

Visit Albuquerque Destination Dashboard

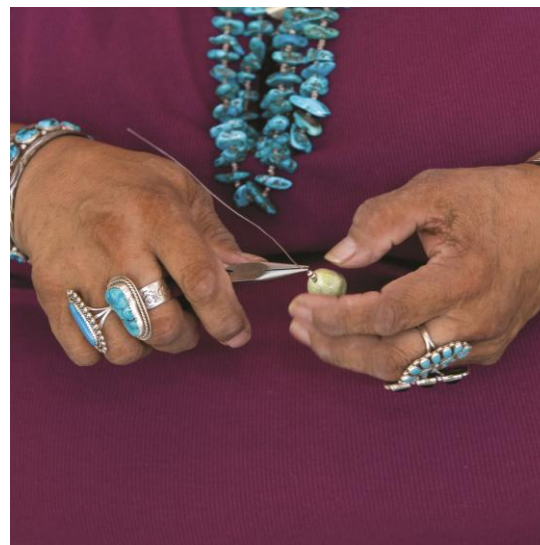
February 2025



.VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Lodging



Industry Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

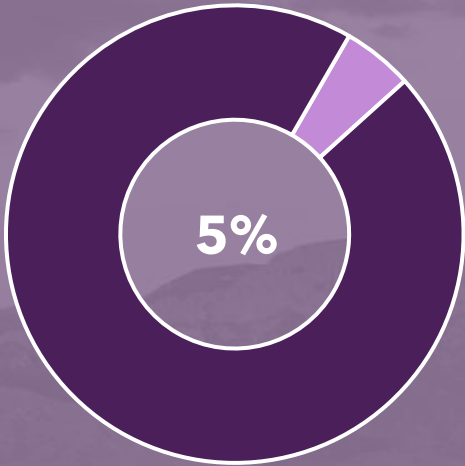
2025 Fiscal Year-to-Date through January

Total Lodgers' Tax Revenue
+ Hospitality Fee Collected

\$13,322,475

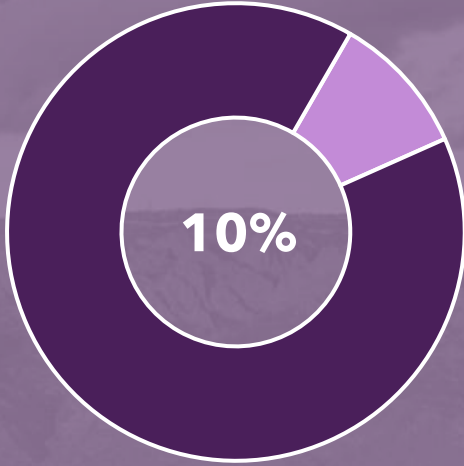
+3% vs January 2024

Delinquent Share of Tax Revenue
Collected



+2 pts vs January 2024

STR Share of Tax Revenue
Collected



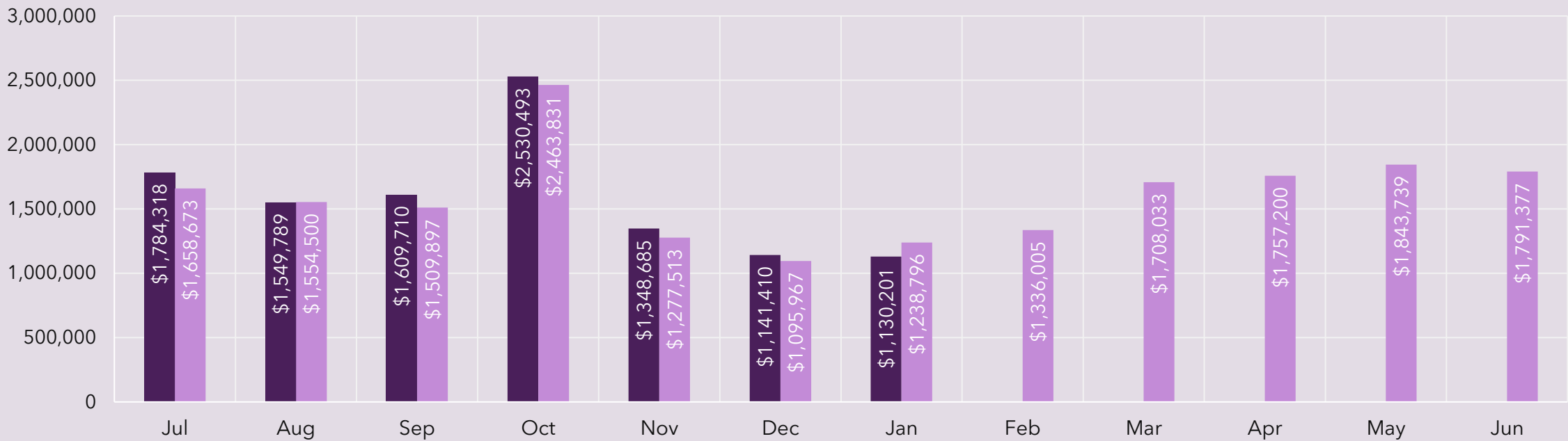
0 pts vs January 2024

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY25 FY24

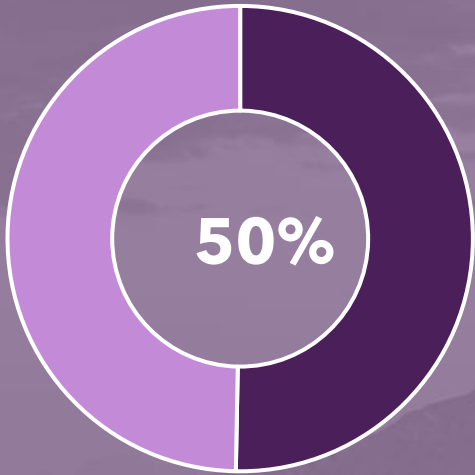


Albuquerque

HOTEL SNAPSHOT

2025 Calendar Year-to-Date through January

Occupancy



-2 pts vs January 2024

Average Daily Rate

\$100

-4% vs January 2024

Revenue per Available Room

\$50

-8% vs January 2024

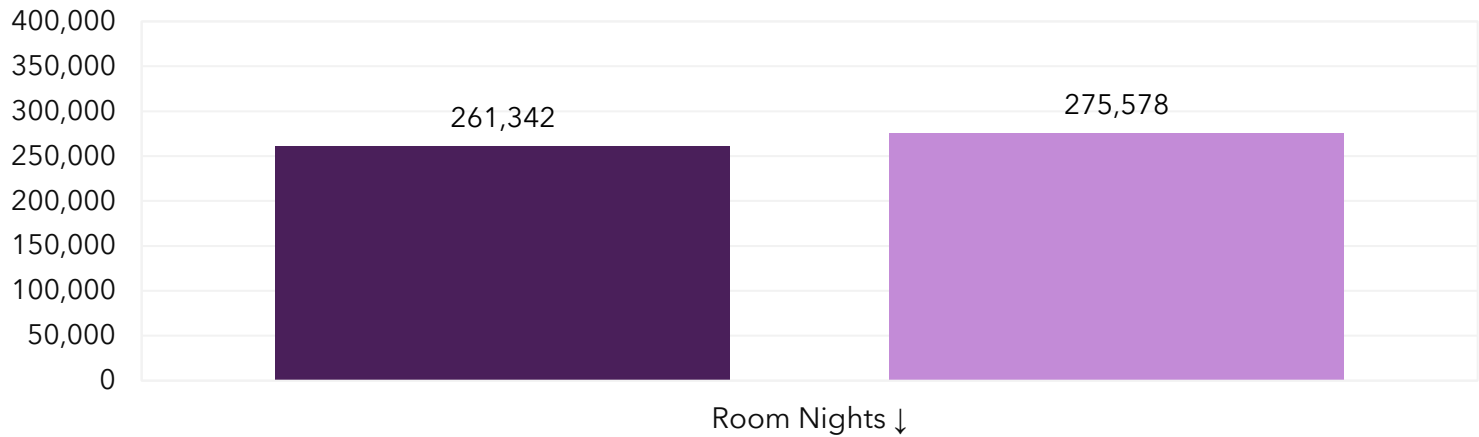
Albuquerque

HOTEL PERFORMANCE

CYTD through January

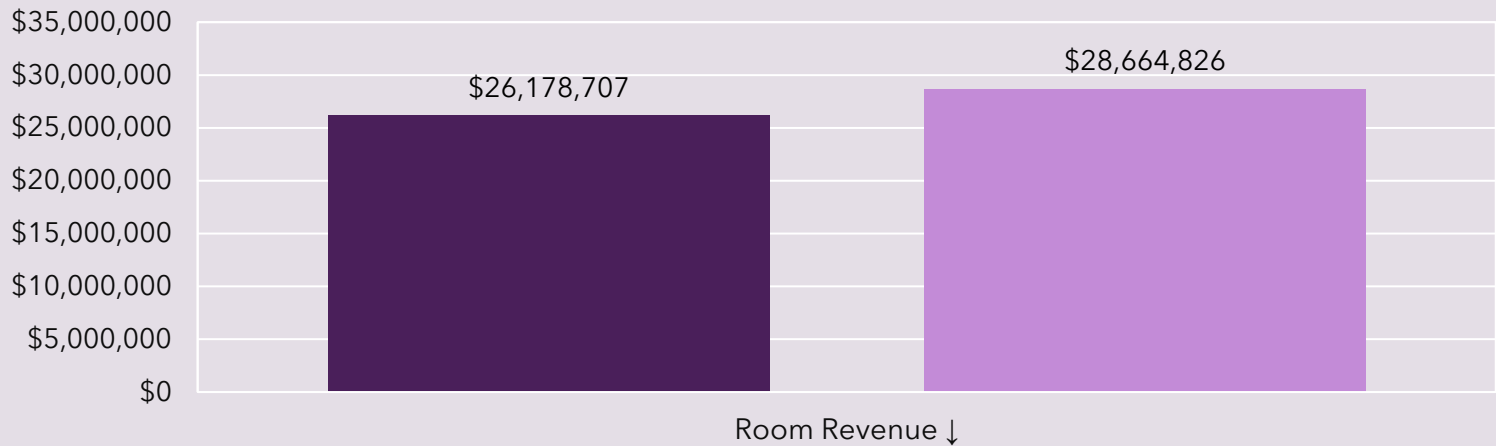
Hotel Demand

CYTD25 CYTD24



Hotel Revenue

CYTD25 CYTD24



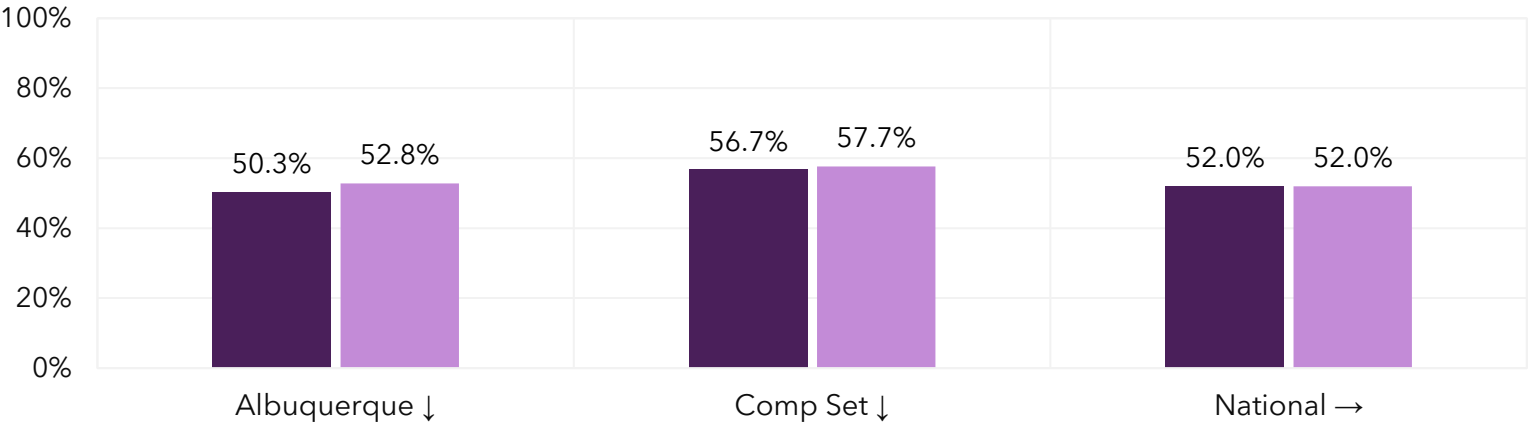
Competitor

HOTEL PERFORMANCE

CYTD through January

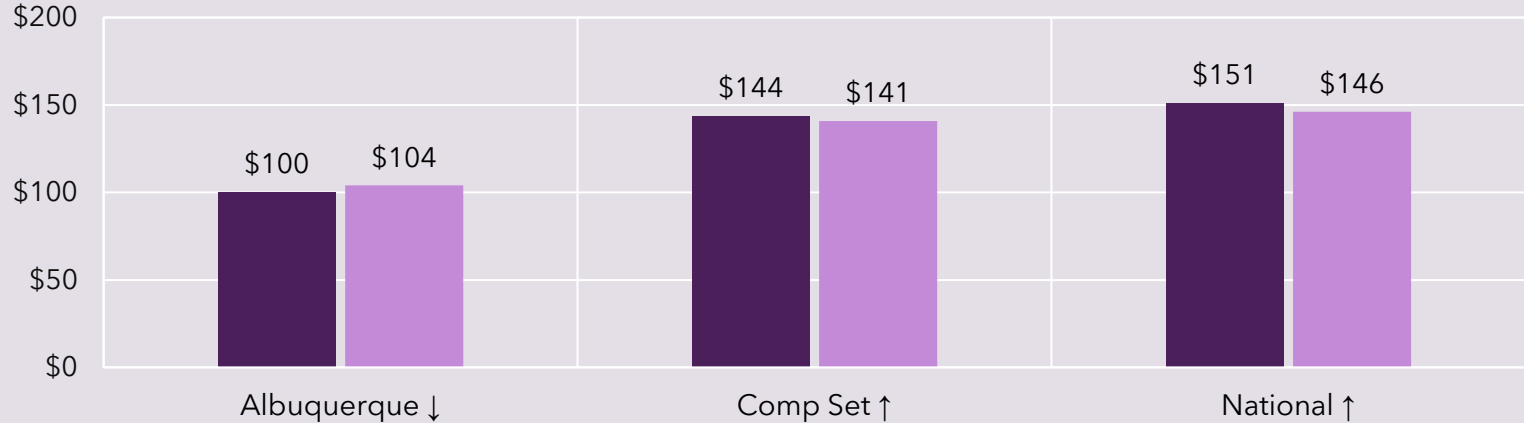
Occupancy

CYTD25 CYTD24



Average Daily Rate

CYTD25 CYTD24



Albuquerque

AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through January

Deplaned Passengers

1,613,207

0% vs January 2025

Nonstop Out of State Air Seats

2,101,640

0% vs January 2024

Top 5 Origin Markets
Capacity Change

Dallas	↑2%
Phoenix	↑7%
Denver	↓4%
Las Vegas	↑3%
Los Angeles	↓4%

vs January 2024



Integrated Marketing



Marketing Performance

Brand Health



Visit Albuquerque

MARKETING SNAPSHOT

2025 Fiscal Year-to-Date through February

Impressions

1.3B

+6% vs February 2024

Website Sessions

3.8M

+81% vs February 2024

Social Followers

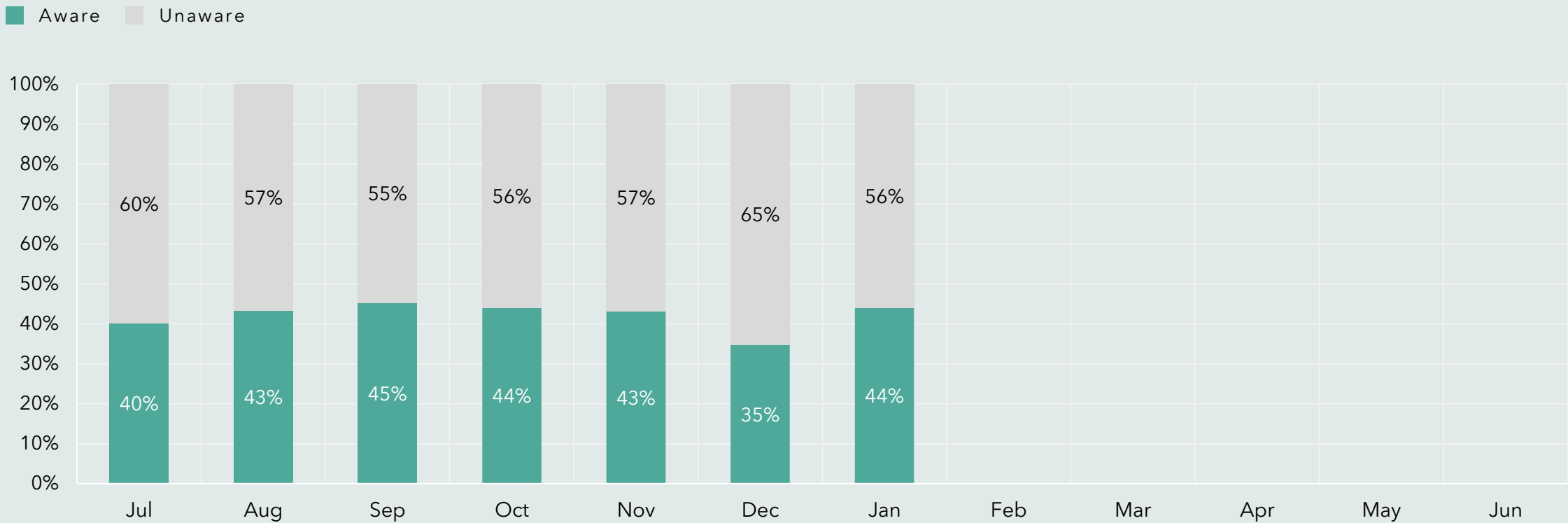
377K

+12% change vs February 2024

Visit Albuquerque

INTEGRATED MARKETING AWARENESS BY MONTH

Paid, Owned & Earned Media Awareness in Core Media Markets





Outreach



Destination
Development &
Partnership
Performance

Training



Visit Albuquerque

DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through February

Visitor Center Count

49,511

-19% vs February 2024

ACE Trainees

254

+113% vs February 2024

Active Partners

635

+3% change vs February 2024

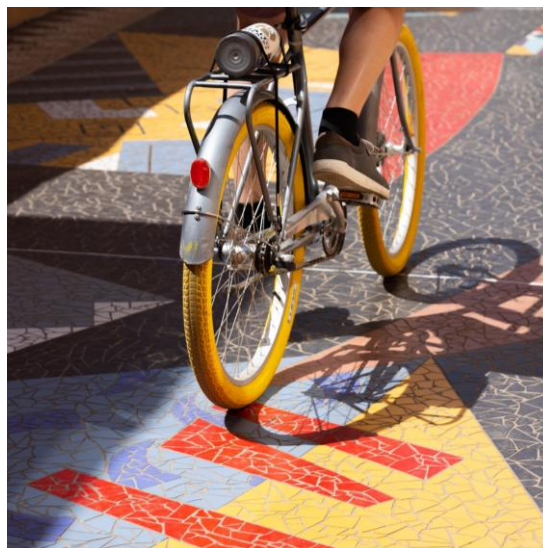


Bookings



Meetings,
Conventions &
Sports
Performance

Leads



Visit Albuquerque

MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through February

Citywide Room Nights Booked

73,391

-5% vs February 2024

Non-Citywide Room Nights
Booked

52,572

+53% vs February 2024

Sports Room Nights Booked

83,980

-4% change vs February 2024

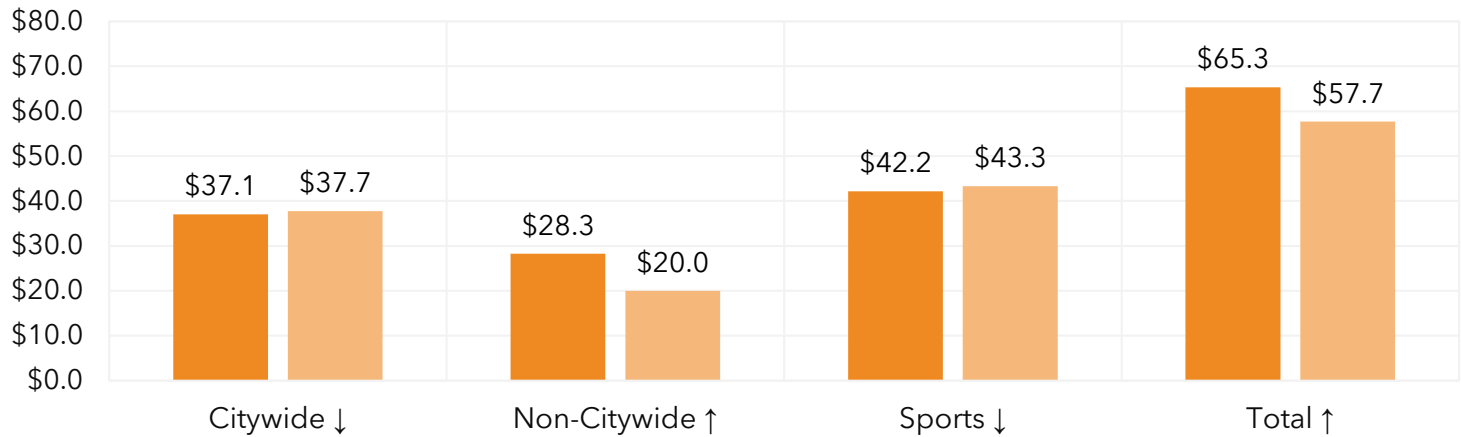
Visit Albuquerque

SALES PERFORMANCE

FYTD through February

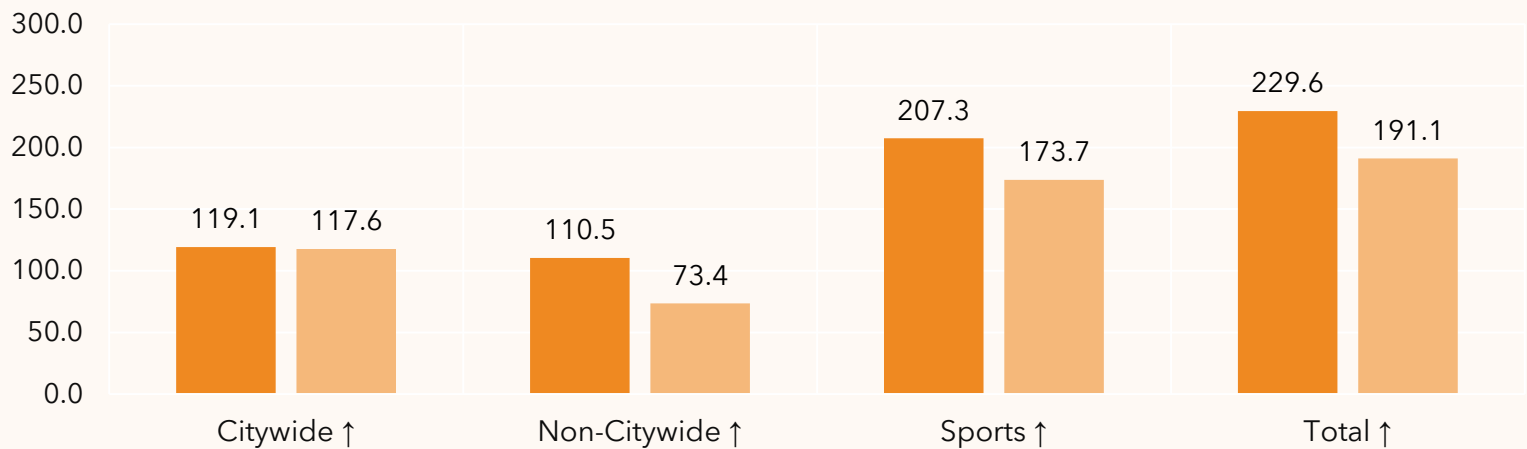
Direct Spend Booked (Millions)

FY25 YTD FY24 YTD



Attendees Booked (Thousands)

FY25 YTD FY24 YTD



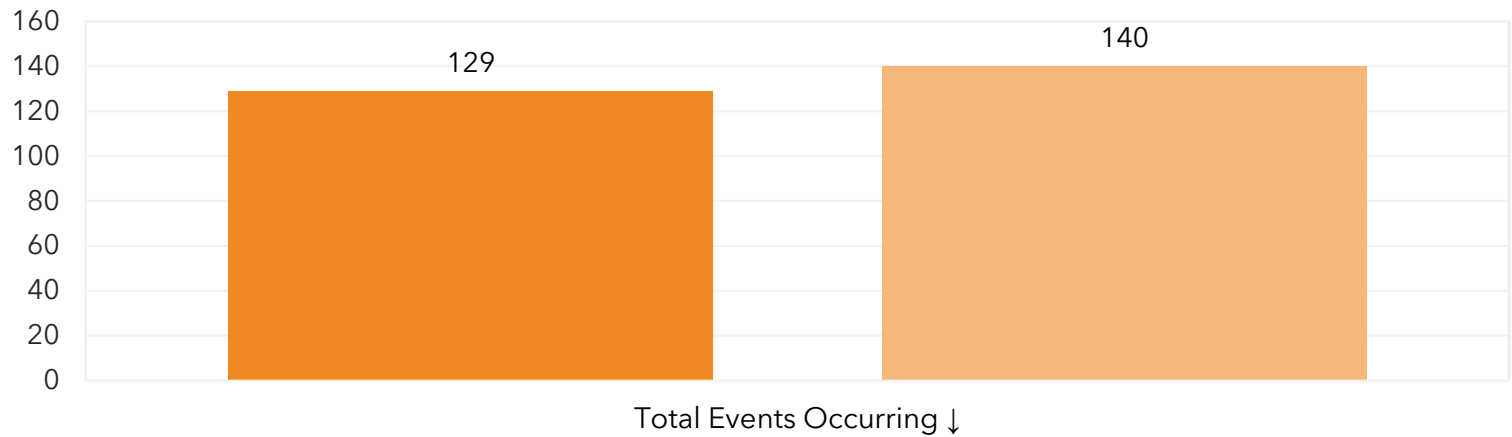
Visit Albuquerque

BUSINESS OCCURRING

FYTD through February

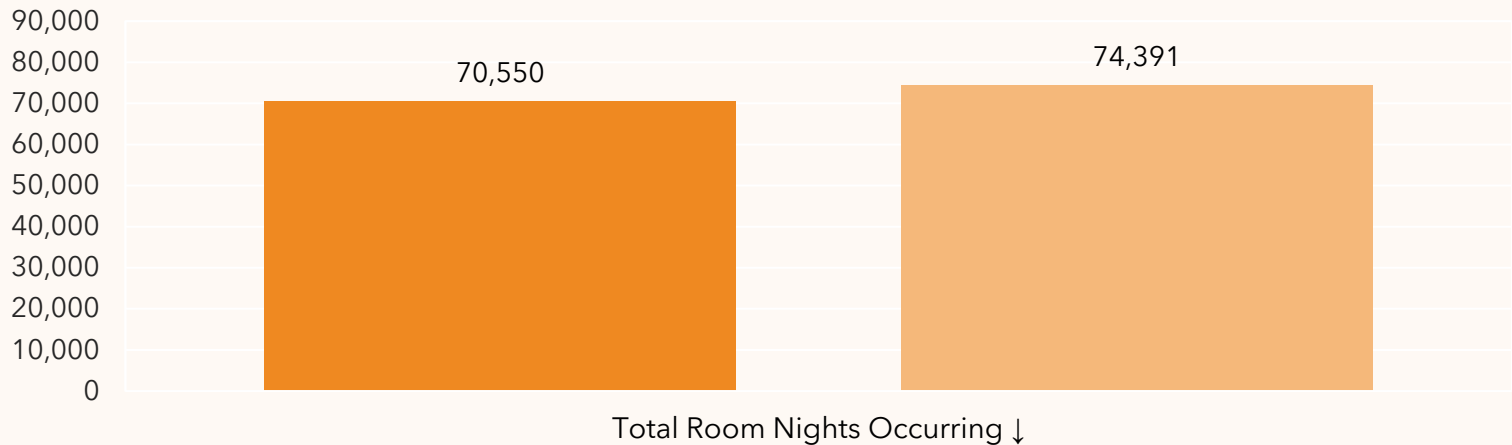
Events Occurring

FY25 YTD FY24 YTD



Room Nights Occurring

FY25 YTD FY24 YTD



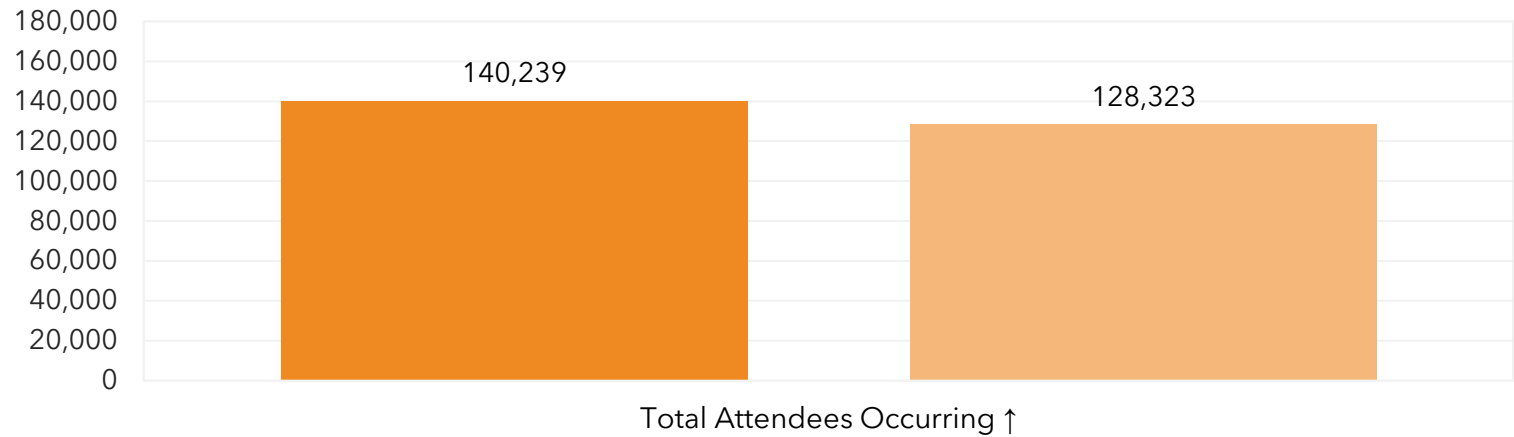
Visit Albuquerque

BUSINESS OCCURRING

FYTD through February

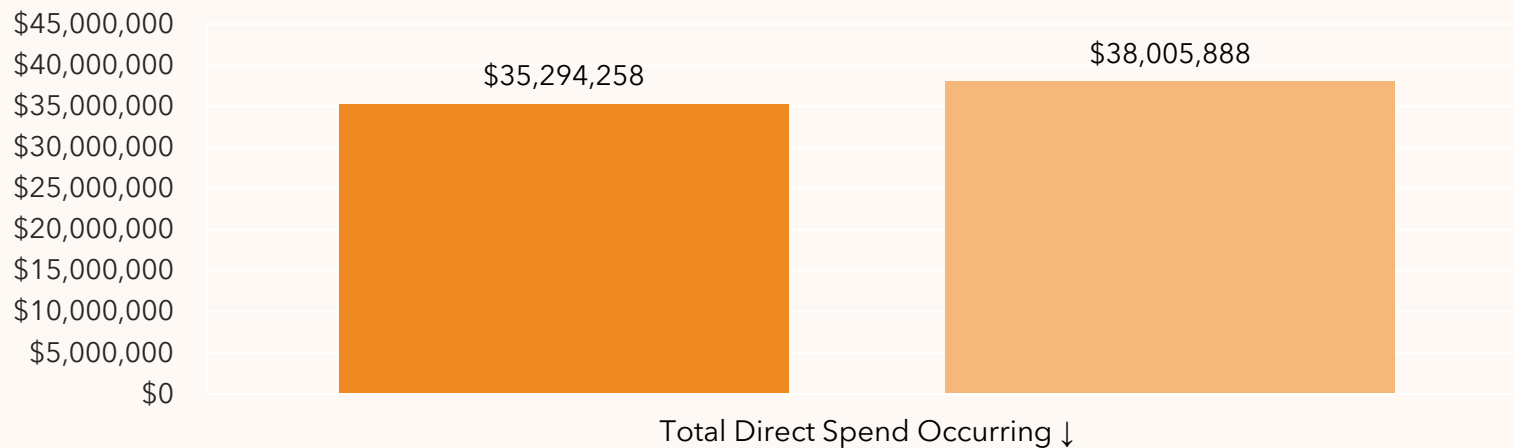
Attendees

FY25 YTD FY24 YTD



Direct Spend

FY25 YTD FY24 YTD



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
4/13/2025	PolicyLink	2025 WECR In-Person Convening	75	225	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
4/28/2025	American Association of Colleges of Nursing	2025 Essentials Workshop	280	480	No
4/30/2025	National Center for State Courts	2025 Executive Committee Meeting	12	26	No

Spotlight On BUSINESS OCCURRING APRIL 2025

Arrival	Group Name	Event Name	Attendees	Room Nights	Convention Center
5/2/2025	Knights of Columbus	2025 Annual State Convention	250	135	No
5/2/2025	Sun Country Region Volleyball Association	2025 Sun Country Regional Championships	9,108	6,955	Yes
5/3/2025	New Mexico Youth Soccer Association	2025 ECNL-3	1,426	898	No
5/4/2025	New Mexico Youth Soccer Association	2025 State Cup - Round 1	1,881	179	No
5/7/2025	New Mexico Activities Association	2025 State Tennis Championships	1,980	1,204	No
5/9/2025	New Mexico Activities Association	2025 1A-3A State Track Championships	3,168	2,118	No
5/10/2025	USSSA - United States Specialty Sports Association	2025 USSSA Cinco De Mayo Tournament	4,554	860	No
5/10/2025	New Mexico Youth Soccer Association	2025 GA Leagues-2	1,426	898	No
5/10/2025	New Mexico Youth Soccer Association	2025 State Cup - Round 2	1,630	142	No
5/12/2025	Association of Children's Museums	2025 InterActivity Conference	1,000	1,379	Yes
5/12/2025	New Mexico Activities Association	2025 State Golf Championships	990	664	No
5/13/2025	Activated Events	2025 May Boots in the Park Room Block	34	139	No
5/14/2025	New Mexico Activities Association	2025 State Softball Championships	2,310	1,995	No
5/15/2025	National Council of Examiners for Engineering & Surveying	2025 NCEES Central/Western Zone Interim Meeting and Board of Directors Meeting	150	380	No
5/15/2025	New Mexico Activities Association	2025 State Baseball Championships	2,475	2,066	No
5/16/2025	New Mexico Activities Association	2025 4A-5A State Track Championships	4,752	1,968	No
5/17/2025	New Mexico Youth Soccer Association	2025 NMYSA NM Cup	3,465	529	No
5/17/2025	New Mexico Youth Soccer Association	2025 State Cup - Round 3	1,379	110	No
5/21/2025	Evangelical Lutheran Church in America	2025 Rocky Mountain Synod Assembly	475	400	No
5/23/2025	Fans First Entertainment	2025 Banana Ball World Tour	90	270	No
5/23/2025	New Mexico Games	2025 Basketball Championships	3,480	2,485	No
5/24/2025	New Mexico Youth Soccer Association	2025 Sandia Cup	3,515	639	No
5/24/2025	Albuquerque Baseball Academy	ABA 2025 Five Tool Memorial Day Bash	1,901	1,084	No