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August 2024 Report



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Lodging



Industry
Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

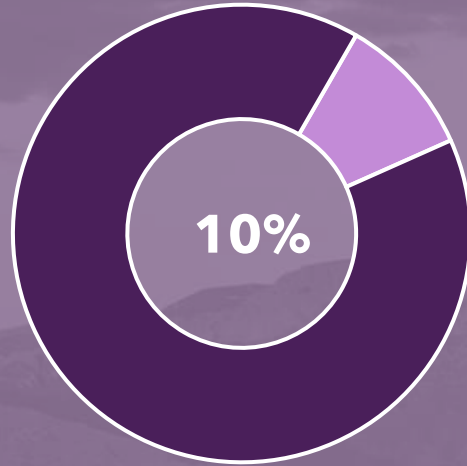
2025 Fiscal Year-to-Date through July

Total Lodgers' Tax Revenue
Collected

\$1,784,318

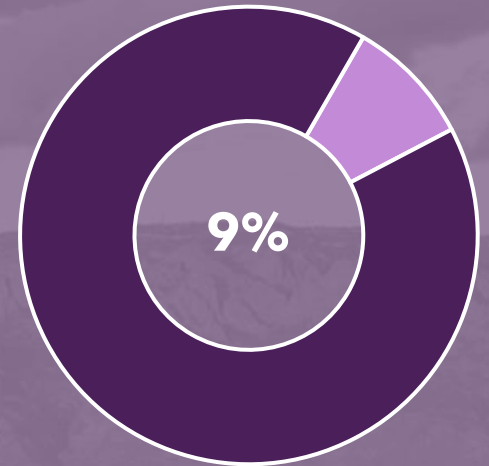
+8% vs July 2023

Delinquent Share of Tax Revenue
Collected



-8 pts vs July 2023

STR Share of Tax Revenue
Collected



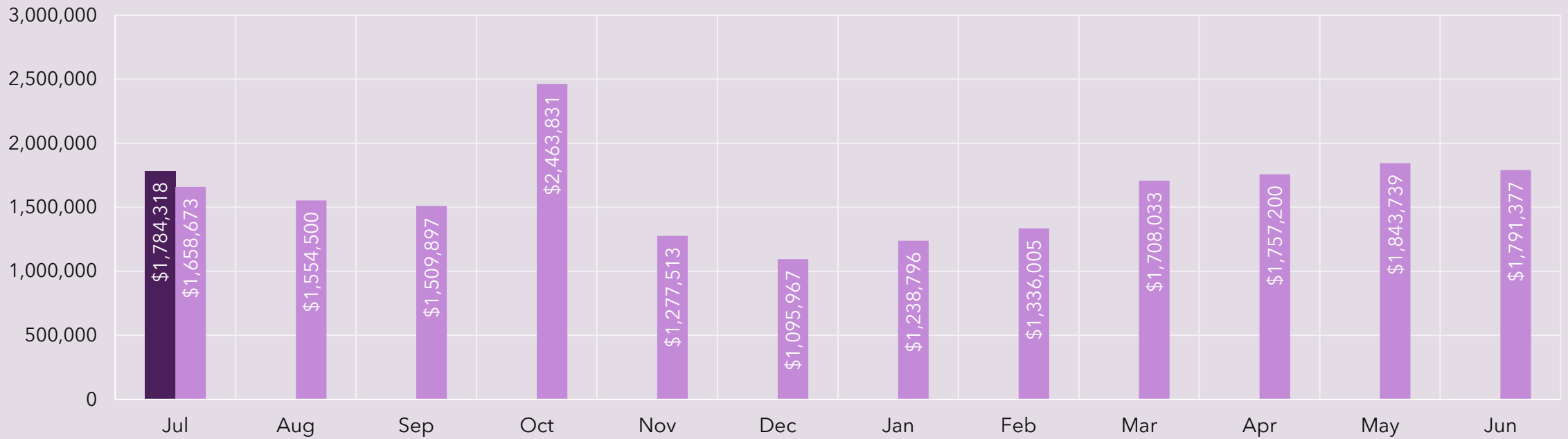
-1 pt vs July 2023

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LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY25 FY24

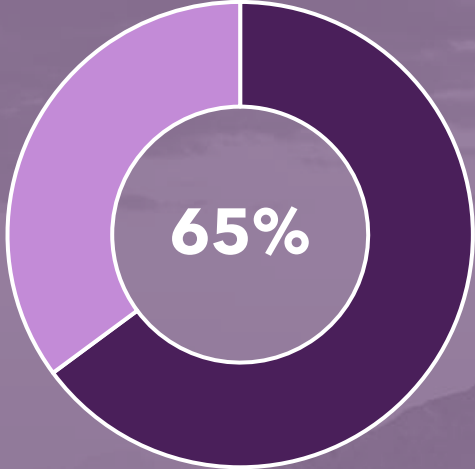


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HOTEL SNAPSHOT

2024 Calendar Year-to-Date through July

Occupancy



-0.6 pts vs July 2023

Average Daily Rate

\$115

+4% vs July 2023

Revenue per Available Room

\$75

+3% change vs July 2023

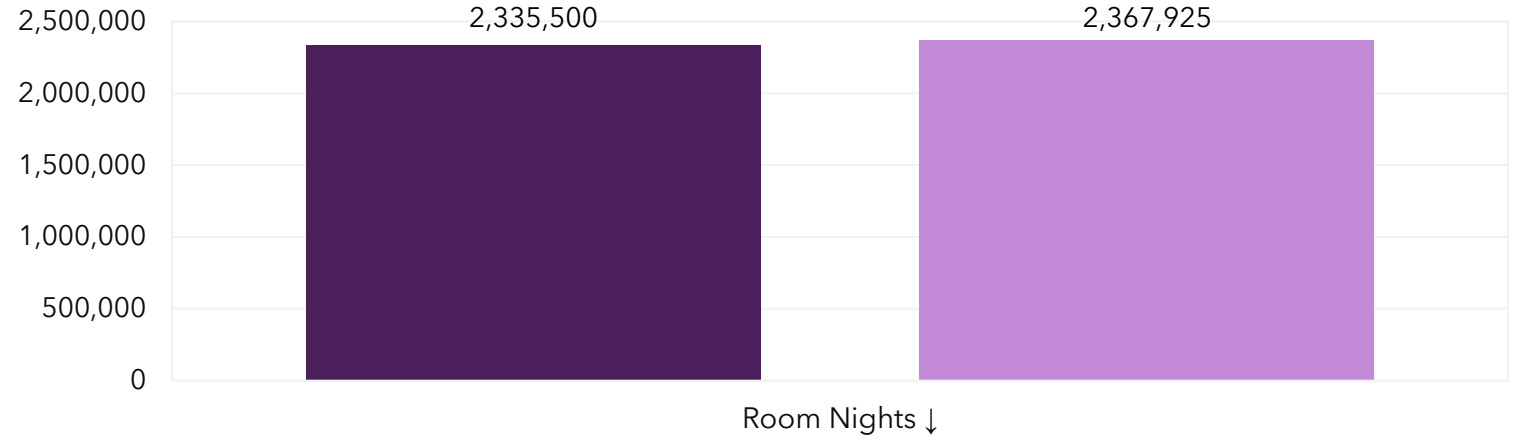
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HOTEL PERFORMANCE

CYTD through July

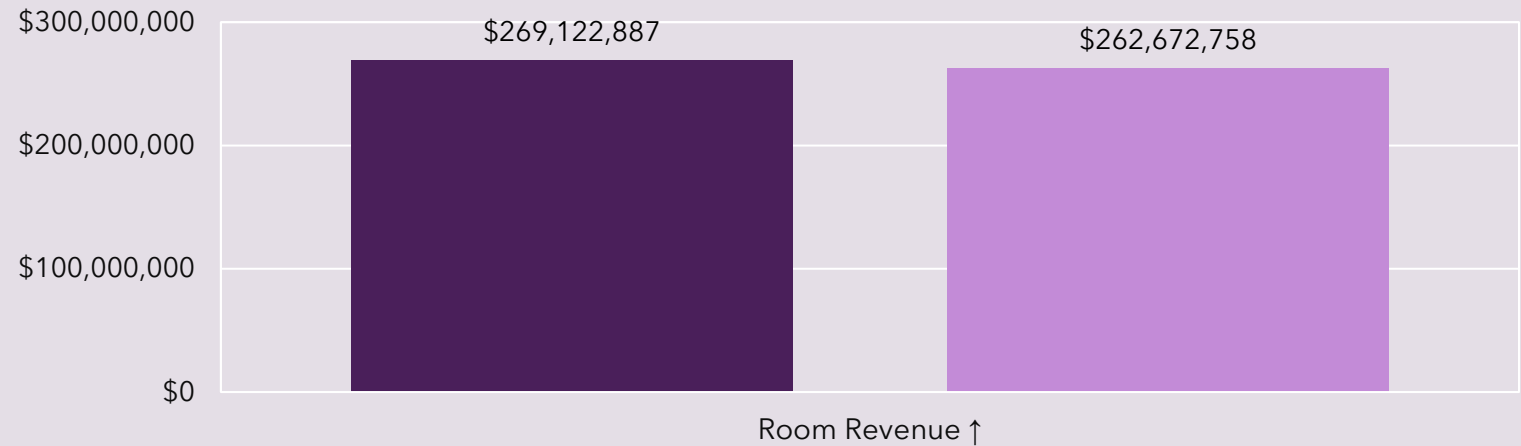
Hotel Demand

■ CY24 YTD ■ CY23 YTD



Hotel Revenue

■ CY24 YTD ■ CY23 YTD



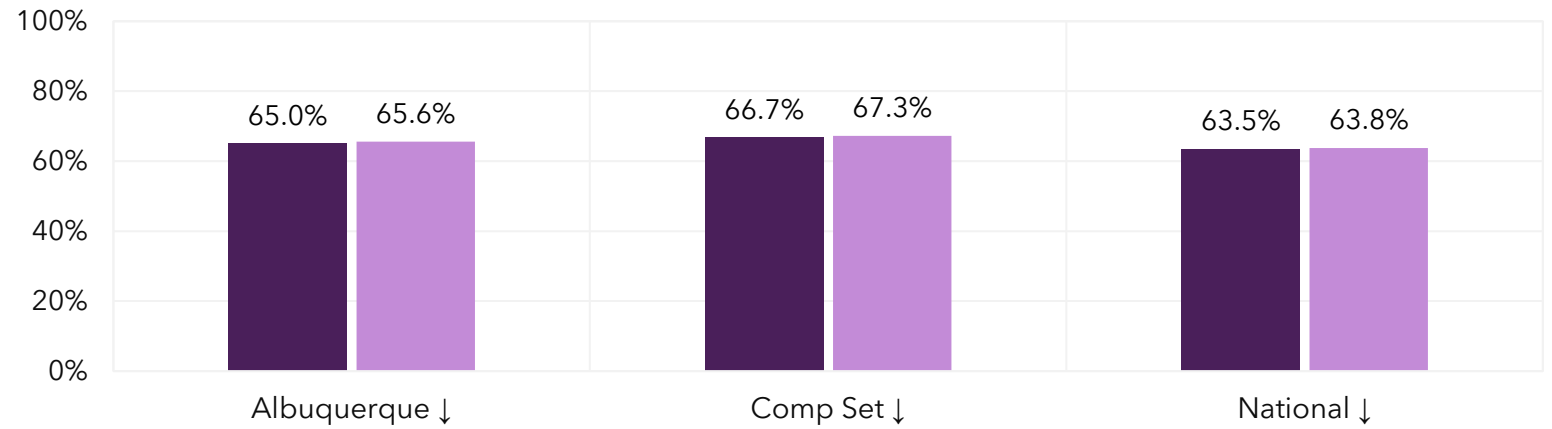
Competitor

HOTEL PERFORMANCE

CYTD through July

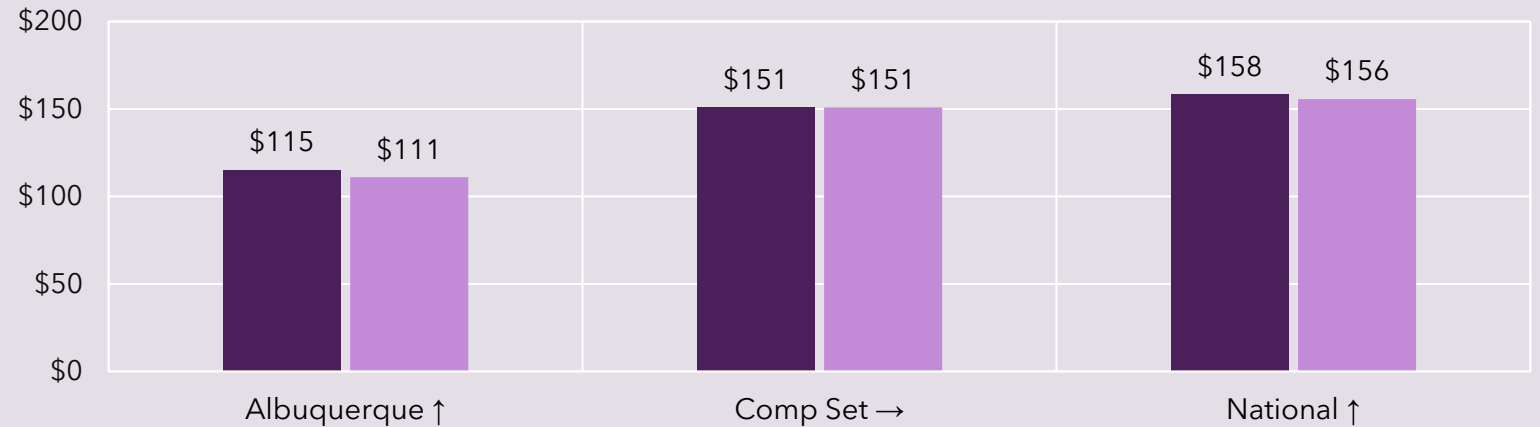
Occupancy

■ CY24 YTD ■ CY23 YTD



Average Daily Rate

■ CY24 YTD ■ CY23 YTD



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AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through July

Deplaned Passengers

258,386

+5% vs July 2023

Nonstop Out of State Air Seats

315,063

+7% vs July 2023

Top 5 Origin Markets
Capacity Change

Dallas	↑8%
Denver	↑8%
Phoenix	↓10%
Las Vegas	↑11%
Los Angeles	↑14%

vs July 2023



Spotlight On

BALLOON FIESTA

2024 Record Year for Seat Capacity

Key Wins:

Spirit new daily flights from LAX & DFW

Delta new 4x flights from JFK

Sun Country new 5x flights from MSP

American new 2x flights from AUS

Room to Grow Occupancy Back to 2019 Levels

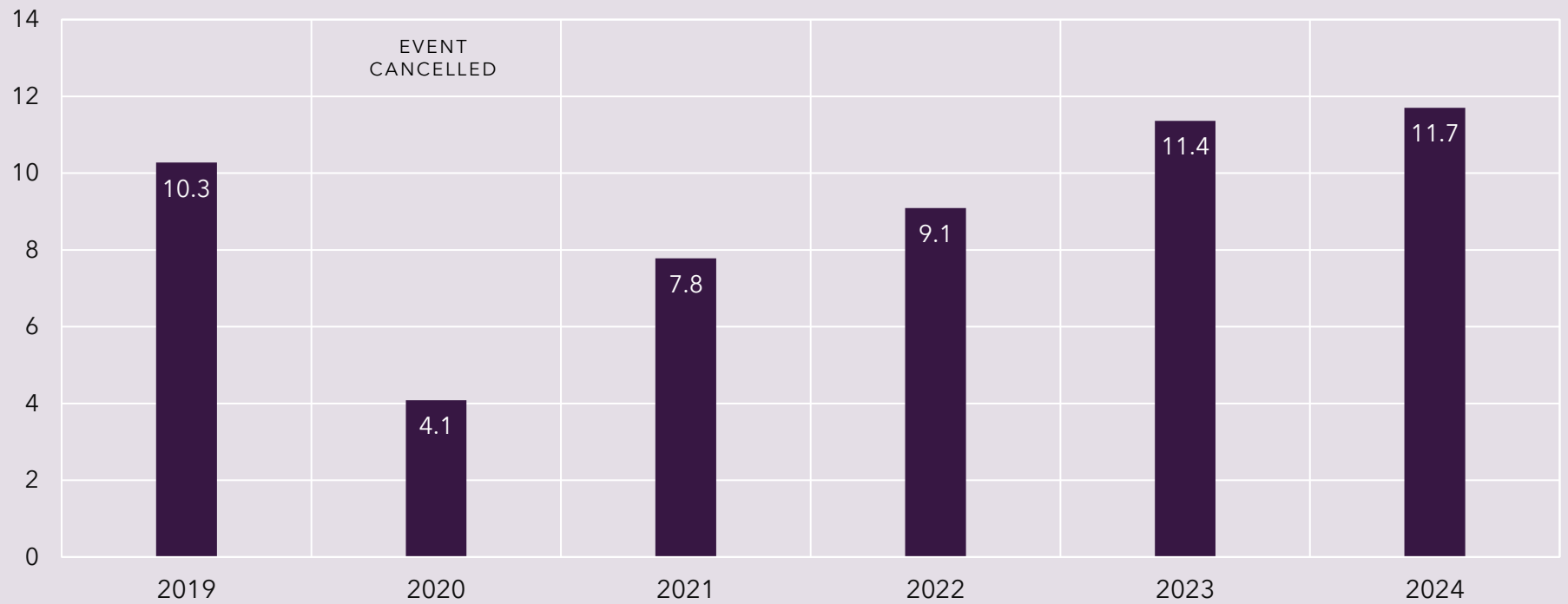
2023 Performance:

- Room revenue at all time highs
- Room demand has not recovered to pre-pandemic levels
- Greatest hotel availability on first Sunday, Monday and Tuesday

Spotlight On

BALLOON FIESTA

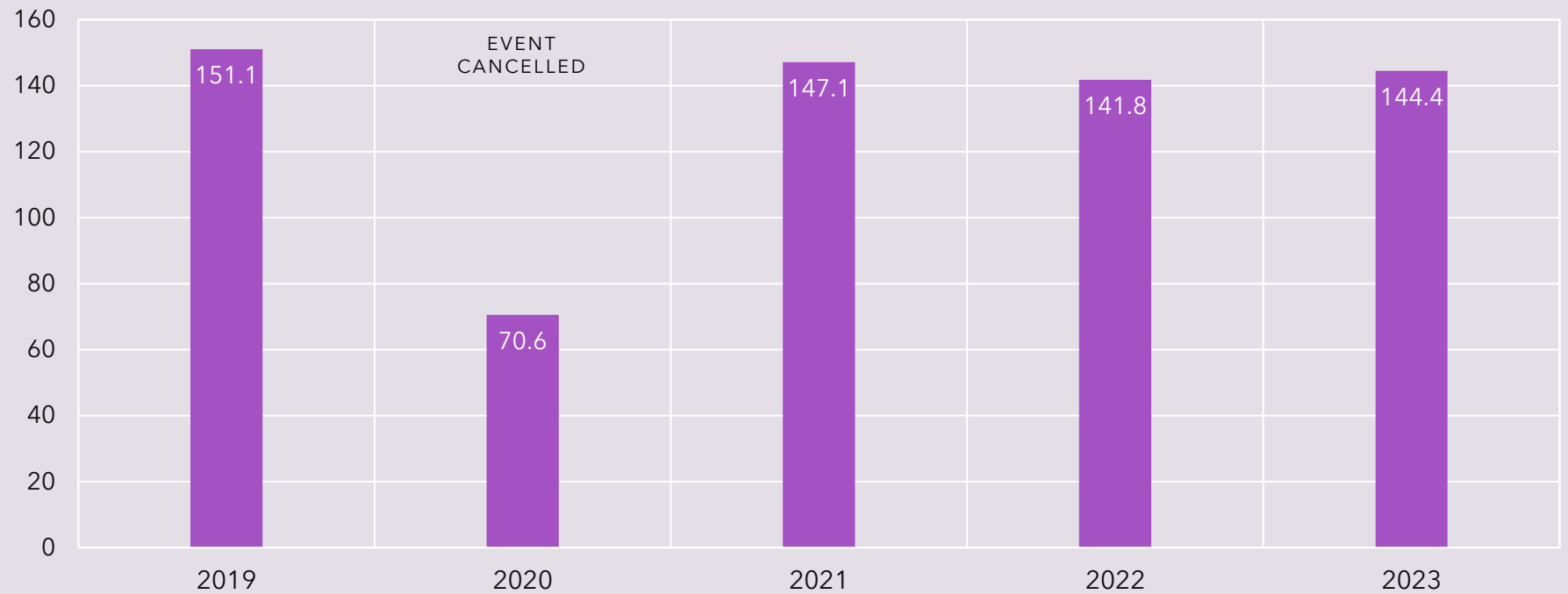
Average Daily Nonstop Seat Capacity in October (thousands)



Spotlight On

BALLOON FIESTA

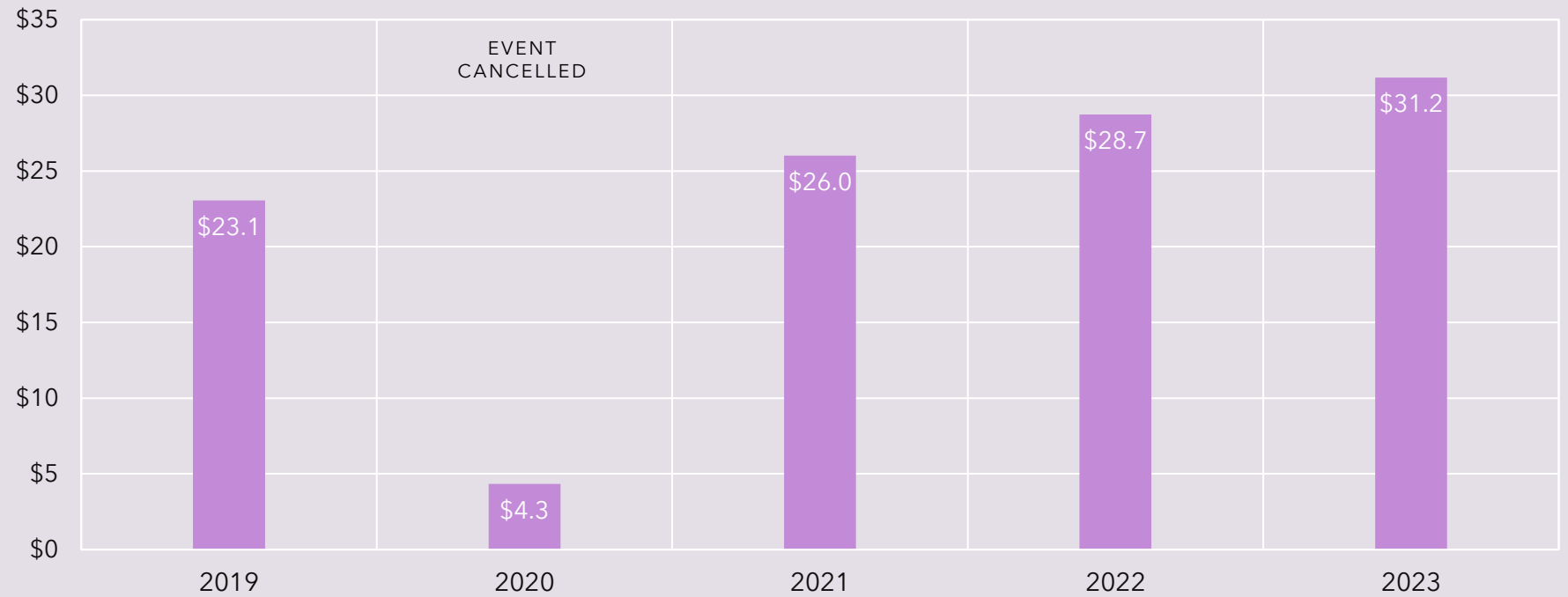
Hotel Room Night Demand During Balloon Fiesta by Year (Thousands)



Spotlight On

BALLOON FIESTA

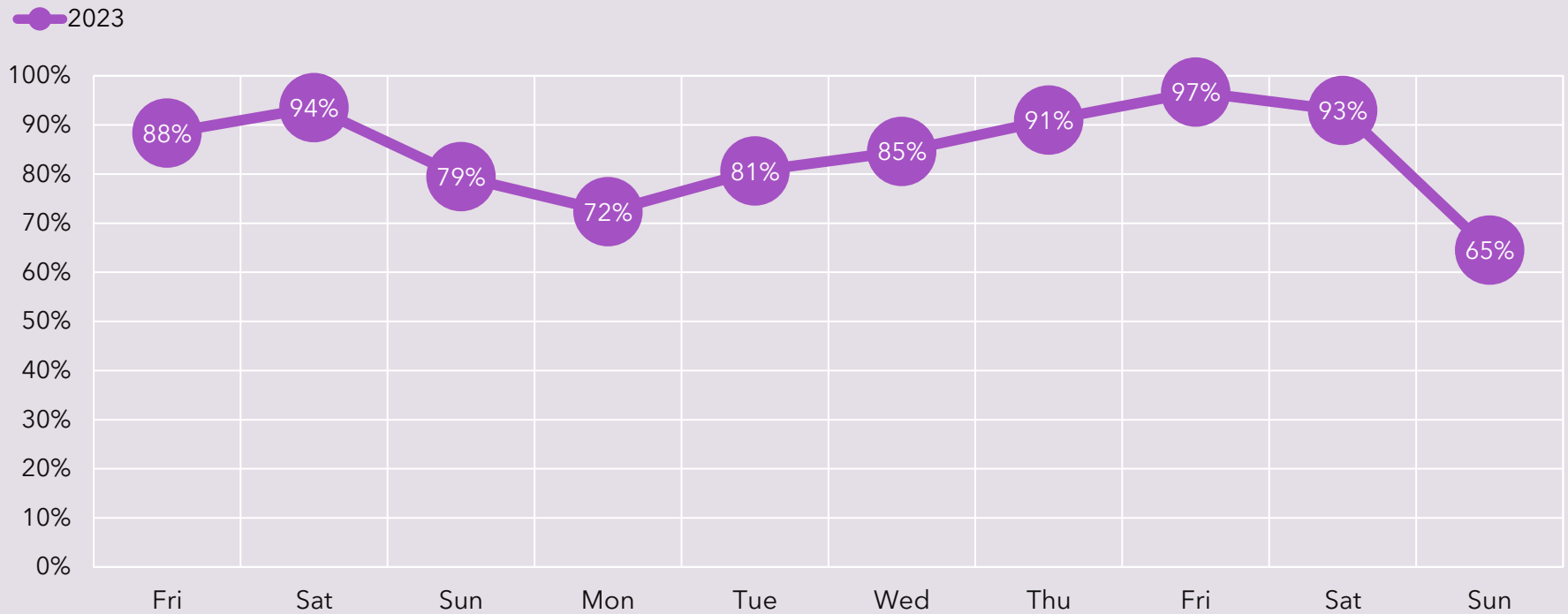
Hotel Room Revenue During Balloon Fiesta by Year (Millions)



Spotlight On

BALLOON FIESTA

Occupancy During Balloon Fiesta by Day





Integrated
Marketing



Marketing
Performance

Brand Health



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MARKETING SNAPSHOT

2025 Fiscal Year-to-Date through August

Impressions

370M

-41% vs August 2023

Website Sessions

810K

+59% vs August 2023

Social Followers

362K

+20% change vs August 2023

Spotlight On

SOCIAL MEDIA PERFORMANCE



	Posts	Engagements	Reach	Engagement Rate
Facebook	54	23,463	789,030	3%
Instagram	49	216,010	1,903,552	11%
TikTok	29	67,893	831,316	8%
LinkedIn	36	2,195	20,533	11%

**CLEARED FOR
TAKEOFF**



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**PAST
FORWARD**



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**SOFT
LANDINGS**



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**FAMILY FUN
FOR EVERYONE**

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ART AND SOUL

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**PEAK
ADVENTURE**

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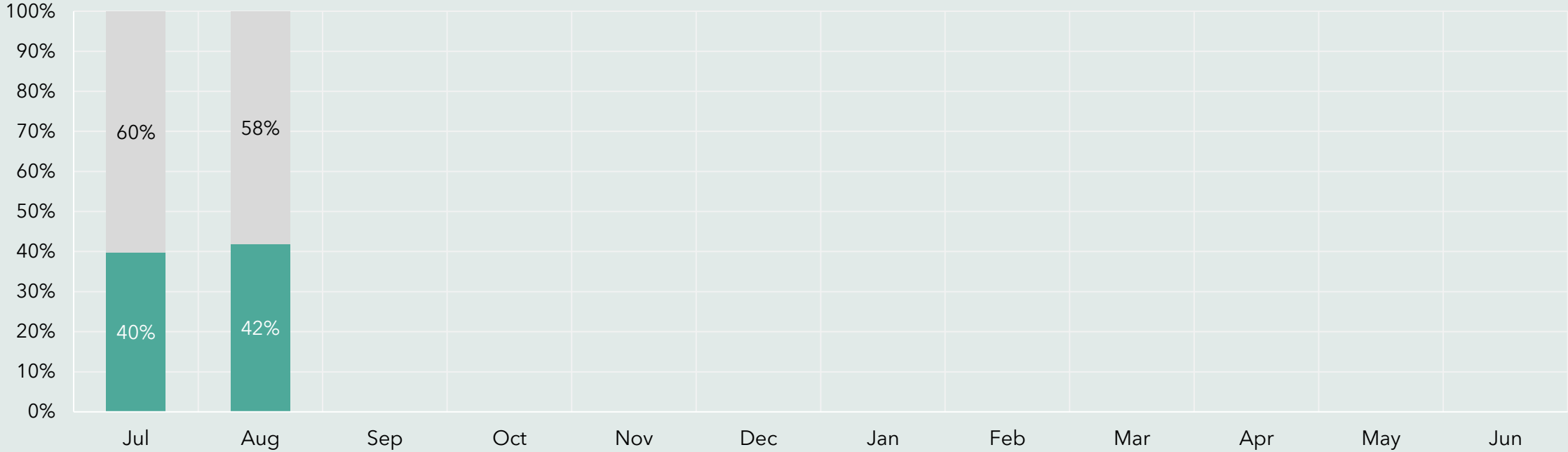


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INTEGRATED MARKETING AWARENESS BY MONTH

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

Aug. 11-13

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

Sept. 23-26

NM Outdoor Economics Conference



Outreach



Destination
Development &
Partnership
Performance

Training



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DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through August

Visitor Center Count

13,041

-16% vs August 2023

ACE Trainees

116

+119% vs August 2023

Active Partners

633

+5% change vs August 2023

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CURRENT OUTREACH & ENGAGEMENT EVENTS

August 2024

- | | |
|---------|--|
| Aug. 6 | Ex Novo Grand Opening |
| Aug. 9 | Fairfield Inn & Suites/Townplace Suites Site Visit |
| Aug. 10 | India Day Albuquerque |
| Aug. 13 | Urban Land Institute: Routes to the Future |
| Aug. 15 | GAHLA Luncheon |
| Aug. 28 | Volunteer Meeting at Puzzled |
| Aug. 29 | Balloon Fiesta Education Session |
| Aug. 29 | Rail Trail Groundbreaking |



Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through August

Citywide Room Nights Booked

2,956

-6% vs August 2023

Non-Citywide Room Nights Booked

5,570

+10% vs August 2023

Sports Room Nights Booked

6,914

+37% change vs August 2023

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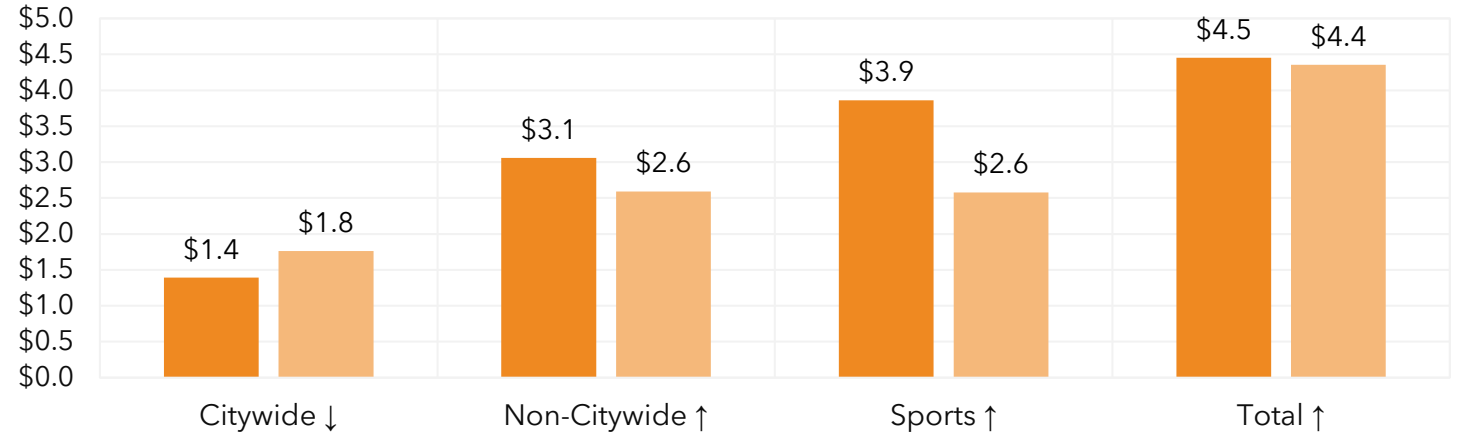
SALES

PERFORMANCE

FYTD through August

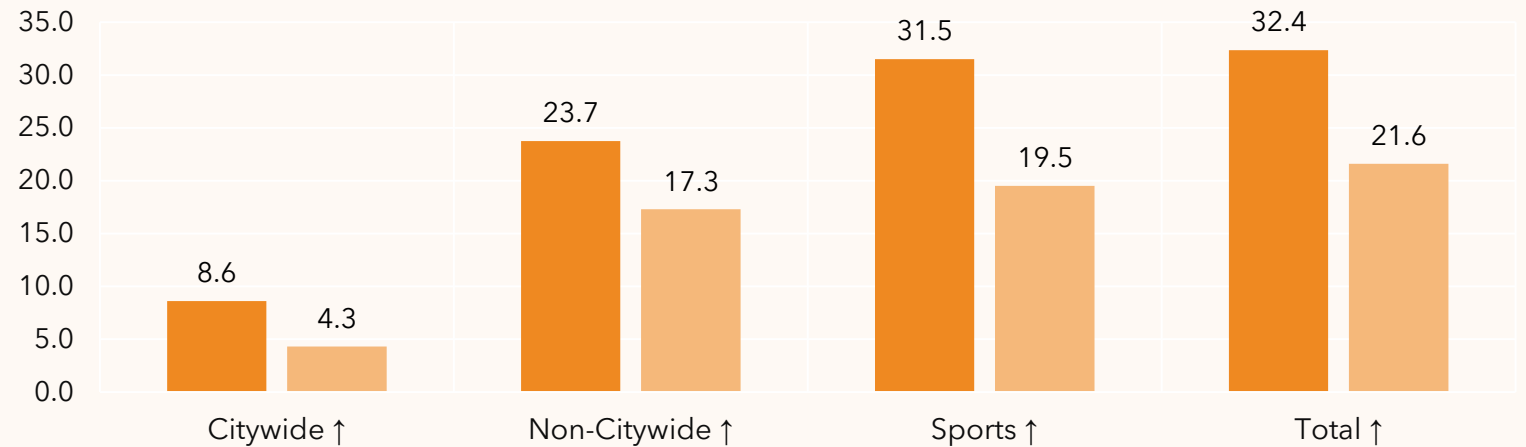
Direct Spend Booked (Millions)

FY25 YTD FY24 YTD



Attendees Booked (Thousands)

FY25 YTD FY24 YTD



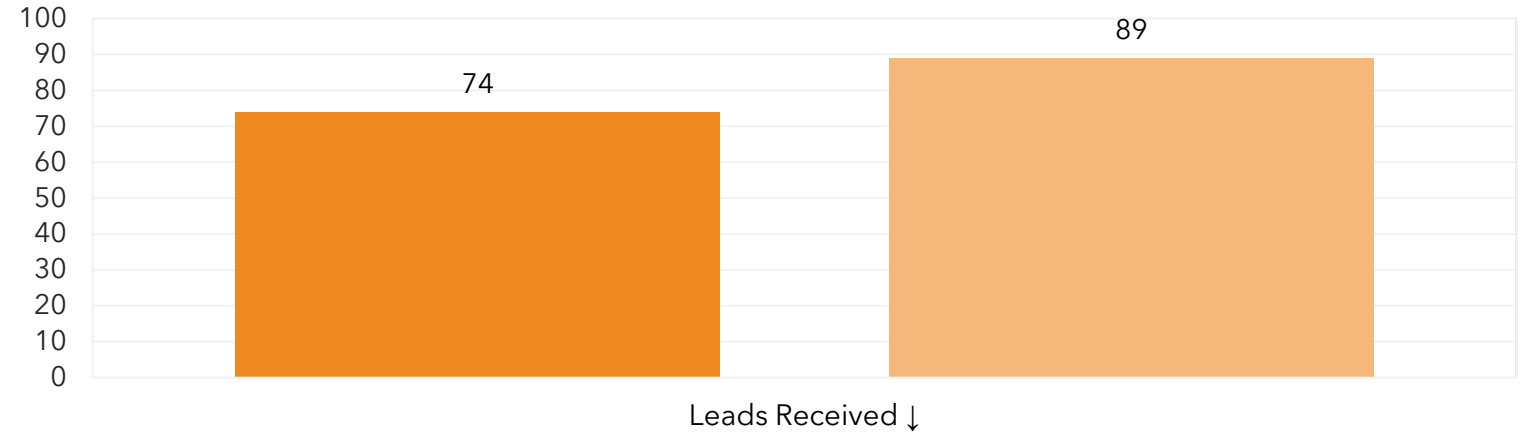
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LEAD PERFORMANCE

FYTD through August

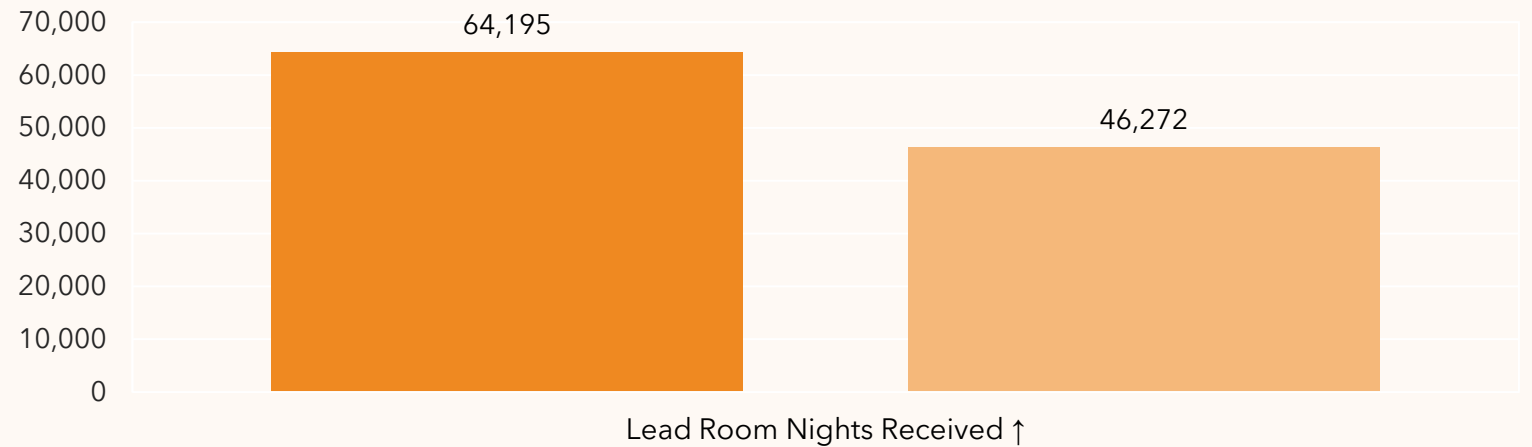
Leads Received

FY25 YTD FY24 YTD



Lead Room Nights Received

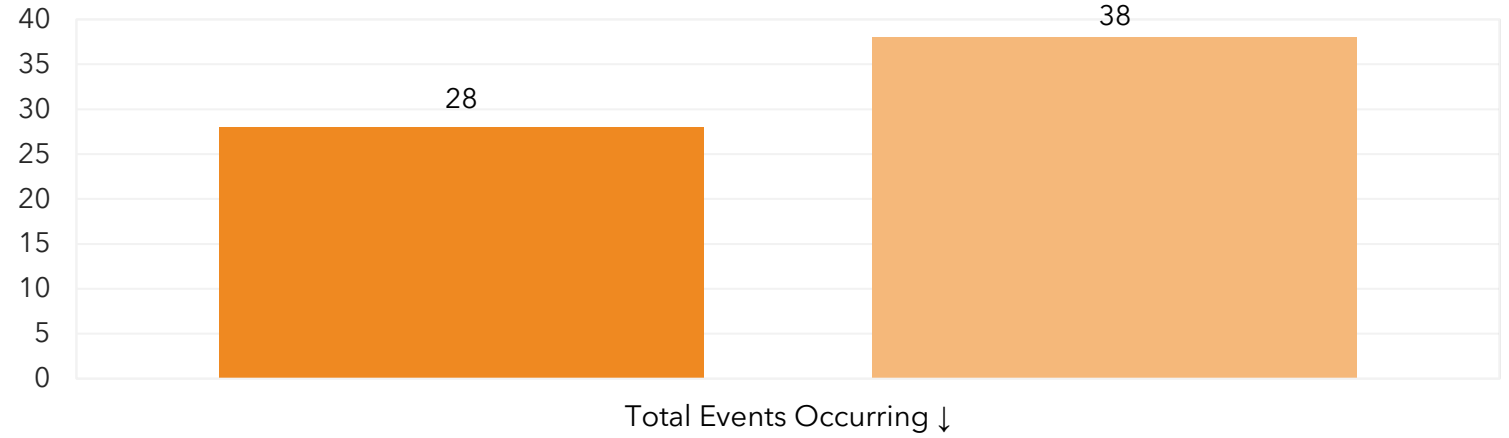
FY25 YTD FY24 YTD



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**BUSINESS
OCCURRING**
FYTD through August

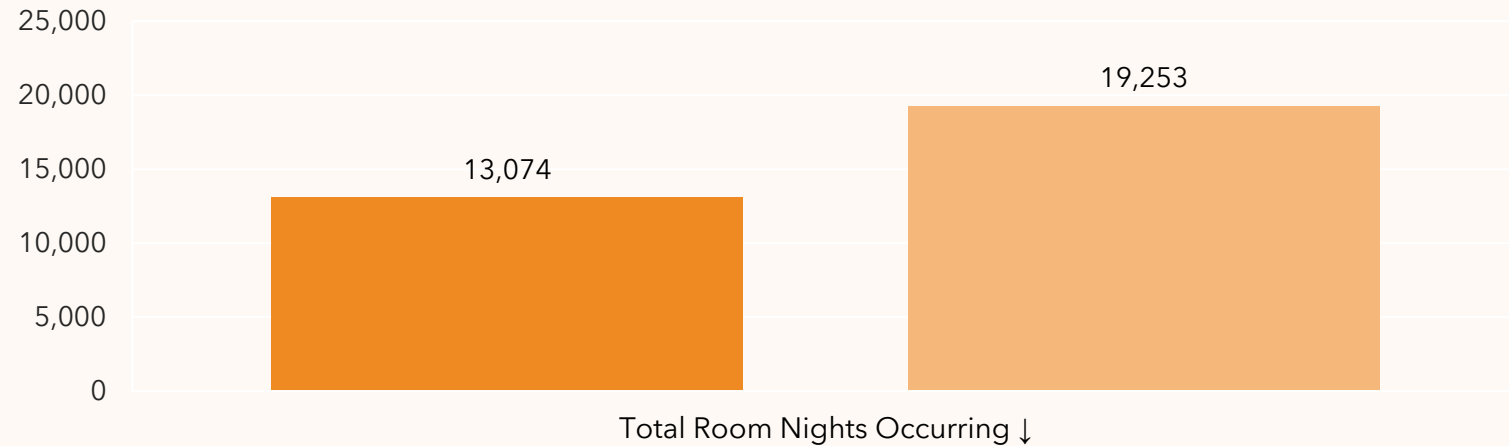
Events Occurring

FY25 YTD FY24 YTD



Room Nights Occurring

FY25 YTD FY24 YTD



Spotlight On

BUSINESS OCCURRING AUGUST 2024

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
Aug 1	Society of 1st Infantry Division	2024 Annual Reunion	450	744	No
Aug 1	Equality New Mexico	2024 Statewide Summit	150	300	No
Aug 4	Civitan International	2024 Civitan International Annual Convention	600	685	No
Aug 8	Turquoise Museum	2024 Turquoise United	400	33	Yes
Aug 15	Colleges that Change Lives	2024 Colleges that Change Lives	250	35	No
Aug 17	New Mexico Youth Soccer Association	2024 High Desert Fall Stampede	3,119	227	No
Aug 19	Sun Country Golf House	2024 SCPGA Professional Championship	90	35	No
Aug 23	New Mexico Career Technical Leadership Project	2024 CTSO Advisor Academy	40	30	No
Aug 24	New Mexico Youth Soccer Association	2024 NM Rapids - Weekend 1	3,465	529	No
Aug 27	Extra Space Storage, Inc.	2024 Extra Space Fall Division Meeting - Hunt Division	14	30	No
Aug 31	New Mexico Youth Soccer Association	2024 NM Rapids - Weekend 2	1,980	288	No
Aug 31	New Mexico Youth Soccer Association	2024 Guadalajara Cup	4,950	1,079	No
Aug 31	United States Specialty Sports Association	2024 USSSA Labor Day Invitational	3,564	798	No

Spotlight On

BUSINESS OCCURRING SEPTEMBER 2024

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
Sep 1	New Mexico Youth Soccer Association	2024 ODP Training/Tryouts-1	1,188	193	No
Sep 8	Asian American Hotel Owners Association	2024 AAHOA Southwest Regional Annual Tradeshow & Convention	100	10	No
Sep 9	Shamrock Foods	2024 Shamrock Foods Food Expo Southwest	1,000	577	Yes
Sep 9	University Of New Mexico: Women's Golf	2024 Branch Law Firm/Dick McGuire Invitational Tournament	139	136	No
Sep 11	US Department of Labor	2024 Joint Outreach Taskforce Group Town Hall Meeting	300	40	No
Sep 12	Pedro Rescue Helicopter Association Reunion	2024 Reunion	70	135	No
Sep 13	Albuquerque Baseball Academy	2024 ABA Five Tool Fall Challenge	2,112	430	No
Sep 14	National Adult Protective Services Association	2024 NAPSA- New Mexico	1,500	2,991	Yes
Sep 18	121st AVN Association, Inc.	2024 121st AVN Association 16th Reunion	80	150	No
Sep 20	New Mexico Games	2024 Pickleball	870	281	No
Sep 22	Higher Education Web Professionals Association	2024 Higher Education Web Professionals Annual Conference	550	1,517	Yes
Sep 23	Sun Country Golf House	2024 Isleta Fall Invitational	120	31	No
Sep 25	Education First	2024 EF High School Exchange Year Regional Coordinators Retreat	160	287	No
Sep 26	American Cultural Resources Association	2024 Annual Conference	125	275	No
Sep 29	Sandia National Laboratories	2024 Test, Research and Training Reactors (TRTR) Conference	150	465	No
Sep 29	New Mexico Youth Soccer Association	2024 ODP Training/Tryouts-2	1,188	193	No

Spotlight On

BUSINESS OCCURRING OCTOBER 2024

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
Oct 2	TAUS	2024 TAUS Massively Multilingual AI Conference	150	106	No
Oct 5	New Mexico Games	2024 Archery	232	72	No
Oct 12	USSSA - United States Specialty Sports Association	2024 USSSA Balloon Fiesta Tournament	3564	699	No
Oct 13	Canon Law Society Of America	2024 Annual Convention	320	1,186	No
Oct 13	American Quarter Horse Association	2024 AQHA Racing Challenge	150	381	No
Oct 15	Military Interstate Children's Compact Commissioner	2024 Annual Business Meeting	150	175	No
Oct 15	Sun Country Golf House	2024 Korn Ferry Tour Q-School	108	71	No
Oct 16	The Electrical Apparatus Service Association, Inc. (EASA)	2024 EASA Southwestern Chapter	55	83	No
Oct 19	American Association for Aerosol Research	2024 Annual Conference	750	1,330	Yes
Oct 19	New Mexico Games	2024 Arm Wrestling	200	99	No
Oct 20	American Public Human Services Association	2024 NSTDA Education Conference	400	884	No
Oct 25	One Hockey	2024 OneHockey Albuquerque	950	484	No
Oct 25	Albuquerque Baseball Academy	2024 ABA Five Tool Fall Finale	2112	430	No
Oct 26	Sun Country Golf House	2024 SCAGA Team Championship	325	194	No
Oct 27	New Mexico Higher Education Department	2024 Gear Up New Mexico	500	1,002	Yes
Oct 31	Army Nuclear Weapons Warrant Officers	2024 Army Nuclear Warrant Officers Reunion	60	90	No

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CURRENT & UPCOMING SALES TRADESHOWS

Q1

July 23-25	ACCESE	Toronto, ON, Canada
Aug. 10-13	ASAE Annual Meeting	Cleveland, OH
Aug. 27-29	Connect Marketplace	Milwaukee, WI
Sept. 5-7	Professional Fraternity Association	Jacksonville, FL
Sept. 23-26	Teams	Anaheim, CA

Q2

Oct. 8-10	IMEX America	Las Vegas, NV
Nov. 6-8	Connect West	Los Angeles, 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