

**Travel and Tourism: Selected Indicators  
New Mexico and Selected Cities  
1997 to 2007**

Indicators	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006 <sup>r</sup>	2007 <sup>p</sup>
<b>NM Leisure &amp; Hospitality Employment (000s)</b>											
Leisure & hospitality	73.3	73.6	75.6	77.2	78.5	80.0	81.5	82.5	83.8	86.7	87.9
Arts, entertainment & recreation	6.6	6.6	7.1	7.3	7.2	7.4	7.7	7.9	8.1	8.3	8.5
Accommodation & food services	66.8	66.9	68.6	69.9	71.3	72.7	73.8	74.6	75.8	78.4	79.3
<b>NM Taxable Gross Receipts<sup>1</sup> (\$000s)</b>											
Eating & drinking places <sup>2, 3</sup>	\$1,457,234	\$1,517,371	\$1,563,593	\$1,601,650	\$1,669,085	\$1,717,808	\$1,816,123	\$2,021,868	\$2,105,561	\$2,263,336	\$2,448,165
Lodging establishments <sup>3</sup>	505,948	525,393	538,392	548,870	528,299	538,574	575,157	607,497	657,913	710,381	728,757
<b>New Mexico Lodgers Tax Receipts<sup>4</sup> (\$000s)</b>											
	\$20,163	\$20,628	\$21,414	\$23,189	\$24,192	\$25,707	\$26,531	\$26,400	\$31,155	\$33,522	\$37,044
<b>Hotel /Motel Occupancy Rates (%)</b>											
New Mexico	64.9	63.2	61.8	63.2	61.3	61.8	60.0	61.2	64.0	63.8	63.3
Albuquerque*	66.6	63.1	62.0	64.9	61.8	60.9	58.9	60.1	64.8	64.5	63.1
Santa Fe	68.5	69.0	68.3	67.7	65.5	64.7	63.1	64.1	66.8	63.5	63.4
Farmington	na	70.6	67.1	67.9	61.7	62.7	60.6	63.9	67.3	68.7	70.4
Carlsbad	60.1	60.6	54.2	55.9	53.7	52.7	52.6	54.1	55.5	63.2	na
Las Cruces	57.7	56.7	56.0	55.7	60.3	72.1	67.7	70.3	68.6	73.9	72.9
Taos	50.8	53.0	53.0	51.3	51.5	52.4	51.1	50.2	51.1	50.8	53.1
<b>Visits to New Mexico National Parks &amp; Monuments (000s)</b>											
	2,253	2,076	2,016	1,766	1,844	1,819	1,825	1,733	1,650	1,620	1,622
<b>Visits to New Mexico State Parks (000s)</b>											
	5,206	4,953	4,677	4,195	3,982	4,013	3,918	3,857	4,360	3,939	4,619
<b>Passenger<sup>5</sup> Traffic at Albuquerque International Sunport (000s)</b>											
Total	6,290	6,149	6,152	6,292	6,182	6,118	6,064	6,320	6,466	6,487	6,667
Enplaned	3,139	3,070	3,021	3,146	3,088	3,063	3,040	3,171	3,245	3,261	3,346
Deplaned	3,151	3,080	3,132	3,146	3,094	3,055	3,025	3,149	3,222	3,226	3,321

\* Albuquerque occupancy rates for 2006 forward are not directly comparable with previous years due to an increase in the number of hotels participating in 2006 and a change in survey categories.  
na Not available. p Preliminary. r Revised. 1 Taxable gross receipts are total sales less all applicable exemptions and deductions. Deductions are designed to make the gross receipts tax reach only receipts from sales to final users. Thus, taxable gross receipts should not be construed as total sales. In 2005, various deductions were implemented for food and medical purchases. These data have been adjusted to maintain comparability. Thus, food and medical deductions were added back to taxable gross receipts. 2 Includes the liquor-dispensers-by-the-drink industry. 3 Gross receipts for eating & drinking places and for lodging establishments are consistent throughout this time series. The series uses Standard Industrial Classification (SIC)-based data through 2002 and North American Industry Classification System (NAICS)-based data after 2002. However, the data are comparable for these two sectors. 4 Lodger's tax receipts are shown on a fiscal year basis (July 1 to June 30). 5 Commercial airline passengers.

**Note:** Gross receipts data reflect the calendar year of sales of activity.

**Source:** New Mexico Dept. of Workforce Solutions, Economic Research and Analysis; New Mexico Taxation and Revenue Dept.; New Mexico Dept. of Finance and Admin., Local Government Division; U.S. Dept. of the Interior, National Park Service; New Mexico Energy, Minerals and Natural Resources Dept., Park and Recreation Division; City of Albuquerque, Albuquerque International Sunport; and Rocky Mountain Lodging Report.

**Table prepared by:** Bureau of Business and Economic Research, University of New Mexico.

**State Museums and Monuments Attendance<sup>1</sup>**  
**New Mexico**  
**2000 to 2007**

<b>Museums and Monuments</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006<sup>r</sup></b>	<b>2007</b>
<b>State Museums:</b>								
Palace of the Governors (Santa Fe)	88,370	82,269	70,936	60,456	64,688	60,422	55,279	59,555
Museum of Art <sup>2</sup> (Santa Fe)	80,116	84,563	66,319	59,415	112,979	68,871	85,050	71,854
International Folk Art (Santa Fe)	68,718	75,710	70,650	71,701	85,733	87,400	73,626	68,282
Indian Arts and Culture (Santa Fe)	41,437	38,052	46,545	45,935	46,248	49,561	43,297	41,157
Natural History and Science (Albuquerque)	306,917	275,410	257,928	245,495	247,422	246,705	231,888	234,362
Space History (Alamogordo)	134,467	131,406	132,264	124,338	114,829	107,585	104,536	106,207
Farm and Ranch Heritage (Las Cruces)	16,217	18,267	32,903	35,593	32,413	30,245	28,250	27,247
National Hispanic Cultural Center <sup>3</sup> (Albuquerque)	20,101	32,012	37,624	43,724	38,822	84,460	106,162	107,075
<b>Total Museum Attendance</b>	<b>756,343</b>	<b>737,689</b>	<b>715,169</b>	<b>686,657</b>	<b>743,134</b>	<b>735,249</b>	<b>728,088</b>	<b>715,739</b>
<b>State Monuments:</b>								
Coronado (Bernalillo)	16,908	16,257	13,247	12,673	12,810	10,268	14,499	12,775
El Camino Real International Heritage Center <sup>4</sup> (between Socorro and T or C)	-	-	-	-	-	4,597	9,383	7,525
Ft. Selden (Radium Springs)	7,746	6,732	8,770	7,093	6,571	7,536	7,020	5,570
Ft. Sumner (Ft. Sumner)	7,572	6,933	6,020	5,601	5,761	7,426	5,073	5,774
Jemez (Jemez Springs)	17,765	16,976	15,147	12,501	12,472	13,029	13,585	12,170
Lincoln (Lincoln)	34,876	37,742	28,158	27,009	24,694	27,318	30,657	32,309
<b>Total Monument Attendance</b>	<b>84,867</b>	<b>84,640</b>	<b>71,342</b>	<b>64,877</b>	<b>62,308</b>	<b>70,174</b>	<b>80,217</b>	<b>76,123</b>

r Revised.

1 State museums and monuments under the New Mexico Dept. of Cultural Affairs. Data are by calendar year.

2 Formerly called the Museum of Fine Arts.

3 The 2000 data for the National Hispanic Cultural Center represent only a partial-year count. The museum opened in October 2000.

4 The 2005 data for El Camino Real International Heritage Center represent only a partial-year count. The Center opened in November 2005.

Source: New Mexico Dept. of Cultural Affairs.

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