

March 2023 Destination Dashboard

LODGERS' TAX COLLECTIONS

▲ **4%**
VS. JANUARY 2022

▲ **115%**
VS. JANUARY 2021

▲ **13%**
VS. FYTD 22

▲ **164%**
VS. FYTD 21

AVERAGE HOTEL OCCUPANCY

0%
VS. FEBRUARY 2022

▲ **17%**
VS. FEBRUARY 2021

▲ **1%**
VS. CYTD 2022

▲ **20%**
VS. CYTD 2021

AVERAGE DAILY RATE

▲ **11%**
VS. FEBRUARY 2022

▲ **56%**
VS. FEBRUARY 2021

▲ **11%**
VS. CYTD 2022

▲ **53%**
VS. CYTD 2021

Source: City of Albuquerque
See full collections analysis on pg. 1 of the President's Report

Source: STR, Inc.
See expanded STR data on pg. 2 of the President's Report

Source: STR, Inc.
See expanded STR data on pg. 2 of the President's Report

FEBRUARY 2023 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE AVERAGE

60%

COMP. SET AVERAGE

65%

U.S. AVERAGE

60%

Source: STR, Inc.

FEBRUARY 2023 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE AVERAGE

\$104.51

COMP. SET AVERAGE

\$147.60

U.S. AVERAGE

\$152.01

Source: STR, Inc.

March 2023 Destination Dashboard

FEBRUARY 2023 - SUNPORT AIRLINE METRICS

333,638
TOTAL PASSENGERS

▲ **18%**
VS. FEBRUARY 2022
TOTAL PASSENGERS

▲ **219%**
VS. FEBRUARY 2021
TOTAL PASSENGERS



TOTAL FEBRUARY
DEPLANED PASSENGERS

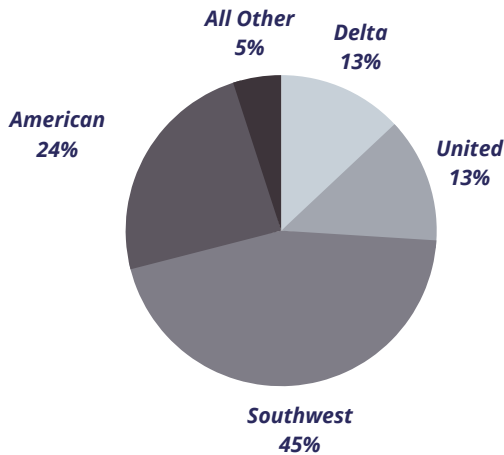
168,355

TOTAL FEBRUARY
ENPLANED PASSENGERS

165,283



AIRLINES BY % OF MARKET SHARE



5-YR FYTD TOTAL PASSENGERS

FY19 3,582,755

FY20 3,500,382

FY21 953,185

FY22 2,731,168

FY23 3,225,445

Source: Albuquerque International Sunport

LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

42,600

TOTAL FEBRUARY 2023 LEISURE &
HOSPITALITY EMPLOYMENT

▲ **1%**
VS. FEBRUARY 2022

▲ **31%**
VS. FEBRUARY 2021

43.1K
FEB. 2019

44.1K
FEB. 2020

32.5K
FEB. 2021

42.2K
FEB. 2022

42.6K
FEB. 2023

5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

March 2023 Destination Dashboard

MARCH BUSINESS OCCURRING	MAR '23	MAR '22	% CHANGE VS. MAR '22	% CHANGE VS. MAR '21
# OF MEETINGS/EVENTS	44	17	159%▲	780%▲
ROOM NIGHTS	42,974	16,782	156%▲	810%▲
ATTENDANCE	68,444	32,165	113%▲	2.2K%▲
DIRECT SPEND	\$21,557,491	\$7,441,163	190%▲	1.2%▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	4	31	-6%▼	675%▲
ROOM NIGHTS	6,135	64,764	3%▲	478%▲
ATTENDANCE	4,829	100,065	-12%▼	1.4K%▲
DIRECT SPEND	\$3,323,185	\$30,964,606	10%▲	398%▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	99	149	38%▲	176%▲
ROOM NIGHTS	27,868	44,057	42%▲	117%▲
ATTENDANCE	24,403	69,343	37%▲	292%▲
DIRECT SPEND	\$13,603,264	\$22,922,493	71%▲	139%▲

*Citywides have a minimum of 400 room nights on peak.

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	92	79,501	
	SPORTING EVENTS	ROOM NIGHTS	
	146,293	\$37.9M	
	ATTENDEES	DIRECT SPEND	

COVID-19 IMPACT:

Since March 2020, the overall pace of booking future meetings, conventions, and sporting events has slowed. Nationally the industry is experiencing a delayed recovery with the expectation of returning to pre-pandemic volume by 2024.

March 2023 Destination Dashboard

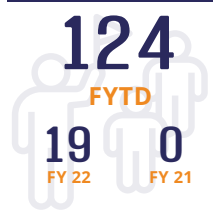
VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
FUTURE EVENTS BOOKED	180	141	28% ▲	58	210% ▲
FUTURE ROOM NIGHTS BOOKED	108,821	94,157	16% ▲	31,529	245% ▲
FUTURE ATTENDANCE BOOKED	169,408	164,399	3% ▲	24,324	596% ▲
FUTURE DIRECT SPEND	\$53,887,099	\$41,550,998	30% ▲	\$15,799,901	241% ▲
GROUP TOURS**	177	189	-4% ▼	0	N/A
GROUP TOUR ROOM NIGHTS**	9,484	12,120	-22% ▼	0	N/A

MARKETING	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
ADVERTISING IMPRESSIONS	570,356,852	283,273,639	101% ▲	39,869,247	1.3K% ▲
WEBSITE USER SESSIONS	2,010,714	1,912,681	5% ▲	1,004,143	100% ▲
SOCIAL MEDIA FOLLOWERS	275,095	242,224	14% ▲	220,134	25% ▲
VISITOR GUIDE FULFILLMENT	17,748	18,231	-3% ▼	8,589	107% ▲
VISITOR CENTER TRAFFIC	59,256	66,194	-10% ▼	222	3.6k% ▲
EARNED MEDIA TRAVEL ARTICLES	56	53	6% ▲	46	22% ▲
EARNED MEDIA CIRCULATION REACH	267,380,326	328,477,553	-19% ▼	211,533,364	26% ▲
EARNED MEDIA PUBLICITY VALUE	\$2,570,194	\$1,783,103	44% ▲	\$4,305,215	-40% ▼

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
SALES	35	26	35%	13	169%
MARKETING	15	16	-6%	1	1.4K%

ACE TRAINEES



*FYTD= Fiscal year to date. Visit Albuquerque's fiscal year runs July 1 - June 30.

**Data reported is quarterly.

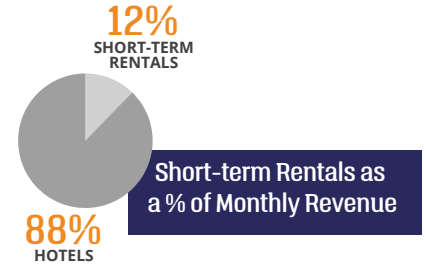
†FY23 and FY22 ad impressions include co-op partnership with NM True. FY23 ad impressions include ATMD marketing.

‡Does not include local coverage or syndications/additional pickups.

March 2023 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Jan. '23	Jan. '22	
		TOTAL	% CHG
TOTAL REVENUE	\$1,070,669	\$965,066	12% ▲
SHORT-TERM RENTALS (STR)**	\$131,489	\$82,642	21% ▲
REVENUE MINUS STR	\$939,180	\$882,424	11% ▲

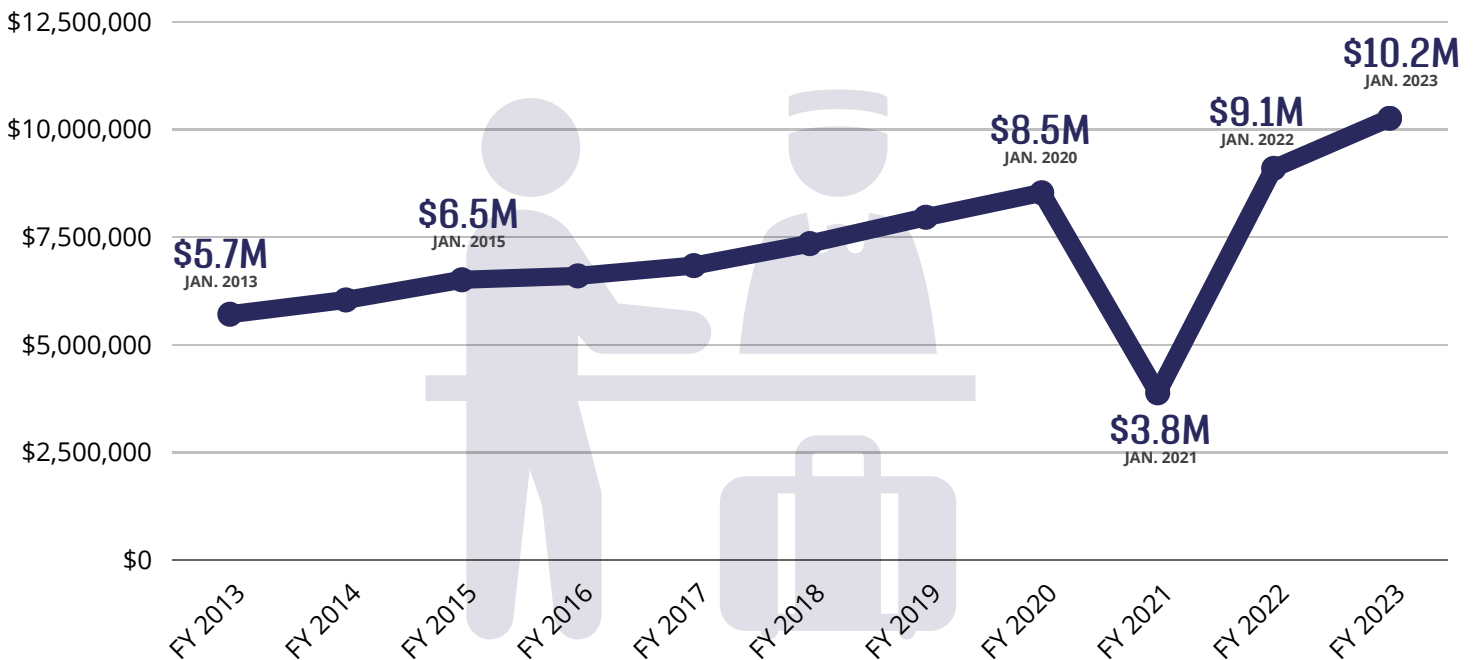


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 22		FYTD vs. FYTD 21	
		TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$10,258,096	\$9,094,625	13% ▲	\$3,884,439	164% ▲
SHORT-TERM RENTALS (STR)**	\$882,786	\$678,226	30% ▲	\$292,293	202% ▲
REVENUE MINUS STR	\$9,375,310	\$8,416,399	11% ▲	\$3,592,146	161% ▲

*Value rounded up to nearest dollar.

** Includes Airbnb, VRBO/Home Away, and short-term rentals collections.

LODGERS' TAX FYTD HISTORY: FY 2013 - FY 2023



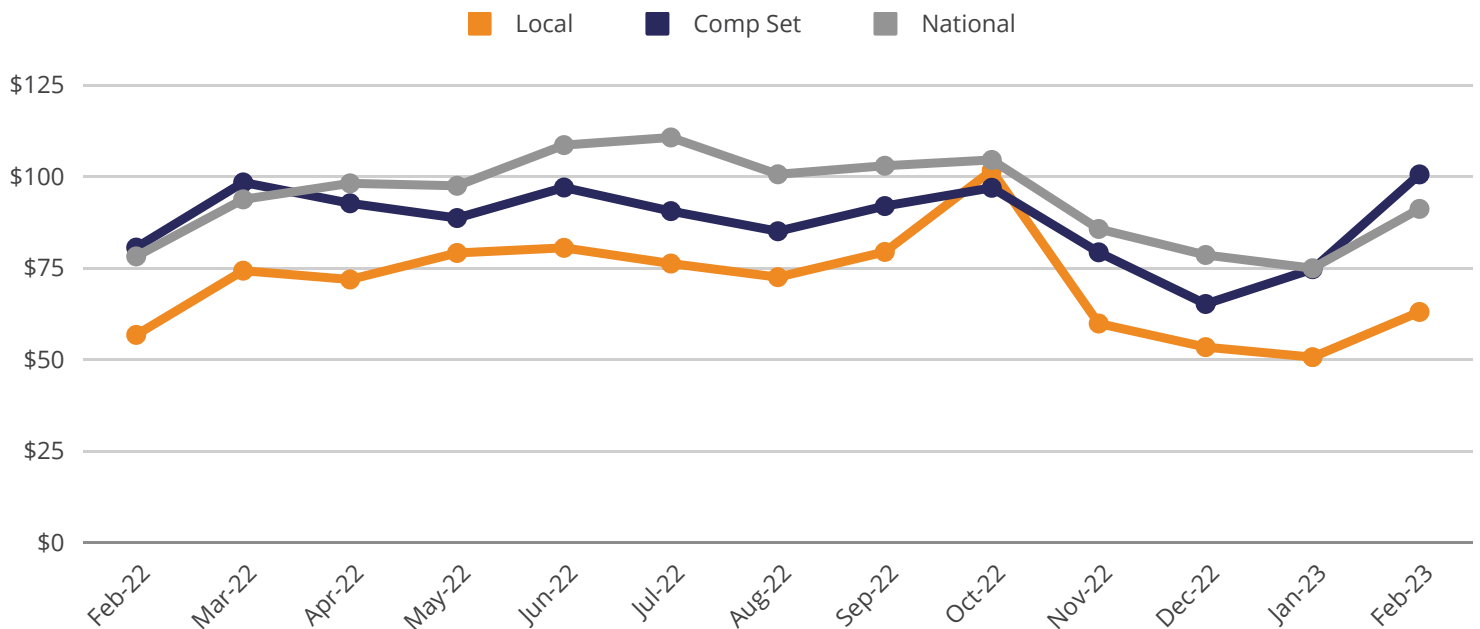


STR, INC. LODGING INDUSTRY REPORT - February 2023

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	56%	1% ▲	\$101.15	11% ▲	\$56.65	12% ▲
COMP SET*	61%	9% ▲	\$138.53	14% ▲	\$81.08	24% ▲
UNITED STATES	56%	8% ▲	\$147.13	15% ▲	\$82.71	22% ▲

*Comp Set Includes: Austin, Charlotte, Colorado Springs, Denver, Little Rock, Oklahoma City, Phoenix, Portland, Salt Lake City and Tucson

RevPAR: February 2022 - February 2023



Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	41%	-12% ▼	\$149.95	11% ▲	\$60.87	-2% ▼
UPTOWN	57%	34% ▲	\$124.58	9% ▲	\$71.41	46% ▲
AIRPORT	59%	7% ▲	\$103.79	5% ▲	\$61.28	13% ▲
NORTH I-25 CORRIDOR	54%	21% ▲	\$127.79	10% ▲	\$69.19	33% ▲

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Source: STR, Inc.

SALES, SERVICES & SPORTS - MARCH 2023

44

MONTH'S TOTAL
EVENT BOOKINGS

\$21.5M

ESTIMATED DIRECT
SPEND GENERATED

42,974

MONTH'S TOTAL
ROOM NIGHTS BOOKED

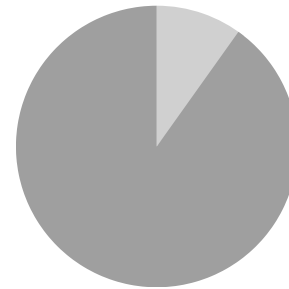
180

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

▲ 28%
FYTD VS. FYTD 22

▲ 210%
FYTD VS. FYTD 21

90%
SPORTING
EVENTS



10%
MEETINGS &
CONVENTIONS

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

MARCH:

- 1-3: MIC COLORADO - DENVER, CO
- 7-9: BUSINESS EVENTS INDUSTRY WEEK - NATIONAL HARBOR, MD
- 21-24 - MEDIA MISSION - DENVER, CO
- 25: DESTINATION SHOWCASE - NATIONAL HARBOR, MD
- 29-31: DMA WEST TECH SUMMIT & VENDOR SHOWCASE - SALT LAKE CITY, UT
- 30: GLOBAL MEETINGS INDUSTRY DAY - ALBUQUERQUE, NM

APRIL:

- 1-2: TRAVEL & ADVENTURE SHOW - DALLAS, TX
- 3-7: VISIT ALBUQUERQUE SPRING MEETING PLANNER AND TRADE MEDIA FAMILIARIZATION TRIP - ALBUQUERQUE, NM
- 3-6: DESTINATIONS INTERNATIONAL CEO SUMMIT - VICTORIA, BC
- 11-13: CONNECT SPRING MARKETPLACE - LAS VEGAS, NV
- 11-13: ETOURISM SUMMIT - LAS VEGAS, NV
- 23-26: SIMPVIEW SUMMIT - HOUSTON, TX
- 24-27: MEDIA MISSION - LOS ANGELES, CA

MAY:

- 2-5: CULINARY & CULTURE TRADE MEDIA FAMILIARIZATION TRIP - ALBUQUERQUE, NM
- 3-5: ZARTICON - TAMPA BAY, FL
- 8-11: SPORTS ETA SYMPOSIUM - KANSAS CITY, MO
- 8-10: NMHA GOVERNOR'S CONFERENCE ON HOSPITALITY AND TOURISM - LAS CRUCES, NM
- 20-24: US TRAVEL ASSOCIATION IPW - SAN ANTONIO, TX

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

SALES, SERVICES & SPORTS (CONT.)

LOST BUSINESS

26

TOTAL LOST
EVENTS

15,190

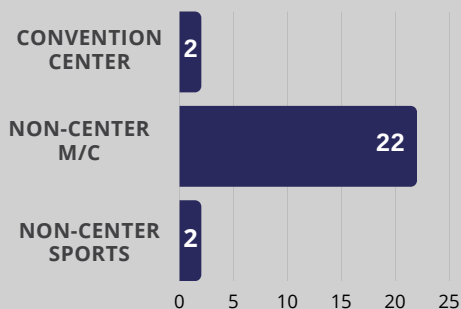
LOST ROOM
NIGHTS

5,945

LOST ATTENDEES

\$5.7M

LOST EST. DIRECT
SPEND

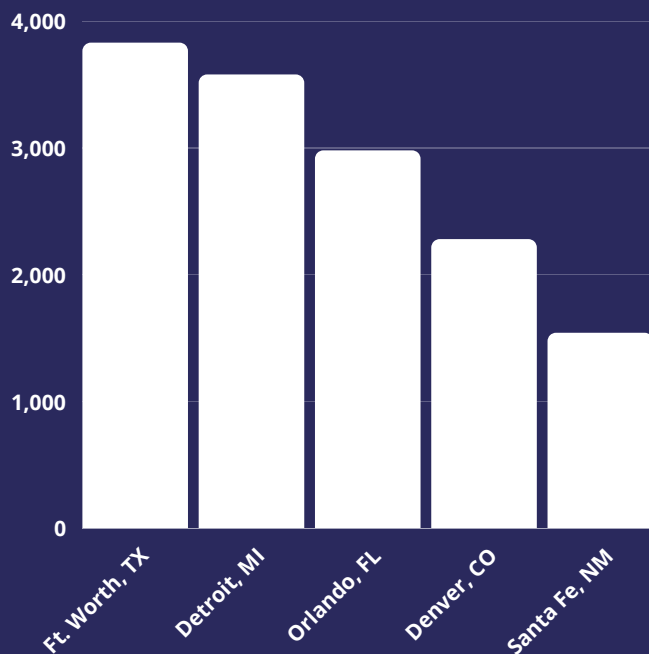


Convention Center Lost Business Reasons FYTD

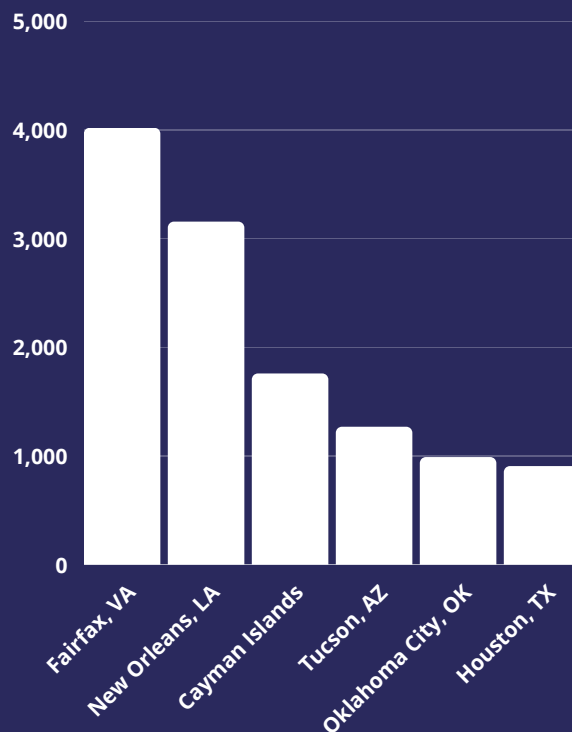
% of Room Nights Lost

Other Location(s) Preferred	49%
Insufficient Local Infrastructure	21%
Event Redesigned/Restructured	7%
Dates/Space Availability	6%

Most Room Nights Lost To (FYTD Convention Center Events)



Most Room Nights Lost To (FYTD Non-Center Meetings/Conventions)



. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT - MARCH 2023

ACTIVE PARTNERS BY CATEGORY

580

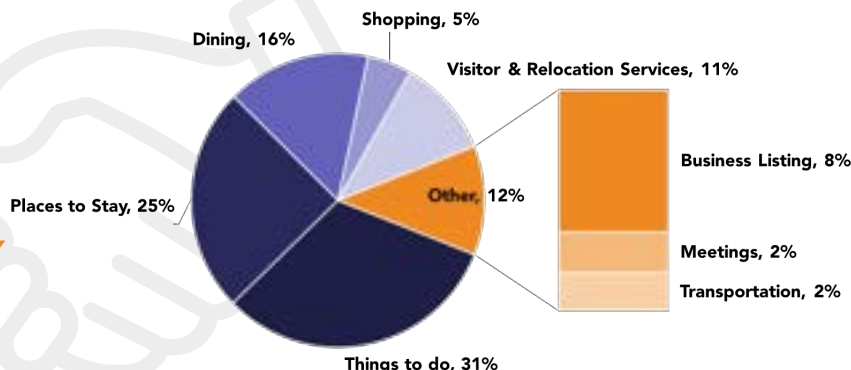
FYTD PARTNERSHIP

-7% ▼

VS. FY22

-9% ▼

VS. FY21



FYTD PARTNER REVENUE OVERVIEW

\$421,676

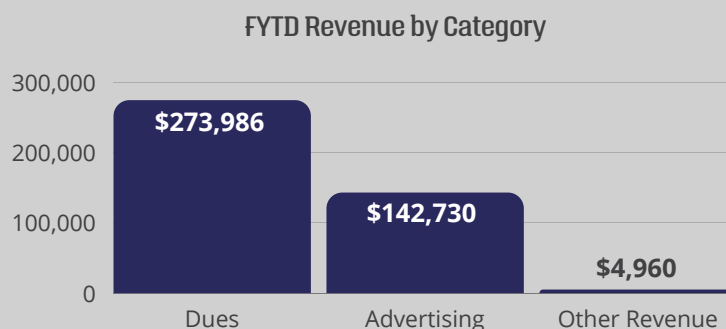
FYTD REVENUE

49% ▲

VS. FY22

139% ▲

VS. FY21



RECENT PARTNER EVENTS

ACE Training at National Museum of Nuclear Science & History

12
ATTENDEES

ACE Training for Rainbow Ryders

12
ATTENDEES

Business Exchange at Hotel Zazz and Z Lounge

72
ATTENDEES

NEW PARTNER CORNER:

- Sunday Service Motor Company
- Fastsigns Albuquerque Northwest
- What's New In ABQ
- UN-17
- New Mexico Wine
- New Nuevo LLC
- Teddy Roe's Bar



UPCOMING PARTNER EVENTS

- New Partner Orientation, April 19, 2023 at Visit Albuquerque.
- ACE Training, May 10, 2023 at Sawmill Market.
- New Partner Orientation, May 18, 2023 at Visit Albuquerque

. V I S I T .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARCH AT-A-GLANCE

2

TRAVEL ARTICLES
GENERATED

38K

TRAVEL ARTICLE
IMPRESSIONS GENERATED

100%

POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

\$21.8K

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

San Joaquin Magazine - BP Score: 135



FEATURED MEDIA EFFORTS*

3/3: A High-Flying Weekend in Albuquerque - San Joaquin Magazine

3/7: Visit Albuquerque opens grant program aimed at driving tourism to the Duke City - Albuquerque Business First

3/9: NCAA and Indoor Track Season economic impact - KOB

3/11: Businesses could get up to \$50k through ABQ Tourism Grant Program - KRQE

3/22: Volunteers tackle maintenance work on historic WWII locomotive - KRQE

3/29: These Urban Hikes Are Wild Adventures Inside City Limits* - Backpacker

*Color Key: Local Media, National Media

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

3/8: "Experience the World's Largest Native American Pow Wow"

90,388
LEISURE CONTACTS

OPEN RATE

34%

CLICK-TO-OPEN RATE

4%

3/31: "Celebrate the World's Largest Native American Pow Wow"

3,251
LOCAL CONTACTS

44%

12%

SOCIAL MEDIA FOLLOWERS BY PLATFORM



132,286



59,045



53,264



27,302

104,664

TOTAL SOCIAL MEDIA
ENGAGEMENTS THIS MONTH

119

TOTAL SOCIAL MEDIA
POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



.VISIT.

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

MARCH

3 Tania Armenta and Angie Jepsen attended a meeting with UNM Athletics leadership.

- 6**
- Liz Burnam attended an Old Town meeting with a presentation of ECHO by Maria Wolfe.
 - Tania Armenta attended a New Mexico Hospitality Association Government Affairs meeting.

7 Tania Armenta served as panelist with three other women DMO leaders from Seattle, WA; Raleigh, NC; and Mobile, AL on a Women in Leadership panel moderated by Simpleview's Chief of Staff, Cara Frank.

11 Visit Albuquerque staff led by Liz Burnam hosted a New Mexico Steam Locomotive volunteer and staff site visit.

15 Tania Armenta attended an Albuquerque Balloon Fiesta Board Meeting.

- 16**
- Visit Albuquerque marketing and partnership teams attended a lunch and tour of the Indian Pueblo Cultural Center.
 - Tania Armenta and Scott Craighead attended the Greater Albuquerque Hotel & Lodging Association Luncheon.
 - Visit Albuquerque board and staff attended the AREA Quarterly Event: The Case for Downtown presentation.

- 22**
- Erin Rheinschild and team attended the Día de Familia y Comunidad: Fiesta de Barelas hosted by the National Hispanic Cultural Center.
 - Brenna Moore led a media activation in Denver, "An Evening of Albuquerque Culture & Cuisine".

30 Visit Albuquerque along with industry partners hosted Global Meetings Industry Day Celebration at the Albuquerque Convention Center.

Events Hosted by Visit Albuquerque

3/13: Tourism Grant Program Informational Webinar

3/15: Visit Albuquerque Partner Orientation

3/21: Visit Albuquerque Executive Committee Meeting

3/28: Visit Albuquerque Board of Directors Meeting

3/30: Global Meetings Industry Day at the Albuquerque Convention Center

3/30: USATF Volunteer Appreciation