

## Restaurant Industry Facts

### New Mexico

Locations .....3,500  
Employees ..... 83,000  
Employees by 2020 ..... 90,900

#### NM Restaurant-Industry

Job Growth by 2020 .....9.5%  
Restaurant jobs represent 10% of total employment in New Mexico.

#### 2010 Industry Sales

Projection.....\$2.7 Billion

### National

Locations ..... 945,000  
Employees ..... 12.7 Million

#### 2010 Industry Sales

Projection.....\$580.1 Billion

### Did you know...

- The restaurant industry provides work for more than 10% of those employed in New Mexico?
- The restaurant industry equals more than 4% of the US Gross Domestic Product?
- Every \$1 spent in restaurants in New Mexico generates an additional \$0.95 in sales for other industries in the state
- More than 1/3 of all adults have worked in the restaurant industry at some time during their life?



RESTAURANT ASSOCIATION

## Support Dedicated Advertising Fund

### BOTTOM LINE MESSAGE:

NMRA strongly supports the NM Department of Tourism's initiative to obtain a dedicated funding stream for tourism marketing. NM has fallen behind surrounding states in the dollars spent on tourism marketing and advertising, yet research by the US Travel Association shows that tourism marketing dollars return \$40 to the industry for every \$1 spent and \$8 in tax revenue for the state for every \$1 spent. NMRA supports a dedicated funding stream that would allow for consistent budgeting of advertising dollars and allow NM to compete more effectively to gain tourists from domestic and international markets.

### TALKING POINTS:

The NMRA Board of Directors voted to support a quarter-cent meal tax to be dedicated to the New Mexico Tourism Department for the sole purpose of marketing the state to tourists.

This quarter-cent equates to 25 cents on a \$100 check to be added to the gross receipts already collected by the industry. This tax would be collected by restaurants and foodservice in hotels.

The state tourism department is constantly fighting to get funding for the marketing needs of the state.

The state of NM ranks 37<sup>th</sup> in the US in the amount of money it spends on advertising.

Marketing budgets for surrounding states:

New Mexico \$2.6 Million

Utah \$7.0 Million

Arizona \$6.0 Million

Colorado \$15.0 Million

Texas \$24.0 Million

New Mexico is not competitive in the advertising realm and is losing valuable market share when compared to the return on investment for tourism dollars. The entire state benefits when tourists come to town!

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