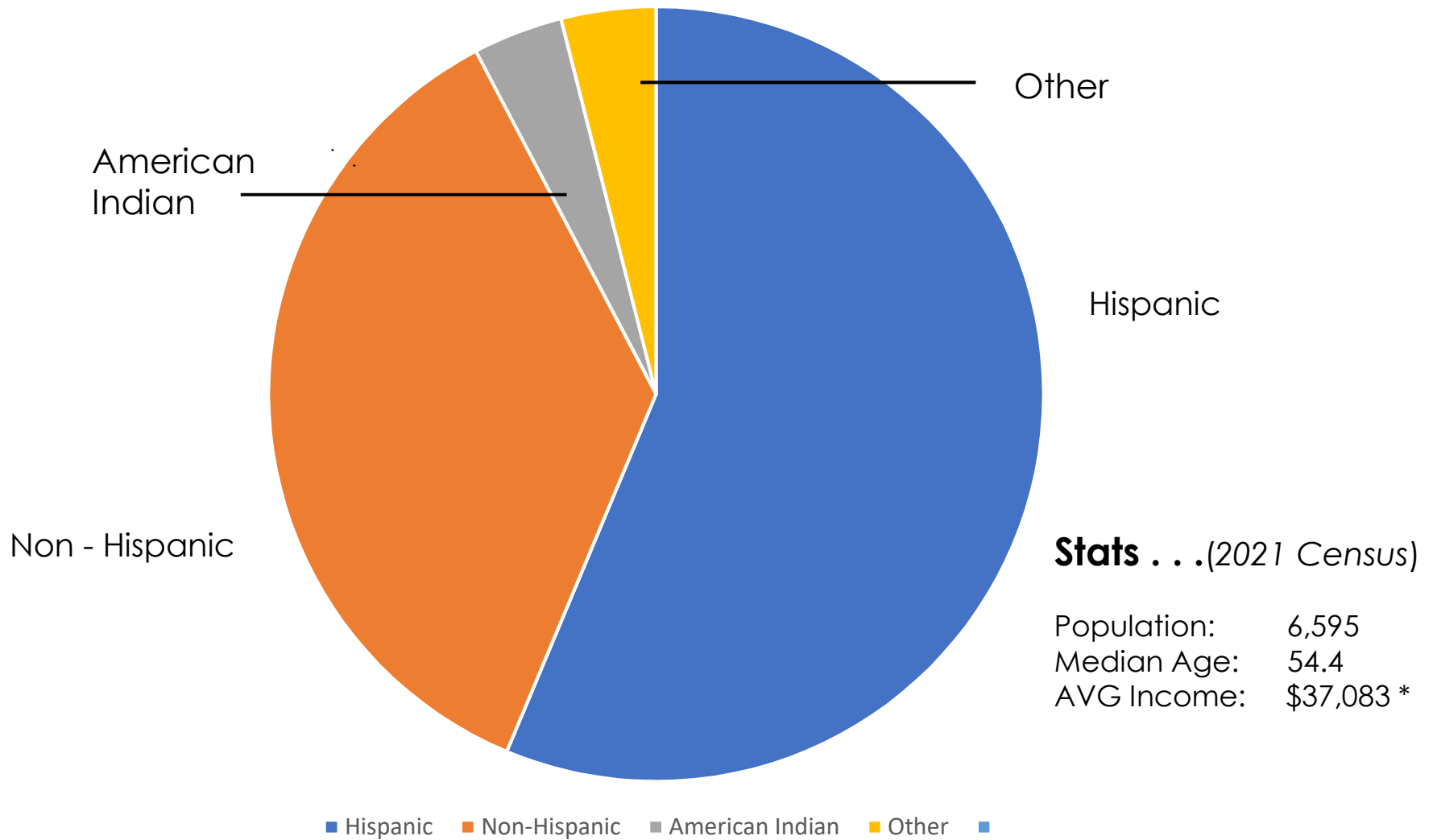


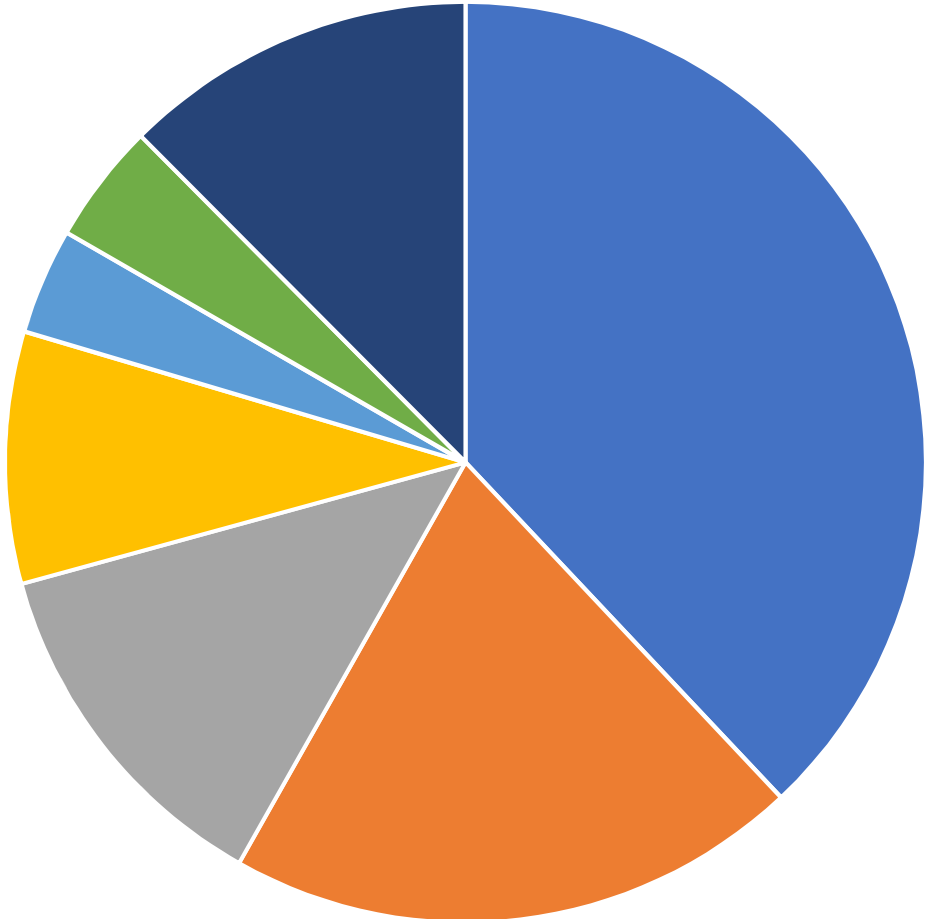
Economic
Development
in
TAOS



DEMOGRAPHICS



INDUSTRY SECTORS



Tourism-Hospitality	34.76%
Healthcare	18.5%
Education	11.5%
Construction	8.1%
Public Administration	3.4%
Professional/ Technical	3.8%
Other	8.5%

■ Tourism ■ Healthcare ■ Education ■ Construction ■ Public Administration ■ Professional ■ Other ■

ECONOMIC DRIVERS - TOURISM!

Destination Summary for Taos NM

Main Dates: 1/1/22 - 12/31/22

Compare Dates: 1/1/21 - 12/31/21

Visitor Volume Estimates

for Jan 1, 2022 - Dec 31, 2022

% ↑ / ↓ vs 1/01/21 - 12/31/21



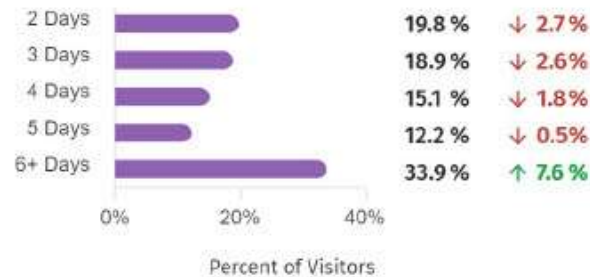
Annual Volume by Visitor Days*

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	-	376.5K	556.4K	215.8K	358.5K	489.3K	621.8K	463.9K	412.3K	361.3K	307.4K	637.5K
2019	481.0K	397.9K	714.9K	243.9K	375.2K	559.1K	753.3K	460.8K	428.9K	348.6K	271.5K	665.5K
2020	511.1K	487.3K	490.6K	120.7K	256.7K	438.7K	496.2K	384.1K	393.5K	350.3K	194.6K	416.9K
2021	399.4K	381.4K	586.6K	254.9K	339.3K	467.5K	689.0K	440.8K	360.1K	370.5K	284.6K	561.2K
2022	404.1K	473.5K	577.5K	294.3K	554.3K	702.5K	927.1K	636.0K	497.8K	457.2K	250.3K	604.2K
2023	489.5K	428.1K	602.6K	249.9K	348.2K	510.2K	623.3K	386.2K	-	-	-	-

Overnight Visitation % Share**

for Jan 1, 2022 - Dec 31, 2022

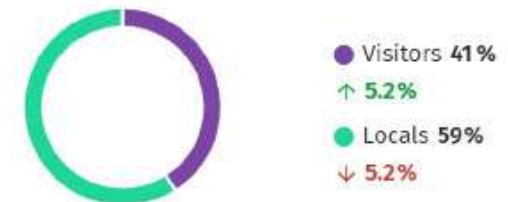
% ↑ / ↓ vs 1/01/21 - 12/31/21



Locals vs Visitors % Share

for Jan 1, 2022 - Dec 31, 2022

% ↑ / ↓ vs 1/01/21 - 12/31/21



Locals: 0 - 50 Miles | Visitors: 50 - 3369 Miles
Distance filter is not applied to this chart

ECONOMIC DRIVERS - TOURISM!

Destination Summary for Taos NM

Top Geolocation Markets

for 1/01/22 - 12/31/22 %↑/↓1/01/21 - 12/31/21

DMA	% Trip Share	Total Trips	% Trip Change
Albuquerque	37.4 %	693,274	↑ 1.5 %
Denver	8.1 %	150,495	↑ 9.9 %
Dallas-Ft. Worth	6.9 %	127,416	↑ 4.1 %
Amarillo	5.6 %	102,948	↑ 16.5 %
Oklahoma City	4.3 %	79,086	↑ 21.7 %
Colorado Springs	3.3 %	60,212	↑ 6.6 %
Houston	2.8 %	52,390	↑ 2.4 %
Phoenix -Pre	2.5 %	45,660	↑ 4.7 %
Austin	2.2 %	41,362	↑ 6.2 %
El Paso -Las	2.1 %	39,634	↑ 7.3 %

Top Spending by Destination

for 1/01/22 - 12/31/22 %↑/↓1/01/21 - 12/31/21

DMA	% Spend Share	% Share Spend Change
Albuquerque-Sai	21 %	↑ 0.8 %
Dallas-Ft. Worth	11 %	↓ 0.1 %
Denver	9.7 %	↓ 0.2 %
Austin	4 %	↓ 0.2 %
Houston	3 %	↓ 0.2 %
Amarillo	2.7 %	- 0 %
Los Angeles	2.3 %	↓ 0.3 %
Oklahoma City	2.1 %	↓ 0.2 %
New York	2 %	↑ 0.2 %
Phoenix -Prescot	2 %	↓ 0.1 %

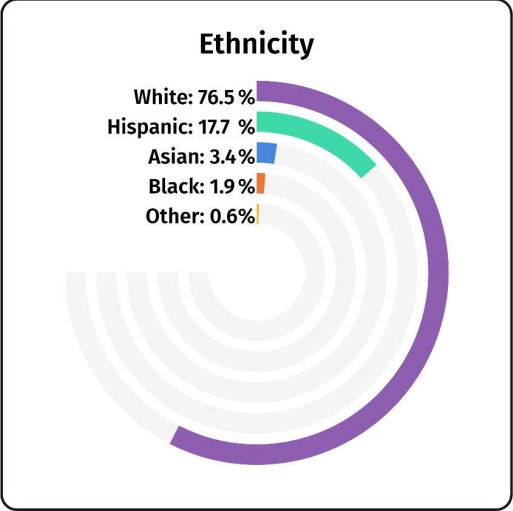
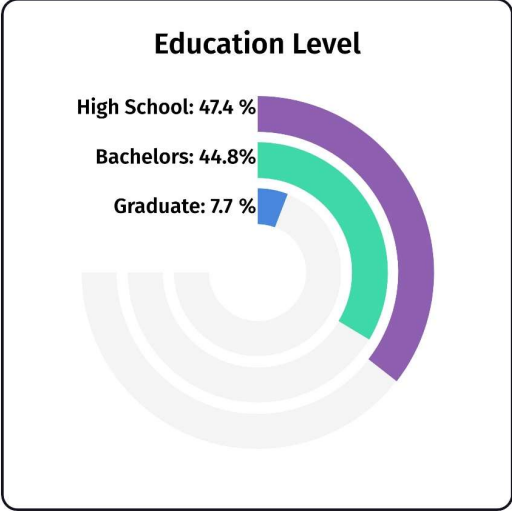
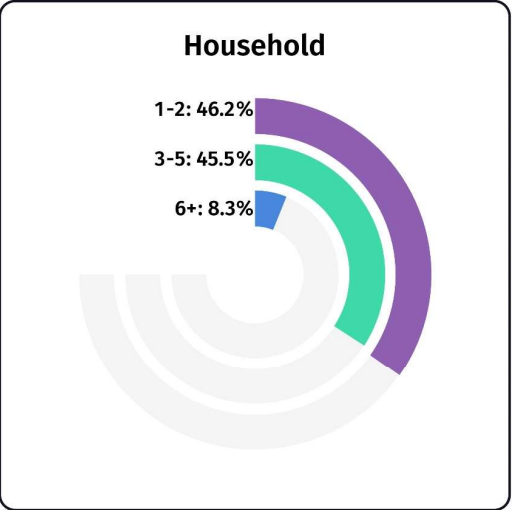
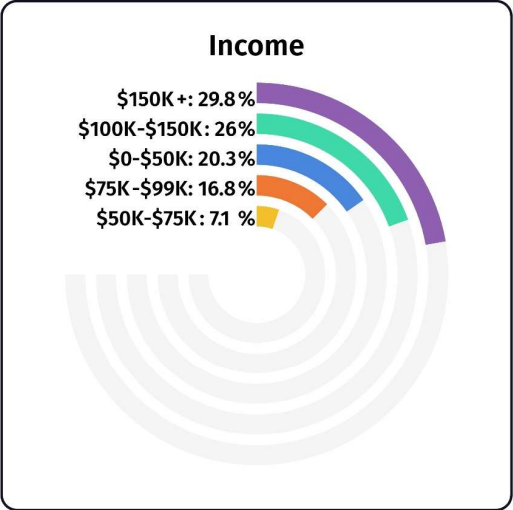
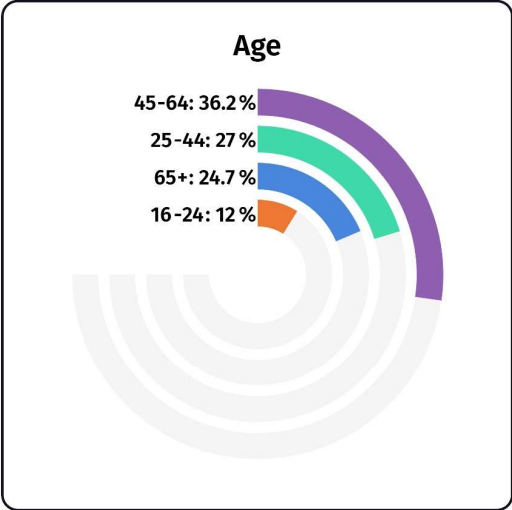
Top Clusters

for 1/01/22 - 12/31/22 %↑/↓1/01/21 - 12/31/21

Cluster	% Trip Share	% Trip Change
Town	82.3 %	↓ 6.3 %
Museums & Attra	59.2 %	↑ 2.5 %
Retail	36.5 %	↓ 14 %
Downtown	20.3 %	↓ 9.3 %
Lodging	16.7 %	↓ 2 %
Restaurants & B	11.6 %	↓ 6.5 %
Events & Parks	0.9 %	↓ 0.3 %

ECONOMIC DRIVERS - VISITORS

Top Demographics



Affordable Housing

Staffing

**CHALLENGES . . .
OPPORTUNITIES**

Job Opportunities

Taos Housing Partnership

Developer Opportunities

Marketing with Taos County

THANK YOU

