

# **New Mexico State Parks Economic Impact and Contribution Analysis, FY 2019-2024**

August 2025



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# Purpose

Arrowhead Center at New Mexico State University prepared an analysis of the economic and social benefits of New Mexico State Parks for fiscal years 2019-2024.

**The purpose of this analysis is to estimate the benefits of New Mexico State Parks' expenditures, associated visitor spending, and social benefits in New Mexico for fiscal years 2019-2024.**



# Economic Benefits



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# Economic Benefit Methodology

- ★ The primary economic benefits of New Mexico State Parks analyzed in the report are: (1) visitor spending, and (2) expenditures.
- ★ Economic benefits were measured using two techniques: **Economic Impact Analysis**, and **Economic Contribution Analysis**.

# Economic Impact Analysis

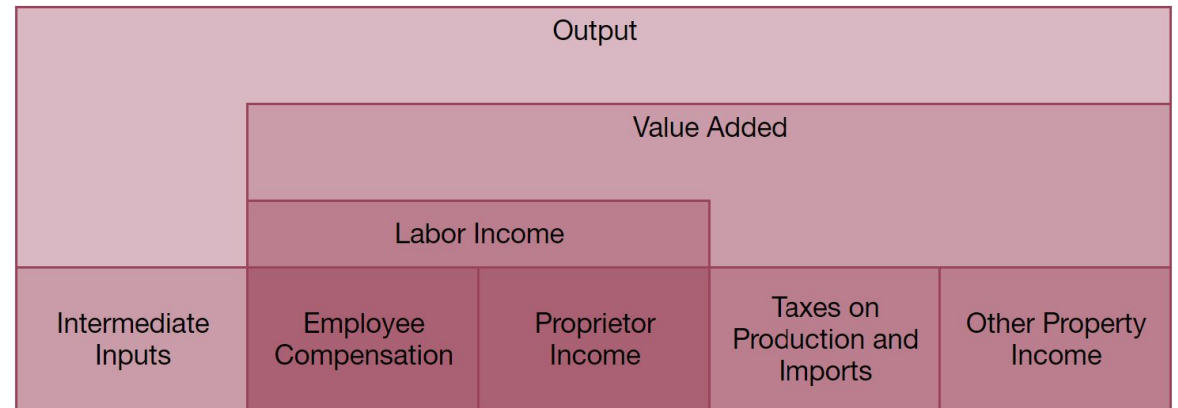
- ★ **Economic Impact Analysis** seeks to measure the impact on the local economy from new economic activity associated with a new project.
- ★ Economic Impact Analysis considers **only economic activity from out-of-state sources, which for New Mexico State Parks is primarily federal funding for capital projects.**

# Economic Contribution Analysis

- ★ **Economic Contribution Analysis** considers all spending associated with activity at New Mexico State Parks
- ★ The purpose is to show the important role of New Mexico State Parks in communities throughout New Mexico.

# Impact and Contribution Analysis

Economic impacts and contributions are measured in terms of changes in output, value-added production, labor income, employment, and tax revenue.

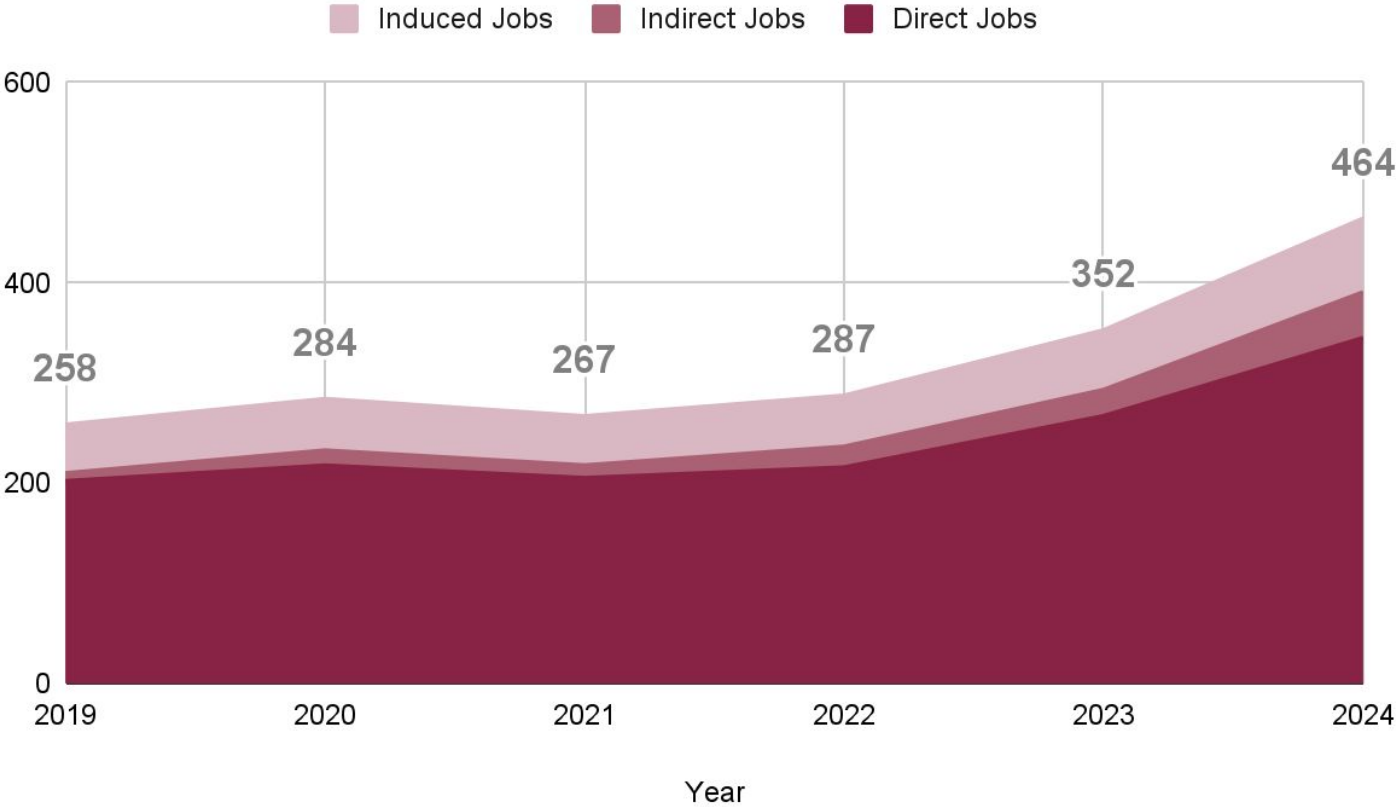


# Impact and Contribution Analysis

- ★ The impacts and contributions were measured based on economic activity occurring in counties in New Mexico.
- ★ Spillover effects to the rest of New Mexico are estimated using Multi-Regional Input-Output (MRIO) analysis.
- ★ Impact figures are presented for New Mexico as a whole, and at a county-level.



# Job Contribution: Expenditures



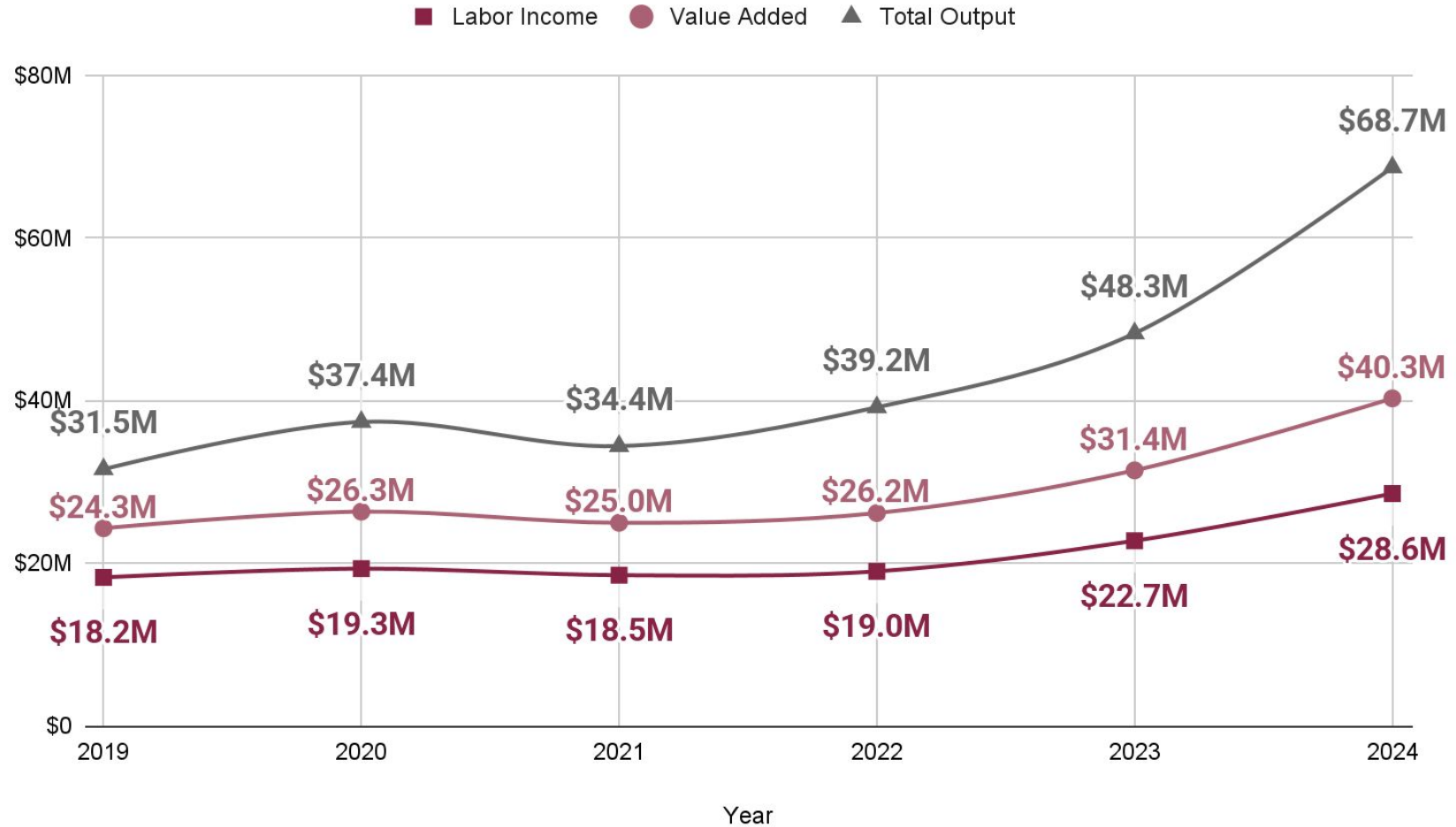
Considers all New Mexico State Park Expenditures



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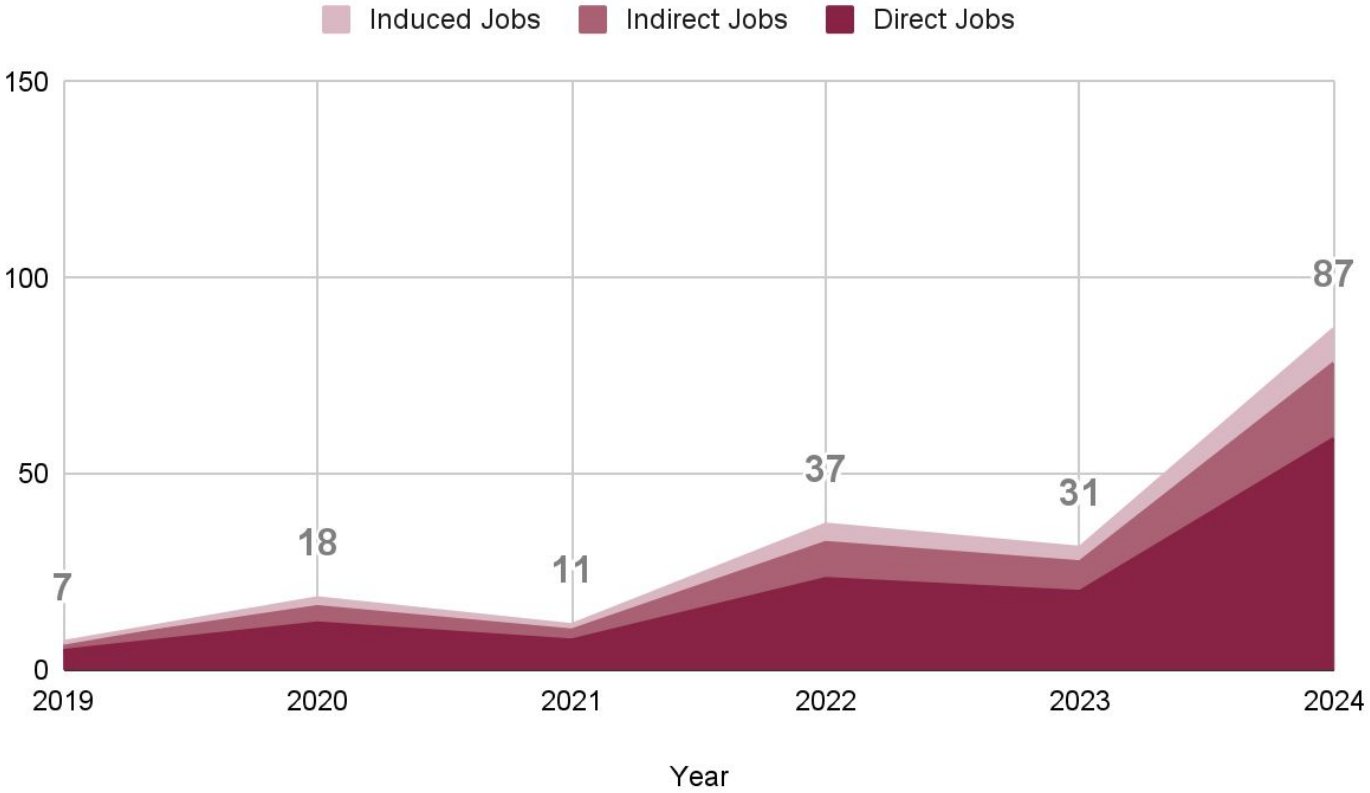
# Economic Contribution: Expenditures

Considers all New Mexico State Park Expenditures



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# Job Impact: Expenditures



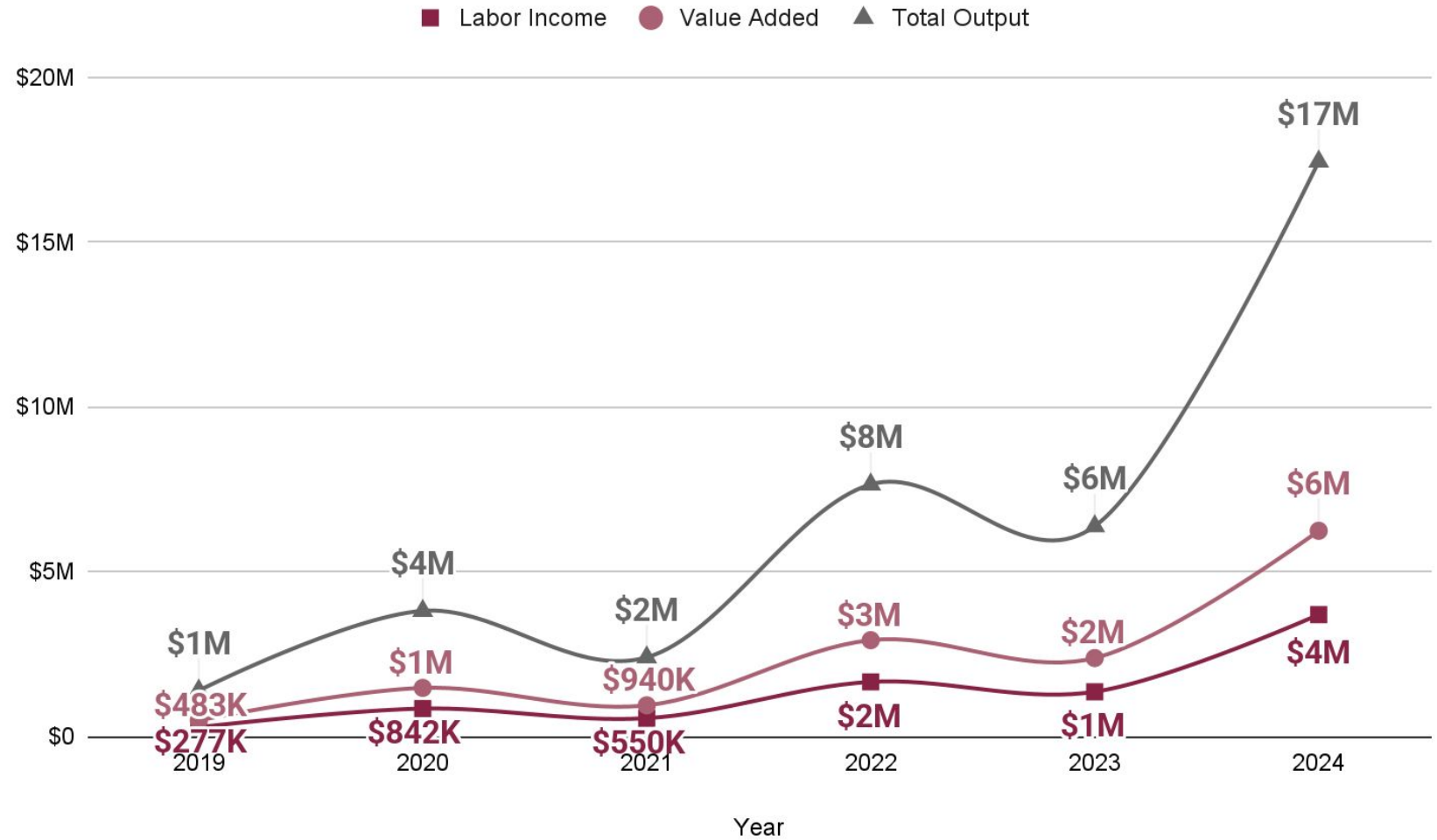
Considers only  
out-of-state  
funding sources



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# Economic Impact: Expenditures

Considers only out-of-state funding sources

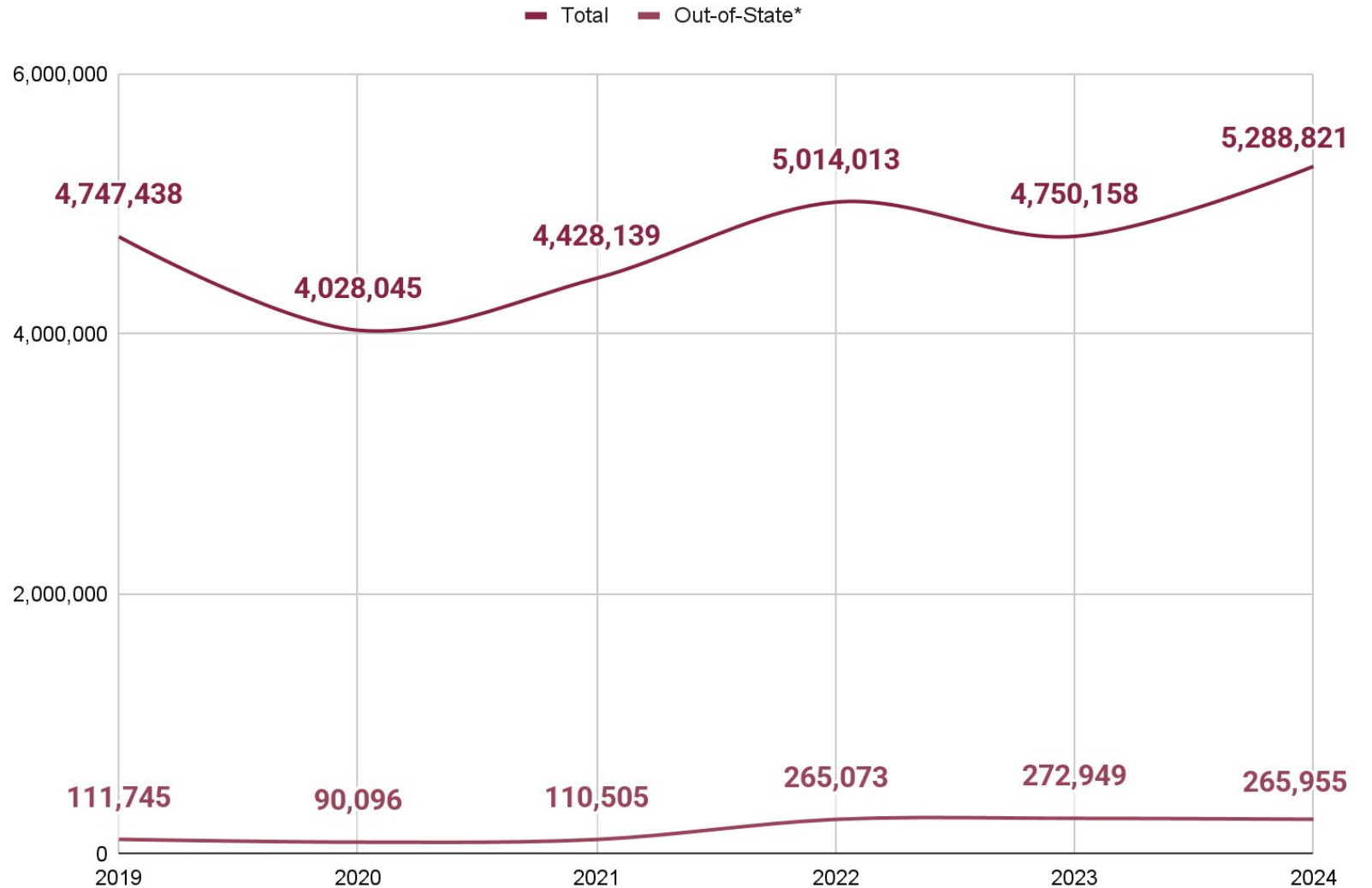


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# Visitation

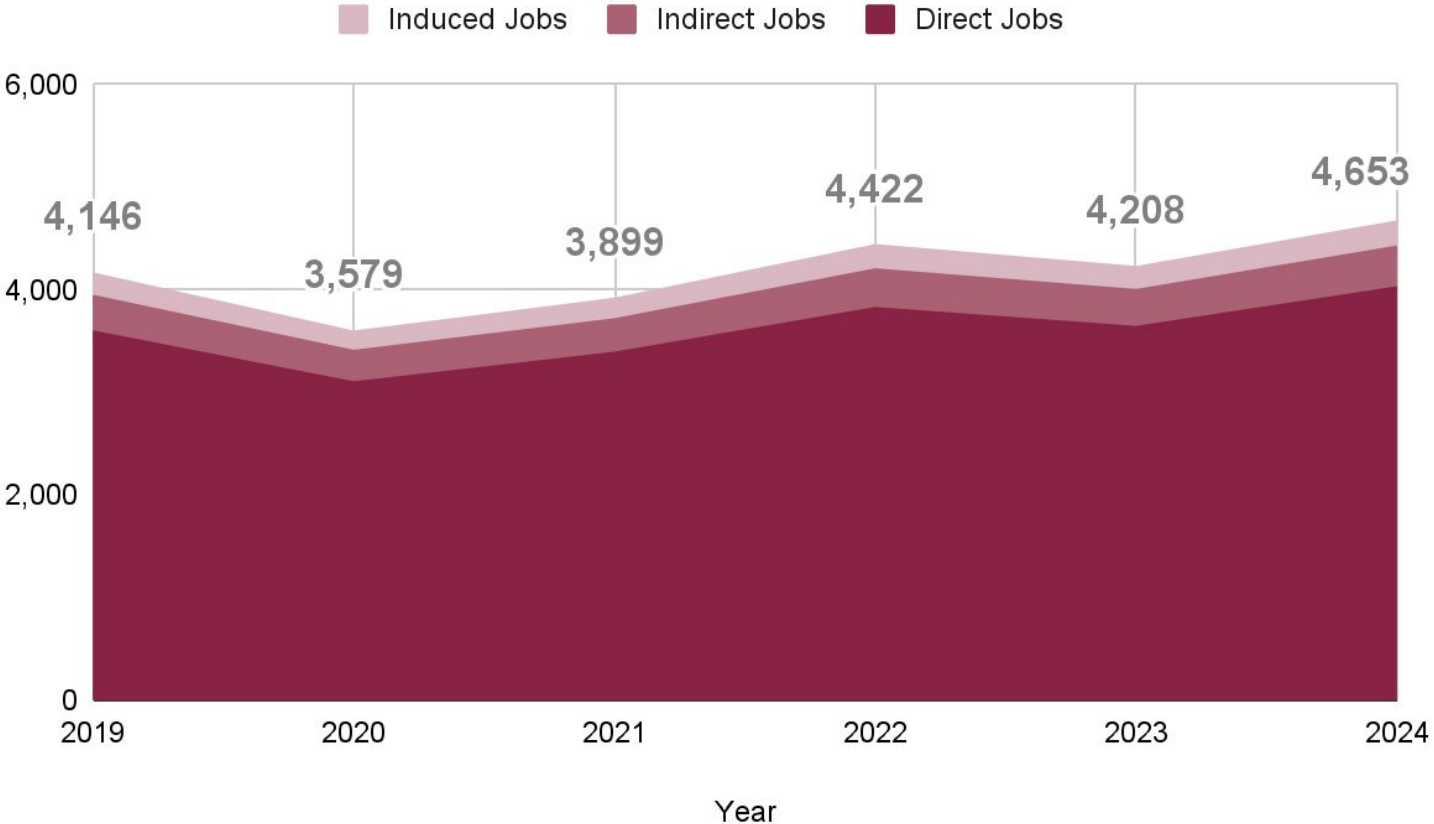
Daily visitor spending is estimated at \$60.61/day

\*Our estimates for out-of-state visitors only include visitors who registered online. Data is unavailable for out-of-state visitors who paid at the park or were included in a reservation booked by a New Mexico resident, and therefore these figures can be considered very conservative estimates based on available data.



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# Job Contribution: Visitor Spending



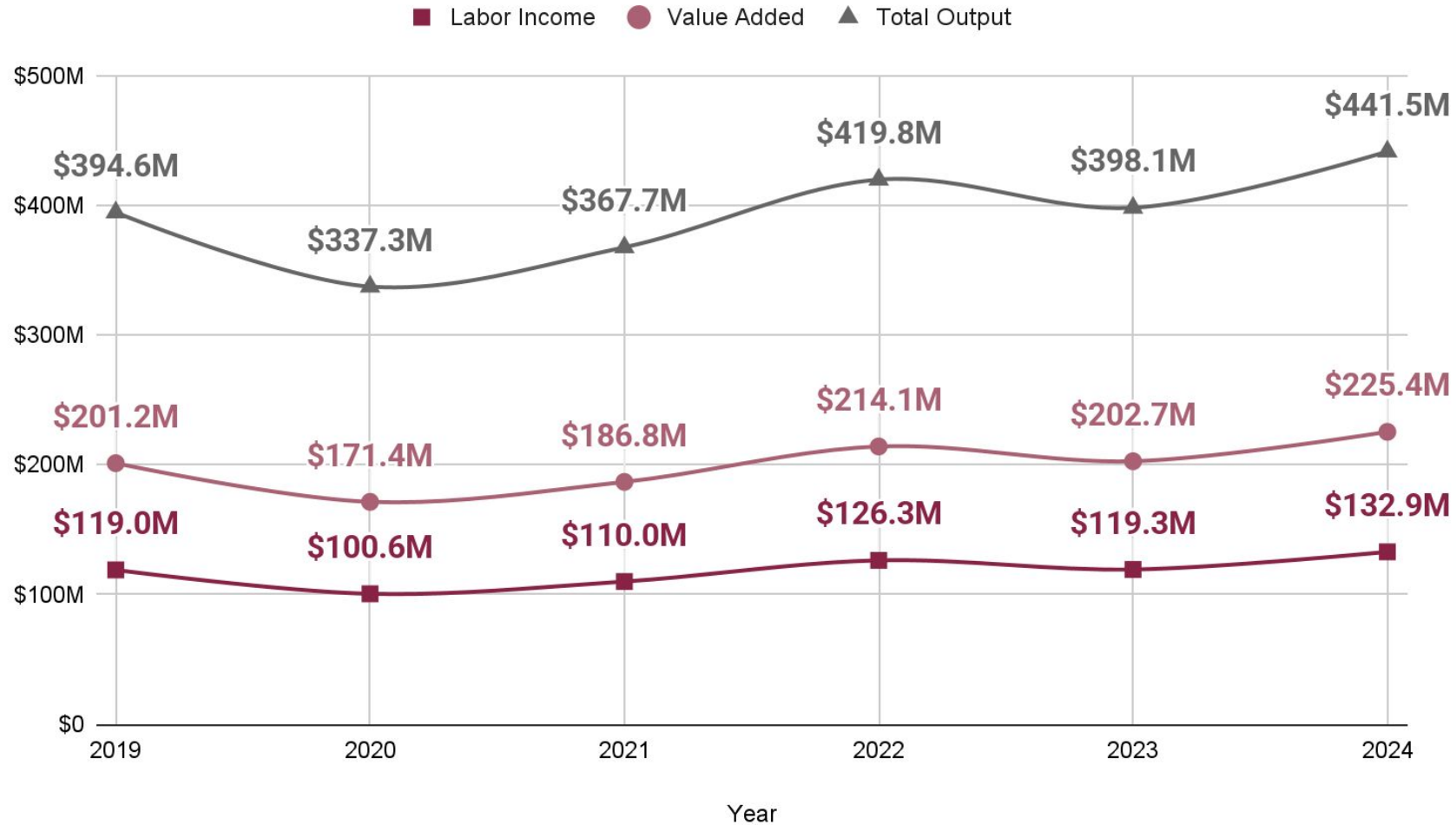
Considers all New Mexico State Park Visitors



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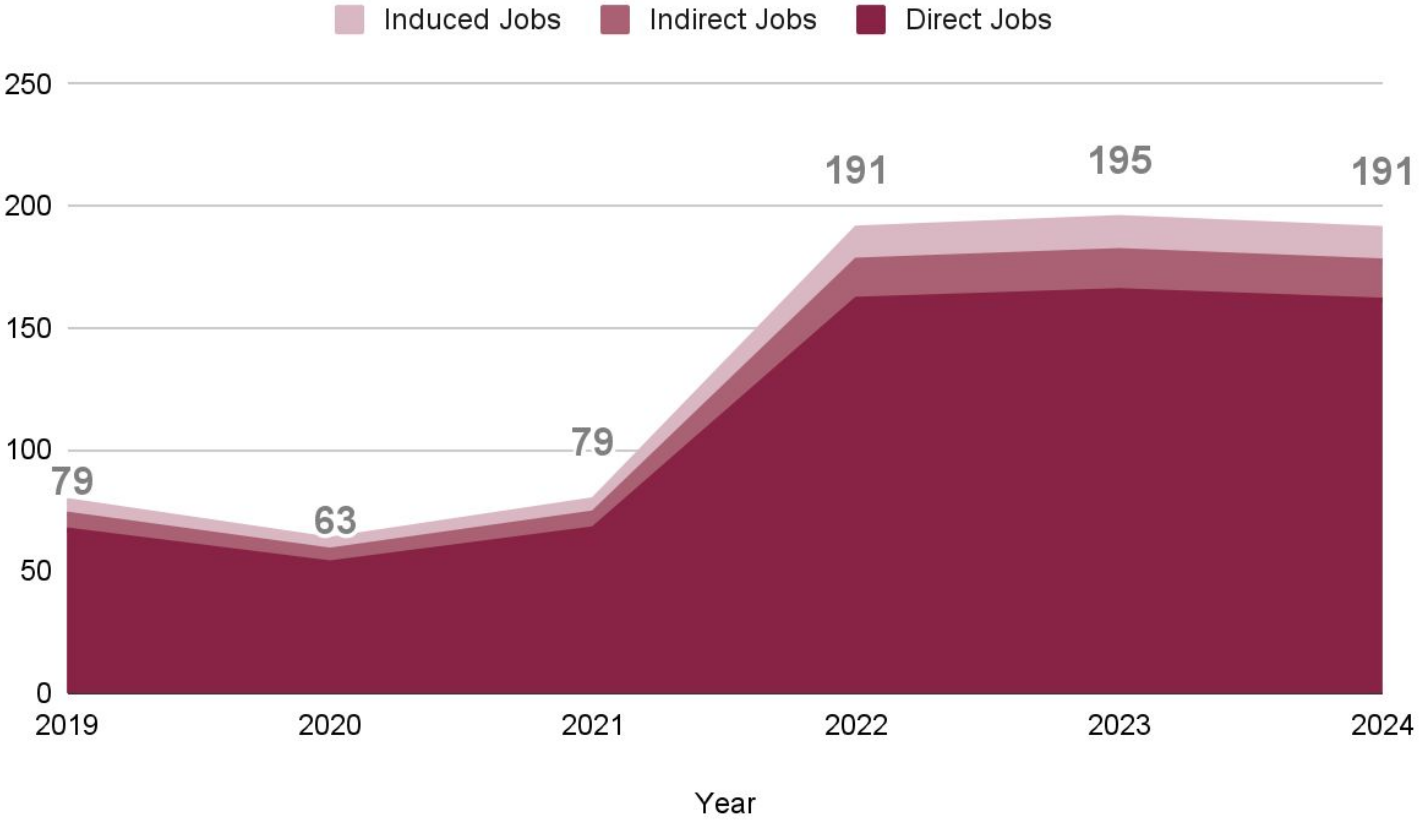
# Economic Contribution: Visitor Spending

Considers all New Mexico State Park Visitors



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# Job Impact: Visitor Spending



Considers only out-of-state visitors who booked directly online

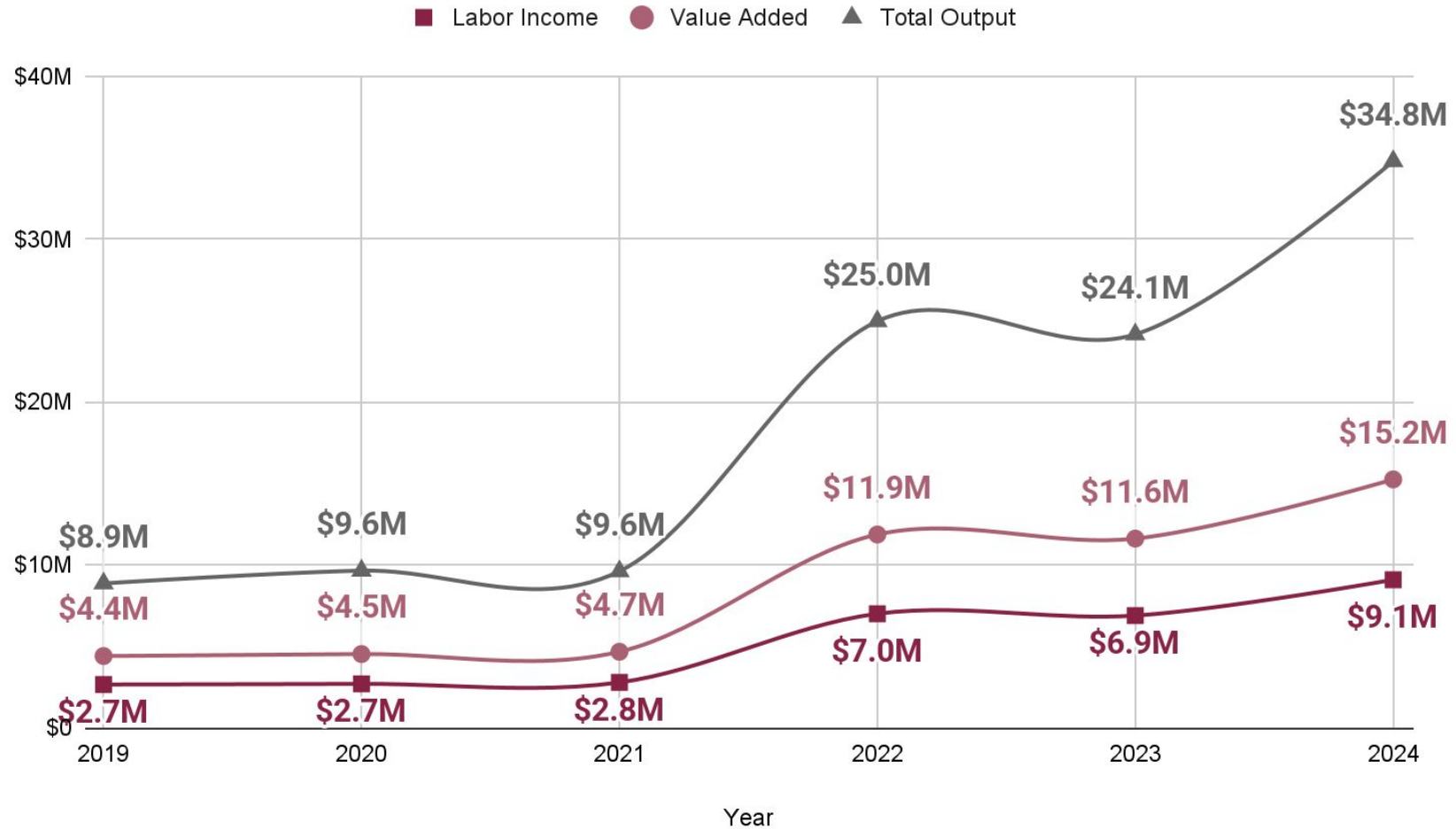


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# Economic Impact: Visitor Spending

Considers only out-of-state visitors who booked directly online



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# Nonmarket/Social Benefits



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# Nonmarket/Social Benefit Methodology

Nonmarket or social benefits were measured using conservation value estimates for various land types held in conservation, and consumer surplus for recreational use values.



# Conservation Values

- ★ Maintaining natural lands held in conservation provides many benefits such as supporting a clean water supply, flood control, and wildlife habitat preservation.
- ★ These benefits generally do not have price tags, however they do provide value.
- ★ The conservation values outlined in our report are based on a study that considered individual preferences and the cost of replicating similar services using conventional equipment to quantify the value provided by various land types held in conservation.

# Conservation Values

- ★ Conservation values represent the dollar value of benefits from keeping various land types in conservation and their natural form.
- ★ These benefits include clean water, flood protection, carbon storage, wildlife habitats, and societal well-being, all provided by the ecosystems located in wetlands, forests, shrublands, and other land types.
- ★ Conservation values were calculated based on New Mexico State Parks' acreage by land type, and Ingraham and Foster's 2008 study of economic value of ecosystem services provided by various land types held in conservation.



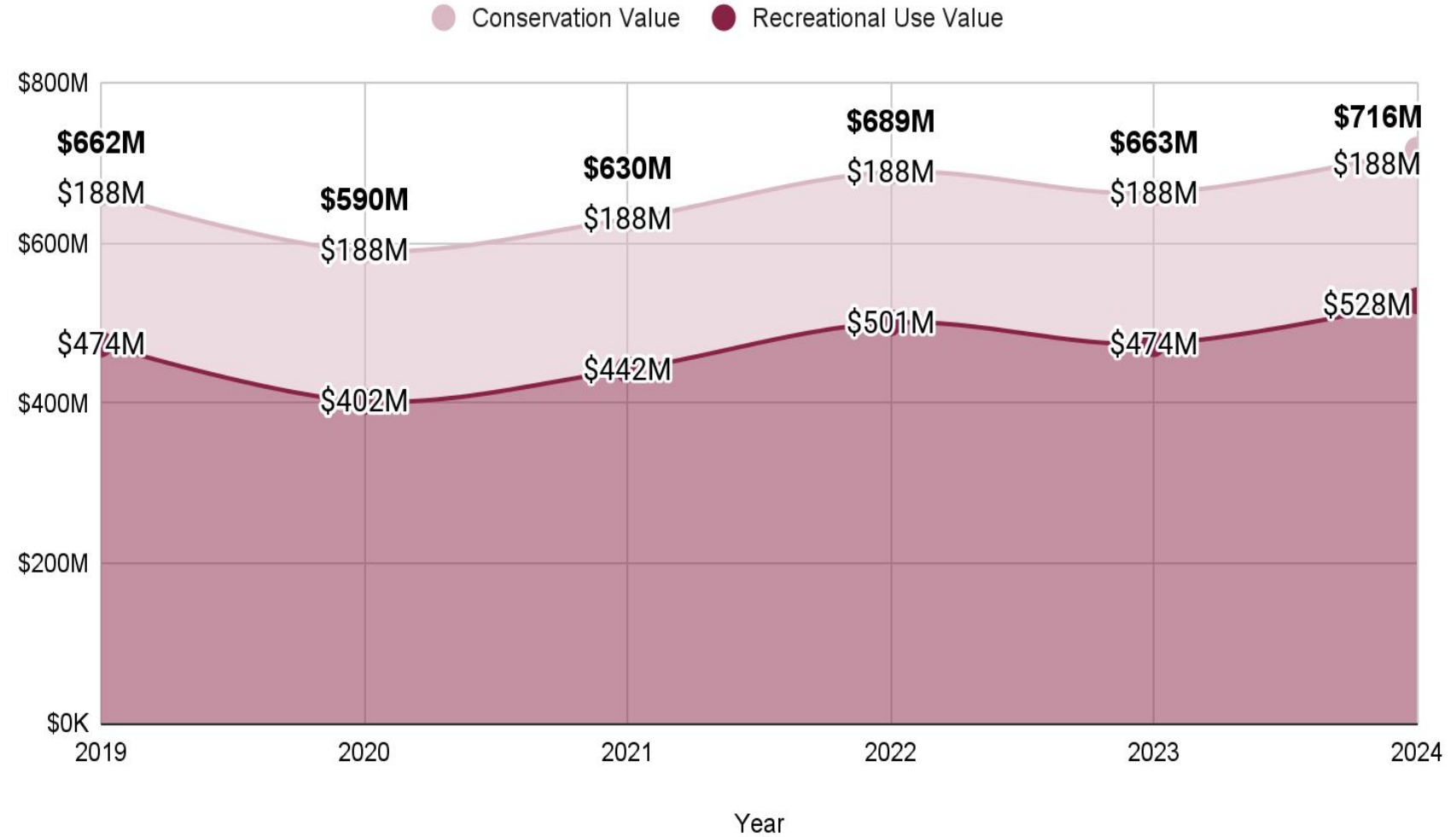
# Recreational Use Value

- ★ Public recreational spaces, such as parks or forests, provide significant benefits to individuals and communities, yet access is often free or low-cost, making their economic value difficult to quantify.
- ★ Recreational use values attempt to quantify the benefits of enjoying recreational activities at parks.
- ★ Recreational use values are based on a wide variety of studies that investigated individuals stated and revealed preferences for many different recreational activities, and are typically used to assess the economic significance of recreational resources.

# Recreational Use Value

- ★ Recreational use values represent the dollar value of benefits people experience from enjoying outdoor activities on conserved lands in their natural form.
- ★ These benefits include the excitement, mental well-being, and satisfaction gained from activities such as hiking, biking, camping, fishing, skiing, and birdwatching, all enabled by vibrant ecosystems in forests, lakes, wetlands, and other natural landscapes.
- ★ Recreational use values were estimated based on a 2016 study which valued the weighted average of recreational activities in New Mexico to be \$76.20 in 2016 dollars, equivalent to \$99.82 per visit per person in 2024 dollars.

# Nonmarket Benefits



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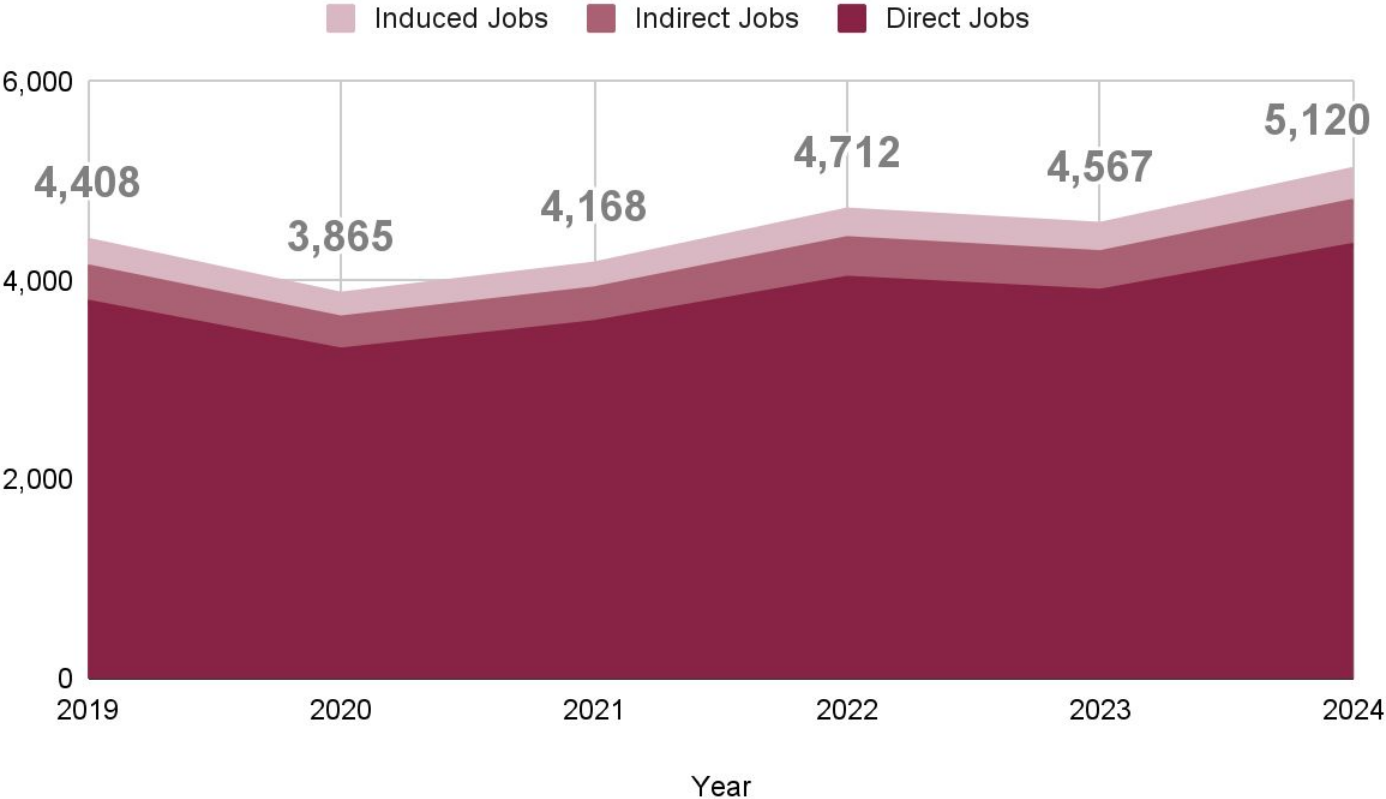


# Total Impacts and Contributions



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# Job Contribution



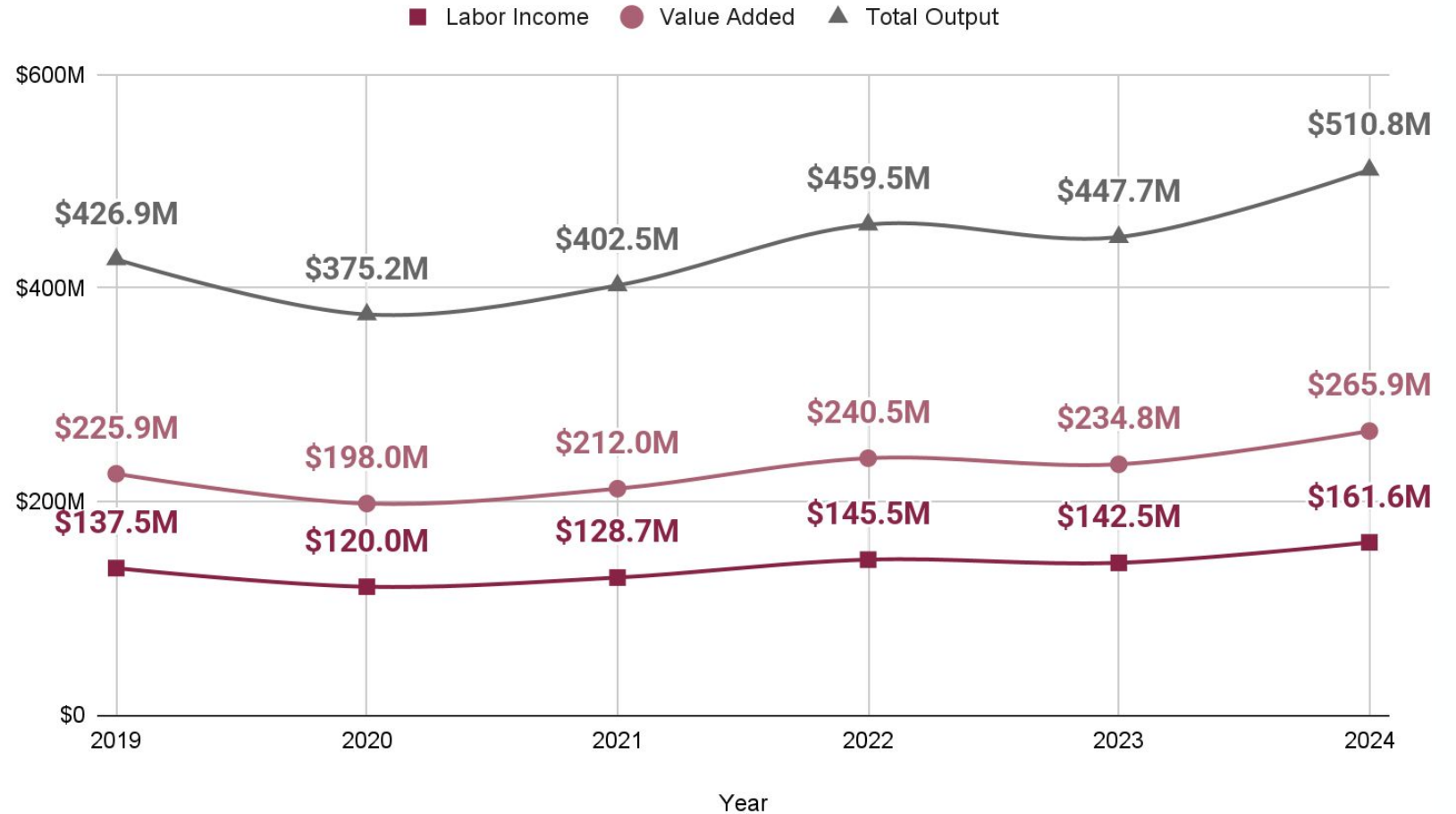
Considers all economic activity associated with New Mexico State Parks



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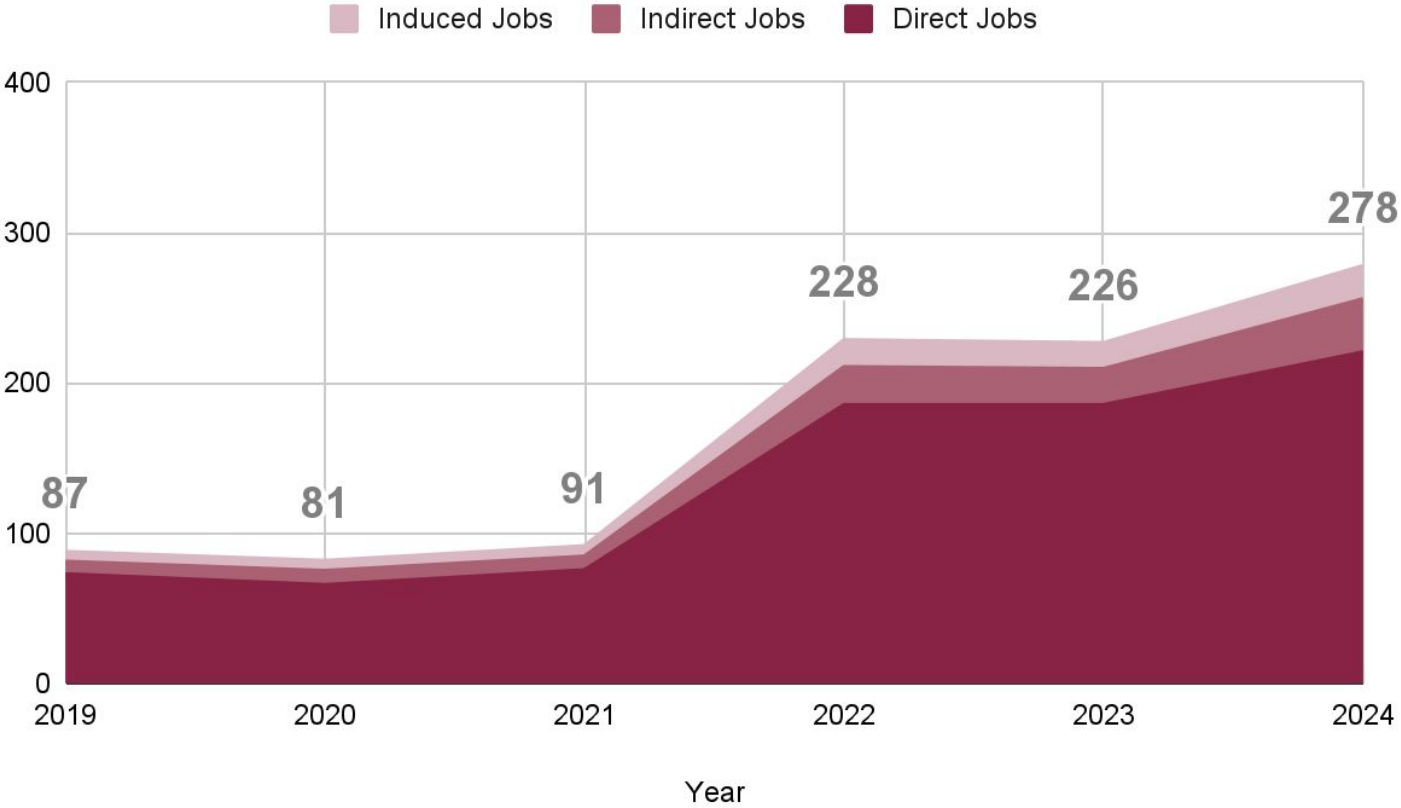
# Economic Contribution

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# Job Impact



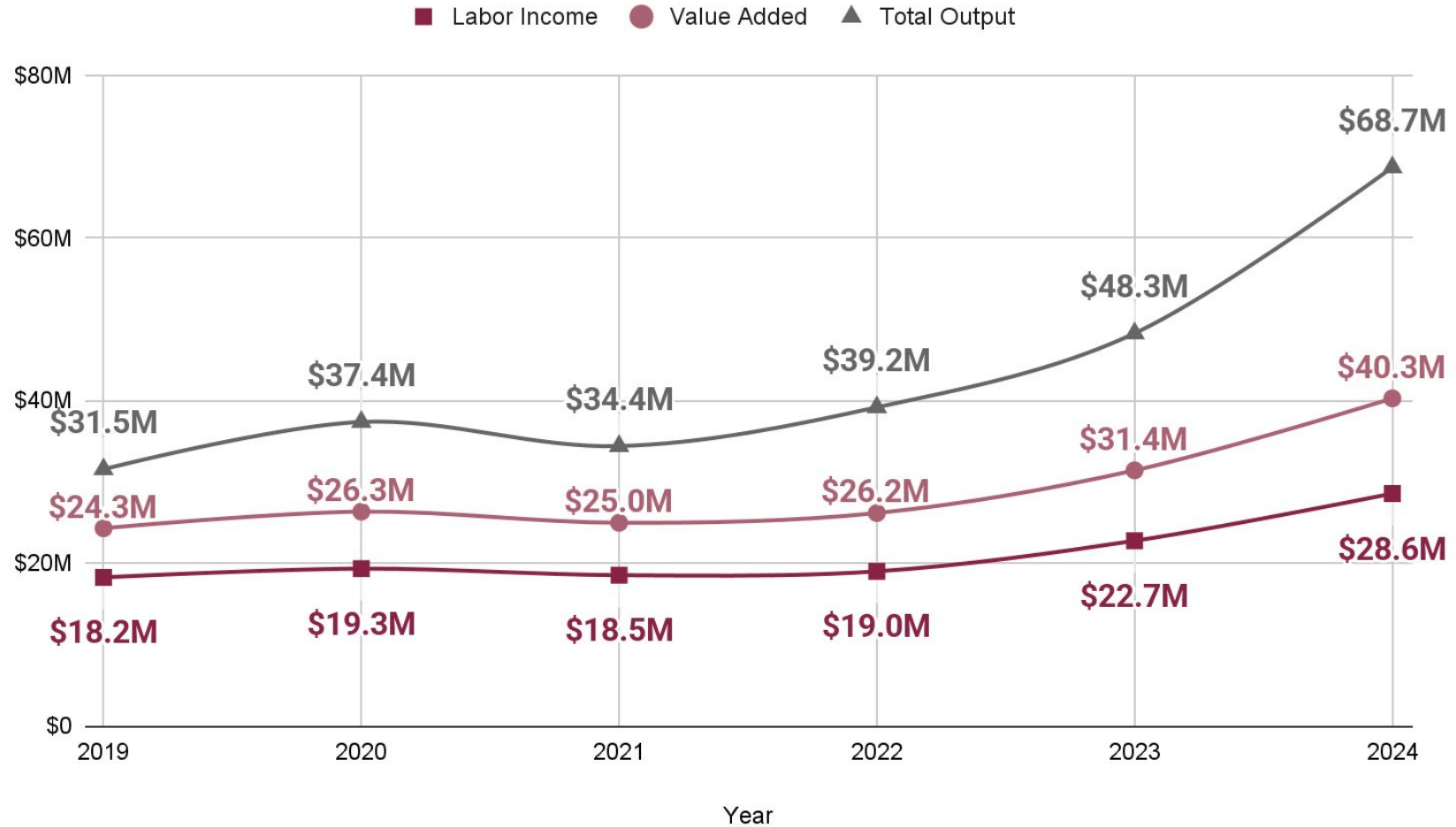
Considers only out-of-state funding and visitors



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# Economic Impact

Considers only out-of-state funding and visitors



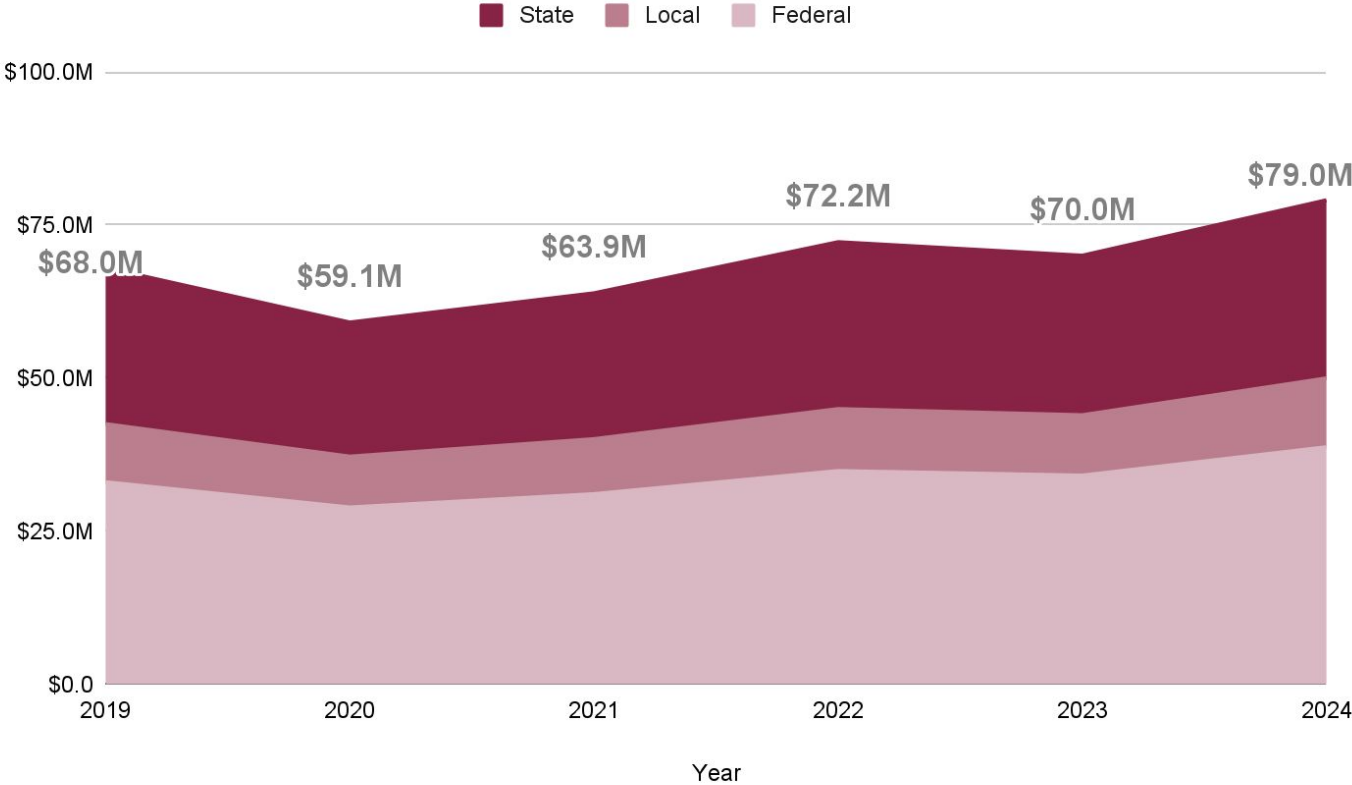
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# Tax Impacts



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# Tax Contribution

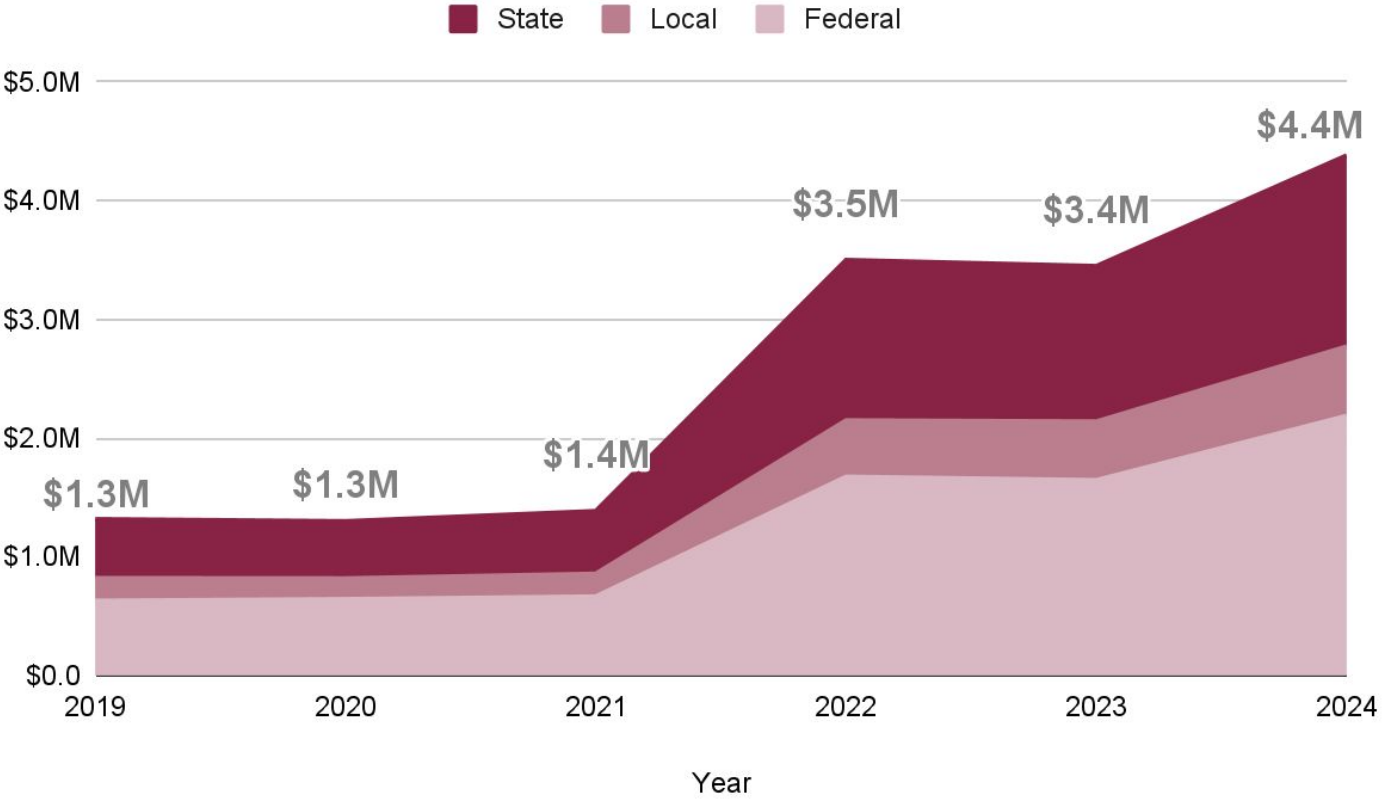


Considers all economic activity associated with New Mexico State Parks



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# Job Impact: Expenditures



Considers only out-of-state funding and visitors



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# Summary

- ★ In all years studied, economic contributions from New Mexico State Parks were significantly higher than State Park expenditures due to the follow-on effects resulting from visitor spending.
- ★ New Mexico State Parks also delivered significant nonmarket benefits through recreation and conservation uses.

# Summary

- ★ In 2024, economic activity associated with New Mexico State Parks:
  - Supported 5,120 total jobs in New Mexico
  - Contributed \$266 million to state GDP
  - \$511 million in revenue to businesses in New Mexico
  - \$162 million in labor income
  - \$40 million in state and local taxes in New Mexico



# New Mexico State Parks Economic Impact and Contribution Analysis FY 2019-2024



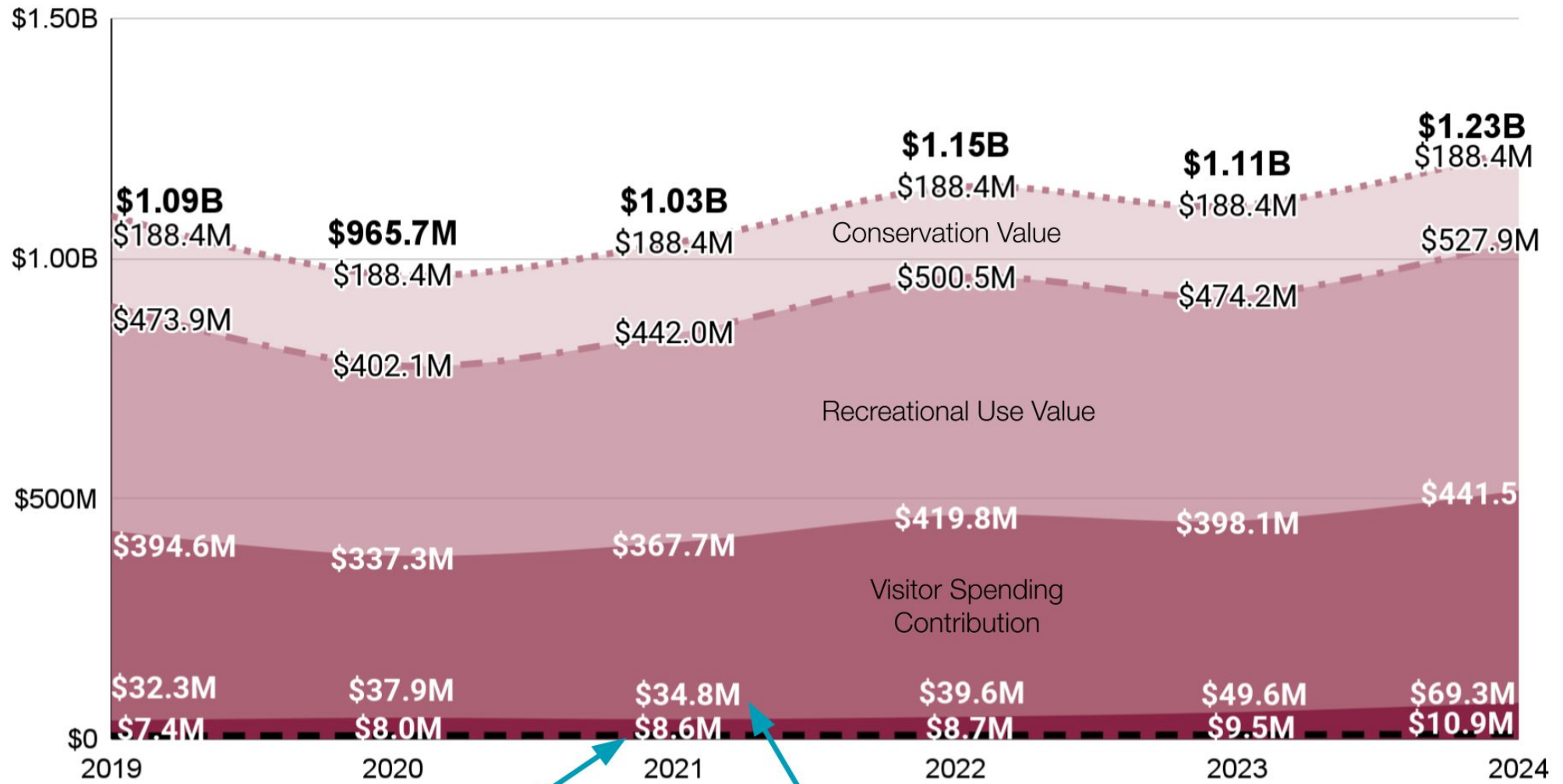
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## 2024 HIGHLIGHTS



Prepared by Arrowhead at NMSU  
Full study available at: [arrowheadcenter.nmsu.edu/reports/state-parks/](http://arrowheadcenter.nmsu.edu/reports/state-parks/)

State Parks General Fund
  Conservation Value
  Recreational Use Value
  Visitor Spending
  Expenditures



State Park  
General Fund

Expenditure  
Contribution