

# Visit Albuquerque Destination Dashboard

October 2024 Report



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Lodging



Industry  
Performance

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Air Service



Albuquerque

# LODGERS' TAX SNAPSHOT

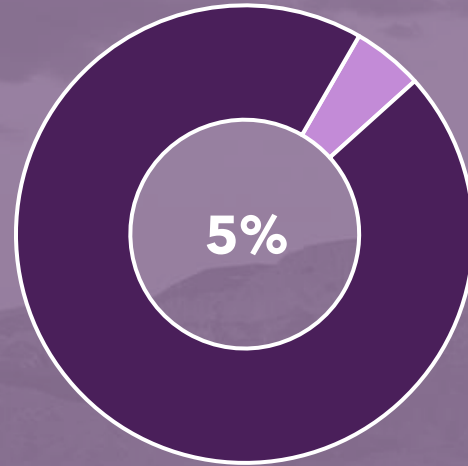
2025 Fiscal Year-to-Date through September

Total Lodgers' Tax Revenue  
Collected

**\$4,943,818**

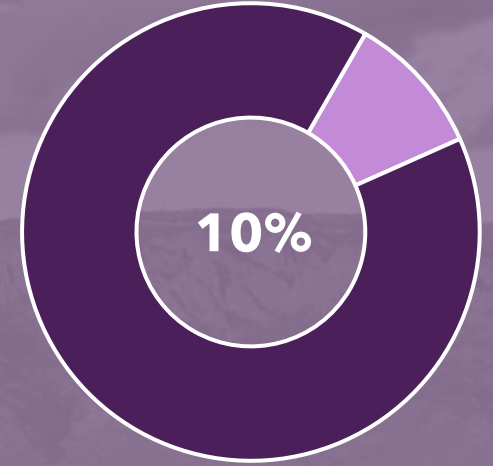
+5% vs September 2023

Delinquent Share of Tax Revenue  
Collected



-5 pts vs September 2023

STR Share of Tax Revenue  
Collected



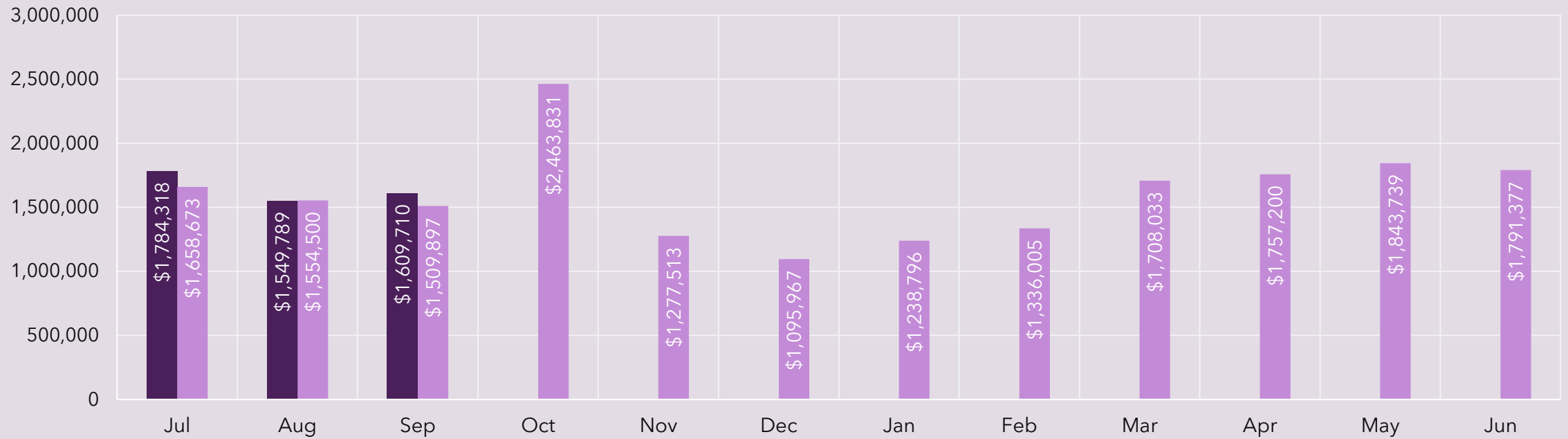
0 pts vs September 2023

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# LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY25 FY24

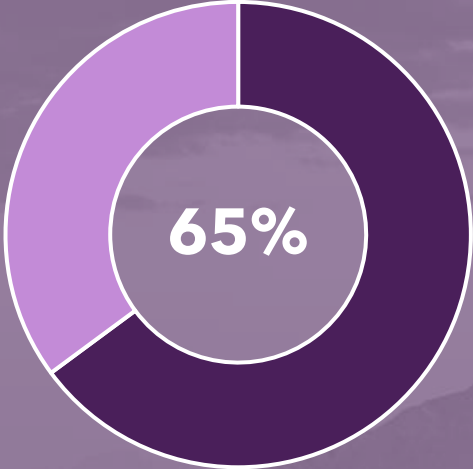


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# HOTEL SNAPSHOT

2024 Calendar Year-to-Date through September

Occupancy



-0.7 pts vs September 2023

Average Daily Rate

**\$115**

+3% vs September 2023

Revenue per Available Room

**\$75**

+2% change vs September 2023

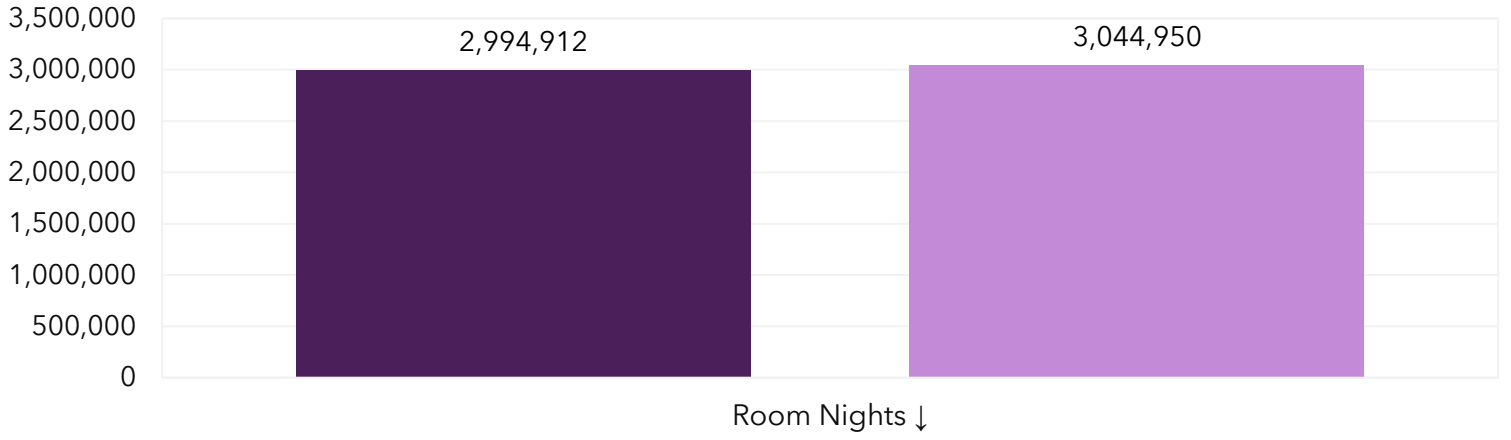
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# HOTEL PERFORMANCE

CYTD through September

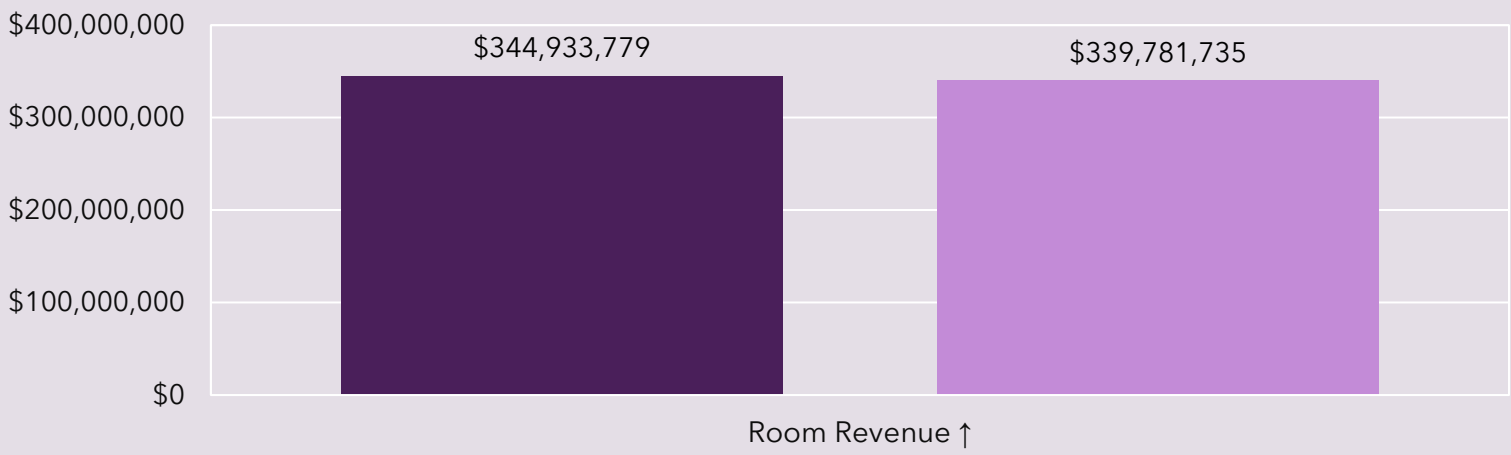
## Hotel Demand

■ CY24 YTD   ■ CY23 YTD



## Hotel Revenue

■ CY24 YTD   ■ CY23 YTD



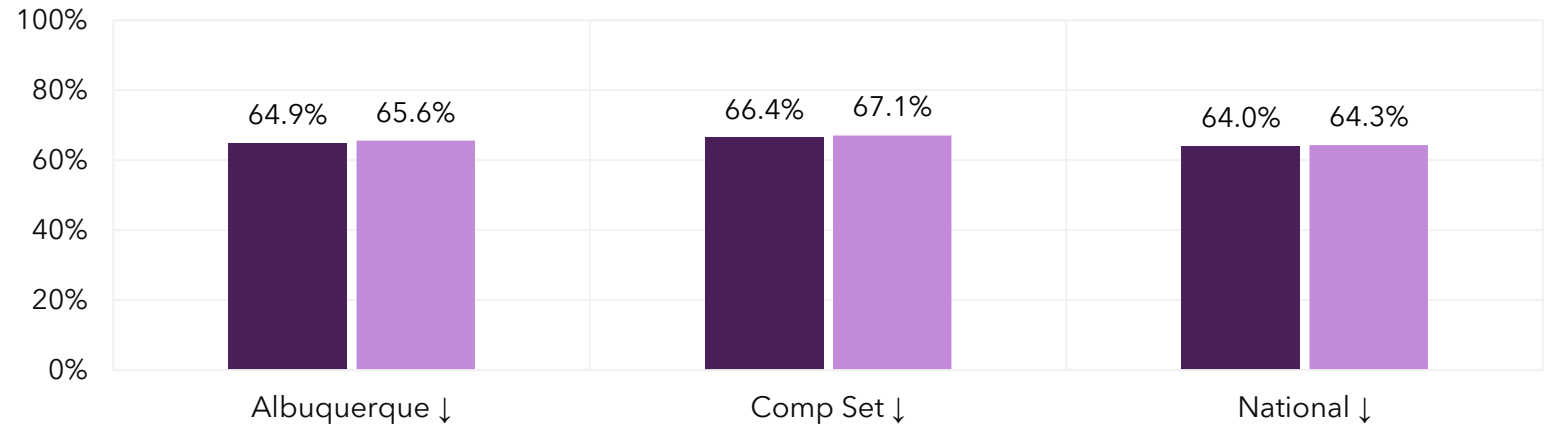
Competitor

# HOTEL PERFORMANCE

CYTD through September

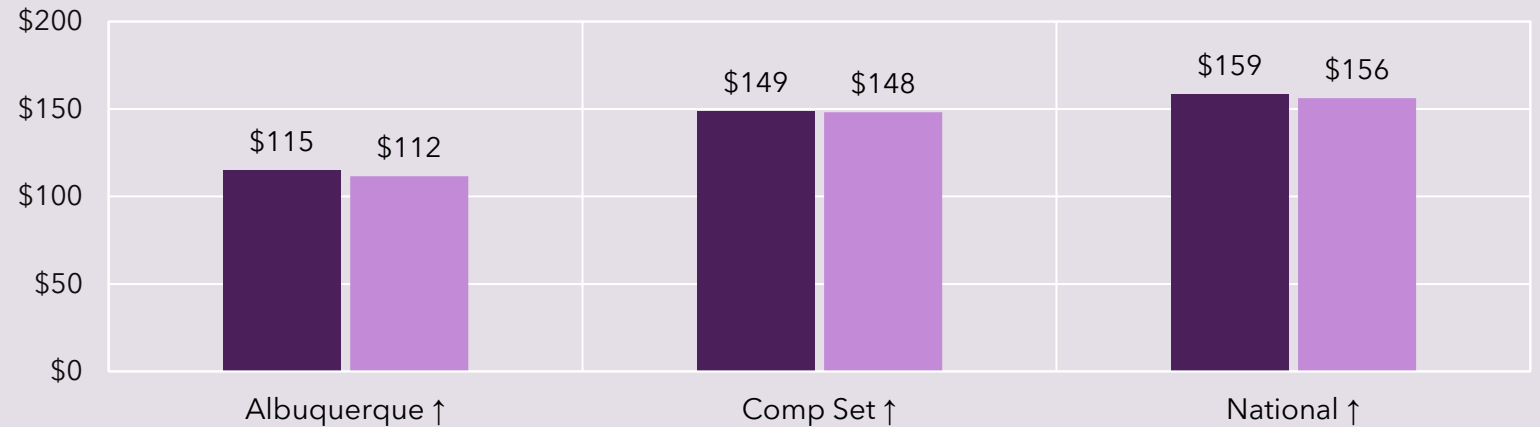
## Occupancy

■ CY24 YTD ■ CY23 YTD



## Average Daily Rate

■ CY24 YTD ■ CY23 YTD



Albuquerque

# AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through October

Deplaned Passengers

**1,012,794**

+3% vs October 2023

Nonstop Out of State Air Seats

**1,283,705**

+2% vs October 2023

Top 5 Origin Markets  
Capacity Change

Dallas	↑4%
Denver	↓6%
Phoenix	↑4%
Las Vegas	↑11%
Los Angeles	↓1%

vs October 2023





Integrated  
Marketing



Marketing  
Performance

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Brand Health



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## MARKETING SNAPSHOT

2025 Fiscal Year-to-Date through October

Impressions

**731M**

-15% vs October 2023

Website Sessions

**2.1M**

+82% vs October 2023

Social Followers

**369K**

+13% change vs October 2023

# Spotlight On SOCIAL MEDIA PERFORMANCE



	Posts	Profile Reach	Engagement Rate
Facebook	118	4,038,930	5%
Instagram	118	9,156,230	8%
TikTok	80	~	7%
LinkedIn	63	33,563	9%



# HOT OFF THE TRAIL

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# EXPLORE MORE

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# PAST FORWARD

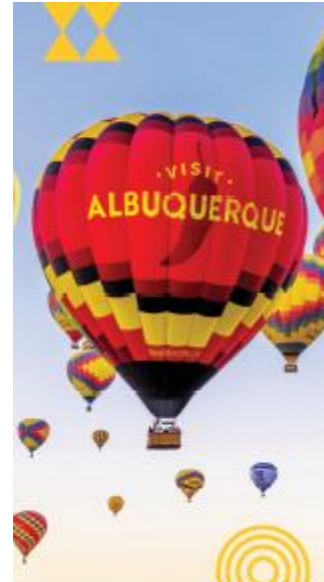
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# CHILE, NOT CHILI

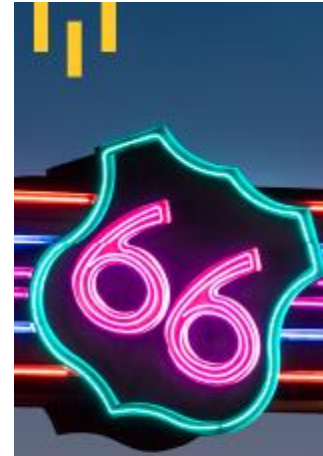
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# BOOK YOUR DREAM TRIP

[FIND DEALS »](#)

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# TAKE THE SCENIC ROUTE

Did someone say road trip?

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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

## **Q1**

- |             |  |
|-------------|--|
| Jul. 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  |

## **Q2**

- |            |  |
|------------|--|
| Oct. 21-22 | Brand USA Travel Week                            |
| Nov. 17-20 | National Tour Association Travel Exchange        |
| Nov. 19    | Route 66 Centennial Stakeholders Meeting         |
| Nov. 19-21 | eTourism Connect Marketplace                     |
| Nov. 20    | New Mexico Hospitality Association TopHAT Awards |



Outreach



Destination  
Development &  
Partnership  
Performance

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Training





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# DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through October

Visitor Center Count

**30,816**

-17% vs October 2023

ACE Trainees

**144**

+80% vs October 2023

Active Partners

**630**

+2% change vs October 2023

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# CURRENT OUTREACH & ENGAGEMENT EVENTS

## October 2024

- Oct. 1-4 City Guide Distribution
- Oct. 2-4 Rideshare Driver Info Distribution
- Oct. 2 Kirtland Honorary Commander Ceremony
- Oct. 11 Mayor & First Lady's Balloon Breakfast
- Oct. 16 GAHLA + Job Training ABQ Meeting
- Oct. 18 SpaceValley Foundation Launch
- Oct. 21-22 Leadership ABQ Opening Retreat
- Oct. 23 Balloon Fiesta Debrief Meeting





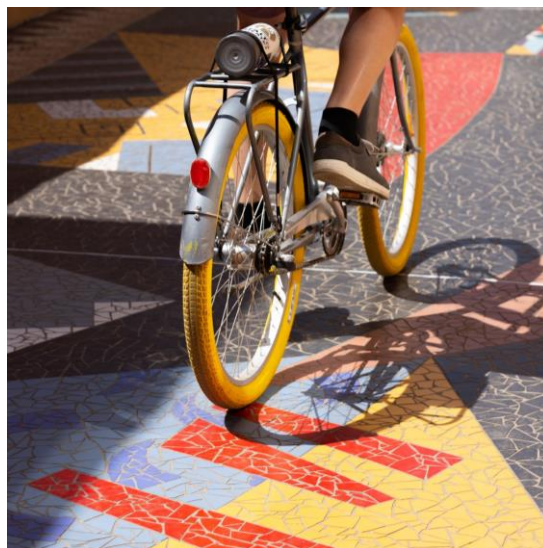
Bookings



Meetings,  
Conventions &  
Sports  
Performance

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Leads



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# MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through October

Citywide Room Nights Booked

**37,659**

+33% vs October 2023

Non-Citywide Room Nights Booked

**17,161**

+21% vs October 2023

Sports Room Nights Booked

**39,603**

+19% change vs October 2023

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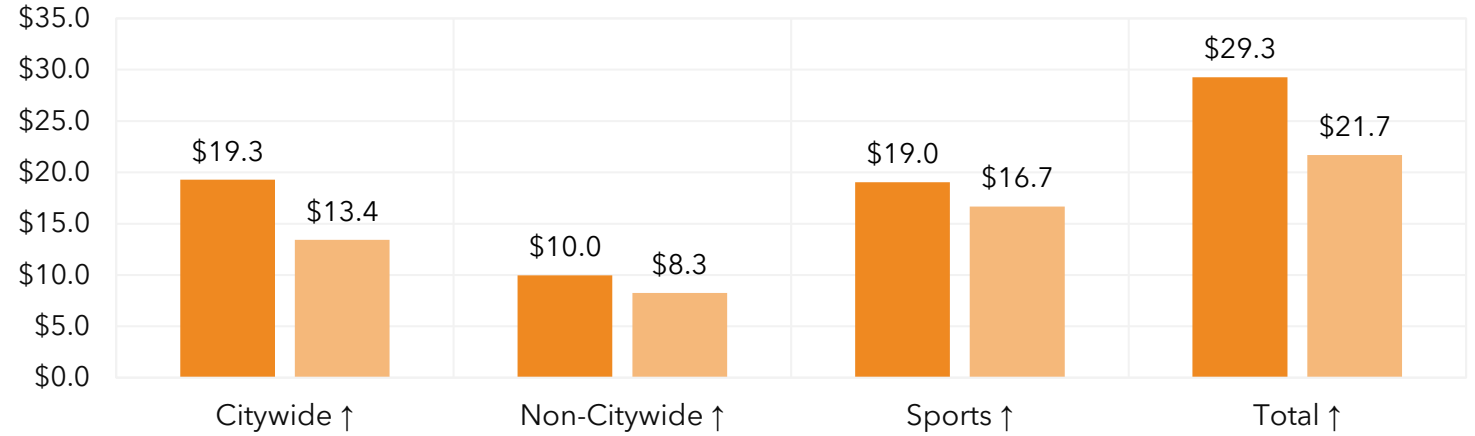
# SALES

# PERFORMANCE

FYTD through October

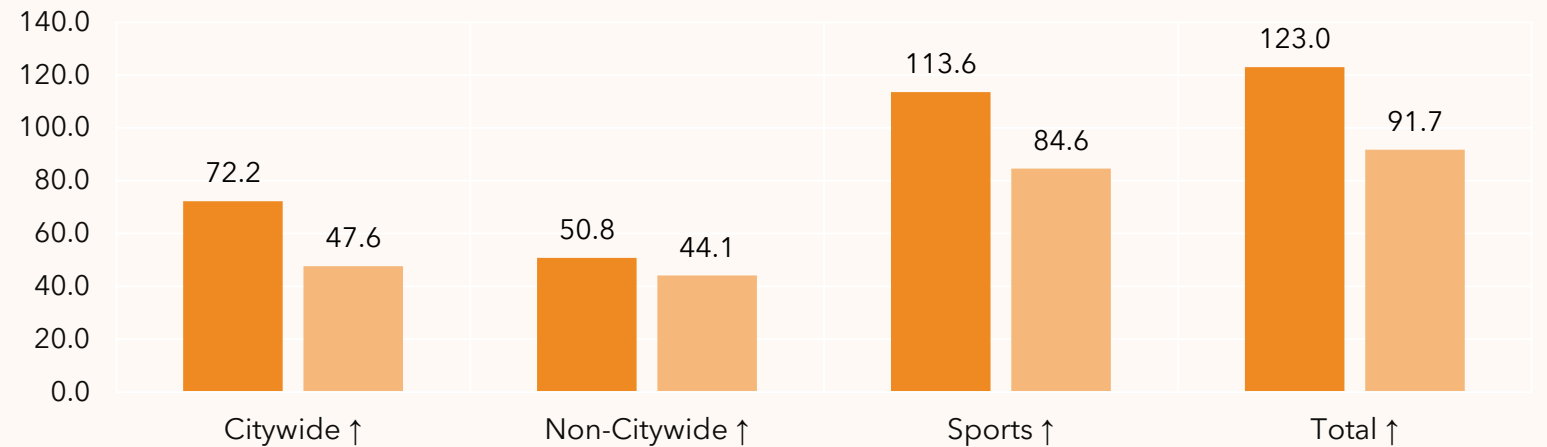
## Direct Spend Booked (Millions)

FY25 YTD    FY24 YTD



## Attendees Booked (Thousands)

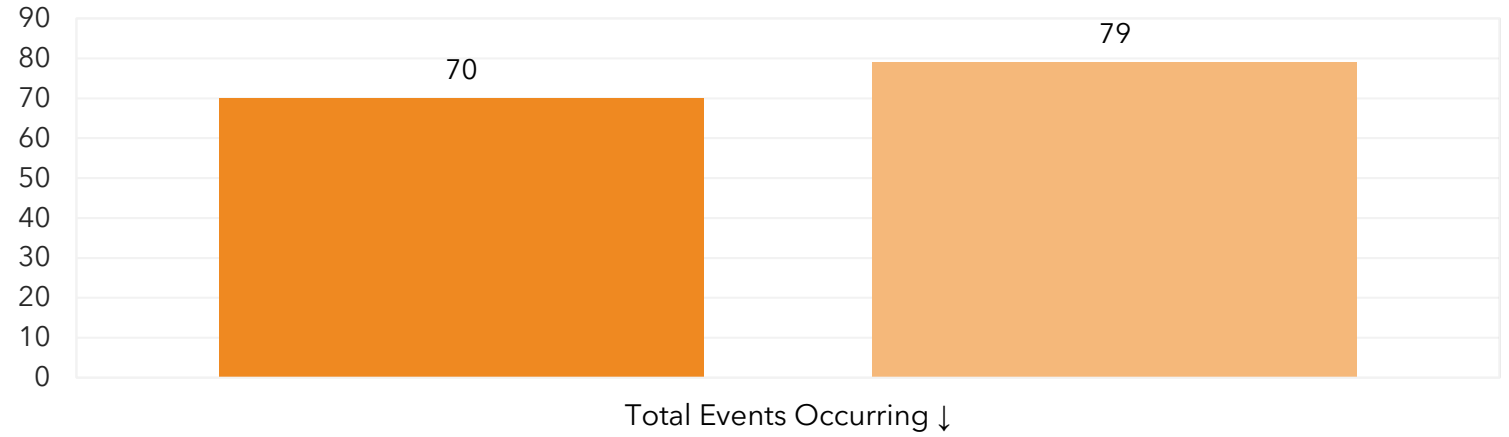
FY25 YTD    FY24 YTD



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**BUSINESS  
OCCURRING**  
FYTD through October

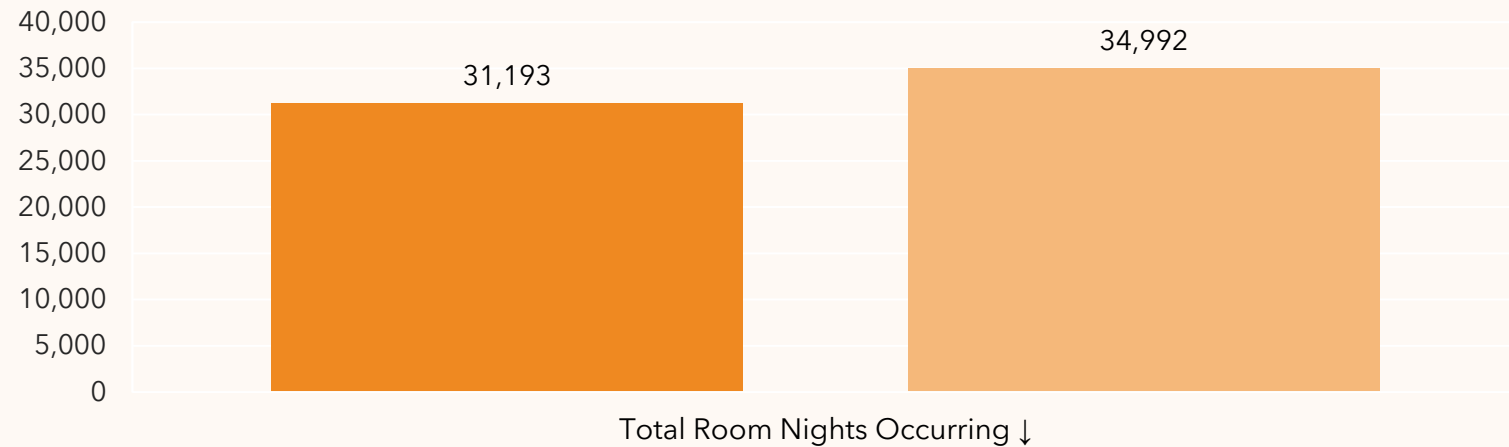
### Events Occurring

FY25 YTD    FY24 YTD



### Room Nights Occurring

FY25 YTD    FY24 YTD



## Spotlight On

# BUSINESS OCCURRING NOVEMBER 2024

<b>Arrival</b>	<b>Group Name</b>	<b>Event Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Convention Center</b>
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 Celeration Society	150	310	No
Nov. 7	American Folklore Society	2024 AFS Annual Meeting	500	960	Yes
Nov. 7	Episcopal Diocese of the Rio Grande	2024 Annual Convention	250	44	No
Nov. 8	New Mexico Activities Association	2024 State Soccer Championships	3,465	1,586	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. 9	New Mexico Activities Association	2024 State Cross Country Championships	2,970	1,232	No
Nov. 9	Atomic Sisters Rugby Football Club	2024 Atomic 10s Annual Tournament	350	207	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	Texas Energy Managers Association	2024 TEMA Albuquerque	150	17	No
Nov. 14	Professional Golfers Association of America	2024 17u National Car Rental PGA Jr. League Championship	238	294	No
Nov. 14	New Mexico Activities Association	2024 State Volleyball Championships	2,970	2,389	No
Nov. 16	New Mexico Youth Soccer Association	2024 U14-U19 Gaylord Sheppard Soccer Tournament	2,356	890	No
Nov. 22	New Mexico High School Coaches Association	2024 All-Star Volleyball	156	33	No
Nov. 23	New Mexico Youth Soccer Association	2024 EA Leagues-1	1,426	898	No

# Spotlight On BUSINESS OCCURRING DECEMBER 2024

<b>Arrival</b>	<b>Group Name</b>	<b>Event Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Convention Center</b>
Dec. 3	National Young Farmer Educational Association	2024 NYFEA Institute	250	426	No



# Spotlight On BUSINESS OCCURRING JANUARY 2025

<b>Arrival</b>	<b>Group Name</b>	<b>Event Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Convention Center</b>
Jan. 3	Southwest District Key Club	2025 SWD Key Club Winter Board Meeting	30	24	No
Jan. 22	Catholic Health Association of the U.S.	2025 CHA Sponsorship Institute	60	150	No
Jan. 24	UNM Track & Field	2025 Dr. Martin Luther King Jr. Indoor Track Invitational	1,120	1,063	Yes
Jan. 25	New Mexico Youth Soccer Association	2025 EA Leagues-2	1,426	898	No
Jan. 31	Encore Performing Arts Showcase Inc	2025 Encore Performing Arts - Albuquerque	350	34	Yes
Jan. 31	UNM Track & Field	2025 UNM Team Open	1,520	1,442	Yes

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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