

Visit Albuquerque Destination Dashboard

April 2026 Report



. VISIT .
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Lodging



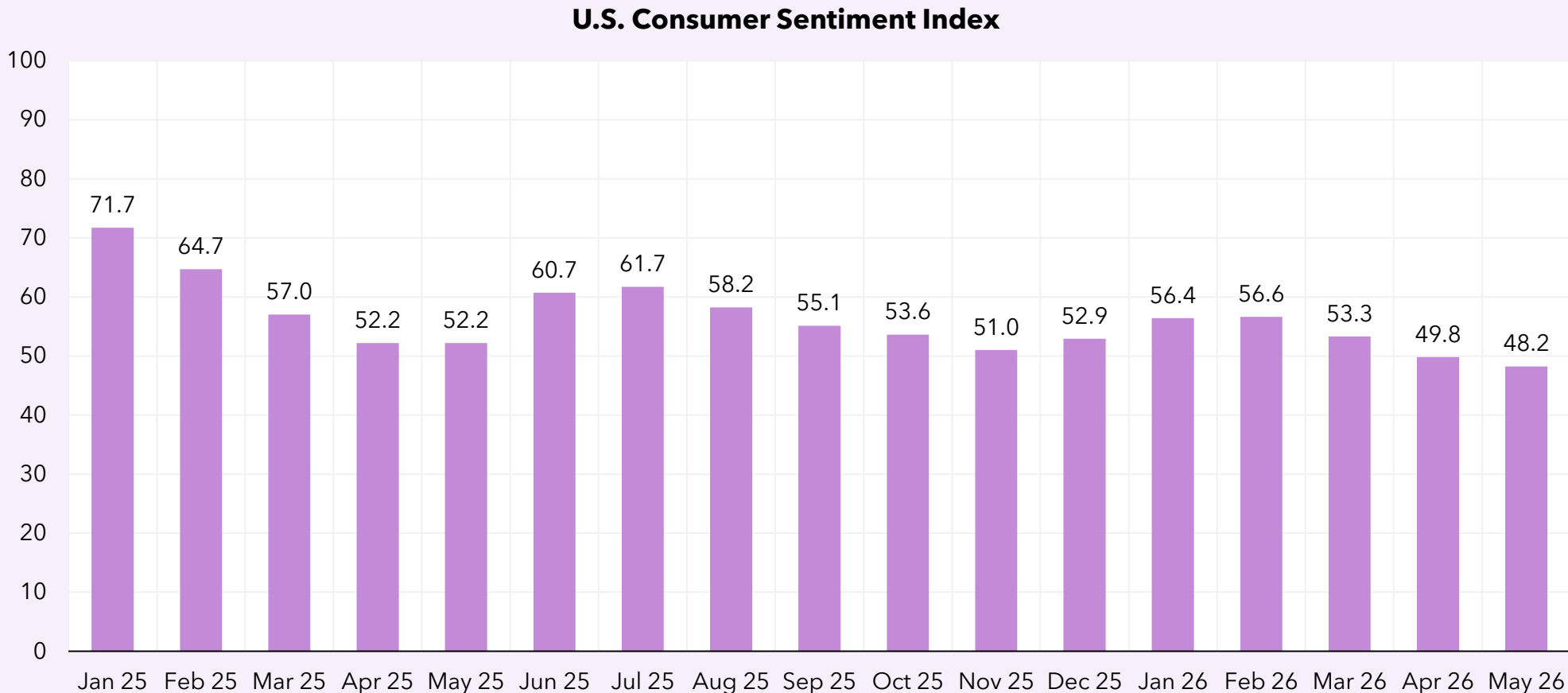
Industry
Performance

Air Service



Spotlight On

U.S. CONSUMER CONFIDENCE



Source: University of Michigan

Spotlight On

U.S. TRAVEL ASSOCIATION SPRING FORECAST

Domestic Leisure Travel Continues to Lead

- Domestic leisure travel remains the strongest-performing segment
- Travelers continue prioritizing trips despite higher costs
- Demand is increasingly shifting toward shorter and regional travel

International Recovery Remains Uneven

- International visitation is improving but still trails pre-pandemic levels
- Recovery is being driven by leisure demand and major global events
- Canada remains a key softness point within inbound travel

Business & Group Travel Stabilizing

- Business and group travel are still growing, though at a slower pace than leisure
- In-person meetings and events continue to be prioritized by organizations
- Group travel is outperforming broader business travel growth

Economic Uncertainty Continues to Pressure the Industry

- Inflation and consumer confidence remain key concerns
- Geopolitical instability and energy prices pose ongoing risks
- Overall travel growth is expected to remain positive but modest in the near term

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LODGERS' TAX SNAPSHOT

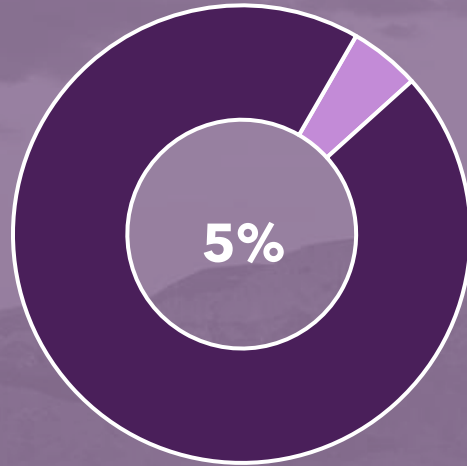
2026 Fiscal Year-to-Date through March

Total Lodgers' Tax Revenue
Collected

\$13,742,734

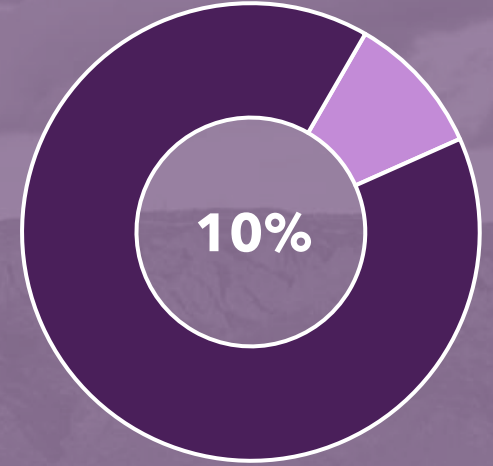
-1% vs March 2025

Delinquent Share of Lodgers' Tax
Revenue Collected



0 pts vs March 2025

Short-Term Rental Share of
Lodgers' Tax Revenue Collected



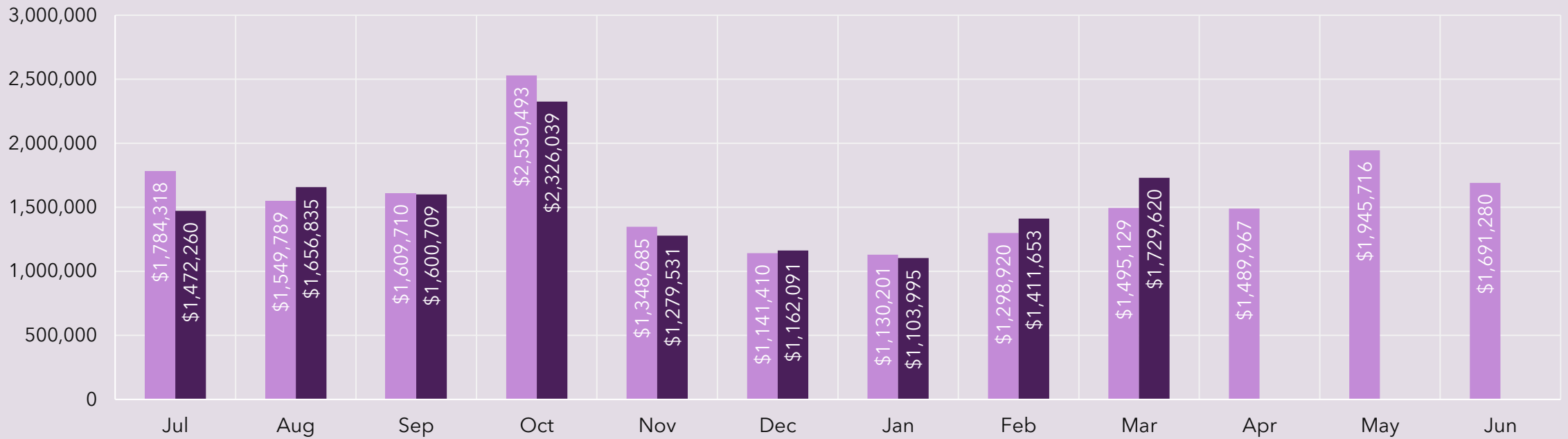
0 pts vs March 2025

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LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY26 FY25

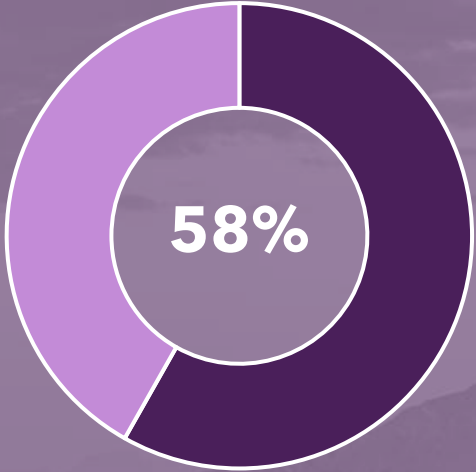


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HOTEL SNAPSHOT

2026 Calendar Year-to-Date through March

Occupancy



+2 pt vs March 2025

Average Daily Rate



+5% vs March 2025

Revenue per Available Room



+8% vs March 2025

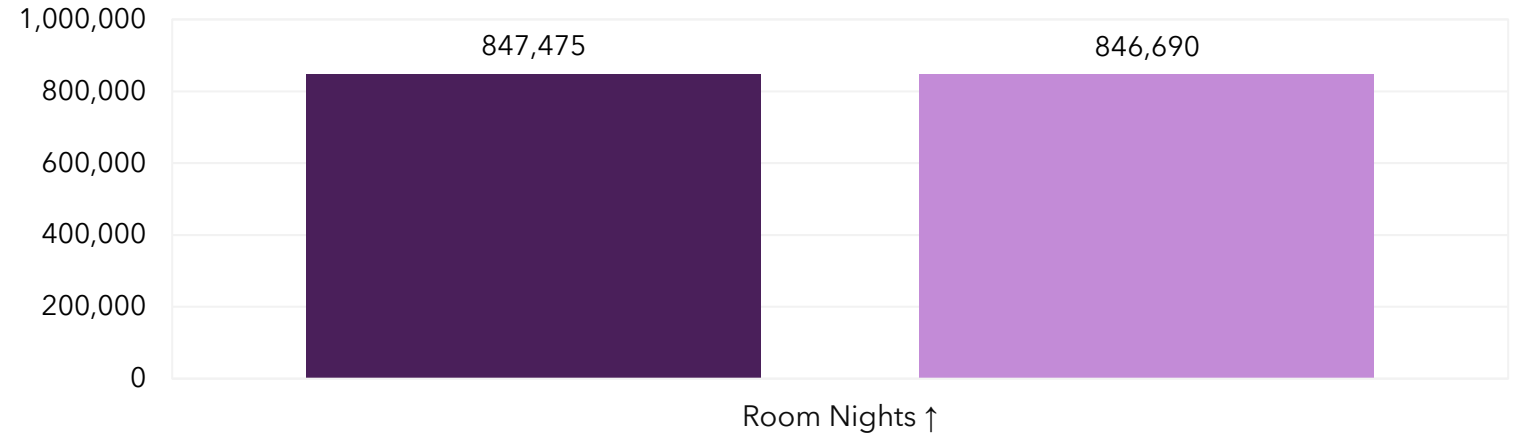
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HOTEL PERFORMANCE

CYTD through March

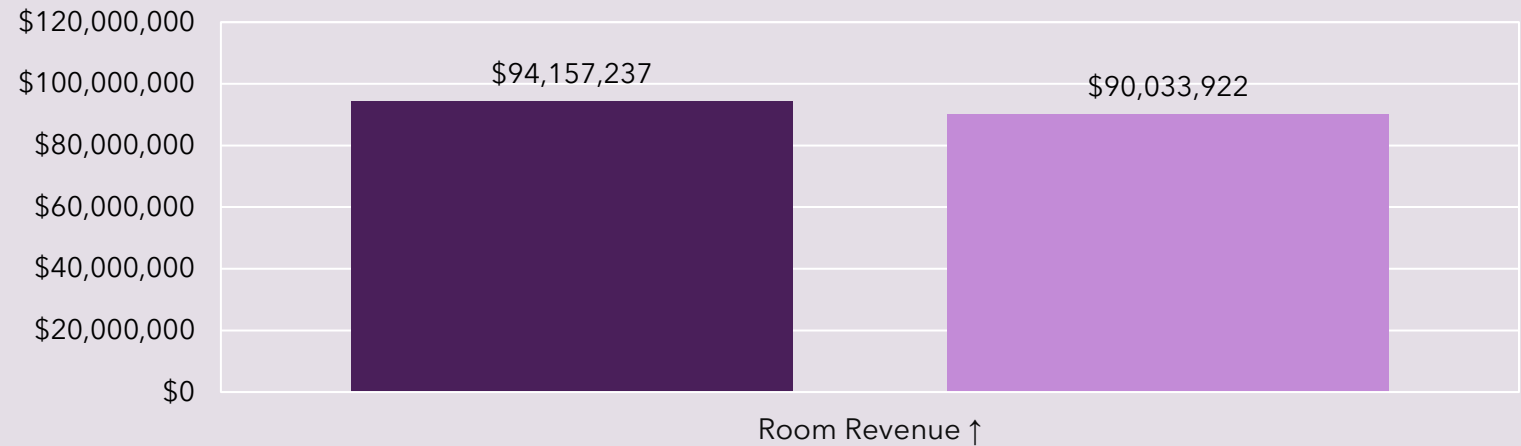
Hotel Demand

■ CYTD26 ■ CYTD25



Hotel Revenue

■ CYTD26 ■ CYTD25



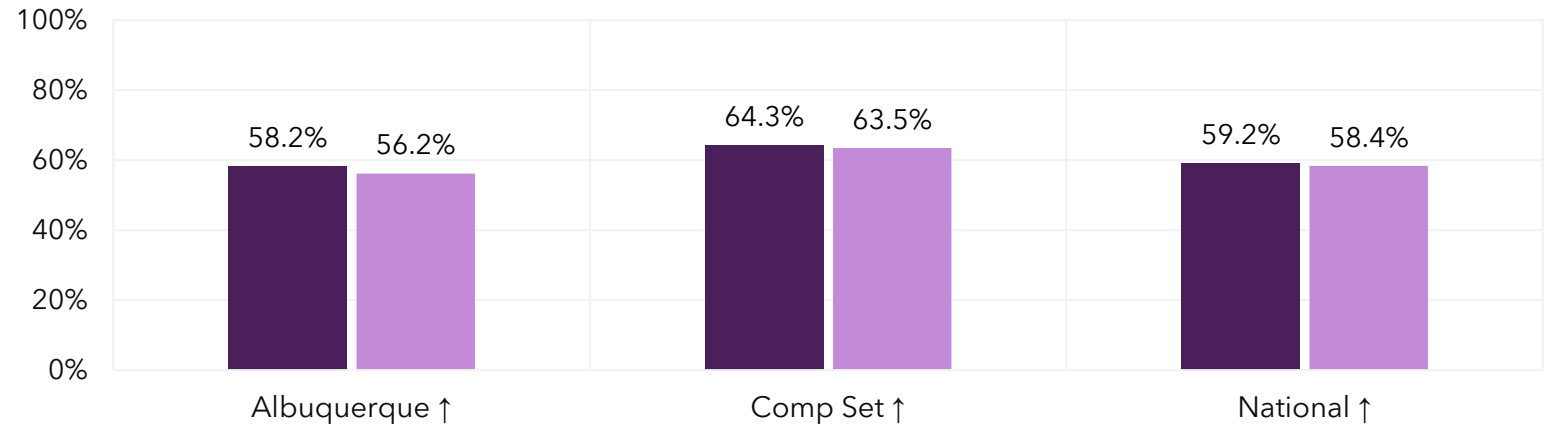
Competitor

HOTEL PERFORMANCE

CYTD through March

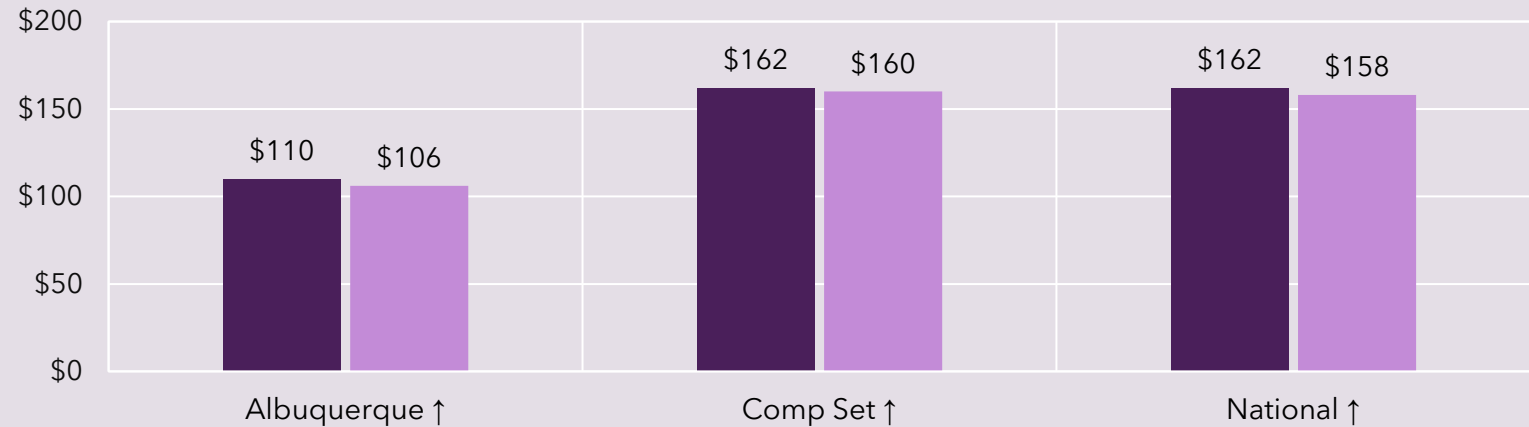
Occupancy

■ CYTD26 ■ CYTD25



Average Daily Rate

■ CYTD26 ■ CYTD25



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AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through March

Deplaned Passengers

1,939,285

-2% vs March 2025

Nonstop Out of State Air Seats

2,319,068

-1% vs March 2025

Top 5 Origin Markets
Capacity Change

Dallas	↓9%
Phoenix	→0%
Denver	→0%
Houston	↑5%
Los Angeles	↓8%

vs March 2025



Integrated
Marketing



Marketing
Performance

Brand Health



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MARKETING SNAPSHOT

2026 Fiscal Year-to-Date through April

Impressions

1.1B

-34% vs April 2025

Website Sessions

4.4M

-8% vs April 2025

Social Followers

423K

+11% vs April 2025



Outreach



Destination
Development &
Partnership
Performance

Training



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DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2026 Fiscal Year-to-Date through April

Visitor Center Count

68,964

+13% vs April 2025

ACE Trainees

195

-33% vs April 2025

Active Partners

636

0% vs April 2025



Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2026 Fiscal Year-to-Date through April

Citywide Room Nights Booked

102,800

+25% vs April 2025

Non-Citywide Room Nights Booked

52,509

-12% vs April 2025

Sports Room Nights Booked

112,001

+16% vs April 2025

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SALES PERFORMANCE BY SEGMENT

Meetings



43,308 future room
nights booked
(-3% YOY)

25,162 future
citywide room
nights booked
(+20% YOY)

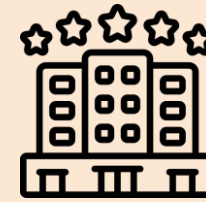
Sports



112,001 future
room nights
(+16% YOY)

77,638 future
citywide room
nights booked
(+27% YOY)

Total



155,309 future room
nights booked
(+10% YOY)

102,800 future
citywide room
nights booked
(+25% YOY)

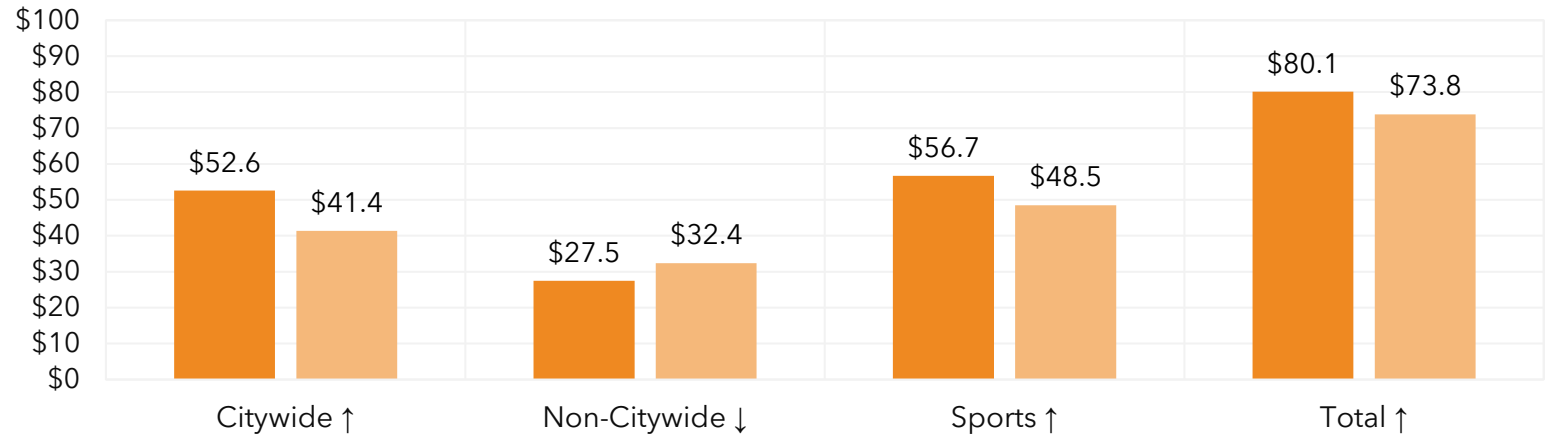
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SALES PERFORMANCE

FYTD through April

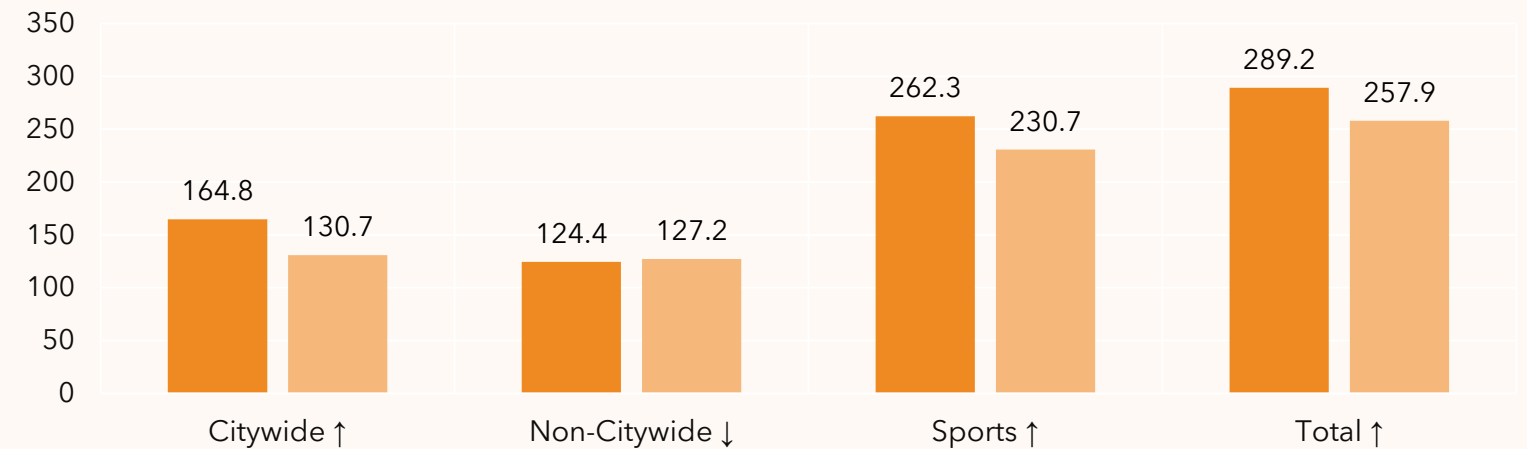
Direct Spend Booked (Millions)

FY26 YTD FY25 YTD



Attendees Booked (Thousands)

FY26 YTD FY25 YTD



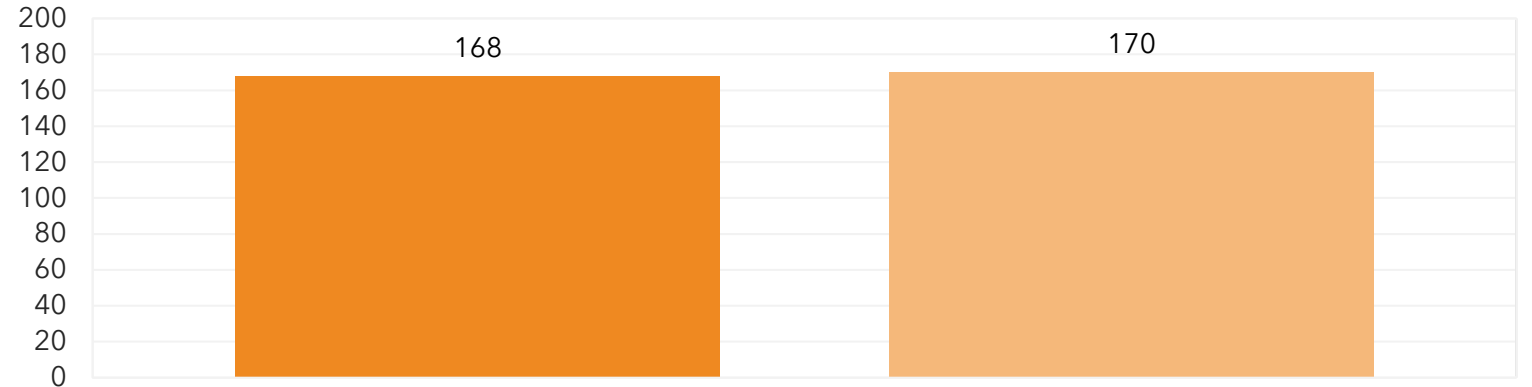
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BUSINESS OCCURRING

FYTD through April

Events Occurring

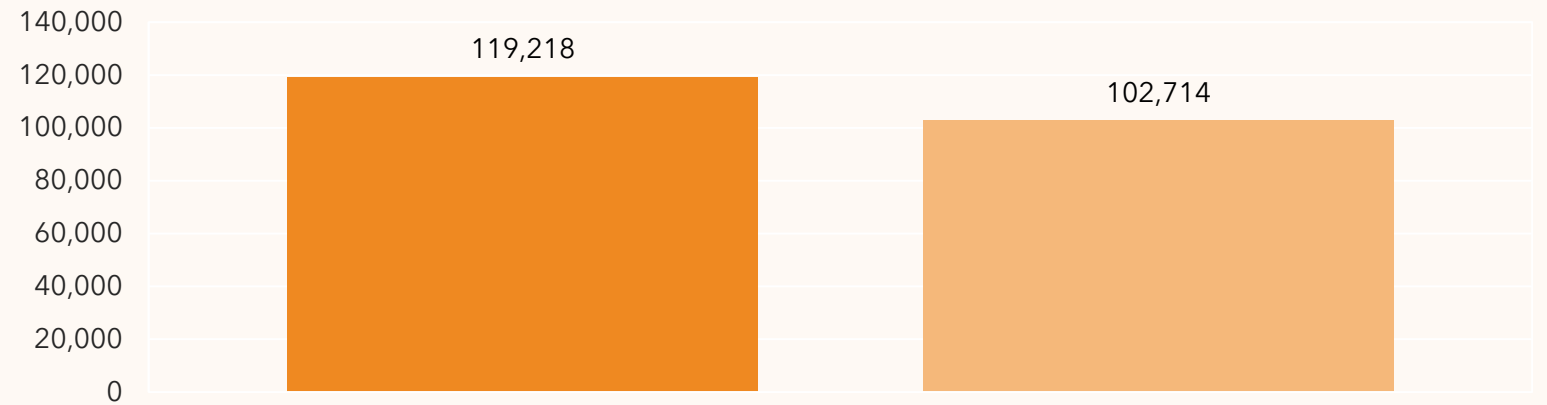
FY26 YTD FY25 YTD



Total Events Occurring ↓

Room Nights Occurring

FY26 YTD FY25 YTD



Total Room Nights Occurring ↑

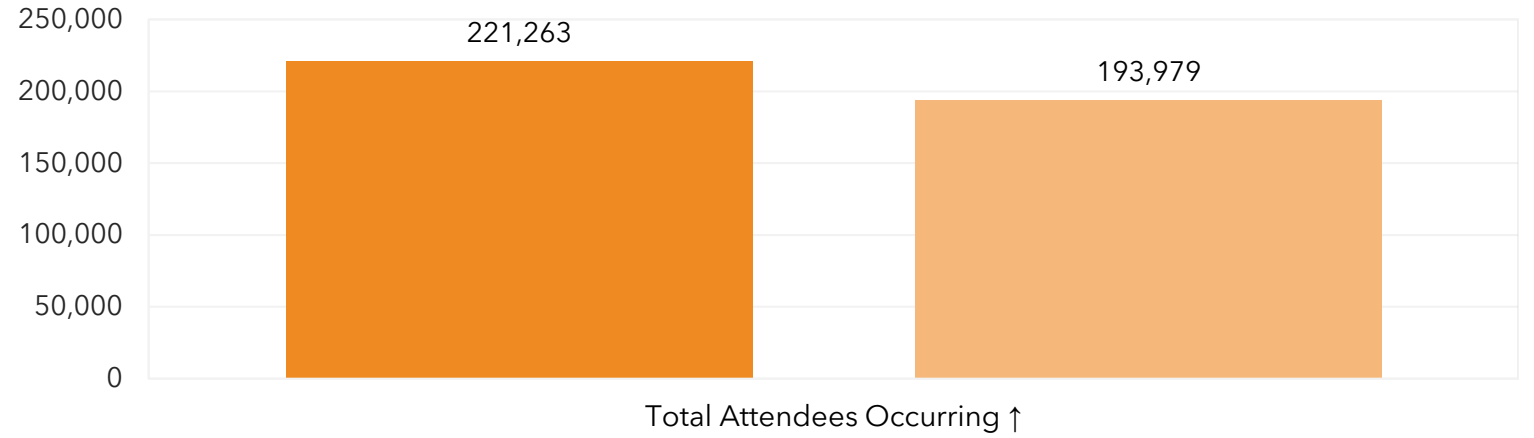
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BUSINESS OCCURRING

FYTD through April

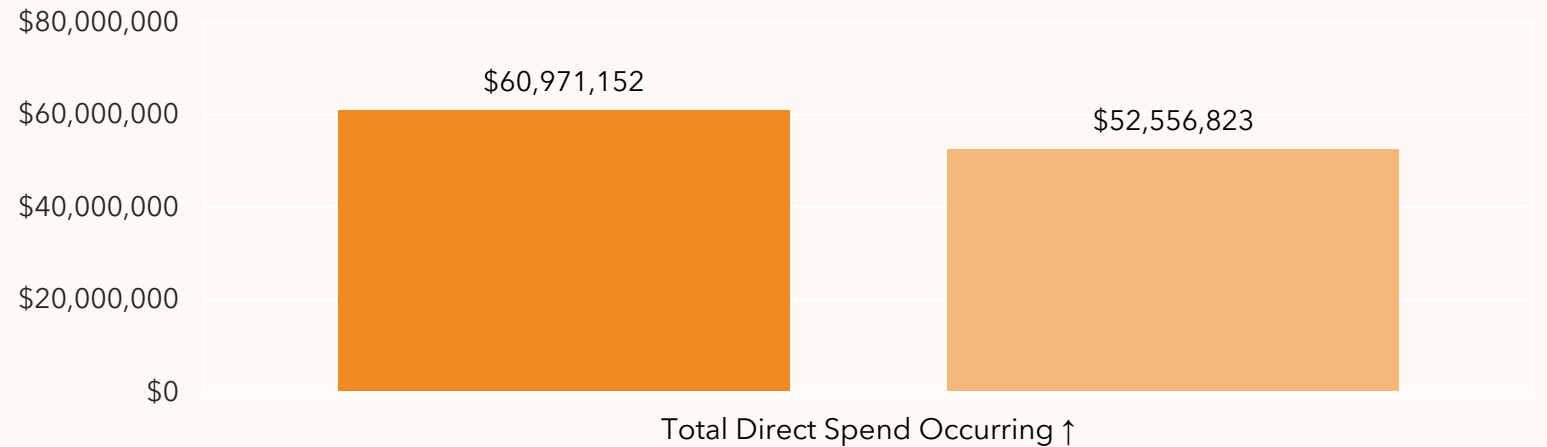
Attendees

FY26 YTD FY25 YTD



Direct Spend

FY26 YTD FY25 YTD



Spotlight On

BUSINESS OCCURRING MAY 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
5/1/2026	Sun Country Region Volleyball Association - 2026 Sun Country Regional Championships	5,940	3,326	Yes
5/2/2026	Hadassah - 2026 Hadassah Desert-Mountain Regional	60	60	No
5/2/2026	Rio Grande Valley Celtic Festival And Highland Games - 2026 Rio Grande Celtic Festival and Highland Games	1,000	719	No
5/2/2026	New Mexico Youth Soccer Association - 2026 GA Leagues-5	1,426	598	No
5/6/2026	New Mexico Activities Association - 2026 State Tennis Championships	1,980	1,204	No
5/8/2026	USA Judo - 2026 Senior Nationals	1,250	1,768	Yes
5/8/2026	New Mexico Activities Association - 2026 1A-3A State Track Championships	3,168	2,118	No
5/9/2026	New Mexico Youth Soccer Association - 2026 ECNL/DPL-3	1,426	598	No
5/9/2026	USSSA - United States Specialty Sports Association - 2026 USSSA Cinco De Mayo Tournament	4,554	860	No
5/11/2026	American Orthopaedic Association - 2026 Annual Leadership Meeting	800	1,240	Yes
5/13/2026	New Mexico Activities Association - 2026 State Softball Championships	2,310	2,107	No
5/14/2026	American Defenders of Bataan & Corregidor Inc - 2026 ADBC Annual Reunion	60	100	No
5/14/2026	New Mexico Activities Association - 2026 State Baseball Championships	2,475	1,991	No
5/14/2026	National Association of State Procurement Officials Inc - 2026 NVP Coop Team Meeting	26	64	No
5/15/2026	New Mexico Activities Association - 2026 4A-5A State Track Championships	4,752	1,968	No
5/16/2026	New Mexico Youth Soccer Association - 2026 State Cup u15-19 - Round 2	1,901	262	No
5/16/2026	New Mexico Youth Soccer Association - 2026 NMYSA NM Cup	3,564	336	No
5/22/2026	New Mexico Games - 2026 Basketball Championships	3,770	2,476	No
5/23/2026	New Mexico Youth Soccer Association - 2026 Sandia Cup	6,534	2,943	No
5/23/2026	Sun Country Golf House - 2026 JAC/Uswing Mojing Jr World Qualifiers	264	111	No
5/29/2026	New Mexico Special Olympics - 2026 State Games	2,358	1,624	No

Spotlight On

BUSINESS OCCURRING JUNE 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
6/1/2026	Americans for the Arts - 2026 AFTA Convention	800	1,029	No
6/4/2026	Albuquerque Baseball Academy - 2026 ABA Five Tool Classic	1,901	647	No
6/4/2026	Great Southwest Track & Field Championships - 2026 Great Southwest Track & Field Championships	1,733	1,517	No
6/5/2026	USA BMX - 2026 USA BMX Spring Nationals	1,980	1,594	No
6/5/2026	USSSA - United States Specialty Sports Association - 2026 USSSA State Baseball Championships	4,356	1,020	No
6/6/2026	Public Relations Society of America - 2026 PRSA Travel & Tourism Annual Conference	400	995	No
6/6/2026	New Mexico Games - 2026 Judo	250	186	No
6/10/2026	Triple Crown Sports - 2026 TCS Pathway Games Albuquerque	1,872	1,557	No
6/12/2026	Sun Country Golf House - 2026 SCAGA Four-Ball Championship	390	318	No
6/13/2026	New Mexico Games - 2026 Swimming	725	191	No
6/17/2026	Krell Institute - 2026 DOE NNSA SSGF and LRGF Program Review	55	110	No
6/22/2026	Sun Country Golf House - 2026 Pro-Pro Team Championship	90	35	No
6/23/2026	Senior Softball - USA - 2026 Land of Enchantment Championships	2,760	3,321	No
6/23/2026	Sun Country Golf House - 2026 Paradise Hills Junior Event	198	55	No
6/24/2026	Great Race - 2026 Great Race	500	300	No
6/25/2026	American Society of Radiologic Technologists - 2026 ASRT Governance and House of Delegates Meeting	700	2,240	Yes
6/25/2026	Albuquerque Baseball Academy - 2026 ABA Five Tool West Duke City Championships	2,957	1,474	No
6/26/2026	New Mexico Games - 2026 Indoor Racquet Sports	116	69	No

Spotlight On

BUSINESS OCCURRING JULY 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
7/1/2026	Sun Country Golf House - 2026 Los Altos Junior Event	198	55	No
7/2/2026	Sun Country Golf House - 2026 Sandia Junior Event	264	74	No
7/6/2026	Sun Country Golf House - 2026 Isleta Junior Event	198	55	No
7/9/2026	Albuquerque Baseball Academy - 2026 ABA Five Tool Southwest Challenge	2,798	783	No
7/9/2026	Camp Morasha - 2026 Camp Morasha Albuquerque	159	50	No
7/11/2026	National Stereoscopic Association - 2026 3D Photography Convention & Trade Fair	150	420	No
7/11/2026	New Mexico Games - 2026 Powerlifting	200	25	No
7/12/2026	Varsity Spirit Corporation - 2026 Varsity Spirit Camp NMAL1	300	265	No
7/15/2026	Romance Writers of America - 2026 RWA Annual Conference	300	400	No
7/18/2026	New Mexico Games - 2026 Tennis	264	48	No
7/20/2026	Sun Country Golf House - 2026 Isleta Pro-Scratch	150	38	No
7/23/2026	Goodwin Family Reunion - 2026 Goodwin Family Reunion	75	60	No
7/24/2026	American Association Of State Compensation Insurance Funds - 2026 AASCIF Annual Conference	550	1,177	Yes
7/27/2026	Sun Country Golf House - 2026 Arroyo Del Oso Junior Event	264	74	No
7/28/2026	Region VI Pretreatment Association - 2026 Annual Region VI Pretreatment Association Workshop	240	485	No
7/28/2026	Sun Country Golf House - 2026 SCJG Mini Masters	198	83	No