



Economic Impact of Tourism in New Mexico, 2016

Southeast Region



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

County Results



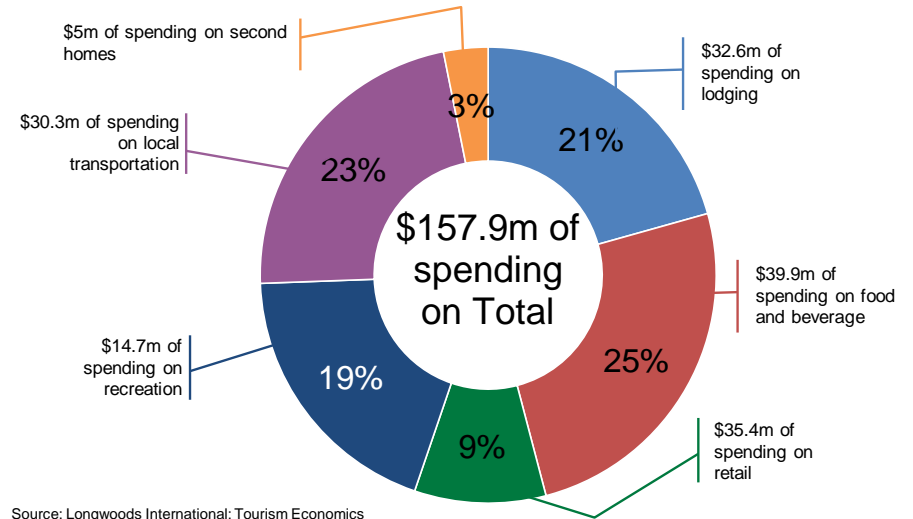
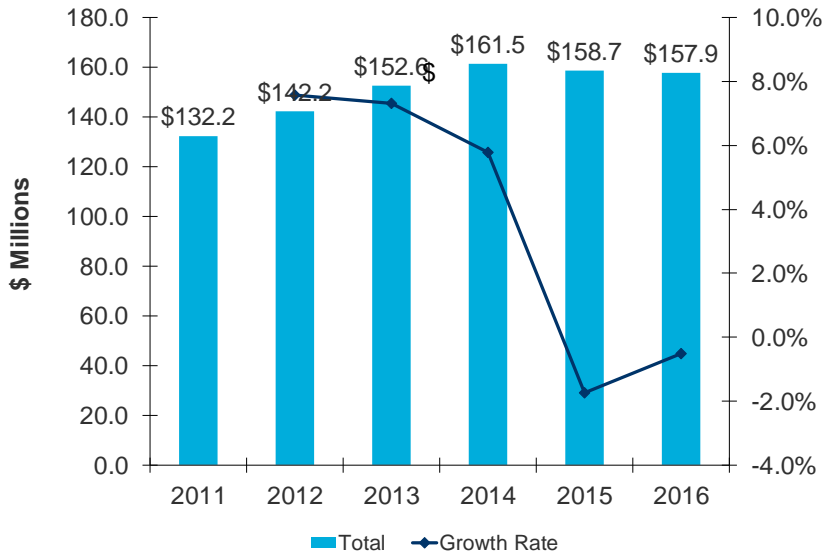
TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

Chaves County, Visitor Spending by Industry

Chaves County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$32.6	\$39.9	\$35.4	\$14.7	\$30.3	\$5.0	\$157.9	-0.5%
2015	\$34.1	\$39.4	\$35.1	\$14.3	\$30.8	\$5.1	\$158.7	-1.7%
2014	\$35.4	\$39.4	\$35.1	\$14.4	\$31.7	\$5.4	\$161.5	5.8%
2013	\$33.2	\$37.4	\$31.9	\$14.2	\$30.3	\$5.5	\$152.6	7.3%
2012	\$29.8	\$36.5	\$29.6	\$13.8	\$27.2	\$5.3	\$142.2	7.6%
2011	\$28.4	\$35.8	\$24.7	\$12.7	\$25.8	\$4.8	\$132.2	

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



Source: Longwoods International; Tourism Economics

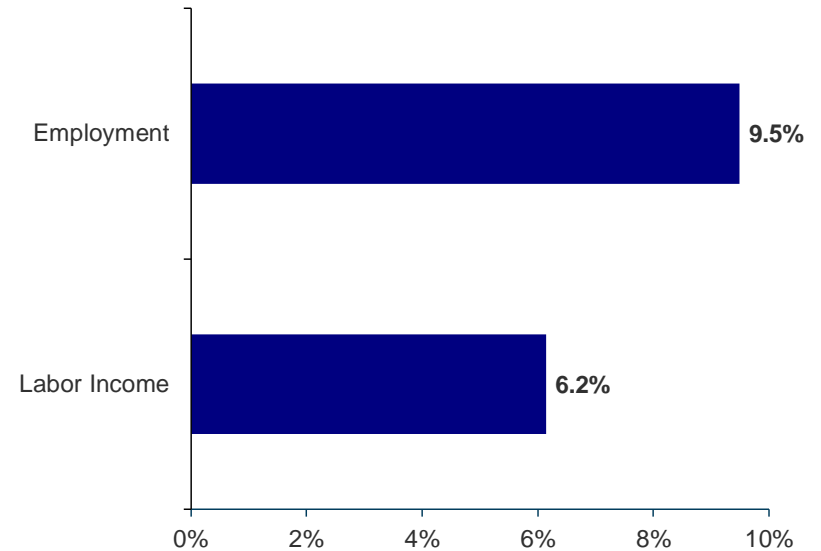
Chaves County, Tourism Impact

Chaves County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,058	2,431	11.6%
2015	2,061	2,457	11.7%
2014	2,079	2,607	12.6%
2013	2,106	2,623	12.6%
2012	1,970	2,449	11.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$45.0	\$59.5
2015	\$43.3	\$58.3
2014	\$42.7	\$62.3
2013	\$41.0	\$59.9
2012	\$38.2	\$55.7

Chaves County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$18.9	\$11.5	\$5.0	\$35.4
2015	\$18.8	\$11.7	\$5.4	\$36.0
2014	\$18.8	\$11.8	\$5.4	\$36.0
2011	\$15.9	\$10.0	\$4.6	\$30.5

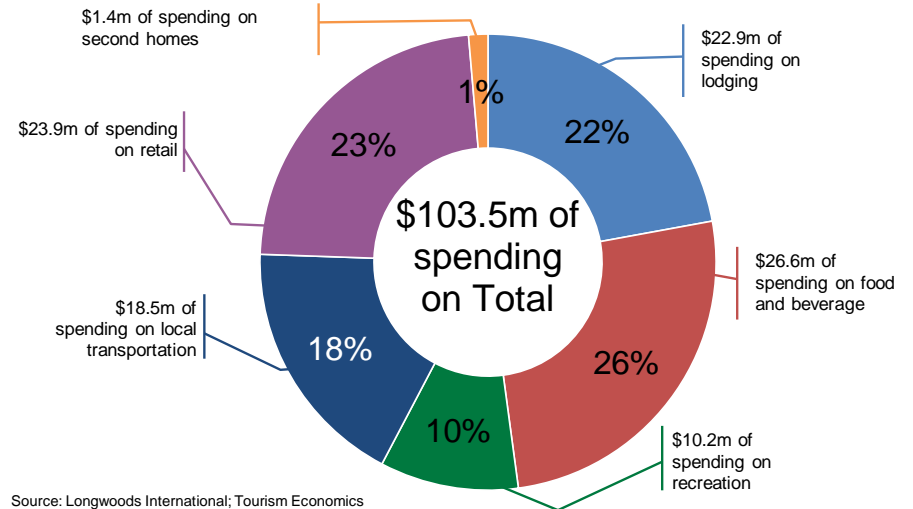
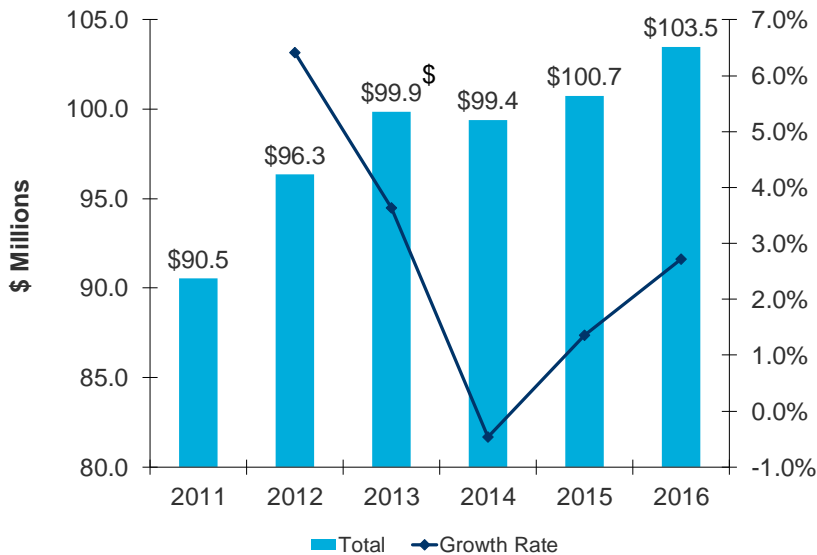
Tourism Share of County Economy



Curry County, Visitor Spending by Industry

Curry County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$22.9	\$26.6	\$23.9	\$10.2	\$18.5	\$1.4	\$103.5	2.7%
2015	\$22.4	\$26.1	\$23.4	\$9.7	\$17.8	\$1.4	\$100.7	1.4%
2014	\$22.0	\$25.1	\$23.3	\$9.4	\$18.4	\$1.2	\$99.4	-0.5%
2013	\$22.4	\$26.8	\$22.5	\$9.9	\$17.4	\$0.9	\$99.9	3.6%
2012	\$21.3	\$26.0	\$22.1	\$9.7	\$16.6	\$0.6	\$96.3	6.4%
2011	\$20.1	\$25.6	\$18.9	\$9.3	\$16.0	\$0.5	\$90.5	

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



Source: Longwoods International; Tourism Economics

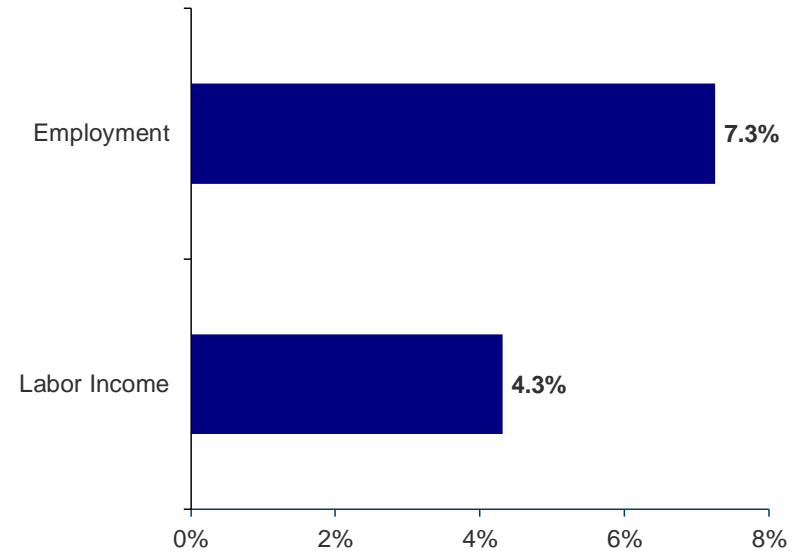
Curry County, Tourism Impact

Curry County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	1,237	1,666	9.8%
2015	1,221	1,518	8.9%
2014	1,230	1,671	10.0%
2013	1,271	1,717	10.2%
2012	1,189	1,662	9.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$25.9	\$42.4
2015	\$25.4	\$36.7
2014	\$25.4	\$41.9
2013	\$25.4	\$41.7
2012	\$24.0	\$41.4

Curry County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$12.0	\$7.7	\$3.7	\$23.4
2015	\$12.0	\$7.7	\$3.8	\$23.5
2014	\$11.7	\$7.6	\$3.6	\$22.9
2011	\$10.6	\$6.9	\$3.4	\$20.9

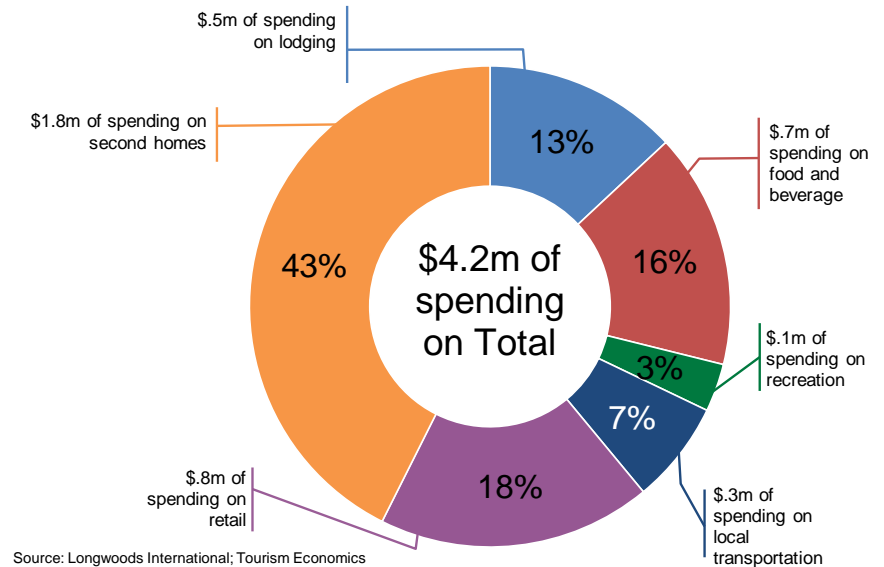
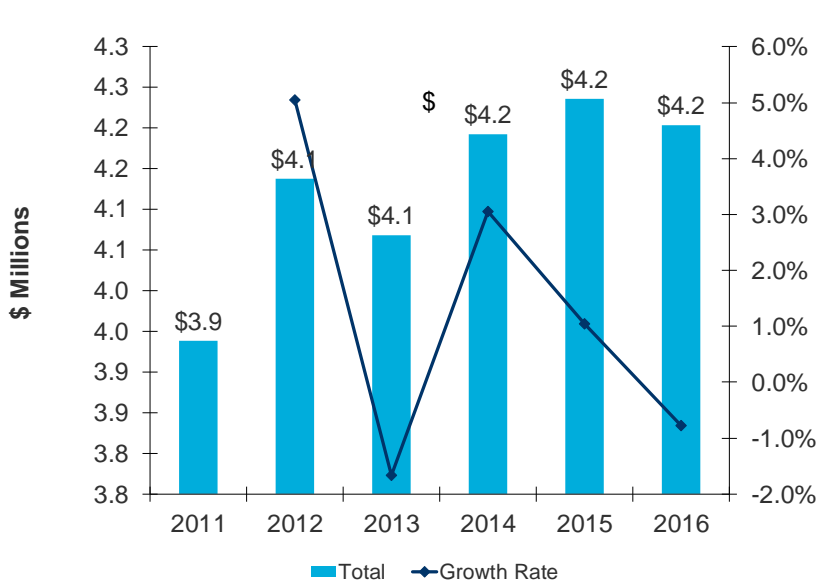
Tourism Share of County Economy



De Baca County, Visitor Spending by Industry

De Baca County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$0.5	\$0.7	\$0.8	\$0.1	\$0.3	\$1.8	\$4.2	-0.8%
2015	\$0.5	\$0.7	\$0.8	\$0.1	\$0.3	\$1.8	\$4.2	1.0%
2014	\$0.5	\$0.6	\$0.7	\$0.1	\$0.3	\$1.8	\$4.2	3.1%
2013	\$0.6	\$0.7	\$0.7	\$0.1	\$0.3	\$1.7	\$4.1	-1.7%
2012	\$0.6	\$0.7	\$0.7	\$0.1	\$0.3	\$1.7	\$4.1	5.0%
2011	\$0.5	\$0.7	\$0.6	\$0.1	\$0.3	\$1.7	\$3.9	

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



Source: Longwoods International; Tourism Economics

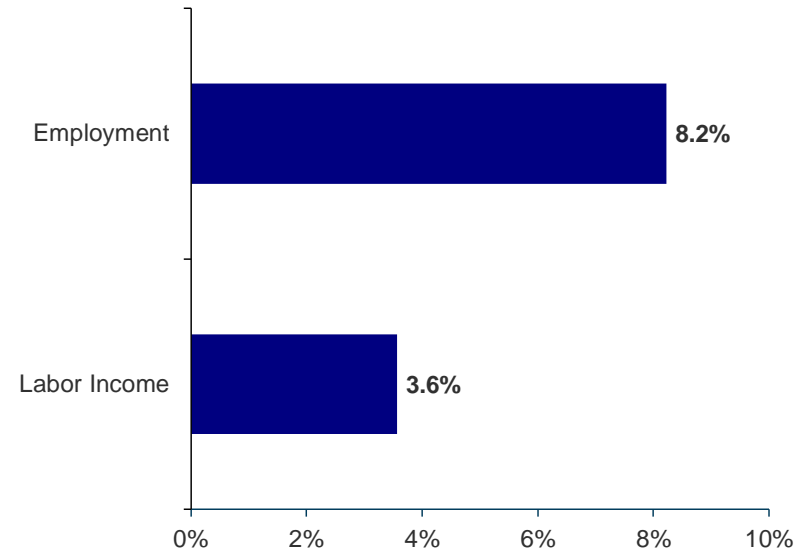
De Baca County, Tourism Impact

De Baca County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	37	40	8.2%
2015	40	43	8.6%
2014	39	46	9.6%
2013	38	45	9.5%
2012	36	44	9.1%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$0.6	\$0.7
2015	\$0.6	\$0.7
2014	\$0.6	\$0.8
2013	\$0.5	\$0.8
2012	\$0.5	\$0.8

De Baca County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$0.2	\$0.2	\$0.1	\$0.5
2015	\$0.3	\$0.2	\$0.1	\$0.5
2014	\$0.3	\$0.2	\$0.1	\$0.5
2011	\$0.2	\$0.2	\$0.1	\$0.5

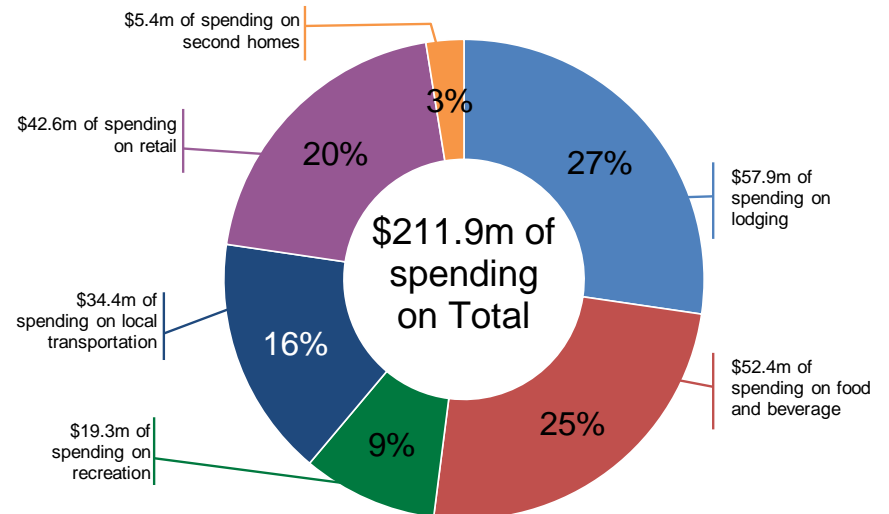
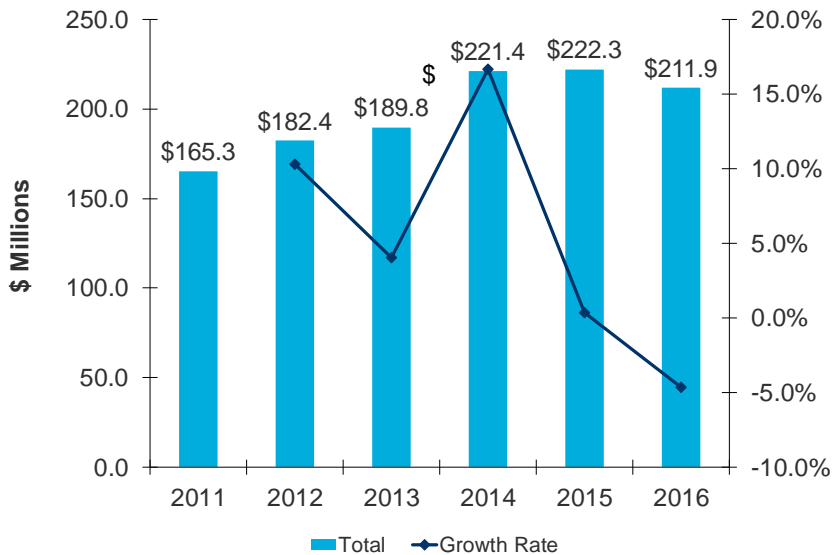
Tourism Share of County Economy



Eddy County, Visitor Spending by Industry

Eddy County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$57.9	\$52.4	\$42.6	\$19.3	\$34.4	\$5.4	\$211.9	-4.7%
2015	\$64.8	\$54.7	\$43.4	\$18.6	\$35.3	\$5.4	\$222.3	0.4%
2014	\$65.6	\$54.0	\$42.7	\$18.6	\$35.3	\$5.2	\$221.4	16.7%
2013	\$50.4	\$48.8	\$37.7	\$16.5	\$31.7	\$4.7	\$189.8	4.1%
2012	\$45.1	\$48.4	\$37.0	\$16.7	\$30.9	\$4.4	\$182.4	10.3%
2011	\$41.8	\$44.0	\$33.2	\$15.3	\$27.3	\$3.8	\$165.3	

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



Source: Longwoods International; Tourism Economics

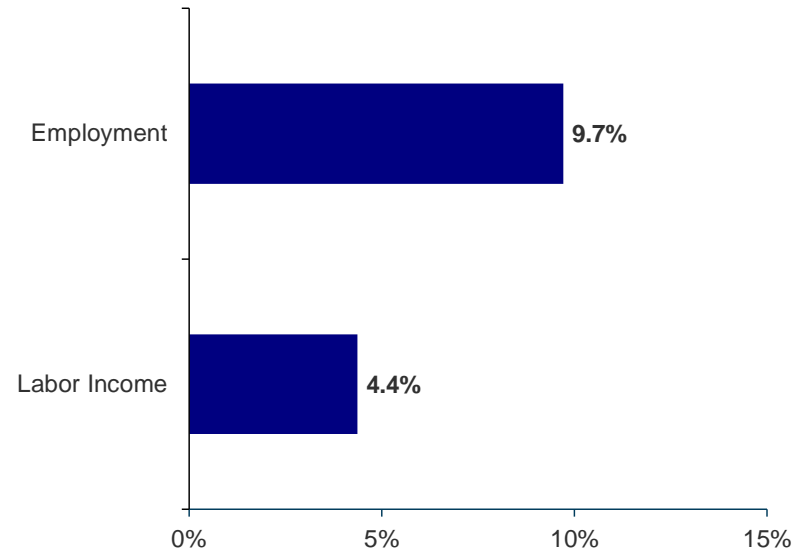
Eddy County, Tourism Impact

Eddy County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,571	3,470	12.5%
2015	2,580	3,277	11.8%
2014	2,548	3,597	13.6%
2013	2,322	3,265	13.0%
2012	2,323	3,279	13.2%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$61.8	\$96.5
2015	\$63.7	\$90.2
2014	\$60.2	\$99.3
2013	\$53.2	\$87.8
2012	\$50.9	\$85.9

Eddy County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$27.0	\$16.4	\$7.8	\$51.2
2015	\$28.2	\$17.2	\$8.2	\$53.5
2014	\$27.3	\$17.1	\$8.1	\$52.4
2011	\$20.4	\$12.8	\$6.0	\$39.1

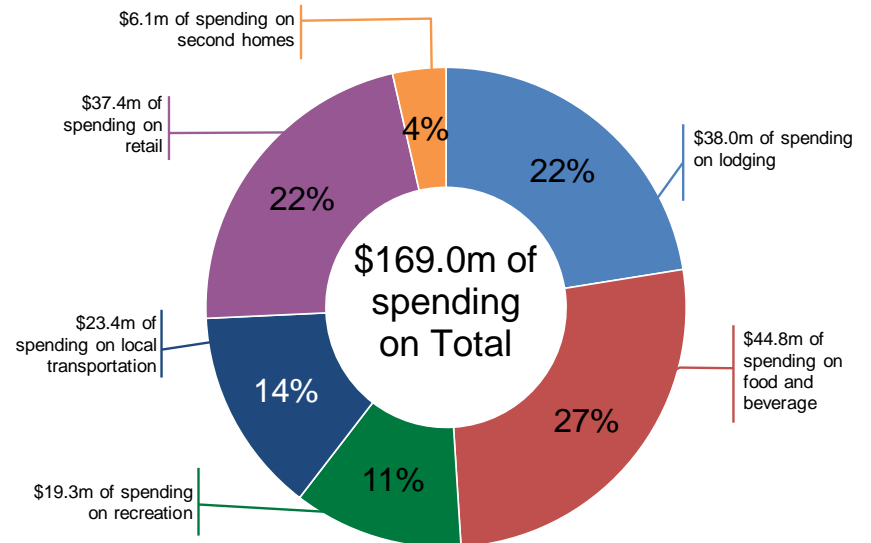
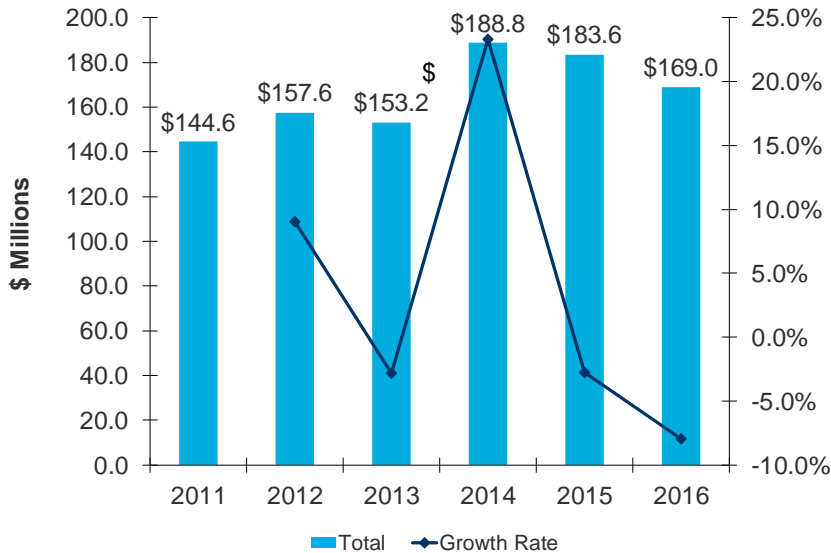
Tourism Share of County Economy



Lea County, Visitor Spending by Industry

Lea County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$38.0	\$44.8	\$37.4	\$19.3	\$23.4	\$6.1	\$169.0	-7.9%
2015	\$44.0	\$45.6	\$40.8	\$20.3	\$26.7	\$6.1	\$183.6	-2.8%
2014	\$47.7	\$46.1	\$41.3	\$21.4	\$26.0	\$6.4	\$188.8	23.3%
2013	\$39.1	\$40.6	\$32.3	\$14.2	\$20.9	\$6.0	\$153.2	-2.8%
2012	\$37.4	\$41.0	\$32.3	\$19.6	\$21.7	\$5.6	\$157.6	9.0%
2011	\$33.0	\$37.8	\$29.2	\$20.8	\$19.0	\$4.8	\$144.6	

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



Source: Longwoods International; Tourism Economics

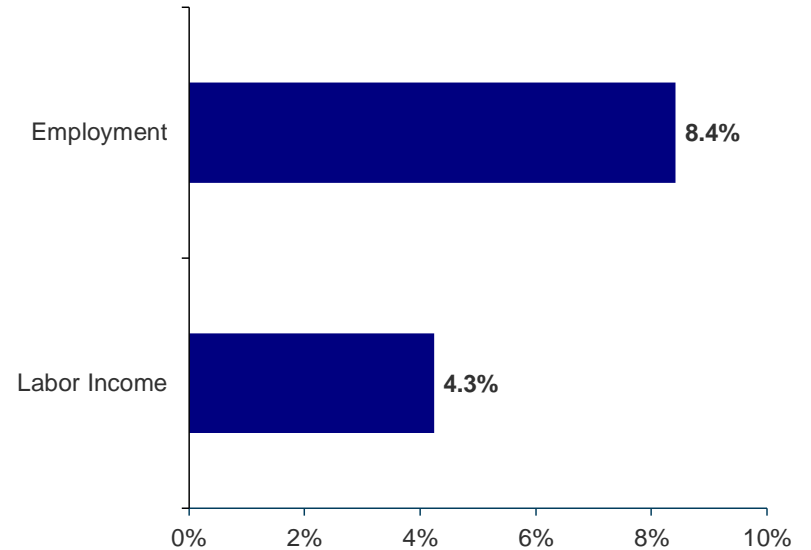
Lea County, Tourism Impact

Lea County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	2,323	3,209	9.6%
2015	2,557	3,219	9.7%
2014	2,492	3,698	11.7%
2013	2,005	3,191	10.6%
2012	2,232	3,854	13.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$54.7	\$88.9
2015	\$60.4	\$85.6
2014	\$58.7	\$103.6
2013	\$52.6	\$96.0
2012	\$59.2	\$118.7

Lea County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$23.5	\$13.8	\$6.9	\$44.3
2015	\$26.5	\$15.3	\$7.9	\$49.7
2014	\$26.6	\$15.6	\$8.1	\$50.4
2011	\$22.8	\$12.7	\$6.7	\$42.2

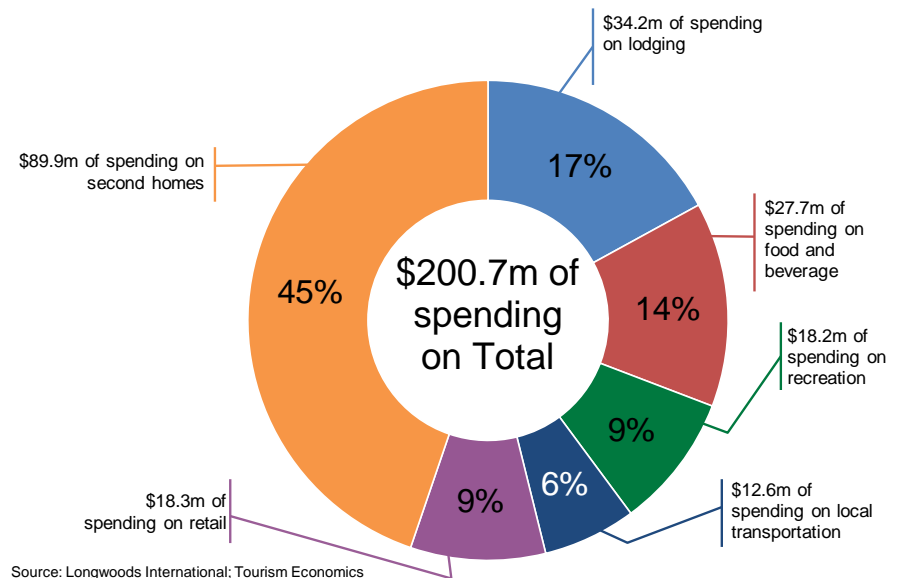
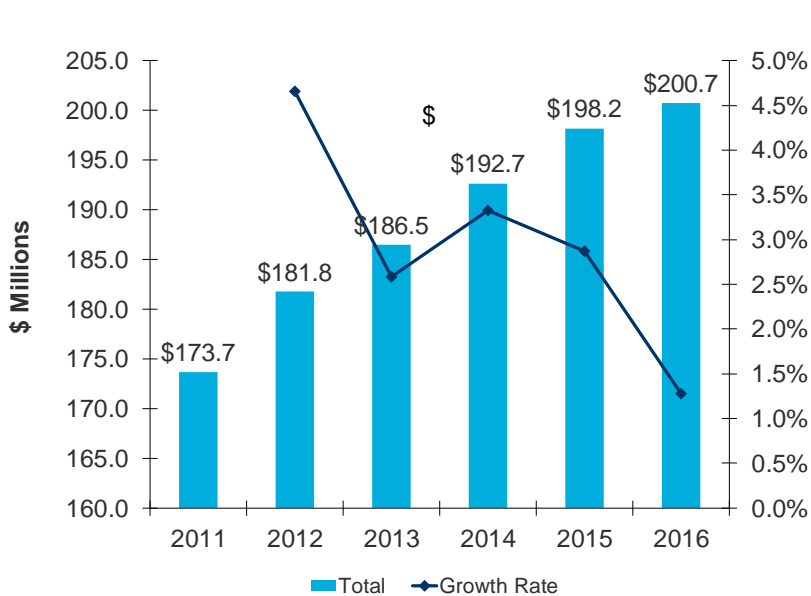
Tourism Share of County Economy



Lincoln County, Visitor Spending by Industry

Lincoln County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$34.2	\$27.7	\$18.3	\$18.2	\$12.6	\$89.9	\$200.7	1.3%
2015	\$34.3	\$27.8	\$18.1	\$18.0	\$12.7	\$87.1	\$198.2	2.9%
2014	\$32.2	\$26.5	\$17.7	\$17.9	\$12.4	\$85.9	\$192.7	3.3%
2013	\$31.0	\$26.4	\$18.6	\$18.6	\$11.6	\$80.3	\$186.5	2.6%
2012	\$31.3	\$26.9	\$18.4	\$18.0	\$11.6	\$75.6	\$181.8	4.7%
2011	\$30.5	\$26.8	\$14.0	\$19.8	\$10.9	\$71.7	\$173.7	

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



Source: Longwoods International; Tourism Economics

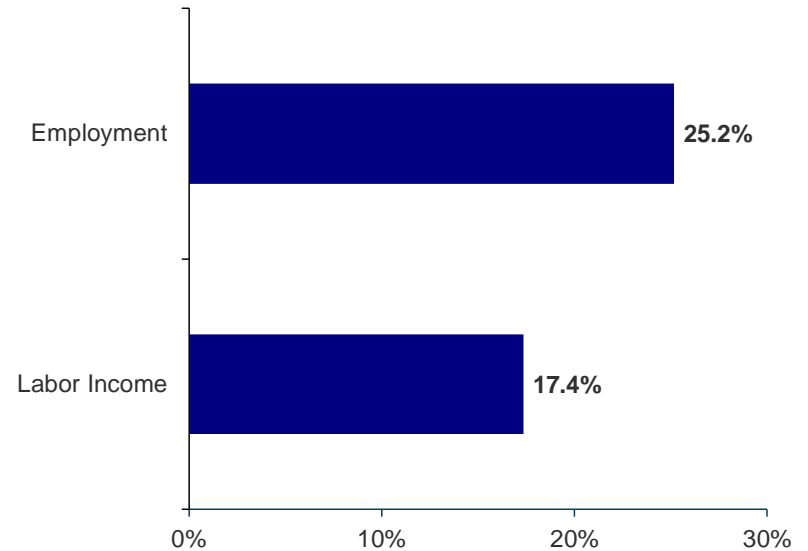
Lincoln County, Tourism Impact

Lincoln County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	1,609	1,779	27.4%
2015	1,603	1,707	26.3%
2014	1,518	1,717	26.8%
2013	1,516	1,700	26.5%
2012	1,475	1,659	25.5%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$33.4	\$40.0
2015	\$32.9	\$36.8
2014	\$29.6	\$37.0
2013	\$29.5	\$36.2
2012	\$28.5	\$35.2

Lincoln County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$13.6	\$8.2	\$3.3	\$25.1
2015	\$13.3	\$8.2	\$3.3	\$24.8
2014	\$12.2	\$7.7	\$3.1	\$23.1
2011	\$11.6	\$7.4	\$3.0	\$22.1

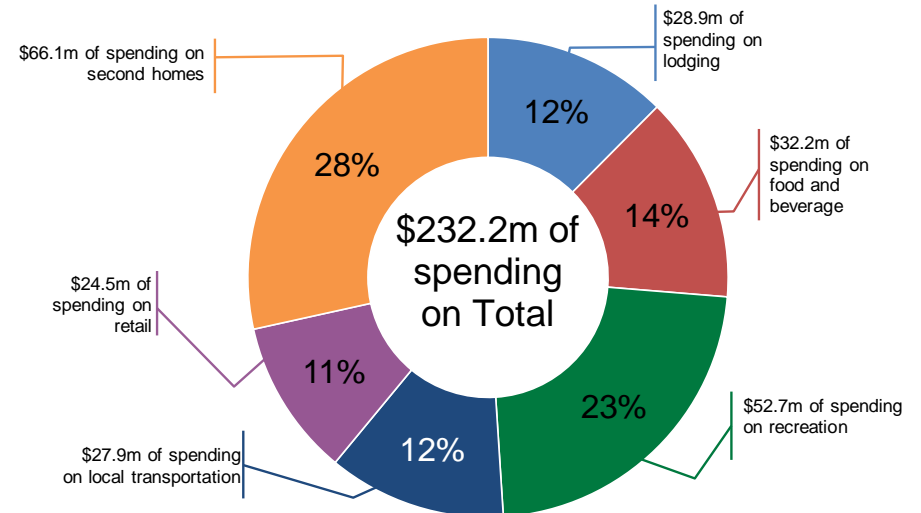
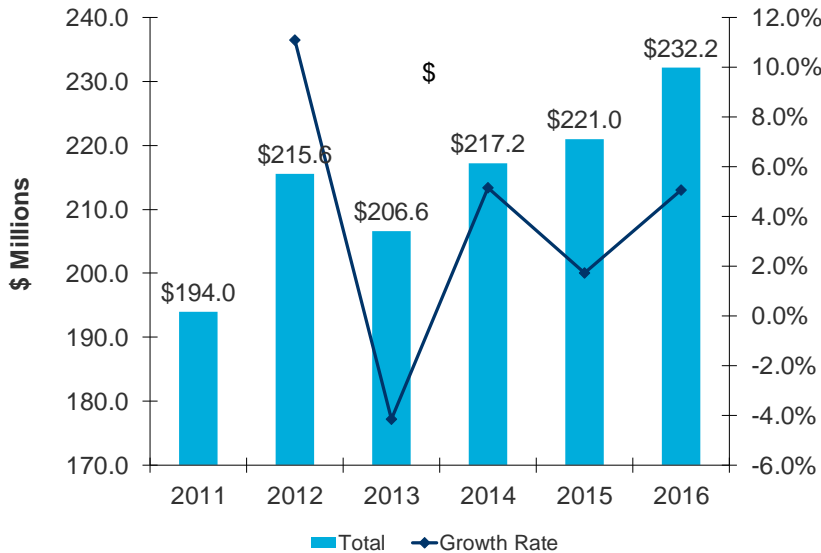
Tourism Share of County Economy



Otero County, Visitor Spending by Industry

Otero County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$28.9	\$32.2	\$24.5	\$52.7	\$27.9	\$66.1	\$232.2	5.1%
2015	\$27.8	\$30.7	\$23.5	\$49.4	\$26.8	\$62.8	\$221.0	1.7%
2014	\$27.5	\$30.0	\$23.1	\$47.7	\$28.2	\$60.7	\$217.2	5.2%
2013	\$26.0	\$29.9	\$21.2	\$48.0	\$24.2	\$57.4	\$206.6	-4.2%
2012	\$32.3	\$32.1	\$21.9	\$47.6	\$27.7	\$54.1	\$215.6	11.1%
2011	\$26.3	\$29.8	\$19.8	\$46.5	\$22.5	\$49.1	\$194.0	

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



Source: Longwoods International; Tourism Economics

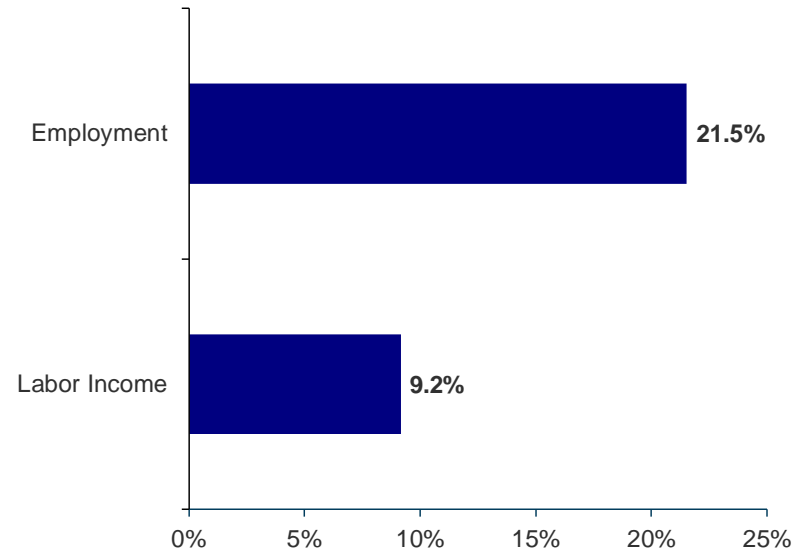
Otero County, Tourism Impact

Otero County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	3,832	4,224	24.4%
2015	3,529	3,902	22.5%
2014	3,446	3,795	21.4%
2013	3,561	3,908	22.2%
2012	3,572	3,900	23.0%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$57.1	\$72.2
2015	\$54.0	\$68.1
2014	\$52.8	\$65.8
2013	\$52.3	\$65.0
2012	\$53.4	\$65.4

Otero County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$22.8	\$13.1	\$5.5	\$41.4
2015	\$21.6	\$12.5	\$5.2	\$39.3
2014	\$21.2	\$12.3	\$5.1	\$38.6
2011	\$20.7	\$11.8	\$5.0	\$37.5

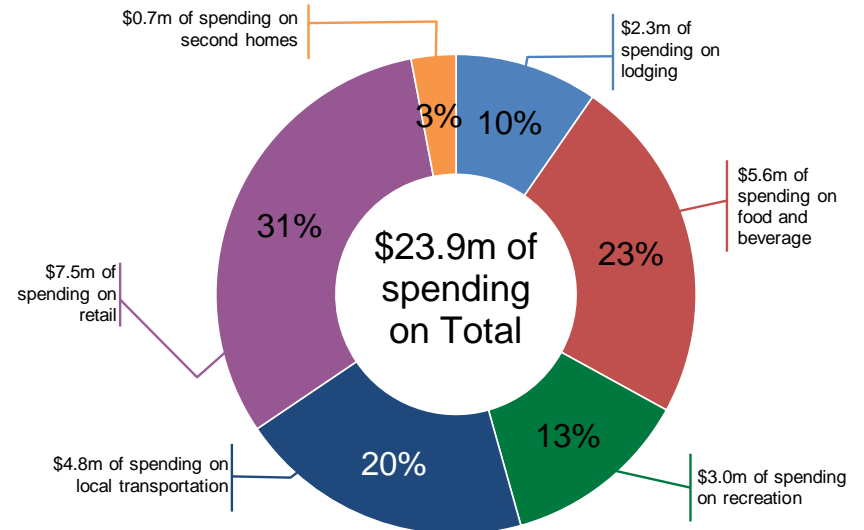
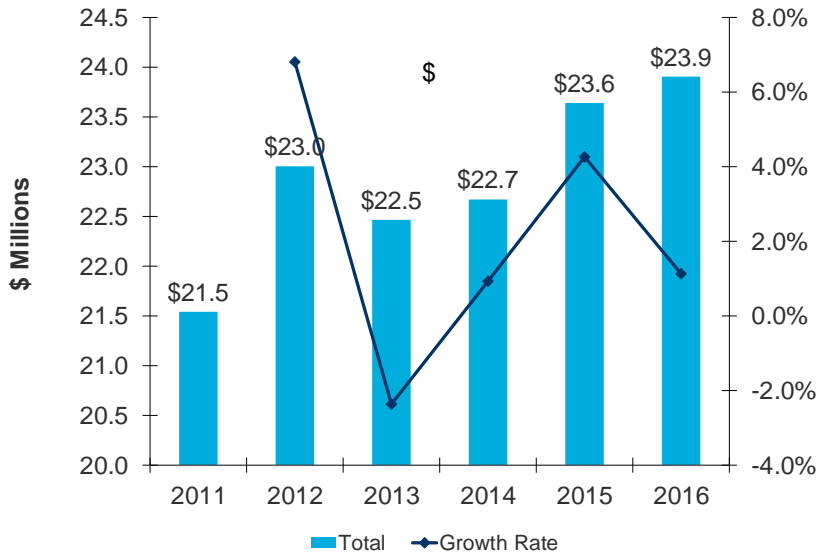
Tourism Share of County Economy



Roosevelt County, Visitor Spending by Industry

Roosevelt County								
Visitor Spending, (millions)								
Year	Lodging	Food & Beverage	Retail	Recreation	Transport	Second Homes	Total	Growth Rate
2016	\$2.3	\$5.6	\$7.5	\$3.0	\$4.8	\$0.7	\$23.9	1.1%
2015	\$2.3	\$5.6	\$7.4	\$2.9	\$4.7	\$0.7	\$23.6	4.3%
2014	\$2.2	\$5.4	\$7.3	\$2.8	\$4.2	\$0.7	\$22.7	0.9%
2013	\$2.4	\$5.3	\$6.9	\$2.9	\$4.2	\$0.7	\$22.5	-2.4%
2012	\$1.9	\$5.2	\$7.0	\$3.4	\$4.9	\$0.6	\$23.0	6.8%
2011	\$2.1	\$5.4	\$6.7	\$2.7	\$4.2	\$0.5	\$21.5	

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



Source: Longwoods International; Tourism Economics

Roosevelt County, Tourism Impact

Roosevelt County			
Tourism Employment			
Year	Direct	Total (Dir, Ind, Induced)	County Tourism Dependence
2016	334	447	7.3%
2015	344	449	7.4%
2014	334	453	7.2%
2013	331	435	6.9%
2012	329	432	6.9%

Tourism Labor Income (millions)		
Year	Direct	Total (Dir, Ind, Induced)
2016	\$6.9	\$11.2
2015	\$6.9	\$10.8
2014	\$5.9	\$10.4
2013	\$6.1	\$9.9
2012	\$6.1	\$9.9

Roosevelt County				
Total Tourism Tax Receipts (millions)				
Year	Federal	State	Local	Total
2016	\$3.0	\$1.9	\$1.0	\$5.9
2015	\$3.1	\$1.9	\$1.0	\$6.0
2014	\$2.8	\$1.7	\$0.9	\$5.4
2011	\$2.4	\$1.6	\$0.8	\$4.9

Tourism Share of County Economy

