

# Organ Mountains-Desert Peaks --Local Business Impact

## Southwest Expeditions



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### **How is the Organ Mountains-Desert Peaks National Monument (OMDP) important to your business?**

The opportunities for exploration and enjoyment are endless when you have two national monuments and one national park within 100 miles of our home base in Las Cruces.

Since 2014, when OMDP was designated, our business has continued to thrive with increased tour reservations and interest. As visitation to the monument has steadily increased over the last 9 years, we have expanded our services into organizing custom excursions, tours, and activities. We have created hikes for all levels, providing unique experiences, incredible photo opportunities, and topped off with a locally made box lunch or meal.

I have been an avid outdoors man most of my life and because of that I am able to share my knowledge and appreciation of the culture, history, and environment with the thousands of visitors that come to our region every year.

### **How do you see OMDP Benefitting the community?**

I am especially grateful for the many outdoor recreation opportunities we have in southern New Mexico. My own personal enjoyment comes from being able to share such rich history, the many beautiful landscapes, and the culture with others. The addition of being able to share it through my business is truly a gift and an honor.

When hiking in the monument, I have seen cars in the visitor center parking lot with license plates from all over the country. These visitors not only come here to enjoy our monument, but they stay in our hotels, eat in our restaurants, and spend money in our local businesses. In turn, our businesses have embraced the monument as a vital part of our community and something we all should be proud of.



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