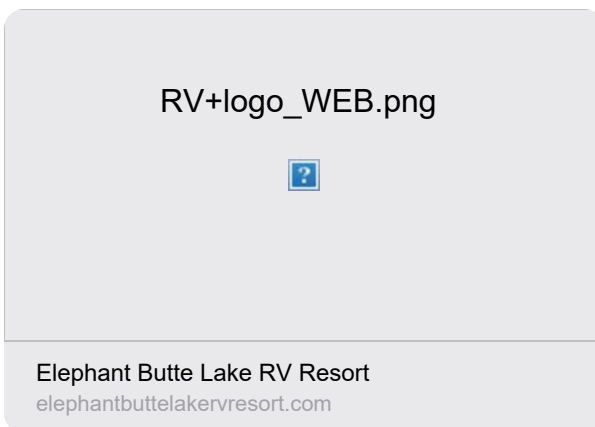


From: [deirdre earls](#)
To: [emnrd-parkscomments](#), [EMNRD](#)
Subject: [EXTERNAL] Comparing prices of Elephant Butte RV Resort to Elephant Butte NMSP
Date: Wednesday, February 28, 2024 6:22:36 AM

CAUTION: This email originated outside of our organization. Exercise caution prior to clicking on links or opening attachments.

Greetings,

Please see the prices for full hook ups including electric, sewer, water at the Elephant Butte RV Resort across the street from the main entrance to Elephant Butte NMSP. For full hook ups (electric/water/sewer) people can stay there for about \$10-\$11/night including electricity, and not have to move every two weeks. Their price includes an on-site laundromat and hot showers 24/7, level and paved parking, mail services, and one can stay indefinitely.



At Elephant Butte NMSP the cost for an annual camping pass holder for full hook ups is about the same: with sewer \$8/night + cost of annual camping pass + Reserve America fees, but you have to move after two weeks.

In other words the Elephant Butte RV resort across the street from the park entrance costs about the same per night for full hook ups as NMSP, but the RV Resort offers more services and no need to move after two weeks.

The market will bear your current prices and will not bear your proposed fee increases of \$40/night for an electric and water site, plus requirement to move every two weeks and extra fees for dump station, too.

And the market will not bear \$20/night - two times the price for full hook ups across the street- for your non electric sites.

The NM economy's #1 driver in southern NM is tourism. You have 9 NMSP's in southern NM. They are all popular because your current prices are competitive and they attract people from all over the region and Texas. Part of your mission is to support the NM tourism economy. The people who stay the longest spend the most in the local economy.

Park visitation and therefore the regional economy will collapse under your proposed fee

increases.

As such my suggestion is to focus on value and increasing not decreasing visitation, keep your nightly prices the same to be competitive with local markets. Perhaps raise the cost of an annual camping pass very slightly. If you raise the cost of the annual camping pass more than \$50 or so, people will go elsewhere to similarly camp off grid for free.

NM needs the state parks visitation to grow, not collapse, to support its dependency on tourism. The southern NM State Parks are the most visited and already close to breaking even under the existing fee structure. If you charge more you can expect visitation to fall accordingly. If you charge a lot more visitation will fall a lot.

For other parks where costs are high and visitation is low, the visitation will be even lower with your proposed new fees. Perhaps reduce services at those parks or in the case of Santa Fe area, raise their fees slightly to match what the Santa Fe market will bear. At Hyde Park I think you could raise overnight camping fees that include electric only to \$10/night.

In southern NM your current camping fees are the same as the nicest RV parks in the area.

To grow revenue you have to be more, not less, competitive.

Your proposed fee increases will not at all be competitive and instead they will be catastrophic to visitation in all the NMSP, tourism and the economy, especially in southern NM.

Thank you,
Deirdre Earls, RD