NEW MEXICO
OUTDOOR RECREATION DIVISION

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Outdoor recreation drives $3.8 billion, supports more than 31,000 jobs in New Mexico

SANTA FE — New federal data shows outdoor recreation is a powerful economic driver, creating $3.8 billion in added value for New Mexico, accounting for 2.5% of the state's GDP, and supporting 31,783 jobs in 2025, according to the U.S. Bureau of Economic Analysis (BEA).

"From our mountains and rivers to our trails and wide-open spaces, outdoor recreation is deeply connected to New Mexico's identity and quality of life," said **New Mexico Economic Development Department Cabinet Secretary Rob Black**. "The industry continues to create new opportunities for businesses and communities across the state while strengthening New Mexico's economy for the future."

At the national level, outdoor recreation generated $1.3 trillion in economic output (2.3% of GDP), surpassing the natural resources industry, and accounted for 5.3 million jobs (3.3% of total U.S. employment) in 2025.

In 2019, Governor Michelle Lujan Grisham identified outdoor recreation as a target industry for economic growth and signed the state's Outdoor Recreation Division (ORD) into law, housing it under the Economic Development Department.

Since then, the division has invested $39.7 million in trails and outdoor infrastructure projects through the Trails+ Grant and has awarded $12.8 million through the Outdoor Equity Fund, helping more than 145,000 youth access outdoor experiences.

"Outdoor recreation is an important part of our economy, especially in rural areas, supporting small businesses, creating jobs and bringing new opportunities to communities across the state," said **ORD Director Karina Armijo**. "The BEA data reinforces why continued investment in outdoor recreation matters and gives us a stronger voice in economic development conversations."

Key highlights from the 2025 BEA data include:

- New Mexico's outdoor recreation industry ranks 24th nationally, measured as a share of the state's overall economy.
- In 2025, "other snow activities," which includes snowshoeing, grew by 10.4% in New Mexico.
- Since ORD was established in 2019, climbing, hiking and tent camping, among the most accessible outdoor recreation activities across income levels, has grown 39.2%.
- Since the BEA began tracking in 2012, the industry's inflation-adjusted contribution to New Mexico's GDP has grown 36.1%.
- New Mexico ranked number 1 in the nation for growth in the "air and land guided tours, outfitted travel" category, between 2019-2025.

For more information about the BEA report and other outdoor recreation impact reports visit nmoutside.com/resources/economic-impact.



“Other snow activities,” which includes snowshoeing, grew by 10.4% in New Mexico. Photo: Evan Green



Climbing, hiking and tent camping have grown by 39.2% since ORD was established in 2019. Photo: JustaKrys

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EDNM’s mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDNM’s programs contribute directly to this mission by funding workforce training and infrastructure that supports business growth, helping every community create a thriving economy.

ECONOMIC DEVELOPMENT NEW MEXICO

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