

Help Keep White Sands National Monument Affordable!

The National Park Service (NPS) Plans to Dramatically Increase White Sands Entrance Fees

- An individual will pay almost 7 times more in the future!
- A family of four will pay more than 3 times more in the future!
- An annual pass will cost twice as much!

	Current Entrance Fee	Proposed Entrance Fee	Increase
Single person in car	\$3	\$20	570%
Family of four	\$6	\$20	230%
Motorcyclist	\$3	\$15	400%
Annual Pass	\$20	\$40	100%

Southern New Mexico and Alamogordo Tourism Will Suffer

- When the NPS doubled entrance fees at other Southwestern regional NPS parks in the late 1990's and early 2000's visitation dropped between 24% and 32%¹.
- Given the dramatic proposed entrance fee increases, White Sands visitation could drop up to 40% (or more).
- This will result in up to 200,000 fewer visitors.
- There will be fewer tourists in Alamogordo and Southern New Mexico.

We Can Stop This!

- Provide feedback to the NPS expressing your concern. Tell them that this increase is just too much and express your concern about how this will hurt local tourism.
- Raise awareness! Share this with friends, colleagues, and local business owners. Ask them to provide feedback too.
- Express your concerns to your local, state, and Federal representatives. Ask them to provide feedback too.

How Do I Express My Concerns?

- Email comments to whsa_interpretation@nps.gov and include in the subject line "WNSA Fee Increase";
OR
- Mail your comments to Superintendent, White Sands National Monument PO Box 1086 Holloman AFB, NM 88330
OR
- Stop by the White Sands visitor center between the hours of 9 am and 5:00 pm to fill out a visitor comment form.

Please Submit Comments by February 13, 2015

¹ Petrified Forest and Mesa Verde doubled entrance fees in 1998. Bandelier doubled entrance fees in 2006. Petrified Forest visitation dropped 32%. Mesa Verde visitation dropped 25%. Bandelier visitation dropped 24%. Percent drop calculated by comparing the average annual visitation for the five years preceding the rate increase with the average annual visitation after the rate increase.