

Visit Albuquerque Destination Dashboard

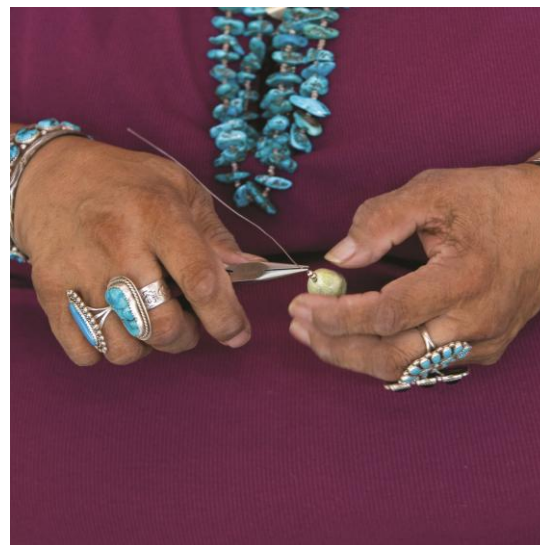
May 2026 Report



VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Lodging



Industry
Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

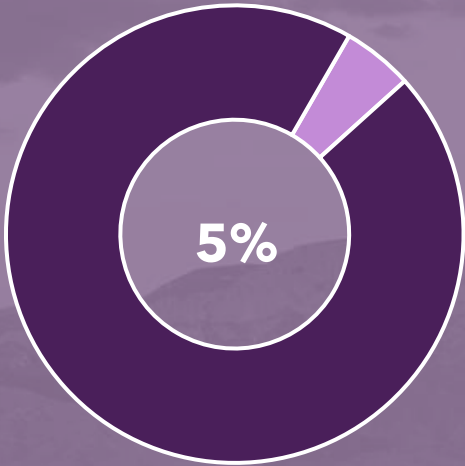
2026 Fiscal Year-to-Date through April

Total Lodgers' Tax Revenue
Collected

\$15,595,842

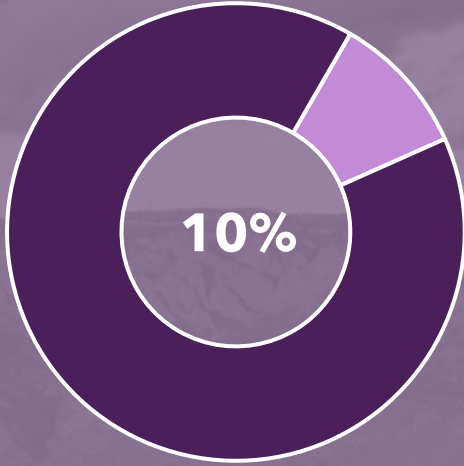
+1% vs April 2025

Delinquent Share of Lodgers' Tax
Revenue Collected



+1 pts vs April 2025

Short-Term Rental Share of
Lodgers' Tax Revenue Collected



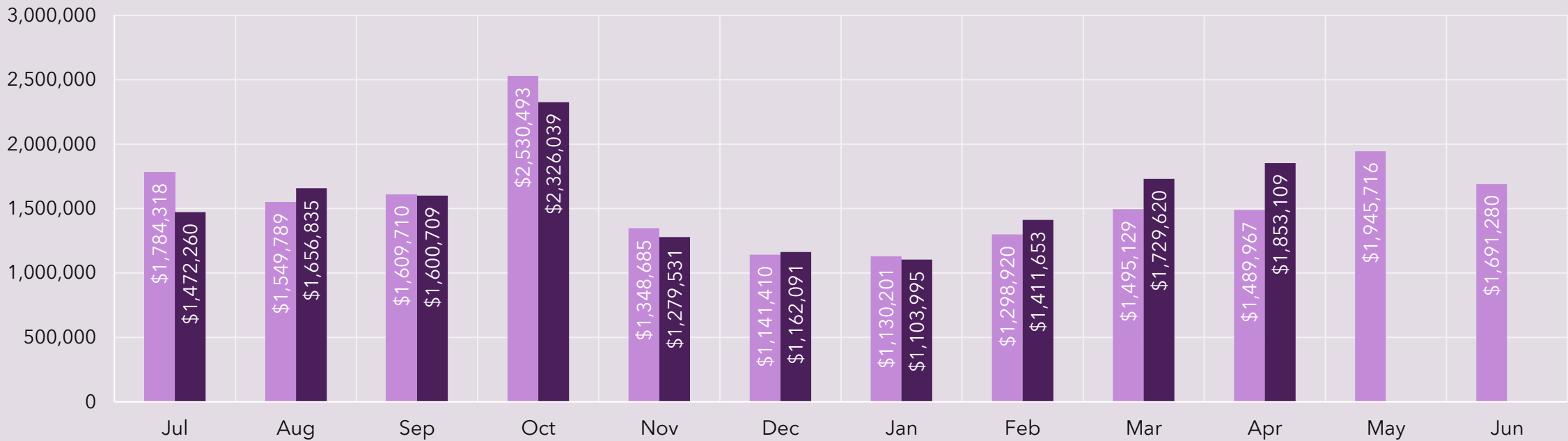
0 pts vs April 2025

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY26 FY25

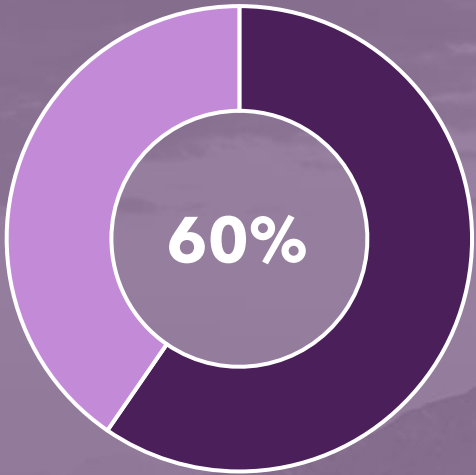


Albuquerque

HOTEL SNAPSHOT

2026 Calendar Year-to-Date through April

Occupancy



+2 pt vs April 2025

Average Daily Rate

\$114

+5% vs April 2025

Revenue per Available Room

\$68

+8% vs April 2025

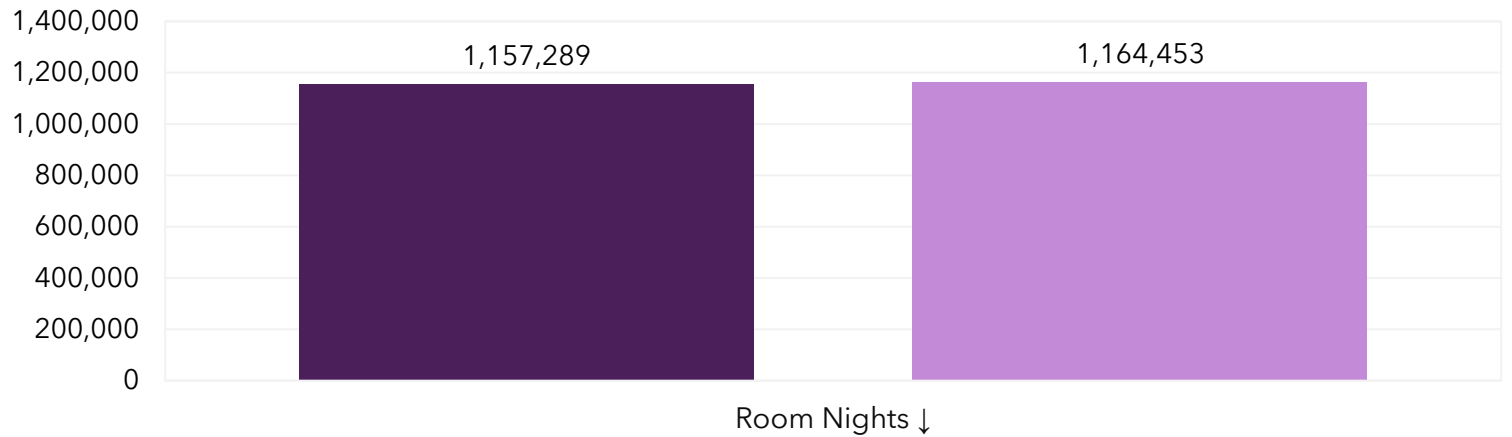
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HOTEL PERFORMANCE

CYTD through April

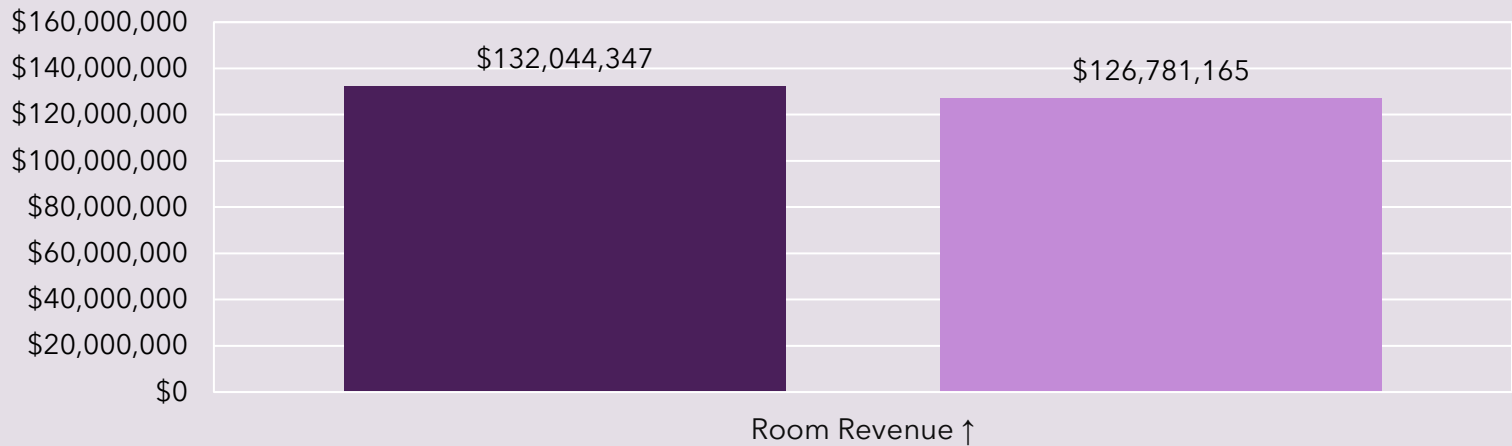
Hotel Demand

■ CYTD26 ■ CYTD25



Hotel Revenue

■ CYTD26 ■ CYTD25



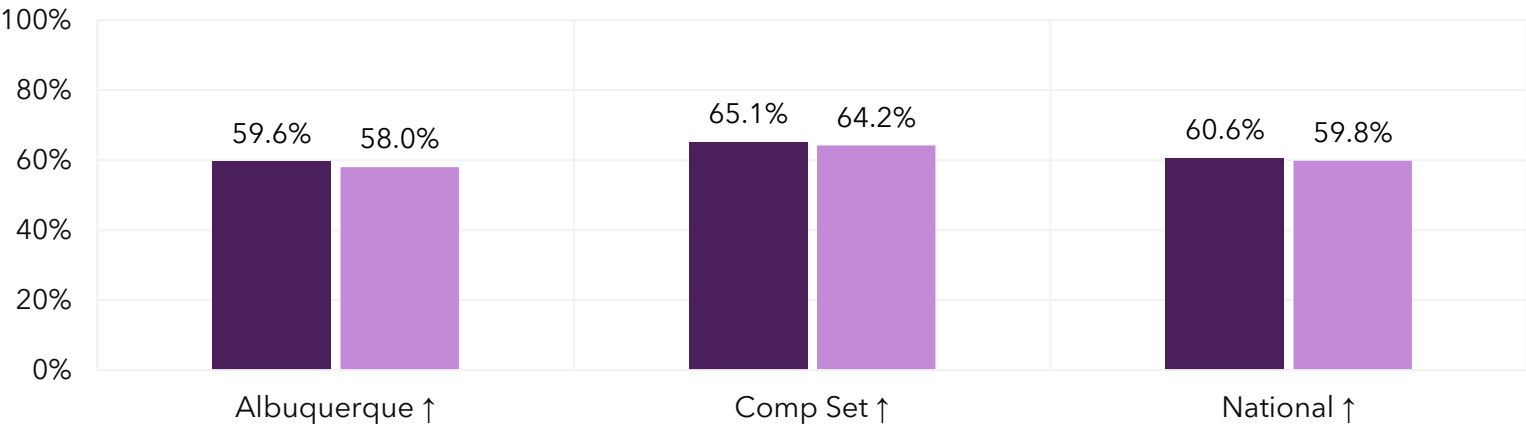
Competitor

HOTEL PERFORMANCE

CYTD through April

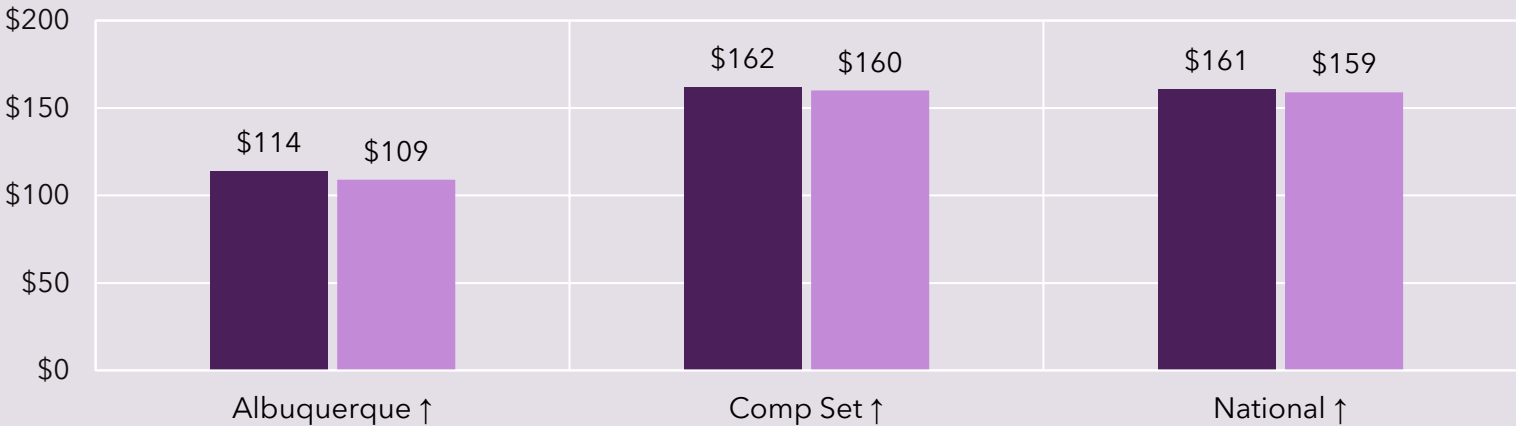
Occupancy

CYTD26 CYTD25



Average Daily Rate

CYTD26 CYTD25



Albuquerque

AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through April

Deplaned Passengers

2,146,312

-2% vs April 2025

Nonstop Out of State Air Seats

2,864,681

-1% vs April 2025

Top 5 Origin Markets
Capacity Change

Dallas	↓5%
Phoenix	↓2%
Denver	→0%
Houston	↑5%
Los Angeles	↓9%

vs April 2025



Integrated Marketing



Brand Health



Marketing Performance

Visit Albuquerque **MARKETING SNAPSHOT**

2026 Fiscal Year-to-Date through May

Impressions

1.2B

-34% vs May 2025

Website Sessions

4.8M

-10% vs May 2025

Social Followers

426K

+10% vs May 2025



Outreach



Destination
Development &
Partnership
Performance

Training



Visit Albuquerque

DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2026 Fiscal Year-to-Date through May

Visitor Center Count

76,666

+13% vs May 2025

ACE Trainees

212

-30% vs May 2025

Active Partners

636

-2% vs May 2025

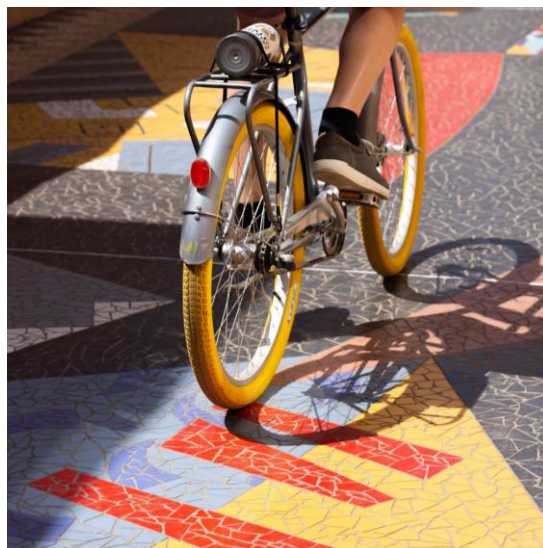


Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2026 Fiscal Year-to-Date through May

Citywide Room Nights Booked

108,826

+33% vs May 2025

Non-Citywide Room Nights
Booked

54,465

-13% vs May 2025

Sports Room Nights Booked

113,161

+16% vs May 2025

SALES PERFORMANCE BY SEGMENT

Meetings



50,130 future room
nights booked
(+6% YOY)

31,188 future
citywide room
nights booked
(+49% YOY)

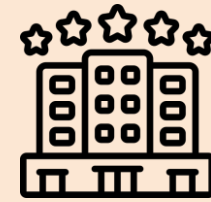
Sports



113,161 future
room nights
(+16% YOY)

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

Total



163,291 future room
nights booked
(+13% YOY)

108,826 future
citywide room
nights booked
(+33% YOY)

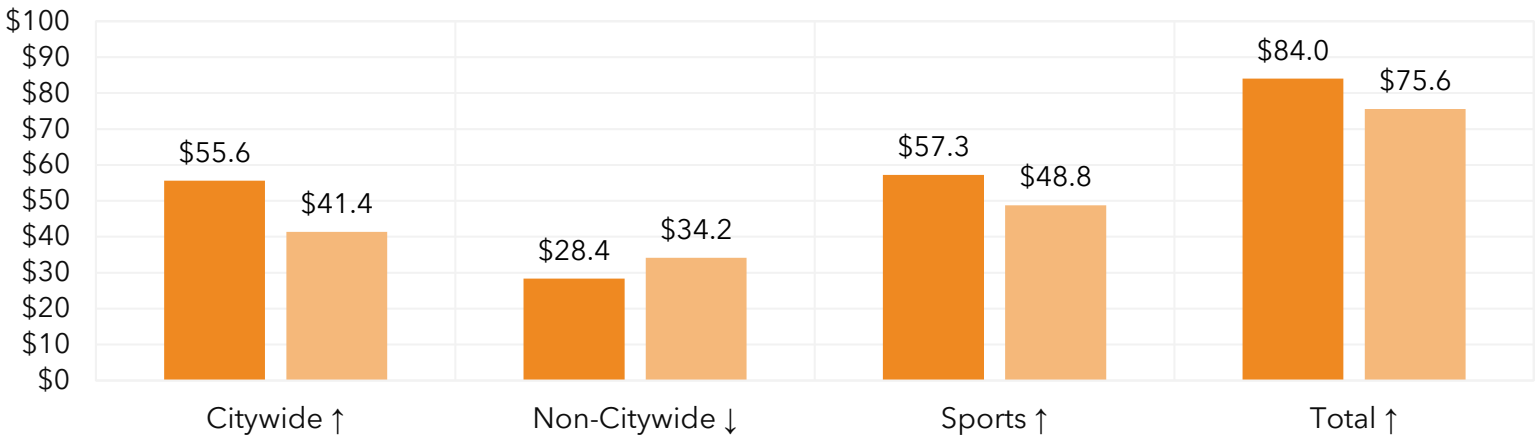
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SALES PERFORMANCE

FYTD through May

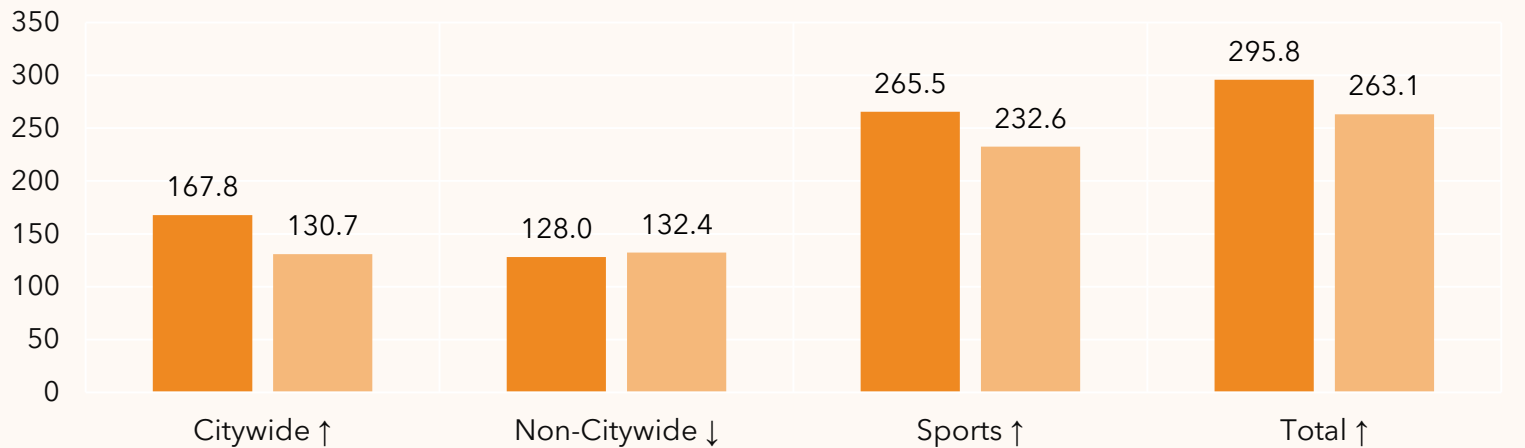
Direct Spend Booked (Millions)

FY26 YTD FY25 YTD



Attendees Booked (Thousands)

FY26 YTD FY25 YTD



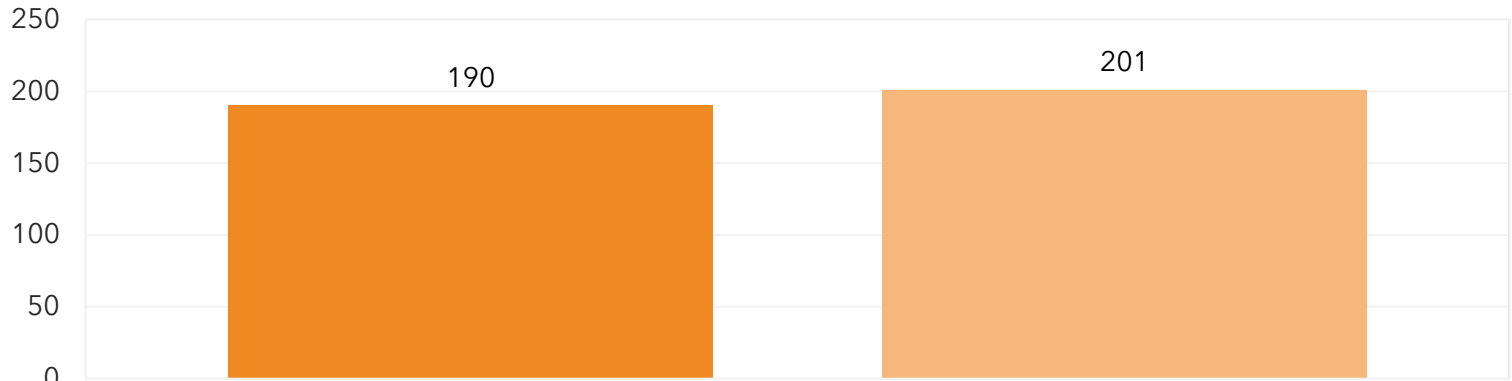
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BUSINESS OCCURRING

FYTD through May

Events Occurring

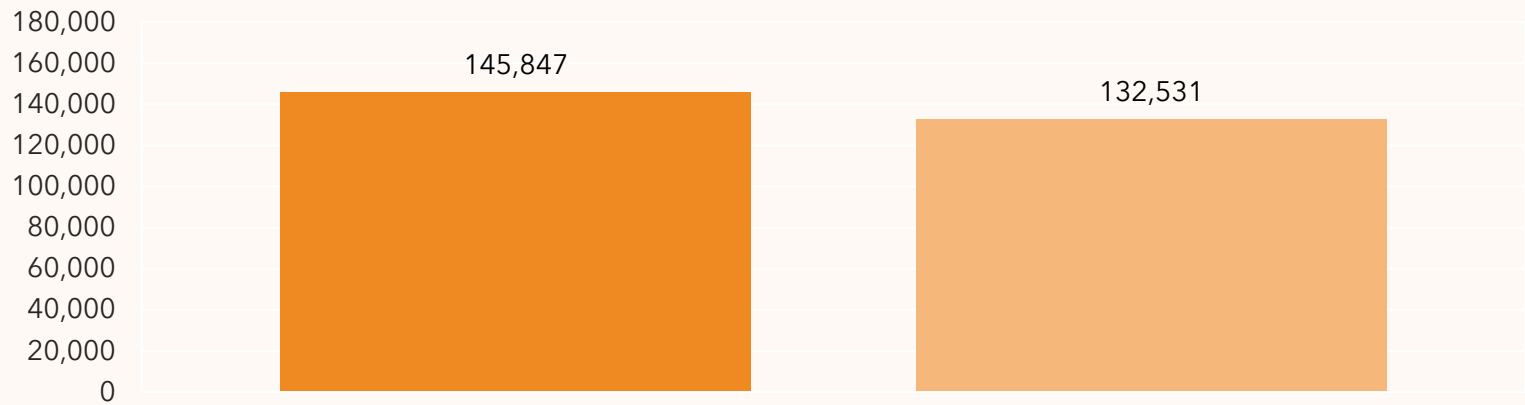
FY26 YTD FY25 YTD



Total Events Occurring ↓

Room Nights Occurring

FY26 YTD FY25 YTD



Total Room Nights Occurring ↑

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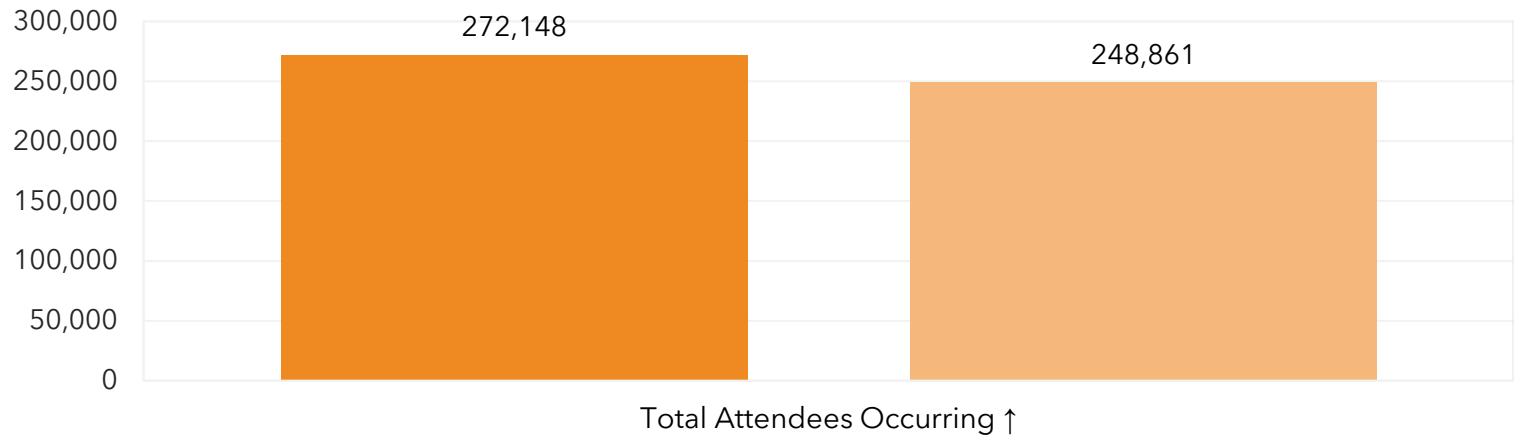
BUSINESS

OCCURRING

FYTD through May

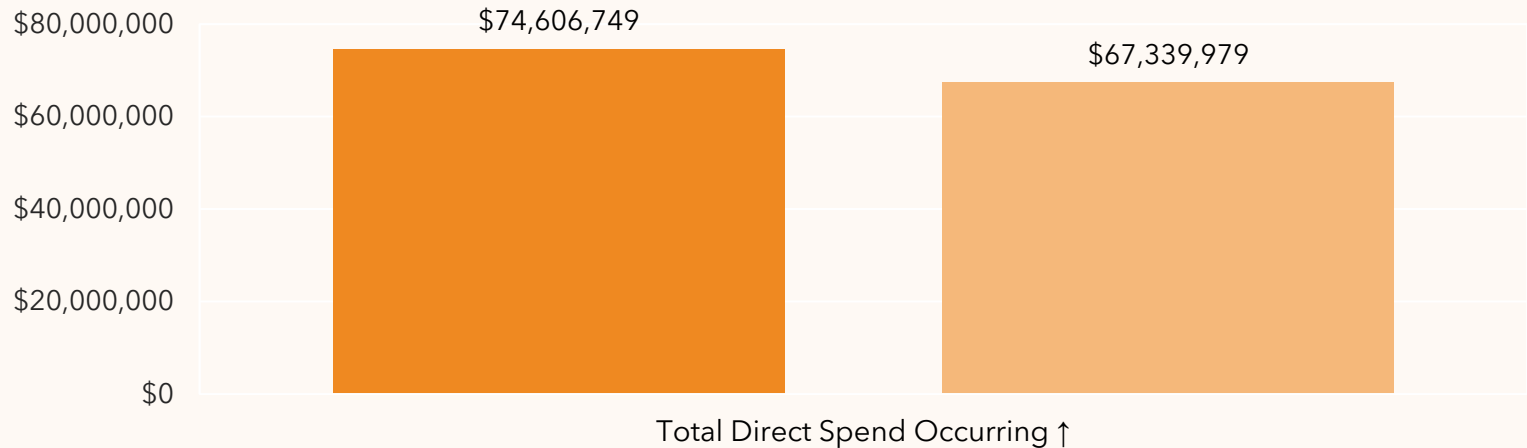
Attendees

FY26 YTD FY25 YTD



Direct Spend

FY26 YTD FY25 YTD



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	New Mexico Games - 2026 Judo	250	186	No
6/7/2026	Public Relations Society of America - 2026 PRSA Travel & Tourism Annual Conference	400	995	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
6/23/2026	Sun Country Golf House - 2026 U.S. Amateur Qualifier	288	142	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
6/27/2026	Albuquerque Roller Derby - 2026 Rumble on the Rio	338	235	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 National Stereoscopic Association 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

Spotlight On **BUSINESS OCCURRING AUGUST 2026**

Start Date	Group Name	Attendees	Room Nights	Convention Center
8/4/2026	Alliance for Innovation and Transformation - 2026 AFIT Summer Institute	350	1,172	No
8/6/2026	Turquoise Museum - 2026 Turquoise United	200	20	No
8/7/2026	Southwest District Kiwanis - 2026 Southwest District Kiwanis District Convention	200	140	No
8/8/2026	Sun Country Golf House - 2026 Pitre Auto Group SCJG Tour Championship	198	83	No
8/12/2026	Vietnam Helicopter Crew Members Association - 2026 VHCMA Annual Reunion	200	435	No
8/12/2026	TeslaTech LLC - 2026 ExtraOrdinary Technology Conference	132	549	No
8/18/2026	Aerospace States Association - 2026 ASA 34th Annual Meeting and 7th State Aerospace Policy Summit	55	144	No
8/24/2026	Sun Country Golf House - 2026 SCPGA Professional Championship	90	35	No
8/28/2026	Colorado Dental Association - 2026 14th District Dental Caucus	70	132	No