

# Visit Albuquerque Destination Dashboard

June 2025 Report

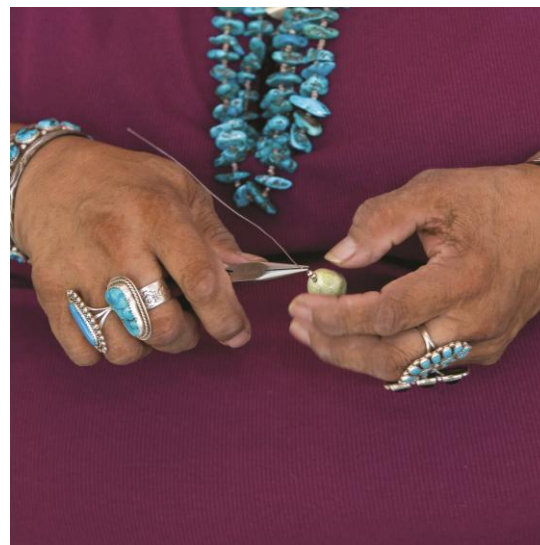


.VISIT.  
**ALBUQUERQUE.**  
CHANGE YOUR PERSPECTIVE





Lodging



# Industry Performance

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Air Service



# Albuquerque

## LODGERS' TAX SNAPSHOT

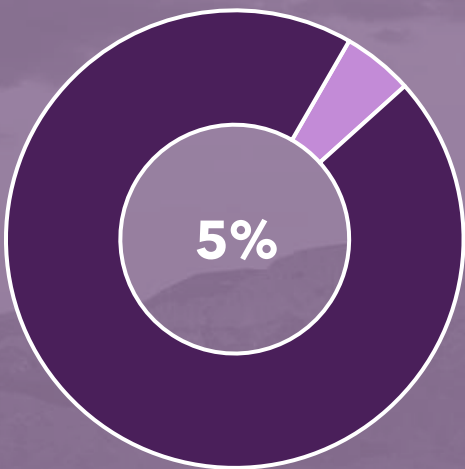
2025 Fiscal Year-to-Date through May

Total Lodgers' Tax Revenue  
+ Hospitality Fee Collected

**\$20,800,276**

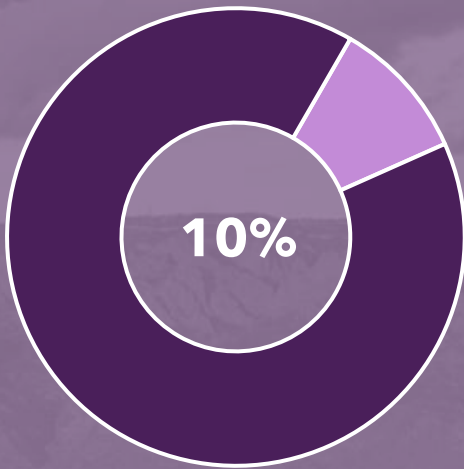
-0.7% vs May 2024

Delinquent Share of Lodgers' Tax  
Revenue Collected



+2.0 pts vs May 2024

STR Share of Lodgers' Tax  
Revenue Collected



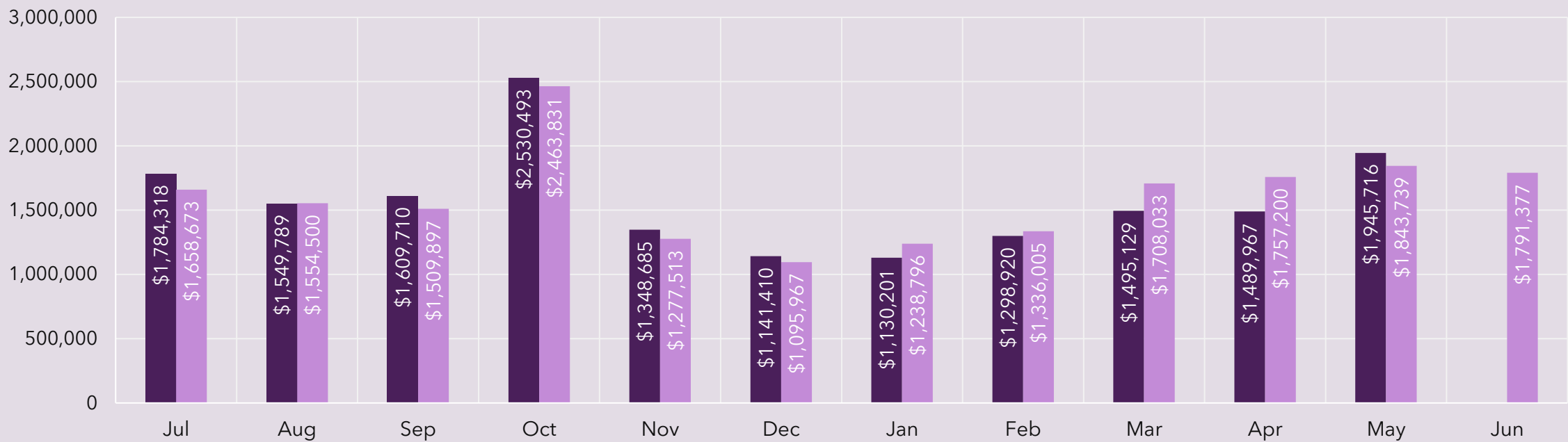
+0.4 pts vs May 2024

Albuquerque

# LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

FY25    FY24

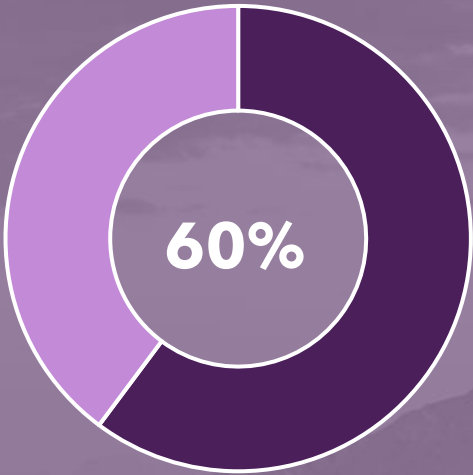


# Albuquerque

## HOTEL SNAPSHOT

2025 Calendar Year-to-Date through May

Occupancy



-3.8 pts vs May 2024

Average Daily Rate

\$111

-3.5% vs May 2024

Revenue per Available Room

\$67

-9.1% vs May 2024

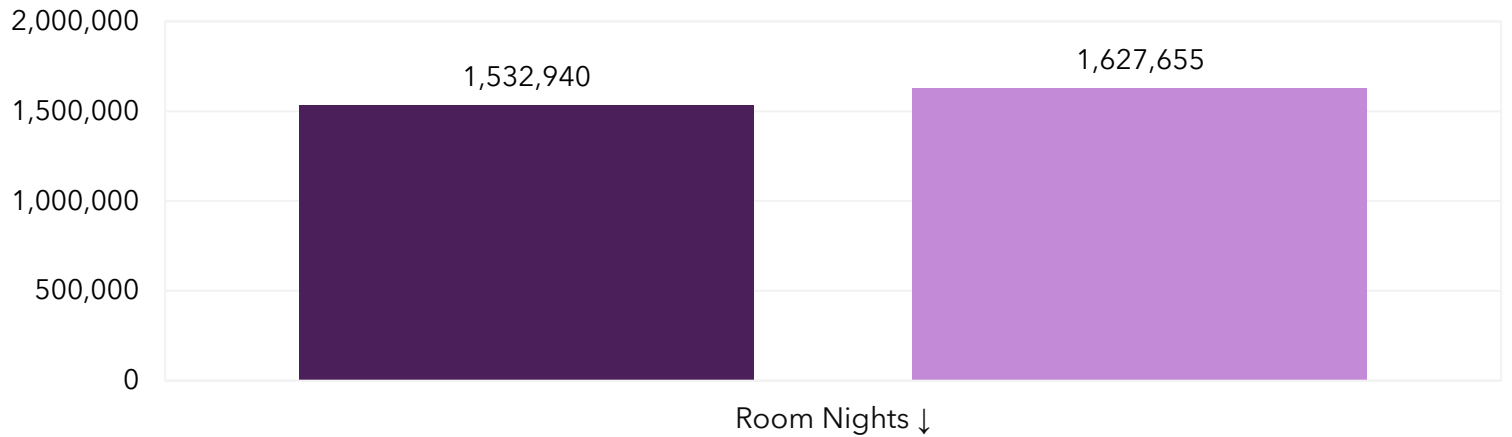
Albuquerque

# HOTEL PERFORMANCE

CYTD through May

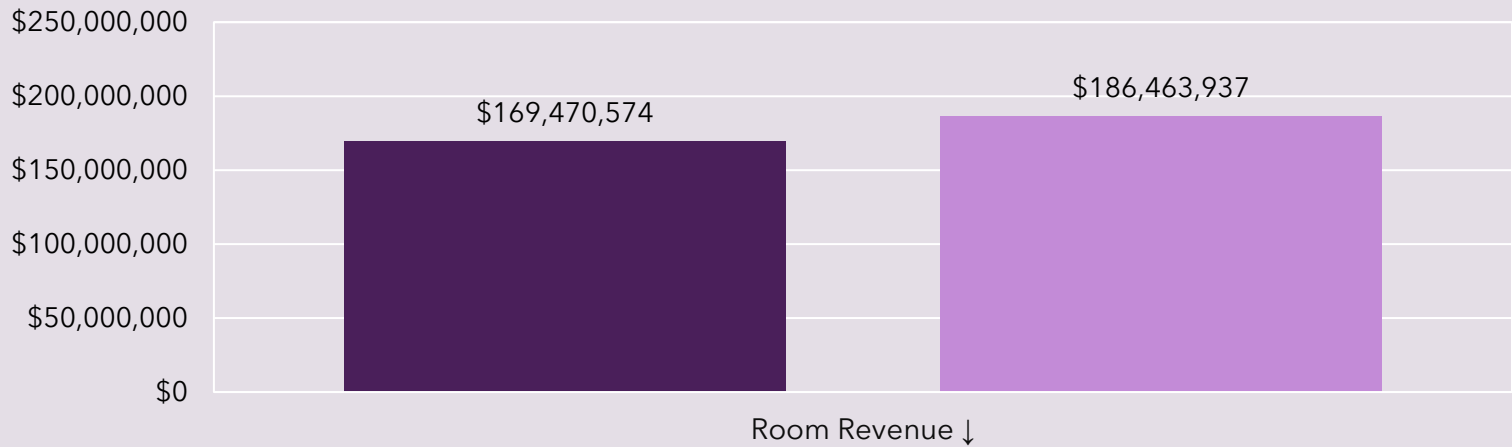
Hotel Demand

CYTD25 CYTD24



Hotel Revenue

CYTD25 CYTD24



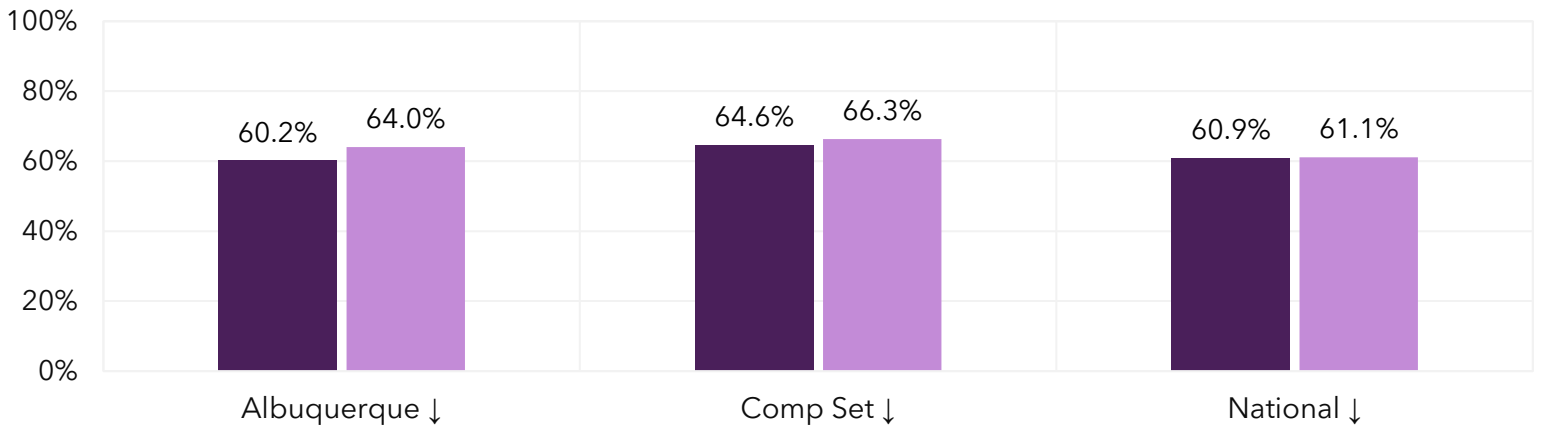
Competitor

# HOTEL PERFORMANCE

CYTD through May

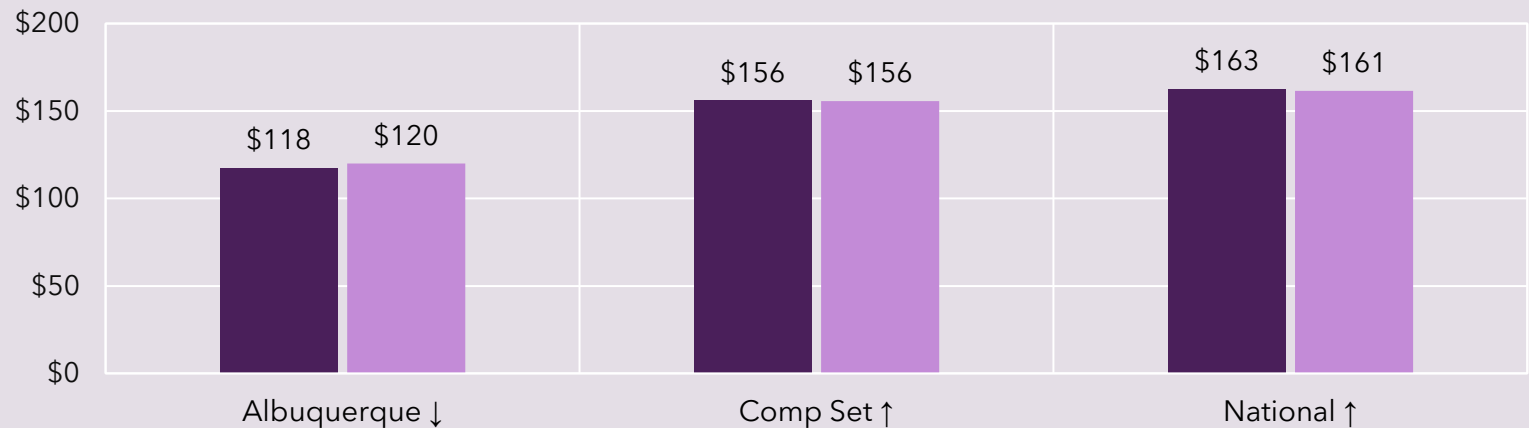
## Occupancy

CYTD25 CYTD24



## Average Daily Rate

CYTD25 CYTD24





# Albuquerque

## AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through May

Deplaned Passengers

**2,189,772**

-2% vs April 2024

Nonstop Out of State Air Seats

**3,227,977**

+1.2% vs May 2024

Top 5 Origin Markets  
Capacity Change

Dallas	↑2%
Phoenix	↑7%
Denver	↓2%
Las Vegas	↓3%
Los Angeles	↑1%

vs May 2024





## Integrated Marketing



## Brand Health



# Marketing Performance

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# Visit Albuquerque **MARKETING SNAPSHOT**

2025 Fiscal Year-to-Date through June

Impressions

**2.0B**

-35% vs June 2024

Website Sessions

**5.9M**

+59% vs June 2024

Social Followers

**390K**

+11% change vs June 2024





Outreach



Destination  
Development &  
Partnership  
Performance

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Training



Visit Albuquerque

# DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through June

Visitor Center Count

**74,707**

-18% vs June 2024

ACE Trainees

**319**

+91% vs June 2024

Active Partners

**651**

1% change vs June 2024





Bookings



Meetings,  
Conventions &  
Sports  
Performance

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Leads



Visit Albuquerque

# MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through June

Citywide Room Nights Booked

**100,360**

+1% vs June 2024

Non-Citywide Room Nights  
Booked

**72,471**

+41% vs June 2024

Sports Room Nights Booked

**104,929**

-2% change vs June 2024

## SALES PERFORMANCE BY SEGMENT

### Meetings



67,902 future room  
nights booked  
(+57% YOY)

35,160 future  
*citywide* room  
nights booked  
(+88% YOY)

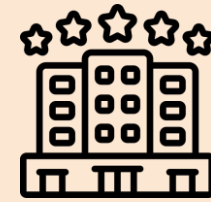
### Sports



104,929 future  
room nights  
(-2% YOY)

65,200 future  
*citywide* room  
nights booked  
(-19% YOY)

### Total



172,831 future room  
nights booked  
(+15% YOY)

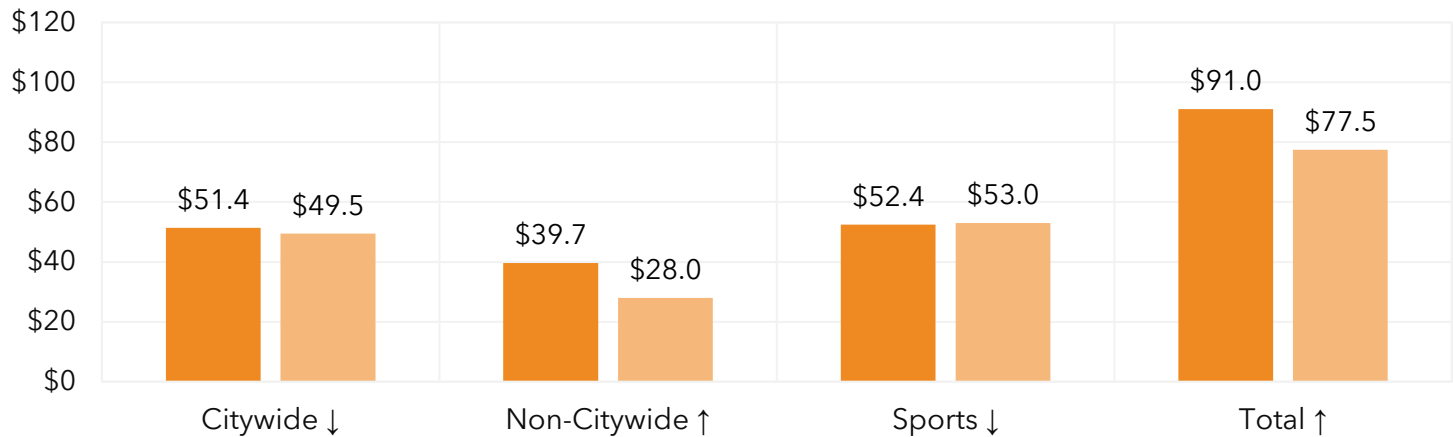
100,360 future  
*citywide* room  
nights booked  
(+1% YOY)

# SALES PERFORMANCE

FYTD through June

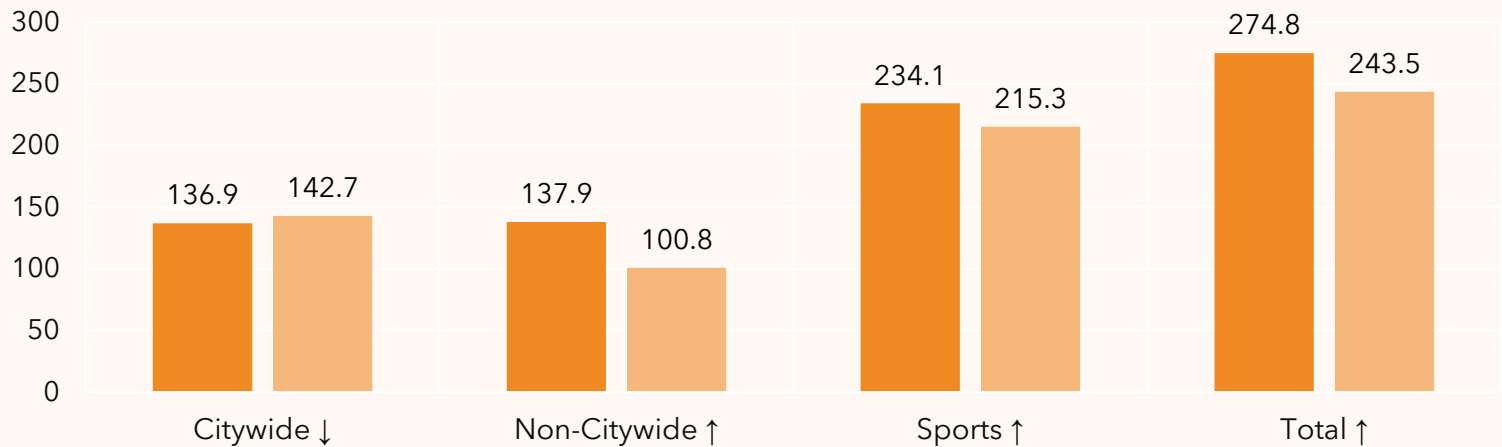
## Direct Spend Booked (Millions)

FY25 YTD    FY24 YTD



## Attendees Booked (Thousands)

FY25 YTD    FY24 YTD





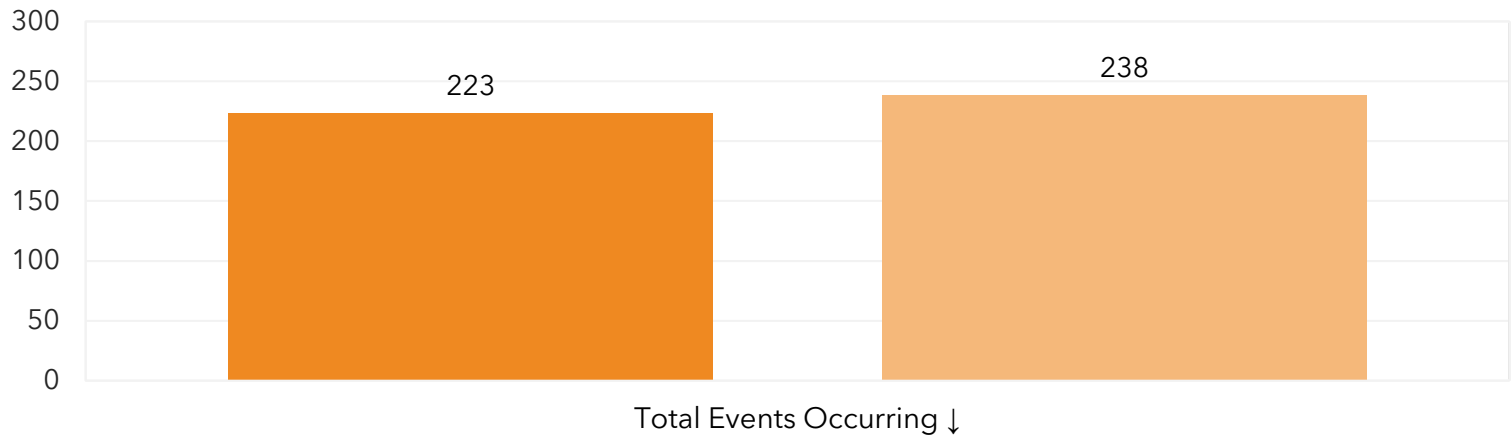
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# BUSINESS OCCURRING

FYTD through June

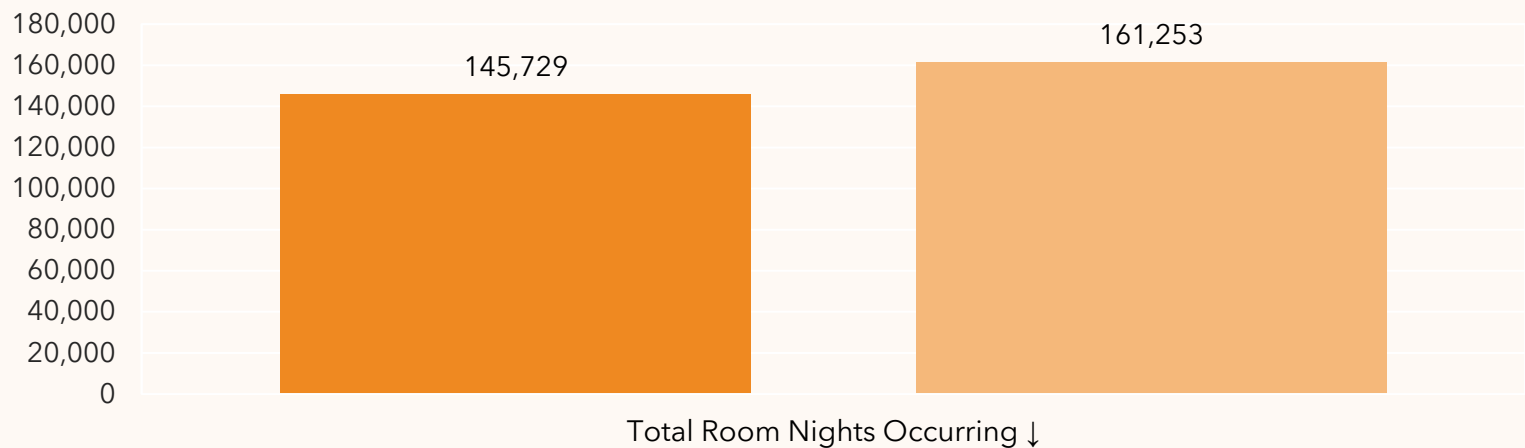
## Events Occurring

FY25 YTD    FY24 YTD



## Room Nights Occurring

FY25 YTD    FY24 YTD



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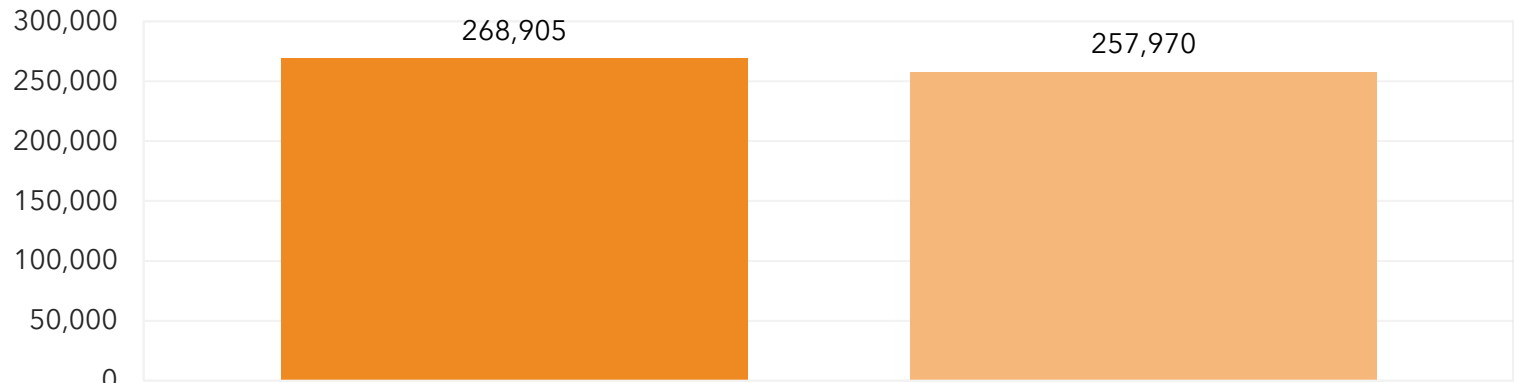
**BUSINESS**

**OCCURRING**

FYTD through June

**Attendees**

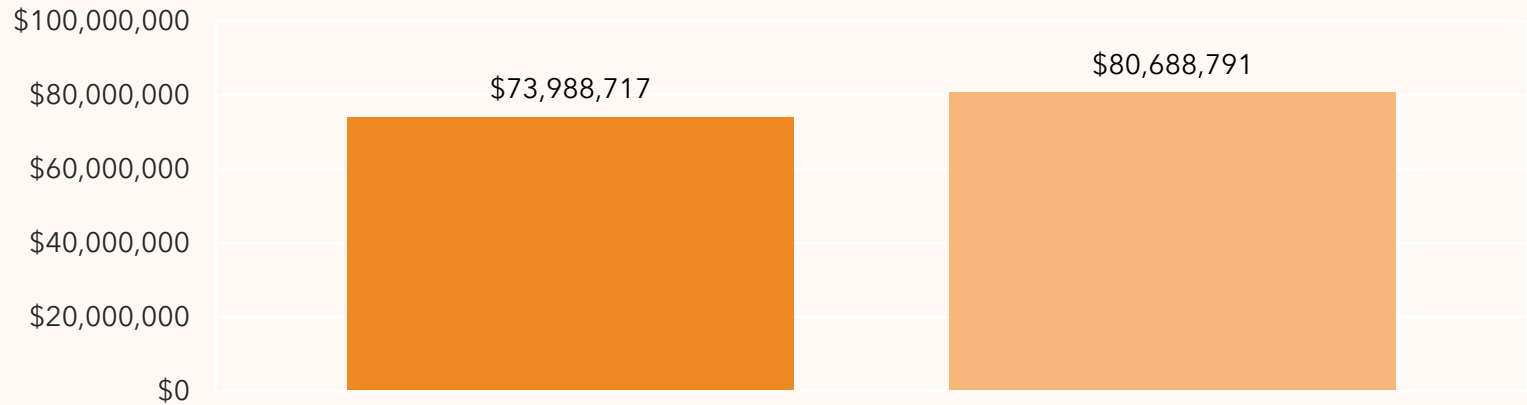
FY25 YTD    FY24 YTD



Total Attendees Occurring ↑

**Direct Spend**

FY25 YTD    FY24 YTD



Total Direct Spend Occurring ↓

# Spotlight On BUSINESS OCCURRING JULY 2025

Arrival	Group Name	Attendees	Room Nights	Convention Center
7/1/2025	2025 Isleta Junior Event	165	46	No
7/9/2025	2025 Los Altos Junior Event	264	74	No
7/10/2025	2025 ABA Five Tool Southwest Challenge	1,584	521	No
7/11/2025	2025 SCAGA Match Play Championship	150	122	No
7/11/2025	2025 NM Little League State Baseball Tournament	515	507	No
7/14/2025	2025 Japanese American Citizens League (JACL) Convention	350	384	No
7/16/2025	2025 USA Archery JOAD Target Nationals and JOAD U.S. Open	2,805	4,122	No
7/18/2025	2025 NM Interscholastic Athletics/Activities State Conference	2,000	538	Yes
7/19/2025	2025 Powerlifting	125	26	No
7/19/2025	2025 NM/WT Women's Amateur Championship	150	122	No
7/19/2025	2025 Southwest Regional Jr Softball Tournament	257	259	No
7/23/2025	2025 SCJG Mini Masters	132	55	No
7/27/2025	2025 High School Volleyball	825	231	No
7/28/2025	2025 Isleta Pro-Scratch	120	31	No
7/28/2025	2025 U.S. Senior Amateur Qualifier	50	25	No
7/29/2025	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	2025 Annual Meeting	150	597	No
8/2/2025	2025 ExtraOrdinary Technology Conference	124	562	No
8/3/2025	2025 Drive, Chip & Putt Sub-Regional Qualifier	248	69	No
8/16/2025	2025 Pitre Auto Group SCJG Tour Championship	264	111	No
8/18/2025	2025 SCPGA Professional Championship	75	29	No
8/22/2025	2025 IAEI Southwestern Section Annual Business Meeting	100	307	No
8/25/2025	2025 NM/WT Senior Amateur Championship	325	194	No
8/31/2025	2025 IEEE Quantum Week Conference	1,800	3,186	Yes



# Spotlight On BUSINESS OCCURRING SEPTEMBER 2025

Arrival	Group Name	Attendees	Room Nights	Convention Center
9/2/2025	2025 Women Physicians in Christ Annual Convention	250	501	No
9/5/2025	2025 FTA Motor Fuel Annual Conference	225	750	No
9/7/2025	2025 NDRN PABSS Training	50	115	No
9/13/2025	2025 Arm Wrestling	250	99	No
9/17/2025	2025 Association for Rural & Small Libraries (ARSL) Conference	900	1,918	Yes
9/19/2025	2025 Duke City Hamfest	600	60	No
9/19/2025	2025 Pickleball	870	280	No
9/21/2025	2025 Adult Volleyball	625	186	No
9/22/2025	2025 Isleta Fall Invitational	90	23	No
9/28/2025	2025 UPPI Annual Meeting	64	170	No
9/28/2025	2025 Annual Reunion	90	150	No
9/28/2025	2025 Judo	250	186	No