

Visit Albuquerque Destination Dashboard

January 2025 Report



. VISIT .
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Lodging



Industry
Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

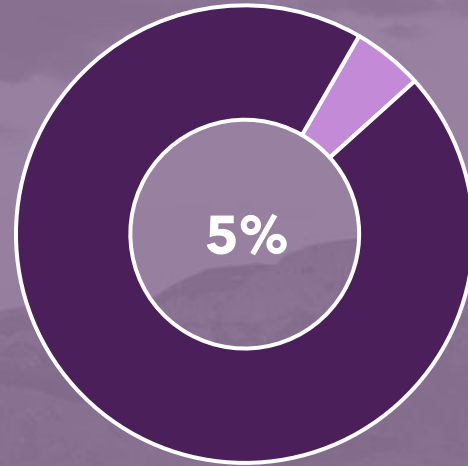
2025 Fiscal Year-to-Date through December

Total Lodgers' Tax Revenue
+ Hospitality Fee Collected

\$11,965,644

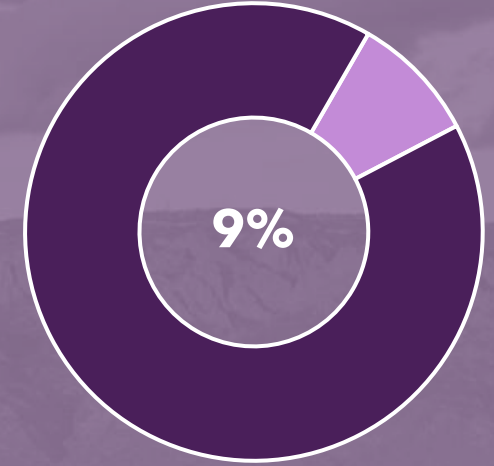
+4% vs December 2023

Delinquent Share of Tax Revenue
Collected



+3 pts vs December 2023

STR Share of Tax Revenue
Collected



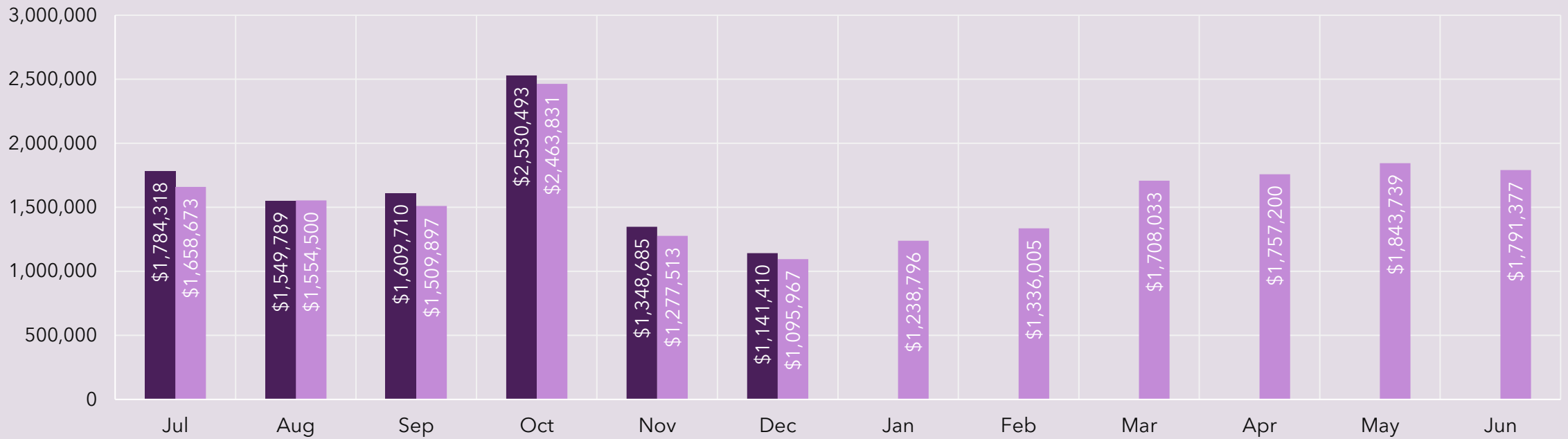
0 pts vs December 2023

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY25 FY24

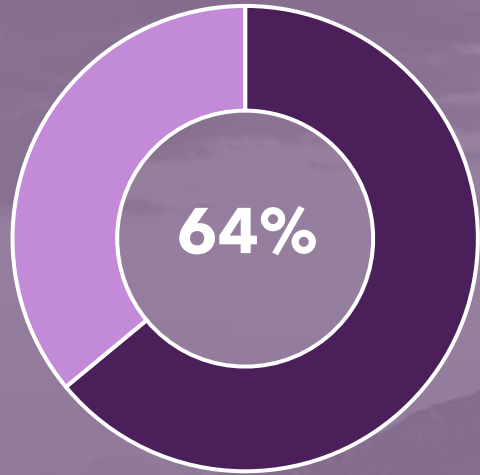


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HOTEL SNAPSHOT

2024 Calendar Year-End through December

Occupancy



-0.8 pts vs December 2023

Average Daily Rate

\$117

+2% vs December 2023

Revenue per Available Room

\$75

+1% vs December 2023

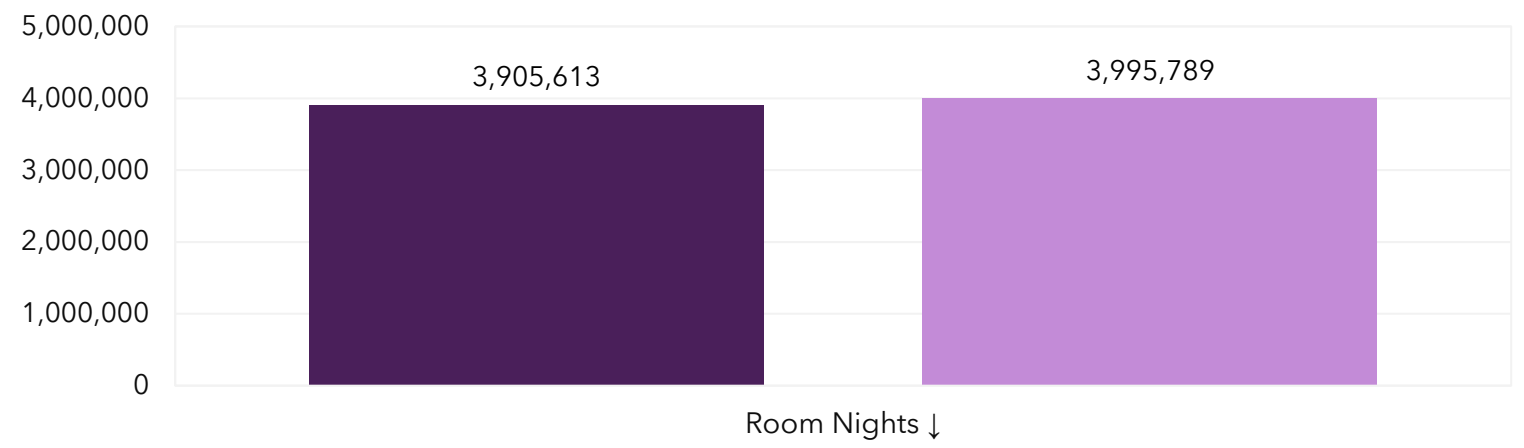
Albuquerque

HOTEL PERFORMANCE

CY through December

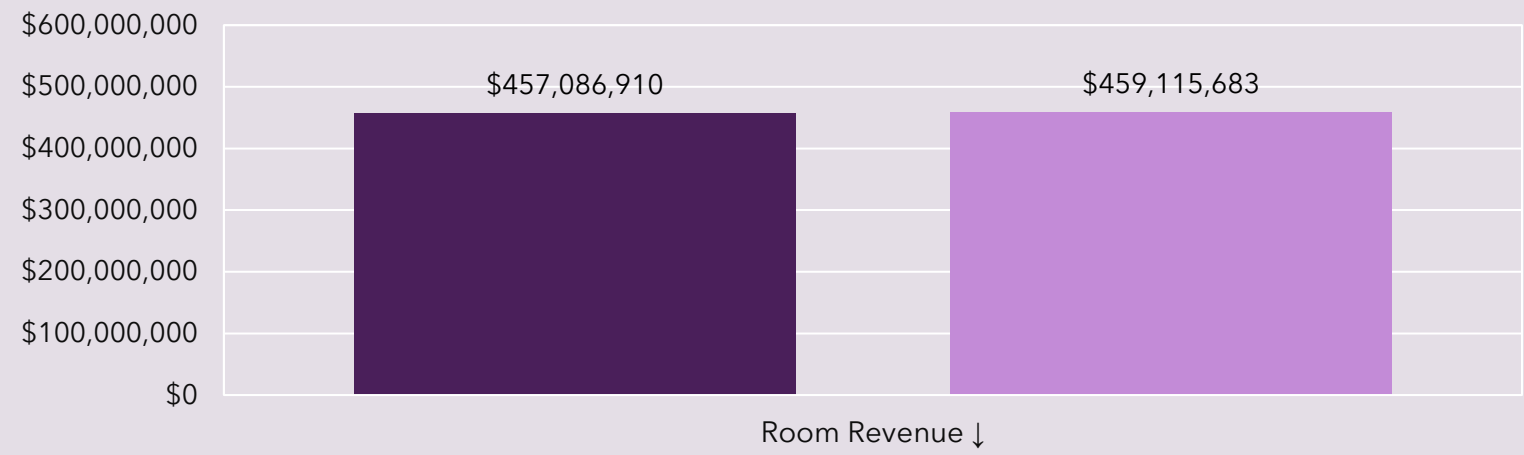
Hotel Demand

■ CY24 ■ CY23



Hotel Revenue

■ CY24 ■ CY23



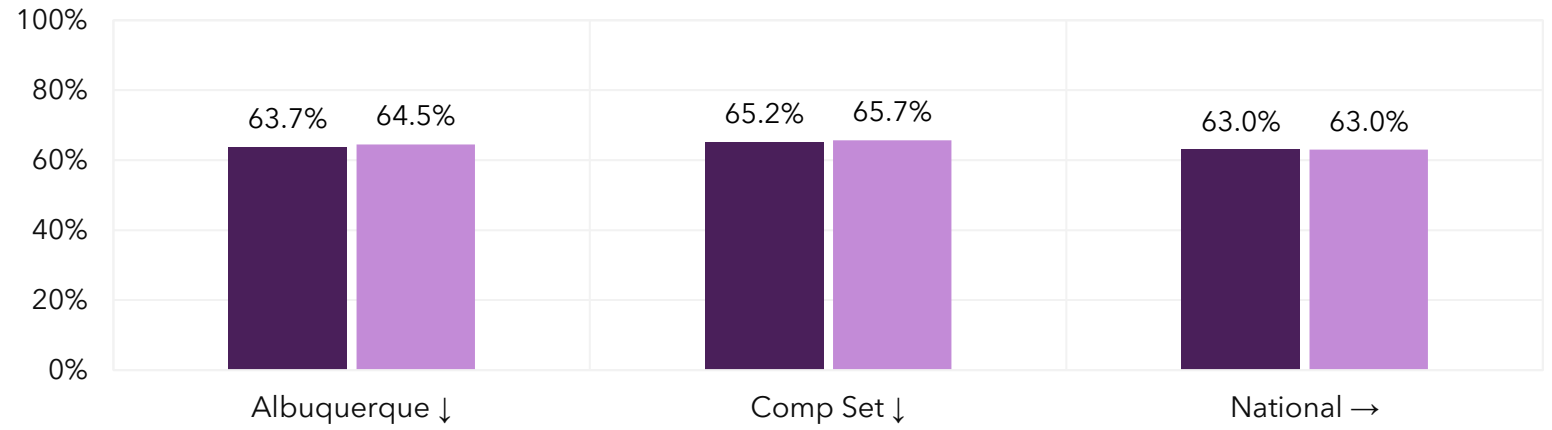
Competitor

HOTEL PERFORMANCE

CY through December

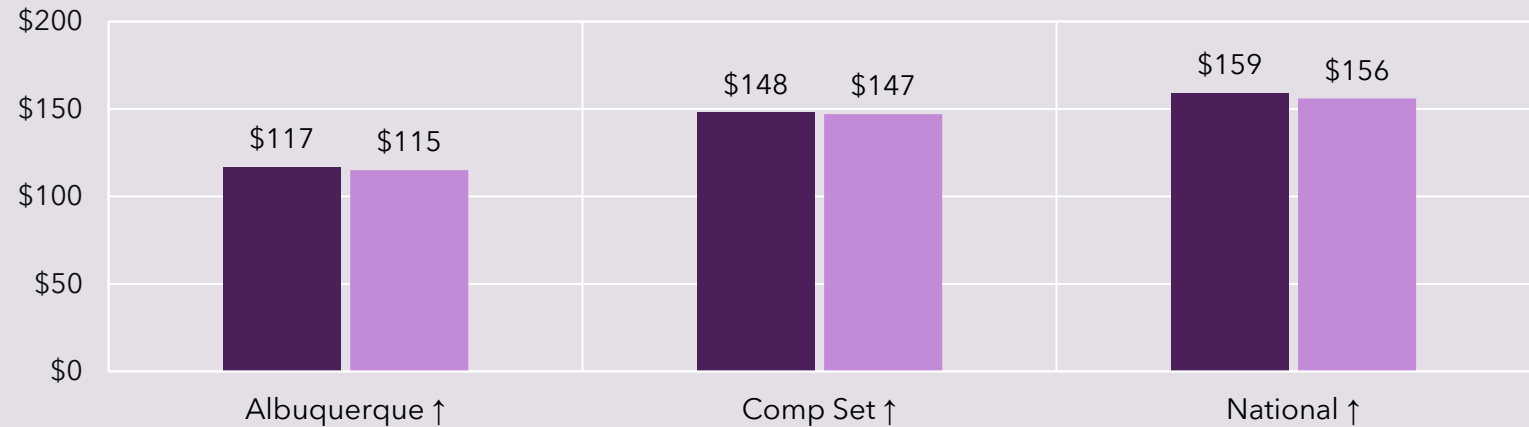
Occupancy

■ CY24 ■ CY23



Average Daily Rate

■ CY24 ■ CY23



Albuquerque

AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through December

Deplaned Passengers

1,450,612

+1% vs December 2023

Nonstop Out of State Air Seats

1,855,531

0% vs December 2023

Top 5 Origin Markets
Capacity Change

Dallas	↑3%
Phoenix	↑6%
Denver	↓5%
Las Vegas	↑4%
Los Angeles	↓2%

vs December 2023



Integrated
Marketing



Marketing
Performance

Brand Health



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MARKETING SNAPSHOT

2025 Fiscal Year-to-Date through January

Impressions

1.2B

+12% vs January 2024

Website Sessions

3.3M

+78% vs January 2024

Social Followers

375K

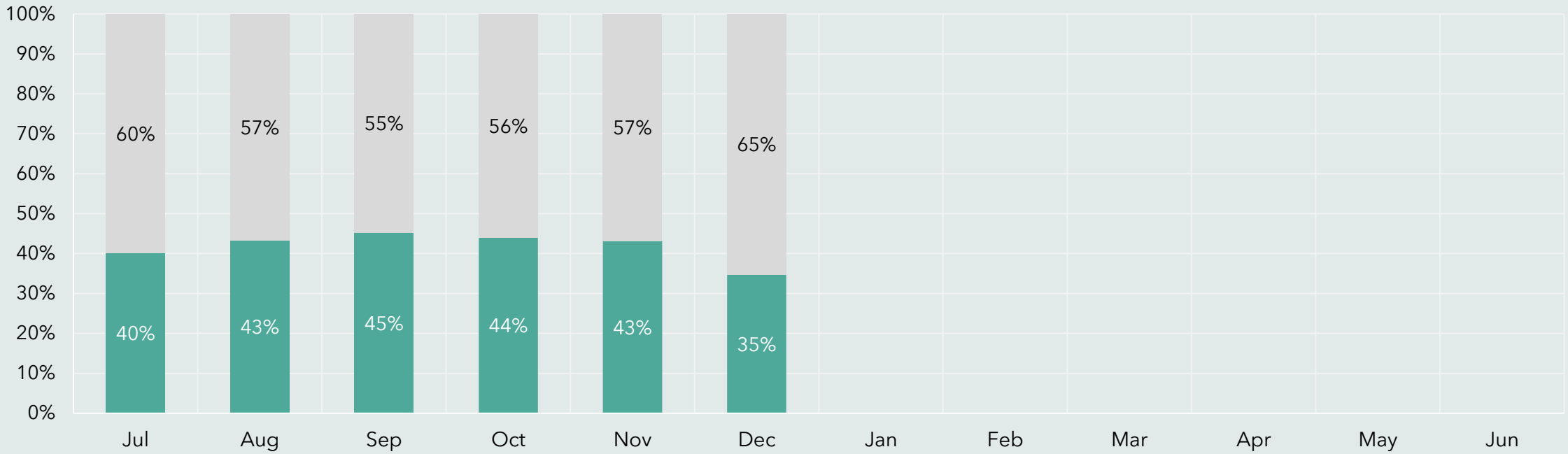
+12% change vs January 2024

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INTEGRATED MARKETING AWARENESS BY MONTH

Paid, Owned & Earned Media Awareness in Key Markets

■ Aware ■ Unaware





Outreach



Destination
Development &
Partnership
Performance

Training



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DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through January

Visitor Center Count

44,406

-19% vs January 2024

ACE Trainees

238

+116% vs January 2024

Active Partners

633

+2% change vs January 2024

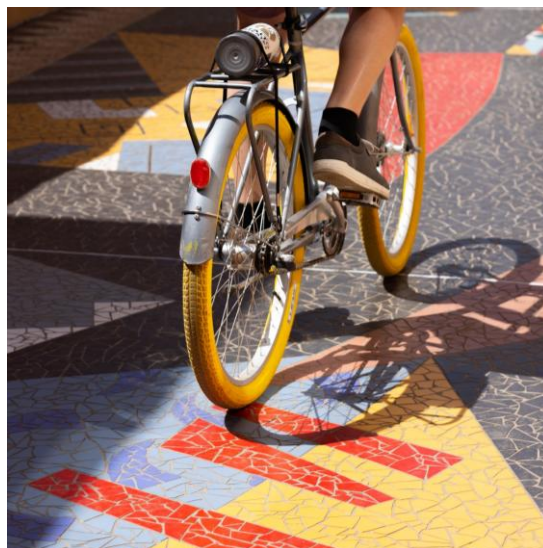


Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through January

Citywide Room Nights Booked

65,212

-16% vs January 2024

Non-Citywide Room Nights Booked

48,592

+52% vs January 2024

Sports Room Nights Booked

79,678

-9% change vs January 2024

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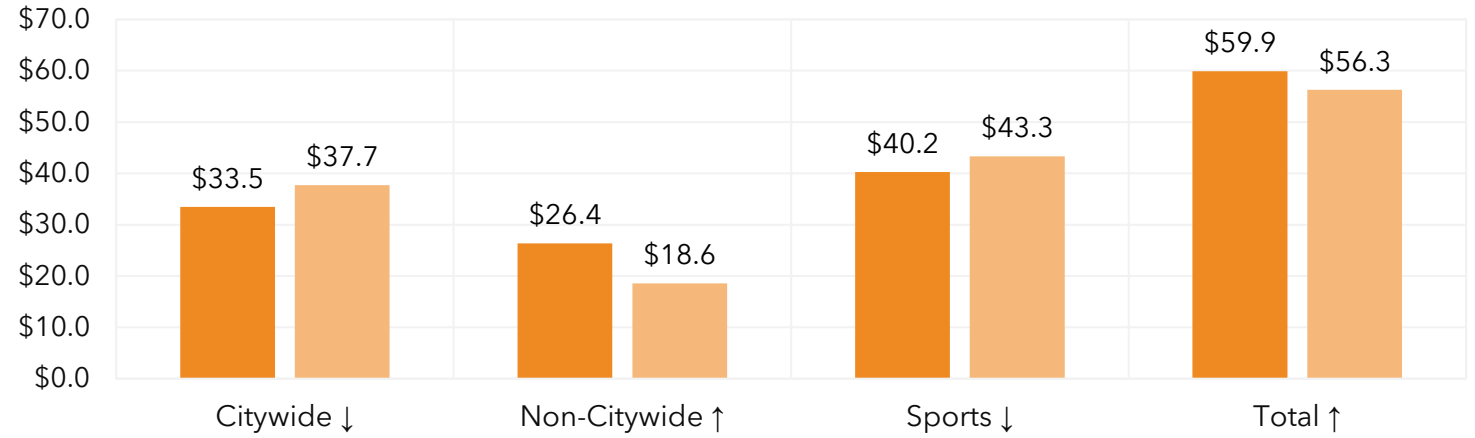
SALES

PERFORMANCE

FYTD through January

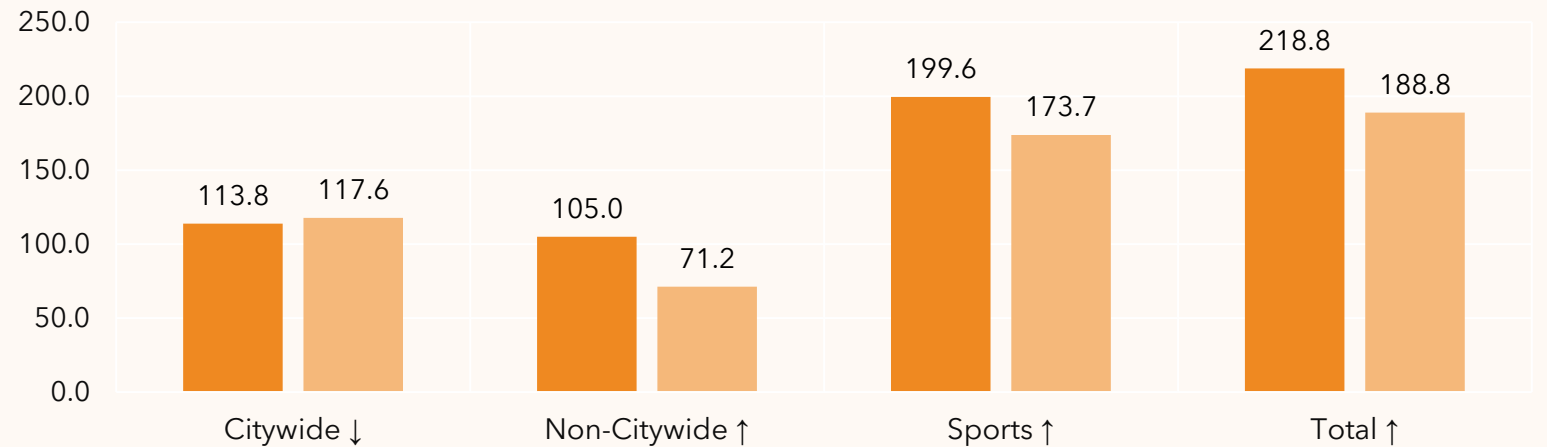
Direct Spend Booked (Millions)

FY25 YTD FY24 YTD



Attendees Booked (Thousands)

FY25 YTD FY24 YTD



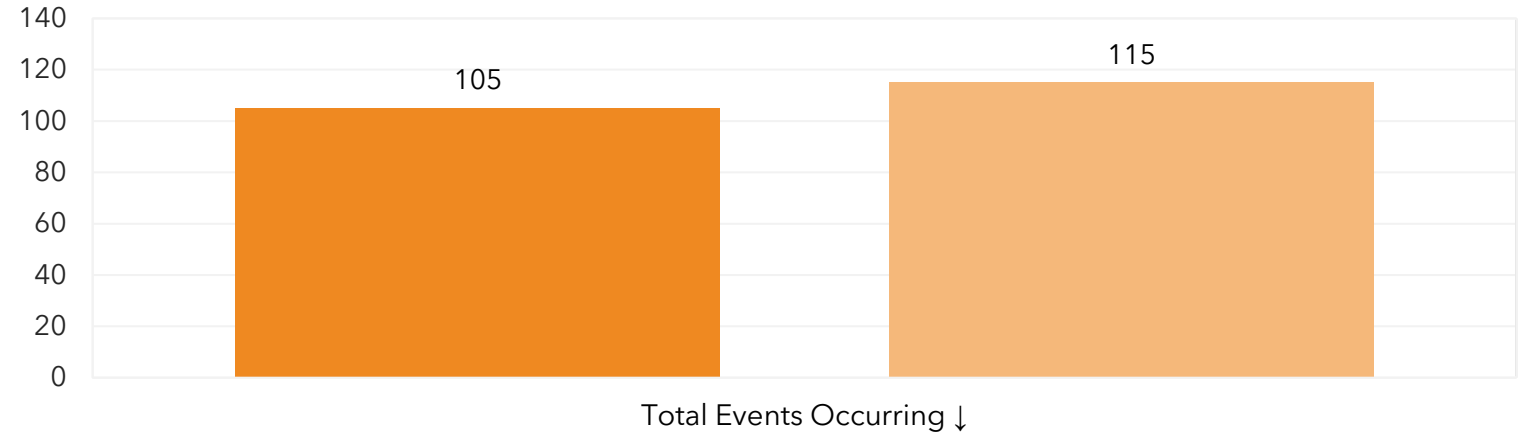
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BUSINESS OCCURRING

FYTD through January

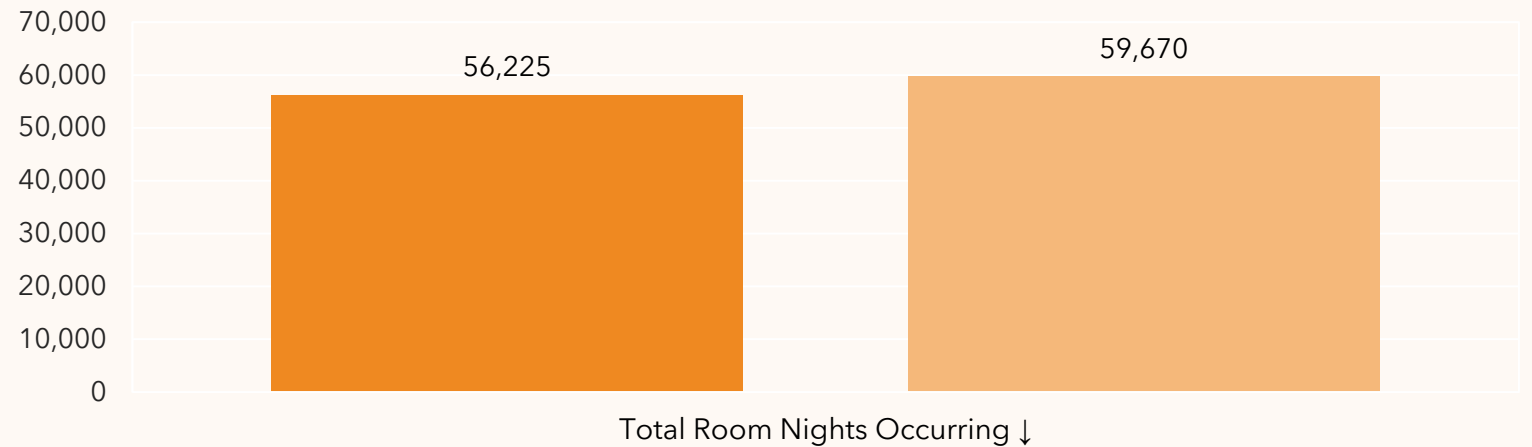
Events Occurring

FY25 YTD FY24 YTD



Room Nights Occurring

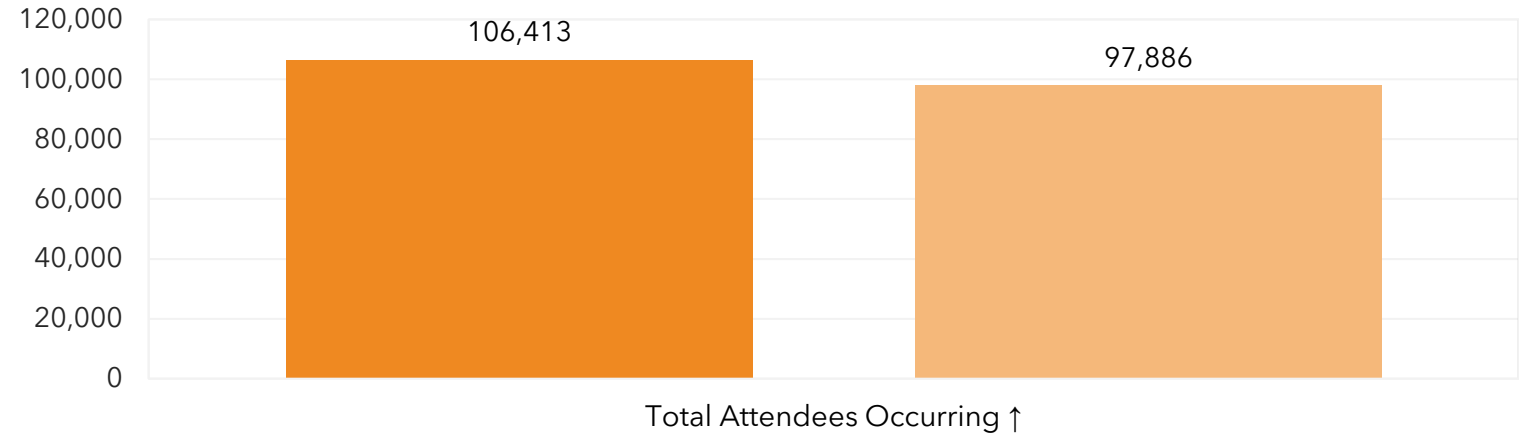
FY25 YTD FY24 YTD



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**BUSINESS
OCCURRING**
FYTD through January

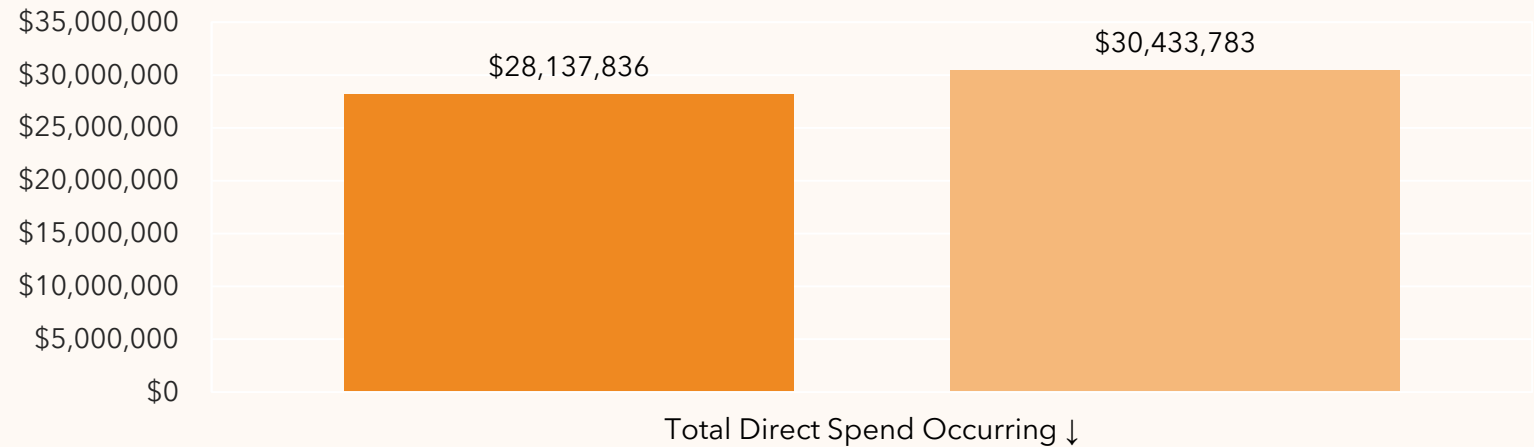
Attendees

FY25 YTD FY24 YTD



Direct Spend

FY25 YTD FY24 YTD



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	1,426	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	1,280	1,215	Yes
2/7/2025	New Mexico Agriculture Education & FFA	2025 New Mexico FFA Leadership Conference	900	176	No
2/7/2025	USA Archery	2025 USA Archery National Indoor Championships & JOAD National Indoor Championships	500	433	Yes
2/8/2025	New Mexico Youth Soccer Association	2025 TnT Spring Blast	2,475	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	1,600	1,518	Yes
2/14/2025	New Mexico Blade Runners	2025 Amigos Sled Hockey Tournament	165	131	No
2/15/2025	New Mexico Youth Soccer Association	2025 GA Leagues-1	1,426	898	No
2/15/2025	New Mexico Youth Soccer Association	2025 Power Ford Rio Rapids Cup	4,950	863	No
2/15/2025	USSSA - United States Specialty Sports Association	2025 USSSA President's Day Tournament	2,574	580	No
2/15/2025	Great Southwest Track & Field Championships	2025 Great Southwest Indoor Meet	1,274	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	1,568	604	No
2/21/2025	New Mexico Activities Association	2025 State Wrestling Tournament	2,013	907	No
2/22/2025	New Mexico Youth Soccer Association	2025 Classic FC Spring Cup	7,821	1,080	No
2/22/2025	New Mexico Youth Soccer Association	2025 EA Leagues-5	1,426	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	1,426	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 New Mexico Swimming Short Course State Championships	1,650	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	3,960	4,447	No
3/14/2025	American Association of University Professors	2025 AAUP March Council Meeting	25	49	No
3/15/2025	USSSA - United States Specialty Sports Association	2025 USSSA St. Patrick's Day Tournament	3,960	575	No
3/21/2025	Sun Country Region Volleyball Association	2025 Sun Country ABQ Bid-Qualifier	8,316	5,927	Yes
3/21/2025	New Mexico Activities Association	2025 NMAA Spirit Championships	5,940	3,237	No
3/22/2025	Association of Collegiate Conference & Events Directors International	2025 ACCED-I Annual Conference	600	1,762	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	1,650	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

Spotlight On

BUSINESS OCCURRING APRIL 2025

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
4/2/2025	Postpartum Support International	2025 - PSI Trainings	100	45	No
4/3/2025	Society for the Study of Psychiatry and Culture	2025 Society for the Study of Psychiatry and Culture	275	85	No
4/4/2025	American Society for Healthcare Human Resources Administration	2025 ASHHRA Annual Meeting	800	2,196	Yes
4/4/2025	New Mexico Activities Association	2025 State Powerlifting Championships	1,848	926	No
4/4/2025	New Mexico Activities Association	2025 State Choir Competition	3,960	997	No
4/5/2025	New Mexico Youth Soccer Association	2025 ECNL-1	1,426	898	No
4/6/2025	World Of Pickleball	2025 World of Pickleball Tournament - Albuquerque	200	69	No
4/7/2025	University of Kentucky	2025 Research Analytics Summit	200	496	No
4/10/2025	Showbiz National Talent	2025 Showbiz National Talent	100	40	Yes
4/10/2025	New Mexico Activities Association	2025 State Esports Championships	330	101	No
4/11/2025	New Mexico Activities Association	2025 State Concert Band Competition	5,610	1,412	No
4/12/2025	USSSA - United States Specialty Sports Association	2025 USSSA Spring Invitational	2,772	423	No
4/12/2025	New Mexico Youth Soccer Association	2025 DPL-1	713	401	No
4/19/2025	New Mexico Youth Soccer Association	2025 ECNL-2	713	268	No
4/22/2025	Western Regional Users Group	2025 WRUG Spring Conference	100	125	No
4/23/2025	Museum of Southwestern Biology	2025 Southwestern Association of Naturalists	200	214	No
4/24/2025	American Bar Association	2025 ULC Spring Meeting #5	39	112	No
4/26/2025	The Association of Computational Linguistics	2025 Spring Meeting (RFP # 92477)	2,000	2,020	Yes
4/30/2025	National Center for State Courts	2025 Executive Committee Meeting	12	26	No