

Visit Albuquerque Destination Dashboard

December 2024 Report



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Lodging



Industry
Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

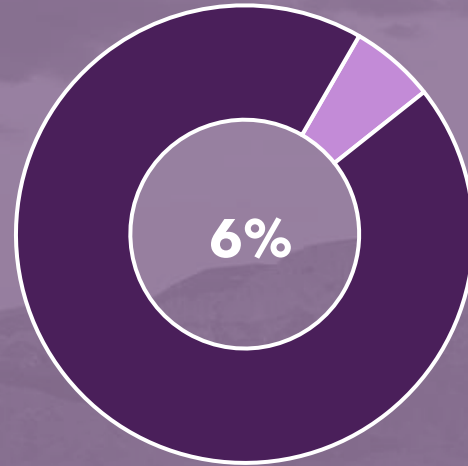
2025 Fiscal Year-to-Date through November

Total Lodgers' Tax Revenue
+ Hospitality Fee Collected

\$10,595,522

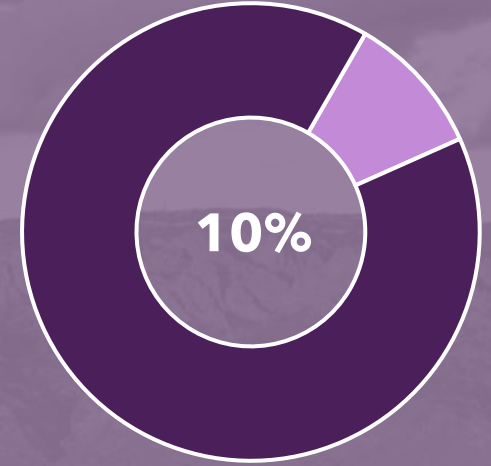
+4% vs November 2023

Delinquent Share of Tax Revenue
Collected



-4 pts vs November 2023

STR Share of Tax Revenue
Collected



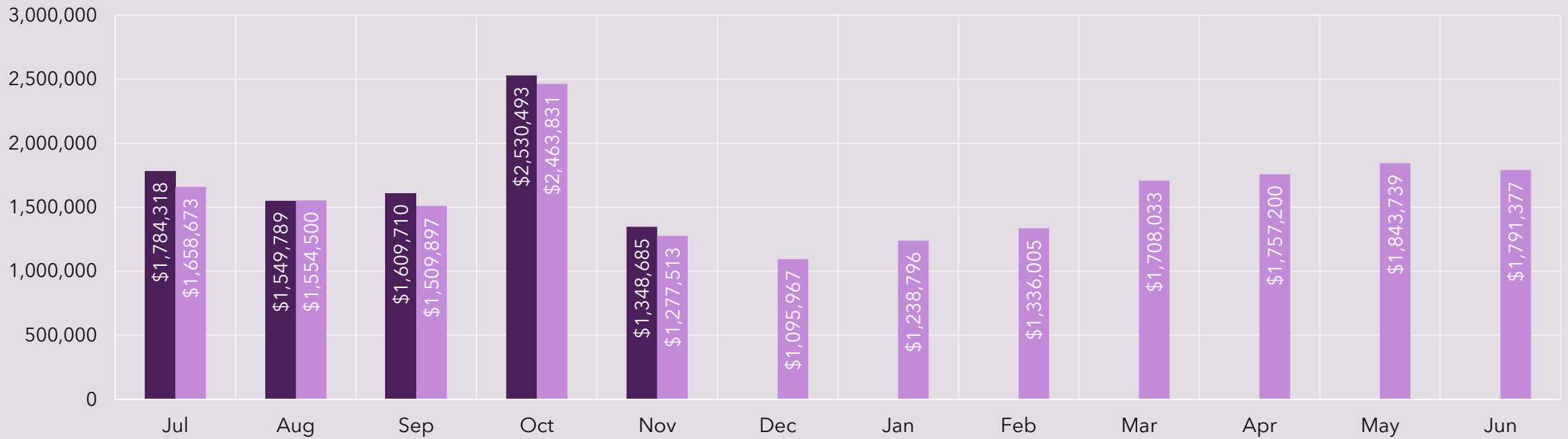
+1 pt vs November 2023

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LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY25 FY24

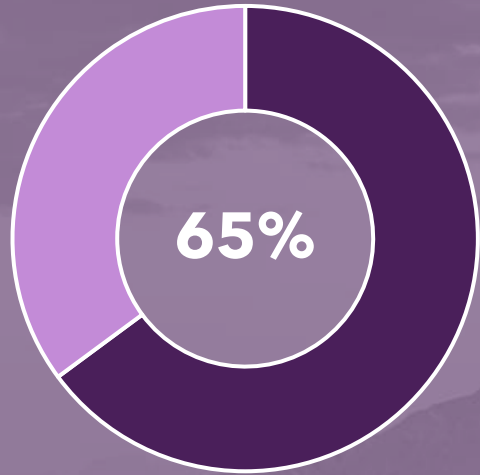


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HOTEL SNAPSHOT

2024 Calendar Year-to-Date through November

Occupancy



-0.7 pts vs November 2023

Average Daily Rate

\$119

+2% vs November 2023

Revenue per Available Room

\$77

+1% vs November 2023

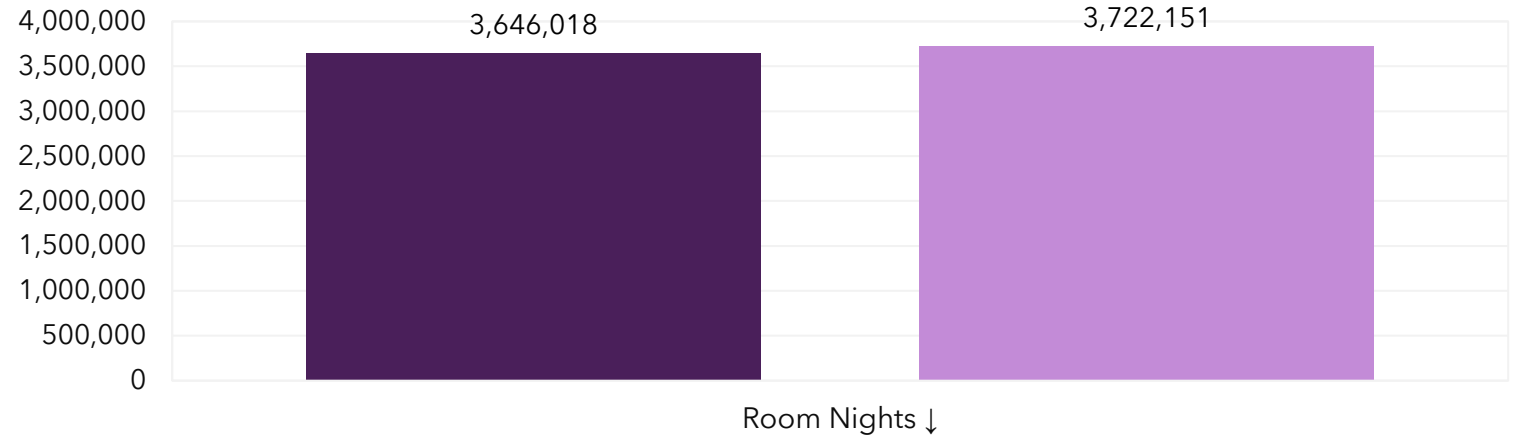
Albuquerque

HOTEL PERFORMANCE

CYTD through November

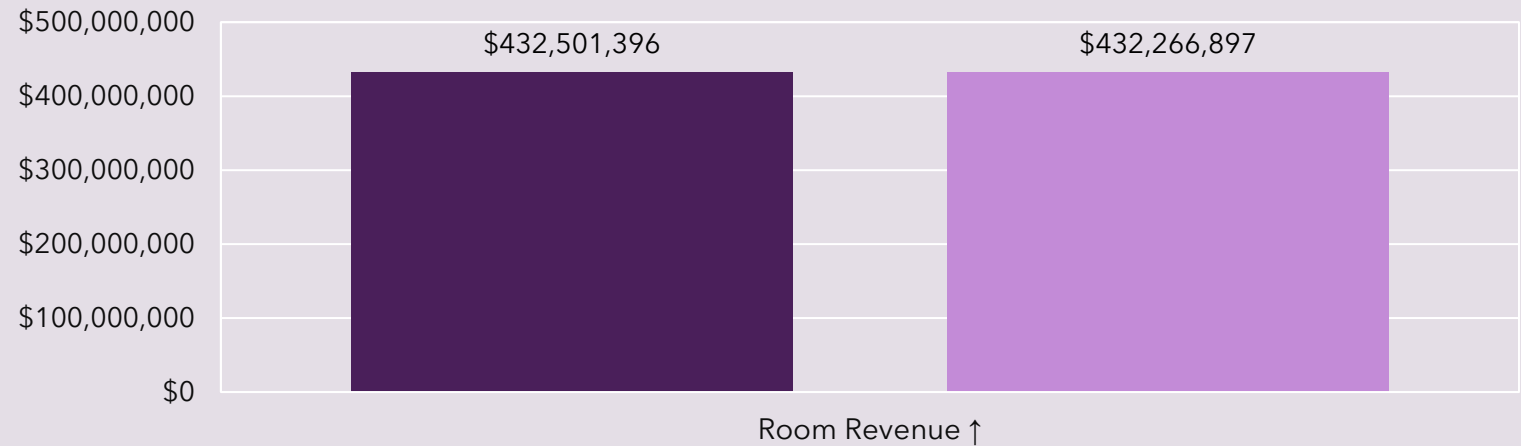
Hotel Demand

■ CY24 YTD ■ CY23 YTD



Hotel Revenue

■ CY24 YTD ■ CY23 YTD



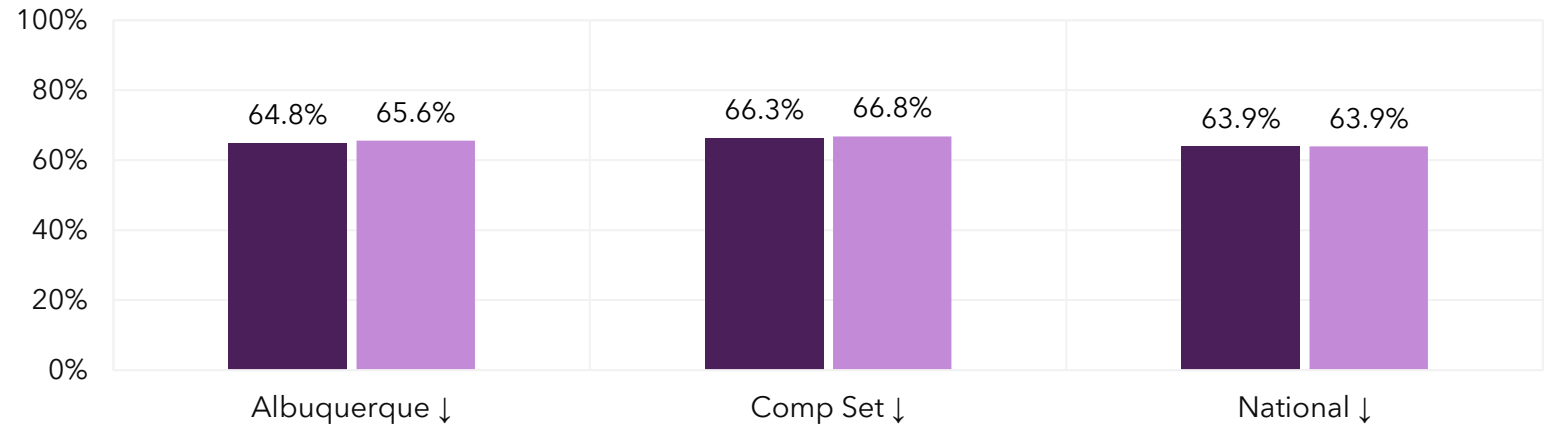
Competitor

HOTEL PERFORMANCE

CYTD through November

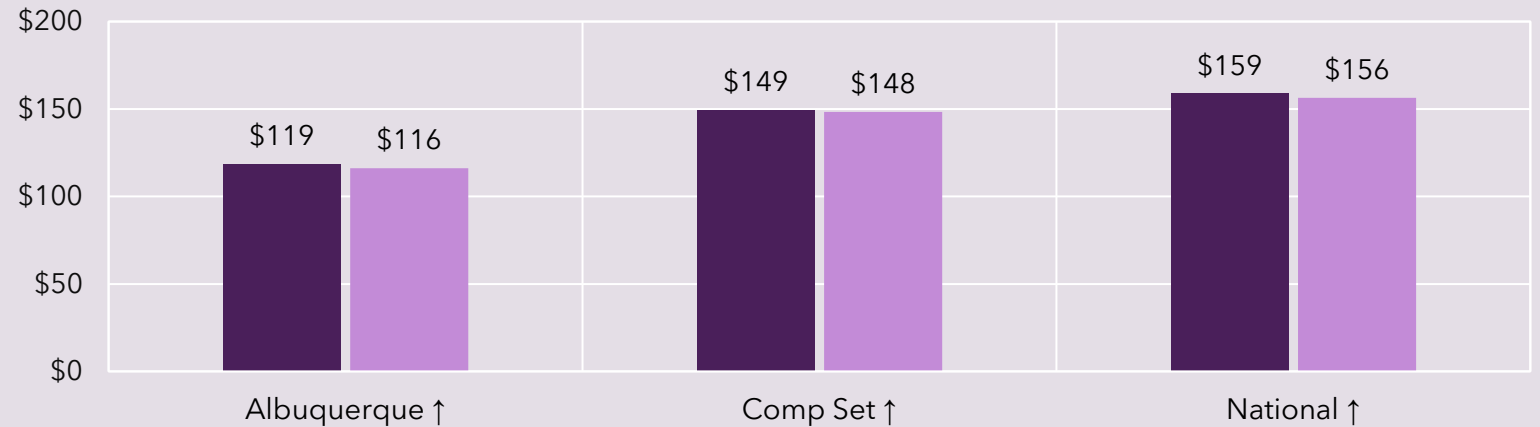
Occupancy

■ CY24 YTD ■ CY23 YTD



Average Daily Rate

■ CY24 YTD ■ CY23 YTD



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AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through November

Deplaned Passengers

1,225,769

+1% vs November 2023

Nonstop Out of State Air Seats

1,573,801

+2% vs November 2023

Top 5 Origin Markets
Capacity Change

Dallas	↑4%
Phoenix	↑5%
Denver	↓5%
Las Vegas	↑7%
Los Angeles	↓2%

vs November 2023



Integrated
Marketing



Marketing
Performance

Brand Health



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MARKETING SNAPSHOT

2025 Fiscal Year-to-Date through December

Impressions

1.1B

+9% vs December 2023

Website Sessions

2.9M

+80% vs December 2023

Social Followers

374K

+12% change vs December 2023



HOT OFF THE TRAIL

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EXPLORE MORE

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PAST FORWARD

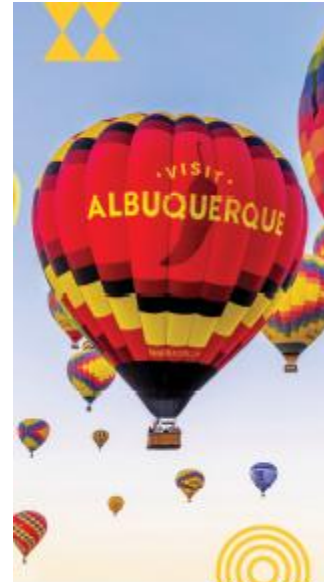
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BOOK YOUR DREAM TRIP

[FIND DEALS »](#)

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TAKE THE SCENIC ROUTE

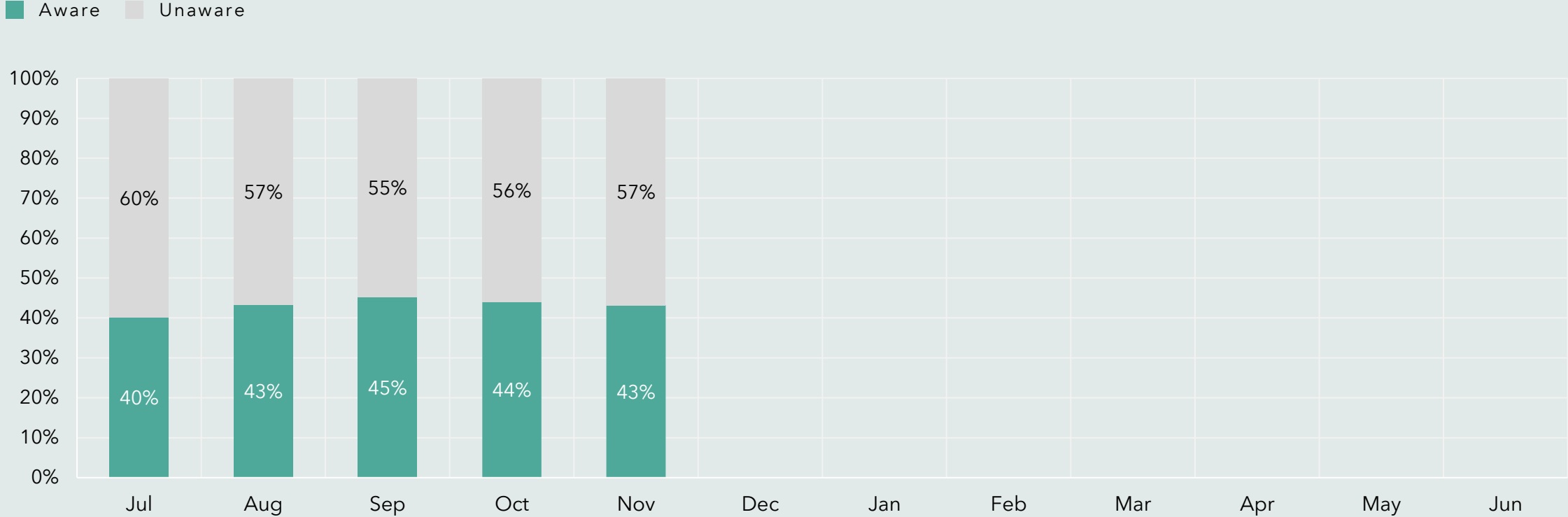
Did someone say road trip?

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INTEGRATED MARKETING AWARENESS BY MONTH

Paid, Owned & Earned Media Awareness in Key Markets

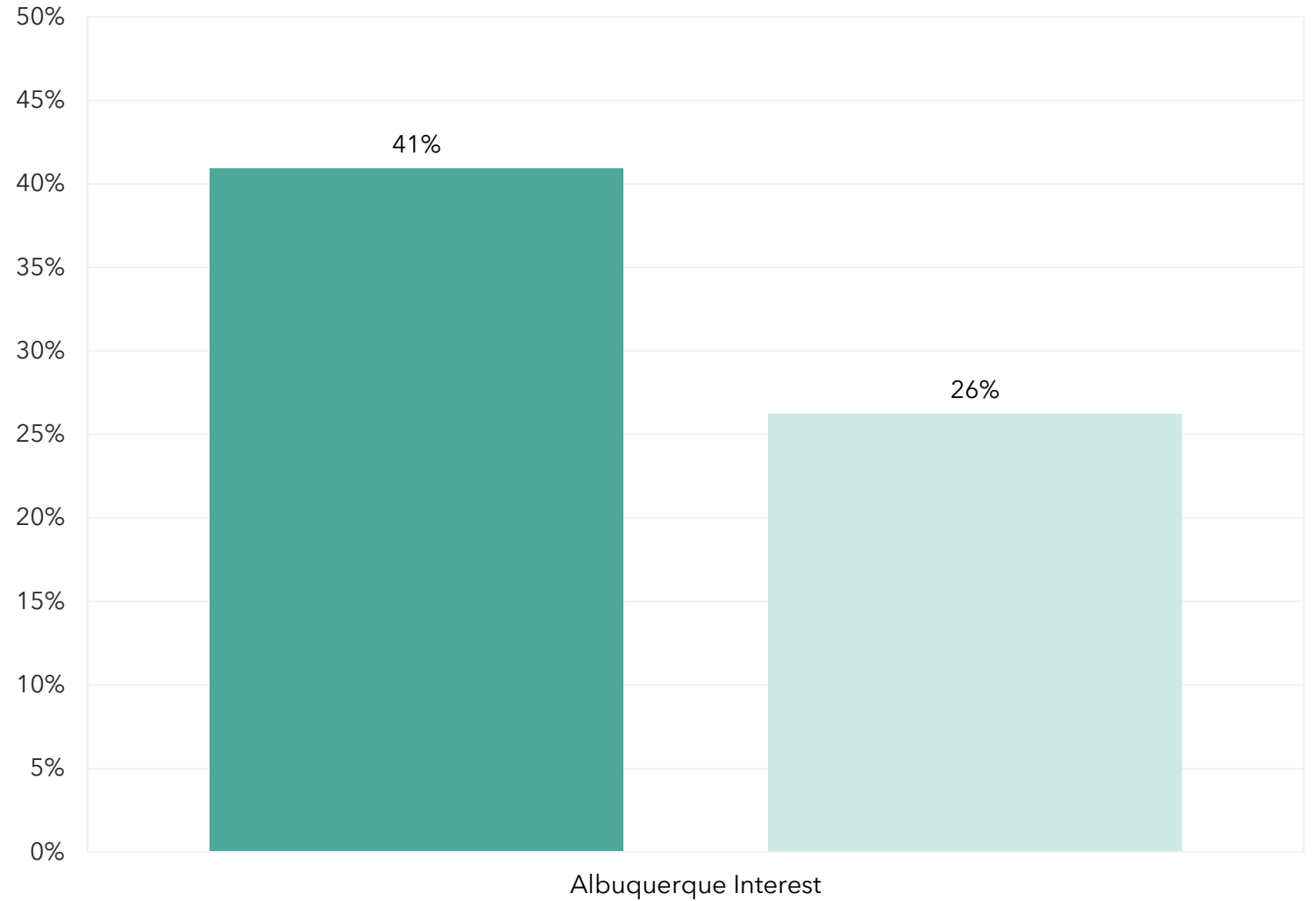


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**INTEGRATED
MARKETING
IMPACT**

Fiscal Year-to-Date thru
November

Interest in Visiting Albuquerque Next 12 Months

■ IMC Aware ■ Not IMC Aware



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CURRENT INDUSTRY & MARKETING ENGAGEMENT

Q3

- Jan. 21-23 - International Media Marketplace
- Jan. 27-29 - Travel & Tourism Research Association Marketing Outlook Forum
- Jan. 27 - New Mexico Hospitality Association's TRENDS Conference
- Jan. 29 - 31 - DMO Board Leadership Symposium
- Feb. 4-6 - Destinations International's Marketing & Communications Summit
- Feb. 15-16 - Phoenix Travel & Adventure Show
- Feb. 21-22 - Los Angeles Travel & Adventure Show
- March 19-20 - One West Tech Summit
- March 22-23 - Dallas Travel & Adventure Show
- March 23-26 - Destinations International CEO Summit

Q4

- April 22-23 - Informa Connect's eTourism Summit
- June 3-4 - Public Relations Society of America's Travel & Tourism Conference
- June 15-17 - U.S. Travel Association's IPW



Outreach



Destination
Development &
Partnership
Performance

Training



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DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through December

Visitor Center Count

40,013

-19% vs December 2023

ACE Trainees

208

+129% vs December 2023

Active Partners

622

+1% change vs December 2023

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CURRENT OUTREACH & ENGAGEMENT EVENTS

December 2024

Dec. 3	Leadership Albuquerque Economic Development Day
Dec. 4	Route 66 Centennial Committee
Dec. 5	ABF Inaugural Business Outdoor Recreation & Tourism Event
Dec.11	Volunteer Appreciation Luncheon
Dec. 11	Housing & Homelessness Constructive Conversations
Dec. 12	New Mexico Workforce Connection Business Open House
Dec. 12	Kirtland Inspection Agency Holiday Party
Dec. 19	GAHLA Luncheon
Dec. 20	NM Tourism Commission Meeting
Dec. 27	Isleta Bowl Kickoff Luncheon
Dec. 28	New Mexico Bowl Fan Zone & Frame



Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through December

Citywide Room Nights Booked

51,477

-28% vs December 2023

Non-Citywide Room Nights Booked

38,905

+49% vs December 2023

Sports Room Nights Booked

66,898

-14% change vs December 2023

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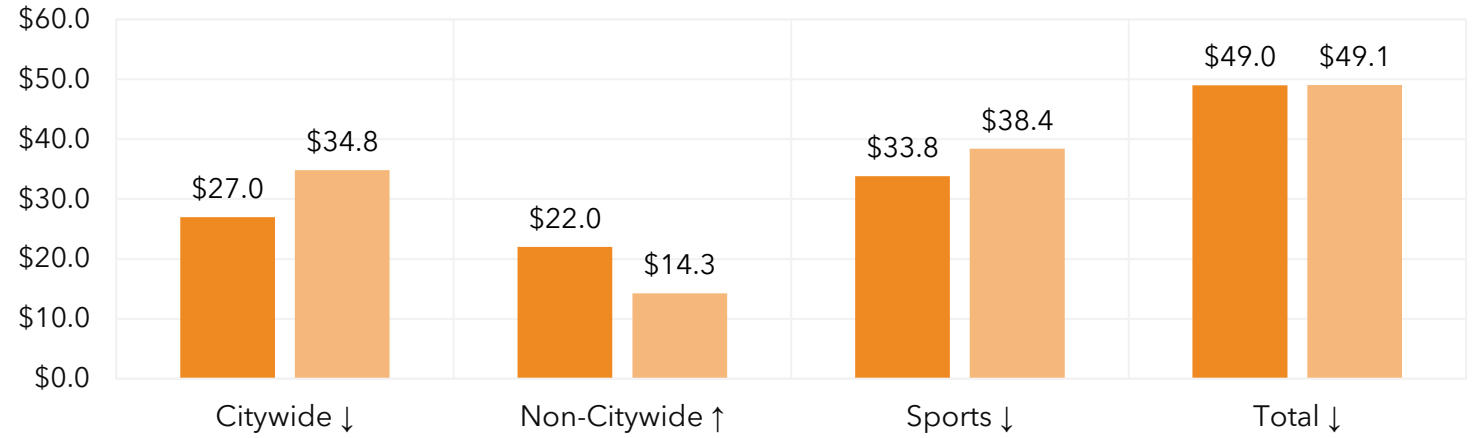
SALES

PERFORMANCE

FYTD through December

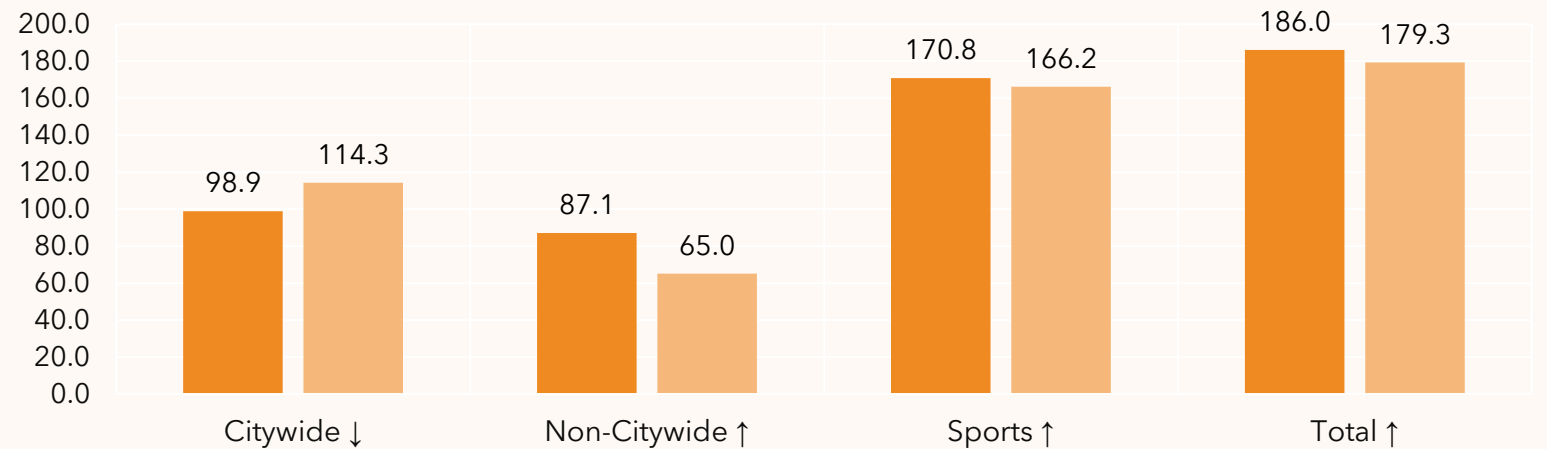
Direct Spend Booked (Millions)

FY25 YTD FY24 YTD



Attendees Booked (Thousands)

FY25 YTD FY24 YTD



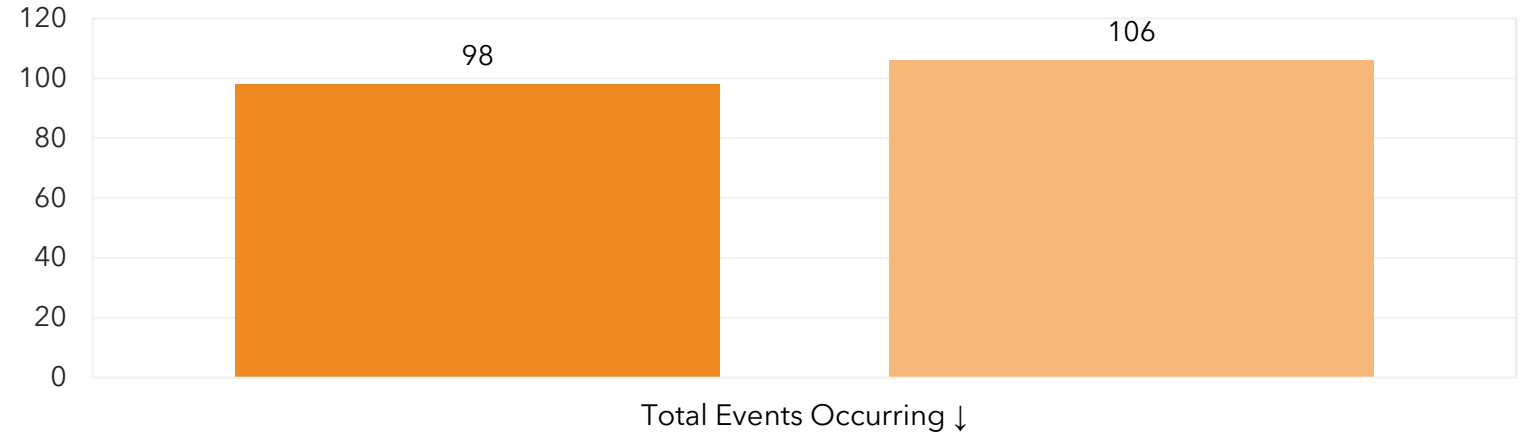
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BUSINESS OCCURRING

FYTD through December

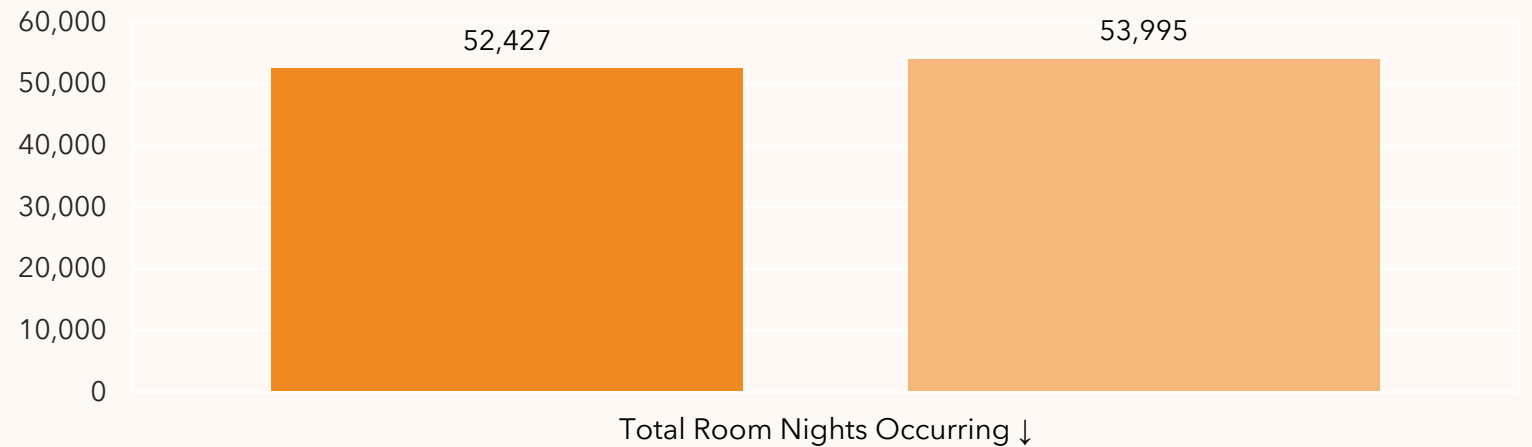
Events Occurring

FY25 YTD FY24 YTD



Room Nights Occurring

FY25 YTD FY24 YTD



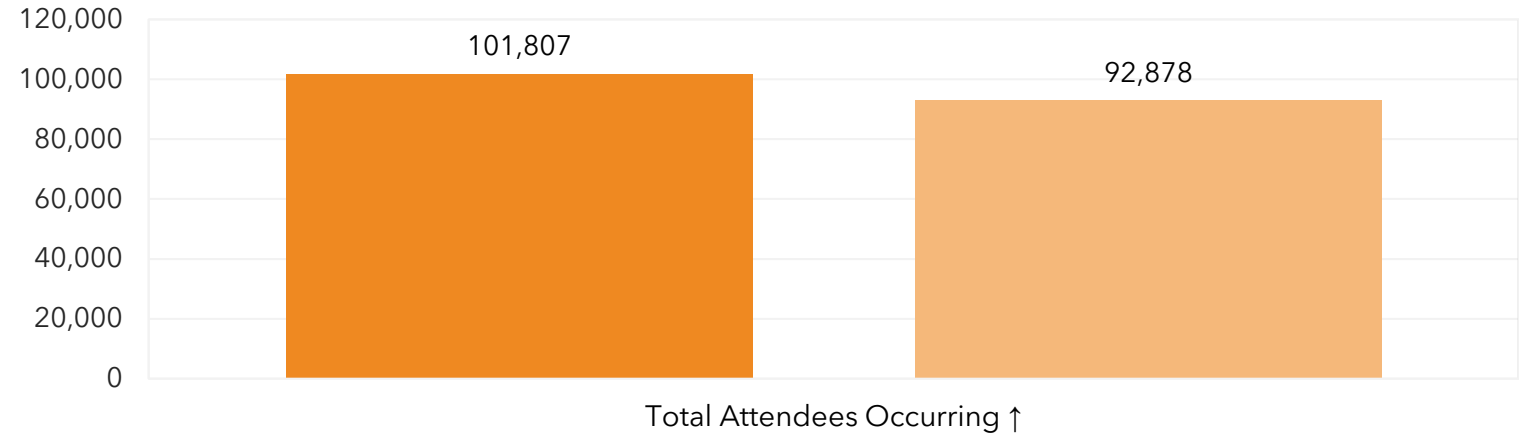
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BUSINESS OCCURRING

FYTD through December

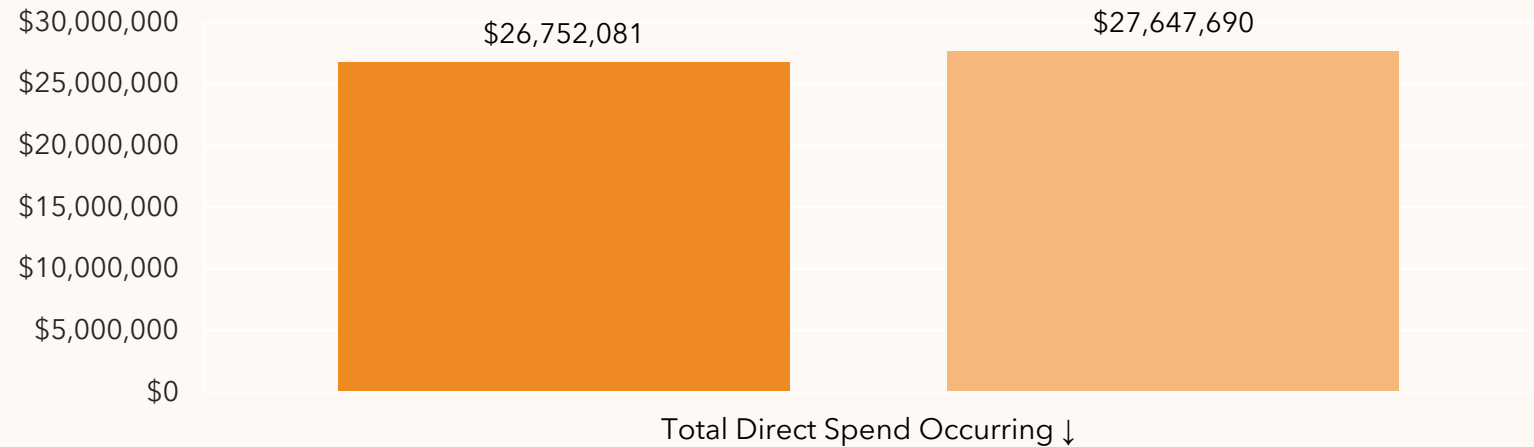
Attendees

FY25 YTD FY24 YTD



Direct Spend

FY25 YTD FY24 YTD



Spotlight On

BUSINESS OCCURRING JANUARY 2025

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
1/3/2025	Southwest District Key Club	2025 SWD Key Club Winter Board Meeting	30	24	No
1/22/2025	Catholic Health Association of the U.S.	2025 CHA Sponsorship Institute	60	150	No
1/24/2025	UNM Track & Field	2025 Dr. Martin Luther King Jr. Indoor Track Invitational	1120	1063	Yes
1/25/2025	New Mexico Youth Soccer Association	2025 EA Leagues-2	1426	898	No
1/27/2025	Western Association of College/University Business Officers	2025 WACUBO Women's Leadership Forum	100	187	No
1/31/2025	Encore Performing Arts Showcase Inc	2025 Encore Performing Arts - Albuquerque	350	34	Yes
1/31/2025	UNM Track & Field	2025 UNM Team Open	1520	1442	Yes

Spotlight On

BUSINESS OCCURRING FEBRUARY 2025

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
2/1/2025	New Mexico Youth Soccer Association	2025 EA Leagues-3	1426	898	No
2/1/2025	New Mexico Youth Soccer Association	2025 NMYSA Annual General Meeting	100	30	No
2/3/2025	White Cup	Employee Kickoff 2025	45	112	No
2/7/2025	UNM Track & Field	2025 NM Collegiate Classic	1280	1215	Yes
2/7/2025	New Mexico Agriculture Education & FFA	2025 New Mexico FFA Leadership Conference	900	176	No
2/8/2025	New Mexico Youth Soccer Association	2025 TnT Spring Blast	2475	216	No
2/8/2025	New Mexico Youth Soccer Association	2025 EA Leagues-4	73	22	No
2/9/2025	National Science Foundation	2025 Convergence Accelerator SW Regional Expansion Event	200	38	No
2/12/2025	Western States Communication Association	2025 Annual Convention	400	800	Yes
2/14/2025	UNM Track & Field	2025 Don Kirby Elite Invitational	1600	1518	Yes
2/15/2025	New Mexico Youth Soccer Association	2025 GA Leagues-1	1426	898	No
2/15/2025	New Mexico Youth Soccer Association	2025 Power Ford Rio Rapids Cup	4950	863	No
2/15/2025	USSSA - United States Specialty Sports Association	2025 USSSA President's Day Tournament	2574	580	No
2/15/2025	Great Southwest Track & Field Championships	2025 Great Southwest Indoor Meet	1274	536	Yes
2/20/2025	Lone Star Conference	2025 LSC Indoor Track & Field Championships	600	893	Yes
2/21/2025	New Mexico Activities Association	2025 State Swimming & Diving Championships	1568	604	No
2/21/2025	New Mexico Activities Association	2025 State Wrestling Tournament	2013	907	No
2/22/2025	New Mexico Youth Soccer Association	2025 Classic FC Spring Cup	7821	1080	No
2/22/2025	New Mexico Youth Soccer Association	2025 EA Leagues-5	1426	898	No
2/24/2025	National District Attorney Association	2025 NDAA Mastering Masking	35	35	No
2/26/2025	Moose International	2025 Arizona/New Mexico Lodge Association Meeting	300	468	No
2/27/2025	Mountain West Conference	2025 MWC Indoor Track & Field Championships	675	974	No

Spotlight On

BUSINESS OCCURRING MARCH 2025

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
3/2/2025	New Mexico Youth Soccer Association	2025 EA Leagues-6	1426	600	No
3/2/2025	New Mexico Youth Soccer Association	2025 Spring ODP/YOP Training-1	660	67	No
3/6/2025	New Mexico Swimming	2025 NM Swimming Short Course State Championships	1650	887	No
3/9/2025	New Mexico Youth Soccer Association	2025 Spring ODP/YOP Training-2	660	67	No
3/11/2025	New Mexico Activities Association	2025 NMAA Boys & Girls Basketball Championships	3960	4447	No
3/15/2025	USSSA - United States Specialty Sports Association	2025 USSSA St. Patrick's Day Tournament	3960	575	No
3/21/2025	Sun Country Region Volleyball Association	2025 Sun Country ABQ Bid-Qualifier	8316	5927	Yes
3/21/2025	New Mexico Activities Association	2025 NMAA Spirit Championships	5940	3237	No
3/22/2025	Association of Collegiate Conference & Events Directors	2025 ACCED-I Annual Conference	600	1762	Yes
3/23/2025	New Mexico Youth Soccer Association	2025 Spring ODP/YOP Training-3	660	67	No
3/26/2025	Comparative Cognition Society (CCS)	2025 Comparative Cognition Society Meeting	250	400	No
3/26/2025	Herzog Foundation	2025 Christian Summit	15	17	No
3/28/2025	Southwest District Key Club	2025 Southwest District Key Club DCON	350	282	No
3/28/2025	New Mexico Activities Association	2025 JROTC State Championships	1650	415	No
3/30/2025	Association for Death Education and Counseling	2025 Association for Death Education and Counseling (ADEC)	350	661	No
3/30/2025	New Mexico Youth Soccer Association	2025 Spring ODP/YOP Training-4	660	67	No
3/31/2025	National Association of College & University Food Services	2025 NACUFS Spring Meeting	400	723	Yes

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CURRENT & UPCOMING SALES TRADESHOWS

Q3-Q4

January 6 - 8, 2025	RCMA Emerge
January 26 - 29, 2025	CESSE CEO Meeting
January 31 - Feb 2, 2025	ESPA Annual Conference
March 16 - 20, 2025	Conference Direct
March 25 -26, 2025	MIC Colorado
April 7-10, 2025	Business Events Industry Week
April 14 - 17, 2025	Sports ETA Symposium
April 22-24, 2025	Destination Celebration
June 14- 18, 2025	US Travel Association IPW
June 20 - 22, 2025	Military Reunion Summit
June 23 - 25, 2025	ACCESSE