

# Visit Albuquerque Destination Dashboard

July 2025 Report



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



Lodging



Industry  
Performance

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Air Service



Albuquerque

# LODGERS' TAX SNAPSHOT

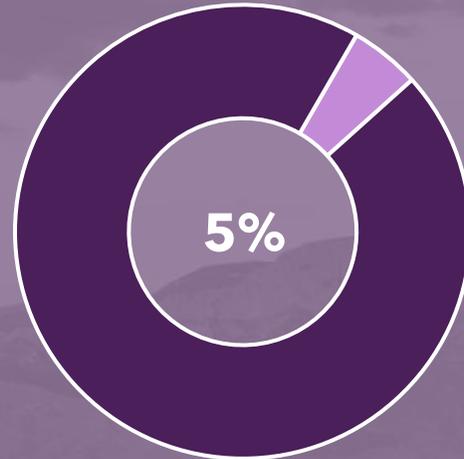
2025 Fiscal Year-to-Date through June

Total Lodgers' Tax Revenue  
Collected

**\$19,015,618**

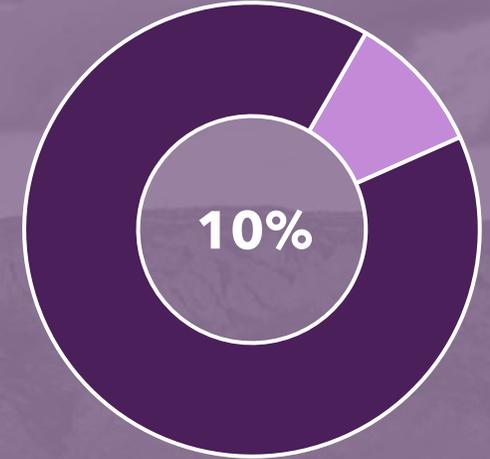
-1.1% vs June 2024

Delinquent Share of Lodgers' Tax  
Revenue Collected



+1.5 pts vs June 2024

Short-Term Rental Share of  
Lodgers' Tax Revenue Collected



+0.5 pts vs June 2024

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# LODGERS' TAX COLLECTIONS BY MONTH

## Lodgers' Tax Revenue

FY25 FY24

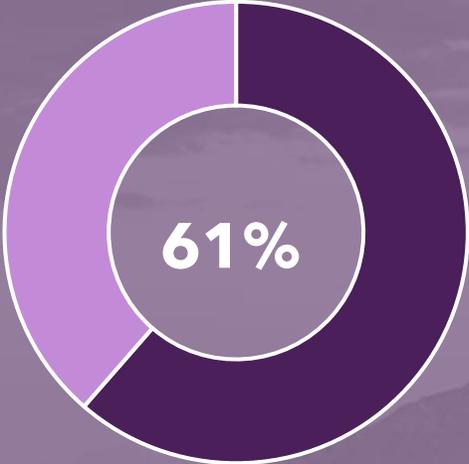


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# HOTEL SNAPSHOT

2025 Calendar Year-to-Date through June

Occupancy



-3.6 pts vs June 2024

Average Daily Rate

**\$1112**

-3.2% vs June 2024

Revenue per Available Room

**\$69**

-8.6% vs June 2024

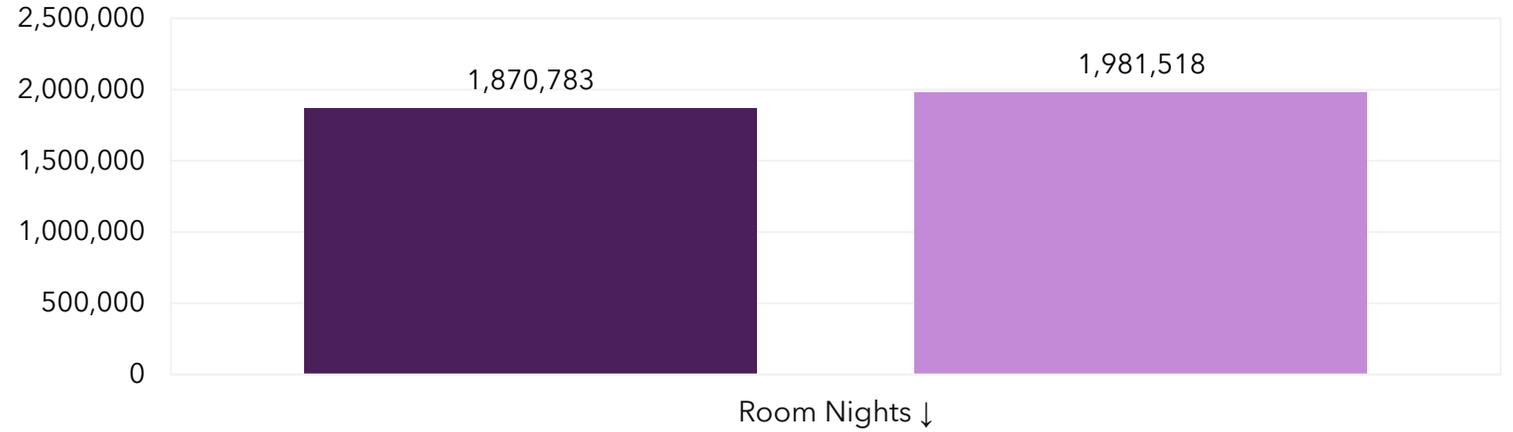
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# HOTEL PERFORMANCE

CYTD through June

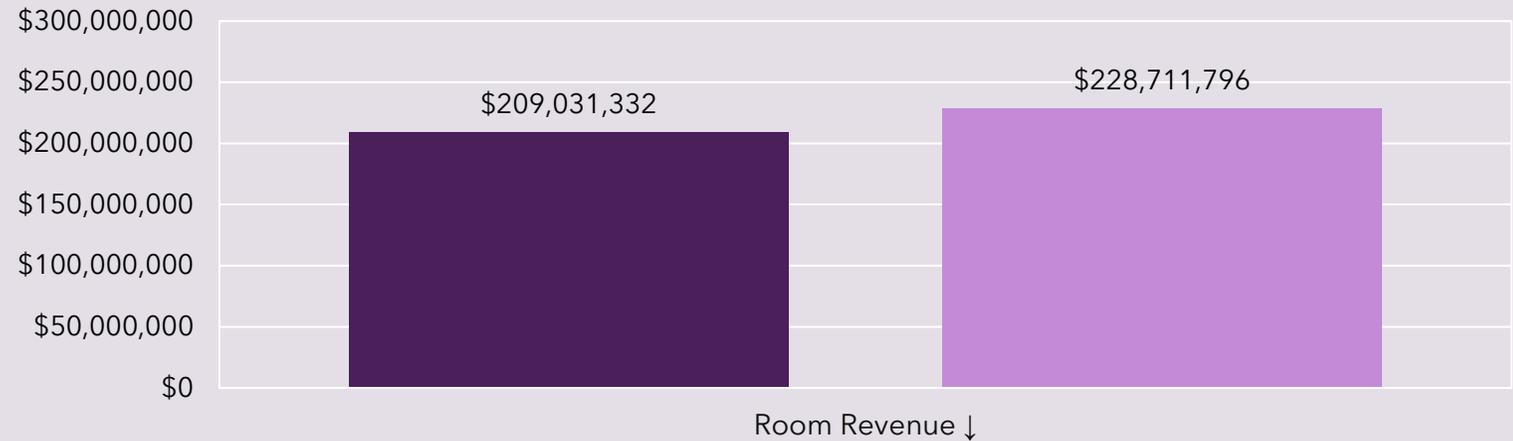
## Hotel Demand

■ CYTD25 ■ CYTD24



## Hotel Revenue

■ CYTD25 ■ CYTD24



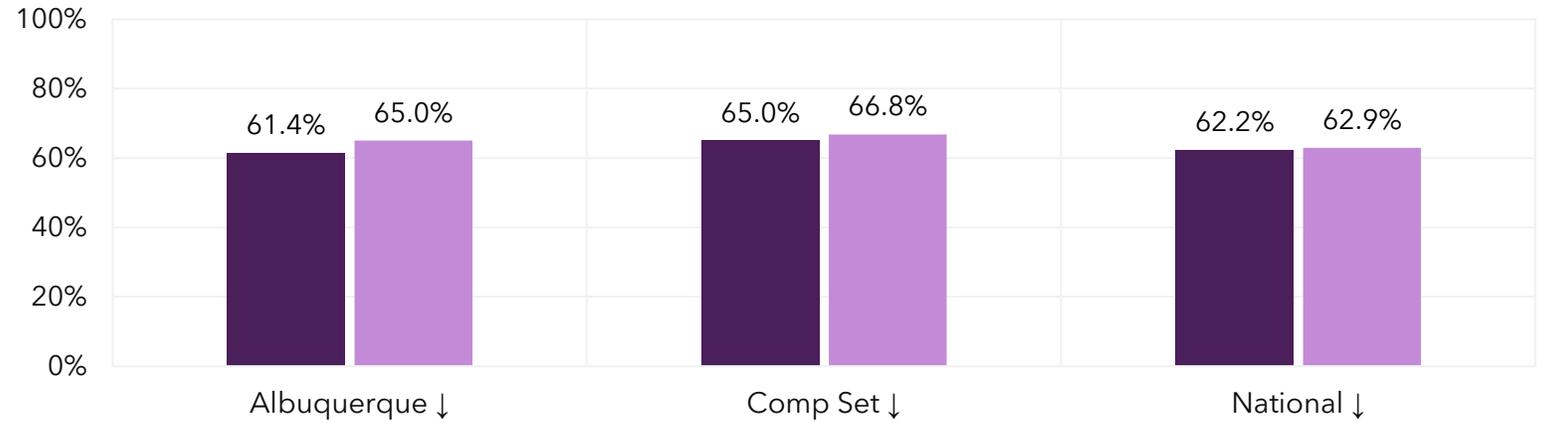
Competitor

# HOTEL PERFORMANCE

CYTD through June

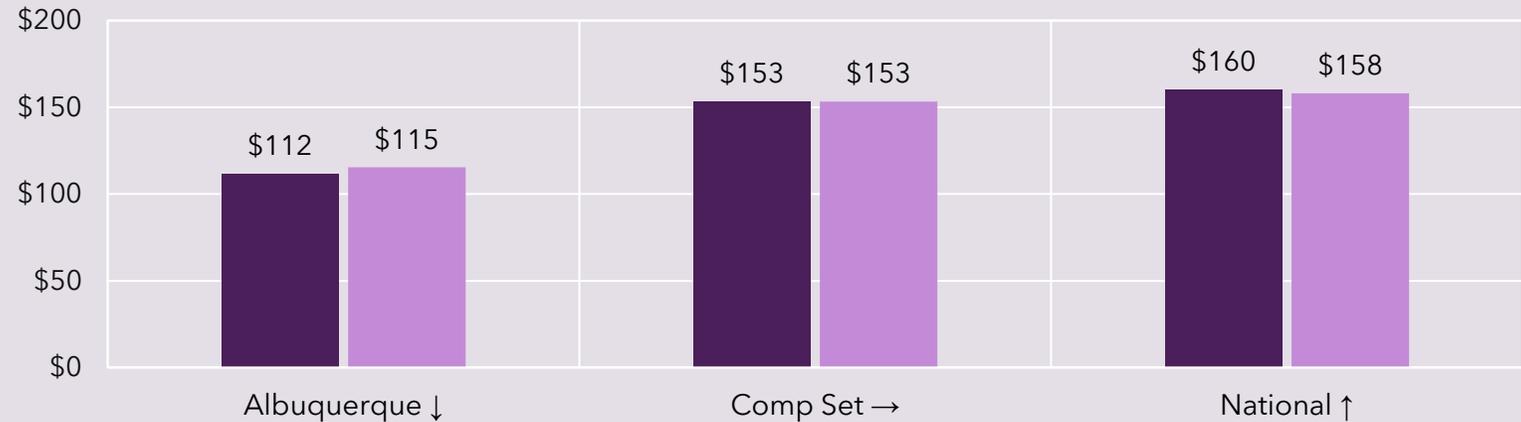
## Occupancy

■ CYTD25 ■ CYTD24



## Average Daily Rate

■ CYTD25 ■ CYTD24



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# AIRPORT SNAPSHOT

2025 Fiscal Year-to-Date through June

Deplaned Passengers

**2,678,388**

-2% vs June 2024

Nonstop Out of State Air Seats

**3,555,612**

+1.7% vs June 2024

Top 5 Origin Markets  
Capacity Change

Dallas	↑2%
Phoenix	↑7%
Denver	↓2%
Las Vegas	↓5%
Los Angeles	0%

vs June 2024



Integrated  
Marketing



Marketing  
Performance

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Brand Health



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# MARKETING SNAPSHOT

2026 Fiscal Year-to-Date through July

Impressions

**130M**

-28% vs July 2024

Website Sessions

**583K**

+38% vs July 2024

Social Followers

**394K**

+11% change vs July 2024





Outreach



Destination  
Development &  
Partnership  
Performance

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Training



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# DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through July

Visitor Center Count

**6,940**

+5% vs July 2024

ACE Trainees

**15**

-85% vs July 2024

Active Partners

**633**

0% change vs July 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 July

Citywide Room Nights Booked

**2,529**

~ vs July 2024

Non-Citywide Room Nights Booked

**4,883**

+481% vs July 2024

Sports Room Nights Booked

**2,031**

+150% change vs July 2024

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# SALES PERFORMANCE BY SEGMENT

## Meetings



5,381 future room  
nights booked  
(+17,837% YOY)

2,529 future *citywide*  
room  
nights booked  
(~ YOY)

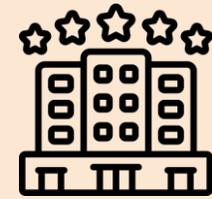
## Sports



2,031 future  
room nights  
(+150% YOY)

0 future *citywide*  
room  
nights booked  
(0% YOY)

## Total



7,412 future room  
nights booked  
(+781% YOY)

2,529 future *citywide*  
room  
nights booked  
(~ YOY)

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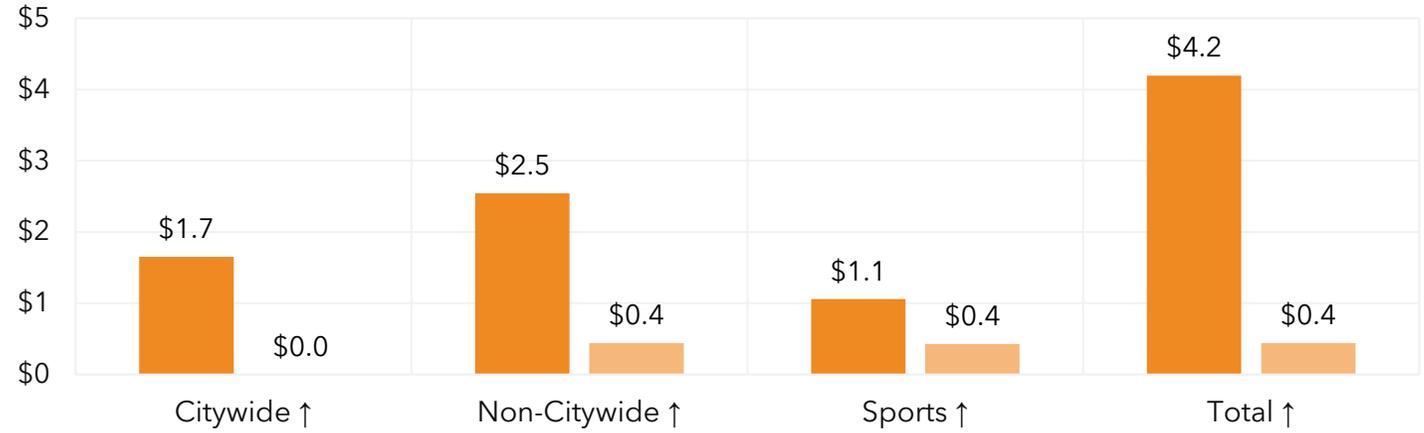
# SALES

# PERFORMANCE

FYTD through July

## Direct Spend Booked (Millions)

FY26 YTD    FY25 YTD



## Attendees Booked (Thousands)

FY26 YTD    FY25 YTD



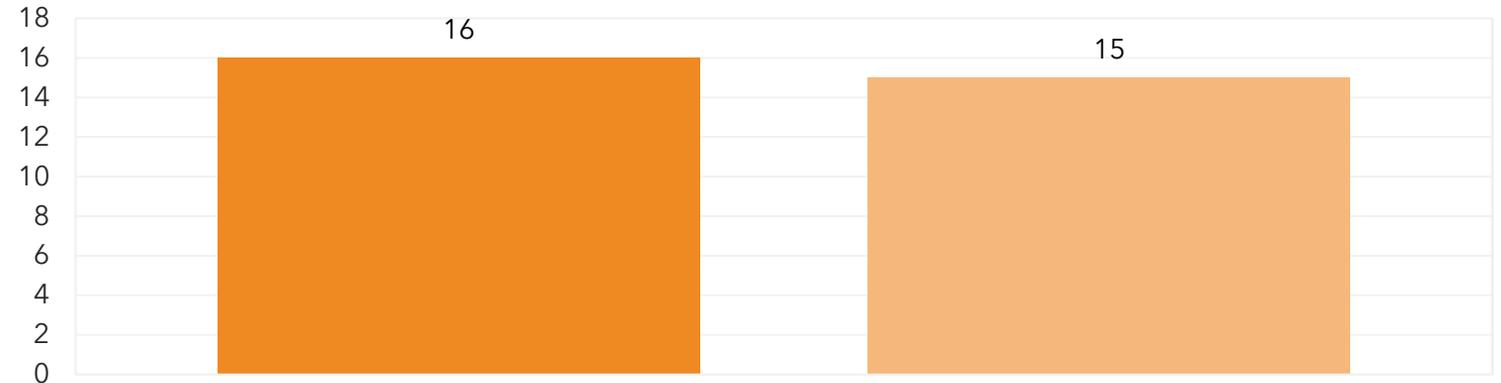
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# BUSINESS OCCURRING

FYTD through July

## Events Occurring

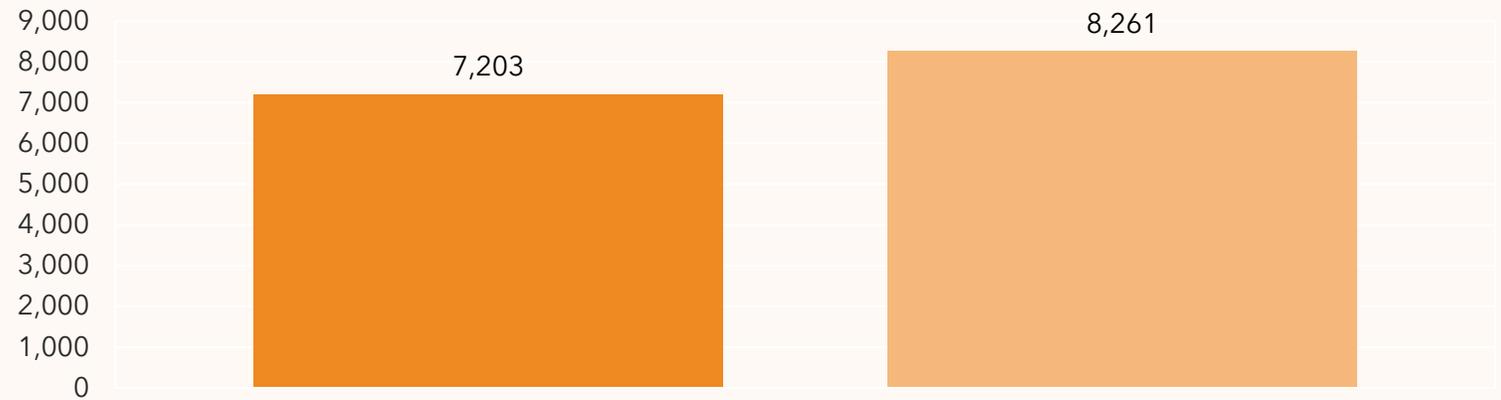
FY26 YTD    FY25 YTD



Total Events Occurring ↓

## Room Nights Occurring

FY26 YTD    FY25 YTD



Total Room Nights Occurring ↓

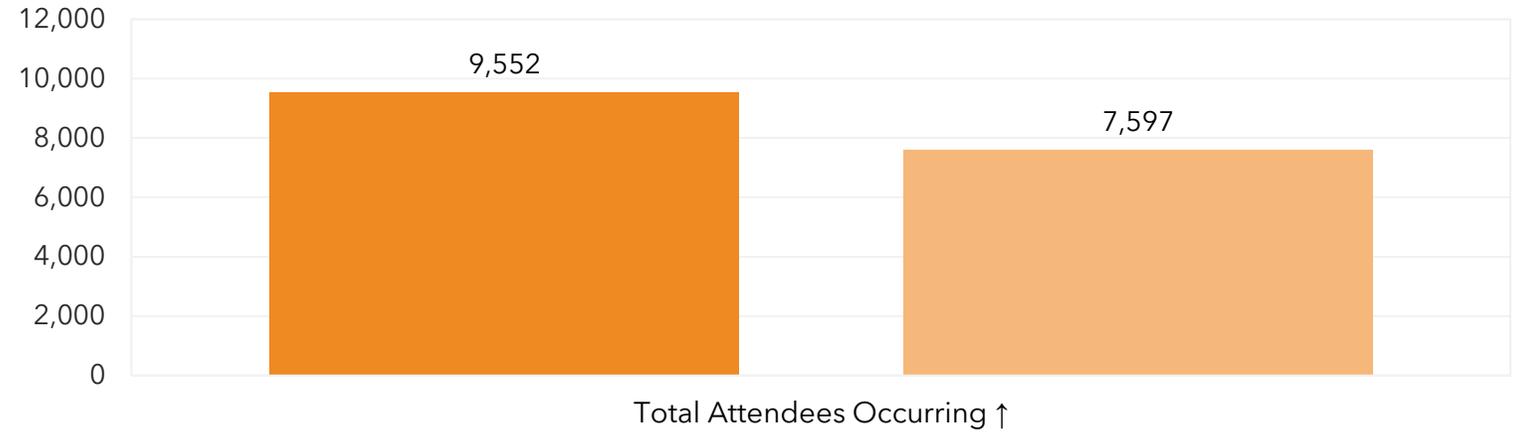
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# BUSINESS OCCURRING

FYTD through July

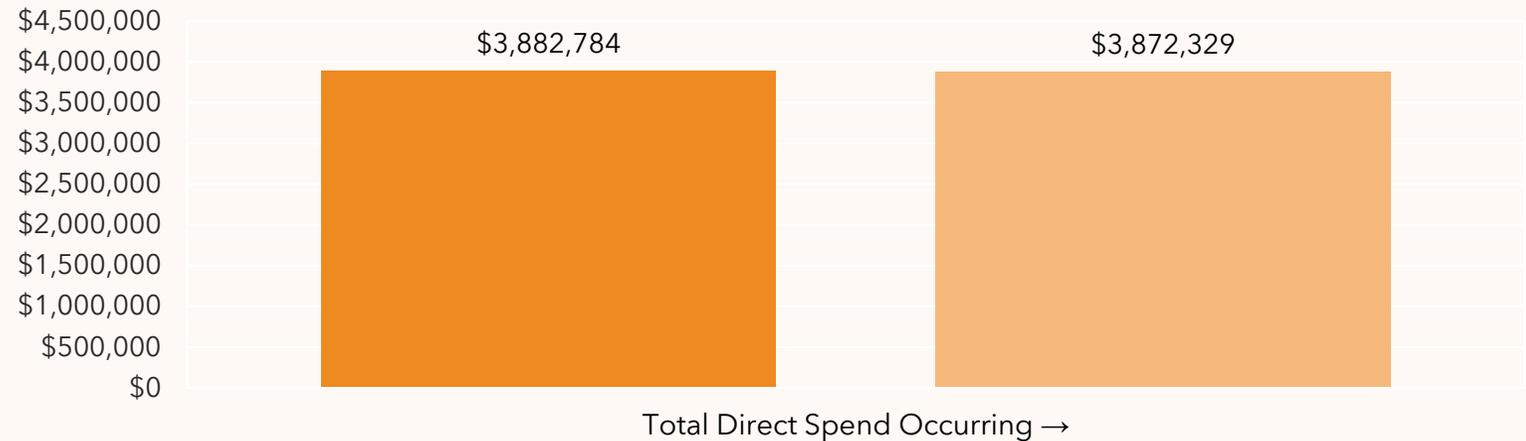
## Attendees

FY26 YTD    FY25 YTD



## Direct Spend

FY26 YTD    FY25 YTD



Spotlight On

# BUSINESS OCCURRING AUGUST 2025

<b>Arrival</b>	<b>Group Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Convention Center</b>
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
8/11/2025	New Mexico Administrative Office of the Courts 2025 CEI Magistrate Court Conference	85	137	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 SPCGA 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
8/31/2025	Institute of Electrical and Electronics Engineers Inc. 2025 IEEE Quantum Week Conference	1,400	3,186	Yes

## Spotlight On

# BUSINESS OCCURRING SEPTEMBER 2025

Arrival	Group Name	Attendees	Room Nights	Convention Center
9/2/2025	Women Physicians & Dentists in Christ 2025 Women Physicians in Christ Annual Convention	250	501	No
9/5/2025	Federation of Tax Administrators 2025 FTA Motor Fuel Annual Conference	225	750	No
9/5/2025	Albuquerque Baseball Academy 2025 ABA Five Tool High School Showdown	845	112	No
9/7/2025	National Disability Rights Network 2025 NDRN PABSS Training	50	115	No
9/8/2025	University Of New Mexico: Womens Golf 2025 Branch Law Firm/Dick McGuire Invitational Tournament	144	141	No
9/12/2025	Albuquerque Baseball Academy 2025 ABA Five Tool Fall Challenge	2,112	430	No
9/13/2025	New Mexico Games 2025 Arm Wrestling	250	99	No
9/17/2025	Association for Rural & Small Libraries 2025 Association for Rural & Small Libraries (ARSL) Conference	900	1,918	Yes
9/19/2025	New Mexico Hamvention Inc. 2025 Duke City Hamfest	600	60	No
9/19/2025	New Mexico Games 2025 Pickleball	870	280	No
9/21/2025	New Mexico Games 2025 Adult Volleyball	625	186	No
9/22/2025	Sun Country Golf House 2025 Isleta Fall Invitational	90	23	No
9/23/2025	State and Local Government Benefits Association 2025 SALGBA Fall Series	150	188	No
9/28/2025	United Pharmacy Partners, Inc. 2025 UPPI Annual Meeting	64	170	No
9/28/2025	USS Goldsborough 2025 Annual Reunion	90	150	No
9/28/2025	New Mexico Games 2025 Judo	250	186	No

## Spotlight On

# BUSINESS OCCURRING OCTOBER 2025

<b>Arrival</b>	<b>Group Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Convention Center</b>
10/4/2025	New Mexico Games 2025 Archery	232	72	No
10/12/2025	American Quarter Horse Association 2025 AQHA Racing Challenge	150	381	No
10/15/2025	Western History Association 2025 WHA Annual Conference	850	1,426	Yes
10/17/2025	USA Climbing 2025 Yank-n-Yard Competition	2,030	505	No
10/18/2025	Rotary International 2025 Rotary International Zones 26/27 Institute and Ed Week	550	1,802	Yes
10/23/2025	Center for Action and Contemplation 2025 ReVision	1,500	2,195	Yes
10/24/2025	Albuquerque Baseball Academy 2025 ABA Five Tool Fall Finale	2,112	430	No
10/25/2025	Sun Country Golf House 2025 SCAGA Team Championship	300	180	No
10/26/2025	Western States Association Tax Administrators 2025 WSATA Annual Meeting	225	599	No
10/29/2025	Tau Beta Pi 2025 Tau Beta Pi Annual Convention	500	1,191	Yes
10/31/2025	One Hockey 2025 OneHockey Albuquerque	950	484	No