

Travel will power our economic recovery. Why travel matters to

NEW MEXICO

STATE	SPENDING	PAYROLL	JOB	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$8.3 Billion	\$1.9 Billion	62,800	3
2020	▼ -22%	▼ -20%	▼ -21%	▼ 5
2021	▼ -11% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **NEW MEXICO**. In 2019:

- Domestic and international travelers spent **\$8.3 billion** while visiting.
- For every **\$1 million** spent in New Mexico by domestic and international travelers, **7.6 jobs were created**.
- Travel spending directly supported **62,800 jobs**, making the travel industry the state's **3rd largest workforce**, representing **9.6%** of our state's total private sector employment.
- Travel spending generated **\$958 million in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **NEW MEXICO** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 22% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 11% below 2019 levels in 2021**.
- **Travel employment fell by 21% in 2020** and travel's share of total private industry employment fell from **9.6% to 8.2%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

