



National Park Service
U.S. Department of the Interior

White Sands
National Monument

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White Sands News Release

For Immediate Release

Media Contact: **Becky Burghart, 575-479-6124, ex. 230**

Date: **July 22, 2014**

White Sands NM Tourism Creates \$24.5 million in Local Economic Benefit

ALAMOGORDO, NEW MEXICO – A new National Park Service (NPS) report shows that 490,000 visitors in 2013 to White Sands NM spent \$24.5 million in communities near the monument. That spending supported 307 jobs in the local area.

“White Sands is proud to welcome visitors from across the country and around the world,” said Superintendent Marie Frías Sauter. “We are delighted to share the story of this special place and the experiences it provides and to use the park as a way to introduce our visitors to this part of the country and all that it offers. National park tourism is a significant driver in the national economy—returning \$10 for every \$1 invested in the National Park Service—and it’s a big factor in our local economy as well. “

“White Sands is a destination park. The monument brings visitors from around the world who not only enjoy the monument but the many offerings found in the Tularosa Basin, Rio Grande Valley, and the Sacramento Mountains. We are proud to be surrounded by such engaging and friendly communities that provide important amenities for our visitors. We appreciate the partnership and support of our neighbors and are glad to be able to give back by helping to sustain our local communities, which include Alamogordo and Las Cruces, New Mexico and El Paso, Texas.”

The peer-reviewed visitor spending analysis was conducted by U.S. Geological Survey economists Catherine Cullinane Thomas and Christopher Huber and Lynne Koontz for the National Park Service. The report shows \$14.6 billion of direct spending by 273.6 million park visitors in communities within 60 miles of a national park. This spending supported more than 237,000 jobs nationally, with more than 197,000 jobs found in these gateway communities, and had a cumulative benefit to the U.S. economy of \$26.5 billion.

According to the 2013 economic analysis, most visitor spending was for lodging (30.3 percent) followed by food and beverages (27.3 percent), gas and oil (12.1 percent), admissions and fees (10.3 percent) and souvenirs and other expenses (10 percent).

The largest jobs categories supported by visitor spending were restaurants and bars (50,000 jobs) and lodging (38,000 jobs).

To download the report visit <http://www.nature.nps.gov/socialscience/economics.cfm>

The report includes information for visitor spending at individual parks and by state.

To learn more about national parks in New Mexico and how the National Park Service works with New Mexico communities to help preserve local history, conserve the environment, and provide outdoor recreation, go to www.nps.gov/newmexico.

www.nps.gov/whsa



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For Immediate Release

Media Contact: **Becky Burghart, 575-479-6124, ex. 230**

Date: **March 4, 2014**

White Sands NM Tourism Creates \$21,857,000 in Local Economic Benefit

Alamogordo, NM – A new National Park Service (NPS) report for 2012 shows that the 447,385 visitors to White Sands National Monument in 2012 spent \$21,857,000 in communities surrounding the monument. This spending supported 276 jobs in the local area.

“White Sands National Monument is proud to welcome visitors from across the country and around the world,” said Superintendent Marie Frías Sauter. “We are delighted to share the story of the world’s largest gypsum dunefield. The monument is an excellent way to introduce our visitors to Southern New Mexico and all that this area offers. National park tourism is a significant driver in the national economy— returning \$10 for every \$1 invested in the National Park Service—and it’s a big factor in our local economy as well. We appreciate the partnership and support of our neighbors and are glad to be able to give back by helping to sustain local communities.”

The peer-reviewed visitor spending analysis was conducted by U.S. Geological Survey economists Catherine Cullinane Thomas and Christopher Huber and Lynne Koontz for the National Park Service. The report shows \$14.7 billion of direct spending by 283 million park visitors in communities within 60 miles of a national park. This spending supported 243,000 jobs nationally, with 201,000 jobs found in these gateway communities, and had a cumulative benefit to the U.S. economy of \$26.75 billion.

According to the report most visitor spending supports jobs in restaurants, grocery and

convenience stores (39 percent), hotels, motels and B&Bs (27 percent), and other amusement and recreation (20 percent).

To download the report visit <http://www.nature.nps.gov/socialscience/economics.cfm>

The report includes information for visitor spending at individual parks and by state.

To learn more about national parks in New Mexico and how the National Park Service works with New Mexican communities to help preserve local history, conserve the environment, and provide outdoor recreation, go to www.nps.gov/newmexico.

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White Sands News Release

For Immediate Release

Media Contact: Marie Sauter, 575-479-6124, ex. 210

Date: February 26, 2013

White Sands NM Tourism Creates \$15,812,000 in Local Economic Benefit

Part of \$30 billion impact that supports 252,000 jobs nationwide

Alamogordo, NM – A new National Park Service (NPS) report for 2011 shows that the 428,900 visitors to White Sands National Monument spent \$15,812,000 in communities surrounding the park. This spending supported 233 jobs in the local area.

“White Sands is a wonderful place to learn about America’s story,” said park superintendent Marie Frias Sauter. “We attract visitors from across the U.S. and around the world who come here to experience the monument. While in the area, they also spend time and money enjoying the services provided by our neighboring communities and getting to know this amazing part of New Mexico. The National Park Service is proud to have been entrusted with the care of America’s most treasured places and delighted that the visitors we welcome generate significant contributions to the local, state, and national economy.”

The information on White Sands is part of a peer-reviewed spending analysis of national park visitors across the country conducted by Michigan State University for the National Park Service. For 2011, that report shows \$13 billion of direct spending by 279 million park visitors in communities within 60 miles of a national park. That visitor spending had a \$30 billion impact on the entire U.S. economy and supported 252,000 jobs nationwide.

Most visitor spending supports jobs in lodging, food, and beverage service (63 percent) followed by recreation and entertainment (17 percent), other retail (11percent), transportation and fuel (7 percent) and wholesale and manufacturing (2 percent.)

To download the report visit www.nature.nps.gov/socialscience/products.cfm#MGM and click on *Economic Benefits to Local Communities from National Park Visitation, 2011*.

The report includes information for visitor spending at individual parks and by state.

To learn more about national parks in New Mexico and how the National Park Service works with communities to preserve local history, conserve the environment, and provide local recreation opportunities, go to www.nps.gov/newmexico.

www.nps.gov/whsa