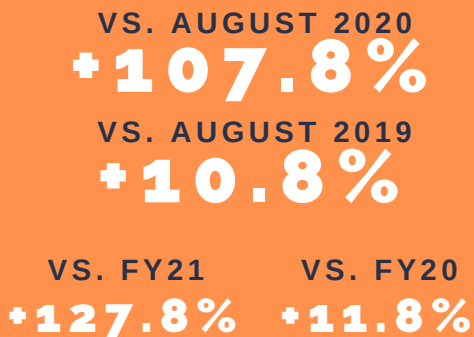


October 2021 Destination Dashboard

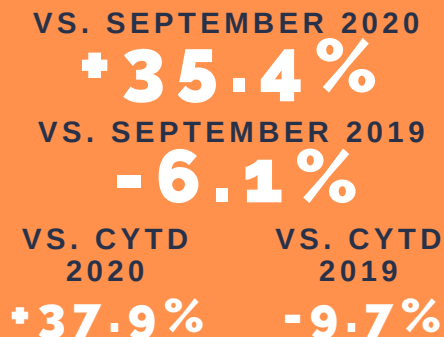
***The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.**

LODGERS' TAX COLLECTIONS



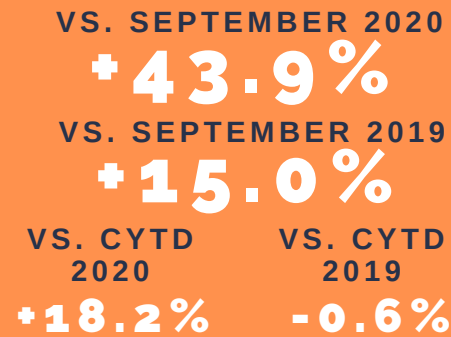
Source: City of Albuquerque
See full collections analysis on pg. 1 of the President's Report

AVERAGE HOTEL OCCUPANCY



Source: STR, Inc.
See expanded STR data on pg. 2 of the President's Report

AVERAGE DAILY RATE



Source: STR, Inc.
See expanded STR data on pg. 2 of the President's Report

SEPTEMBER 2021 OCCUPANCY RATE COMPARISON

Source: STR, Inc. - Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting.

ALBUQUERQUE AVERAGE

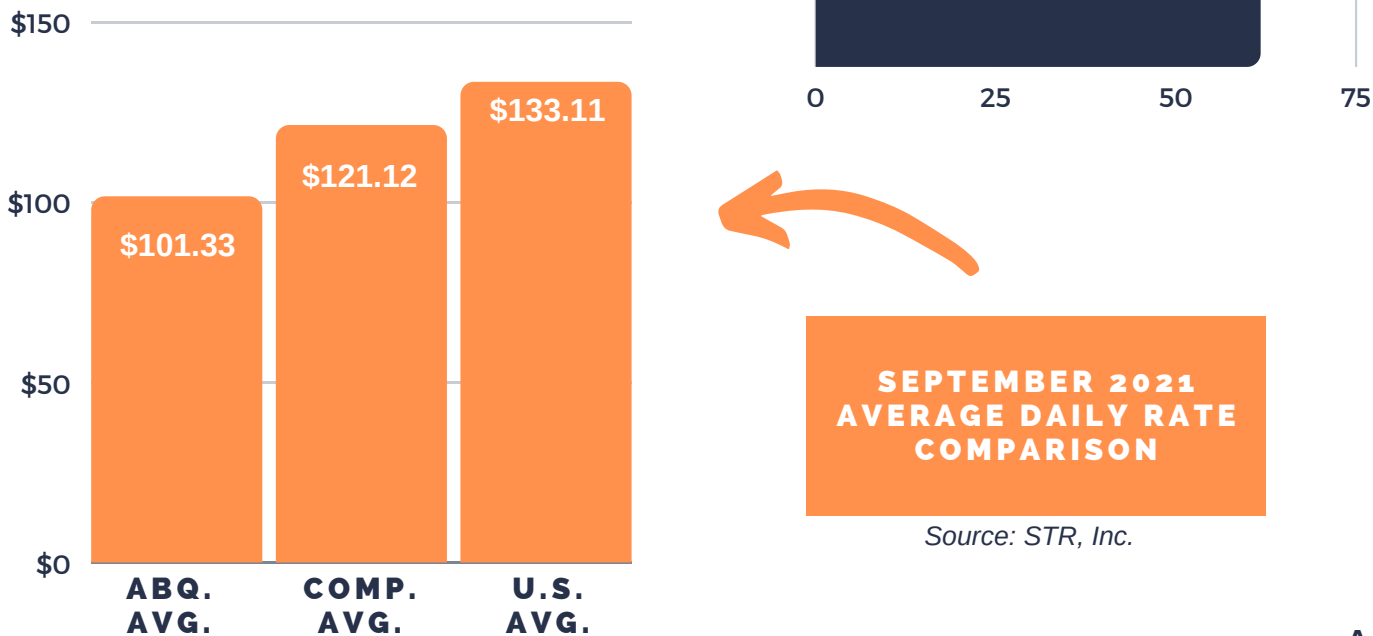
65.6%

COMP. AVERAGE

62.5%

U.S. AVERAGE

61.6%



SEPTEMBER 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

October 2021 Destination Dashboard

Source: Albuquerque International Sunport



**TOTAL SEPTEMBER
ENPLANED PASSENGERS**

167,818



**TOTAL SEPTEMBER
DEPLANED PASSENGERS**

174,972

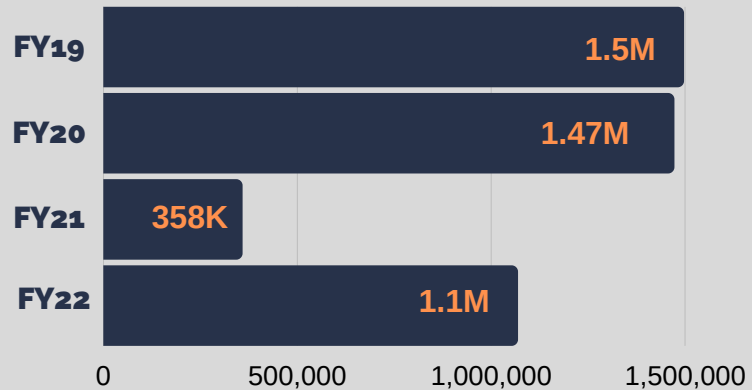
**VS. SEPTEMBER 2020
TOTAL PASSENGERS**

+198.2%

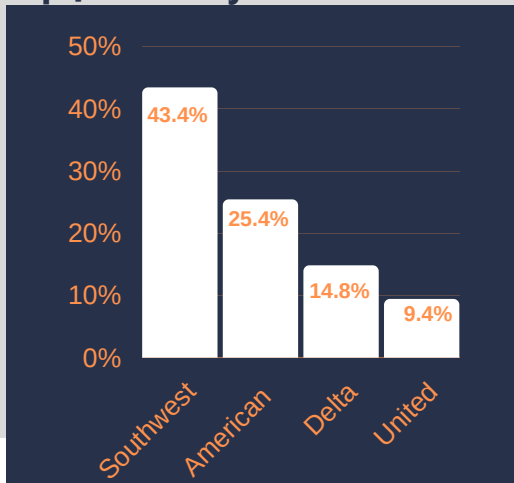
**VS. SEPTEMBER 2019
TOTAL PASSENGERS**

-27.4%

**FYTD TOTAL
PASSENGERS**



Top 4 Airlines by % of Market Share



**TOTAL SEPTEMBER LEISURE &
HOSPITALITY EMPLOYMENT**

*** 38,300**

Source: Bureau of Labor Statistics

*Preliminary BLS figure

VS. SEPTEMBER 2020

+10.7%

VS. SEPTEMBER 2019

-18.3%

VS. 2020 CYTD

+4.5%

VS. 2019 CYTD


-17.6%

October 2021 Destination Dashboard

**OCTOBER
 BUSINESS
 OCCURRING**




	Oct '21	vs. Oct '20	% Change vs. FY21	% Change vs. FY20
# of Meetings/Events	16	1	1500%	-85.7%
Room Nights	3,947	19	21K%	-92.3%
Attendance	9,057	83	11K%	-89.1%
Direct Spend	\$1.7M	\$12K	14K%	-93.0%



**FUTURE CITYWIDE*
 EVENTS BOOKED FYTD**

NEW	TOTAL
4	10
ATTENDEES	ATTENDEES
6,372	34,201
ROOM NIGHTS	ROOM NIGHTS
9,434	16,938
DIRECT SPEND	DIRECT SPEND
\$4.1M	\$7.6M



**FUTURE NON-CITYWIDE
 EVENTS BOOKED FYTD**

TOTAL	57
ATTENDEES	24,903
ROOM NIGHTS	15,255
DIRECT SPEND	\$6.4M

*Citywides have a minimum of 400 room nights on peak

**FUTURE SPORTS EVENTS BOOKED FYTD
 (CITYWIDE & NON-CITYWIDE)**



# OF EVENTS	37	ATTENDEES	50,346
ROOM NIGHTS	21,359	DIRECT SPEND	\$9.5M

October 2021 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD **67** PYTD = 34 ▲ 97.1%
FY20 = 105 ▼ -36.2%

FUTURE ROOM NIGHTS BOOKED

FYTD **32,193** PYTD: 8,510 ▲ 278.3%
FY20: 87,567 ▼ -63.2%

FUTURE ATTENDANCE BOOKED

FYTD **59,104** PYTD: 7,552 ▲ 682.6%
FY20: 130,607 ▼ -54.7%

FUTURE DIRECT SPEND BOOKED

FYTD **\$14M** PYTD: \$4.3M ▲ 227.7%
FY20: \$36.7M ▼ -61.8%

ADVERTISING IMPRESSIONS

* FYTD **177M** PYTD: 25.5M ▲ 595%
FY20: 50.7M ▲ 249%

WEBSITE USER SESSIONS

FYTD **1.05M** PYTD: 467K ▲ 124.0%
FY20: 963K ▲ 8.6%

VISITOR GUIDE FULFILLMENT

FYTD **8,157** PYTD: 3,318 ▲ 145.8%
FY20: 13,260 ▼ -86.0%

VISITOR CENTER TRAFFIC

FYTD **36,703** PYTD: 525 ▲ 6891%
FY20: 62K ▼ -83.0%

ACE TRAINEES

FYTD **0** PYTD: 0 — 0%
FY20: 51 ▼ -100%

GROUP TOURS

FYTD **19** PYTD: 0 ▲ 100%
FY20: 56 ▼ -66.1%

GROUP TOUR ROOM NIGHTS

FYTD **456** PYTD: 0 ▲ 100%
FY20: 1,869 ▼ -75.6%

SOCIAL MEDIA FOLLOWERS

FYTD **225,018** PYTD: 224K ▲ 0.1%
FY20: 219K ▲ 2.8%

SOCIAL MEDIA ENGAGEMENT

FYTD **201,015** PYTD: 82,356 ▲ 144.1%
FY20: 219,747 ▼ -8.5%

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

15

Circulation/Reach
22,343,097

Publicity Value
\$239.5K

*Does not include local coverage or syndications/additional pickups

SALES FAMILIARIZATION & SITE TOURS

FYTD **14** PYTD: 3 ▲ 367%
FY20: 60 ▼ -76.7%

FYTD MEDIA SITE VISITS

2

*FY22 ad impressions include tourism recovery campaign with CABQ and co-op partnership with NM True.

Note: FYTD= Fiscal Year To Date. Our Fiscal Year Runs July 1 - June 30.

October 2021 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	VS. AUG 2020	VS. FY21	VS. FY20
TOTAL AUGUST 2021 REVENUE \$1,391,078.44	▲ 107.8%	▲ 127.8%	▲ 11.8%
*SHORT-TERM RENTALS ONLY \$95,089.96	▲ 103.3%	▲ 142.6%	▲ 95.3%
MINUS SHORT-TERM RENTALS \$1,295,988.48	▲ 108.2%	▲ 126.8%	▲ 8.4%

Short-Term Rentals
6.8%

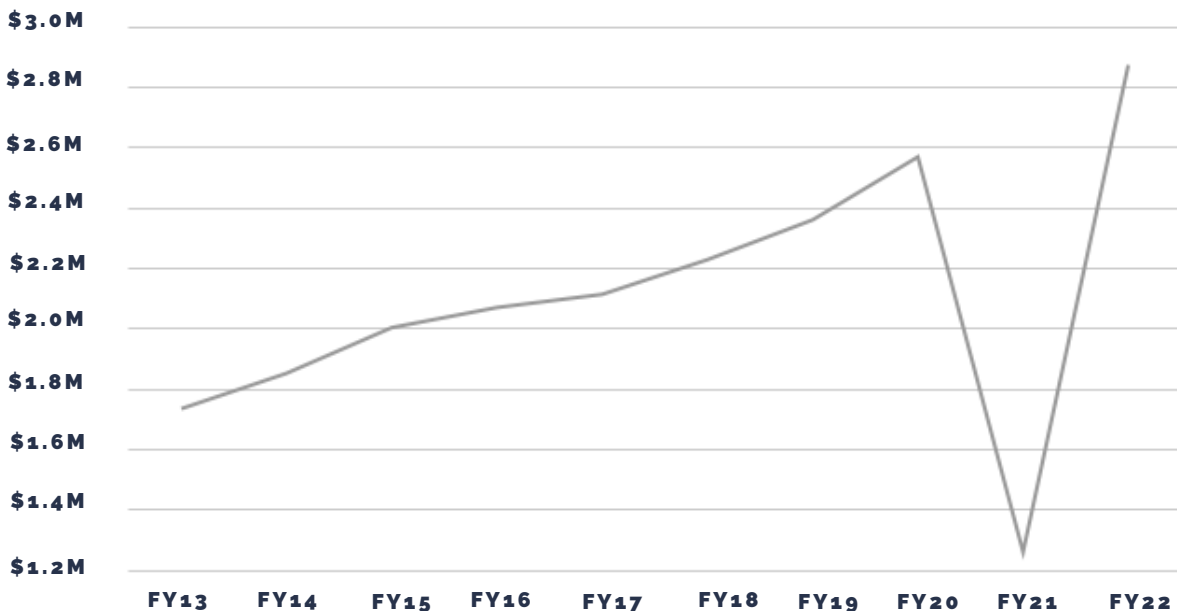


Non
93.2%

Short-term Rentals as a % of FY22 Revenue

* Includes Airbnb, VRBO/Home Away, and Short Term Rentals collections

10 YEAR LODGERS' TAX FYTD HISTORY



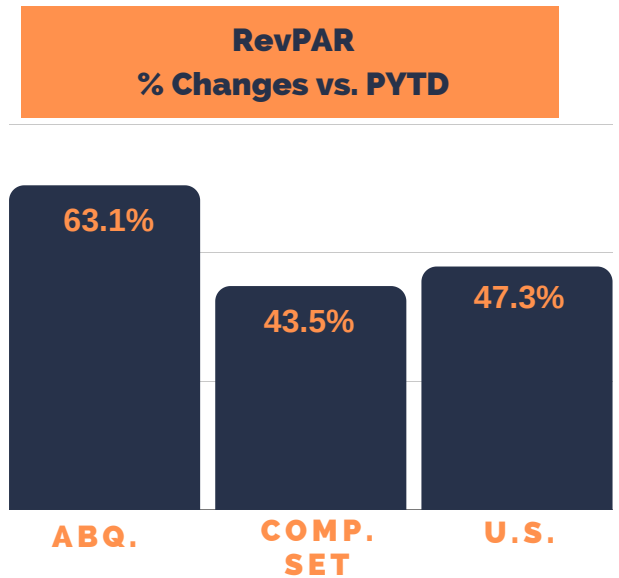
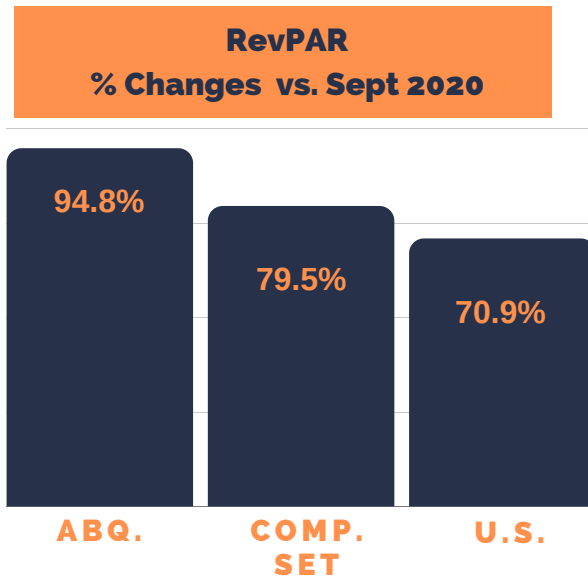
Source: City of Albuquerque



STR, INC. LODGING INDUSTRY REPORT*

	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD	Rooms Sold % Change vs. PYTD
Albuquerque	62.8%	37.9%	\$86.19	18.2%	63.1%	37.3%
*Comp. Set Average	59.2%	28.6%	\$107.78	11.6%	43.5%	not available
U.S. Average	57.6%	28.6%	\$121.74	14.6%	47.3%	35.5%

*Comp Set Includes: Austin, Charlotte, Colorado Springs, Denver, Little Rock, Oklahoma City, Phoenix, Portland, Salt Lake City and Tucson



Top 5 Meetings Properties per Corridor Performance



	CYTD Occupancy	% Change vs. PYTD	CYTD ADR	% Change vs. PYTD	RevPAR % Change vs. PYTD
Downtown	47.0%	32.7%	\$132.53	15.4%	53.1%
Uptown	43.8%	37.4%	\$112.60	11.8%	53.7%
Airport	53.2%	47.5%	\$95.92	8.9%	60.6%
Northern Corridor	49.3%	36.5%	\$108.48	16.2%	58.5%

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting.
 Republication or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS

MONTH'S TOTAL
EVENT BOOKINGS

16

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$3.2M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

6,732

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



160

FYTD VS.
PYTD

135.3%

FYTD VS.
FY19

-85.4%

Mtgs. & Conventions
37.8%



Sporting Events
62.2%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



OCTOBER:

- 4-6: ASSOCIATION OF CHIEF EXECUTIVES FOR SPORTS - COLORADO SPRINGS, CO
- 14: DESTINATION CELEBRATION - INDIANAPOLIS, IN
- 25-28: SPORTS ETA - BIRMINGHAM, AL

NOVEMBER:

- 3: SMITHBUCKLIN EXCHANGE & PCMA SIGNATURE EVENT - CHICAGO, IL
- 7-11: IMEX - LAS VEGAS, NV
- 29-DEC 2: CONNECT ASSOCIATION - WASHINGTON, DC

DECEMBER:

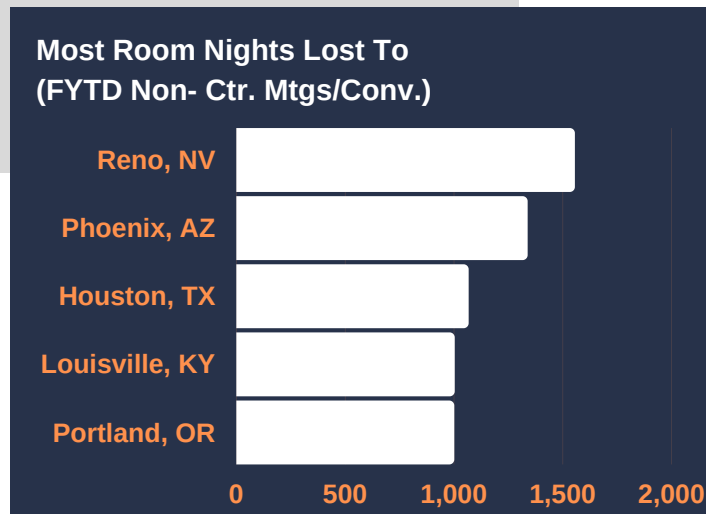
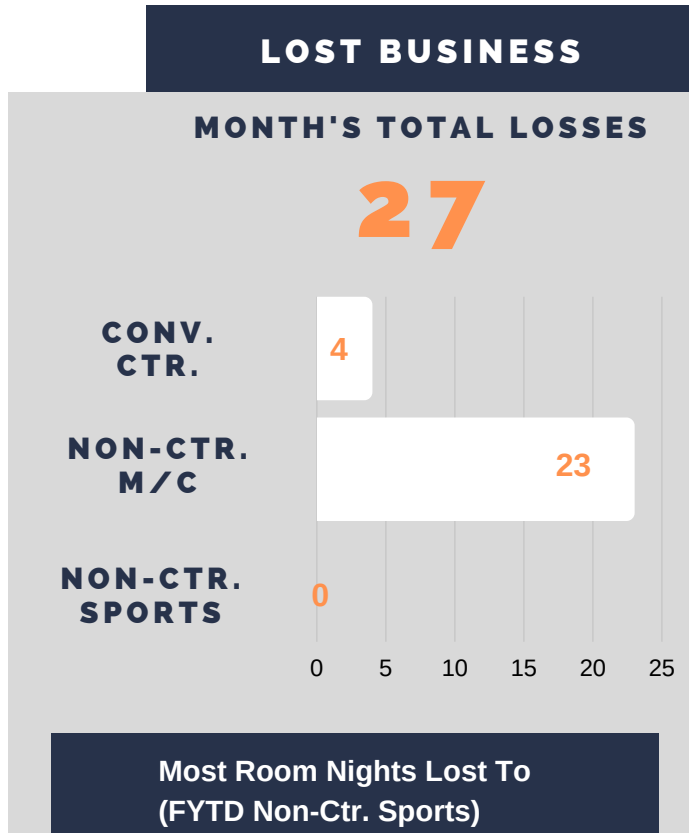
- 14: HOLIDAY SHOWCASE - CHICAGO, IL
- 14-15: CAFFEINATE & CONNECT - CHICAGO, IL

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

CONVENTION SALES, SERVICES & SPORTS (CONT.)



Reoccurring Convention Center Lost Business Reasons FYTD

% of Room Nights Lost

Insufficient Local Infrastructure	41%
Other Location(s) Preferred	33%
No Response from Planner	14%

MONTH'S ROOM NIGHTS LOST
14,617

MONTH'S ATTENDEES LOST
21,894

MONTH'S DIRECT SPEND LOST
\$7.3M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

2



FYTD MEMBERSHIP

617

VS. FY21
-9.7%

VS. FY20
-14.5%

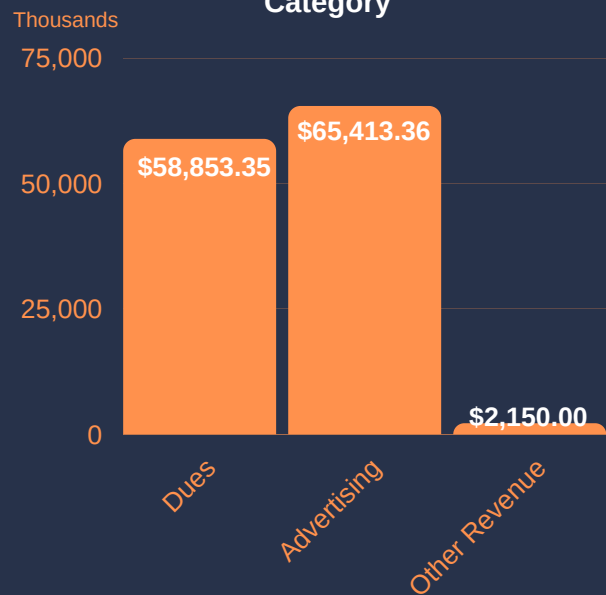
FYTD REVENUE

\$126,417

VS. FY21
+94.6%

VS. FY20
-38.8%

FYTD Revenue by
Category



PARTNER EVENTS
THIS MONTH

0

Partner Orientation & ACE Training
Cancelled due to COVID-19

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

13

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

4

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

1M

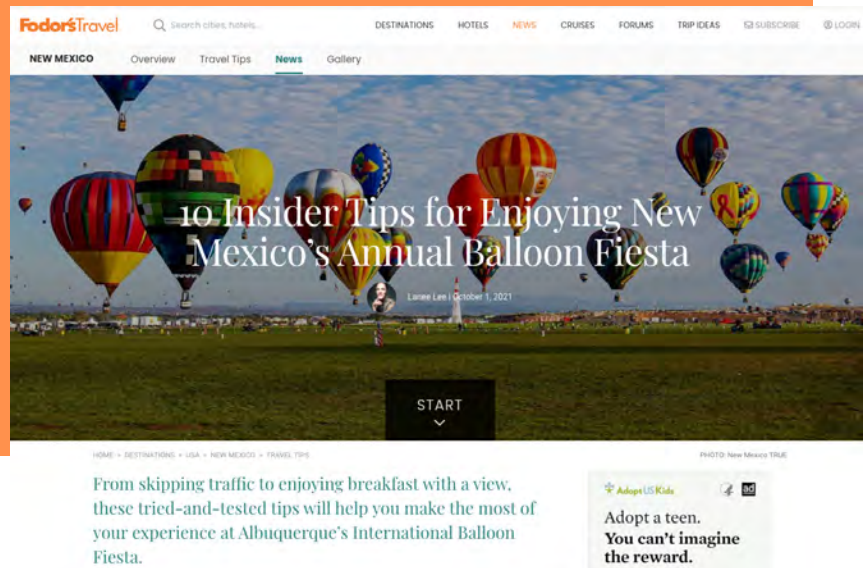
POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

100%

CORRESPONDING
PUBLICITY VALUE

\$74K

Fodor's Travel article
BP Score: 126



FEATURED MEDIA
EFFORTS

10/1: 10 Insider Tips for Enjoying New Mexico's Annual Balloon Fiesta - Fodor's Travel

10/1: Visit Albuquerque spotlights events taking place during Balloon Fiesta week - KRQE (broadcast and online)

10/1: Tourists once again flock to Albuquerque for 49th Balloon Fiesta - KRQE (broadcast and online)

10/2: Balloon Fiesta brings hope to New Mexico economy - KOB (broadcast and online)

10/4: Visit Albuquerque explores all the city has to offer during Balloon Fiesta 2021 - KRQE (broadcast and online)

10/10: One Flight Wonders - The Atlanta Journal-Constitution (print; also appeared in the 9/19 issue)

10/20: Visit Albuquerque leader: Business travel recovery could take years - Albuquerque Journal (print and online) Syndicated to Yahoo

10/20: 7 Fun Things To Do in Albuquerque, New Mexico - Go Eat Give

10/22: The Spookiest Attraction in Every State - Livability

Local Media

National Media

.VISIT.
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
10/7: "DISCOVER WAYS TO HAVE A FRIGHTFULLY FUN HALLOWEEN IN ALBUQUERQUE"	118,337 LEISURE CONTACTS	16.5%	4.4%
10/29: "WAYS TO CELEBRATE DÍA DE LOS MUERTOS IN ABQ"	3,211 LOCAL CONTACTS	29.6%	19.4%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH

99,166

SOCIAL MEDIA FOLLOWERS BY PLATFORM

f 123,619

t 57,988

i 43,411

visitabq And that's a wrap! The 49th Annual Albuquerque International Balloon Fiesta is in the books, and it was great to see Albuquerque back in action. We look forward to welcoming you to the much anticipated 50th @BalloonFiesta in 2022!



ABC Visit Albuquerque
October 7

We ❤️ red chile too. #TrueABQ #BalloonFiesta



HIGH ENGAGEMENT POSTS OF THE MONTH

.VISIT.
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

10/28: Attended Lodgers' Tax Advisory Board Meeting

10/26-28: Tania Armenta attended Destinations International 2021 Advocacy Summit in Houston, TX

10/25-28: Angie Jepsen & Angela Gandy had 34 appointments during Sports ETA in Birmingham, AL

10/22: Tania Armenta attended Ski NM Meeting

10/21: Misty Jester attended the NM MPI Board Meeting

10/20: Tania Armenta provided a Tourism Presentation at Economic Forum

10/1: Tania Armenta Balloon Fiesta interviews with KOB TV and KRQE TV

10/4-6: Angie Jepsen attended the Association of Chief Executives for Sports Annual Conference in Colorado Springs, CO

10/4: Tania Armenta attended the NM Hospitality Association Government Affairs Meeting

10/5: Tania Armenta attended Business Issues Council Meeting

10/6: Attended Economic Forum

10/14: Tabitha Stallworth attended Destination Celebration in Indianapolis, IN

10/14: Brenna Moore honored at Business First 40 Under 40 Event at Topgolf



THANK YOU FOR MAKING THIS YEAR'S BALLOON FIESTA A SUCCESS

Events Hosted by Visit Albuquerque

10/19: Visit Albuquerque Executive Committee Meeting

10/21: DOS meeting via video conference

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

MARCH 2020

3/11: Governor Michelle Lujan Grisham proclaimed a public health emergency in New Mexico due to the spread of COVID-19
3/16: A Public Health Order prohibited gatherings of 100 or more
3/19: Places of lodging were ordered to not operate at more than 50% of maximum occupancy, gatherings of more than 10 were prohibited, and nonessential businesses were ordered to limit operations
3/23: Nonessential businesses were ordered closed
3/27: Air Travelers to NM ordered to self-isolate for at least 14 days

4/7: Gatherings of more than five people were prohibited and places of lodging were ordered to not operate at more than 25% of maximum occupancy

APRIL 2020

MAY 2020

5/16: Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis
5/27: Outdoor Dining allowed at 50% outdoor fire code capacity

6/1: Places of lodging may increase operations to no more than 50% of maximum occupancy; Indoor dining opens at 50% capacity; Recreational facilities remain closed

6/11: Breweries open at 50% outdoors on June 12 and indoor on June 15

JUNE 2020

JULY 2020

7/1: Public health order extended thru 7/15; Mandatory 14-day quarantine extended to include travelers by air or by vehicle
7/13: Indoor seating at restaurants & breweries again prohibited; State Parks not open to out-of-state residents

8/29: Mass Gatherings increase to 10 persons; Indoor food & drink establishments reopen at 25% capacity; outdoor increases to 75%; Static display Museums open at 25%

AUGUST 2020

SEPTEMBER 2020

9/3: Mandatory quarantine amended to exempt travelers to NM from low-risk states based on <5% positivity rate and new case rate equal to or less than 80 per 1M residents
9/17: Agritourism experiences permitted

10/1: State park overnight camping opens for NM residents in groups of 10 or less

10/16: Increased Restrictions: Food & Drink establishments must close by 10pm; Lodging occupancy reduced to 60% if NM Certified 25% if not; Mass gatherings reduced to no more than 5

10/23: 4 Rapid Responses = 2 Weeks Closed; Retail to close by 10pm; NM Certification required to continue indoor dining at 25%; State museums and historical sites close.

OCTOBER 2020

NOVEMBER 2020

11/16: NM Safe Certified lodging properties reduced to 25%, all others shut down; On-Site Dining prohibited; Close-contact businesses and outdoor recreational facilities must close; Essential retailers at 25% maximum occupancy or no more than 75, whichever is smaller.

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

12/2: "Red to Green" County-by-county framework created to permit counties to operate based on individual county health metrics.
12/14: COVID-19 Vaccine administration begins in phased approach.
12/15: "Red to Green" framework updated.

DECEMBER 2020

JANUARY 2021

1/8: Public Health Order extended thru February 5, 2021. Bernalillo County remains in Red category.
1/29: "Red to Green" framework updated mass gathering limits specific to vehicles.

2/10: Bernalillo County reaches Yellow Level
2/11: Visitors no longer required to self-quarantine 14-days; instead visitors are strongly advised to self-quarantine and to obtain a COVID-19 test upon arrival in or return to New Mexico.
2/24: "Red to Green" framework updated to include Turquoise level.

FEBRUARY 2021

MARCH 2021

Bernalillo County remains at Yellow Level throughout March
3/24: Visitation allowed at Long Term Care Facilities
3/29: Licensed childcare providers return to group size and ratio requirements that are aligned to their licensed level

4/5: All APS Schools reopen
4/7: Bernalillo County remains at Yellow Level
4/9: Mass gathering definition expanded and maximum capacity definition added.
4/23: Houses of worship allowed to operate at 100% capacity with strongly encouraged indoor limitations.
4/30: New gating criteria announced to include vaccination rates.

APRIL 2021

MAY 2021

5/5: Bernalillo County reaches "Turquoise" Status; Capacity Levels increased
5/13: Children 12 and over become eligible for vaccine

6/18: New Mexico successfully meets 60% vaccination goal to open by July 1.

JUNE 2021

JULY 2021

7/1: All pandemic-related occupancy restrictions on all forms of commercial activity are lifted. Red to Turquoise framework is retired. Businesses and local governments may still adopt and require additional precautions, and are still advised to enact social distancing and facemask measures in accordance with Centers for Disease Control and Prevention guidance.

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

8/20: Due to increasing spread of Delta variant, the indoor mask requirement is re-implemented for all individuals aged 2 and older, regardless of vaccination status, in all indoor public settings except when eating or drinking. All workers in NM hospitals and congregate care facilities are required to be fully vaccinated against COVID-19, with only limited exceptions. Attendees eligible for the vaccine, must show proof of vaccination to enter the grounds of the NM State Fair in 2021.

AUGUST 2021

SEPTEMBER 2021

9/9: President Biden issues an executive order that requires federal employees, federal contractors, and most health care workers to get the COVID-19 vaccine, removing the option to undergo regular testing. The President also asked OSHA to develop an emergency rule that would require businesses with 100 or more employees to ensure that their workers are vaccinated or tested weekly.

10/20: FDA expands authorizations for COVID-19 vaccine booster doses for eligible populations.

10/29: FDA expands emergency use authorization of the Pfizer-BioNTech COVID-19 Vaccine to include children 5 through 11 years of age.

OCTOBER 2021