



If New Mexico could...

Pump \$3.3 billion

INTO OUR ECONOMY

Support 59,488 jobs

ALL OVER THE STATE

Impact \$952 million

ON SALARIES

Generate \$246 million

IN TAX REVENUES

Contribute \$1.35 billion

TO OUR TOURISM INDUSTRY

and educate our kids to
compete in the 21st century

...Would we go after it?

DCA studied New Mexico's cultural industry through an extensive review of economic data published by the US Government as well as TravelScope, a national survey that reports on trips to New Mexico and those cultural activities in which travelers participate.



We don't have to.
It's already here.

new mexico
arts
+
culture

IT'S OUR INDUSTRY.
IT'S HOW WE GROW.



NEW MEXICO DEPARTMENT OF
CULTURAL AFFAIRS