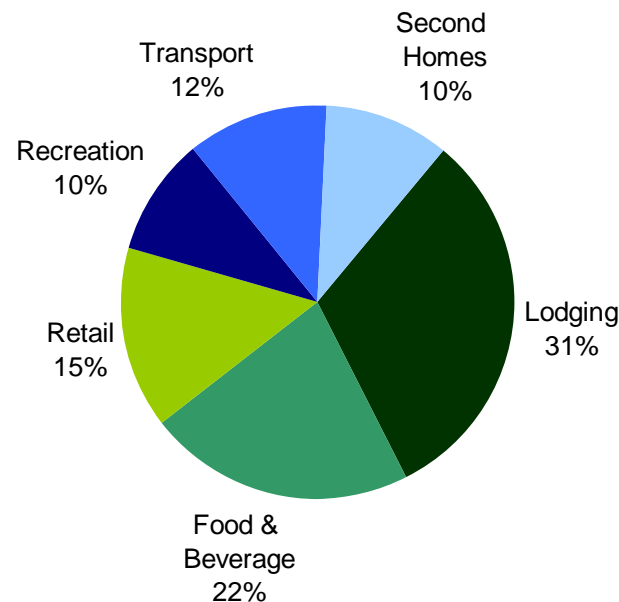
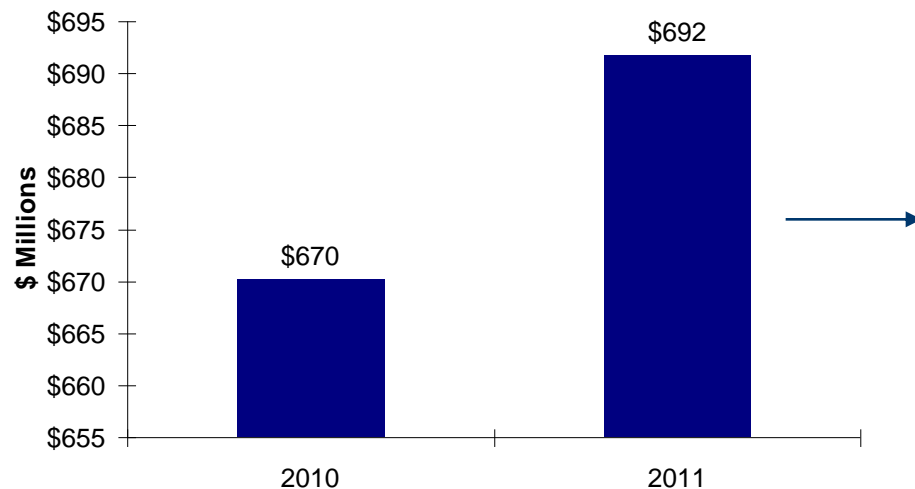


Sandoval County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$22.4	\$13.8	\$6.3	\$42.5

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
2011	\$217.6	\$151.2	\$104.0	\$67.9	\$80.7	\$70.3	\$691.7	3.2%
2010	\$216.8	\$146.1	\$101.5	\$70.2	\$69.8	\$65.7	\$670.2	

Visitor Spending

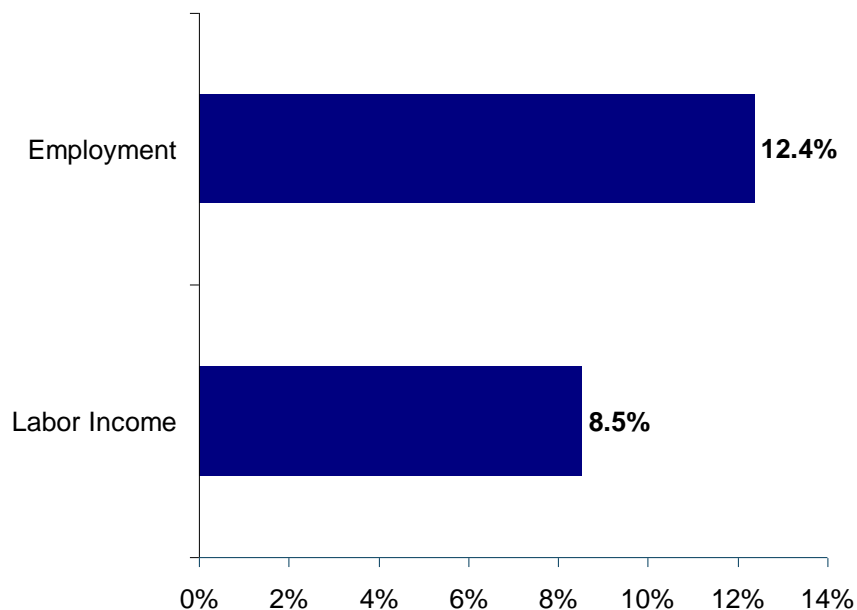


Santa Fe County, Tourism Impact

Santa Fe County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	7,487	9,426	15.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$208.7	\$277.8

Tourism Share of County Economy

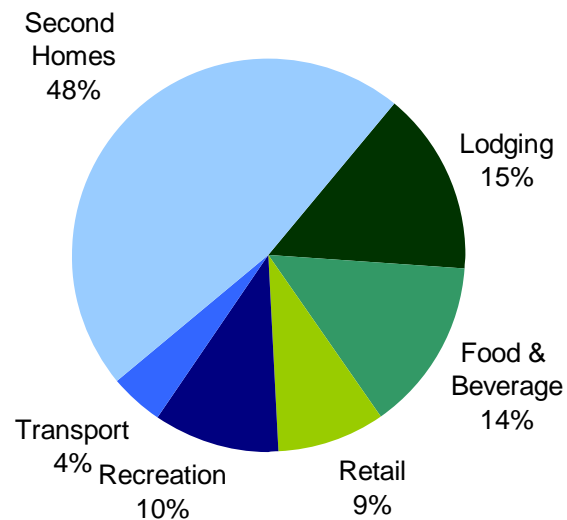
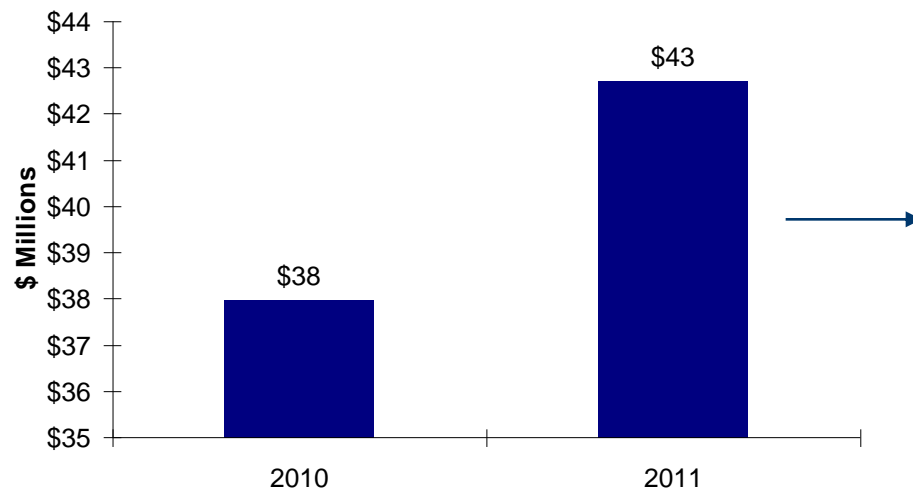


Santa Fe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$86.1	\$49.9	\$23.1	\$159.2

Sierra County, Visitor Spending by Industry

Sierra County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$6.4	\$6.1	\$3.8	\$4.4	\$1.9	\$20.2	\$42.7	12.5%
2010	\$6.2	\$5.9	\$3.7	\$4.2	\$1.1	\$16.8	\$38.0	

Visitor Spending

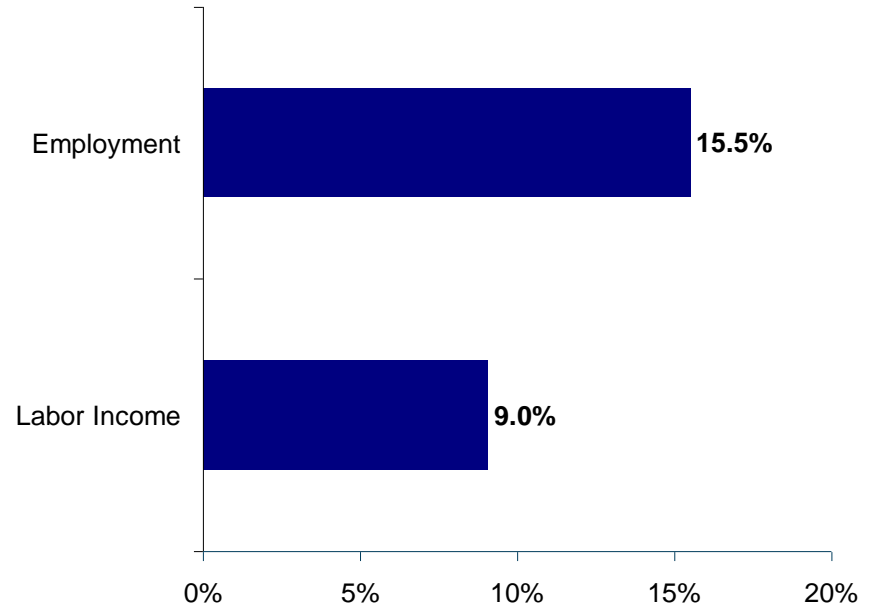


Sierra County, Tourism Impact

Sierra County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	494	548	17.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$8.0	\$9.9

Tourism Share of County Economy

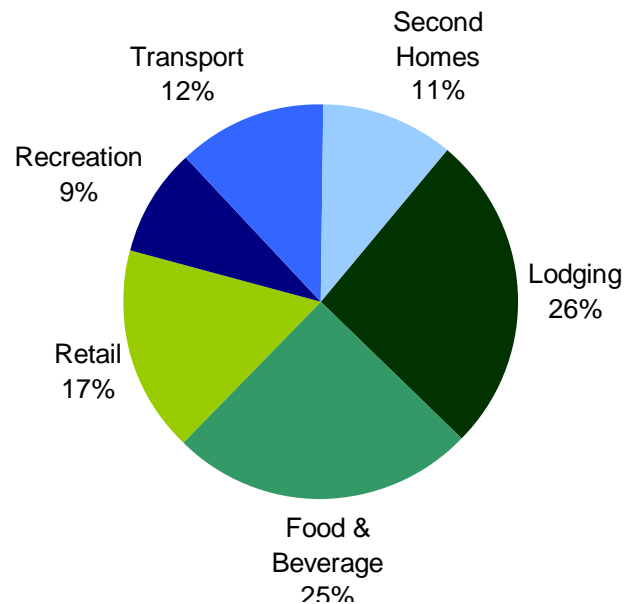
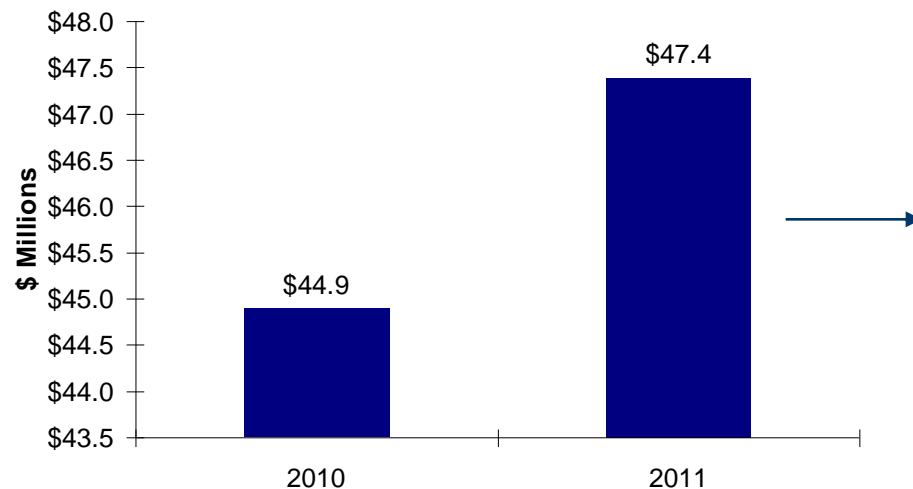


Sierra County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$3.2	\$1.8	\$0.9	\$5.9

Socorro County, Visitor Spending by Industry

Socorro County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$12.4	\$11.8	\$8.1	\$4.2	\$5.8	\$5.1	\$47.4	5.5%
2010	\$12.4	\$11.8	\$8.1	\$4.4	\$4.9	\$3.3	\$44.9	

Visitor Spending

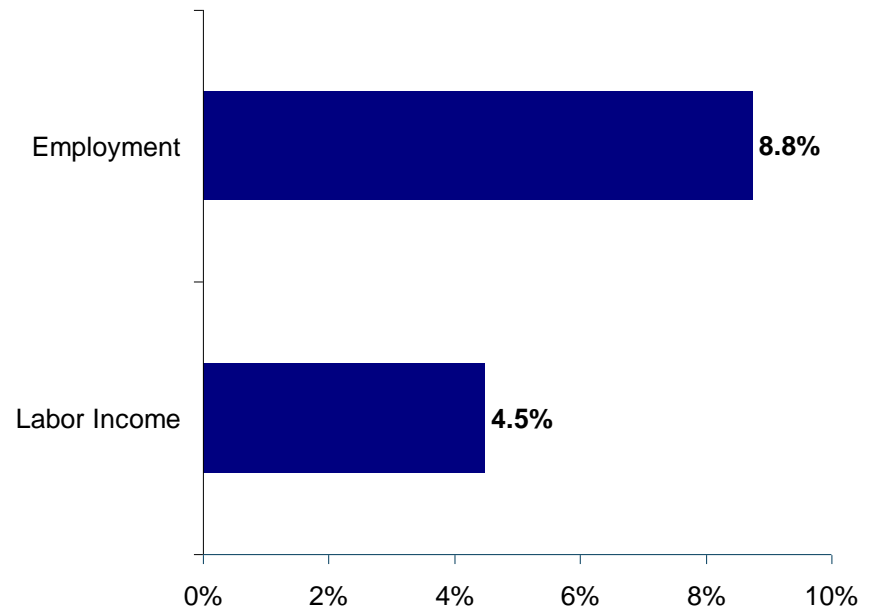


Socorro County, Tourism Impact

Socorro County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	468	547	10.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$8.2	\$11.0

Tourism Share of County Economy

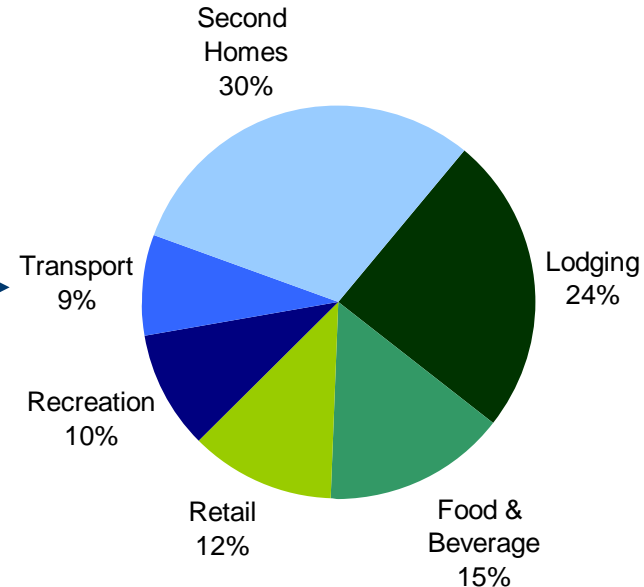
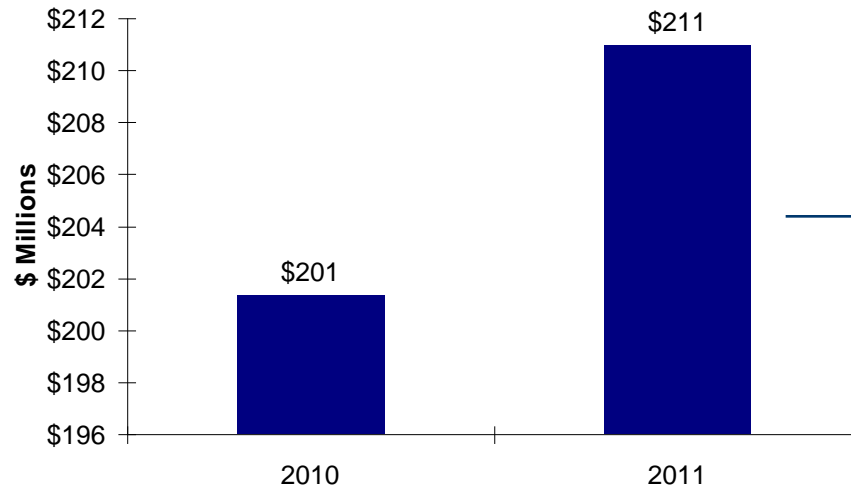


Socorro County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$3.8	\$2.8	\$1.1	\$7.7

Taos County, Visitor Spending by Industry

Taos County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$51.4	\$32.1	\$24.9	\$20.3	\$18.0	\$64.3	\$210.9	4.8%
2010	\$53.0	\$32.2	\$25.2	\$20.6	\$15.2	\$55.2	\$201.4	

Visitor Spending

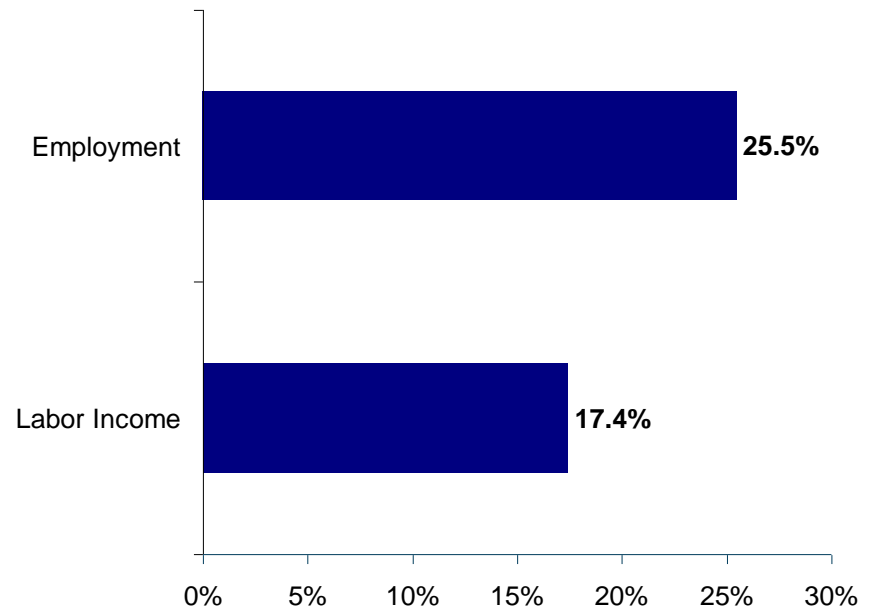


Taos County, Tourism Impact

Taos County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	2,625	2,860	27.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$52.6	\$61.0

Tourism Share of County Economy

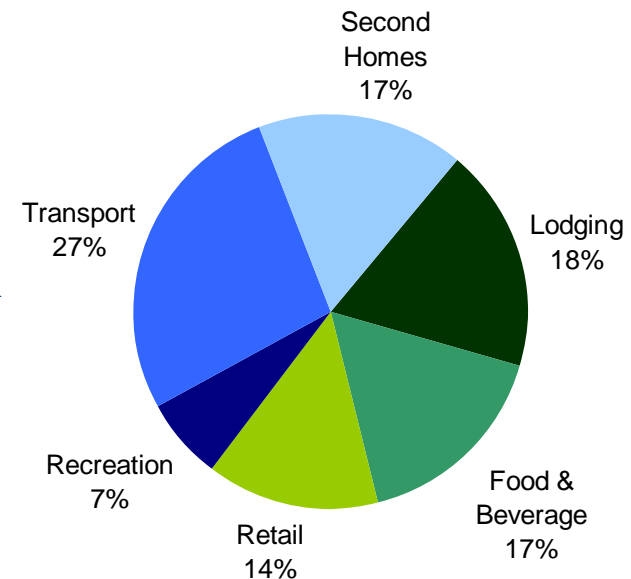
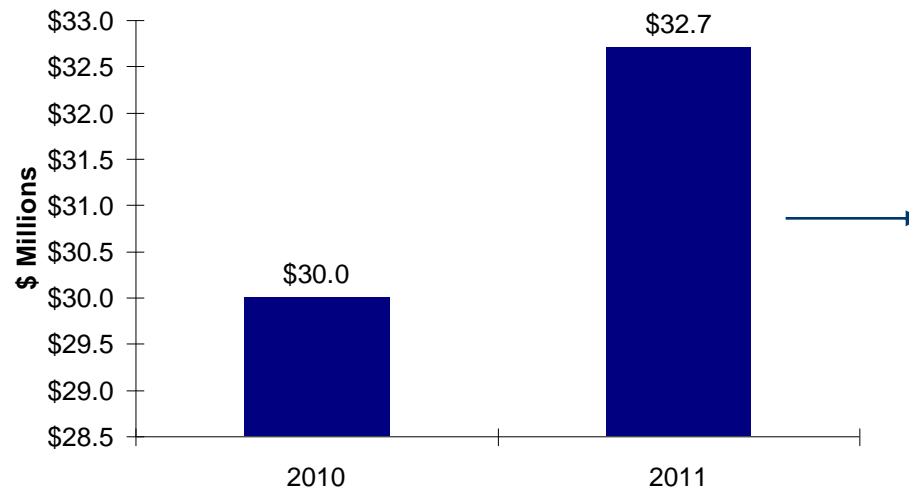


Taos County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$20.6	\$11.7	\$5.1	\$37.3

Torrance County, Visitor Spending by Industry

Torrance County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$6.0	\$5.4	\$4.6	\$2.2	\$8.9	\$5.6	\$32.7	9.0%
2010	\$6.1	\$5.4	\$4.5	\$2.2	\$6.9	\$4.8	\$30.0	

Visitor Spending

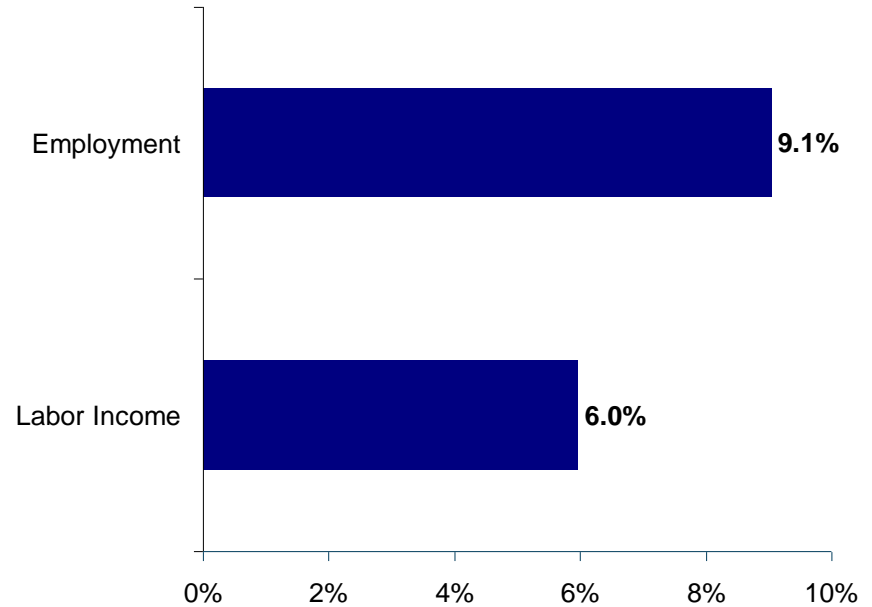


Torrance County, Tourism Impact

Torrance County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	278	331	10.8%

Torrance County		
Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$5.3	\$7.2

Tourism Share of County Economy

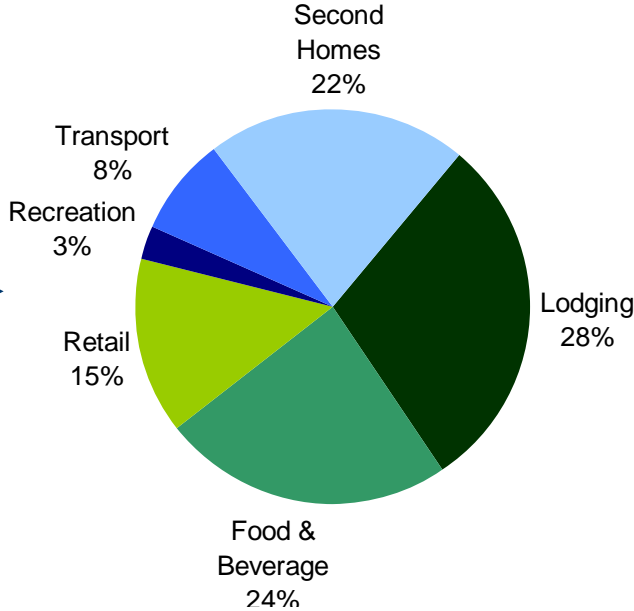
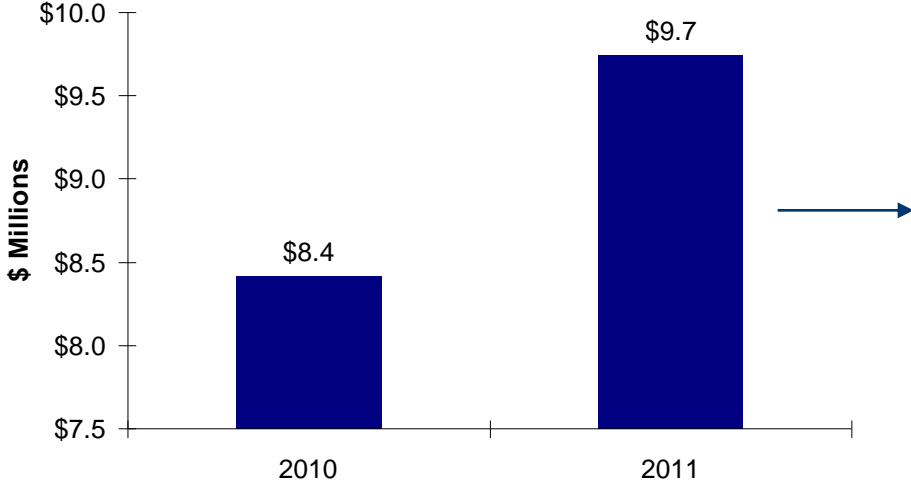


Torrance County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$2.5	\$1.8	\$0.6	\$4.9

Union County, Visitor Spending by Industry

Union County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$2.9	\$2.3	\$1.4	\$0.3	\$0.8	\$2.1	\$9.7	15.8%
2010	\$2.4	\$2.1	\$1.1	\$0.3	\$0.5	\$2.0	\$8.4	

Visitor Spending

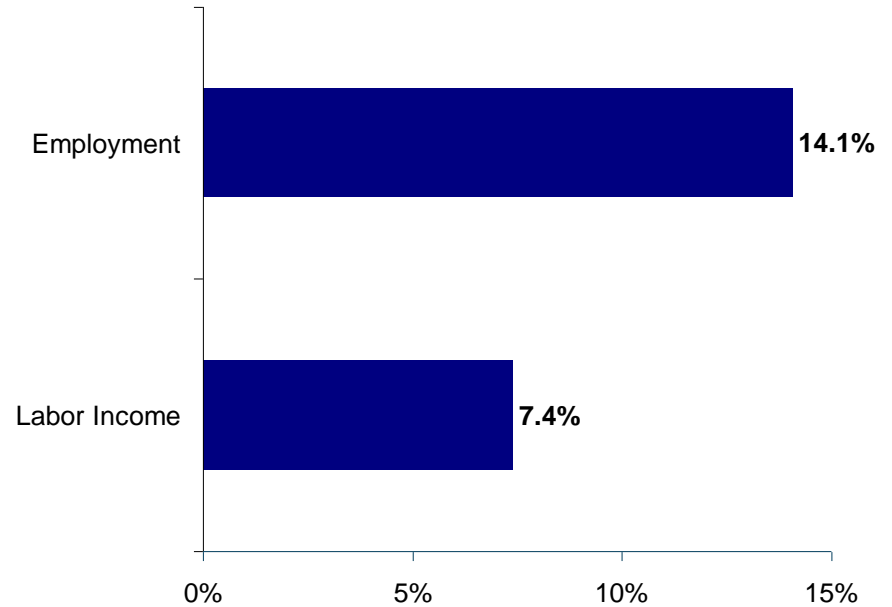


Union County, Tourism Impact

Union County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	181	216	16.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$2.7	\$4.0

Tourism Share of County Economy

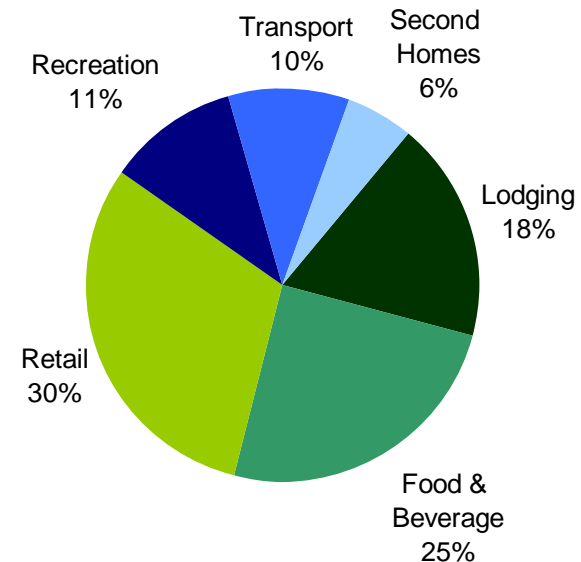
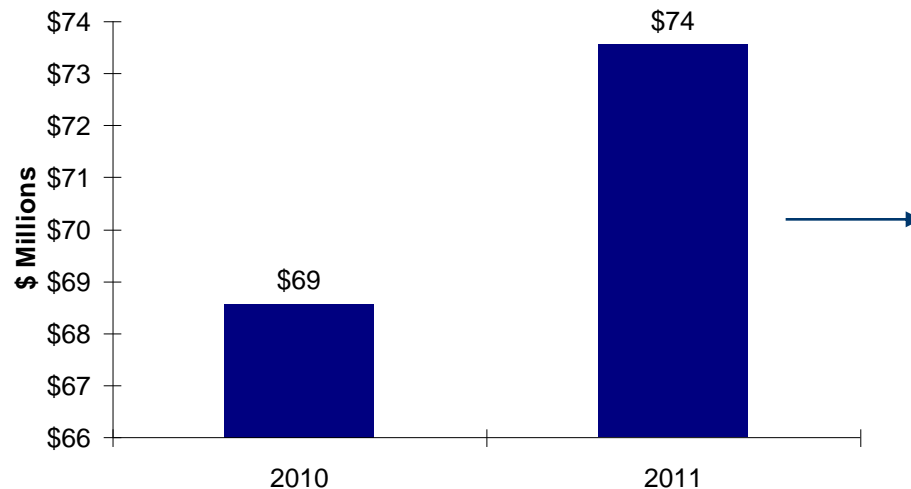


Union County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$1.2	\$0.7	\$0.3	\$2.1

Valencia County, Visitor Spending by Industry

Valencia County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2011	\$13.3	\$18.1	\$22.7	\$7.9	\$7.4	\$4.1	\$73.6	7.3%
2010	\$12.9	\$17.4	\$21.6	\$7.3	\$5.6	\$3.7	\$68.6	

Visitor Spending

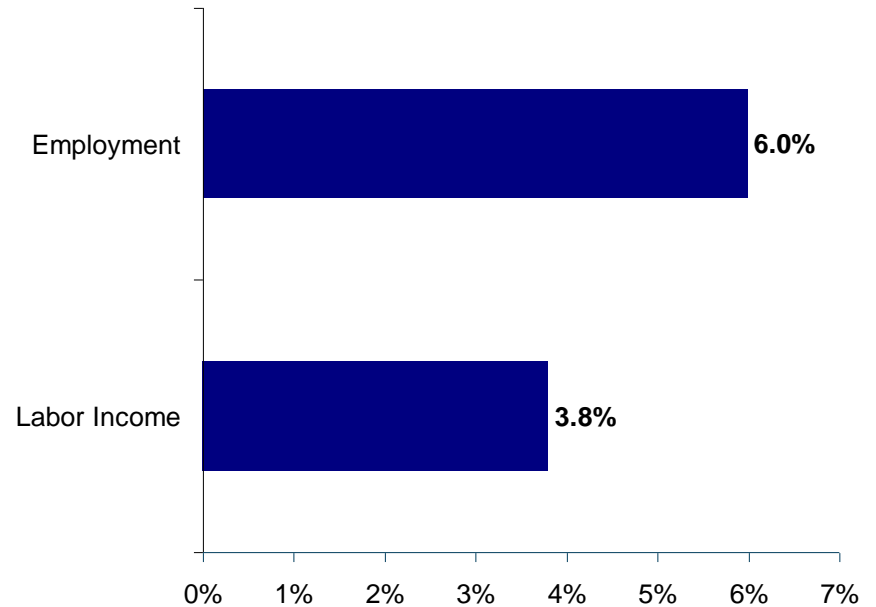


Valencia County, Tourism Impact

Valencia County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2011	866	1,145	7.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2011	\$15.5	\$25.4

Tourism Share of County Economy



Valencia County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2011	\$7.4	\$5.1	\$2.4	\$14.9

METHODOLOGY AND BACKGROUND

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: OTTI, 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.



TOURISM ECONOMICS

AN OXFORD ECONOMICS COMPANY

For more information:

info@tourismeconomics.com