

# GUESS WHAT KEEPS OVER 42 MILLION VISITORS COMING BACK TO NEW MEXICO?

The landscapes are legendary — and the energy that maintains them is essential. New Mexico welcomed 42.6 million visitors last year, generating \$8.8 billion in direct spending. Much of that experience depends on infrastructure funded by oil and gas revenues — roughly \$13 billion in 2023 alone. These dollars help maintain the highways, parks, and public services that make outdoor destinations accessible, including White Sands, Carlsbad Caverns, and the state's high-country ski areas. White Sands National Park alone drew 729,000 visitors, contributing \$53 million to the local economy.

When energy strengthens roads, public safety, and visitor services, it strengthens the adventures that make New Mexico unique.

**KNOW THE VALUE**  
*of New Mexico Energy*

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THE VOICE OF THE ENERGY CONSUMER