



Economic Impact of Tourism in New Mexico, 2016

Northeast Region
November 2017



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

County Results



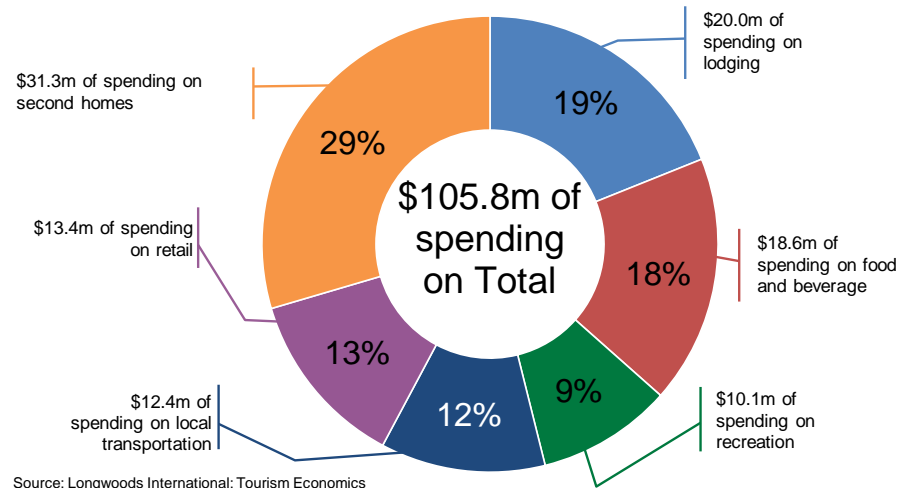
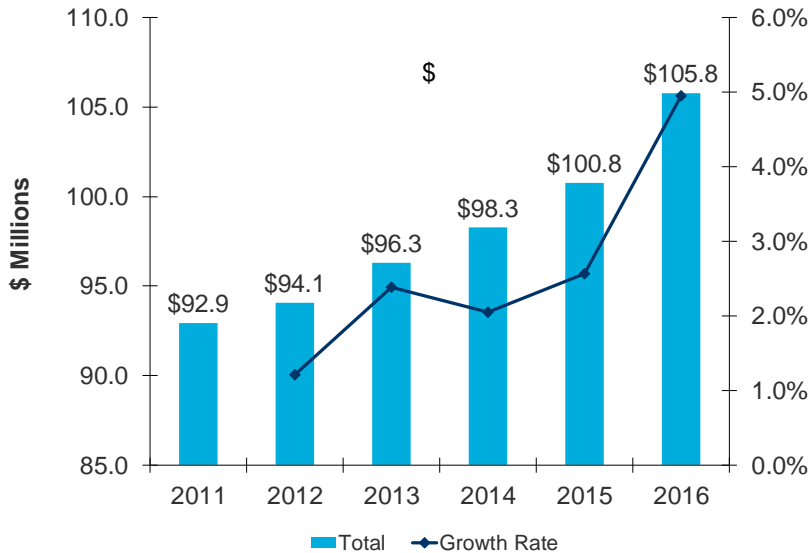
TOURISM
ECONOMICS

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Colfax County, Visitor Spending by Industry

Colfax County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$20.0	\$18.6	\$13.4	\$10.1	\$12.4	\$31.3	\$105.8	5.0%
2015	\$18.8	\$17.6	\$12.9	\$9.3	\$12.4	\$29.7	\$100.8	2.6%
2014	\$17.6	\$16.5	\$12.2	\$9.7	\$13.1	\$29.2	\$98.3	2.0%
2013	\$17.3	\$17.0	\$11.6	\$9.3	\$12.6	\$28.6	\$96.3	2.4%
2012	\$16.4	\$16.5	\$11.1	\$9.2	\$12.9	\$28.0	\$94.1	1.2%
2011	\$17.2	\$17.3	\$9.9	\$9.4	\$12.9	\$26.2	\$92.9	

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



Source: Longwoods International; Tourism Economics

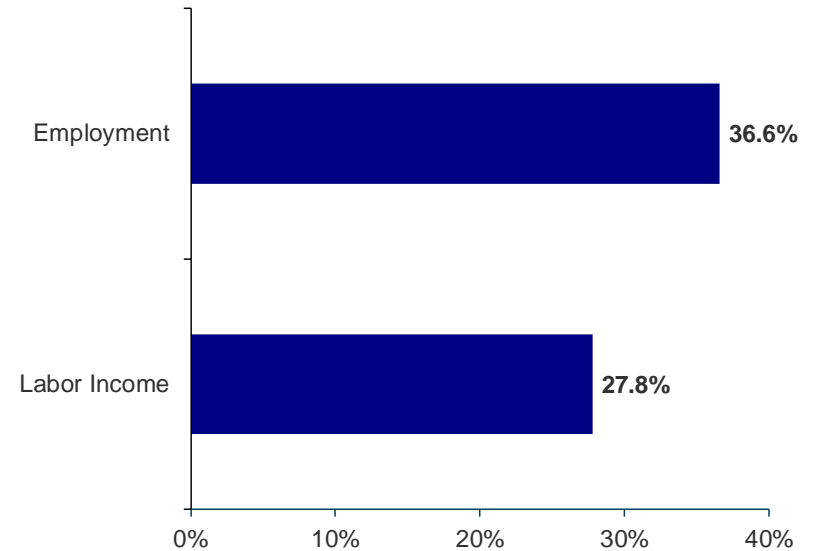
Colfax County, Tourism Impact

Colfax County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	1,758	1,890	37.0%
2015	1,687	1,743	34.1%
2014	1,702	1,821	36.0%
2013	1,684	1,809	36.6%
2012	1,565	1,692	33.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$40.5	\$45.6
2015	\$39.0	\$41.1
2014	\$36.2	\$40.6
2013	\$33.0	\$37.5
2012	\$32.8	\$37.4

Colfax County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$14.3	\$6.9	\$3.4	\$24.6
2015	\$14.0	\$6.6	\$3.2	\$23.8
2014	\$13.1	\$6.3	\$3.1	\$22.5
2011	\$11.5	\$5.9	\$2.8	\$20.2

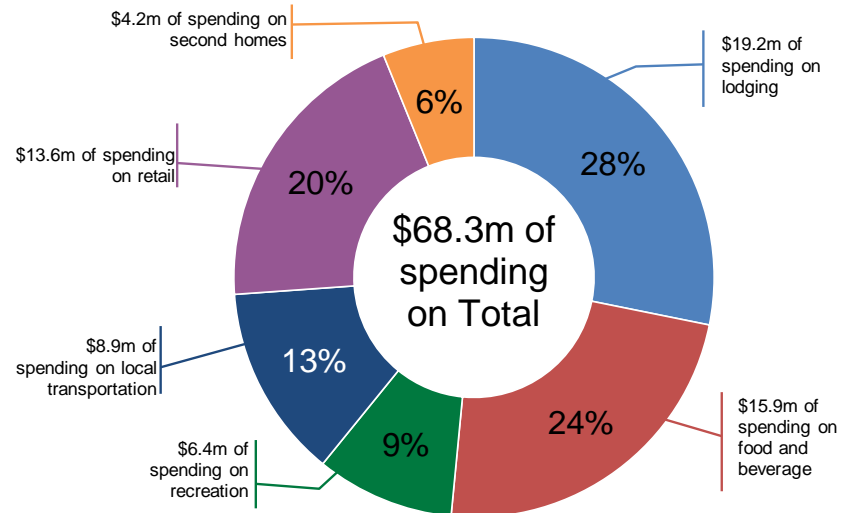
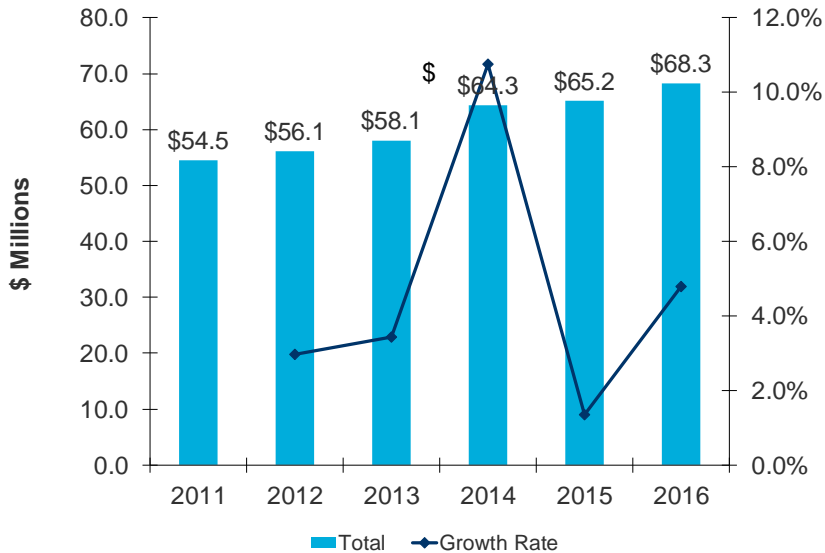
Tourism Share of County Economy



Guadalupe County, Visitor Spending by Industry

Guadalupe County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$19.2	\$15.9	\$13.6	\$6.4	\$8.9	\$4.2	\$68.3	4.8%
2015	\$18.4	\$15.3	\$13.1	\$5.9	\$8.6	\$3.9	\$65.2	1.4%
2014	\$18.0	\$15.2	\$13.1	\$5.9	\$8.8	\$3.2	\$64.3	10.7%
2013	\$17.1	\$11.8	\$12.4	\$6.1	\$8.4	\$2.3	\$58.1	3.4%
2012	\$16.2	\$11.7	\$11.9	\$5.9	\$8.7	\$1.7	\$56.1	3.0%
2011	\$15.8	\$11.8	\$11.2	\$5.9	\$8.4	\$1.4	\$54.5	

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



Source: Longwoods International; Tourism Economics

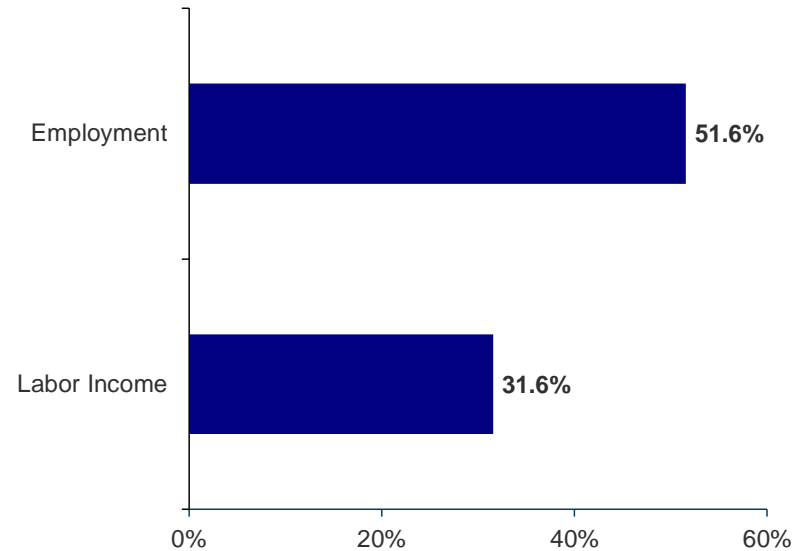
Guadalupe County, Tourism Impact

Guadalupe County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	813	855	64.6%
2015	763	782	59.1%
2014	723	766	58.4%
2013	627	671	52.5%
2012	588	632	49.4%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$14.6	\$16.3
2015	\$13.8	\$14.5
2014	\$12.6	\$14.2
2013	\$10.6	\$12.2
2012	\$10.2	\$11.8

Guadalupe County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$6.4	\$4.2	\$1.4	\$12.0
2015	\$5.8	\$4.0	\$1.3	\$11.1
2014	\$5.4	\$4.0	\$1.2	\$10.6
2011	\$4.5	\$3.4	\$1.0	\$8.9

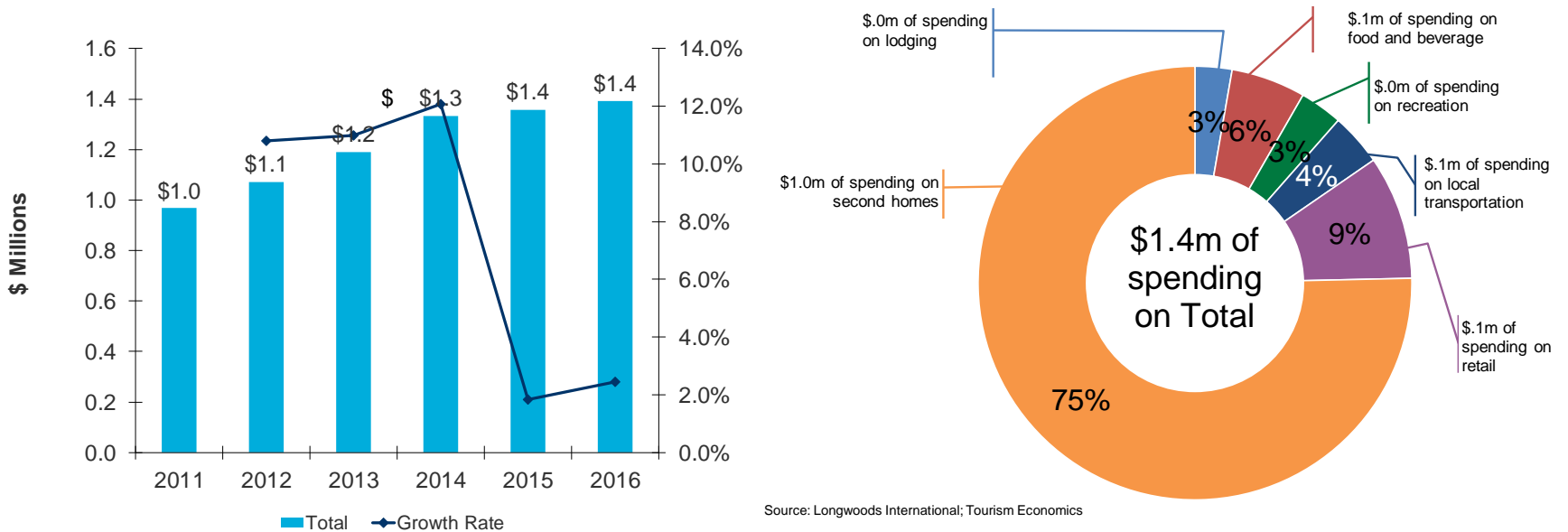
Tourism Share of County Economy



Harding County, Visitor Spending by Industry

Harding County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$1.0	\$1.4	2.5%
2015	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$1.0	\$1.4	1.8%
2014	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$1.0	\$1.3	12.1%
2013	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$0.8	\$1.2	11.0%
2012	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$0.7	\$1.1	10.8%
2011	\$0.0	\$0.1	\$0.1	\$0.0	\$0.1	\$0.6	\$1.0	

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



Source: Longwoods International; Tourism Economics

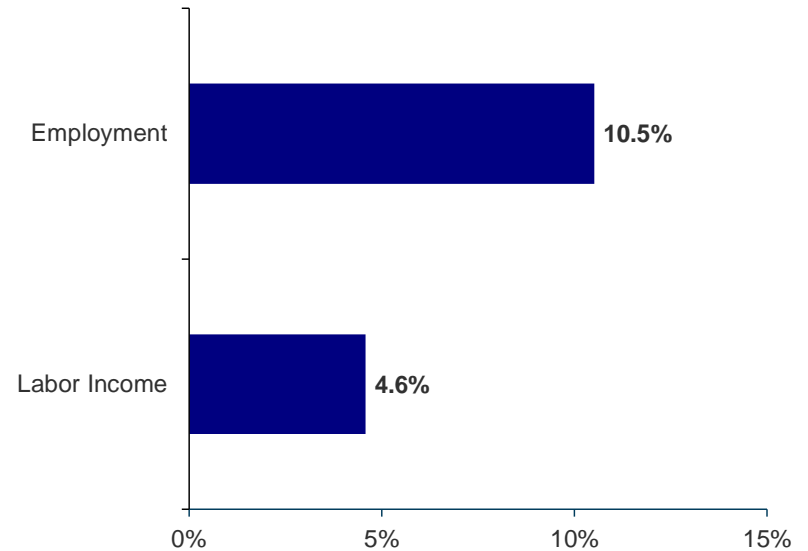
Harding County, Tourism Impact

Harding County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	16	19	9.6%
2015	16	19	9.2%
2014	16	21	12.6%
2013	15	19	10.7%
2012	13	16	9.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$0.2	\$0.3
2015	\$0.2	\$0.3
2014	\$0.2	\$0.4
2013	\$0.2	\$0.3
2012	\$0.2	\$0.3

Harding County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$0.1	\$0.0	\$0.0	\$0.2
2015	\$0.1	\$0.0	\$0.0	\$0.2
2014	\$0.1	\$0.0	\$0.0	\$0.2
2011	\$0.1	\$0.0	\$0.0	\$0.1

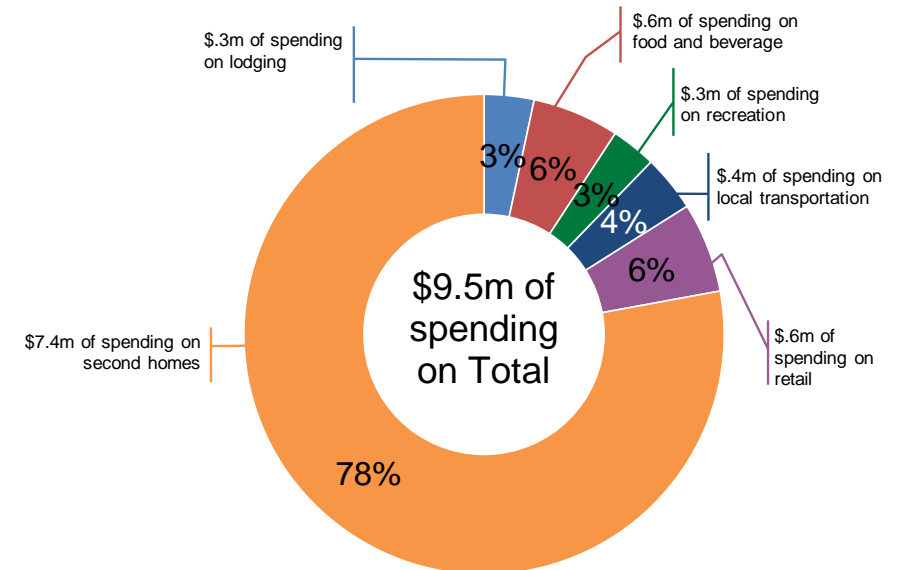
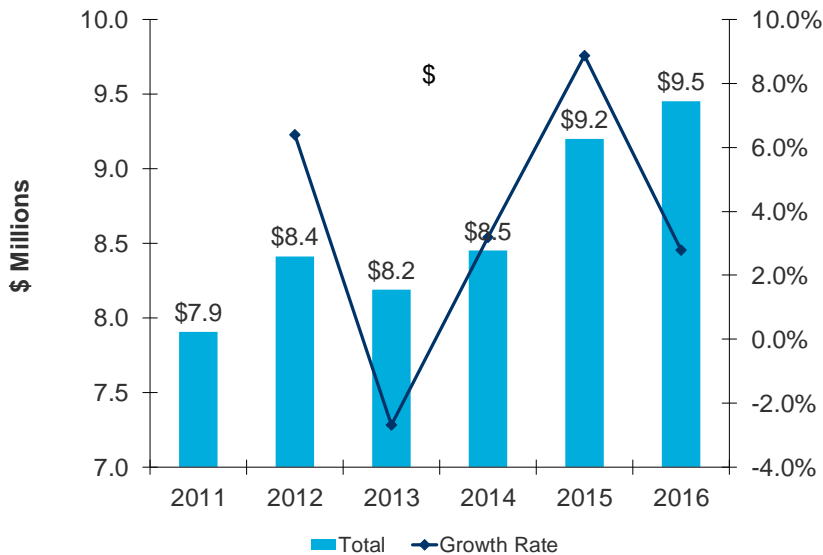
Tourism Share of County Economy



Mora County, Visitor Spending by Industry

Mora County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$0.3	\$0.6	\$0.6	\$0.3	\$0.4	\$7.4	\$9.5	2.8%
2015	\$0.3	\$0.5	\$0.6	\$0.3	\$0.4	\$7.1	\$9.2	8.9%
2014	\$0.3	\$0.5	\$0.6	\$0.3	\$0.4	\$6.4	\$8.5	3.2%
2013	\$0.1	\$0.4	\$0.5	\$0.3	\$0.3	\$6.6	\$8.2	-2.7%
2012	\$0.2	\$0.5	\$0.4	\$0.3	\$0.5	\$6.5	\$8.4	6.4%
2011	\$0.2	\$0.5	\$0.6	\$0.3	\$0.3	\$6.0	\$7.9	

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



Source: Longwoods International; Tourism Economics

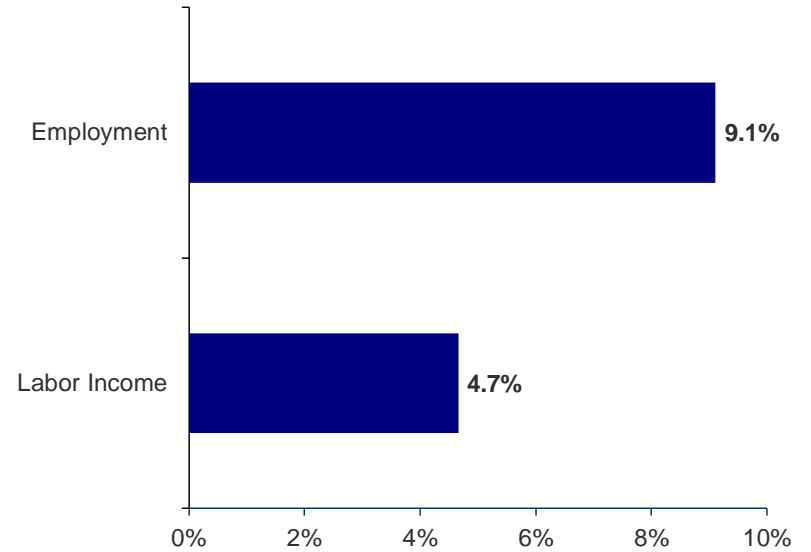
Mora County, Tourism Impact

Mora County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	64	70	10.1%
2015	68	71	10.3%
2014	63	70	10.4%
2013	57	63	8.8%
2012	70	76	10.8%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$1.0	\$1.2
2015	\$1.1	\$1.2
2014	\$1.0	\$1.2
2013	\$0.9	\$1.1
2012	\$1.1	\$1.3

Mora County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$0.4	\$0.2	\$0.1	\$0.6
2015	\$0.4	\$0.2	\$0.1	\$0.7
2014	\$0.4	\$0.2	\$0.1	\$0.6
2011	\$0.4	\$0.2	\$0.1	\$0.7

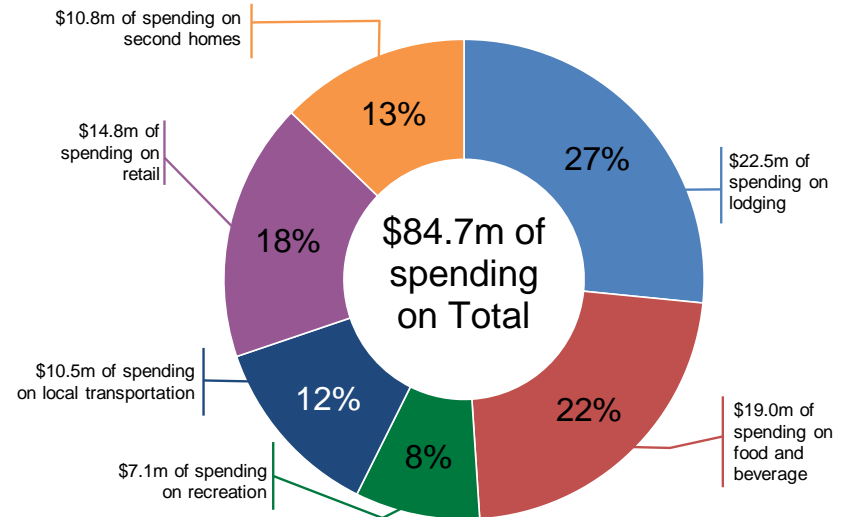
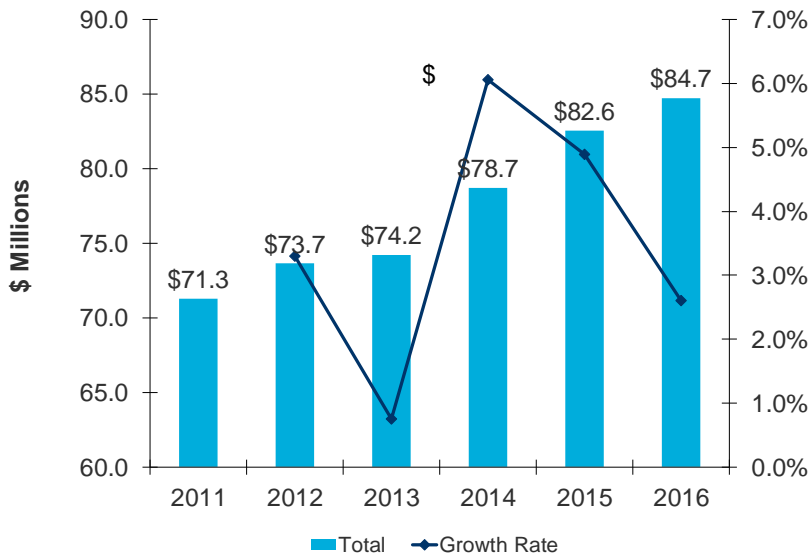
Tourism Share of County Economy



Quay County, Visitor Spending by Industry

Quay County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$22.5	\$19.0	\$14.8	\$7.1	\$10.5	\$10.8	\$84.7	2.6%
2015	\$22.0	\$18.5	\$14.7	\$6.8	\$10.5	\$10.1	\$82.6	4.9%
2014	\$20.1	\$17.9	\$13.9	\$6.3	\$10.6	\$9.9	\$78.7	6.1%
2013	\$18.8	\$17.4	\$12.7	\$6.4	\$10.2	\$8.8	\$74.2	0.8%
2012	\$18.0	\$17.9	\$12.9	\$6.3	\$10.4	\$8.3	\$73.7	3.3%
2011	\$17.6	\$17.3	\$11.9	\$6.3	\$10.9	\$7.4	\$71.3	

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



Source: Longwoods International; Tourism Economics

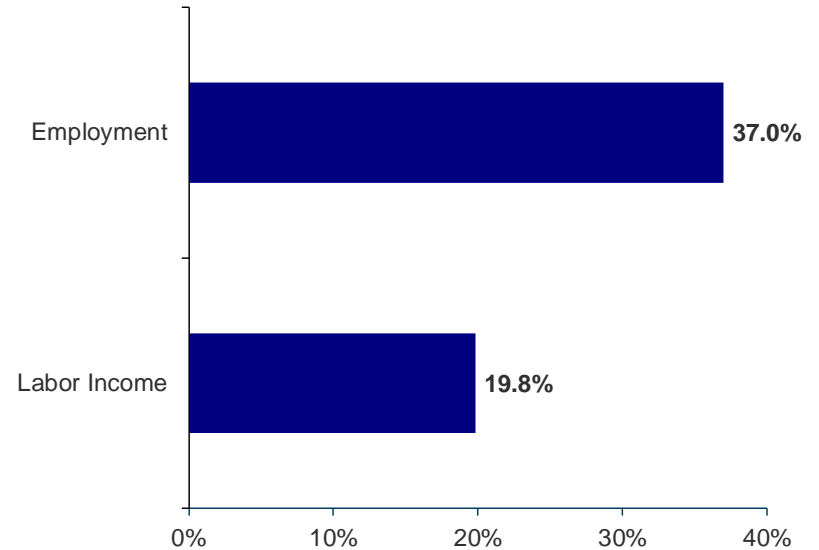
Quay County, Tourism Impact

Quay County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	931	967	36.4%
2015	894	923	34.8%
2014	852	919	35.0%
2013	926	992	37.3%
2012	907	983	37.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$15.3	\$16.6
2015	\$14.1	\$15.2
2014	\$13.5	\$16.0
2013	\$14.4	\$16.9
2012	\$14.2	\$17.0

Quay County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$6.9	\$4.7	\$1.4	\$13.0
2015	\$6.2	\$4.6	\$1.4	\$12.2
2014	\$6.0	\$4.4	\$1.4	\$11.8
2011	\$5.6	\$4.2	\$1.5	\$11.2

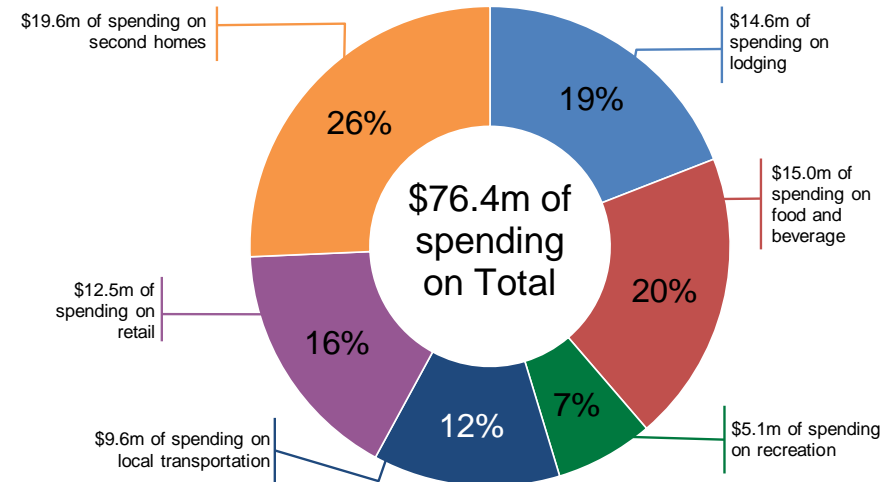
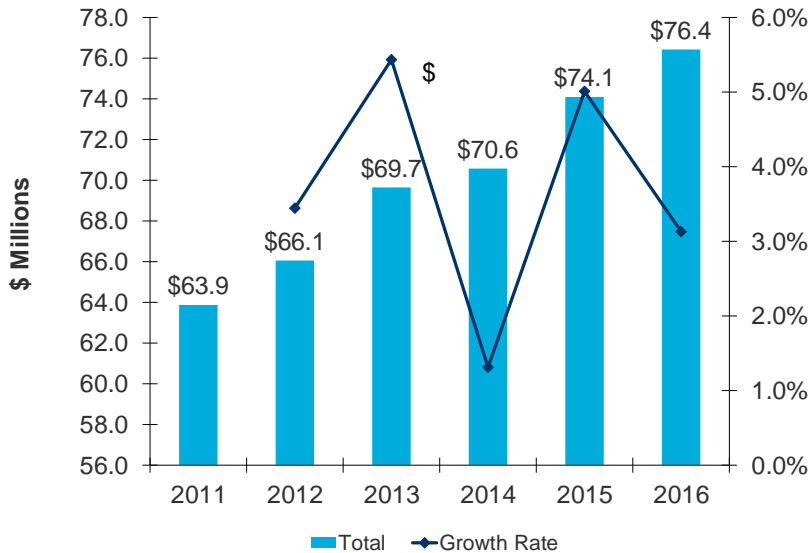
Tourism Share of County Economy



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
2016	\$14.6	\$15.0	\$12.5	\$5.1	\$9.6	\$19.6	\$76.4	3.1%
2015	\$14.0	\$14.3	\$12.3	\$4.8	\$9.6	\$19.1	\$74.1	5.0%
2014	\$12.6	\$13.5	\$11.7	\$4.4	\$9.5	\$18.9	\$70.6	1.3%
2013	\$12.6	\$14.3	\$11.0	\$4.7	\$8.9	\$18.1	\$69.7	5.4%
2012	\$11.4	\$13.5	\$10.5	\$4.4	\$8.8	\$17.5	\$66.1	3.4%
2011	\$12.0	\$14.0	\$8.7	\$4.4	\$8.7	\$16.1	\$63.9	

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



Source: Longwoods International; Tourism Economics

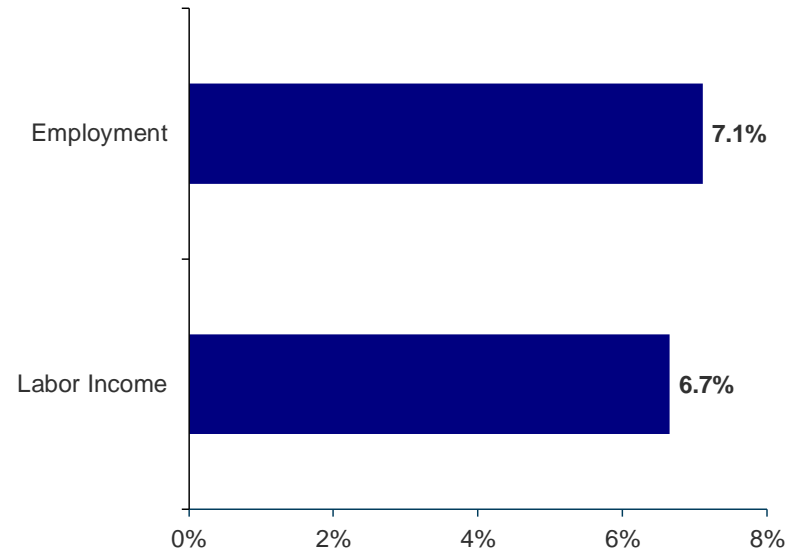
San Miguel County, Tourism Impact

San Miguel County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	583	681	8.3%
2015	553	654	8.0%
2014	544	678	8.3%
2013	554	691	8.6%
2012	551	688	8.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$16.5	\$20.2
2015	\$15.2	\$19.1
2014	\$15.0	\$20.0
2013	\$15.2	\$20.2
2012	\$14.2	\$19.3

San Miguel County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$6.8	\$4.2	\$1.8	\$12.8
2015	\$6.4	\$4.1	\$1.7	\$12.2
2014	\$6.3	\$3.9	\$1.7	\$12.0
2011	\$5.8	\$3.7	\$1.7	\$11.2

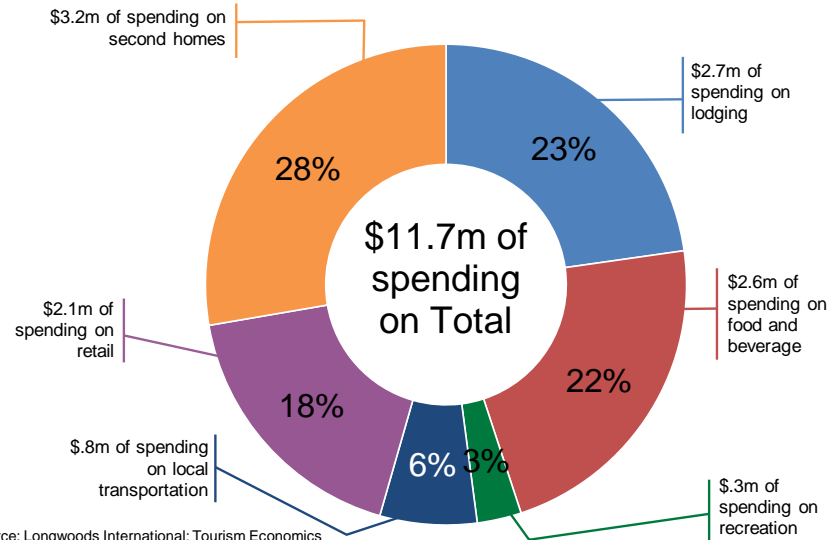
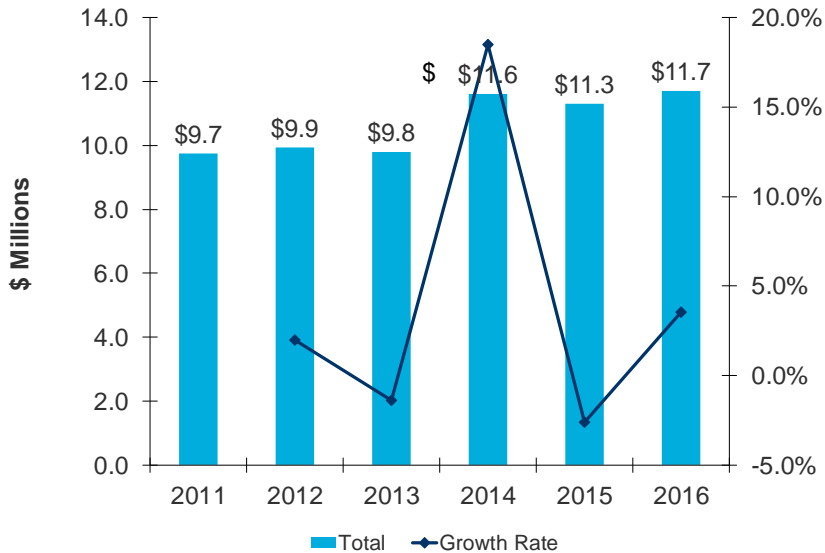
Tourism Share of County Economy



Union County, Visitor Spending by Industry

Union County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$2.7	\$2.6	\$2.1	\$0.3	\$0.8	\$3.2	\$11.7	3.5%
2015	\$2.6	\$2.6	\$2.1	\$0.3	\$0.8	\$3.0	\$11.3	-2.6%
2014	\$2.9	\$3.0	\$2.2	\$0.3	\$0.9	\$2.4	\$11.6	18.5%
2013	\$2.4	\$2.4	\$1.8	\$0.3	\$0.7	\$2.2	\$9.8	-1.4%
2012	\$2.5	\$2.6	\$1.5	\$0.3	\$0.7	\$2.3	\$9.9	2.0%
2011	\$2.5	\$2.6	\$1.4	\$0.3	\$0.8	\$2.1	\$9.7	

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



Source: Longwoods International; Tourism Economics

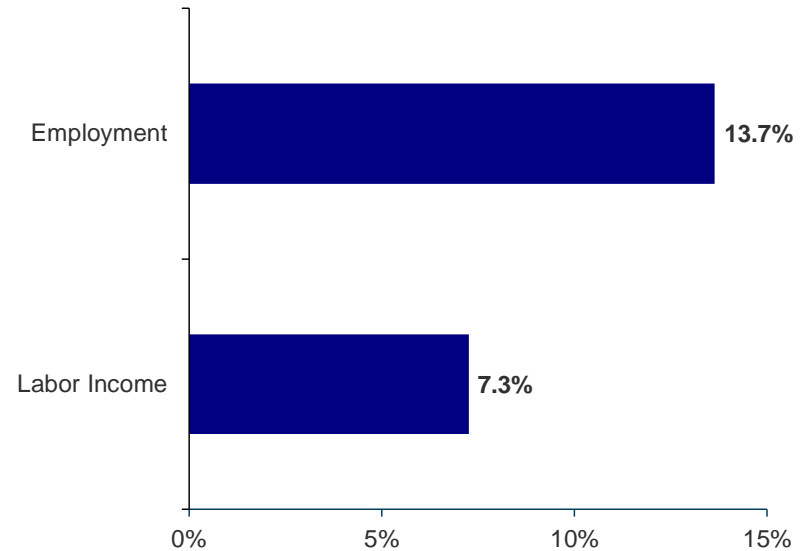
Union County, Tourism Impact

Union County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	189	218	17.7%
2015	189	210	17.1%
2014	195	233	18.6%
2013	160	194	15.6%
2012	178	212	16.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$3.3	\$4.4
2015	\$3.1	\$4.0
2014	\$3.1	\$4.5
2013	\$2.7	\$3.9
2012	\$2.8	\$4.1

Union County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$1.3	\$0.7	\$0.3	\$2.4
2015	\$1.3	\$0.7	\$0.3	\$2.3
2014	\$1.3	\$0.8	\$0.4	\$2.4
2011	\$1.2	\$0.7	\$0.3	\$2.1

Tourism Share of County Economy





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