

# Visit Albuquerque Destination Dashboard

May 2025 Report

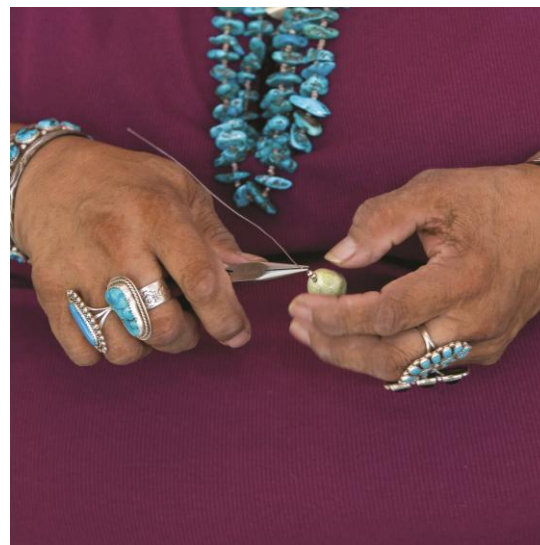


.VISIT.  
**ALBUQUERQUE.**  
CHANGE YOUR PERSPECTIVE





Lodging



# Industry Performance

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Air Service



Albuquerque

# LODGERS' TAX SNAPSHOT

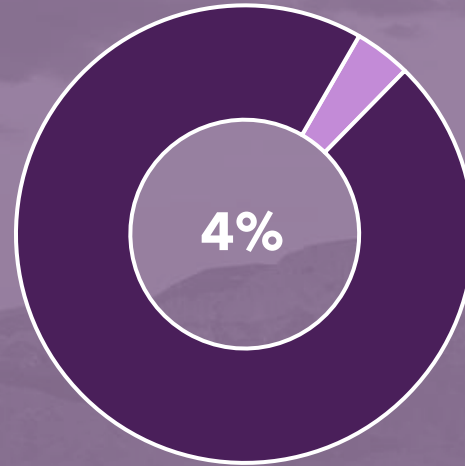
2025 Fiscal Year-to-Date through April

Total Lodgers' Tax Revenue  
+ Hospitality Fee Collected

**\$18,464,899**

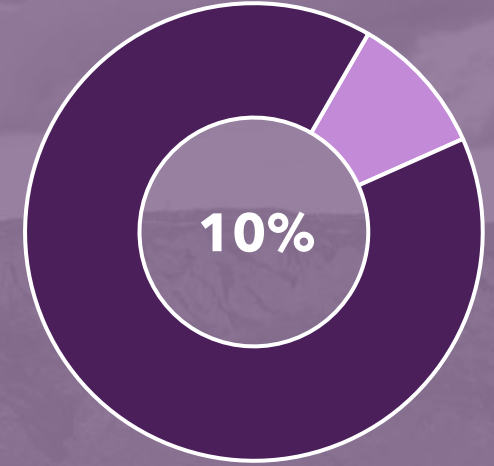
-1.4% vs April 2024

Delinquent Share of Lodger's Tax  
Revenue Collected



+1 pts vs April 2024

STR Share of Lodger's Tax  
Revenue Collected



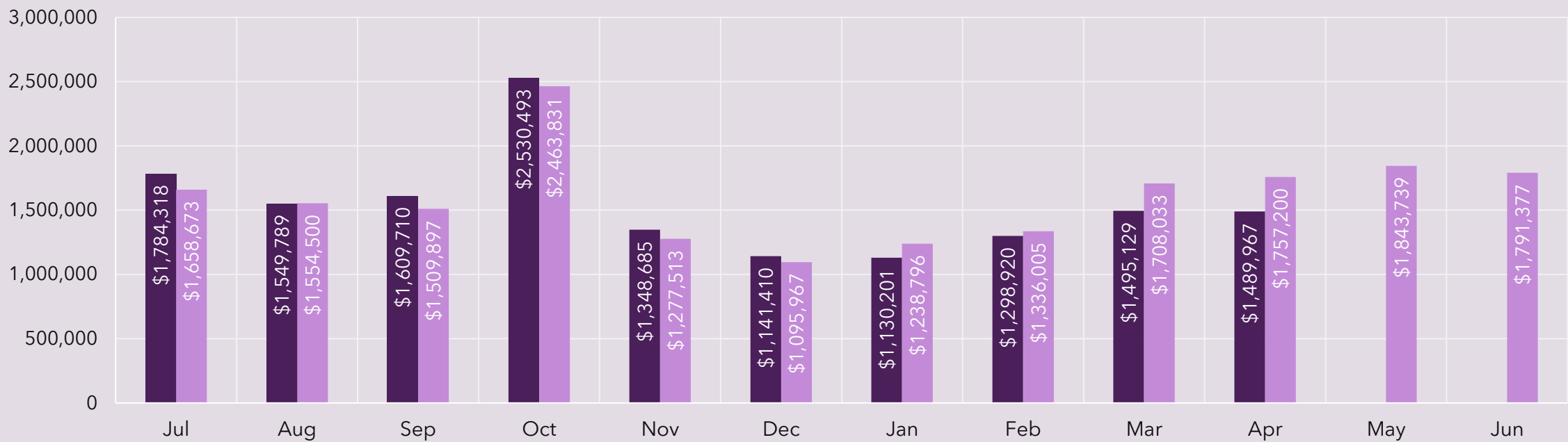
0 pts vs April 2024

Albuquerque

# LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY25 FY24

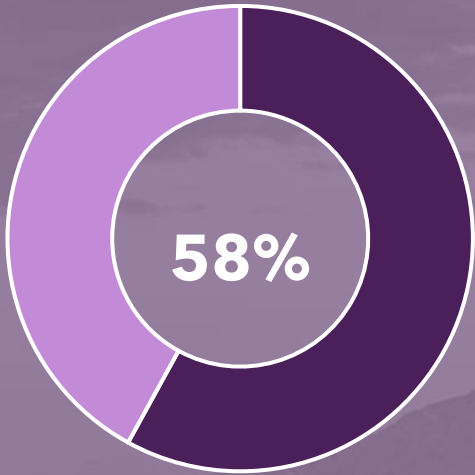


# Albuquerque

## HOTEL SNAPSHOT

2025 Calendar Year-to-Date through April

Occupancy



-4.4 pts vs April 2024

Average Daily Rate

\$109

-4.0% vs April 2024

Revenue per Available Room

\$63

-10.7% vs April 2024

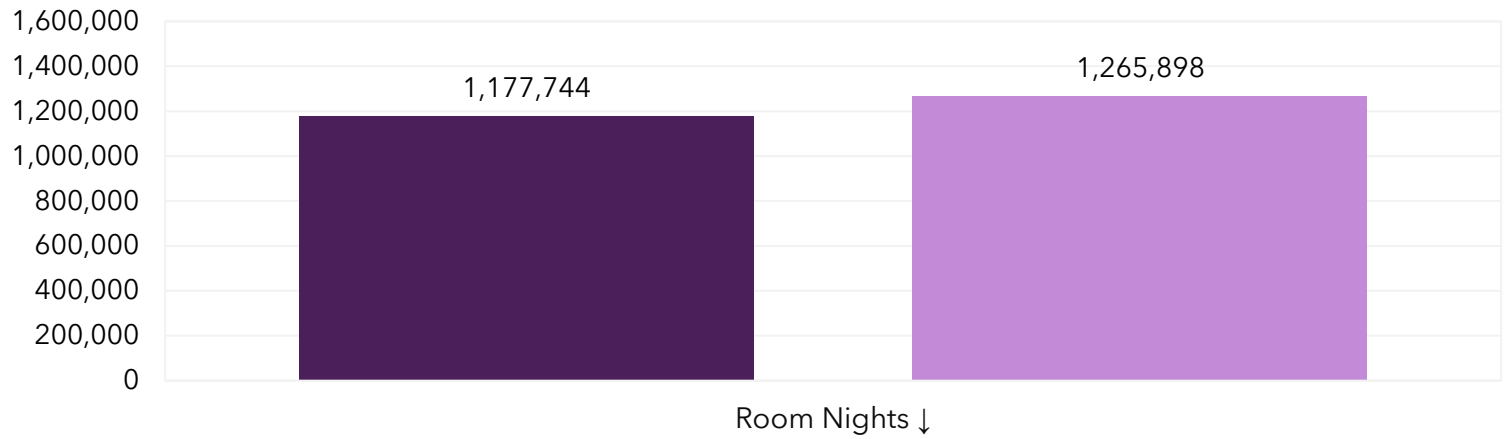
Albuquerque

# HOTEL PERFORMANCE

CYTD through March

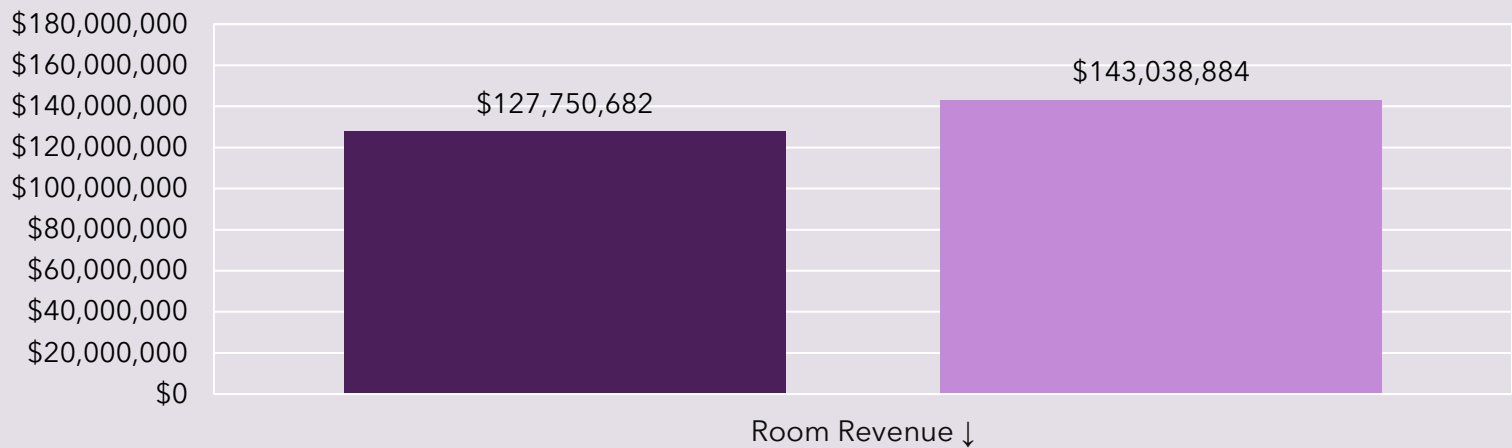
Hotel Demand

CYTD25   CYTD24



Hotel Revenue

CYTD25   CYTD24



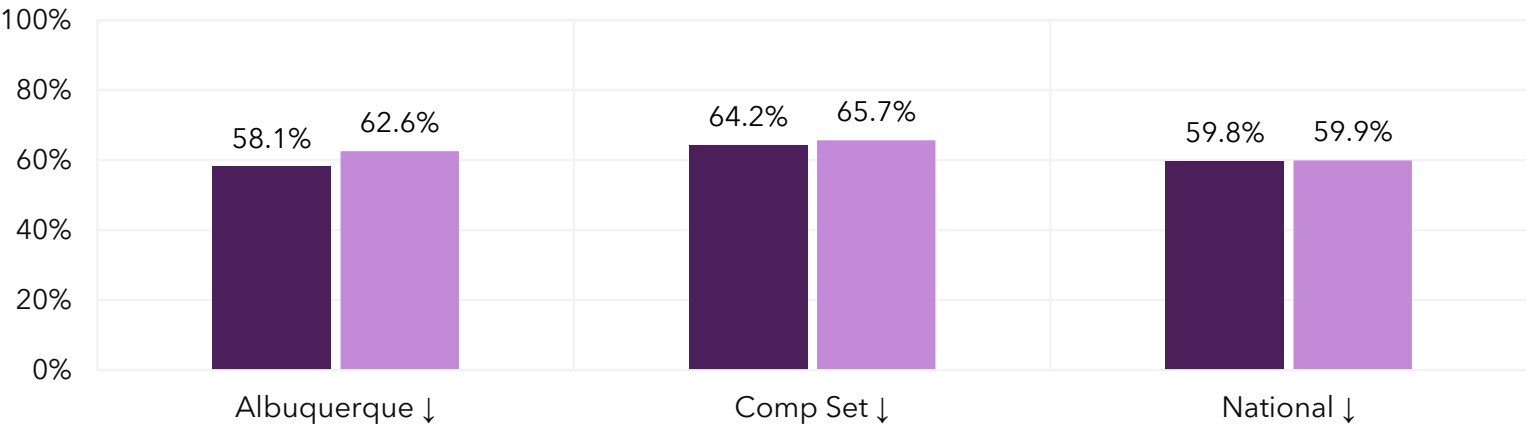
Competitor

# HOTEL PERFORMANCE

CYTD through April

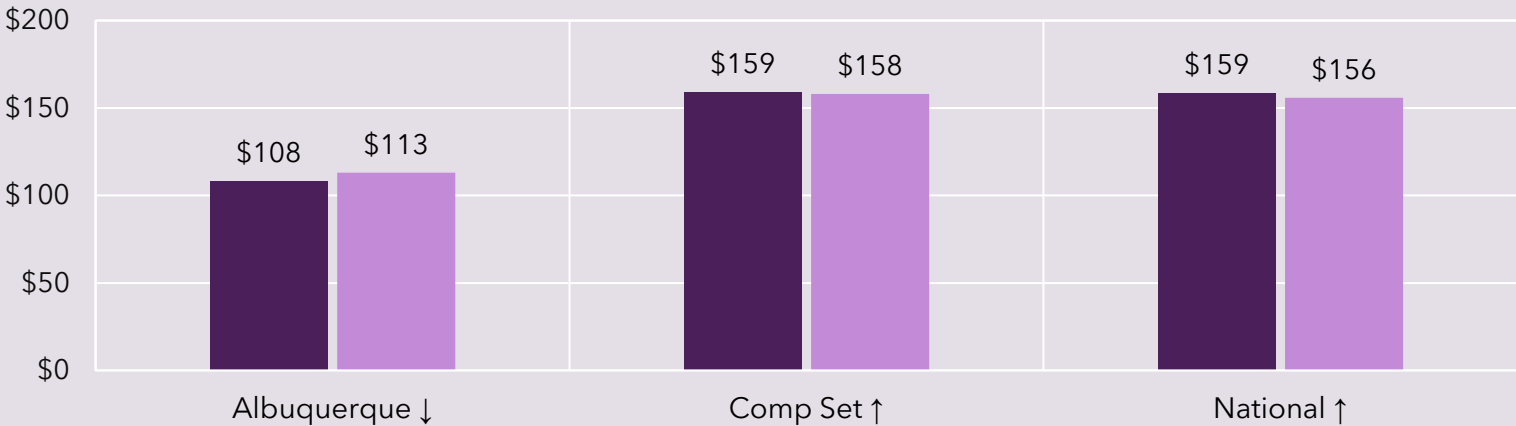
Occupancy

CYTD25    CYTD24



Average Daily Rate

CYTD25    CYTD24





# Albuquerque

## AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through April

Deplaned Passengers

**2,189,772**

-2% vs April 2024

Nonstop Out of State Air Seats

**2,906,662**

+0.7% vs April 2024

Top 5 Origin Markets  
Capacity Change

Dallas	↑1%
Phoenix	↑8%
Denver	↓3%
Las Vegas	↓1%
Los Angeles	→0%

vs April 2024





## Integrated Marketing



## Brand Health



## Marketing Performance

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# Visit Albuquerque

## MARKETING SNAPSHOT

2025 Fiscal Year-to-Date through May

Impressions

**1.8B**

-29% vs May 2024

Website Sessions

**5.3M**

+63% vs May 2024

Social Followers

**387K**

+11% change vs May 2024





Outreach



Destination  
Development &  
Partnership  
Performance

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Training



Visit Albuquerque

# DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through May

Visitor Center Count

**68,088**

-20% vs May 2024

ACE Trainees

**304**

+101% vs May 2024

Active Partners

**647**

0% change vs May 2024





Bookings



Meetings,  
Conventions &  
Sports  
Performance

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Leads



Visit Albuquerque

# MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through May

Citywide Room Nights Booked

**84,902**

-3% vs May 2024

Non-Citywide Room Nights  
Booked

**62,598**

+44% vs May 2024

Sports Room Nights Booked

**97,339**

-3% change vs May 2024

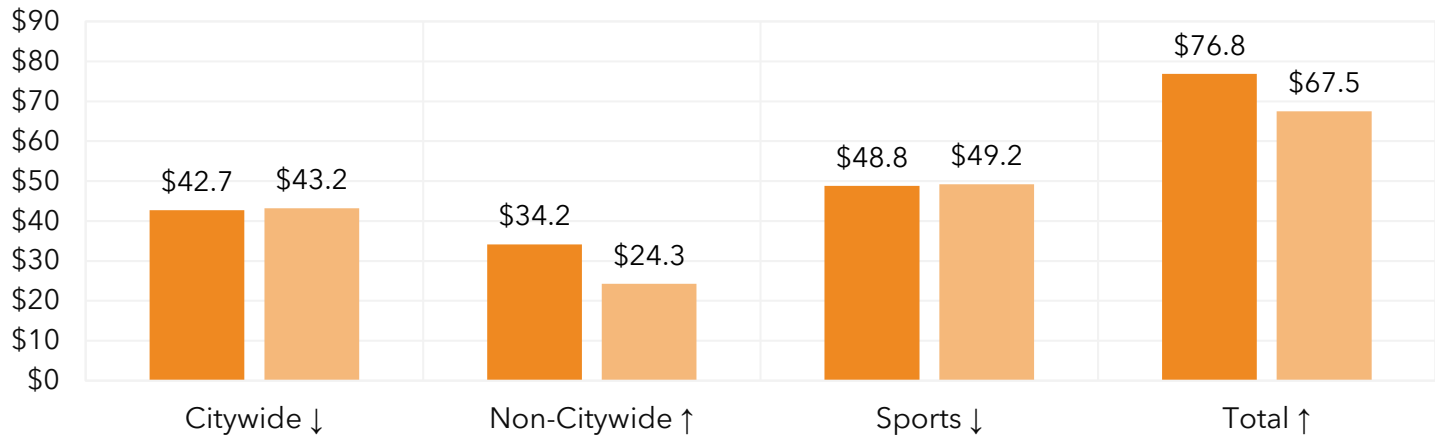
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# SALES PERFORMANCE

FYTD through May

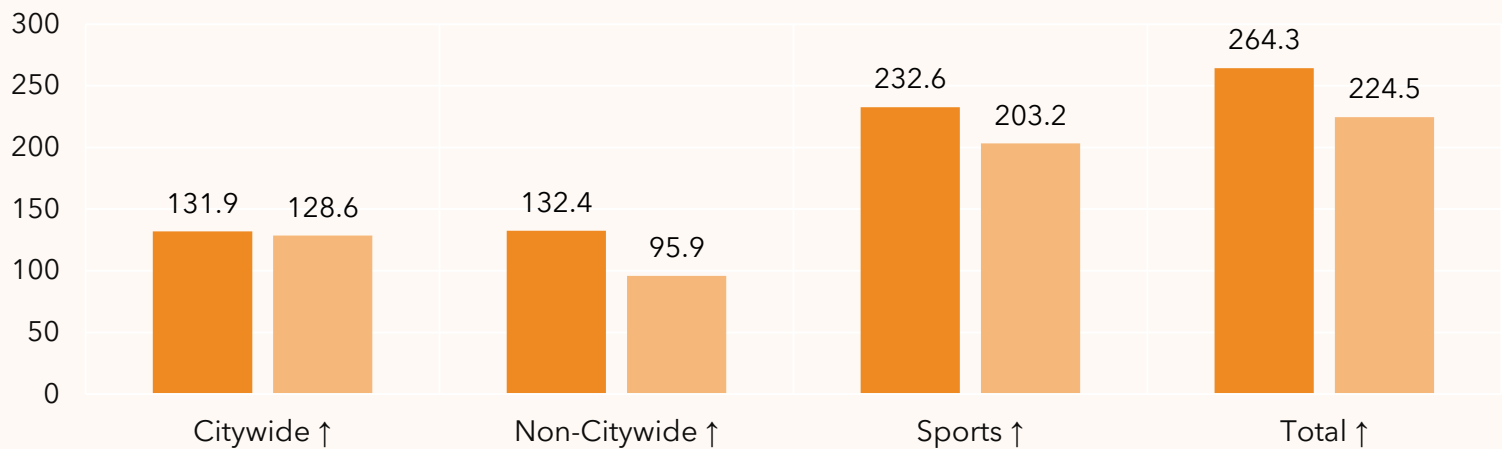
### Direct Spend Booked (Millions)

FY25 YTD    FY24 YTD



### Attendees Booked (Thousands)

FY25 YTD    FY24 YTD



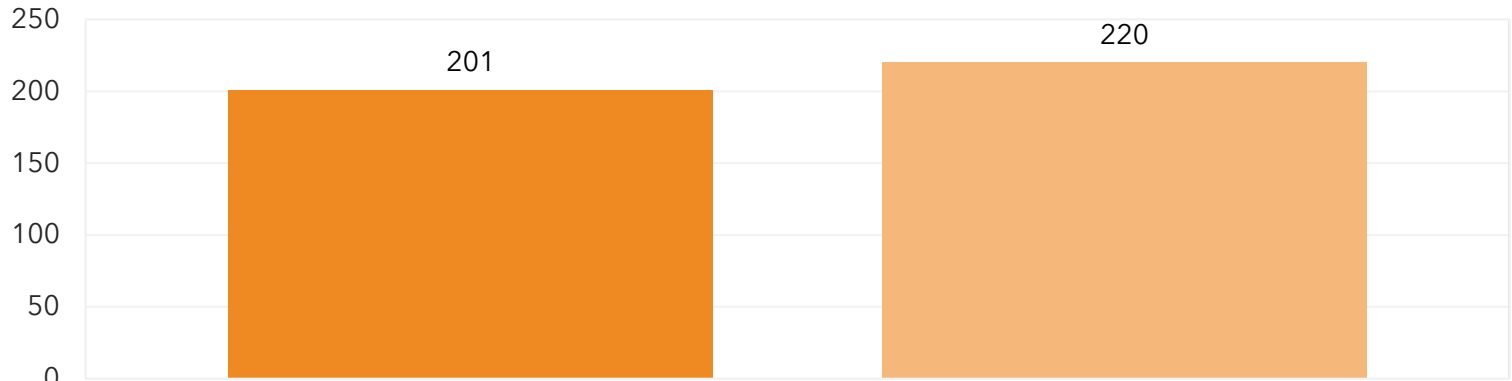
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# BUSINESS OCCURRING

FYTD through May

## Events Occurring

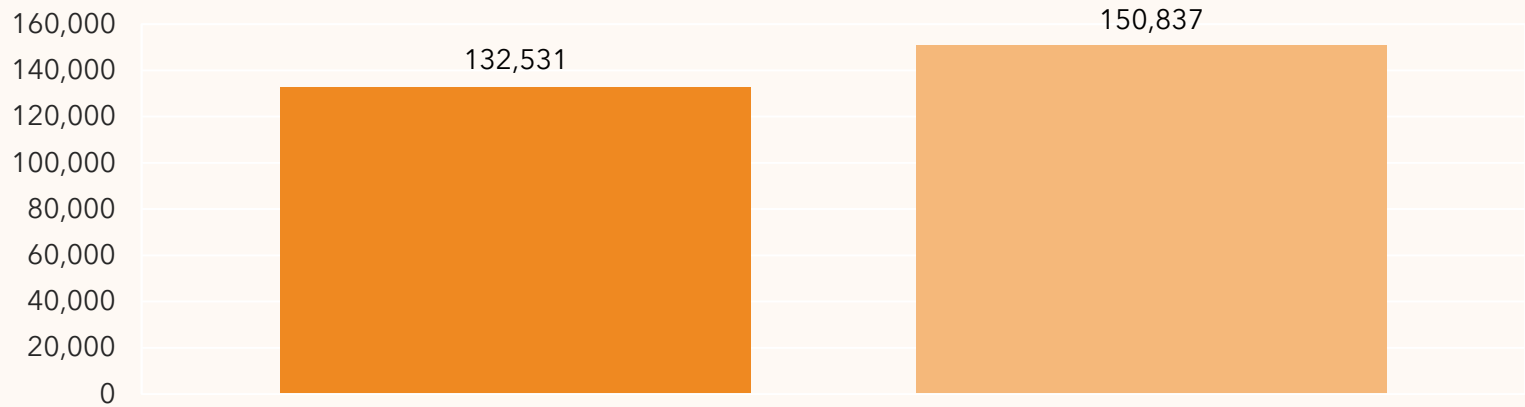
FY25 YTD    FY24 YTD



Total Events Occurring ↓

## Room Nights Occurring

FY25 YTD    FY24 YTD



Total Room Nights Occurring ↓



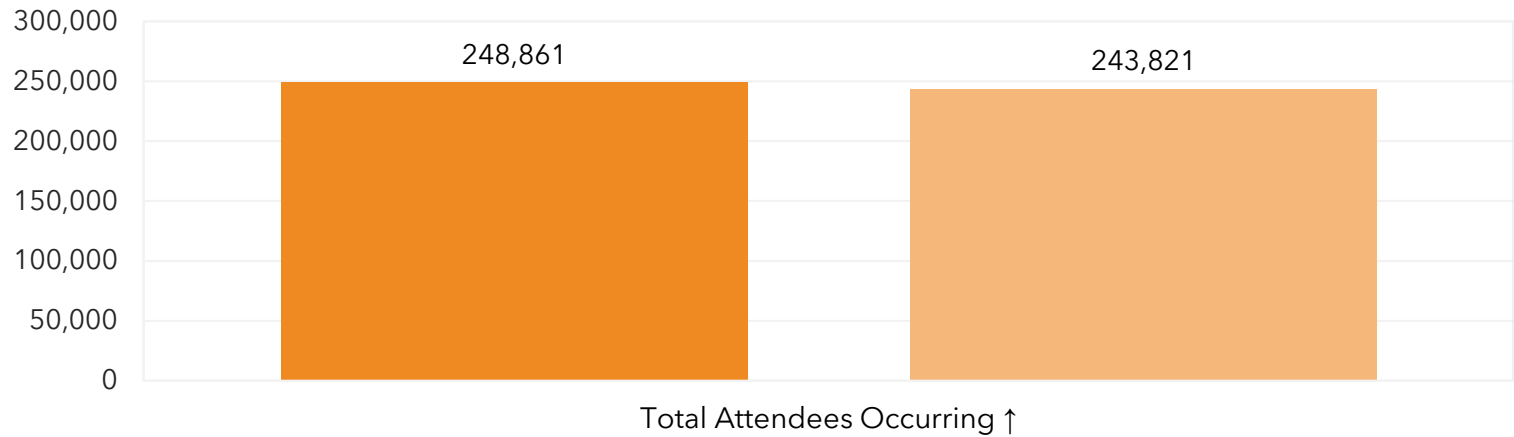
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**BUSINESS  
OCCURRING**

FYTD through May

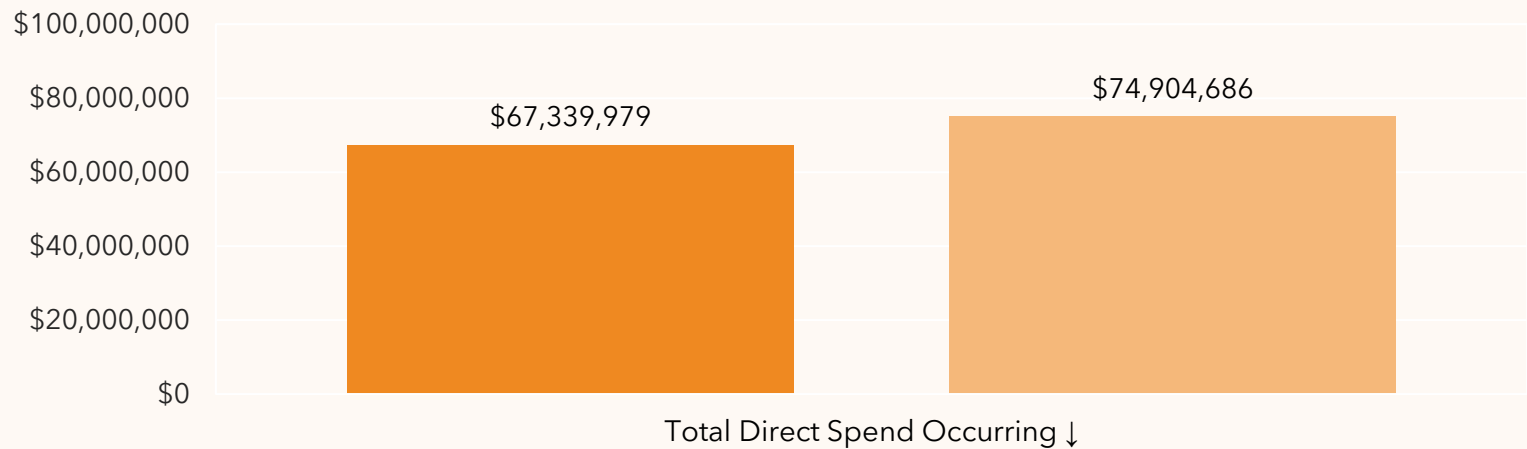
**Attendees**

FY25 YTD    FY24 YTD



**Direct Spend**

FY25 YTD    FY24 YTD



# 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
6/17/2025	Activated Events - 2025 June Boots in the Park Room Block (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
7/20/2025	New Mexico Games - 2025 High School Volleyball	825	231	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

Spotlight On

# BUSINESS OCCURRING AUGUST 2025

Arrival	Group Name	Attendees	Room Nights	Convention Center
8/2/2025	National Conference of Appellate Court Clerks - 2025 Annual Meeting	150	597	No
8/2/2025	TeslaTech LLC - 2025 ExtraOrdinary Technology Conference	124	562	No
8/3/2025	Sun Country Golf House - 2025 Drive, Chip & Putt Sub-Regional Qualifier	248	69	No
8/16/2025	Sun Country Golf House - 2025 Pitre Auto Group SCJG Tour Championship	264	111	No
8/18/2025	Sun Country Golf House - 2025 SCPGA Professional Championship	75	29	No
8/22/2025	International Association of Electrical Inspectors - 2025 IAEI Southwestern Section Annual Business Meeting	100	307	No
8/25/2025	Sun Country Golf House - 2025 NM/WT Senior Amateur Championship	325	194	No