



## **WILD HORSE TOURISM**

### **Introduction**

The State of New Mexico has a natural and cultural resource that should be used to meet Governor Richardson's goal of increased tourism and revenue for the State.

A partnership between the State government, the Forest Service, and the BLM, in which the State's remaining wild horses are protected, managed, and promoted as a national legacy could result in increased tourism in and around the Wild Horse Territories of New Mexico.

#### *Two Wild Horse Tourism/Management examples*

*Such is the case in Chincoteague, VA, where the wild horse population of Assateague Island is maintained below 150 animals by Fire Department with the annual pony swim and adoption. This event has grown from 25,000 in 1937 to 50,000 visitors currently on the day of the swim only. These visitors bring in \$200,000 to \$300,000/yr for the town, not including the other business generated.*

*On The Maryland side of Assateague Island the Park Service maintains their herd also at 150 by using birth control and the population is stable at this number. There are excellent educational bios with pictures on these horses. 1900 were sold last yr. This and entrance fees help cover some part of the herd management costs.*

Wild horses can successfully draw tourists as seen by the Chincoteague example above. In New Mexico a state where especially when promoted in a state abounding with natural beauty that seems to change with every bend in the road and the

added attraction of the Hispanic, Native American, and cowboy cultures.

## FOREST SERVICE TOURISM

### First Step

Advertise our National Horse Territories and their histories at the New Mexico Tourist Department Centers, their website, and their kiosks. Advertise by pamphlet at hotels and B&B's. Also advertise closest amenities as well as wild horse-based businesses.

### Opportunities

Historical Classes/Videos/Books/Lectures on the history of the Spanish horse in New Mexico could be shown/made available at the Ranger Stations. Other subjects include:

- Wild horse training,
- Round-ups,
- Spanish Conquistadors,
- Biology,
- Ecological balance,
- Birth control in wild horse management,
- Evolution,
- Cultural value/significance,
- Role of horse in NM and US history, etc.
- Hispanic heritage,
- Native American heritage,
- Wildlife photography of wild horses in their open range,
- Eco-Tourism and information,
- 1971 Wild Horse and Burro Act Education

Eco Tours given by the FS. Promoting our Wild Horses as income generators while we preserve our national heritage.

Sales of Wild Horse Territory maps, wild horse souvenirs (hat pins, magnets, Christmas ornaments, post cards, note cards, posters, booklets, stuffed animals, etc.)

Camping/Horseback riding.

Careers in Wild Horse Management

## RURAL ECONOMIC DEVELOPEMENT

### Opportunities to promote

- Involve the locals near the Wild Horse Territories and the Wild Horse Businesses in the state on how they would like to be advertised nationally at our tourist centers and how to maximize tourism potential.
- Annual Wild Horse Parades and Hispanic and Native American festivals in towns adjacent to current Wild horse territories, preserves, sites etc, all coordinated to overlap so visitors can go from town to town. Towns/areas include:  
(Also See Attachments I, II,II)

Mt. Taylor  
Placitas  
El Rito  
Santa Fe  
Socorro (BLM herd)  
Jicarilla  
Cedar Crest

- Wild Horse festivals; Find out what the local Hispanic and Native American traditions were and are for celebrating their heritage in relationship to the horse. Use these. Stagger the wild horse festivals in time with the last one ending at the time of the state fair.
- **State Fair (Feature the Annual National Spanish Registry Shows/Meetings/Event.)**
- Bed n Breakfasts advertised near these sites.
- Local training demonstrations.
- Local Artists Paintings of Wild Horses.
- Local stores with wild horse figurines/books, wild horse jewelry etc.
- REAL ESTATE ads in the adjacent towns should add wild horse viewing opportunities around the state.
- Horseback Rides
- Old West Cowboy camps for city champs
- Kids Camps utilizing the wild horse viewing education and cultural heritage
- Museum
- Book Store
- Photography
- Adopt-a Horse (Paper only)

- Tours
- Camping
- Food/Camping store
- Historical Movie
- Write a Book (like Misty only about an El Rito horse)
- Breed conservator
- Tourism Dept./Advertising
- Sculptures
- Vet/Biologist
- Forest ranger
- Interpreters

## MISCELLANEOUS INFORMATION

### **Six National Registries exist for Wild Horses**

- Horse of the Americas (is a unified registry for lovers of America's First True Horses) Barb, Spanish Mustang, Original Native American Horse, Colonial Spanish or Cayuse.) <http://www.horseoftheamericas.com/>  
National Horse Registry

### **Wild Horse Breeders/Conservators/Businesses in New Mexico**

(Not a complete list)

- <http://www.mttaylor Mustangs.com/>
- <http://www.caballosdecolores.com/aboutus.htm>
- <http://www.buenasuertefarms.com/>
- Steve and Janie Dobrott  
Ladder Ranch  
HC 31, Box 95  
Caballo, NM 87931-9702  
(505) 895-5381
- Jeff and Helena Hammer  
P. O. Box 829  
Tyrone, NM 88065-0829  
(505) 388-1270  
e-mail: [spanishdun@cybermesa.com](mailto:spanishdun@cybermesa.com)
- Emmett Brislawn  
Cayuse Ranch

- 2740 D Road, Oshoto, WY 82721  
Telephone/Fax: 307 467-5394 Or email [josie@cayuseranch.com](mailto:josie@cayuseranch.com)  
<http://cayuseranch.com/sales.html>

### **Riding/Camping**

- <http://www.laestanciaalegre.com/weekendwithhorses2002.pdf>
- Current Movie Hidalgo is about a Spanish Mustang

### **List of Books on training. Long but not complete!**

- [http://www.mustangs4us.com/mustang\\_books.htm](http://www.mustangs4us.com/mustang_books.htm)

### **List of Videos. Long but not complete!**

- <http://www.mustangs4us.com/videos.htm>

## **BENEFITS**

The wild horses of New Mexico are a national treasure and an under utilized resource. Benefits of promoting wild-horse related tourism include:

- Additional revenue for the State and business communities around Wild Horse Territories
- Utilization of a cultural asset and utilize the “old ways” for empowerment today.
- Wild horse attractions and local events that could gain National and International attention such as the Arabian Nationals have previously.
- Tourism dollars could provide rural economic development in a relatively clean industry.

**NM National Wild Horse**

**Territories (FS and BLM)**

## Forest Service

Area	Forest	No. Wild Horses	Forest Acres
1. Jarita Mesa	Carson	80	63,673
2. Jicarilla	Carson	200	75,987
3. Caja	Santa fe	48?	14,380

### Sources

Acres and No. Wild Horses at the Caja; Gene Onken 2002 Data Wild Horse and Burro Program Manager in Albq. Office of USDA Forest Service.

No. Wild Horses Jicarilla, Stan Dykes Jicarilla District Ranger 2006.

No. Wild Horses Jarita Mesa, Environmental Assesment (EA)/Diana Trujillo El Rito District Ranger 2005.

? The Caja Wild Horses are not being managed, though hunters have seen them.

## BLM Inventory

Area	Desert	No. Wild Horses
4. Socorro	na	70

### Sources

Environmental Assesment (EA)

## Private Preserves

5. New Mexico Horse Project                      2 Preserves

6. Dan Elkins Mount Taylor                      1 Preserve

## Conclusion

New Mexico's remaining wild horses inhabit a variety of beautiful landscapes in The Land of Enchantment; from forest and mountain to wide open desert settings.

They are a wonderful asset to the state and could be utilized as a great international draw. Their history and cultural value is an additional tourism draw. There are also multiple Native American Herds that could be equally interesting on all counts and likely utilized as well.

## Revenue Rank

First Oil Gas Mining  
 Second Tourism

## Employment

Tourism - Largest employer of any sector within private sector

Source; SouthWest Planning and Marketing (Private Sector 8/2/2005)

<b>Gross State Product (millions of current dollars)</b>				
State	Industry Code	Industry	2003	Rank
NM	1	Total Gross State Product	57,078	
NM	2	Private industries	45,734	
		<b>Agriculture, forestry, fishing, and hunting</b>		
NM	3		<b>1,056</b>	<b>17</b>
NM	6	<b>Mining</b>	<b>4,181</b>	<b>5</b>
NM	10	Utilities	1,278	15
NM	11	Construction	2,512	8
NM	12	<b>Manufacturing</b>	<b>5,238</b>	<b>3</b>
NM	34	Wholesale trade	2,087	10
NM	35	<b>Retail trade</b>	<b>4,204</b>	<b>4</b>
NM	36	Transportation and warehousing	1,522	14
NM	45	Information	1,635	12
NM	50	Finance and insurance	2,158	9
NM	55	<b>Real estate, rental, and leasing</b>	<b>6,635</b>	<b>2</b>
NM	58	Professional and technical services	3,811	6
NM	62	Management of companies and enterprises	299	19
NM	63	Administrative and waste services	1,601	13
NM	66	Educational services	265	20
NM	67	Health care and social assistance	3,801	7
NM	71	Arts, entertainment, and recreation	437	18
NM	74	Accommodation and food services	1,748	11
NM	77	Other services, except government	1,265	16
NM	78	<b>Government</b>	<b>11,344</b>	<b>1</b>
NM	79	Federal civilian	2,358	
NM	80	Federal military	1,132	
NM	81	State and local	7,853	

Source: U.S. Bureau of Economic Analysis

(See some of the websites listed above for the history in USA as well.)

# **The Haca Horse of Ancient times in Spain**

**Pictured here on this page are paintings of horses and riders of Ancient times in Spain. It is believed that these animals are the Haca horses (Jaca) of Spain that came to the Americas with the Spanish Conquistadors. These horses resemble in body type of the Registered Andalusian of today, the PRE (Pure Raza Espanol) of Spain, as well as the Lusitano of current Portugal. Spain and Portugal were all one country at one time in history. Horses were left behind when the Conquistadors returned to Spain from the Americas/Mexico. Recent research (1990's) on the history of the (Andalusian) of the 15th century, PRE of Spain, shows that the common horses of Spain were the Haca not the PRE as previously thought. It only makes sense that if the soldiers and farmers were not allowed to own a PRE (only Royalty was allowed to own them in the beginning of the breed registry in Spain), the horses that came to the Americas with the Conquistadors and were left behind, must have been the common Haca horse of that time. These horses were also again brought to the Southwestern America as the Spanish missions settled the area. After the chain of missions came the early Spanish settlers, who also brought horses with them. As these paintings show the colors were the most common of the American Quarter Horse. Which lends credence that this was the horse that was the foundation of the original AQHA and APHA of America. The reason that AQHA horses of solid color bred to each other - crops out on a regular basis with the Paint coloring, is due to the Haca that was left here long ago, I believe. There are also cave paintings of Paint type colored horses in Spain. It is only in recent history that the (Andalusian), PRE was bred to be predominantly Grey from certain farms/breeders. The Lusitano of Portugal breeds more for the working horses and does not worry as much about colors, so there seems to be more dark colors in that breed. The PRE also has many dark colors in it's history of the breed when looking at an extended pedigree of the breed.**

**Mexico does not allow any Paint colored horses in it's registry, nor does it allow the use of Paint registered blood stock as foundation horses for their breed registry. We do allow it here in the USA. APHA registered blood stock horses are simply horses that have both parents that are AQHA registered - these babies/horses have too much white on their bodies to be registered as AQHA, so they are registered in the APHA registry instead. We do not allow Pinto registered stock, as a Pinto registered horse can be from any breed (it is a color breed), not just AQHA like the Paints. When we started our breed registry in 1989 the rules were AQHA blood crossed to Andalusian blood, we felt that the Paint registered stock met that qualification. Why throw out a perfectly good horse due to it's colors. Since research shows that those very colors came to this continent from Spain long, long ago why not allow it here and now. In 1992 Mexico also did not allow Chestnuts, Buckskins, Palominos and a variety of other colors - they have since changed their rules and added many colors that were not allowed in the beginning. Their choice for their registry. We feel differently and cannot change it at this late date anyway, and feel that there is no legitimate reason to change our rules on these colors, as long as the blood lines are carefully chosen. We pay close attention to research on the blood lines that are allowed for registration on the foundation of the American bred and registered Azteca horses in our registry. Far more important to pay close attention to the attributes that crossing the AQHA/APHA to the Andalusian horse brings about ~ than what colors they are born with.**

**The Haca came to Spain from Europe, hence the possibility that there is Thoroughbred blood in the very beginning of the breed in Spain. Once farms were allowed to purchase the Royal PRE, the crossing of these horses with the locally owned Haca made it so that they all looked "Andalusian" was a distinct possibility. You will see the words Andalusia and Iberian in reference to the American Andalusian horse, because horses were bred on farms in an area of Andalusia Spain and on the Iberian Peninsula of Spain.**





Margharita



Francis I



Charles I



Charles V