Appendix A: New Mexico Regions

Note: The charts and tables in Appendix A were compiled by the New Mexico Tourism Department from two sources: 2011 & 2014 Tourism Economics county level data and county population estimates from the U.S. Census Bureau.

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.
Key Metrics (% change since the 2011 Economic Impact Regional Analysis)

Regions:

- Northwest
- Northcentral
- Northeast
- Central
- Southwest
- Southeast

- 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

- Northwest: 9.4% (Population: 13.1%)
- Northcentral: 18.9% (Population: 11.4%)
- Northeast: 5.5% (Population: 3.0%)
- Central: 37.7% (Population: 41.0%)
- Southwest: 10.2% (Population: 14.6%)
- Southeast: 18.3% (Population: 16.8%)

Legend:
- Blue: 2014 Share of Direct Visitor Spend
- Light Blue: 2014 % of State Population
2014 Per Capita Direct Tourism Spend by Region & Percent Growth 2011-14

- **Northeast**: $5,247 (Up 8.9%)
- **Northcentral**: $4,805
- **Northwest**: $2,077
- **Central**: $2,692
- **Southwest**: $2,029
- **Southeast**: $3,176

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