



National Park Service
U.S. Department of the Interior

White Sands
National Monument

P.O. Box 1086
Holloman AFB 88330

575-479-6124 phone
575-479-4333 fax

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