

Visit Albuquerque Destination Dashboard

September 2024 Report



VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Lodging



Industry
Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

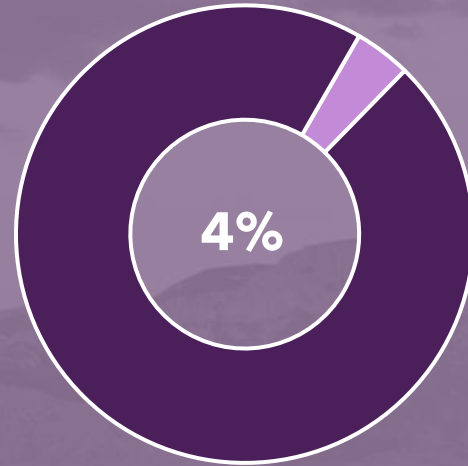
2025 Fiscal Year-to-Date through August

Total Lodgers' Tax Revenue
Collected

\$3,334,408

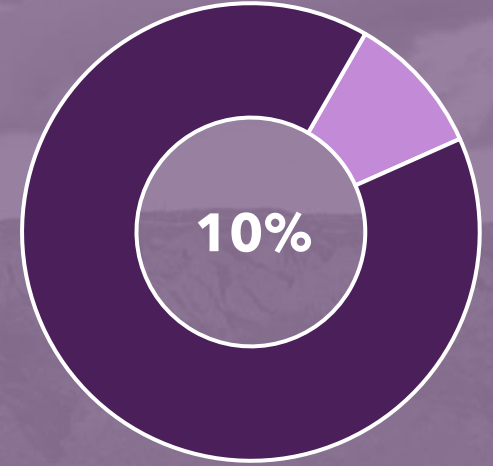
+4% vs August 2023

Delinquent Share of Tax Revenue
Collected



-2 pts vs August 2023

STR Share of Tax Revenue
Collected



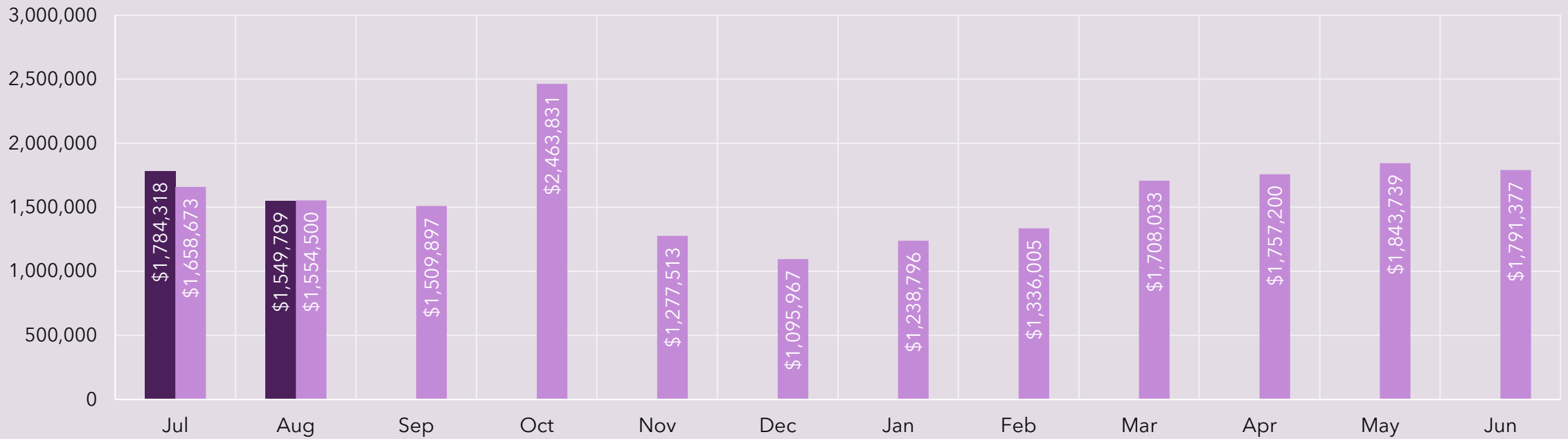
0 pts vs August 2023

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

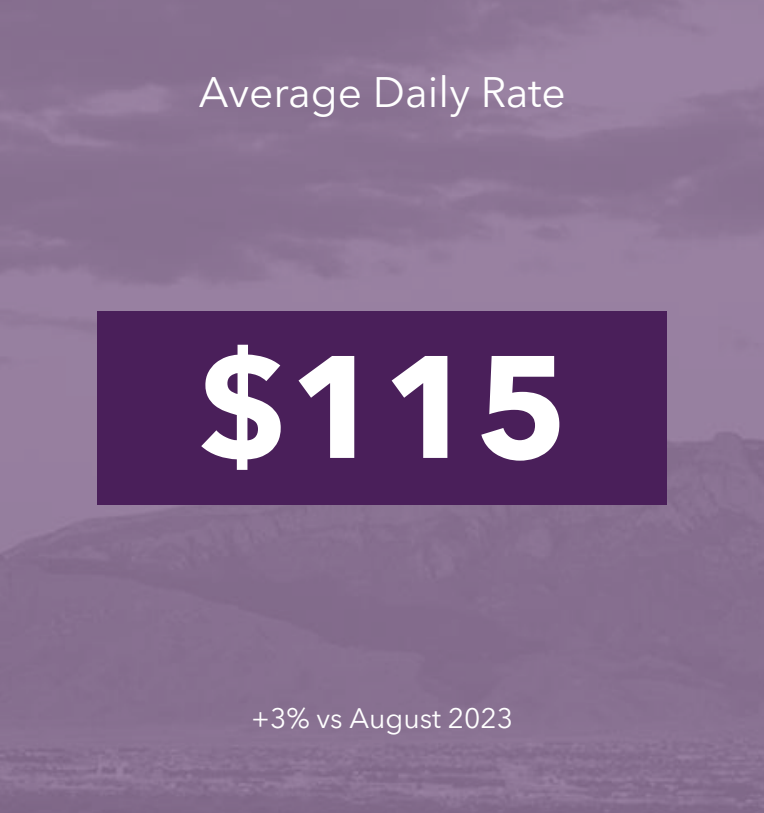
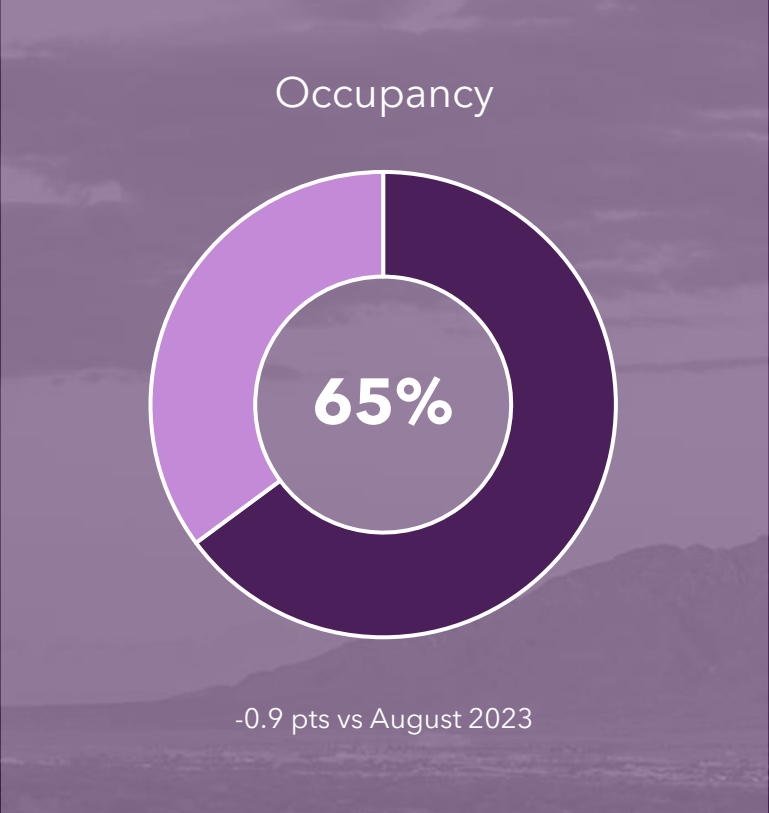
FY25 FY24



Albuquerque

HOTEL SNAPSHOT

2024 Calendar Year-to-Date through August



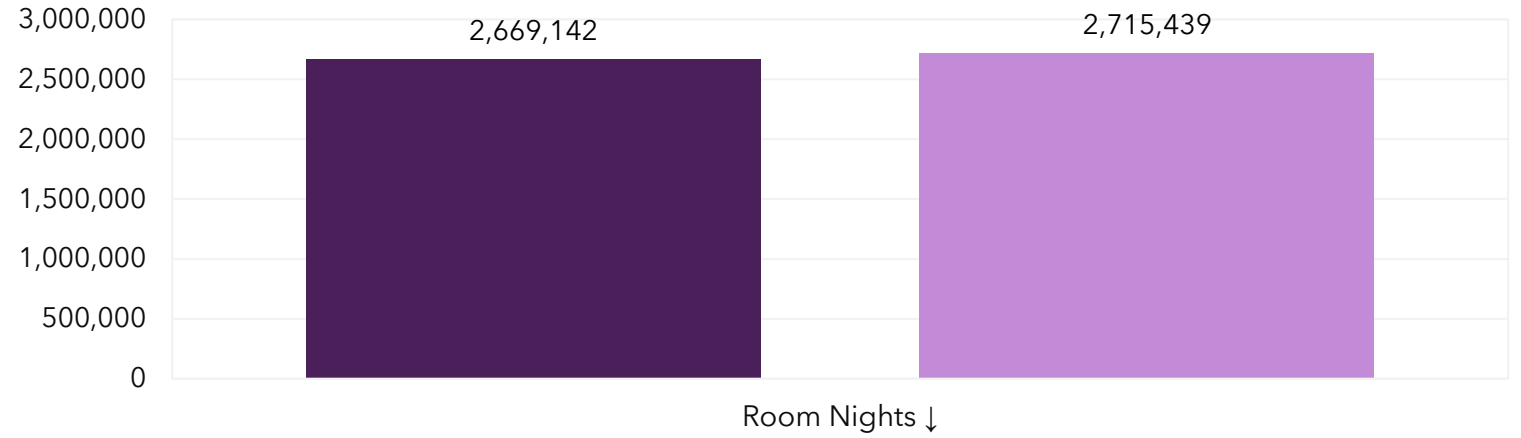
Albuquerque

HOTEL PERFORMANCE

CYTD through August

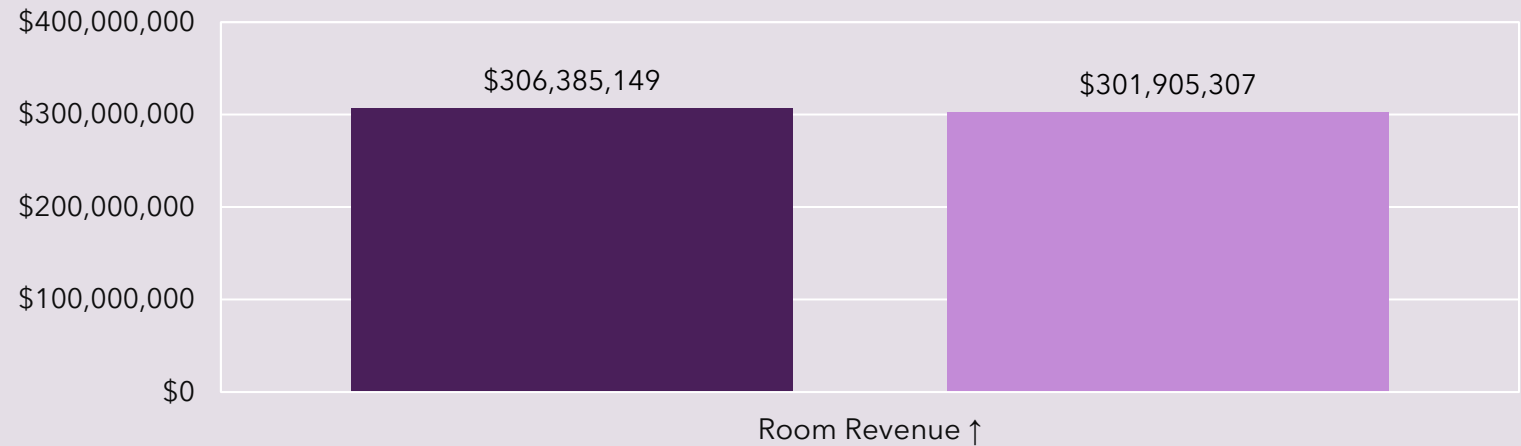
Hotel Demand

■ CY24 YTD ■ CY23 YTD



Hotel Revenue

■ CY24 YTD ■ CY23 YTD



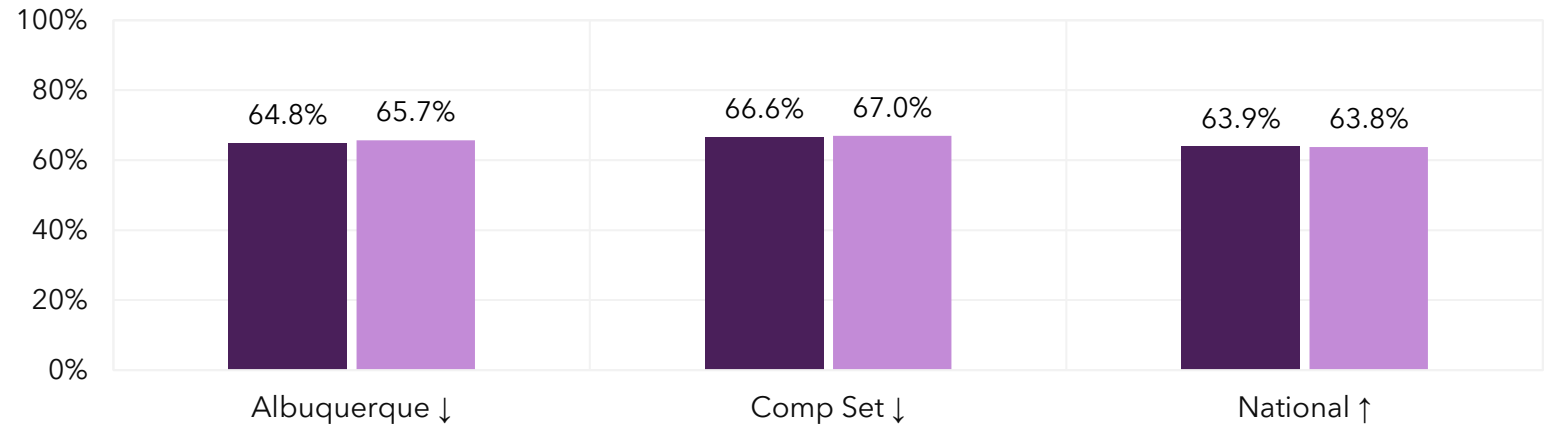
Competitor

HOTEL PERFORMANCE

CYTD through August

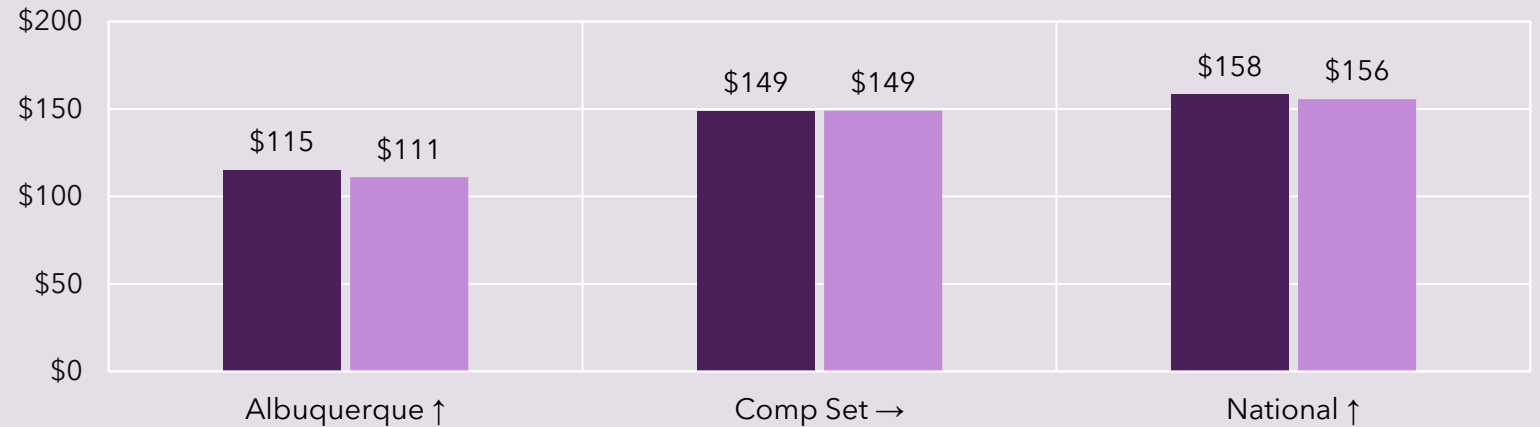
Occupancy

■ CY24 YTD ■ CY23 YTD



Average Daily Rate

■ CY24 YTD ■ CY23 YTD



Albuquerque

AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through September

Deplaned Passengers

734,614

+4% vs September 2023

Nonstop Out of State Air Seats

921,900

+2% vs September 2023

Top 5 Origin Markets
Capacity Change

Dallas	→0%
Denver	↓3%
Phoenix	↑3%
Las Vegas	↑11%
Los Angeles	↓4%

vs September 2023



Integrated
Marketing



Marketing
Performance

Brand Health



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MARKETING SNAPSHOT

2025 Fiscal Year-to-Date through September

Impressions

577M

-25% vs September 2023

Website Sessions

1.4M

+65% vs September 2023

Social Followers

365K

+20% change vs September 2023

Spotlight On

SOCIAL MEDIA PERFORMANCE



	Posts	Profile Reach	Engagement Rate
Facebook	69	3,015,650	4%
Instagram	103	6,593,494	9%
TikTok	54	~	7%
LinkedIn	51	28,904	10%

Spotlight On HISPANIC HERITAGE MONTH



**CLEARED FOR
TAKEOFF**



**VISIT
ALBUQUERQUE**

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**PAST
FORWARD**



**VISIT
ALBUQUERQUE**

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**SOFT
LANDINGS**



**VISIT
ALBUQUERQUE**

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**FAMILY FUN
FOR EVERYONE**

**VISIT
ALBUQUERQUE**

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ART AND SOUL

**VISIT
ALBUQUERQUE**

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**PEAK
ADVENTURE**

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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 ENGAGEMENT

Q2

July 16-18

Destinations International Annual Convention

Aug. 11-13

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

Sept. 15

Bands of Enchantment Season 4 Taping

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 September

Visitor Center Count

19,002

-21% vs September 2023

ACE Trainees

144

+112% vs September 2023

Active Partners

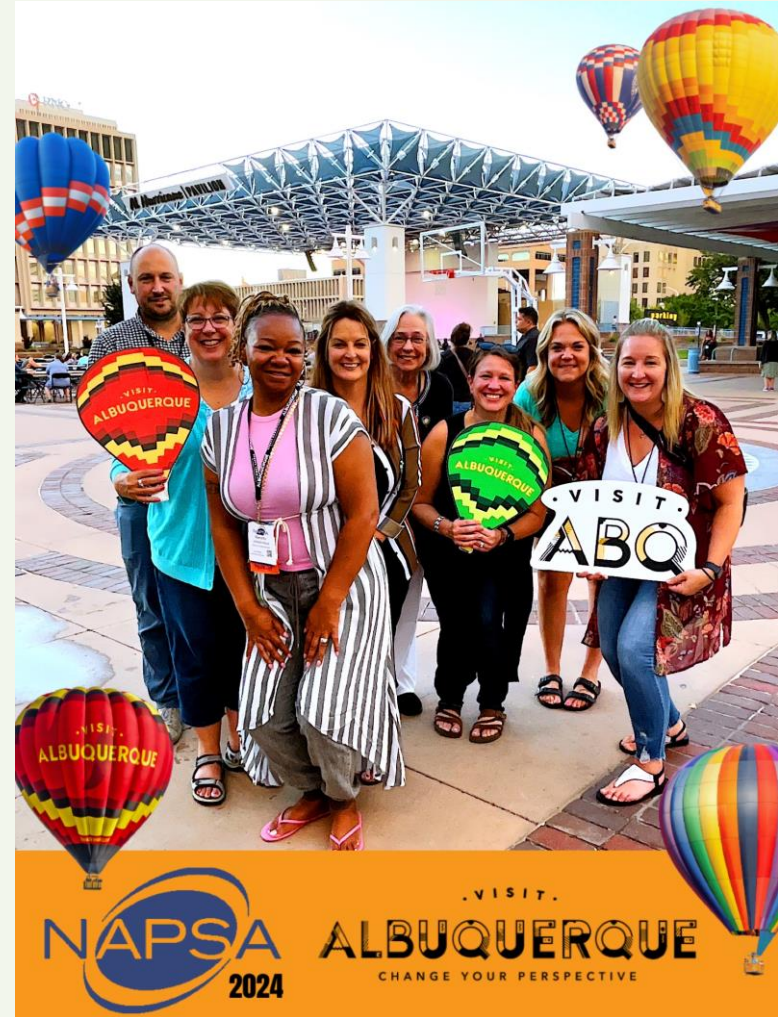
634

+4% change vs September 2023

CURRENT OUTREACH & ENGAGEMENT EVENTS

September 2024

- Sept. 4 Winrock Town Center Tour
- Sept. 7 Sandia National Laboratories Manzano Mesa Family Day
- Sept. 10 Meeting with Old Town Association
- Sept. 12 State Fair - Gathering of Counties/New Mexico True
- Sept. 16 Element Hotel Site Visit
- Sept. 16 NAPSA Night Market with Visit ABQ Plinko
- Sept. 17 Taste of Sunport (local cuisine preview event)
- Sept. 17 NAPSA Night Market with Visit ABQ Photobooth
- Sept. 17 New Mexico Route 66 Centennial Stakeholder Meeting
- Sept. 19 Aurora Borealis Glass Installation Site Visit
- Sept. 19 Mission Winery Grand Opening Event
- Sept. 19 Element Grand Opening
- Sept. 19 Cutter Airport and Atlantic Airport Visit/Walkthroughs
- Sept. 20 GAHLA Golf Tournament
- Sept. 22 Higher Ed Web Pop Up
- Sept. 23-25 Outdoor Tourism Economics Conference
- Sept. 23 JLL Meeting with Mayor
- Sept. 24 Steering Committee Meeting
- Sept. 25 Business Exchange at Town & Ranch
- Sept. 30 Ride Share City Guide Distribution Begins at Sunport



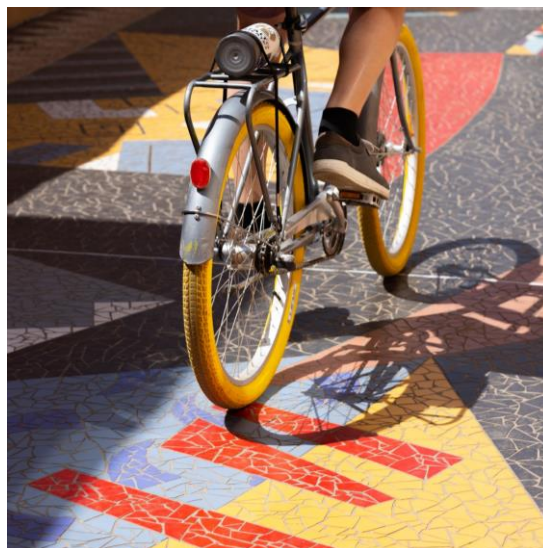


Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through September

Citywide Room Nights Booked

26,640

+45% vs September 2023

Non-Citywide Room Nights Booked

12,488

+5% vs September 2023

Sports Room Nights Booked

26,064

+23% change vs September 2023

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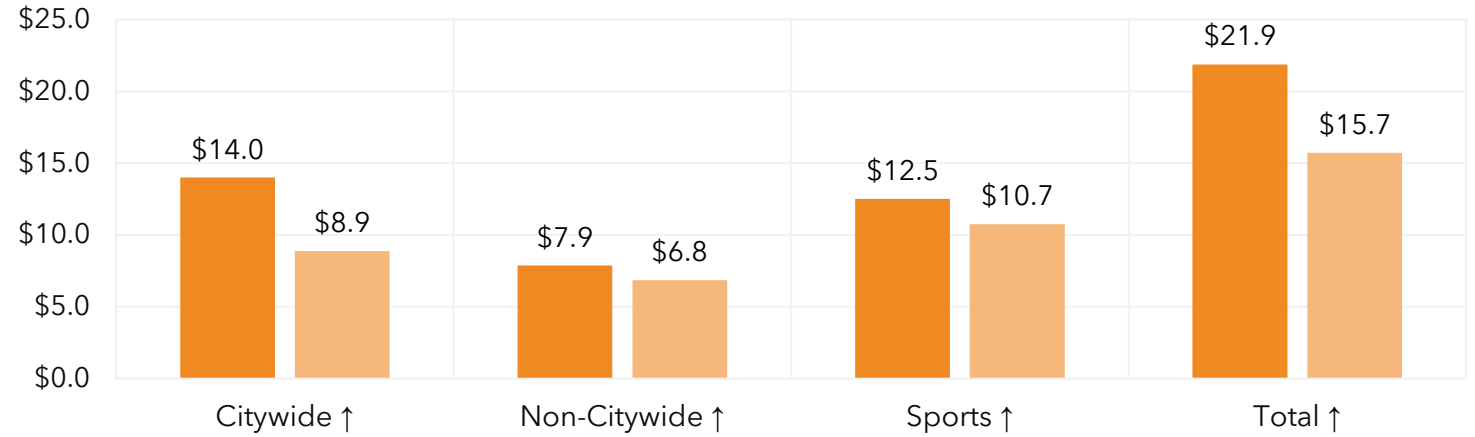
SALES

PERFORMANCE

FYTD through September

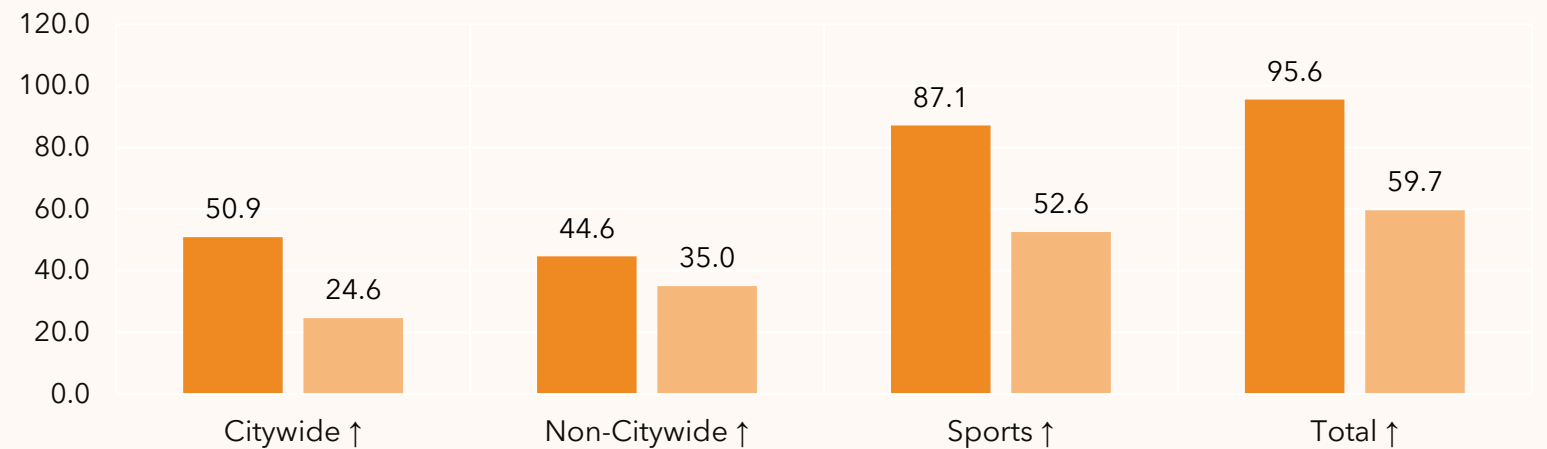
Direct Spend Booked (Millions)

FY25 YTD FY24 YTD



Attendees Booked (Thousands)

FY25 YTD FY24 YTD



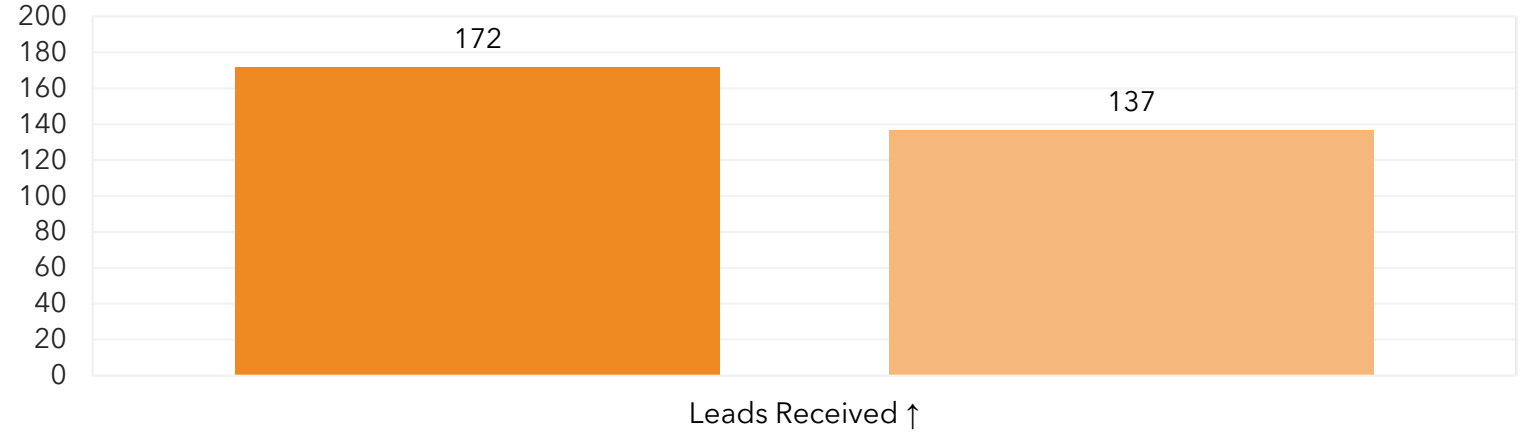
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LEAD PERFORMANCE

FYTD through September

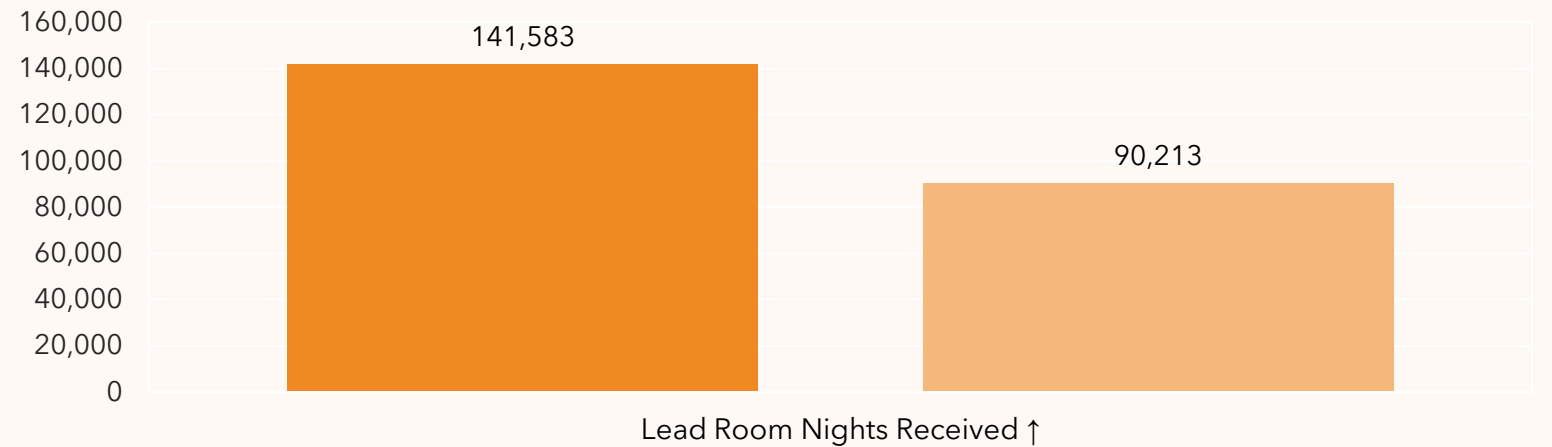
Leads Received

FY25 YTD FY24 YTD



Lead Room Nights Received

FY25 YTD FY24 YTD



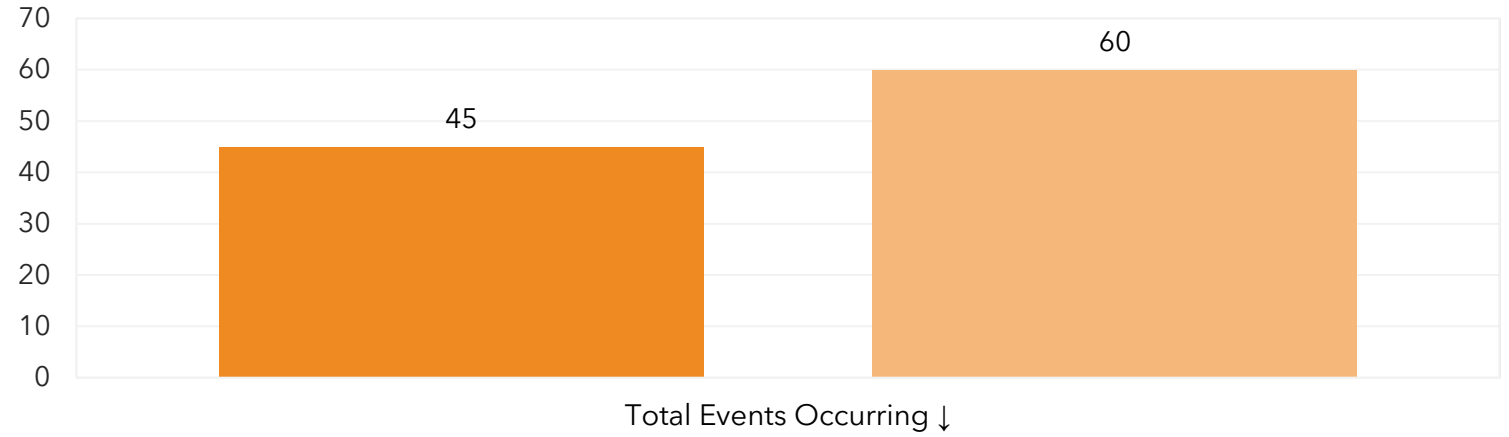
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BUSINESS OCCURRING

FYTD through September

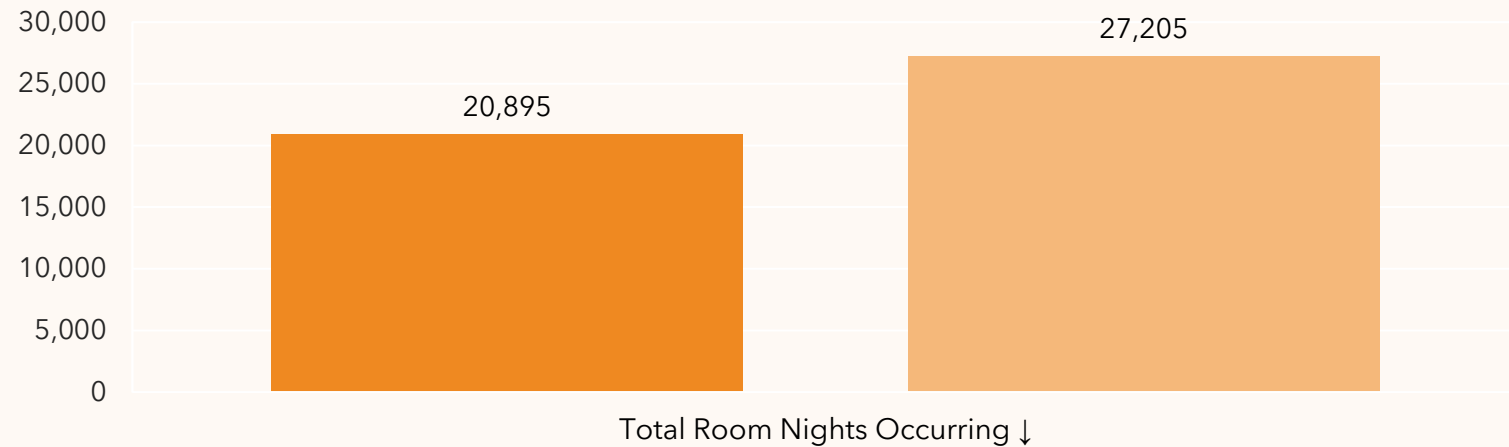
Events Occurring

FY25 YTD FY24 YTD



Room Nights Occurring

FY25 YTD FY24 YTD



Spotlight On

BUSINESS OCCURRING OCTOBER 2024

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
Oct. 1	Axios	2024 Axios LCV Chispa National Gathering	36	95	No
Oct. 2	TAUS	2024 TAUS Massively Multilingual AI Conference	150	106	No
Oct. 5	New Mexico Games	2024 Archery	232	72	No
Oct. 6	New Mexico Youth Soccer Association	2024 ODP Training/Tryouts-3	1,188	193	No
Oct. 12	USSSA - United States Specialty Sports Association	2024 USSSA Balloon Fiesta Tournament	3,564	699	No
Oct. 13	American Quarter Horse Association	2024 AQHA Racing Challenge	150	381	No
Oct. 13	Canon Law Society Of America	2024 Annual Convention	320	1,186	No
Oct. 15	Sun Country Golf House	2024 Korn Ferry Tour Q-School	108	71	No
Oct. 15	Military Interstate Children's Compact Commission	2024 Annual Business Meeting	150	175	No
Oct. 16	The Electrical Apparatus Service Association, Inc. (EASA)	2024 EASA Southwestern Chapter	55	83	No
Oct. 18	USA Climbing	2024 Yank-n-Yard Competition	1,350	231	No
Oct. 19	New Mexico Games	2024 Arm Wrestling	200	99	No
Oct. 19	American Association for Aerosol Research	2024 Annual Conference	750	1,330	Yes
Oct. 20	New Mexico Youth Soccer Association	2024 ODP Training/Tryouts-4	1,320	199	No
Oct. 20	American Public Human Services Association	2024 NSDTA Education Conference	400	884	No
Oct. 20	Institute for Educational Learning	2024 Institute for Educational Learning	50	192	No
Oct. 25	One Hockey	2024 OneHockey Albuquerque	950	484	No
Oct. 25	Albuquerque Baseball Academy	2024 ABA Five Tool Fall Finale	2,112	430	No
Oct. 26	New Mexico Activities Association	2024 State Marching Band Contest	9,900	1,664	No
Oct. 26	Sun Country Golf House	2024 SCAGA Team Championship	325	194	No
Oct. 27	New Mexico Youth Soccer Association	2024 ODP Training/Tryouts-5	1,320	199	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

Spotlight On

BUSINESS OCCURRING NOVEMBER 2024

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
Nov. 1	New Mexico Leather League	2024 New Mexico Leather Fiesta	250	85	No
Nov. 2	USSSA - United States Specialty Sports Association	2024 USSSA Veteran's Day Tournament	3,168	875	No
Nov. 2	New Mexico Youth Soccer Association	2024 Bosque Cup	2,475	180	No
Nov. 5	National Water Resources Association	2024 NWRA Leadership Forum and Annual Conference	250	685	No
Nov. 6	The Standard Celeration Society	2024 - 37th Annual Conference of the Standard Celebration Society	150	310	No
Nov. 7	Episcopal Diocese of the Rio Grande	2024 Annual Convention	250	44	No
Nov. 7	American Folklore Society	2024 AFS Annual Meeting	500	960	Yes
Nov. 8	New Mexico Activities Association	2024 State Soccer Championships	3,465	1,586	No
Nov. 9	New Mexico Activities Association	2024 State Cross Country Championships	2,970	1,232	No
Nov. 9	New Mexico Youth Soccer Association	2024 CSC Veterans Cup	2,228	178	No
Nov. 9	New Mexico Youth Soccer Association	2024 U9-U13 Gaylord Sheppard Soccer Tournament	9,313	2,030	No
Nov. 11	Association of Intermountain Housing Officers	2024 Annual Conference NM	200	460	No
Nov. 11	New Mexico Department of Health	2024 Head to Toe	650	240	Yes
Nov. 13	Iowa State University Extension and Outreach	2024 National Agricultural Marketing Summit	225	570	No
Nov. 14	International Western Music Association	2024 IWMA Annual Convention	550	435	No
Nov. 14	New Mexico Activities Association	2024 State Volleyball Championships	2,970	2,389	No
Nov. 14	Professional Golfers Association of America	2024 17u National Car Rental PGA Jr. League Championship	238	294	No
Nov. 16	New Mexico Youth Soccer Association	2024 U14-U19 Gaylord Sheppard Soccer Tournament	2,356	890	No

Spotlight On

BUSINESS OCCURRING DECEMBER 2024

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
Dec. 3	National Young Farmer Educational Association	2024 NYFEA Institute	250	426	No
Dec. 14	Perinatal Associates of New Mexico	2024 Perinatal Associates of New Mexico Holiday Party	170	35	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



VISIT ALBUQUERQUE ANNUAL MEETING

November 12, 2024

3:30 pm

Albuquerque Convention Center