

NEW MEXICO True

Adventure that Feeds the Soul.

Jobs & Return on Investment

Investing in New Mexico tourism helps the entire state

- New Mexico's economic recovery has been fueled by the tourism industry.
- **1-in-12** jobs in New Mexico are sustained by visitor spending, accounting for **nearly 9%** of all New Mexican jobs.
- New Mexico visitation sustained **91,869 jobs** in 2016, and that number continues to grow every quarter!
- In the last five years, tourism has generated **15%** of all new jobs in New Mexico.
- Tourism employment has been growing faster than overall New Mexico employment since 2011.
- For every dollar spent on New Mexico True advertising, **\$7** of tax dollars are generated.
- For every dollar of New Mexico True advertising spending, **\$72** of visitor spending is generated.
- Because of tourism spending, New Mexico taxpayers pay **\$841 less per household** on taxes for the same level of government revenue.