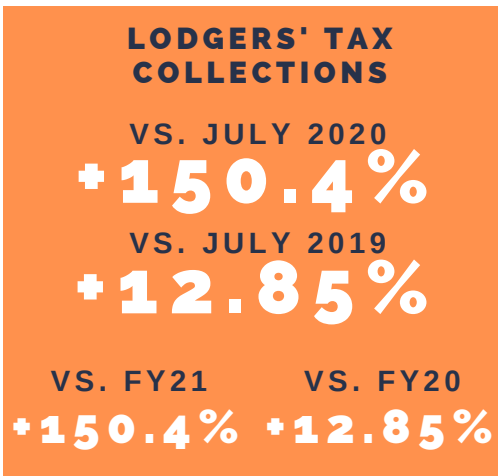


September 2021 Destination Dashboard

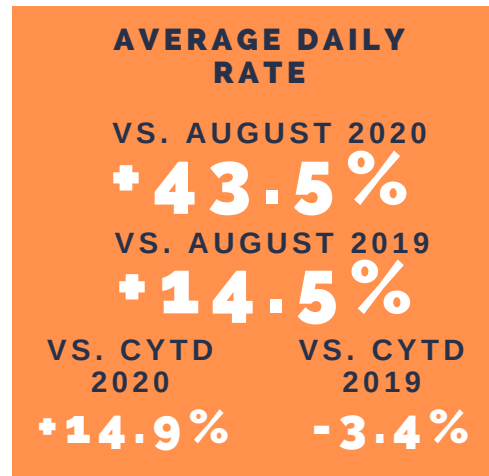
***The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.**



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



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



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

AUGUST 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

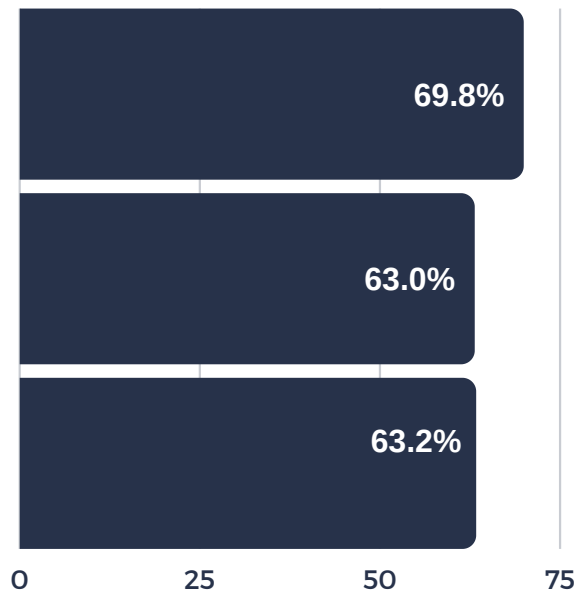
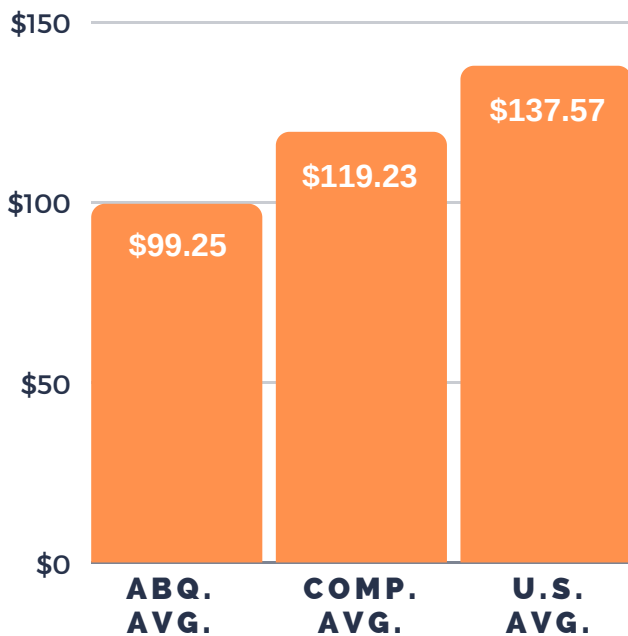
69.8%

COMP. AVERAGE

63.0%

U.S. AVERAGE

63.2%



AUGUST 2021 AVERAGE DAILY RATE COMPARISON

Source: STR, Inc.

September 2021 Destination Dashboard

Source: Albuquerque International Sunport



TOTAL AUGUST ENPLANED PASSENGERS

174,658



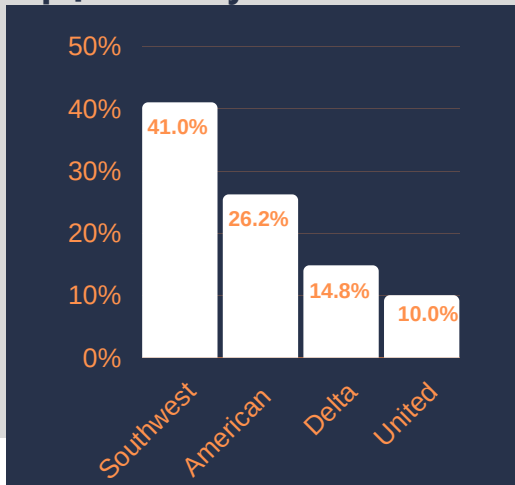
TOTAL AUGUST DEPLANED PASSENGERS

173,844

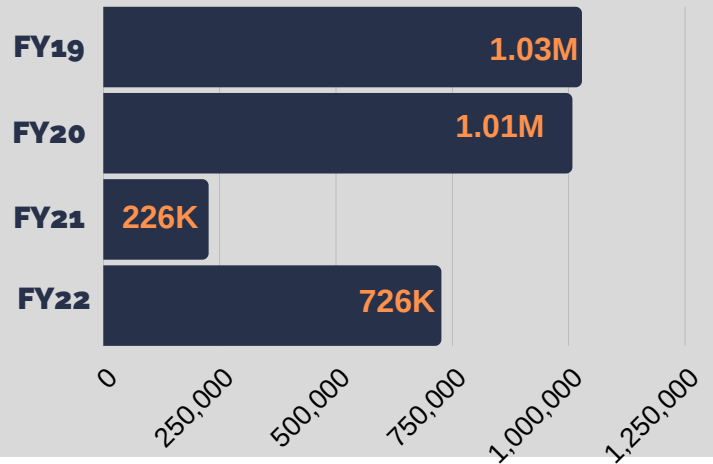
**VS. AUGUST 2020
 TOTAL PASSENGERS
 +205.3%**

**VS. AUGUST 2019
 TOTAL PASSENGERS
 -29.1%**

Top 4 Airlines by % of Market Share



FYTD TOTAL PASSENGERS



TOTAL AUGUST LEISURE & HOSPITALITY EMPLOYMENT

*** 41,300**

Source: Bureau of Labor Statistics

*Preliminary BLS figure

**VS. AUGUST 2020
 +24.4%**

**VS. AUGUST 2019
 -11.4%**

**VS. 2020 CYTD
 +3.9%**


**VS. 2019 CYTD
 -17.8%**

September 2021 Destination Dashboard

**SEPTEMBER
 BUSINESS
 OCCURRING**




	Sept '21	vs. Sept '20	% Change vs. FY21	% Change vs. FY20
# of Meetings/Events	22	2	500%	-73.2%
Room Nights	9,370	96	53K%	-72.5%
Attendance	15,079	274	17K%	-77.2%
Direct Spend	\$3.9M	\$43K	50K%	-76.6%



**FUTURE CITYWIDE*
 EVENTS BOOKED FYTD**

NEW	TOTAL
4	8
ATTENDEES 6,372	ATTENDEES 21,311
ROOM NIGHTS 9,434	ROOM NIGHTS 13,732
DIRECT SPEND \$4.1M	DIRECT SPEND \$6.2M



**FUTURE NON-CITYWIDE
 EVENTS BOOKED FYTD**

TOTAL	43
ATTENDEES	16,146
ROOM NIGHTS	11,729
DIRECT SPEND	\$4.6M

*Citywides have a minimum of 400 room nights on peak

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



# OF EVENTS	29	ATTENDEES	32,614
ROOM NIGHTS	17,171	DIRECT SPEND	\$7.5M

September 2021 Destination Dashboard

FUTURE EVENTS BOOKED

FYTD **51** PYTD: 28 ▲ 82.1%
FY20: 91 ▼ -44.0%

FUTURE ROOM NIGHTS BOOKED

FYTD **25,461** PYTD: 6,036 ▲ 321.8%
FY20: 80,542 ▼ -68.4%

FUTURE ATTENDANCE BOOKED

FYTD **37,457** PYTD: 6,019 ▲ 522.3%
FY20: 123,676 ▼ -69.7%

FUTURE DIRECT SPEND BOOKED

FYTD **\$10.8M** PYTD: \$3.2M ▲ 238.1%
FY20: \$33.5M ▼ -67.7%

ADVERTISING IMPRESSIONS

* FYTD **166M** PYTD: 16.9M ▲ 882%
FY20: 42.6M ▲ 290%

WEBSITE USER SESSIONS

FYTD **765K** PYTD: 348K ▲ 119.5%
FY20: 687K ▲ 11.2%

VISITOR GUIDE FULFILLMENT

FYTD **6,306** PYTD: 2,518 ▲ 150.4%
FY20: 10,890 ▼ -79.7%

VISITOR CENTER TRAFFIC

FYTD **26,250** PYTD: 176 ▲ +15K%
FY20: 45K ▼ -79.3%

ACE TRAINEES

FYTD **0** PYTD: 0 — 0%
FY20: 44 ▼ -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 **223,806** PYTD: 224K ▼ -0.3%
FY20: 217K ▲ +3.3%

SOCIAL MEDIA ENGAGEMENT

FYTD **101,849** PYTD: 52,100 ▲ 95.5%
FY20: 109,811 ▼ -7.3%

FYTD EARNED MEDIA COVERAGE*

Travel Articles Generated

11

Circulation/Reach
21,345,114

Publicity Value
\$165.3K

*Does not include local coverage or syndications/additional pickups

SALES FAMILIARIZATION & SITE TOURS

FYTD **10** PYTD: 2 ▲ 400%
FY20: 15 ▼ -33.3%

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.

September 2021 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

	TOTAL JULY 2021 REVENUE	VS. JULY 2020	VS. FY21	VS. FY20
	\$1,483,313.83	▲ 150.4%	▲ 150.4%	▲ 12.85%
* SHORT-TERM RENTALS ONLY	\$101,217.86	▲ 196.5%	▲ 196.5%	▲ 111.4%
MINUS SHORT-TERM RENTALS	\$1,382,095.97	▲ 147.6%	▲ 147.6%	▲ 9.1%

Short-Term Rentals
6.8%

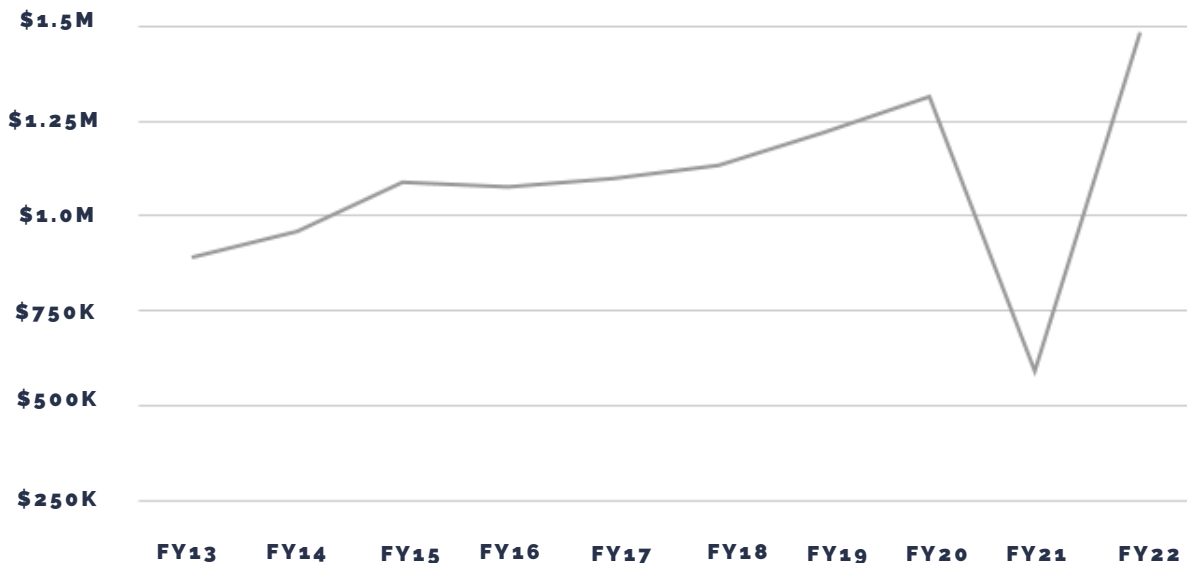


Non
93.2%

Short-term Rentals as a % of FY22 Revenue

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

10 YEAR LODGERS' TAX FYTD HISTORY



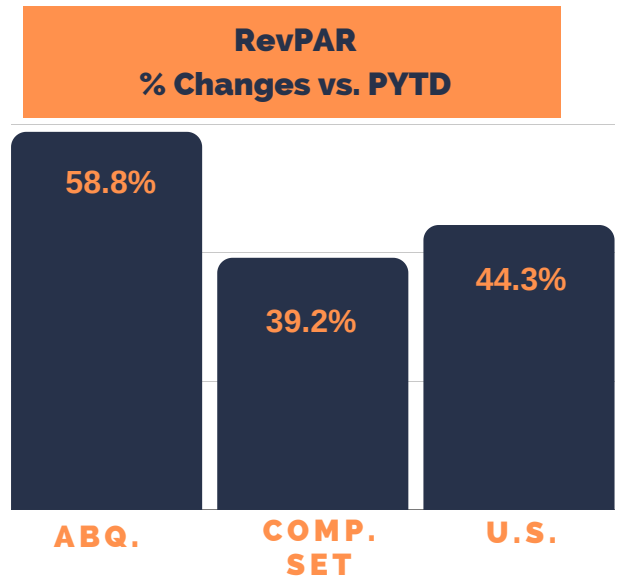
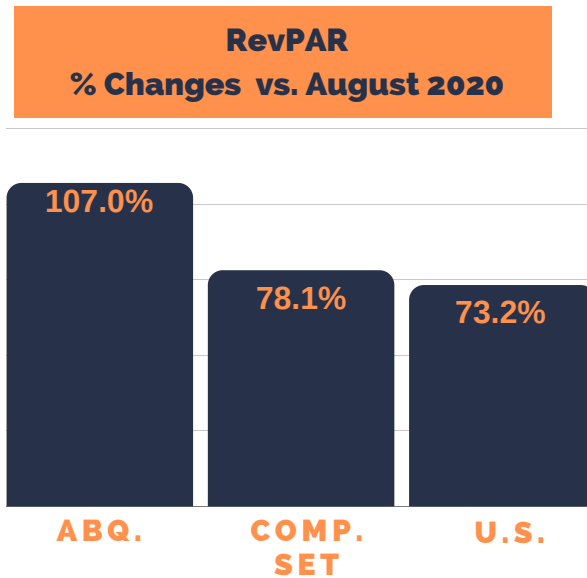
Source: City of Albuquerque



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	62.4%	38.2%	\$84.14	14.9%	58.8%	36.6%
*Comp. Set Average	58.8%	28.5%	\$105.92	8.4%	39.2%	not available
U.S. Average	57.0%	28.7%	\$120.16	12.1%	44.3%	35.7%

*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%	30.5%	\$129.58	12.4%	46.7%
Uptown	42.3%	31.2%	\$110.73	9.2%	43.4%
Airport	51.6%	41.4%	\$93.47	4.8%	48.1%
Northern Corridor	47.8%	31.3%	\$105.99	12.8%	48.1%

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

10

DIRECT SPEND TO BE GENERATED
BY THESE BOOKINGS

\$1.8M

MONTH'S TOTAL
ROOM NIGHTS BOOKED

3,847

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD



129

FYTD VS.
PYTD

163.3%

FYTD VS.
FY19

-77.1%

Mtgs. & Conventions
13%



Sporting Events
87%

Month's Room Nights
Booked by Event Type

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS



SEPTEMBER:

- 9-11: PROFESSIONAL FRATERNITY ASSOCIATION - IRVING, TX
- 15: DESTINATION CELEBRATION - KANSAS CITY, MO
- 16: PCMA HEARTLAND GOLF EVENT - KANSAS CITY, MO
- 20-22: CONNECT TOUR - LAS VEGAS, NV
- 27-30: TEAMS - ATLANTIC CITY, NJ
- 29-OCT 1: NM OUTDOOR ECONOMICS CONFERENCE, FARMINGTON

OCTOBER:

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

NOVEMBER:

- 7-11: IMEX - LAS VEGAS, NV
- 10-13: NATIONAL COALITION OF BLACK MEETING PLANNERS, CINCINNATI, OH
- 29-DEC 2: CONNECT DC, WASHINGTON, DC

DECEMBER:

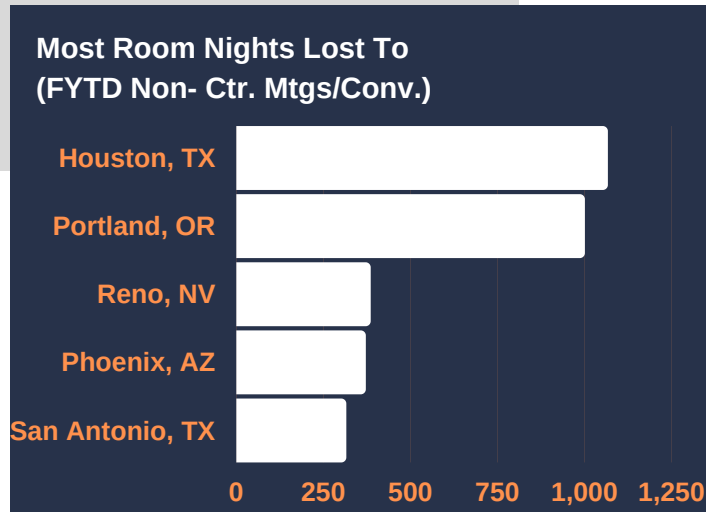
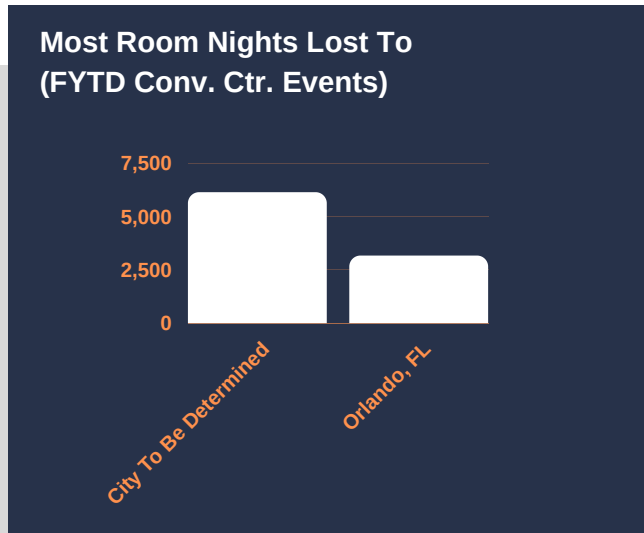
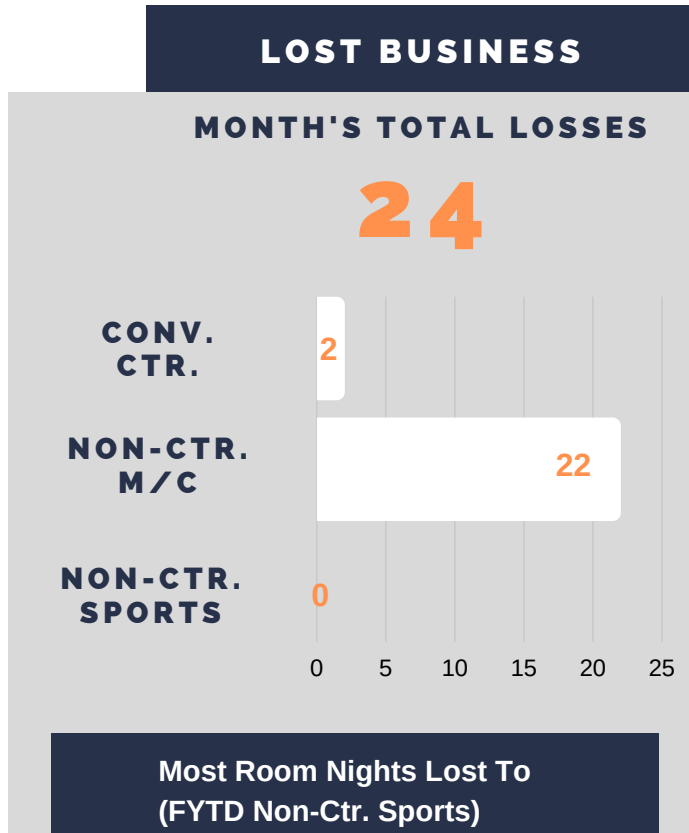
- 14: HOLIDAY SHOWCASE - CHICAGO, IL

. 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

Other Location(s) Preferred	58%
Insufficient Local Infrastructure	42%
COVID-19	0%

MONTH'S ROOM NIGHTS LOST
11,522

MONTH'S ATTENDEES LOST
5,050

MONTH'S DIRECT SPEND LOST
\$5.5M

PARTNER DEVELOPMENT

NEW PARTNERS
THIS MONTH

5



FYTD MEMBERSHIP

618

VS. FY21
-9.9%

VS. FY20
-13.4%

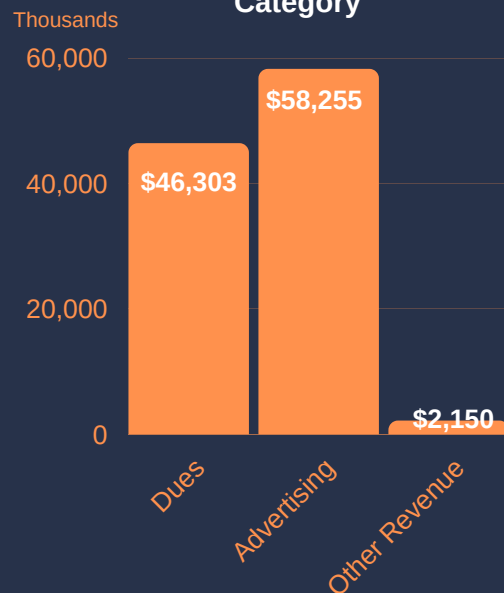
FYTD REVENUE

\$106,808

VS. FY21
+127.2%

VS. FY20
-5.4%

FYTD Revenue by
Category



PARTNER EVENTS
THIS MONTH

1

VISIT ALBUQUERQUE
PARTNER BUSINESSES
CLOSED PERMANENTLY
DUE TO COVID-19

13

Sept 15: Visit Albuquerque Annual Meeting, Marriott
Pyramid North, Outdoor Pavilion, 153 attendees

Partner Orientation & ACE Training
Cancelled due to COVID-19

MARKETING, COMMUNICATIONS & TOURISM

OF TRAVEL ARTICLES
GENERATED THIS MONTH

5

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

100%

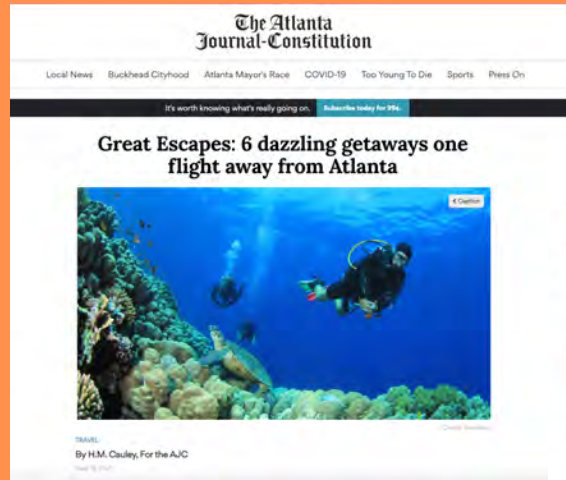
The Atlanta
Journal-Constitution
article
BP Score: 108

OF TRAVEL ARTICLE
IMPRESSIONS THIS MONTH

15.4M

CORRESPONDING
PUBLICITY VALUE

\$102K



Albuquerque, New Mexico

Founded in 1706, Albuquerque is rich in history. A stroll through the historic Old Town Plaza in the center of town takes visitors to an array of museums, art galleries, shops and restaurants that reflect the cultural influence of the city's Native American and Spanish heritage. On Saturdays through November, the scent of roasting chilis wafts across the plaza's Robinson Park during the Downtown Growers Market, where more than 75 local producers, artisans and chefs set up shop. Grab a table at the High Noon Restaurant Saloon (425 San Felipe St., 505-765-1455, tucked into a 1785 building, and dive into the signature Old Town Plaza platter, featuring a chicken taquito, pork tamale, blue corn cheese enchilada and brisket-stuffed chili relleno. About a half-mile away from the plaza is ABQ BioPark (2601 Central Ave., 505-768-2000, on the edge of the Rio Grande. Spanning 32 acres, it features a zoo, an aquarium and a botanical garden with a 1.5-mile trail that showcases plants native to the Southwest. Albuquerque is also home to the International Balloon Fiesta, an eight-day festival in early October that showcases more than 600 hot air balloons.

FEATURED MEDIA EFFORTS

Local Media

National Media

- 9/2: Labor Day weekend events hosted throughout Albuquerque - KRQE (broadcast and online)
- 9/8: The Top 15 Resort Hotels in the West - Travel + Leisure (syndicated to Yahoo)
- 9/10: The future of business travel: Table of Experts - Albuquerque Business First (print and online)
- 9/13: Great Escapes: 6 dazzling getaways one flight from Atlanta - The Atlanta Journal-Constitution (print and online)
- 9/15: City of Albuquerque hosting events throughout September - KRQE (broadcast and online)
- 9/18: The Best Dive Bar in Every State - TripSavvy
- 9/21: Catch the Train to Leaf-Peeping Paradise - Sierra
- 9/23: E-bike company to offer guided tours to Balloon Fiesta - Albuquerque Journal (print and online) (syndicated to Yahoo)
- 9/24: Visit Albuquerque releases new official Albuquerque Visitor's Guide - KRQE (broadcast and online)
- 9/29: 12 New Food Halls Across the U.S. - Fifty Grand

. V I S I T .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

MONTH'S TOP PERFORMING E-MARKETING CAMPAIGNS

	SENT	OPEN RATE	CLICK-TO-OPEN RATE
9/2: "CHECK OUT THESE BALLOON FIESTA INSIDER TIPS"	118,404 LEISURE CONTACTS	20.3%	14.6%
9/24: "INSIDER TIPS FOR HOSTING FAMILY AND FRIENDS DURING BALLOON FIESTA"	3,149 LOCAL CONTACTS	29.6%	21.3%

TOTAL SOCIAL MEDIA ENGAGEMENTS THIS MONTH


31,468

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 **123,249**


 **57,935**


 **42,622**

 Visit Albuquerque
September 28 at 7:14 PM · 🌐

If there is anything you want to know about the [Albuquerque International Balloon Fiesta®](#) while you're here in Albuquerque, we've probably covered it! Check out our Balloon Fiesta blog posts for helpful tips and tricks, to find things to do while you're here, and to learn how to make the most out of your Balloon Fiesta experience. [#TrueABQ](#)



 Visit Albuquerque
September 27 · 🌐

The scenery never gets old, no matter which way you look.
[#TrueABQ](#) | [#VisitABQ](#) | [VisitABQ.org](#)
 [www.kipmalone.com](#)



HIGH ENGAGEMENT POSTS OF THE MONTH

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

9/29-10/1: Kristin McGrath attended the NM Outdoor Economics Conference in Farmington, NM

9/2: Brenna Moore attended the NM PRSA Board Meeting

9/8: Staff attended a pre-opening tour of Hilton Garden Inn & Homewood Suites on Central Ave.

9/27-30: Angie Jepsen & Angela Gandy had 40 appointments at TEAMS in Atlantic City, NJ

9/9: Tania Armenta attended the International Women's Forum New Mexico Mix & Mingle

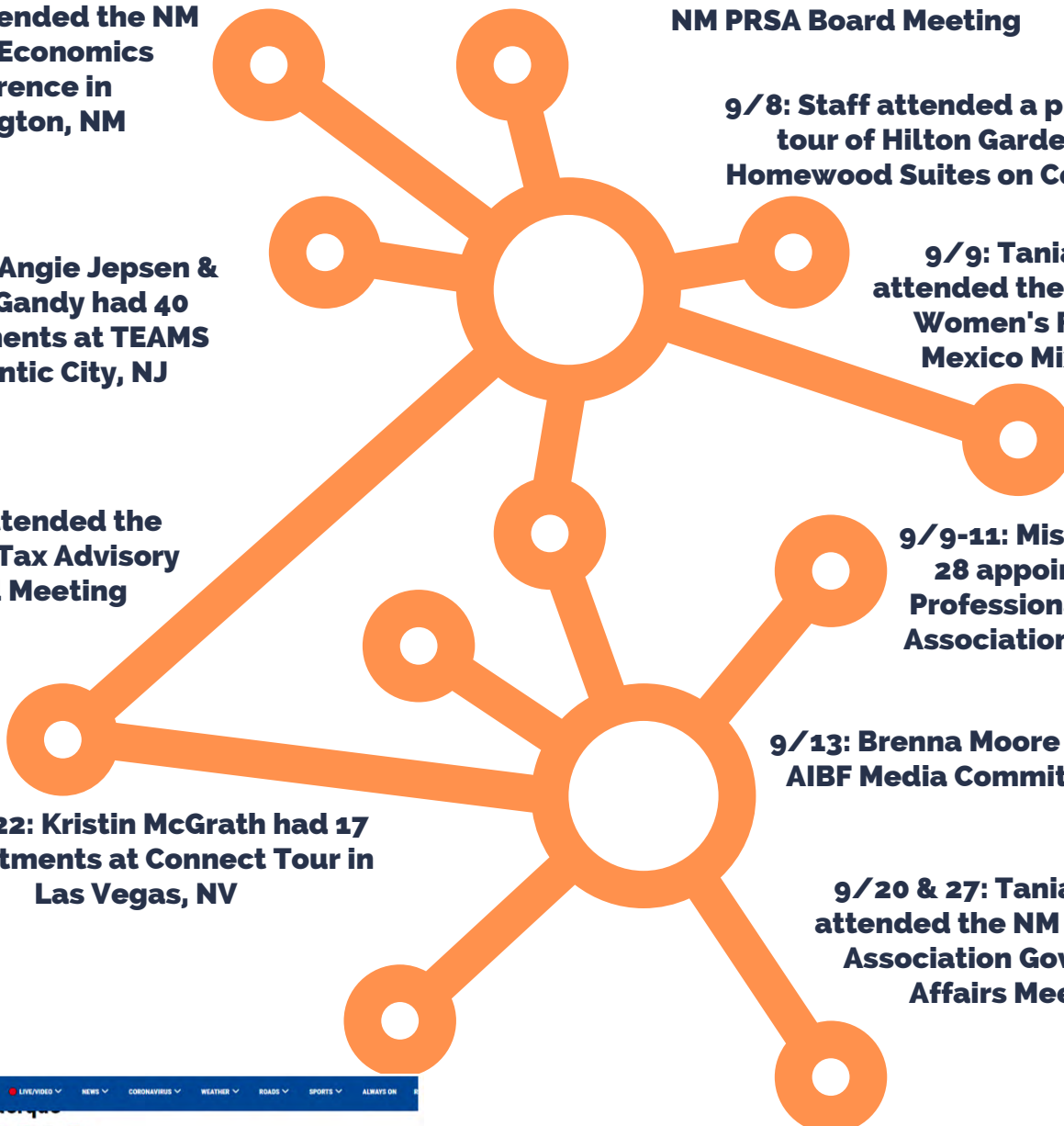
9/23: Attended the Lodgers' Tax Advisory Board Meeting

9/9-11: Misty Jester had 28 appointments at Professional Fraternity Association in Irving, TX

9/20-22: Kristin McGrath had 17 appointments at Connect Tour in Las Vegas, NV

9/13: Brenna Moore attended the AIBF Media Committee Meeting

9/20 & 27: Tania Armenta attended the NM Hospitality Association Government Affairs Meeting



Visit Albuquerque's Social Media & Content Specialist shares upcoming events on KRQE

Events Hosted by Visit Albuquerque

- 9/2: DOS meeting via video conference**
- 9/7: Visit Albuquerque Executive Committee Meeting**
- 9/15: Visit Albuquerque Board of Directors Meeting**
- 9/15: Visit Albuquerque Annual Meeting**
- 9/16: 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.