

Measuring Rural Visitor Economic Impacts

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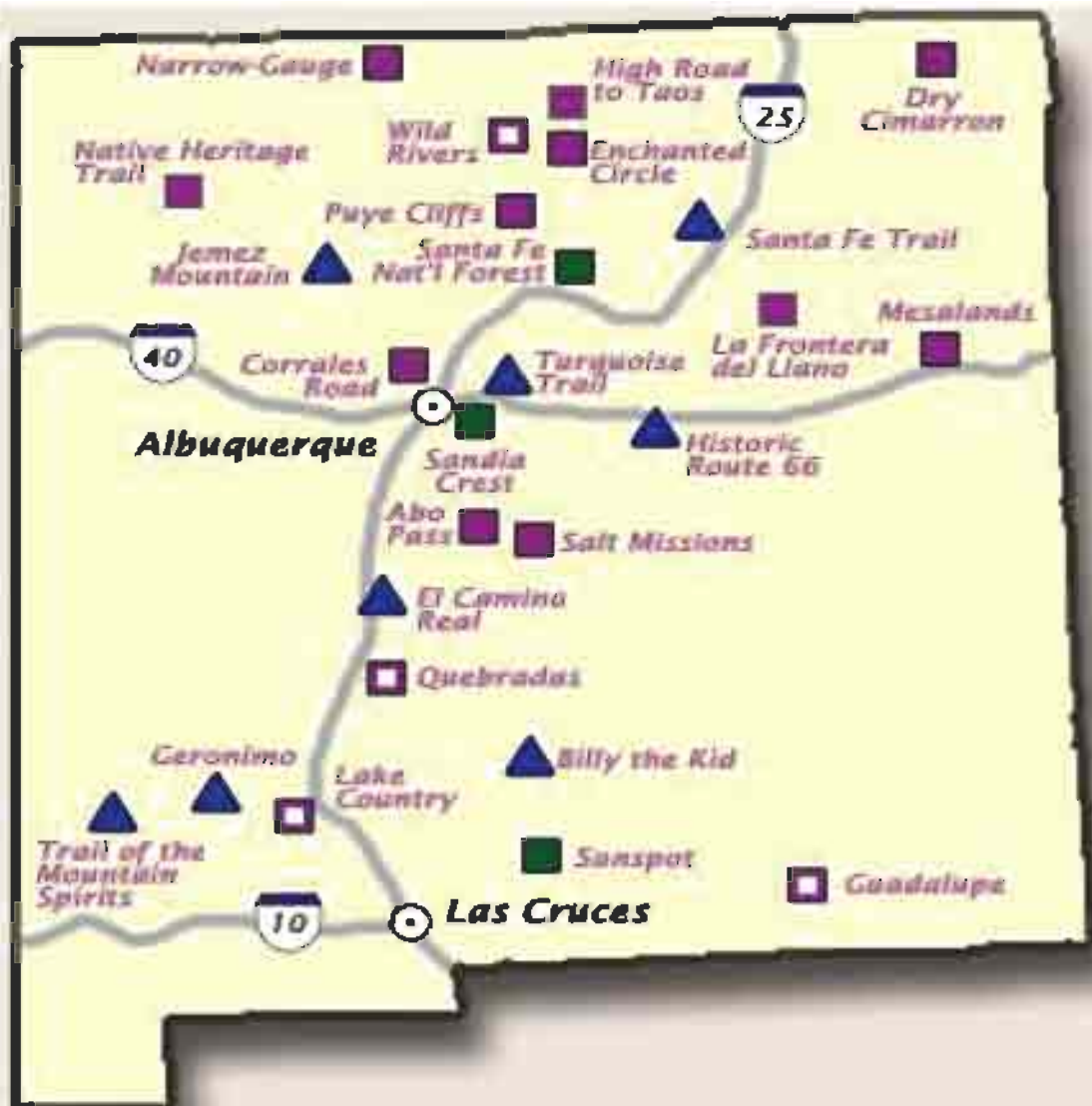
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Some Past Impact Reports

- ◆ **2001 NM National Scenic Byways Economic Impact Study**
- ◆ **2000 Route 66 Economic Impact Study**
- ◆ **2000 Camino Real Economic Impact Study**
- ◆ **2000 Geronimo Trail Scenic Byway Economic Impact Study**
- ◆ **1995 NM Outdoor Recreation Study**
- ◆ **1996 Economic Impacts of New Mexico State Parks**





National Scenic Byways

- ◆ 1,936 surveys at 37 sites, self-administered
- ◆ Total spending in NM
- ◆ Planned or actual spending in local area
- ◆ Sample sizes ranged from 57 on Billy the Kid Byway to 536 on Camino Real



Byway Influence and Average Spending

- ◆ Did Byways Greatly Influence Decision to visit New Mexico?
- ◆ Ranged from 9.3% for Jemez Mountain Trail to 18.2% for Billy the Kid Byway
- ◆ Average Spending by Party ranged from \$555 on Santa Fe Trail to \$954 on Jemez Mountain Trail



Route 66 Scenic Byway

- ◆ 5,000 surveys, self-administered
- ◆ Sites included Gallup, Grants, Albuquerque, Moriarty, Tucumcari, and Tourism Visitor Centers
- ◆ IMPLAN multipliers



Camino Real Byway

- ◆ 5,000 surveys, self-administered
- ◆ 217,000 visitors out of 6.3 million were greatly influenced to visit because of the Byway
- ◆ \$66 million spending versus \$2.3 billion in spending
- ◆ IMPLAN multipliers





Geronimo Trail Scenic Byway

- ◆ Over 500 surveys, self-administered
- ◆ Many sites had difficulty completing required minimums
- ◆ RIMS II multipliers



1995 New Mexico Outdoor Recreation Study

- ◆ 5,957 surveys collected at 74 outdoor recreation sites
- ◆ Administered by trained personnel
- ◆ Likert scales for user profiles and user experiences
- ◆ Asked to report how much money they spent in 24 hour period prior to survey



Outdoor Recreation Study

- ◆ 2,368 respondents answered to ten expense categories
- ◆ Average spending of \$116.88 per park user during the 24 hour period



1996 Economic Impacts of New Mexico State Parks

- ◆ No sample sizes reported
- ◆ No survey instrument included
- ◆ 13 study parks
- ◆ Expenditures within 24 hour period
- ◆ Out of state visitors, Out of county visitors
- ◆ IMPLAN analysis



Planning a Study

- ◆ Panel review of previous work
- ◆ Specifications of the RFP
- ◆ Consultation on survey instrument
- ◆ Complete reporting of sample sizes, sites used, survey instrument