

# Appendix A: New Mexico Regions



## Northwest Counties

McKinley, San Juan, Valencia

## Northcentral Counties

Los Alamos, Rio Arriba, Santa Fe, Taos

## Northeast Counties\*

Colfax, Guadalupe, Harding, Mora, Quay, San Miguel, Union

## Central Counties

Bernalillo, Cibola, Sandoval, Torrance

## Southwest Counties

Catron, Dona Ana, Grant, Hidalgo, Luna, Sierra, Socorro

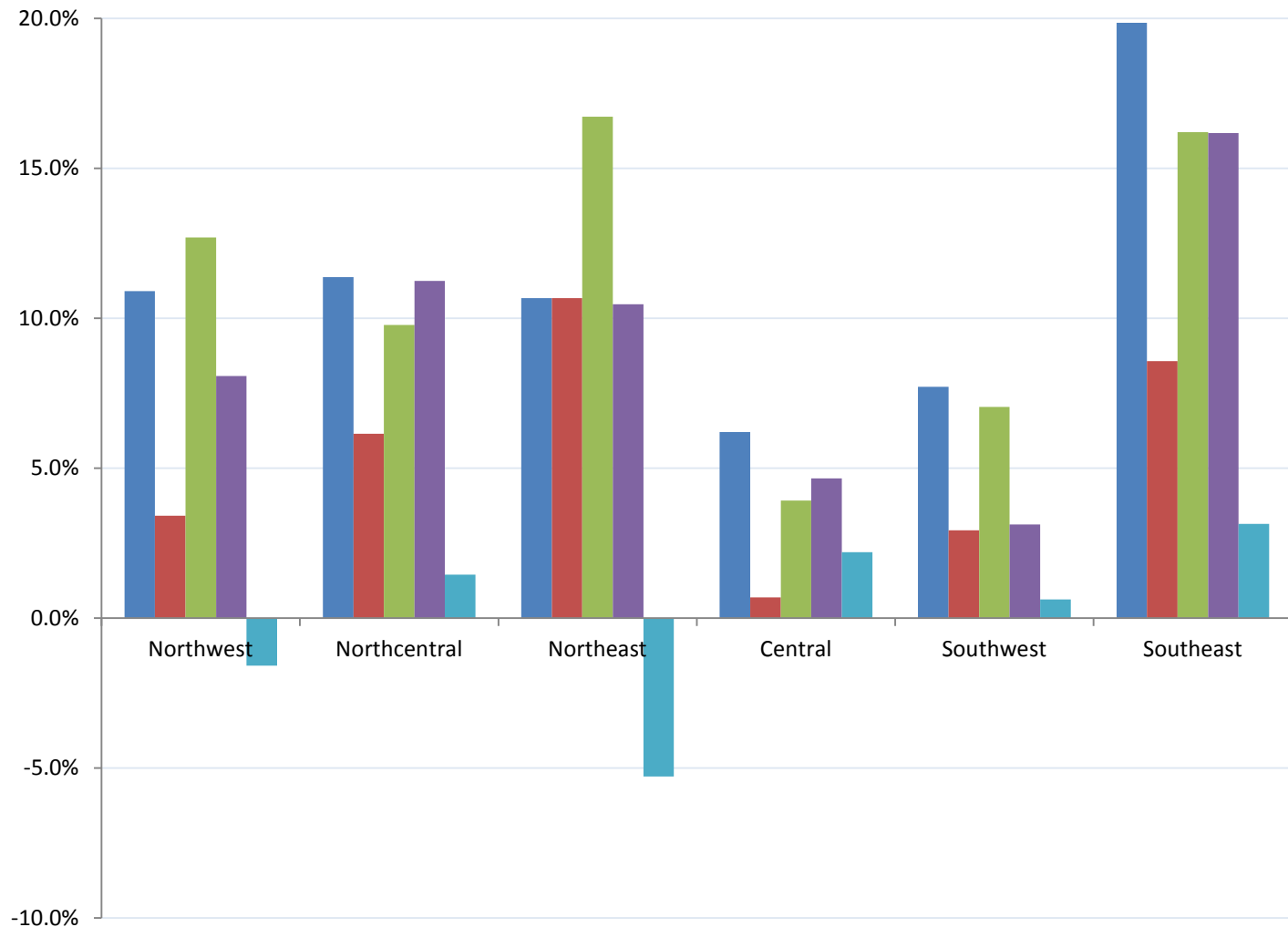
## Southeast Counties

Chaves, Curry, DeBaca, Eddy, Lea, Lincoln, Otero, Roosevelt

\*This analysis utilizes county level data, so Angel Fire is included in the Northeast region

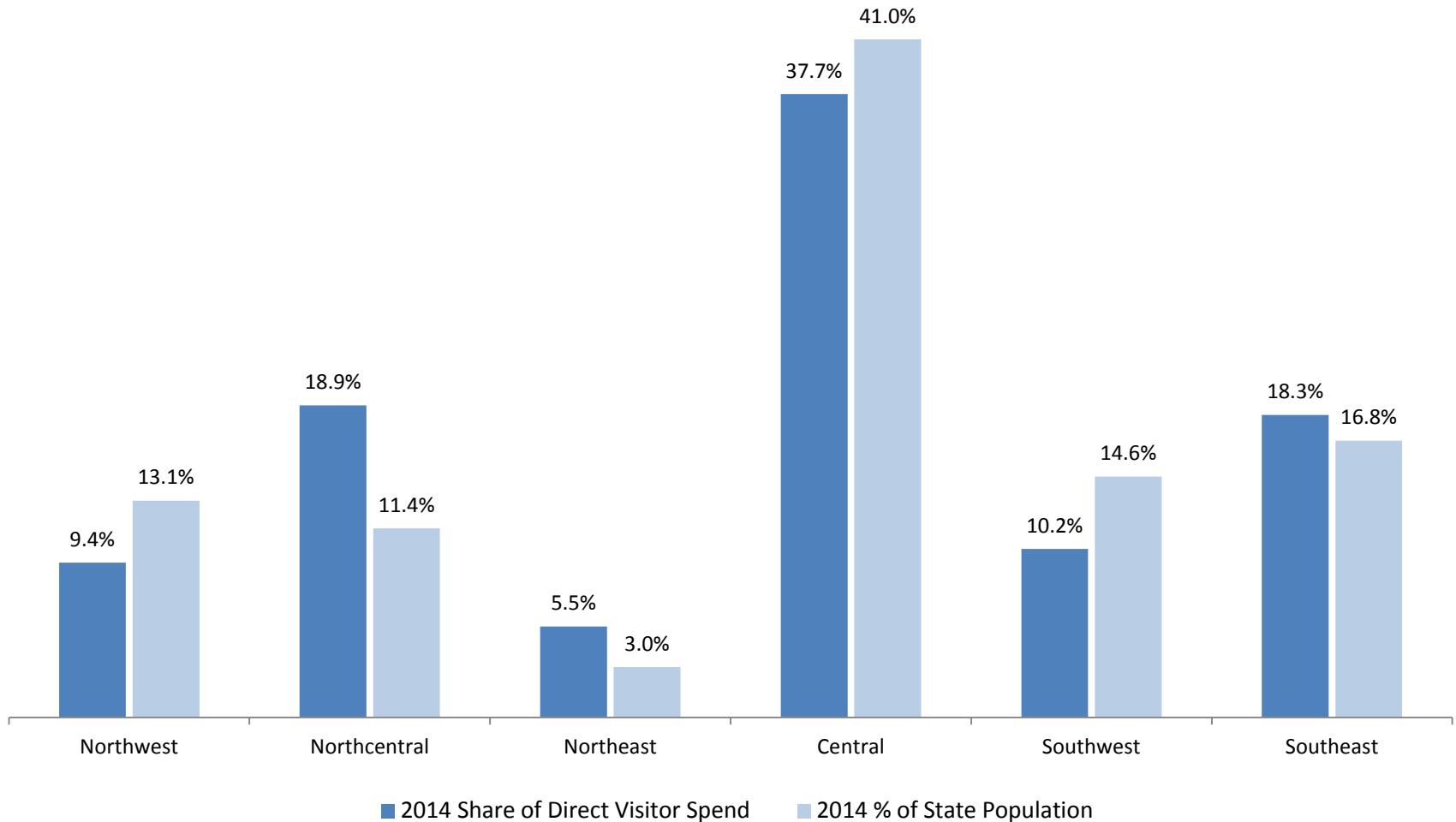
# Regions: Key Metrics

(% change since the  
2011 Economic Impact  
Regional Analysis)

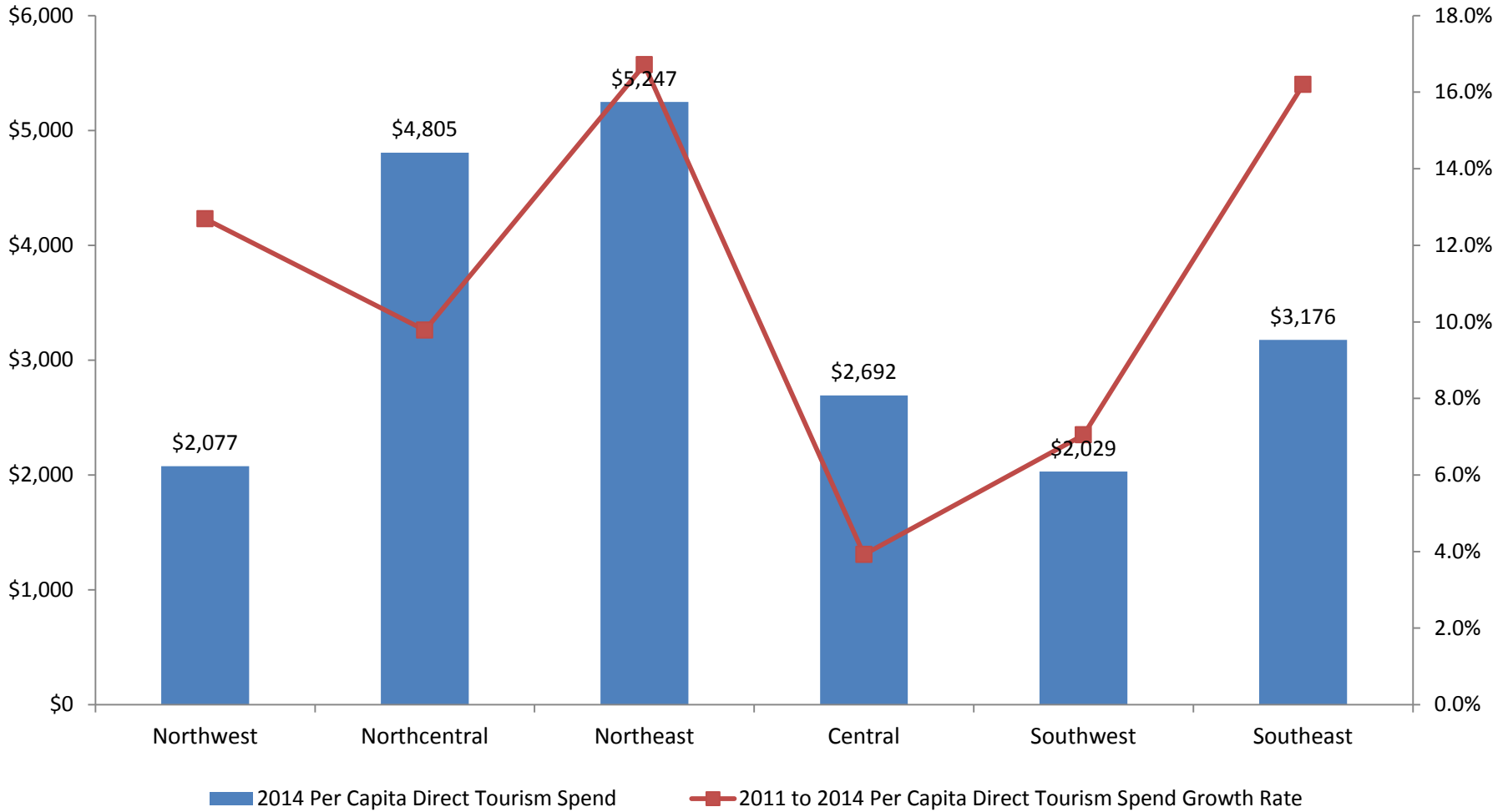


- 2011 to 2014 Direct Visitor Spend Growth Rate
- 2011 to 2014 Direct Employment Growth Rate
- 2011 to 2014 Per Capita Direct Tourism Spend Growth Rate
- 2011 to 2014 Growth in Tourism Tax Receipts
- 2010 to 2014 Population Change

# 2014 Share of Tourism Direct Spend and % of New Mexico's Population by Region



# 2014 Per Capita Direct Tourism Spend by Region & Percent Growth 2011-14



State Average = \$2,915 Up 8.9% from 2011