

Visit Albuquerque Destination Dashboard

July 2024 Report



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Lodging



Industry
Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

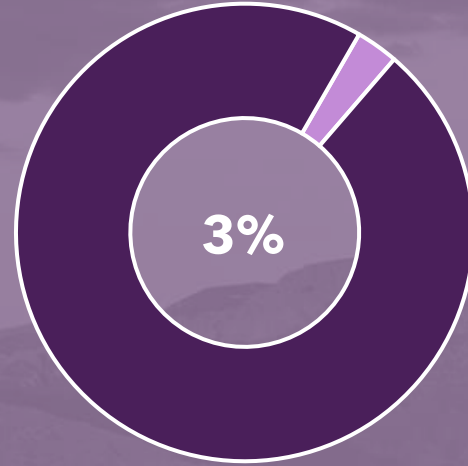
June 2024 Fiscal Year-End

Total Lodgers' Tax Revenue
Collected

\$19,235,530

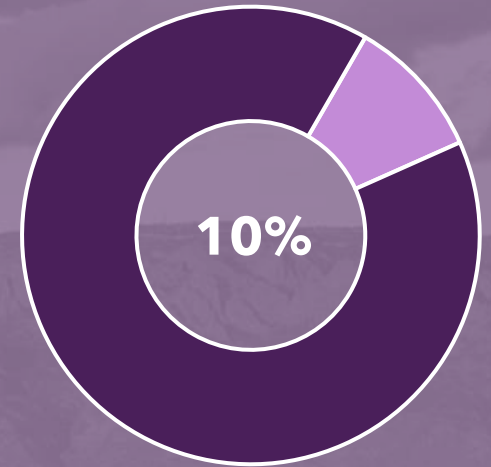
+6% vs June 2023

Delinquent Share of Tax Revenue
Collected



-1 pt vs June 2023

STR Share of Tax Revenue
Collected



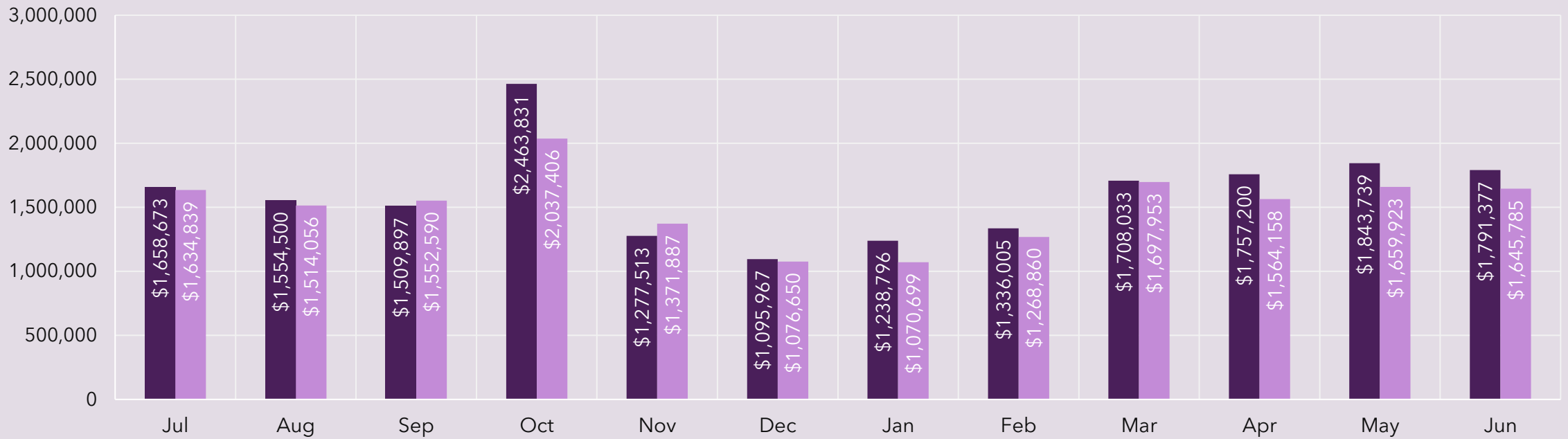
+1 pt vs June 2023

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LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY24 FY23

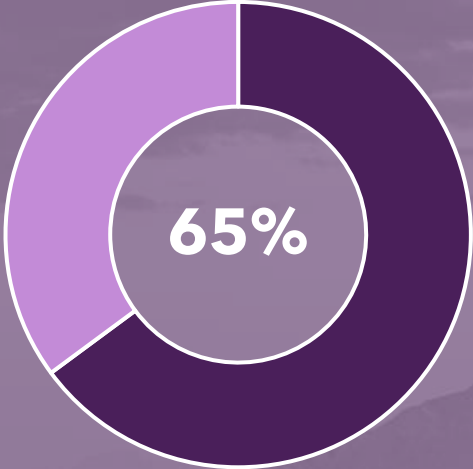


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HOTEL SNAPSHOT

June 2024 Calendar Year-to-Date

Occupancy



0.0 pts vs June 2023

Average Daily Rate

\$115

+4% vs June 2023

Revenue per Available Room

\$75

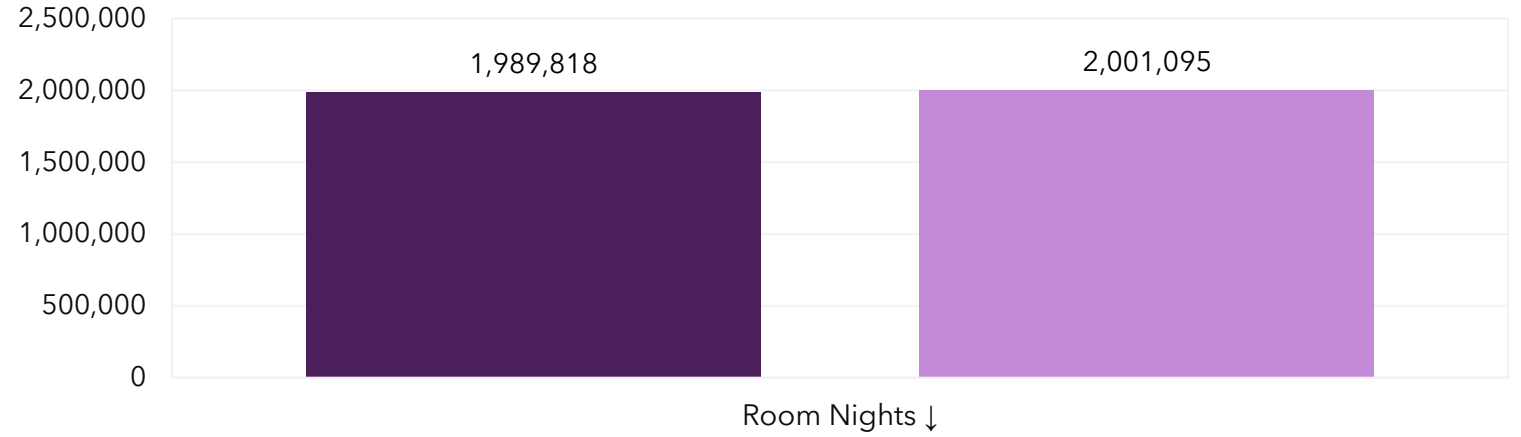
+4% change vs June 2023

Albuquerque

HOTEL PERFORMANCE CALENDAR YEAR-TO-DATE

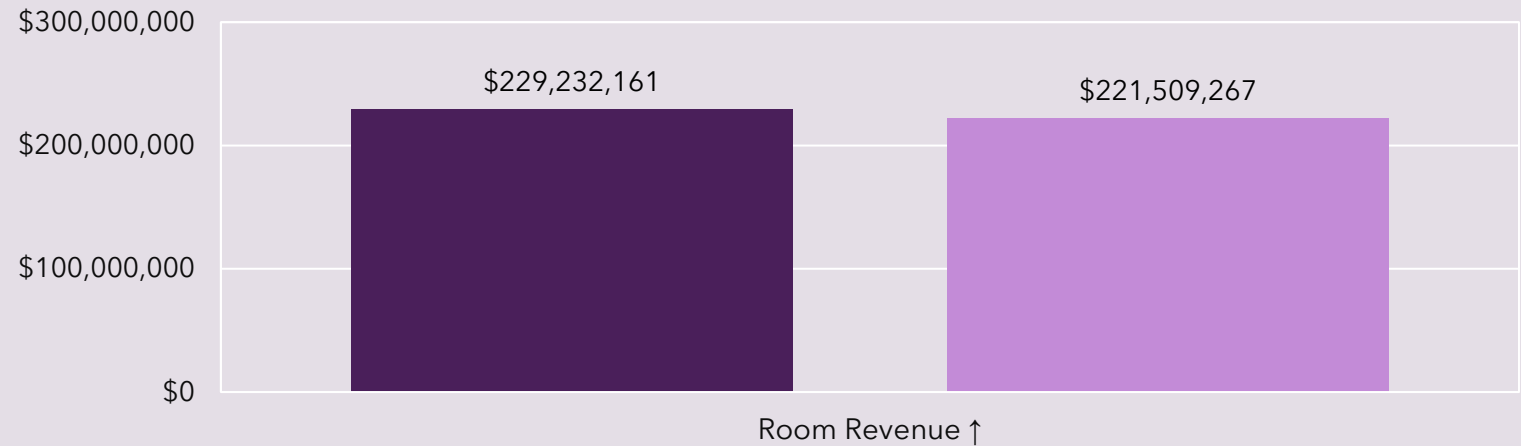
Hotel Demand

■ CY24 YTD ■ CY23 YTD



Hotel Revenue

■ CY24 YTD ■ CY23 YTD



Spotlight On

HOTEL SUPPLY

Dual Property Fairfield Inn & Suites and Townplace Suites Uptown

Opened July 2024

149 rooms
928 sq ft meeting space

Element by Westin Uptown

Opened August 2024

126 rooms
1,035 sq ft meeting space

Hiway House Motel Nob Hill

Opening TBD

ARRIVE Hotel Downtown

Opening 2024

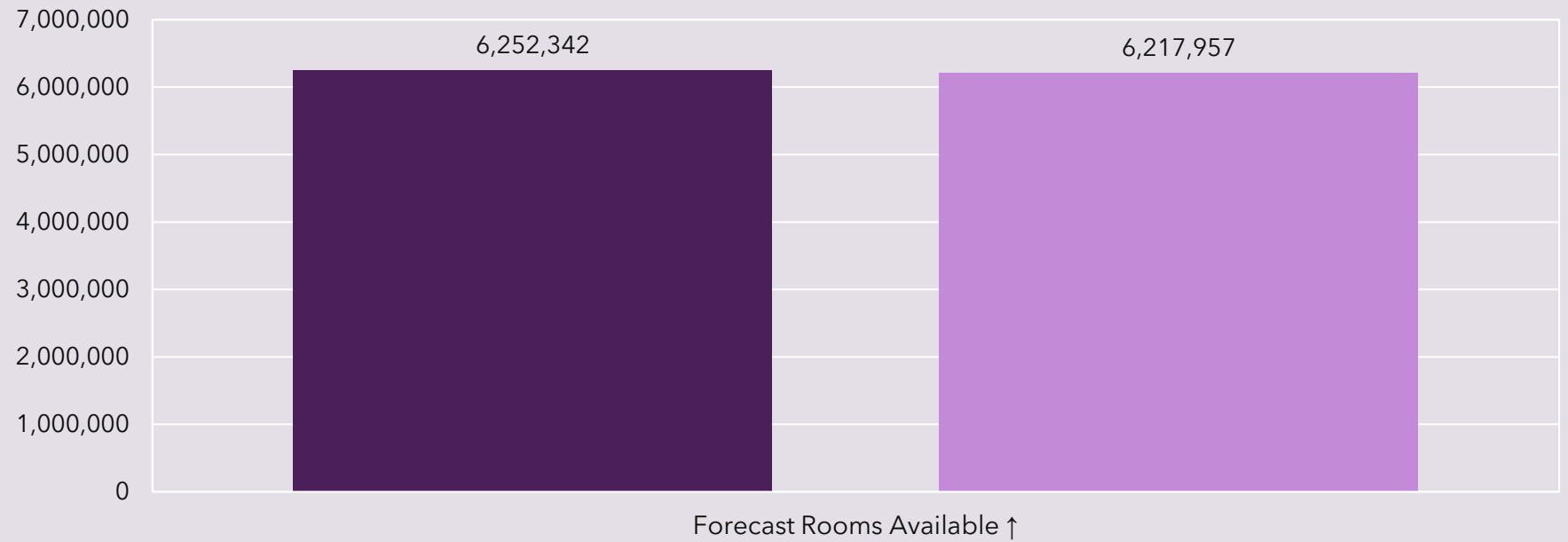
135 rooms

Spotlight On

HOTEL SUPPLY FORECAST

Room Supply Forecast with New Properties

■ CY24 ■ CY23

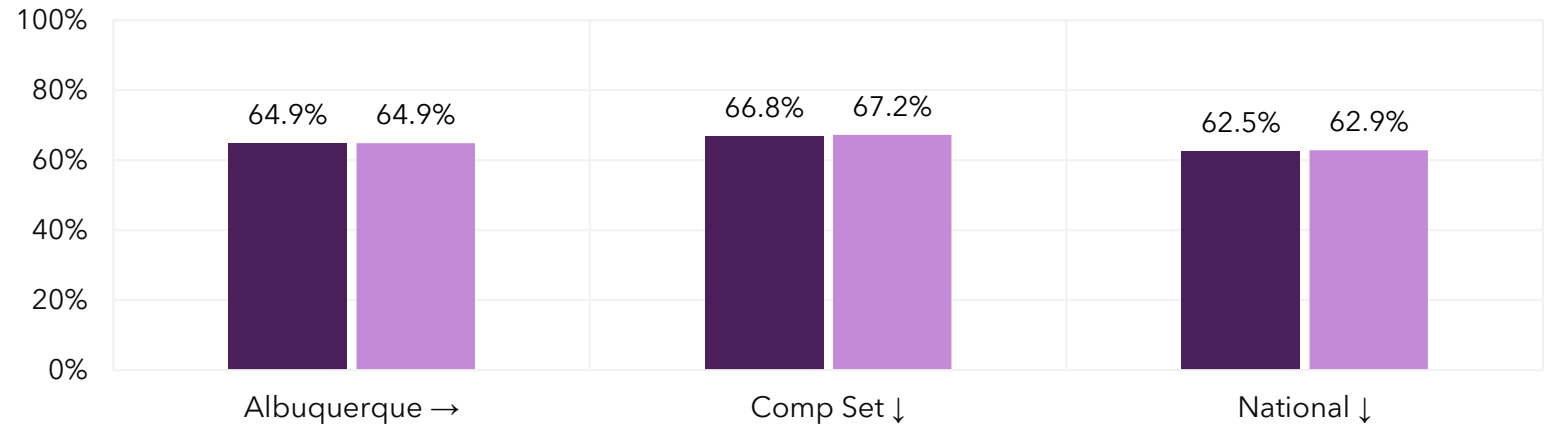


Competitor

HOTEL PERFORMANCE CALENDAR YEAR-TO-DATE

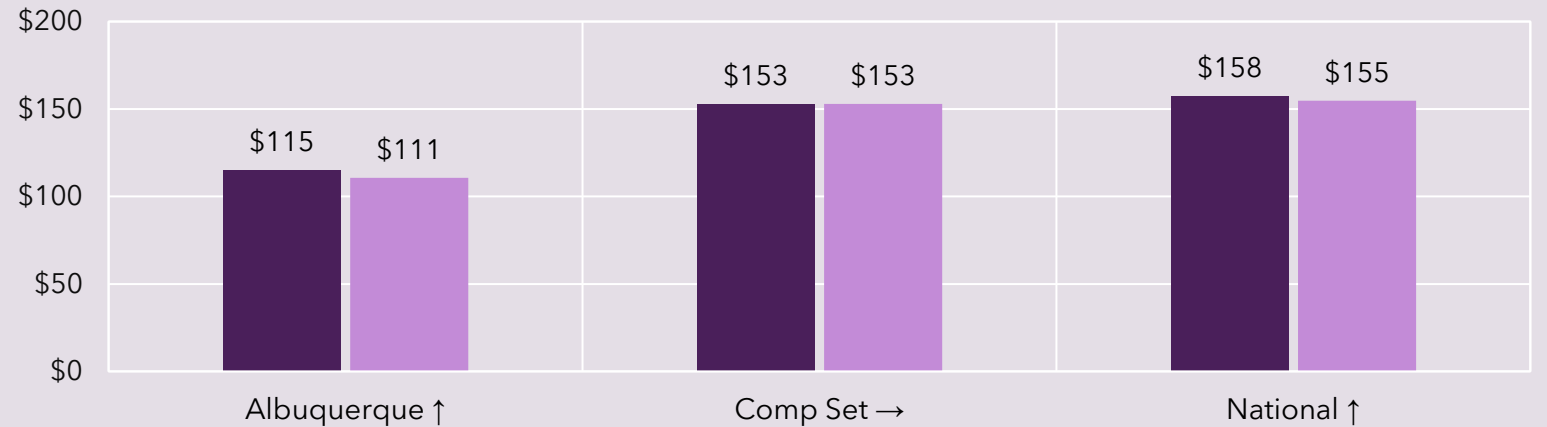
Occupancy

■ CY24 YTD ■ CY23 YTD



Average Daily Rate

■ CY24 YTD ■ CY23 YTD



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AIRPORT SNAPSHOT

June 2024 Fiscal Year-End

Deplaned Passengers

2,734,350

+10% vs June 2023

Nonstop Out of State Air Seats

3,494,525

+12% vs June 2023

Top 5 Origin Capacity Change

Dallas	↑1%
Denver	↑8%
Phoenix	↑11%
Las Vegas	↑21%
Los Angeles	↓3%

vs June 2023

Spotlight On

SEAT CAPACITY

Sun Country

Launched June 2024

Seasonal twice weekly
service

+3,900 seats Jun-Dec

Southwest

Increased service
during Balloon Fiesta

+12,000 seats Oct

Spirit

Las Vegas growth
strategy

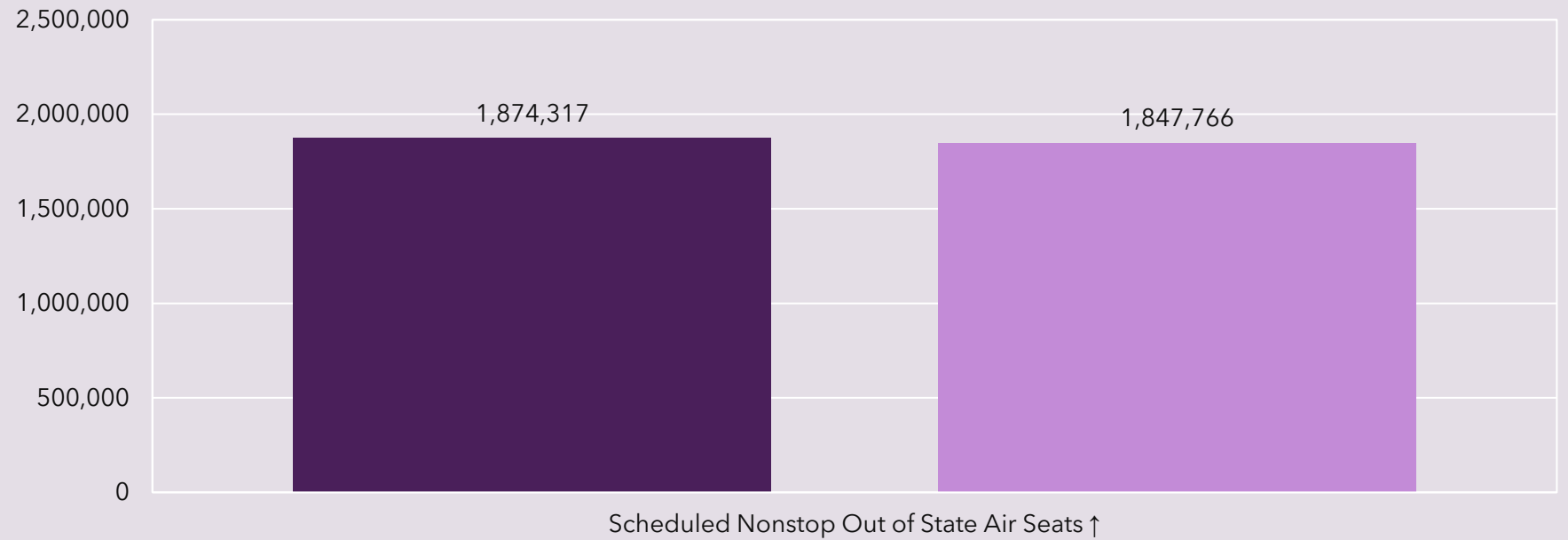
+27,000 seats Jul-Dec



Spotlight On **SEAT CAPACITY**

Nonstop Air Service to Albuquerque

■ Q1-Q2 FY25 ■ Q1-Q2 FY24





Integrated
Marketing



Marketing
Performance

Brand Health



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MARKETING SNAPSHOT

July 2024 Fiscal Year-to-Date

Impressions

178.8M

-50% vs July 2023

Website Sessions

350K

+51% vs July 2023

Social Followers

357K

+21% change vs July 2023

Spotlight On

INTEGRATED MARKETING OWNED MEDIA



	Posts	Engagements	Reach	Engagement Rate
Facebook	27	7,349	150,391	5%
Instagram	42	90,860	696,192	13%
TikTok	13	28,386	424,360	7%

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NEEDS A MOUNTAIN**



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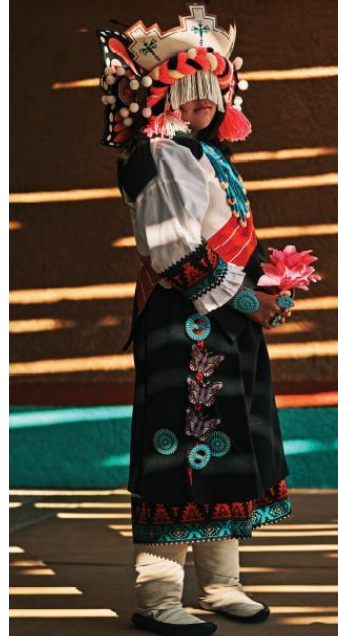
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MORE HOURS. LESS RUSH.



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LOW AND SLOW


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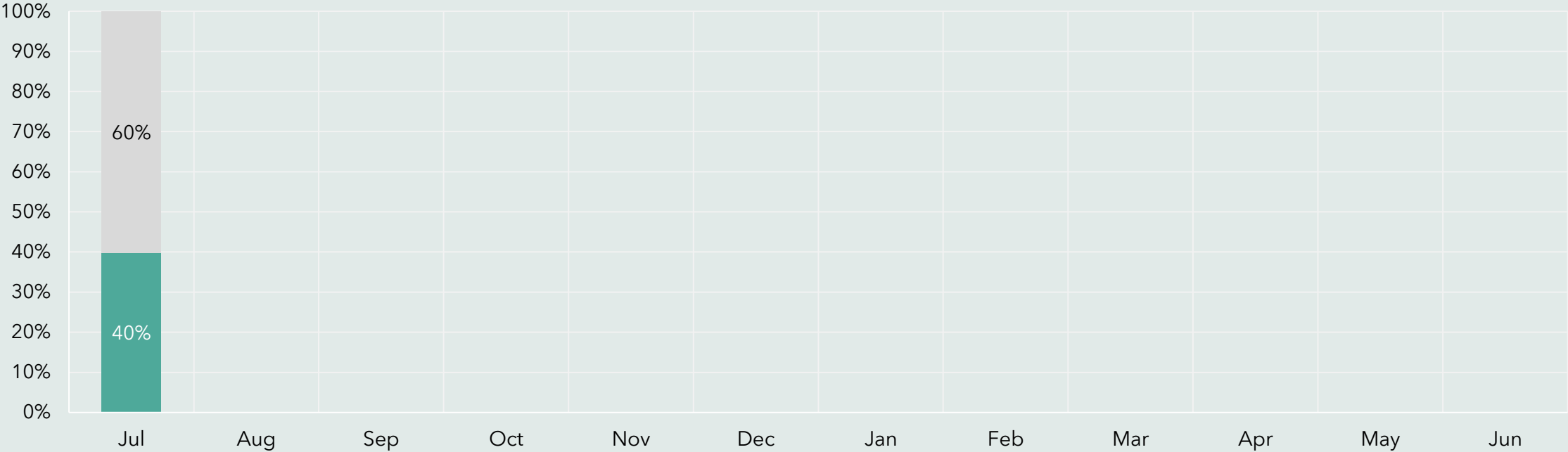


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INTEGRATED MARKETING AWARENESS BY MONTH

Paid, Owned & Earned Media Awareness in Key Markets

■ Aware ■ Unaware



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CURRENT INDUSTRY & MARKETING CONFERENCES

Q1

July 16-18

Destinations International Annual Convention

August 11-13

U.S. Travel Association Education Seminar for Tourism Organizations (ESTO)



Outreach



Destination
Development &
Partnership
Performance

Training



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DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

July 2024 Fiscal Year-to-Date

Visitor Center Count

6,593

-15% vs July 2023

ACE Trainees

99

+560% vs July 2023

Active Partners

632

+5% change vs July 2023

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CURRENT OUTREACH & ENGAGEMENT EVENTS

July 2024

- | | |
|---------|--|
| July 2 | Friends of the Orphan Signs Pop-up Exhibition |
| July 8 | ATMD Governance Committee Meeting |
| July 10 | Sandoval County Tourism Alliance (SCTA) Meeting |
| July 10 | Route 66 Centennial Meeting with CABQ Arts & Culture |
| July 11 | Visit ABQ Business Exchange at Bike & Coffee |
| July 12 | Project Search Downtown Activation |
| July 17 | Route 66 Centennial Committee Meeting |
| July 17 | Project Search Market Event |
| July 22 | Meeting with Albuquerque International Sunport |
| July 23 | Visit Albuquerque Board Meeting |
| July 24 | Volunteer Meeting at Wheels Museum |
| July 30 | New Mexico Living Interview |



Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

July 2024 Fiscal Year-to-Date

Citywide Room Nights Booked

0

0% vs July 2023

Non-Citywide Room Nights Booked

841

-53% vs July 2023

Sports Room Nights Booked

811

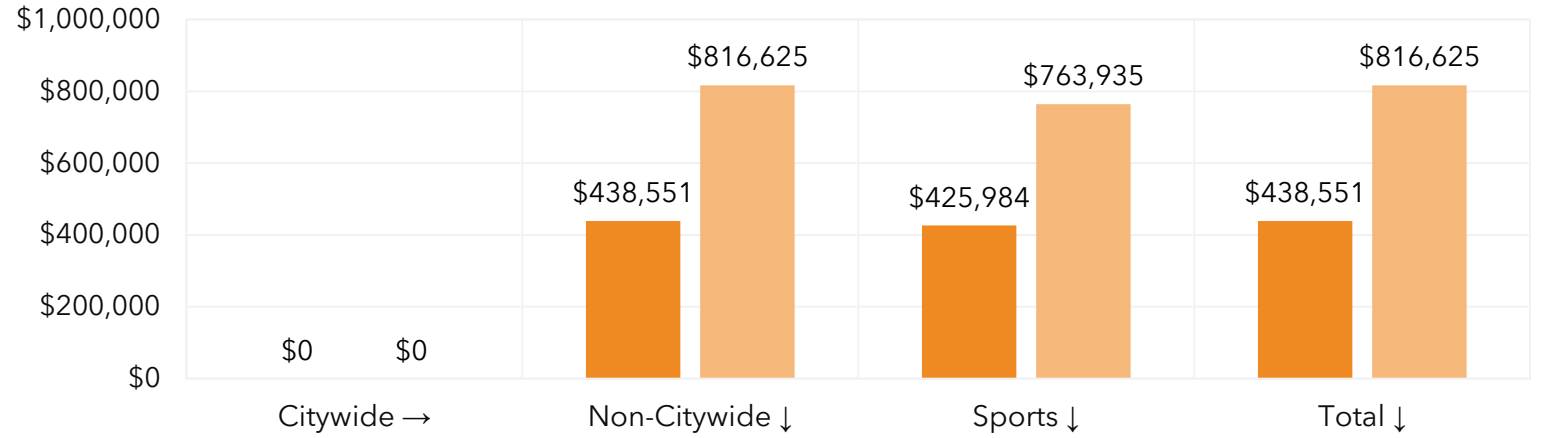
-50% change vs July 2023

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SALES PERFORMANCE FISCAL YEAR-TO-DATE

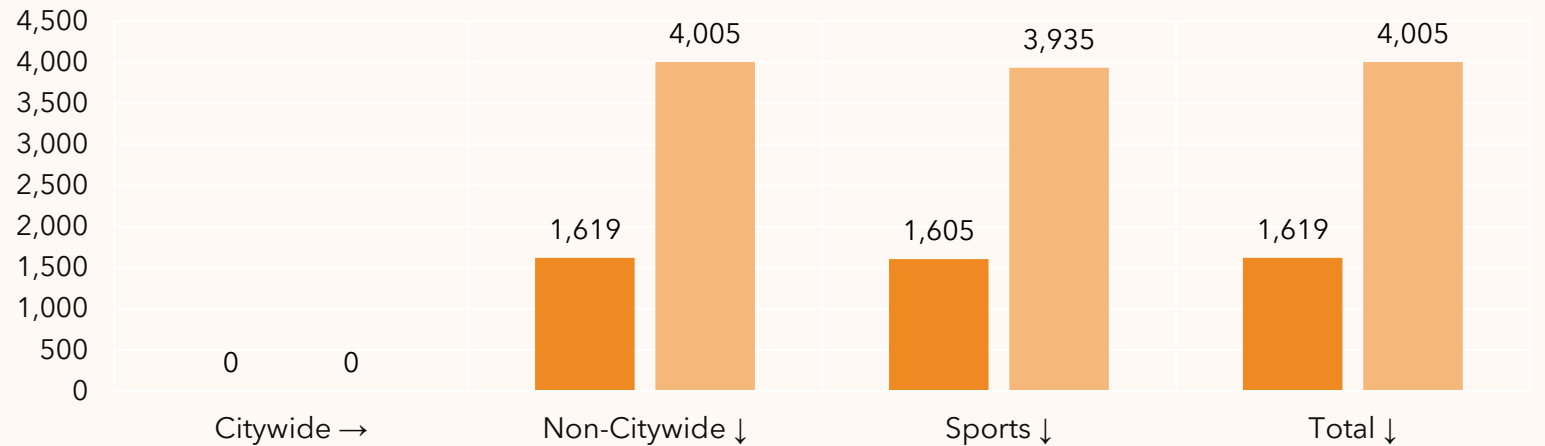
Direct Spend Booked

FY25 YTD FY24 YTD



Attendees Booked

FY25 YTD FY24 YTD

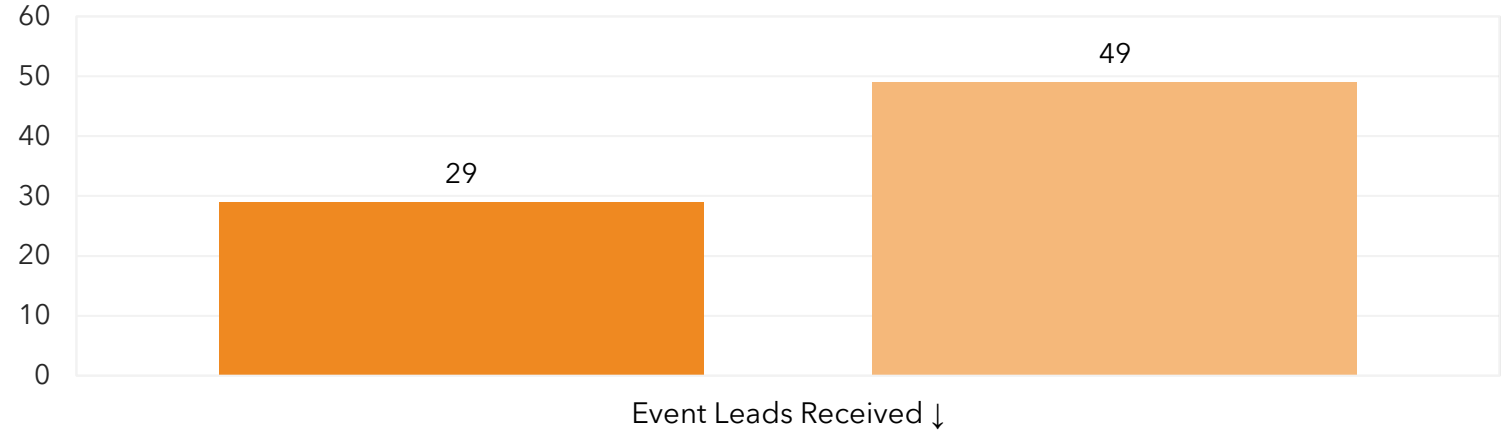


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LEAD PERFORMANCE FISCAL YEAR-TO-DATE

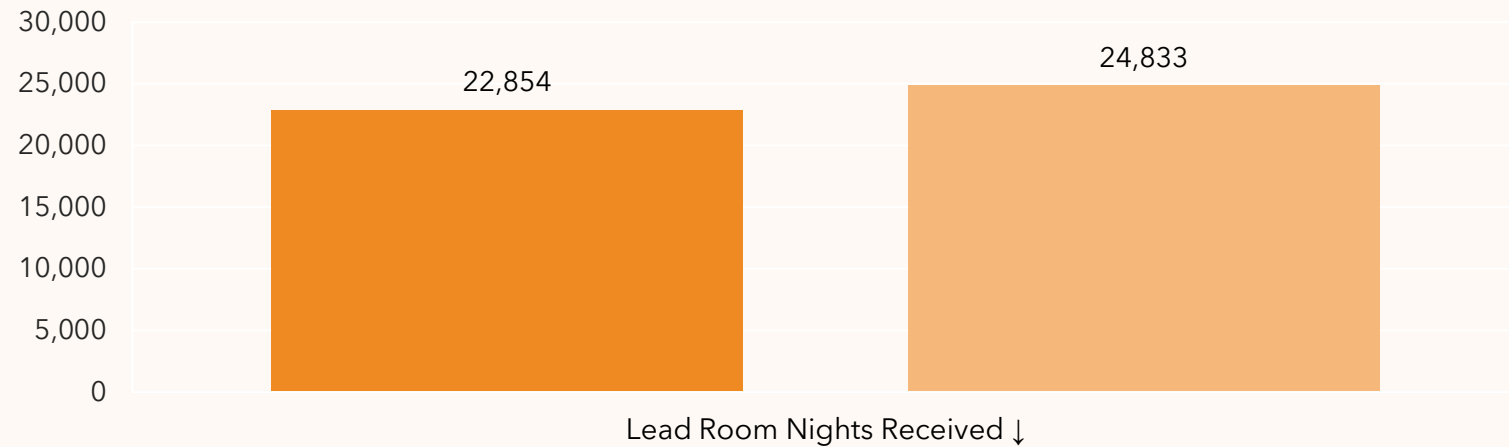
Leads Received

FY25 YTD FY24 YTD



Lead Room Nights Received

FY25 YTD FY24 YTD

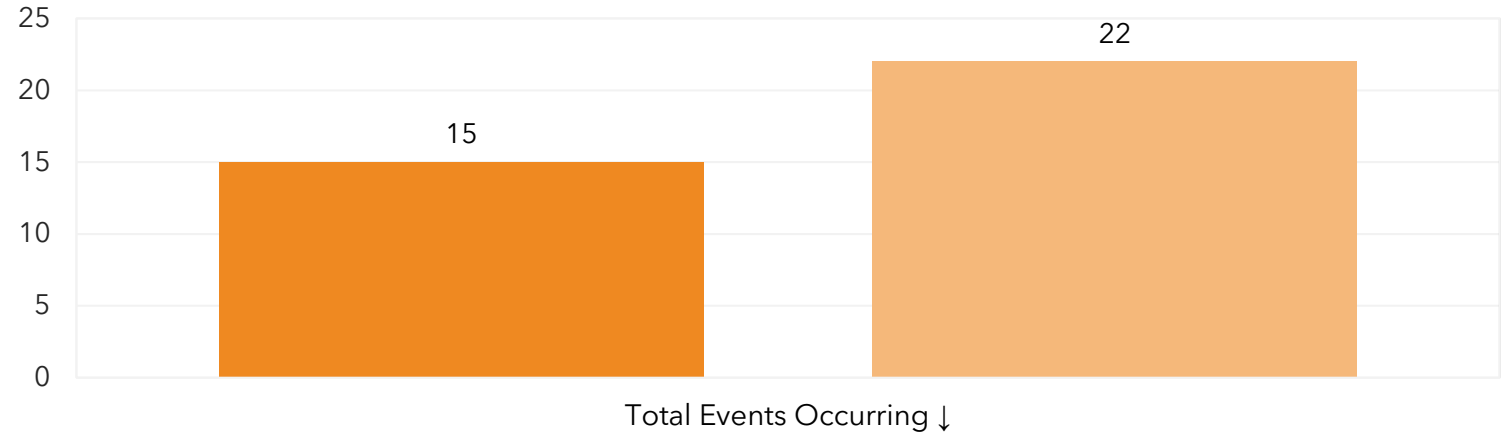


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BUSINESS OCCURRING PERFORMANCE FISCAL YEAR-TO-DATE

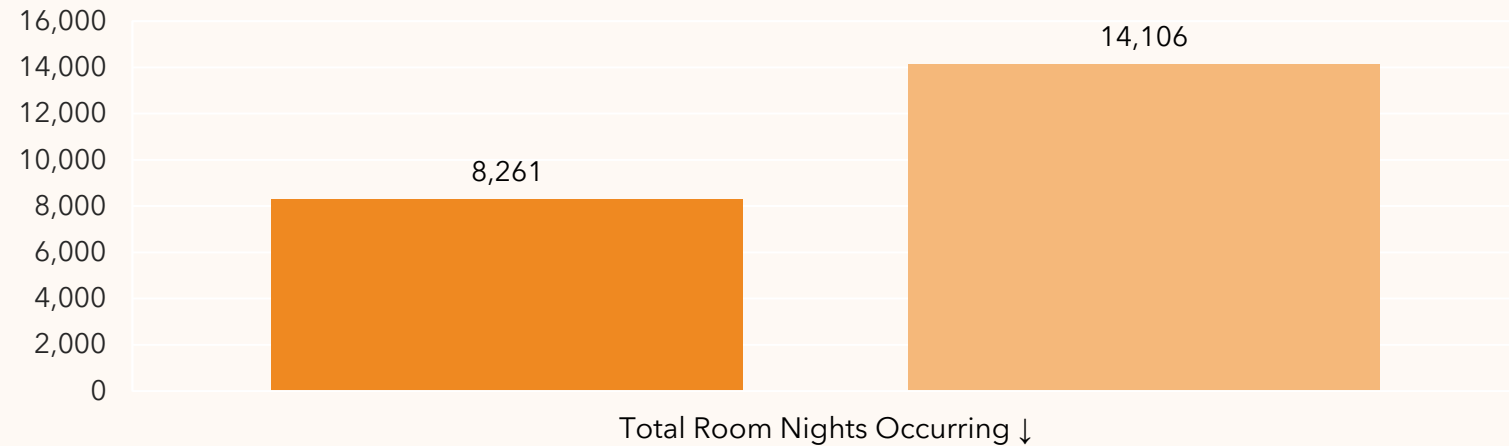
Events Occurring

FY25 YTD FY24 YTD



Room Nights Occurring

FY25 YTD FY24 YTD



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CURRENT & UPCOMING TRADESHOWS

Q1

July 23-25	ACCESE	Toronto, ON, Canada
Aug 10-13	ASAE Annual Meeting	Cleveland, OH
Aug 27-29	Connect Marketplace	Milwaukee, WI
Sep 5-7	Professional Fraternity Association	Jacksonville, FL
Sep 23-26	Teams	Anaheim, CA
Sep 23-26	NM Outdoor Economics Conference	Las Cruces, NM

Q2

Oct 8-10	IMEX America	Las Vegas, NV
Oct 14-17	SPORTS Relationship Conference	Wichita, KS
Nov 6-8	Connect West	Los Angeles, CA
Nov 12-13	Destination Celebration and PCMA Northern California Chapter	San Francisco, CA
Nov 13-16	National Coalition of Black Meeting Professionals	Birmingham, AL
Nov 19-20	National Tour Association Travel Exchange	Huntsville, AL
Nov 19-21	Connect DC	Washington, DC
Dec 4	Holiday Showcase	Chicago, IL
Dec 11	CVB Reps DC	Washington, DC
Dec 8-11	US Sports Congress	Punta Gorda, FL
Dec 17-19	IAEE Expo! Expo!	Los Angeles, CA