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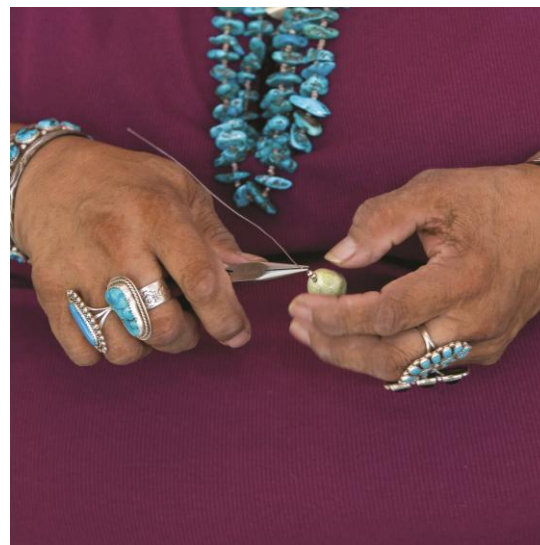
April 2025 Report



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Lodging



Industry Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

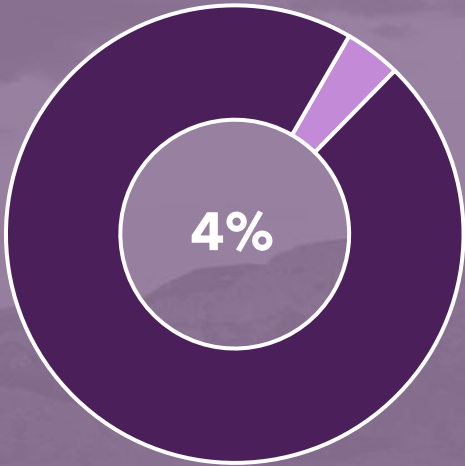
2025 Fiscal Year-to-Date through March

Total Lodgers' Tax Revenue
+ Hospitality Fee Collected

\$16,676,339

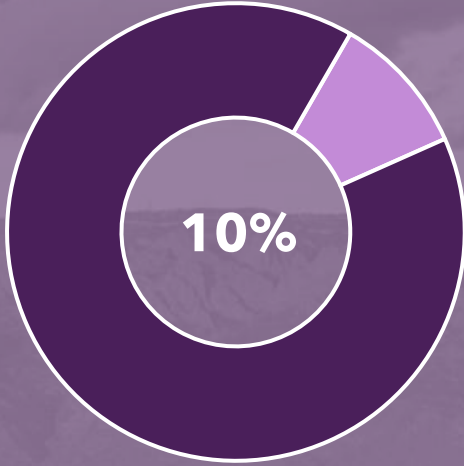
+0.3% vs March 2024

Delinquent Share of Lodger's Tax
Revenue Collected



+1 pts vs March 2024

STR Share of Lodger's Tax
Revenue Collected



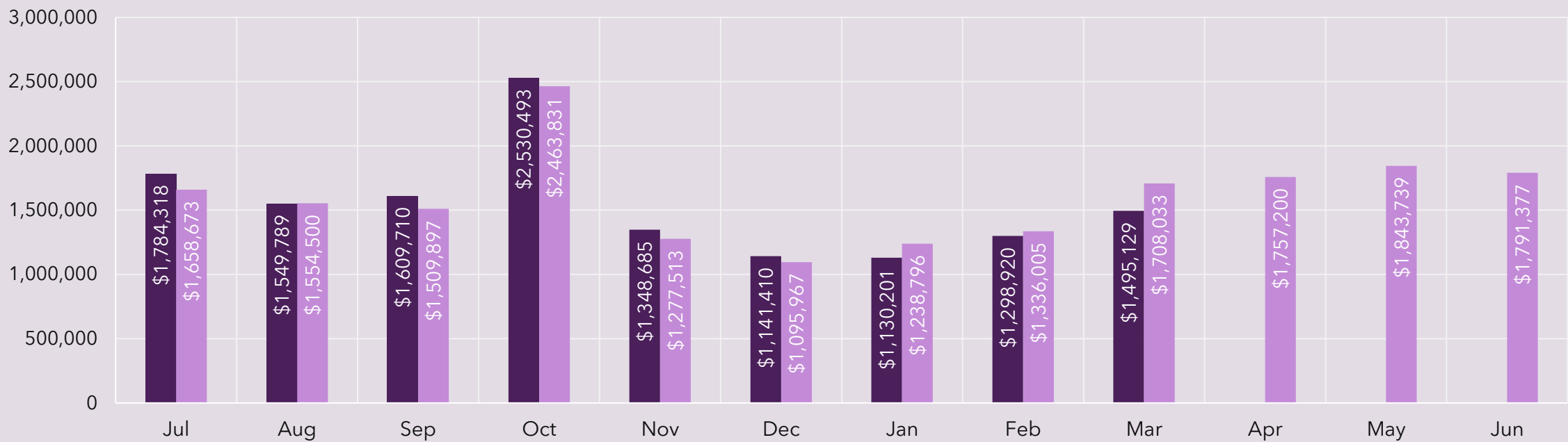
0 pts vs March 2024

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LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY25 FY24

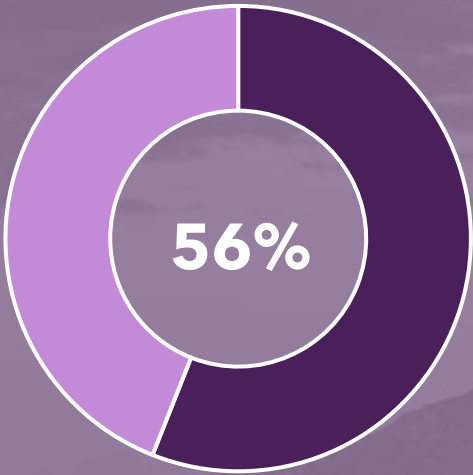


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HOTEL SNAPSHOT

2025 Calendar Year-to-Date through March

Occupancy



-3.9 pts vs March 2024

Average Daily Rate

\$106

-3.2% vs March 2024

Revenue per Available Room

\$60

-9.3% vs March 2024

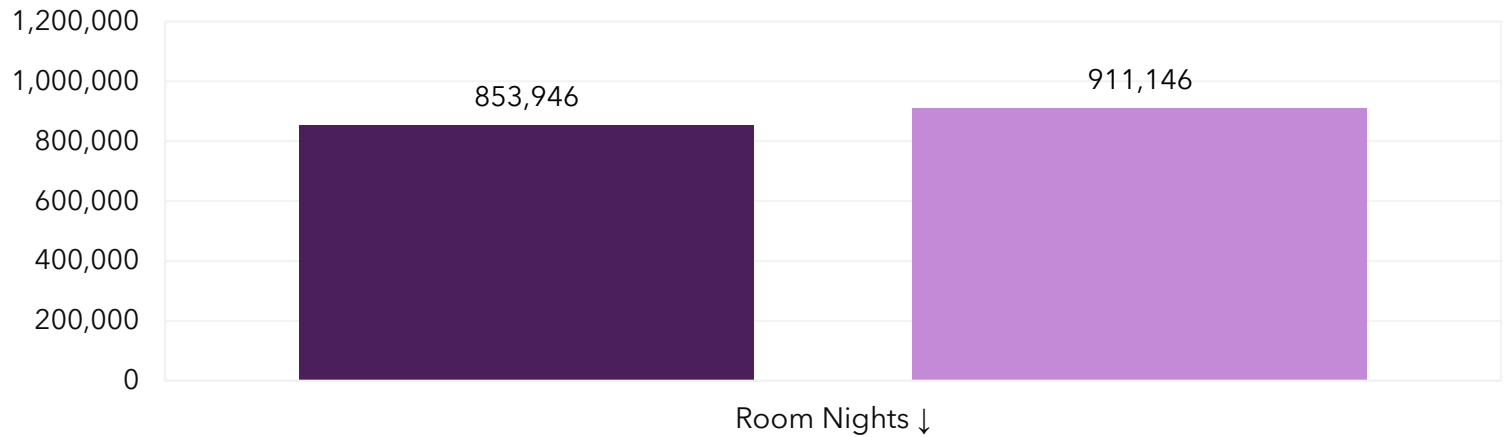
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HOTEL PERFORMANCE

CYTD through March

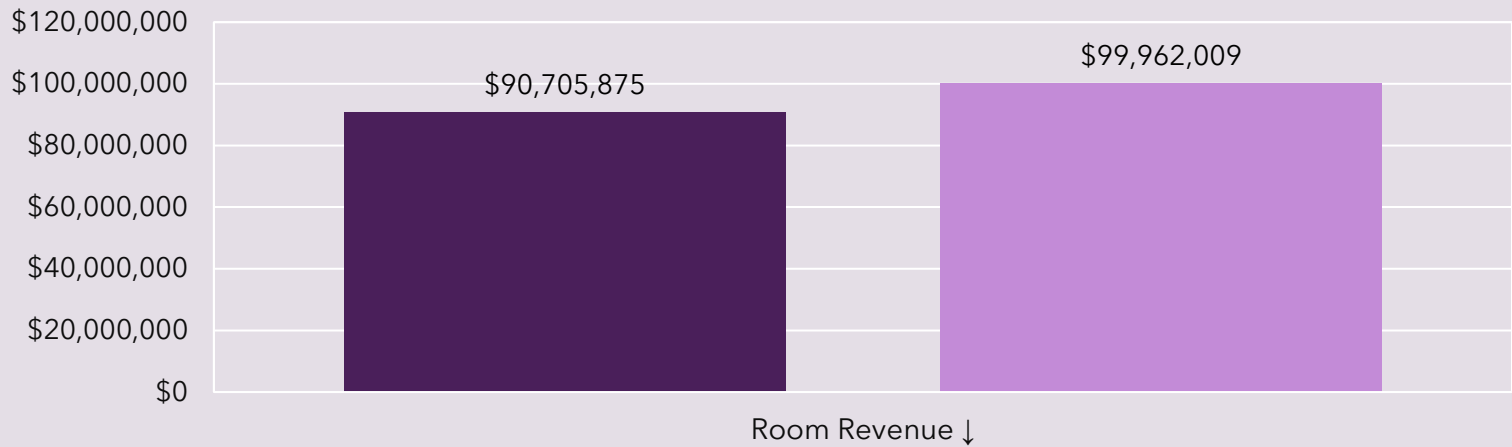
Hotel Demand

CYTD25 CYTD24



Hotel Revenue

CYTD25 CYTD24



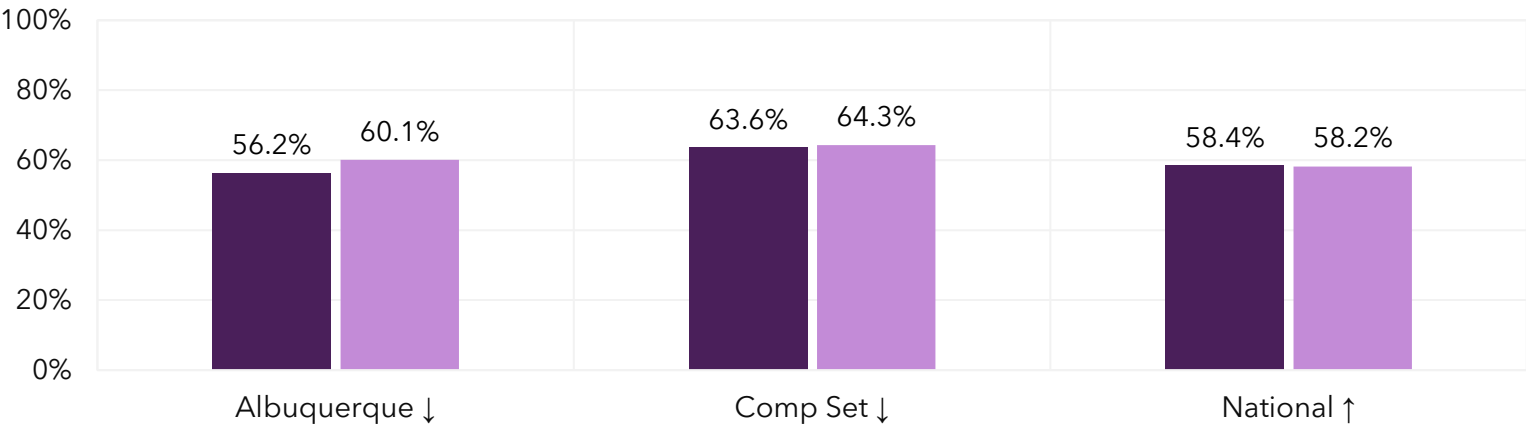
Competitor

HOTEL PERFORMANCE

CYTD through March

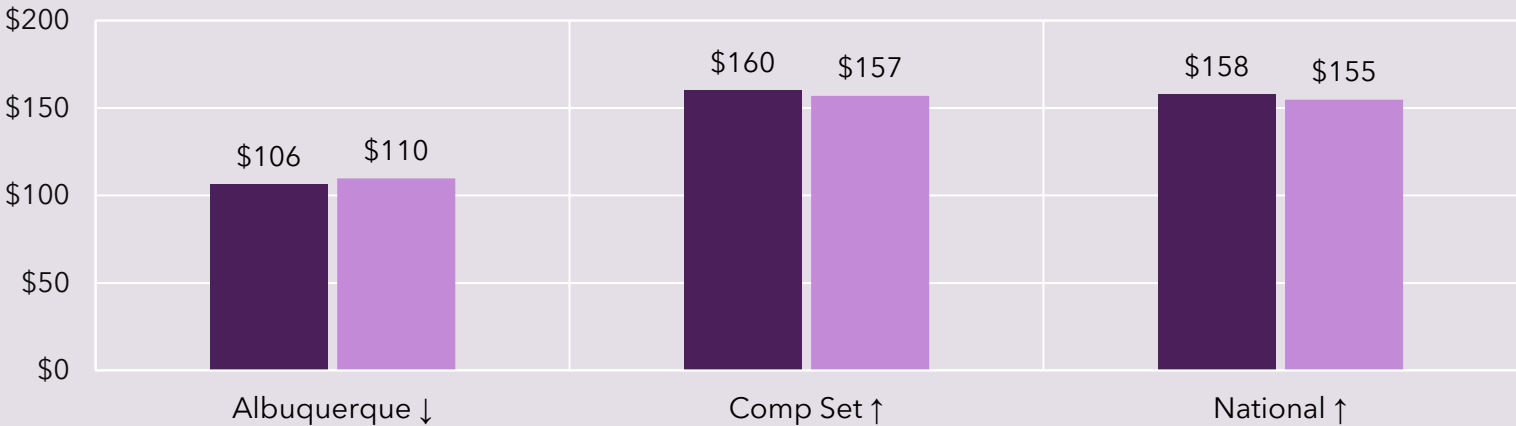
Occupancy

CYTD25 CYTD24



Average Daily Rate

CYTD25 CYTD24



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AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through March

Deplaned Passengers

1,987,211

-1% vs March 2024

Nonstop Out of State Air Seats

2,615,951

0% vs March 2024

Top 5 Origin Markets
Capacity Change

Dallas	↑1%
Phoenix	↑8%
Denver	↓3%
Las Vegas	↑1%
Los Angeles	↓1%

vs March 2024



Integrated Marketing



Brand Health



Marketing Performance

Visit Albuquerque **MARKETING SNAPSHOT**

2025 Fiscal Year-to-Date through April

Impressions

1.6B

-22% vs April 2024

Website Sessions

4.8M

+69% vs April 2024

Social Followers

383K

+11% change vs April 2024

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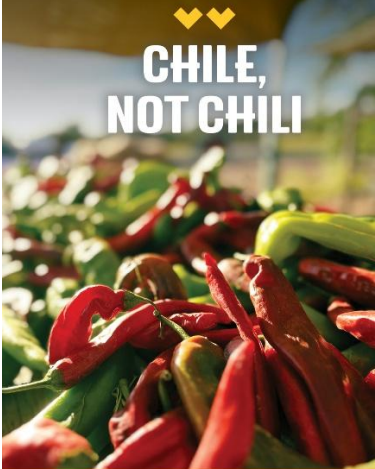
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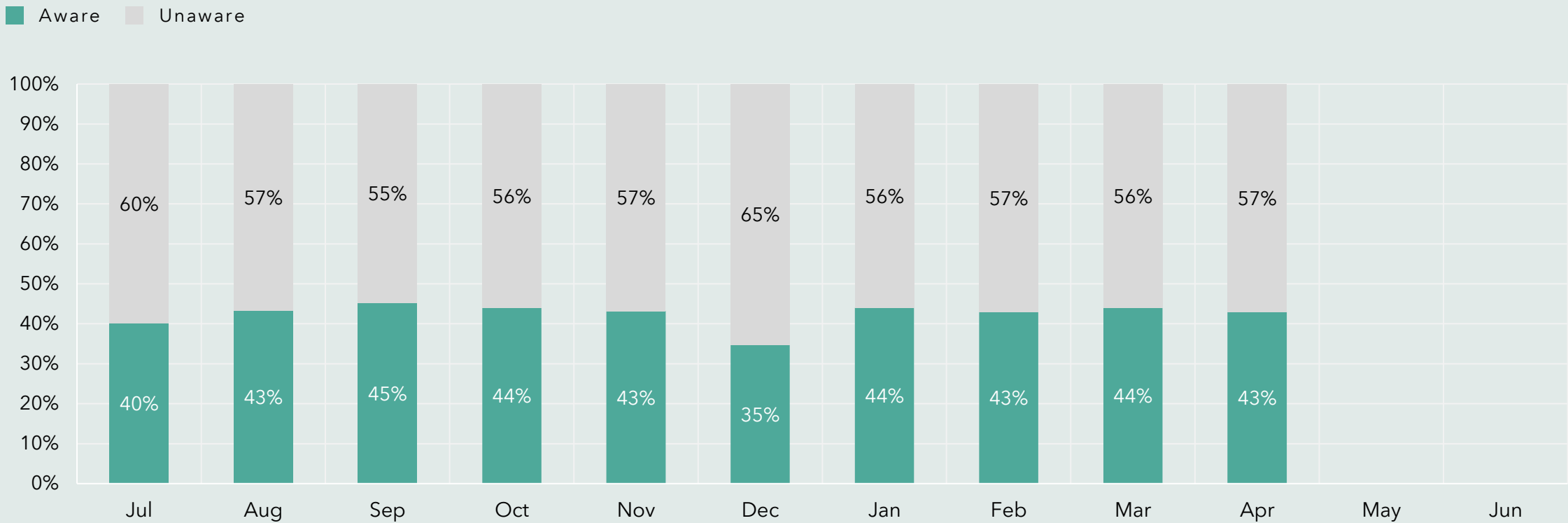
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# INTEGRATED MARKETING AWARENESS BY MONTH

**Paid, Owned & Earned Media Awareness in Core Media Markets**







Outreach



Destination  
Development &  
Partnership  
Performance

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Training



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# DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through April

Visitor Center Count

**61,209**

-19% vs April 2024

ACE Trainees

**289**

+105% vs April 2024

Active Partners

**635**

+1% change vs April 2024





Bookings



Meetings,  
Conventions &  
Sports  
Performance

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Leads



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# MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through April

Citywide Room Nights Booked

**84,902**

+2% vs April 2024

Non-Citywide Room Nights  
Booked

**59,332**

+47% vs April 2024

Sports Room Nights Booked

**96,637**

+0% change vs April 2024



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## SALES PERFORMANCE BY SEGMENT

### Meetings



47,597 future room  
nights booked  
(+74% YOY)

23,883 future  
*citywide* room  
nights booked  
(+100% YOY)

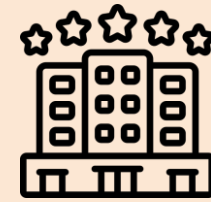
### Sports



96,637 future  
room nights  
(0% YOY)

61,019 future  
*citywide* room  
nights booked  
(-15% YOY)

### Total



144,234 future room  
nights booked  
(+16% YOY)

84,902 future  
*citywide* room  
nights booked  
(+2% YOY)

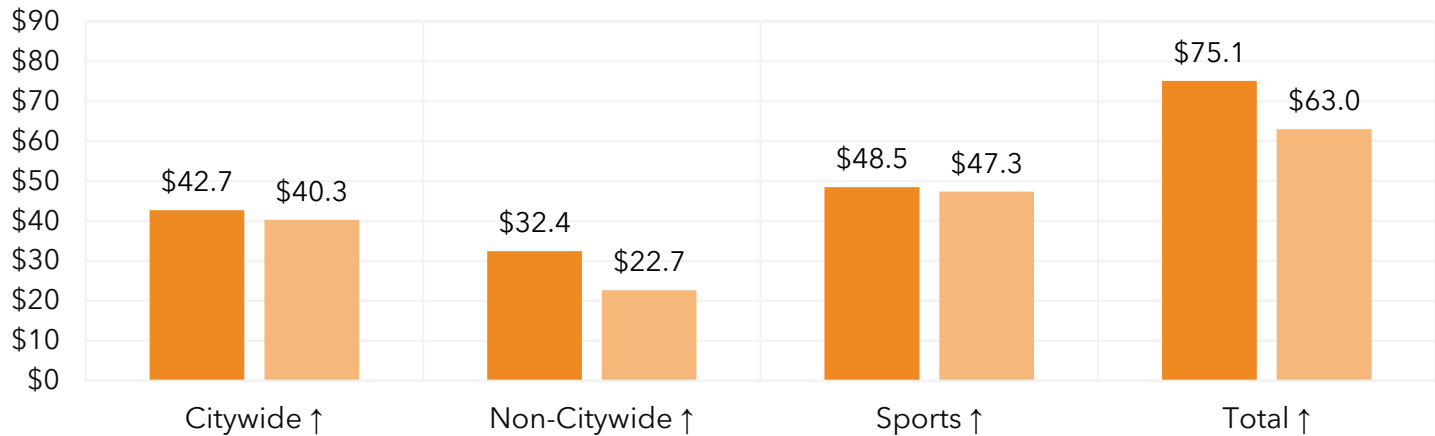
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# SALES PERFORMANCE

FYTD through April

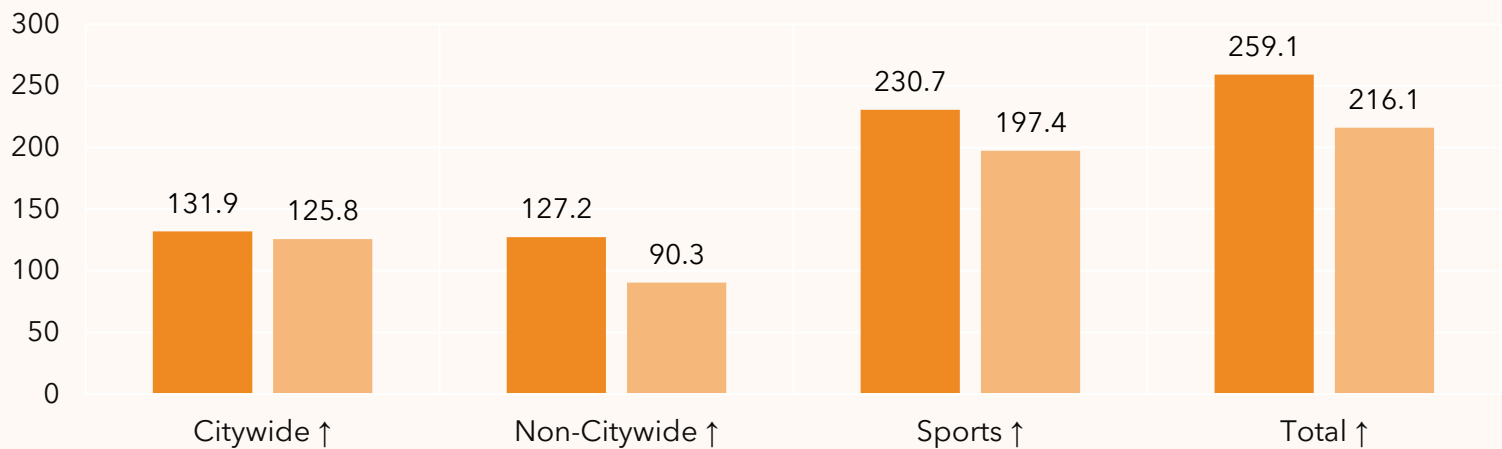
## Direct Spend Booked (Millions)

FY25 YTD    FY24 YTD



## Attendees Booked (Thousands)

FY25 YTD    FY24 YTD



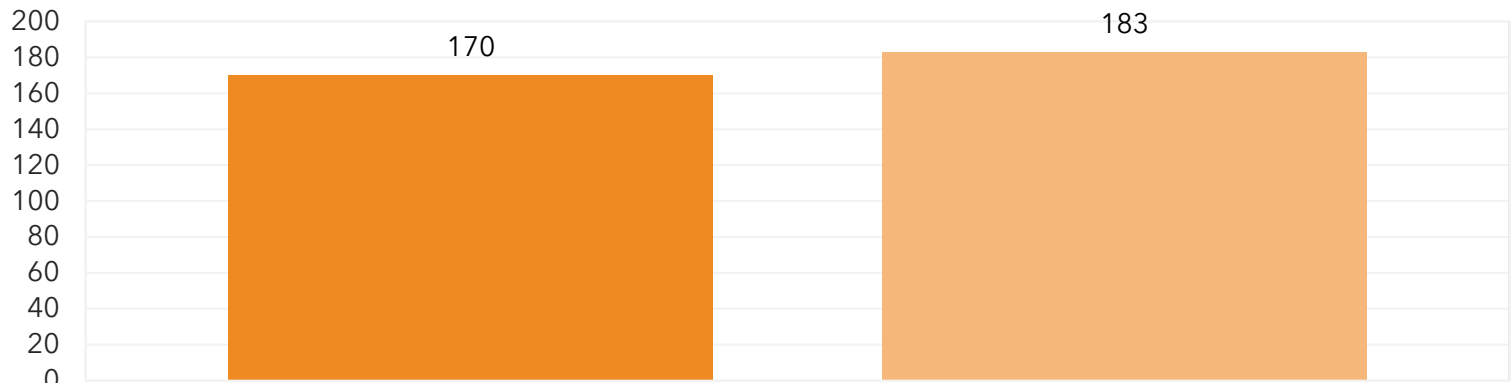
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# BUSINESS OCCURRING

FYTD through April

## Events Occurring

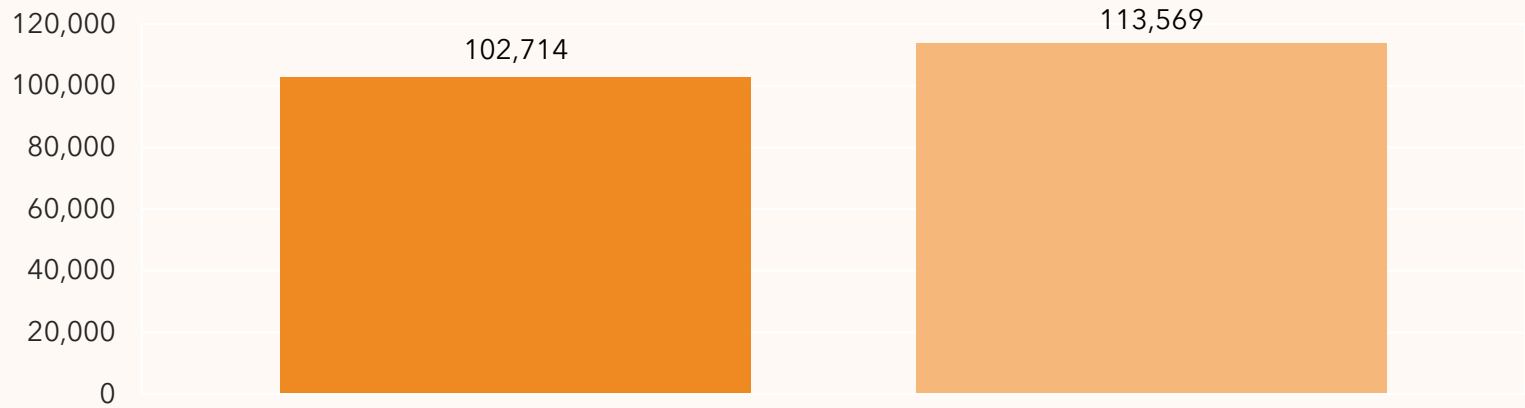
FY25 YTD    FY24 YTD



Total Events Occurring ↓

## Room Nights Occurring

FY25 YTD    FY24 YTD



Total Room Nights Occurring ↓

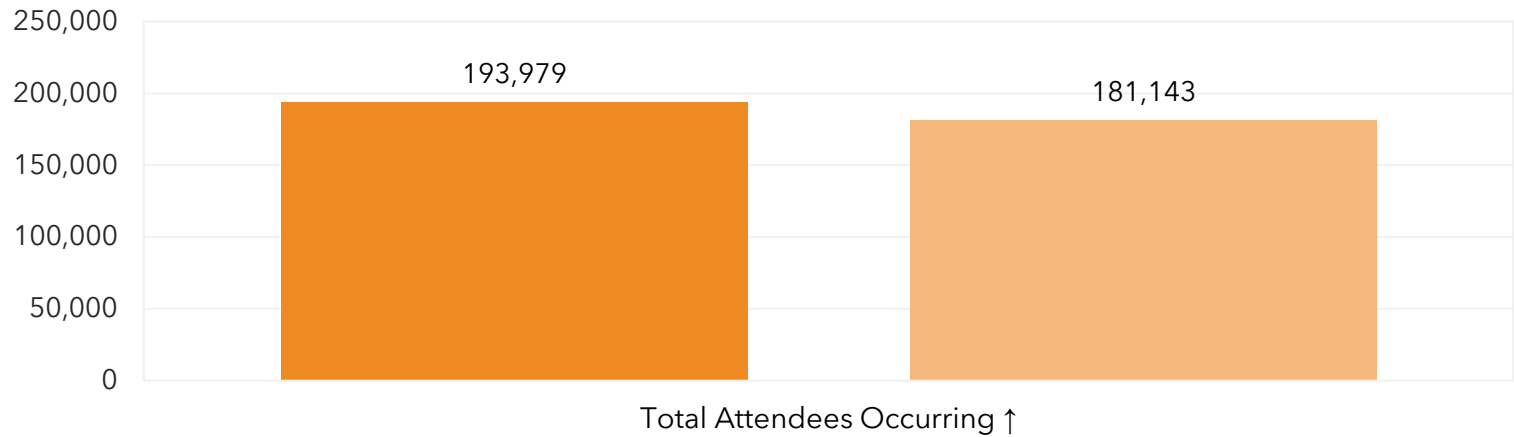
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**BUSINESS  
OCCURRING**

FYTD through April

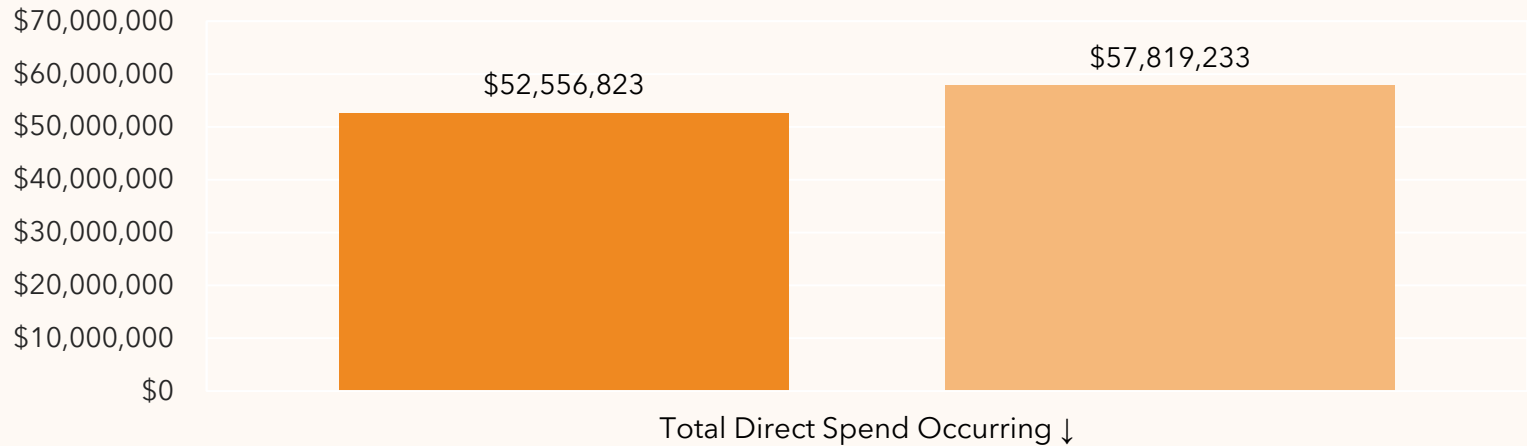
**Attendees**

FY25 YTD    FY24 YTD



**Direct Spend**

FY25 YTD    FY24 YTD





# Spotlight On BUSINESS OCCURRING MAY 2025

| Arrival   | Group 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                |
| 5/3/2025  | Rio Grande Valley Celtic Festival And Highland Games - 2025 Rio Grande Celtic Festival and Highland Games                                  | 943       | 678         | No                |
| 5/4/2025  | New Mexico Youth Soccer Association - 2025 State Cup - Round 1                                                                             | 1,881     | 179         | No                |
| 5/5/2025  | Sun Country Golf House - 2025 Isleta Spring Invitational                                                                                   | 180       | 46          | No                |
| 5/6/2025  | Sun Country Golf House - 2025 U.S. Open Qualifier                                                                                          | 175       | 87          | 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 | Sun Country Golf House - 2025 Masek Match Play                                                                                             | 54        | 29          | No                |
| 5/13/2025 | Council of Higher Education Management Associations - 2025 Council for Higher Education Management Associations (CHEMA) Annual Meeting     | 60        | 120         | 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                |
| 5/17/2025 | Sun Country Golf House - 2025 JAC/Uswing Mojing Jr World Qualifiers                                                                        | 264       | 111         | No                |
| 5/19/2025 | Oliver Law Firm - 2025 Oliver Law Firm Focus Group                                                                                         | 95        | 29          | Yes               |
| 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                |
| 5/23/2025 | Sun Country Golf House - 2025 SCAGA Four-Ball Championship                                                                                 | 400       | 326         | 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                |
| 5/30/2025 | New Mexico Special Olympics - 2025 State Games                                                                                             | 2,262     | 1,558       | No                |

# Spotlight On BUSINESS OCCURRING JUNE 2025

| Arrival   | Group Name                                                                                                      | Attendees | Room Nights | Convention Center |
|-----------|-----------------------------------------------------------------------------------------------------------------|-----------|-------------|-------------------|
| 6/2/2025  | National Conference of State Legislatures - 2025 Child Care Policy Work Group                                   | 25        | 57          | No                |
| 6/2/2025  | Sun Country Golf House - 2025 NM/WT Men's Amateur Championship                                                  | 150       | 122         | No                |
| 6/4/2025  | Sun Country Golf House - 2025 Drive, Chip & Putt Qualifier                                                      | 330       | 92          | No                |
| 6/5/2025  | Albuquerque Baseball Academy - 2025 ABA Five Tool Classic                                                       | 1,584     | 771         | No                |
| 6/5/2025  | Great Southwest Track & Field Championships - 2025 Great Southwest Track & Field Championships                  | 1,617     | 1,399       | No                |
| 6/6/2025  | USA BMX - 2025 USA BMX Spring Nationals                                                                         | 1,980     | 1,594       | No                |
| 6/6/2025  | USSSA - United States Specialty Sports Association - 2025 USSSA State Baseball Championships                    | 4,356     | 1,020       | No                |
| 6/8/2025  | New Mexico Administrative Office of the Courts - 2025 CEI Judicial Conclave                                     | 155       | 339         | No                |
| 6/8/2025  | New Mexico Games - 2025 Figure Skating                                                                          | 150       | 49          | No                |
| 6/10/2025 | New Mexico Law Offices of the Public Defender - 2025 LOPD Annual Conference                                     | 300       | 300         | No                |
| 6/10/2025 | Triple Crown Sports - 2025 TCS Pathway Games Albuquerque                                                        | 2,175     | 1,777       | No                |
| 6/14/2025 | New Mexico Games - 2025 NM Games Swimming                                                                       | 580       | 191         | No                |
| 6/15/2025 | Intermountain Weavers - 2025 Intermountain Weavers Conference                                                   | 250       | 99          | Yes               |
| 6/16/2025 | Sun Country Golf House - 2025 Pro-Pro Team Championship                                                         | 90        | 35          | No                |
| 6/21/2025 | 2025 TacoFest                                                                                                   | 33        | 76          | No                |
| 6/21/2025 | National Academies of Sciences, Engineering and Medicine - 2025 TRB 18th National Tools of the Trade Conference | 200       | 400         | No                |
| 6/24/2025 | Senior Softball - USA - 2025 Land of Enchantment Championships                                                  | 2,138     | 3,034       | No                |
| 6/24/2025 | Sun Country Golf House - 2025 U.S. Amateur Qualifier                                                            | 263       | 130         | No                |
| 6/24/2025 | Sun Country Golf House - 2025 Arroyo Del Oso Junior Event                                                       | 264       | 74          | No                |
| 6/26/2025 | Albuquerque Baseball Academy - 2025 ABA Five Tool West Duke City Championships                                  | 2,957     | 1,474       | No                |
| 6/27/2025 | New Mexico Games - 2025 Indoor Racquet Sports                                                                   | 232       | 69          | No                |
| 6/28/2025 | New Mexico Games - 2025 Tennis                                                                                  | 215       | 46          | No                |

Spotlight On

# BUSINESS OCCURRING JULY 2025

| Arrival   | Group Name                                                                                        | Attendees | Room Nights | Convention Center |
|-----------|---------------------------------------------------------------------------------------------------|-----------|-------------|-------------------|
| 7/1/2025  | Sun Country Golf House - 2025 Isleta Junior Event                                                 | 165       | 46          | No                |
| 7/9/2025  | Sun Country Golf House - 2025 Los Altos Junior Event                                              | 264       | 74          | No                |
| 7/10/2025 | Albuquerque Baseball Academy - 2025 ABA Five Tool Southwest Challenge                             | 1,584     | 521         | No                |
| 7/11/2025 | Sun Country Golf House - 2025 SCAGA Match Play Championship                                       | 150       | 122         | No                |
| 7/14/2025 | Japanese American Citizens League - 2025 Japanese American Citizens League (JACL) Convention      | 350       | 384         | No                |
| 7/16/2025 | USA Archery - 2025 USA Archery JOAD Target Nationals and JOAD U.S. Open                           | 2,805     | 4,122       | No                |
| 7/18/2025 | New Mexico Activities Association - 2025 NM Interscholastic Athletics/Activities State Conference | 2,000     | 538         | Yes               |
| 7/19/2025 | New Mexico Games - 2025 Powerlifting                                                              | 125       | 26          | No                |
| 7/19/2025 | Sun Country Golf House - 2025 NM/WT Women's Amateur Championship                                  | 150       | 122         | No                |
| 7/23/2025 | Sun Country Golf House - 2025 SCJG Mini Masters                                                   | 132       | 55          | No                |
| 7/28/2025 | Sun Country Golf House - 2025 Isleta Pro-Scratch                                                  | 120       | 31          | No                |
| 7/28/2025 | Sun Country Golf House - 2025 U.S. Senior Amateur Qualifier                                       | 50        | 25          | No                |
| 7/29/2025 | High Road Strategy Center - 2025 Mayor's Innovation Project Summer Meeting                        | 60        | 140         | No                |