



Economic Impact of Tourism in New Mexico, 2016

Northwest Region



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

County Results



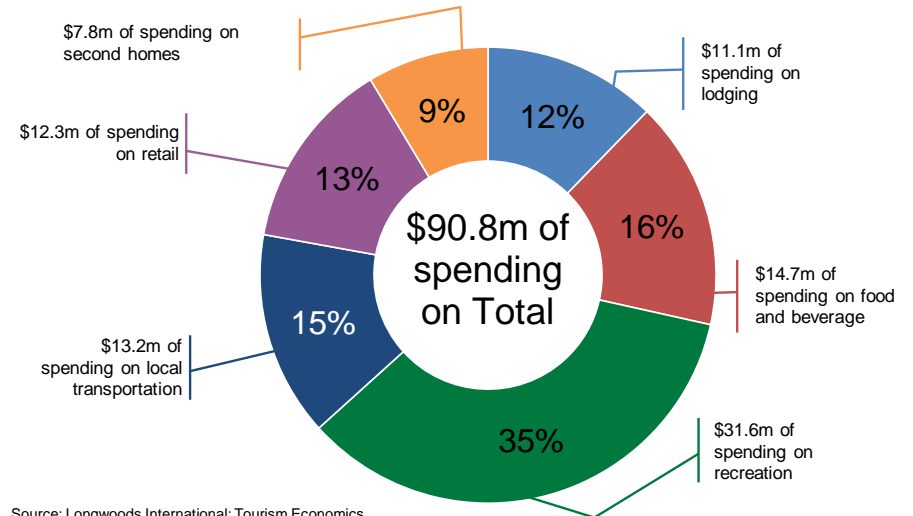
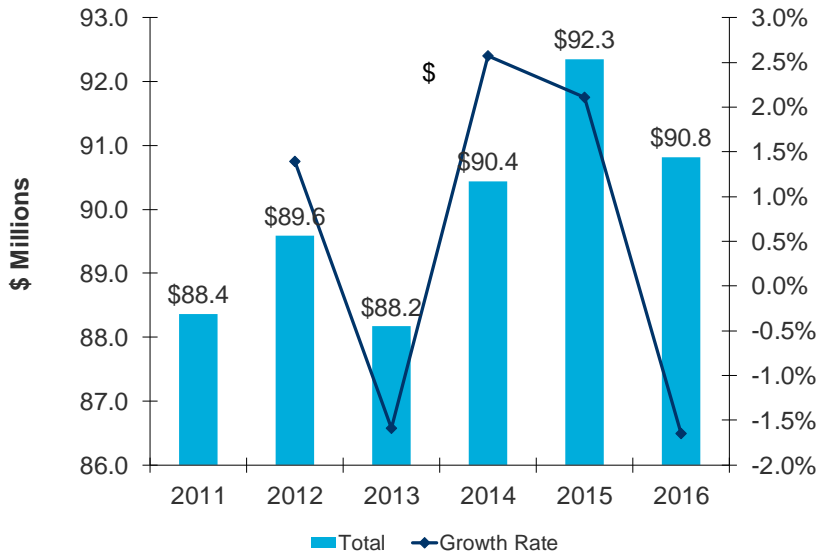
TOURISM
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Cibola County, Visitor Spending by Industry

Cibola County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$11.1	\$14.7	\$12.3	\$31.6	\$13.2	\$7.8	\$90.8	-1.7%
2015	\$12.1	\$15.2	\$12.9	\$31.1	\$13.6	\$7.6	\$92.3	2.1%
2014	\$11.8	\$14.8	\$12.6	\$30.0	\$13.9	\$7.3	\$90.4	2.6%
2013	\$11.5	\$14.6	\$11.4	\$30.1	\$13.3	\$7.2	\$88.2	-1.6%
2012	\$11.8	\$15.6	\$12.1	\$29.9	\$13.2	\$6.9	\$89.6	1.4%
2011	\$11.6	\$15.7	\$11.5	\$30.1	\$13.2	\$6.3	\$88.4	

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



Source: Longwoods International; Tourism Economics

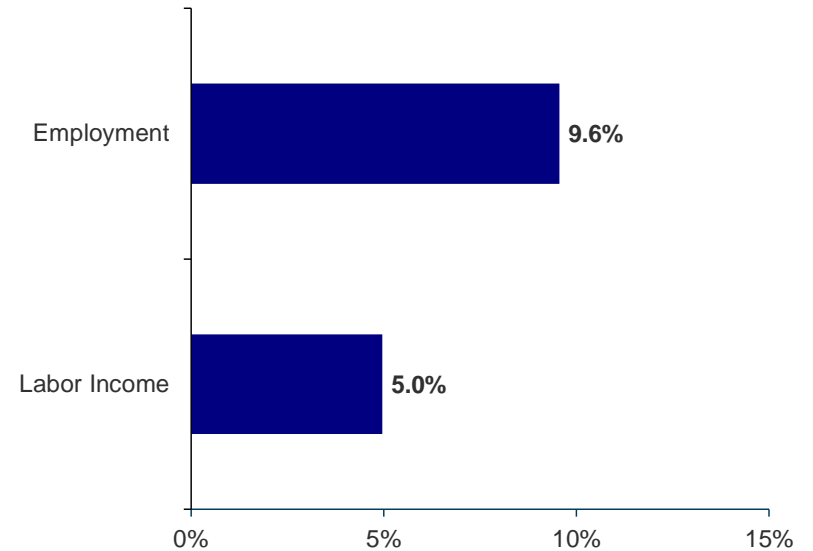
Cibola County, Tourism Impact

Cibola County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	757	868	11.3%
2015	788	898	11.7%
2014	779	900	11.7%
2013	790	903	11.4%
2012	786	897	11.6%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$14.0	\$18.3
2015	\$14.0	\$18.2
2014	\$12.9	\$17.3
2013	\$12.9	\$17.1
2012	\$13.0	\$17.0

Cibola County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$7.0	\$5.2	\$1.6	\$13.9
2015	\$6.8	\$5.4	\$1.7	\$13.9
2014	\$6.3	\$5.2	\$1.6	\$13.1
2011	\$6.3	\$5.2	\$1.6	\$13.1

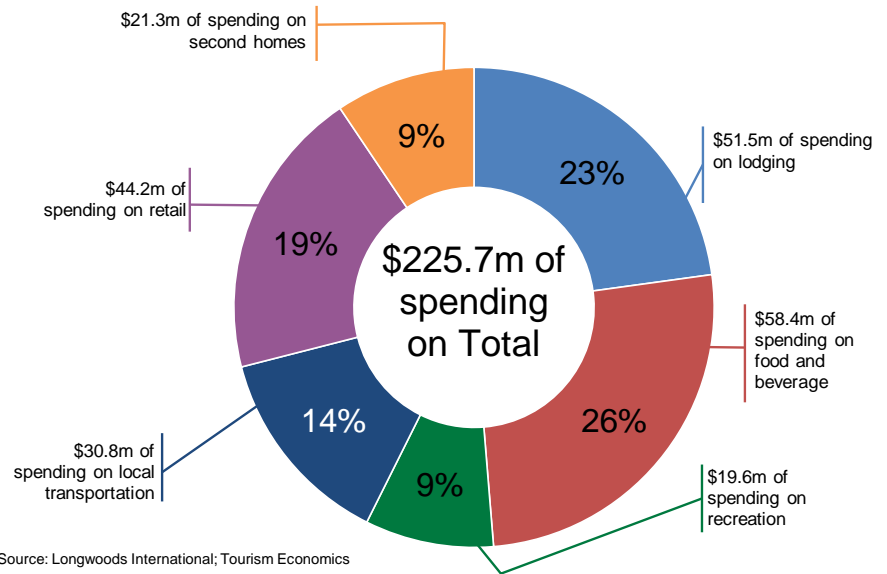
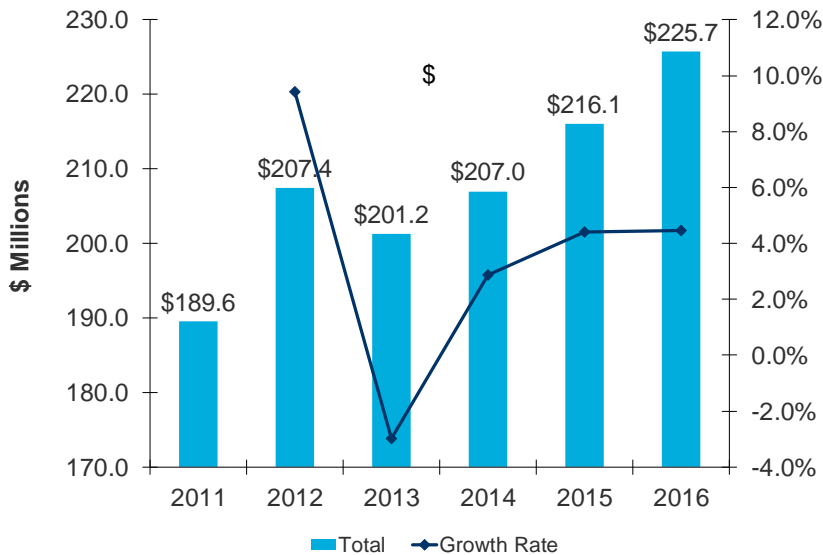
Tourism Share of County Economy



McKinley County, Visitor Spending by Industry

McKinley County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$51.5	\$58.4	\$44.2	\$19.6	\$30.8	\$21.3	\$225.7	4.5%
2015	\$49.4	\$54.6	\$43.4	\$17.9	\$29.8	\$20.9	\$216.1	4.4%
2014	\$46.7	\$51.1	\$40.9	\$17.2	\$30.1	\$21.0	\$207.0	2.9%
2013	\$44.9	\$51.2	\$37.7	\$17.5	\$29.4	\$20.5	\$201.2	-3.0%
2012	\$46.8	\$53.9	\$39.0	\$18.0	\$30.7	\$19.1	\$207.4	9.4%
2011	\$41.0	\$50.7	\$33.6	\$18.3	\$28.2	\$17.8	\$189.6	

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



Source: Longwoods International; Tourism Economics

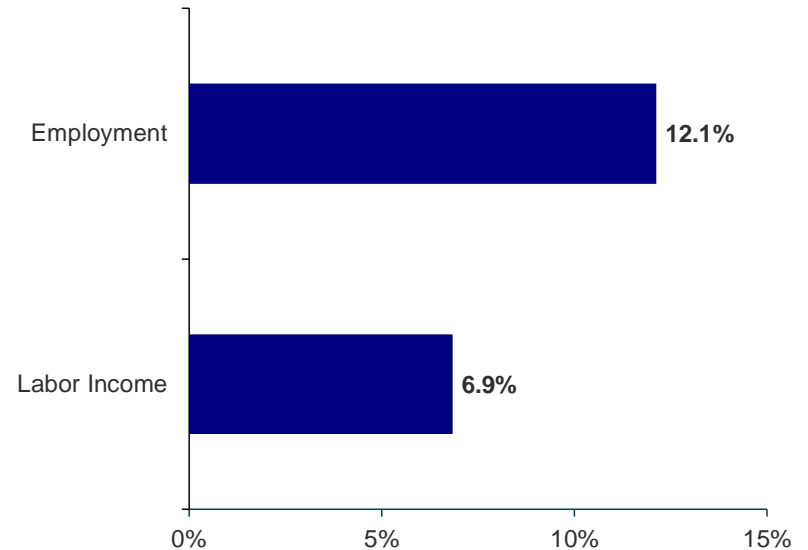
McKinley County, Tourism Impact

McKinley County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,502	2,931	14.5%
2015	2,396	2,784	13.8%
2014	2,294	2,767	13.5%
2013	2,312	2,734	13.0%
2012	2,337	2,785	13.3%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$46.7	\$63.2
2015	\$44.7	\$59.5
2014	\$42.8	\$60.4
2013	\$43.4	\$58.8
2012	\$43.5	\$59.9

McKinley County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$21.3	\$14.1	\$5.6	\$41.0
2015	\$20.0	\$13.7	\$5.6	\$39.2
2014	\$19.2	\$13.1	\$5.4	\$37.6
2011	\$18.0	\$12.2	\$5.1	\$35.3

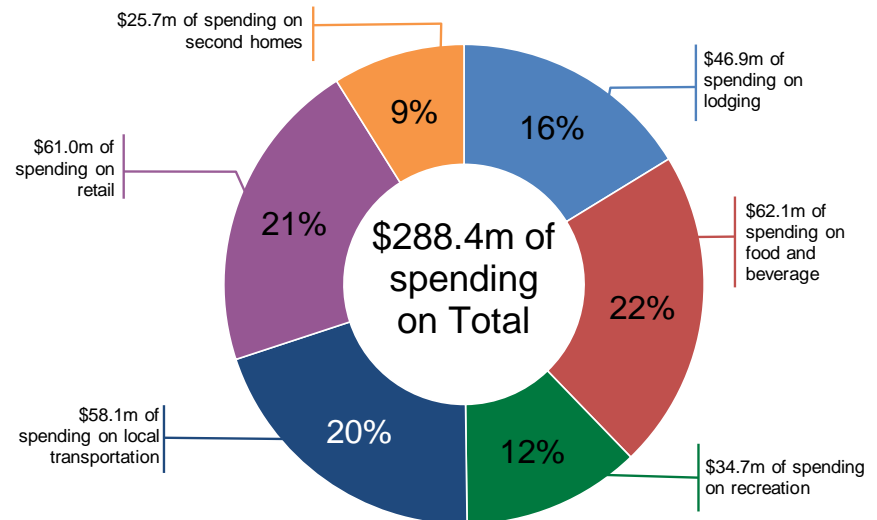
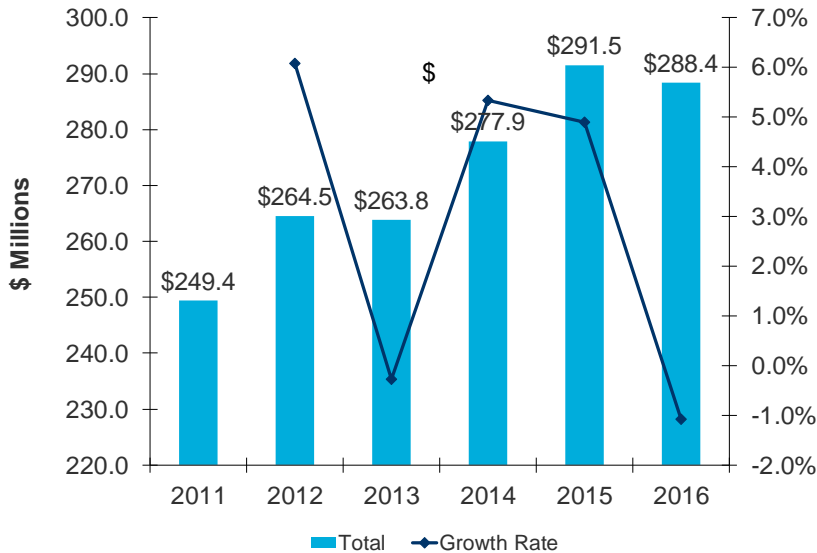
Tourism Share of County Economy



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
2016	\$46.9	\$62.1	\$61.0	\$34.7	\$58.1	\$25.7	\$288.4	-1.1%
2015	\$47.7	\$61.7	\$60.7	\$34.5	\$58.8	\$28.1	\$291.5	4.9%
2014	\$45.7	\$58.5	\$58.3	\$33.7	\$55.8	\$25.9	\$277.9	5.3%
2013	\$44.0	\$58.8	\$54.0	\$33.7	\$49.7	\$23.6	\$263.8	-0.3%
2012	\$43.5	\$58.9	\$53.5	\$34.6	\$51.9	\$22.2	\$264.5	6.1%
2011	\$41.0	\$57.7	\$50.0	\$33.4	\$46.6	\$20.6	\$249.4	

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



Source: Longwoods International; Tourism Economics

San Juan County, Tourism Impact

San Juan County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,924	4,259	8.5%
2015	2,908	4,470	8.9%
2014	2,788	4,060	8.2%
2013	2,772	4,098	8.3%
2012	2,687	3,802	7.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$66.7	\$118.3
2015	\$64.7	\$124.3
2014	\$61.5	\$108.9
2013	\$59.4	\$108.0
2012	\$58.3	\$99.1

San Juan County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$31.6	\$20.4	\$9.8	\$61.7
2015	\$32.0	\$20.8	\$10.3	\$63.0
2014	\$29.4	\$19.4	\$9.3	\$58.1
2011	\$26.8	\$17.7	\$8.8	\$53.3

Tourism Share of County Economy

