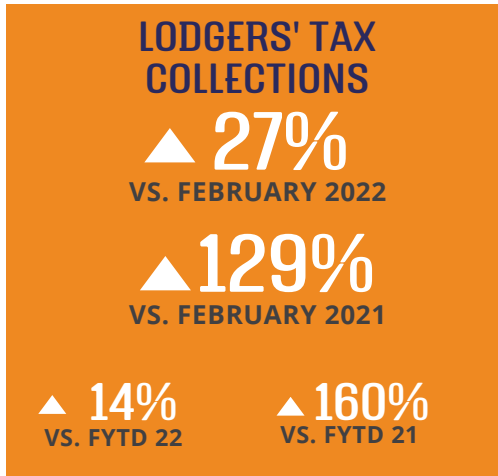


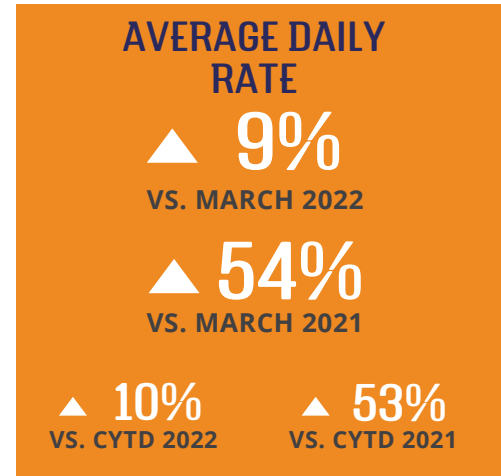
# April 2023 Destination Dashboard



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

## MARCH 2023 - OCCUPANCY RATE COMPARISON

ALBUQUERQUE AVERAGE

**70%**

COMP. SET AVERAGE

**70%**

U.S. AVERAGE

**65%**

0 25 50 75

Source: STR, Inc.

## MARCH 2023 - AVERAGE DAILY RATE COMPARISON

ALBUQUERQUE AVERAGE

**\$113.64**

COMP. SET AVERAGE

**\$149.02**

U.S. AVERAGE

**\$158.17**

0 50 100 150 200

Source: STR, Inc.

# April 2023 Destination Dashboard

## MARCH 2023 - SUNPORT AIRLINE METRICS

**401,986**  
TOTAL PASSENGERS

▲ 8%

VS. MARCH 2022  
TOTAL PASSENGERS

▲ 109%

VS. MARCH 2021  
TOTAL PASSENGERS



TOTAL MARCH  
**DEPLANED** PASSENGERS

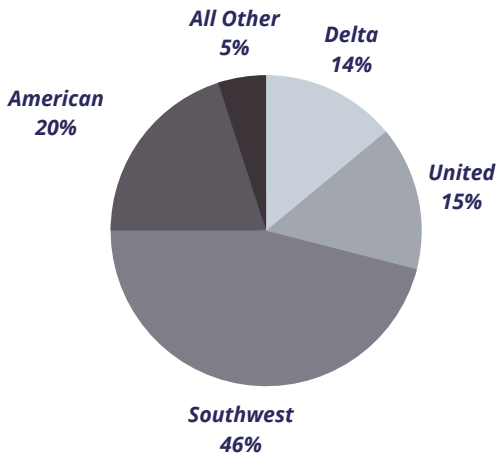
**199,499**

TOTAL MARCH  
**ENPLANED** PASSENGERS

**202,487**



## AIRLINES BY % OF MARKET SHARE



## 5-YR FYTD TOTAL PASSENGERS

FY19 4,011,501

FY20 3,711,469

FY21 1,145,092

FY22 3,104,761

FY23 3,627,431

Source: Albuquerque International Sunport

## LEISURE & HOSPITALITY EMPLOYMENT STATISTICS

**44,100**

TOTAL MARCH 2023 LEISURE &  
HOSPITALITY EMPLOYMENT

▲ 3%

VS. MARCH 2022

▲ 27%

VS. MARCH 2021

43.8K  
MAR. 2019

43.7K  
MAR. 2020

34.7K  
MAR. 2021

43K  
MAR. 2022

44.1K  
MAR. 2023

## 5-YEAR LEISURE & HOSPITALITY INDUSTRY EMPLOYMENT

Source: Bureau of Labor Statistics, Current Employment Statistics

# April 2023 Destination Dashboard

APRIL BUSINESS OCCURRING	APR '23	APR '22	% CHANGE VS. APR '22	% CHANGE VS. APR '21
# OF MEETINGS/EVENTS	18	17	6%▲	800%▲
ROOM NIGHTS	10,226	14,029	-27%▼	1.5K%▲
ATTENDANCE	17,579	24,779	-29%▼	4.5K%▲
DIRECT SPEND	\$4,912,622	\$5,813,923	-16%▼	2.8K%▲

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	4	37	0%	640%▲
ROOM NIGHTS	7,477	76,008	8%▲	507%▲
ATTENDANCE	4,829	117,730	-6%▼	1K%▲
DIRECT SPEND	\$3,536,915	\$36,143,979	17%▲	433%▲

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '22	% CHANGE VS. FY '21
EVENTS	105	159	29%▲	169%▲
ROOM NIGHTS	30,707	46,563	37%▲	104%▲
ATTENDANCE	29,111	78,299	36%▲	309%▲
DIRECT SPEND	\$15,009,721	\$24,217,181	64%▲	129%▲

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

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)			
	104	90,611	
	SPORTING EVENTS	ROOM NIGHTS	
	171,564	\$43.4M	
	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.

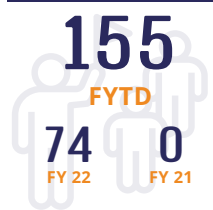
# April 2023 Destination Dashboard

## VISIT ALBUQUERQUE PERFORMANCE METRICS

MEETINGS, CONVENTIONS & SPORTS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
FUTURE EVENTS BOOKED	196	160	23% ▲	64	206% ▲
FUTURE ROOM NIGHTS BOOKED	122,571	104,141	18% ▲	35,354	247% ▲
FUTURE ATTENDANCE BOOKED	196,029	182,390	7% ▲	29,399	567% ▲
FUTURE DIRECT SPEND	\$60,361,160	\$45,770,906	32% ▲	\$17,347,315	248% ▲
GROUP TOURS**	177	184	-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	920,399,096	376,252,556	145% ▲	41,386,359	2.1K% ▲
WEBSITE USER SESSIONS	2,270,251	2,135,589	6% ▲	1,158,567	95% ▲
SOCIAL MEDIA FOLLOWERS	278,824	249,255	12% ▲	220,516	26% ▲
VISITOR GUIDE FULFILLMENT	19,731	20,052	-2% ▼	10,156	94% ▲
VISITOR CENTER TRAFFIC	66,859	73,959	-10% ▼	352	2K% ▲
EARNED MEDIA TRAVEL ARTICLES	59	56	5% ▲	50	18% ▲
EARNED MEDIA CIRCULATION REACH	387,707,456	334,958,813	16% ▲	217,122,938	79% ▲
EARNED MEDIA PUBLICITY VALUE	\$3,836,219	\$1,795,348	114% ▲	\$4,440,328	-14% ▼

FAMILIARIZATION & SITE TOURS	FYTD*	FYTD 22 TOTAL	FYTD 22 % CHG	FYTD 21 TOTAL	FYTD 21 % CHG
SALES	40	29	38%	15	167%
MARKETING	19	35	-46%	3	375%

### ACE TRAINEES



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

\*\*Data reported is quarterly.

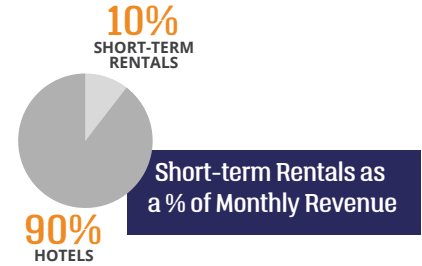
†FY23 and FY22 ad impressions include co-op partnership with NM True. FY23 ad impressions include ATMD marketing.

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

# April 2023 President's Report

## LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Feb. '23	Feb. '22	% CHG
TOTAL REVENUE	\$1,268,860	\$999,275	27% ▲
SHORT-TERM RENTALS (STR)**	\$133,121	\$114,797	16% ▲
REVENUE MINUS STR	\$1,135,739	\$884,477	28% ▲

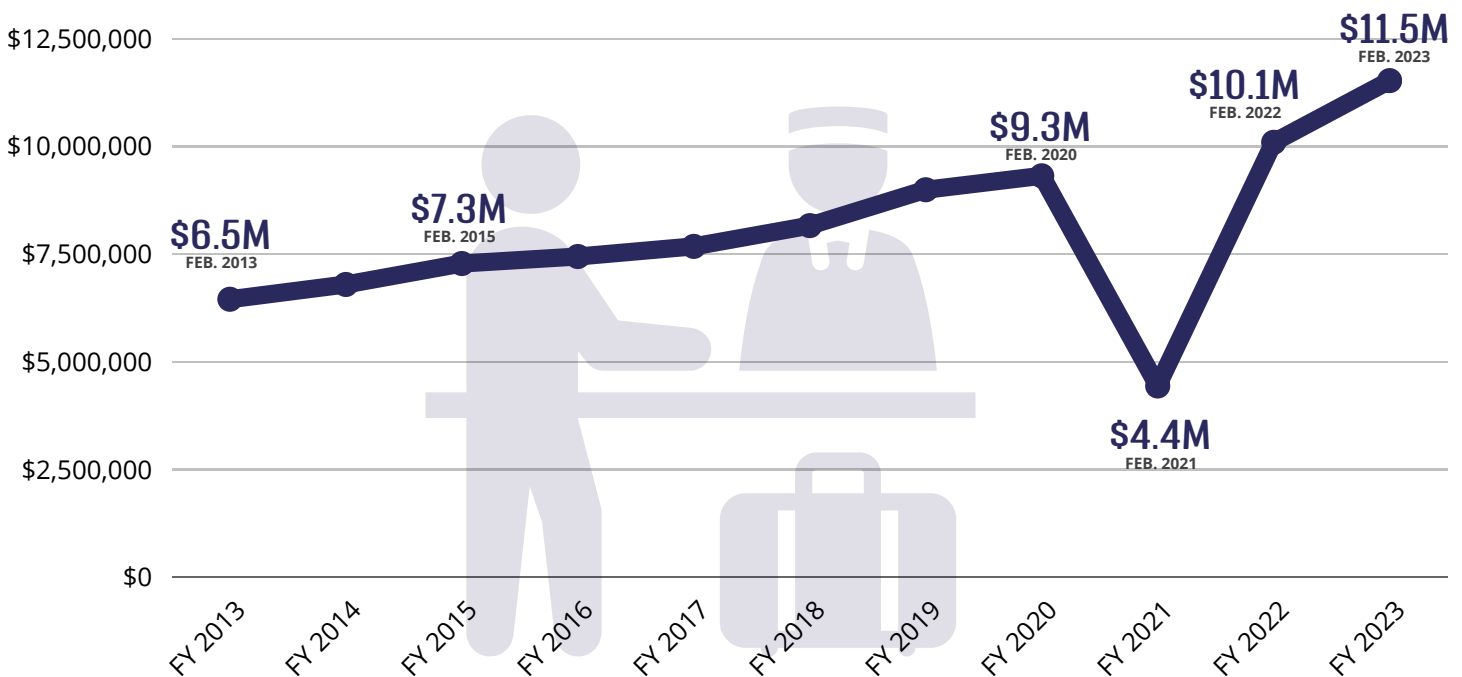


FYTD LODGERS' TAX COLLECTION*	FYTD	FYTD vs. FYTD 22	FYTD vs. FYTD 21
		TOTAL % CHG	TOTAL % CHG
TOTAL REVENUE	\$11,526,957	\$10,093,900 14% ▲	\$4,437,809 160% ▲
SHORT-TERM RENTALS (STR)**	\$1,015,908	\$793,024 28% ▲	\$344,192 195% ▲
REVENUE MINUS STR	\$10,511,049	\$9,300,876 13% ▲	\$4,093,617 157% ▲

\*Value rounded up to nearest dollar.

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

## LODGERS' TAX FYTD HISTORY: FY 2013 - FY 2023



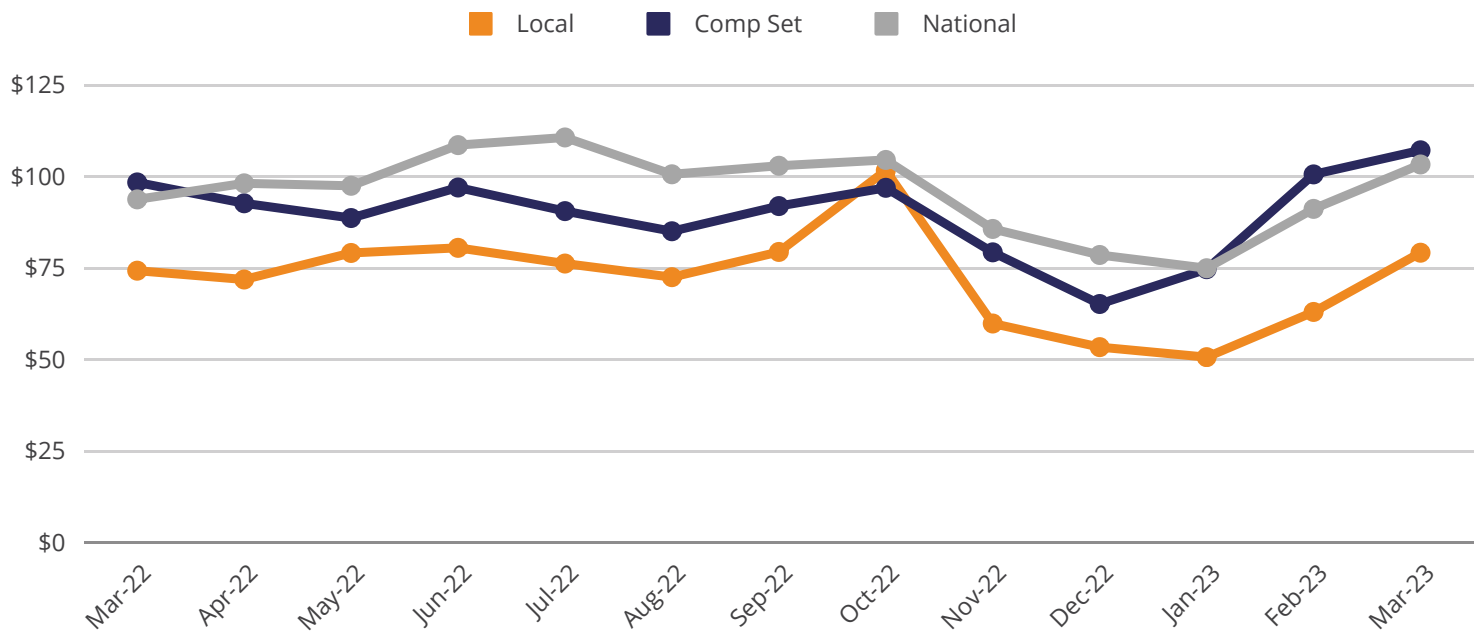


# STR, INC. LODGING INDUSTRY REPORT - MARCH 2023

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	61%	0%	\$106.11	10% ▲	\$64.44	10% ▲
COMP SET*	64%	6% ▲	\$141.99	11% ▲	\$93.63	17% ▲
UNITED STATES	59%	6% ▲	\$151.16	10% ▲	\$89.69	17% ▲

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

## RevPAR: March 2022 - March 2023



## Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	45%	-2% ▼	\$154.03	9% ▲	\$70.05	7% ▼
UPTOWN	61%	23% ▲	\$128.43	9% ▲	\$78.26	33% ▲
AIRPORT	66%	4% ▲	\$110.04	5% ▲	\$72.22	10% ▲
NORTH I-25 CORRIDOR	61%	15% ▲	\$132.08	11% ▲	\$80.64	27% ▲

Republication or other reuse of this data without the written permission of STR, Inc. is strictly prohibited

Source: STR, Inc.

# SALES, SERVICES & SPORTS - APRIL 2023

16

MONTH'S TOTAL  
EVENT BOOKINGS

\$6.5M

ESTIMATED DIRECT  
SPEND GENERATED

13,750

MONTH'S TOTAL  
ROOM NIGHTS BOOKED

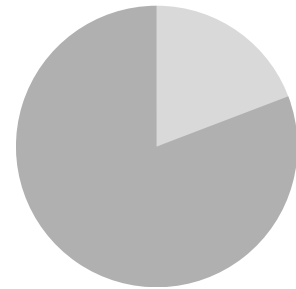
196

# OF MEETINGS, CONVENTIONS &  
SPORTS LEADS PRODUCED FYTD

▲ 23%  
FYTD VS. FYTD 22

▲ 206%  
FYTD VS. FYTD 21

81%  
SPORTING  
EVENTS



18%  
MEETINGS &  
CONVENTIONS

MONTH'S ROOM NIGHTS  
BOOKED BY EVENT TYPE

## RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

### 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: SIMPLEVIEW 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
- 22-25: GREATER PHILADELPHIA BUSINESS EXCHANGE/ SALES MISSION

### JUNE:

- 12-15: 365 EDUCON - WASHINGTON, D.C.
- 13-15: MPI WEC - RIVIERA MAYA, MX
- 13-15: TTRA ANNUAL CONFERENCE - ST. LOUIS, MO
- 20-23: PRSA TRAVEL AND TOURISM 2023 - MADISON, WI
- 23-26: MILITARY REUNION SUMMIT - NIAGARA FALLS, NY

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ALBUQUERQUE

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# SALES, SERVICES & SPORTS (CONT.)

## LOST BUSINESS

13

TOTAL LOST  
EVENTS

7,411

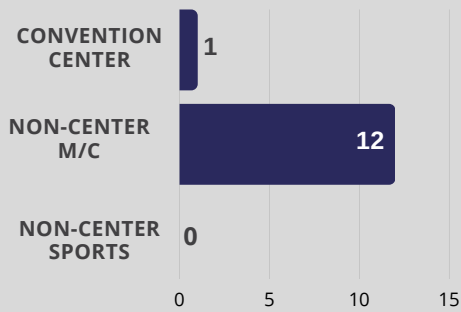
LOST ROOM  
NIGHTS

3,301

LOST ATTENDEES

\$4.2M

LOST EST. DIRECT  
SPEND

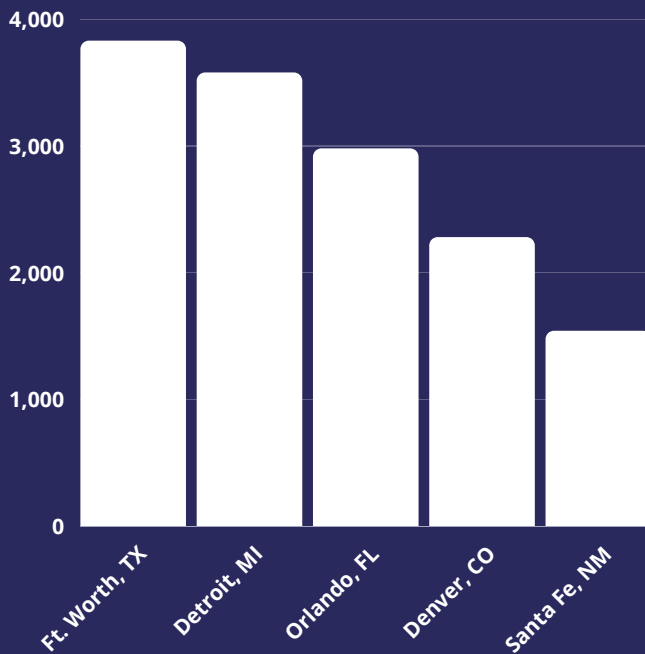


### Convention Center Lost Business Reasons FYTD

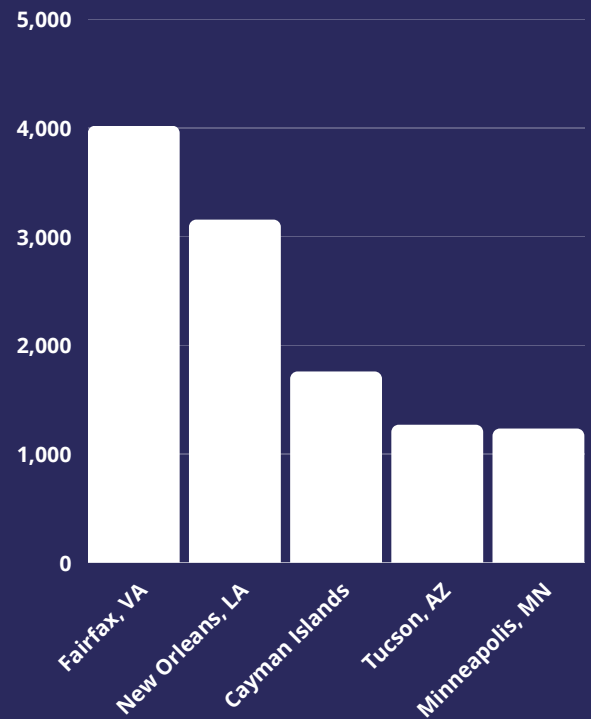
% of Room Nights Lost

Other Location(s) Preferred	47%
Insufficient Local Infrastructure	20%
Event Redesigned/Restructured	11%
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 .

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# PARTNER DEVELOPMENT - APRIL 2023

## ACTIVE PARTNERS BY CATEGORY

580

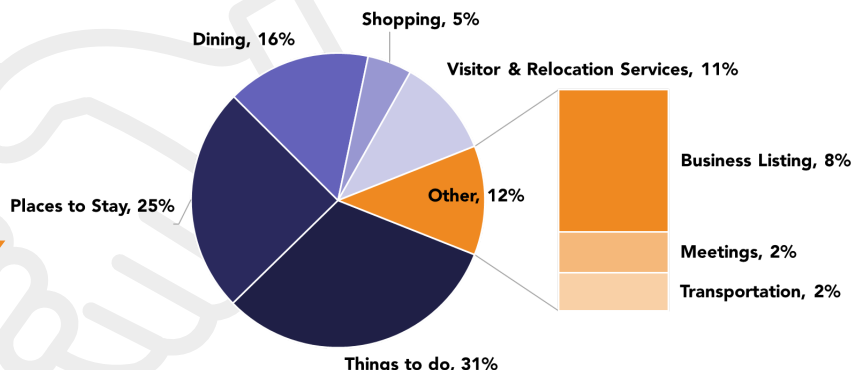
FYTD PARTNERSHIP

-7% ▼

VS. FY22

-6% ▼

VS. FY21



## FYTD PARTNER REVENUE OVERVIEW

\$458,041

FYTD REVENUE

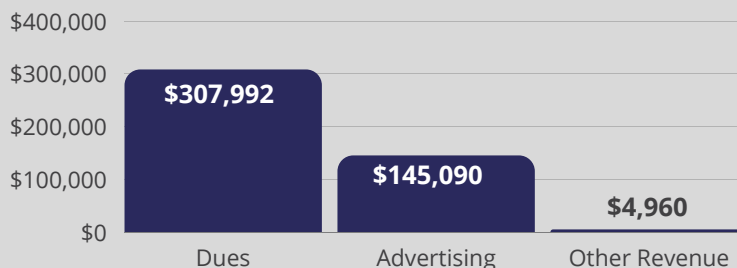
55% ▲

VS. FY22

130% ▲

VS. FY21

FYTD Revenue by Category



## RECENT PARTNER EVENTS

ACE Training for Rainbow Ryders

12  
ATTENDEES

Business Exchange at  
Hotel Zazz and Z Lounge

82  
ATTENDEES

ACE Training at Hotel Zazz

15  
ATTENDEES

## NEW PARTNER CORNER:

- Topgolf
- Elegance Limousines & Black Car Services
- CNM Ingenuity, Inc. - Space Solutions
- Scalo
- Poki Poki Cevicheria, NE Heights
- Poki Poki Cevicheria, Nob Hill
- Tamashi, NE Heights
- Tamashi, Westside
- The Sweet Cup
- The Tiki Tiki Lounge



## UPCOMING PARTNER EVENTS

- New Partner Orientation, May 17, 2023 at Visit Albuquerque
- Partner Business Exchange, June 1, 2023 at El Vado Motel

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ALBUQUERQUE

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## APRIL AT-A-GLANCE

2

TRAVEL ARTICLES  
GENERATED

118M

TRAVEL ARTICLE  
IMPRESSIONS GENERATED

100%

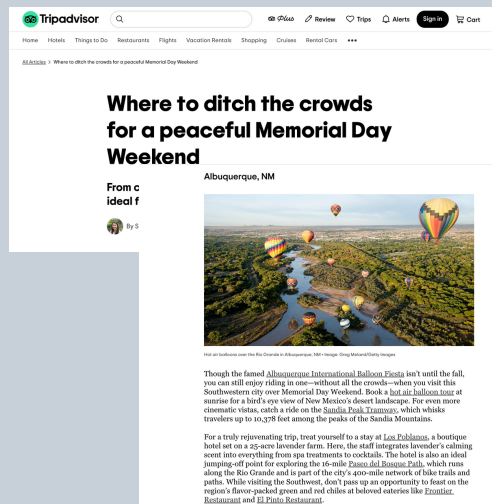
POSITIVE QUALITY  
MEDIA COVERAGE  
(% OF ARTICLES W/ A  
BARCELONA PRINCIPLES  
SCORE OF 55+)

\$1.1M

CORRESPONDING  
PUBLICITY VALUE

## FEATURED ARTICLE

Trip Advisor - BP Score: 84



## FEATURED MEDIA EFFORTS\*

4/7: NCAA Division I Indoor Track & Field Championships exceed projected economic impact by \$700K - Albuquerque Business First

4/7: Visit Albuquerque highlights April events - KRQE

4/9: The 14 Best Bike Trails to Explore US Cities - Travel + Leisure

4/10: Where to ditch the crowds for a peaceful Memorial Day Weekend - Trip Advisor

4/11: \$2.3M coming around the bend: Collegiate indoor track and field championships an economic boon for Albuquerque - Albuquerque Journal

4/18: Festival Flamenco Alburquerque Returns for 36th Year This June - PRWeb

4/27: Ads showcasing Albuquerque making appearances on Denver commuter trains - KRQE

\*Color Key: Local Media, National Media

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**ALBUQUERQUE**

CHANGE YOUR PERSPECTIVE

# MARKETING, COMMUNICATIONS & TOURISM (CONT.)

## E-MARKETING CAMPAIGNS

4/6: "Spring Into Warm Weather Fun in Albuquerque"

90,110  
LEISURE CONTACTS

22%

CLICK-TO-OPEN RATE

3%

4/28: "Spring Into Warm Weather Fun in Albuquerque"

3,252  
LOCAL CONTACTS

41%

12%

## SOCIAL MEDIA FOLLOWERS BY PLATFORM



132,429



58,870



55,588



28,029

105,033

TOTAL SOCIAL MEDIA  
ENGAGEMENTS THIS MONTH

128

TOTAL SOCIAL MEDIA  
POSTS THIS MONTH

## HIGH ENGAGEMENT POSTS

Albuquerque comes to Denver!

Now through January 2024, commuters in the Denver metro area will have an opportunity to ride on light rail trains that showcase Albuquerque's rich culture and some of its most treasured traditions.



3:44 PM · Apr 4, 2023 · 10.5K Views

141 Views · 20 comments

24 R

Visit Albuquerque  
Published by Lisa Brockway · April 1 · 3  
Breaking news: Albuquerque will soon be the first city in the world to install designated traffic lanes just for roadrunners! Your drive through the city will be a little cuter as you share the road with the beloved state bird. Beep beep! #TrueABQ



See insights and ads

Boost post

Original audio

visitabq With a city this pretty, it's hard not to feel like you're in a movie.

#trueabq #abqnm #abqnm505 #wesanderson #accidentalwesanderson #abqoldtown

5d

\_\_traverse\_\_ This is so awesome 🤩 Inspiration!

5d 1 like Reply

View replies (2)

amytischler NAILED IT 🎯

5d 2 likes Reply

View replies (1)

cats\_n\_nm Thank you for highlighting the charms of my new hometown. 🥰

5d Reply

View replies (1)

View insights

Boost post

Like Comment Share

Liked by hawtpizzaco and 2,471 others

6 DAYS AGO

. v i s i t .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

# COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

## APRIL

7

Visit Albuquerque marketing and partnership teams met with National Hispanic Cultural Center Executive Director Zack Quintero.

11

- Liz Burnam hosted a Visit Albuquerque Volunteer Meeting at the Albuquerque Museum.
- Tania Armenta attended the IPCC Capital Campaign Kickoff at the Entrepreneur Complex.

15

Liz Burnam attended the Downtown Growers' Market on a community outreach mission.

19

Tania Armenta attended a Balloon Fiesta Board of Directors Meeting.

20

Tania Armenta presented at the Greater Albuquerque Hotel & Lodging Association Luncheon. Visit Albuquerque board and staff attended the luncheon.

24

- Visit Albuquerque staff attended a meeting with the City of Albuquerque's Aviation Department.
- Tania Armenta attended the NM Amigos Goodwill Ambassador reception.

25

Scott Craighead hosted a hotel Directors of Sales Meeting at the Marriott Pyramid.

26

- Tania Armenta was interviewed by KRQE for a segment on the Gathering of Nations.
- Tania Armenta attended the Destinations International awards committee meeting.

27

- Visit Albuquerque hosted the ASM Global team for a leadership meeting.
- Tania Armenta and Ceela McElveny attended the Lodgers' Tax Advisory Board Meeting.

## Events Hosted by Visit Albuquerque

4/4: Visit Albuquerque Sales and Media Fam Experience

4/11: Business Issues Council (BIC) Meeting

4/13: Visit Albuquerque Partner Business Exchange at Hotel Zazz

4/18: Visit Albuquerque Executive Committee Meeting

4/18: Visit Albuquerque FY24 Marketing Plan Development Retreat

4/19: Visit Albuquerque Partner Orientation